



STEAM REPORT FOR 2019-2022 - FINAL

Final

TELFORD & WREKIN COUNCIL


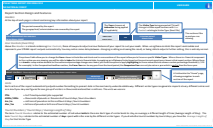









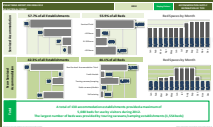

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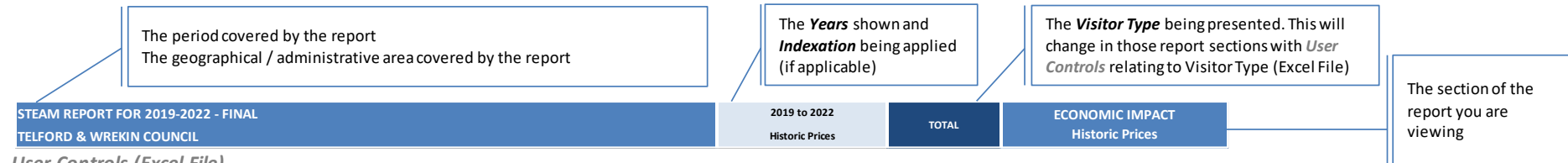
<p><b>REPORT SECTIONS</b></p>  <p>Page</p>	<p><b>USER GUIDE</b></p>  <p>3</p>	<p><b>COMPARATIVE HEADLINES</b></p>  <p>4</p>	<p><b>KEY MEASURES</b></p>  <p>5-11</p>
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<p><b>UNINDEXED ECONOMIC IMPACT</b></p>  <p>16-22</p>	<p><b>VISITOR NUMBERS</b></p>  <p>23-29</p>	<p><b>VISITOR DAYS</b></p>  <p>30-36</p>	<p><b>DIRECT AND TOTAL EMPLOYMENT</b></p>  <p>37-43</p>
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## Report Section Design and Features

### Headers

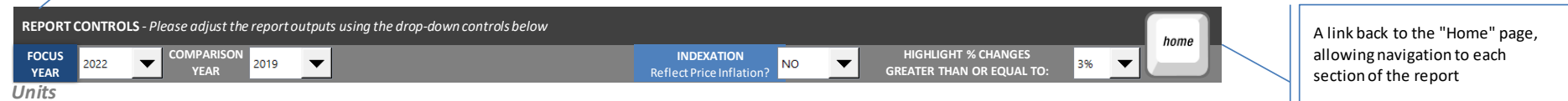
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

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

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



### Units

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

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

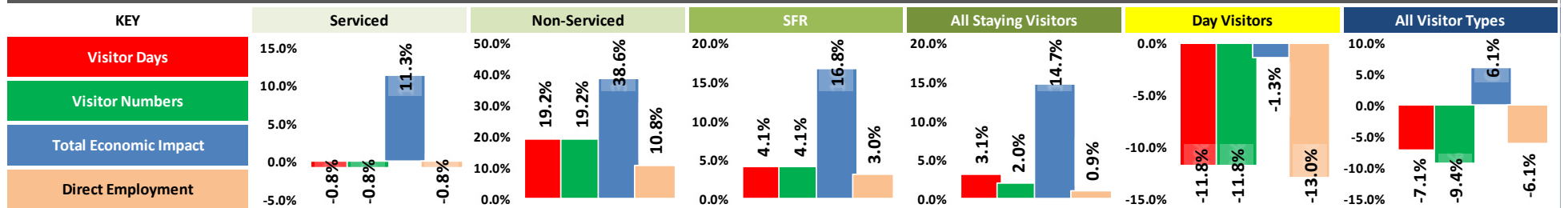
### Visitor Numbers / Visitor Days / Average Length of Stay

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

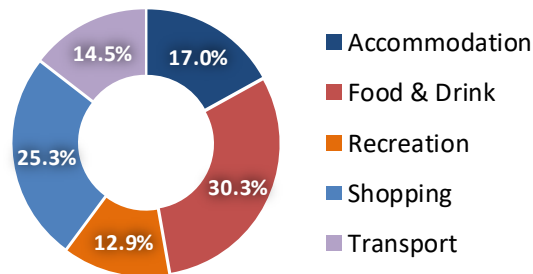
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2019 - IN HISTORIC PRICES

KEY		Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced			2022	2019	+/- %	2022	2019	+/- %	2022	2019	+/- %	2022	2019	+/- %	2022	2019	+/- %
		2022	2019	+/- %	2022	2019	+/- %															
Visitor Days	M	0.536	0.541	-0.8%	0.108	0.090	19.2%	0.714	0.687	4.1%	1.358	1.317	3.1%	2.542	2.882	-11.8%	3.900	4.200	-7.1%			
Visitor Numbers	M	0.297	0.300	-0.8%	0.016	0.014	19.2%	0.300	0.289	4.1%	0.614	0.602	2.0%	2.542	2.882	-11.8%	3.156	3.484	-9.4%			
Direct Expenditure	£M																167.17	157.49	6.1%			
Economic Impact	£M	69.65	62.58	11.3%	9.199	6.639	38.6%	30.91	26.47	16.8%	109.76	95.68	14.7%	110.61	112.10	-1.3%	220.37	207.78	6.1%			
Direct Employment	FTEs	656	661	-0.8%	75	68	10.8%	244	237	3.0%	975	966	0.9%	855	982	-13.0%	1,830	1,948	-6.1%			
Total Employment	FTEs																2,302	2,454	-6.2%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2019 - IN HISTORIC PRICES



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



Direct Expenditure Categories

	2022	2019	+/- %
Accommodation	28.35	25.03	13.3%
Food & Drink	50.59	48.10	5.2%
Recreation	21.62	20.80	4.0%
Shopping	42.37	40.46	4.7%
Transport	24.24	23.11	4.9%
<b>TOTAL DIRECT</b>	<b>167.17</b>	<b>157.49</b>	<b>6.1%</b>
Indirect	53.19	50.29	5.8%
<b>TOTAL</b>	<b>220.37</b>	<b>207.78</b>	<b>6.1%</b>

Sectors

Sectors	2022	2019	+/- %
Accommodation	385	385	
Food & Drink	579	624	-7.2%
Recreation	300	327	-8.3%
Shopping	442	478	-7.6%
Transport	124	134	-7.5%
<b>TOTAL DIRECT</b>	<b>1,830</b>	<b>1,948</b>	<b>-6.1%</b>
Indirect	472	506	-6.7%
<b>TOTAL</b>	<b>2,302</b>	<b>2,454</b>	<b>-6.2%</b>

Sectoral Distribution of Employment - FTEs



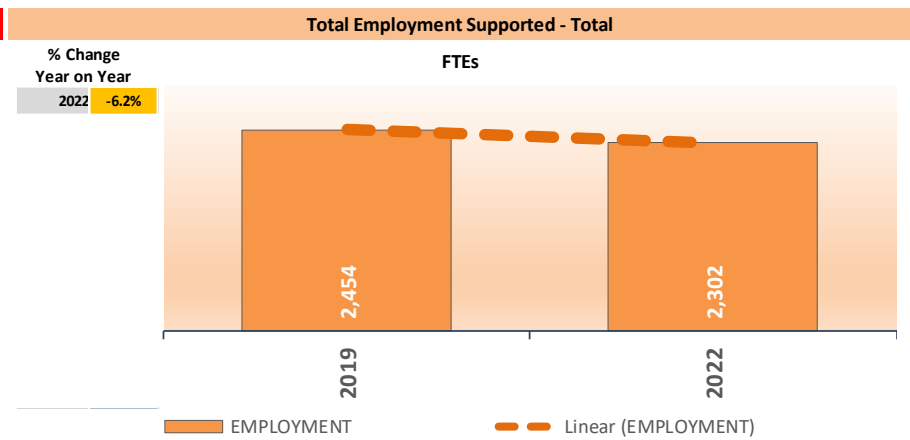
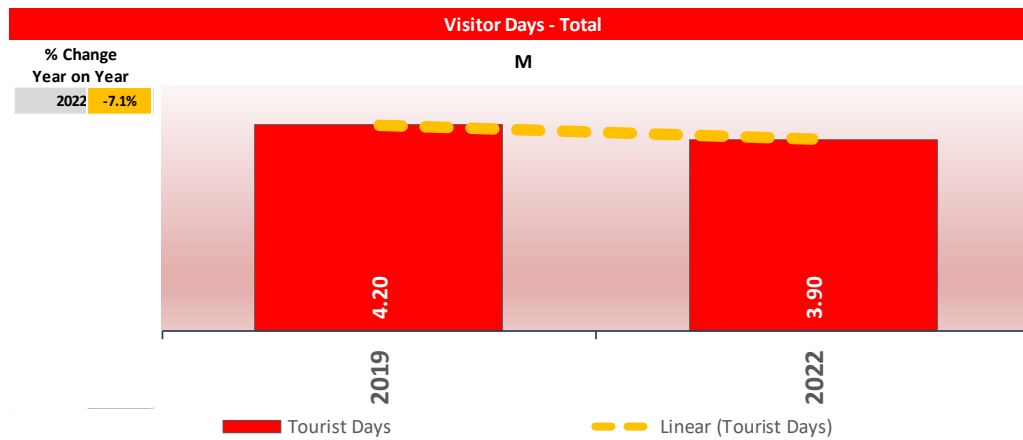
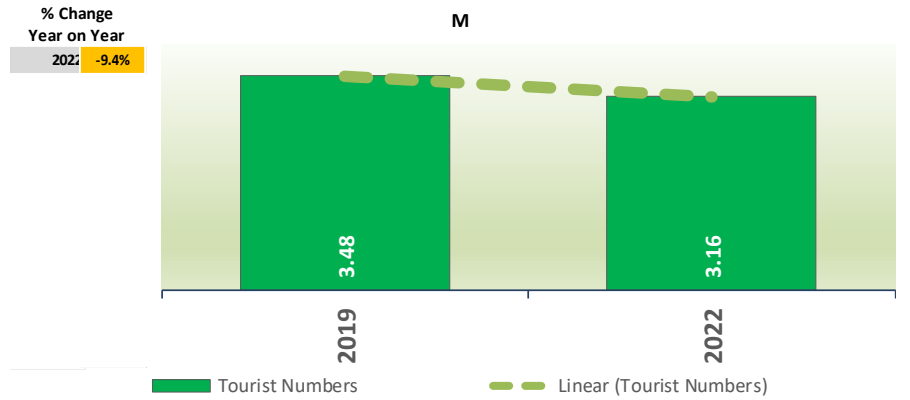
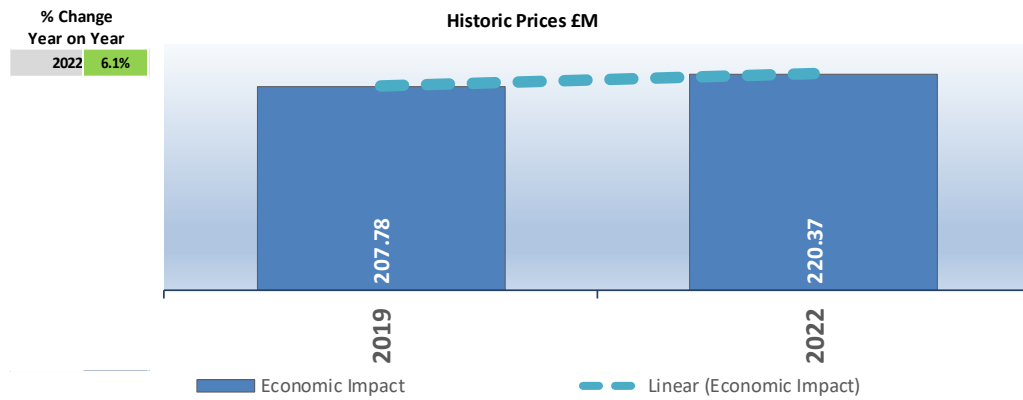
Direct Employment Categories

## Unindexed Key Measures by Year and Visitor Type for the Period 2019 to 2022

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

Economic Impact - Historic Prices - Total

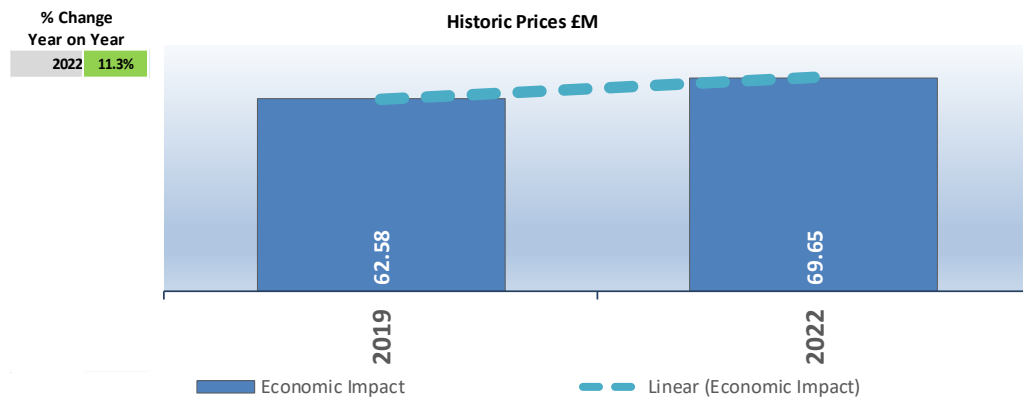
Visitor Numbers - Total



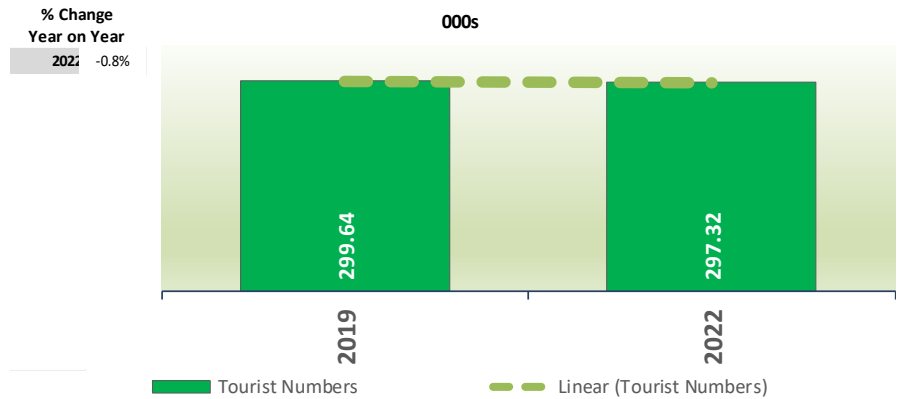
% Change from 2019	2019	2022
Economic Impact - Historic Prices		6.1%
Visitor Numbers		-9.4%
Visitor Days		-7.1%
Total Employment		-6.2%

"Linear" = Linear Trendline

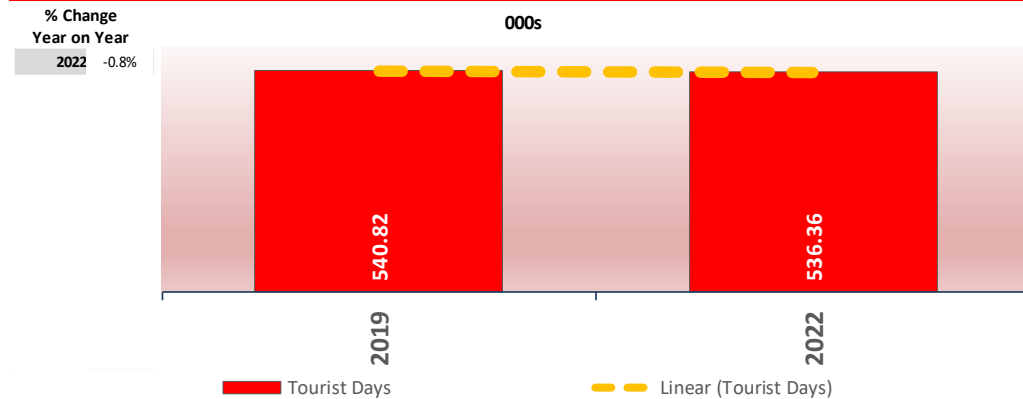
Economic Impact - Historic Prices - Serviced Accommodation



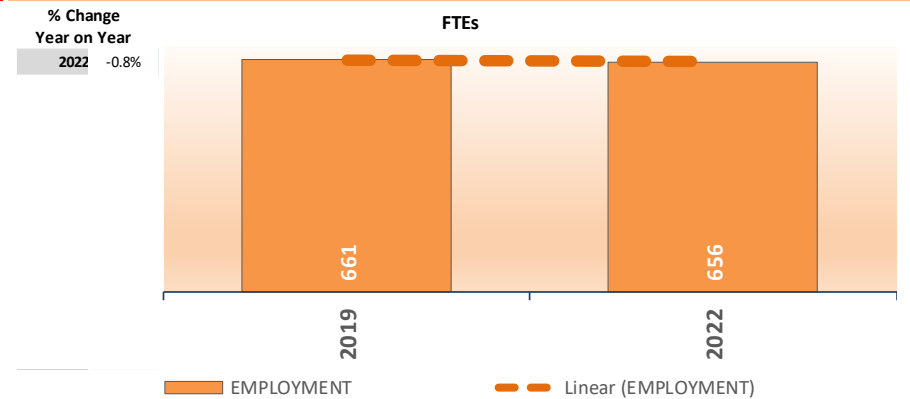
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



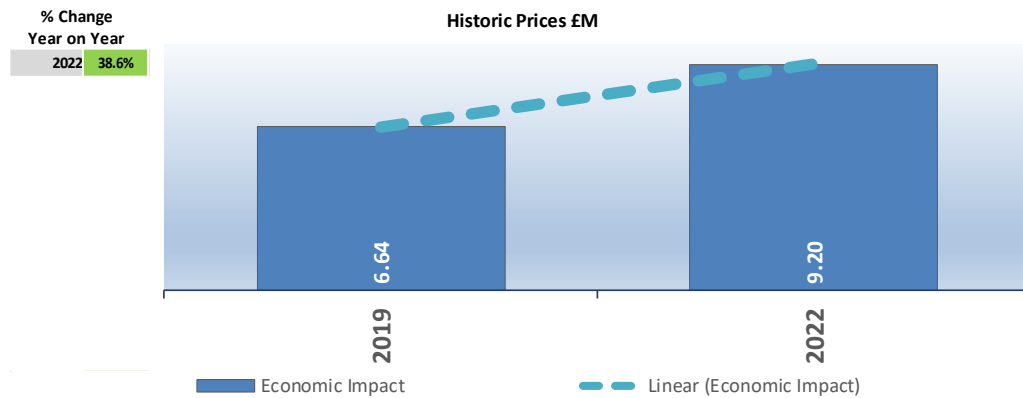
Direct Employment Supported - Serviced Accommodation



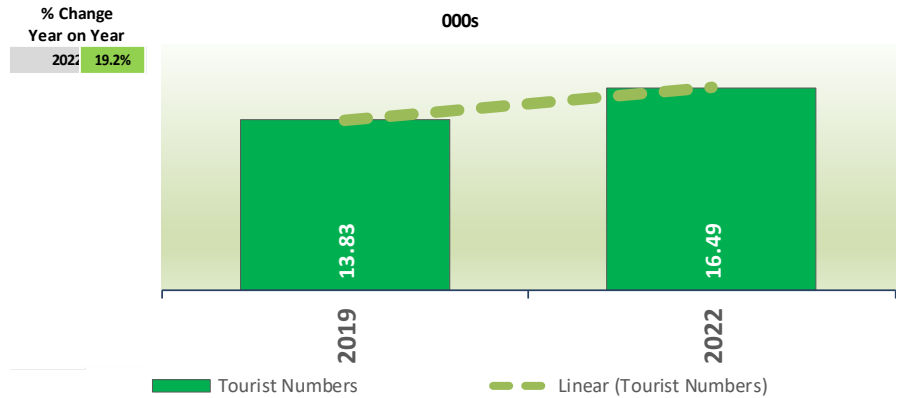
% Change from 2019	2019	2022
Economic Impact - Historic Prices		11.3%
Visitor Numbers		-0.8%
Visitor Days		-0.8%
Direct Employment		-0.8%

"Linear" = Linear Trendline

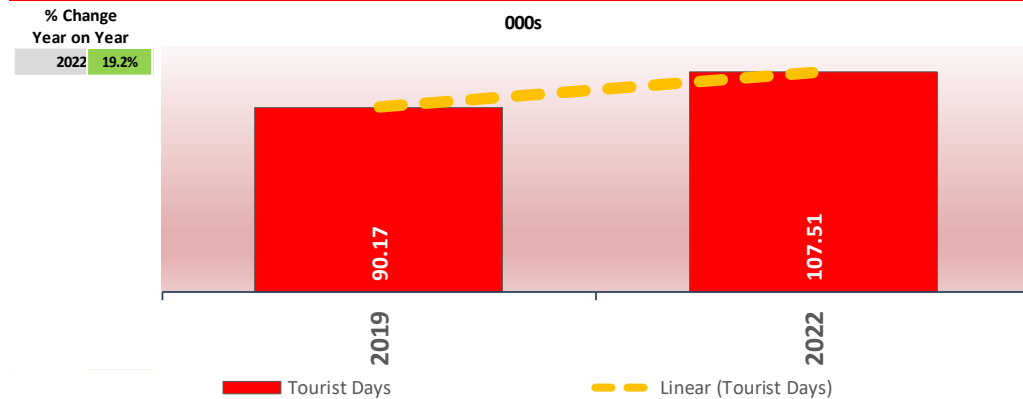
Economic Impact - Historic Prices - Non-Serviced Accommodation



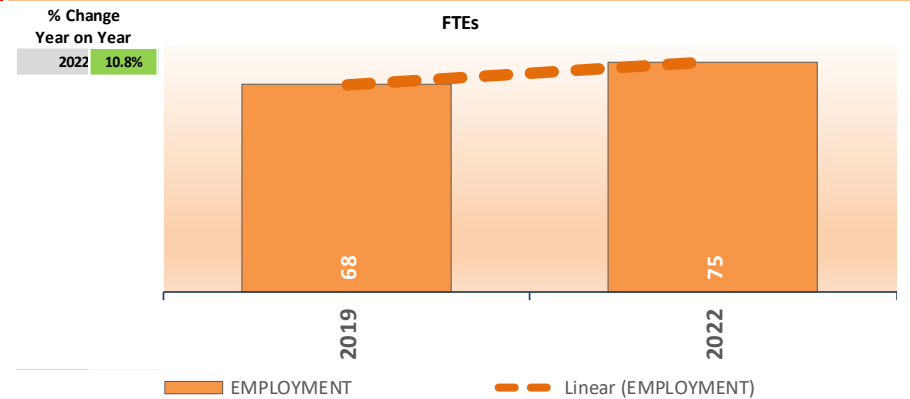
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

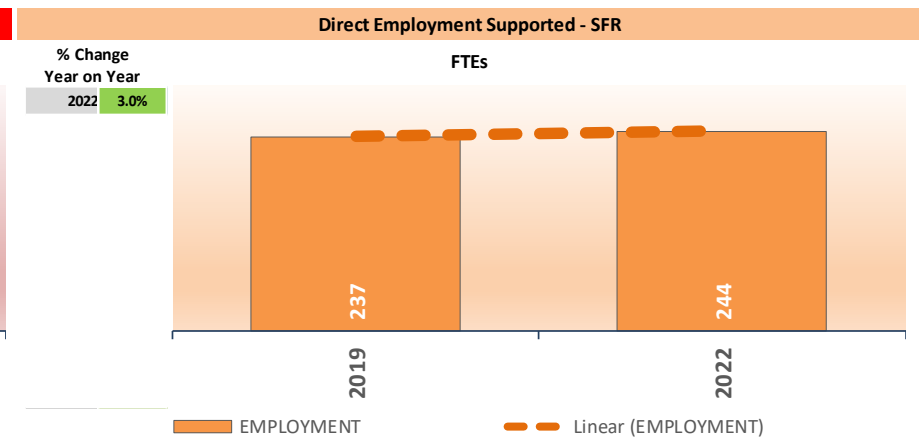
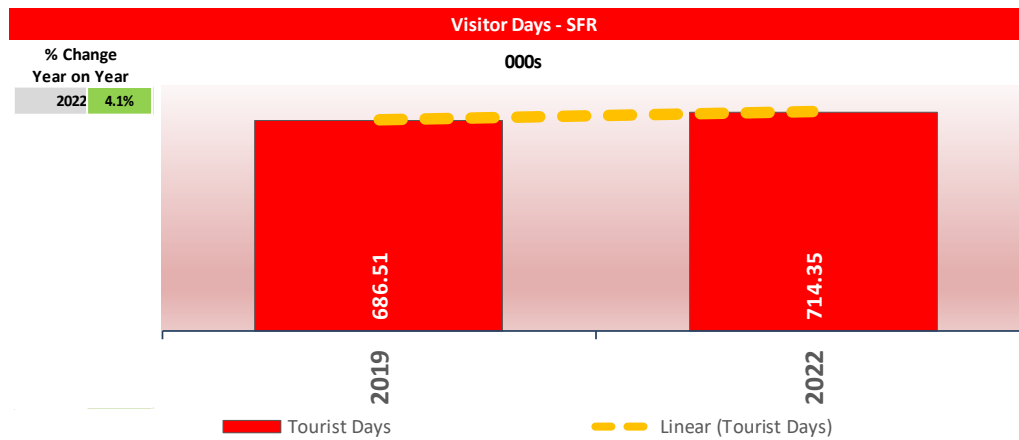
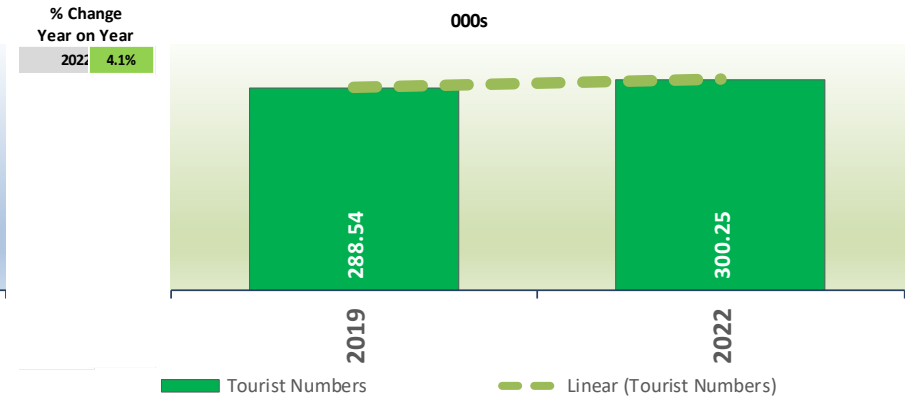
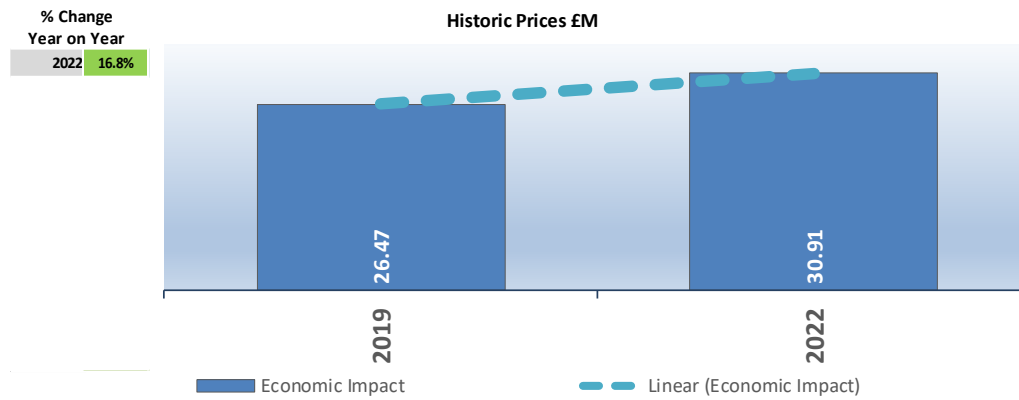


% Change from 2019	2019	2022
Economic Impact - Historic Prices		38.6%
Visitor Numbers		19.2%
Visitor Days		19.2%
Direct Employment		10.8%

"Linear" = Linear Trendline

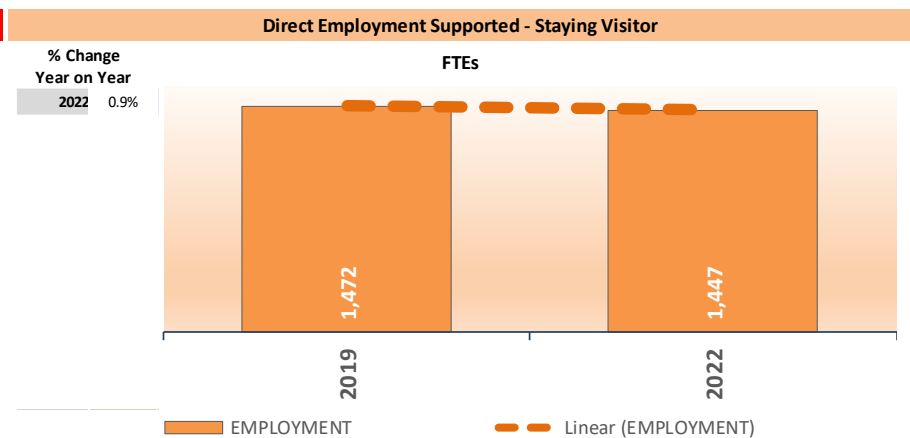
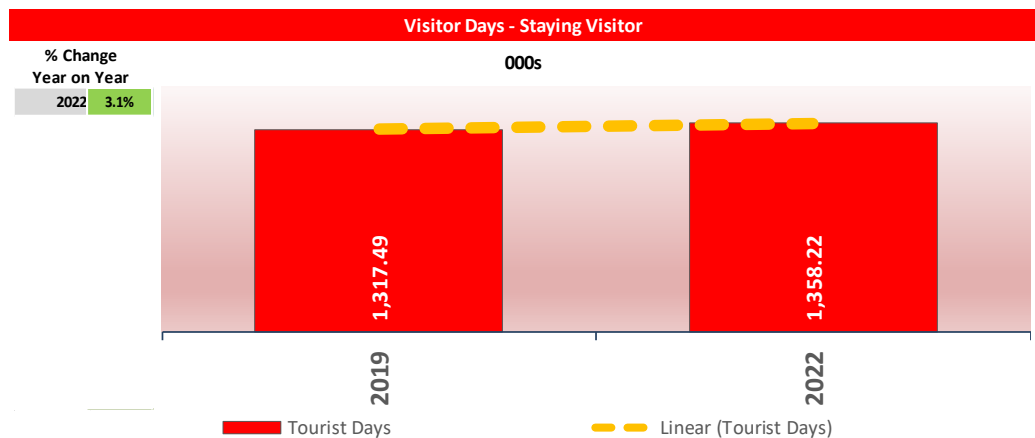
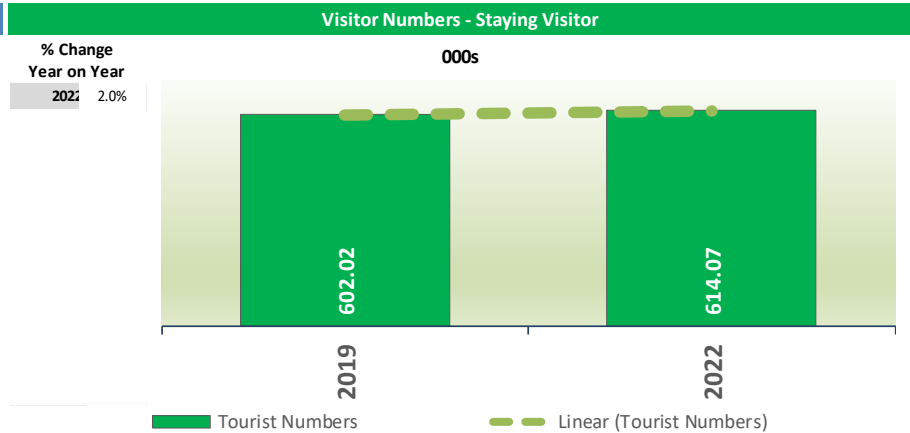
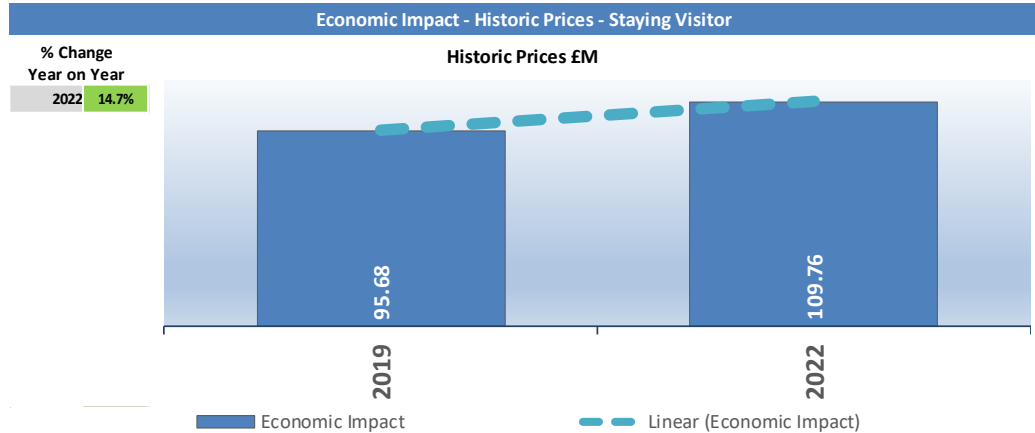
Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



% Change from 2019	2019	2022
Economic Impact - Historic Prices		16.8%
Visitor Numbers		4.1%
Visitor Days		4.1%
Direct Employment		3.0%

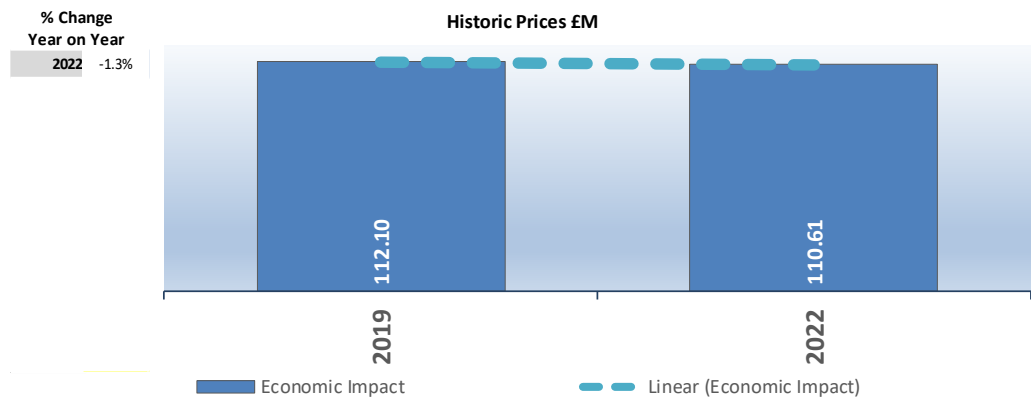
"Linear" = Linear Trendline



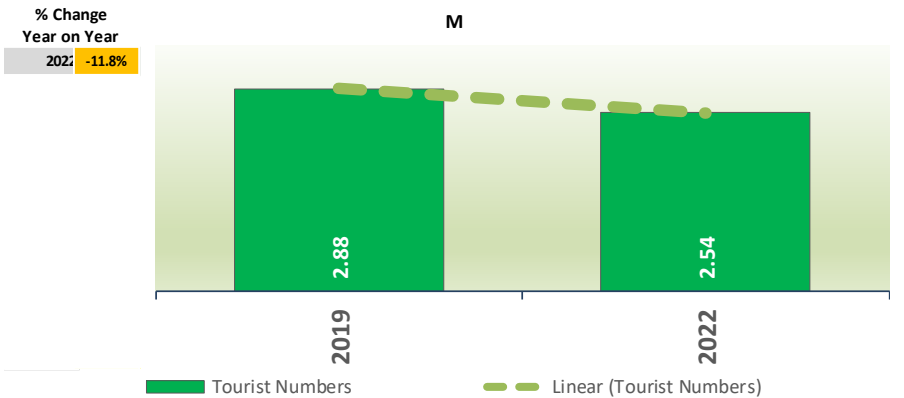
% Change from 2019	2019	2022
Economic Impact - Historic Prices		14.7%
Visitor Numbers		2.0%
Visitor Days		3.1%
Direct Employment		-1.7%

"Linear" = Linear Trendline

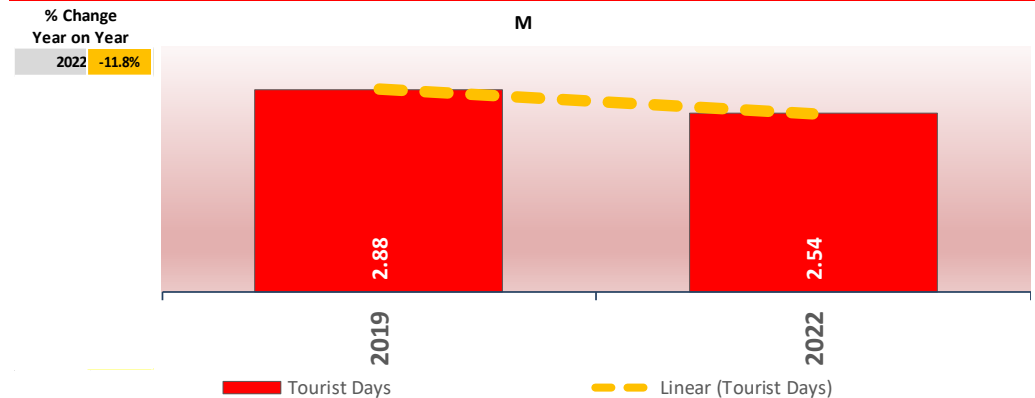
Economic Impact - Historic Prices - Day Visitor



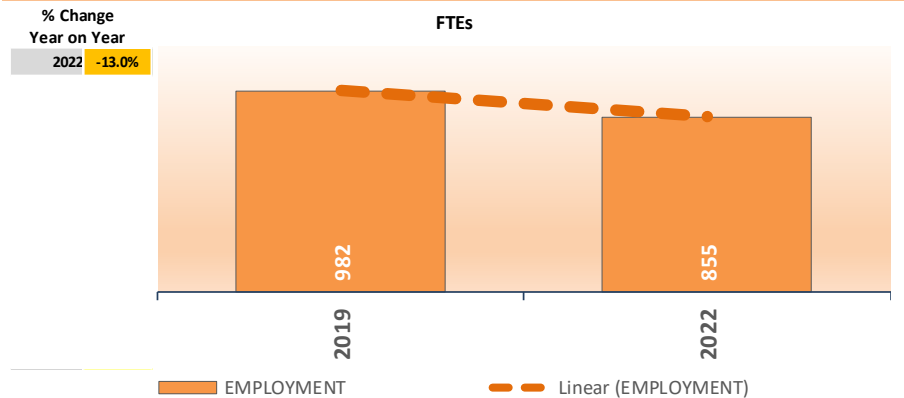
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2019	2019	2022
Economic Impact - Historic Prices		-1.3%
Visitor Numbers		-11.8%
Visitor Days		-11.8%
Direct Employment		-13.0%

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2019 to 2022

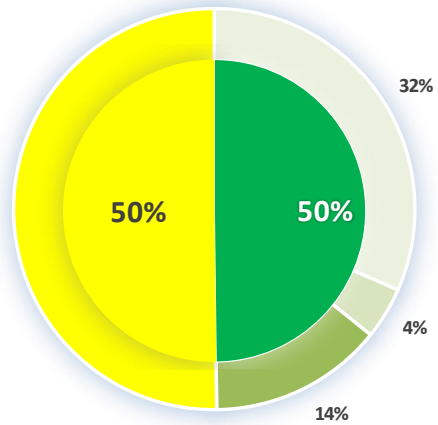
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2022 - M - Share of Total

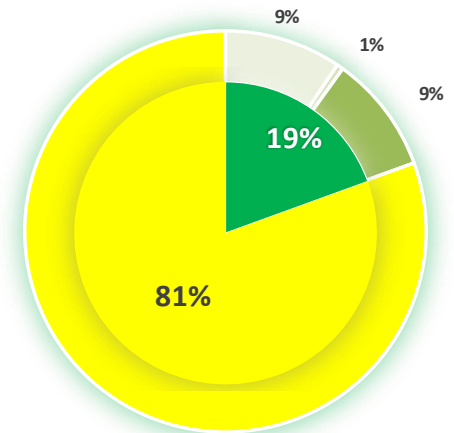
**TOTAL**  
**£220.37m**

	£M
Serviced	69.65
Non-Serviced	9.20
SFR	30.91
Staying Visitor	109.76
Day Visitor	110.61
<b>Total</b>	<b>220.37</b>



**TOTAL**  
**3.16m**

	M
Serviced	0.30
Non-Serviced	0.02
SFR	0.30
Staying Visitor	0.61
Day Visitor	2.54
<b>Total</b>	<b>3.16</b>

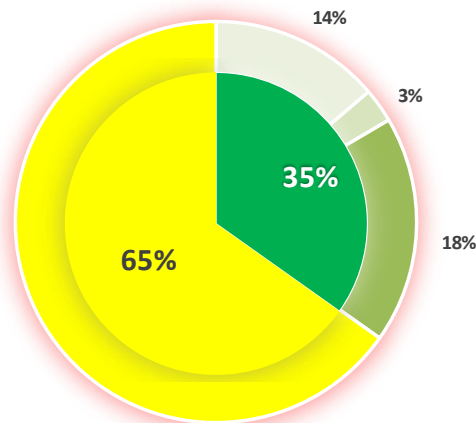


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

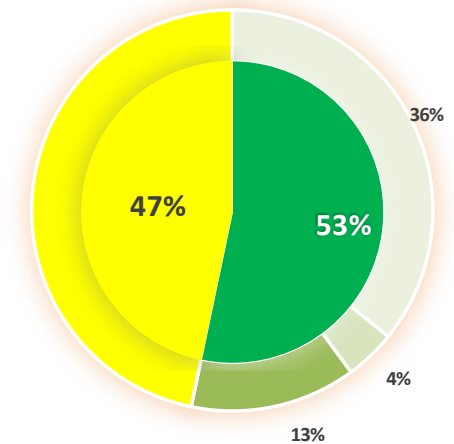
**TOTAL**  
**3.90m**

	M
Serviced	0.54
Non-Serviced	0.11
SFR	0.71
Staying Visitor	1.36
Day Visitor	2.54
<b>Total</b>	<b>3.90</b>



**TOTAL**  
**1,830 Direct FTEs**  
**2,302 Total FTEs**

	FTEs
Serviced	656
Non-Serviced	75
SFR	244
Staying Visitor	975
Day Visitor	855
<b>Total</b>	<b>1,830</b>



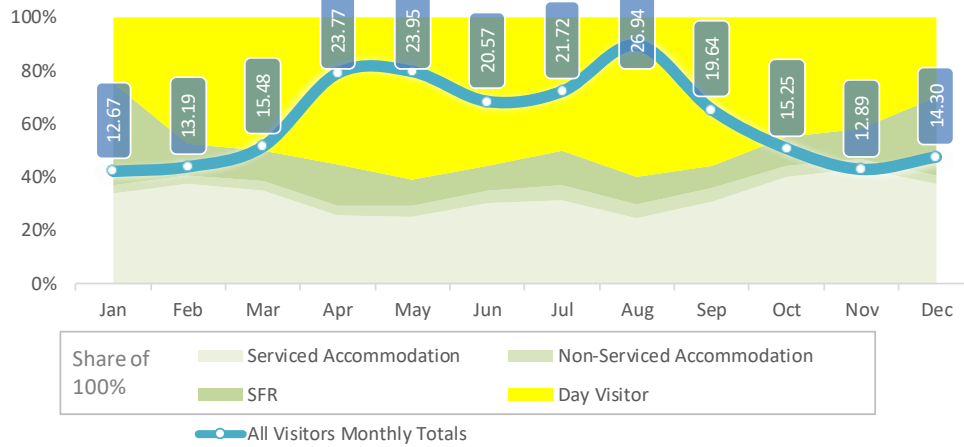
**STEAM REPORT FOR 2019-2022 - FINAL**  
**TELFORD & WREKIN COUNCIL**

**2022**  
Historic Prices

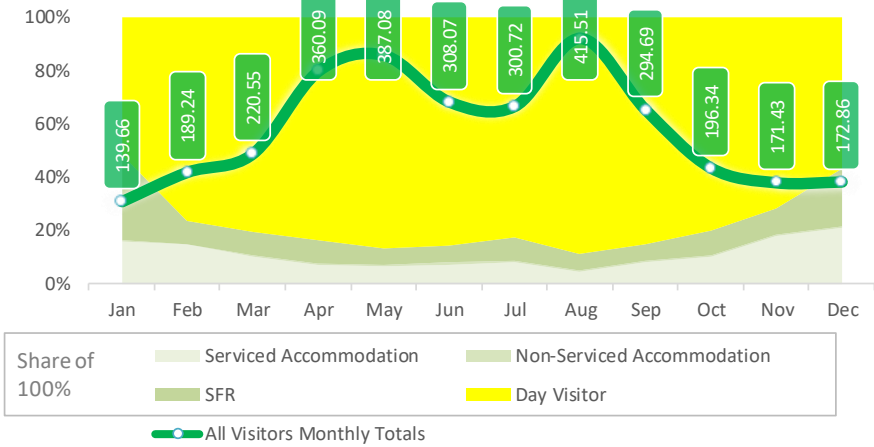
**TOTAL**

**DISTRIBUTION BY MONTH**  
Historic Prices

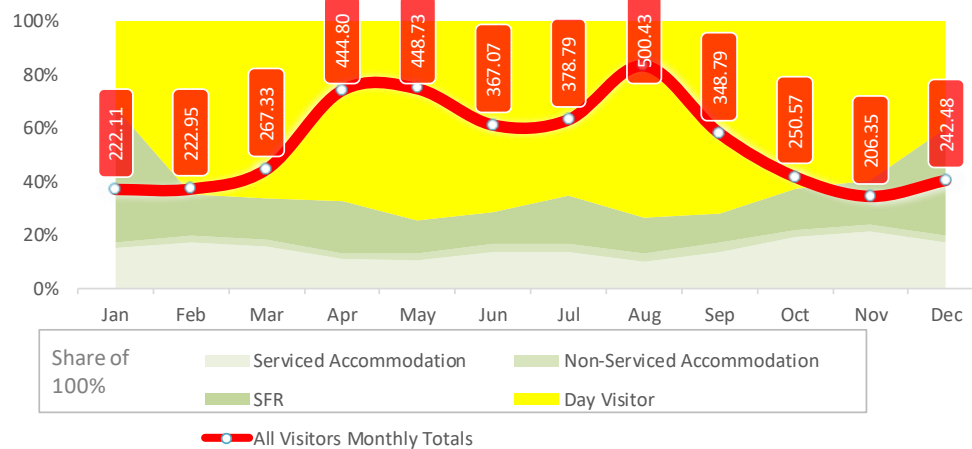
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**



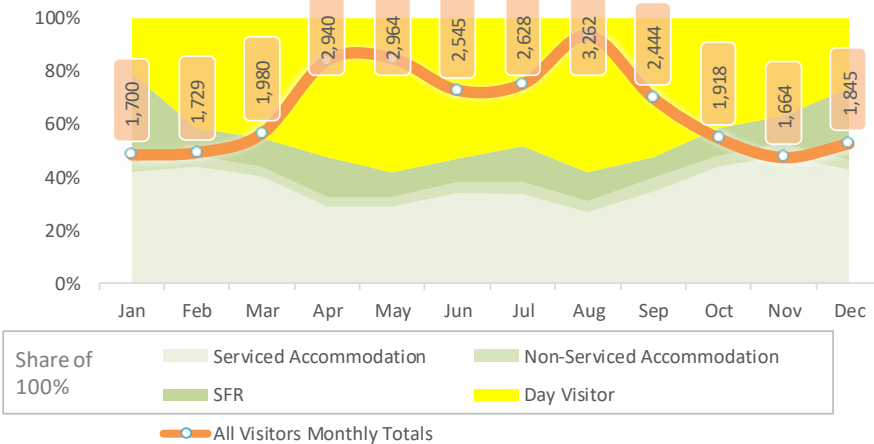
**Visitor Numbers - 2022 - 000s - Distribution of Impact by Month**



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



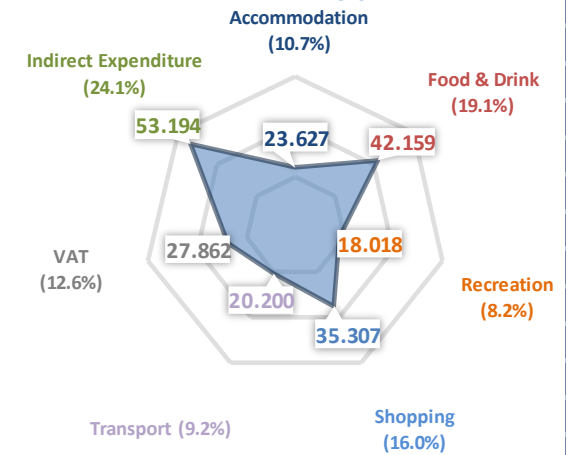
**Direct Employment Supported - 2022 - FTEs - Distribution of Impact by Month**



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

SECTOR / YEAR		2019	2022
Accommodation	£M	20.85	23.63
Food & Drink	£M	40.08	42.16
Recreation	£M	17.33	18.02
Shopping	£M	33.71	35.31
Transport	£M	19.26	20.20
Direct Revenue	£M	131.24	139.31
VAT	£M	26.25	27.86
Direct Expenditure	£M	157.49	167.17
Indirect Expenditure	£M	50.29	53.19
TOTAL	£M	207.78	220.37

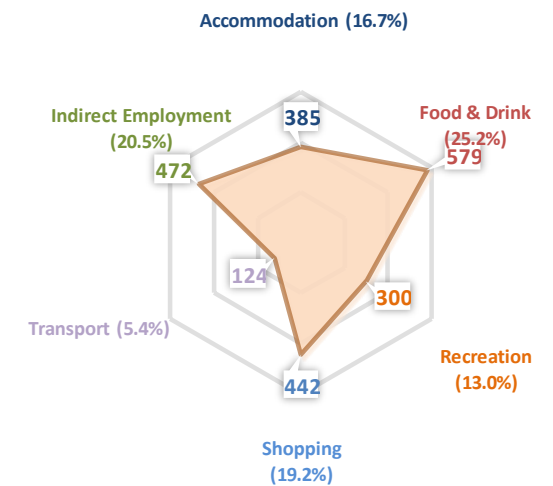
2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2019	2022
Accommodation	FTEs	385	385
Food & Drink	FTEs	624	579
Recreation	FTEs	327	300
Shopping	FTEs	478	442
Transport	FTEs	134	124
Direct Employment	FTEs	1,948	1,830
Indirect Employment	FTEs	506	472
TOTAL	FTEs	2,454	2,302

2022 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



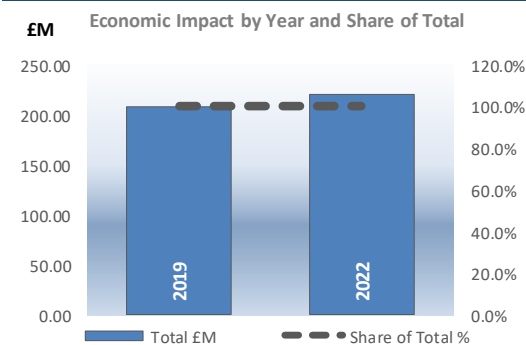
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2019 to 2022

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

STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL											2019 to 2022 Historic Prices		TOTAL	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:	MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY	TOTAL											TOTAL						% Change	
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2022	3.9%	9.4%	8.0%	3.4%	4.1%	7.9%	3.2%	6.3%	7.6%	8.1%	4.6%	9.5%	6.1%	Annual Change	7.1%	5.0%	5.6%	7.5%	
% Change 2019 to 2022	3.9%	9.4%	8.0%	3.4%	4.1%	7.9%	3.2%	6.3%	7.6%	8.1%	4.6%	9.5%	6.1%	Annual Change	7.1%	5.0%	5.6%	7.5%	
Average Annual Change	1.3%	3.1%	2.7%	1.1%	1.4%	2.6%	1.1%	2.1%	2.5%	2.7%	1.5%	3.2%	2.0%	Annual Change	2.4%	1.7%	1.9%	2.5%	
2019	£M	12.19	12.05	14.33	22.98	23.00	19.07	21.05	25.35	18.26	14.11	12.32	13.06	207.78	38.58	65.04	64.66	39.50	
2022	£M	12.67	13.19	15.48	23.77	23.95	20.57	21.72	26.94	19.64	15.25	12.89	14.30	220.37	6.1%	41.33	68.29	68.30	42.44

ECONOMIC IMPACT - IN HISTORIC PRICES				TOTAL	
SHARE OF MARKET		2019	2022		
Total	£M	207.78	220.37		
All Visitor Types	£M	207.78	220.37		
Share of Total	%	100.0%	100.0%		
Annual Change in Share	%				
Change in Share from 2019	%				
Avg Ann. Change in Share	%				



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

STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL											2019 to 2022 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2019 to 2022		-1.9%	11.1%	12.3%	13.9%	9.3%	16.8%	13.0%	10.0%	11.5%	10.4%	8.7%	19.6%	11.3%	Annual Change	7.3%	13.3%	11.5%	12.5%
% Change 2019 to 2022		-1.9%	11.1%	12.3%	13.9%	9.3%	16.8%	13.0%	10.0%	11.5%	10.4%	8.7%	19.6%	11.3%		7.3%	13.3%	11.5%	12.5%
Average Annual Change		-0.6%	3.7%	4.1%	4.6%	3.1%	5.6%	4.3%	3.3%	3.8%	3.5%	2.9%	6.5%	3.8%		2.4%	4.4%	3.8%	4.2%
2019	£M	4.387	4.432	4.816	5.405	5.542	5.372	6.058	6.063	5.385	5.523	5.127	4.465	62.58		13.63	16.32	17.51	15.12
2022	£M	4.302	4.923	5.409	6.157	6.059	6.276	6.843	6.667	6.005	6.100	5.571	5.339	69.65	11.3%	14.63	18.49	19.51	17.01

ECONOMIC IMPACT - IN HISTORIC PRICES				SERVICED ACCOMMODATION	
SHARE OF MARKET		2019	2022	Economic Impact by Year and Share of Total	
Serviced	£M	62.58	69.65		
All Visitor Types	£M	207.78	220.37		
Share of Total	%	30.1%	31.6%		
Annual Change in Share	%		5.0%		
Change in Share from 2019	%		5.0%		
Avg Ann. Change in Share	%		1.7%		

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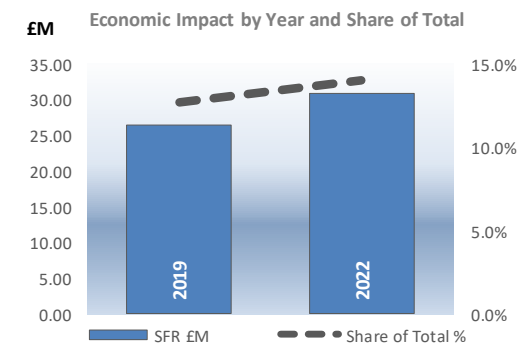
STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL											2019 to 2022 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2022		30.3%	48.5%	47.8%	34.6%	28.4%	47.3%	43.8%	32.7%	44.6%	29.1%	33.3%	47.4%	38.6%	Annual Change	42.9%	36.6%	39.8%	35.4%
% Change 2019 to 2022		30.3%	48.5%	47.8%	34.6%	28.4%	47.3%	43.8%	32.7%	44.6%	29.1%	33.3%	47.4%	38.6%	Annual Change	42.9%	36.6%	39.8%	35.4%
Average Annual Change		10.1%	16.2%	15.9%	11.5%	9.5%	15.8%	14.6%	10.9%	14.9%	9.7%	11.1%	15.8%	12.9%	Annual Change	14.3%	12.2%	13.3%	11.8%
2019	£M	0.289	0.316	0.379	0.556	0.717	0.657	0.820	0.974	0.739	0.495	0.365	0.332	6.639		0.984	1.930	2.533	1.191
2022	£M	0.377	0.469	0.560	0.749	0.920	0.968	1.180	1.293	1.069	0.639	0.486	0.489	9.199	38.6%	1.407	2.636	3.542	1.614

ECONOMIC IMPACT - IN HISTORIC PRICES				NON-SERVICED ACCOMMODATION	
SHARE OF MARKET		2019	2022	Economic Impact by Year and Share of Total	
Non-Serviced	£M	6.639	9.199		
All Visitor Types	£M	207.78	220.37		
Share of Total	%	3.2%	4.2%		
Annual Change in Share	%		30.6%		
Change in Share from 2019	%		30.6%		
Avg Ann. Change in Share	%		10.2%		

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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL											2019 to 2022 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:	MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY	SFR											TOTAL						% Change
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2022	11.1%	17.3%	18.1%	18.0%	16.7%	19.3%	18.0%	17.0%	17.8%	16.2%	15.3%	20.3%	16.8%	16.8%	13.7%	17.9%	17.6%	18.3%
% Change 2019 to 2022	11.1%	17.3%	18.1%	18.0%	16.7%	19.3%	18.0%	17.0%	17.8%	16.2%	15.3%	20.3%	16.8%	16.8%	13.7%	17.9%	17.6%	18.3%
Average Annual Change	3.7%	5.8%	6.0%	6.0%	5.6%	6.4%	6.0%	5.7%	5.9%	5.4%	5.1%	6.8%	5.6%	5.6%	4.6%	6.0%	5.9%	6.1%
2019	£M	4.375	1.294	1.514	3.191	2.004	1.560	2.445	2.490	1.377	1.440	1.277	3.500	26.47	7.183	6.754	6.312	6.216
2022	£M	4.863	1.518	1.787	3.766	2.338	1.860	2.886	2.913	1.622	1.673	1.472	4.210	30.91	8.168	7.964	7.420	7.355

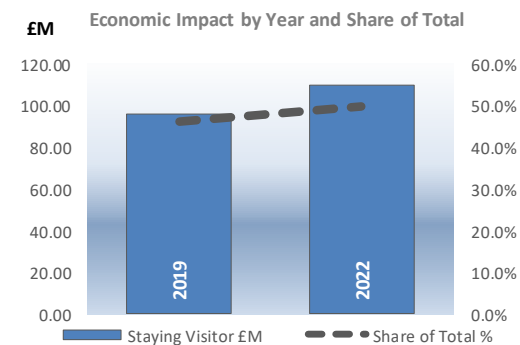
ECONOMIC IMPACT - IN HISTORIC PRICES				SFR	
SHARE OF MARKET		2019	2022		
SFR	£M	26.47	30.91		
All Visitor Types	£M	207.78	220.37		
Share of Total	%	12.7%	14.0%		
Annual Change in Share	%		10.1%		
Change in Share from 2019	%		10.1%		
Avg Ann. Change in Share	%		3.4%		



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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL											2019 to 2022 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:	MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY	STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2022	5.4%	14.4%	15.6%	16.6%	12.8%	20.0%	17.0%	14.1%	15.9%	12.8%	11.2%	21.0%	14.7%	Annual Change	11.0%	16.4%	15.7%	15.3%	
% Change 2019 to 2022	5.4%	14.4%	15.6%	16.6%	12.8%	20.0%	17.0%	14.1%	15.9%	12.8%	11.2%	21.0%	14.7%		11.0%	16.4%	15.7%	15.3%	
Average Annual Change	1.8%	4.8%	5.2%	5.5%	4.3%	6.7%	5.7%	4.7%	5.3%	4.3%	3.7%	7.0%	4.9%		3.7%	5.5%	5.2%	5.1%	
2019	£M	9.051	6.041	6.709	9.152	8.262	7.589	9.323	9.527	7.501	7.458	6.769	8.297	95.68	21.80	25.00	26.35	22.52	
2022	£M	9.542	6.910	7.757	10.67	9.317	9.104	10.91	10.87	8.696	8.412	7.530	10.04	109.76	14.7%	24.21	29.09	30.48	25.98

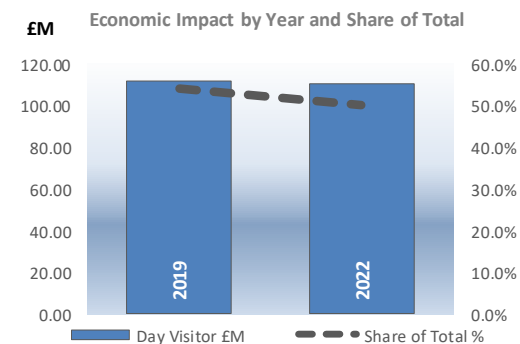
ECONOMIC IMPACT - IN HISTORIC PRICES				STAYING VISITOR	
SHARE OF MARKET		2019	2022		
Staying Visitor	£M	95.68	109.76		
All Visitor Types	£M	207.78	220.37		
Share of Total	%	46.0%	49.8%		
Annual Change in Share	%		8.2%		
Change in Share from 2019	%		8.2%		
Avg Ann. Change in Share	%		2.7%		



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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL											2019 to 2022 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2022		-0.5%	4.4%	1.3%	-5.3%	-0.7%	-0.1%	-7.8%	1.6%	1.7%	2.7%	-3.4%	-10.5%	-1.3%	Annual Change	2.0%	-2.1%	-1.3%	-3.0%
% Change 2019 to 2022		-0.5%	4.4%	1.3%	-5.3%	-0.7%	-0.1%	-7.8%	1.6%	1.7%	2.7%	-3.4%	-10.5%	-1.3%		2.0%	-2.1%	-1.3%	-3.0%
Average Annual Change		-0.2%	1.5%	0.4%	-1.8%	-0.2%	0.0%	-2.6%	0.5%	0.6%	0.9%	-1.1%	-3.5%	-0.4%		0.7%	-0.7%	-0.4%	-1.0%
2019 £M		3.143	6.014	7.622	13.83	14.73	11.48	11.73	15.82	10.76	6.655	5.554	4.765	112.10		16.78	40.04	38.31	16.97
2022 £M		3.126	6.276	7.719	13.10	14.63	11.47	10.81	16.07	10.94	6.837	5.364	4.263	110.61	-1.3%	17.12	39.20	37.83	16.46

ECONOMIC IMPACT - IN HISTORIC PRICES				DAY VISITOR	
SHARE OF MARKET		2019	2022		
Day Visitor	£M	112.10	110.61		
All Visitor Types	£M	207.78	220.37		
Share of Total	%	54.0%	50.2%		
Annual Change in Share	%		-7.0%		
Change in Share from 2019	%		-7.0%		
Avg Ann. Change in Share	%		-2.3%		



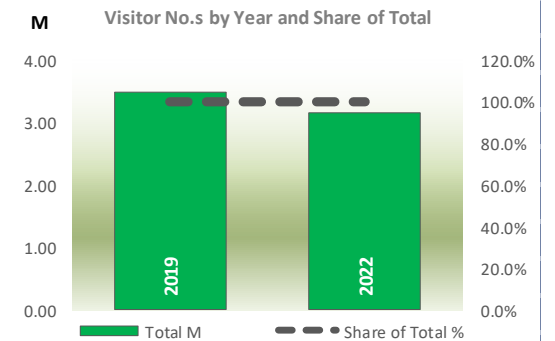
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## Visitor Numbers by Month, Year and Visitor Type for the Period 2019 to 2022

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

STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL													2019 to 2022	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											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2019 to 2022		-8.4%	-5.2%	-7.6%	-12.9%	-10.1%	-8.9%	-14.8%	-8.3%	-7.8%	-6.7%	-10.6%	-5.7%	-9.4%	Annual Change	-7.0%	-10.7%	-10.2%	-7.7%
% Change 2019 to 2022		-8.4%	-5.2%	-7.6%	-12.9%	-10.1%	-8.9%	-14.8%	-8.3%	-7.8%	-6.7%	-10.6%	-5.7%	-9.4%		-7.0%	-10.7%	-10.2%	-7.7%
Average Annual Change		-2.8%	-1.7%	-2.5%	-4.3%	-3.4%	-3.0%	-4.9%	-2.8%	-2.6%	-2.2%	-3.5%	-1.9%	-3.1%		-2.3%	-3.6%	-3.4%	-2.6%
2019	M	0.152	0.200	0.239	0.414	0.430	0.338	0.353	0.453	0.320	0.210	0.192	0.183	3.484		0.591	1.182	1.126	0.586
2022	M	0.140	0.189	0.221	0.360	0.387	0.308	0.301	0.416	0.295	0.196	0.171	0.173	3.156	-9.4%	0.549	1.055	1.011	0.541

VISITOR NUMBERS				TOTAL	
SHARE OF MARKET		2019	2022		
Total	M	3.484	3.156		
All Visitor Types	M	3.484	3.156		
Share of Total	%	100.0%	100.0%		
Annual Change in Share	%				
Change in Share from 2019	%				
Avg Ann. Change in Share	%				



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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL													2019 to 2022		SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2019 to 2022		-12.6%	-1.0%	0.1%	1.5%	-2.6%	4.1%	0.7%	-2.0%	-0.7%	-1.6%	-3.2%	6.5%	-0.8%	-4.6%	0.8%	-0.6%	1.1%		
% Change 2019 to 2022		-12.6%	-1.0%	0.1%	1.5%	-2.6%	4.1%	0.7%	-2.0%	-0.7%	-1.6%	-3.2%	6.5%	-0.8%	-4.6%	0.8%	-0.6%	1.1%		
Average Annual Change		-4.2%	-0.3%	0.0%	0.5%	-0.9%	1.4%	0.2%	-0.7%	-0.2%	-0.5%	-1.1%	2.2%	-0.3%	-1.5%	0.3%	-0.2%	0.4%		
2019	000s	25.5	27.8	22.9	25.0	25.0	21.4	23.6	18.5	23.9	20.2	31.3	34.5	299.6	76.2	71.4	66.0	86.0		
2022	000s	22.2	27.5	22.9	25.4	24.4	22.3	23.7	18.1	23.8	19.9	30.3	36.7	297.3	-0.8%	72.7	72.0	65.7	87.0	

VISITOR NUMBERS				SERVICED ACCOMMODATION			
SHARE OF MARKET		2019	2022	000s		Visitor No.s by Year and Share of Total	
Serviced	000s	299.6	297.3	350.00		10.0%	
All Visitor Types	M	3.5	3.2	300.00		8.0%	
Share of Total	%	8.6%	9.4%	250.00		6.0%	
Annual Change in Share	%		9.5%	200.00		4.0%	
Change in Share from 2019	%		9.5%	150.00		2.0%	
Avg Ann. Change in Share	%		3.2%	100.00		0.0%	

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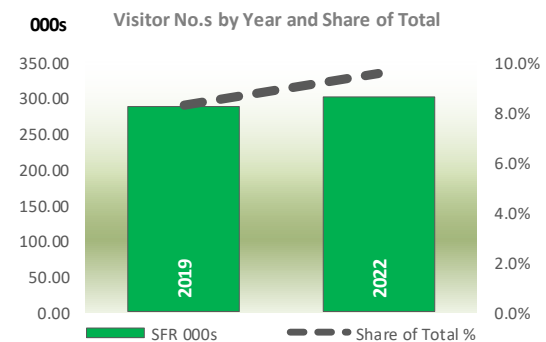
STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL													2019 to 2022		NON-SERVICED	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											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 2019 to 2022		14.0%	26.2%	28.1%	14.7%	10.7%	26.3%	24.4%	15.7%	24.6%	10.5%	15.1%	27.0%	19.2%			23.6%	16.9%	21.3%	15.9%	
% Change 2019 to 2022		14.0%	26.2%	28.1%	14.7%	10.7%	26.3%	24.4%	15.7%	24.6%	10.5%	15.1%	27.0%	19.2%			23.6%	16.9%	21.3%	15.9%	
Average Annual Change		4.7%	8.7%	9.4%	4.9%	3.6%	8.8%	8.1%	5.2%	8.2%	3.5%	5.0%	9.0%	6.4%			7.9%	5.6%	7.1%	5.3%	
2019 000s		0.5	0.6	0.8	1.3	1.6	1.4	1.5	1.8	1.7	1.1	0.9	0.6	13.8			1.9	4.3	5.0	2.6	
2022 000s		0.6	0.8	1.0	1.5	1.8	1.8	1.8	2.1	2.1	1.2	1.0	0.8	16.5	19.2%			2.4	5.1	6.1	3.0

VISITOR NUMBERS				NON-SERVICED ACCOMMODATION			
SHARE OF MARKET		2019	2022	000s		Visitor No.s by Year and Share of Total	
Non-Serviced		000s	13.8	16.5	2019		0.4%
All Visitor Types		M	3.5	3.2	2022		0.5%
Share of Total		%	0.4%	0.5%			
Annual Change in Share		%		31.6%			
Change in Share from 2019		%		31.6%			
Avg Ann. Change in Share		%		10.5%			

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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL													2019 to 2022		SFR	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2019 to 2022		-1.0%	4.5%	5.2%	5.2%	3.9%	6.3%	5.2%	4.2%	5.0%	3.6%	2.7%	7.2%	4.1%	1.5%	5.1%	4.8%	5.2%	
% Change 2019 to 2022		-1.0%	4.5%	5.2%	5.2%	3.9%	6.3%	5.2%	4.2%	5.0%	3.6%	2.7%	7.2%	4.1%	1.5%	5.1%	4.8%	5.2%	
Average Annual Change		-0.3%	1.5%	1.7%	1.7%	1.3%	2.1%	1.7%	1.4%	1.7%	1.2%	0.9%	2.4%	1.4%	0.5%	1.7%	1.6%	1.7%	
2019 000s		45.4	16.0	18.3	30.7	23.6	19.3	25.4	24.8	16.5	17.5	16.3	34.9	288.5	79.6	73.5	66.7	68.7	
2022 000s		45.0	16.7	19.2	32.2	24.6	20.5	26.7	25.9	17.3	18.1	16.8	37.4	300.2	4.1%	80.9	77.3	69.8	72.3

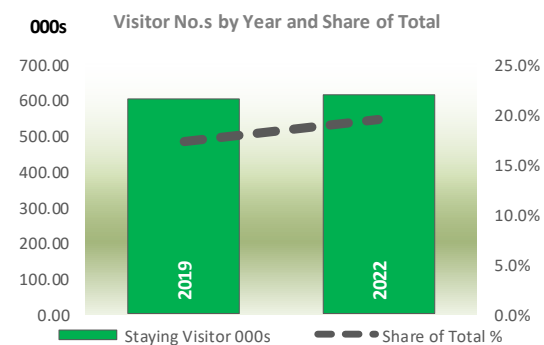
VISITOR NUMBERS				SFR	
SHARE OF MARKET		2019	2022		
SFR	000s	288.5	300.2		
All Visitor Types	M	3.5	3.2		
Share of Total	%	8.3%	9.5%		
Annual Change in Share	%		14.9%		
Change in Share from 2019	%		14.9%		
Avg Ann. Change in Share	%		5.0%		



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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL											2019 to 2022		STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2019 to 2022		-5.0%	1.3%	2.8%	3.8%	0.9%	5.8%	3.6%	2.1%	2.6%	1.1%	-0.9%	7.0%	2.0%	Annual Change	-1.1%	3.4%	2.8%	3.1%
% Change 2019 to 2022		-5.0%	1.3%	2.8%	3.8%	0.9%	5.8%	3.6%	2.1%	2.6%	1.1%	-0.9%	7.0%	2.0%	Annual Change	-1.1%	3.4%	2.8%	3.1%
Average Annual Change		-1.7%	0.4%	0.9%	1.3%	0.3%	1.9%	1.2%	0.7%	0.9%	0.4%	-0.3%	2.3%	0.7%	Annual Change	-0.4%	1.1%	0.9%	1.0%
2019 000s		71.4	44.4	41.9	56.9	50.3	42.1	50.4	45.2	42.1	38.8	48.5	70.0	602.0		157.7	149.3	137.7	157.3
2022 000s		67.8	45.0	43.1	59.1	50.8	44.5	52.2	46.1	43.2	39.2	48.1	74.9	614.1	2.0%	155.9	154.4	141.6	162.2

VISITOR NUMBERS				SHARE OF MARKET		2019		2022	
Staying Visitor		000s	602.0	614.1					
All Visitor Types		M	3.5	3.2					
Share of Total		%	17.3%	19.5%					
Annual Change in Share		%		12.6%					
Change in Share from 2019		%		12.6%					
Avg Ann. Change in Share		%		4.2%					



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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL													2019 to 2022		DAY VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR											TOTAL						% Change		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											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 2019 to 2022		-11.4%	-7.0%	-9.8%	-15.6%	-11.5%	-11.0%	-17.9%	-9.5%	-9.4%	-8.5%	-13.9%	-13.6%	-11.8%	Annual Change		-9.1%	-12.8%	-12.0%	-11.7%	
% Change 2019 to 2022		-11.4%	-7.0%	-9.8%	-15.6%	-11.5%	-11.0%	-17.9%	-9.5%	-9.4%	-8.5%	-13.9%	-13.6%	-11.8%			-9.1%	-12.8%	-12.0%	-11.7%	
Average Annual Change		-3.8%	-2.3%	-3.3%	-5.2%	-3.8%	-3.7%	-6.0%	-3.2%	-3.1%	-2.8%	-4.6%	-4.5%	-3.9%			-3.0%	-4.3%	-4.0%	-3.9%	
2019	M	0.081	0.155	0.197	0.357	0.380	0.296	0.303	0.408	0.278	0.172	0.143	0.113	2.882			0.433	1.033	0.988	0.428	
2022	M	0.072	0.144	0.177	0.301	0.336	0.264	0.248	0.369	0.252	0.157	0.123	0.098	2.542	-11.8%			0.394	0.901	0.869	0.378

VISITOR NUMBERS				DAY VISITOR	
SHARE OF MARKET		2019	2022		
Day Visitor	M	2.882	2.542		
All Visitor Types	M	3.484	3.156		
Share of Total	%	82.7%	80.5%		
Annual Change in Share	%		-2.6%		
Change in Share from 2019	%		-2.6%		
Avg Ann. Change in Share	%		-0.9%		

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**Visitor No.s by Year and Share of Total**

Year	Day Visitor M	Share of Total %
2019	2.882	82.7%
2022	2.542	80.5%

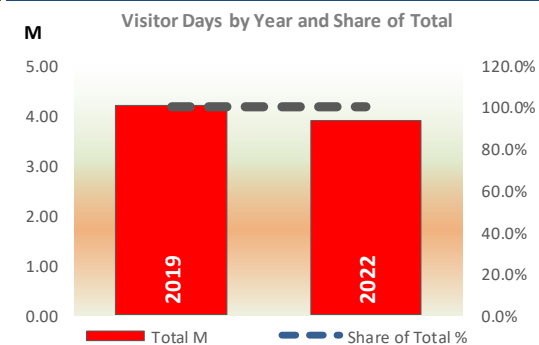
Report Prepared by: Cathy James, Date of Issue: 02/12/23

## Visitor Days by Month, Year and Visitor Type for the Period 2019 to 2022

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

STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL													2019 to 2022	TOTAL	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2022		-6.2%	-3.7%	-5.5%	-10.0%	-8.5%	-6.6%	-11.2%	-6.5%	-5.9%	-5.0%	-8.7%	-2.1%	-7.1%	Annual Change	-5.2%	-8.5%	-7.9%	-5.2%
% Change 2019 to 2022		-6.2%	-3.7%	-5.5%	-10.0%	-8.5%	-6.6%	-11.2%	-6.5%	-5.9%	-5.0%	-8.7%	-2.1%	-7.1%		-5.2%	-8.5%	-7.9%	-5.2%
Average Annual Change		-2.1%	-1.2%	-1.8%	-3.3%	-2.8%	-2.2%	-3.7%	-2.2%	-2.0%	-1.7%	-2.9%	-0.7%	-2.4%		-1.7%	-2.8%	-2.6%	-1.7%
2019	M	0.237	0.232	0.283	0.494	0.491	0.393	0.427	0.535	0.371	0.264	0.226	0.248	4.200		0.751	1.378	1.333	0.738
2022	M	0.222	0.223	0.267	0.445	0.449	0.367	0.379	0.500	0.349	0.251	0.206	0.242	3.900	-7.1%	0.712	1.261	1.228	0.699

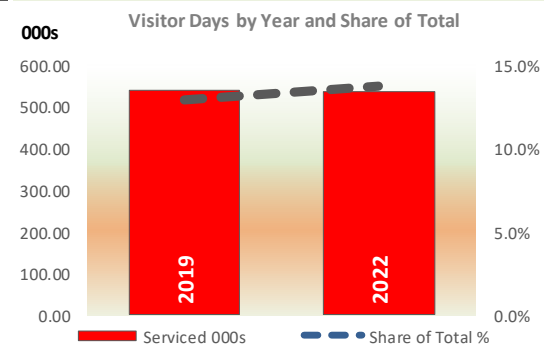
VISITOR DAYS				TOTAL	
SHARE OF MARKET		2019	2022		
Total	M	4.200	3.900		
All Visitor Types	M	4.200	3.900		
Share of Total	%	100.0%	100.0%		
Annual Change in Share	%				
Change in Share from 2019	%				
Avg Ann. Change in Share	%				



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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL												2019 to 2022		SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
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 2019 to 2022		-12.6%	-1.0%	0.1%	1.5%	-2.6%	4.1%	0.7%	-2.0%	-0.7%	-1.6%	-3.2%	6.5%	-0.8%	-4.4%	1.0%	-0.7%	0.3%	
% Change 2019 to 2022		-12.6%	-1.0%	0.1%	1.5%	-2.6%	4.1%	0.7%	-2.0%	-0.7%	-1.6%	-3.2%	6.5%	-0.8%	-4.4%	1.0%	-0.7%	0.3%	
Average Annual Change		-4.2%	-0.3%	0.0%	0.5%	-0.9%	1.4%	0.2%	-0.7%	-0.2%	-0.5%	-1.1%	2.2%	-0.3%	-1.5%	0.3%	-0.2%	0.1%	
2019	000s	38.3	38.7	42.0	47.2	48.4	46.9	50.3	50.3	47.0	48.2	44.7	39.0	540.8	119.0	142.4	147.6	131.9	
2022	000s	33.4	38.3	42.1	47.9	47.1	48.8	50.6	49.3	46.7	47.4	43.3	41.5	536.4	-0.8%	113.8	143.8	146.6	132.2

VISITOR DAYS				SERVICED ACCOMMODATION			
SHARE OF MARKET		2019	2022	000s		Share of Total %	
Serviced	000s	540.8	536.4				
All Visitor Types	M	4.2	3.9				
Share of Total	%	12.9%	13.8%				
Annual Change in Share	%		6.8%				
Change in Share from 2019	%		6.8%				
Avg Ann. Change in Share	%		2.3%				



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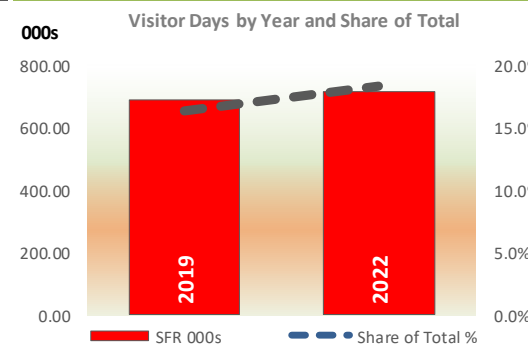
STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL													2019 to 2022		NON-SERVICED	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											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 2019 to 2022		14.0%	26.0%	28.1%	14.5%	10.6%	25.9%	23.8%	15.4%	24.3%	10.4%	14.8%	27.0%	19.2%			23.3%	16.9%	20.9%	16.4%	
% Change 2019 to 2022		14.0%	26.0%	28.1%	14.5%	10.6%	25.9%	23.8%	15.4%	24.3%	10.4%	14.8%	27.0%	19.2%			23.3%	16.9%	20.9%	16.4%	
Average Annual Change		4.7%	8.7%	9.4%	4.8%	3.5%	8.6%	7.9%	5.1%	8.1%	3.5%	4.9%	9.0%	6.4%			7.8%	5.6%	7.0%	5.5%	
2019 000s		3.9	4.3	5.1	7.7	10.2	9.3	10.5	12.5	10.5	6.6	5.0	4.5	90.2			13.2	27.3	33.6	16.1	
2022 000s		4.4	5.4	6.5	8.8	11.3	11.8	13.0	14.5	13.1	7.3	5.7	5.7	107.5	19.2%			16.3	31.9	40.6	18.7

VISITOR DAYS				NON-SERVICED ACCOMMODATION			
SHARE OF MARKET		2019	2022	Visitor Days by Year and Share of Total			
Non-Serviced	000s	90.2	107.5	2019	2022		
All Visitor Types	M	4.2	3.9				
Share of Total	%	2.1%	2.8%				
Annual Change in Share	%		28.4%				
Change in Share from 2019	%		28.4%				
Avg Ann. Change in Share	%		9.5%				

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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL													2019 to 2022		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				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2019 to 2022		-1.0%	4.5%	5.2%	5.2%	3.9%	6.3%	5.2%	4.2%	5.0%	3.6%	2.7%	7.2%	4.1%	1.3%	5.1%	4.7%	5.4%	
% Change 2019 to 2022		-1.0%	4.5%	5.2%	5.2%	3.9%	6.3%	5.2%	4.2%	5.0%	3.6%	2.7%	7.2%	4.1%	1.3%	5.1%	4.7%	5.4%	
Average Annual Change		-0.3%	1.5%	1.7%	1.7%	1.3%	2.1%	1.7%	1.4%	1.7%	1.2%	0.9%	2.4%	1.4%	0.4%	1.7%	1.6%	1.8%	
2019 000s		113.5	33.6	39.3	82.8	52.0	40.5	63.4	64.6	35.7	37.3	33.1	90.8	686.5	186.3	175.2	163.7	161.3	
2022 000s		112.4	35.1	41.3	87.1	54.0	43.0	66.7	67.3	37.5	38.7	34.0	97.3	714.4	188.8	184.1	171.5	170.0	

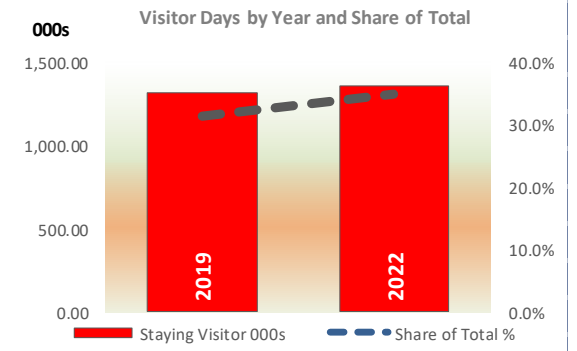
VISITOR DAYS				SFR	
SHARE OF MARKET		2019	2022		
SFR 000s		686.5	714.4		
All Visitor Types		M	4.2	3.9	
Share of Total		%	16.3%	18.3%	
Annual Change in Share		%		12.0%	
Change in Share from 2019		%		12.0%	
Avg Ann. Change in Share		%		4.0%	



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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL													2019 to 2022		STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2019 to 2022		-3.5%	2.9%	4.1%	4.4%	1.7%	7.1%	4.9%	2.9%	4.3%	1.4%	0.3%	7.6%	3.1%	Annual Change	0.1%	4.3%	4.0%	3.8%	
% Change 2019 to 2022		-3.5%	2.9%	4.1%	4.4%	1.7%	7.1%	4.9%	2.9%	4.3%	1.4%	0.3%	7.6%	3.1%	Annual Change	0.1%	4.3%	4.0%	3.8%	
Average Annual Change		-1.2%	1.0%	1.4%	1.5%	0.6%	2.4%	1.6%	1.0%	1.4%	0.5%	0.1%	2.5%	1.0%	Annual Change	0.0%	1.4%	1.3%	1.3%	
2019 000s		155.6	76.5	86.4	137.6	110.5	96.7	124.2	127.4	93.2	92.2	82.8	134.2	1,317.5		318.5	344.9	344.9	309.2	
2022 000s		150.3	78.7	89.9	143.8	112.4	103.5	130.3	131.1	97.3	93.4	83.1	144.5	1,358.2	3.1%	318.9	359.7	358.6	321.0	

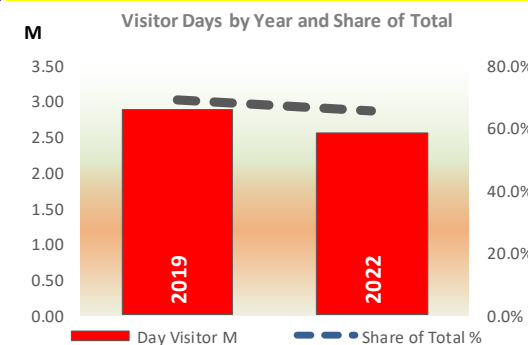
VISITOR DAYS				STAYING VISITOR			
SHARE OF MARKET		2019	2022	000s		%	
Staying Visitor		000s	1,317.5	1,358.2			
All Visitor Types		M	4.2	3.9			
Share of Total		%	31.4%	34.8%			
Annual Change in Share		%		11.0%			
Change in Share from 2019		%		11.0%			
Avg Ann. Change in Share		%		3.7%			



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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL													2019 to 2022		DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2019 to 2022		-11.4%	-7.0%	-9.8%	-15.6%	-11.5%	-11.0%	-17.9%	-9.5%	-9.4%	-8.5%	-13.9%	-13.6%	-11.8%	-9.1%	-12.8%	-12.0%	-11.7%		
% Change 2019 to 2022		-11.4%	-7.0%	-9.8%	-15.6%	-11.5%	-11.0%	-17.9%	-9.5%	-9.4%	-8.5%	-13.9%	-13.6%	-11.8%	-9.1%	-12.8%	-12.0%	-11.7%		
Average Annual Change		-3.8%	-2.3%	-3.3%	-5.2%	-3.8%	-3.7%	-6.0%	-3.2%	-3.1%	-2.8%	-4.6%	-4.5%	-3.9%	-3.0%	-4.3%	-4.0%	-3.9%		
2019	M	0.081	0.155	0.197	0.357	0.380	0.296	0.303	0.408	0.278	0.172	0.143	0.113	2.882	0.433	1.033	0.988	0.428		
2022	M	0.072	0.144	0.177	0.301	0.336	0.264	0.248	0.369	0.252	0.157	0.123	0.098	2.542	-11.8%	0.394	0.901	0.869	0.378	

VISITOR DAYS				DAY VISITOR	
SHARE OF MARKET		2019	2022		
Day Visitor	M	2.882	2.542		
All Visitor Types	M	4.200	3.900		
Share of Total	%	68.6%	65.2%		
Annual Change in Share	%		-5.0%		
Change in Share from 2019	%		-5.0%		
Avg Ann. Change in Share	%		-1.7%		



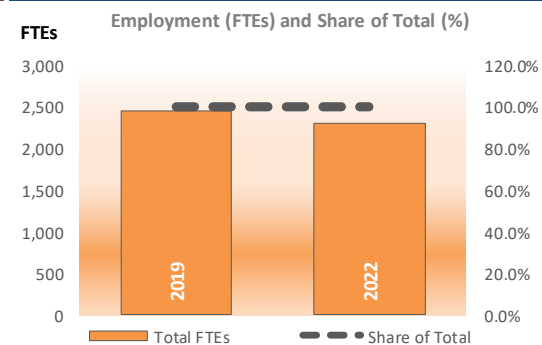
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## Direct and Total Employment by Month, Year and Visitor Type for the Period 2019 to 2022

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

STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL													2019 to 2022	TOTAL	TOTAL EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL												TOTAL	% Change				
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2019 to 2022	-6.0%	-3.2%	-4.5%	-8.7%	-7.7%	-5.3%	-9.2%	-6.1%	-5.0%	-4.3%	-6.8%	-4.2%	-6.2%	-6.2%	-4.6%	-7.3%	-6.8%	-5.0%
% Change 2019 to 2022	-6.0%	-3.2%	-4.5%	-8.7%	-7.7%	-5.3%	-9.2%	-6.1%	-5.0%	-4.3%	-6.8%	-4.2%	-6.2%	-6.2%	-4.6%	-7.3%	-6.8%	-5.0%
Average Annual Change	-2.0%	-1.1%	-1.5%	-2.9%	-2.6%	-1.8%	-3.1%	-2.0%	-1.7%	-1.4%	-2.3%	-1.4%	-2.1%	-2.1%	-1.5%	-2.4%	-2.3%	-1.7%
2019 FTEs	1,809	1,786	2,074	3,220	3,212	2,687	2,893	3,474	2,574	2,004	1,785	1,926	2,454	2,454	1,890	3,039	2,980	1,905
2022 FTEs	1,700	1,729	1,980	2,940	2,964	2,545	2,628	3,262	2,444	1,918	1,664	1,845	2,302	-6.2%	1,803	2,816	2,778	1,809

EMPLOYMENT				TOTAL	
SHARE OF MARKET	2019	2022			
Total FTEs	2,454	2,302			
Total Employment FTEs	2,454	2,302			
Share of Total %	100.0%	100.0%			
Annual Change in Share %					
Change in Share from 2019 %					
Avg Ann. Change in Share %					



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

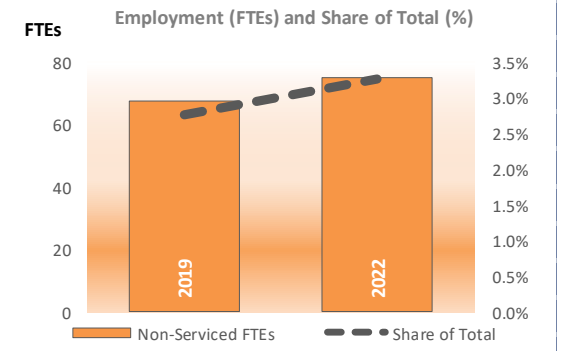
STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL													2019 to 2022		SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
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 2019 to 2022		-5.6%	-0.8%	-0.4%	0.2%	-1.7%	1.4%	-0.2%	-1.4%	-0.8%	-1.2%	-1.9%	2.3%	-0.8%	Annual Change	-2.3%	0.0%	-0.8%	-0.3%	
% Change 2019 to 2022		-5.6%	-0.8%	-0.4%	0.2%	-1.7%	1.4%	-0.2%	-1.4%	-0.8%	-1.2%	-1.9%	2.3%	-0.8%		-2.3%	0.0%	-0.8%	-0.3%	
Average Annual Change		-1.9%	-0.3%	-0.1%	0.1%	-0.6%	0.5%	-0.1%	-0.5%	-0.3%	-0.4%	-0.6%	0.8%	-0.3%		-0.8%	0.0%	-0.3%	-0.1%	
2019	FTEs	615	618	641	675	683	673	696	696	674	682	659	620	661		625	677	689	654	
2022	FTEs	581	613	638	677	672	683	695	686	669	674	646	634	656	-0.8%	611	677	683	652	

EMPLOYMENT				SERVICED ACCOMMODATION			
SHARE OF MARKET		2019	2022	Employment (FTEs) and Share of Total (%)			
Serviced	FTEs	661	656				
Total Employment	FTEs	2,454	2,302				
Share of Total	%	26.9%	28.5%				
Annual Change in Share	%		5.7%				
Change in Share from 2019	%		5.7%				
Avg Ann. Change in Share	%		1.9%				

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

STEAM REPORT FOR 2019-2022 - FINAL											2019 to 2022		NON-SERVICED	DIRECT EMPLOYMENT					
TELFORD & WREKIN COUNCIL																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2022		5.7%	11.4%	13.7%	7.9%	6.3%	15.7%	15.0%	10.0%	15.4%	5.4%	6.8%	12.3%	10.8%		10.4%	10.0%	13.3%	8.0%
% Change 2019 to 2022		5.7%	11.4%	13.7%	7.9%	6.3%	15.7%	15.0%	10.0%	15.4%	5.4%	6.8%	12.3%	10.8%		10.4%	10.0%	13.3%	8.0%
Average Annual Change		1.9%	3.8%	4.6%	2.6%	2.1%	5.2%	5.0%	3.3%	5.1%	1.8%	2.3%	4.1%	3.6%		3.5%	3.3%	4.4%	2.7%
2019 FTEs		47	49	53	69	84	79	85	96	85	62	53	50	68		50	77	89	55
2022 FTEs		49	54	61	75	89	91	98	106	99	65	56	56	75	10.8%	55	85	101	59

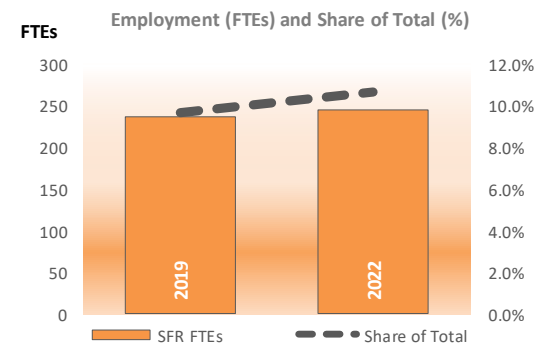
EMPLOYMENT				NON-SERVICED ACCOMMODATION			
SHARE OF MARKET		2019	2022				
Non-Serviced FTEs		68	75				
Total Employment FTEs		2,454	2,302				
Share of Total %		2.8%	3.3%				
Annual Change in Share %			18.1%				
Change in Share from 2019 %			18.1%				
Avg Ann. Change in Share %			6.0%				



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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL													2019 to 2022		SFR	DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2019 to 2022		-1.9%	3.5%	4.2%	4.2%	2.9%	5.2%	4.1%	3.2%	4.0%	2.6%	1.7%	6.1%	3.0%	Annual Change	0.3%	4.0%	3.7%	4.4%
% Change 2019 to 2022		-1.9%	3.5%	4.2%	4.2%	2.9%	5.2%	4.1%	3.2%	4.0%	2.6%	1.7%	6.1%	3.0%	Annual Change	0.3%	4.0%	3.7%	4.4%
Average Annual Change		-0.6%	1.2%	1.4%	1.4%	1.0%	1.7%	1.4%	1.1%	1.3%	0.9%	0.6%	2.0%	1.0%	Annual Change	0.1%	1.3%	1.2%	1.5%
2019 FTEs		471	139	163	343	216	168	263	268	148	155	137	377	237		258	242	226	223
2022 FTEs		462	144	170	357	222	177	274	276	154	159	140	400	244	3.0%	258	252	235	233

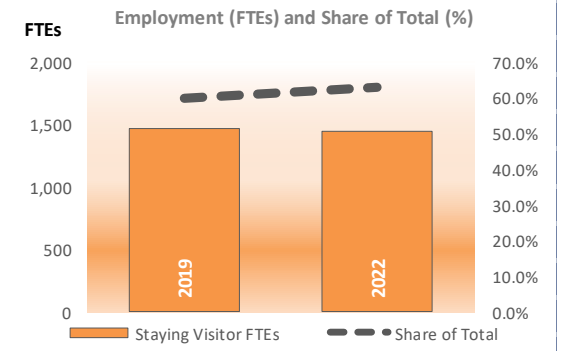
EMPLOYMENT				SFR	
SHARE OF MARKET		2019	2022		
SFR	FTEs	237	244		
Total Employment	FTEs	2,454	2,302		
Share of Total	%	9.7%	10.6%		
Annual Change in Share	%		9.9%		
Change in Share from 2019	%		9.9%		
Avg Ann. Change in Share	%		3.3%		



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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL											2019 to 2022		STAYING VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% Change
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2019 to 2022		-3.6%	0.7%	1.4%	2.0%	0.0%	3.4%	2.2%	0.8%	1.5%	-0.1%	-0.8%	4.2%	0.9%	0.9%	-0.9%	1.8%	1.5%	1.3%
% Change 2019 to 2022		-3.6%	0.7%	1.4%	2.0%	0.0%	3.4%	2.2%	0.8%	1.5%	-0.1%	-0.8%	4.2%	0.9%	0.9%	-0.9%	1.8%	1.5%	1.3%
Average Annual Change		-1.2%	0.2%	0.5%	0.7%	0.0%	1.1%	0.7%	0.3%	0.5%	0.0%	-0.3%	1.4%	0.3%	0.9%	-0.3%	0.6%	0.5%	0.4%
2019	FTEs	1,133	806	857	1,088	982	920	1,044	1,061	907	898	849	1,046	966		932	997	1,004	931
2022	FTEs	1,092	811	868	1,109	982	951	1,067	1,069	921	897	843	1,090	975	0.9%	924	1,014	1,019	943

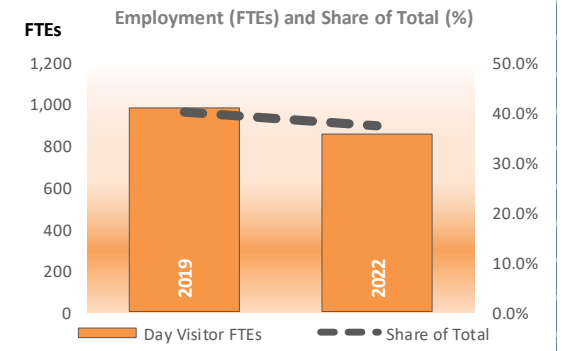
EMPLOYMENT				STAYING VISITOR	
SHARE OF MARKET		2019	2022		
Staying Visitor	FTEs	1,472	1,447		
Total Employment	FTEs	2,454	2,302		
Share of Total	%	60.0%	62.9%		
Annual Change in Share	%		4.8%		
Change in Share from 2019	%		4.8%		
Avg Ann. Change in Share	%		1.6%		



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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL												2019 to 2022		DAY VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2019 to 2022		-12.2%	-7.9%	-10.6%	-16.4%	-12.4%	-11.9%	-18.7%	-10.4%	-10.3%	-9.4%	-14.8%	-21.7%	-13.0%	Annual Change		-10.0%	-13.6%	-12.9%	-14.6%
% Change 2019 to 2022		-12.2%	-7.9%	-10.6%	-16.4%	-12.4%	-11.9%	-18.7%	-10.4%	-10.3%	-9.4%	-14.8%	-21.7%	-13.0%	Annual Change		-10.0%	-13.6%	-12.9%	-14.6%
Average Annual Change		-4.1%	-2.6%	-3.5%	-5.5%	-4.1%	-4.0%	-6.2%	-3.5%	-3.4%	-3.1%	-4.9%	-7.2%	-4.3%	Annual Change		-3.3%	-4.5%	-4.3%	-4.9%
2019	FTEs	330	632	801	1,453	1,548	1,206	1,232	1,662	1,131	699	584	505	982	Annual Change		588	1,403	1,342	596
2022	FTEs	290	582	716	1,214	1,357	1,063	1,002	1,490	1,015	634	497	395	855	Annual Change		529	1,211	1,169	509

EMPLOYMENT				DAY VISITOR	
SHARE OF MARKET		2019	2022		
Day Visitor	FTEs	982	855		
Total Employment	FTEs	2,454	2,302		
Share of Total	%	40.0%	37.1%		
Annual Change in Share	%		-7.2%		
Change in Share from 2019	%		-7.2%		
Avg Ann. Change in Share	%		-2.4%		



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**STEAM REPORT FOR 2019-2022 - FINAL  
TELFORD & WREKIN COUNCIL**

**2022**

**STAYING VISITORS**

**ACCOMMODATION SUPPLY  
DISTRIBUTION BY TYPE**

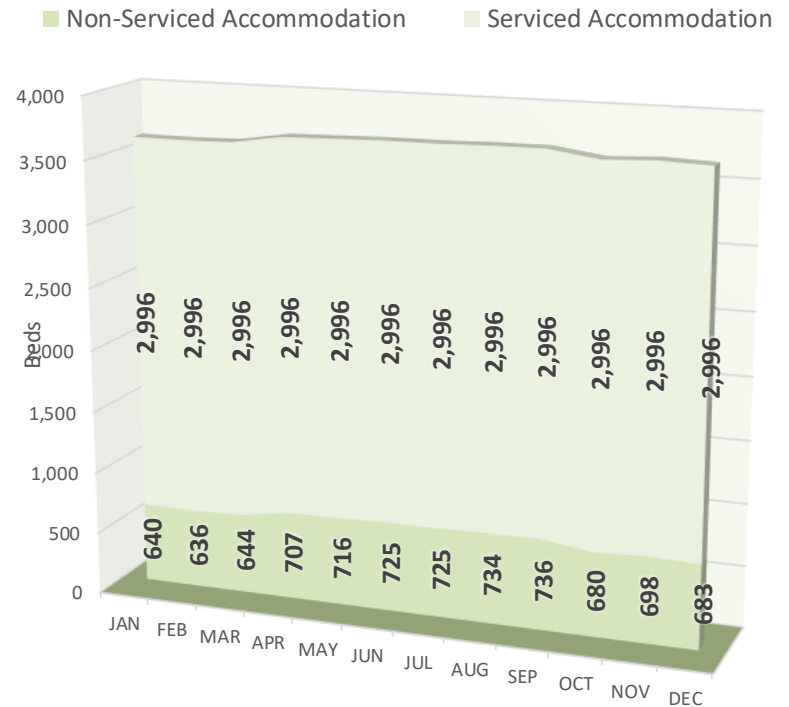
SERVICED ACCOMMODATION 2022	2022		Change on 2019	
	Est.	Beds	Est.	Beds
<b>Serviced Accommodation Total</b>	43	2,996		
+50 Room	10	2,402		
11-50 Room	2	186		
<10 Room	31	408		

NON-SERVICED ACCOMMODATION 2022	2022		Change on 2019	
	Est.	Beds	Est.	Beds
<b>Non-Serviced Accommodation Total</b>	17	757		
Self catering	13	151		
Caravan & camping	4	326		
Youth Hostels	0	0		
Short-term lets	N/A	280		

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2019	
	Est.	Beds	Est.	Beds
<b>All Paid Accommodation Total</b>	60	3,753	0	0
Serviced Accommodation Share of Total	72%	80%		
Non-Serviced Accommodation Share of Total	28%	20%		

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>All Paid Accommodation Total</b>	3,636	3,632	3,640	3,703	3,712	3,721	3,721	3,730	3,732	3,676	3,694	3,679
Serviced Accommodation	2,996	2,996	2,996	2,996	2,996	2,996	2,996	2,996	2,996	2,996	2,996	2,996
Non-Serviced Accommodation	640	636	644	707	716	725	725	734	736	680	698	683

**SEASONAL AVAILABILITY OF BED SUPPLY  
2022**



## Report Sections With Historic Financial Data Indexed to 2022 Prices

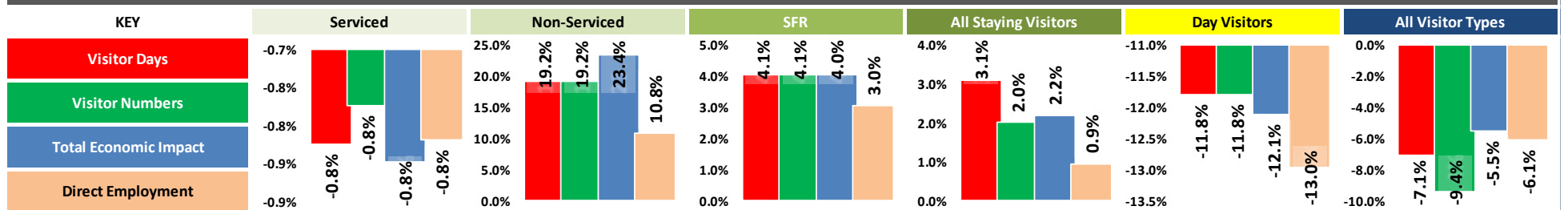
<b>Sections:</b>	<i>Comparative Headlines</i>	<b>Visitor Types:</b>	<i>Total</i>
	<i>Key Measures</i>		<i>Serviced Accommodation</i>
	<i>Economic Impact</i>		<i>Non-Serviced Accommodation</i>
	<i>Sectoral Analysis</i>		<i>SFR</i>
			<i>Staying Visitor</i>
			<i>Day Visitor</i>

<b>Indexation:</b>	<i>Indexation to: 2022</i>
<b>2019</b>	<i>1.12</i>
<b>2022</b>	<i>1.00</i>

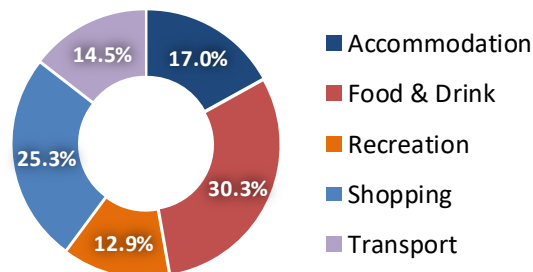
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2019 - INDEXED TO 2022

KEY		Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced			2022	2019	+/- %	2022	2019	+/- %	2022	2019	+/- %	2022	2019	+/- %	2022	2019	+/- %
		2022	2019	+/- %	2022	2019	+/- %															
Visitor Days	M	0.536	0.541	-0.8%	0.108	0.090	19.2%	0.714	0.687	4.1%	1.358	1.317	3.1%	2.542	2.882	-11.8%	3.900	4.200	-7.1%			
Visitor Numbers	M	0.297	0.300	-0.8%	0.016	0.014	19.2%	0.300	0.289	4.1%	0.614	0.602	2.0%	2.542	2.882	-11.8%	3.156	3.484	-9.4%			
Direct Expenditure	£M																167.17	176.80	-5.4%			
Economic Impact	£M	69.65	70.25	-0.8%	9.199	7.453	23.4%	30.91	29.71	4.0%	109.76	107.41	2.2%	110.61	125.85	-12.1%	220.37	233.26	-5.5%			
Direct Employment	FTEs	656	661	-0.8%	75	68	10.8%	244	237	3.0%	975	966	0.9%	855	982	-13.0%	1,830	1,948	-6.1%			
Total Employment	FTEs																2,302	2,454	-6.2%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2019 - INDEXED TO 2022



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



Direct Expenditure Categories

	2022	2019	+/- %
Accommodation	28.35	28.09	0.9%
Food & Drink	50.59	54.00	-6.3%
Recreation	21.62	23.35	-7.4%
Shopping	42.37	45.42	-6.7%
Transport	24.24	25.95	-6.6%
<b>TOTAL DIRECT</b>	<b>167.17</b>	<b>176.80</b>	<b>-5.4%</b>
Indirect	53.19	56.46	-5.8%
<b>TOTAL</b>	<b>220.37</b>	<b>233.26</b>	<b>-5.5%</b>

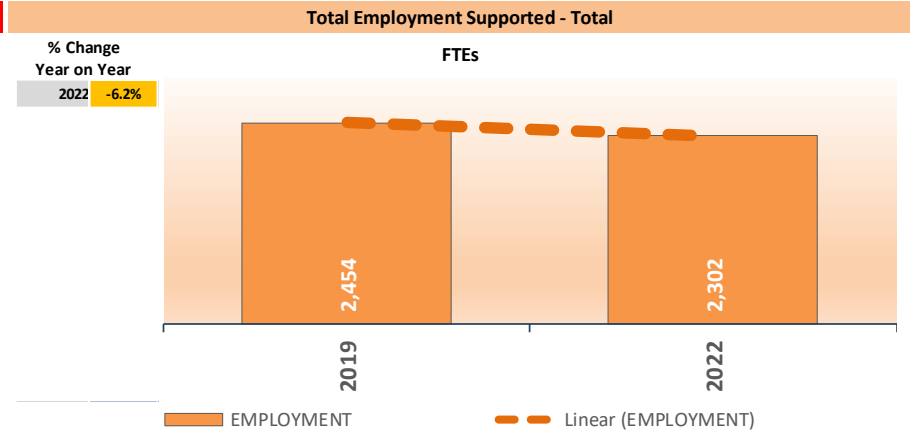
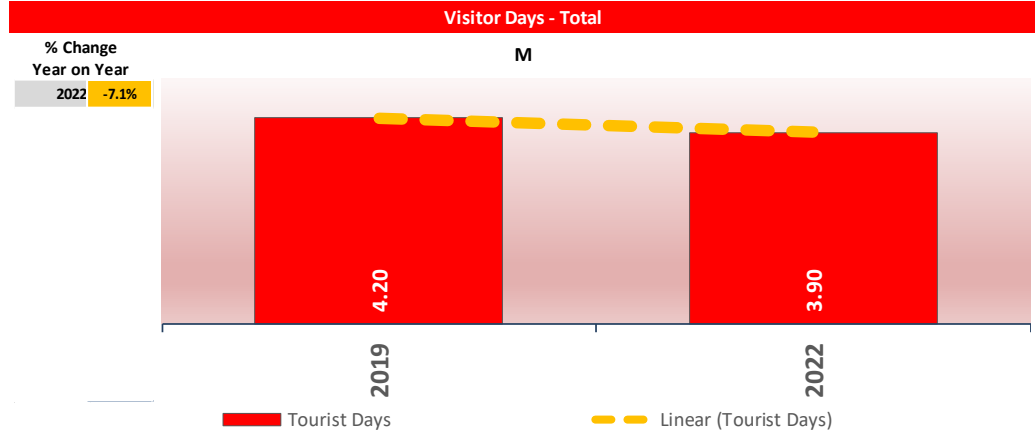
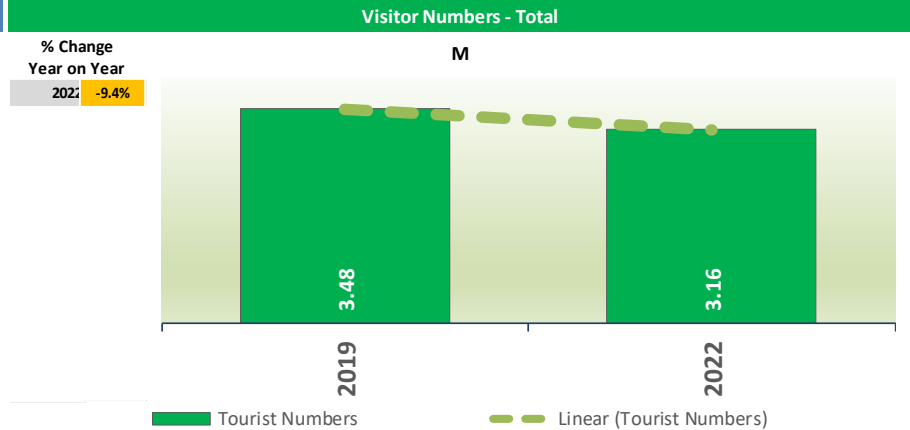
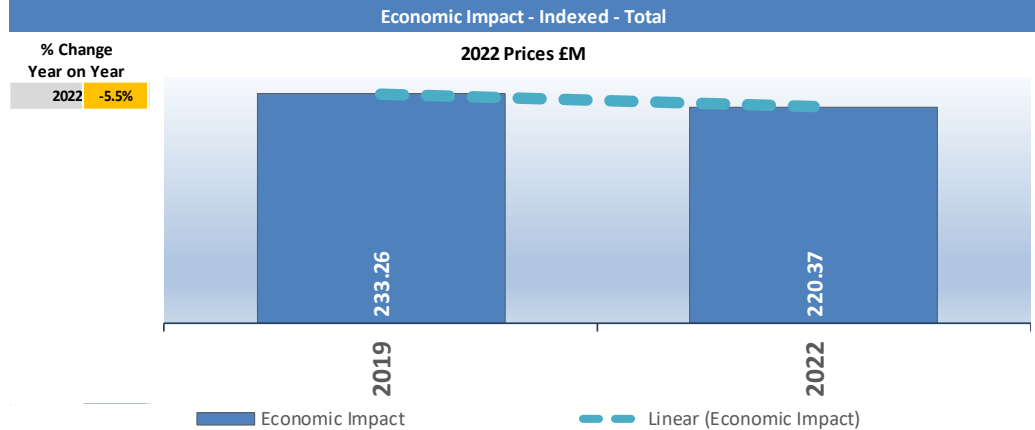
Sectors

Sectors	2022	2019	+/- %
Accommodation	385	385	
Food & Drink	579	624	-7.2%
Recreation	300	327	-8.3%
Shopping	442	478	-7.6%
Transport	124	134	-7.5%
<b>TOTAL DIRECT</b>	<b>1,830</b>	<b>1,948</b>	<b>-6.1%</b>
Indirect	472	506	-6.7%
<b>TOTAL</b>	<b>2,302</b>	<b>2,454</b>	<b>-6.2%</b>

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

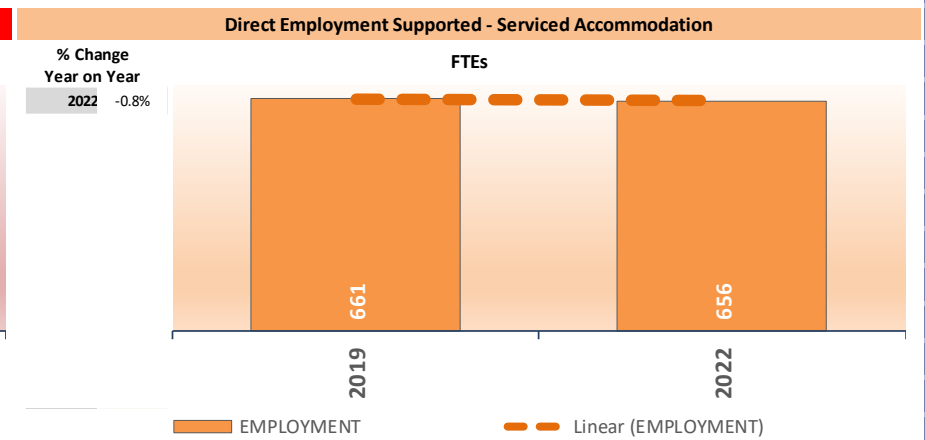
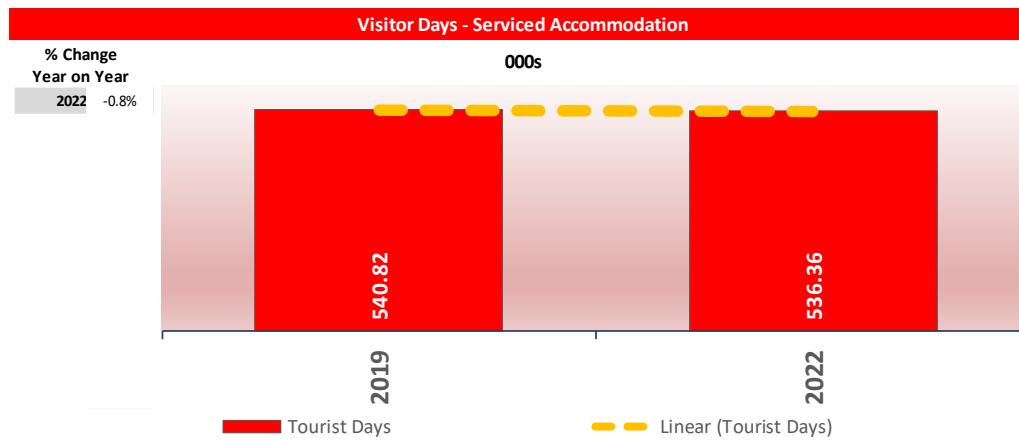
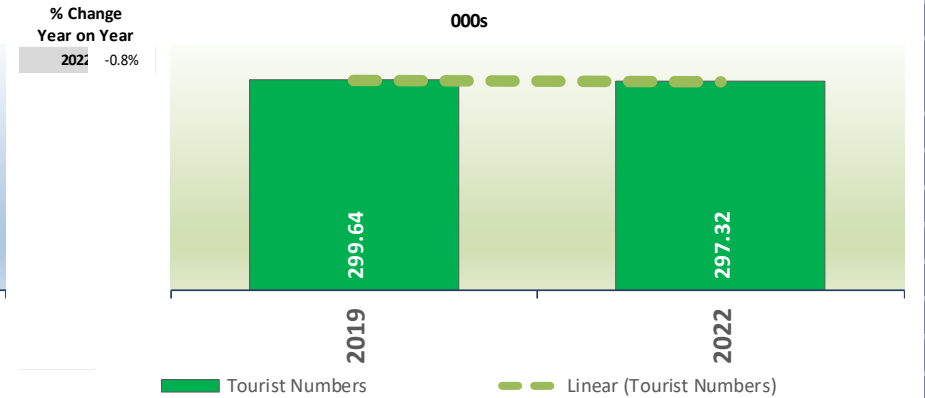
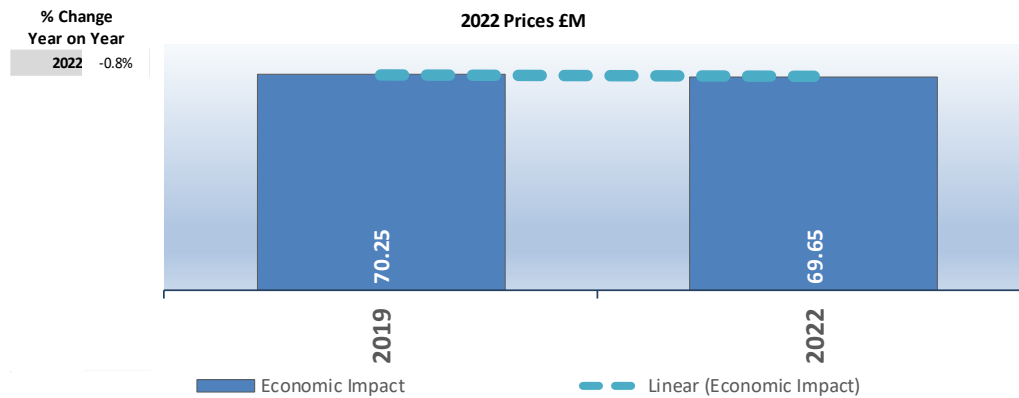


% Change from 2019	2019	2022
Economic Impact - Indexed		-5.5%
Visitor Numbers		-9.4%
Visitor Days		-7.1%
Total Employment		-6.2%

"Linear" = Linear Trendline

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation

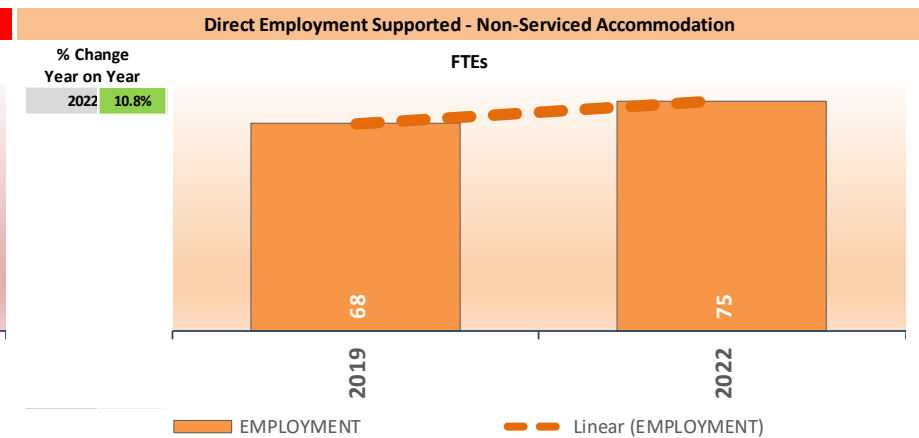
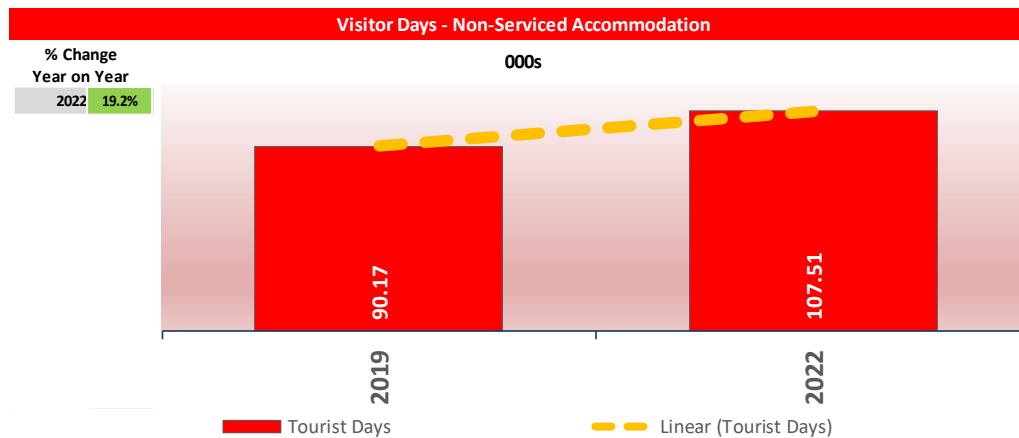
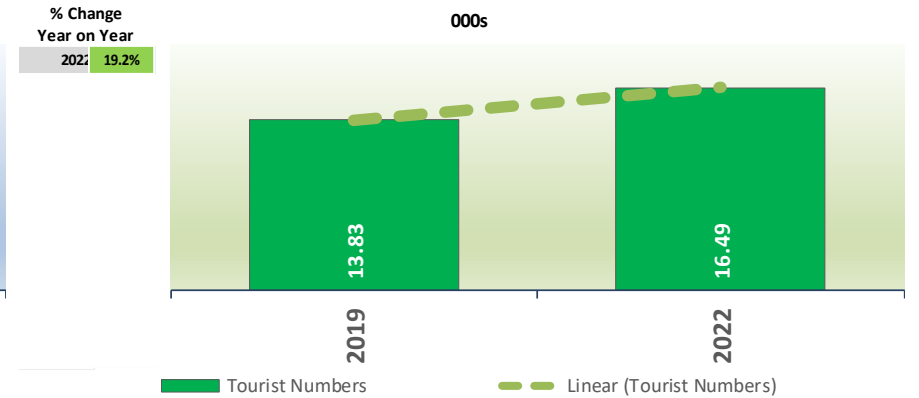
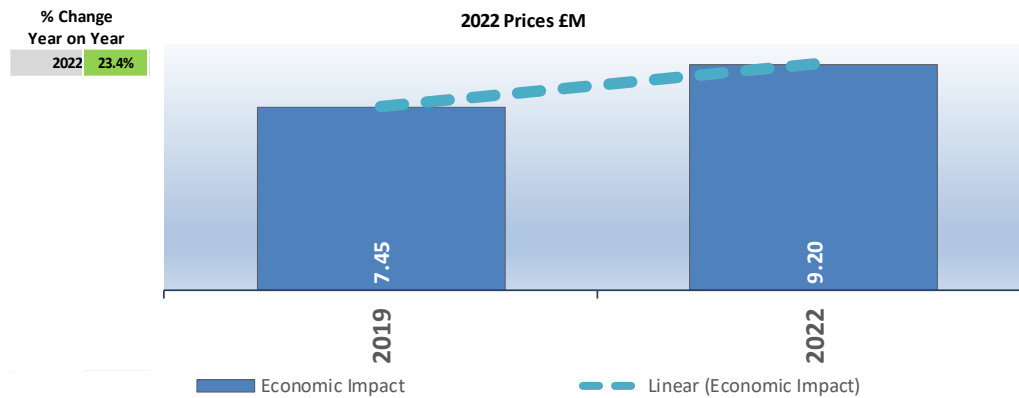


% Change from 2019	2019	2022
Economic Impact - Indexed		-0.8%
Visitor Numbers		-0.8%
Visitor Days		-0.8%
Direct Employment		-0.8%

"Linear" = Linear Trendline

Economic Impact - Indexed - Non-Serviced Accommodation

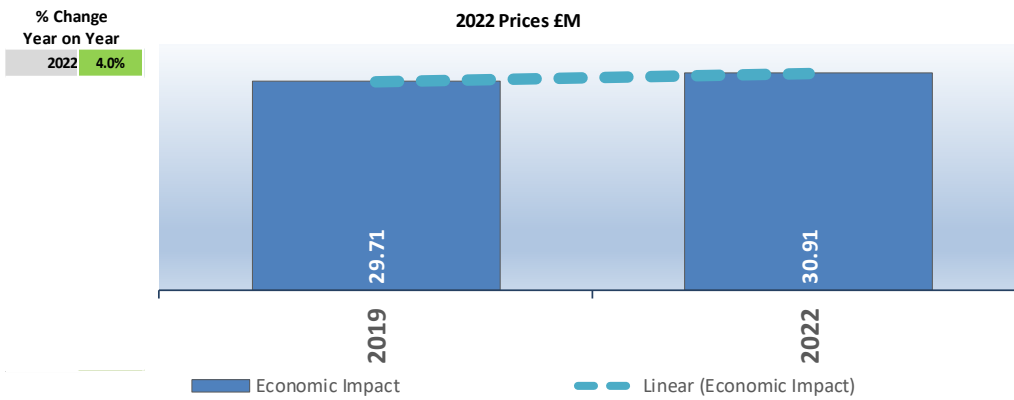
Visitor Numbers - Non-Serviced Accommodation



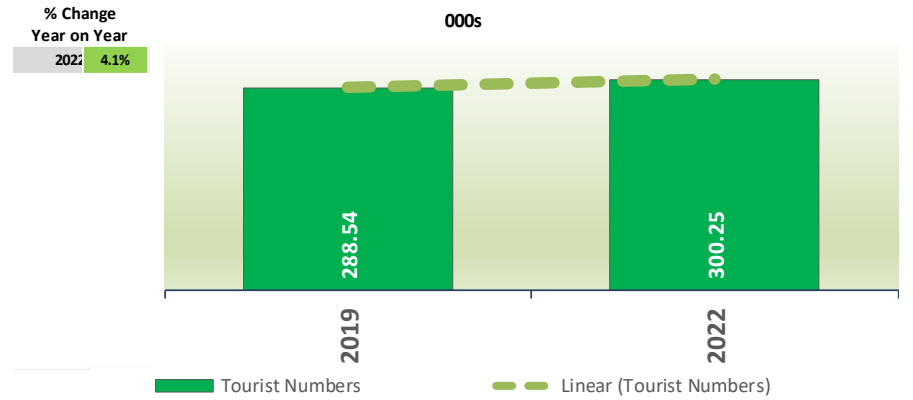
% Change from 2019	2019	2022
Economic Impact - Indexed		23.4%
Visitor Numbers		19.2%
Visitor Days		19.2%
Direct Employment		10.8%

"Linear" = Linear Trendline

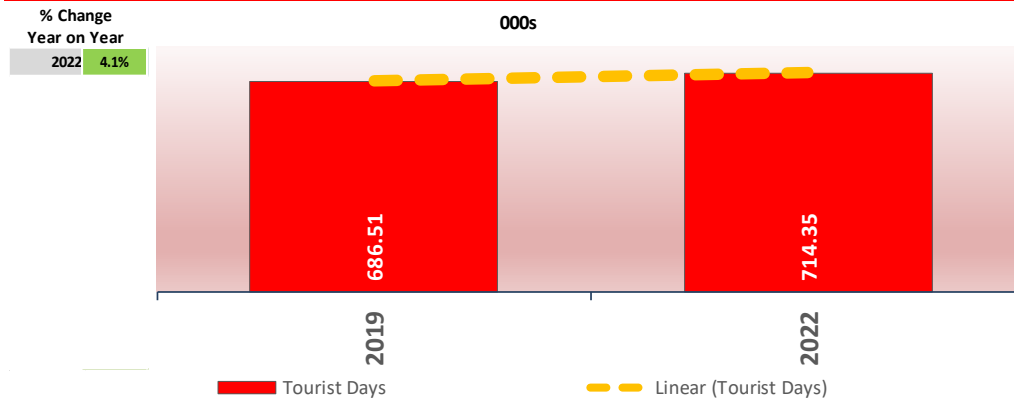
Economic Impact - Indexed - SFR



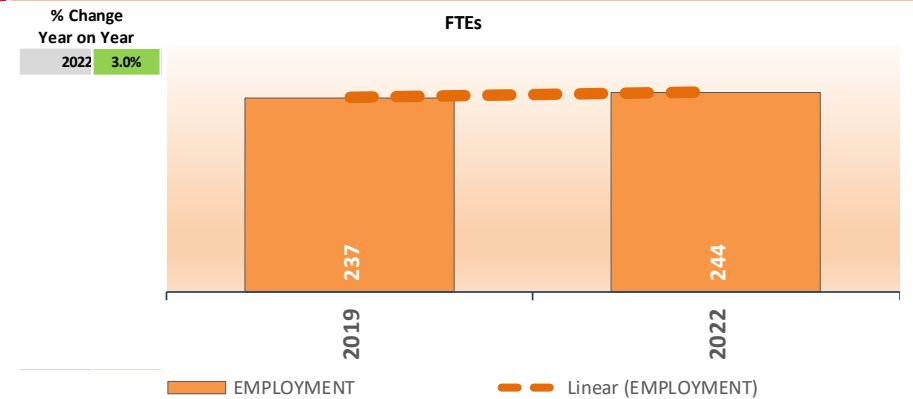
Visitor Numbers - SFR



Visitor Days - SFR

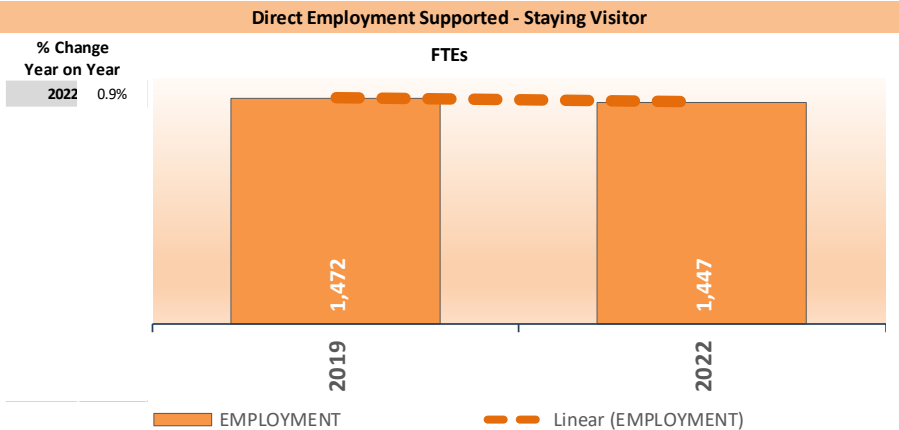
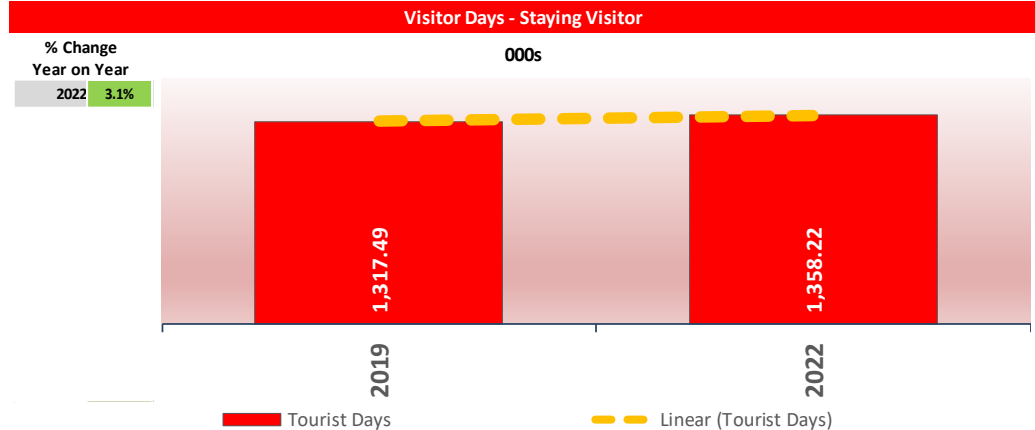
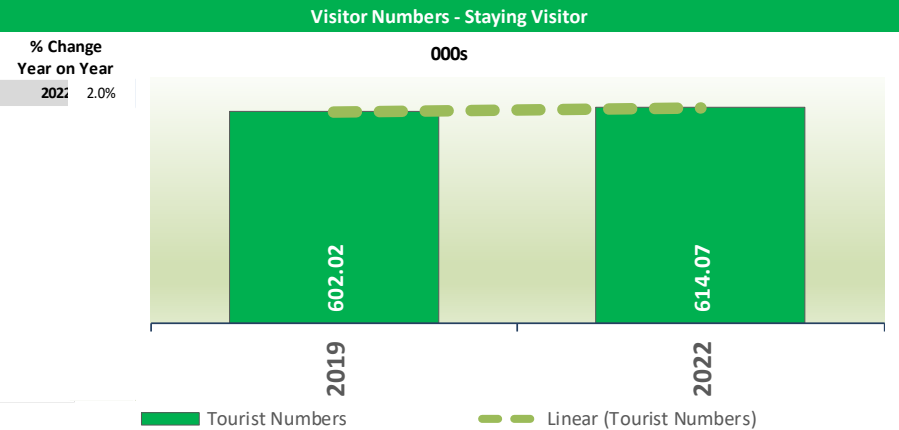
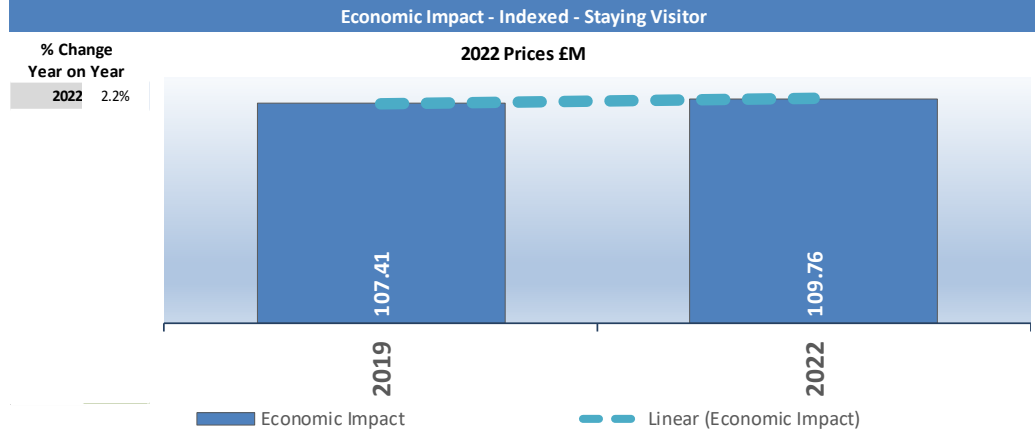


Direct Employment Supported - SFR



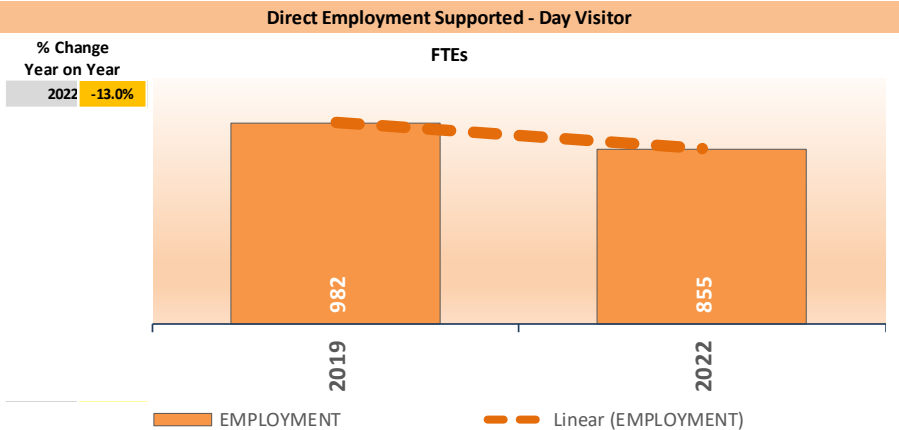
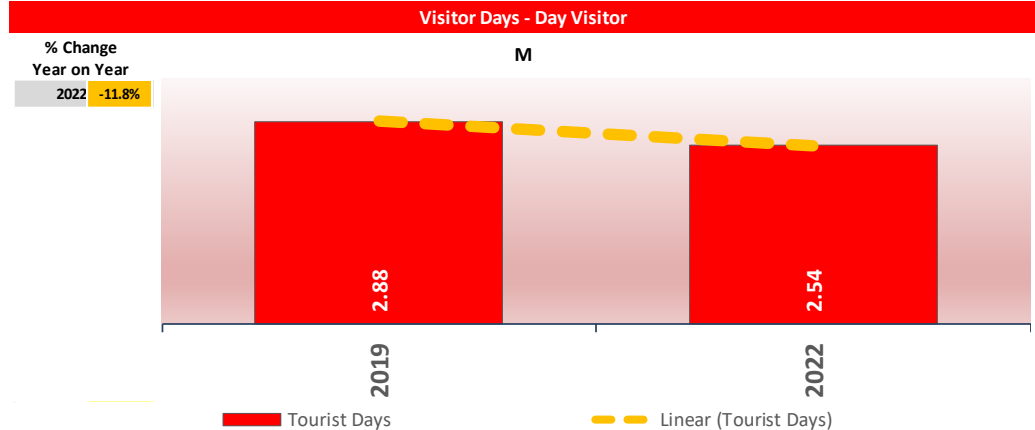
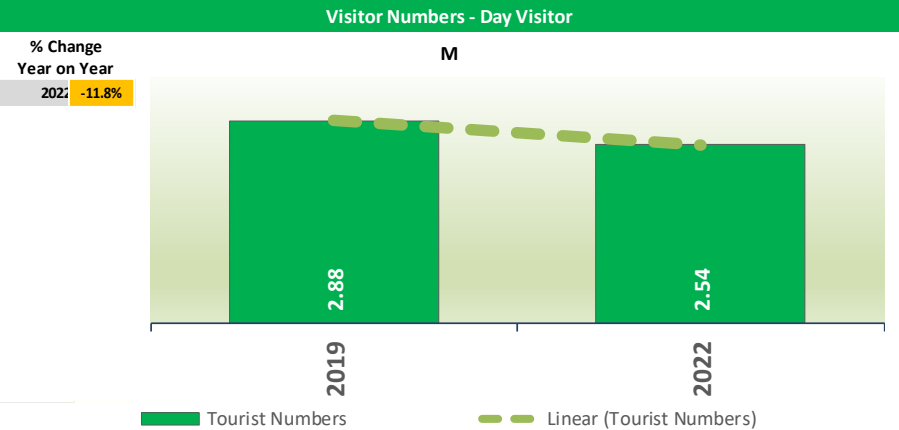
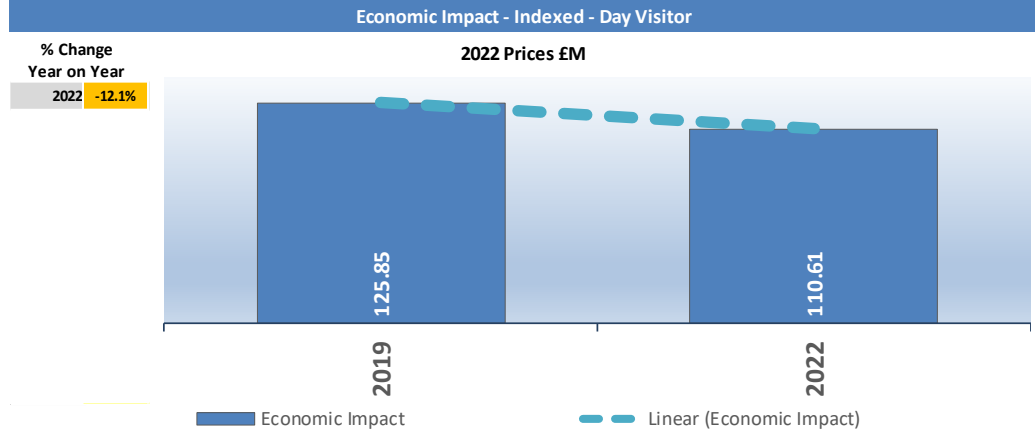
% Change from 2019	2019	2022
Economic Impact - Indexed		4.0%
Visitor Numbers		4.1%
Visitor Days		4.1%
Direct Employment		3.0%

"Linear" = Linear Trendline



% Change from 2019	2019	2022
Economic Impact - Indexed		2.2%
Visitor Numbers		2.0%
Visitor Days		3.1%
Direct Employment		-1.7%

"Linear" = Linear Trendline



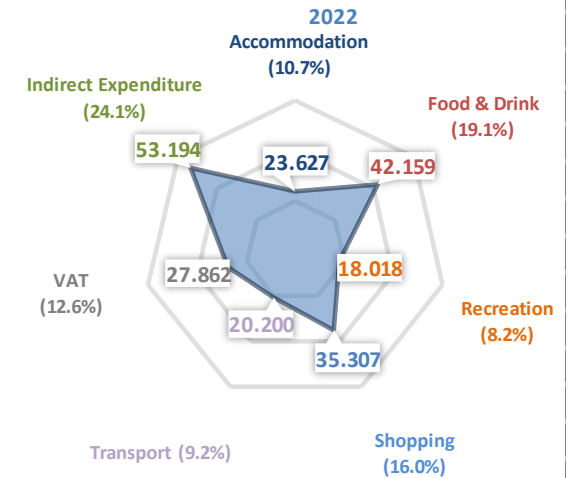
% Change from 2019	2019	2022
Economic Impact - Indexed		-12.1%
Visitor Numbers		-11.8%
Visitor Days		-11.8%
Direct Employment		-13.0%

"Linear" = Linear Trendline

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

SECTOR / YEAR		2019	2022
Accommodation	£M	23.41	23.63
Food & Drink	£M	45.00	42.16
Recreation	£M	19.46	18.02
Shopping	£M	37.85	35.31
Transport	£M	21.62	20.20
Direct Revenue	£M	147.34	139.31
VAT	£M	29.47	27.86
Direct Expenditure	£M	176.80	167.17
Indirect Expenditure	£M	56.46	53.19
TOTAL	£M	233.26	220.37

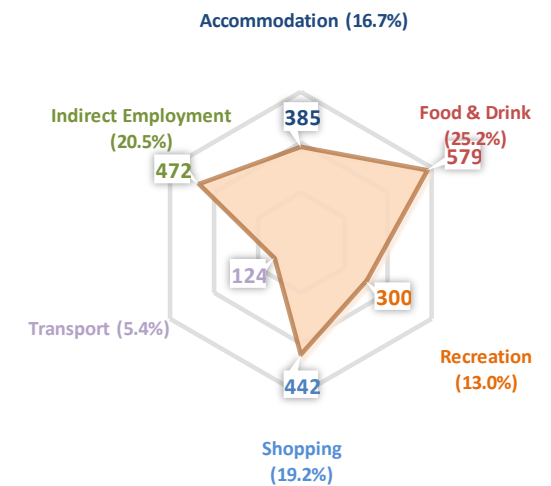
2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2019	2022
Accommodation	FTEs	385	385
Food & Drink	FTEs	624	579
Recreation	FTEs	327	300
Shopping	FTEs	478	442
Transport	FTEs	134	124
Direct Employment	FTEs	1,948	1,830
Indirect Employment	FTEs	506	472
TOTAL	FTEs	2,454	2,302

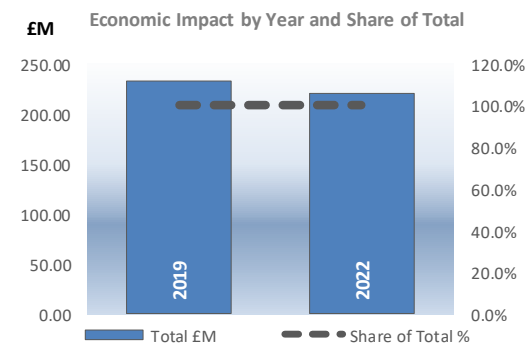
2022 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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

STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL													2019 to 2022 2022 Prices		TOTAL		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY	TOTAL												TOTAL						% Change		
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES												TOTAL		% Change						
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL		% Change						
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change		Q1	Q2	Q3	Q4	
% Change 2019 to 2022	-7.5%	-2.6%	-3.8%	-7.8%	-7.2%	-3.9%	-8.1%	-5.3%	-4.2%	-3.8%	-6.8%	-2.5%	-5.5%	Annual Change		-4.6%	-6.5%	-5.9%	-4.3%		
% Change 2019 to 2022	-7.5%	-2.6%	-3.8%	-7.8%	-7.2%	-3.9%	-8.1%	-5.3%	-4.2%	-3.8%	-6.8%	-2.5%	-5.5%	Annual Change		-4.6%	-6.5%	-5.9%	-4.3%		
Average Annual Change	-2.5%	-0.9%	-1.3%	-2.6%	-2.4%	-1.3%	-2.7%	-1.8%	-1.4%	-1.3%	-2.3%	-0.8%	-1.8%	Annual Change		-1.5%	-2.2%	-2.0%	-1.4%		
2019	£M	13.69	13.53	16.09	25.79	25.82	21.41	23.63	28.45	20.50	15.84	13.83	14.66	233.26	Annual Change		43.31	73.02	72.59	44.34	
2022	£M	12.67	13.19	15.48	23.77	23.95	20.57	21.72	26.94	19.64	15.25	12.89	14.30	220.37	-5.5%	Annual Change		41.33	68.29	68.30	42.44

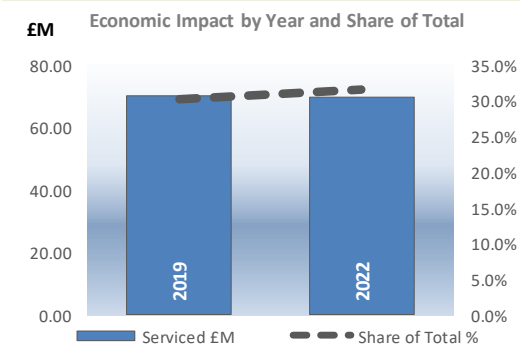
ECONOMIC IMPACT - INDEXED TO 2022				TOTAL		
SHARE OF MARKET		2019	2022			
Total		£M	233.26	220.37		
All Visitor Types		£M	233.26	220.37		
Share of Total		%	100.0%	100.0%		
Annual Change in Share		%				
Change in Share from 2019		%				
Avg Ann. Change in Share		%				



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

STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL											2019 to 2022 2022 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES																	
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 2019 to 2022		-12.6%	-1.1%	0.0%	1.5%	-2.6%	4.1%	0.6%	-2.0%	-0.7%	-1.6%	-3.2%	6.5%	-0.8%	Annual Change	-4.4%	0.9%	-0.7%	0.2%
% Change 2019 to 2022		-12.6%	-1.1%	0.0%	1.5%	-2.6%	4.1%	0.6%	-2.0%	-0.7%	-1.6%	-3.2%	6.5%	-0.8%		-4.4%	0.9%	-0.7%	0.2%
Average Annual Change		-4.2%	-0.4%	0.0%	0.5%	-0.9%	1.4%	0.2%	-0.7%	-0.2%	-0.5%	-1.1%	2.2%	-0.3%		-1.5%	0.3%	-0.2%	0.1%
2019	£M	4.925	4.975	5.407	6.068	6.222	6.031	6.800	6.806	6.046	6.200	5.756	5.013	70.25		15.31	18.32	19.65	16.97
2022	£M	4.302	4.923	5.409	6.157	6.059	6.276	6.843	6.667	6.005	6.100	5.571	5.339	69.65	-0.8%	14.63	18.49	19.51	17.01

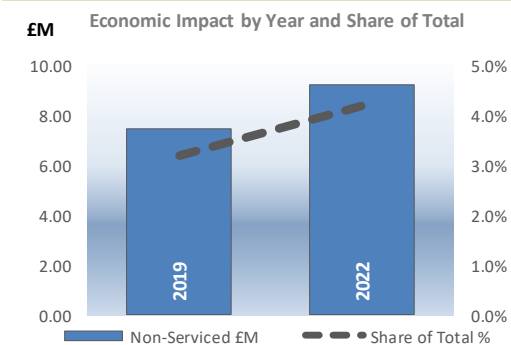
ECONOMIC IMPACT - INDEXED TO 2022				SERVICED ACCOMMODATION	
SHARE OF MARKET		2019	2022		
Serviced	£M	70.25	69.65		
All Visitor Types	£M	233.26	220.37		
Share of Total	%	30.1%	31.6%		
Annual Change in Share	%		5.0%		
Change in Share from 2019	%		5.0%		
Avg Ann. Change in Share	%		1.7%		



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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL											2019 to 2022 2022 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2022		16.1%	32.3%	31.7%	19.9%	14.4%	31.2%	28.1%	18.2%	28.8%	15.0%	18.7%	31.3%	23.4%	Annual Change	27.3%	21.7%	24.5%	20.7%
% Change 2019 to 2022		16.1%	32.3%	31.7%	19.9%	14.4%	31.2%	28.1%	18.2%	28.8%	15.0%	18.7%	31.3%	23.4%		27.3%	21.7%	24.5%	20.7%
Average Annual Change		5.4%	10.8%	10.6%	6.6%	4.8%	10.4%	9.4%	6.1%	9.6%	5.0%	6.2%	10.4%	7.8%		9.1%	7.2%	8.2%	6.9%
2019	£M	0.325	0.355	0.426	0.624	0.804	0.738	0.921	1.093	0.830	0.556	0.410	0.372	7.453		1.105	2.166	2.844	1.338
2022	£M	0.377	0.469	0.560	0.749	0.920	0.968	1.180	1.293	1.069	0.639	0.486	0.489	9.199	23.4%	1.407	2.636	3.542	1.614

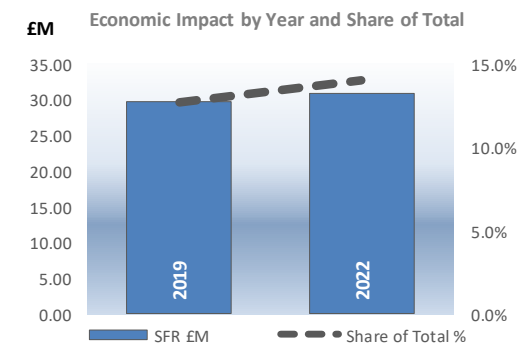
ECONOMIC IMPACT - INDEXED TO 2022				NON-SERVICED ACCOMMODATION	
SHARE OF MARKET		2019	2022		
Non-Serviced	£M	7.453	9.199		
All Visitor Types	£M	233.26	220.37		
Share of Total	%	3.2%	4.2%		
Annual Change in Share	%		30.6%		
Change in Share from 2019	%		30.6%		
Avg Ann. Change in Share	%		10.2%		



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STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL													2019 to 2022 2022 Prices		SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2019 to 2022		-1.0%	4.5%	5.2%	5.2%	3.9%	6.2%	5.1%	4.2%	5.0%	3.5%	2.7%	7.1%	4.0%	1.3%	5.0%	4.7%	5.4%	
% Change 2019 to 2022		-1.0%	4.5%	5.2%	5.2%	3.9%	6.2%	5.1%	4.2%	5.0%	3.5%	2.7%	7.1%	4.0%	1.3%	5.0%	4.7%	5.4%	
Average Annual Change		-0.3%	1.5%	1.7%	1.7%	1.3%	2.1%	1.7%	1.4%	1.7%	1.2%	0.9%	2.4%	1.3%	0.4%	1.7%	1.6%	1.8%	
2019	£M	4.912	1.452	1.699	3.582	2.249	1.751	2.745	2.796	1.545	1.616	1.433	3.929	29.71	8.063	7.582	7.086	6.979	
2022	£M	4.863	1.518	1.787	3.766	2.338	1.860	2.886	2.913	1.622	1.673	1.472	4.210	30.91	8.168	7.964	7.420	7.355	

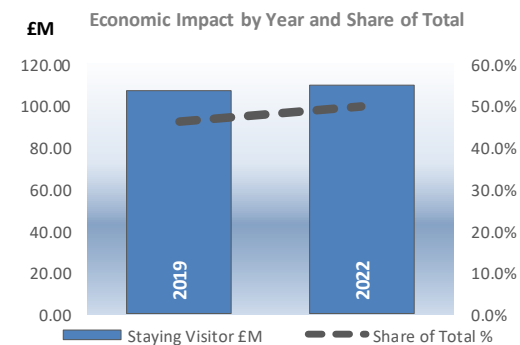
ECONOMIC IMPACT - INDEXED TO 2022				SFR	
SHARE OF MARKET		2019	2022		
SFR	£M	29.71	30.91		
All Visitor Types	£M	233.26	220.37		
Share of Total	%	12.7%	14.0%		
Annual Change in Share	%		10.1%		
Change in Share from 2019	%		10.1%		
Avg Ann. Change in Share	%		3.4%		



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

STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL											2019 to 2022 2022 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:	MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY	STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2019 to 2022	-6.1%	1.9%	3.0%	3.9%	0.4%	6.9%	4.2%	1.7%	3.3%	0.5%	-0.9%	7.8%	2.2%	Annual Change	-1.1%	3.6%	3.0%	2.7%	
% Change 2019 to 2022	-6.1%	1.9%	3.0%	3.9%	0.4%	6.9%	4.2%	1.7%	3.3%	0.5%	-0.9%	7.8%	2.2%	Annual Change	-1.1%	3.6%	3.0%	2.7%	
Average Annual Change	-2.0%	0.6%	1.0%	1.3%	0.1%	2.3%	1.4%	0.6%	1.1%	0.2%	-0.3%	2.6%	0.7%	Annual Change	-0.4%	1.2%	1.0%	0.9%	
2019	£M	10.16	6.782	7.532	10.27	9.275	8.519	10.47	10.70	8.421	8.372	7.599	9.314	107.41	24.48	28.07	29.58	25.29	
2022	£M	9.542	6.910	7.757	10.67	9.317	9.104	10.91	10.87	8.696	8.412	7.530	10.04	109.76	2.2%	24.21	29.09	30.48	25.98

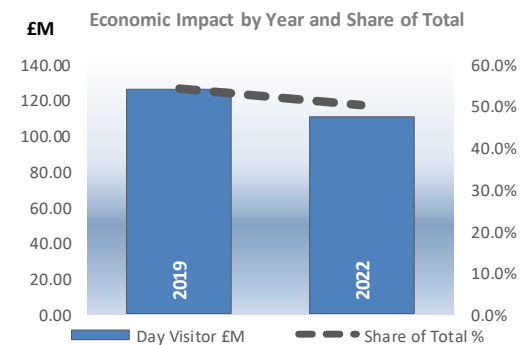
ECONOMIC IMPACT - INDEXED TO 2022				STAYING VISITOR		
SHARE OF MARKET		2019	2022			
Staying Visitor		£M	107.41	109.76		
All Visitor Types		£M	233.26	220.37		
Share of Total		%	46.0%	49.8%		
Annual Change in Share		%		8.2%		
Change in Share from 2019		%		8.2%		
Avg Ann. Change in Share		%		2.7%		



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

STEAM REPORT FOR 2019-2022 - FINAL TELFORD & WREKIN COUNCIL											2019 to 2022 2022 Prices		DAY VISITOR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2019 to 2022		-11.4%	-7.0%	-9.8%	-15.6%	-11.5%	-11.0%	-17.9%	-9.5%	-9.4%	-8.5%	-14.0%	-20.3%	-12.1%	Annual Change	-9.1%	-12.8%	-12.0%	-13.6%
% Change 2019 to 2022		-11.4%	-7.0%	-9.8%	-15.6%	-11.5%	-11.0%	-17.9%	-9.5%	-9.4%	-8.5%	-14.0%	-20.3%	-12.1%		-9.1%	-12.8%	-12.0%	-13.6%
Average Annual Change		-3.8%	-2.3%	-3.3%	-5.2%	-3.8%	-3.7%	-6.0%	-3.2%	-3.1%	-2.8%	-4.7%	-6.8%	-4.0%		-3.0%	-4.3%	-4.0%	-4.5%
2019	£M	3.529	6.751	8.557	15.52	16.54	12.89	13.17	17.76	12.08	7.471	6.235	5.349	125.85		18.84	44.95	43.00	19.06
2022	£M	3.126	6.276	7.719	13.10	14.63	11.47	10.81	16.07	10.94	6.837	5.364	4.263	110.61	-12.1%	17.12	39.20	37.83	16.46

ECONOMIC IMPACT - INDEXED TO 2022				DAY VISITOR	
SHARE OF MARKET		2019	2022		
Day Visitor	£M	125.85	110.61		
All Visitor Types	£M	233.26	220.37		
Share of Total	%	54.0%	50.2%		
Annual Change in Share	%		-7.0%		
Change in Share from 2019	%		-7.0%		
Avg Ann. Change in Share	%		-2.3%		



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.