



## STEAM FINAL TREND REPORT FOR 2009-2019

Final

**Derbyshire Dales District Council**

*Including Accommodation Stock Review Data - 2019*

**Global Tourism Solutions (UK) Ltd**

Laneside House

Hackthorpe

Penrith

Cumbria

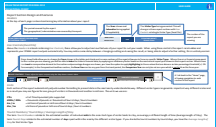
CA10 2HX

Telephone: 01931 712859

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**KEY IMPACT MEASURES:  
MONTHLY DATA BY  
VISITOR TYPE**

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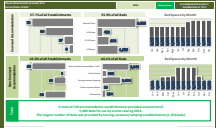
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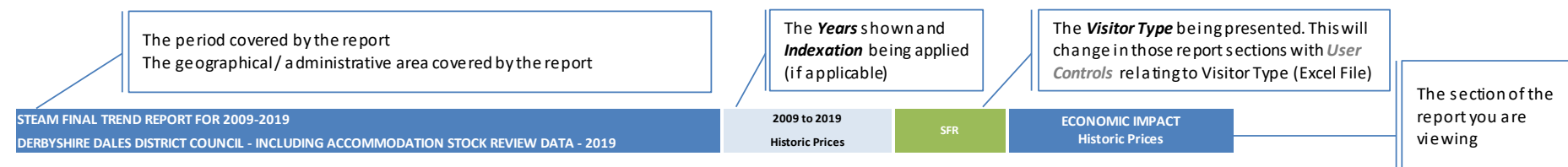
<b>INDEXED FINANCIAL DATA</b> 	<b>45-59</b>
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## Report Section Design and Features

### Headers

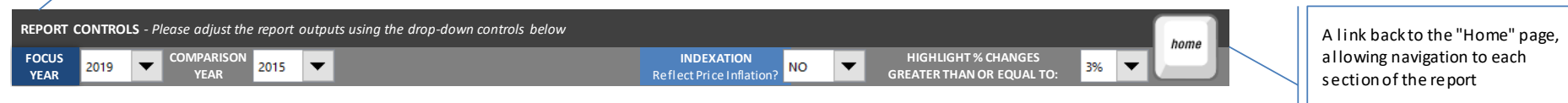
At the top of each page is a band containing key information about your report



### 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

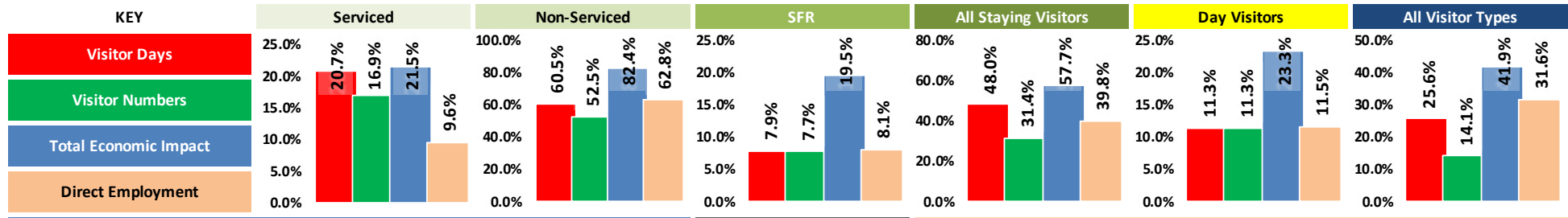
### Visitor Numbers / Visitor Days / Average Length of Stay

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

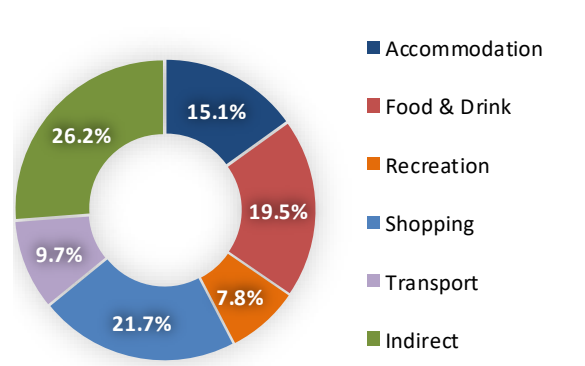
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2015 - IN HISTORIC PRICES**

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2019	2015	+/- %	2019	2015	+/- %	2019	2015	+/- %	2019	2015	+/- %	2019	2015	+/- %	2019	2015	+/- %						
<b>Visitor Days</b>	M	0.656	0.544	20.7%	3.244	2.021	60.5%	0.276	0.256	7.9%	4.176	2.821	48.0%	4.963	4.458	11.3%	9.139	7.278	25.6%					
<b>Visitor Numbers</b>	M	0.324	0.277	16.9%	0.476	0.312	52.5%	0.116	0.108	7.7%	0.916	0.697	31.4%	4.963	4.458	11.3%	5.879	5.154	14.1%					
<b>Direct Expenditure</b>	£M																357.20	253.75	40.8%					
<b>Economic Impact</b>	£M	76.03	62.60	21.5%	200.75	110.08	82.4%	14.16	11.85	19.5%	290.93	184.53	57.7%	193.07	156.52	23.3%	484.00	341.05	41.9%					
<b>Direct Employment</b>	FTEs	1,591	1,453	9.6%	3,374	2,072	62.8%	124	115	8.1%	5,090	3,640	39.8%	1,670	1,497	11.5%	6,760	5,137	31.6%					
<b>Total Employment</b>	FTEs																8,034	6,107	31.6%					

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2015 - IN HISTORIC PRICES**



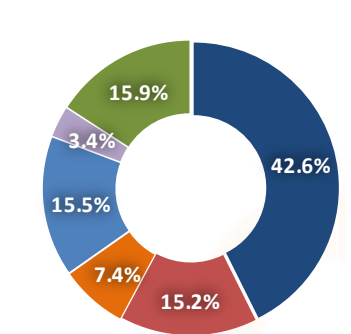
**Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices**



Sectors	2019	2015	+/- %
Accommodation	72.98	48.13	51.6%
Food & Drink	94.24	66.74	41.2%
Recreation	37.87	27.28	38.8%
Shopping	105.21	77.86	35.1%
Transport	46.91	33.74	39.0%
<b>TOTAL DIRECT</b>	<b>357.20</b>	<b>253.75</b>	<b>40.8%</b>
Indirect	126.79	87.31	45.2%
<b>TOTAL</b>	<b>484.00</b>	<b>341.05</b>	<b>41.9%</b>

**Sectoral Distribution of Employment - FTEs**

Sectors	2019	2015	+/- %
Accommodation	3,426	2,471	38.7%
Food & Drink	1,222	957	27.7%
Recreation	596	475	25.5%
Shopping	1,244	1,018	22.2%
Transport	272	216	25.7%
<b>TOTAL DIRECT</b>	<b>6,760</b>	<b>5,137</b>	<b>31.6%</b>
Indirect	1,275	971	31.3%
<b>TOTAL</b>	<b>8,034</b>	<b>6,107</b>	<b>31.6%</b>



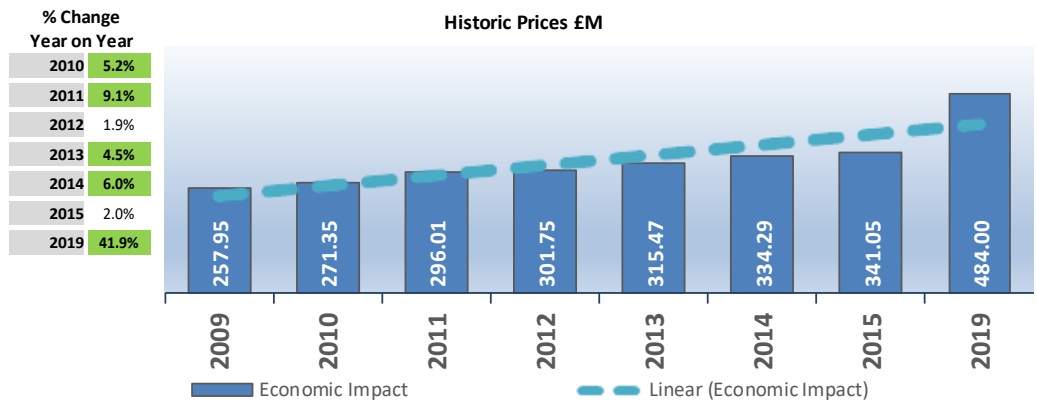
## Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2019

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

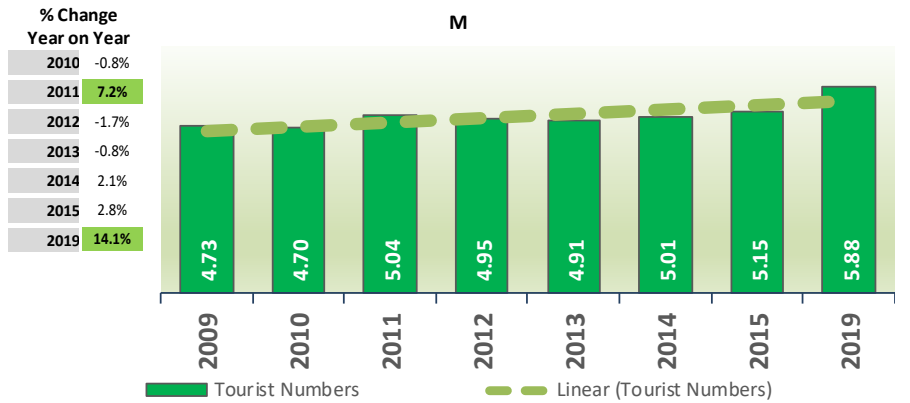
**STEAM FINAL TREND REPORT FOR 2009-2019**  
**DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019**

**2009 to 2019**  
**Historic Prices**      **TOTAL**      **KEY MEASURES**  
**Historic Prices**

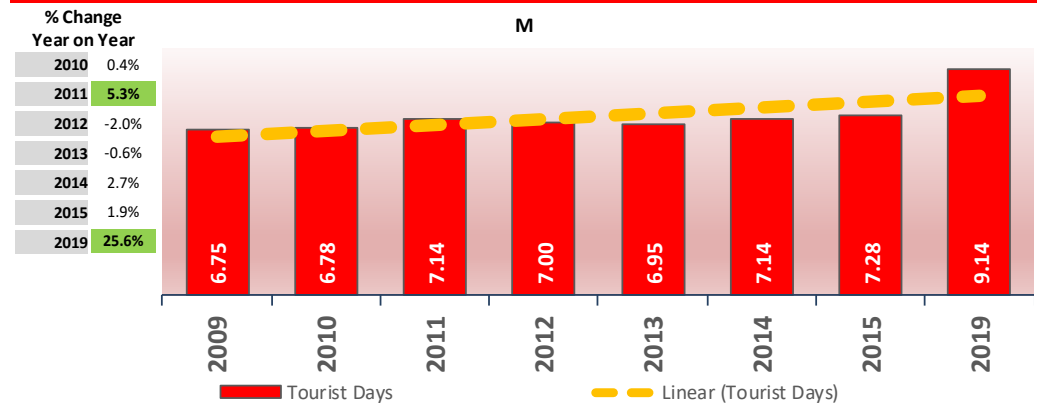
**Economic Impact - Historic Prices - Total**



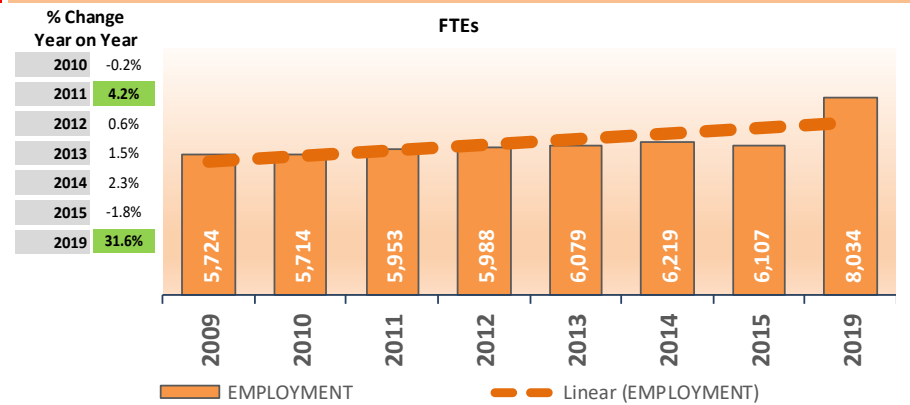
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2019
Economic Impact - Historic Prices		5.2%	14.8%	17.0%	22.3%	29.6%	32.2%	87.6%
Visitor Numbers		-0.8%	6.4%	4.6%	3.7%	5.9%	8.9%	24.2%
Visitor Days		0.4%	5.7%	3.6%	3.0%	5.8%	7.8%	35.4%
Total Employment		-0.2%	4.0%	4.6%	6.2%	8.7%	6.7%	40.4%

"Linear" = Linear Trendline

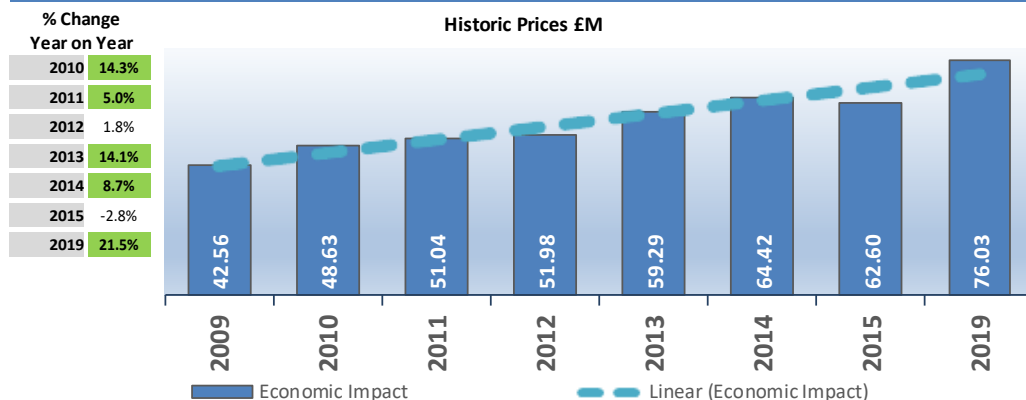
**STEAM FINAL TREND REPORT FOR 2009-2019**  
**DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019**

2009 to 2019  
 Historic Prices

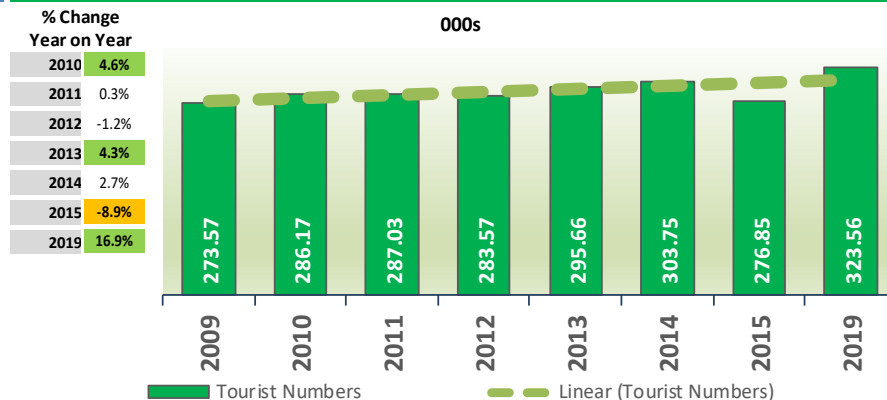
SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

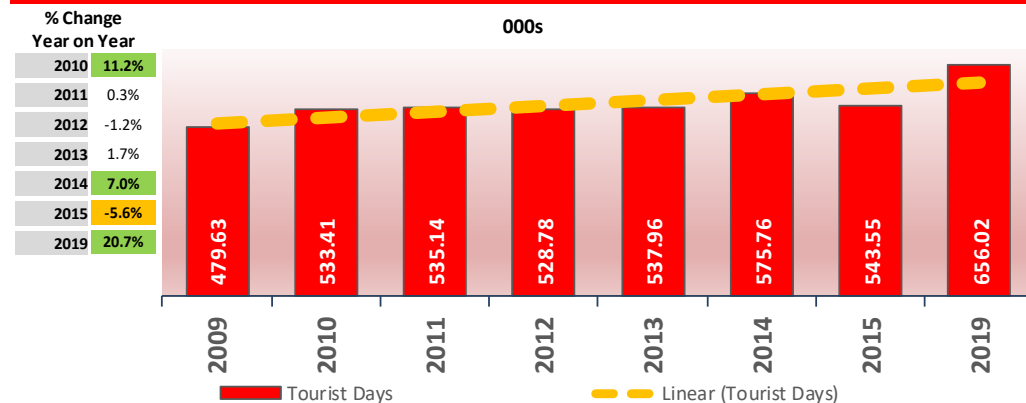
**Economic Impact - Historic Prices - Serviced Accommodation**



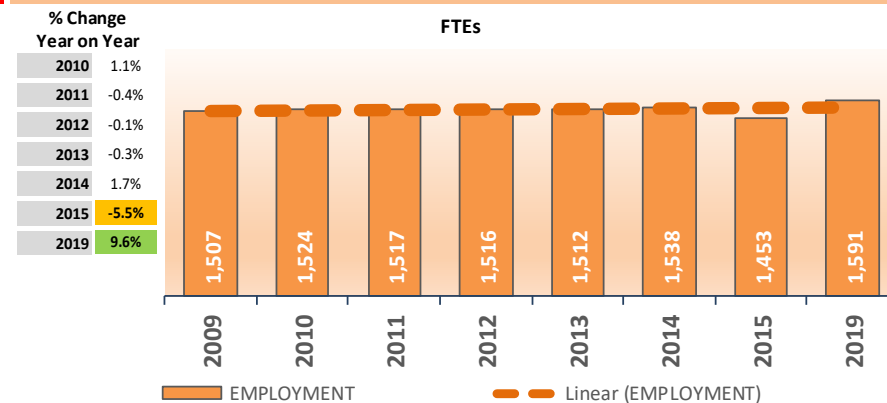
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



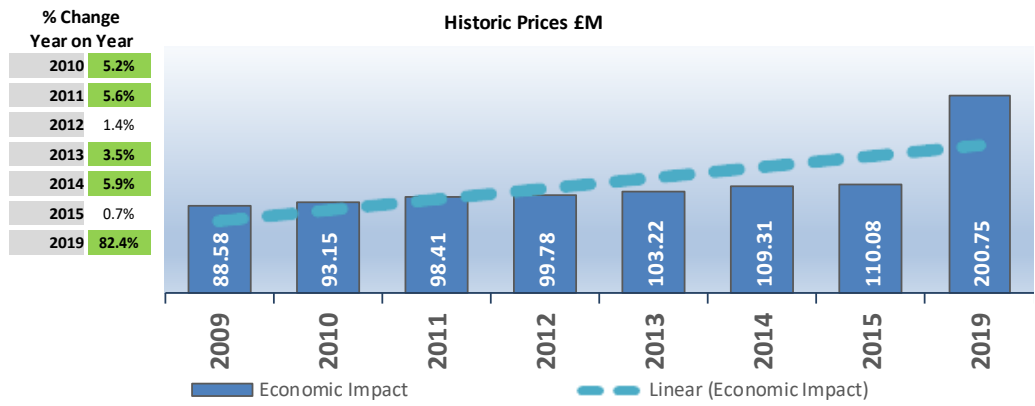
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2019
Economic Impact - Historic Prices		14.3%	19.9%	22.1%	39.3%	51.4%	47.1%	78.6%
Visitor Numbers		4.6%	4.9%	3.7%	8.1%	11.0%	1.2%	18.3%
Visitor Days		11.2%	11.6%	10.2%	12.2%	20.0%	13.3%	36.8%
Direct Employment		1.1%	0.7%	0.6%	0.4%	2.0%	-3.6%	5.6%

"Linear" = Linear Trendline

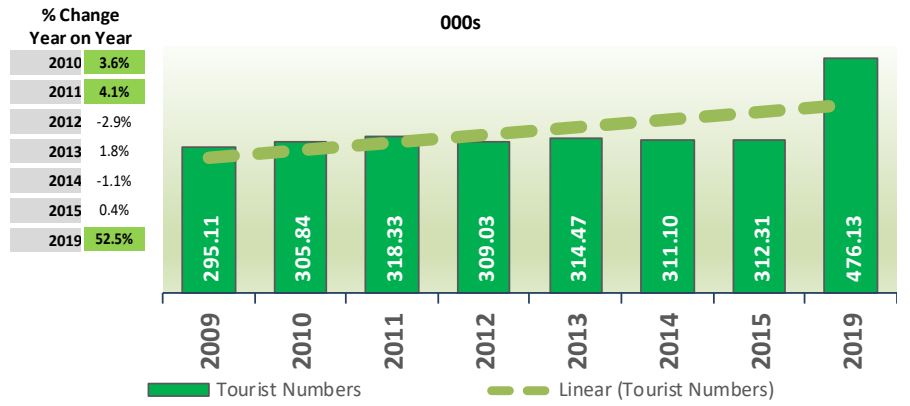
**STEAM FINAL TREND REPORT FOR 2009-2019**  
**DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019**

**2009 to 2019**  
**Historic Prices**      **NON-SERVICED ACCOMMODATION**      **KEY MEASURES Historic Prices**

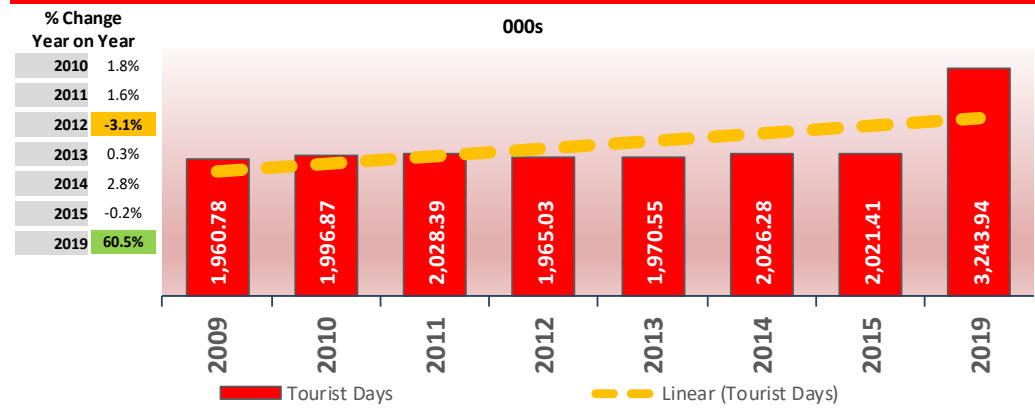
**Economic Impact - Historic Prices - Non-Serviced Accommodation**



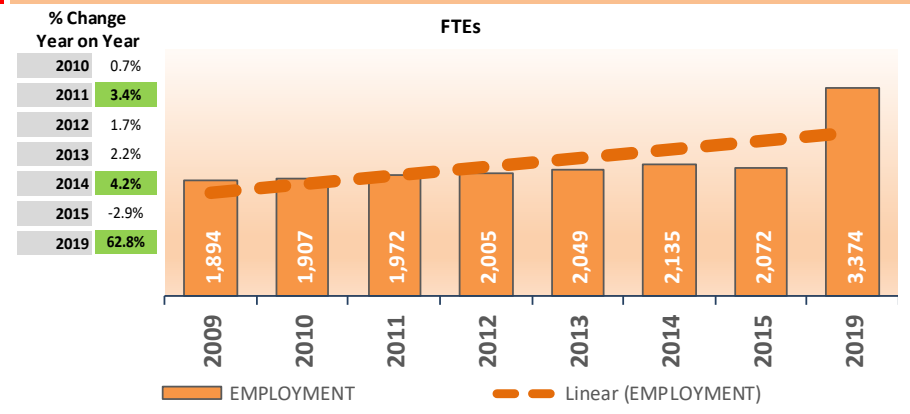
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



**Direct Employment Supported - Non-Serviced Accommodation**

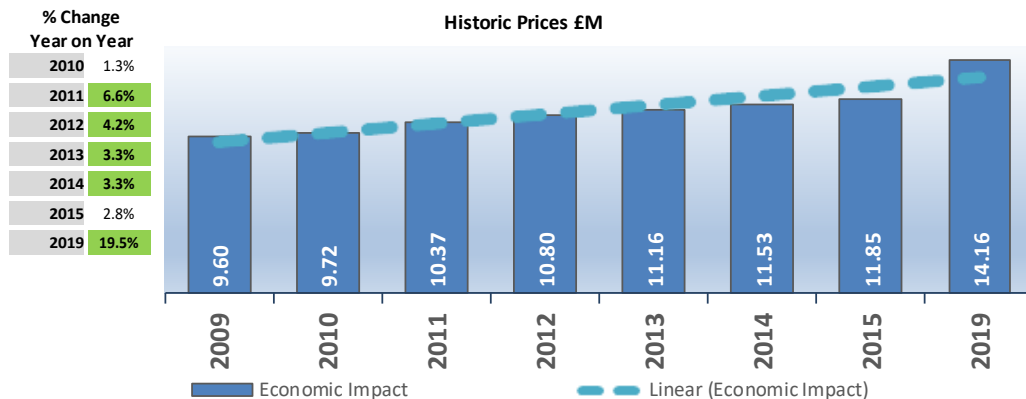


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2019
<b>Economic Impact - Historic Prices</b>		5.2%	11.1%	12.6%	16.5%	23.4%	24.3%	126.6%
<b>Visitor Numbers</b>		3.6%	7.9%	4.7%	6.6%	5.4%	5.8%	61.3%
<b>Visitor Days</b>		1.8%	3.4%	0.2%	0.5%	3.3%	3.1%	65.4%
<b>Direct Employment</b>		0.7%	4.2%	5.9%	8.2%	12.7%	9.4%	78.2%

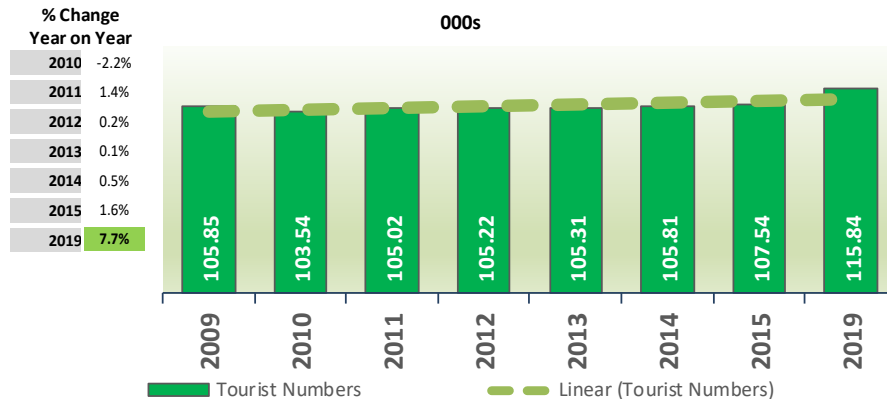
"Linear" = Linear Trendline



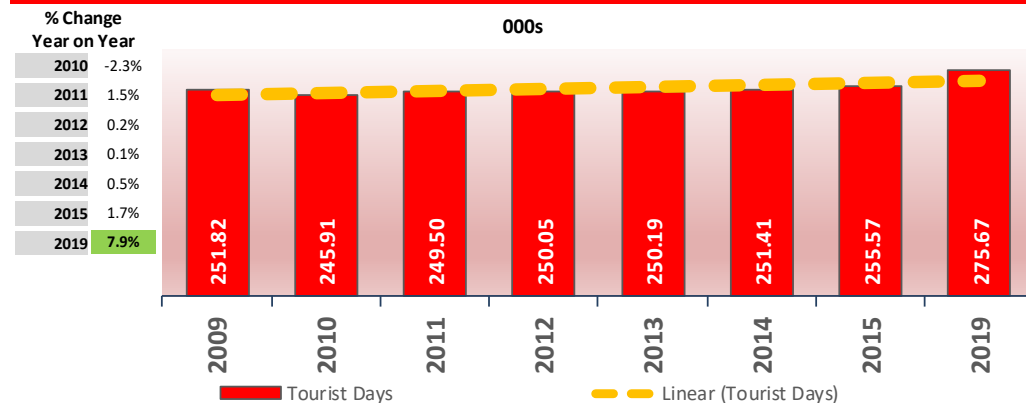
Economic Impact - Historic Prices - SFR



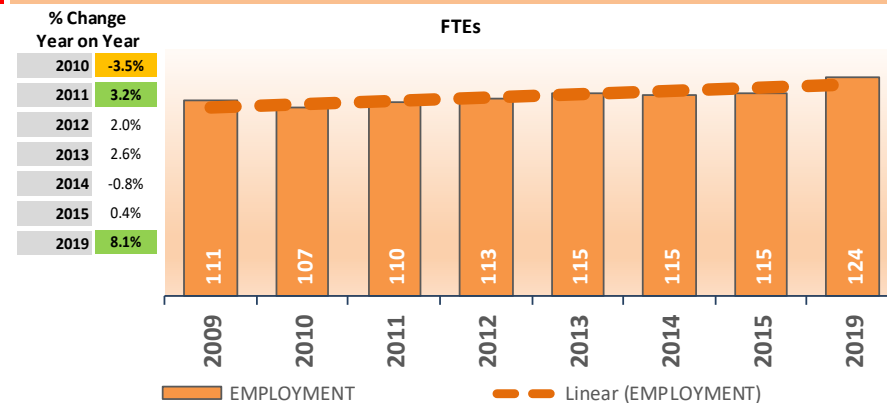
Visitor Numbers - SFR



Visitor Days - SFR



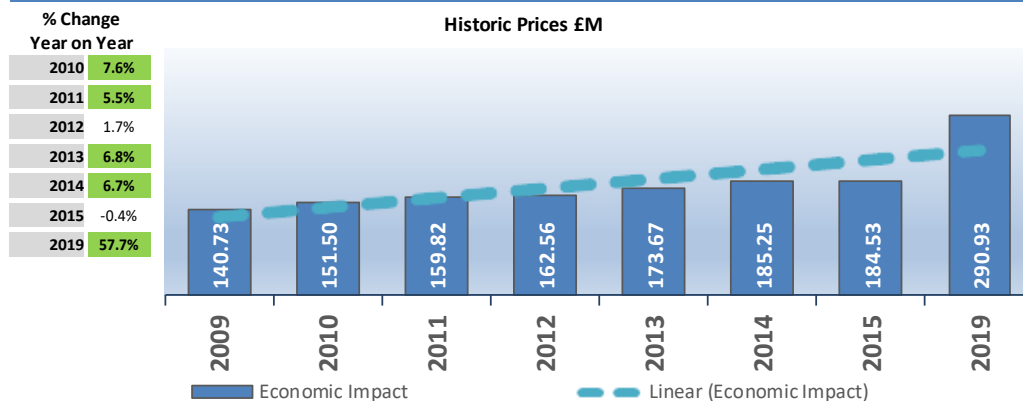
Direct Employment Supported - SFR



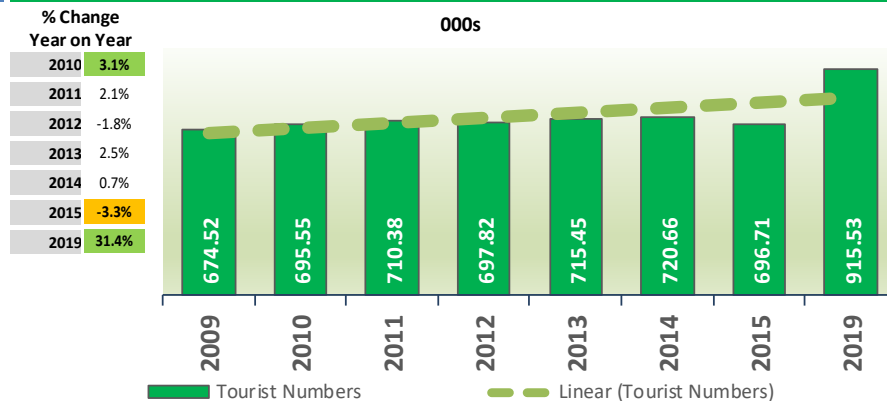
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2019
Economic Impact - Historic Prices		1.3%	8.0%	12.5%	16.3%	20.1%	23.4%	47.5%
Visitor Numbers		-2.2%	-0.8%	-0.6%	-0.5%	0.0%	1.6%	9.4%
Visitor Days		-2.3%	-0.9%	-0.7%	-0.6%	-0.2%	1.5%	9.5%
Direct Employment		-3.5%	-0.5%	1.5%	4.2%	3.3%	3.7%	12.0%

"Linear" = Linear Trendline

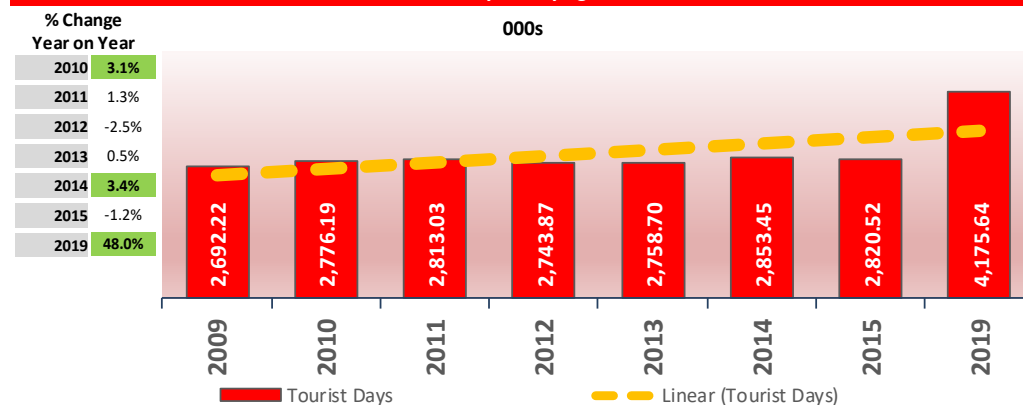
Economic Impact - Historic Prices - Staying Visitor



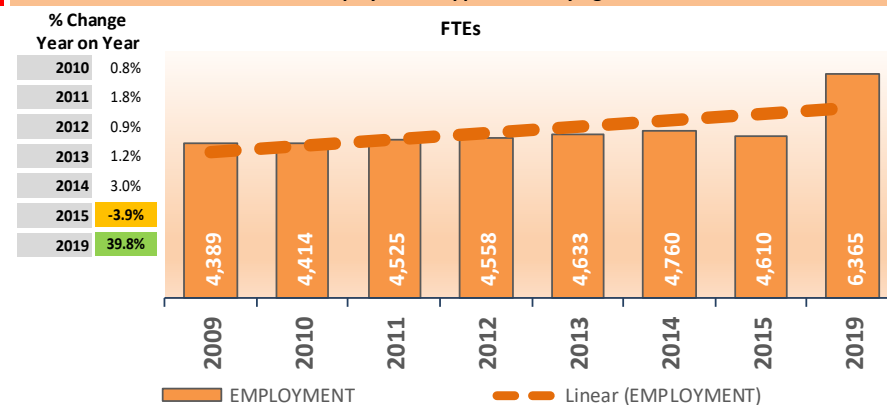
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



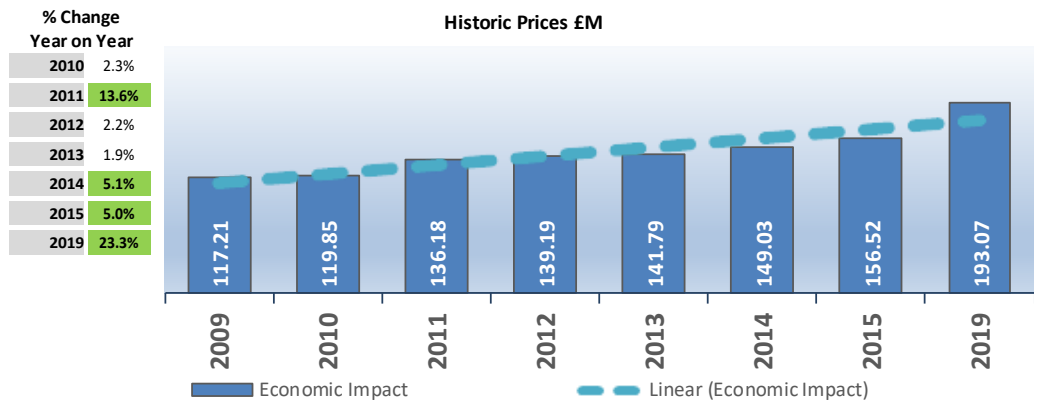
Direct Employment Supported - Staying Visitor



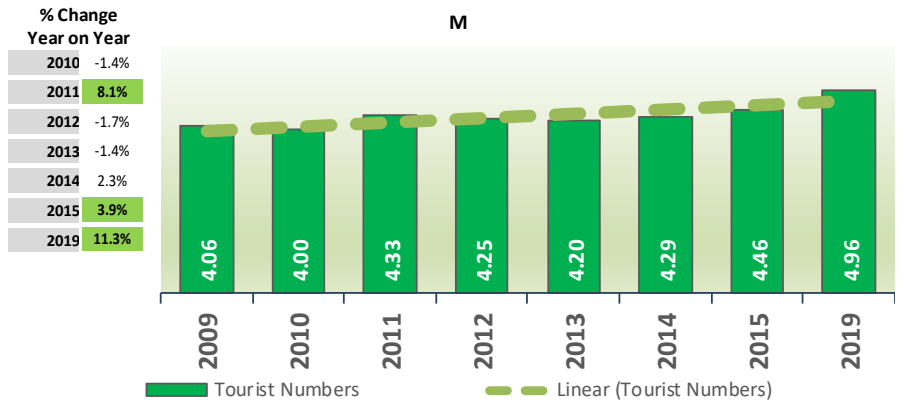
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2019
Economic Impact - Historic Prices		7.6%	13.6%	15.5%	23.4%	31.6%	31.1%	106.7%
Visitor Numbers		3.1%	5.3%	3.5%	6.1%	6.8%	3.3%	35.7%
Visitor Days		3.1%	4.5%	1.9%	2.5%	6.0%	4.8%	55.1%
Direct Employment		0.6%	3.1%	3.9%	5.5%	8.4%	5.0%	45.0%

"Linear" = Linear Trendline

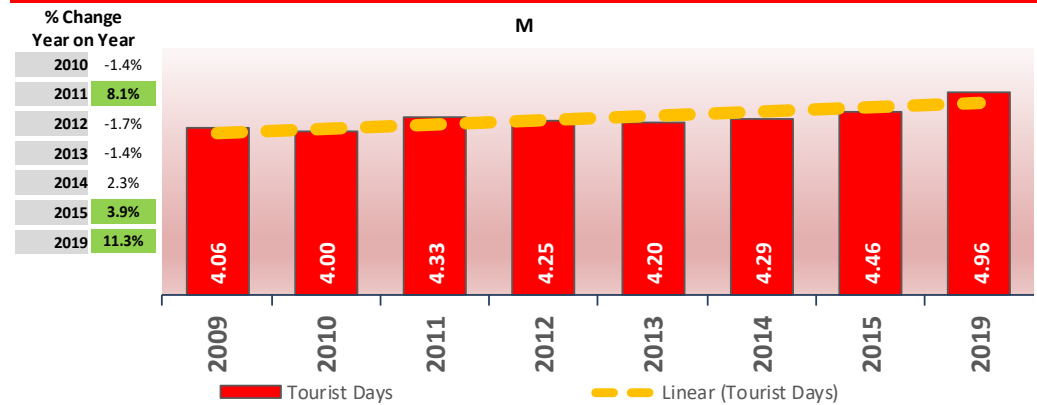
Economic Impact - Historic Prices - Day Visitor



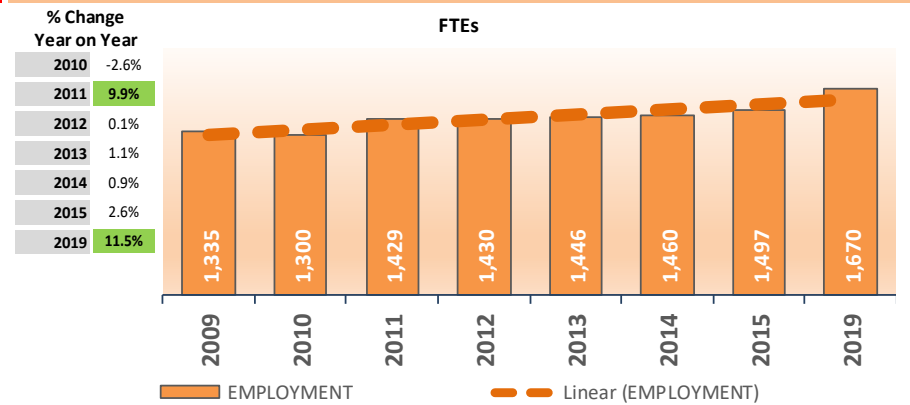
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2019
Economic Impact - Historic Prices		2.3%	16.2%	18.8%	21.0%	27.1%	33.5%	64.7%
Visitor Numbers		-1.4%	6.5%	4.8%	3.3%	5.7%	9.8%	22.3%
Visitor Days		-1.4%	6.5%	4.8%	3.3%	5.7%	9.8%	22.3%
Direct Employment		-2.6%	7.0%	7.2%	8.3%	9.4%	12.2%	25.1%

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2019

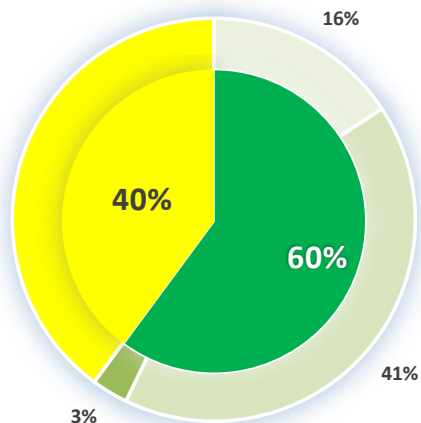
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2019 - M - Share of Total

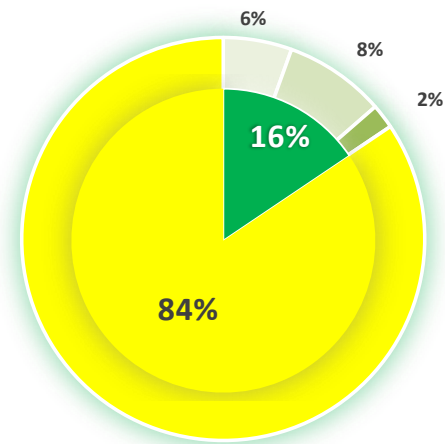
**TOTAL**  
**£484.00m**

	£M
Serviced	76.03
Non-Serviced	200.75
SFR	14.16
Staying Visitor	290.93
Day Visitor	193.07
<b>Total</b>	<b>484.00</b>



**TOTAL**  
**5.88m**

	M
Serviced	0.32
Non-Serviced	0.48
SFR	0.12
Staying Visitor	0.92
Day Visitor	4.96
<b>Total</b>	<b>5.88</b>

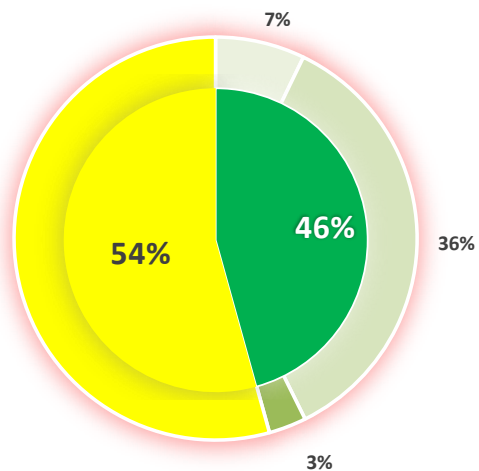


Visitor Days - 2019 - M - Share of Total

Direct Employment Supported - 2019 - FTEs - Share of Total

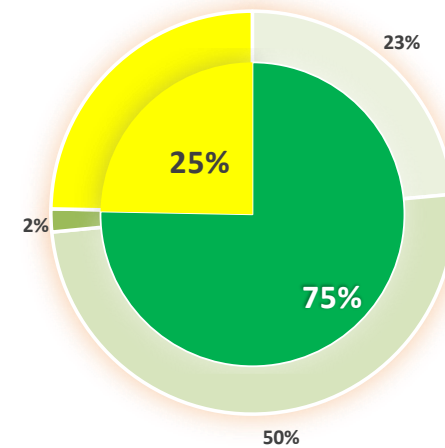
**TOTAL**  
**9.14m**

	M
Serviced	0.66
Non-Serviced	3.24
SFR	0.28
Staying Visitor	4.18
Day Visitor	4.96
<b>Total</b>	<b>9.14</b>



**TOTAL**  
**6,760 Direct FTEs**  
**8,034 Total FTEs**

	FTEs
Serviced	1,591
Non-Serviced	3,374
SFR	124
Staying Visitor	5,090
Day Visitor	1,670
<b>Total</b>	<b>6,760</b>

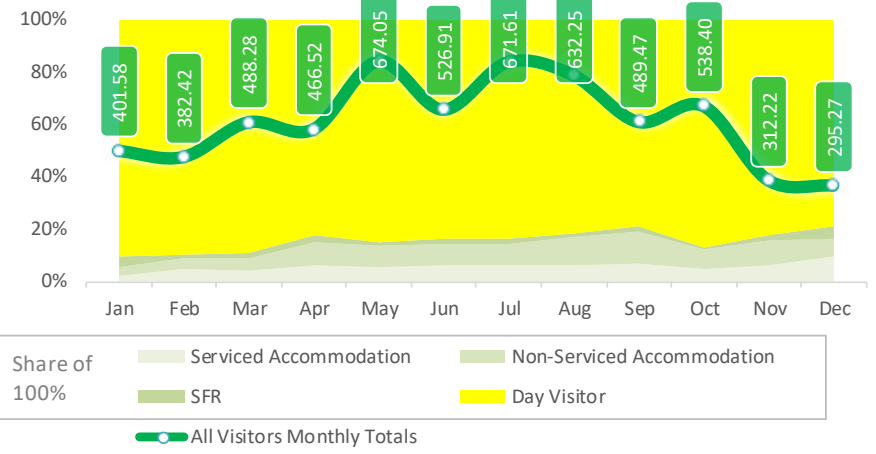
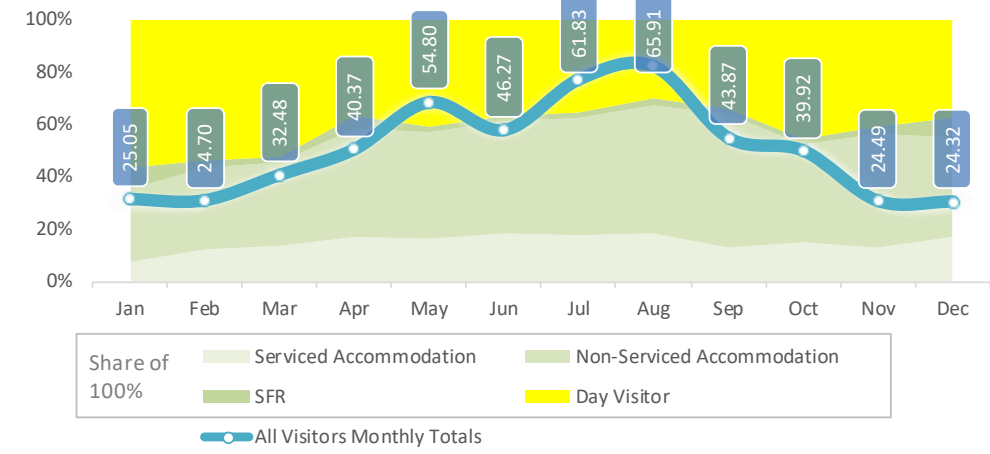


**STEAM FINAL TREND REPORT FOR 2009-2019**  
**DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019**

**2019**  
**Historic Prices**      **TOTAL**      **DISTRIBUTION BY MONTH**  
**Historic Prices**

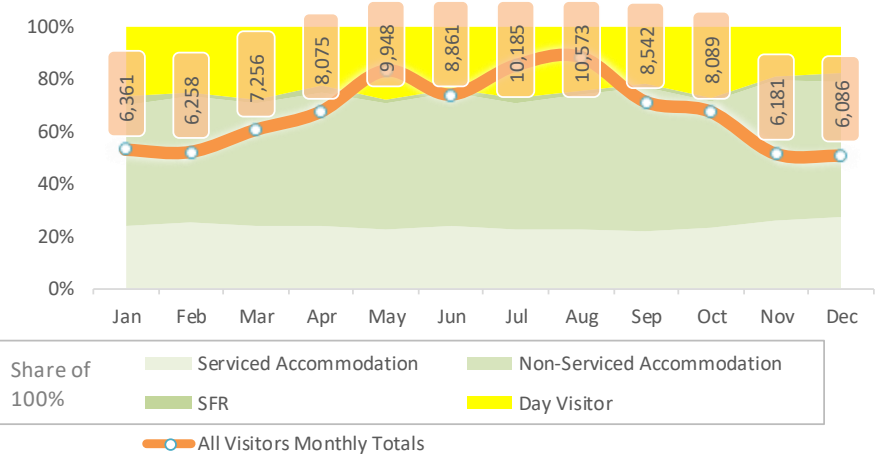
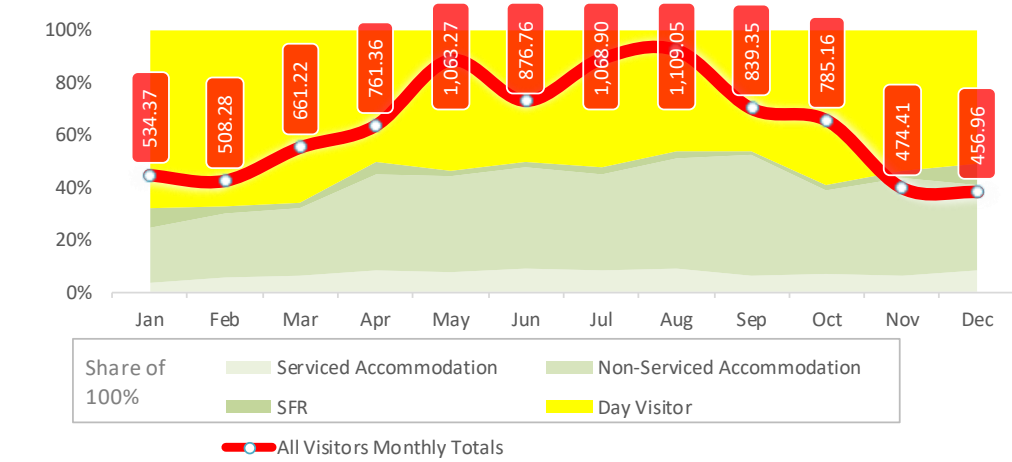
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**

**Visitor Numbers - 2019 - 000s - Distribution of Impact by Month**



**Visitor Days - 2019 - 000s - Distribution of Impact by Month**

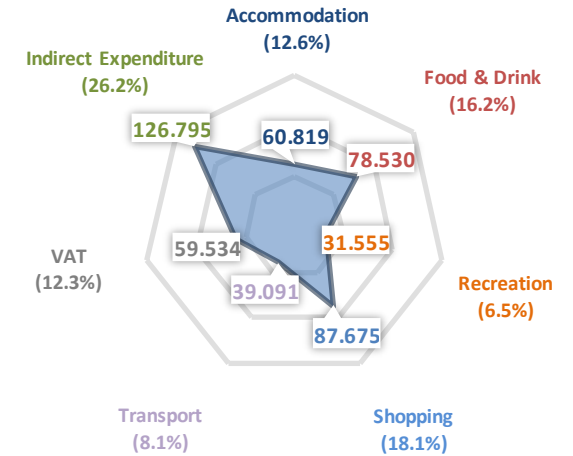
**Direct Employment Supported - 2019 - FTEs - Distribution of Impact by Month**



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

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2019
Accommodation £M	30.09	31.87	32.31	33.10	37.60	40.31	40.11	60.82
Food & Drink £M	44.31	45.63	49.04	49.95	51.42	54.50	55.61	78.53
Recreation £M	18.13	18.71	20.14	20.48	21.06	22.30	22.73	31.55
Shopping £M	51.55	52.47	57.06	58.12	59.62	62.86	64.88	87.68
Transport £M	22.54	23.08	24.93	25.32	26.00	27.41	28.11	39.09
Direct Revenue £M	166.62	171.77	183.48	186.97	195.71	207.38	211.46	297.67
VAT £M	24.99	30.06	36.70	37.39	39.14	41.48	42.29	59.53
Direct Expenditure £M	191.62	201.83	220.18	224.36	234.85	248.85	253.75	357.20
Indirect Expenditure £M	66.33	69.52	75.83	77.39	80.62	85.44	87.31	126.79
TOTAL £M	257.95	271.35	296.01	301.75	315.47	334.29	341.05	484.00

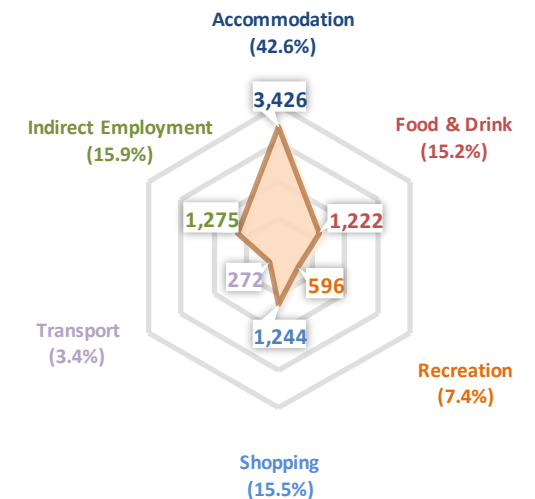
2019 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2019
Accommodation FTEs	2,423	2,420	2,449	2,492	2,500	2,583	2,471	3,426
Food & Drink FTEs	870	872	926	924	944	960	957	1,222
Recreation FTEs	432	434	461	459	469	477	475	596
Shopping FTEs	923	914	982	980	997	1,010	1,018	1,244
Transport FTEs	198	197	210	209	213	216	216	272
Direct Employment FTEs	4,846	4,837	5,029	5,064	5,123	5,247	5,137	6,760
Indirect Employment FTEs	878	877	925	924	956	973	971	1,275
TOTAL FTEs	5,724	5,714	5,953	5,988	6,079	6,219	6,107	8,034

2019 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.

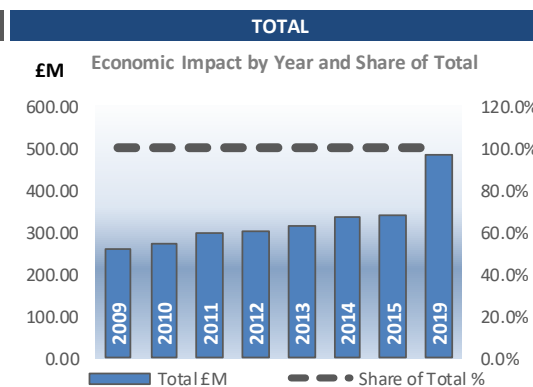
## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2019

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



STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019 Historic Prices		TOTAL	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change						
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2019		104.0%	115.5%	94.0%	82.4%	71.0%	89.0%	92.0%	74.4%	85.3%	74.2%	135.3%	106.0%	87.6%	Annual Change		103.1%	79.8%	83.2%	96.6%	
% Change 2015 to 2019		42.7%	44.1%	33.9%	49.2%	46.8%	37.3%	39.4%	41.7%	40.7%	32.2%	49.4%	57.9%	41.9%			39.5%	44.2%	40.6%	43.2%	
Average Annual Change		10.4%	11.5%	9.4%	8.2%	7.1%	8.9%	9.2%	7.4%	8.5%	7.4%	13.5%	10.6%	8.8%			10.3%	8.0%	8.3%	9.7%	
2009	£M	12.28	11.46	16.74	22.13	32.05	24.48	32.20	37.80	23.67	22.92	10.41	11.80	257.95			40.48	78.66	93.67	45.14	
2010	£M	10.62	12.30	17.75	23.53	31.80	29.48	34.15	40.01	27.18	23.56	10.28	10.69	271.35	5.2%			40.67	84.81	101.34	44.53
2011	£M	13.41	13.10	19.43	26.68	33.46	30.62	37.49	42.19	28.11	26.37	12.81	12.35	296.01	9.1%			45.93	90.76	107.78	51.53
2012	£M	14.44	13.44	21.38	25.03	33.39	32.09	37.30	43.05	28.78	25.86	13.85	13.15	301.75	1.9%			49.26	90.51	109.13	52.85
2013	£M	14.05	14.56	20.73	24.96	36.31	32.69	40.18	46.61	28.91	26.04	15.06	15.37	315.47	4.5%			49.34	93.96	115.70	56.47
2014	£M	15.56	17.36	22.08	26.72	37.04	32.85	43.87	47.04	32.02	28.33	15.89	15.52	334.29	6.0%			55.00	96.61	122.93	59.75
2015	£M	17.55	17.14	24.26	27.05	37.33	33.70	44.36	46.50	31.18	30.19	16.39	15.40	341.05	2.0%			58.95	98.08	122.04	61.98
2019	£M	25.05	24.70	32.48	40.37	54.80	46.27	61.83	65.91	43.87	39.92	24.49	24.32	484.00	41.9%			82.23	141.44	171.60	88.73

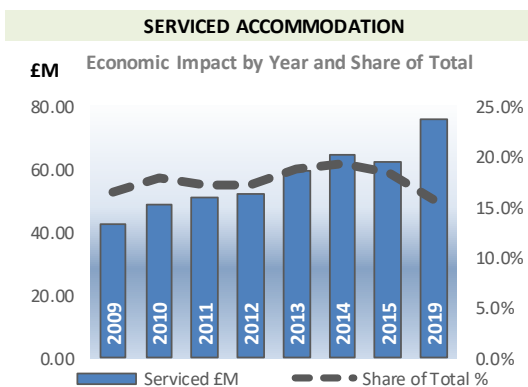
ECONOMIC IMPACT - IN HISTORIC PRICES									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2019
Total	£M	257.95	271.35	296.01	301.75	315.47	334.29	341.05	484.00
All Visitor Types	£M	257.95	271.35	296.01	301.75	315.47	334.29	341.05	484.00
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%								
Change in Share from 2009	%								
Avg Ann. Change in Share	%								



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 FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019 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 2009 to 2019		36.9%	55.8%	105.0%	55.1%	126.4%	108.3%	98.6%	88.9%	62.3%	40.4%	45.2%	61.6%	78.6%	Annual Change	70.4%	95.1%	86.3%	47.6%	
% Change 2015 to 2019		14.7%	10.8%	10.7%	28.9%	31.4%	21.1%	15.3%	25.6%	17.4%	15.0%	22.8%	36.6%	21.5%		11.6%	27.0%	19.9%	23.0%	
Average Annual Change		3.7%	5.6%	10.5%	5.5%	12.6%	10.8%	9.9%	8.9%	6.2%	4.0%	4.5%	6.2%	7.9%		7.0%	9.5%	8.6%	4.8%	
2009	£M	1.416	1.965	2.192	4.433	3.962	4.045	5.549	6.504	3.527	4.210	2.201	2.552	42.56		5.574	12.44	15.58	8.963	
2010	£M	1.441	2.365	2.833	5.370	4.884	5.252	6.058	7.186	4.070	4.665	2.141	2.360	48.63	14.3%	6.640	15.51	17.31	9.165	
2011	£M	1.698	2.570	3.149	5.954	5.029	5.409	6.403	7.480	3.841	4.674	2.177	2.661	51.04	5.0%	7.417	16.39	17.72	9.512	
2012	£M	1.459	2.435	3.317	5.714	4.982	5.933	6.415	7.828	4.351	4.642	2.323	2.579	51.98	1.8%	7.211	16.63	18.59	9.544	
2013	£M	1.647	2.996	4.358	5.405	5.973	6.613	7.603	9.075	4.433	4.781	2.943	3.460	59.29	14.1%	9.001	17.99	21.11	11.18	
2014	£M	1.613	2.768	4.337	5.719	7.062	6.581	9.677	9.560	5.441	5.245	2.987	3.429	64.42	8.7%	8.718	19.36	24.68	11.66	
2015	£M	1.691	2.763	4.058	5.333	6.829	6.955	9.553	9.778	4.876	5.140	2.602	3.020	62.60	-2.8%	8.512	19.12	24.21	10.76	
2019	£M	1.939	3.063	4.494	6.877	8.972	8.425	11.02	12.28	5.723	5.912	3.196	4.125	76.03	21.5%	9.496	24.27	29.02	13.23	

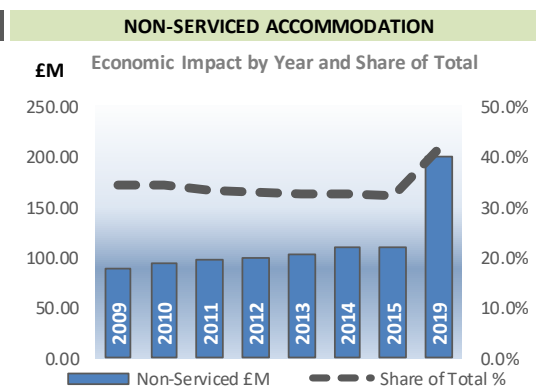
ECONOMIC IMPACT - IN HISTORIC PRICES									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2019
Serviced	£M	42.56	48.63	51.04	51.98	59.29	64.42	62.60	76.03
All Visitor Types	£M	257.95	271.35	296.01	301.75	315.47	334.29	341.05	484.00
Share of Total	%	16.5%	17.9%	17.2%	17.2%	18.8%	19.3%	18.4%	15.7%
Annual Change in Share	%		8.6%	-3.8%	-0.1%	9.1%	2.5%	-4.8%	-14.4%
Change in Share from 2009	%		8.6%	4.5%	4.4%	13.9%	16.8%	11.3%	-4.8%
Avg Ann. Change in Share	%		8.6%	2.3%	1.5%	3.5%	3.4%	1.9%	-0.5%



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 FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019 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 2009 to 2019		123.2%	99.1%	163.9%	159.3%	99.7%	101.7%	119.0%	108.0%	123.0%	152.5%	228.5%	207.8%	126.6%	Annual Change	129.2%	114.4%	115.5%	186.3%	
% Change 2015 to 2019		133.6%	109.8%	84.5%	102.9%	74.4%	53.5%	84.1%	71.0%	64.1%	87.2%	116.4%	157.2%	82.4%	Annual Change	104.0%	73.4%	73.1%	111.1%	
Average Annual Change		12.3%	9.9%	16.4%	15.9%	10.0%	10.2%	11.9%	10.8%	12.3%	15.2%	22.9%	20.8%	12.7%	Annual Change	12.9%	11.4%	11.6%	18.6%	
2009	£M	3.092	3.856	3.876	6.471	11.22	9.801	12.57	15.46	9.989	5.973	3.253	3.012	88.58		10.82	27.50	38.02	12.24	
2010	£M	1.709	3.477	3.733	6.488	11.06	12.47	13.66	16.90	12.12	5.719	3.157	2.650	93.15	5.2%	8.919	30.02	42.68	11.53	
2011	£M	2.394	3.267	4.282	7.664	12.47	12.83	13.86	16.26	12.25	6.549	3.843	2.735	98.41	5.6%	9.943	32.97	42.37	13.13	
2012	£M	2.621	3.372	4.757	7.888	12.02	12.61	13.67	16.50	12.12	6.935	4.169	3.111	99.78	1.4%	10.75	32.52	42.29	14.21	
2013	£M	2.791	3.445	5.141	7.712	12.53	12.71	14.25	17.39	12.44	7.137	4.407	3.272	103.22	3.5%	11.38	32.95	44.08	14.82	
2014	£M	2.982	3.669	5.460	8.135	12.67	12.85	15.02	18.78	13.44	7.844	4.861	3.588	109.31	5.9%	12.11	33.66	47.24	16.29	
2015	£M	2.954	3.659	5.544	8.268	12.85	12.88	14.95	18.81	13.57	8.057	4.938	3.604	110.08	0.7%	12.16	34.00	47.33	16.60	
2019	£M	6.900	7.676	10.23	16.78	22.41	19.77	27.53	32.15	22.27	15.08	10.69	9.270	200.75	82.4%	24.81	58.96	81.95	35.04	

ECONOMIC IMPACT - IN HISTORIC PRICES									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2019
Non-Serviced	£M	88.58	93.15	98.41	99.78	103.22	109.31	110.08	200.75
All Visitor Types	£M	257.95	271.35	296.01	301.75	315.47	334.29	341.05	484.00
Share of Total	%	34.3%	34.3%	33.2%	33.1%	32.7%	32.7%	32.3%	41.5%
Annual Change in Share	%		0.0%	-3.2%	-0.5%	-1.0%	-0.1%	-1.3%	28.5%
Change in Share from 2009	%		0.0%	-3.2%	-3.7%	-4.7%	-4.8%	-6.0%	20.8%
Avg Ann. Change in Share	%		0.0%	-1.6%	-1.2%	-1.2%	-1.0%	-1.0%	2.1%



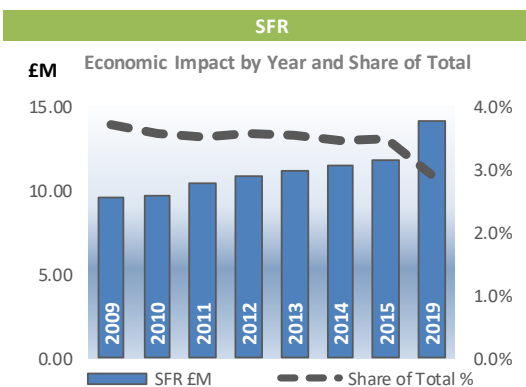
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STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											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 2009 to 2019		45.1%	39.5%	53.3%	49.0%	44.6%	44.4%	45.0%	43.2%	46.9%	46.3%	57.8%	56.1%	47.5%	Annual Change	45.8%	46.5%	44.7%	54.0%
% Change 2015 to 2019		23.1%	18.0%	16.4%	21.3%	18.2%	13.2%	16.9%	15.5%	15.8%	18.1%	23.0%	26.4%	19.5%		20.6%	18.4%	16.1%	23.7%
Average Annual Change		4.5%	3.9%	5.3%	4.9%	4.5%	4.4%	4.5%	4.3%	4.7%	4.6%	5.8%	5.6%	4.7%		4.6%	4.7%	4.5%	5.4%
2009	£M	1.428	0.455	0.505	1.160	0.810	0.613	0.961	1.026	0.538	0.514	0.407	1.180	9.598		2.387	2.584	2.525	2.102
2010	£M	1.274	0.457	0.520	1.202	0.832	0.681	1.000	1.074	0.583	0.525	0.411	1.166	9.725	1.3%	2.252	2.714	2.657	2.101
2011	£M	1.434	0.472	0.563	1.302	0.892	0.712	1.046	1.107	0.604	0.560	0.447	1.231	10.37	6.6%	2.469	2.906	2.757	2.238
2012	£M	1.509	0.486	0.597	1.348	0.911	0.734	1.078	1.152	0.625	0.583	0.470	1.309	10.80	4.2%	2.592	2.993	2.855	2.362
2013	£M	1.551	0.507	0.632	1.361	0.945	0.751	1.121	1.198	0.640	0.597	0.494	1.365	11.16	3.3%	2.690	3.057	2.959	2.457
2014	£M	1.596	0.517	0.649	1.403	0.971	0.763	1.169	1.243	0.670	0.623	0.513	1.410	11.53	3.3%	2.761	3.137	3.082	2.546
2015	£M	1.683	0.537	0.664	1.426	0.991	0.782	1.192	1.271	0.682	0.637	0.523	1.458	11.85	2.8%	2.884	3.199	3.145	2.618
2019	£M	2.072	0.634	0.773	1.730	1.172	0.886	1.394	1.469	0.790	0.752	0.643	1.842	14.16	19.5%	3.479	3.787	3.652	3.238

ECONOMIC IMPACT - IN HISTORIC PRICES									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2019
SFR	£M	9.598	9.725	10.37	10.80	11.16	11.53	11.85	14.16
All Visitor Types	£M	257.95	271.35	296.01	301.75	315.47	334.29	341.05	484.00
Share of Total	%	3.7%	3.6%	3.5%	3.6%	3.5%	3.4%	3.5%	2.9%
Annual Change in Share	%		-3.7%	-2.2%	2.2%	-1.2%	-2.5%	0.7%	-15.8%
Change in Share from 2009	%		-3.7%	-5.8%	-3.8%	-4.9%	-7.3%	-6.6%	-21.4%
Avg Ann. Change in Share	%		-3.7%	-2.9%	-1.3%	-1.2%	-1.5%	-1.1%	-2.1%

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

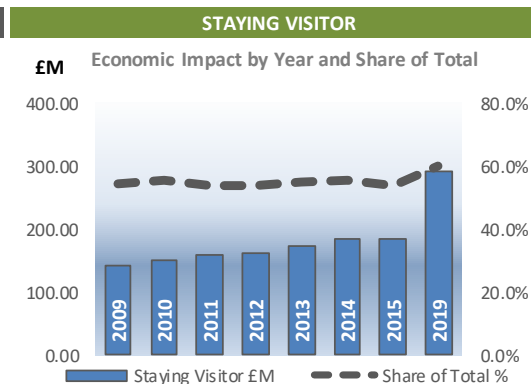
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Report Prepared by: Alison Tipler. Date of Issue: 19/08/20

STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019 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 2009 to 2019		83.8%	81.2%	135.8%	110.4%	103.5%	101.1%	109.3%	99.7%	104.8%	103.3%	147.8%	125.9%	106.7%	Annual Change			101.1%	104.6%	104.2%	121.0%
% Change 2015 to 2019		72.4%	63.4%	50.9%	68.9%	57.5%	41.1%	55.4%	53.8%	50.4%	57.2%	80.2%	88.5%	57.7%				60.4%	54.5%	53.5%	71.8%
Average Annual Change		8.4%	8.1%	13.6%	11.0%	10.3%	10.1%	10.9%	10.0%	10.5%	10.3%	14.8%	12.6%	10.7%				10.1%	10.5%	10.4%	12.1%
2009	£M	5.936	6.276	6.573	12.06	16.00	14.46	19.08	22.99	14.05	10.70	5.862	6.745	140.73			18.78	42.52	56.13	23.30	
2010	£M	4.425	6.299	7.087	13.06	16.78	18.40	20.72	25.16	16.77	10.91	5.709	6.176	151.50	7.6%		17.81	48.24	62.65	22.79	
2011	£M	5.526	6.309	7.993	14.92	18.39	18.95	21.31	24.85	16.69	11.78	6.466	6.628	159.82	5.5%		19.83	52.26	62.85	24.88	
2012	£M	5.589	6.293	8.671	14.95	17.92	19.28	21.16	25.48	17.10	12.16	6.962	6.998	162.56	1.7%		20.55	52.15	63.74	26.12	
2013	£M	5.989	6.947	10.13	14.48	19.44	20.07	22.98	27.66	17.51	12.52	7.844	8.097	173.67	6.8%		23.07	54.00	68.15	28.46	
2014	£M	6.191	6.954	10.44	15.26	20.71	20.20	25.87	29.58	19.55	13.71	8.361	8.427	185.25	6.7%		23.59	56.16	75.00	30.50	
2015	£M	6.327	6.960	10.27	15.03	20.67	20.62	25.70	29.85	19.13	13.83	8.063	8.082	184.53	-0.4%		23.55	56.31	74.69	29.98	
2019	£M	10.91	11.37	15.50	25.38	32.55	29.08	39.94	45.91	28.78	21.74	14.53	15.24	290.93	57.7%		37.78	87.02	114.63	51.51	

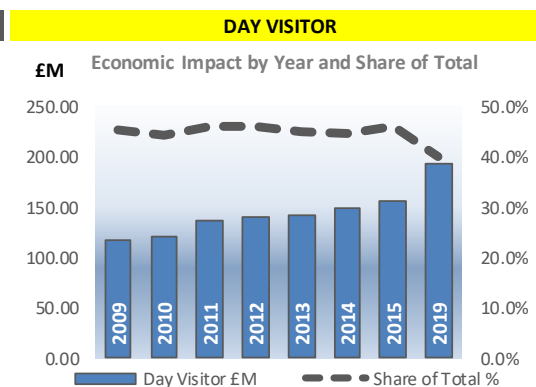
ECONOMIC IMPACT - IN HISTORIC PRICES									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019	
Staying Visitor	£M	140.73	151.50	159.82	162.56	173.67	185.25	184.53	290.93
All Visitor Types	£M	257.95	271.35	296.01	301.75	315.47	334.29	341.05	484.00
Share of Total	%	54.6%	55.8%	54.0%	53.9%	55.1%	55.4%	54.1%	60.1%
Annual Change in Share	%		2.3%	-3.3%	-0.2%	2.2%	0.7%	-2.4%	11.1%
Change in Share from 2009	%		2.3%	-1.0%	-1.3%	0.9%	1.6%	-0.8%	10.2%
Avg Ann. Change in Share	%		2.3%	-0.5%	-0.4%	0.2%	0.3%	-0.1%	1.0%



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 FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019 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 2009 to 2019		122.9%	156.9%	67.0%	48.9%	38.6%	71.5%	66.8%	35.1%	56.8%	48.7%	119.1%	79.5%	64.7%	Annual Change		104.9%	50.6%	51.7%	70.5%
% Change 2015 to 2019		26.0%	30.9%	21.4%	24.6%	33.6%	31.4%	17.3%	20.1%	25.2%	11.2%	19.7%	24.0%	23.3%			25.6%	30.3%	20.3%	16.3%
Average Annual Change		12.3%	15.7%	6.7%	4.9%	3.9%	7.2%	6.7%	3.5%	5.7%	4.9%	11.9%	7.9%	6.5%			10.5%	5.1%	5.2%	7.1%
2009	£M	6.343	5.185	10.17	10.06	16.06	10.02	13.12	14.81	9.619	12.22	4.549	5.059	117.21			21.70	36.14	37.55	21.83
2010	£M	6.191	6.003	10.66	10.47	15.02	11.08	13.42	14.85	10.41	12.65	4.575	4.512	119.85	2.3%	22.86	36.57	38.68	21.74	
2011	£M	7.882	6.790	11.43	11.76	15.07	11.67	16.18	17.34	11.41	14.59	6.342	5.722	136.18	13.6%	26.10	38.50	44.93	26.65	
2012	£M	8.851	7.150	12.71	10.08	15.48	12.81	16.14	17.57	11.68	13.70	6.884	6.148	139.19	2.2%	28.71	38.37	45.39	26.73	
2013	£M	8.063	7.616	10.60	10.48	16.87	12.61	17.20	18.95	11.39	13.52	7.217	7.272	141.79	1.9%	26.28	39.96	47.54	28.01	
2014	£M	9.369	10.40	11.64	11.46	16.33	12.65	18.00	17.47	12.47	14.62	7.531	7.097	149.03	5.1%	31.41	40.45	47.93	29.25	
2015	£M	11.23	10.18	13.99	12.03	16.66	13.08	18.66	16.65	12.04	16.35	8.328	7.322	156.52	5.0%	35.40	41.77	47.35	32.00	
2019	£M	14.14	13.32	16.98	14.98	22.25	17.19	21.89	20.00	15.08	18.18	9.967	9.080	193.07	23.3%	44.45	54.42	56.97	37.23	

ECONOMIC IMPACT - IN HISTORIC PRICES									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019	
Day Visitor	£M	117.21	119.85	136.18	139.19	141.79	149.03	156.52	193.07
All Visitor Types	£M	257.95	271.35	296.01	301.75	315.47	334.29	341.05	484.00
Share of Total	%	45.4%	44.2%	46.0%	46.1%	44.9%	44.6%	45.9%	39.9%
Annual Change in Share	%		-2.8%	4.2%	0.3%	-2.6%	-0.8%	2.9%	-13.1%
Change in Share from 2009	%		-2.8%	1.2%	1.5%	-1.1%	-1.9%	1.0%	-12.2%
Avg Ann. Change in Share	%		-2.8%	0.6%	0.5%	-0.3%	-0.4%	0.2%	-1.2%



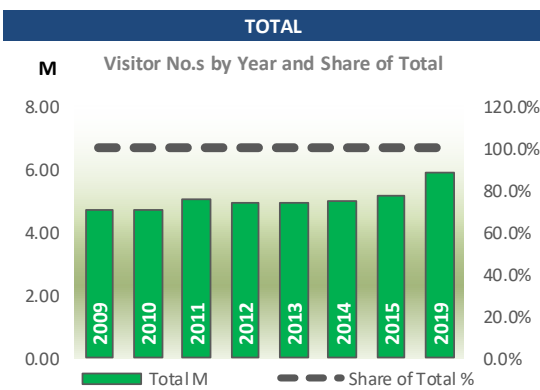
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## Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2019

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

STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019	TOTAL	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		57.9%	80.2%	26.4%	11.3%	6.3%	26.5%	26.8%	5.3%	23.6%	12.1%	63.8%	37.4%	24.2%	Annual Change	49.2%	13.4%	17.5%	29.4%
% Change 2015 to 2019		15.8%	19.7%	11.1%	17.1%	22.8%	20.1%	9.2%	11.1%	14.1%	3.2%	12.0%	18.5%	14.1%		15.1%	20.3%	11.2%	9.1%
Average Annual Change		5.8%	8.0%	2.6%	1.1%	0.6%	2.6%	2.7%	0.5%	2.4%	1.2%	6.4%	3.7%	2.4%		4.9%	1.3%	1.8%	2.9%
2009	M	0.254	0.212	0.386	0.419	0.634	0.417	0.530	0.601	0.396	0.480	0.191	0.215	4.734		0.853	1.470	1.526	0.886
2010	M	0.235	0.231	0.393	0.419	0.582	0.453	0.526	0.589	0.417	0.481	0.185	0.187	4.697	-0.8%	0.858	1.454	1.532	0.853
2011	M	0.281	0.247	0.404	0.449	0.561	0.452	0.592	0.640	0.432	0.520	0.236	0.221	5.036	7.2%	0.933	1.463	1.664	0.977
2012	M	0.299	0.249	0.431	0.381	0.551	0.472	0.568	0.626	0.427	0.473	0.246	0.228	4.952	-1.7%	0.979	1.404	1.622	0.947
2013	M	0.268	0.260	0.360	0.373	0.583	0.453	0.587	0.651	0.409	0.453	0.253	0.261	4.911	-0.8%	0.888	1.409	1.647	0.967
2014	M	0.297	0.330	0.378	0.390	0.550	0.436	0.606	0.598	0.439	0.478	0.258	0.251	5.012	2.1%	1.006	1.376	1.644	0.987
2015	M	0.347	0.319	0.439	0.398	0.549	0.439	0.615	0.569	0.429	0.522	0.279	0.249	5.154	2.8%	1.106	1.386	1.613	1.050
2019	M	0.402	0.382	0.488	0.467	0.674	0.527	0.672	0.632	0.489	0.538	0.312	0.295	5.879	14.1%	1.272	1.667	1.793	1.146

		VISITOR NUMBERS							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2019
Total	M	4.734	4.697	5.036	4.952	4.911	5.012	5.154	5.879
All Visitor Types	M	4.734	4.697	5.036	4.952	4.911	5.012	5.154	5.879
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%								
Change in Share from 2009	%								
Avg Ann. Change in Share	%								

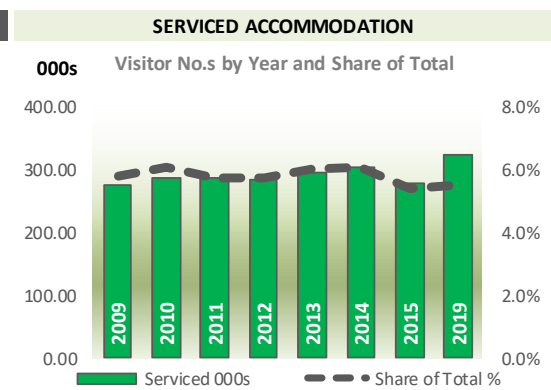


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STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019	SERVICED	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		-21.4%	21.4%	45.9%	-18.4%	34.2%	17.1%	39.9%	9.3%	37.8%	-15.0%	26.0%	65.3%	18.3%	19.4%	8.6%	27.5%	18.0%	
% Change 2015 to 2019		21.4%	12.3%	3.9%	30.9%	26.7%	17.2%	12.4%	10.4%	11.2%	7.7%	20.3%	37.2%	16.9%	9.7%	24.5%	11.4%	21.5%	
Average Annual Change		-2.1%	2.1%	4.6%	-1.8%	3.4%	1.7%	4.0%	0.9%	3.8%	-1.5%	2.6%	6.5%	1.8%	1.9%	0.9%	2.8%	1.8%	
2009	000s	10.1	14.5	14.5	33.4	26.6	26.5	29.8	33.6	23.5	28.5	15.3	17.3	273.6	39.0	86.5	86.9	61.1	
2010	000s	9.6	15.1	17.5	33.8	29.0	30.7	30.1	35.0	24.7	30.9	15.0	14.8	286.2	4.6%	42.2	93.5	89.8	60.7
2011	000s	9.8	15.8	19.8	35.7	28.0	30.0	30.4	34.0	23.1	27.8	14.6	18.0	287.0	0.3%	45.4	93.7	87.5	60.4
2012	000s	7.5	14.6	21.4	33.5	26.3	31.4	29.7	34.7	25.9	24.9	14.9	19.0	283.6	-1.2%	43.5	91.2	90.2	58.7
2013	000s	7.9	19.0	25.0	24.7	29.5	32.5	31.4	34.6	25.8	22.8	17.7	24.8	295.7	4.3%	51.9	86.7	91.8	65.2
2014	000s	6.9	15.8	22.4	23.3	30.9	28.6	40.0	36.8	31.5	25.1	17.8	24.5	303.7	2.7%	45.1	82.9	108.4	67.5
2015	000s	6.5	15.7	20.3	20.8	28.1	26.5	37.1	33.3	29.1	22.5	16.1	20.8	276.9	-8.9%	42.5	75.5	99.5	59.4
2019	000s	7.9	17.6	21.1	27.2	35.7	31.1	41.7	36.8	32.4	24.2	19.3	28.6	323.6	16.9%	46.6	94.0	110.8	72.1

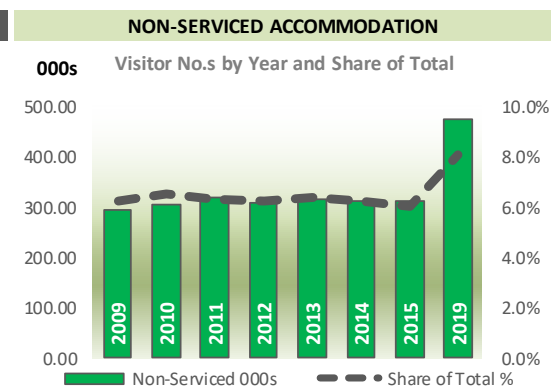
VISITOR NUMBERS									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019	
Serviced	000s	273.6	286.2	287.0	283.6	295.7	303.7	276.9	323.6
All Visitor Types	M	4.7	4.7	5.0	5.0	4.9	5.0	5.2	5.9
Share of Total	%	5.8%	6.1%	5.7%	5.7%	6.0%	6.1%	5.4%	5.5%
Annual Change in Share	%		5.4%	-6.5%	0.5%	5.1%	0.7%	-11.4%	2.5%
Change in Share from 2009	%		5.4%	-1.4%	-0.9%	4.2%	4.9%	-7.0%	-4.8%
Avg Ann. Change in Share	%		5.4%	-0.7%	-0.3%	1.0%	1.0%	-1.2%	-0.5%



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STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019		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 2009 to 2019		47.0%	31.8%	73.6%	59.7%	34.5%	29.6%	59.7%	61.1%	89.8%	81.4%	145.8%	86.9%	61.3%	Annual Change	51.8%	39.2%	69.1%	100.5%
% Change 2015 to 2019		129.4%	98.0%	69.7%	75.5%	53.8%	44.7%	56.9%	37.2%	24.1%	46.7%	53.1%	149.0%	52.5%		90.9%	56.2%	37.6%	63.6%
Average Annual Change		4.7%	3.2%	7.4%	6.0%	3.4%	3.0%	6.0%	6.1%	9.0%	8.1%	14.6%	8.7%	6.1%		5.2%	3.9%	6.9%	10.1%
2009	000s	9.5	12.5	13.6	26.0	41.6	35.4	35.2	43.7	32.8	22.0	12.4	10.4	295.1		35.6	103.0	111.7	44.8
2010	000s	5.4	9.9	13.0	24.7	41.9	43.8	37.2	48.1	38.1	21.3	12.6	9.8	305.8	3.6%	28.4	110.3	123.4	43.8
2011	000s	7.3	10.3	15.0	28.0	45.2	43.5	37.4	45.1	39.9	22.7	14.3	9.6	318.3	4.1%	32.6	116.7	122.4	46.6
2012	000s	7.4	10.2	15.1	28.1	42.3	40.7	35.5	43.8	37.8	23.4	15.2	9.5	309.0	-2.9%	32.7	111.2	117.2	48.0
2013	000s	7.2	10.0	15.0	27.1	44.2	39.4	36.7	45.3	39.8	24.2	16.5	9.2	314.5	1.8%	32.1	110.7	121.8	49.9
2014	000s	6.8	9.4	14.1	25.1	39.3	35.0	37.7	47.8	42.1	26.1	17.8	9.9	311.1	-1.1%	30.2	99.4	127.7	53.8
2015	000s	6.1	8.3	13.9	23.7	36.4	31.7	35.9	51.3	50.1	27.2	19.9	7.8	312.3	0.4%	28.3	91.8	137.3	55.0
2019	000s	14.0	16.5	23.6	41.6	55.9	45.8	56.3	70.3	62.2	39.9	30.5	19.4	476.1	52.5%	54.0	143.4	188.9	89.9

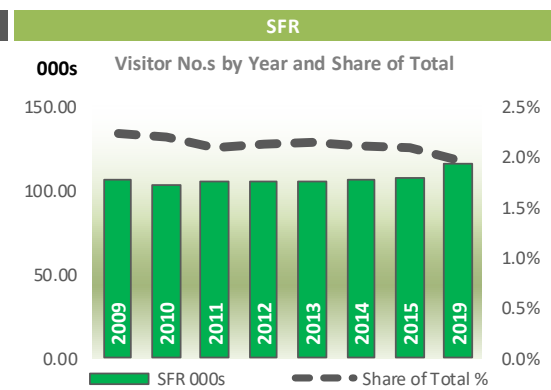
VISITOR NUMBERS									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019	
Non-Serviced	000s	295.1	305.8	318.3	309.0	314.5	311.1	312.3	476.1
All Visitor Types	M	4.7	4.7	5.0	5.0	4.9	5.0	5.2	5.9
Share of Total	%	6.2%	6.5%	6.3%	6.2%	6.4%	6.2%	6.1%	8.1%
Annual Change in Share	%		4.5%	-2.9%	-1.3%	2.6%	-3.1%	-2.4%	33.7%
Change in Share from 2009	%		4.5%	1.4%	0.1%	2.7%	-0.4%	-2.8%	29.9%
Avg Ann. Change in Share	%		4.5%	0.7%	0.0%	0.7%	-0.1%	-0.5%	3.0%



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STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019	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											TOTAL		% Change		QUARTER				
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2019		7.7%	3.5%	13.8%	10.6%	7.3%	7.2%	7.6%	6.3%	9.0%	8.6%	17.1%	15.9%	9.4%	Annual Change		8.2%	8.6%	7.4%	14.2%	
% Change 2015 to 2019		11.1%	6.6%	5.1%	9.5%	6.7%	2.2%	5.6%	4.3%	4.5%	6.6%	11.0%	14.1%	7.7%			8.7%	6.6%	4.8%	11.4%	
Average Annual Change		0.8%	0.4%	1.4%	1.1%	0.7%	0.7%	0.8%	0.6%	0.9%	0.9%	1.7%	1.6%	0.9%			0.8%	0.9%	0.7%	1.4%	
2009	000s	15.0	5.7	6.2	11.3	9.7	7.7	10.1	10.3	6.5	6.3	5.3	11.9	105.8			26.8	28.6	26.9	23.5	
2010	000s	12.9	5.5	6.1	11.3	9.6	8.2	10.1	10.4	6.8	6.2	5.1	11.3	103.5	-2.2%			24.5	29.0	27.4	22.7
2011	000s	13.8	5.4	6.3	11.6	9.8	8.2	10.1	10.2	6.7	6.3	5.3	11.4	105.0	1.4%			25.5	29.5	27.0	23.0
2012	000s	14.0	5.4	6.4	11.6	9.6	8.1	10.0	10.3	6.7	6.3	5.4	11.7	105.2	0.2%			25.8	29.2	26.9	23.3
2013	000s	13.9	5.4	6.6	11.3	9.6	8.0	10.0	10.3	6.6	6.3	5.5	11.8	105.3	0.1%			25.9	28.9	27.0	23.5
2014	000s	13.9	5.4	6.6	11.3	9.6	7.9	10.2	10.4	6.7	6.4	5.5	11.8	105.8	0.5%			25.9	28.9	27.4	23.7
2015	000s	14.5	5.5	6.7	11.4	9.7	8.0	10.3	10.5	6.8	6.4	5.6	12.1	107.5	1.6%			26.7	29.1	27.6	24.1
2019	000s	16.1	5.9	7.0	12.5	10.4	8.2	10.9	11.0	7.1	6.8	6.2	13.8	115.8	7.7%			29.0	31.1	28.9	26.8

VISITOR NUMBERS								
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019
SFR 000s	105.8	103.5	105.0	105.2	105.3	105.8	107.5	115.8
All Visitor Types M	4.7	4.7	5.0	5.0	4.9	5.0	5.2	5.9
Share of Total %	2.2%	2.2%	2.1%	2.1%	2.1%	2.1%	2.1%	2.0%
Annual Change in Share %		-1.4%	-5.4%	1.9%	0.9%	-1.5%	-1.2%	-5.6%
Change in Share from 2009 %		-1.4%	-6.7%	-5.0%	-4.1%	-5.6%	-6.7%	-11.9%
Avg Ann. Change in Share %		-1.4%	-3.4%	-1.7%	-1.0%	-1.1%	-1.1%	-1.2%



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STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019		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 THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2019		10.0%	22.3%	51.1%	15.0%	31.0%	22.3%	44.9%	34.7%	62.0%	25.0%	69.7%	56.1%	35.7%	27.8%	23.1%	45.7%	45.9%		
% Change 2015 to 2019		40.2%	35.4%	26.5%	45.4%	37.4%	28.5%	30.7%	24.2%	18.2%	26.5%	34.8%	51.8%	31.4%	33.0%	36.7%	24.3%	36.4%		
Average Annual Change		1.0%	2.2%	5.1%	1.5%	3.1%	2.2%	4.5%	3.5%	6.2%	2.5%	7.0%	5.6%	3.6%	2.8%	2.3%	4.6%	4.6%		
2009	000s	34.6	32.7	34.2	70.7	77.8	69.6	75.1	87.7	62.8	56.8	33.0	39.6	674.5	101.4	218.1	225.6	129.4		
2010	000s	27.9	30.6	36.7	69.7	80.4	82.7	77.5	93.5	69.6	58.4	32.7	36.0	695.6	3.1%	95.1	232.8	240.6	127.1	
2011	000s	30.9	31.6	41.1	75.4	83.0	81.6	77.9	89.4	69.7	56.8	34.2	39.0	710.4	2.1%	103.5	239.9	236.9	130.0	
2012	000s	28.9	30.1	42.9	73.1	78.2	80.2	75.2	88.8	70.3	54.5	35.4	40.1	697.8	-1.8%	101.9	231.6	234.3	130.0	
2013	000s	29.0	34.3	46.6	63.1	83.3	79.9	78.1	90.2	72.2	53.2	39.6	45.8	715.4	2.5%	110.0	226.3	240.6	138.6	
2014	000s	27.6	30.5	43.0	59.8	79.8	71.6	88.0	95.1	80.4	57.5	41.2	46.3	720.7	0.7%	101.2	211.1	263.4	144.9	
2015	000s	27.1	29.5	40.9	55.9	74.2	66.2	83.3	95.1	86.0	56.2	41.5	40.7	696.7	-3.3%	97.5	196.4	264.4	138.4	
2019	000s	38.0	39.9	51.7	81.3	102.0	85.1	108.9	118.1	101.7	71.0	56.0	61.8	915.5	31.4%	129.7	268.4	328.7	188.8	

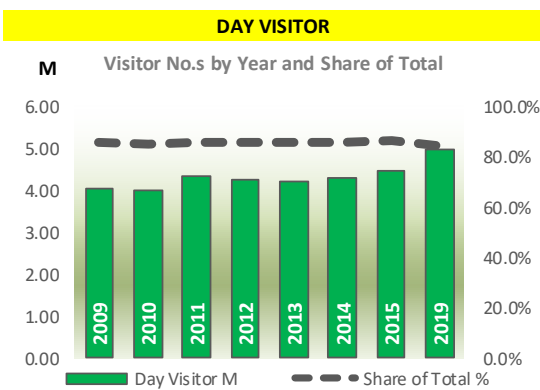
VISITOR NUMBERS									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019	
Staying Visitor	000s	674.5	695.6	710.4	697.8	715.4	720.7	696.7	915.5
All Visitor Types	M	4.7	4.7	5.0	5.0	4.9	5.0	5.2	5.9
Share of Total	%	14.2%	14.8%	14.1%	14.1%	14.6%	14.4%	13.5%	15.6%
Annual Change in Share	%		3.9%	-4.8%	-0.1%	3.4%	-1.3%	-6.0%	15.2%
Change in Share from 2009	%		3.9%	-1.0%	-1.1%	2.2%	0.9%	-5.1%	9.3%
Avg Ann. Change in Share	%		3.9%	-0.5%	-0.4%	0.6%	0.2%	-0.9%	0.9%



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STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019	DAY VISITOR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		65.5%	90.7%	24.0%	10.5%	2.9%	27.3%	23.8%	0.2%	16.4%	10.4%	62.6%	33.2%	22.3%	Annual Change	52.1%	11.8%	12.6%	26.6%
% Change 2015 to 2019		13.7%	18.1%	9.6%	12.5%	20.6%	18.6%	5.9%	8.5%	13.1%	0.3%	8.0%	12.0%	11.3%		13.3%	17.6%	8.6%	5.0%
Average Annual Change		6.5%	9.1%	2.4%	1.1%	0.3%	2.7%	2.4%	0.0%	1.6%	1.0%	6.3%	3.3%	2.2%		5.2%	1.2%	1.3%	2.7%
2009	M	0.220	0.180	0.352	0.349	0.556	0.347	0.454	0.513	0.333	0.423	0.158	0.175	4.060		0.751	1.252	1.300	0.756
2010	M	0.207	0.200	0.356	0.349	0.502	0.370	0.448	0.496	0.348	0.422	0.153	0.151	4.001	-1.4%	0.763	1.221	1.291	0.726
2011	M	0.250	0.216	0.363	0.374	0.479	0.371	0.514	0.551	0.362	0.463	0.201	0.182	4.326	8.1%	0.829	1.223	1.427	0.847
2012	M	0.271	0.219	0.388	0.308	0.473	0.391	0.493	0.537	0.357	0.419	0.210	0.188	4.254	-1.7%	0.877	1.173	1.387	0.817
2013	M	0.239	0.225	0.314	0.310	0.499	0.373	0.509	0.561	0.337	0.400	0.214	0.215	4.196	-1.4%	0.778	1.183	1.407	0.829
2014	M	0.270	0.300	0.335	0.330	0.470	0.364	0.518	0.503	0.359	0.421	0.217	0.204	4.291	2.3%	0.904	1.165	1.380	0.842
2015	M	0.320	0.290	0.399	0.343	0.475	0.373	0.531	0.474	0.343	0.466	0.237	0.209	4.458	3.9%	1.008	1.190	1.349	0.911
2019	M	0.364	0.342	0.437	0.385	0.572	0.442	0.563	0.514	0.388	0.467	0.256	0.233	4.963	11.3%	1.143	1.399	1.465	0.957

		VISITOR NUMBERS							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2019
Day Visitor	M	4.060	4.001	4.326	4.254	4.196	4.291	4.458	4.963
All Visitor Types	M	4.734	4.697	5.036	4.952	4.911	5.012	5.154	5.879
Share of Total	%	85.8%	85.2%	85.9%	85.9%	85.4%	85.6%	86.5%	84.4%
Annual Change in Share	%		-0.7%	0.8%	0.0%	-0.6%	0.2%	1.0%	-2.4%
Change in Share from 2009	%		-0.7%	0.2%	0.2%	-0.4%	-0.2%	0.9%	-1.5%
Avg Ann. Change in Share	%		-0.7%	0.1%	0.1%	-0.1%	0.0%	0.1%	-0.2%



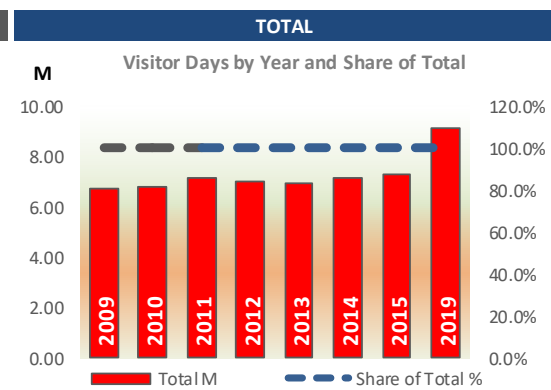
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## Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2019

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

STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019	TOTAL	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		56.3%	69.6%	38.4%	31.2%	19.7%	36.9%	35.3%	20.3%	34.9%	26.6%	77.8%	51.0%	35.4%	Annual Change	52.2%	28.1%	29.3%	44.3%
% Change 2015 to 2019		25.6%	29.2%	19.7%	31.7%	31.7%	24.6%	21.2%	23.2%	26.2%	16.2%	30.6%	37.4%	25.6%		24.3%	29.4%	23.3%	25.2%
Average Annual Change		5.6%	7.0%	3.8%	3.1%	2.0%	3.7%	3.5%	2.0%	3.5%	2.7%	7.8%	5.1%	3.5%		5.2%	2.8%	2.9%	4.4%
2009	M	0.342	0.300	0.478	0.580	0.888	0.640	0.790	0.922	0.622	0.620	0.267	0.303	6.752		1.120	2.109	2.334	1.190
2010	M	0.292	0.314	0.483	0.585	0.831	0.732	0.796	0.927	0.685	0.614	0.256	0.264	6.777	0.4%	1.089	2.148	2.407	1.134
2011	M	0.353	0.322	0.500	0.632	0.828	0.728	0.856	0.956	0.686	0.665	0.316	0.296	7.139	5.3%	1.175	2.188	2.498	1.277
2012	M	0.372	0.322	0.532	0.559	0.799	0.736	0.819	0.935	0.671	0.619	0.329	0.306	6.998	-2.0%	1.226	2.094	2.425	1.254
2013	M	0.342	0.330	0.468	0.543	0.830	0.710	0.843	0.971	0.644	0.596	0.337	0.340	6.955	-0.6%	1.141	2.083	2.457	1.273
2014	M	0.375	0.404	0.491	0.569	0.806	0.696	0.874	0.931	0.688	0.630	0.347	0.333	7.145	2.7%	1.271	2.071	2.493	1.310
2015	M	0.426	0.393	0.552	0.578	0.807	0.703	0.882	0.900	0.665	0.676	0.363	0.332	7.278	1.9%	1.371	2.088	2.447	1.371
2019	M	0.534	0.508	0.661	0.761	1.063	0.877	1.069	1.109	0.839	0.785	0.474	0.457	9.139	25.6%	1.704	2.701	3.017	1.717

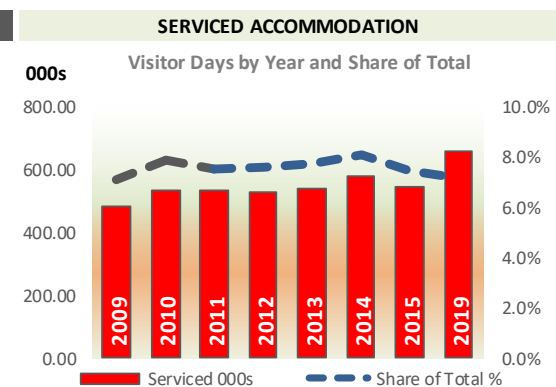
		VISITOR DAYS							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2019
Total	M	6.752	6.777	7.139	6.998	6.955	7.145	7.278	9.139
All Visitor Types	M	6.752	6.777	7.139	6.998	6.955	7.145	7.278	9.139
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%								
Change in Share from 2009	%								
Avg Ann. Change in Share	%								



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 FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019	SERVICED	VISITOR DAYS			
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION												TOTAL	% Change	QUARTER			
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES														Annual Change	Q1	Q2	Q3
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2019	8.7%	21.1%	59.0%	19.0%	75.0%	59.8%	50.4%	42.1%	26.2%	9.8%	12.8%	22.0%	36.8%		32.9%	50.0%	41.0%	14.0%
% Change 2015 to 2019	13.0%	11.2%	10.9%	26.1%	32.0%	19.2%	14.7%	23.2%	17.9%	15.5%	24.0%	35.0%	20.7%		11.4%	25.7%	18.8%	23.0%
Average Annual Change	0.9%	2.1%	5.9%	1.9%	7.5%	6.0%	5.0%	4.2%	2.6%	1.0%	1.3%	2.2%	3.7%		3.3%	5.0%	4.1%	1.4%
2009 000s	16.3	22.9	25.5	52.0	46.1	47.3	56.8	67.3	41.0	49.1	25.7	29.6	479.6		64.7	145.4	165.2	104.4
2010 000s	16.4	26.8	32.1	61.1	55.2	59.8	60.4	72.1	45.9	52.9	24.2	26.5	533.4	11.2%	75.2	176.1	178.5	103.6
2011 000s	18.6	27.9	34.2	65.0	54.6	59.1	60.0	70.4	41.8	51.1	23.7	28.7	535.1	0.3%	80.8	178.8	172.1	103.5
2012 000s	15.6	25.7	35.0	60.8	52.5	62.9	58.2	71.7	45.9	49.1	24.5	26.9	528.8	-1.2%	76.2	176.2	175.8	100.5
2013 000s	15.8	27.9	40.9	51.5	56.0	62.7	62.1	75.3	41.5	44.9	27.5	31.8	538.0	1.7%	84.6	170.2	178.9	104.2
2014 000s	15.3	25.5	39.8	53.8	65.1	61.4	78.3	78.7	50.3	48.9	27.5	31.1	575.8	7.0%	80.6	180.3	207.3	107.5
2015 000s	15.7	24.9	36.5	49.1	61.1	63.3	74.5	77.6	43.9	46.7	23.4	26.7	543.6	-5.6%	77.2	173.6	196.1	96.7
2019 000s	17.7	27.8	40.5	61.9	80.7	75.5	85.5	95.6	51.8	53.9	29.0	36.1	656.0	20.7%	86.0	218.2	232.9	118.9

VISITOR DAYS								
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019
Serviced 000s	479.6	533.4	535.1	528.8	538.0	575.8	543.6	656.0
All Visitor Types M	6.8	6.8	7.1	7.0	7.0	7.1	7.3	9.1
Share of Total %	7.1%	7.9%	7.5%	7.6%	7.7%	8.1%	7.5%	7.2%
Annual Change in Share %		10.8%	-4.8%	0.8%	2.4%	4.2%	-7.3%	-3.9%
Change in Share from 2009 %		10.8%	5.5%	6.4%	8.9%	13.4%	5.1%	1.1%
Avg Ann. Change in Share %		10.8%	2.8%	2.1%	2.2%	2.7%	0.9%	0.1%



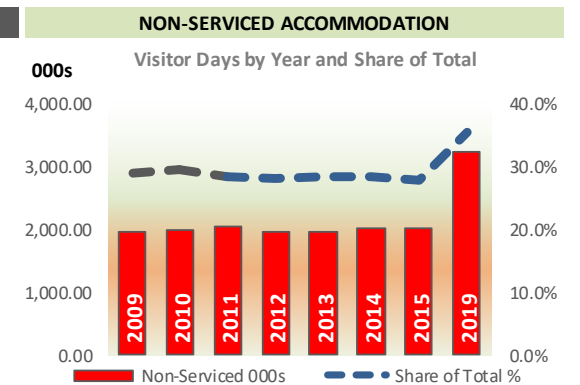
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**STEAM FINAL TREND REPORT FOR 2009-2019  
DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019**

2009 to 2019													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													TOTAL	% Change	QUARTER			
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2019	64.7%	47.3%	94.3%	87.9%	46.4%	48.9%	55.1%	49.7%	64.4%	85.6%	142.6%	126.6%	65.4%	Annual Change	69.2%	56.9%	55.7%	110.8%	
% Change 2015 to 2019	109.2%	87.5%	64.5%	80.3%	55.1%	36.5%	57.4%	46.5%	45.9%	66.9%	93.2%	130.3%	60.5%		82.2%	54.0%	49.6%	88.3%	
Average Annual Change	6.5%	4.7%	9.4%	8.8%	4.6%	4.9%	5.5%	5.0%	6.4%	8.6%	14.3%	12.7%	6.5%		6.9%	5.7%	5.6%	11.1%	
2009 000s	68.5	85.3	87.0	149.3	264.8	229.9	253.8	314.5	233.8	134.3	72.8	66.9	1,960.8		240.8	643.9	802.1	274.0	
2010 000s	37.0	75.0	81.6	144.1	253.5	284.7	261.8	331.6	276.2	125.1	68.9	57.4	1,996.9	1.8%	193.6	682.3	869.7	251.3	
2011 000s	49.3	67.4	89.3	162.4	273.2	281.0	257.2	308.4	267.1	136.7	80.2	56.2	2,028.4	1.6%	206.0	716.6	832.7	273.1	
2012 000s	51.3	66.3	94.4	159.4	252.2	264.4	242.4	300.0	253.2	137.8	82.8	60.9	1,965.0	-3.1%	212.0	676.0	795.5	281.5	
2013 000s	53.3	65.8	99.1	150.8	253.6	257.4	246.4	307.7	251.2	137.7	85.1	62.4	1,970.6	0.3%	218.2	661.8	805.3	285.3	
2014 000s	55.2	68.1	102.3	154.7	249.5	253.2	251.7	322.6	264.2	147.0	91.2	66.5	2,026.3	2.8%	225.7	657.3	838.6	304.7	
2015 000s	53.9	67.0	102.8	155.6	250.0	250.7	250.0	321.3	263.5	149.3	91.5	65.8	2,021.4	-0.2%	223.7	656.3	834.8	306.6	
2019 000s	112.7	125.7	169.1	280.5	387.7	342.2	393.5	470.7	384.4	249.2	176.7	151.6	3,243.9	60.5%	407.5	1,010.4	1,248.6	577.5	

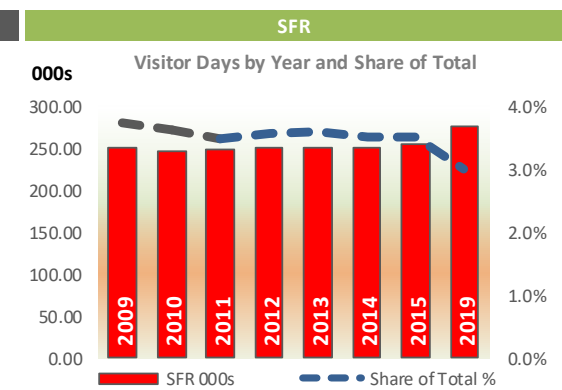
VISITOR DAYS								
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019
Non-Serviced 000s	1,960.8	1,996.9	2,028.4	1,965.0	1,970.6	2,026.3	2,021.4	3,243.9
All Visitor Types M	6.8	6.8	7.1	7.0	7.0	7.1	7.3	9.1
Share of Total %	29.0%	29.5%	28.4%	28.1%	28.3%	28.4%	27.8%	35.5%
Annual Change in Share %		1.5%	-3.6%	-1.2%	0.9%	0.1%	-2.1%	27.8%
Change in Share from 2009 %		1.5%	-2.2%	-3.3%	-2.4%	-2.3%	-4.4%	22.2%
Avg Ann. Change in Share %		1.5%	-1.1%	-1.1%	-0.6%	-0.5%	-0.7%	2.2%



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 FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019	SFR	VISITOR DAYS						
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SFR											TOTAL						% Change		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER				
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2019		7.7%	3.5%	13.8%	10.6%	7.3%	7.2%	7.6%	6.3%	9.0%	8.6%	17.1%	15.9%	9.5%	Annual Change		8.2%	8.8%	7.4%	14.3%	
% Change 2015 to 2019		11.1%	6.6%	5.1%	9.5%	6.7%	2.2%	5.6%	4.3%	4.5%	6.6%	11.0%	14.1%	7.9%			8.9%	6.8%	4.8%	11.7%	
Average Annual Change		0.8%	0.4%	1.4%	1.1%	0.7%	0.7%	0.8%	0.6%	0.9%	0.9%	1.7%	1.6%	0.9%			0.8%	0.9%	0.7%	1.4%	
2009	000s	37.5	11.9	13.2	30.4	21.3	16.1	25.2	26.9	14.1	13.5	10.7	31.0	251.8			62.6	67.8	66.2	55.2	
2010	000s	32.2	11.6	13.2	30.4	21.0	17.2	25.3	27.1	14.8	13.3	10.4	29.5	245.9	-2.3%			56.9	68.6	67.2	53.1
2011	000s	34.5	11.4	13.5	31.3	21.5	17.1	25.2	26.6	14.5	13.5	10.8	29.6	249.5	1.5%			59.4	69.9	66.3	53.9
2012	000s	34.9	11.2	13.8	31.2	21.1	17.0	25.0	26.7	14.5	13.5	10.9	30.3	250.1	0.2%			60.0	69.3	66.1	54.7
2013	000s	34.8	11.4	14.2	30.5	21.2	16.8	25.1	26.9	14.3	13.4	11.1	30.6	250.2	0.1%			60.3	68.5	66.3	55.1
2014	000s	34.8	11.3	14.1	30.6	21.2	16.6	25.5	27.1	14.6	13.6	11.2	30.8	251.4	0.5%			60.2	68.4	67.2	55.5
2015	000s	36.3	11.6	14.3	30.8	21.4	16.9	25.7	27.4	14.7	13.7	11.3	31.4	255.6	1.7%			62.2	69.0	67.9	56.5
2019	000s	40.4	12.3	15.1	33.7	22.8	17.2	27.1	28.6	15.4	14.6	12.5	35.9	275.7	7.9%			67.8	73.7	71.1	63.0

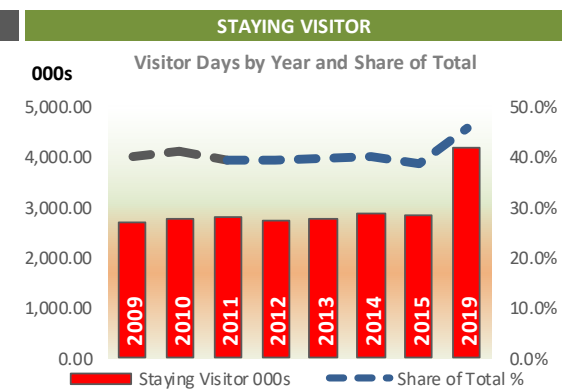
VISITOR DAYS								
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019
SFR 000s	251.8	245.9	249.5	250.1	250.2	251.4	255.6	275.7
All Visitor Types M	6.8	6.8	7.1	7.0	7.0	7.1	7.3	9.1
Share of Total %	3.7%	3.6%	3.5%	3.6%	3.6%	3.5%	3.5%	3.0%
Annual Change in Share %		-2.7%	-3.7%	2.2%	0.7%	-2.2%	-0.2%	-14.1%
Change in Share from 2009 %		-2.7%	-6.3%	-4.2%	-3.5%	-5.6%	-5.8%	-19.1%
Avg Ann. Change in Share %		-2.7%	-3.1%	-1.4%	-0.9%	-1.1%	-1.0%	-1.9%



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STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019		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 THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2019		39.7%	38.0%	78.7%	62.3%	47.9%	48.3%	50.7%	45.6%	56.3%	61.4%	99.8%	75.4%	55.1%	Annual Change	52.5%	51.9%	50.2%	75.2%	
% Change 2015 to 2019		61.3%	60.1%	46.2%	59.8%	47.7%	31.4%	44.5%	39.5%	40.2%	51.5%	73.0%	80.3%	48.0%		54.6%	44.9%	41.3%	65.2%	
Average Annual Change		4.0%	3.8%	7.9%	6.2%	4.8%	4.8%	5.1%	4.6%	5.6%	6.1%	10.0%	7.5%	5.5%		5.2%	5.2%	5.0%	7.5%	
2009	000s	122.2	120.2	125.7	231.8	332.2	293.2	335.8	408.7	288.9	196.9	109.2	127.4	2,692.2		368.1	857.1	1,033.5	433.5	
2010	000s	85.7	113.3	126.8	235.7	329.7	361.7	347.5	430.9	336.9	191.3	103.5	113.3	2,776.2	3.1%	325.8	927.0	1,115.3	408.0	
2011	000s	102.4	106.7	137.0	258.8	349.3	357.3	342.3	405.4	323.4	201.2	114.7	114.5	2,813.0	1.3%	346.1	965.3	1,071.1	430.5	
2012	000s	101.8	103.2	143.2	251.4	325.8	344.3	325.5	398.3	313.6	200.4	118.2	118.1	2,743.9	-2.5%	348.3	921.5	1,037.4	436.7	
2013	000s	103.8	105.1	154.1	232.9	330.7	337.0	333.7	409.9	307.0	196.0	123.7	124.8	2,758.7	0.5%	363.0	900.6	1,050.5	444.5	
2014	000s	105.3	104.9	156.3	239.1	335.7	331.2	355.5	428.4	329.2	209.4	130.0	128.4	2,853.4	3.4%	366.5	906.1	1,113.0	467.8	
2015	000s	105.9	103.6	153.7	235.4	332.5	330.9	350.2	426.3	322.1	209.8	126.1	124.0	2,820.5	-1.2%	363.1	898.9	1,098.7	459.8	
2019	000s	170.8	165.8	224.6	376.1	491.2	435.0	506.2	594.9	451.5	317.8	218.2	223.5	4,175.6	48.0%	561.2	1,302.3	1,552.6	759.5	

VISITOR DAYS									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019	
Staying Visitor	000s	2,692.2	2,776.2	2,813.0	2,743.9	2,758.7	2,853.4	2,820.5	4,175.6
All Visitor Types	M	6.8	6.8	7.1	7.0	7.0	7.1	7.3	9.1
Share of Total	%	39.9%	41.0%	39.4%	39.2%	39.7%	39.9%	38.8%	45.7%
Annual Change in Share	%		2.7%	-3.8%	-0.5%	1.2%	0.7%	-3.0%	17.9%
Change in Share from 2009	%		2.7%	-1.2%	-1.7%	-0.5%	0.2%	-2.8%	14.6%
Avg Ann. Change in Share	%		2.7%	-0.6%	-0.6%	-0.1%	0.0%	-0.5%	1.5%



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STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019	DAY VISITOR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		65.5%	90.7%	24.0%	10.5%	2.9%	27.3%	23.8%	0.2%	16.4%	10.4%	62.6%	33.2%	22.3%	Annual Change	52.1%	11.8%	12.6%	26.6%
% Change 2015 to 2019		13.7%	18.1%	9.6%	12.5%	20.6%	18.6%	5.9%	8.5%	13.1%	0.3%	8.0%	12.0%	11.3%		13.3%	17.6%	8.6%	5.0%
Average Annual Change		6.5%	9.1%	2.4%	1.1%	0.3%	2.7%	2.4%	0.0%	1.6%	1.0%	6.3%	3.3%	2.2%		5.2%	1.2%	1.3%	2.7%
2009	M	0.220	0.180	0.352	0.349	0.556	0.347	0.454	0.513	0.333	0.423	0.158	0.175	4.060		0.751	1.252	1.300	0.756
2010	M	0.207	0.200	0.356	0.349	0.502	0.370	0.448	0.496	0.348	0.422	0.153	0.151	4.001	-1.4%	0.763	1.221	1.291	0.726
2011	M	0.250	0.216	0.363	0.374	0.479	0.371	0.514	0.551	0.362	0.463	0.201	0.182	4.326	8.1%	0.829	1.223	1.427	0.847
2012	M	0.271	0.219	0.388	0.308	0.473	0.391	0.493	0.537	0.357	0.419	0.210	0.188	4.254	-1.7%	0.877	1.173	1.387	0.817
2013	M	0.239	0.225	0.314	0.310	0.499	0.373	0.509	0.561	0.337	0.400	0.214	0.215	4.196	-1.4%	0.778	1.183	1.407	0.829
2014	M	0.270	0.300	0.335	0.330	0.470	0.364	0.518	0.503	0.359	0.421	0.217	0.204	4.291	2.3%	0.904	1.165	1.380	0.842
2015	M	0.320	0.290	0.399	0.343	0.475	0.373	0.531	0.474	0.343	0.466	0.237	0.209	4.458	3.9%	1.008	1.190	1.349	0.911
2019	M	0.364	0.342	0.437	0.385	0.572	0.442	0.563	0.514	0.388	0.467	0.256	0.233	4.963	11.3%	1.143	1.399	1.465	0.957

		VISITOR DAYS							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2019
Day Visitor	M	4.060	4.001	4.326	4.254	4.196	4.291	4.458	4.963
All Visitor Types	M	6.752	6.777	7.139	6.998	6.955	7.145	7.278	9.139
Share of Total	%	60.1%	59.0%	60.6%	60.8%	60.3%	60.1%	61.2%	54.3%
Annual Change in Share	%		-1.8%	2.6%	0.3%	-0.8%	-0.4%	2.0%	-11.3%
Change in Share from 2009	%		-1.8%	0.8%	1.1%	0.3%	-0.1%	1.9%	-9.7%
Avg Ann. Change in Share	%		-1.8%	0.4%	0.4%	0.1%	0.0%	0.3%	-1.0%



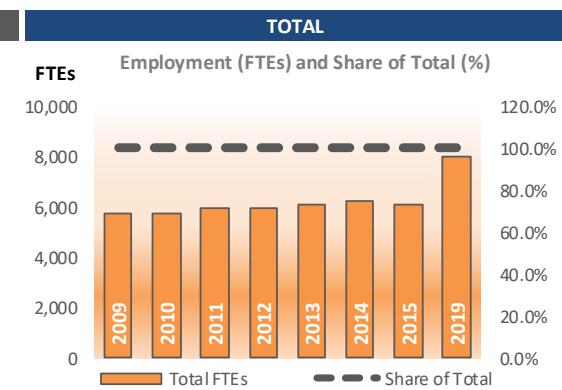
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## Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2019

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

STEAM FINAL TREND REPORT FOR 2009-2019													2009 to 2019		TOTAL	TOTAL EMPLOYMENT			
DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2019		47.6%	52.3%	42.4%	37.3%	31.6%	41.9%	41.3%	31.8%	39.5%	34.6%	56.1%	46.1%	40.4%	Annual Change	47.1%	36.5%	37.2%	44.0%
% Change 2015 to 2019		33.2%	34.7%	28.5%	35.1%	34.5%	29.6%	27.6%	29.3%	31.0%	25.8%	36.1%	39.6%	31.6%		31.9%	33.0%	29.2%	32.8%
Average Annual Change		4.8%	5.2%	4.2%	3.7%	3.2%	4.2%	4.1%	3.2%	4.0%	3.5%	5.6%	4.6%	4.0%		4.7%	3.7%	3.7%	4.4%
2009	FTEs	4,308	4,109	5,096	5,882	7,561	6,244	7,207	8,023	6,122	6,010	3,959	4,165	5,724		4,504	6,562	7,117	4,711
2010	FTEs	3,990	4,160	5,109	5,890	7,232	6,775	7,203	8,023	6,460	5,936	3,873	3,915	5,714	-0.2%	4,419	6,633	7,229	4,575
2011	FTEs	4,377	4,254	5,285	6,272	7,344	6,852	7,610	8,249	6,534	6,286	4,240	4,137	5,953	4.2%	4,639	6,823	7,464	4,888
2012	FTEs	4,538	4,312	5,553	5,964	7,286	7,021	7,517	8,289	6,574	6,157	4,392	4,257	5,988	0.6%	4,801	6,757	7,460	4,935
2013	FTEs	4,448	4,427	5,330	5,917	7,613	7,010	7,830	8,692	6,523	6,118	4,510	4,528	6,079	1.5%	4,735	6,847	7,682	5,052
2014	FTEs	4,668	4,862	5,494	6,103	7,571	6,937	8,137	8,514	6,838	6,357	4,617	4,537	6,219	2.3%	5,008	6,870	7,829	5,170
2015	FTEs	4,774	4,644	5,645	5,975	7,394	6,839	7,984	8,178	6,520	6,430	4,542	4,360	6,107	-1.8%	5,021	6,736	7,561	5,111
2019	FTEs	6,361	6,258	7,256	8,075	9,948	8,861	10,185	10,573	8,542	8,089	6,181	6,086	8,034	31.6%	6,625	8,961	9,766	6,785

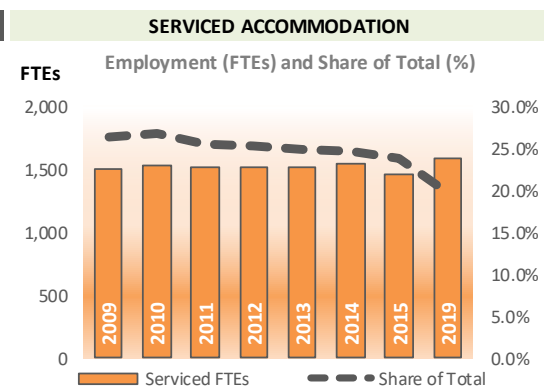
SHARE OF MARKET		EMPLOYMENT							
		2009	2010	2011	2012	2013	2014	2015	2019
Total	FTEs	5,724	5,714	5,953	5,988	6,079	6,219	6,107	8,034
Total Employment	FTEs	5,724	5,714	5,953	5,988	6,079	6,219	6,107	8,034
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%								
Change in Share from 2009	%								
Avg Ann. Change in Share	%								



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STEAM FINAL TREND REPORT FOR 2009-2019													2009 to 2019		SERVICED		DIRECT EMPLOYMENT			
DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2009 to 2019		-2.5%	-0.7%	4.5%	1.8%	18.2%	13.6%	13.6%	13.9%	2.3%	-0.3%	-1.4%	0.2%	5.6%	0.5%	11.2%	10.2%	-0.5%		
% Change 2015 to 2019		6.8%	6.9%	6.9%	10.7%	14.7%	10.7%	7.8%	12.8%	8.6%	8.3%	8.3%	10.3%	9.6%	6.9%	12.1%	9.8%	8.9%		
Average Annual Change		-0.2%	-0.1%	0.4%	0.2%	1.8%	1.4%	1.4%	1.4%	0.2%	0.0%	-0.1%	0.0%	0.6%	0.0%	1.1%	1.0%	0.0%		
2009	FTEs	1,338	1,386	1,407	1,593	1,550	1,559	1,624	1,699	1,515	1,571	1,407	1,431	1,507	1,377	1,567	1,613	1,470		
2010	FTEs	1,327	1,399	1,441	1,641	1,598	1,632	1,634	1,718	1,535	1,584	1,385	1,395	1,524	1,389	1,624	1,629	1,455		
2011	FTEs	1,330	1,396	1,444	1,676	1,586	1,619	1,625	1,700	1,498	1,564	1,371	1,400	1,517	1,390	1,627	1,608	1,445		
2012	FTEs	1,308	1,380	1,451	1,636	1,575	1,660	1,616	1,723	1,530	1,553	1,375	1,388	1,516	1,380	1,624	1,623	1,439		
2013	FTEs	1,292	1,380	1,480	1,558	1,594	1,652	1,650	1,763	1,483	1,508	1,382	1,407	1,512	1,384	1,601	1,632	1,432		
2014	FTEs	1,287	1,361	1,468	1,569	1,691	1,639	1,802	1,777	1,543	1,533	1,380	1,400	1,538	1,372	1,633	1,707	1,438		
2015	FTEs	1,222	1,288	1,375	1,465	1,597	1,600	1,711	1,716	1,427	1,447	1,281	1,300	1,453	1,295	1,554	1,618	1,343		
2019	FTEs	1,305	1,377	1,470	1,622	1,832	1,772	1,845	1,936	1,550	1,567	1,387	1,433	1,591	1,384	1,742	1,777	1,462		

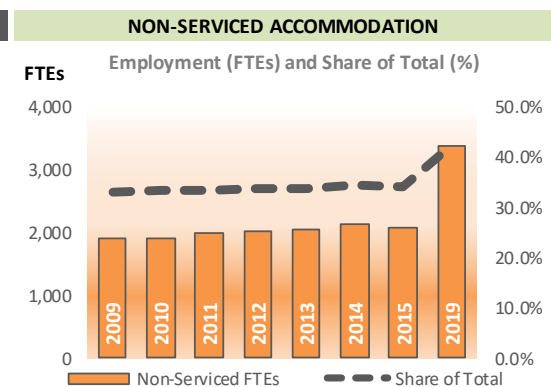
EMPLOYMENT								
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019
Serviced FTEs	1,507	1,524	1,517	1,516	1,512	1,538	1,453	1,591
Total Employment FTEs	5,724	5,714	5,953	5,988	6,079	6,219	6,107	8,034
Share of Total %	26.3%	26.7%	25.5%	25.3%	24.9%	24.7%	23.8%	19.8%
Annual Change in Share %		1.3%	-4.4%	-0.7%	-1.7%	-0.6%	-3.8%	-16.7%
Change in Share from 2009 %		1.3%	-3.2%	-3.8%	-5.5%	-6.1%	-9.6%	-24.8%
Avg Ann. Change in Share %		1.3%	-1.6%	-1.3%	-1.4%	-1.2%	-1.6%	-2.5%



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STEAM FINAL TREND REPORT FOR 2009-2019													2009 to 2019		NON-SERVICED		DIRECT EMPLOYMENT			
DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019																				
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									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2009 to 2019		84.0%	79.5%	89.0%	84.7%	65.7%	68.9%	69.3%	65.5%	75.8%	86.5%	100.5%	95.8%	78.2%	Annual Change	84.2%	72.2%	70.0%	93.7%	
% Change 2015 to 2019		75.9%	72.3%	66.0%	68.5%	58.6%	50.4%	59.7%	53.5%	54.2%	64.9%	73.1%	80.0%	62.8%		71.1%	58.5%	55.7%	72.0%	
Average Annual Change		8.4%	7.9%	8.9%	8.5%	6.6%	6.9%	6.9%	6.6%	7.6%	8.6%	10.0%	9.6%	7.8%		8.4%	7.2%	7.0%	9.4%	
2009	FTEs	1,397	1,473	1,540	1,859	2,398	2,235	2,346	2,620	2,249	1,759	1,447	1,400	1,894		1,470	2,164	2,405	1,535	
2010	FTEs	1,278	1,436	1,521	1,826	2,343	2,473	2,360	2,680	2,435	1,723	1,437	1,366	1,907	0.7%	1,412	2,214	2,491	1,509	
2011	FTEs	1,366	1,450	1,598	1,957	2,500	2,534	2,405	2,647	2,464	1,820	1,527	1,400	1,972	3.4%	1,471	2,330	2,505	1,582	
2012	FTEs	1,414	1,491	1,670	2,002	2,469	2,523	2,403	2,679	2,468	1,886	1,594	1,465	2,005	1.7%	1,525	2,331	2,517	1,648	
2013	FTEs	1,459	1,521	1,720	2,001	2,524	2,544	2,474	2,774	2,511	1,924	1,631	1,506	2,049	2.2%	1,567	2,356	2,587	1,687	
2014	FTEs	1,538	1,604	1,806	2,086	2,563	2,582	2,556	2,898	2,630	2,031	1,729	1,594	2,135	4.2%	1,649	2,410	2,695	1,785	
2015	FTEs	1,462	1,534	1,753	2,038	2,506	2,509	2,487	2,825	2,564	1,989	1,675	1,523	2,072	-2.9%	1,583	2,351	2,625	1,729	
2019	FTEs	2,571	2,643	2,911	3,434	3,974	3,774	3,972	4,337	3,954	3,280	2,900	2,741	3,374	62.8%	2,709	3,727	4,088	2,974	

EMPLOYMENT								
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019
Non-Serviced FTEs	1,894	1,907	1,972	2,005	2,049	2,135	2,072	3,374
Total Employment FTEs	5,724	5,714	5,953	5,988	6,079	6,219	6,107	8,034
Share of Total %	33.1%	33.4%	33.1%	33.5%	33.7%	34.3%	33.9%	42.0%
Annual Change in Share %		0.9%	-0.7%	1.1%	0.7%	1.8%	-1.2%	23.8%
Change in Share from 2009 %		0.9%	0.1%	1.2%	1.9%	3.8%	2.6%	26.9%
Avg Ann. Change in Share %		0.9%	0.1%	0.4%	0.5%	0.8%	0.4%	2.7%

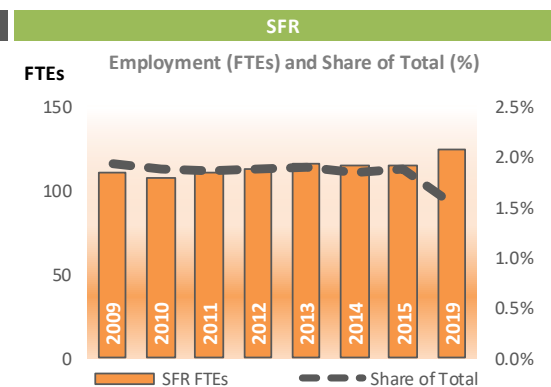


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STEAM FINAL TREND REPORT FOR 2009-2019													2009 to 2019		SFR	DIRECT EMPLOYMENT			
DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		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 2009 to 2019		10.2%	5.9%	16.4%	13.2%	9.8%	9.7%	10.1%	8.8%	11.6%	11.1%	19.8%	18.6%	12.0%	Annual Change	10.7%	11.3%	9.9%	17.0%
% Change 2015 to 2019		11.3%	6.7%	5.3%	9.7%	6.9%	2.4%	5.8%	4.5%	4.7%	6.8%	11.2%	14.3%	8.1%		9.1%	7.0%	5.0%	11.8%
Average Annual Change		1.0%	0.6%	1.6%	1.3%	1.0%	1.0%	1.0%	0.9%	1.2%	1.1%	2.0%	1.9%	1.2%		1.1%	1.1%	1.0%	1.7%
2009	FTEs	198	63	70	161	112	85	133	142	75	71	56	164	111		110	119	117	97
2010	FTEs	168	60	69	159	110	90	132	142	77	69	54	154	107	-3.5%	99	119	117	92
2011	FTEs	183	60	72	166	114	91	134	141	77	72	57	157	110	3.2%	105	124	117	95
2012	FTEs	189	61	75	169	114	92	135	144	78	73	59	164	113	2.0%	108	125	119	98
2013	FTEs	193	63	78	169	117	93	139	149	79	74	61	169	115	2.6%	111	126	122	102
2014	FTEs	190	62	77	167	116	91	139	148	80	74	61	168	115	-0.8%	110	125	122	101
2015	FTEs	196	63	77	166	115	91	139	148	79	74	61	170	115	0.4%	112	124	122	102
2019	FTEs	218	67	81	182	123	93	147	155	83	79	68	194	124	8.1%	122	133	128	114

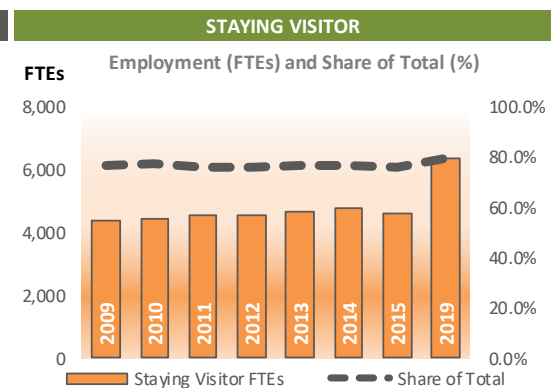
EMPLOYMENT								
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019
SFR FTEs	111	107	110	113	115	115	115	124
Total Employment FTEs	5,724	5,714	5,953	5,988	6,079	6,219	6,107	8,034
Share of Total %	1.9%	1.9%	1.9%	1.9%	1.9%	1.8%	1.9%	1.5%
Annual Change in Share %		-3.3%	-1.0%	1.4%	1.0%	-3.1%	2.2%	-17.9%
Change in Share from 2009 %		-3.3%	-4.3%	-2.9%	-1.9%	-4.9%	-2.8%	-20.2%
Avg Ann. Change in Share %		-3.3%	-2.1%	-1.0%	-0.5%	-1.0%	-0.5%	-2.0%



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STEAM FINAL TREND REPORT FOR 2009-2019													2009 to 2019		STAYING VISITOR		DIRECT EMPLOYMENT				
DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2009 to 2019		39.6%	39.9%	47.9%	45.0%	46.0%	45.4%	45.3%	44.1%	45.6%	44.8%	49.6%	45.9%	45.0%	Annual Change			42.5%	45.5%	45.0%	46.7%
% Change 2015 to 2019		42.2%	41.7%	39.2%	42.8%	40.6%	34.2%	37.5%	37.1%	37.3%	40.3%	44.3%	46.0%	39.8%				40.9%	39.0%	37.3%	43.4%
Average Annual Change		4.0%	4.0%	4.8%	4.5%	4.6%	4.5%	4.5%	4.4%	4.6%	4.5%	5.0%	4.6%	4.5%				4.3%	4.5%	4.5%	4.7%
2009	FTEs	2,933	2,922	3,017	3,613	4,061	3,879	4,104	4,461	3,838	3,401	2,910	2,994	3,511			2,958	3,851	4,134	3,102	
2010	FTEs	2,773	2,896	3,031	3,626	4,051	4,195	4,126	4,539	4,047	3,376	2,876	2,916	3,538	0.8%		2,900	3,957	4,237	3,056	
2011	FTEs	2,880	2,906	3,114	3,799	4,200	4,245	4,164	4,488	4,039	3,455	2,955	2,956	3,600	1.8%		2,966	4,081	4,230	3,122	
2012	FTEs	2,911	2,932	3,196	3,807	4,158	4,275	4,154	4,546	4,075	3,511	3,027	3,016	3,634	0.9%		3,013	4,080	4,258	3,185	
2013	FTEs	2,944	2,964	3,278	3,728	4,235	4,290	4,263	4,685	4,074	3,506	3,074	3,083	3,677	1.2%		3,062	4,084	4,341	3,221	
2014	FTEs	3,016	3,027	3,351	3,823	4,370	4,312	4,497	4,823	4,253	3,639	3,169	3,162	3,787	3.0%		3,131	4,168	4,525	3,323	
2015	FTEs	2,880	2,885	3,206	3,669	4,219	4,200	4,337	4,689	4,070	3,510	3,017	2,993	3,640	-3.9%		2,990	4,029	4,366	3,173	
2019	FTEs	4,094	4,087	4,463	5,238	5,930	5,639	5,964	6,427	5,587	4,926	4,355	4,368	5,090	39.8%		4,215	5,602	5,993	4,550	

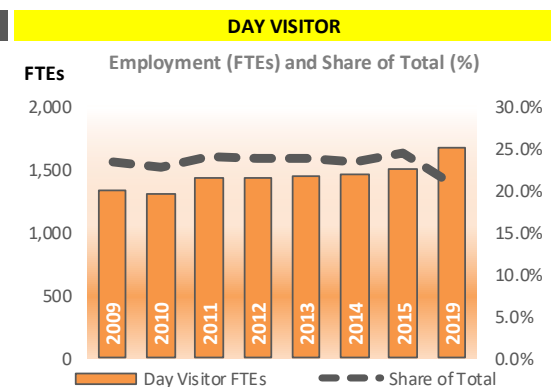
EMPLOYMENT								
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019
Staying Visitor FTEs	4,389	4,414	4,525	4,558	4,633	4,760	4,610	6,365
Total Employment FTEs	5,724	5,714	5,953	5,988	6,079	6,219	6,107	8,034
Share of Total %	76.7%	77.3%	76.0%	76.1%	76.2%	76.5%	75.5%	79.2%
Annual Change in Share %		0.7%	-1.6%	0.2%	0.1%	0.4%	-1.4%	4.9%
Change in Share from 2009 %		0.7%	-0.9%	-0.7%	-0.6%	-0.2%	-1.6%	3.3%
Avg Ann. Change in Share %		0.7%	-0.4%	-0.2%	-0.2%	0.0%	-0.3%	0.3%



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STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019		DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change	QUARTER					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2009 to 2019		69.3%	95.2%	26.9%	13.1%	5.3%	30.3%	26.7%	2.6%	19.1%	13.0%	66.4%	36.3%	25.1%	Annual Change	55.6%	14.4%	15.3%	29.5%	
% Change 2015 to 2019		13.9%	18.3%	9.7%	12.7%	20.8%	18.8%	6.1%	8.7%	13.3%	0.5%	8.2%	12.2%	11.5%		13.5%	17.8%	8.8%	5.2%	
Average Annual Change		6.9%	9.5%	2.7%	1.3%	0.5%	3.0%	2.7%	0.3%	1.9%	1.3%	6.6%	3.6%	2.5%		5.6%	1.4%	1.5%	3.0%	
2009	FTEs	867	708	1,389	1,375	2,194	1,369	1,793	2,023	1,314	1,670	622	691	1,335		988	1,646	1,710	994	
2010	FTEs	806	781	1,388	1,362	1,955	1,442	1,747	1,932	1,355	1,647	595	587	1,300	-2.6%	991	1,586	1,678	943	
2011	FTEs	992	855	1,439	1,481	1,896	1,469	2,037	2,183	1,437	1,836	798	720	1,429	9.9%	1,095	1,615	1,885	1,118	
2012	FTEs	1,091	881	1,567	1,243	1,908	1,579	1,990	2,166	1,440	1,689	849	758	1,430	0.1%	1,180	1,577	1,865	1,098	
2013	FTEs	987	932	1,297	1,282	2,064	1,544	2,105	2,319	1,394	1,655	883	890	1,446	1.1%	1,072	1,630	1,939	1,143	
2014	FTEs	1,101	1,223	1,368	1,347	1,919	1,487	2,116	2,053	1,465	1,718	885	834	1,460	0.9%	1,231	1,585	1,878	1,146	
2015	FTEs	1,288	1,168	1,606	1,380	1,912	1,501	2,142	1,910	1,382	1,877	956	840	1,497	2.6%	1,354	1,598	1,811	1,224	
2019	FTEs	1,468	1,382	1,762	1,555	2,309	1,783	2,272	2,075	1,565	1,887	1,034	942	1,670	11.5%	1,537	1,883	1,971	1,288	

		EMPLOYMENT							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2019
Day Visitor	FTEs	1,335	1,300	1,429	1,430	1,446	1,460	1,497	1,670
Total Employment	FTEs	5,724	5,714	5,953	5,988	6,079	6,219	6,107	8,034
Share of Total	%	23.3%	22.7%	24.0%	23.9%	23.8%	23.5%	24.5%	20.8%
Annual Change in Share	%		-2.4%	5.5%	-0.5%	-0.4%	-1.3%	4.4%	-15.2%
Change in Share from 2009	%		-2.4%	2.9%	2.4%	2.0%	0.7%	5.1%	-10.9%
Avg Ann. Change in Share	%		-2.4%	1.5%	0.8%	0.5%	0.1%	0.9%	-1.1%



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**STEAM FINAL TREND REPORT FOR 2009-2019**  
**DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019**

**2019**      **STAYING VISITORS**      **ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE**

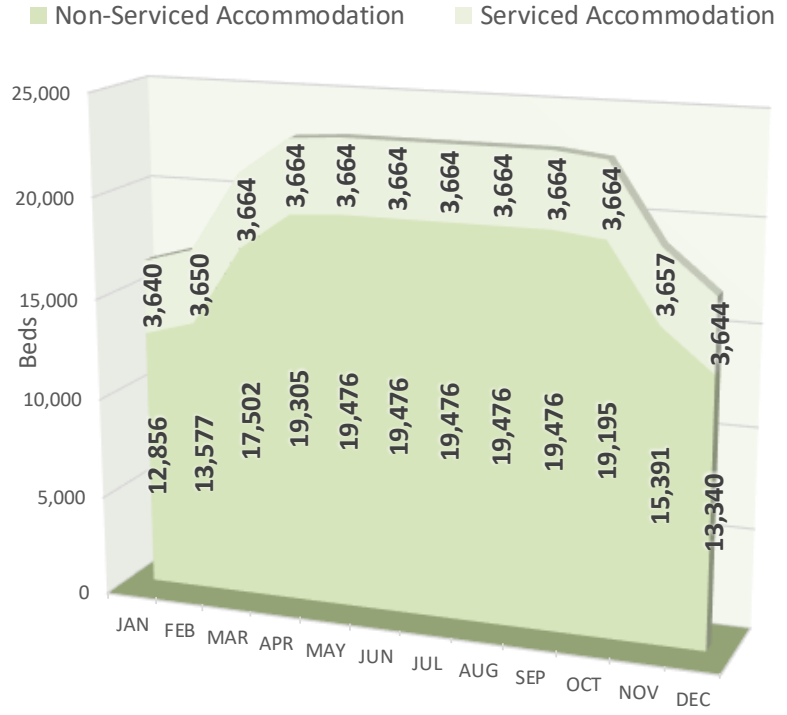
SERVICED ACCOMMODATION 2019	2019		Change on 2015		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Serviced Accommodation Total</b>	<b>352</b>	<b>3,664</b>			<b>-27</b>	<b>+107</b>
+50 Room	3	346			+1	+116
11-50 Room	27	1,204			+1	+161
<10 Room	322	2,114			-29	-170

NON-SERVICED ACCOMMODATION 2019	2019		Change on 2015		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Non-Serviced Accommodation Total</b>	<b>1,473</b>	<b>19,476</b>			<b>+682</b>	<b>+5,197</b>
Self catering	1,351	9,196			+660	+4,668
Static caravans/chalets	0	805			0	+136
Touring caravans/camping	98	8,613			+19	+369
Youth Hostels	24	862			+3	+24

DISTRIBUTION BY TYPE OF ACCOMMODATION 2019	2019		Change on 2015		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>All Paid Accommodation Total</b>	<b>1,825</b>	<b>23,140</b>	<b>0</b>	<b>0</b>	<b>+655</b>	<b>+5,304</b>
Serviced Accommodation Share of Total	19%	16%				
Non-Serviced Accommodation Share of Total	81%	84%				

SEASONAL AVAILABILITY OF BED SUPPLY 2019	2019											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>All Paid Accommodation Total</b>	<b>16,495</b>	<b>17,227</b>	<b>21,166</b>	<b>22,969</b>	<b>23,140</b>	<b>23,140</b>	<b>23,140</b>	<b>23,140</b>	<b>23,140</b>	<b>22,859</b>	<b>19,048</b>	<b>16,983</b>
Serviced Accommodation	3,640	3,650	3,664	3,664	3,664	3,664	3,664	3,664	3,664	3,664	3,657	3,644
Non-Serviced Accommodation	12,856	13,577	17,502	19,305	19,476	19,476	19,476	19,476	19,476	19,195	15,391	13,340

**SEASONAL AVAILABILITY OF BED SUPPLY 2019**



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Report Prepared by: Alison Tipler. Date of Issue: 19/08/20

## Report Sections With Historic Financial Data Indexed to 2019 Prices

<b>Sections:</b>	<i>Comparative Headlines</i>	<b>Visitor Types:</b>	<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>

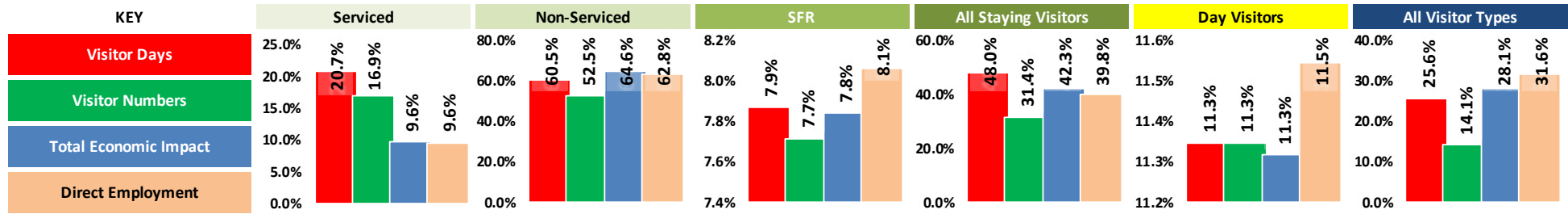
### **Indexation:** *Indexation to: 2019*

<b>2009</b>	<i>1.35</i>
<b>2010</b>	<i>1.30</i>
<b>2011</b>	<i>1.24</i>
<b>2012</b>	<i>1.19</i>
<b>2013</b>	<i>1.15</i>
<b>2014</b>	<i>1.12</i>
<b>2015</b>	<i>1.11</i>
<b>2019</b>	<i>1.00</i>

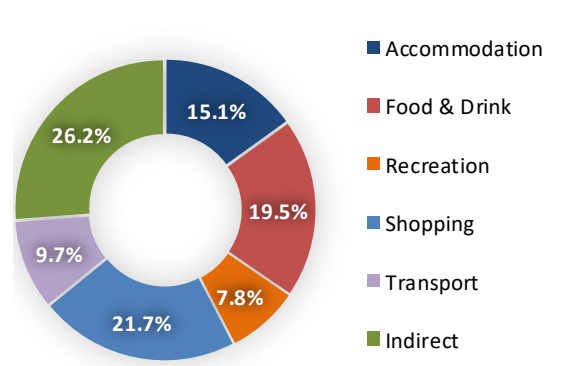
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2015 - INDEXED TO 2019**

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2019	2015	+/- %	2019	2015	+/- %	2019	2015	+/- %	2019	2015	+/- %	2019	2015	+/- %	2019	2015	+/- %						
<b>Visitor Days</b>	M	0.656	0.544	20.7%	3.244	2.021	60.5%	0.276	0.256	7.9%	4.176	2.821	48.0%	4.963	4.458	11.3%	9.139	7.278	25.6%					
<b>Visitor Numbers</b>	M	0.324	0.277	16.9%	0.476	0.312	52.5%	0.116	0.108	7.7%	0.916	0.697	31.4%	4.963	4.458	11.3%	5.879	5.154	14.1%					
<b>Direct Expenditure</b>	£M																357.20	281.17	27.0%					
<b>Economic Impact</b>	£M	76.03	69.36	9.6%	200.75	121.98	64.6%	14.16	13.13	7.8%	290.93	204.47	42.3%	193.07	173.44	11.3%	484.00	377.91	28.1%					
<b>Direct Employment</b>	FTEs	1,591	1,453	9.6%	3,374	2,072	62.8%	124	115	8.1%	5,090	3,640	39.8%	1,670	1,497	11.5%	6,760	5,137	31.6%					
<b>Total Employment</b>	FTEs																8,034	6,107	31.6%					

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2015 - INDEXED TO 2019**



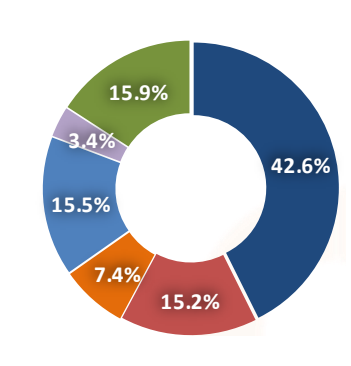
**Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2019**



Sectors	2019	2015	+/- %
Accommodation	72.98	53.34	36.8%
Food & Drink	94.24	73.95	27.4%
Recreation	37.87	30.23	25.3%
Shopping	105.21	86.27	22.0%
Transport	46.91	37.38	25.5%
<b>TOTAL DIRECT</b>	<b>357.20</b>	<b>281.17</b>	<b>27.0%</b>
Indirect	126.79	96.74	31.1%
<b>TOTAL</b>	<b>484.00</b>	<b>377.91</b>	<b>28.1%</b>

**Sectoral Distribution of Employment - FTEs**

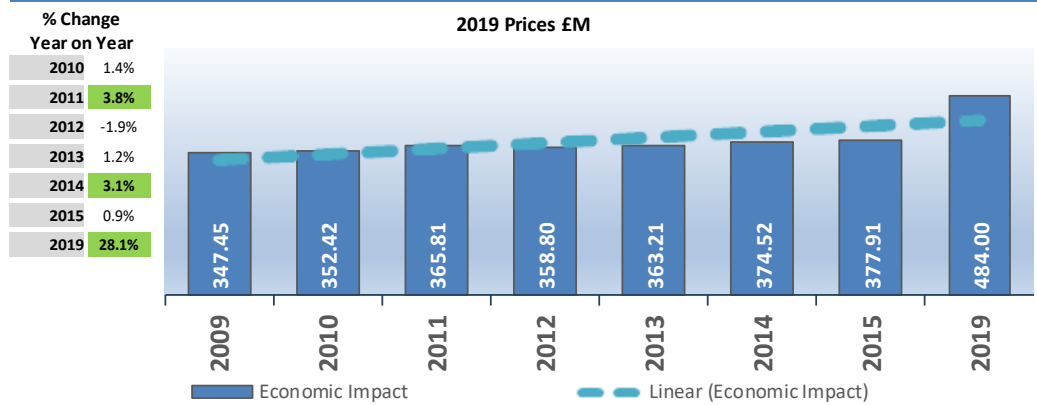
Sectors	2019	2015	+/- %
Accommodation	3,426	2,471	38.7%
Food & Drink	1,222	957	27.7%
Recreation	596	475	25.5%
Shopping	1,244	1,018	22.2%
Transport	272	216	25.7%
<b>TOTAL DIRECT</b>	<b>6,760</b>	<b>5,137</b>	<b>31.6%</b>
Indirect	1,275	971	31.3%
<b>TOTAL</b>	<b>8,034</b>	<b>6,107</b>	<b>31.6%</b>



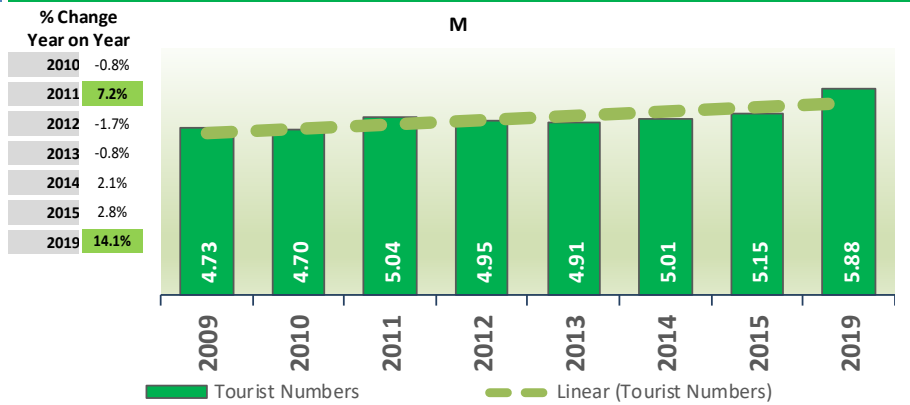
**STEAM FINAL TREND REPORT FOR 2009-2019**  
**DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019**

2009 to 2019	<b>TOTAL</b>	<b>KEY MEASURES Indexed</b>
2019 Prices		

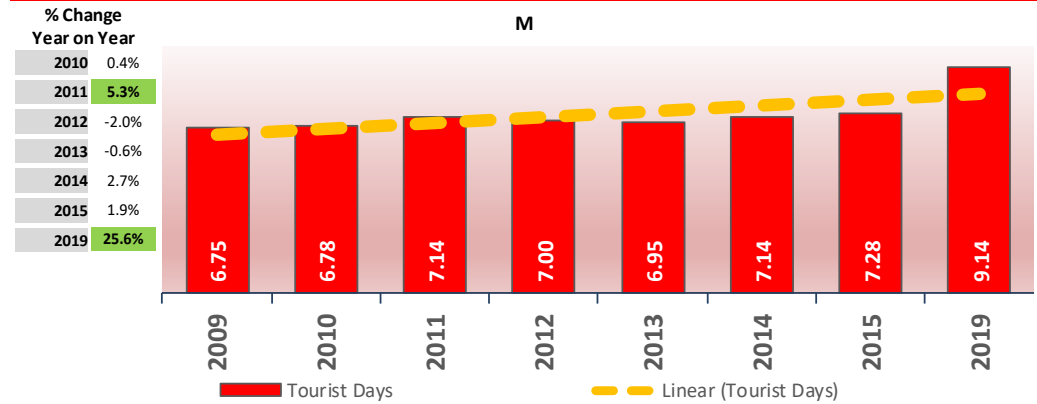
**Economic Impact - Indexed - Total**



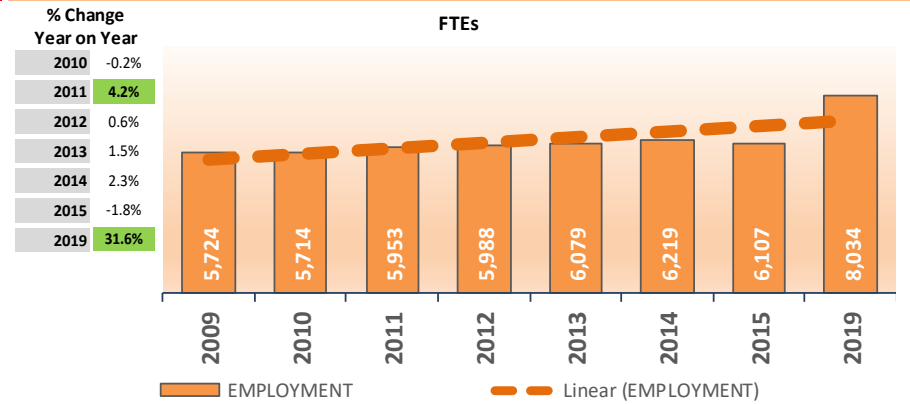
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2019
Economic Impact - Indexed		1.4%	5.3%	3.3%	4.5%	7.8%	8.8%	39.3%
Visitor Numbers		-0.8%	6.4%	4.6%	3.7%	5.9%	8.9%	24.2%
Visitor Days		0.4%	5.7%	3.6%	3.0%	5.8%	7.8%	35.4%
Total Employment		-0.2%	4.0%	4.6%	6.2%	8.7%	6.7%	40.4%

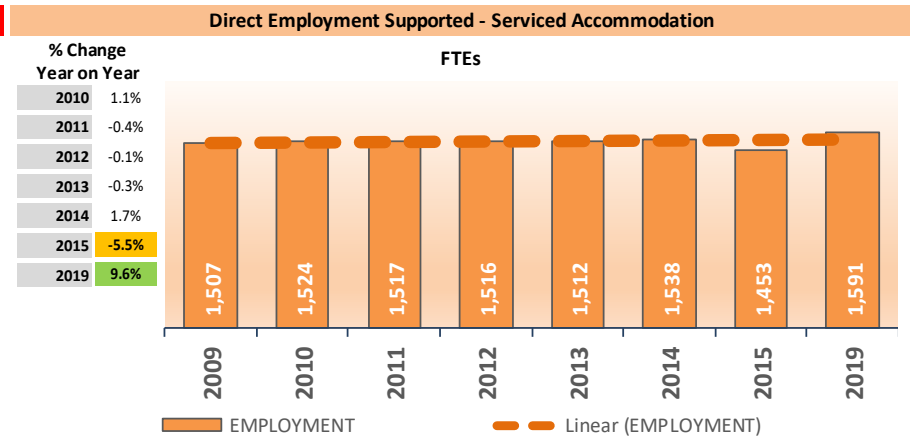
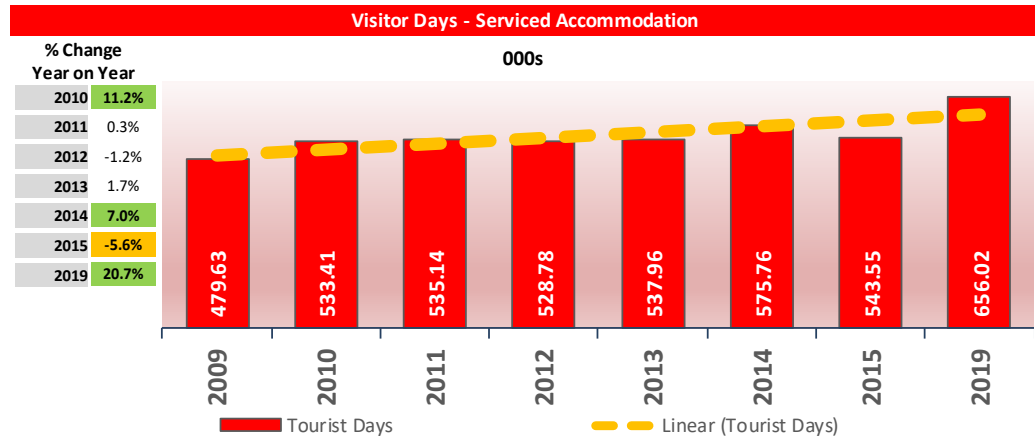
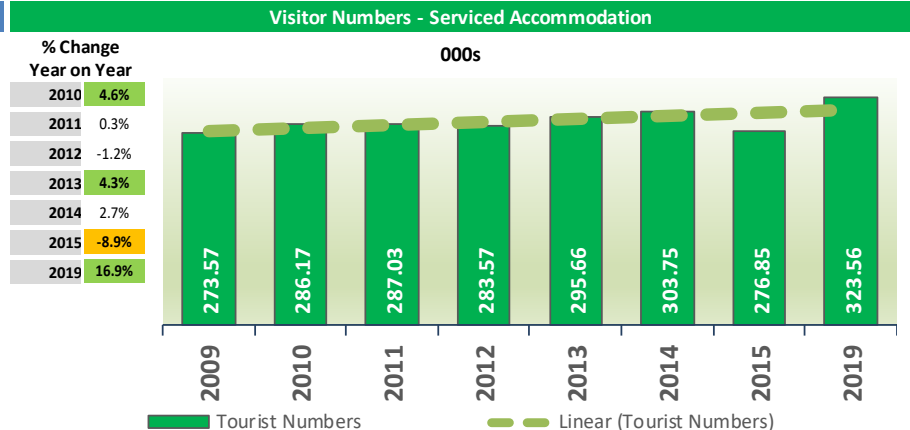
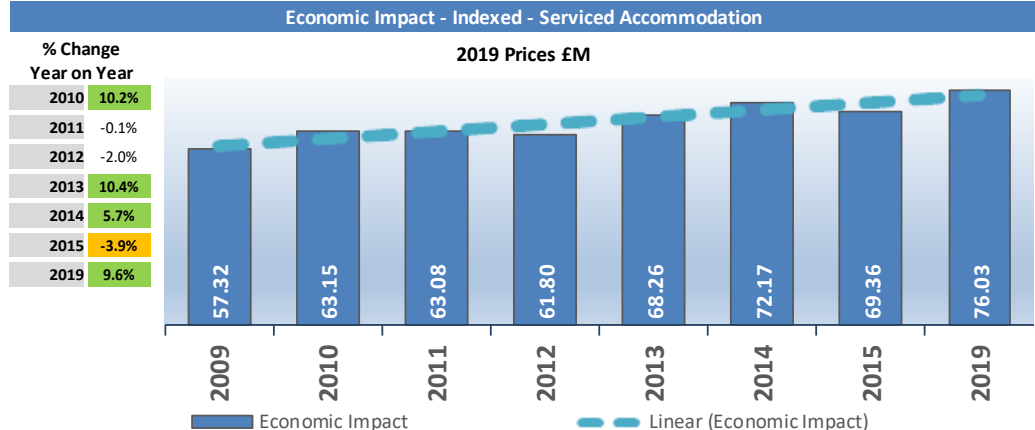
"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2009-2019**  
**DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019**

2009 to 2019  
 2019 Prices

SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Indexed



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2019
Economic Impact - Indexed		10.2%	10.0%	7.8%	19.1%	25.9%	21.0%	32.6%
Visitor Numbers		4.6%	4.9%	3.7%	8.1%	11.0%	1.2%	18.3%
Visitor Days		11.2%	11.6%	10.2%	12.2%	20.0%	13.3%	36.8%
Direct Employment		1.1%	0.7%	0.6%	0.4%	2.0%	-3.6%	5.6%

"Linear" = Linear Trendline

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Report Prepared by: Alison Tipler. Date of Issue: 19/08/20

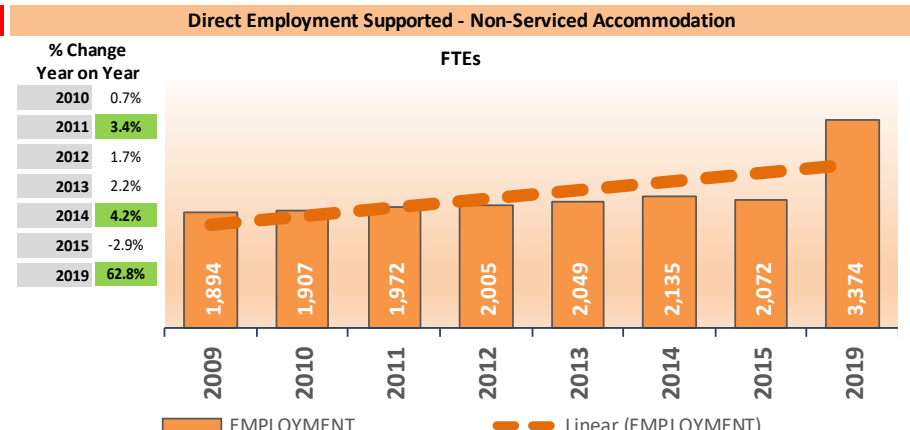
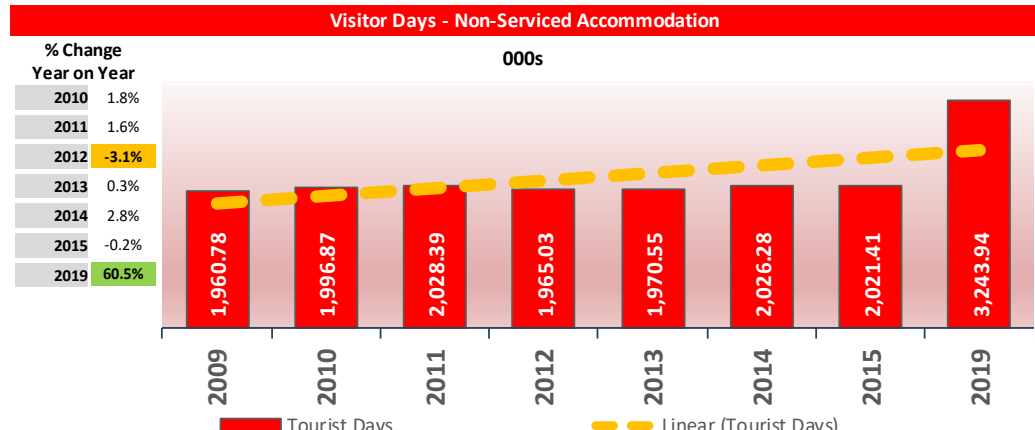
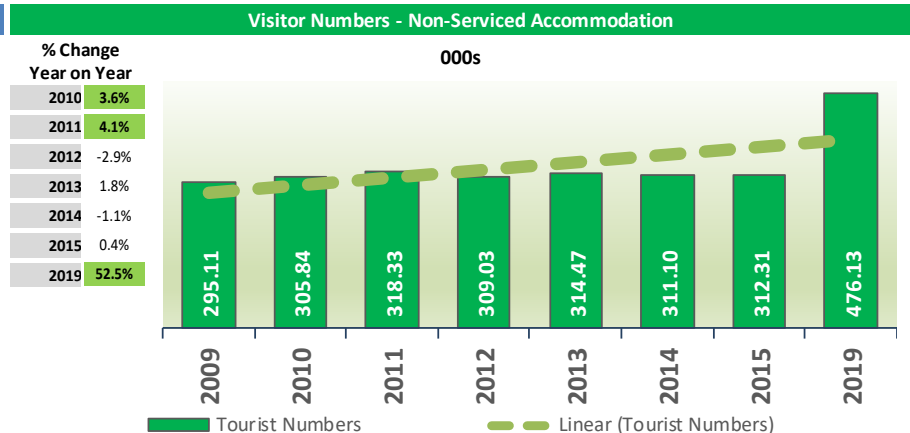
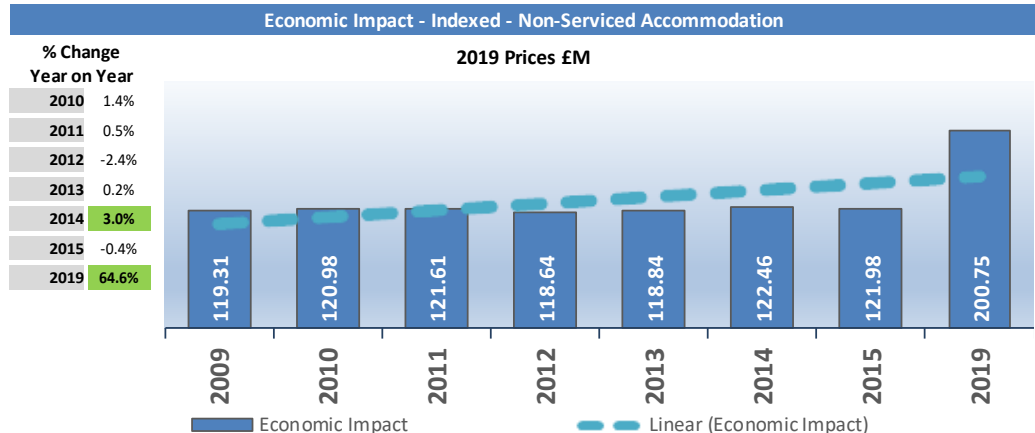


STEAM FINAL TREND REPORT FOR 2009-2019  
 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019

2009 to 2019  
 2019 Prices

NON-SERVICED ACCOMMODATION

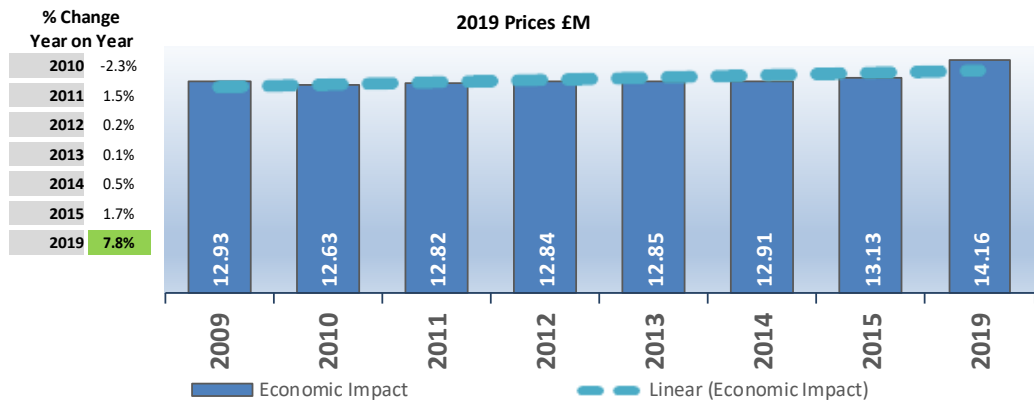
KEY MEASURES Indexed



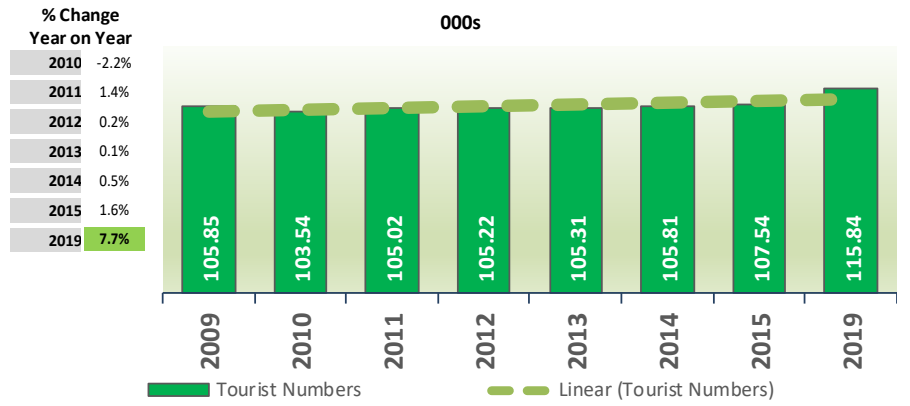
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2019
Economic Impact - Indexed		1.4%	1.9%	-0.6%	-0.4%	2.6%	2.2%	68.3%
Visitor Numbers		3.6%	7.9%	4.7%	6.6%	5.4%	5.8%	61.3%
Visitor Days		1.8%	3.4%	0.2%	0.5%	3.3%	3.1%	65.4%
Direct Employment		0.7%	4.2%	5.9%	8.2%	12.7%	9.4%	78.2%

"Linear" = Linear Trendline

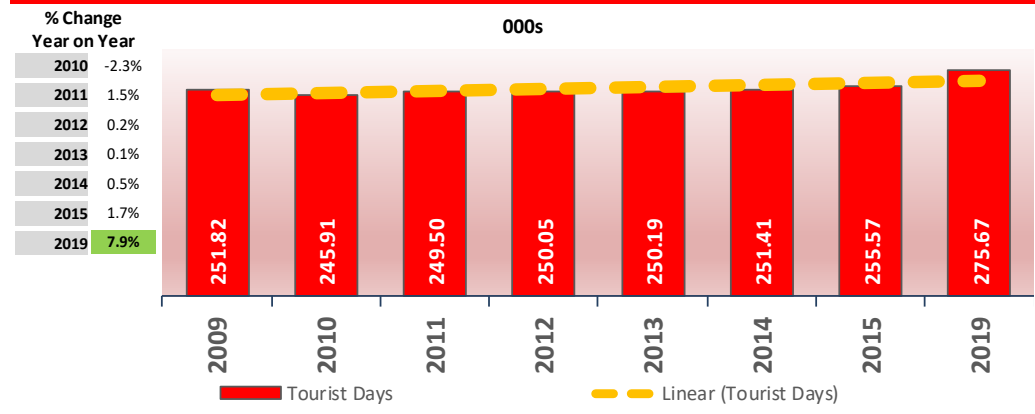
Economic Impact - Indexed - SFR



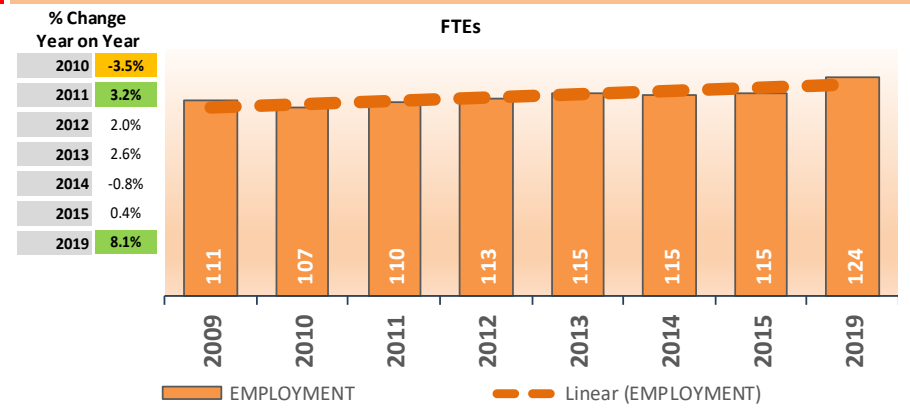
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2019
Economic Impact - Indexed		-2.3%	-0.9%	-0.7%	-0.6%	-0.1%	1.5%	9.5%
Visitor Numbers		-2.2%	-0.8%	-0.6%	-0.5%	0.0%	1.6%	9.4%
Visitor Days		-2.3%	-0.9%	-0.7%	-0.6%	-0.2%	1.5%	9.5%
Direct Employment		-3.5%	-0.5%	1.5%	4.2%	3.3%	3.7%	12.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019  
DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019

2009 to 2019  
2019 Prices

STAYING VISITOR

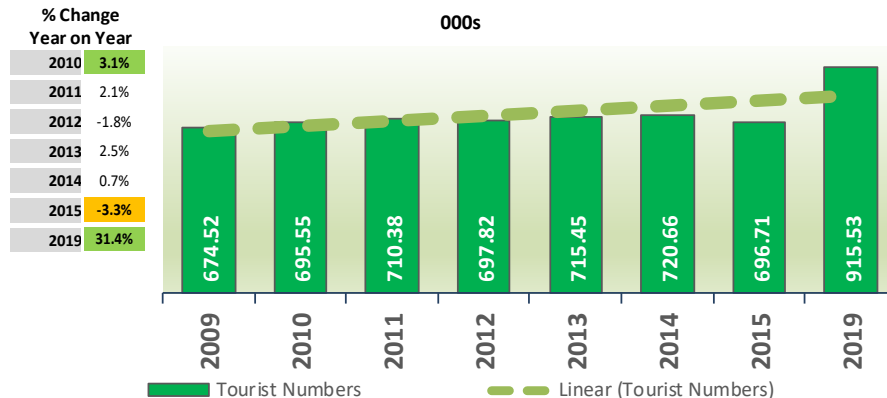
KEY MEASURES  
Indexed

Economic Impact - Indexed - Staying Visitor



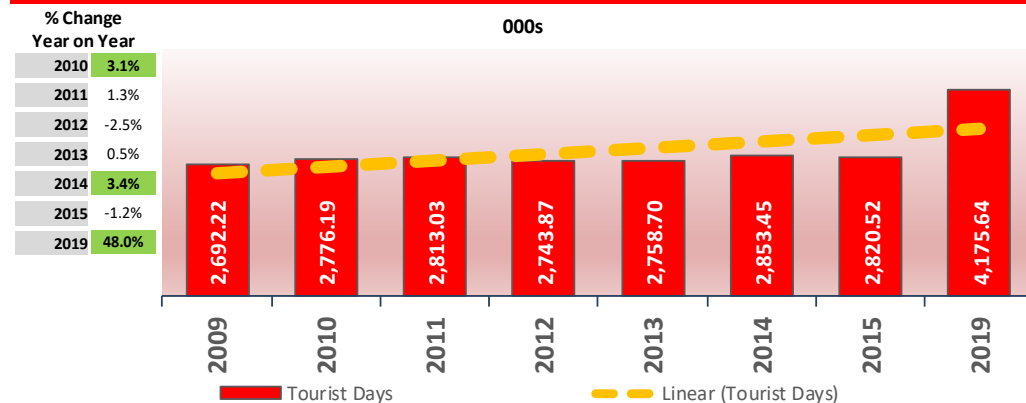
Year	% Change Year on Year
2010	3.8%
2011	0.4%
2012	-2.1%
2013	3.4%
2014	3.8%
2015	-1.5%
2019	42.3%

Visitor Numbers - Staying Visitor



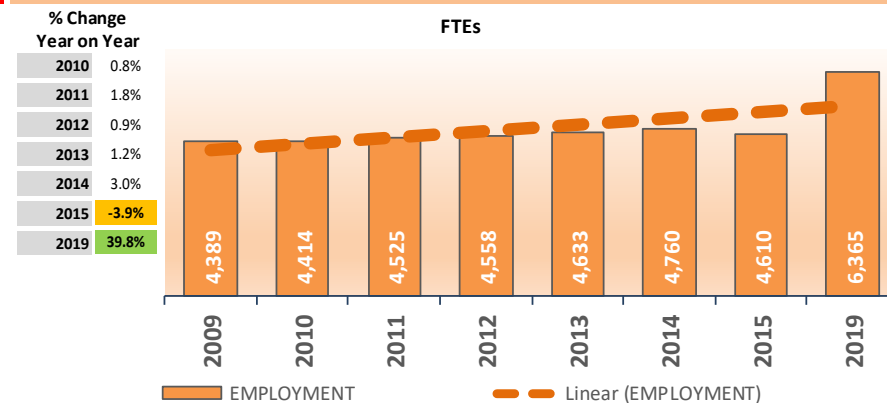
Year	% Change Year on Year
2010	3.1%
2011	2.1%
2012	-1.8%
2013	2.5%
2014	0.7%
2015	-3.3%
2019	31.4%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2010	3.1%
2011	1.3%
2012	-2.5%
2013	0.5%
2014	3.4%
2015	-1.2%
2019	48.0%

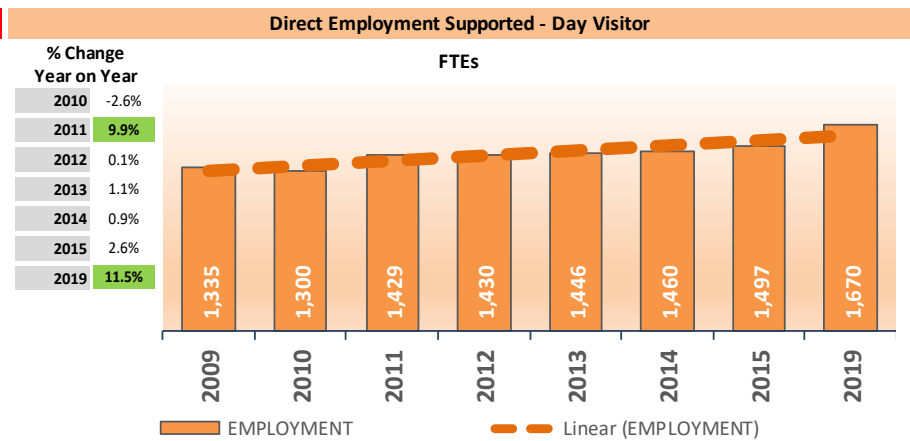
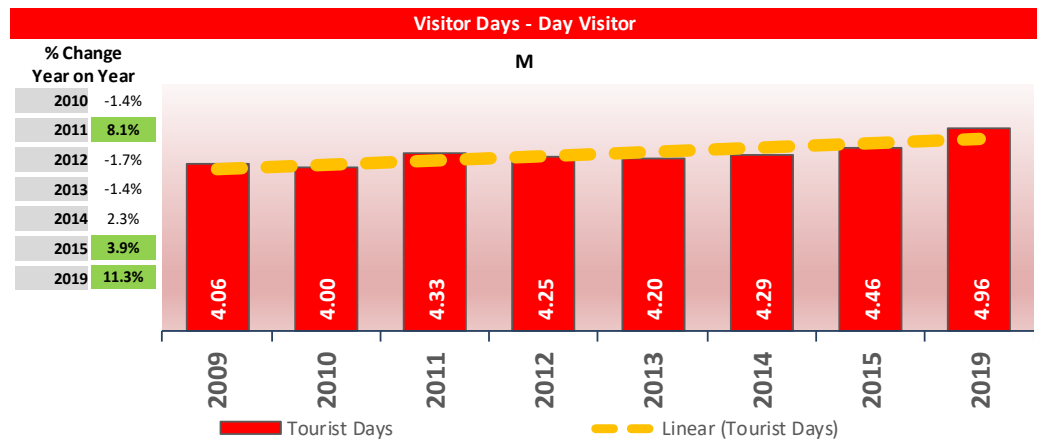
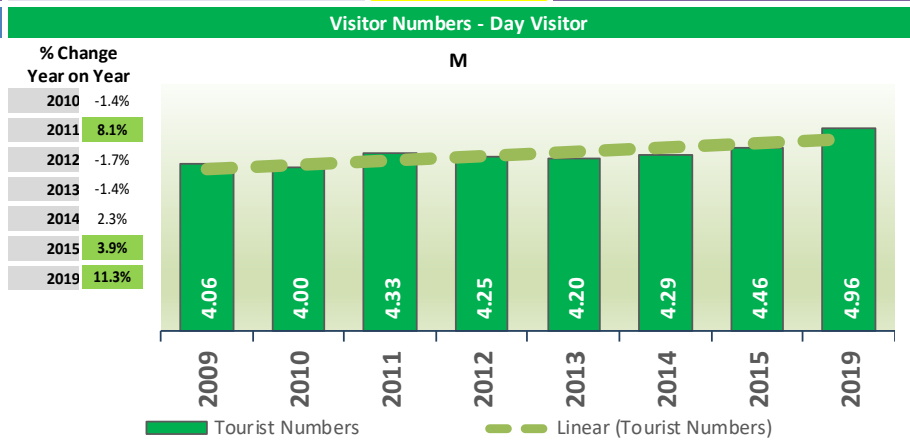
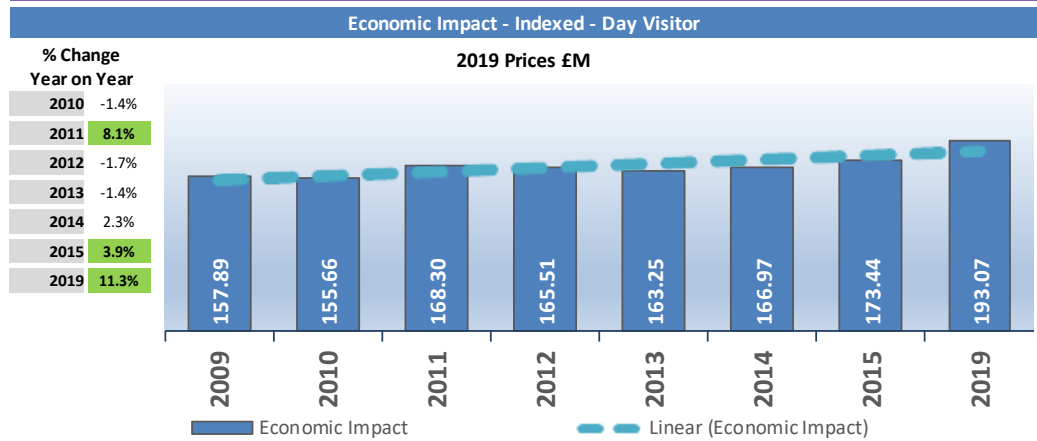
Direct Employment Supported - Staying Visitor



Year	% Change Year on Year
2010	0.8%
2011	1.8%
2012	0.9%
2013	1.2%
2014	3.0%
2015	-3.9%
2019	39.8%

% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2019
Economic Impact - Indexed		3.8%	4.2%	2.0%	5.5%	9.5%	7.9%	53.5%
Visitor Numbers		3.1%	5.3%	3.5%	6.1%	6.8%	3.3%	35.7%
Visitor Days		3.1%	4.5%	1.9%	2.5%	6.0%	4.8%	55.1%
Direct Employment		0.6%	3.1%	3.9%	5.5%	8.4%	5.0%	45.0%

"Linear" = Linear Trendline



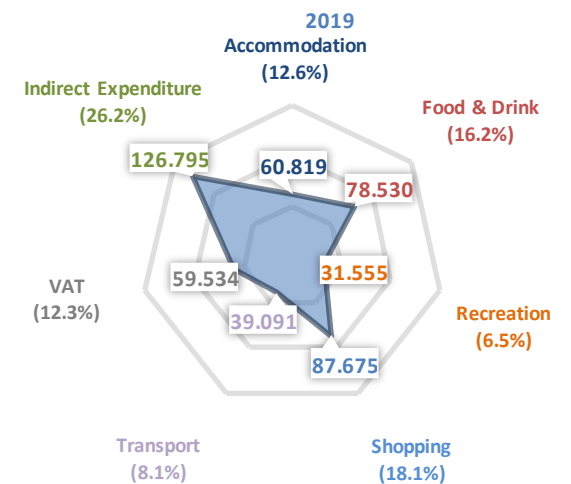
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2019
Economic Impact - Indexed		-1.4%	6.6%	4.8%	3.4%	5.8%	9.9%	22.3%
Visitor Numbers		-1.4%	6.5%	4.8%	3.3%	5.7%	9.8%	22.3%
Visitor Days		-1.4%	6.5%	4.8%	3.3%	5.7%	9.8%	22.3%
Direct Employment		-2.6%	7.0%	7.2%	8.3%	9.4%	12.2%	25.1%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2019
Accommodation £M	40.53	41.39	39.93	39.35	43.29	45.16	44.45	60.82
Food & Drink £M	59.69	59.27	60.60	59.40	59.20	61.05	61.62	78.53
Recreation £M	24.42	24.31	24.89	24.35	24.25	24.98	25.19	31.55
Shopping £M	69.44	68.15	70.52	69.11	68.64	70.43	71.89	87.68
Transport £M	30.36	29.98	30.81	30.11	29.94	30.71	31.15	39.09
Direct Revenue £M	224.44	223.09	226.75	222.32	225.32	232.33	234.31	297.67
VAT £M	33.67	39.04	45.35	44.46	45.06	46.47	46.86	59.53
Direct Expenditure £M	258.10	262.13	272.10	266.79	270.39	278.80	281.17	357.20
Indirect Expenditure £M	89.35	90.29	93.71	92.02	92.82	95.72	96.74	126.79
TOTAL £M	347.45	352.42	365.81	358.80	363.21	374.52	377.91	484.00

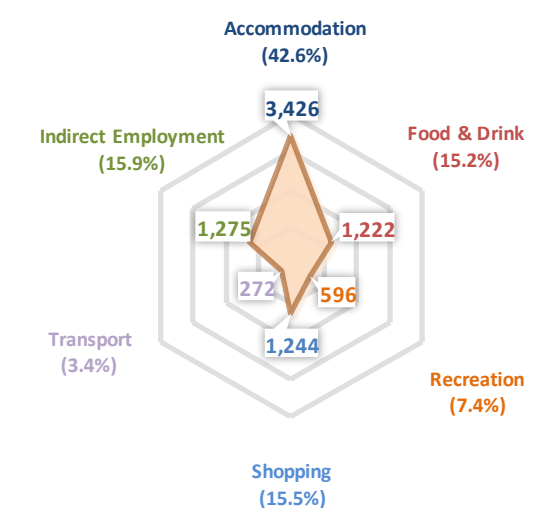
2019 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2019
Accommodation FTEs	2,423	2,420	2,449	2,492	2,500	2,583	2,471	3,426
Food & Drink FTEs	870	872	926	924	944	960	957	1,222
Recreation FTEs	432	434	461	459	469	477	475	596
Shopping FTEs	923	914	982	980	997	1,010	1,018	1,244
Transport FTEs	198	197	210	209	213	216	216	272
Direct Employment FTEs	4,846	4,837	5,029	5,064	5,123	5,247	5,137	6,760
Indirect Employment FTEs	878	877	925	924	956	973	971	1,275
TOTAL FTEs	5,724	5,714	5,953	5,988	6,079	6,219	6,107	8,034

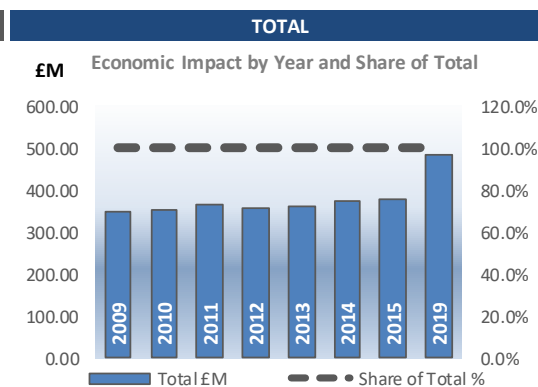
2019 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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 FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019 2019 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 2019 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		51.5%	60.0%	44.0%	35.4%	26.9%	40.3%	42.5%	29.4%	37.6%	29.3%	74.7%	52.9%	39.3%	Annual Change	50.8%	33.5%	36.0%	45.9%
% Change 2015 to 2019		28.8%	30.0%	20.8%	34.7%	32.5%	23.9%	25.8%	27.9%	27.0%	19.3%	34.9%	42.5%	28.1%		25.9%	30.1%	26.9%	29.2%
Average Annual Change		5.1%	6.0%	4.4%	3.5%	2.7%	4.0%	4.3%	2.9%	3.8%	2.9%	7.5%	5.3%	3.9%		5.1%	3.3%	3.6%	4.6%
2009	£M	16.54	15.44	22.55	29.80	43.17	32.97	43.37	50.91	31.89	30.88	14.02	15.90	347.45		54.53	105.95	126.17	60.80
2010	£M	13.79	15.98	23.05	30.56	41.31	38.29	44.35	51.96	35.31	30.60	13.36	13.88	352.42	1.4%	52.82	110.15	131.62	57.84
2011	£M	16.57	16.19	24.01	32.97	41.35	37.84	46.33	52.14	34.73	32.59	15.83	15.26	365.81	3.8%	56.76	112.16	133.20	63.68
2012	£M	17.17	15.98	25.42	29.76	39.71	38.16	44.35	51.19	34.22	30.74	16.46	15.63	358.80	-1.9%	58.58	107.63	129.76	62.84
2013	£M	16.18	16.77	23.87	28.73	41.81	37.64	46.26	53.66	33.28	29.98	17.34	17.70	363.21	1.2%	56.81	108.18	133.21	65.01
2014	£M	17.43	19.45	24.74	29.94	41.49	36.80	49.15	52.71	35.87	31.74	17.80	17.39	374.52	3.1%	61.62	108.23	137.73	66.94
2015	£M	19.45	18.99	26.88	29.98	41.36	37.34	49.15	51.53	34.55	33.45	18.16	17.07	377.91	0.9%	65.32	108.68	135.23	68.68
2019	£M	25.05	24.70	32.48	40.37	54.80	46.27	61.83	65.91	43.87	39.92	24.49	24.32	484.00	28.1%	82.23	141.44	171.60	88.73

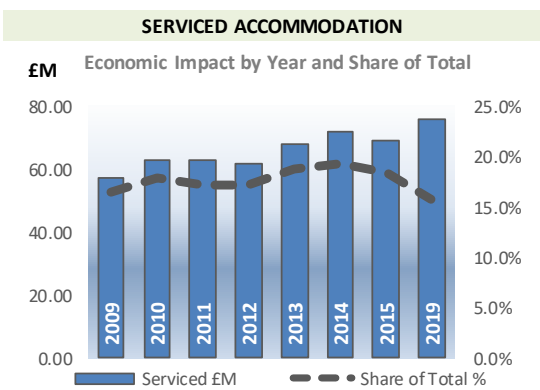
ECONOMIC IMPACT - INDEXED TO 2019									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2019
Total	£M	347.45	352.42	365.81	358.80	363.21	374.52	377.91	484.00
All Visitor Types	£M	347.45	352.42	365.81	358.80	363.21	374.52	377.91	484.00
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%								
Change in Share from 2009	%								
Avg Ann. Change in Share	%								



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 FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019 2019 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 2019 / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2009 to 2019		1.6%	15.7%	52.2%	15.2%	68.1%	54.6%	47.4%	40.2%	20.5%	4.3%	7.8%	20.0%	32.6%	Annual Change		26.5%	44.9%	38.3%	9.6%	
% Change 2015 to 2019		3.5%	0.0%	-0.1%	16.4%	18.6%	9.3%	4.1%	13.4%	5.9%	3.8%	10.9%	23.2%	9.6%			0.7%	14.6%	8.2%	11.0%	
Average Annual Change		0.2%	1.6%	5.2%	1.5%	6.8%	5.5%	4.7%	4.0%	2.0%	0.4%	0.8%	2.0%	3.3%			2.6%	4.5%	3.8%	1.0%	
2009	£M	1.908	2.647	2.953	5.971	5.337	5.449	7.474	8.761	4.750	5.671	2.965	3.438	57.32			7.508	16.76	20.99	12.07	
2010	£M	1.872	3.072	3.680	6.974	6.344	6.821	7.868	9.333	5.286	6.058	2.780	3.065	63.15	10.2%			8.623	20.14	22.49	11.90
2011	£M	2.098	3.176	3.891	7.357	6.215	6.685	7.912	9.244	4.747	5.777	2.690	3.289	63.08	-0.1%			9.166	20.26	21.90	11.76
2012	£M	1.735	2.896	3.944	6.794	5.924	7.055	7.628	9.308	5.174	5.520	2.762	3.067	61.80	-2.0%			8.575	19.77	22.11	11.35
2013	£M	1.896	3.449	5.018	6.223	6.878	7.614	8.753	10.45	5.104	5.504	3.389	3.984	68.26	10.4%			10.36	20.72	24.31	12.88
2014	£M	1.807	3.101	4.859	6.407	7.912	7.373	10.84	10.71	6.096	5.876	3.347	3.842	72.17	5.7%			9.767	21.69	27.65	13.06
2015	£M	1.873	3.062	4.497	5.909	7.567	7.707	10.58	10.83	5.403	5.695	2.883	3.347	69.36	-3.9%			9.432	21.18	26.82	11.93
2019	£M	1.939	3.063	4.494	6.877	8.972	8.425	11.02	12.28	5.723	5.912	3.196	4.125	76.03	9.6%			9.496	24.27	29.02	13.23

ECONOMIC IMPACT - INDEXED TO 2019									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2019
Serviced	£M	57.32	63.15	63.08	61.80	68.26	72.17	69.36	76.03
All Visitor Types	£M	347.45	352.42	365.81	358.80	363.21	374.52	377.91	484.00
Share of Total	%	16.5%	17.9%	17.2%	17.2%	18.8%	19.3%	18.4%	15.7%
Annual Change in Share	%		8.6%	-3.8%	-0.1%	9.1%	2.5%	-4.8%	-14.4%
Change in Share from 2009	%		8.6%	4.5%	4.4%	13.9%	16.8%	11.3%	-4.8%
Avg Ann. Change in Share	%		8.6%	2.3%	1.5%	3.5%	3.4%	1.9%	-0.5%



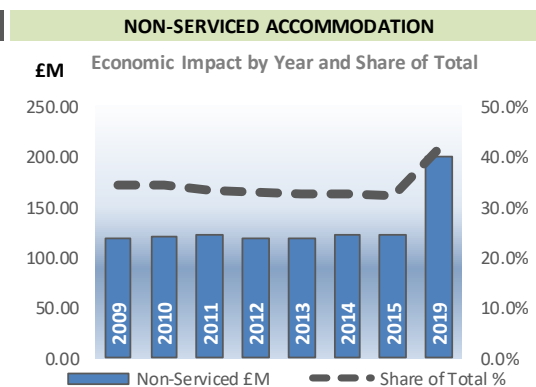
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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Report Prepared by: Alison Tipler. Date of Issue: 19/08/20

STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019 2019 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 2019 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2019		65.7%	47.8%	95.9%	92.5%	48.2%	49.8%	62.6%	54.4%	65.5%	87.4%	143.9%	128.5%	68.3%	Annual Change	70.1%	59.2%	60.0%	112.5%	
% Change 2015 to 2019		110.8%	89.3%	66.5%	83.1%	57.4%	38.5%	66.1%	54.3%	48.1%	68.9%	95.3%	132.2%	64.6%		84.1%	56.5%	56.3%	90.5%	
Average Annual Change		6.6%	4.8%	9.6%	9.2%	4.8%	5.0%	6.3%	5.4%	6.6%	8.7%	14.4%	12.8%	6.8%		7.0%	5.9%	6.0%	11.3%	
2009	£M	4.165	5.193	5.221	8.717	15.12	13.20	16.93	20.83	13.45	8.045	4.382	4.057	119.31		14.58	37.04	51.21	16.48	
2010	£M	2.220	4.515	4.849	8.426	14.37	16.19	17.75	21.95	15.74	7.428	4.101	3.442	120.98	1.4%	11.58	38.99	55.43	14.97	
2011	£M	2.959	4.037	5.291	9.471	15.41	15.86	17.13	20.10	15.14	8.093	4.749	3.380	121.61	0.5%	12.29	40.74	52.36	16.22	
2012	£M	3.117	4.010	5.656	9.380	14.30	15.00	16.25	19.62	14.41	8.246	4.957	3.699	118.64	-2.4%	12.78	38.67	50.28	16.90	
2013	£M	3.213	3.966	5.919	8.879	14.42	14.63	16.41	20.02	14.32	8.218	5.074	3.767	118.84	0.2%	13.10	37.93	50.75	17.06	
2014	£M	3.341	4.111	6.117	9.114	14.20	14.40	16.83	21.04	15.06	8.788	5.446	4.020	122.46	3.0%	13.57	37.71	52.93	18.25	
2015	£M	3.273	4.054	6.143	9.162	14.23	14.27	16.57	20.84	15.04	8.927	5.471	3.993	121.98	-0.4%	13.47	37.67	52.45	18.39	
2019	£M	6.900	7.676	10.23	16.78	22.41	19.77	27.53	32.15	22.27	15.08	10.69	9.270	200.75	64.6%	24.81	58.96	81.95	35.04	

ECONOMIC IMPACT - INDEXED TO 2019									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2019
Non-Serviced	£M	119.31	120.98	121.61	118.64	118.84	122.46	121.98	200.75
All Visitor Types	£M	347.45	352.42	365.81	358.80	363.21	374.52	377.91	484.00
Share of Total	%	34.3%	34.3%	33.2%	33.1%	32.7%	32.7%	32.3%	41.5%
Annual Change in Share	%		0.0%	-3.2%	-0.5%	-1.0%	-0.1%	-1.3%	28.5%
Change in Share from 2009	%		0.0%	-3.2%	-3.7%	-4.7%	-4.8%	-6.0%	20.8%
Avg Ann. Change in Share	%		0.0%	-1.6%	-1.2%	-1.2%	-1.0%	-1.0%	2.1%



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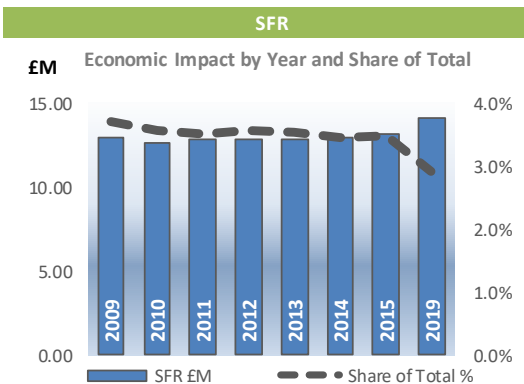


STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019 2019 Prices		SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		7.7%	3.6%	13.8%	10.7%	7.3%	7.2%	7.6%	6.3%	9.1%	8.6%	17.1%	15.9%	9.5%	Annual Change	8.2%	8.8%	7.4%	14.3%
% Change 2015 to 2019		11.1%	6.5%	5.0%	9.5%	6.7%	2.2%	5.5%	4.2%	4.5%	6.5%	11.0%	14.1%	7.8%		8.9%	6.8%	4.8%	11.6%
Average Annual Change		0.8%	0.4%	1.4%	1.1%	0.7%	0.7%	0.8%	0.6%	0.9%	0.9%	1.7%	1.6%	0.9%		0.8%	0.9%	0.7%	1.4%
2009	£M	1.923	0.612	0.680	1.563	1.091	0.826	1.295	1.381	0.724	0.693	0.549	1.590	12.93		3.215	3.481	3.401	2.832
2010	£M	1.655	0.594	0.676	1.561	1.080	0.884	1.299	1.394	0.758	0.681	0.534	1.514	12.63	-2.3%	2.925	3.525	3.451	2.729
2011	£M	1.772	0.584	0.696	1.609	1.102	0.879	1.293	1.368	0.746	0.692	0.552	1.521	12.82	1.5%	3.052	3.591	3.407	2.766
2012	£M	1.794	0.577	0.710	1.603	1.083	0.873	1.282	1.369	0.743	0.693	0.559	1.556	12.84	0.2%	3.082	3.559	3.395	2.808
2013	£M	1.786	0.583	0.728	1.567	1.088	0.864	1.290	1.380	0.737	0.688	0.569	1.572	12.85	0.1%	3.097	3.519	3.407	2.828
2014	£M	1.788	0.579	0.727	1.572	1.088	0.854	1.310	1.392	0.750	0.698	0.574	1.580	12.91	0.5%	3.094	3.515	3.453	2.853
2015	£M	1.865	0.595	0.736	1.580	1.098	0.867	1.321	1.409	0.756	0.706	0.579	1.615	13.13	1.7%	3.196	3.545	3.485	2.901
2019	£M	2.072	0.634	0.773	1.730	1.172	0.886	1.394	1.469	0.790	0.752	0.643	1.842	14.16	7.8%	3.479	3.787	3.652	3.238

ECONOMIC IMPACT - INDEXED TO 2019									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2019
SFR	£M	12.93	12.63	12.82	12.84	12.85	12.91	13.13	14.16
All Visitor Types	£M	347.45	352.42	365.81	358.80	363.21	374.52	377.91	484.00
Share of Total	%	3.7%	3.6%	3.5%	3.6%	3.5%	3.4%	3.5%	2.9%
Annual Change in Share	%		-3.7%	-2.2%	2.2%	-1.2%	-2.5%	0.7%	-15.8%
Change in Share from 2009	%		-3.7%	-5.8%	-3.8%	-4.9%	-7.3%	-6.6%	-21.4%
Avg Ann. Change in Share	%		-3.7%	-2.9%	-1.3%	-1.2%	-1.5%	-1.1%	-2.1%

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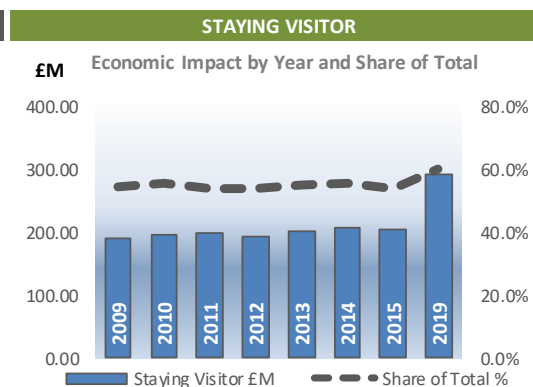
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Report Prepared by: Alison Tipler. Date of Issue: 19/08/20

STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019 2019 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 2019 / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2019		36.5%	34.5%	75.0%	56.2%	51.1%	49.3%	55.4%	48.2%	52.1%	50.9%	84.0%	67.7%	53.5%	Annual Change		49.3%	51.9%	51.6%	64.1%	
% Change 2015 to 2019		55.6%	47.5%	36.2%	52.4%	42.1%	27.3%	40.2%	38.8%	35.8%	41.8%	62.6%	70.2%	42.3%			44.8%	39.5%	38.5%	55.1%	
Average Annual Change		3.6%	3.5%	7.5%	5.6%	5.1%	4.9%	5.5%	4.8%	5.2%	5.1%	8.4%	6.8%	5.3%			4.9%	5.2%	5.2%	6.4%	
2009	£M	7.996	8.453	8.853	16.25	21.55	19.48	25.70	30.97	18.93	14.41	7.896	9.085	189.57			25.30	57.27	75.60	31.39	
2010	£M	5.746	8.181	9.204	16.96	21.79	23.90	26.91	32.68	21.78	14.17	7.414	8.021	196.76	3.8%			23.13	62.65	81.37	29.60
2011	£M	6.829	7.797	9.878	18.44	22.73	23.42	26.33	30.71	20.63	14.56	7.991	8.190	197.51	0.4%			24.50	64.59	77.67	30.74
2012	£M	6.646	7.483	10.31	17.78	21.30	22.93	25.16	30.30	20.33	14.46	8.278	8.322	193.29	-2.1%			24.44	62.01	75.79	31.06
2013	£M	6.895	7.999	11.66	16.67	22.39	23.11	26.46	31.85	20.16	14.41	9.031	9.323	199.96	3.4%			26.56	62.17	78.47	32.76
2014	£M	6.936	7.791	11.70	17.09	23.20	22.63	28.98	33.14	21.91	15.36	9.367	9.442	207.55	3.8%			26.43	62.92	84.03	34.17
2015	£M	7.011	7.712	11.38	16.65	22.90	22.85	28.48	33.08	21.20	15.33	8.934	8.955	204.47	-1.5%			26.10	62.40	82.76	33.22
2019	£M	10.91	11.37	15.50	25.38	32.55	29.08	39.94	45.91	28.78	21.74	14.53	15.24	290.93	42.3%			37.78	87.02	114.63	51.51

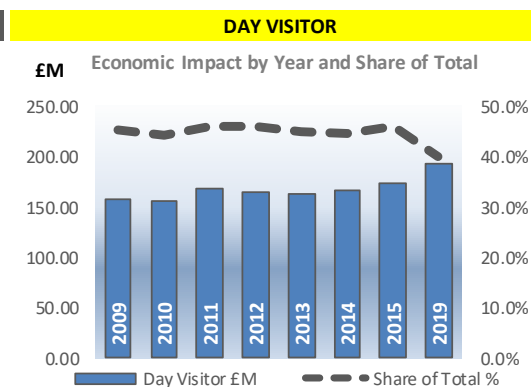
ECONOMIC IMPACT - INDEXED TO 2019									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019	
Staying Visitor	£M	189.57	196.76	197.51	193.29	199.96	207.55	204.47	290.93
All Visitor Types	£M	347.45	352.42	365.81	358.80	363.21	374.52	377.91	484.00
Share of Total	%	54.6%	55.8%	54.0%	53.9%	55.1%	55.4%	54.1%	60.1%
Annual Change in Share	%		2.3%	-3.3%	-0.2%	2.2%	0.7%	-2.4%	11.1%
Change in Share from 2009	%		2.3%	-1.0%	-1.3%	0.9%	1.6%	-0.8%	10.2%
Avg Ann. Change in Share	%		2.3%	-0.5%	-0.4%	0.2%	0.3%	-0.1%	1.0%



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STEAM FINAL TREND REPORT FOR 2009-2019 DERBYSHIRE DALES DISTRICT COUNCIL - INCLUDING ACCOMMODATION STOCK REVIEW DATA - 2019													2009 to 2019 2019 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 2019 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2019		65.5%	90.8%	24.0%	10.6%	2.9%	27.3%	23.9%	0.3%	16.4%	10.4%	62.6%	33.3%	22.3%	Annual Change	52.1%	11.8%	12.7%	26.6%	
% Change 2015 to 2019		13.7%	18.1%	9.5%	12.4%	20.5%	18.6%	5.9%	8.4%	13.0%	0.3%	8.0%	11.9%	11.3%		13.3%	17.6%	8.6%	5.0%	
Average Annual Change		6.6%	9.1%	2.4%	1.1%	0.3%	2.7%	2.4%	0.0%	1.6%	1.0%	6.3%	3.3%	2.2%		5.2%	1.2%	1.3%	2.7%	
2009	£M	8.544	6.984	13.70	13.55	21.63	13.50	17.67	19.95	12.96	16.47	6.128	6.814	157.89		29.22	48.68	50.57	29.41	
2010	£M	8.040	7.796	13.85	13.60	19.51	14.39	17.43	19.29	13.52	16.43	5.941	5.860	155.66	-1.4%	29.69	47.50	50.24	28.23	
2011	£M	9.740	8.392	14.13	14.54	18.62	14.42	19.99	21.43	14.10	18.03	7.838	7.072	168.30	8.1%	32.26	47.57	55.53	32.94	
2012	£M	10.52	8.502	15.11	11.99	18.40	15.23	19.19	20.89	13.89	16.29	8.185	7.311	165.51	-1.7%	34.14	45.62	53.97	31.78	
2013	£M	9.283	8.768	12.20	12.07	19.42	14.52	19.81	21.82	13.12	15.57	8.309	8.373	163.25	-1.4%	30.25	46.01	54.74	32.25	
2014	£M	10.50	11.65	13.04	12.84	18.30	14.18	20.17	19.57	13.97	16.38	8.438	7.951	166.97	2.3%	35.19	45.31	53.70	32.77	
2015	£M	12.44	11.28	15.51	13.33	18.46	14.49	20.68	18.44	13.35	18.12	9.228	8.113	173.44	3.9%	39.23	46.28	52.47	35.46	
2019	£M	14.14	13.32	16.98	14.98	22.25	17.19	21.89	20.00	15.08	18.18	9.967	9.080	193.07	11.3%	44.45	54.42	56.97	37.23	

ECONOMIC IMPACT - INDEXED TO 2019									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2019	
Day Visitor	£M	157.89	155.66	168.30	165.51	163.25	166.97	173.44	193.07
All Visitor Types	£M	347.45	352.42	365.81	358.80	363.21	374.52	377.91	484.00
Share of Total	%	45.4%	44.2%	46.0%	46.1%	44.9%	44.6%	45.9%	39.9%
Annual Change in Share	%		-2.8%	4.2%	0.3%	-2.6%	-0.8%	2.9%	-13.1%
Change in Share from 2009	%		-2.8%	1.2%	1.5%	-1.1%	-1.9%	1.0%	-12.2%
Avg Ann. Change in Share	%		-2.8%	0.6%	0.5%	-0.3%	-0.4%	0.2%	-1.2%



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