



STEAM REPORT FOR 2010-2021 - FINAL

Final

VISIT PEAK DISTRICT & DERBYSHIRE

Global Tourism Solutions (UK) Ltd

Laneside House

Hackthorpe

Penrith

Cumbria

CA10 2HX

Telephone: 01931 712859

Email: david.c@gtsuk.net

Website: www.globaltourismsolutions.co.uk

REPORT SECTIONS	Page
-----------------	------

USER GUIDE	3
------------	---

COMPARATIVE HEADLINES	4
-----------------------	---

KEY MEASURES	5-11
--------------	------

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

DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>	13
--	----

DISTRIBUTION OF IMPACT: <i>by Month</i>	14
---	----

DISTRIBUTION OF IMPACT: <i>by Sector</i>	15
--	----

UNINDEXED ECONOMIC IMPACT	16-22
---------------------------	-------

VISITOR NUMBERS	23-29
-----------------	-------

VISITOR DAYS	30-36
--------------	-------

DIRECT AND TOTAL EMPLOYMENT	37-43
-----------------------------	-------

ACCOMMODATION SUPPLY	44
----------------------	----

ANNEX

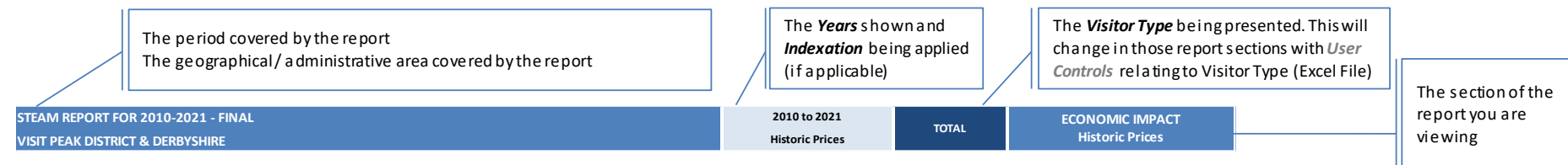
INDEXED FINANCIAL DATA	45-59
------------------------	-------



Report Section Design and Features

Headers

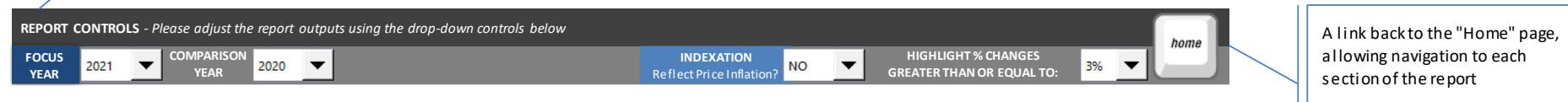
At the top of each page is a band containing key information about your report



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

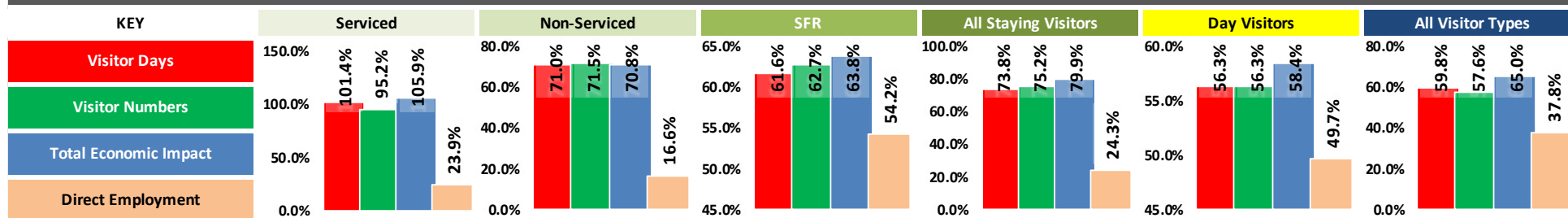
Visitor Numbers / Visitor Days / Average Length of Stay

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

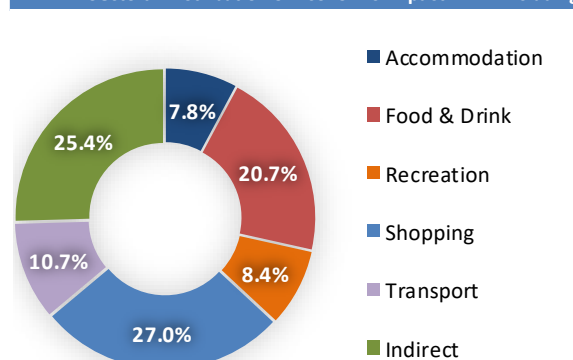
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %						
Visitor Days	M	2,022	1,004	101.4%	4,053	2,370	71.0%	2,798	1,732	61.6%	8,874	5,106	73.8%	32.29	20.66	56.3%	41.17	25.77	59.8%					
Visitor Numbers	M	1,006	0,515	95.2%	0,603	0,352	71.5%	1,186	0,729	62.7%	2,795	1,596	75.2%	32.29	20.66	56.3%	35.09	22.26	57.6%					
Direct Expenditure	£Bn																1.462	0.885	65.3%					
Economic Impact	£Bn	0.232	0.112	105.9%	0.273	0.160	70.8%	0.150	0.091	63.8%	0.654	0.363	79.9%	1.308	0.826	58.4%	1.962	1.189	65.0%					
Direct Employment	FTEs	3,118	2,516	23.9%	3,437	2,949	16.6%	1,229	797	54.2%	7,785	6,262	24.3%	10,626	7,100	49.7%	18,411	13,362	37.8%					
Total Employment	FTEs																23,115	16,420	40.8%					

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

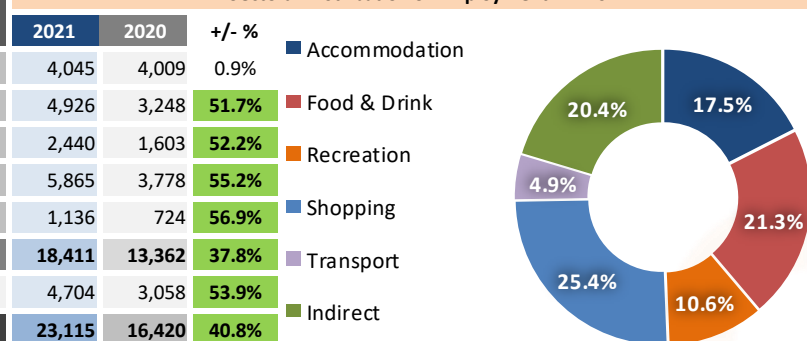


Sectoral Distribution of Economic Impact - £Bn including VAT in Historic Prices



Sectors	2021	2020	+/- %
Accommodation	0.154	0.087	76.4%
Food & Drink	0.405	0.251	61.7%
Recreation	0.165	0.102	62.2%
Shopping	0.529	0.320	65.5%
Transport	0.209	0.125	67.2%
TOTAL DIRECT	1.462	0.885	65.3%
Indirect	0.499	0.304	64.0%
TOTAL	1.962	1.189	65.0%

Sectoral Distribution of Employment - FTEs



Unindexed Key Measures by Year and Visitor Type for the Period 2010 to 2021

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

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

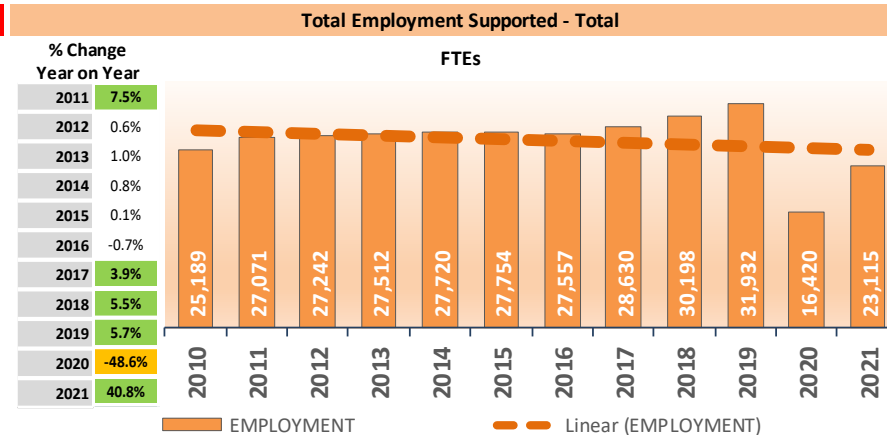
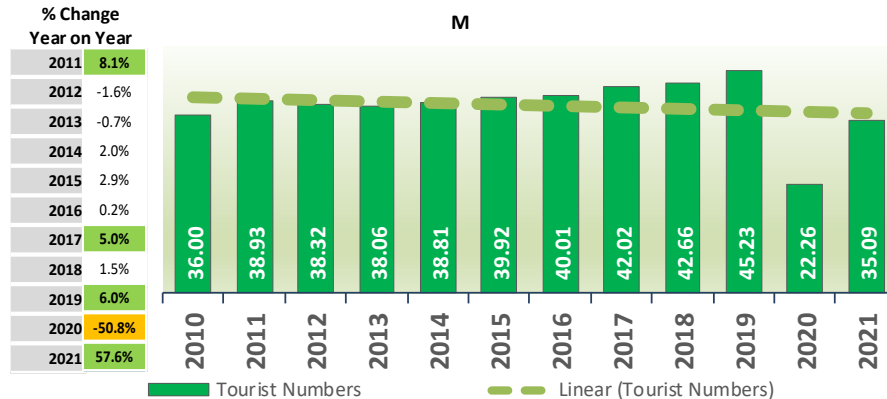
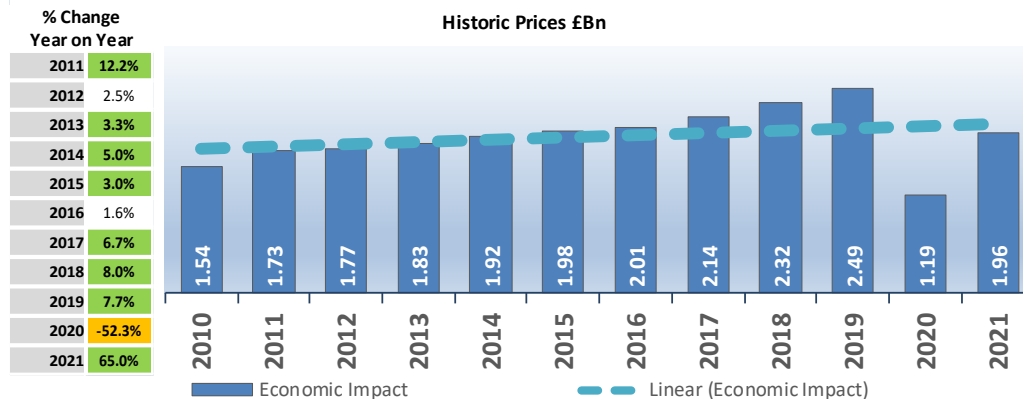
2010 to 2021
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		12.2%	14.9%	18.7%	24.6%	28.4%	30.5%	39.3%	50.5%	62.1%	-22.8%	27.4%
Visitor Numbers		8.1%	6.4%	5.7%	7.8%	10.9%	11.1%	16.7%	18.5%	25.6%	-38.2%	-2.5%
Visitor Days		7.3%	5.7%	5.1%	7.4%	10.2%	10.6%	15.9%	18.4%	26.4%	-39.4%	-3.2%
Total Employment		7.5%	8.2%	9.2%	10.1%	10.2%	9.4%	13.7%	19.9%	26.8%	-34.8%	-8.2%

"Linear" = Linear Trendline

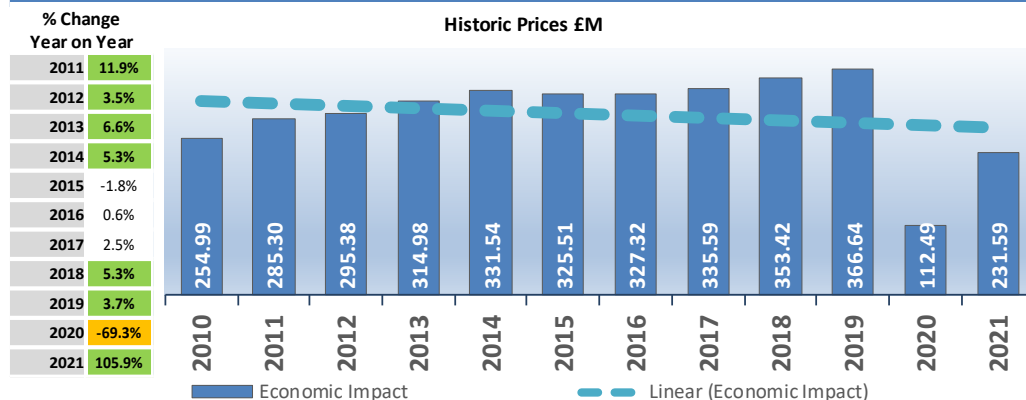
STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

2010 to 2021
Historic Prices

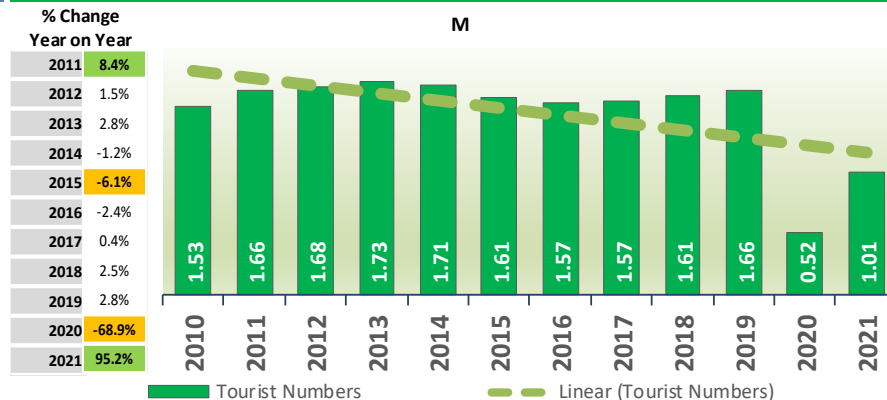
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

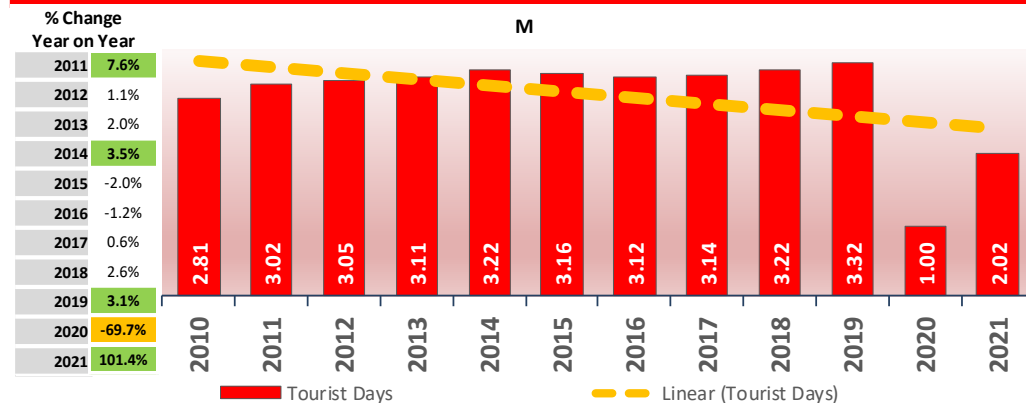
Economic Impact - Historic Prices - Serviced Accommodation



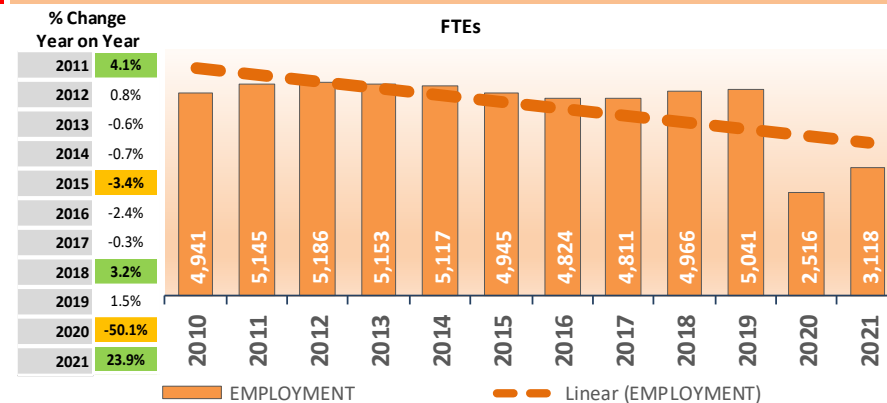
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		11.9%	15.8%	23.5%	30.0%	27.7%	28.4%	31.6%	38.6%	43.8%	-55.9%	-9.2%
Visitor Numbers		8.4%	10.0%	13.0%	11.7%	4.9%	2.4%	2.7%	5.3%	8.2%	-66.4%	-34.3%
Visitor Days		7.6%	8.8%	11.0%	14.8%	12.5%	11.1%	11.8%	14.7%	18.2%	-64.2%	-27.9%
Direct Employment		4.1%	5.0%	4.3%	3.6%	0.1%	-2.4%	-2.6%	0.5%	2.0%	-49.1%	-36.9%

"Linear" = Linear Trendline

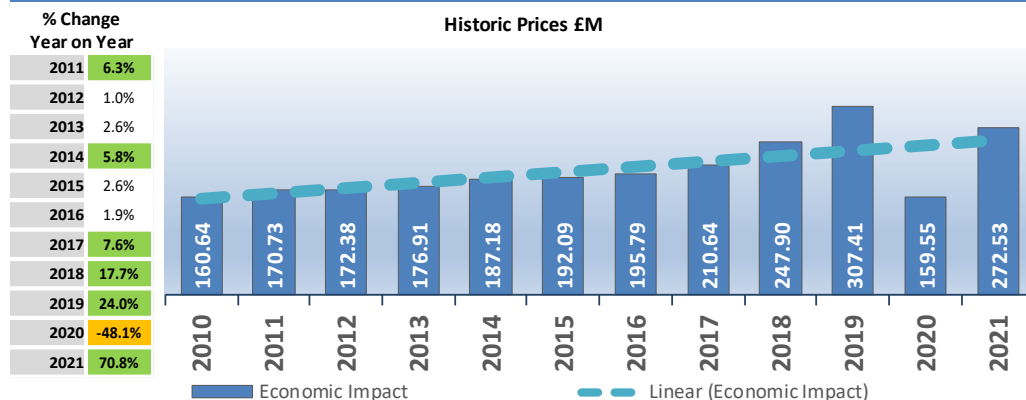
STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

2010 to 2021
Historic Prices

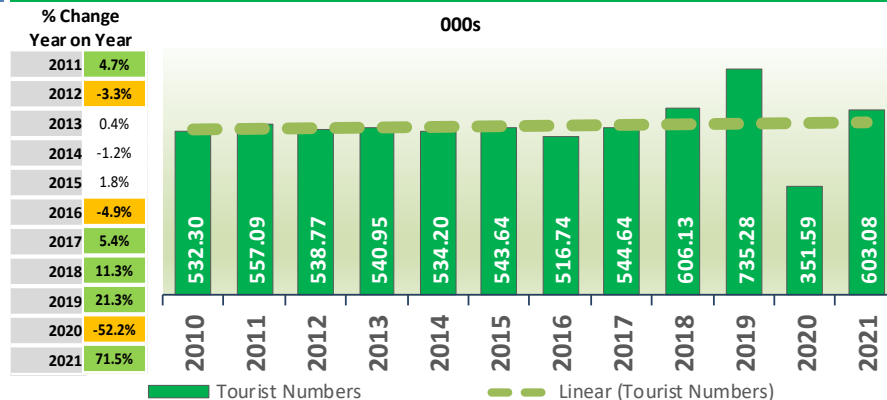
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

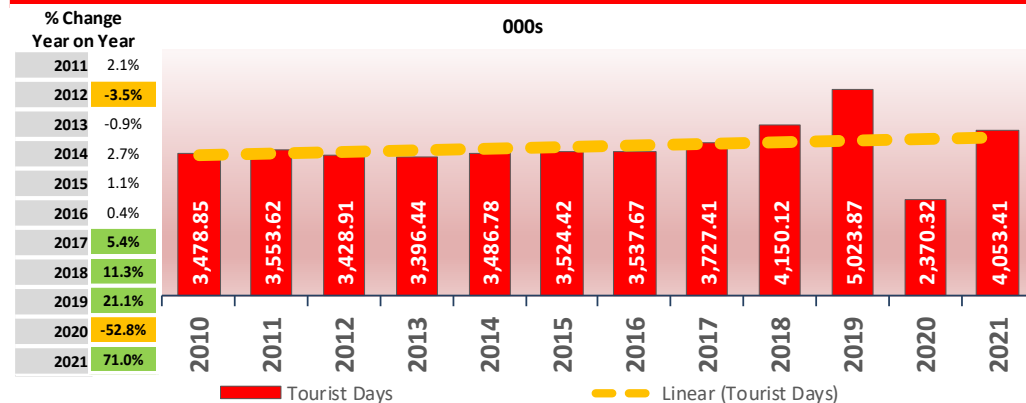
Economic Impact - Historic Prices - Non-Serviced Accommodation



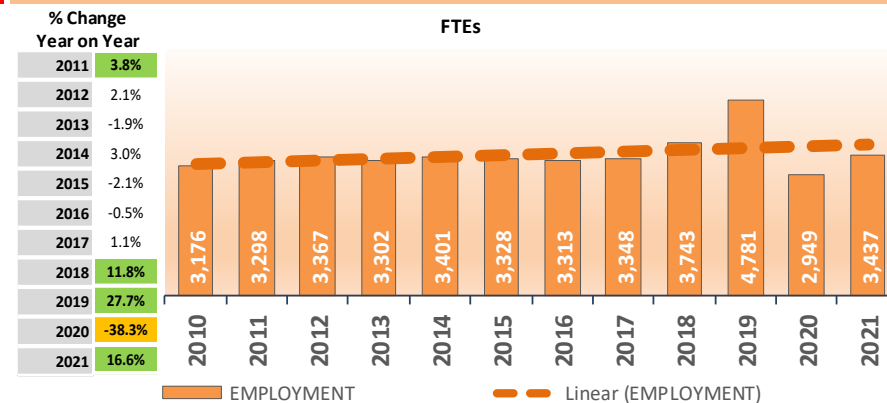
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		6.3%	7.3%	10.1%	16.5%	19.6%	21.9%	31.1%	54.3%	91.4%	-0.7%	69.7%
Visitor Numbers		4.7%	1.2%	1.6%	0.4%	2.1%	-2.9%	2.3%	13.9%	38.1%	-33.9%	13.3%
Visitor Days		2.1%	-1.4%	-2.4%	0.2%	1.3%	1.7%	7.1%	19.3%	44.4%	-31.9%	16.5%
Direct Employment		3.8%	6.0%	4.0%	7.1%	4.8%	4.3%	5.4%	17.8%	50.5%	-7.1%	8.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

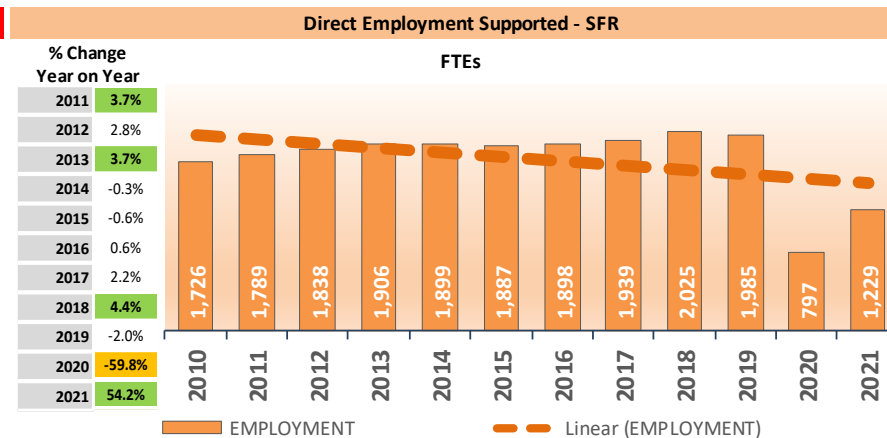
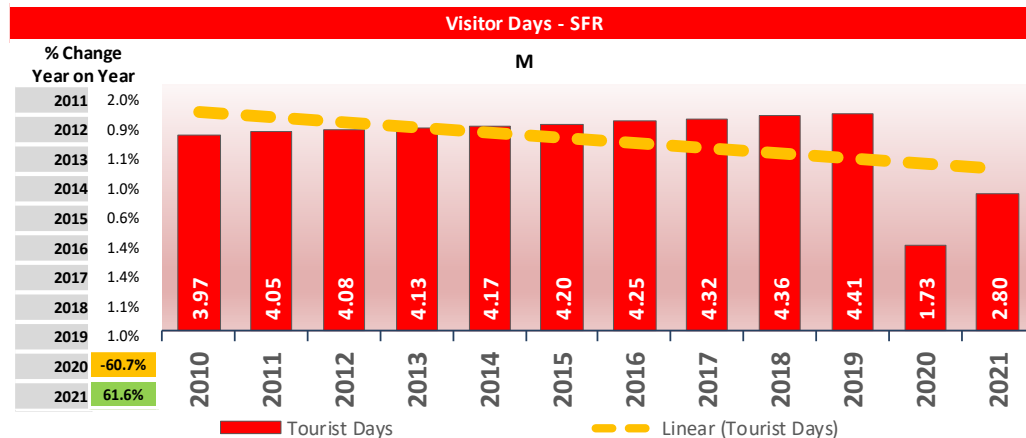
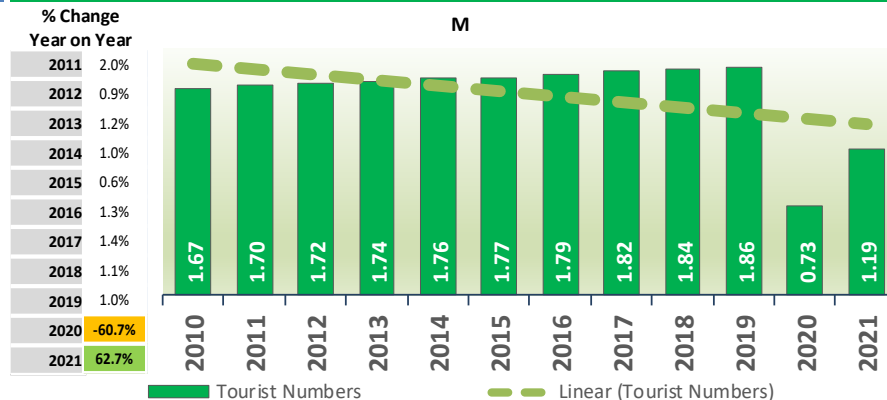
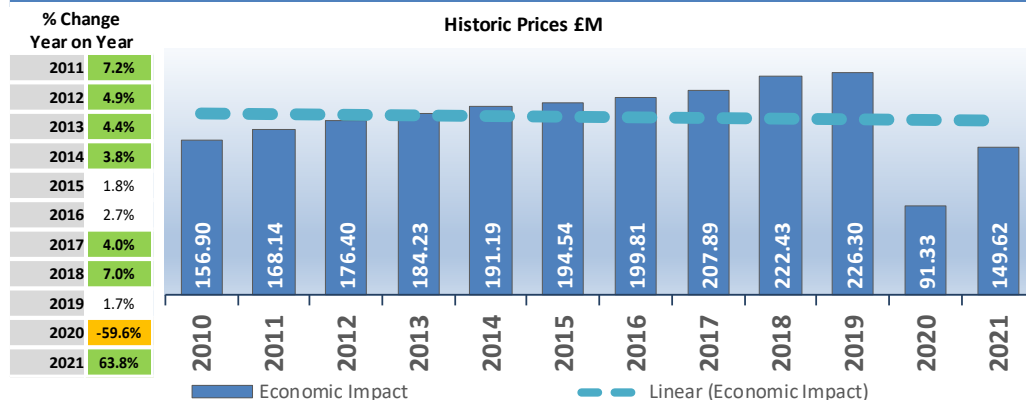
2010 to 2021
Historic Prices

SFR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		7.2%	12.4%	17.4%	21.9%	24.0%	27.3%	32.5%	41.8%	44.2%	-41.8%	-4.6%
Visitor Numbers		2.0%	3.0%	4.2%	5.2%	5.9%	7.3%	8.8%	10.0%	11.1%	-56.4%	-29.0%
Visitor Days		2.0%	2.9%	4.1%	5.1%	5.8%	7.2%	8.8%	9.9%	11.1%	-56.4%	-29.5%
Direct Employment		3.7%	6.5%	10.4%	10.0%	9.3%	10.0%	12.3%	17.3%	15.0%	-53.8%	-28.8%

"Linear" = Linear Trendline

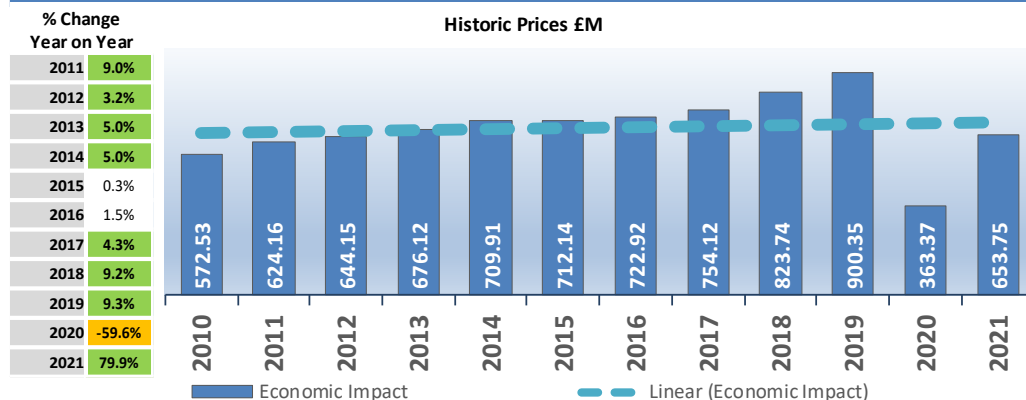
STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

2010 to 2021
Historic Prices

STAYING VISITOR

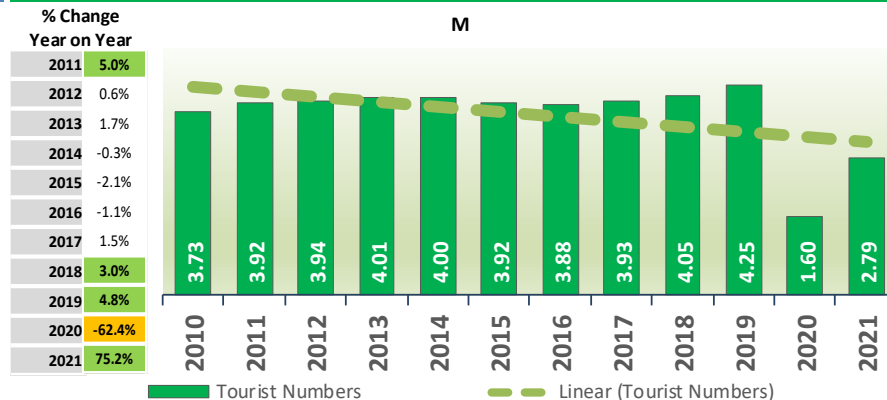
KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Staying Visitor



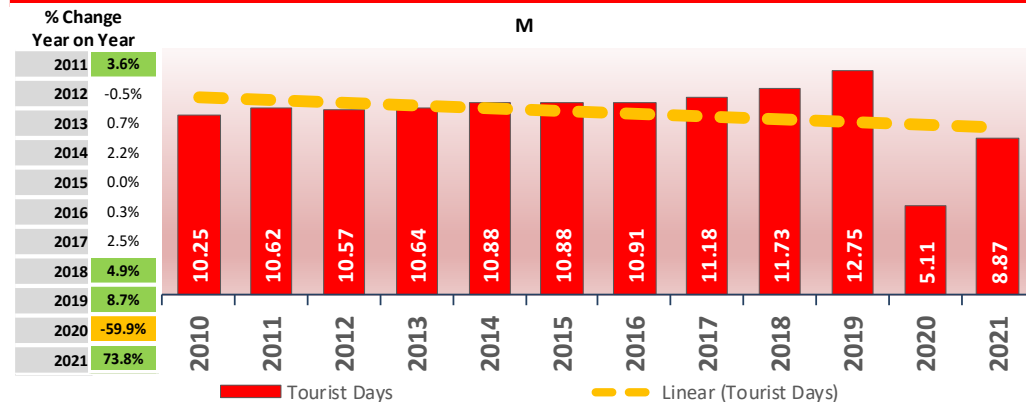
Year	% Change Year on Year
2011	9.0%
2012	3.2%
2013	5.0%
2014	5.0%
2015	0.3%
2016	1.5%
2017	4.3%
2018	9.2%
2019	9.3%
2020	-59.6%
2021	79.9%

Visitor Numbers - Staying Visitor



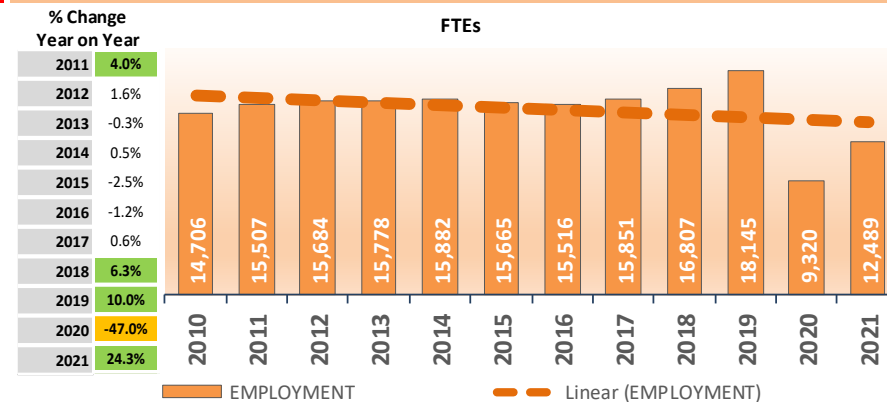
Year	% Change Year on Year
2011	5.0%
2012	0.6%
2013	1.7%
2014	-0.3%
2015	-2.1%
2016	-1.1%
2017	1.5%
2018	3.0%
2019	4.8%
2020	-62.4%
2021	75.2%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2011	3.6%
2012	-0.5%
2013	0.7%
2014	2.2%
2015	0.0%
2016	0.3%
2017	2.5%
2018	4.9%
2019	8.7%
2020	-59.9%
2021	73.8%

Direct Employment Supported - Staying Visitor



Year	% Change Year on Year
2011	4.0%
2012	1.6%
2013	-0.3%
2014	0.5%
2015	-2.5%
2016	-1.2%
2017	0.6%
2018	6.3%
2019	10.0%
2020	-47.0%
2021	24.3%

% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		9.0%	12.5%	18.1%	24.0%	24.4%	26.3%	31.7%	43.9%	57.3%	-36.5%	14.2%
Visitor Numbers		5.0%	5.6%	7.5%	7.2%	4.9%	3.8%	5.4%	8.6%	13.8%	-57.3%	-25.1%
Visitor Days		3.6%	3.1%	3.8%	6.1%	6.1%	6.4%	9.0%	14.4%	24.3%	-50.2%	-13.4%
Direct Employment		5.5%	6.7%	7.3%	8.0%	6.5%	5.5%	7.8%	14.3%	23.4%	-36.6%	-15.1%

"Linear" = Linear Trendline

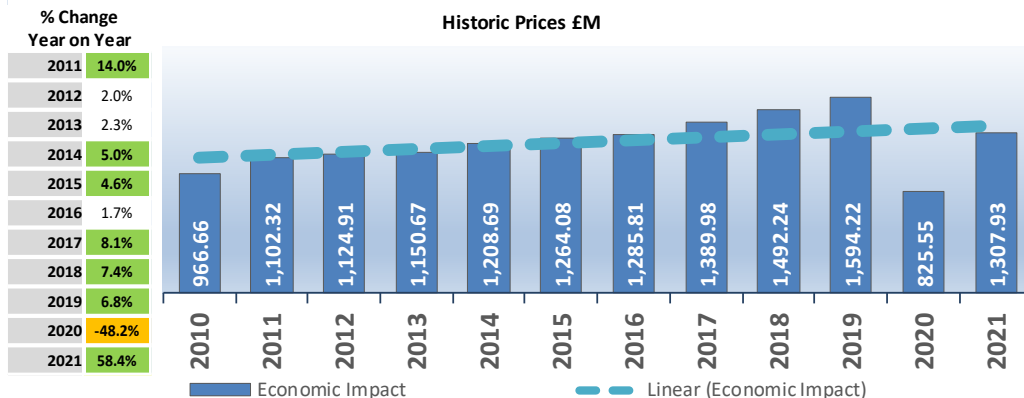
STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

2010 to 2021
Historic Prices

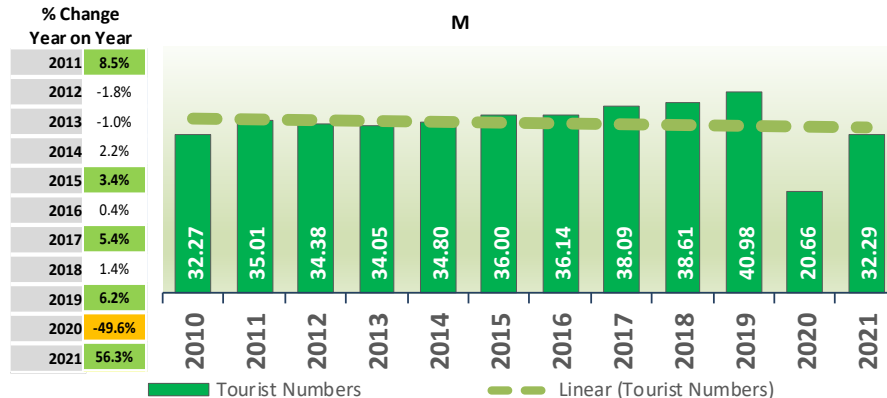
DAY VISITOR

KEY MEASURES
Historic Prices

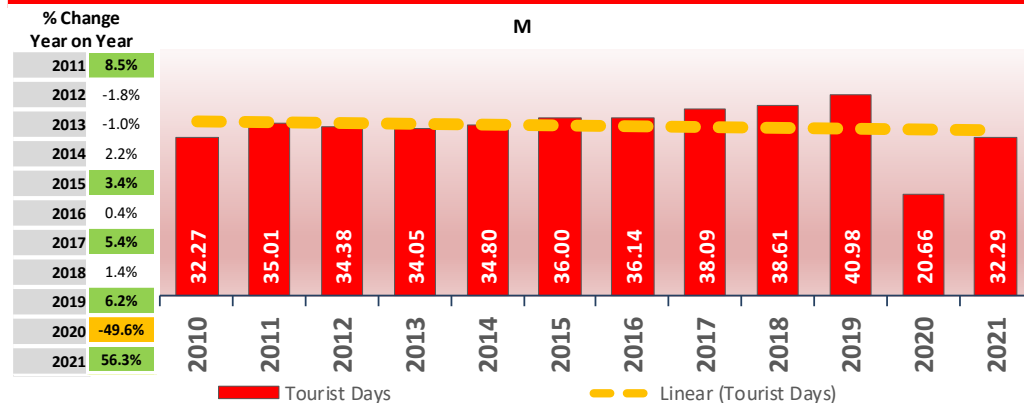
Economic Impact - Historic Prices - Day Visitor



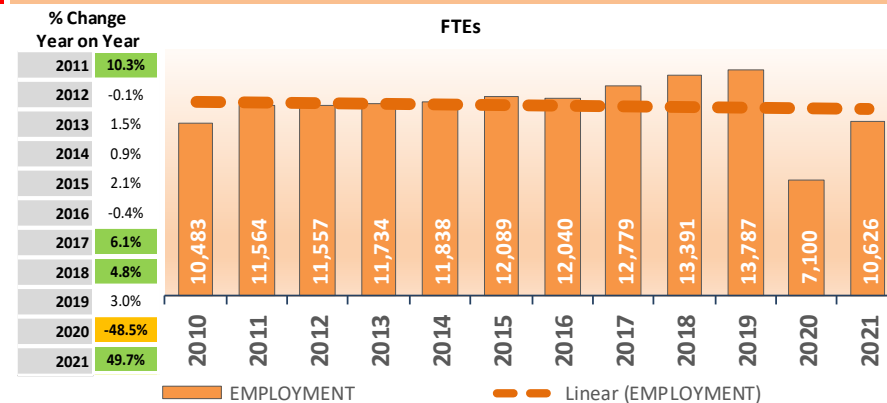
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		14.0%	16.4%	19.0%	25.0%	30.8%	33.0%	43.8%	54.4%	64.9%	-14.6%	35.3%
Visitor Numbers		8.5%	6.5%	5.5%	7.9%	11.6%	12.0%	18.0%	19.6%	27.0%	-36.0%	0.1%
Visitor Days		8.5%	6.5%	5.5%	7.9%	11.6%	12.0%	18.0%	19.6%	27.0%	-36.0%	0.1%
Direct Employment		10.3%	10.2%	11.9%	12.9%	15.3%	14.9%	21.9%	27.7%	31.5%	-32.3%	1.4%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2010 to 2021

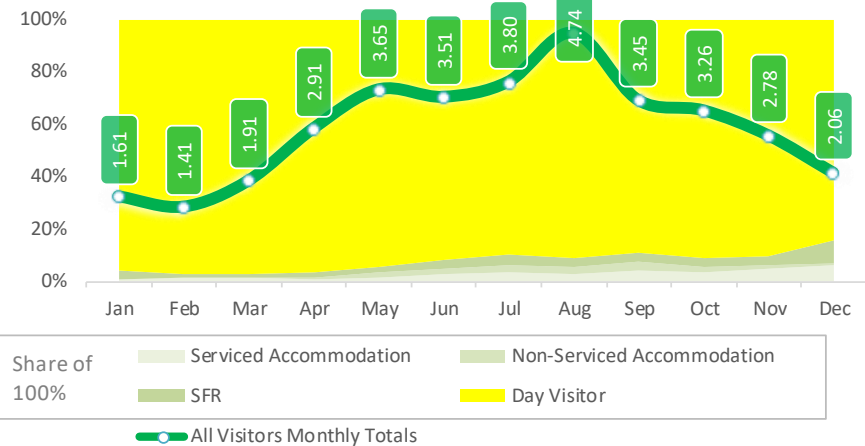
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

2021
Historic Prices **TOTAL** **DISTRIBUTION BY MONTH**
Historic Prices

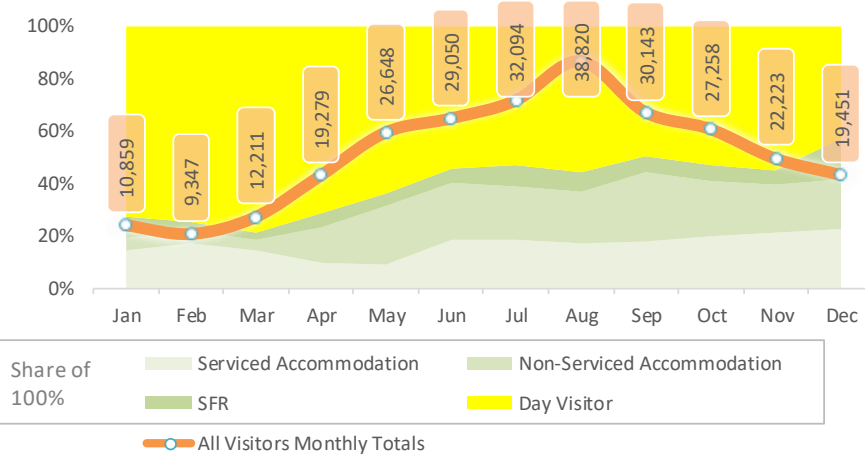
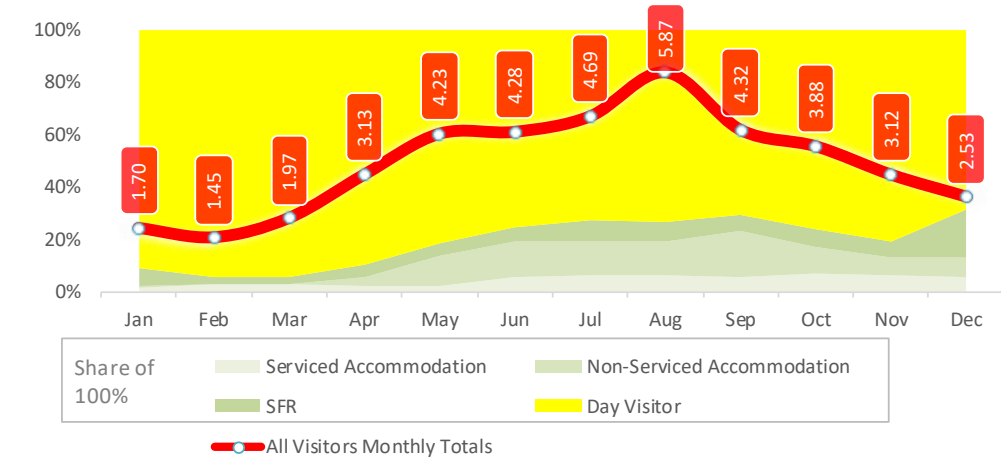
Economic Impact - Historic Prices - £M - Distribution of Impact by Month

Visitor Numbers - 2021 - M - Distribution of Impact by Month



Visitor Days - 2021 - M - Distribution of Impact by Month

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

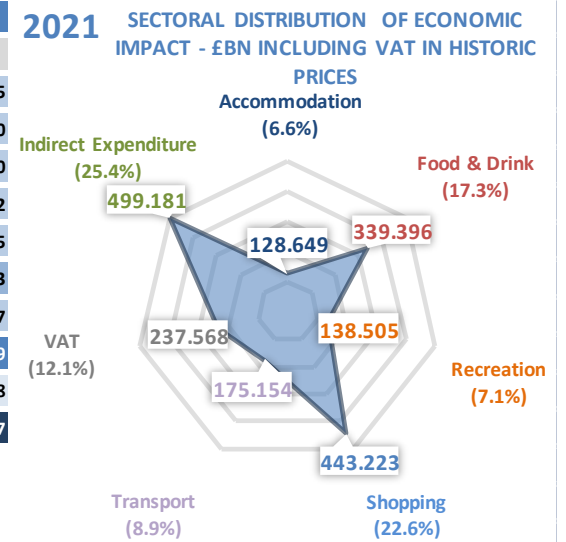


This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

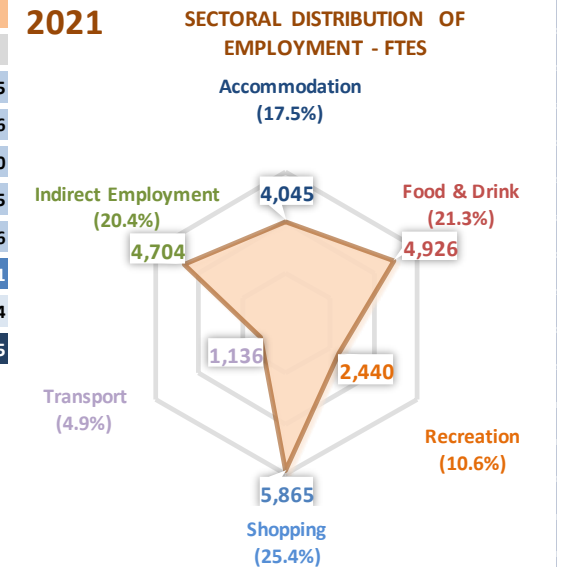
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Accommodation	£M	116.19	124.61	127.91	136.83	143.46	141.42	143.43	147.57	155.08	173.44	74.71	128.65
Food & Drink	£M	270.20	297.08	304.88	313.91	329.91	340.61	346.07	369.95	401.28	430.02	215.02	339.40
Recreation	£M	109.81	120.91	123.93	127.61	134.12	138.51	140.66	150.51	163.34	174.52	87.45	138.50
Shopping	£M	347.00	383.33	392.28	402.89	423.03	439.31	446.85	480.01	518.83	554.87	274.31	443.22
Transport	£M	138.53	152.36	155.93	160.35	168.31	174.32	177.30	190.16	206.35	220.68	107.28	175.15
Direct Revenue	£M	981.73	1,078.29	1,104.93	1,141.58	1,198.83	1,234.17	1,254.31	1,338.20	1,444.88	1,553.54	758.77	1,224.93
VAT	£M	171.80	215.66	220.99	228.32	239.77	246.83	250.86	267.64	288.98	310.71	125.78	237.57
Direct Expenditure	£M	1,153.53	1,293.95	1,325.91	1,369.90	1,438.60	1,481.00	1,505.17	1,605.84	1,733.85	1,864.25	884.56	1,462.49
Indirect Expenditure	£M	385.66	432.54	443.15	456.89	480.00	495.22	503.56	538.27	582.13	630.32	304.36	499.18
TOTAL	£M	1,539.19	1,726.49	1,769.07	1,826.79	1,918.60	1,976.22	2,008.73	2,144.11	2,315.98	2,494.57	1,188.92	1,961.67



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Accommodation	FTEs	5,390	5,536	5,632	5,439	5,450	5,262	5,168	5,090	5,317	6,200	4,009	4,045
Food & Drink	FTEs	5,163	5,608	5,637	5,760	5,814	5,862	5,831	6,120	6,480	6,692	3,248	4,926
Recreation	FTEs	2,546	2,770	2,780	2,842	2,868	2,892	2,876	3,022	3,201	3,296	1,603	2,440
Shopping	FTEs	6,045	6,597	6,612	6,740	6,797	6,892	6,864	7,239	7,638	7,872	3,778	5,865
Transport	FTEs	1,183	1,285	1,288	1,315	1,325	1,340	1,335	1,405	1,489	1,534	724	1,136
Direct Employment	FTEs	20,326	21,795	21,949	22,095	22,255	22,248	22,075	22,876	24,125	25,594	13,362	18,411
Indirect Employment	FTEs	4,862	5,275	5,293	5,417	5,466	5,506	5,482	5,753	6,073	6,337	3,058	4,704
TOTAL	FTEs	25,189	27,071	27,242	27,512	27,720	27,754	27,557	28,630	30,198	31,932	16,420	23,115



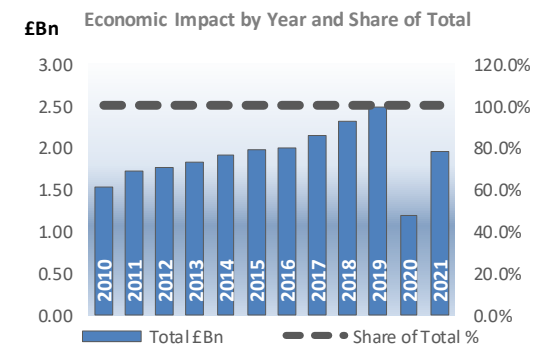
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2010 to 2021

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

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices	TOTAL	ECONOMIC IMPACT Historic Prices				
MONTH AND QUARTER													CALENDAR YEAR	QUARTER					
KEY	TOTAL																		
An increase of 3% or more	ECONOMIC IMPACT £Bn - IN HISTORIC PRICES / 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 2010 to 2021	-10.4%	-21.3%	-13.9%	-8.6%	18.9%	34.7%	39.9%	38.3%	39.9%	44.2%	93.8%	66.7%		27.4%	-15.1%	15.3%	39.2%	63.5%	
% Change 2020 to 2021	-57.9%	-56.9%	1.6%	505.5%	481.0%	378.8%	100.8%	51.9%	33.7%	55.4%	276.7%	115.7%	65.0%	-45.1%	442.0%	58.2%	110.9%		
Average Annual Change	-0.9%	-1.9%	-1.3%	-0.8%	1.7%	3.2%	3.6%	3.5%	3.6%	4.0%	8.5%	6.1%	2.5%	-1.4%	1.4%	3.6%	5.8%		
2010	£Bn	0.081	0.078	0.097	0.148	0.161	0.152	0.173	0.217	0.151	0.131	0.076	0.074	1.539	0.256	0.461	0.541	0.281	
2011	£Bn	0.099	0.089	0.109	0.166	0.166	0.161	0.199	0.243	0.162	0.149	0.098	0.086	1.726	12.2%	0.297	0.493	0.604	0.333
2012	£Bn	0.107	0.094	0.118	0.153	0.168	0.173	0.198	0.250	0.167	0.144	0.106	0.091	1.769	2.5%	0.319	0.494	0.615	0.341
2013	£Bn	0.103	0.103	0.111	0.155	0.182	0.173	0.212	0.267	0.163	0.142	0.112	0.104	1.827	3.3%	0.317	0.510	0.642	0.358
2014	£Bn	0.113	0.126	0.119	0.167	0.182	0.173	0.226	0.258	0.181	0.154	0.116	0.104	1.919	5.0%	0.358	0.523	0.664	0.373
2015	£Bn	0.129	0.124	0.132	0.172	0.185	0.181	0.231	0.253	0.175	0.167	0.122	0.104	1.976	3.0%	0.385	0.538	0.659	0.394
2016	£Bn	0.131	0.127	0.132	0.176	0.188	0.185	0.234	0.256	0.179	0.166	0.123	0.111	2.009	1.6%	0.391	0.548	0.669	0.401
2017	£Bn	0.140	0.134	0.138	0.190	0.204	0.194	0.248	0.271	0.192	0.181	0.133	0.119	2.144	6.7%	0.412	0.588	0.711	0.433
2018	£Bn	0.148	0.144	0.146	0.197	0.226	0.209	0.264	0.297	0.210	0.194	0.150	0.133	2.316	8.0%	0.438	0.632	0.770	0.476
2019	£Bn	0.164	0.163	0.163	0.220	0.243	0.224	0.283	0.312	0.223	0.203	0.157	0.140	2.495	7.7%	0.489	0.687	0.818	0.501
2020	£Bn	0.172	0.143	0.083	0.022	0.033	0.043	0.120	0.197	0.158	0.122	0.039	0.057	1.189	-52.3%	0.397	0.098	0.476	0.218
2021	£Bn	0.072	0.062	0.084	0.136	0.191	0.205	0.242	0.300	0.211	0.189	0.147	0.124	1.962	65.0%	0.218	0.531	0.753	0.460

ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL				
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021					
Total	£Bn	1.539	1.726	1.769	1.827	1.919	1.976	2.009	2.144	2.316	2.495	1.189	1.962				
All Visitor Types	£Bn	1.539	1.726	1.769	1.827	1.919	1.976	2.009	2.144	2.316	2.495	1.189	1.962				
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%				
Annual Change in Share	%																
Change in Share from 2010	%																
Avg Ann. Change in Share	%																

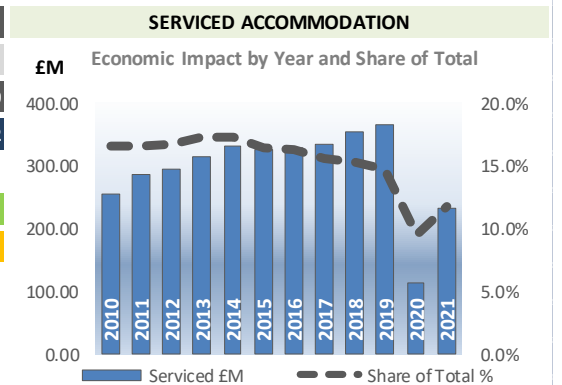


This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

STEAM REPORT FOR 2010-2021 - FINAL VISIT PEAK DISTRICT & DERBYSHIRE													2010 to 2021 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-71.7%	-71.7%	-65.1%	-70.8%	-54.5%	9.7%	23.0%	30.8%	12.0%	15.6%	22.5%	16.8%	-9.2%	Annual Change	-69.1%	-38.2%	23.3%	18.0%	
% Change 2020 to 2021		-76.2%	-77.4%	-32.6%	399.8%	321.7%	1006.1%	249.9%	88.8%	88.7%	109.9%	640.5%	626.0%	105.9%		-67.3%	593.7%	124.3%	248.4%	
Average Annual Change		-6.5%	-6.5%	-5.9%	-6.4%	-5.0%	0.9%	2.1%	2.8%	1.1%	1.4%	2.0%	1.5%	-0.8%		-6.3%	-3.5%	2.1%	1.6%	
2010	£M	10.54	13.70	15.88	22.43	23.97	23.41	31.45	36.54	23.13	24.39	16.08	13.46	254.99		40.12	69.81	91.13	53.93	
2011	£M	12.87	17.36	20.34	24.50	25.48	26.04	34.93	40.51	24.01	26.40	18.05	14.83	285.30	11.9%	50.56	76.02	99.45	59.27	
2012	£M	12.56	18.15	20.29	25.20	25.71	28.41	34.45	43.59	26.33	26.49	19.50	14.72	295.38	3.5%	50.99	79.32	104.37	60.71	
2013	£M	13.26	21.88	25.69	23.80	28.43	29.32	38.10	46.48	24.46	25.53	20.99	17.03	314.98	6.6%	60.83	81.54	109.05	63.55	
2014	£M	12.77	20.95	26.00	25.82	31.09	28.62	43.60	47.01	29.59	28.36	20.78	16.95	331.54	5.3%	59.71	85.54	120.20	66.09	
2015	£M	13.64	20.50	23.87	24.56	30.74	31.39	43.29	47.53	27.19	28.62	18.89	15.28	325.51	-1.8%	58.01	86.69	118.01	62.80	
2016	£M	13.75	20.36	24.43	25.83	31.55	30.50	43.59	47.08	26.26	27.18	19.67	17.11	327.32	0.6%	58.54	87.87	116.93	63.97	
2017	£M	13.85	19.23	24.13	27.02	35.09	31.11	44.08	48.04	27.46	27.86	19.87	17.85	335.59	2.5%	57.21	93.22	119.58	65.58	
2018	£M	14.62	20.22	24.96	28.50	36.90	33.04	45.08	51.93	28.33	29.72	21.08	19.03	353.42	5.3%	59.80	98.44	125.34	69.84	
2019	£M	15.17	20.74	26.21	29.76	38.78	34.97	46.77	52.40	29.24	30.76	22.18	19.66	366.64	3.7%	62.11	103.51	128.42	72.60	
2020	£M	12.50	17.16	8.226	1.311	2.587	2.323	11.06	25.32	13.73	13.44	2.661	2.166	112.49	-69.3%	37.89	6.222	50.11	18.26	
2021	£M	2.978	3.878	5.547	6.554	10.91	25.69	38.70	47.80	25.90	28.20	19.70	15.72	231.59	105.9%	12.40	43.16	112.40	63.63	

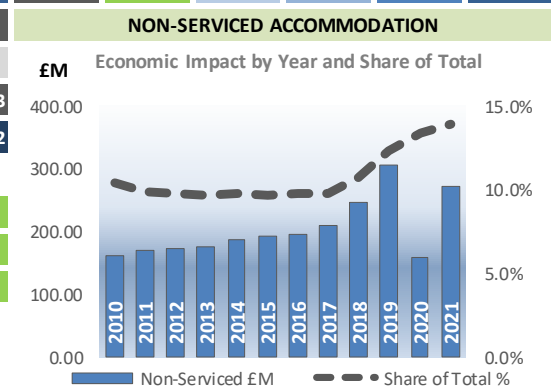
ECONOMIC IMPACT - IN HISTORIC PRICES													SERVICED ACCOMMODATION		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Serviced	£M	254.99	285.30	295.38	314.98	331.54	325.51	327.32	335.59	353.42	366.64	112.49	231.59		
All Visitor Types	£Bn	1.539	1.726	1.769	1.827	1.919	1.976	2.009	2.144	2.316	2.495	1.189	1.962		
Share of Total	%	16.6%	16.5%	16.7%	17.2%	17.3%	16.5%	16.3%	15.7%	15.3%	14.7%	9.5%	11.8%		
Annual Change in Share	%		-0.3%	1.0%	3.3%	0.2%	-4.7%	-1.1%	-3.9%	-2.5%	-3.7%	-35.6%	24.8%		
Change in Share from 2010	%		-0.3%	0.8%	4.1%	4.3%	-0.6%	-1.6%	-5.5%	-7.9%	-11.3%	-42.9%	-28.7%		
Avg Ann. Change in Share	%		-0.3%	0.4%	1.4%	1.1%	-0.1%	-0.3%	-0.8%	-1.0%	-1.3%	-4.3%	-2.6%		



STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices																
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																		
NON-SERVICED ACCOMMODATION													TOTAL						% Change														
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																																	
KEY																																	
An increase of 3% or more																																	
Less than 3% change																																	
A Fall of 3% or more																																	
													Q1		Q2		Q3		Q4		TOTAL		Annual Change										
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4			
% Change 2010 to 2021													-89.9%	-94.9%	-92.6%	-32.4%	54.6%	61.5%	84.5%	79.3%	119.5%	188.2%	196.5%	183.5%	69.7%			-93.0%	39.3%	92.4%	189.4%		
% Change 2020 to 2021													-97.7%	-96.7%	-93.9%	1213.3%	1842.2%	2122.8%	78.7%	32.0%	27.1%	42.6%	1117.2%	115.4%	70.8%			-96.4%	1866.6%	41.5%	110.3%		
Average Annual Change													-8.2%	-8.6%	-8.4%	-2.9%	5.0%	5.6%	7.7%	7.2%	10.9%	17.1%	17.9%	16.7%	6.3%			-8.5%	3.6%	8.4%	17.2%		
2010	£M	2.774	5.606	6.189	10.98	19.56	21.89	23.66	29.84	21.22	9.473	5.162	4.275	160.64			14.57	52.44	74.72	18.91													
2011	£M	3.866	5.361	7.155	13.00	22.17	22.80	24.21	28.91	21.60	10.89	6.350	4.412	170.73	6.3%		16.38	57.97	74.72	21.65													
2012	£M	4.287	5.588	7.986	13.37	21.22	22.26	23.72	29.12	21.27	11.58	6.894	5.086	172.38	1.0%		17.86	56.85	74.11	23.56													
2013	£M	4.403	5.531	8.419	12.84	22.13	22.48	24.65	30.70	21.83	11.62	7.128	5.177	176.91	2.6%		18.35	57.45	77.19	23.92													
2014	£M	4.706	5.886	8.951	13.52	22.37	22.72	25.97	33.18	23.61	12.73	7.854	5.688	187.18	5.8%		19.54	58.61	82.75	26.28													
2015	£M	4.842	6.025	9.220	13.84	22.94	23.16	26.50	34.17	24.25	13.18	8.085	5.886	192.09	2.6%		20.09	59.93	84.92	27.15													
2016	£M	5.042	6.151	9.381	14.33	23.30	23.01	27.35	34.71	24.41	13.18	8.460	6.463	195.79	1.9%		20.57	60.64	86.48	28.10													
2017	£M	5.364	6.734	9.404	15.68	25.91	24.17	29.53	36.63	27.34	14.02	8.777	7.080	210.64	7.6%		21.50	65.75	93.50	29.88													
2018	£M	6.246	7.737	10.90	17.56	31.17	28.59	33.84	44.40	32.09	16.25	10.50	8.609	247.90	17.7%		24.88	77.32	110.33	35.36													
2019	£M	9.607	10.83	14.75	24.71	36.40	32.27	43.02	50.90	35.53	21.42	15.09	12.88	307.41	24.0%		35.19	93.38	129.45	49.39													
2020	£M	11.98	8.728	7.520	0.565	1.558	1.591	24.43	40.52	36.64	19.14	1.257	5.626	159.55	-48.1%		28.23	3.714	101.59	26.02													
2021	£M	0.281	0.284	0.460	7.424	30.25	35.36	43.66	53.50	46.59	27.30	15.31	12.12	272.53	70.8%		1.025	73.04	143.75	54.72													

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Non-Serviced	£M	160.64	170.73	172.38	176.91	187.18	192.09	195.79	210.64	247.90	307.41	159.55	272.53
All Visitor Types	£Bn	1.539	1.726	1.769	1.827	1.919	1.976	2.009	2.144	2.316	2.495	1.189	1.962
Share of Total	%	10.4%	9.9%	9.7%	9.7%	9.8%	9.7%	9.7%	9.8%	10.7%	12.3%	13.4%	13.9%
Annual Change in Share	%		-5.3%	-1.5%	-0.6%	0.7%	-0.4%	0.3%	0.8%	9.0%	15.1%	8.9%	3.5%
Change in Share from 2010	%		-5.3%	-6.6%	-7.2%	-6.5%	-6.9%	-6.6%	-5.9%	2.6%	18.1%	28.6%	33.1%
Avg Ann. Change in Share	%		-5.3%	-3.3%	-2.4%	-1.6%	-1.4%	-1.1%	-0.8%	0.3%	2.0%	2.9%	3.0%



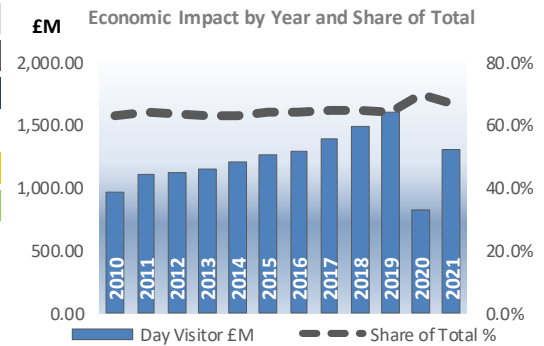
This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

ECONOMIC IMPACT BY:													2010 to 2021 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices																									
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																											
DAY VISITOR													TOTAL						% Change																							
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																																										
KEY																																										
An increase of 3% or more																																										
Less than 3% change																																										
A Fall of 3% or more																																										
													Q1		Q2		Q3		Q4		TOTAL		Annual Change		Q1		Q2		Q3		Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																		
% Change 2010 to 2021													37.5%	6.8%	12.0%	18.1%	34.1%	35.7%	35.8%	30.6%	28.0%	36.3%	115.1%	92.8%	35.3%		17.4%	29.4%	31.5%	70.1%												
% Change 2020 to 2021													-46.5%	-48.8%	20.9%	484.4%	409.3%	245.7%	79.3%	48.6%	25.9%	46.5%	200.6%	60.7%	58.4%		-32.8%	353.5%	49.0%	83.2%												
Average Annual Change													3.4%	0.6%	1.1%	1.6%	3.1%	3.2%	3.3%	2.8%	2.5%	3.3%	10.5%	8.4%	3.2%		1.6%	2.7%	2.9%	6.4%												
2010	£M	45.50	51.92	67.22	96.27	104.47	96.50	101.82	133.99	97.13	87.90	47.44	36.50	966.66		164.64	297.24	332.94	171.84																							
2011	£M	57.93	58.73	72.07	108.17	104.76	101.61	122.72	156.47	106.45	101.34	65.78	46.29	1,102.32	14.0%	188.73	314.55	385.65	213.40																							
2012	£M	64.96	61.81	80.02	92.90	107.60	111.44	122.45	158.53	108.95	95.24	71.33	49.70	1,124.91	2.0%	206.78	311.93	389.93	216.26																							
2013	£M	59.17	65.84	66.73	96.58	117.28	109.74	130.50	170.97	106.28	94.02	74.78	58.78	1,150.67	2.3%	191.74	323.61	407.75	227.57																							
2014	£M	68.76	89.92	73.29	105.64	113.53	110.08	136.56	157.59	116.27	101.64	78.04	57.36	1,208.69	5.0%	231.97	329.25	410.42	237.05																							
2015	£M	82.50	88.14	88.23	111.00	116.01	113.96	141.80	150.41	112.49	113.87	86.41	59.26	1,264.08	4.6%	258.87	340.97	404.70	259.54																							
2016	£M	83.99	90.67	87.54	112.38	116.98	118.68	143.12	152.96	116.76	114.32	85.87	62.55	1,285.81	1.7%	262.20	348.03	412.84	262.74																							
2017	£M	91.42	98.00	93.15	122.83	126.56	125.35	153.16	165.01	124.92	126.92	94.69	67.97	1,389.98	8.1%	282.57	374.73	443.09	289.59																							
2018	£M	95.15	105.65	98.09	124.93	139.84	133.02	162.11	177.26	136.35	134.66	108.24	76.95	1,492.24	7.4%	298.88	397.78	475.72	319.85																							
2019	£M	106.49	120.69	109.39	138.37	149.09	142.88	170.63	185.15	145.11	137.80	109.38	79.25	1,594.22	6.8%	336.56	430.34	500.89	326.43																							
2020	£M	116.87	108.35	62.25	19.46	27.51	37.88	77.13	117.75	98.79	81.83	33.95	43.78	825.55	-48.2%	287.47	84.84	293.67	159.56																							
2021	£M	62.57	55.43	75.26	113.73	140.09	130.92	138.31	174.98	124.36	119.85	102.05	70.37	1,307.93	58.4%	193.25	384.74	437.66	292.27																							

ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR																
SHARE OF MARKET													£M		Economic Impact by Year and Share of Total														
													2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021					
Day Visitor													£M	966.66	1,102.32	1,124.91	1,150.67	1,208.69	1,264.08	1,285.81	1,389.98	1,492.24	1,594.22	825.55	1,307.93				
All Visitor Types													£Bn	1.539	1.726	1.769	1.827	1.919	1.976	2.009	2.144	2.316	2.495	1.189	1.962				
Share of Total													%	62.8%	63.8%	63.6%	63.0%	63.0%	64.0%	64.0%	64.8%	64.4%	63.9%	69.4%	66.7%				
Annual Change in Share													%		1.7%	-0.4%	-0.9%	0.0%	1.5%	0.1%	1.3%	-0.6%	-0.8%	8.7%	-4.0%				
Change in Share from 2010													%		1.7%	1.2%	0.3%	0.3%	1.8%	1.9%	3.2%	2.6%	1.8%	10.6%	6.2%				
Avg Ann. Change in Share													%		1.7%	0.6%	0.1%	0.1%	0.4%	0.3%	0.5%	0.3%	0.2%	1.1%	0.6%				



This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

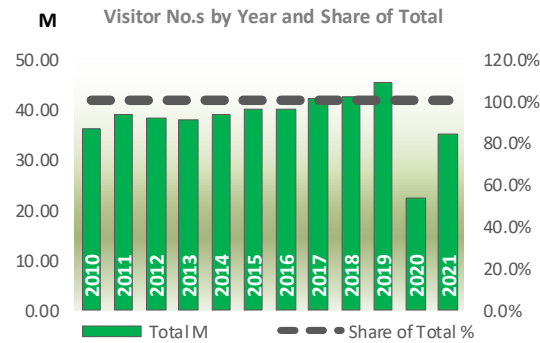
Visitor Numbers by Month, Year and Visitor Type for the Period 2010 to 2021

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

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

VISITOR NUMBERS BY:													2010 to 2021		TOTAL	VISITOR NUMBERS				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
TOTAL													TOTAL							
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL		Annual Change					
KEY	Q1			Q2			Q3			Q4			TOTAL	% Change	Q1	Q2	Q3	Q4		
An increase of 3% or more	Less than 3% 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 2010 to 2021	-11.8%	-26.9%	-22.7%	-18.7%	-5.0%	-1.3%	0.7%	-2.9%	-3.0%	0.7%	52.9%	34.7%	-2.5%	-20.8%	-8.3%	-1.8%	23.0%			
% Change 2020 to 2021	-50.4%	-51.6%	15.4%	479.8%	412.6%	262.7%	82.8%	47.7%	26.9%	47.1%	215.2%	77.1%	57.6%	-36.9%	361.5%	49.8%	90.1%			
Average Annual Change	-1.1%	-2.4%	-2.1%	-1.7%	-0.5%	-0.1%	0.1%	-0.3%	-0.3%	0.1%	4.8%	3.2%	-0.2%	-1.9%	-0.8%	-0.2%	2.1%			
2010	M	1.825	1.929	2.469	3.576	3.848	3.560	3.773	4.882	3.558	3.233	1.817	1.531	36.00	6.224	10.99	12.21	6.581		
2011	M	2.176	2.090	2.554	3.813	3.698	3.573	4.285	5.376	3.705	3.522	2.340	1.801	38.93	8.1%	6.820	11.08	13.37	7.664	
2012	M	2.321	2.118	2.709	3.221	3.649	3.751	4.121	5.255	3.665	3.208	2.443	1.862	38.32	-1.6%	7.149	10.62	13.04	7.513	
2013	M	2.094	2.227	2.273	3.200	3.842	3.593	4.249	5.476	3.468	3.060	2.482	2.099	38.06	-0.7%	6.594	10.63	13.19	7.641	
2014	M	2.305	2.843	2.393	3.380	3.628	3.485	4.348	4.963	3.709	3.225	2.515	2.011	38.81	2.0%	7.541	10.49	13.02	7.751	
2015	M	2.676	2.754	2.775	3.487	3.657	3.556	4.451	4.707	3.572	3.536	2.724	2.025	39.92	2.9%	8.204	10.70	12.73	8.284	
2016	M	2.694	2.793	2.718	3.496	3.641	3.640	4.435	4.704	3.623	3.484	2.672	2.115	40.01	0.2%	8.205	10.78	12.76	8.270	
2017	M	2.840	2.920	2.806	3.712	3.846	3.743	4.612	4.930	3.779	3.752	2.853	2.229	42.02	5.0%	8.567	11.30	13.32	8.834	
2018	M	2.804	2.974	2.795	3.585	4.013	3.762	4.615	5.020	3.894	3.767	3.068	2.369	42.66	1.5%	8.573	11.36	13.53	9.204	
2019	M	3.092	3.352	3.085	3.935	4.246	4.007	4.833	5.206	4.107	3.843	3.099	2.427	45.23	6.0%	9.528	12.19	14.15	9.369	
2020	M	3.245	2.913	1.653	0.501	0.713	0.969	2.079	3.207	2.720	2.213	0.881	1.164	22.26	-50.8%	7.812	2.183	8.006	4.259	
2021	M	1.610	1.411	1.908	2.907	3.654	3.513	3.800	4.738	3.453	3.256	2.778	2.062	35.09	57.6%	4.929	10.07	11.99	8.095	

VISITOR NUMBERS													TOTAL	
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M	Visitor No.s by Year and Share of Total
Total	M	36.00	38.93	38.32	38.06	38.81	39.92	40.01	42.02	42.66	45.23	22.26	35.09	50.00
All Visitor Types	M	36.00	38.93	38.32	38.06	38.81	39.92	40.01	42.02	42.66	45.23	22.26	35.09	40.00
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%													
Change in Share from 2010	%													
Avg Ann. Change in Share	%													



This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

VISITOR NUMBERS BY:													2010 to 2021		SERVICED		VISITOR NUMBERS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES		Annual 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	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2010 to 2021													-78.8%	-74.9%	-75.9%	-81.7%	-69.1%	-34.6%	-2.5%	-15.6%	0.6%	-26.4%	3.0%	16.1%	-34.3%		-76.4%	-62.1%	-6.3%	-5.3%
% Change 2020 to 2021													-76.1%	-77.7%	-33.7%	391.9%	314.7%	980.0%	243.6%	83.6%	86.7%	108.1%	638.9%	632.1%	95.2%		-69.0%	562.5%	119.6%	309.8%
Average Annual Change													-7.2%	-6.8%	-6.9%	-7.4%	-6.3%	-3.1%	-0.2%	-1.4%	0.1%	-2.4%	0.3%	1.5%	-3.1%		-6.9%	-5.6%	-0.6%	-0.5%
2010	M	0.077	0.093	0.108	0.145	0.142	0.140	0.147	0.162	0.140	0.152	0.122	0.103	1.532		0.278	0.427	0.449	0.378											
2011	M	0.090	0.116	0.137	0.151	0.144	0.144	0.158	0.165	0.144	0.153	0.134	0.122	1.660	8.4%	0.344	0.440	0.467	0.409											
2012	M	0.088	0.120	0.136	0.153	0.141	0.148	0.154	0.168	0.158	0.145	0.141	0.133	1.685	1.5%	0.344	0.441	0.481	0.419											
2013	M	0.094	0.164	0.165	0.119	0.145	0.151	0.158	0.170	0.146	0.128	0.145	0.145	1.731	2.8%	0.423	0.416	0.474	0.419											
2014	M	0.080	0.141	0.150	0.115	0.140	0.130	0.180	0.172	0.174	0.141	0.143	0.144	1.711	-1.2%	0.371	0.385	0.527	0.428											
2015	M	0.075	0.132	0.131	0.105	0.138	0.125	0.177	0.160	0.167	0.132	0.135	0.129	1.606	-6.1%	0.338	0.368	0.505	0.396											
2016	M	0.078	0.132	0.124	0.113	0.136	0.118	0.174	0.147	0.155	0.117	0.134	0.138	1.568	-2.4%	0.335	0.367	0.476	0.389											
2017	M	0.078	0.123	0.121	0.116	0.149	0.118	0.172	0.146	0.158	0.117	0.133	0.142	1.573	0.4%	0.322	0.383	0.476	0.393											
2018	M	0.080	0.126	0.122	0.119	0.153	0.122	0.171	0.154	0.159	0.122	0.138	0.147	1.612	2.5%	0.328	0.394	0.484	0.407											
2019	M	0.083	0.128	0.126	0.122	0.159	0.127	0.178	0.156	0.162	0.124	0.143	0.149	1.657	2.8%	0.337	0.408	0.496	0.416											
2020	M	0.068	0.105	0.039	0.005	0.011	0.008	0.042	0.075	0.075	0.054	0.017	0.016	0.515	-68.9%	0.212	0.024	0.192	0.087											
2021	M	0.016	0.023	0.026	0.027	0.044	0.092	0.143	0.137	0.141	0.112	0.126	0.120	1.006	95.2%	0.066	0.162	0.421	0.358											

VISITOR NUMBERS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Serviced	M	1.532	1.660	1.685	1.731	1.711	1.606	1.568	1.573	1.612	1.657	0.515	1.006		
All Visitor Types	M	36.00	38.93	38.32	38.06	38.81	39.92	40.01	42.02	42.66	45.23	22.26	35.09		
Share of Total	%	4.3%	4.3%	4.4%	4.5%	4.4%	4.0%	3.9%	3.7%	3.8%	3.7%	2.3%	2.9%		
Annual Change in Share	%		0.2%	3.1%	3.5%	-3.1%	-8.7%	-2.6%	-4.4%	0.9%	-3.0%	-36.8%	23.8%		
Change in Share from 2010	%		0.2%	3.3%	6.9%	3.6%	-5.4%	-7.9%	-12.0%	-11.2%	-13.9%	-45.6%	-32.6%		
Avg Ann. Change in Share	%		0.2%	1.7%	2.3%	0.9%	-1.1%	-1.3%	-1.7%	-1.4%	-1.5%	-4.6%	-3.0%		



This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

STEAM REPORT FOR 2010-2021 - FINAL VISIT PEAK DISTRICT & DERBYSHIRE													2010 to 2021		SFR	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SFR											TOTAL						% Change		
An increase of 3% or more		VISITOR NUMBERS IN 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 2010 to 2021		-78.1%	-78.4%	-76.1%	-68.4%	-43.2%	-7.4%	-2.0%	5.9%	11.9%	8.5%	3.0%	-5.8%	-29.0%	Annual Change		-77.7%	-43.3%	4.4%	0.2%	
% Change 2020 to 2021		-78.9%	-76.5%	-43.1%	633.5%	690.8%	1214.1%	166.4%	68.3%	61.8%	86.2%	728.7%	339.2%	62.7%	Annual Change		-74.2%	843.8%	91.0%	237.5%	
Average Annual Change		-7.1%	-7.1%	-6.9%	-6.2%	-3.9%	-0.7%	-0.2%	0.5%	1.1%	0.8%	0.3%	-0.5%	-2.6%	Annual Change		-7.1%	-3.9%	0.4%	0.0%	
2010	M	0.221	0.087	0.095	0.176	0.144	0.122	0.161	0.161	0.109	0.111	0.091	0.193	1.670	Annual Change		0.403	0.441	0.431	0.395	
2011	M	0.234	0.092	0.102	0.177	0.145	0.123	0.162	0.160	0.108	0.112	0.093	0.193	1.704	2.0%	Annual Change		0.428	0.446	0.431	0.399
2012	M	0.236	0.093	0.102	0.181	0.145	0.125	0.162	0.164	0.110	0.113	0.096	0.195	1.720	0.9%	Annual Change		0.430	0.450	0.435	0.404
2013	M	0.237	0.099	0.109	0.177	0.147	0.125	0.165	0.166	0.107	0.110	0.097	0.200	1.740	1.2%	Annual Change		0.446	0.449	0.438	0.407
2014	M	0.234	0.098	0.110	0.181	0.149	0.124	0.170	0.168	0.112	0.114	0.097	0.200	1.757	1.0%	Annual Change		0.442	0.454	0.450	0.411
2015	M	0.241	0.098	0.108	0.182	0.150	0.128	0.172	0.170	0.112	0.116	0.095	0.196	1.768	0.6%	Annual Change		0.447	0.460	0.454	0.407
2016	M	0.244	0.098	0.110	0.186	0.153	0.128	0.174	0.171	0.112	0.115	0.098	0.204	1.791	1.3%	Annual Change		0.452	0.466	0.457	0.417
2017	M	0.245	0.097	0.110	0.189	0.159	0.129	0.176	0.173	0.115	0.117	0.098	0.209	1.817	1.4%	Annual Change		0.452	0.477	0.463	0.424
2018	M	0.248	0.098	0.110	0.190	0.162	0.131	0.176	0.176	0.115	0.119	0.100	0.212	1.837	1.1%	Annual Change		0.455	0.483	0.468	0.430
2019	M	0.252	0.098	0.112	0.193	0.163	0.132	0.179	0.177	0.115	0.119	0.102	0.213	1.855	1.0%	Annual Change		0.462	0.489	0.470	0.434
2020	M	0.230	0.080	0.040	0.008	0.010	0.009	0.059	0.101	0.075	0.064	0.011	0.041	0.729	-60.7%	Annual Change		0.349	0.026	0.236	0.117
2021	M	0.048	0.019	0.023	0.056	0.082	0.113	0.158	0.170	0.122	0.120	0.093	0.182	1.186	62.7%	Annual Change		0.090	0.250	0.450	0.396

VISITOR NUMBERS													SFR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	SFR	
SFR	M	1.670	1.704	1.720	1.740	1.757	1.768	1.791	1.817	1.837	1.855	0.729	1.186	M	
All Visitor Types	M	36.00	38.93	38.32	38.06	38.81	39.92	40.01	42.02	42.66	45.23	22.26	35.09	Share of Total %	
Share of Total	%	4.6%	4.4%	4.5%	4.6%	4.5%	4.4%	4.5%	4.3%	4.3%	4.1%	3.3%	3.4%	M	
Annual Change in Share	%		-5.7%	2.5%	1.9%	-1.0%	-2.2%	1.1%	-3.4%	-0.4%	-4.7%	-20.2%	3.2%	Share of Total %	
Change in Share from 2010	%		-5.7%	-3.3%	-1.4%	-2.4%	-4.5%	-3.5%	-6.8%	-7.2%	-11.6%	-29.4%	-27.1%	Share of Total %	
Avg Ann. Change in Share	%		-5.7%	-1.6%	-0.5%	-0.6%	-0.9%	-0.6%	-1.0%	-0.9%	-1.3%	-2.9%	-2.5%	Share of Total %	

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

VISITOR NUMBERS BY:													2010 to 2021		STAYING VISITOR		VISITOR NUMBERS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2010 to 2021													-78.7%	-78.3%	-77.9%	-72.8%	-45.8%	-17.4%	3.0%	2.0%	21.0%	-0.8%	10.5%	3.8%	-25.1%	Annual Change	-78.4%	-46.0%	7.8%	4.0%
% Change 2020 to 2021													-79.6%	-78.9%	-47.7%	593.4%	696.8%	1266.6%	159.7%	60.6%	54.7%	79.9%	719.4%	373.3%	75.2%		-74.4%	869.0%	80.8%	231.8%
Average Annual Change													-7.2%	-7.1%	-7.1%	-6.6%	-4.2%	-1.6%	0.3%	0.2%	1.9%	-0.1%	1.0%	0.3%	-2.3%		-7.1%	-4.2%	0.7%	0.4%
2010	M	0.307	0.196	0.225	0.363	0.361	0.339	0.374	0.409	0.316	0.299	0.233	0.313	3.734		0.728	1.063	1.099	0.845											
2011	M	0.336	0.225	0.265	0.377	0.371	0.346	0.387	0.406	0.323	0.303	0.251	0.331	3.921	5.0%	0.825	1.093	1.116	0.885											
2012	M	0.336	0.229	0.264	0.381	0.361	0.345	0.379	0.410	0.335	0.297	0.263	0.343	3.944	0.6%	0.829	1.088	1.124	0.903											
2013	M	0.343	0.279	0.299	0.342	0.371	0.346	0.387	0.417	0.323	0.278	0.269	0.360	4.012	1.7%	0.920	1.058	1.127	0.907											
2014	M	0.326	0.253	0.283	0.338	0.359	0.316	0.416	0.425	0.361	0.298	0.268	0.360	4.002	-0.3%	0.862	1.012	1.202	0.926											
2015	M	0.326	0.244	0.262	0.326	0.354	0.310	0.412	0.424	0.369	0.293	0.263	0.337	3.918	-2.1%	0.832	0.990	1.204	0.892											
2016	M	0.333	0.245	0.258	0.338	0.353	0.305	0.412	0.405	0.342	0.270	0.258	0.357	3.876	-1.1%	0.836	0.996	1.159	0.885											
2017	M	0.335	0.235	0.254	0.347	0.378	0.308	0.415	0.409	0.355	0.274	0.258	0.367	3.935	1.5%	0.824	1.033	1.179	0.899											
2018	M	0.341	0.240	0.257	0.353	0.394	0.320	0.421	0.433	0.366	0.284	0.268	0.377	4.055	3.0%	0.838	1.068	1.220	0.929											
2019	M	0.354	0.249	0.272	0.377	0.414	0.334	0.447	0.446	0.376	0.300	0.287	0.390	4.248	4.8%	0.876	1.125	1.270	0.977											
2020	M	0.319	0.202	0.095	0.014	0.025	0.020	0.148	0.260	0.247	0.165	0.031	0.069	1.596	-62.4%	0.616	0.059	0.655	0.265											
2021	M	0.065	0.043	0.050	0.099	0.196	0.280	0.385	0.417	0.382	0.296	0.258	0.324	2.795	75.2%	0.158	0.574	1.184	0.879											

VISITOR NUMBERS													SHARE OF MARKET		2010		2011		2012		2013		2014		2015		2016		2017		2018		2019		2020		2021						
Staying Visitor													M	3.734	3.921	3.944	4.012	4.002	3.918	3.876	3.935	4.055	4.248	1.596	2.795																		
All Visitor Types													M	36.00	38.93	38.32	38.06	38.81	39.92	40.01	42.02	42.66	45.23	22.26	35.09																		
Share of Total													%	10.4%	10.1%	10.3%	10.5%	10.3%	9.8%	9.7%	9.4%	9.5%	9.4%	7.2%	8.0%																		
Annual Change in Share													%		-2.9%	2.2%	2.4%	-2.2%	-4.8%	-1.3%	-3.3%	1.5%	-1.2%	-23.7%	11.1%																		
Change in Share from 2010													%		-2.9%	-0.8%	1.6%	-0.6%	-5.4%	-6.6%	-9.7%	-8.4%	-9.5%	-30.9%	-23.2%																		
Avg Ann. Change in Share													%		-2.9%	-0.4%	0.5%	-0.1%	-1.1%	-1.1%	-1.4%	-1.0%	-1.1%	-3.1%	-2.1%																		



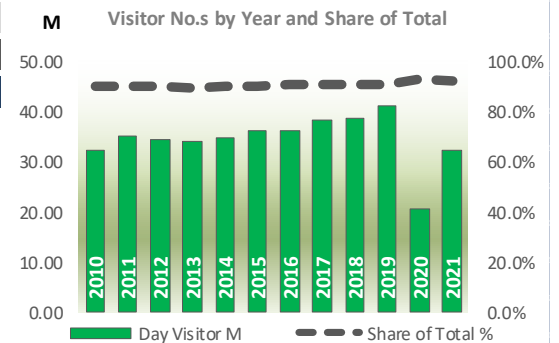
This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

VISITOR NUMBERS BY:													2010 to 2021		DAY VISITOR		VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
DAY VISITOR													TOTAL						% Change	
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL		% Change		QUARTER			
KEY													TOTAL		% Change		QUARTER			
An increase of 3% or more													TOTAL		% Change		QUARTER			
Less than 3% change													TOTAL		% Change		QUARTER			
A Fall of 3% or more													TOTAL		% Change		QUARTER			
Q1													TOTAL		% Change		QUARTER			
Q2													TOTAL		% Change		QUARTER			
Q3													TOTAL		% Change		QUARTER			
Q4													TOTAL		% Change		QUARTER			
JAN													TOTAL		% Change		QUARTER			
FEB													TOTAL		% Change		QUARTER			
MAR													TOTAL		% Change		QUARTER			
APR													TOTAL		% Change		QUARTER			
MAY													TOTAL		% Change		QUARTER			
JUN													TOTAL		% Change		QUARTER			
JUL													TOTAL		% Change		QUARTER			
AUG													TOTAL		% Change		QUARTER			
SEP													TOTAL		% Change		QUARTER			
OCT													TOTAL		% Change		QUARTER			
NOV													TOTAL		% Change		QUARTER			
DEC													TOTAL		% Change		QUARTER			
% Change 2010 to 2021													TOTAL		% Change		QUARTER			
% Change 2020 to 2021													TOTAL		% Change		QUARTER			
Average Annual Change													TOTAL		% Change		QUARTER			
2010	M	1.519	1.733	2.244	3.214	3.487	3.221	3.399	4.473	3.243	2.934	1.584	1.218	32.27	5.496	9.923	11.11	5.736		
2011	M	1.840	1.865	2.289	3.436	3.327	3.227	3.898	4.970	3.381	3.219	2.089	1.470	35.01	8.5%	5.994	9.991	12.25	6.778	
2012	M	1.985	1.889	2.446	2.839	3.288	3.406	3.742	4.845	3.330	2.911	2.180	1.519	34.38	-1.8%	6.320	9.534	11.92	6.610	
2013	M	1.751	1.948	1.975	2.858	3.471	3.247	3.862	5.059	3.145	2.782	2.213	1.739	34.05	-1.0%	5.674	9.576	12.07	6.734	
2014	M	1.980	2.589	2.110	3.042	3.269	3.170	3.932	4.538	3.348	2.927	2.247	1.652	34.80	2.2%	6.680	9.481	11.82	6.826	
2015	M	2.349	2.510	2.513	3.161	3.304	3.246	4.038	4.284	3.204	3.243	2.461	1.688	36.00	3.4%	7.372	9.711	11.53	7.392	
2016	M	2.361	2.548	2.460	3.159	3.288	3.336	4.023	4.299	3.282	3.213	2.414	1.758	36.14	0.4%	7.369	9.782	11.60	7.385	
2017	M	2.505	2.685	2.553	3.366	3.468	3.435	4.197	4.521	3.423	3.478	2.595	1.863	38.09	5.4%	7.743	10.27	12.14	7.935	
2018	M	2.463	2.734	2.538	3.232	3.618	3.442	4.194	4.587	3.528	3.483	2.800	1.991	38.61	1.4%	7.735	10.29	12.31	8.275	
2019	M	2.738	3.103	2.812	3.557	3.833	3.673	4.387	4.760	3.731	3.543	2.812	2.037	40.98	6.2%	8.652	11.06	12.88	8.392	
2020	M	2.925	2.712	1.558	0.487	0.688	0.948	1.931	2.947	2.473	2.048	0.850	1.096	20.66	-49.6%	7.195	2.124	7.351	3.994	
2021	M	1.545	1.369	1.858	2.808	3.459	3.233	3.415	4.321	3.071	2.959	2.520	1.738	32.29	56.3%	4.772	9.500	10.81	7.217	

VISITOR NUMBERS													DAY VISITOR		
SHARE OF MARKET													M		
Day Visitor	M	32.27	35.01	34.38	34.05	34.80	36.00	36.14	38.09	38.61	40.98	20.66	32.29	Visitor No.s by Year and Share of Total	
All Visitor Types	M	36.00	38.93	38.32	38.06	38.81	39.92	40.01	42.02	42.66	45.23	22.26	35.09	M	
Share of Total	%	89.6%	89.9%	89.7%	89.5%	89.7%	90.2%	90.3%	90.6%	90.5%	90.6%	92.8%	92.0%	Day Visitor M	
Annual Change in Share	%		0.3%	-0.2%	-0.3%	0.3%	0.6%	0.1%	0.4%	-0.2%	0.1%	2.5%	-0.9%	Share of Total %	
Change in Share from 2010	%		0.3%	0.1%	-0.2%	0.1%	0.6%	0.8%	1.1%	1.0%	1.1%	3.6%	2.7%		
Avg Ann. Change in Share	%		0.3%	0.0%	-0.1%	0.0%	0.1%	0.1%	0.2%	0.1%	0.1%	0.4%	0.2%		



This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

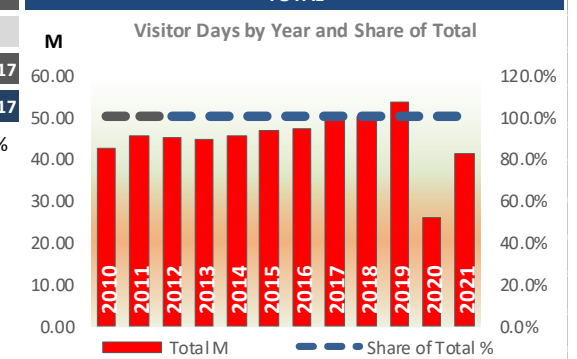
Visitor Days by Month, Year and Visitor Type for the Period 2010 to 2021

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

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

VISITOR DAYS BY:													2010 to 2021	TOTAL	VISITOR DAYS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
TOTAL																		
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													TOTAL	% Change				
Q1			Q2			Q3			Q4			Q1			Q2	Q3	Q4	
KEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
An increase of 3% or more																		
Less than 3% change																		
A Fall of 3% or more																		
% Change 2010 to 2021	-24.7%	-34.0%	-29.0%	-25.4%	-6.8%	0.5%	3.0%	0.8%	2.1%	6.0%	51.0%	28.5%	-3.2%		-29.2%	-10.4%	1.8%	23.8%
% Change 2020 to 2021	-55.3%	-54.4%	7.0%	492.5%	455.7%	321.9%	88.1%	47.8%	28.5%	49.2%	240.7%	93.7%	59.8%		-42.0%	405.2%	51.4%	97.6%
Average Annual Change	-2.2%	-3.1%	-2.6%	-2.3%	-0.6%	0.0%	0.3%	0.1%	0.2%	0.5%	4.6%	2.6%	-0.3%		-2.7%	-0.9%	0.2%	2.2%
2010	M	2.255	2.196	2.770	4.195	4.533	4.253	4.558	5.825	4.235	3.664	2.068	1.970	42.52	7.220	12.98	14.62	7.702
2011	M	2.650	2.364	2.887	4.467	4.421	4.282	5.069	6.300	4.360	3.984	2.616	2.230	45.63	7.902	13.17	15.73	8.830
2012	M	2.797	2.393	3.047	3.875	4.335	4.449	4.872	6.185	4.304	3.673	2.727	2.287	44.95	8.237	12.66	15.36	8.688
2013	M	2.569	2.493	2.641	3.835	4.539	4.271	5.025	6.431	4.075	3.508	2.768	2.534	44.69	7.703	12.65	15.53	8.810
2014	M	2.786	3.122	2.782	4.054	4.354	4.170	5.158	5.940	4.360	3.700	2.806	2.450	45.68	8.691	12.58	15.46	8.956
2015	M	3.183	3.039	3.161	4.162	4.393	4.285	5.269	5.706	4.195	4.028	2.999	2.458	46.88	9.382	12.84	15.17	9.485
2016	M	3.200	3.073	3.114	4.183	4.384	4.349	5.266	5.717	4.255	3.972	2.965	2.572	47.05	9.387	12.92	15.24	9.509
2017	M	3.352	3.200	3.195	4.424	4.648	4.464	5.465	5.960	4.455	4.253	3.149	2.702	49.27	9.747	13.54	15.88	10.10
2018	M	3.329	3.264	3.199	4.316	4.880	4.538	5.505	6.147	4.618	4.296	3.384	2.864	50.34	9.793	13.73	16.27	10.54
2019	M	3.672	3.687	3.549	4.775	5.193	4.841	5.831	6.399	4.875	4.445	3.480	2.985	53.73	10.91	14.81	17.11	10.91
2020	M	3.798	3.174	1.837	0.528	0.761	1.013	2.495	3.972	3.364	2.603	0.917	1.307	25.77	8.809	2.302	9.831	4.827
2021	M	1.698	1.449	1.966	3.131	4.226	4.275	4.693	5.870	4.322	3.884	3.123	2.532	41.17	5.113	11.63	14.88	9.538

VISITOR DAYS													TOTAL				
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021					
Total	M	42.52	45.63	44.95	44.69	45.68	46.88	47.05	49.27	50.34	53.73	25.77	41.17				
All Visitor Types	M	42.52	45.63	44.95	44.69	45.68	46.88	47.05	49.27	50.34	53.73	25.77	41.17				
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%				
Annual Change in Share	%																
Change in Share from 2010	%																
Avg Ann. Change in Share	%																



This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

VISITOR DAYS BY:													2010 to 2021		SERVICED		VISITOR DAYS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES		Annual 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	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2010 to 2021													-76.9%	-76.8%	-71.6%	-76.7%	-63.4%	-12.5%	0.6%	7.4%	-9.8%	-6.0%	0.3%	-6.6%	-27.9%		-74.8%	-50.6%	0.1%	-4.3%
% Change 2020 to 2021													-76.4%	-77.7%	-33.4%	394.9%	319.5%	1000.1%	246.1%	86.7%	89.0%	110.0%	639.7%	629.9%	101.4%		-67.7%	588.7%	120.7%	248.3%
Average Annual Change													-7.0%	-7.0%	-6.5%	-7.0%	-5.8%	-1.1%	0.1%	0.7%	-0.9%	-0.5%	0.0%	-0.6%	-2.5%		-6.8%	-4.6%	0.0%	-0.4%
2010	M	0.123	0.159	0.184	0.260	0.278	0.272	0.294	0.342	0.269	0.283	0.187	0.156	2.806		0.465	0.810	0.905	0.626											
2011	M	0.145	0.195	0.228	0.274	0.285	0.292	0.310	0.358	0.269	0.296	0.203	0.166	3.020	7.6%	0.568	0.851	0.937	0.665											
2012	M	0.138	0.199	0.222	0.275	0.280	0.310	0.299	0.377	0.287	0.289	0.214	0.161	3.053	1.1%	0.559	0.866	0.964	0.664											
2013	M	0.141	0.231	0.269	0.248	0.295	0.304	0.319	0.390	0.254	0.266	0.221	0.176	3.114	2.0%	0.641	0.847	0.963	0.663											
2014	M	0.133	0.218	0.268	0.264	0.316	0.291	0.361	0.391	0.302	0.290	0.215	0.172	3.222	3.5%	0.620	0.871	1.054	0.677											
2015	M	0.143	0.213	0.246	0.251	0.311	0.319	0.359	0.396	0.277	0.293	0.195	0.155	3.157	-2.0%	0.602	0.880	1.032	0.643											
2016	M	0.141	0.208	0.247	0.258	0.313	0.303	0.358	0.387	0.262	0.274	0.200	0.169	3.118	-1.2%	0.596	0.873	1.007	0.642											
2017	M	0.140	0.193	0.240	0.265	0.342	0.303	0.353	0.386	0.269	0.275	0.198	0.173	3.137	0.6%	0.573	0.909	1.008	0.647											
2018	M	0.144	0.198	0.242	0.272	0.351	0.313	0.352	0.407	0.271	0.286	0.205	0.180	3.218	2.6%	0.583	0.935	1.029	0.671											
2019	M	0.147	0.201	0.252	0.280	0.365	0.327	0.368	0.413	0.275	0.293	0.213	0.182	3.317	3.1%	0.600	0.972	1.057	0.687											
2020	M	0.120	0.165	0.078	0.012	0.024	0.022	0.086	0.196	0.128	0.127	0.025	0.020	1.004	-69.7%	0.364	0.058	0.410	0.172											
2021	M	0.028	0.037	0.052	0.061	0.102	0.238	0.296	0.367	0.242	0.266	0.187	0.145	2.022	101.4%	0.117	0.400	0.905	0.599											

VISITOR DAYS													SERVICED ACCOMMODATION		
SHARE OF MARKET													M		
		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Serviced	M	2.806	3.020	3.053	3.114	3.222	3.157	3.118	3.137	3.218	3.317	1.004	2.022		
All Visitor Types	M	42.52	45.63	44.95	44.69	45.68	46.88	47.05	49.27	50.34	53.73	25.77	41.17		
Share of Total	%	6.6%	6.6%	6.8%	7.0%	7.1%	6.7%	6.6%	6.4%	6.4%	6.2%	3.9%	4.9%		
Annual Change in Share	%		0.3%	2.6%	2.6%	1.2%	-4.5%	-1.6%	-3.9%	0.4%	-3.5%	-36.9%	26.0%		
Change in Share from 2010	%		0.3%	2.9%	5.6%	6.9%	2.0%	0.4%	-3.5%	-3.1%	-6.5%	-40.9%	-25.6%		
Avg Ann. Change in Share	%		0.3%	1.5%	1.9%	1.7%	0.4%	0.1%	-0.5%	-0.4%	-0.7%	-4.1%	-2.3%		



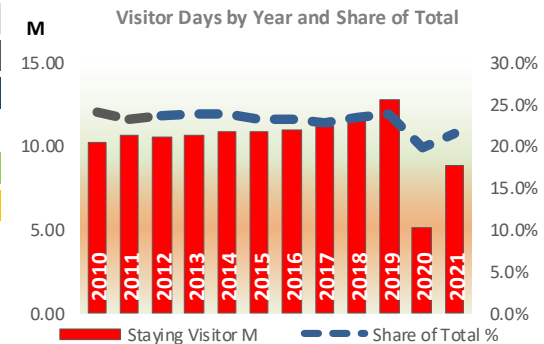
This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

2010 to 2021													STAYING VISITOR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL	% Change	Q1	Q2	Q3	Q4	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2010 to 2021		-79.2%	-82.7%	-79.5%	-67.1%	-26.7%	1.1%	10.3%	14.5%	26.1%	26.8%	24.4%	5.6%	-13.4%	-80.2%	-30.3%	16.4%	18.1%	
% Change 2020 to 2021		-82.4%	-82.7%	-61.3%	682.1%	964.0%	1494.4%	126.3%	51.2%	40.5%	66.6%	802.0%	275.7%	73.8%	-78.8%	1093.0%	64.4%	178.7%	
Average Annual Change		-7.2%	-7.5%	-7.2%	-6.1%	-2.4%	0.1%	0.9%	1.3%	2.4%	2.4%	2.2%	0.5%	-1.2%	-7.3%	-2.8%	1.5%	1.6%	
2010	M	0.736	0.463	0.526	0.981	1.046	1.031	1.159	1.353	0.993	0.729	0.485	0.752	10.25	1.724	3.058	3.504	1.966	
2011	M	0.811	0.499	0.598	1.031	1.094	1.054	1.171	1.330	0.979	0.766	0.526	0.760	10.62	3.6%	1.907	3.180	3.480	2.052
2012	M	0.812	0.504	0.601	1.035	1.047	1.043	1.130	1.340	0.974	0.763	0.547	0.768	10.57	-0.5%	1.917	3.126	3.444	2.078
2013	M	0.818	0.545	0.667	0.977	1.069	1.024	1.163	1.371	0.930	0.726	0.555	0.795	10.64	0.7%	2.029	3.070	3.464	2.076
2014	M	0.806	0.533	0.672	1.012	1.085	1.000	1.226	1.403	1.012	0.773	0.558	0.799	10.88	2.2%	2.011	3.097	3.640	2.130
2015	M	0.833	0.529	0.648	1.001	1.089	1.040	1.231	1.422	0.991	0.785	0.538	0.771	10.88	0.0%	2.010	3.130	3.644	2.093
2016	M	0.840	0.524	0.654	1.024	1.096	1.013	1.243	1.417	0.973	0.759	0.552	0.814	10.91	0.3%	2.018	3.134	3.634	2.125
2017	M	0.847	0.514	0.643	1.058	1.180	1.029	1.268	1.439	1.032	0.775	0.554	0.840	11.18	2.5%	2.004	3.268	3.739	2.168
2018	M	0.866	0.531	0.661	1.085	1.261	1.096	1.311	1.561	1.090	0.812	0.584	0.872	11.73	4.9%	2.058	3.442	3.962	2.268
2019	M	0.935	0.584	0.736	1.218	1.361	1.168	1.445	1.639	1.145	0.902	0.669	0.947	12.75	8.7%	2.255	3.746	4.228	2.518
2020	M	0.872	0.463	0.279	0.041	0.072	0.065	0.565	1.025	0.891	0.555	0.067	0.211	5.106	-59.9%	1.614	0.179	2.481	0.833
2021	M	0.153	0.080	0.108	0.323	0.767	1.042	1.278	1.549	1.252	0.925	0.603	0.794	8.874	73.8%	0.342	2.132	4.079	2.322

VISITOR DAYS													STAYING VISITOR					
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M				
Staying Visitor		M	10.25	10.62	10.57	10.64	10.88	10.88	10.91	11.18	11.73	12.75	5.106	8.874	Visitor Days by Year and Share of Total			
All Visitor Types		M	42.52	45.63	44.95	44.69	45.68	46.88	47.05	49.27	50.34	53.73	25.77	41.17	15.00			
Share of Total		%	24.1%	23.3%	23.5%	23.8%	23.8%	23.2%	23.2%	22.7%	23.3%	23.7%	19.8%	21.6%	10.00			
Annual Change in Share		%		-3.5%	1.0%	1.3%	0.0%	-2.6%	-0.1%	-2.1%	2.7%	1.8%	-16.5%	8.8%	5.00			
Change in Share from 2010		%		-3.5%	-2.5%	-1.3%	-1.2%	-3.8%	-3.8%	-5.9%	-3.4%	-1.6%	-17.8%	-10.6%	0.00			
Avg Ann. Change in Share		%		-3.5%	-1.3%	-0.4%	-0.3%	-0.8%	-0.6%	-0.8%	-0.4%	-0.2%	-1.8%	-1.0%	30.0%			



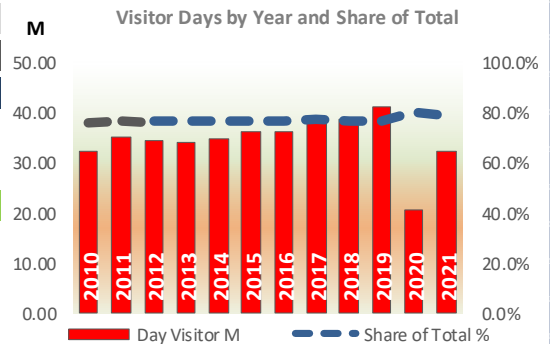
This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

2010 to 2021													DAY VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		1.7%	-21.0%	-17.2%	-12.6%	-0.8%	0.4%	0.5%	-3.4%	-5.3%	0.8%	59.1%	42.6%	0.1%	Annual Change	-13.2%	-4.3%	-2.8%	25.8%
% Change 2020 to 2021		-47.2%	-49.5%	19.3%	476.5%	402.4%	241.0%	76.9%	46.6%	24.2%	44.5%	196.5%	58.6%	56.3%		-33.7%	347.3%	47.0%	80.7%
Average Annual Change		0.2%	-1.9%	-1.6%	-1.1%	-0.1%	0.0%	0.0%	-0.3%	-0.5%	0.1%	5.4%	3.9%	0.0%		-1.2%	-0.4%	-0.3%	2.3%
2010	M	1.519	1.733	2.244	3.214	3.487	3.221	3.399	4.473	3.243	2.934	1.584	1.218	32.27		5.496	9.923	11.11	5.736
2011	M	1.840	1.865	2.289	3.436	3.327	3.227	3.898	4.970	3.381	3.219	2.089	1.470	35.01	8.5%	5.994	9.991	12.25	6.778
2012	M	1.985	1.889	2.446	2.839	3.288	3.406	3.742	4.845	3.330	2.911	2.180	1.519	34.38	-1.8%	6.320	9.534	11.92	6.610
2013	M	1.751	1.948	1.975	2.858	3.471	3.247	3.862	5.059	3.145	2.782	2.213	1.739	34.05	-1.0%	5.674	9.576	12.07	6.734
2014	M	1.980	2.589	2.110	3.042	3.269	3.170	3.932	4.538	3.348	2.927	2.247	1.652	34.80	2.2%	6.680	9.481	11.82	6.826
2015	M	2.349	2.510	2.513	3.161	3.304	3.246	4.038	4.284	3.204	3.243	2.461	1.688	36.00	3.4%	7.372	9.711	11.53	7.392
2016	M	2.361	2.548	2.460	3.159	3.288	3.336	4.023	4.299	3.282	3.213	2.414	1.758	36.14	0.4%	7.369	9.782	11.60	7.385
2017	M	2.505	2.685	2.553	3.366	3.468	3.435	4.197	4.521	3.423	3.478	2.595	1.863	38.09	5.4%	7.743	10.27	12.14	7.935
2018	M	2.463	2.734	2.538	3.232	3.618	3.442	4.194	4.587	3.528	3.483	2.800	1.991	38.61	1.4%	7.735	10.29	12.31	8.275
2019	M	2.738	3.103	2.812	3.557	3.833	3.673	4.387	4.760	3.731	3.543	2.812	2.037	40.98	6.2%	8.652	11.06	12.88	8.392
2020	M	2.925	2.712	1.558	0.487	0.688	0.948	1.931	2.947	2.473	2.048	0.850	1.096	20.66	-49.6%	7.195	2.124	7.351	3.994
2021	M	1.545	1.369	1.858	2.808	3.459	3.233	3.415	4.321	3.071	2.959	2.520	1.738	32.29	56.3%	4.772	9.500	10.81	7.217

VISITOR DAYS													DAY VISITOR		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M	
Day Visitor	M	32.27	35.01	34.38	34.05	34.80	36.00	36.14	38.09	38.61	40.98	20.66	32.29	Visitor Days by Year and Share of Total	
All Visitor Types	M	42.52	45.63	44.95	44.69	45.68	46.88	47.05	49.27	50.34	53.73	25.77	41.17	M	
Share of Total	%	75.9%	76.7%	76.5%	76.2%	76.2%	76.8%	76.8%	77.3%	76.7%	76.3%	80.2%	78.4%	100.0%	
Annual Change in Share	%		1.1%	-0.3%	-0.4%	0.0%	0.8%	0.0%	0.6%	-0.8%	-0.5%	5.1%	-2.2%	80.0%	
Change in Share from 2010	%		1.1%	0.8%	0.4%	0.4%	1.2%	1.2%	1.9%	1.1%	0.5%	5.7%	3.4%	60.0%	
Avg Ann. Change in Share	%		1.1%	0.4%	0.1%	0.1%	0.2%	0.2%	0.3%	0.1%	0.1%	0.6%	0.3%	40.0%	
														20.0%	
														0.0%	



This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

Direct and Total Employment by Month, Year and Visitor Type for the Period 2010 to 2021

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

STEAM REPORT FOR 2010-2021 - FINAL VISIT PEAK DISTRICT & DERBYSHIRE													2010 to 2021		TOTAL	TOTAL EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2010 to 2021		-39.9%	-46.3%	-40.7%	-33.0%	-12.8%	-0.1%	2.7%	1.7%	4.1%	5.9%	31.4%	16.2%	-8.2%	Annual Change	-42.2%	-15.2%	2.7%	16.1%
% Change 2020 to 2021		-60.3%	-60.4%	-17.8%	383.7%	333.9%	290.0%	67.2%	30.3%	17.4%	29.9%	181.9%	92.6%	40.8%	Annual Change	-50.8%	326.6%	35.4%	76.9%
Average Annual Change		-3.6%	-4.2%	-3.7%	-3.0%	-1.2%	0.0%	0.2%	0.2%	0.4%	0.5%	2.9%	1.5%	-0.7%	Annual Change	-3.8%	-1.4%	0.2%	1.5%
2010	FTEs	18,066	17,410	20,598	28,777	30,573	29,085	31,261	38,155	28,960	25,730	16,910	16,740	25,189		18,691	29,478	32,792	19,793
2011	FTEs	20,592	18,731	21,772	30,858	30,635	29,858	34,524	41,307	30,076	27,921	20,134	18,438	27,071	7.5%	20,365	30,450	35,302	22,164
2012	FTEs	21,688	19,224	22,978	28,222	30,621	31,346	33,996	41,524	30,383	26,752	21,129	19,039	27,242	0.6%	21,297	30,063	35,301	22,307
2013	FTEs	20,682	20,084	21,272	28,207	32,252	30,810	35,510	43,698	29,397	26,065	21,561	20,605	27,512	1.0%	20,680	30,423	36,201	22,744
2014	FTEs	21,587	23,153	21,802	29,143	31,080	29,860	36,125	40,598	30,901	26,940	21,513	19,941	27,720	0.8%	22,181	30,028	35,875	22,798
2015	FTEs	23,324	22,266	23,264	29,153	30,773	30,164	36,137	38,822	29,383	28,218	22,038	19,505	27,754	0.1%	22,952	30,030	34,780	23,254
2016	FTEs	23,193	22,200	22,813	29,039	30,478	30,127	35,796	38,479	29,312	27,560	21,670	20,014	27,557	-0.7%	22,736	29,881	34,529	23,081
2017	FTEs	24,030	22,827	23,241	30,449	32,200	30,833	36,977	39,928	30,540	29,116	22,656	20,759	28,630	3.9%	23,366	31,161	35,815	24,177
2018	FTEs	24,758	23,993	24,113	31,004	34,697	32,456	38,520	42,613	32,582	30,461	24,774	22,411	30,198	5.5%	24,288	32,719	37,905	25,882
2019	FTEs	26,948	26,589	26,362	33,675	36,498	34,236	40,376	43,815	34,030	31,470	25,680	23,500	31,932	5.7%	26,633	34,803	39,407	26,883
2020	FTEs	27,385	23,590	14,863	3,986	6,141	7,449	19,196	29,794	25,670	20,989	7,882	10,097	16,420	-48.6%	21,946	5,858	24,886	12,989
2021	FTEs	10,859	9,347	12,211	19,279	26,648	29,050	32,094	38,820	30,143	27,258	22,223	19,451	23,115	40.8%	10,806	24,992	33,686	22,977

EMPLOYMENT													TOTAL		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Share of Total (%)
Total	FTEs	25,189	27,071	27,242	27,512	27,720	27,754	27,557	28,630	30,198	31,932	16,420	23,115	40,000	12.0%
Total Employment	FTEs	25,189	27,071	27,242	27,512	27,720	27,754	27,557	28,630	30,198	31,932	16,420	23,115	30,000	100.0%
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	60.0%	100.0%
Annual Change in Share	%													40.0%	
Change in Share from 2010	%													20.0%	
Avg Ann. Change in Share	%													0.0%	

STEAM REPORT FOR 2010-2021 - FINAL VISIT PEAK DISTRICT & DERBYSHIRE													2010 to 2021		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									
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 2010 to 2021		-70.0%	-71.4%	-70.2%	-71.2%	-63.0%	-18.4%	-12.9%	-7.9%	-18.9%	-17.3%	-17.2%	-18.8%	-36.9%	Annual Change	-70.5%	-50.8%	-13.1%	-17.7%	
% Change 2020 to 2021		-67.5%	-69.5%	-51.1%	145.4%	106.4%	360.3%	59.6%	25.3%	13.9%	18.5%	195.5%	216.2%	23.9%		-64.0%	211.1%	30.7%	92.7%	
Average Annual Change		-6.4%	-6.5%	-6.4%	-6.5%	-5.7%	-1.7%	-1.2%	-0.7%	-1.7%	-1.6%	-1.6%	-1.7%	-3.4%		-6.4%	-4.6%	-1.2%	-1.6%	
2010	FTEs	4,187	4,429	4,607	5,120	5,230	5,198	5,348	5,693	5,200	5,265	4,603	4,414	4,941		4,408	5,183	5,414	4,761	
2011	FTEs	4,398	4,718	4,950	5,363	5,384	5,426	5,538	5,908	5,261	5,440	4,785	4,569	5,145	4.1%	4,689	5,391	5,569	4,932	
2012	FTEs	4,358	4,763	4,936	5,320	5,358	5,630	5,510	6,101	5,440	5,413	4,870	4,537	5,186	0.8%	4,686	5,436	5,684	4,940	
2013	FTEs	4,273	4,917	5,185	5,039	5,408	5,525	5,641	6,202	5,111	5,162	4,825	4,553	5,153	-0.6%	4,792	5,324	5,651	4,847	
2014	FTEs	4,119	4,709	5,057	5,030	5,519	5,320	5,891	6,063	5,387	5,223	4,666	4,417	5,117	-0.7%	4,629	5,290	5,780	4,768	
2015	FTEs	4,038	4,528	4,748	4,793	5,364	5,432	5,743	5,997	5,041	5,102	4,395	4,155	4,945	-3.4%	4,438	5,196	5,594	4,551	
2016	FTEs	3,940	4,398	4,668	4,745	5,295	5,217	5,633	5,825	4,809	4,857	4,329	4,171	4,824	-2.4%	4,335	5,086	5,423	4,452	
2017	FTEs	3,895	4,260	4,590	4,767	5,531	5,193	5,567	5,798	4,838	4,843	4,286	4,166	4,811	-0.3%	4,248	5,164	5,401	4,431	
2018	FTEs	3,993	4,380	4,699	4,923	5,707	5,397	5,680	6,124	4,949	5,029	4,419	4,297	4,966	3.2%	4,357	5,342	5,584	4,582	
2019	FTEs	4,059	4,429	4,783	4,993	5,818	5,522	5,806	6,158	4,993	5,083	4,501	4,348	5,041	1.5%	4,424	5,444	5,652	4,644	
2020	FTEs	3,862	4,163	2,806	600	937	922	2,919	4,183	3,701	3,675	1,290	1,133	2,516	-50.1%	3,610	820	3,601	2,033	
2021	FTEs	1,256	1,268	1,372	1,473	1,934	4,244	4,659	5,241	4,217	4,356	3,813	3,583	3,118	23.9%	1,299	2,550	4,706	3,917	

EMPLOYMENT													SERVICED ACCOMMODATION				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs		Employment (FTEs) and Share of Total (%)	
Serviced	FTEs	4,941	5,145	5,186	5,153	5,117	4,945	4,824	4,811	4,966	5,041	2,516	3,118				
Total Employment	FTEs	25,189	27,071	27,242	27,512	27,720	27,754	27,557	28,630	30,198	31,932	16,420	23,115				
Share of Total	%	19.6%	19.0%	19.0%	18.7%	18.5%	17.8%	17.5%	16.8%	16.4%	15.8%	15.3%	13.5%				
Annual Change in Share	%		-3.1%	0.2%	-1.6%	-1.5%	-3.5%	-1.7%	-4.0%	-2.1%	-4.0%	-2.9%	-12.0%				
Change in Share from 2010	%		-3.1%	-2.9%	-4.5%	-5.9%	-9.2%	-10.8%	-14.3%	-16.2%	-19.5%	-21.9%	-31.2%				
Avg Ann. Change in Share	%		-3.1%	-1.5%	-1.5%	-1.5%	-1.8%	-1.8%	-2.0%	-2.0%	-2.2%	-2.2%	-2.8%				

STEAM REPORT FOR 2010-2021 - FINAL VISIT PEAK DISTRICT & DERBYSHIRE													2010 to 2021		SFR	DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change		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 2010 to 2021		-76.7%	-77.1%	-74.6%	-68.2%	-42.9%	-6.9%	-1.5%	6.5%	12.5%	9.1%	3.6%	-5.2%	-28.8%	-76.3%	-45.6%	4.8%	0.2%		
% Change 2020 to 2021		-78.3%	-75.8%	-41.4%	614.4%	670.2%	1179.8%	152.8%	55.1%	49.0%	71.6%	663.5%	304.7%	54.2%	-73.9%	801.5%	78.1%	215.5%		
Average Annual Change		-7.0%	-7.0%	-6.8%	-6.2%	-3.9%	-0.6%	-0.1%	0.6%	1.1%	0.8%	0.3%	-0.5%	-2.6%	-6.9%	-4.1%	0.4%	0.0%		
2010	FTEs	2,886	950	1,070	2,476	1,653	1,334	2,107	2,179	1,234	1,236	962	2,624	1,726	1,635	1,821	1,840	1,607		
2011	FTEs	3,105	1,021	1,163	2,542	1,695	1,376	2,156	2,214	1,247	1,275	1,006	2,667	1,789	1,763	1,871	1,872	1,649		
2012	FTEs	3,181	1,050	1,185	2,634	1,720	1,420	2,181	2,301	1,288	1,303	1,055	2,741	1,838	1,805	1,924	1,923	1,700		
2013	FTEs	3,283	1,155	1,302	2,647	1,793	1,450	2,283	2,392	1,288	1,307	1,090	2,877	1,906	1,913	1,963	1,988	1,758		
2014	FTEs	3,203	1,124	1,292	2,677	1,790	1,419	2,318	2,381	1,334	1,334	1,073	2,848	1,899	1,873	1,962	2,011	1,752		
2015	FTEs	3,252	1,109	1,251	2,647	1,786	1,453	2,317	2,387	1,309	1,341	1,045	2,747	1,887	1,871	1,962	2,004	1,711		
2016	FTEs	3,259	1,105	1,266	2,685	1,798	1,434	2,328	2,382	1,296	1,322	1,062	2,836	1,898	1,877	1,972	2,002	1,740		
2017	FTEs	3,309	1,096	1,271	2,750	1,891	1,462	2,371	2,420	1,340	1,351	1,076	2,927	1,939	1,892	2,034	2,044	1,785		
2018	FTEs	3,451	1,142	1,317	2,857	1,986	1,531	2,455	2,554	1,394	1,414	1,128	3,067	2,025	1,970	2,125	2,134	1,869		
2019	FTEs	3,409	1,113	1,300	2,823	1,943	1,495	2,414	2,482	1,350	1,379	1,114	2,998	1,985	1,941	2,087	2,082	1,830		
2020	FTEs	3,094	900	464	110	123	97	821	1,496	932	786	130	614	797	1,486	110	1,083	510		
2021	FTEs	672	218	272	788	945	1,242	2,076	2,320	1,389	1,349	996	2,486	1,229	387	992	1,928	1,610		
EMPLOYMENT													SFR							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs						
SFR	FTEs	1,726	1,789	1,838	1,906	1,899	1,887	1,898	1,939	2,025	1,985	797	1,229	Employment (FTEs) and Share of Total (%)						
Total Employment	FTEs	25,189	27,071	27,242	27,512	27,720	27,754	27,557	28,630	30,198	31,932	16,420	23,115	8.0%						
Share of Total	%	6.9%	6.6%	6.7%	6.9%	6.9%	6.8%	6.9%	6.8%	6.7%	6.2%	4.9%	5.3%	6.0%						
Annual Change in Share	%		-3.5%	2.1%	2.6%	-1.1%	-0.8%	1.3%	-1.7%	-1.0%	-7.3%	-21.9%	9.5%	4.0%						
Change in Share from 2010	%		-3.5%	-1.5%	1.1%	0.0%	-0.8%	0.5%	-1.2%	-2.2%	-9.3%	-29.1%	-22.4%	2.0%						
Avg Ann. Change in Share	%		-3.5%	-0.8%	0.4%	0.0%	-0.2%	0.1%	-0.2%	-0.3%	-1.0%	-2.9%	-2.0%	0.0%						

This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

STEAM REPORT FOR 2010-2021 - FINAL VISIT PEAK DISTRICT & DERBYSHIRE													2010 to 2021		STAYING VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
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 2010 to 2021		-74.3%	-75.6%	-74.8%	-59.0%	-30.5%	-2.0%	3.1%	7.0%	14.0%	9.7%	3.2%	-1.0%	-20.9%	Annual Change	-74.9%	-30.4%	7.8%	4.0%	
% Change 2020 to 2021		-77.7%	-77.8%	-66.4%	221.2%	216.4%	347.8%	57.1%	20.3%	18.0%	20.8%	164.9%	150.2%	24.3%		-75.0%	268.2%	29.1%	81.0%	
Average Annual Change		-6.8%	-6.9%	-6.8%	-5.4%	-2.8%	-0.2%	0.3%	0.6%	1.3%	0.9%	0.3%	-0.1%	-1.9%		-6.8%	-2.8%	0.7%	0.4%	
2010 FTEs		9,110	7,675	8,149	10,618	10,879	10,747	11,458	12,482	10,576	9,324	7,878	9,220	9,843		8,312	10,748	11,505	8,807	
2011 FTEs		9,688	8,070	8,724	11,156	11,366	11,150	11,786	12,680	10,714	9,707	8,265	9,475	10,232	4.0%	8,828	11,224	11,727	9,149	
2012 FTEs		9,835	8,242	8,877	11,297	11,304	11,374	11,784	13,016	10,942	9,842	8,527	9,655	10,391	1.6%	8,985	11,325	11,914	9,341	
2013 FTEs		9,778	8,404	9,179	10,876	11,398	11,212	12,006	13,251	10,561	9,500	8,440	9,731	10,361	-0.3%	9,120	11,162	11,939	9,224	
2014 FTEs		9,636	8,261	9,143	10,991	11,519	10,987	12,381	13,270	11,042	9,718	8,382	9,671	10,417	0.5%	9,013	11,166	12,231	9,257	
2015 FTEs		9,540	7,996	8,726	10,644	11,282	11,045	12,147	13,141	10,598	9,541	8,011	9,242	10,159	-2.5%	8,754	10,990	11,962	8,932	
2016 FTEs		9,447	7,851	8,645	10,634	11,202	10,743	12,056	12,941	10,311	9,243	7,968	9,372	10,034	-1.2%	8,648	10,860	11,769	8,861	
2017 FTEs		9,423	7,691	8,525	10,769	11,681	10,774	12,116	13,012	10,560	9,261	7,911	9,449	10,098	0.6%	8,547	11,075	11,896	8,874	
2018 FTEs		9,863	8,065	8,960	11,347	12,547	11,575	12,787	14,207	11,274	9,842	8,369	9,968	10,734	6.3%	8,963	11,823	12,756	9,393	
2019 FTEs		10,905	9,081	10,055	12,609	13,656	12,589	14,038	15,112	12,155	10,954	9,517	11,016	11,807	10.0%	10,014	12,951	13,768	10,496	
2020 FTEs		10,492	8,421	6,117	1,354	2,390	2,351	7,521	11,104	10,215	8,467	3,069	3,649	6,262	-47.0%	8,343	2,032	9,613	5,062	
2021 FTEs		2,338	1,869	2,055	4,349	7,561	10,530	11,815	13,355	12,051	10,232	8,132	9,129	7,785	24.3%	2,087	7,480	12,407	9,164	
EMPLOYMENT													STAYING VISITOR							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs Employment (FTEs) and Share of Total (%)						
Staying Visitor FTEs		14,706	15,507	15,684	15,778	15,882	15,665	15,516	15,851	16,807	18,145	9,320	12,489							
Total Employment FTEs		25,189	27,071	27,242	27,512	27,720	27,754	27,557	28,630	30,198	31,932	16,420	23,115							
Share of Total %		58.4%	57.3%	57.6%	57.3%	57.3%	56.4%	56.3%	55.4%	55.7%	56.8%	56.8%	54.0%							
Annual Change in Share %			-1.9%	0.5%	-0.4%	-0.1%	-1.5%	-0.2%	-1.7%	0.5%	2.1%	-0.1%	-4.8%							
Change in Share from 2010 %			-1.9%	-1.4%	-1.8%	-1.9%	-3.3%	-3.6%	-5.2%	-4.7%	-2.7%	-2.8%	-7.5%							
Avg Ann. Change in Share %			-1.9%	-0.7%	-0.6%	-0.5%	-0.7%	-0.6%	-0.7%	-0.6%	-0.3%	-0.3%	-0.7%							

**STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE**

2021

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

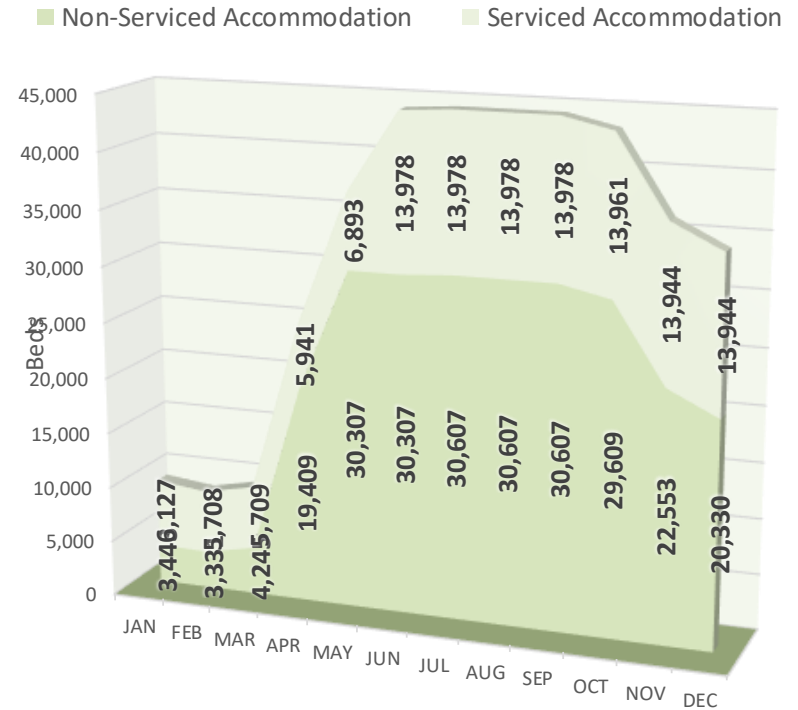
SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	509	13,978	-159	-1,120	-292	-1,468
+50 Room	34	6,758	0	+1	+2	+816
11-50 Room	81	3,488	-3	-117	-6	-347
<10 Room	394	3,732	-156	-1,004	-288	-1,937

NON-SERVICED ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	1,644	30,607	-291	+498	+362	+4,759
Self catering	1,429	10,916	-283	-1,060	+350	+3,504
Static caravans/chalets	0	1,260	0	+31	0	+139
Touring caravans/camping	174	16,650	-9	+1,446	+11	+1,050
Youth Hostels	41	1,782	+1	+81	+1	+67

DISTRIBUTION BY TYPE OF ACCOMMODATION 2021	2021		Change on 2020		Change on 2010	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	2,153	44,585	-449	-622	+70	+3,291
Serviced Accommodation Share of Total	24%	31%				
Non-Serviced Accommodation Share of Total	76%	69%				

SEASONAL AVAILABILITY OF BED SUPPLY 2021	2021											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	9,570	9,039	9,954	25,351	37,201	44,285	44,585	44,585	44,585	43,570	36,496	34,274
Serviced Accommodation	6,127	5,708	5,709	5,941	6,893	13,978	13,978	13,978	13,978	13,961	13,944	13,944
Non-Serviced Accommodation	3,443	3,331	4,245	19,409	30,307	30,307	30,607	30,607	30,607	29,609	22,553	20,330

**SEASONAL AVAILABILITY OF BED SUPPLY
2021**



Report Sections With Historic Financial Data Indexed to 2021 Prices

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

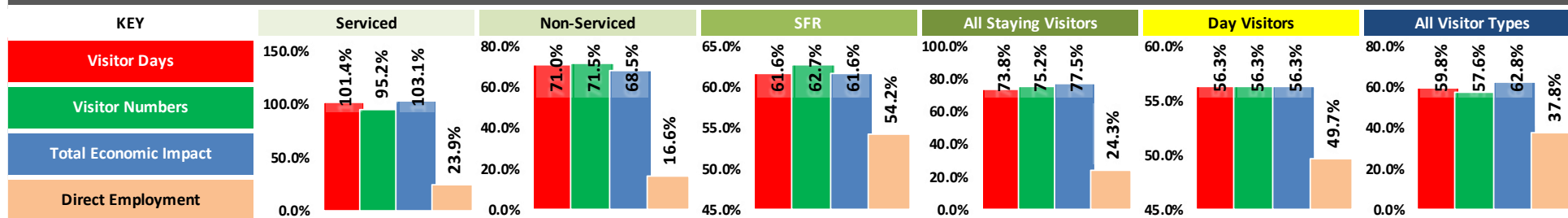
Indexation: *Indexation to: 2021*

2010	<i>1.35</i>
2011	<i>1.29</i>
2012	<i>1.24</i>
2013	<i>1.20</i>
2014	<i>1.17</i>
2015	<i>1.15</i>
2016	<i>1.14</i>
2017	<i>1.11</i>
2018	<i>1.07</i>
2019	<i>1.04</i>
2020	<i>1.01</i>
2021	<i>1.00</i>

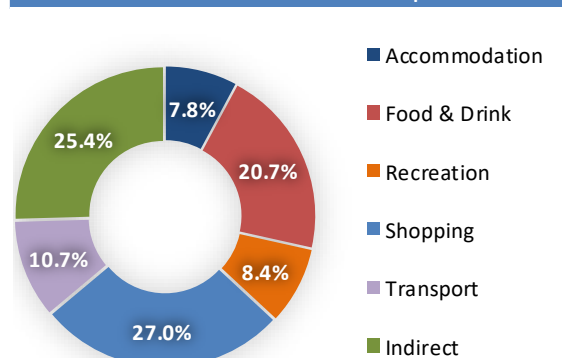
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 & 2020 - INDEXED TO 2021

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %						
Visitor Days	M	2.022	1.004	101.4%	4.053	2.370	71.0%	2.798	1.732	61.6%	8.874	5.106	73.8%	32.29	20.66	56.3%	41.17	25.77	59.8%					
Visitor Numbers	M	1.006	0.515	95.2%	0.603	0.352	71.5%	1.186	0.729	62.7%	2.795	1.596	75.2%	32.29	20.66	56.3%	35.09	22.26	57.6%					
Direct Expenditure	£Bn																1.462	0.897	63.1%					
Economic Impact	£Bn	0.232	0.114	103.1%	0.273	0.162	68.5%	0.150	0.093	61.6%	0.654	0.368	77.5%	1.308	0.837	56.3%	1.962	1.205	62.8%					
Direct Employment	FTEs	3,118	2,516	23.9%	3,437	2,949	16.6%	1,229	797	54.2%	7,785	6,262	24.3%	10,626	7,100	49.7%	18,411	13,362	37.8%					
Total Employment	FTEs																23,115	16,420	40.8%					

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

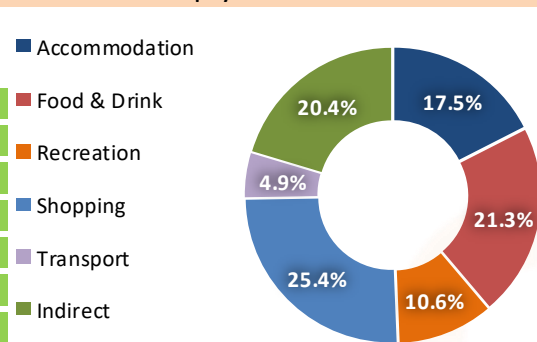


Sectoral Distribution of Economic Impact - £Bn including VAT Indexed to 2021



Sectors	2021	2020	+/- %
Accommodation	0.154	0.088	74.0%
Food & Drink	0.405	0.254	59.5%
Recreation	0.165	0.103	60.0%
Shopping	0.529	0.324	63.2%
Transport	0.209	0.127	64.9%
TOTAL DIRECT	1.462	0.897	63.1%
Indirect	0.499	0.309	61.8%
TOTAL	1.962	1.205	62.8%

Sectoral Distribution of Employment - FTEs



STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

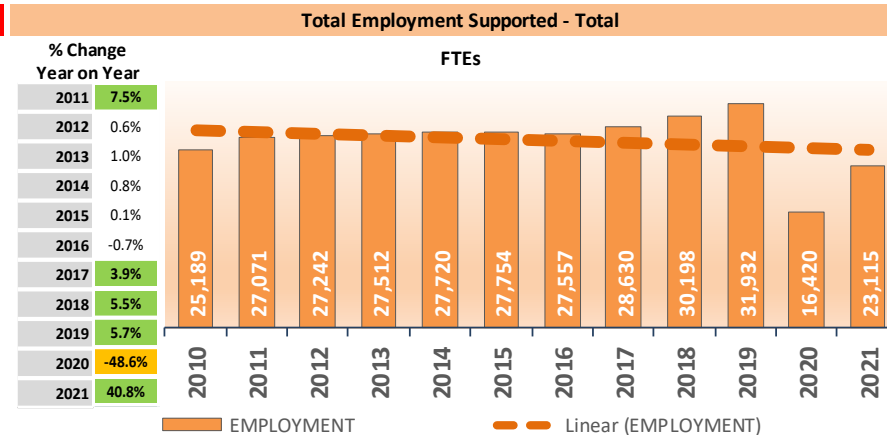
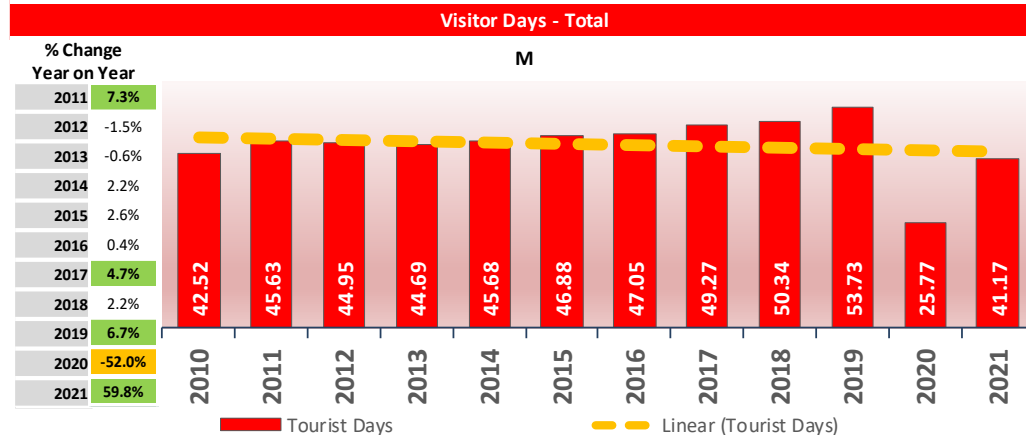
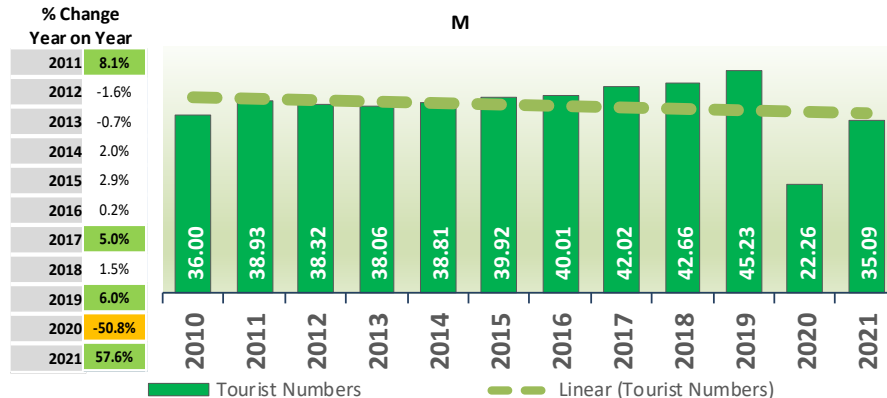
2010 to 2021
2021 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		6.7%	5.2%	5.2%	7.5%	9.5%	9.9%	14.3%	18.8%	24.8%	-42.1%	-5.7%
Visitor Numbers		8.1%	6.4%	5.7%	7.8%	10.9%	11.1%	16.7%	18.5%	25.6%	-38.2%	-2.5%
Visitor Days		7.3%	5.7%	5.1%	7.4%	10.2%	10.6%	15.9%	18.4%	26.4%	-39.4%	-3.2%
Total Employment		7.5%	8.2%	9.2%	10.1%	10.2%	9.4%	13.7%	19.9%	26.8%	-34.8%	-8.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

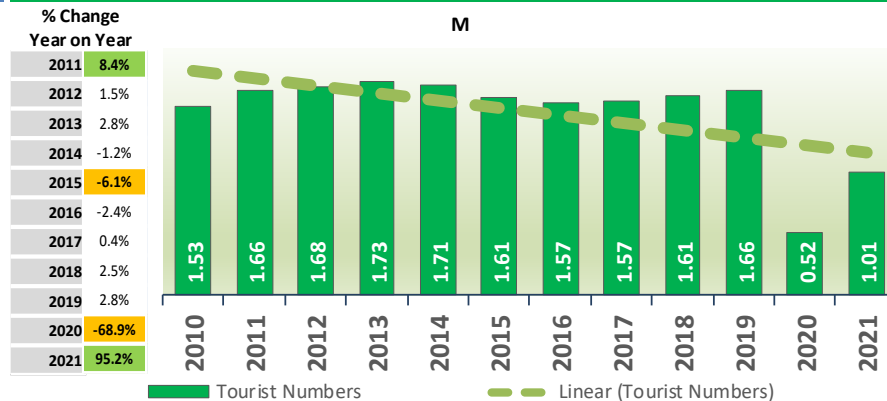
2010 to 2021
2021 Prices

SERVICED
ACCOMMODATION

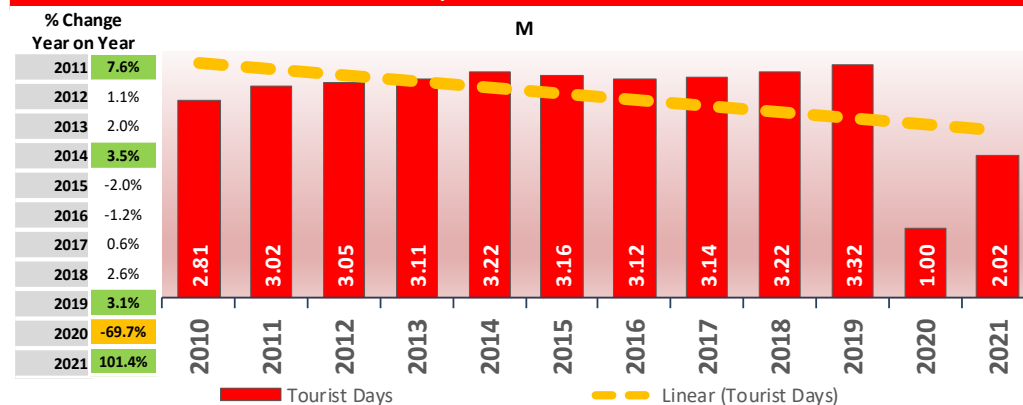
KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

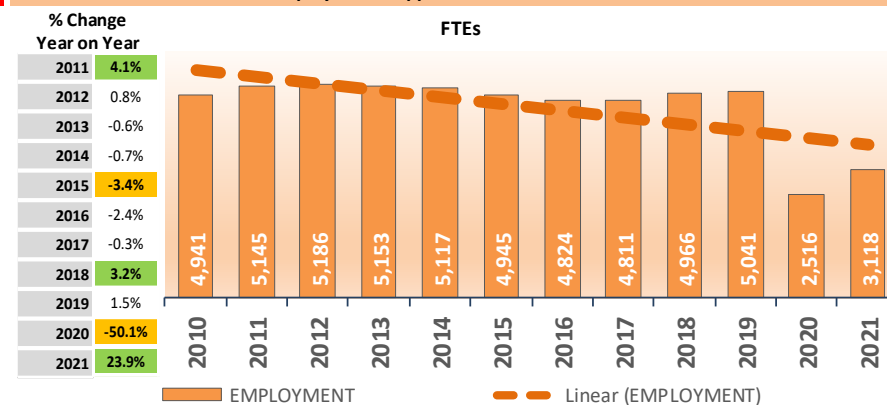
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		6.5%	6.1%	9.5%	12.2%	8.9%	8.1%	8.0%	9.4%	10.7%	-66.9%	-32.8%
Visitor Numbers		8.4%	10.0%	13.0%	11.7%	4.9%	2.4%	2.7%	5.3%	8.2%	-66.4%	-34.3%
Visitor Days		7.6%	8.8%	11.0%	14.8%	12.5%	11.1%	11.8%	14.7%	18.2%	-64.2%	-27.9%
Direct Employment		4.1%	5.0%	4.3%	3.6%	0.1%	-2.4%	-2.6%	0.5%	2.0%	-49.1%	-36.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

2010 to 2021
 2021 Prices

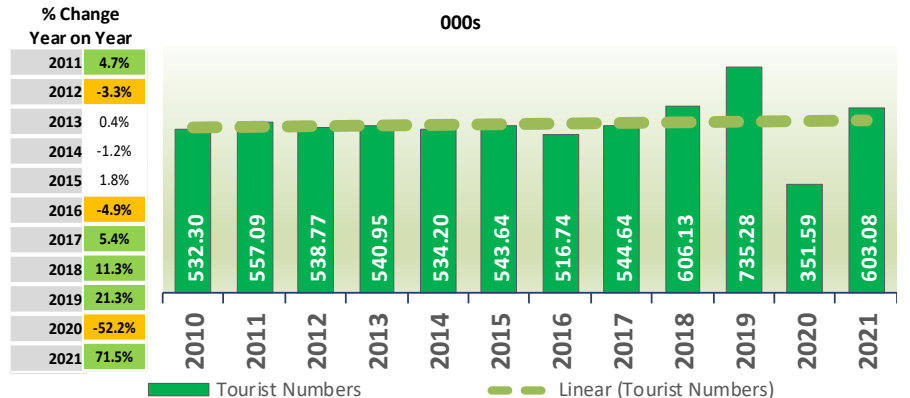
NON-SERVICED ACCOMMODATION

KEY MEASURES Indexed

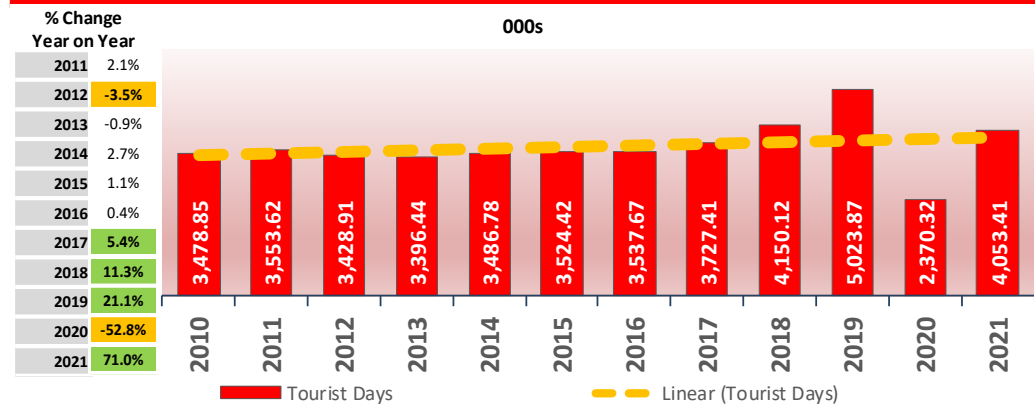
Economic Impact - Indexed - Non-Serviced Accommodation



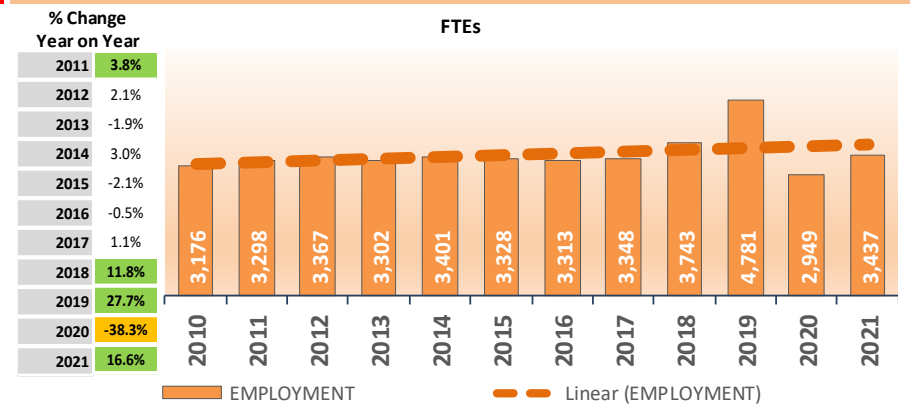
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		1.1%	-1.8%	-2.4%	0.5%	2.0%	2.6%	7.6%	21.8%	47.3%	-25.5%	25.5%
Visitor Numbers		4.7%	1.2%	1.6%	0.4%	2.1%	-2.9%	2.3%	13.9%	38.1%	-33.9%	13.3%
Visitor Days		2.1%	-1.4%	-2.4%	0.2%	1.3%	1.7%	7.1%	19.3%	44.4%	-31.9%	16.5%
Direct Employment		3.8%	6.0%	4.0%	7.1%	4.8%	4.3%	5.4%	17.8%	50.5%	-7.1%	8.2%

"Linear" = Linear Trendline

This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

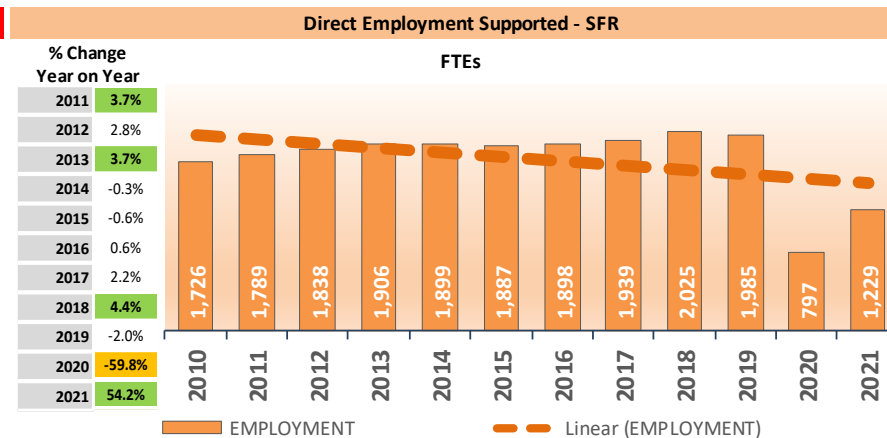
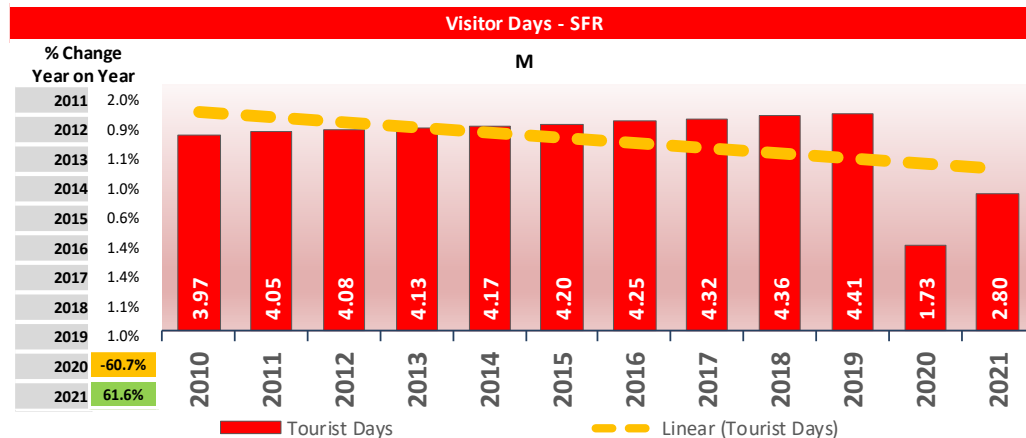
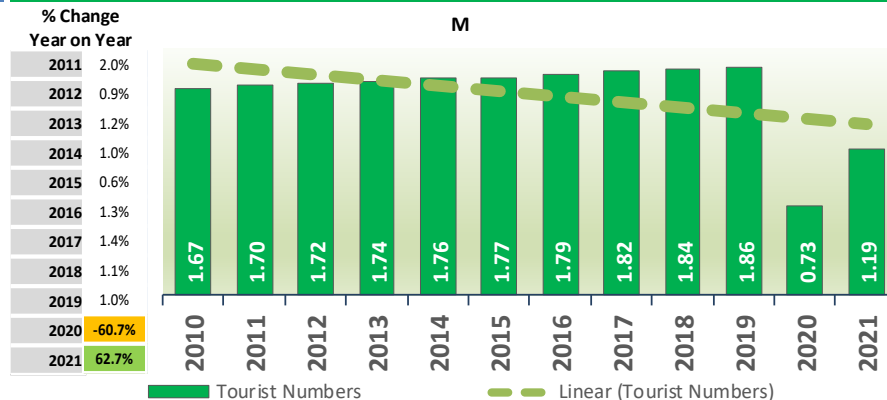
2010 to 2021
2021 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		2.0%	2.9%	4.1%	5.1%	5.8%	7.2%	8.7%	11.9%	11.1%	-56.4%	-29.5%
Visitor Numbers		2.0%	3.0%	4.2%	5.2%	5.9%	7.3%	8.8%	10.0%	11.1%	-56.4%	-29.0%
Visitor Days		2.0%	2.9%	4.1%	5.1%	5.8%	7.2%	8.8%	9.9%	11.1%	-56.4%	-29.5%
Direct Employment		3.7%	6.5%	10.4%	10.0%	9.3%	10.0%	12.3%	17.3%	15.0%	-53.8%	-28.8%

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

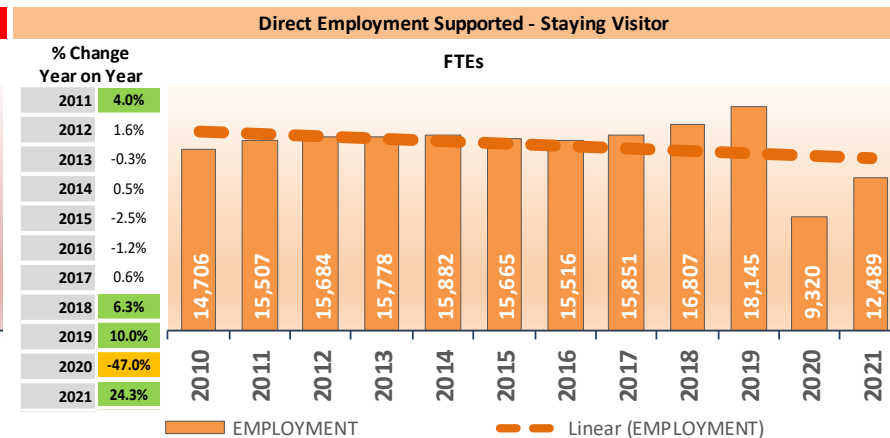
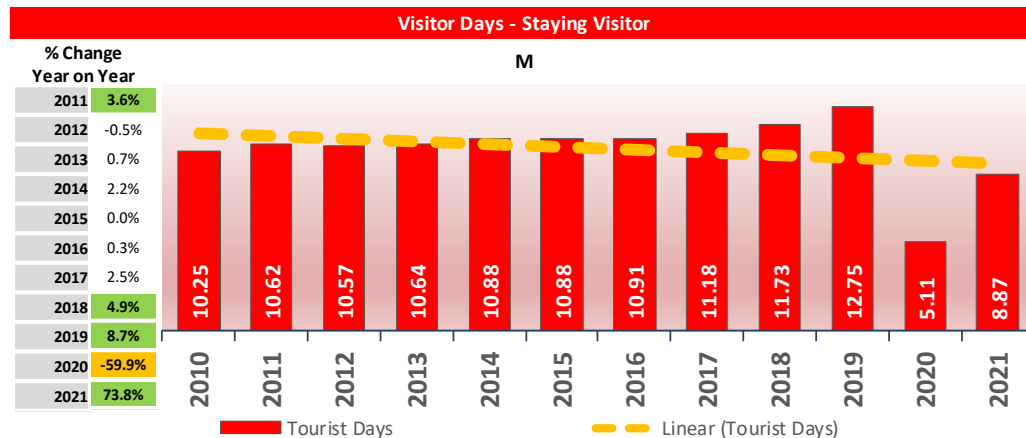
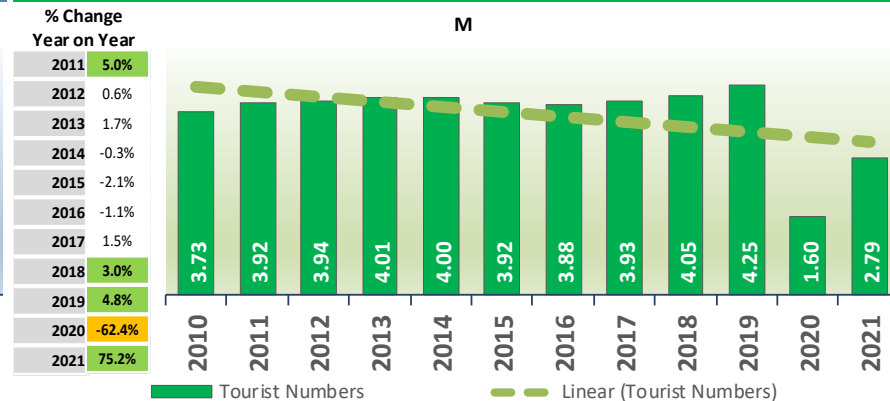
2010 to 2021
2021 Prices

STAYING VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Staying Visitor

Visitor Numbers - Staying Visitor



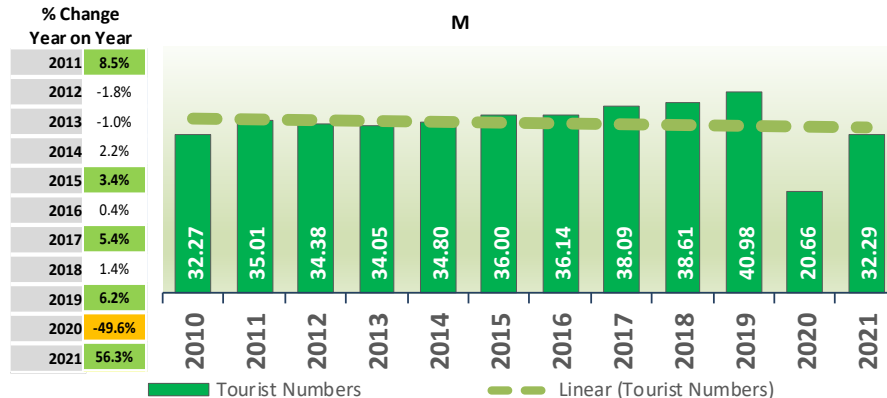
% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		3.7%	3.0%	4.7%	7.0%	6.1%	6.3%	8.1%	13.6%	21.1%	-52.4%	-15.5%
Visitor Numbers		5.0%	5.6%	7.5%	7.2%	4.9%	3.8%	5.4%	8.6%	13.8%	-57.3%	-25.1%
Visitor Days		3.6%	3.1%	3.8%	6.1%	6.1%	6.4%	9.0%	14.4%	24.3%	-50.2%	-13.4%
Direct Employment		5.5%	6.7%	7.3%	8.0%	6.5%	5.5%	7.8%	14.3%	23.4%	-36.6%	-15.1%

"Linear" = Linear Trendline

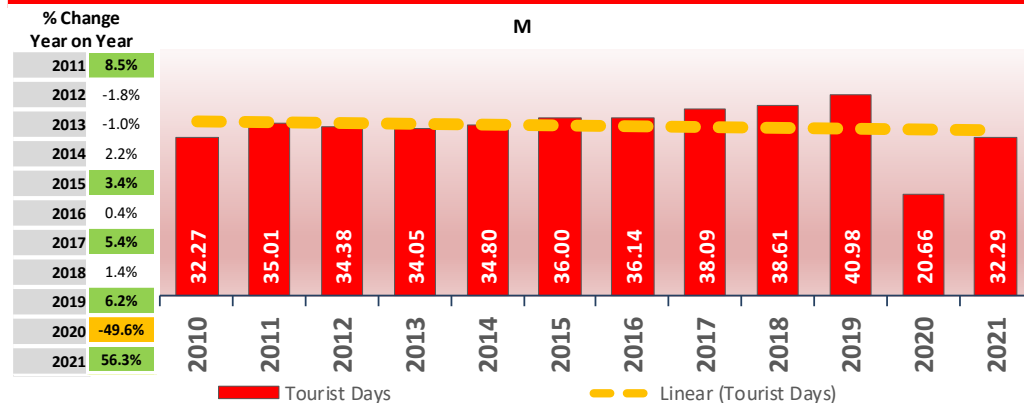
Economic Impact - Indexed - Day Visitor



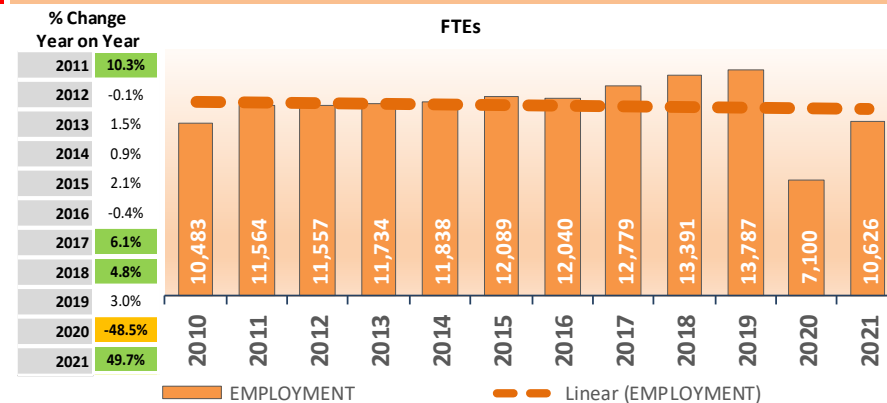
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor

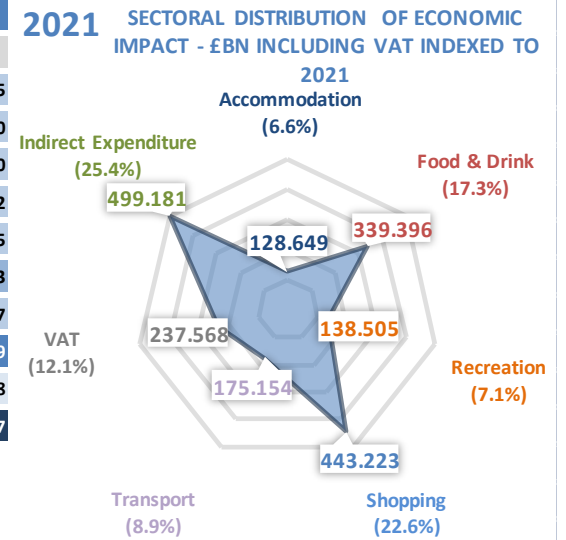


% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		8.5%	6.5%	5.5%	7.9%	11.6%	12.0%	18.0%	21.9%	27.0%	-36.0%	0.1%
Visitor Numbers		8.5%	6.5%	5.5%	7.9%	11.6%	12.0%	18.0%	19.6%	27.0%	-36.0%	0.1%
Visitor Days		8.5%	6.5%	5.5%	7.9%	11.6%	12.0%	18.0%	19.6%	27.0%	-36.0%	0.1%
Direct Employment		10.3%	10.2%	11.9%	12.9%	15.3%	14.9%	21.9%	27.7%	31.5%	-32.3%	1.4%

"Linear" = Linear Trendline

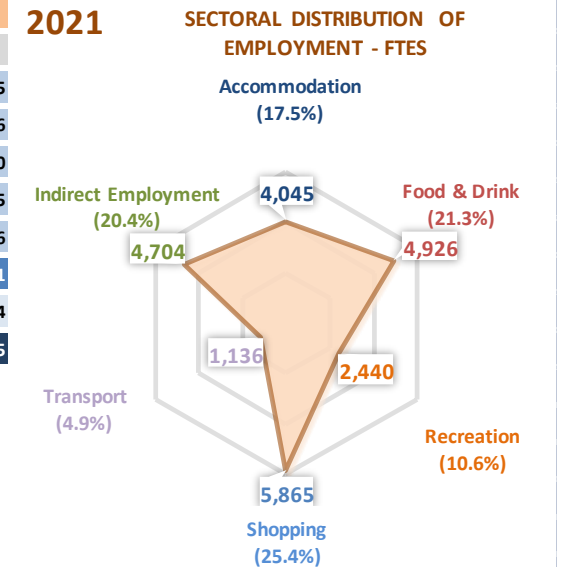
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2021

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation	£M 157.09	160.31	158.33	164.00	167.31	163.12	163.27	163.75	165.53	180.55	75.74	128.65
Food & Drink	£M 365.31	382.19	377.38	376.23	384.77	392.89	393.94	410.50	428.32	447.64	217.98	339.40
Recreation	£M 148.46	155.54	153.40	152.94	156.42	159.76	160.12	167.00	174.35	181.68	88.66	138.50
Shopping	£M 469.15	493.14	485.58	482.87	493.36	506.74	508.66	532.62	553.80	577.62	278.08	443.22
Transport	£M 187.29	196.00	193.01	192.18	196.30	201.08	201.83	211.00	220.26	229.73	108.76	175.15
Direct Revenue	£M 1,327.29	1,387.19	1,367.70	1,368.23	1,398.16	1,423.60	1,427.82	1,484.87	1,542.25	1,617.22	769.22	1,224.93
VAT	£M 232.28	277.44	273.54	273.65	279.63	284.72	285.56	296.97	308.45	323.44	127.52	237.57
Direct Expenditure	£M 1,559.56	1,664.62	1,641.24	1,641.88	1,677.79	1,708.32	1,713.38	1,781.84	1,850.70	1,940.67	896.73	1,462.49
Indirect Expenditure	£M 521.42	556.44	548.54	547.60	559.81	571.23	573.22	597.27	621.36	656.15	308.55	499.18
TOTAL	£M 2,080.98	2,221.06	2,189.78	2,189.47	2,237.60	2,279.54	2,286.60	2,379.11	2,472.06	2,596.82	1,205.28	1,961.67



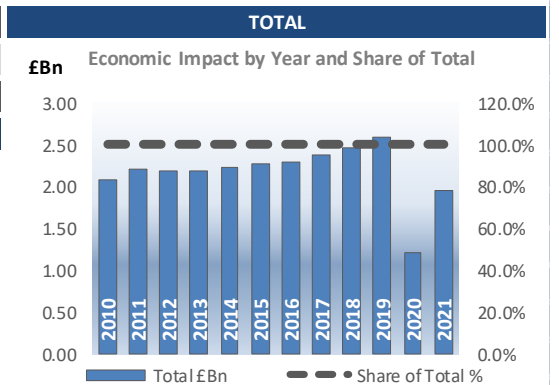
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Accommodation	FTEs 5,390	5,536	5,632	5,439	5,450	5,262	5,168	5,090	5,317	6,200	4,009	4,045
Food & Drink	FTEs 5,163	5,608	5,637	5,760	5,814	5,862	5,831	6,120	6,480	6,692	3,248	4,926
Recreation	FTEs 2,546	2,770	2,780	2,842	2,868	2,892	2,876	3,022	3,201	3,296	1,603	2,440
Shopping	FTEs 6,045	6,597	6,612	6,740	6,797	6,892	6,864	7,239	7,638	7,872	3,778	5,865
Transport	FTEs 1,183	1,285	1,288	1,315	1,325	1,340	1,335	1,405	1,489	1,534	724	1,136
Direct Employment	FTEs 20,326	21,795	21,949	22,095	22,255	22,248	22,075	22,876	24,125	25,594	13,362	18,411
Indirect Employment	FTEs 4,862	5,275	5,293	5,417	5,466	5,506	5,482	5,753	6,073	6,337	3,058	4,704
TOTAL	FTEs 25,189	27,071	27,242	27,512	27,720	27,754	27,557	28,630	30,198	31,932	16,420	23,115



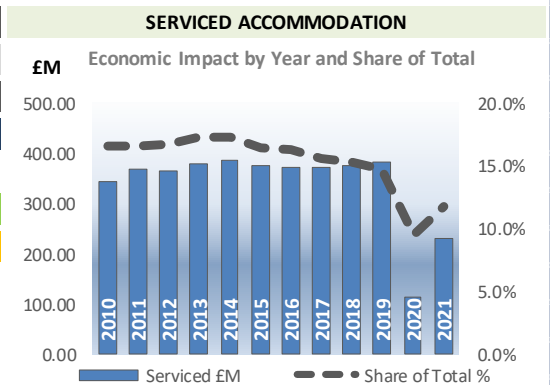
STEAM REPORT FOR 2010-2021 - FINAL VISIT PEAK DISTRICT & DERBYSHIRE													2010 to 2021 2021 Prices		TOTAL	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	TOTAL												TOTAL						% Change
An increase of 3% or more	ECONOMIC IMPACT £Bn - INDEXED TO 2021 / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2010 to 2021	-33.7%	-41.8%	-36.3%	-32.4%	-12.1%	-0.4%	3.4%	2.3%	3.5%	6.7%	43.3%	23.3%	-5.7%	Annual Change	-37.2%	-14.7%	3.0%	20.9%	
% Change 2020 to 2021	-58.4%	-57.5%	0.2%	497.2%	473.2%	372.3%	98.0%	49.8%	31.9%	53.3%	271.6%	112.8%	62.8%		-45.9%	434.7%	56.1%	108.1%	
Average Annual Change	-3.1%	-3.8%	-3.3%	-2.9%	-1.1%	0.0%	0.3%	0.2%	0.3%	0.6%	3.9%	2.1%	-0.5%		-3.4%	-1.3%	0.3%	1.9%	
2010	£Bn	0.109	0.106	0.132	0.201	0.217	0.205	0.234	0.293	0.204	0.177	0.103	0.100		2.081	0.347	0.623	0.731	0.380
2011	£Bn	0.127	0.115	0.140	0.213	0.213	0.207	0.256	0.313	0.208	0.191	0.126	0.111	2.221	6.7%	0.382	0.634	0.777	0.428
2012	£Bn	0.133	0.116	0.146	0.189	0.208	0.215	0.245	0.309	0.207	0.178	0.131	0.113	2.190	-1.4%	0.395	0.612	0.761	0.422
2013	£Bn	0.124	0.123	0.133	0.185	0.218	0.208	0.254	0.321	0.195	0.170	0.134	0.125	2.189	0.0%	0.380	0.611	0.769	0.429
2014	£Bn	0.132	0.147	0.139	0.195	0.212	0.202	0.263	0.301	0.211	0.180	0.135	0.121	2.238	2.2%	0.418	0.610	0.774	0.436
2015	£Bn	0.149	0.143	0.152	0.199	0.213	0.209	0.267	0.291	0.202	0.193	0.141	0.120	2.280	1.9%	0.444	0.621	0.760	0.454
2016	£Bn	0.150	0.144	0.151	0.200	0.214	0.210	0.267	0.291	0.204	0.189	0.140	0.126	2.287	0.3%	0.445	0.624	0.761	0.456
2017	£Bn	0.156	0.148	0.153	0.211	0.227	0.215	0.275	0.301	0.213	0.201	0.148	0.132	2.379	4.0%	0.457	0.653	0.789	0.480
2018	£Bn	0.158	0.154	0.156	0.210	0.241	0.223	0.281	0.317	0.224	0.207	0.160	0.142	2.472	3.9%	0.467	0.674	0.822	0.508
2019	£Bn	0.170	0.170	0.169	0.229	0.253	0.234	0.295	0.325	0.232	0.211	0.164	0.146	2.597	5.0%	0.509	0.715	0.852	0.521
2020	£Bn	0.174	0.145	0.084	0.023	0.033	0.043	0.122	0.200	0.160	0.123	0.040	0.058	1.205	-53.6%	0.403	0.099	0.482	0.221
2021	£Bn	0.072	0.062	0.084	0.136	0.191	0.205	0.242	0.300	0.211	0.189	0.147	0.124	1.962	62.8%	0.218	0.531	0.753	0.460

ECONOMIC IMPACT - INDEXED TO 2021													TOTAL		
SHARE OF MARKET	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021			
Total	£Bn	2.081	2.221	2.190	2.189	2.238	2.280	2.287	2.379	2.472	2.597	1.205	1.962		
All Visitor Types	£Bn	2.081	2.221	2.190	2.189	2.238	2.280	2.287	2.379	2.472	2.597	1.205	1.962		
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%														
Change in Share from 2010	%														
Avg Ann. Change in Share	%														



STEAM REPORT FOR 2010-2021 - FINAL VISIT PEAK DISTRICT & DERBYSHIRE													2010 to 2021 2021 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 2021 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021		-79.1%	-79.1%	-74.2%	-78.4%	-66.3%	-18.8%	-9.0%	-3.3%	-17.2%	-14.5%	-9.4%	-13.6%	-32.8%	Annual Change	-77.1%	-54.3%	-8.8%	-12.7%
% Change 2020 to 2021		-76.5%	-77.7%	-33.5%	393.0%	316.0%	991.0%	245.1%	86.2%	86.1%	107.0%	630.4%	616.1%	103.1%		-67.7%	584.3%	121.3%	243.7%
Average Annual Change		-7.2%	-7.2%	-6.7%	-7.1%	-6.0%	-1.7%	-0.8%	-0.3%	-1.6%	-1.3%	-0.9%	-1.2%	-3.0%		-7.0%	-4.9%	-0.8%	-1.2%
2010	£M	14.24	18.52	21.47	30.33	32.40	31.65	42.53	49.40	31.28	32.97	21.74	18.20	344.75		54.24	94.38	123.21	72.91
2011	£M	16.55	22.33	26.17	31.52	32.78	33.49	44.94	52.11	30.88	33.96	23.22	19.08	367.03	6.5%	65.05	97.80	127.93	76.25
2012	£M	15.54	22.46	25.11	31.19	31.82	35.17	42.65	53.95	32.59	32.79	24.14	18.22	365.63	-0.4%	63.11	98.18	129.19	75.15
2013	£M	15.89	26.22	30.80	28.52	34.07	35.14	45.66	55.71	29.32	30.60	25.16	20.42	377.51	3.3%	72.91	97.73	130.70	76.17
2014	£M	14.89	24.43	30.32	30.12	36.26	33.38	50.85	54.82	34.51	33.08	24.23	19.76	386.66	2.4%	69.64	99.76	140.19	77.07
2015	£M	15.73	23.65	27.53	28.33	35.45	36.21	49.93	54.83	31.36	33.02	21.79	17.62	375.47	-2.9%	66.92	100.00	136.12	72.44
2016	£M	15.66	23.17	27.81	29.40	35.91	34.72	49.62	53.59	29.89	30.94	22.39	19.48	372.60	-0.8%	66.64	100.03	133.11	72.82
2017	£M	15.37	21.33	26.78	29.98	38.94	34.52	48.91	53.31	30.47	30.91	22.05	19.81	372.38	-0.1%	63.48	103.44	132.69	72.76
2018	£M	15.61	21.58	26.64	30.42	39.39	35.27	48.12	55.43	30.24	31.73	22.50	20.32	377.24	1.3%	63.83	105.08	133.78	74.54
2019	£M	15.79	21.59	27.28	30.98	40.37	36.41	48.69	54.55	30.44	32.03	23.09	20.47	381.67	1.2%	64.66	107.76	133.68	75.58
2020	£M	12.68	17.40	8.340	1.330	2.623	2.355	11.21	25.66	13.92	13.62	2.697	2.195	114.03	-70.1%	38.41	6.308	50.80	18.51
2021	£M	2.978	3.878	5.547	6.554	10.91	25.69	38.70	47.80	25.90	28.20	19.70	15.72	231.59	103.1%	12.40	43.16	112.40	63.63

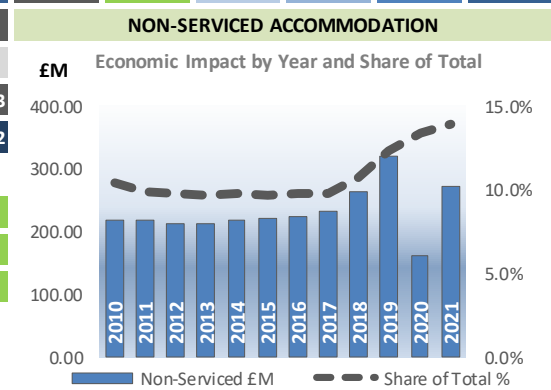
ECONOMIC IMPACT - INDEXED TO 2021													SERVICED ACCOMMODATION		
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Serviced	£M	344.75	367.03	365.63	377.51	386.66	375.47	372.60	372.38	377.24	381.67	114.03	231.59		
All Visitor Types	£Bn	2.081	2.221	2.190	2.189	2.238	2.280	2.287	2.379	2.472	2.597	1.205	1.962		
Share of Total	%	16.6%	16.5%	16.7%	17.2%	17.3%	16.5%	16.3%	15.7%	15.3%	14.7%	9.5%	11.8%		
Annual Change in Share	%		-0.3%	1.0%	3.3%	0.2%	-4.7%	-1.1%	-3.9%	-2.5%	-3.7%	-35.6%	24.8%		
Change in Share from 2010	%		-0.3%	0.8%	4.1%	4.3%	-0.6%	-1.6%	-5.5%	-7.9%	-11.3%	-42.9%	-28.7%		
Avg Ann. Change in Share	%		-0.3%	0.4%	1.4%	1.1%	-0.1%	-0.3%	-0.8%	-1.0%	-1.3%	-4.3%	-2.6%		



STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

ECONOMIC IMPACT BY:													2010 to 2021 2021 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
NON-SERVICED ACCOMMODATION													TOTAL						% Change												
ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES																															
KEY																															
An increase of 3% or more																															
Less than 3% change																															
A Fall of 3% or more																															
													Q1		Q2		Q3		Q4		TOTAL		% Change								
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2010 to 2021													-92.5%	-96.3%	-94.5%	-50.0%	14.4%	19.5%	36.5%	32.6%	62.4%	113.2%	119.3%	109.7%	25.5%	25.5%	Annual Change	-94.8%	3.0%	42.3%	114.1%
% Change 2020 to 2021													-97.7%	-96.8%	-94.0%	1195.5%	1815.8%	2092.6%	76.3%	30.2%	25.4%	40.7%	1100.7%	112.5%	68.5%	68.5%	Annual Change	-96.4%	1839.9%	39.6%	107.4%
Average Annual Change													-8.4%	-8.8%	-8.6%	-4.5%	1.3%	1.8%	3.3%	3.0%	5.7%	10.3%	10.8%	10.0%	2.3%	2.3%	Annual Change	-8.6%	0.3%	3.8%	10.4%
2010	£M	3.750	7.580	8.368	14.85	26.45	29.60	31.99	40.34	28.70	12.81	6.979	5.779	217.19	217.19	Annual Change	19.70	70.90	101.03	25.57											
2011	£M	4.974	6.897	9.205	16.72	28.52	29.34	31.14	37.19	27.79	14.01	8.170	5.676	219.63	1.1%	Annual Change	21.08	74.57	96.13	27.85											
2012	£M	5.307	6.917	9.885	16.55	26.27	27.56	29.36	36.04	26.33	14.33	8.533	6.295	213.37	-2.9%	Annual Change	22.11	70.37	91.73	29.16											
2013	£M	5.277	6.629	10.09	15.39	26.52	26.94	29.55	36.79	26.17	13.92	8.543	6.204	212.03	-0.6%	Annual Change	22.00	68.85	92.51	28.67											
2014	£M	5.488	6.864	10.44	15.77	26.09	26.49	30.29	38.69	27.53	14.85	9.160	6.633	218.30	3.0%	Annual Change	22.79	68.35	96.51	30.64											
2015	£M	5.585	6.950	10.64	15.96	26.46	26.71	30.57	39.41	27.97	15.20	9.326	6.790	221.57	1.5%	Annual Change	23.17	69.13	97.96	31.32											
2016	£M	5.739	7.002	10.68	16.32	26.52	26.19	31.14	39.52	27.79	15.00	9.630	7.356	222.87	0.6%	Annual Change	23.42	69.03	98.44	31.99											
2017	£M	5.952	7.472	10.43	17.39	28.75	26.82	32.77	40.64	30.33	15.56	9.739	7.856	233.72	4.9%	Annual Change	23.86	72.96	103.75	33.16											
2018	£M	6.667	8.258	11.64	18.74	33.27	30.52	36.12	47.40	34.25	17.34	11.21	9.189	264.60	13.2%	Annual Change	26.56	82.53	117.77	37.74											
2019	£M	10.00	11.27	15.36	25.72	37.89	33.60	44.78	52.98	36.99	22.30	15.71	13.41	320.01	20.9%	Annual Change	36.63	97.21	134.76	51.41											
2020	£M	12.14	8.848	7.624	0.573	1.579	1.613	24.76	41.08	37.14	19.40	1.275	5.704	161.75	-49.5%	Annual Change	28.62	3.765	102.99	26.38											
2021	£M	0.281	0.284	0.460	7.424	30.25	35.36	43.66	53.50	46.59	27.30	15.31	12.12	272.53	68.5%	Annual Change	1.025	73.04	143.75	54.72											

ECONOMIC IMPACT - INDEXED TO 2021													
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Non-Serviced	£M	217.19	219.63	213.37	212.03	218.30	221.57	222.87	233.72	264.60	320.01	161.75	272.53
All Visitor Types	£Bn	2.081	2.221	2.190	2.189	2.238	2.280	2.287	2.379	2.472	2.597	1.205	1.962
Share of Total	%	10.4%	9.9%	9.7%	9.7%	9.8%	9.7%	9.7%	9.8%	10.7%	12.3%	13.4%	13.9%
Annual Change in Share	%		-5.3%	-1.5%	-0.6%	0.7%	-0.4%	0.3%	0.8%	9.0%	15.1%	8.9%	3.5%
Change in Share from 2010	%		-5.3%	-6.6%	-7.2%	-6.5%	-6.9%	-6.6%	-5.9%	2.6%	18.1%	28.6%	33.1%
Avg Ann. Change in Share	%		-5.3%	-3.3%	-2.4%	-1.6%	-1.4%	-1.1%	-0.8%	0.3%	2.0%	2.9%	3.0%



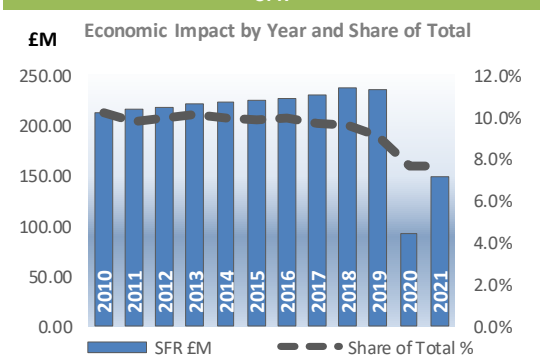
This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

STEAM REPORT FOR 2010-2021 - FINAL
VISIT PEAK DISTRICT & DERBYSHIRE

ECONOMIC IMPACT BY:													2010 to 2021 2021 Prices		SFR	ECONOMIC IMPACT Indexed				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													SFR							
ECONOMIC IMPACT £M - INDEXED TO 2021 / PERCENTAGE CHANGES													TOTAL	% Change						
An increase of 3% or more			Less than 3% change			A Fall of 3% or more														
			Q1			Q2			Q3			Q4								
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2010 to 2021			-78.1%	-78.4%	-76.1%	-68.4%	-43.2%	-7.4%	-2.0%	5.9%	11.9%	8.5%	3.0%	-5.8%	-29.5%	Annual Change	-77.7%	-45.9%	4.2%	-0.4%
% Change 2020 to 2021			-78.9%	-76.5%	-43.1%	633.4%	690.8%	1214.0%	166.4%	68.3%	61.8%	86.2%	728.7%	339.2%	61.6%		-74.7%	825.5%	91.8%	242.5%
Average Annual Change			-7.1%	-7.1%	-6.9%	-6.2%	-3.9%	-0.7%	-0.2%	0.5%	1.1%	0.8%	0.3%	-0.5%	-2.7%		-7.1%	-4.2%	0.4%	0.0%
2010	£M	29.56	9.728	10.96	25.36	16.94	13.66	21.58	22.32	12.64	12.66	9.849	26.87	212.13		50.25	55.96	56.54	49.38	
2011	£M	31.29	10.28	11.72	25.62	17.08	13.86	21.72	22.31	12.57	12.85	10.14	26.87	216.30	2.0%	53.29	56.56	56.59	49.85	
2012	£M	31.48	10.39	11.73	26.07	17.02	14.06	21.59	22.78	12.75	12.90	10.44	27.14	218.35	0.9%	53.61	57.15	57.12	50.47	
2013	£M	31.70	11.15	12.57	25.56	17.31	14.00	22.05	23.10	12.44	12.62	10.53	27.78	220.81	1.1%	55.42	56.88	57.59	50.92	
2014	£M	31.33	10.99	12.64	26.19	17.51	13.88	22.68	23.29	13.05	13.05	10.50	27.86	222.98	1.0%	54.96	57.58	59.02	51.42	
2015	£M	32.23	10.99	12.39	26.23	17.70	14.40	22.96	23.66	12.97	13.29	10.36	27.22	224.40	0.6%	55.62	58.33	59.59	50.86	
2016	£M	32.55	11.04	12.64	26.82	17.96	14.32	23.25	23.79	12.94	13.20	10.60	28.32	227.45	1.4%	56.24	59.10	59.99	52.13	
2017	£M	32.81	10.87	12.60	27.27	18.75	14.50	23.51	23.99	13.29	13.40	10.67	29.02	230.68	1.4%	56.29	60.52	60.79	53.09	
2018	£M	33.72	11.16	12.87	27.92	19.41	14.96	23.99	24.96	13.62	13.81	11.02	29.97	237.42	2.9%	57.75	62.29	62.57	54.81	
2019	£M	33.71	11.01	12.85	27.92	19.22	14.78	23.88	24.55	13.35	13.64	11.02	29.65	235.57	-0.8%	57.58	61.92	61.77	54.30	
2020	£M	30.69	8.931	4.604	1.094	1.217	0.963	7.940	14.04	8.743	7.378	1.224	5.765	92.59	-60.7%	44.23	3.274	30.72	14.37	
2021	£M	6.478	2.098	2.621	8.022	9.623	12.65	21.15	23.63	14.14	13.74	10.14	25.32	149.62	61.6%	11.20	30.30	58.92	49.21	

ECONOMIC IMPACT - INDEXED TO 2021													SFR				
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021				
SFR	£M	212.13	216.30	218.35	220.81	222.98	224.40	227.45	230.68	237.42	235.57	92.59	149.62				
All Visitor Types	£Bn	2.081	2.221	2.190	2.189	2.238	2.280	2.287	2.379	2.472	2.597	1.205	1.962				
Share of Total	%	10.2%	9.7%	10.0%	10.1%	10.0%	9.8%	9.9%	9.7%	9.6%	9.1%	7.7%	7.6%				
Annual Change in Share	%		-4.5%	2.4%	1.1%	-1.2%	-1.2%	1.0%	-2.5%	-0.9%	-5.5%	-15.3%	-0.7%				
Change in Share from 2010	%		-4.5%	-2.2%	-1.1%	-2.2%	-3.4%	-2.4%	-4.9%	-5.8%	-11.0%	-24.6%	-25.2%				
Avg Ann. Change in Share	%		-4.5%	-1.1%	-0.4%	-0.6%	-0.7%	-0.4%	-0.7%	-0.7%	-1.2%	-2.5%	-2.3%				



This report is copyright © Global Tourism Solutions (UK) Ltd 2023

Report Prepared by: Alison Tipler. Date of Issue: 17/02/23

