



STEAM REPORT FOR 2016-2022 - FINAL

Final

COVENTRY

DESTINATION COVENTRY

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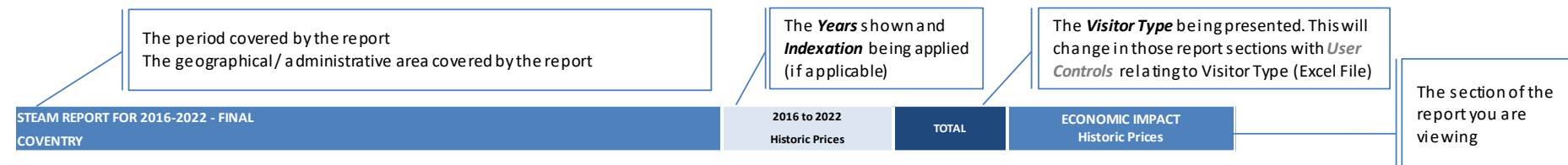
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Report Section Design and Features

Headers

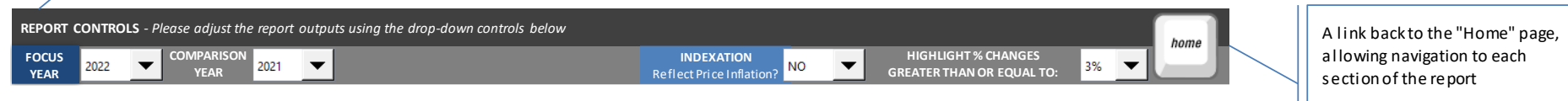
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

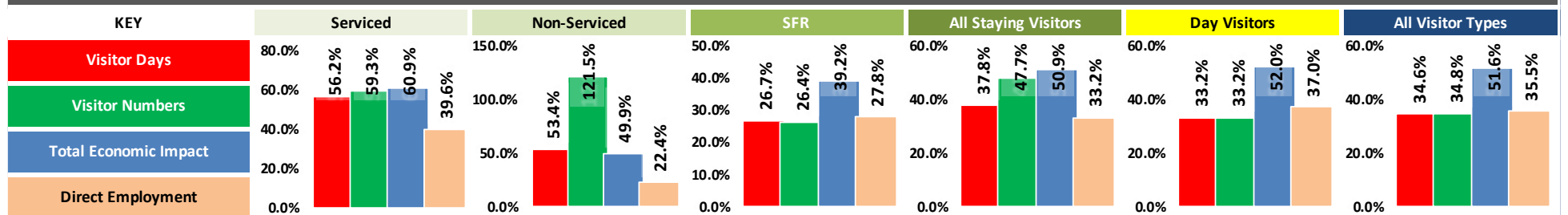
Visitor Numbers / Visitor Days / Average Length of Stay

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

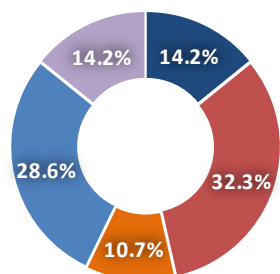
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %			
An increase of 3% or more																								
Less than 3% change																								
A Fall of 3% or more																								
Visitor Days	M	1.303	0.834	56.2%	0.656	0.428	53.4%	2.525	1.993	26.7%	4.484	3.255	37.8%	9.700	7.284	33.2%	14.18	10.54	34.6%					
Visitor Numbers	M	0.651	0.408	59.3%	0.140	0.063	121.5%	0.558	0.441	26.4%	1.348	0.913	47.7%	9.700	7.284	33.2%	11.05	8.197	34.8%					
Direct Expenditure	£M																							
Economic Impact	£M	146.56	91.07	60.9%	52.49	35.01	49.9%	103.91	74.63	39.2%	302.95	200.71	50.9%	447.90	294.58	52.0%	750.86	495.29	51.6%					
Direct Employment	FTEs	1,198	858	39.6%	241	197	22.4%	785	615	27.8%	2,225	1,670	33.2%	3,468	2,531	37.0%	5,693	4,201	35.5%					
Total Employment	FTEs																							

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2021 - IN HISTORIC PRICES



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



- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

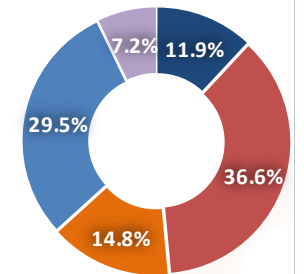
	2022	% Share Direct	% Share Total
Accommodation	79.80	14%	11%
Food & Drink	182.03	32%	24%
Recreation	60.49	11%	8%
Shopping	161.25	29%	21%
Transport	80.01	14%	11%
TOTAL DIRECT	563.57	100%	75%
Indirect	187.29		25%
TOTAL	750.86		100%

Sectors

Sectors	2022	% Share Direct	% Share Total
Accommodation	679	12%	9%
Food & Drink	2,083	37%	28%
Recreation	840	15%	11%
Shopping	1,682	30%	23%
Transport	409	7%	6%
TOTAL DIRECT	5,693	100%	77%
Indirect	1,661		23%
TOTAL	7,354		100%

Sectoral Distribution of Employment - FTEs

- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport



Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2016 to 2022

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

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COVENTRY

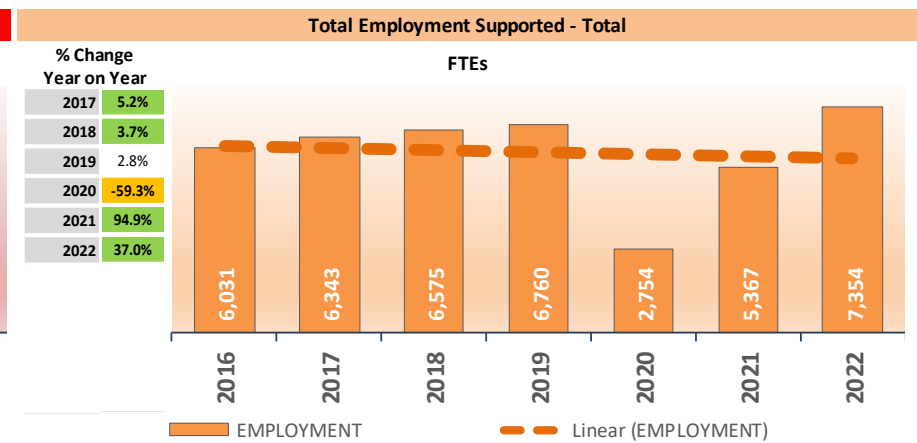
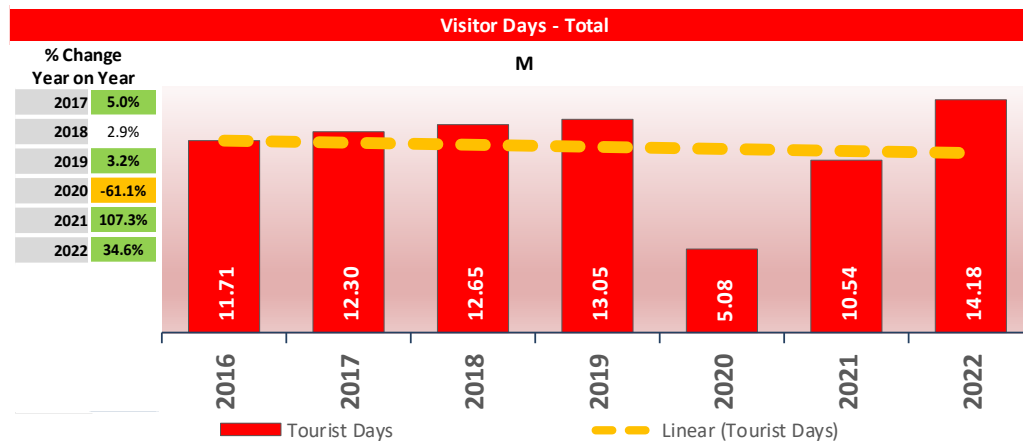
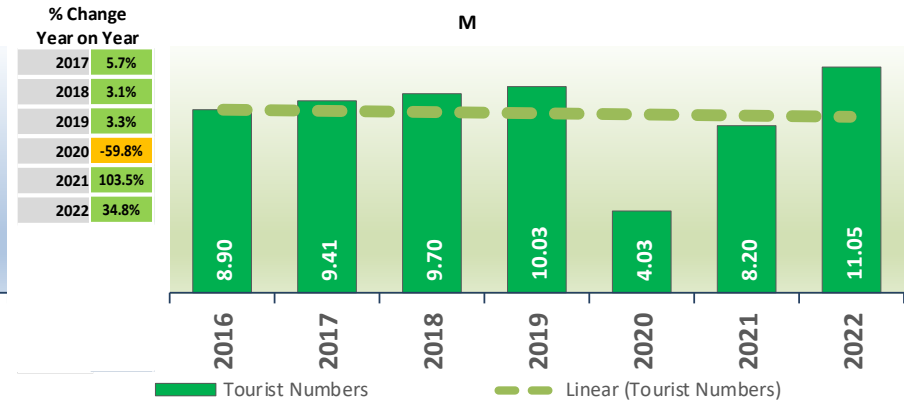
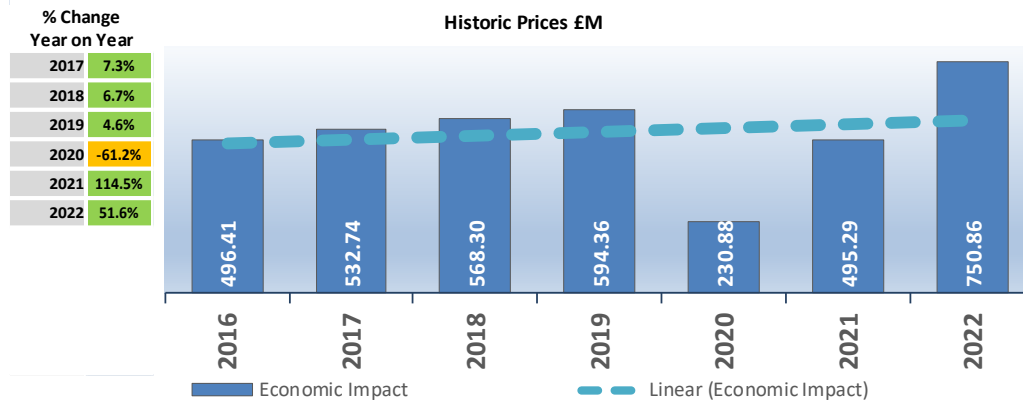
2016 to 2022
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

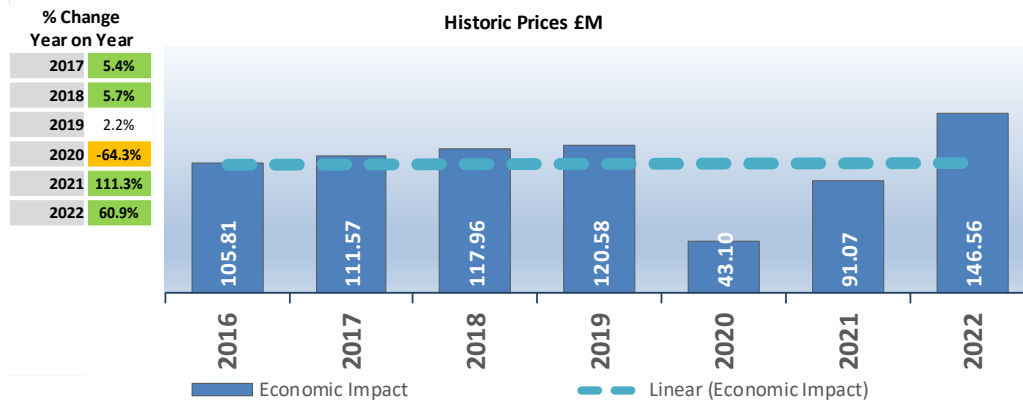
Visitor Numbers - Total



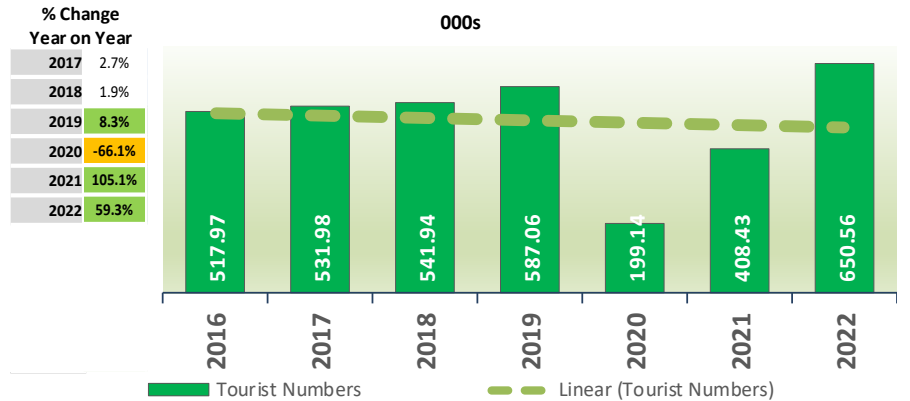
% Change from 2016	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		7.3%	14.5%	19.7%	-53.5%	-0.2%	51.3%
Visitor Numbers		5.7%	9.0%	12.6%	-54.7%	-7.9%	24.1%
Visitor Days		5.0%	8.1%	11.5%	-56.6%	-10.0%	21.1%
Total Employment		5.2%	9.0%	12.1%	-54.3%	-11.0%	21.9%

"Linear" = Linear Trendline

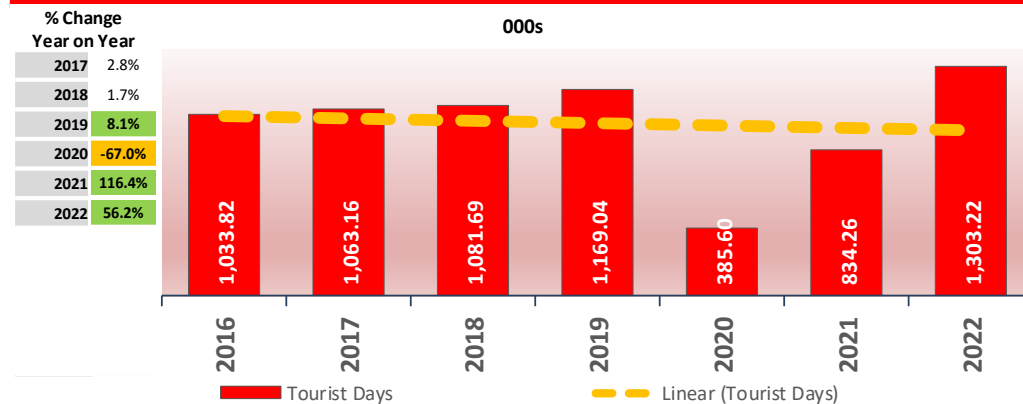
Economic Impact - Historic Prices - Serviced Accommodation



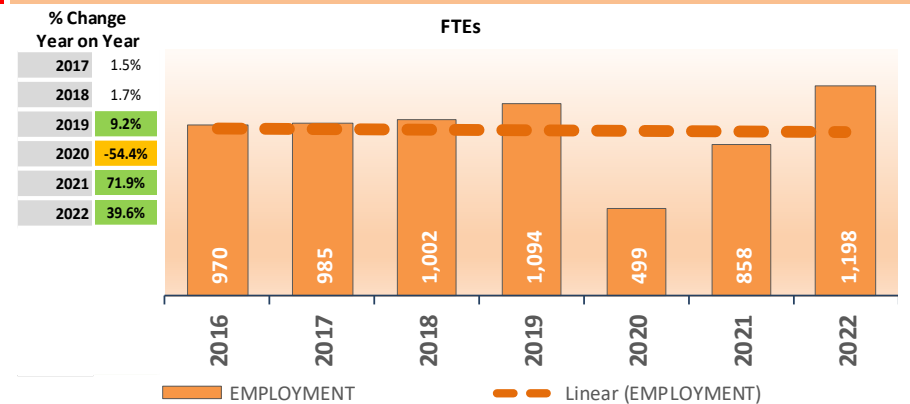
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2016	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		5.4%	11.5%	14.0%	-59.3%	-13.9%	38.5%
Visitor Numbers		2.7%	4.6%	13.3%	-61.6%	-21.1%	25.6%
Visitor Days		2.8%	4.6%	13.1%	-62.7%	-19.3%	26.1%
Direct Employment		1.5%	3.3%	12.7%	-48.6%	-11.6%	23.5%

"Linear" = Linear Trendline

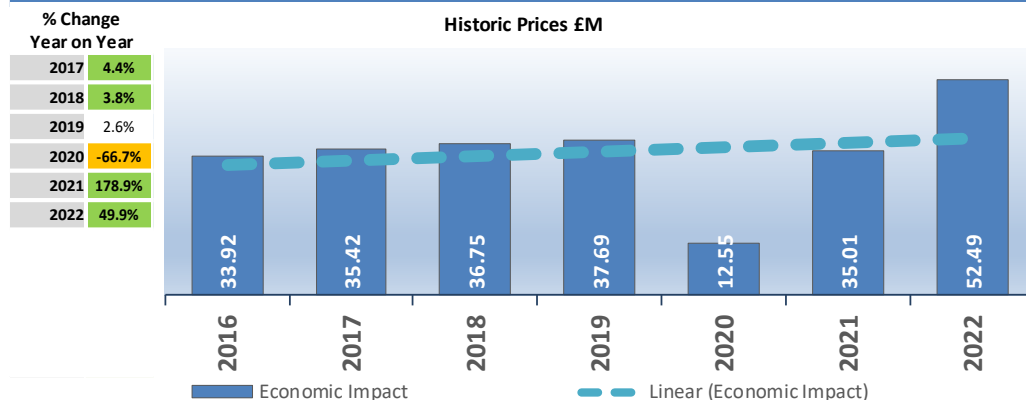
STEAM REPORT FOR 2016-2022 - FINAL
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2016 to 2022
Historic Prices

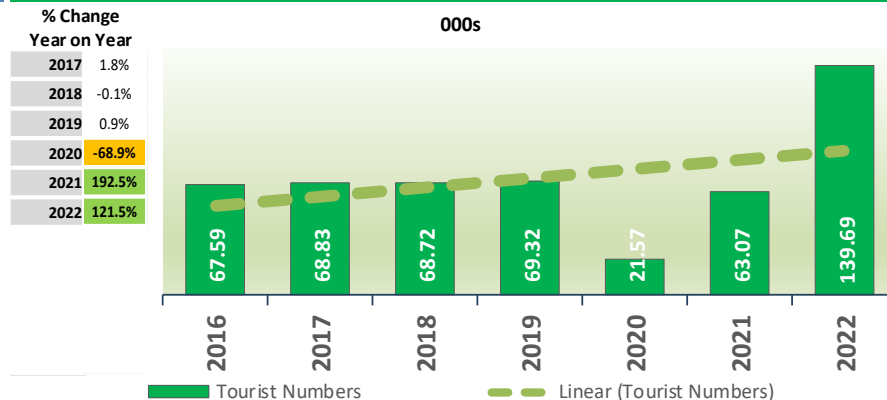
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

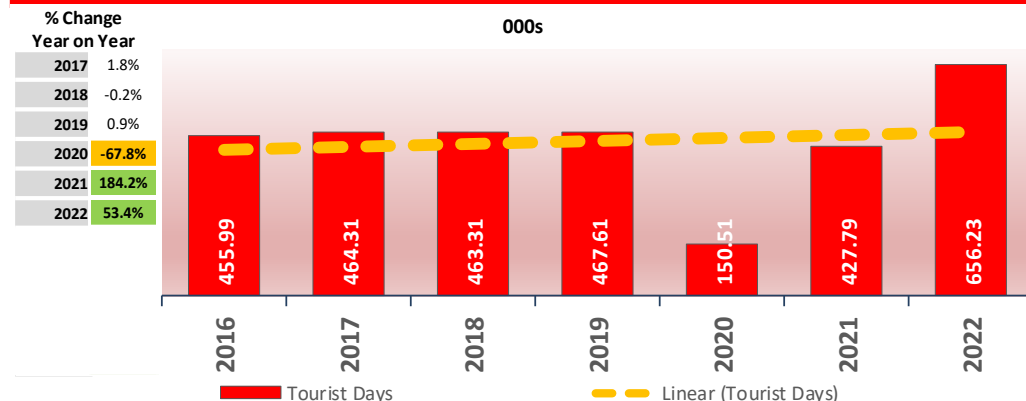
Economic Impact - Historic Prices - Non-Serviced Accommodation



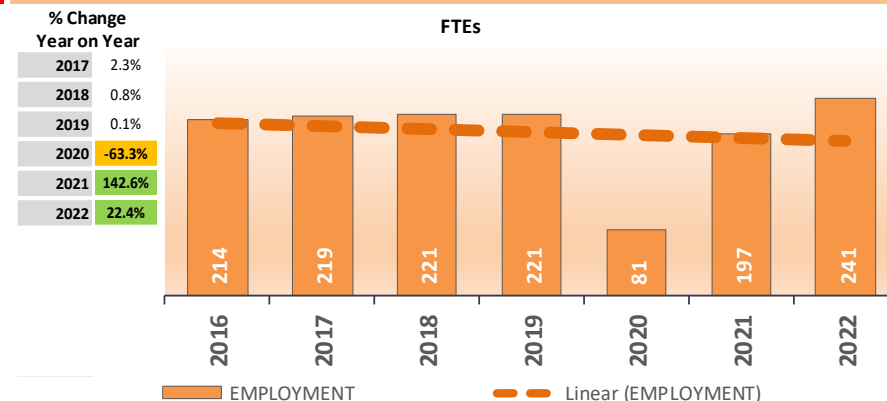
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

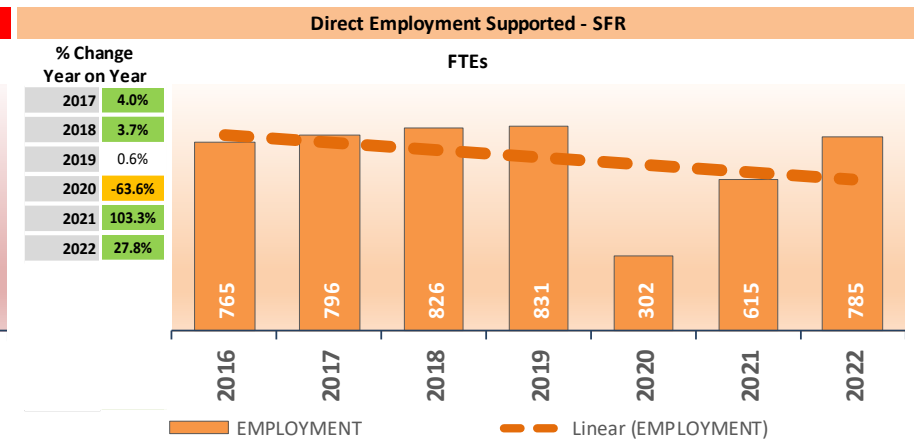
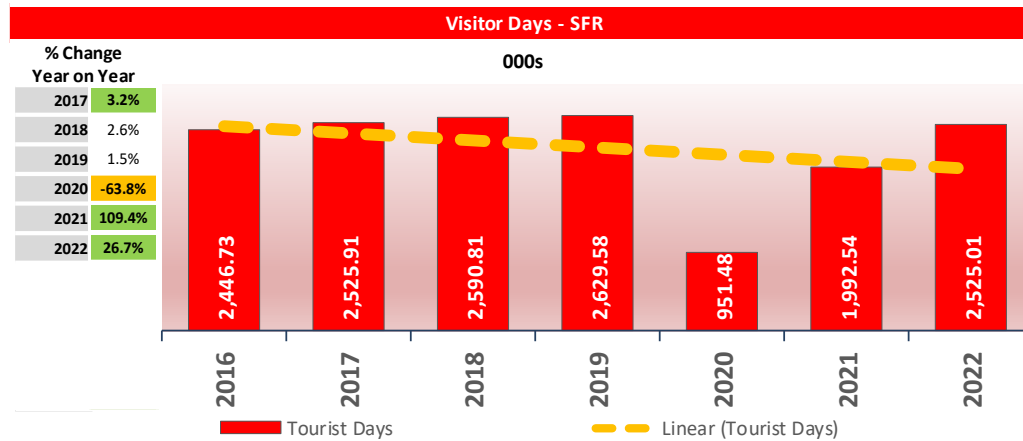
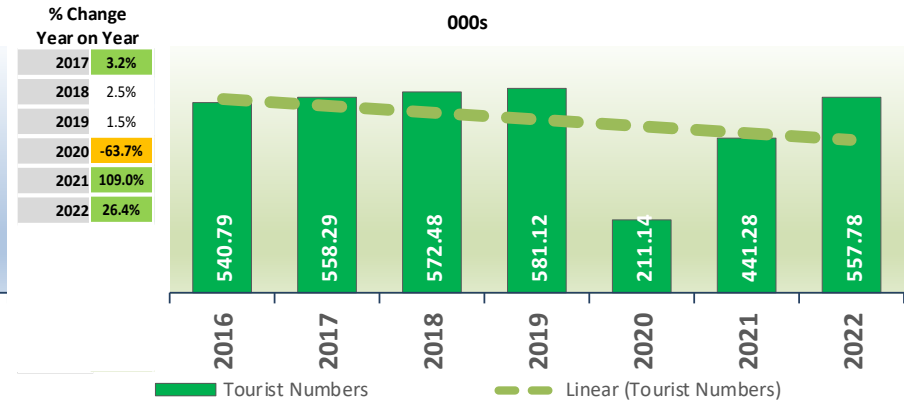
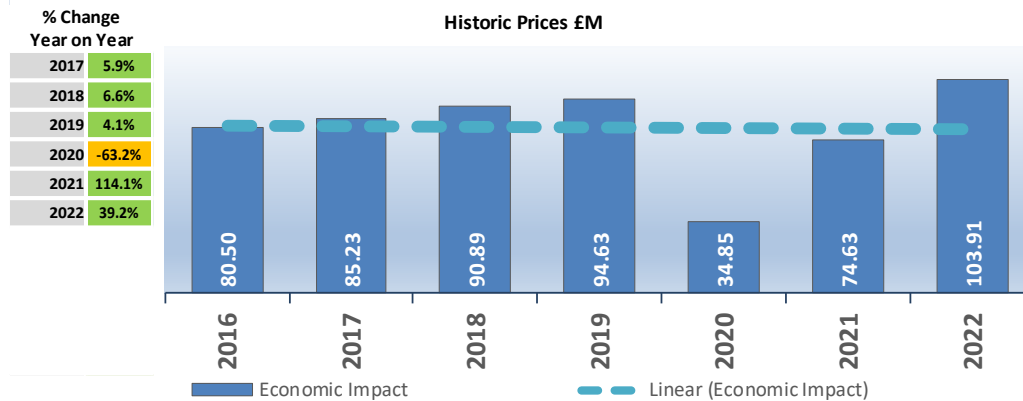


% Change from 2016	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		4.4%	8.3%	11.1%	-63.0%	3.2%	54.8%
Visitor Numbers		1.8%	1.7%	2.6%	-68.1%	-6.7%	106.7%
Visitor Days		1.8%	1.6%	2.5%	-67.0%	-6.2%	43.9%
Direct Employment		2.3%	3.2%	3.2%	-62.1%	-7.9%	12.6%

"Linear" = Linear Trendline

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



% Change from 2016	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		5.9%	12.9%	17.6%	-56.7%	-7.3%	29.1%
Visitor Numbers		3.2%	5.9%	7.5%	-61.0%	-18.4%	3.1%
Visitor Days		3.2%	5.9%	7.5%	-61.1%	-18.6%	3.2%
Direct Employment		4.0%	7.9%	8.6%	-60.5%	-19.7%	2.6%

"Linear" = Linear Trendline

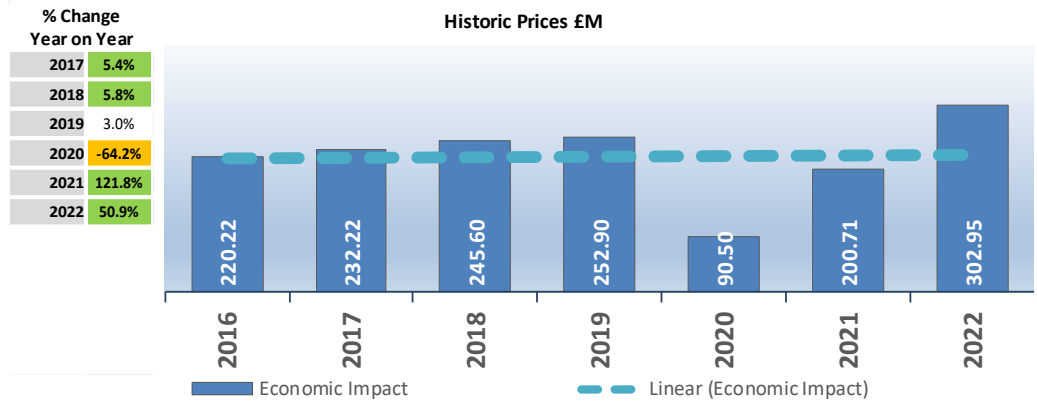
STEAM REPORT FOR 2016-2022 - FINAL
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2016 to 2022
Historic Prices

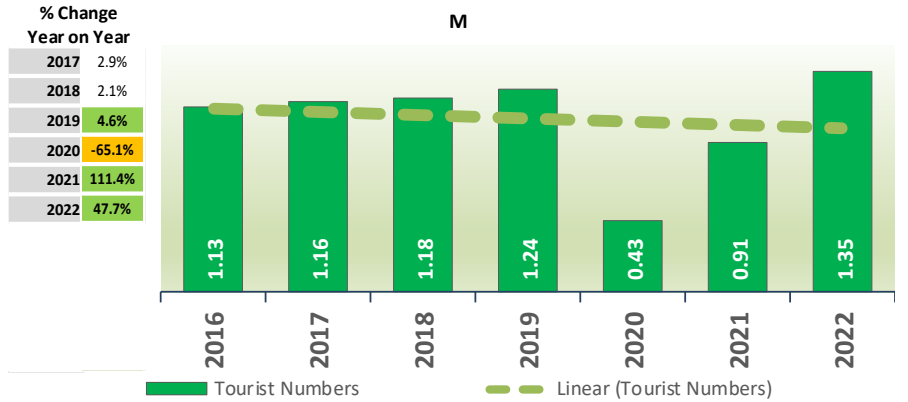
STAYING VISITOR

KEY MEASURES
Historic Prices

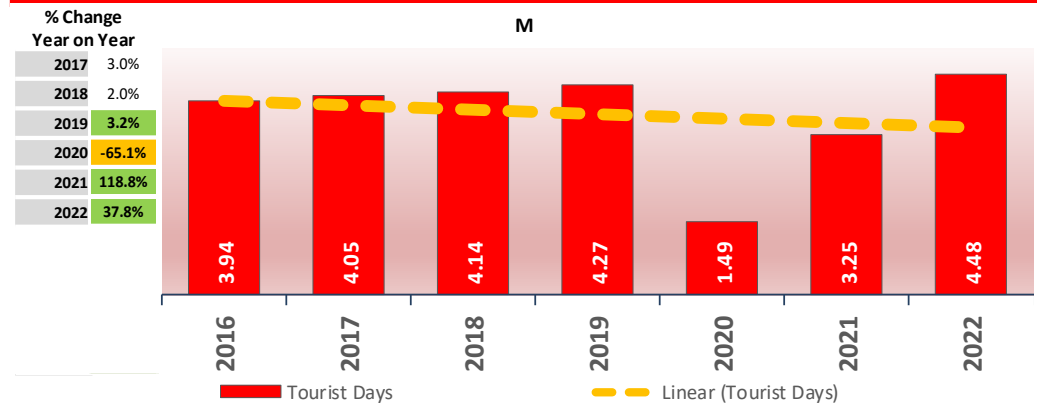
Economic Impact - Historic Prices - Staying Visitor



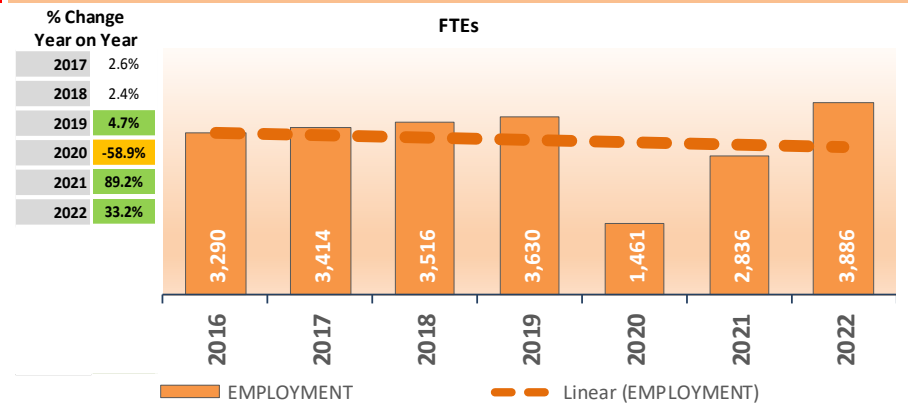
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2016	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		5.4%	11.5%	14.8%	-58.9%	-8.9%	37.6%
Visitor Numbers		2.9%	5.0%	9.9%	-61.7%	-19.0%	19.7%
Visitor Days		3.0%	5.1%	8.4%	-62.2%	-17.3%	13.9%
Direct Employment		3.8%	6.8%	10.3%	-55.6%	-13.8%	18.1%

"Linear" = Linear Trendline

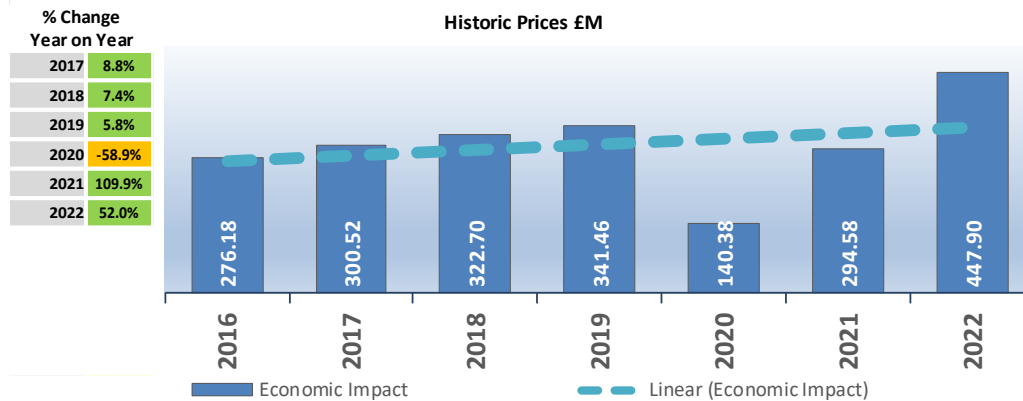
STEAM REPORT FOR 2016-2022 - FINAL
COVENTRY

2016 to 2022
Historic Prices

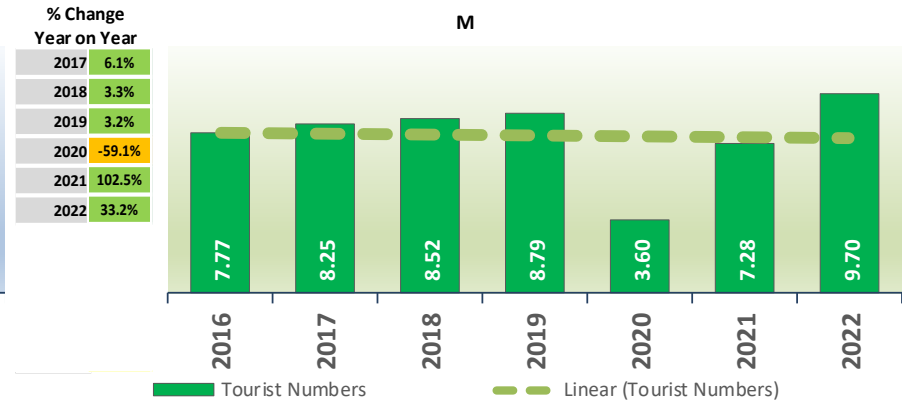
DAY VISITOR

KEY MEASURES
Historic Prices

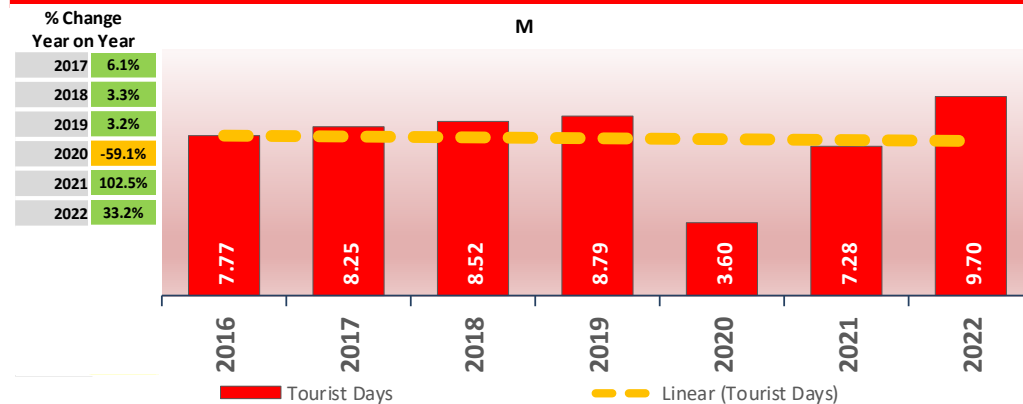
Economic Impact - Historic Prices - Day Visitor



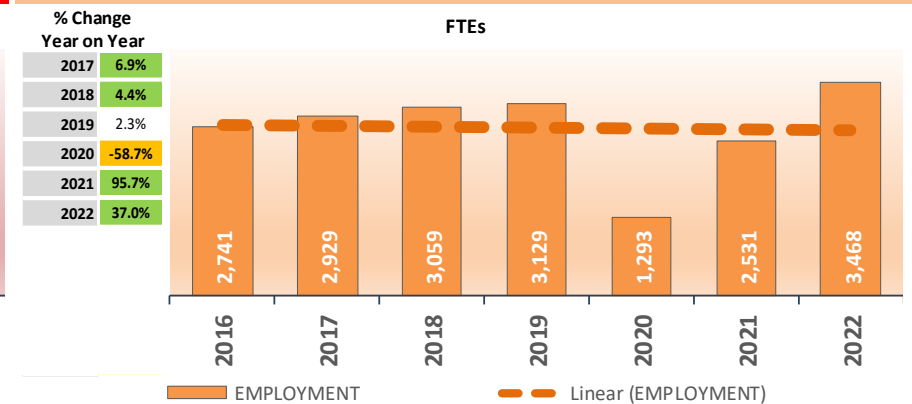
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2016	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		8.8%	16.8%	23.6%	-49.2%	6.7%	62.2%
Visitor Numbers		6.1%	9.6%	13.0%	-53.7%	-6.3%	24.8%
Visitor Days		6.1%	9.6%	13.0%	-53.7%	-6.3%	24.8%
Direct Employment		6.9%	11.6%	14.2%	-52.8%	-7.6%	26.6%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2016 to 2022

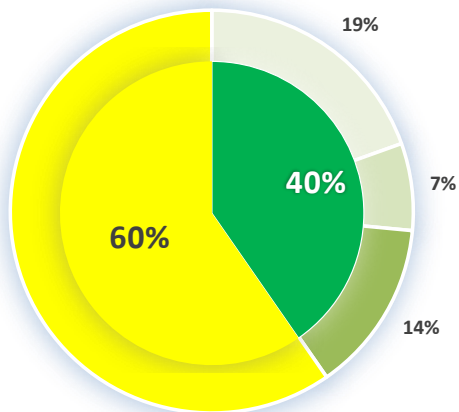
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2022 - M - Share of Total

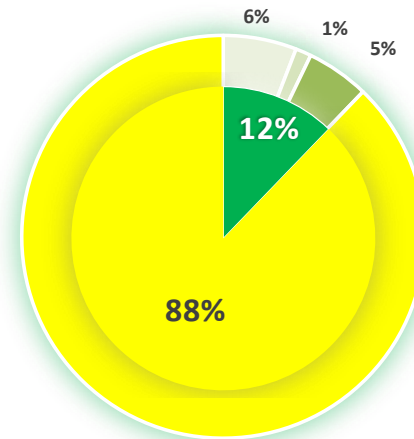
TOTAL
£750.86m

	£M
Serviced	146.56
Non-Serviced	52.49
SFR	103.91
Staying Visitor	302.95
Day Visitor	447.90
Total	750.86



TOTAL
11.05m

	M
Serviced	0.65
Non-Serviced	0.14
SFR	0.56
Staying Visitor	1.35
Day Visitor	9.70
Total	11.05

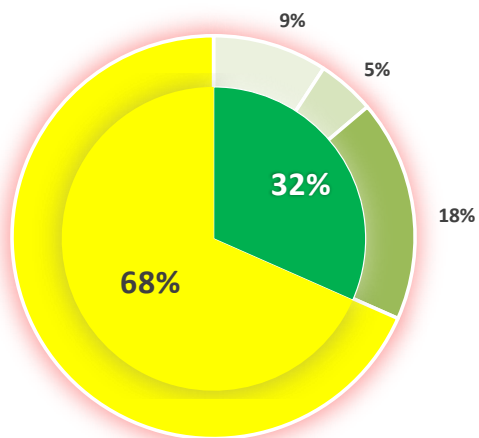


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

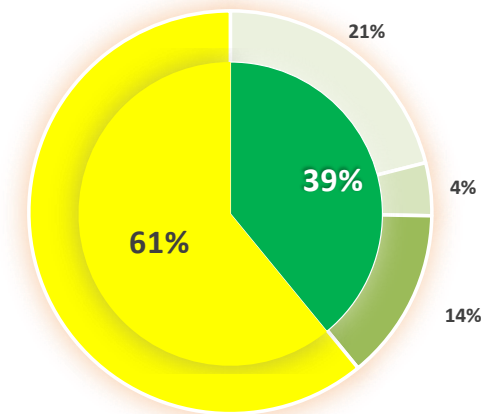
TOTAL
14.18m

	M
Serviced	1.30
Non-Serviced	0.66
SFR	2.53
Staying Visitor	4.48
Day Visitor	9.70
Total	14.18



TOTAL
5,693 Direct FTEs
7,354 Total FTEs

	FTEs
Serviced	1,198
Non-Serviced	241
SFR	785
Staying Visitor	2,225
Day Visitor	3,468
Total	5,693

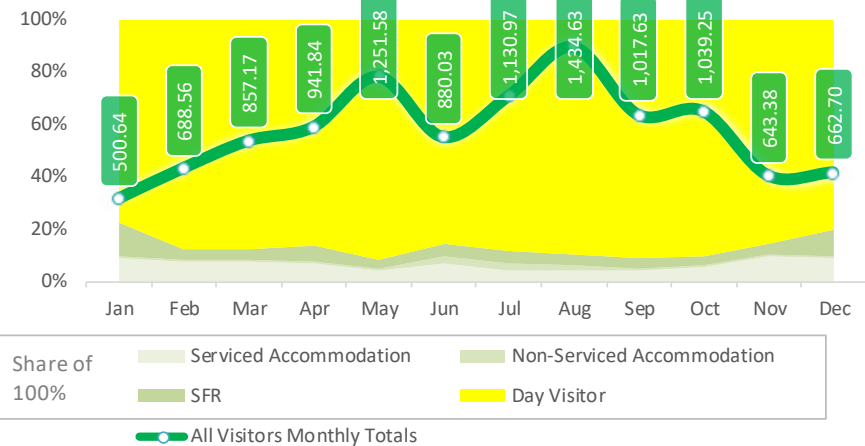
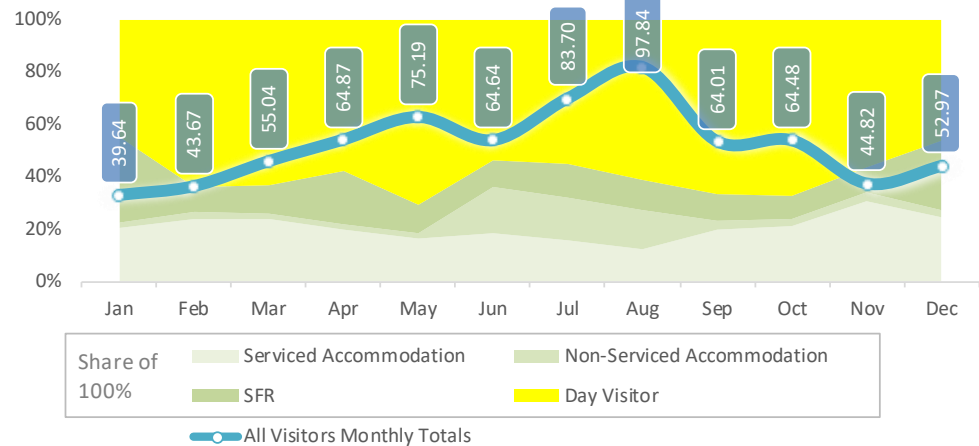


**STEAM REPORT FOR 2016-2022 - FINAL
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**2022
Historic Prices** **TOTAL** **DISTRIBUTION BY MONTH
Historic Prices**

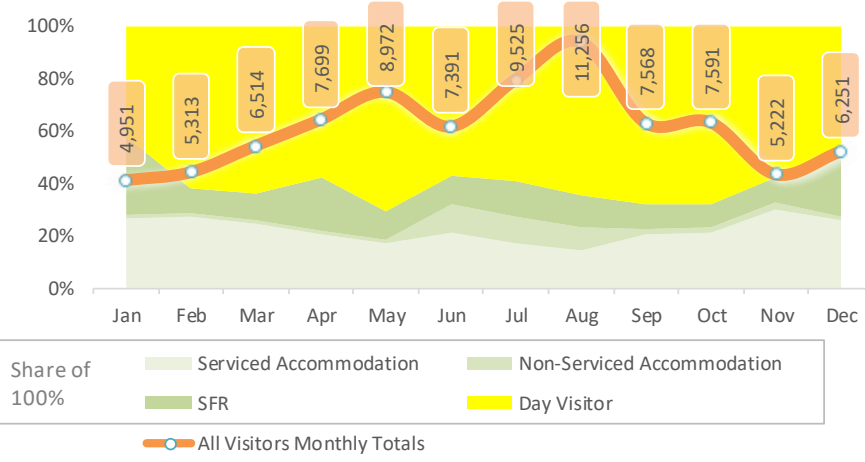
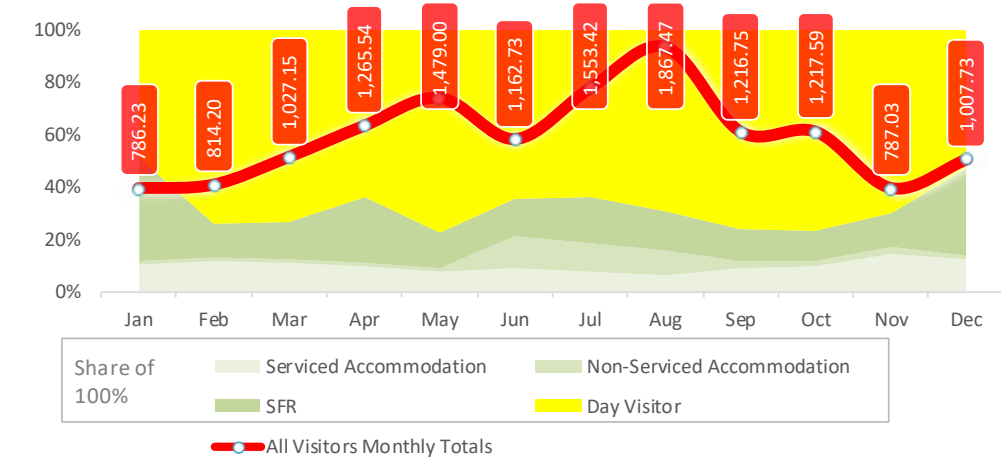
Economic Impact - Historic Prices - £M - Distribution of Impact by Month

Visitor Numbers - 2022 - 000s - Distribution of Impact by Month



Visitor Days - 2022 - 000s - Distribution of Impact by Month

Direct Employment Supported - 2022 - FTEs - Distribution of Impact by Month

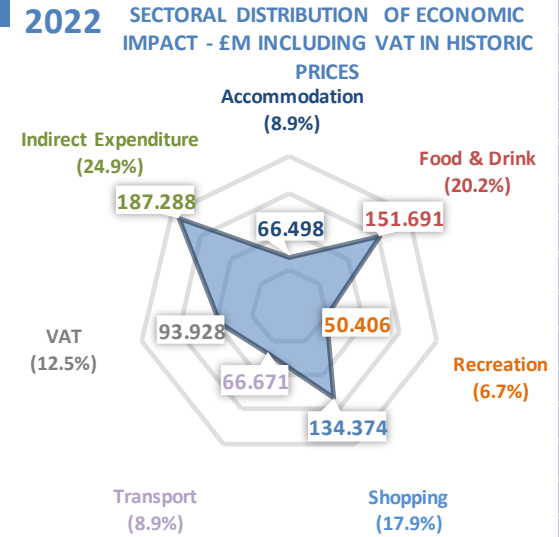


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Report Prepared by: Aimee Towle. Date of Issue: 14/04/23

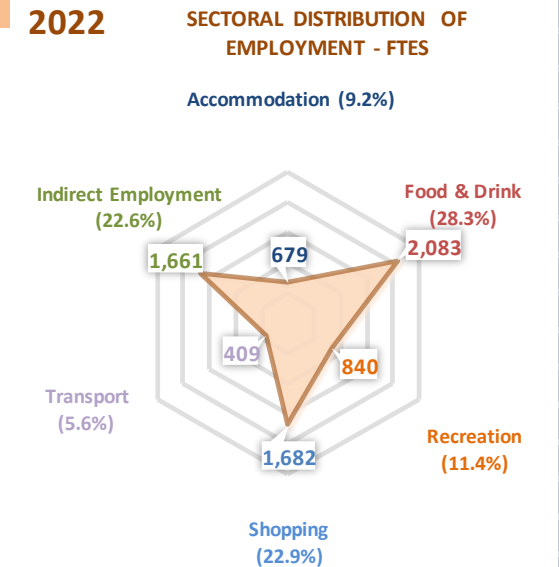
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR	2016	2017	2018	2019	2020	2021	2022
Accommodation £M	51.26	53.96	56.87	55.45	21.27	43.85	66.50
Food & Drink £M	89.83	96.72	103.36	109.63	46.88	92.94	151.69
Recreation £M	56.91	61.53	65.88	69.83	29.66	59.81	50.41
Shopping £M	74.18	79.68	85.16	89.97	32.22	74.92	134.37
Transport £M	38.89	41.88	44.77	47.40	18.90	39.81	66.67
Direct Revenue £M	311.07	333.78	356.05	372.28	148.93	311.33	469.64
VAT £M	62.21	66.76	71.21	74.46	24.48	60.25	93.93
Direct Expenditure £M	373.29	400.53	427.26	446.73	173.40	371.58	563.57
Indirect Expenditure £M	123.12	132.21	141.04	147.62	57.48	123.71	187.29
TOTAL £M	496.41	532.74	568.30	594.36	230.88	495.29	750.86



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2016	2017	2018	2019	2020	2021	2022
Accommodation FTEs	581	581	586	645	353	549	679
Food & Drink FTEs	1,514	1,601	1,664	1,706	708	1,349	2,083
Recreation FTEs	1,164	1,236	1,287	1,319	544	1,053	840
Shopping FTEs	1,140	1,202	1,250	1,276	444	991	1,682
Transport FTEs	293	310	322	330	128	258	409
Direct Employment FTEs	4,691	4,929	5,108	5,275	2,176	4,201	5,693
Indirect Employment FTEs	1,340	1,414	1,467	1,484	578	1,166	1,661
TOTAL FTEs	6,031	6,343	6,575	6,760	2,754	5,367	7,354



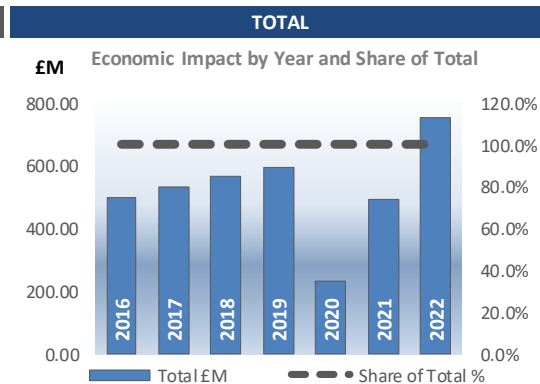
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2016 to 2022

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

STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022 Historic Prices		TOTAL	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	TOTAL												TOTAL						% Change
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2016 to 2022	35.3%	50.7%	65.6%	31.6%	97.0%	33.8%	33.6%	63.0%	68.6%	61.7%	21.6%	66.9%	51.3%	Annual Change	51.2%	50.8%	52.8%	49.6%	
% Change 2021 to 2022	241.2%	277.7%	242.3%	98.6%	99.7%	23.6%	17.2%	21.7%	30.1%	43.5%	-6.0%	33.1%	51.6%		252.4%	67.0%	22.2%	22.5%	
Average Annual Change	5.9%	8.4%	10.9%	5.3%	16.2%	5.6%	5.6%	10.5%	11.4%	10.3%	3.6%	11.2%	8.5%		8.5%	8.5%	8.8%	8.3%	
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
2022	£M	39.64	43.67	55.04	64.87	75.19	64.64	83.70	97.84	64.01	64.48	44.82	52.97	750.86	51.6%	138.35	204.69	245.54	162.27

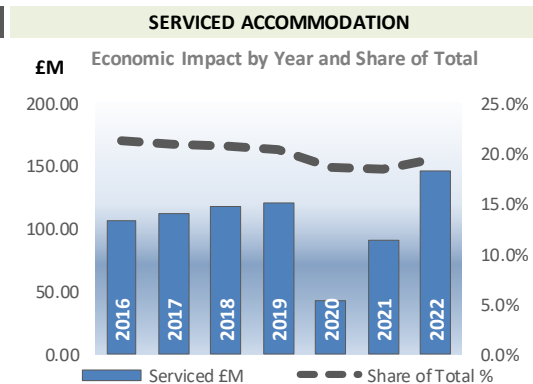
ECONOMIC IMPACT - IN HISTORIC PRICES								
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022
Total	£M	496.41	532.74	568.30	594.36	230.88	495.29	750.86
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88	495.29	750.86
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%							
Change in Share from 2016	%							
Avg Ann. Change in Share	%							



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

STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022 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 2022		18.0%	23.6%	38.7%	47.1%	41.8%	35.3%	53.3%	49.5%	26.4%	31.2%	30.2%	72.4%	38.5%	Annual Change	27.8%	41.3%	42.1%	41.9%
% Change 2021 to 2022		278.3%	263.9%	234.7%	198.2%	131.2%	87.4%	50.0%	10.1%	6.5%	15.5%	17.9%	14.6%	60.9%		254.6%	131.5%	19.7%	16.0%
Average Annual Change		3.0%	3.9%	6.4%	7.9%	7.0%	5.9%	8.9%	8.2%	4.4%	5.2%	5.0%	12.1%	6.4%		4.6%	6.9%	7.0%	7.0%
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
2022	£M	8.150	10.43	13.04	12.77	12.21	12.05	12.93	12.15	12.56	13.50	13.62	13.14	146.56	60.9%	31.62	37.03	37.65	40.26

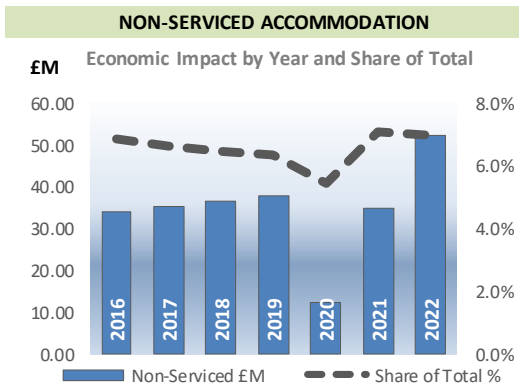
ECONOMIC IMPACT - IN HISTORIC PRICES								
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022
Serviced	£M	105.81	111.57	117.96	120.58	43.10	91.07	146.56
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88	495.29	750.86
Share of Total	%	21.3%	20.9%	20.8%	20.3%	18.7%	18.4%	19.5%
Annual Change in Share	%		-1.7%	-0.9%	-2.3%	-8.0%	-1.5%	6.2%
Change in Share from 2016	%		-1.7%	-2.6%	-4.8%	-12.4%	-13.7%	-8.4%
Avg Ann. Change in Share	%		-1.7%	-1.3%	-1.6%	-3.1%	-2.7%	-1.4%



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STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2016 to 2022		305.6%	182.8%	249.8%	186.6%	156.7%	25.4%	36.0%	29.3%	265.1%	298.1%	395.1%	306.3%	54.8%	Annual Change	234.1%	41.6%	39.3%	327.2%	
% Change 2021 to 2022		2056.5%	1326.8%	1328.1%	716.1%	196.6%	23.7%	24.7%	20.4%	206.6%	216.7%	299.3%	226.4%	49.9%		1466.4%	45.8%	28.4%	242.1%	
Average Annual Change		50.9%	30.5%	41.6%	31.1%	26.1%	4.2%	6.0%	4.9%	44.2%	49.7%	65.8%	51.1%	9.1%		39.0%	6.9%	6.5%	54.5%	
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	
2022	£M	0.835	1.114	1.235	1.450	1.559	11.13	13.64	14.49	2.348	1.894	1.497	1.296	52.49	49.9%	3.183	14.14	30.48	4.688	

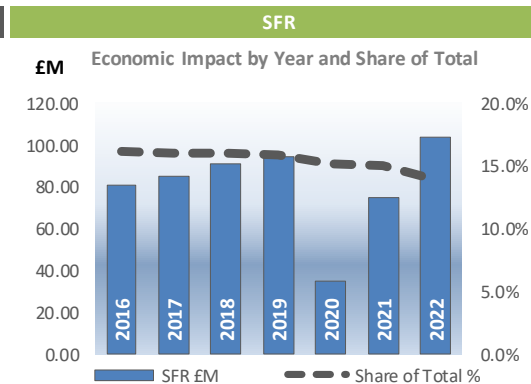
ECONOMIC IMPACT - IN HISTORIC PRICES								
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022
Non-Serviced	£M	33.92	35.42	36.75	37.69	12.55	35.01	52.49
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88	495.29	750.86
Share of Total	%	6.8%	6.6%	6.5%	6.3%	5.4%	7.1%	7.0%
Annual Change in Share	%		-2.7%	-2.7%	-1.9%	-14.2%	30.0%	-1.1%
Change in Share from 2016	%		-2.7%	-5.4%	-7.2%	-20.4%	3.5%	2.3%
Avg Ann. Change in Share	%		-2.7%	-2.7%	-2.4%	-5.1%	0.7%	0.4%



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STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SFR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2016 to 2022		11.8%	10.9%	38.2%	31.9%	31.2%	30.2%	33.2%	31.6%	41.8%	30.8%	22.0%	37.6%	29.1%	Annual Change		17.4%	31.3%	34.3%	32.9%	
% Change 2021 to 2022		175.8%	158.3%	159.1%	105.9%	44.4%	19.0%	16.3%	3.0%	14.0%	8.6%	-1.7%	11.6%	39.2%			168.0%	58.7%	10.1%	8.3%	
Average Annual Change		2.0%	1.8%	6.4%	5.3%	5.2%	5.0%	5.5%	5.3%	7.0%	5.1%	3.7%	6.3%	4.8%			2.9%	5.2%	5.7%	5.5%	
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
2022	£M	12.79	4.194	5.940	13.19	8.456	6.578	11.00	11.56	6.188	5.732	4.316	13.96	103.91	39.2%			22.93	28.22	28.75	24.01

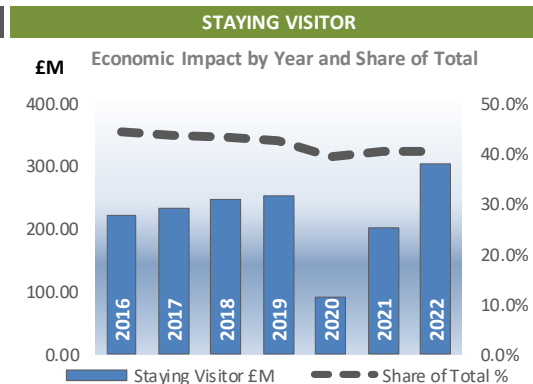
ECONOMIC IMPACT - IN HISTORIC PRICES								
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022
SFR	£M	80.50	85.23	90.89	94.63	34.85	74.63	103.91
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88	495.29	750.86
Share of Total	%	16.2%	16.0%	16.0%	15.9%	15.1%	15.1%	13.8%
Annual Change in Share	%		-1.3%	0.0%	-0.5%	-5.2%	-0.2%	-8.2%
Change in Share from 2016	%		-1.3%	-1.4%	-1.8%	-6.9%	-7.1%	-14.7%
Avg Ann. Change in Share	%		-1.3%	-0.7%	-0.6%	-1.7%	-1.4%	-2.4%



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STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2016 to 2022		17.4%	24.8%	43.8%	42.9%	41.9%	30.3%	40.6%	35.9%	41.2%	39.5%	35.9%	57.0%	37.6%	Annual Change		27.7%	37.6%	38.8%	45.1%	
% Change 2021 to 2022		218.8%	244.5%	222.2%	152.3%	90.6%	42.0%	29.5%	11.4%	17.3%	20.3%	19.1%	16.5%	50.9%			226.6%	82.6%	19.2%	18.4%	
Average Annual Change		2.9%	4.1%	7.3%	7.1%	7.0%	5.1%	6.8%	6.0%	6.9%	6.6%	6.0%	9.5%	6.3%			4.6%	6.3%	6.5%	7.5%	
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
2022	£M	21.78	15.74	20.21	27.41	22.22	29.76	37.58	38.20	21.10	21.12	19.43	28.40	302.95	50.9%			57.73	79.39	96.88	68.96

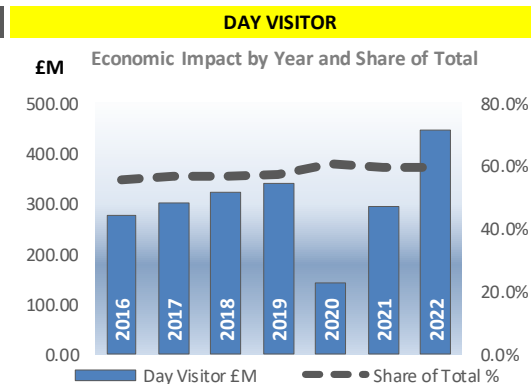
ECONOMIC IMPACT - IN HISTORIC PRICES								
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	
Staying Visitor	£M	220.22	232.22	245.60	252.90	90.50	200.71	302.95
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88	495.29	750.86
Share of Total	%	44.4%	43.6%	43.2%	42.5%	39.2%	40.5%	40.3%
Annual Change in Share	%		-1.7%	-0.9%	-1.5%	-7.9%	3.4%	-0.4%
Change in Share from 2016	%		-1.7%	-2.6%	-4.1%	-11.6%	-8.7%	-9.1%
Avg Ann. Change in Share	%		-1.7%	-1.3%	-1.4%	-2.9%	-1.7%	-1.5%



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STEAM REPORT FOR 2016-2022 - FINAL COVENTRY												2016 to 2022 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 2022		66.4%	70.6%	81.5%	24.4%	135.3%	36.9%	28.3%	86.8%	86.3%	75.3%	12.6%	80.1%	62.2%	Annual Change	74.2%	60.5%	63.6%	53.2%
% Change 2021 to 2022		273.1%	299.4%	255.2%	71.8%	103.8%	11.3%	8.8%	29.4%	37.4%	58.4%	-19.1%	59.2%	52.0%		273.5%	58.4%	24.2%	25.8%
Average Annual Change		11.1%	11.8%	13.6%	4.1%	22.6%	6.2%	4.7%	14.5%	14.4%	12.5%	2.1%	13.4%	10.4%		12.4%	10.1%	10.6%	8.9%
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
2022	£M	17.87	27.93	34.83	37.46	52.97	34.88	46.12	59.64	42.91	43.35	25.39	24.57	447.90	52.0%	80.62	125.30	148.67	93.31

ECONOMIC IMPACT - IN HISTORIC PRICES								
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	
Day Visitor	£M	276.18	300.52	322.70	341.46	140.38	294.58	447.90
All Visitor Types	£M	496.41	532.74	568.30	594.36	230.88	495.29	750.86
Share of Total	%	55.6%	56.4%	56.8%	57.5%	60.8%	59.5%	59.7%
Annual Change in Share	%		1.4%	0.7%	1.2%	5.8%	-2.2%	0.3%
Change in Share from 2016	%		1.4%	2.1%	3.3%	9.3%	6.9%	7.2%
Avg Ann. Change in Share	%		1.4%	1.0%	1.1%	2.3%	1.4%	1.2%



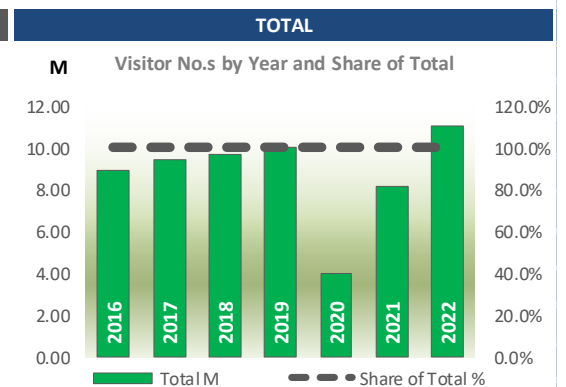
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

Visitor Numbers by Month, Year and Visitor Type for the Period 2016 to 2022

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

STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022	TOTAL	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2016 to 2022		19.9%	28.4%	37.9%	-1.5%	73.7%	7.3%	1.1%	40.8%	42.2%	34.0%	-9.5%	35.8%	24.1%	Annual Change	29.9%	23.1%	25.6%	18.8%
% Change 2021 to 2022		216.8%	242.0%	205.3%	57.9%	77.3%	1.8%	-2.0%	12.9%	20.2%	36.3%	-25.0%	32.8%	34.8%		219.7%	41.8%	9.6%	10.7%
Average Annual Change		3.3%	4.7%	6.3%	-0.3%	12.3%	1.2%	0.2%	6.8%	7.0%	5.7%	-1.6%	6.0%	4.0%		5.0%	3.8%	4.3%	3.1%
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
2022	M	0.501	0.689	0.857	0.942	1.252	0.880	1.131	1.435	1.018	1.039	0.643	0.663	11.05	34.8%	2.046	3.073	3.583	2.345

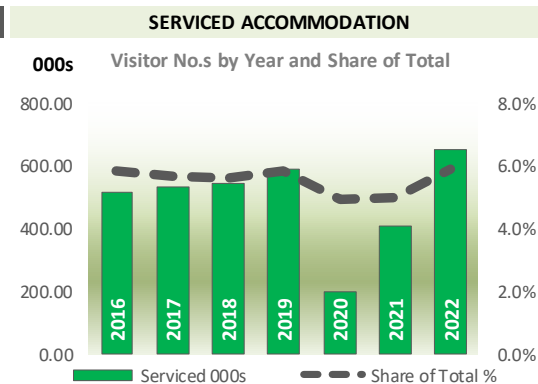
VISITOR NUMBERS								
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022
Total	M	8.901	9.407	9.702	10.03	4.028	8.197	11.05
All Visitor Types	M	8.901	9.407	9.702	10.03	4.028	8.197	11.05
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%							
Change in Share from 2016	%							
Avg Ann. Change in Share	%							



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

STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022		SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2016 to 2022		6.7%	15.5%	27.6%	29.4%	29.8%	29.5%	33.2%	22.3%	23.6%	26.9%	25.0%	38.9%	25.6%	Annual Change	17.1%	29.6%	26.1%	29.9%	
% Change 2021 to 2022		228.8%	204.4%	169.8%	166.0%	104.1%	68.1%	37.3%	10.9%	12.4%	17.1%	17.2%	15.9%	59.3%		195.7%	106.6%	18.8%	16.7%	
Average Annual Change		1.1%	2.6%	4.6%	4.9%	5.0%	4.9%	5.5%	3.7%	3.9%	4.5%	4.2%	6.5%	4.3%		2.9%	4.9%	4.3%	5.0%	
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	
2022	000s	44.4	53.1	62.4	62.8	49.9	58.4	46.9	55.0	42.4	58.3	59.9	56.8	650.6	59.3%	160.0	171.2	144.3	175.1	

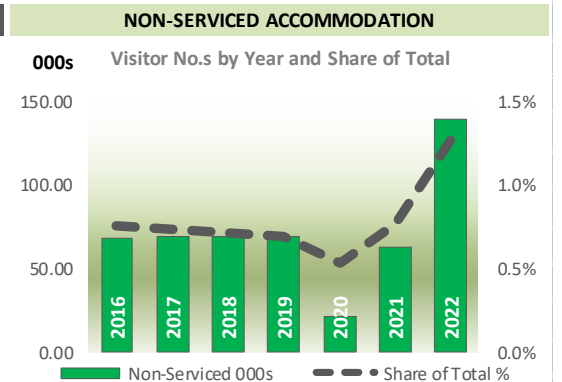
VISITOR NUMBERS								
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	
Serviced	000s	518.0	532.0	541.9	587.1	199.1	408.4	650.6
All Visitor Types	M	8.9	9.4	9.7	10.0	4.0	8.2	11.0
Share of Total	%	5.8%	5.7%	5.6%	5.9%	4.9%	5.0%	5.9%
Annual Change in Share	%		-2.8%	-1.2%	4.8%	-15.6%	0.8%	18.2%
Change in Share from 2016	%		-2.8%	-4.0%	0.6%	-15.0%	-14.4%	1.2%
Avg Ann. Change in Share	%		-2.8%	-2.0%	0.2%	-3.8%	-2.9%	0.2%



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

STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022		NON-SERVICED	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2022		1070.8%	620.6%	746.7%	402.6%	321.8%	31.7%	53.2%	44.3%	677.9%	670.5%	800.5%	720.7%	106.7%	Annual Change	758.9%	68.6%	66.5%	723.9%
% Change 2021 to 2022		6738.2%	3892.7%	3685.5%	1407.4%	414.6%	43.9%	55.6%	48.7%	582.2%	572.4%	699.2%	623.5%	121.5%		4304.7%	91.6%	69.6%	624.6%
Average Annual Change		178.5%	103.4%	124.4%	67.1%	53.6%	5.3%	8.9%	7.4%	113.0%	111.7%	133.4%	120.1%	17.8%		126.5%	11.4%	11.1%	120.7%
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
2022	000s	4.0	5.2	5.5	5.6	6.0	26.2	28.6	30.7	9.2	7.4	6.3	4.9	139.7	121.5%	14.7	37.9	68.5	18.6

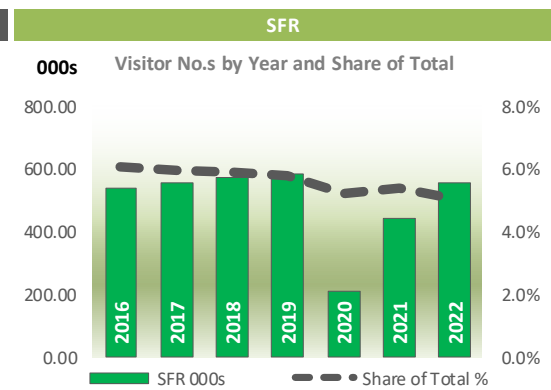
VISITOR NUMBERS								
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	
Non-Serviced	000s	67.6	68.8	68.7	69.3	21.6	63.1	139.7
All Visitor Types	M	8.9	9.4	9.7	10.0	4.0	8.2	11.0
Share of Total	%	0.8%	0.7%	0.7%	0.7%	0.5%	0.8%	1.3%
Annual Change in Share	%		-3.7%	-3.2%	-2.4%	-22.6%	43.7%	64.3%
Change in Share from 2016	%		-3.7%	-6.7%	-8.9%	-29.5%	1.3%	66.5%
Avg Ann. Change in Share	%		-3.7%	-3.4%	-3.0%	-7.4%	0.3%	11.1%



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STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022		SFR	VISITOR NUMBERS			
VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SFR												TOTAL						% Change
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2016 to 2022	-10.7%	-11.3%	10.5%	5.4%	4.9%	4.1%	6.5%	5.2%	13.4%	4.6%	-2.4%	10.0%	3.1%	Annual Change	-5.8%	4.9%	7.6%	5.8%	
% Change 2021 to 2022	150.9%	135.1%	135.8%	87.4%	31.5%	8.4%	5.8%	-6.3%	3.8%	-1.2%	-10.5%	1.6%	26.4%		143.2%	40.8%	0.4%	-1.9%	
Average Annual Change	-1.8%	-1.9%	1.7%	0.9%	0.8%	0.7%	1.1%	0.9%	2.2%	0.8%	-0.4%	1.7%	0.5%		-1.0%	0.8%	1.3%	1.0%	
2016	000s	73.2	28.8	32.0	59.2	46.9	38.5	52.9	54.0	32.2	32.8	27.9	62.4	540.8	134.0	144.6	139.1	123.1	
2017	000s	75.8	29.3	33.0	60.3	49.3	39.7	54.4	55.5	33.1	33.5	28.8	65.6	558.3	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	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	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	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	51.9	107.7	149.0	132.7	
2022	000s	65.4	25.5	35.3	62.5	49.2	40.1	56.3	56.9	36.5	34.3	27.2	68.7	557.8	126.3	151.7	149.6	130.2	

VISITOR NUMBERS								
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022
SFR	000s	540.8	558.3	572.5	581.1	211.1	441.3	557.8
All Visitor Types	M	8.9	9.4	9.7	10.0	4.0	8.2	11.0
Share of Total	%	6.1%	5.9%	5.9%	5.8%	5.2%	5.4%	5.0%
Annual Change in Share	%		-2.3%	-0.6%	-1.8%	-9.6%	2.7%	-6.2%
Change in Share from 2016	%		-2.3%	-2.9%	-4.6%	-13.7%	-11.4%	-16.9%
Avg Ann. Change in Share	%		-2.3%	-1.4%	-1.5%	-3.4%	-2.3%	-2.8%



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Report Prepared by: Aimee Towle. Date of Issue: 14/04/23

STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022		STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2016 to 2022		-1.2%	11.0%	26.6%	20.2%	21.2%	20.5%	23.5%	18.6%	30.1%	25.5%	22.1%	25.5%	19.7%	Annual Change	10.5%	20.6%	23.0%	24.5%	
% Change 2021 to 2022		187.2%	194.7%	169.8%	128.4%	66.8%	38.6%	24.7%	8.9%	18.7%	16.9%	13.5%	11.2%	47.7%		182.9%	71.5%	16.6%	13.6%	
Average Annual Change		-0.2%	1.8%	4.4%	3.4%	3.5%	3.4%	3.9%	3.1%	5.0%	4.3%	3.7%	4.2%	3.3%		1.8%	3.4%	3.8%	4.1%	
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	
2022	M	0.114	0.084	0.103	0.131	0.105	0.125	0.132	0.143	0.088	0.100	0.093	0.130	1.348	47.7%	0.301	0.361	0.363	0.324	

		VISITOR NUMBERS						
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022
Staying Visitor	M	1.126	1.159	1.183	1.238	0.432	0.913	1.348
All Visitor Types	M	8.901	9.407	9.702	10.03	4.028	8.197	11.05
Share of Total	%	12.7%	12.3%	12.2%	12.3%	10.7%	11.1%	12.2%
Annual Change in Share	%		-2.6%	-1.0%	1.2%	-13.1%	3.9%	9.6%
Change in Share from 2016	%		-2.6%	-3.6%	-2.5%	-15.3%	-12.0%	-3.6%
Avg Ann. Change in Share	%		-2.6%	-1.8%	-0.8%	-3.8%	-2.4%	-0.6%

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

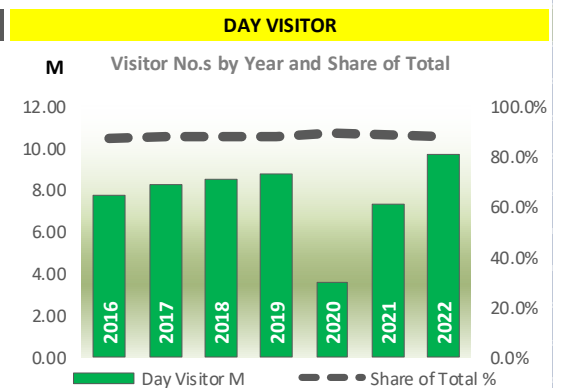
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Report Prepared by: Aimee Towle. Date of Issue: 14/04/23

STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022		DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2016 to 2022		28.0%	31.3%	39.6%	-4.3%	80.9%	5.3%	-1.2%	43.8%	43.4%	34.9%	-13.3%	38.6%	24.8%	Annual Change	33.9%	23.4%	25.9%	17.9%	
% Change 2021 to 2022		226.7%	249.8%	210.9%	50.4%	78.4%	-2.5%	-4.6%	13.4%	20.4%	38.8%	-29.1%	39.5%	33.2%		227.0%	38.7%	8.8%	10.2%	
Average Annual Change		4.7%	5.2%	6.6%	-0.7%	13.5%	0.9%	-0.2%	7.3%	7.2%	5.8%	-2.2%	6.4%	4.1%		5.7%	3.9%	4.3%	3.0%	
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	
2022	M	0.387	0.605	0.754	0.811	1.146	0.755	0.999	1.292	0.930	0.939	0.550	0.532	9.700	33.2%	1.745	2.713	3.221	2.021	

		VISITOR NUMBERS						
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022
Day Visitor	M	7.774	8.248	8.518	8.788	3.596	7.284	9.700
All Visitor Types	M	8.901	9.407	9.702	10.03	4.028	8.197	11.05
Share of Total	%	87.3%	87.7%	87.8%	87.7%	89.3%	88.9%	87.8%
Annual Change in Share	%		0.4%	0.1%	-0.2%	1.9%	-0.5%	-1.2%
Change in Share from 2016	%		0.4%	0.5%	0.4%	2.2%	1.7%	0.5%
Avg Ann. Change in Share	%		0.4%	0.3%	0.1%	0.6%	0.3%	0.1%



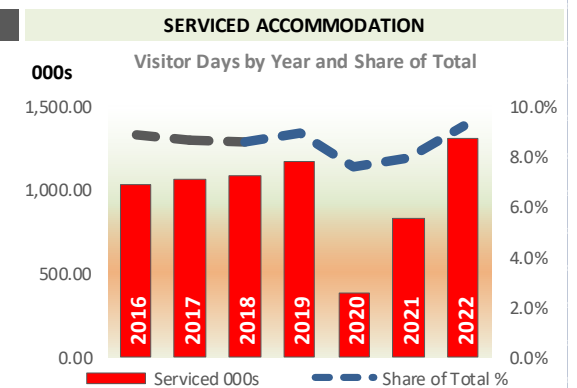
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Visitor Days by Month, Year and Visitor Type for the Period 2016 to 2022

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

STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022	SERVICED	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2016 to 2022		6.7%	15.6%	27.6%	29.4%	30.1%	29.6%	33.3%	22.4%	23.7%	27.0%	25.2%	39.3%	26.1%	Annual Change	17.3%	29.7%	26.4%	30.3%
% Change 2021 to 2022		228.6%	205.1%	170.1%	166.6%	105.6%	67.8%	37.5%	10.2%	13.2%	17.4%	18.2%	16.9%	56.2%		195.7%	107.5%	19.3%	17.5%
Average Annual Change		1.1%	2.6%	4.6%	4.9%	5.0%	4.9%	5.5%	3.7%	4.0%	4.5%	4.2%	6.6%	4.3%		2.9%	4.9%	4.4%	5.1%
2016	000s	74.3	82.3	90.1	90.6	83.3	81.5	84.5	89.1	87.5	92.4	91.5	86.8	1,033.8		246.6	255.4	261.1	270.7
2017	000s	77.0	81.3	93.0	89.5	91.0	84.5	86.9	89.9	89.1	92.8	94.4	94.0	1,063.2	2.8%	251.2	265.0	265.9	281.1
2018	000s	80.1	81.5	94.9	92.9	89.5	85.2	87.2	88.1	91.4	97.0	95.0	98.9	1,081.7	1.7%	256.4	267.6	266.7	290.9
2019	000s	86.0	88.6	102.1	100.4	98.0	94.4	95.6	97.0	97.4	103.6	103.3	102.6	1,169.0	8.1%	276.7	292.8	290.0	309.4
2020	000s	83.4	83.1	43.6	2.2	5.2	8.3	20.4	37.6	39.7	39.6	10.7	11.8	385.6	-67.0%	210.2	15.6	97.8	62.1
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
2022	000s	79.2	95.1	115.0	117.3	108.3	105.6	112.6	109.1	108.2	117.3	114.6	120.9	1,303.2	56.2%	289.3	331.2	329.9	352.8

VISITOR DAYS								
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	
Serviced	000s	1,033.8	1,063.2	1,081.7	1,169.0	385.6	834.3	1,303.2
All Visitor Types	M	11.7	12.3	12.7	13.1	5.1	10.5	14.2
Share of Total	%	8.8%	8.6%	8.5%	9.0%	7.6%	7.9%	9.2%
Annual Change in Share	%		-2.1%	-1.1%	4.8%	-15.3%	4.4%	16.1%
Change in Share from 2016	%		-2.1%	-3.2%	1.4%	-14.1%	-10.3%	4.1%
Avg Ann. Change in Share	%		-2.1%	-1.6%	0.5%	-3.5%	-2.1%	0.7%

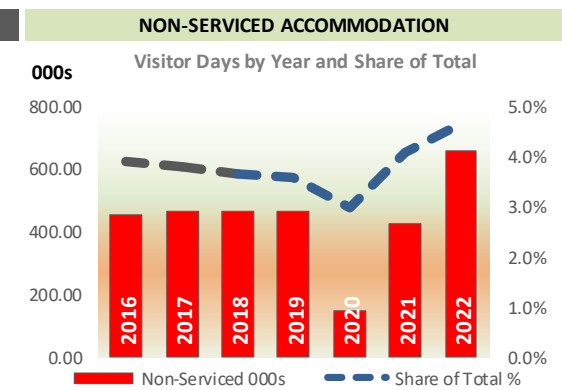


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STEAM REPORT FOR 2016-2022 - FINAL
COVENTRY

2016 to 2022													NON-SERVICED	VISITOR DAYS						
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2016 to 2022		294.4%	182.6%	238.8%	180.7%	144.8%	17.3%	27.5%	21.4%	255.0%	293.1%	391.4%	303.8%	43.9%	Annual Change	228.4%	31.8%	30.5%	323.5%	
% Change 2021 to 2022		2203.9%	1465.9%	1414.7%	739.7%	198.6%	28.1%	29.5%	25.1%	210.9%	243.0%	336.4%	256.1%	53.4%		1587.0%	49.2%	33.0%	272.5%	
Average Annual Change		49.1%	30.4%	39.8%	30.1%	24.1%	2.9%	4.6%	3.6%	42.5%	48.8%	65.2%	50.6%	7.3%		38.1%	5.3%	5.1%	53.9%	
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	Annual Change	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
2022	000s	9.5	12.4	13.9	17.0	18.7	142.0	174.2	185.4	28.6	21.8	17.5	15.2	656.2		53.4%	35.8	177.6	388.3	54.5

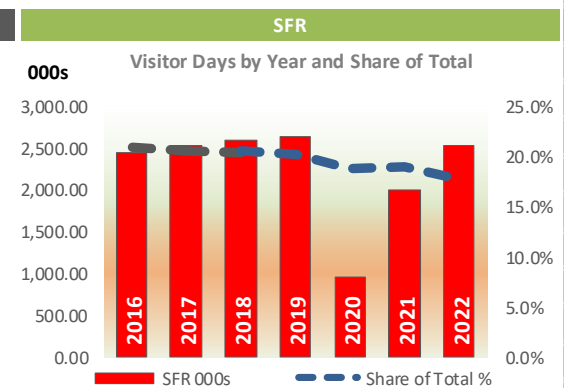
VISITOR DAYS								
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	
Non-Serviced	000s	456.0	464.3	463.3	467.6	150.5	427.8	656.2
All Visitor Types	M	11.7	12.3	12.7	13.1	5.1	10.5	14.2
Share of Total	%	3.9%	3.8%	3.7%	3.6%	3.0%	4.1%	4.6%
Annual Change in Share	%		-3.1%	-3.0%	-2.2%	-17.3%	37.1%	14.0%
Change in Share from 2016	%		-3.1%	-6.0%	-8.0%	-24.0%	4.3%	18.8%
Avg Ann. Change in Share	%		-3.1%	-3.0%	-2.7%	-6.0%	0.9%	3.1%



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STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022	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 2022		-10.7%	-11.3%	10.5%	5.4%	4.9%	4.1%	6.5%	5.2%	13.4%	4.6%	-2.4%	10.0%	3.2%	Annual Change	-6.1%	4.9%	7.4%	6.3%
% Change 2021 to 2022		150.9%	135.1%	135.8%	87.4%	31.5%	8.4%	5.8%	-6.3%	3.8%	-1.2%	-10.5%	1.6%	26.7%		143.9%	44.4%	0.2%	-1.4%
Average Annual Change		-1.8%	-1.9%	1.7%	0.9%	0.8%	0.7%	1.1%	0.9%	2.2%	0.8%	-0.4%	1.7%	0.5%		-1.0%	0.8%	1.2%	1.0%
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
2022	000s	310.7	101.9	144.3	320.4	205.5	159.8	267.4	280.9	150.4	139.3	104.9	339.4	2,525.0	26.7%	557.0	685.7	698.7	583.6

VISITOR DAYS							
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022
SFR 000s	2,446.7	2,525.9	2,590.8	2,629.6	951.5	1,992.5	2,525.0
All Visitor Types M	11.7	12.3	12.7	13.1	5.1	10.5	14.2
Share of Total %	20.9%	20.5%	20.5%	20.1%	18.7%	18.9%	17.8%
Annual Change in Share %		-1.7%	-0.3%	-1.6%	-7.1%	1.0%	-5.9%
Change in Share from 2016 %		-1.7%	-2.0%	-3.6%	-10.4%	-9.5%	-14.8%
Avg Ann. Change in Share %		-1.7%	-1.0%	-1.2%	-2.6%	-1.9%	-2.5%



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STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022	STAYING VISITOR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2022		-5.9%	3.9%	21.5%	13.5%	15.9%	14.4%	17.4%	13.1%	25.9%	20.5%	17.0%	19.2%	13.9%	3.7%	14.5%	17.2%	19.0%	
% Change 2021 to 2022		169.2%	178.0%	161.0%	109.5%	54.5%	26.8%	18.2%	5.2%	15.0%	12.6%	8.6%	7.7%	37.8%	168.6%	58.5%	12.0%	9.2%	
Average Annual Change		-1.0%	0.6%	3.6%	2.2%	2.7%	2.4%	2.9%	2.2%	4.3%	3.4%	2.8%	3.2%	2.3%	0.6%	2.4%	2.9%	3.2%	
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	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	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	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
2022	M	0.399	0.209	0.273	0.455	0.333	0.407	0.554	0.575	0.287	0.278	0.237	0.475	4.484	37.8%	0.882	1.195	1.417	0.991

		VISITOR DAYS						
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022
Staying Visitor	M	3.937	4.053	4.136	4.266	1.488	3.255	4.484
All Visitor Types	M	11.71	12.30	12.65	13.05	5.084	10.54	14.18
Share of Total	%	33.6%	33.0%	32.7%	32.7%	29.3%	30.9%	31.6%
Annual Change in Share	%		-2.0%	-0.8%	0.0%	-10.5%	5.5%	2.4%
Change in Share from 2016	%		-2.0%	-2.8%	-2.8%	-12.9%	-8.1%	-5.9%
Avg Ann. Change in Share	%		-2.0%	-1.4%	-0.9%	-3.2%	-1.6%	-1.0%

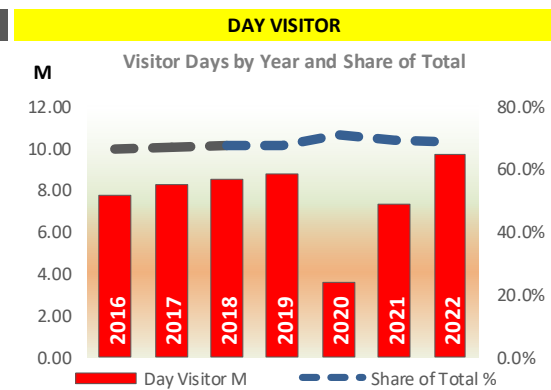


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STEAM REPORT FOR 2016-2022 - FINAL
COVENTRY

2016 to 2022													DAY VISITOR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
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 2022		28.0%	31.3%	39.6%	-4.3%	80.9%	5.3%	-1.2%	43.8%	43.4%	34.9%	-13.3%	38.6%	24.8%	Annual Change	33.9%	23.4%	25.9%	17.9%
% Change 2021 to 2022		226.7%	249.8%	210.9%	50.4%	78.4%	-2.5%	-4.6%	13.4%	20.4%	38.8%	-29.1%	39.5%	33.2%		227.0%	38.7%	8.8%	10.2%
Average Annual Change		4.7%	5.2%	6.6%	-0.7%	13.5%	0.9%	-0.2%	7.3%	7.2%	5.8%	-2.2%	6.4%	4.1%		5.7%	3.9%	4.3%	3.0%
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
2022	M	0.387	0.605	0.754	0.811	1.146	0.755	0.999	1.292	0.930	0.939	0.550	0.532	9.700	33.2%	1.745	2.713	3.221	2.021

		VISITOR DAYS						
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022
Day Visitor	M	7.774	8.248	8.518	8.788	3.596	7.284	9.700
All Visitor Types	M	11.71	12.30	12.65	13.05	5.084	10.54	14.18
Share of Total	%	66.4%	67.0%	67.3%	67.3%	70.7%	69.1%	68.4%
Annual Change in Share	%		1.0%	0.4%	0.0%	5.1%	-2.3%	-1.1%
Change in Share from 2016	%		1.0%	1.4%	1.4%	6.6%	4.1%	3.0%
Avg Ann. Change in Share	%		1.0%	0.7%	0.5%	1.6%	0.8%	0.5%



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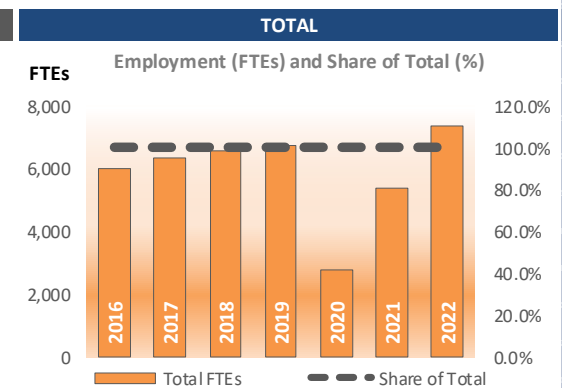
Report Prepared by: Aimee Towle. Date of Issue: 14/04/23

Direct and Total Employment by Month, Year and Visitor Type for the Period 2016 to 2022

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

STEAM REPORT FOR 2016-2022 - FINAL COVENTRY												2016 to 2022		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		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2016 to 2022		11.4%	23.9%	34.2%	4.7%	58.8%	8.3%	5.6%	30.5%	38.0%	31.8%	-1.2%	30.5%	21.9%	23.5%	21.4%	22.6%	20.4%		
% Change 2021 to 2022		170.3%	191.2%	170.5%	74.1%	75.5%	9.1%	5.3%	12.6%	21.8%	33.5%	-13.9%	24.6%	37.0%	176.6%	47.5%	12.2%	13.7%		
Average Annual Change		1.9%	4.0%	5.7%	0.8%	9.8%	1.4%	0.9%	5.1%	6.3%	5.3%	-0.2%	5.1%	3.7%	3.9%	3.6%	3.8%	3.4%		
2016	FTEs	4,443	4,286	4,854	7,352	5,648	6,826	9,019	8,623	5,484	5,760	5,286	4,790	6,031	4,528	6,609	7,708	5,279		
2017	FTEs	4,638	4,385	4,933	7,593	5,758	7,030	9,678	9,358	6,059	5,864	5,769	5,049	6,343	5.2%	4,652	6,794	8,365	5,561	
2018	FTEs	4,826	4,512	5,071	7,829	6,064	7,238	9,979	9,670	6,330	6,032	6,035	5,312	6,575	3.7%	4,803	7,044	8,660	5,793	
2019	FTEs	4,918	4,654	5,180	8,011	6,543	7,719	10,186	9,839	6,429	6,114	6,192	5,331	6,760	2.8%	4,917	7,424	8,818	5,879	
2020	FTEs	4,827	4,730	3,466	992	919	1,103	3,674	5,077	2,895	2,717	1,202	1,447	2,754	-59.3%	4,341	1,005	3,882	1,789	
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	94.9%	2,022	5,436	8,421	5,589	
2022	FTEs	4,951	5,313	6,514	7,699	8,972	7,391	9,525	11,256	7,568	7,591	5,222	6,251	7,354	37.0%	5,593	8,020	9,450	6,355	

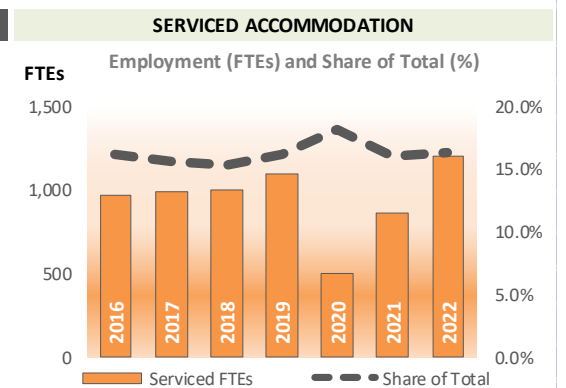
SHARE OF MARKET		EMPLOYMENT						
		2016	2017	2018	2019	2020	2021	2022
Total	FTEs	6,031	6,343	6,575	6,760	2,754	5,367	7,354
Total Employment	FTEs	6,031	6,343	6,575	6,760	2,754	5,367	7,354
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%							
Change in Share from 2016	%							
Avg Ann. Change in Share	%							



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

STEAM REPORT FOR 2016-2022 - FINAL COVENTRY												2016 to 2022			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																		
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 2022		15.2%	18.8%	24.3%	25.1%	25.1%	24.8%	26.5%	21.9%	22.5%	24.1%	23.3%	29.3%	23.5%	Annual Change	19.6%	25.0%	23.6%	25.5%	
% Change 2021 to 2022		118.5%	111.1%	102.3%	99.3%	55.9%	30.5%	22.3%	11.6%	12.9%	14.9%	15.2%	14.8%	39.6%		110.0%	57.7%	15.4%	15.0%	
Average Annual Change		2.5%	3.1%	4.0%	4.2%	4.2%	4.1%	4.4%	3.7%	3.7%	4.0%	3.9%	4.9%	3.9%		3.3%	4.2%	3.9%	4.3%	
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	
2022	FTEs	1,052	1,131	1,229	1,241	1,196	1,183	1,218	1,201	1,196	1,241	1,227	1,259	1,198	39.6%	1,137	1,207	1,205	1,242	

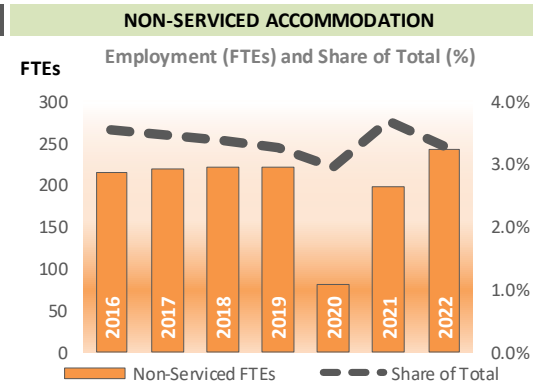
EMPLOYMENT							
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022
Serviced FTEs	970	985	1,002	1,094	499	858	1,198
Total Employment FTEs	6,031	6,343	6,575	6,760	2,754	5,367	7,354
Share of Total %	16.1%	15.5%	15.2%	16.2%	18.1%	16.0%	16.3%
Annual Change in Share %		-3.5%	-1.8%	6.2%	11.9%	-11.8%	1.9%
Change in Share from 2016 %		-3.5%	-5.3%	0.6%	12.6%	-0.6%	1.2%
Avg Ann. Change in Share %		-3.5%	-2.6%	0.2%	3.2%	-0.1%	0.2%



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STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022		NON-SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
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 2022		91.1%	70.8%	95.5%	79.8%	65.3%	-6.2%	1.5%	-3.0%	130.9%	138.9%	159.0%	123.0%	12.6%	Annual Change	85.1%	4.0%	3.7%	140.0%	
% Change 2021 to 2022		380.3%	380.5%	390.4%	308.9%	93.2%	3.6%	4.9%	1.6%	110.8%	120.6%	145.0%	109.6%	22.4%		384.2%	19.1%	7.5%	124.5%	
Average Annual Change		15.2%	11.8%	15.9%	13.3%	10.9%	-1.0%	0.2%	-0.5%	21.8%	23.2%	26.5%	20.5%	2.1%		14.2%	0.7%	0.6%	23.3%	
2016	FTEs	26	36	35	45	54	657	736	817	56	42	32	33	214	2.3%	33	252	536	36	
2017	FTEs	26	37	36	45	57	674	754	838	57	42	32	34	219		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
2022	FTEs	50	62	68	81	90	616	746	793	130	101	84	74	241		22.4%	60	262	557	86

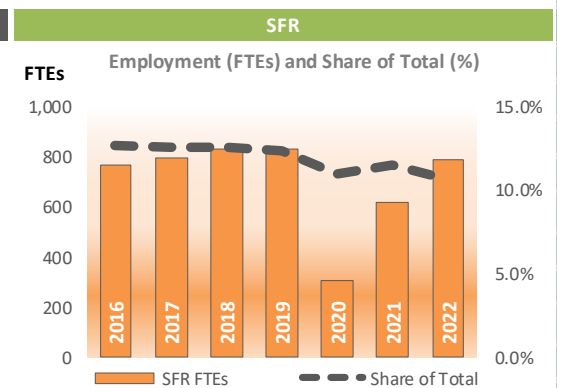
EMPLOYMENT							
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022
Non-Serviced FTEs	214	219	221	221	81	197	241
Total Employment FTEs	6,031	6,343	6,575	6,760	2,754	5,367	7,354
Share of Total %	3.6%	3.5%	3.4%	3.3%	3.0%	3.7%	3.3%
Annual Change in Share %		-2.7%	-2.7%	-2.7%	-9.8%	24.5%	-10.7%
Change in Share from 2016 %		-2.7%	-5.4%	-7.9%	-16.9%	3.4%	-7.6%
Avg Ann. Change in Share %		-2.7%	-2.7%	-2.6%	-4.2%	0.7%	-1.3%



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STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022		SFR	DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
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 2022		-11.1%	-11.9%	9.8%	4.8%	4.3%	3.5%	5.9%	4.6%	12.7%	4.0%	-3.0%	9.4%	2.6%		-6.7%	4.4%	6.8%	5.6%
% Change 2021 to 2022		143.2%	127.7%	128.4%	90.1%	33.3%	9.9%	7.3%	-5.0%	5.2%	0.2%	-9.3%	3.0%	27.8%		136.3%	46.5%	1.6%	-0.1%
Average Annual Change		-1.9%	-2.0%	1.6%	0.8%	0.7%	0.6%	1.0%	0.8%	2.1%	0.7%	-0.5%	1.6%	0.4%		-1.1%	0.7%	1.1%	0.9%
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
2022	FTEs	1,160	380	539	1,196	767	597	998	1,048	561	520	391	1,266	785	27.8%	693	853	869	726

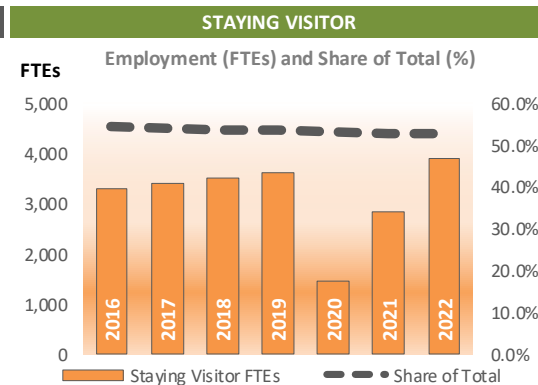
		EMPLOYMENT						
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022
SFR	FTEs	765	796	826	831	302	615	785
Total Employment	FTEs	6,031	6,343	6,575	6,760	2,754	5,367	7,354
Share of Total	%	12.7%	12.5%	12.6%	12.3%	11.0%	11.4%	10.7%
Annual Change in Share	%		-1.1%	0.1%	-2.1%	-10.7%	4.3%	-6.7%
Change in Share from 2016	%		-1.1%	-1.1%	-3.1%	-13.5%	-9.8%	-15.9%
Avg Ann. Change in Share	%		-1.1%	-0.5%	-1.0%	-3.4%	-2.0%	-2.6%



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STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022		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 2022		0.8%	10.8%	21.3%	15.6%	17.6%	9.8%	12.2%	8.5%	23.3%	20.7%	18.9%	20.1%	14.1%	Annual Change	9.5%	14.1%	13.1%	19.9%	
% Change 2021 to 2022		133.5%	119.8%	114.2%	98.0%	47.8%	17.2%	12.3%	2.8%	14.1%	13.2%	11.2%	10.1%	33.2%	Annual Change	123.1%	48.1%	8.8%	11.3%	
Average Annual Change		0.1%	1.8%	3.5%	2.6%	2.9%	1.6%	2.0%	1.4%	3.9%	3.5%	3.2%	3.3%	2.3%	Annual Change	1.6%	2.4%	2.2%	3.3%	
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	Annual Change	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	
2022	FTEs	2,263	1,573	1,836	2,518	2,053	2,396	2,962	3,042	1,888	1,862	1,702	2,599	2,225	33.2%	1,891	2,322	2,631	2,054	

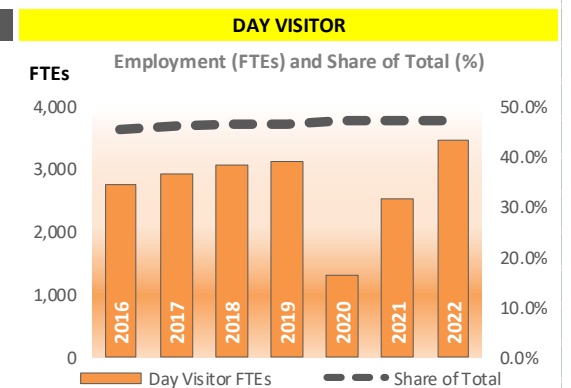
EMPLOYMENT							
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022
Staying Visitor FTEs	3,290	3,414	3,516	3,630	1,461	2,836	3,886
Total Employment FTEs	6,031	6,343	6,575	6,760	2,754	5,367	7,354
Share of Total %	54.6%	53.8%	53.5%	53.7%	53.0%	52.8%	52.8%
Annual Change in Share %		-1.3%	-0.7%	0.4%	-1.2%	-0.4%	0.0%
Change in Share from 2016 %		-1.3%	-2.0%	-1.6%	-2.8%	-3.2%	-3.1%
Avg Ann. Change in Share %		-1.3%	-1.0%	-0.5%	-0.7%	-0.6%	-0.5%



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STEAM REPORT FOR 2016-2022 - FINAL COVENTRY												2016 to 2022		DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL						% Change
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2016 to 2022		29.9%	33.2%	41.6%	-2.9%	83.7%	6.9%	0.1%	45.8%	45.4%	36.8%	-12.1%	40.5%	26.6%	Annual Change	35.9%	25.2%	27.6%	19.5%
% Change 2021 to 2022		215.3%	237.4%	200.1%	55.7%	84.6%	0.9%	-1.4%	17.2%	24.5%	43.5%	-26.7%	44.2%	37.0%	Annual Change	215.6%	43.5%	12.5%	14.0%
Average Annual Change		5.0%	5.5%	6.9%	-0.5%	13.9%	1.1%	0.0%	7.6%	7.6%	6.1%	-2.0%	6.8%	4.4%	Annual Change	6.0%	4.2%	4.6%	3.3%
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
2022	FTEs	1,661	2,595	3,237	3,481	4,922	3,241	4,285	5,541	3,987	4,028	2,359	2,283	3,468	37.0%	2,497	3,882	4,604	2,890

EMPLOYMENT							
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022
Day Visitor FTEs	2,741	2,929	3,059	3,129	1,293	2,531	3,468
Total Employment FTEs	6,031	6,343	6,575	6,760	2,754	5,367	7,354
Share of Total %	45.4%	46.2%	46.5%	46.3%	47.0%	47.2%	47.2%
Annual Change in Share %		1.6%	0.8%	-0.5%	1.4%	0.4%	0.0%
Change in Share from 2016 %		1.6%	2.4%	1.9%	3.3%	3.8%	3.8%
Avg Ann. Change in Share %		1.6%	1.2%	0.6%	0.8%	0.8%	0.6%



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

**STEAM REPORT FOR 2016-2022 - FINAL
COVENTRY**

2022

STAYING VISITORS

**ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE**

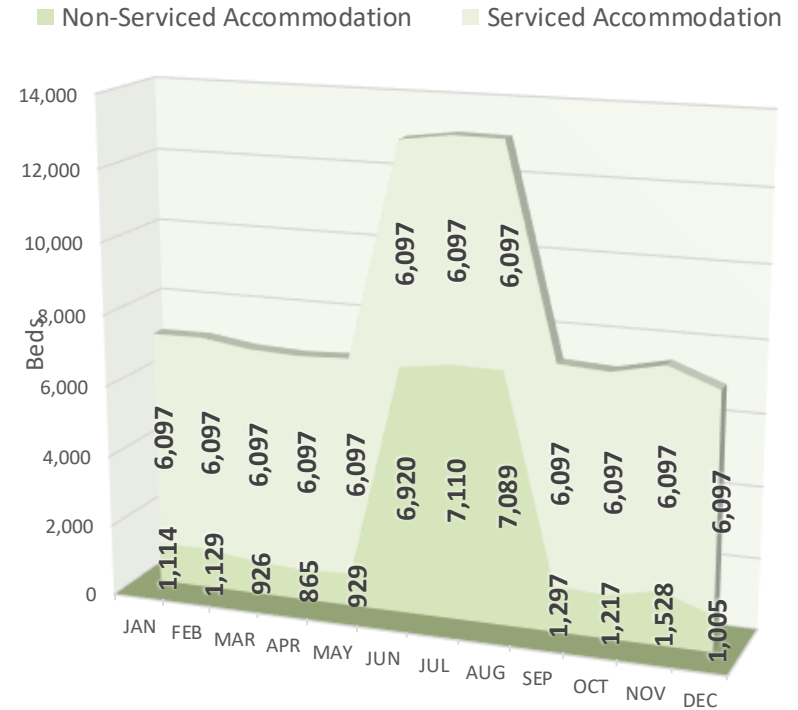
SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2016	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	44	6,097	+1	+683	+10	+1,109
+50 Room	20	5,353	+2	+792	+2	+981
11-50 Room	13	607	0	-97	+5	+82
<10 Room	11	137	-1	-12	+3	+46

NON-SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2016	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	26	7,503	-3	+1,037	-3	+1,037
Self catering	6	136	-1	-4	-1	-4
Static caravans/chalets	0	0	0	0	0	0
Touring caravans/camping	1	174	0	0	0	0
Hostel and Educational	19	6,096	-2	-56	-2	-56
Short Term Lets	0	1,097				

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2016	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	70	13,600	-2	+1,720	+7	+2,146
Serviced Accommodation Share of Total	63%	45%				
Non-Serviced Accommodation Share of Total	37%	55%				

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	7,211	7,226	7,023	6,962	7,026	13,017	13,207	13,186	7,394	7,314	7,625	7,102
Serviced Accommodation	6,097	6,097	6,097	6,097	6,097	6,097	6,097	6,097	6,097	6,097	6,097	6,097
Non-Serviced Accommodation	1,114	1,129	926	865	929	6,920	7,110	7,089	1,297	1,217	1,528	1,005

**SEASONAL AVAILABILITY OF BED SUPPLY
2022**



Report Sections With Historic Financial Data Indexed to 2022 Prices

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

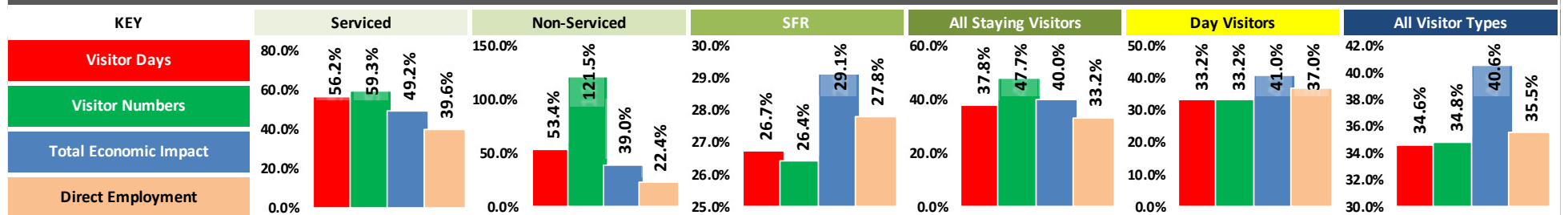
Indexation: *Indexation to: 2022*

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2017	<i>1.20</i>
2018	<i>1.15</i>
2019	<i>1.12</i>
2020	<i>1.09</i>
2021	<i>1.08</i>
2022	<i>1.00</i>

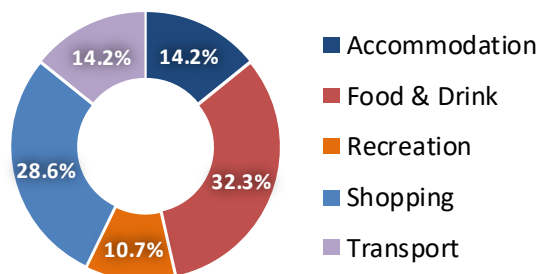
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
	2022	2021	+/- %	2022	2021	+/- %															
An increase of 3% or more																					
Less than 3% change																					
A Fall of 3% or more																					
Visitor Days	M	1.303	0.834	56.2%	0.656	0.428	53.4%	2.525	1.993	26.7%	4.484	3.255	37.8%	9.700	7.284	33.2%	14.18	10.54	34.6%		
Visitor Numbers	M	0.651	0.408	59.3%	0.140	0.063	121.5%	0.558	0.441	26.4%	1.348	0.913	47.7%	9.700	7.284	33.2%	11.05	8.197	34.8%		
Direct Expenditure	£M																563.57	400.71	40.6%		
Economic Impact	£M	146.56	98.21	49.2%	52.49	37.76	39.0%	103.91	80.48	29.1%	302.95	216.45	40.0%	447.90	317.68	41.0%	750.86	534.13	40.6%		
Direct Employment	FTEs	1,198	858	39.6%	241	197	22.4%	785	615	27.8%	2,225	1,670	33.2%	3,468	2,531	37.0%	5,693	4,201	35.5%		
Total Employment	FTEs																7,354	5,367	37.0%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2021 - INDEXED TO 2022



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2022



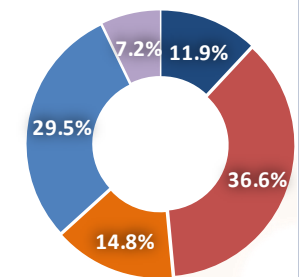
	2022	% Share Direct	% Share Total
Accommodation	79.80	14%	11%
Food & Drink	182.03	32%	24%
Recreation	60.49	11%	8%
Shopping	161.25	29%	21%
Transport	80.01	14%	11%
TOTAL DIRECT	563.57	100%	75%
Indirect	187.29		25%
TOTAL	750.86		100%

Sectors

Sectors	2022	% Share Direct	% Share Total
Accommodation	679	12%	9%
Food & Drink	2,083	37%	28%
Recreation	840	15%	11%
Shopping	1,682	30%	23%
Transport	409	7%	6%
TOTAL DIRECT	5,693	100%	77%
Indirect	1,661		23%
TOTAL	7,354		100%

Sectoral Distribution of Employment - FTEs

	2022	% Share Direct	% Share Total
Accommodation	79.80	14%	11%
Food & Drink	182.03	32%	24%
Recreation	60.49	11%	8%
Shopping	161.25	29%	21%
Transport	80.01	14%	11%
TOTAL DIRECT	5,693	100%	77%
Indirect	1,661		23%
TOTAL	7,354		100%



Direct Expenditure Categories

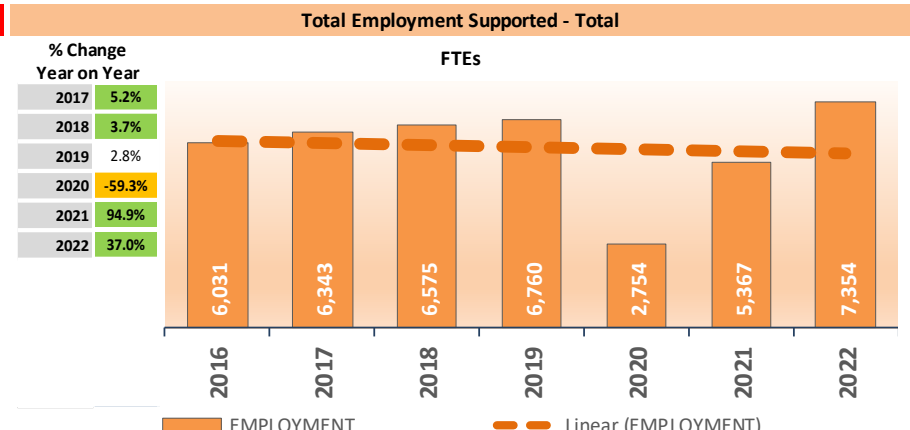
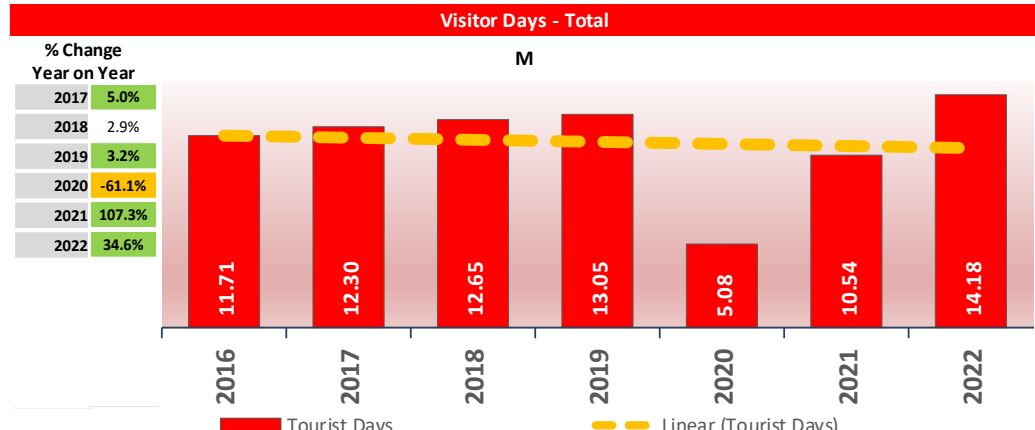
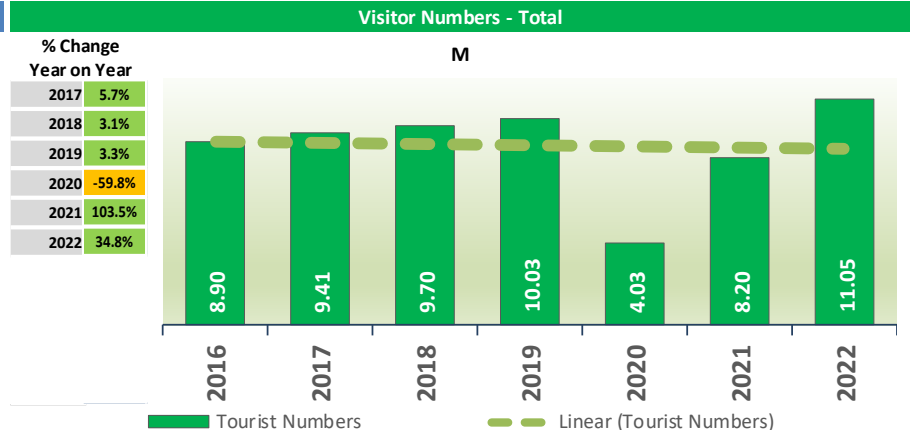
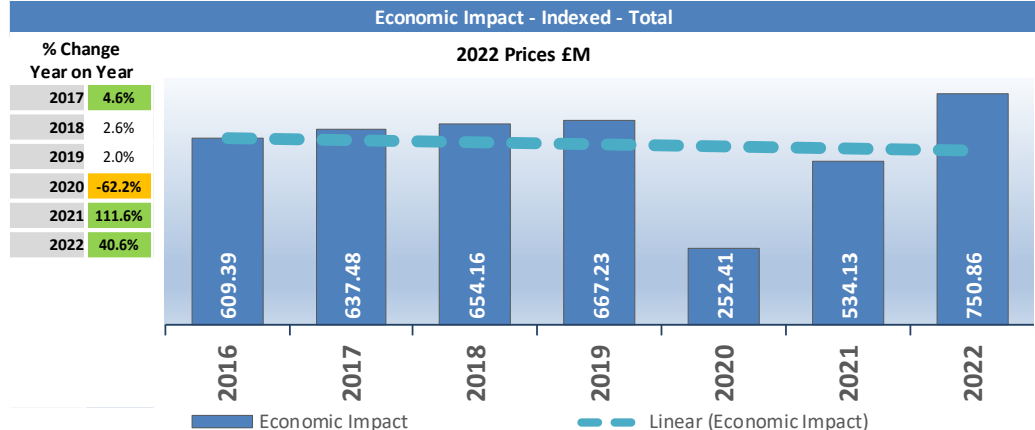
Direct Employment Categories

STEAM REPORT FOR 2016-2022 - FINAL
COVENTRY

2016 to 2022
2022 Prices

TOTAL

KEY MEASURES
Indexed



% Change from 2016	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		4.6%	7.3%	9.5%	-58.6%	-12.3%	23.2%
Visitor Numbers		5.7%	9.0%	12.6%	-54.7%	-7.9%	24.1%
Visitor Days		5.0%	8.1%	11.5%	-56.6%	-10.0%	21.1%
Total Employment		5.2%	9.0%	12.1%	-54.3%	-11.0%	21.9%

"Linear" = Linear Trendline

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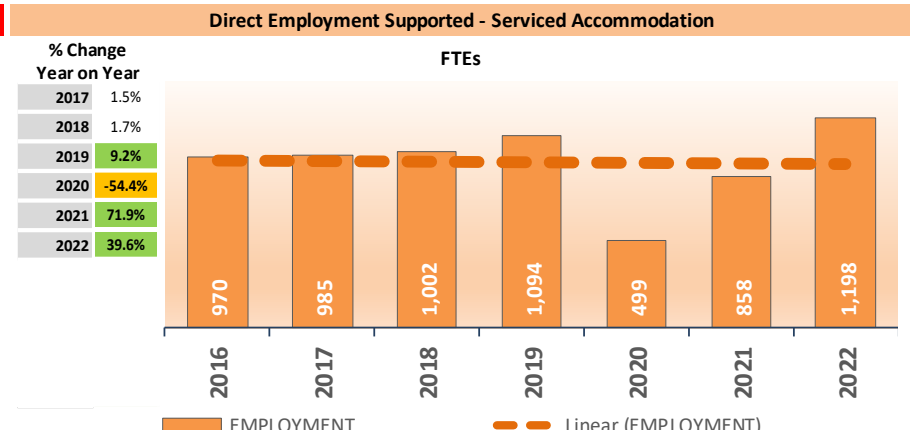
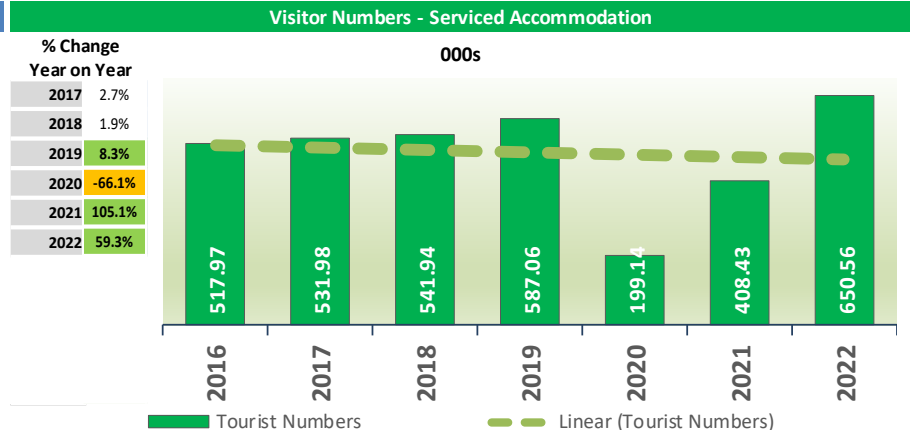
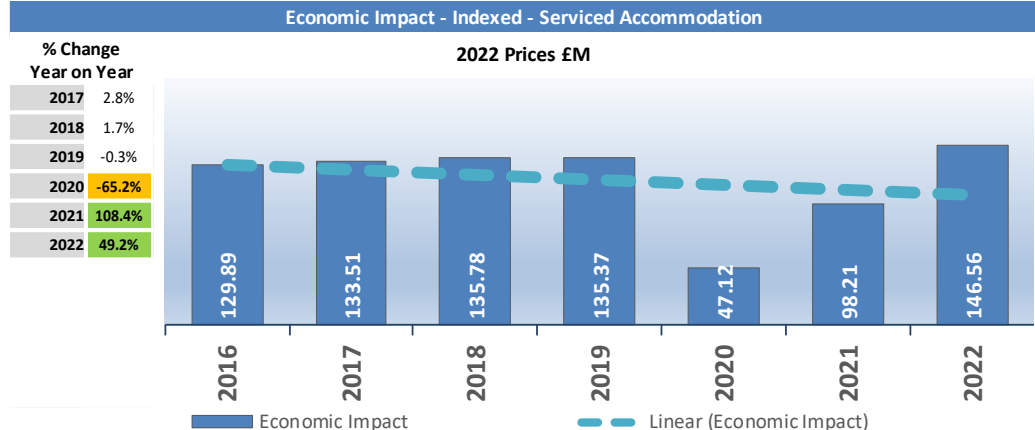
Report Prepared by: Aimee Towle. Date of Issue: 14/04/23

STEAM REPORT FOR 2016-2022 - FINAL
COVENTRY

2016 to 2022
2022 Prices

SERVICED ACCOMMODATION

KEY MEASURES Indexed



% Change from 2016	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		2.8%	4.5%	4.2%	-63.7%	-24.4%	12.8%
Visitor Numbers		2.7%	4.6%	13.3%	-61.6%	-21.1%	25.6%
Visitor Days		2.8%	4.6%	13.1%	-62.7%	-19.3%	26.1%
Direct Employment		1.5%	3.3%	12.7%	-48.6%	-11.6%	23.5%

"Linear" = Linear Trendline

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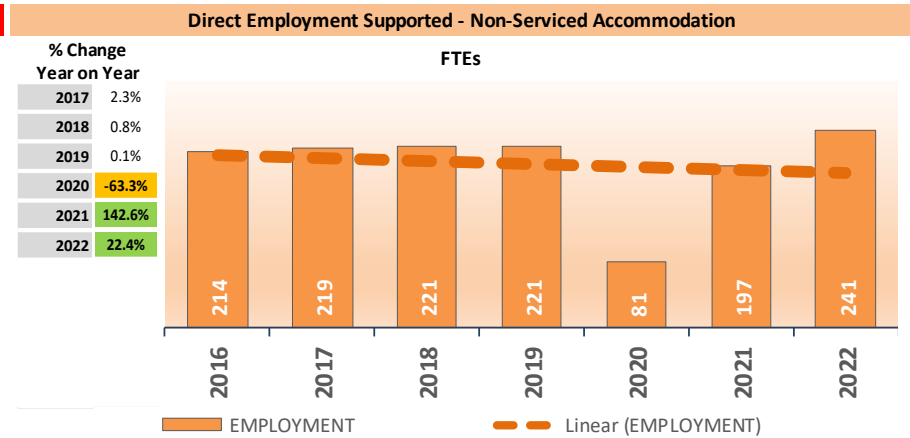
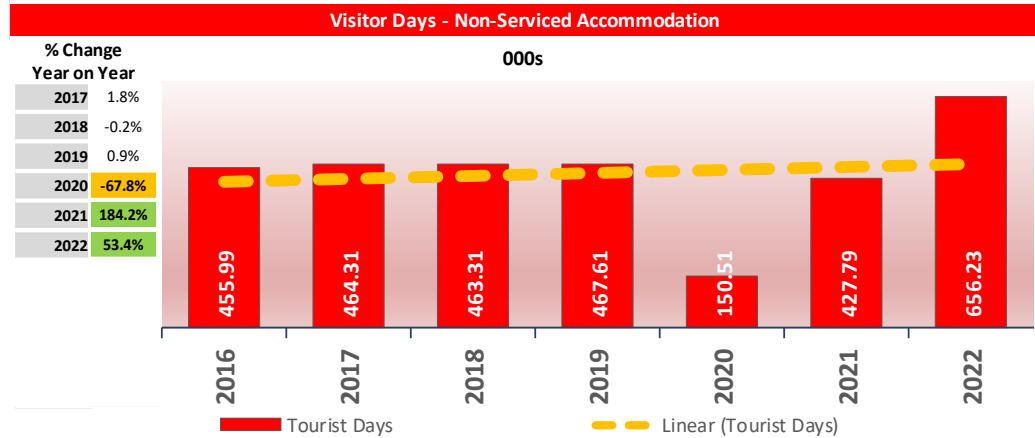
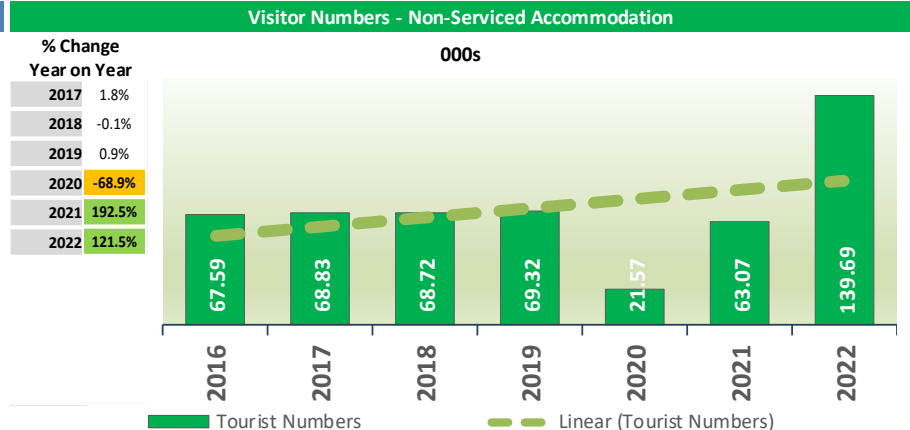
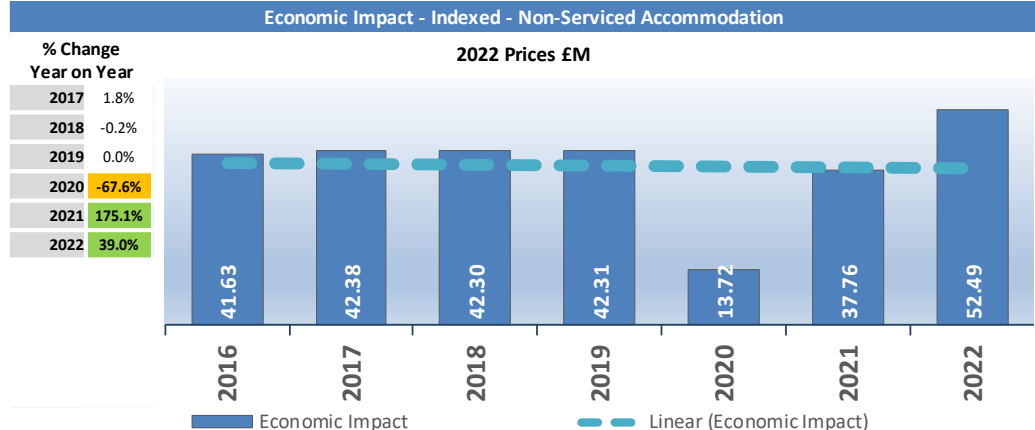
Report Prepared by: Aimee Towle. Date of Issue: 14/04/23

**STEAM REPORT FOR 2016-2022 - FINAL
COVENTRY**

2016 to 2022
2022 Prices

**NON-SERVICED
ACCOMMODATION**

**KEY MEASURES
Indexed**



% Change from 2016	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		1.8%	1.6%	1.6%	-67.0%	-9.3%	26.1%
Visitor Numbers		1.8%	1.7%	2.6%	-68.1%	-6.7%	106.7%
Visitor Days		1.8%	1.6%	2.5%	-67.0%	-6.2%	43.9%
Direct Employment		2.3%	3.2%	3.2%	-62.1%	-7.9%	12.6%

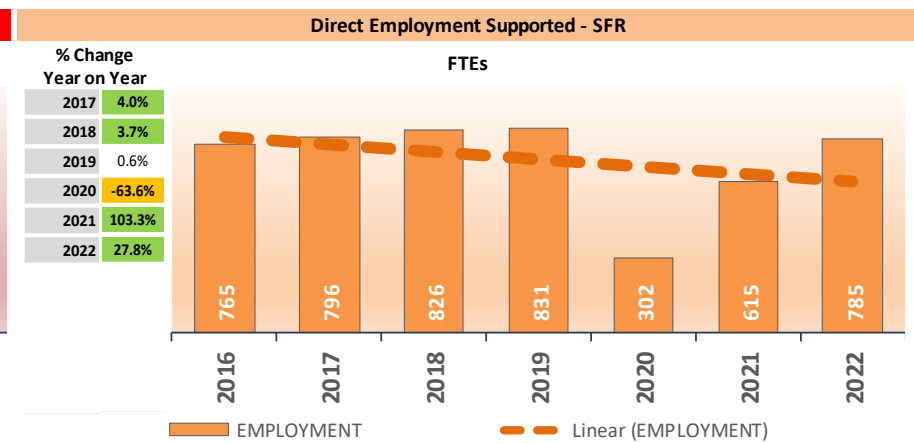
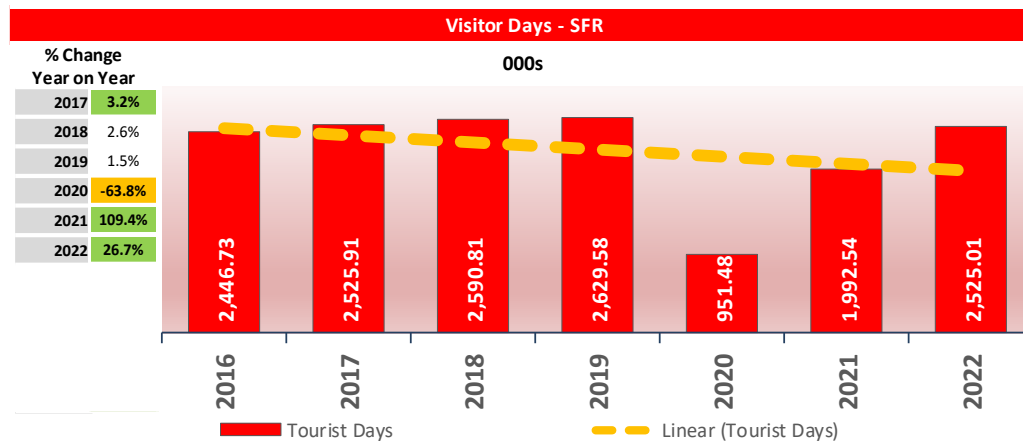
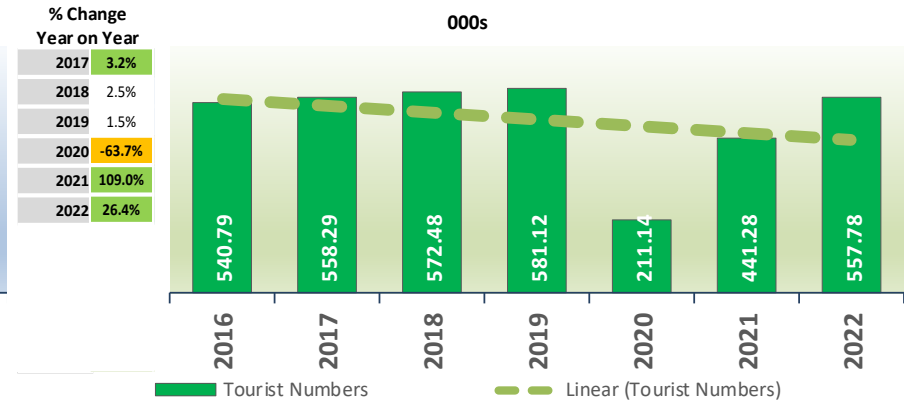
"Linear" = Linear Trendline

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Report Prepared by: Aimee Towle. Date of Issue: 14/04/23

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2016	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		3.2%	5.9%	7.5%	-61.4%	-18.6%	5.2%
Visitor Numbers		3.2%	5.9%	7.5%	-61.0%	-18.4%	3.1%
Visitor Days		3.2%	5.9%	7.5%	-61.1%	-18.6%	3.2%
Direct Employment		4.0%	7.9%	8.6%	-60.5%	-19.7%	2.6%

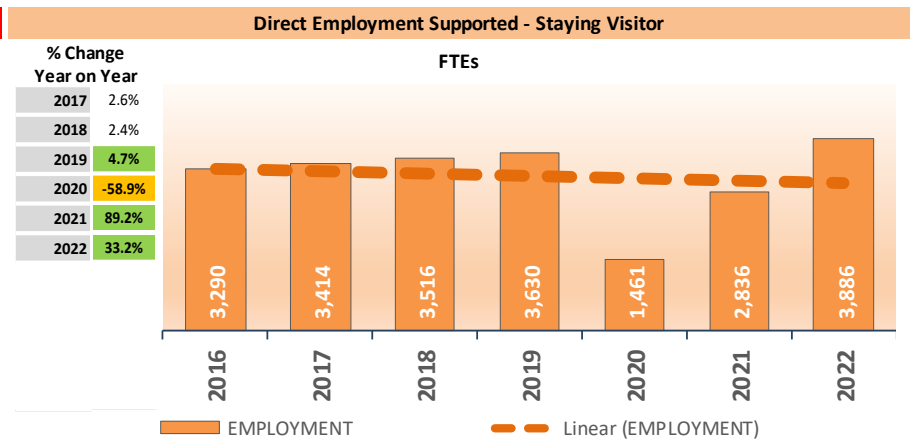
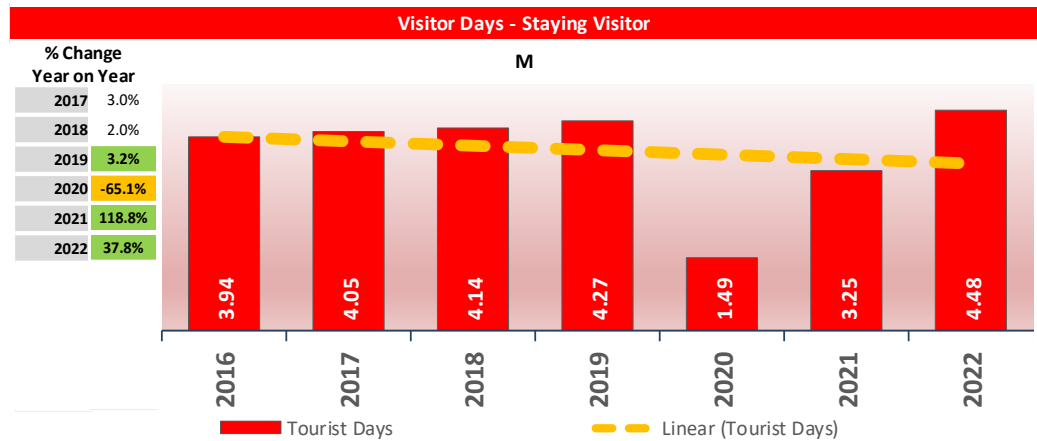
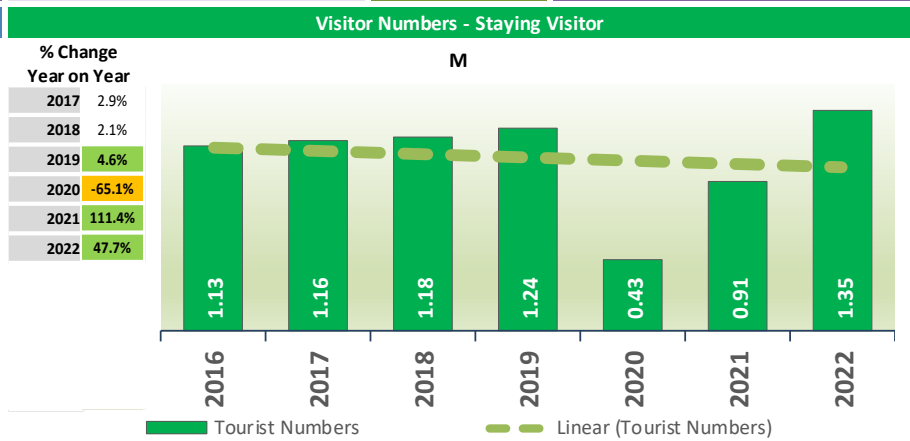
"Linear" = Linear Trendline

STEAM REPORT FOR 2016-2022 - FINAL
COVENTRY

2016 to 2022
2022 Prices

STAYING VISITOR

KEY MEASURES Indexed



% Change from 2016	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		2.8%	4.6%	5.0%	-63.4%	-19.9%	12.1%
Visitor Numbers		2.9%	5.0%	9.9%	-61.7%	-19.0%	19.7%
Visitor Days		3.0%	5.1%	8.4%	-62.2%	-17.3%	13.9%
Direct Employment		3.8%	6.8%	10.3%	-55.6%	-13.8%	18.1%

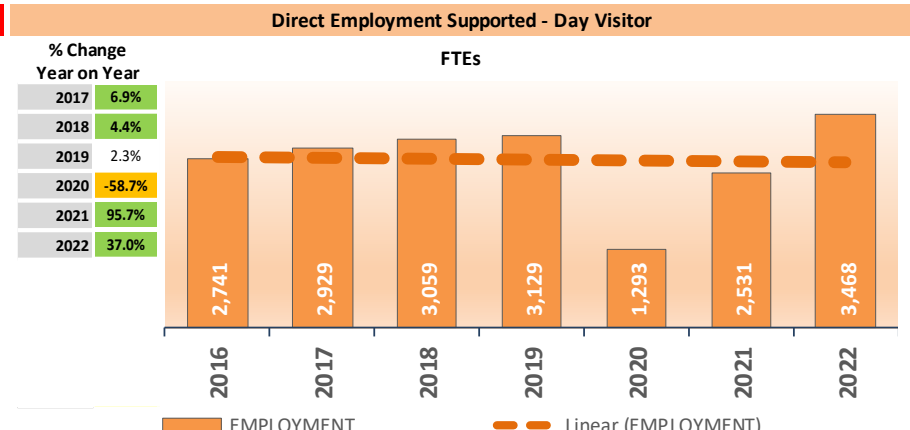
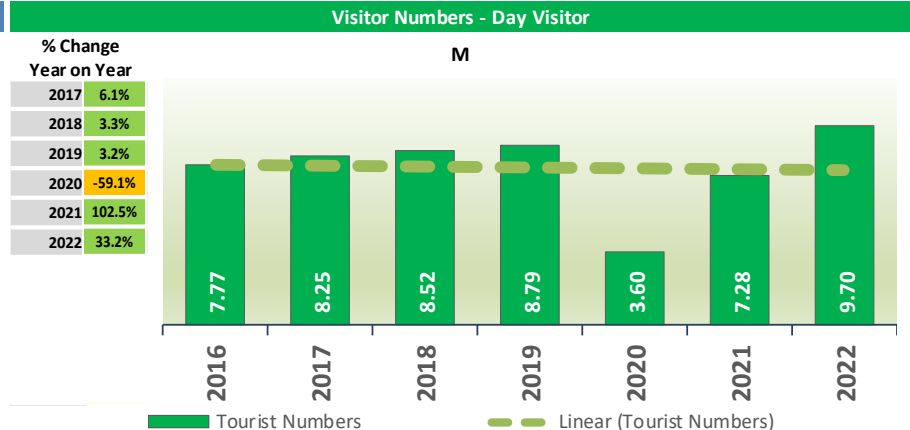
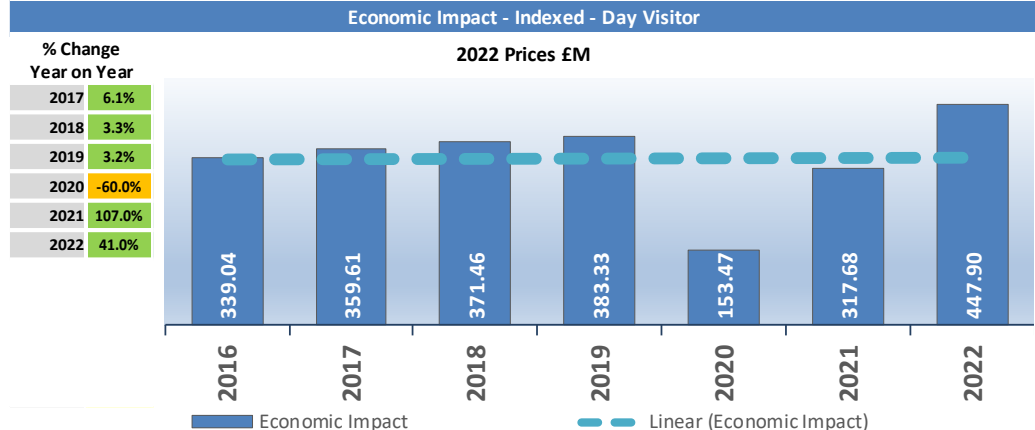
"Linear" = Linear Trendline

STEAM REPORT FOR 2016-2022 - FINAL
COVENTRY

2016 to 2022
2022 Prices

DAY VISITOR

KEY MEASURES Indexed



% Change from 2016	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		6.1%	9.6%	13.1%	-54.7%	-6.3%	32.1%
Visitor Numbers		6.1%	9.6%	13.0%	-53.7%	-6.3%	24.8%
Visitor Days		6.1%	9.6%	13.0%	-53.7%	-6.3%	24.8%
Direct Employment		6.9%	11.6%	14.2%	-52.8%	-7.6%	26.6%

"Linear" = Linear Trendline

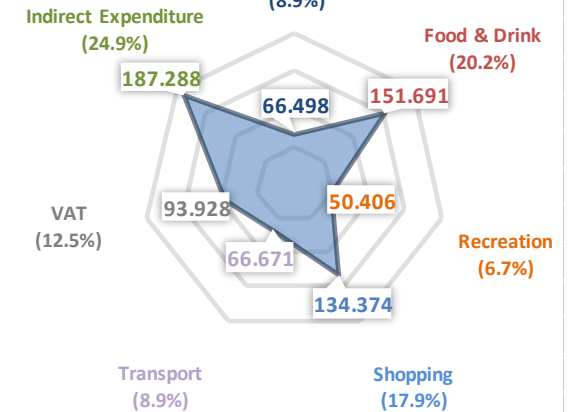
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Report Prepared by: Aimee Towle. Date of Issue: 14/04/23

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022

SECTOR / YEAR	2016	2017	2018	2019	2020	2021	2022
Accommodation £M	62.93	64.57	65.47	62.25	23.26	47.29	66.50
Food & Drink £M	110.28	115.74	118.98	123.07	51.26	100.23	151.69
Recreation £M	69.86	73.63	75.83	78.39	32.42	64.50	50.41
Shopping £M	91.07	95.35	98.03	101.00	35.22	80.80	134.37
Transport £M	47.74	50.11	51.54	53.21	20.66	42.93	66.67
Direct Revenue £M	381.87	399.40	409.84	417.92	162.81	335.74	469.64
VAT £M	76.37	79.88	81.97	83.58	26.76	64.97	93.93
Direct Expenditure £M	458.25	479.28	491.81	501.51	189.57	400.71	563.57
Indirect Expenditure £M	151.14	158.20	162.35	165.73	62.84	133.42	187.29
TOTAL £M	609.39	637.48	654.16	667.23	252.41	534.13	750.86

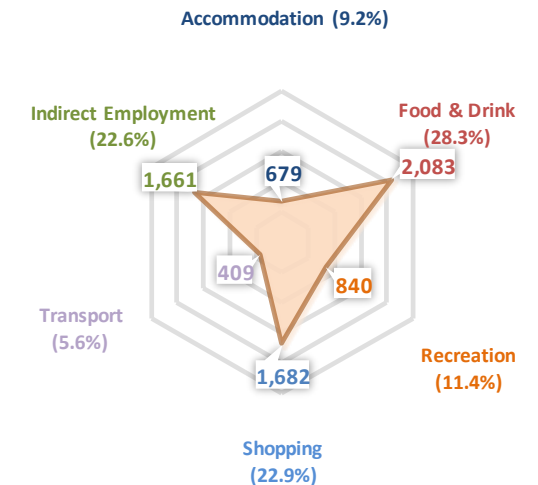
2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2016	2017	2018	2019	2020	2021	2022
Accommodation FTEs	581	581	586	645	353	549	679
Food & Drink FTEs	1,514	1,601	1,664	1,706	708	1,349	2,083
Recreation FTEs	1,164	1,236	1,287	1,319	544	1,053	840
Shopping FTEs	1,140	1,202	1,250	1,276	444	991	1,682
Transport FTEs	293	310	322	330	128	258	409
Direct Employment FTEs	4,691	4,929	5,108	5,275	2,176	4,201	5,693
Indirect Employment FTEs	1,340	1,414	1,467	1,484	578	1,166	1,661
TOTAL FTEs	6,031	6,343	6,575	6,760	2,754	5,367	7,354

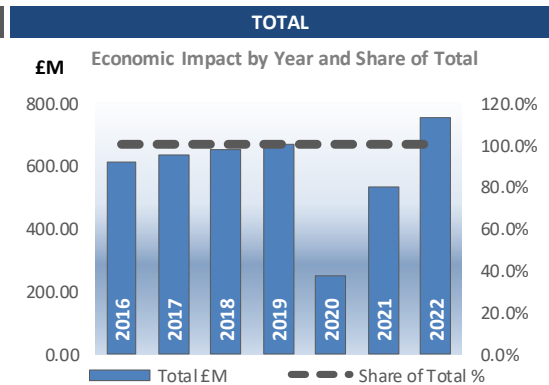
2022 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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

STEAM REPORT FOR 2016-2022 - FINAL COVENTRY												2016 to 2022 2022 Prices		TOTAL	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	TOTAL												TOTAL						% Change
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2022	10.3%	22.7%	34.9%	7.2%	60.5%	9.0%	8.8%	32.7%	37.3%	31.7%	-0.9%	36.0%	23.2%	Annual Change	23.2%	22.8%	24.5%	21.9%	
% Change 2021 to 2022	216.4%	250.2%	217.4%	84.1%	85.2%	14.6%	8.7%	12.9%	20.6%	33.1%	-12.8%	23.4%	40.6%		226.8%	54.8%	13.3%	13.6%	
Average Annual Change	1.7%	3.8%	5.8%	1.2%	10.1%	1.5%	1.5%	5.5%	6.2%	5.3%	-0.2%	6.0%	3.9%		3.9%	3.8%	4.1%	3.6%	
2016	£M	35.96	35.58	40.81	60.52	46.86	59.29	76.92	73.71	46.61	48.95	45.23	38.95	609.39	112.35	166.67	197.24	133.13	
2017	£M	37.45	36.08	41.39	61.97	47.97	60.83	81.90	79.21	51.02	49.49	49.02	41.16	637.48	4.6%	114.91	170.77	212.13	139.67
2018	£M	38.77	36.76	42.23	63.44	49.83	61.99	83.52	80.73	52.75	50.56	50.59	42.99	654.16	2.6%	117.76	175.27	217.00	144.14
2019	£M	39.03	37.39	42.52	64.60	53.28	65.48	85.14	81.93	53.06	50.72	51.47	42.62	667.23	2.0%	118.94	183.35	220.13	144.81
2020	£M	39.95	39.24	27.39	7.214	6.537	8.413	27.60	38.19	20.65	19.14	8.202	9.884	252.41	-62.2%	106.59	22.16	86.43	37.22
2021	£M	12.53	12.47	17.34	35.23	40.61	56.38	77.00	86.70	53.07	48.46	51.43	42.93	534.13	111.6%	42.34	132.22	216.76	142.81
2022	£M	39.64	43.67	55.04	64.87	75.19	64.64	83.70	97.84	64.01	64.48	44.82	52.97	750.86	40.6%	138.35	204.69	245.54	162.27

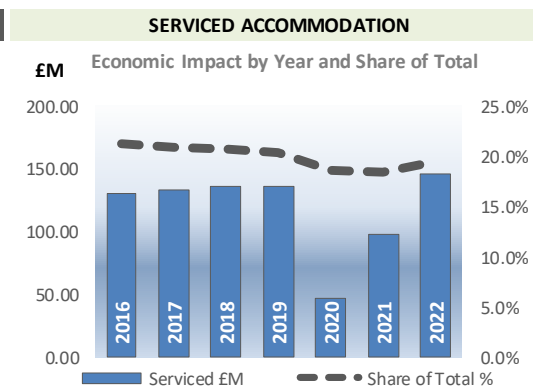
ECONOMIC IMPACT - INDEXED TO 2022								
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022
Total	£M	609.39	637.48	654.16	667.23	252.41	534.13	750.86
All Visitor Types	£M	609.39	637.48	654.16	667.23	252.41	534.13	750.86
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%							
Change in Share from 2016	%							
Avg Ann. Change in Share	%							



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

STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022 2022 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2022		-3.8%	0.7%	13.0%	19.8%	15.5%	10.2%	24.9%	21.8%	3.0%	6.9%	6.0%	40.5%	12.8%	Annual Change		4.1%	15.1%	15.7%	15.6%	
% Change 2021 to 2022		250.8%	237.4%	210.4%	176.5%	114.4%	73.8%	39.1%	2.1%	-1.2%	7.1%	9.4%	6.2%	49.2%	Annual Change		228.8%	114.7%	11.0%	7.6%	
Average Annual Change		-0.6%	0.1%	2.2%	3.3%	2.6%	1.7%	4.2%	3.6%	0.5%	1.1%	1.0%	6.7%	2.1%	Annual Change		0.7%	2.5%	2.6%	2.6%	
2016	£M	8.476	10.36	11.54	10.66	10.57	10.94	10.35	9.977	12.20	12.63	12.85	9.351	129.89	Annual Change		30.38	32.16	32.53	34.83	
2017	£M	8.783	10.23	11.91	10.52	11.55	11.33	10.65	10.06	12.42	12.68	13.24	10.13	133.51	2.8%	Annual Change		30.92	33.41	33.13	36.05
2018	£M	9.138	10.26	12.15	10.92	11.35	11.43	10.68	9.863	12.74	13.25	13.32	10.65	135.78	1.7%	Annual Change		31.55	33.71	33.29	37.23
2019	£M	9.087	10.28	12.04	10.91	11.47	11.65	10.82	10.09	12.47	13.00	13.28	10.27	135.37	-0.3%	Annual Change		31.41	34.03	33.37	36.55
2020	£M	10.75	11.12	6.035	0.202	0.501	0.820	2.293	4.328	4.463	4.333	1.056	1.218	47.12	-65.2%	Annual Change		27.90	1.524	11.08	6.606
2021	£M	2.323	3.092	4.201	4.619	5.695	6.936	9.299	11.90	12.71	12.61	12.45	12.37	98.21	108.4%	Annual Change		9.616	17.25	33.91	37.43
2022	£M	8.150	10.43	13.04	12.77	12.21	12.05	12.93	12.15	12.56	13.50	13.62	13.14	146.56	49.2%	Annual Change		31.62	37.03	37.65	40.26

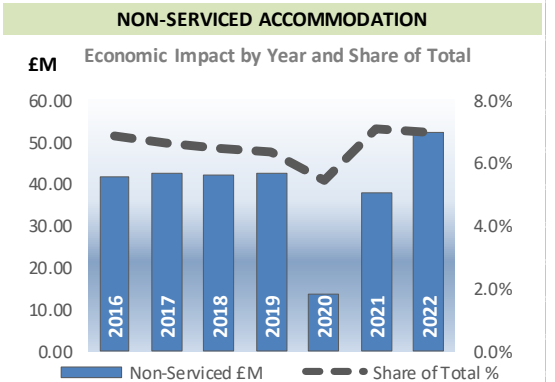
ECONOMIC IMPACT - INDEXED TO 2022								
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022
Serviced	£M	129.89	133.51	135.78	135.37	47.12	98.21	146.56
All Visitor Types	£M	609.39	637.48	654.16	667.23	252.41	534.13	750.86
Share of Total	%	21.3%	20.9%	20.8%	20.3%	18.7%	18.4%	19.5%
Annual Change in Share	%		-1.7%	-0.9%	-2.3%	-8.0%	-1.5%	6.2%
Change in Share from 2016	%		-1.7%	-2.6%	-4.8%	-12.4%	-13.7%	-8.4%
Avg Ann. Change in Share	%		-1.7%	-1.3%	-1.6%	-3.1%	-2.7%	-1.4%



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STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022 2022 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2022		230.4%	130.3%	184.9%	133.5%	109.1%	2.2%	10.8%	5.3%	197.4%	224.3%	303.3%	231.0%	26.1%	Annual Change	172.2%	15.3%	13.5%	248.0%
% Change 2021 to 2022		1899.7%	1223.1%	1224.3%	656.8%	175.0%	14.7%	15.6%	11.7%	184.3%	193.7%	270.2%	202.6%	39.0%		1352.5%	35.2%	19.0%	217.2%
Average Annual Change		38.4%	21.7%	30.8%	22.3%	18.2%	0.4%	1.8%	0.9%	32.9%	37.4%	50.5%	38.5%	4.3%		28.7%	2.6%	2.2%	41.3%
2016	£M	0.253	0.484	0.433	0.621	0.746	10.89	12.31	13.76	0.789	0.584	0.371	0.392	41.63		1.170	12.26	26.86	1.347
2017	£M	0.253	0.483	0.442	0.621	0.790	11.10	12.54	14.01	0.788	0.572	0.372	0.403	42.38	1.8%	1.178	12.51	27.34	1.348
2018	£M	0.263	0.485	0.451	0.644	0.777	11.20	12.58	13.74	0.794	0.588	0.369	0.416	42.30	-0.2%	1.199	12.62	27.11	1.373
2019	£M	0.279	0.485	0.449	0.698	0.787	10.97	12.92	13.57	0.759	0.567	0.389	0.434	42.31	0.0%	1.213	12.45	27.25	1.390
2020	£M	0.272	0.367	0.169	0.009	0.028	1.323	4.239	6.504	0.472	0.235	0.050	0.056	13.72	-67.6%	0.809	1.359	11.21	0.342
2021	£M	0.042	0.084	0.093	0.192	0.567	9.698	11.80	12.98	0.826	0.645	0.404	0.428	37.76	175.1%	0.219	10.46	25.61	1.478
2022	£M	0.835	1.114	1.235	1.450	1.559	11.13	13.64	14.49	2.348	1.894	1.497	1.296	52.49	39.0%	3.183	14.14	30.48	4.688

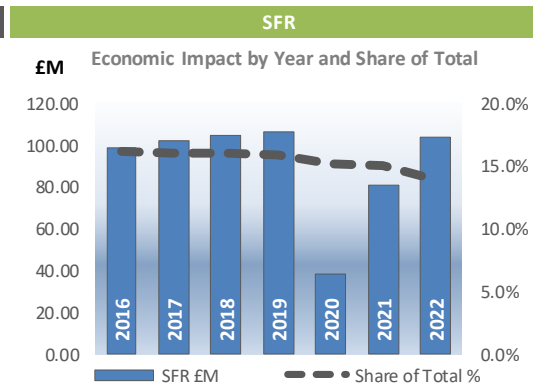
ECONOMIC IMPACT - INDEXED TO 2022								
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022
Non-Serviced	£M	41.63	42.38	42.30	42.31	13.72	37.76	52.49
All Visitor Types	£M	609.39	637.48	654.16	667.23	252.41	534.13	750.86
Share of Total	%	6.8%	6.6%	6.5%	6.3%	5.4%	7.1%	7.0%
Annual Change in Share	%		-2.7%	-2.7%	-1.9%	-14.2%	30.0%	-1.1%
Change in Share from 2016	%		-2.7%	-5.4%	-7.2%	-20.4%	3.5%	2.3%
Avg Ann. Change in Share	%		-2.7%	-2.7%	-2.4%	-5.1%	0.7%	0.4%



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STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022 2022 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 2022 / 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 2022		-9.0%	-9.7%	12.6%	7.4%	6.9%	6.1%	8.5%	7.2%	15.5%	6.6%	-0.6%	12.1%	5.2%	Annual Change	-4.4%	6.9%	9.4%	8.3%
% Change 2021 to 2022		155.7%	139.5%	140.3%	91.0%	33.9%	10.4%	7.8%	-4.5%	5.7%	0.7%	-8.9%	3.5%	29.1%		148.5%	47.2%	2.1%	0.4%
Average Annual Change		-1.5%	-1.6%	2.1%	1.2%	1.1%	1.0%	1.4%	1.2%	2.6%	1.1%	-0.1%	2.0%	0.9%		-0.7%	1.2%	1.6%	1.4%
2016	£M	14.05	4.643	5.277	12.27	7.912	6.202	10.14	10.78	5.358	5.379	4.341	12.46	98.82		23.97	26.39	26.28	22.18
2017	£M	14.53	4.725	5.449	12.49	8.323	6.392	10.44	11.07	5.503	5.499	4.481	13.08	101.99	3.2%	24.71	27.21	27.02	23.06
2018	£M	15.05	4.827	5.602	12.91	8.444	6.544	10.67	11.22	5.630	5.663	4.555	13.52	104.63	2.6%	25.48	27.90	27.52	23.73
2019	£M	15.24	4.905	5.673	13.11	8.598	6.654	10.93	11.40	5.709	5.751	4.662	13.60	106.23	1.5%	25.82	28.36	28.04	24.02
2020	£M	14.98	4.618	2.442	0.193	0.313	0.537	3.143	5.254	2.447	2.234	0.345	1.595	38.10	-64.1%	22.04	1.043	10.84	4.174
2021	£M	5.002	1.752	2.472	6.905	6.313	5.959	10.21	12.10	5.852	5.694	4.736	13.49	80.48	111.2%	9.226	19.18	28.16	23.92
2022	£M	12.79	4.194	5.940	13.19	8.456	6.578	11.00	11.56	6.188	5.732	4.316	13.96	103.91	29.1%	22.93	28.22	28.75	24.01

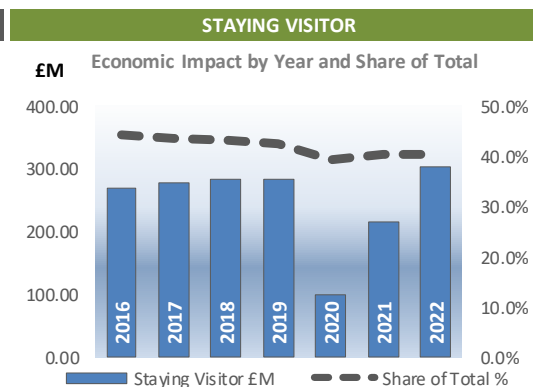
		ECONOMIC IMPACT - INDEXED TO 2022						
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022
SFR	£M	98.82	101.99	104.63	106.23	38.10	80.48	103.91
All Visitor Types	£M	609.39	637.48	654.16	667.23	252.41	534.13	750.86
Share of Total	%	16.2%	16.0%	16.0%	15.9%	15.1%	15.1%	13.8%
Annual Change in Share	%		-1.3%	0.0%	-0.5%	-5.2%	-0.2%	-8.2%
Change in Share from 2016	%		-1.3%	-1.4%	-1.8%	-6.9%	-7.1%	-14.7%
Avg Ann. Change in Share	%		-1.3%	-0.7%	-0.6%	-1.7%	-1.4%	-2.4%



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STEAM REPORT FOR 2016-2022 - FINAL COVENTRY													2016 to 2022 2022 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2022		-4.4%	1.6%	17.2%	16.4%	15.6%	6.2%	14.5%	10.7%	15.0%	13.6%	10.7%	27.9%	12.1%	Annual Change		4.0%	12.1%	13.1%	18.2%	
% Change 2021 to 2022		195.6%	219.4%	198.7%	134.0%	76.7%	31.7%	20.0%	3.3%	8.8%	11.5%	10.5%	8.0%	40.0%			202.9%	69.3%	10.5%	9.8%	
Average Annual Change		-0.7%	0.3%	2.9%	2.7%	2.6%	1.0%	2.4%	1.8%	2.5%	2.3%	1.8%	4.7%	2.0%			0.7%	2.0%	2.2%	3.0%	
2016	£M	22.78	15.49	17.25	23.55	19.23	28.03	32.81	34.52	18.34	18.59	17.56	22.20	270.35			55.52	70.81	85.67	58.35	
2017	£M	23.57	15.44	17.80	23.63	20.67	28.82	33.63	35.15	18.71	18.75	18.09	23.62	277.88	2.8%			56.81	73.12	87.49	60.46
2018	£M	24.45	15.57	18.20	24.47	20.58	29.17	33.93	34.82	19.16	19.50	18.25	24.59	282.70	1.7%			58.23	74.22	87.92	62.34
2019	£M	24.61	15.67	18.16	24.72	20.85	29.27	34.67	35.06	18.94	19.32	18.33	24.31	283.90	0.4%			58.44	74.85	88.66	61.96
2020	£M	26.00	16.11	8.646	0.404	0.842	2.681	9.675	16.09	7.383	6.802	1.451	2.869	98.94	-65.1%			50.75	3.926	33.14	11.12
2021	£M	7.367	4.928	6.767	11.72	12.58	22.59	31.30	36.99	19.39	18.94	17.60	26.28	216.45	118.8%			19.06	46.88	87.68	62.82
2022	£M	21.78	15.74	20.21	27.41	22.22	29.76	37.58	38.20	21.10	21.12	19.43	28.40	302.95	40.0%			57.73	79.39	96.88	68.96

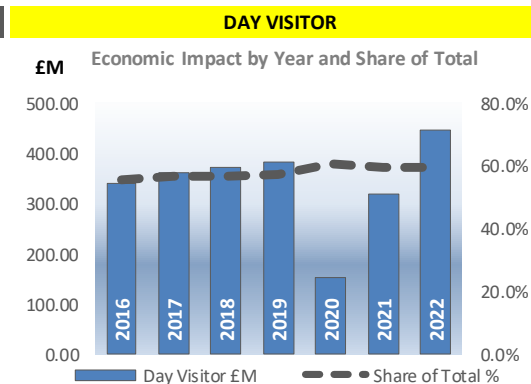
ECONOMIC IMPACT - INDEXED TO 2022								
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	
Staying Visitor	£M	270.35	277.88	282.70	283.90	98.94	216.45	302.95
All Visitor Types	£M	609.39	637.48	654.16	667.23	252.41	534.13	750.86
Share of Total	%	44.4%	43.6%	43.2%	42.5%	39.2%	40.5%	40.3%
Annual Change in Share	%		-1.7%	-0.9%	-1.5%	-7.9%	3.4%	-0.4%
Change in Share from 2016	%		-1.7%	-2.6%	-4.1%	-11.6%	-8.7%	-9.1%
Avg Ann. Change in Share	%		-1.7%	-1.3%	-1.4%	-2.9%	-1.7%	-1.5%



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STEAM REPORT FOR 2016-2022 - FINAL COVENTRY												2016 to 2022 2022 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 2022 / 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 2022		35.6%	39.0%	47.8%	1.3%	91.7%	11.6%	4.5%	52.2%	51.8%	42.8%	-8.3%	46.7%	32.1%	Annual Change	41.9%	30.7%	33.2%	24.8%
% Change 2021 to 2022		246.0%	270.4%	229.3%	59.3%	88.9%	3.2%	0.9%	20.0%	27.4%	46.9%	-25.0%	47.6%	41.0%		246.3%	46.8%	15.2%	16.7%
Average Annual Change		5.9%	6.5%	8.0%	0.2%	15.3%	1.9%	0.8%	8.7%	8.6%	7.1%	-1.4%	7.8%	5.4%		7.0%	5.1%	5.5%	4.1%
2016	£M	13.18	20.09	23.56	36.96	27.63	31.27	44.12	39.19	28.27	30.36	27.67	16.75	339.04		56.83	95.86	111.57	74.78
2017	£M	13.88	20.64	23.59	38.34	27.31	32.00	48.27	44.06	32.32	30.75	30.92	17.54	359.61	6.1%	58.11	97.65	124.64	79.21
2018	£M	14.32	21.19	24.02	38.97	29.26	32.82	49.59	45.91	33.59	31.06	32.34	18.40	371.46	3.3%	59.53	101.05	129.08	81.80
2019	£M	14.42	21.72	24.36	39.88	32.42	36.20	50.47	46.87	34.12	31.40	33.14	18.31	383.33	3.2%	60.50	108.51	131.47	82.85
2020	£M	13.95	23.14	18.74	6.810	5.695	5.732	17.92	22.10	13.27	12.34	6.751	7.014	153.47	-60.0%	55.84	18.24	53.29	26.10
2021	£M	5.164	7.541	10.57	23.51	28.03	33.78	45.70	49.71	33.67	29.51	33.83	16.65	317.68	107.0%	23.28	85.33	129.08	79.99
2022	£M	17.87	27.93	34.83	37.46	52.97	34.88	46.12	59.64	42.91	43.35	25.39	24.57	447.90	41.0%	80.62	125.30	148.67	93.31

ECONOMIC IMPACT - INDEXED TO 2022								
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	
Day Visitor	£M	339.04	359.61	371.46	383.33	153.47	317.68	447.90
All Visitor Types	£M	609.39	637.48	654.16	667.23	252.41	534.13	750.86
Share of Total	%	55.6%	56.4%	56.8%	57.5%	60.8%	59.5%	59.7%
Annual Change in Share	%		1.4%	0.7%	1.2%	5.8%	-2.2%	0.3%
Change in Share from 2016	%		1.4%	2.1%	3.3%	9.3%	6.9%	7.2%
Avg Ann. Change in Share	%		1.4%	1.0%	1.1%	2.3%	1.4%	1.2%



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