



STEAM DRAFT TREND REPORT FOR 2009-2020

Draft

SCOTTISH BORDERS COUNCIL

Global Tourism Solutions (UK) Ltd

2 Union Place

Anstruther


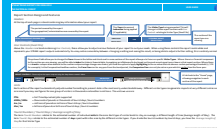




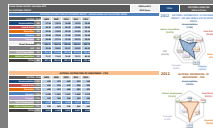






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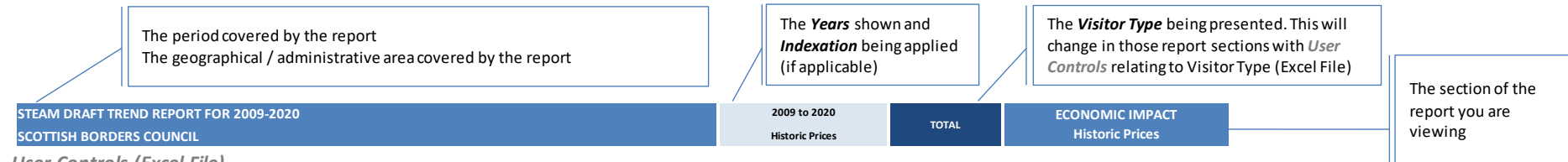
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Report Section Design and Features

Headers

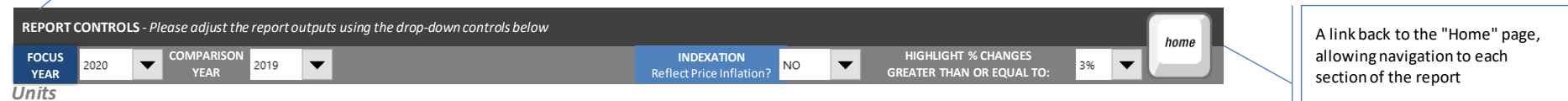
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

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All £'s Historic Prices

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - IN HISTORIC PRICES

KEY	STAYING IN ACCOMMODATION												Day Visitors			All Visitor Types		
An increase of 3% or more	Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change	Served			Non-Served														
A Fall of 3% or more	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %
Visitor Days 000s	217.70	600.24	-63.7%	624.04	1,412.86	-55.8%	263.01	612.45	-57.1%	1,104.75	2,625.56	-57.9%	575.98	1,305.13	-55.9%	1,680.73	3,930.69	-57.2%
Visitor Numbers 000s	114.04	299.42	-61.9%	87.99	235.34	-62.6%	58.82	135.56	-56.6%	260.85	670.32	-61.1%	575.98	1,305.13	-55.9%	836.83	1,975.45	-57.6%
Direct Expenditure £M																74.73	172.49	-56.7%
Economic Impact £M	22.01	61.70	-64.3%	40.67	85.72	-52.6%	9.844	20.58	-52.2%	72.53	168.00	-56.8%	28.73	64.41	-55.4%	101.26	232.40	-56.4%
Direct Employment FTEs	1,003	1,459	-31.3%	865	1,311	-34.0%	106	222	-52.0%	1,974	2,992	-34.0%	325	718	-54.8%	2,299	3,710	-38.0%
Total Employment FTEs																2,702	4,596	-41.2%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - IN HISTORIC PRICES

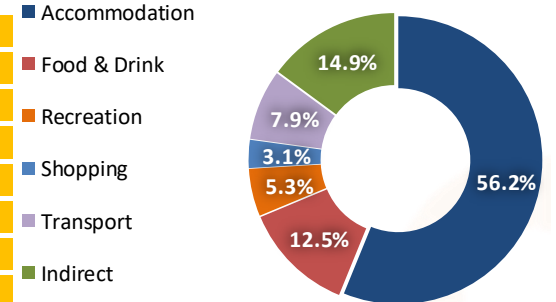
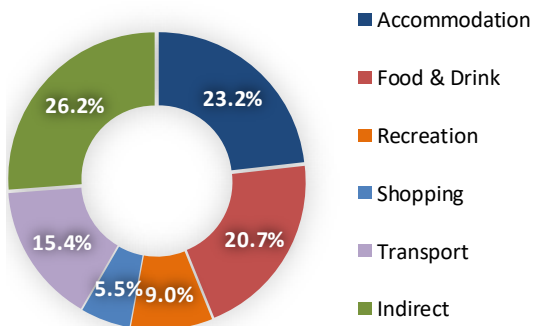
KEY	Served				Non-Served				SFR				All Staying Visitors				Day Visitors				All Visitor Types			
Visitor Days																								
Visitor Numbers																								
Total Economic Impact																								
Direct Employment																								

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

2020	2019	+/- %
23.51	51.73	-54.6%
20.91	49.49	-57.7%
9.126	20.43	-55.3%
5.549	12.94	-57.1%
15.64	37.90	-58.7%
74.73	172.49	-56.7%
26.52	59.92	-55.7%
101.26	232.40	-56.4%

Sectoral Distribution of Employment - FTEs

2020	2019	+/- %
1,517	1,918	-20.9%
339	781	-56.6%
144	314	-54.1%
85	193	-56.0%
214	504	-57.6%
2,299	3,710	-38.0%
402	885	-54.5%
2,702	4,596	-41.2%

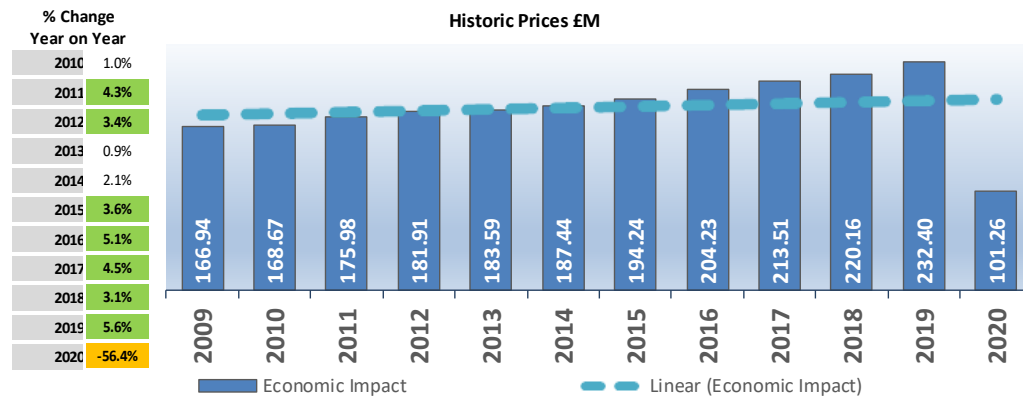


Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2020

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

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Economic Impact - Historic Prices - Total

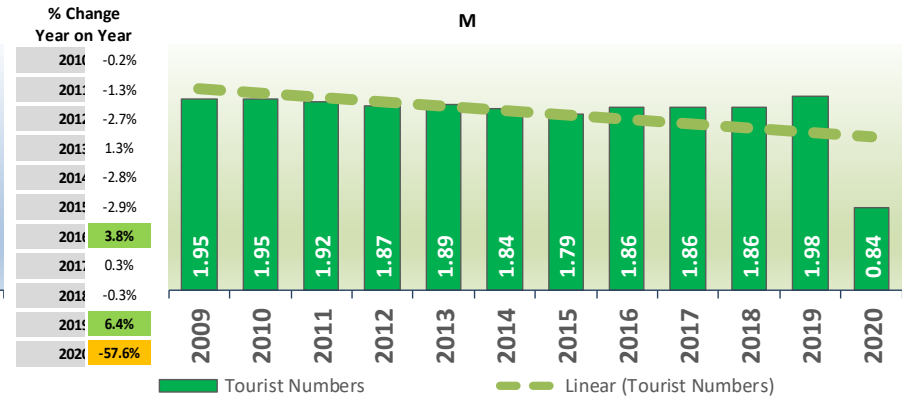


2009 to 2020
Historic Prices

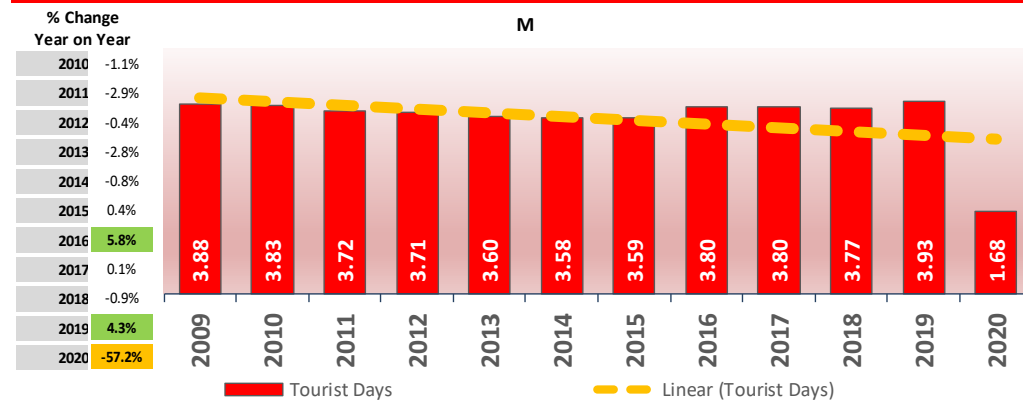
TOTAL

KEY MEASURES
Historic Prices

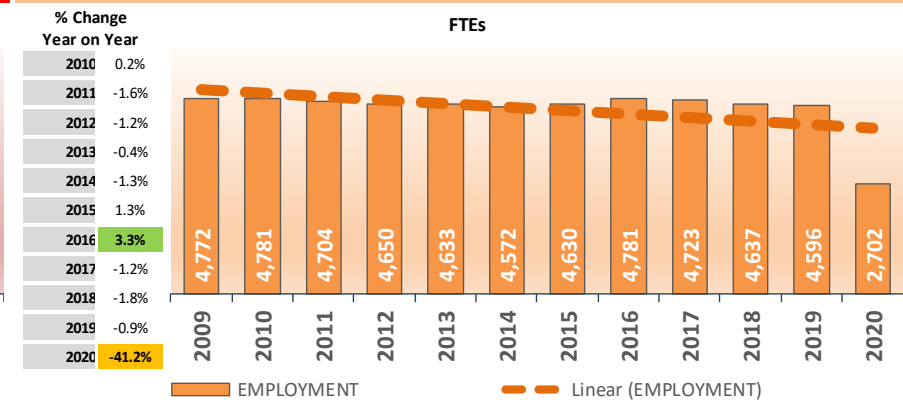
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		1.0%	5.4%	9.0%	10.0%	12.3%	16.4%	22.3%	27.9%	31.9%	39.2%	-39.3%
Visitor Numbers		-0.2%	-1.5%	-4.1%	-2.9%	-5.6%	-8.3%	-4.8%	-4.5%	-4.9%	1.3%	-57.1%
Visitor Days		-1.1%	-4.0%	-4.3%	-7.1%	-7.8%	-7.4%	-2.0%	-1.9%	-2.8%	1.4%	-56.6%
Total Employment		0.2%	-1.4%	-2.6%	-2.9%	-4.2%	-3.0%	0.2%	-1.0%	-2.8%	-3.7%	-43.4%

"Linear" = Linear Trendline

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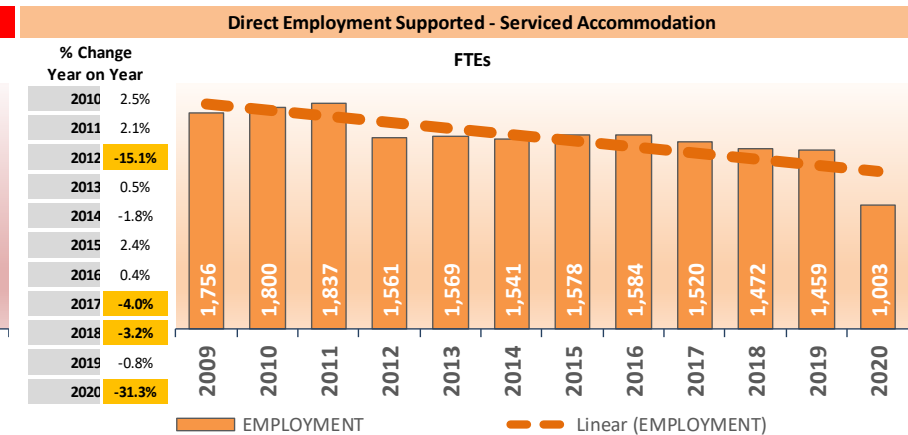
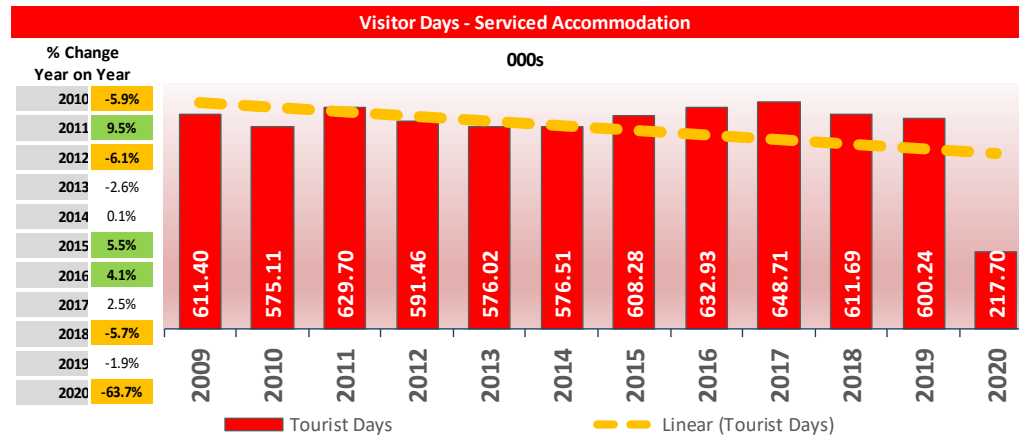
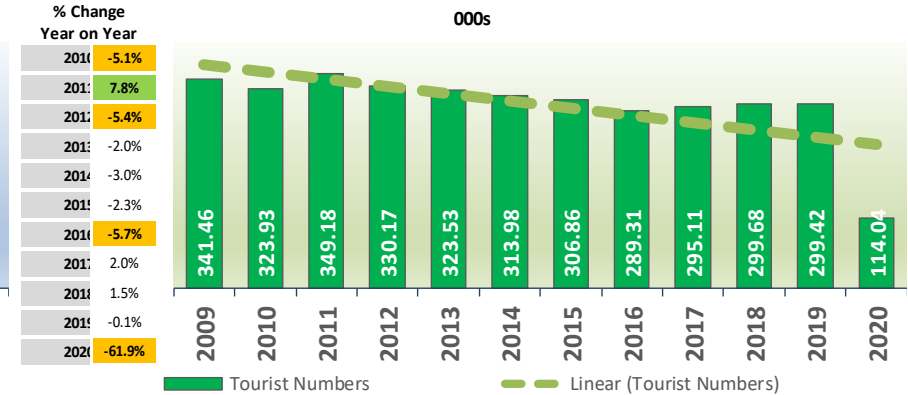
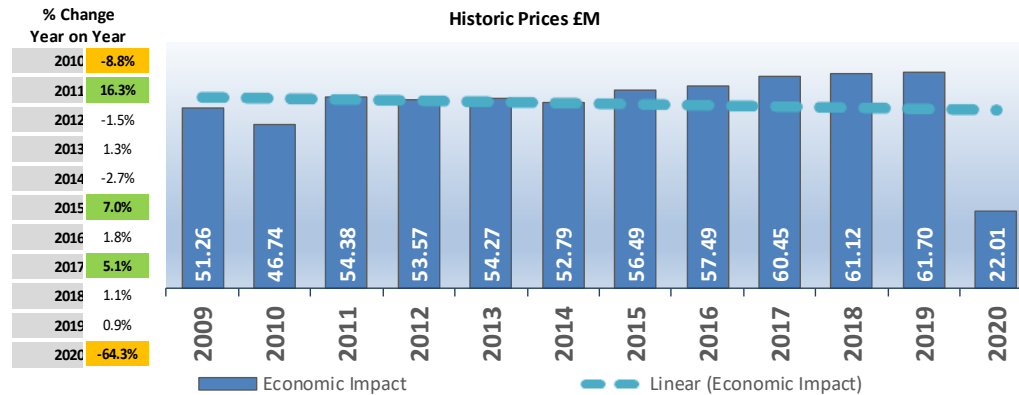
2009 to 2020
Historic Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

Visitor Numbers - Serviced Accommodation

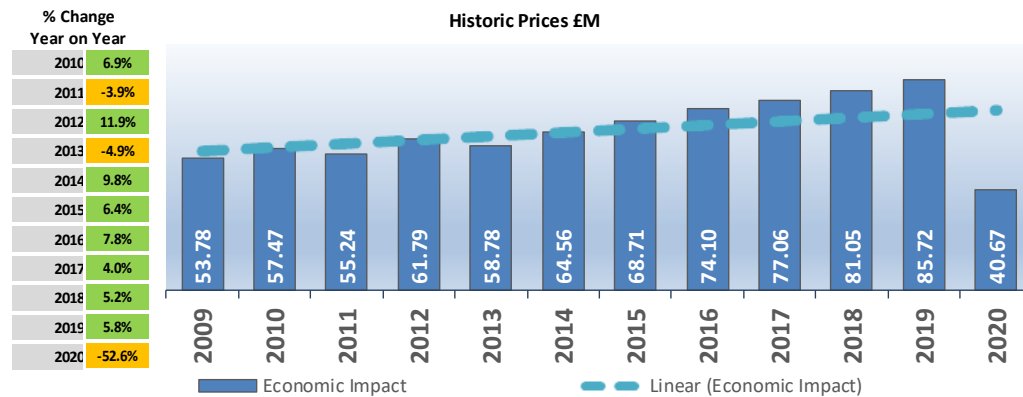


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		-8.8%	6.1%	4.5%	5.9%	3.0%	10.2%	12.2%	17.9%	19.3%	20.4%	-57.1%
Visitor Numbers		-5.1%	2.3%	-3.3%	-5.3%	-8.0%	-10.1%	-15.3%	-13.6%	-12.2%	-12.3%	-66.6%
Visitor Days		-5.9%	3.0%	-3.3%	-5.8%	-5.7%	-0.5%	3.5%	6.1%	0.0%	-1.8%	-64.4%
Direct Employment		2.5%	4.6%	-11.1%	-10.7%	-12.3%	-10.1%	-9.8%	-13.4%	-16.2%	-16.9%	-42.9%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Non-Serviced Accommodation

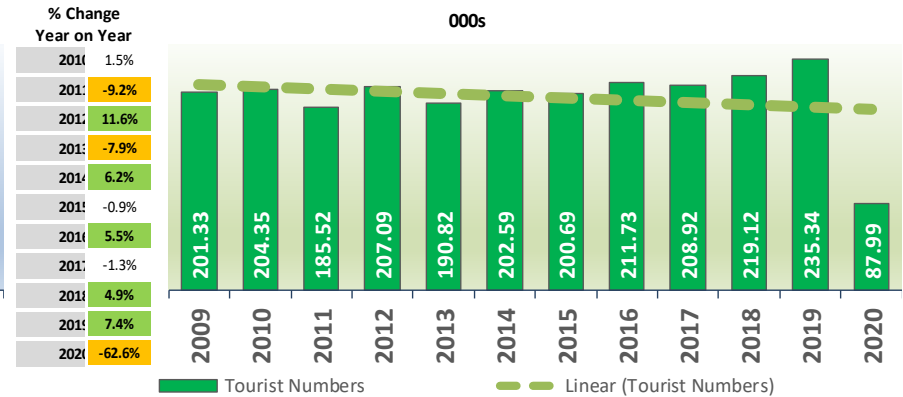


2009 to 2020
Historic Prices

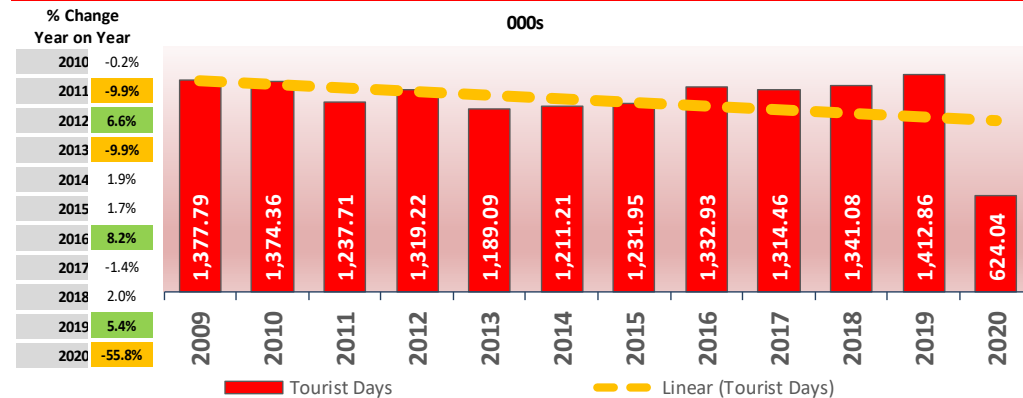
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

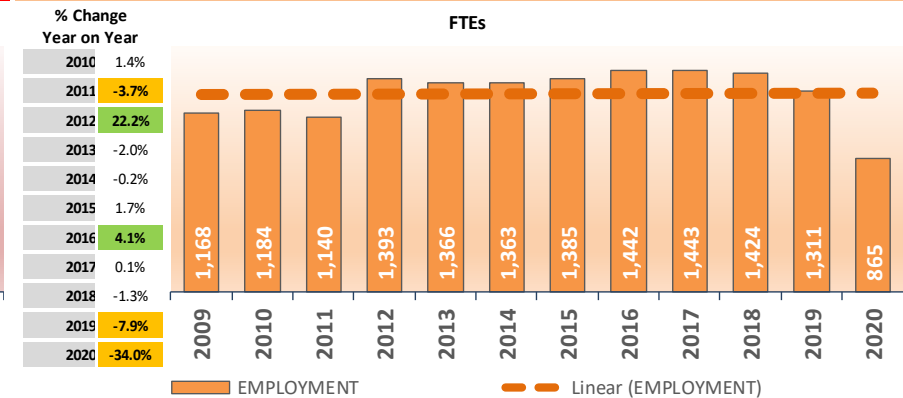
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



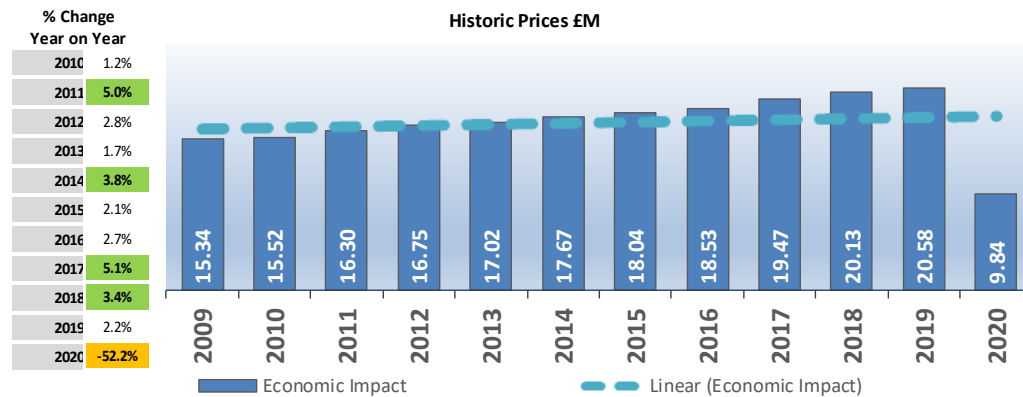
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		6.9%	2.7%	14.9%	9.3%	20.0%	27.7%	37.8%	43.3%	50.7%	59.4%	-24.4%
Visitor Numbers		1.5%	-7.9%	2.9%	-5.2%	0.6%	-0.3%	5.2%	3.8%	8.8%	16.9%	-56.3%
Visitor Days		-0.2%	-10.2%	-4.3%	-13.7%	-12.1%	-10.6%	-3.3%	-4.6%	-2.7%	2.5%	-54.7%
Direct Employment		1.4%	-2.4%	19.3%	16.9%	16.7%	18.6%	23.5%	23.5%	21.9%	12.3%	-25.9%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - SFR

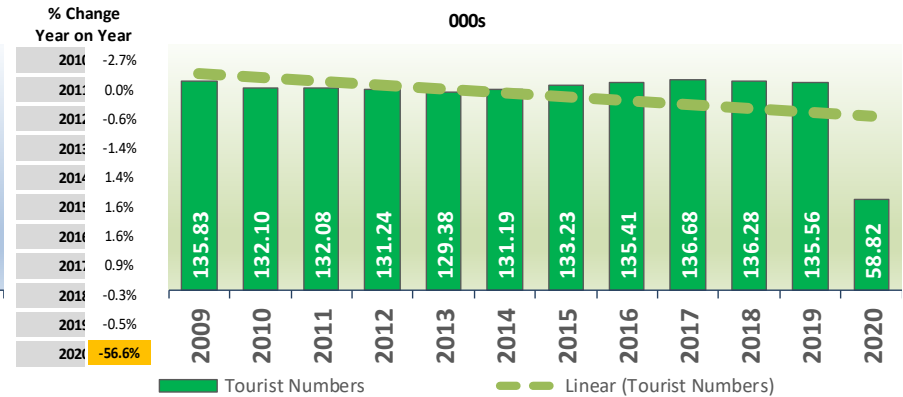


2009 to 2020 Historic Prices

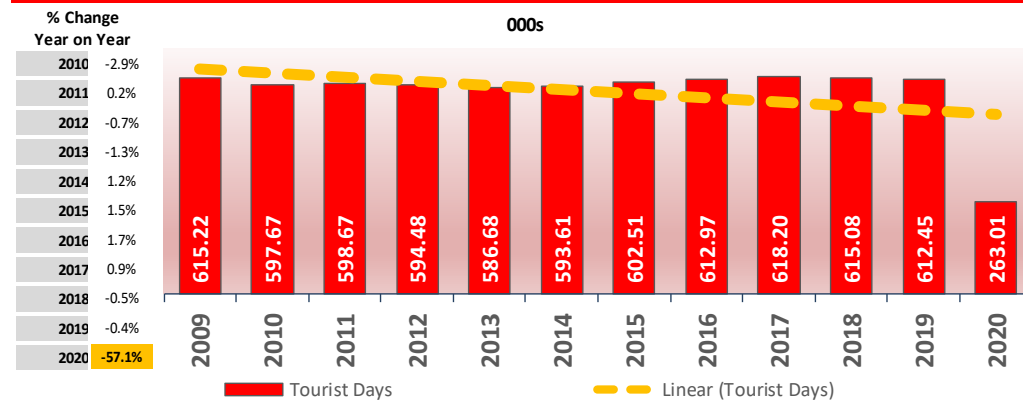
SFR

KEY MEASURES Historic Prices

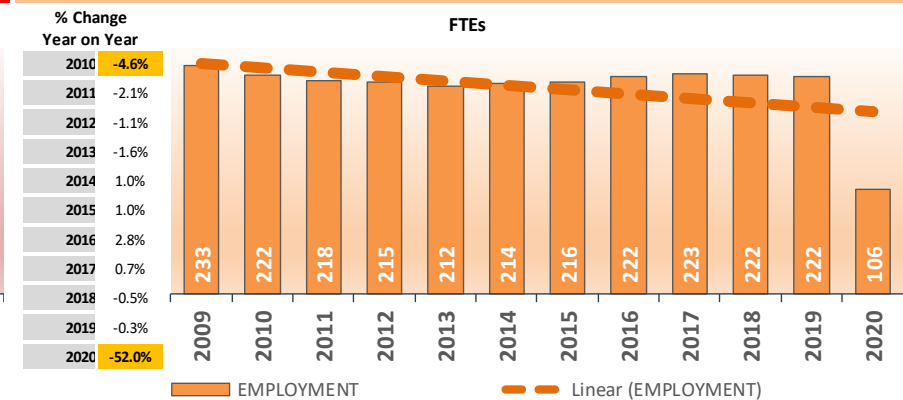
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		1.2%	6.2%	9.2%	11.0%	15.2%	17.6%	20.8%	27.0%	31.3%	34.2%	-35.8%
Visitor Numbers		-2.7%	-2.8%	-3.4%	-4.7%	-3.4%	-1.9%	-0.3%	0.6%	0.3%	-0.2%	-56.7%
Visitor Days		-2.9%	-2.7%	-3.4%	-4.6%	-3.5%	-2.1%	-0.4%	0.5%	0.0%	-0.4%	-57.2%
Direct Employment		-4.6%	-6.6%	-7.7%	-9.2%	-8.2%	-7.3%	-4.8%	-4.1%	-4.6%	-4.9%	-54.3%

"Linear" = Linear Trendline

STEAM DRAFT TREND REPORT FOR 2009-2020
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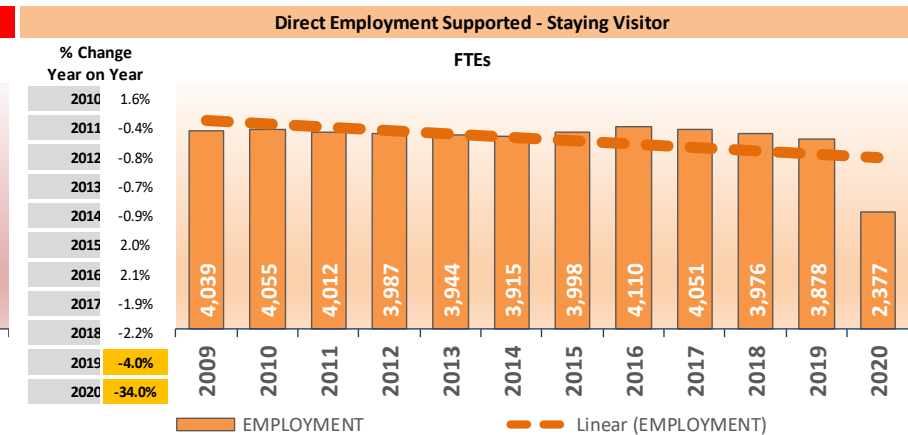
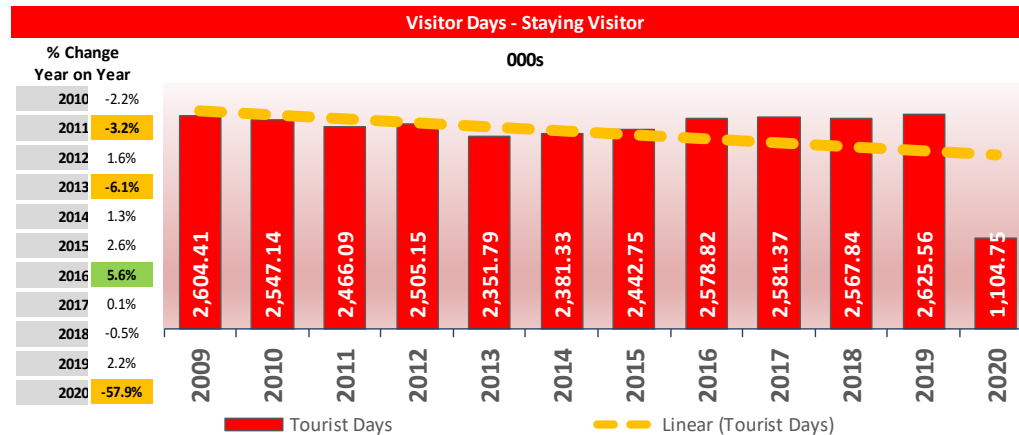
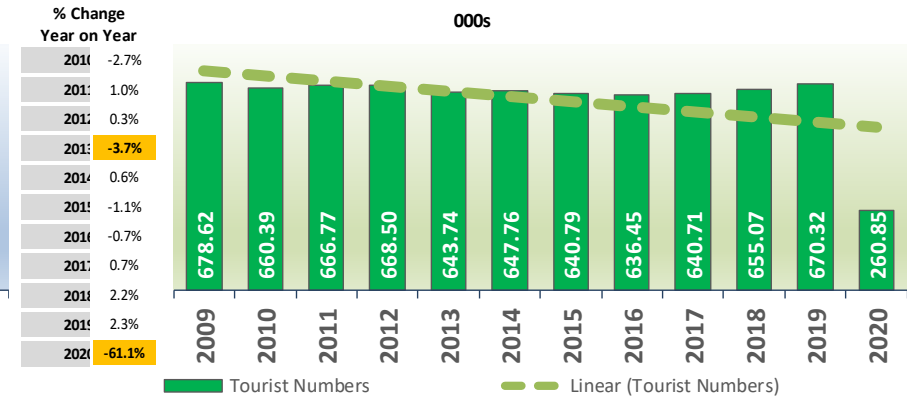
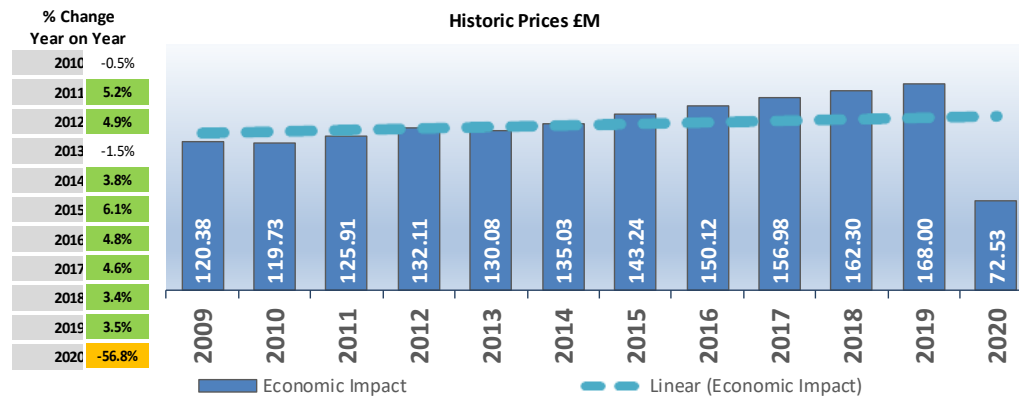
2009 to 2020
Historic Prices

STAYING VISITOR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Staying Visitor

Visitor Numbers - Staying Visitor

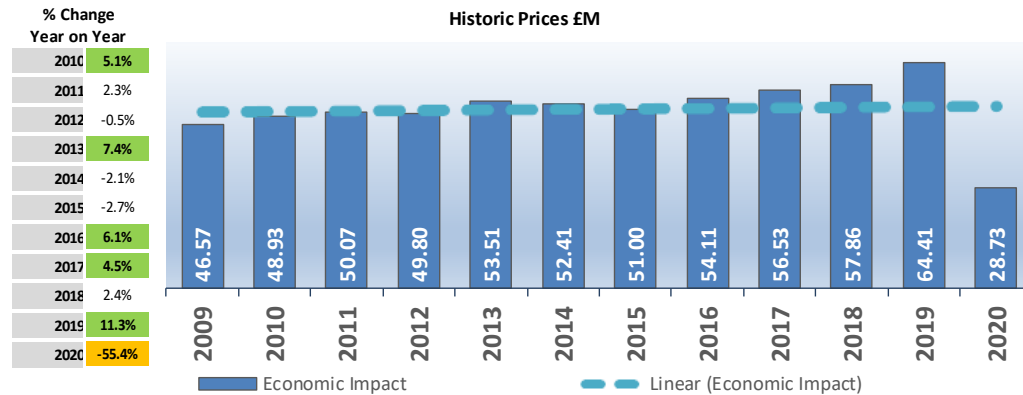


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		-0.5%	4.6%	9.7%	8.1%	12.2%	19.0%	24.7%	30.4%	34.8%	39.6%	-39.7%
Visitor Numbers		-2.7%	-1.7%	-1.5%	-5.1%	-4.5%	-5.6%	-6.2%	-5.6%	-3.5%	-1.2%	-61.6%
Visitor Days		-2.2%	-5.3%	-3.8%	-9.7%	-8.6%	-6.2%	-1.0%	-0.9%	-1.4%	0.8%	-57.6%
Direct Employment		0.4%	-0.7%	-1.3%	-2.4%	-3.1%	-1.0%	1.8%	0.3%	-1.6%	-4.0%	-41.2%

"Linear" = Linear Trendline

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Economic Impact - Historic Prices - Day Visitor



2009 to 2020

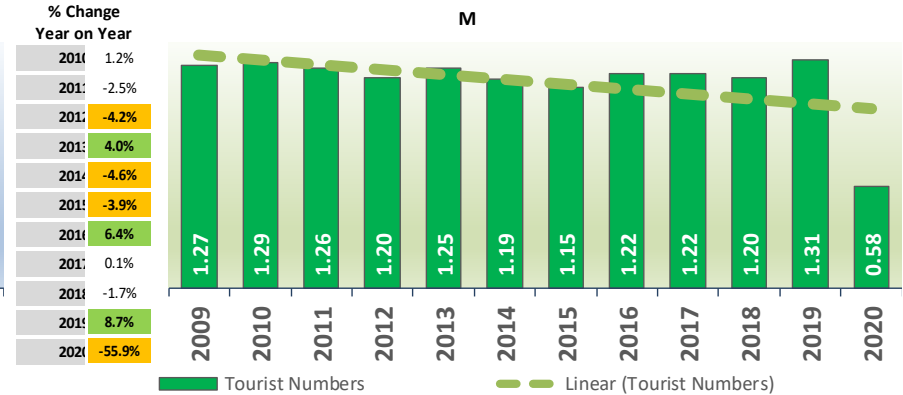
Historic Prices

DAY VISITOR

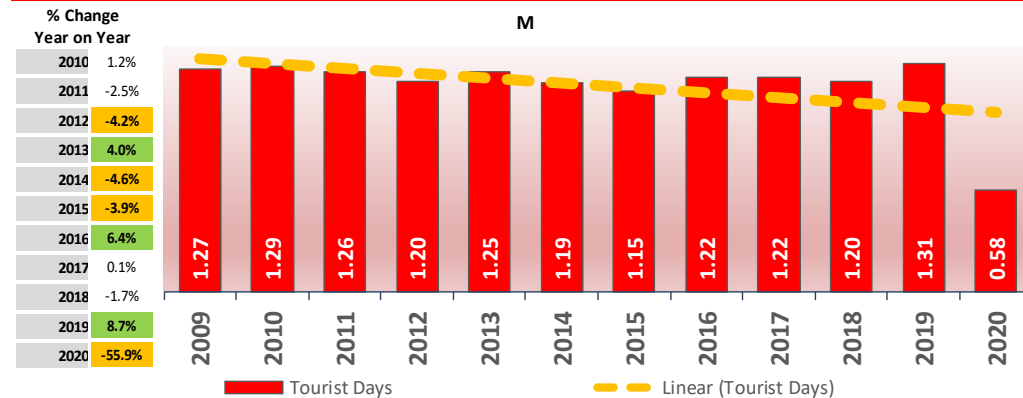
KEY MEASURES

Historic Prices

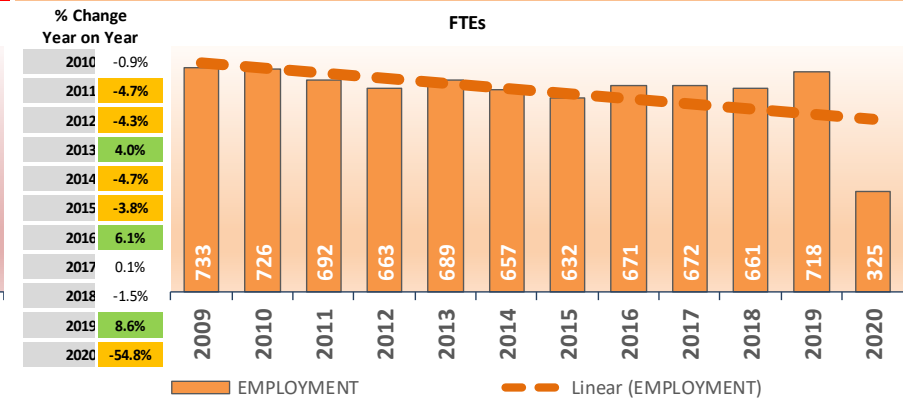
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		5.1%	7.5%	7.0%	14.9%	12.6%	9.5%	16.2%	21.4%	24.3%	38.3%	-38.3%
Visitor Numbers		1.2%	-1.3%	-5.4%	-1.7%	-6.2%	-9.8%	-4.1%	-4.0%	-5.6%	2.6%	-54.7%
Visitor Days		1.2%	-1.3%	-5.4%	-1.7%	-6.2%	-9.8%	-4.1%	-4.0%	-5.6%	2.6%	-54.7%
Direct Employment		-0.9%	-5.5%	-9.6%	-5.9%	-10.3%	-13.7%	-8.4%	-8.3%	-9.7%	-2.0%	-55.7%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2020

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

STEAM DRAFT TREND REPORT FOR 2009-2020
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2020
Historic Prices

TOTAL

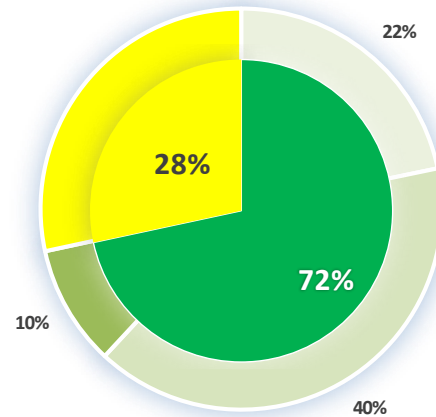
DISTRIBUTION BY VISITOR TYPE
Historic Prices

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

Visitor Numbers - 2020 - M - Share of Total

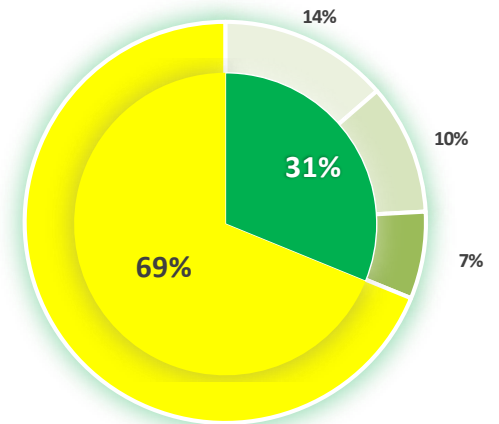
TOTAL
£101.26m

	£M
Serviced	22.01
Non-Serviced	40.67
SFR	9.84
Staying Visitor	72.53
Day Visitor	28.73
Total	101.26



TOTAL
0.84m

	M
Serviced	0.11
Non-Serviced	0.09
SFR	0.06
Staying Visitor	0.26
Day Visitor	0.58
Total	0.84

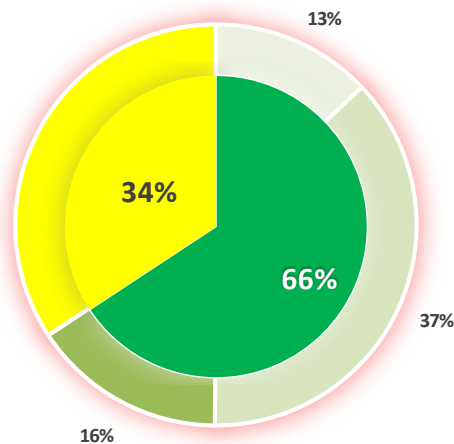


Visitor Days - 2020 - M - Share of Total

Direct Employment Supported - 2020 - FTEs - Share of Total

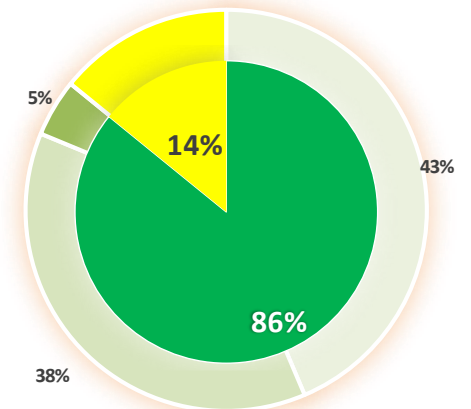
TOTAL
1.68m

	M
Serviced	0.22
Non-Serviced	0.62
SFR	0.26
Staying Visitor	1.10
Day Visitor	0.58
Total	1.68



TOTAL
2,299 Direct FTEs
2,702 Total FTEs

	FTEs
Serviced	1,003
Non-Serviced	865
SFR	106
Staying Visitor	1,974
Day Visitor	325
Total	2,299



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Economic Impact - Historic Prices - £000s - Distribution of Impact by Month



2020

Historic Prices

TOTAL

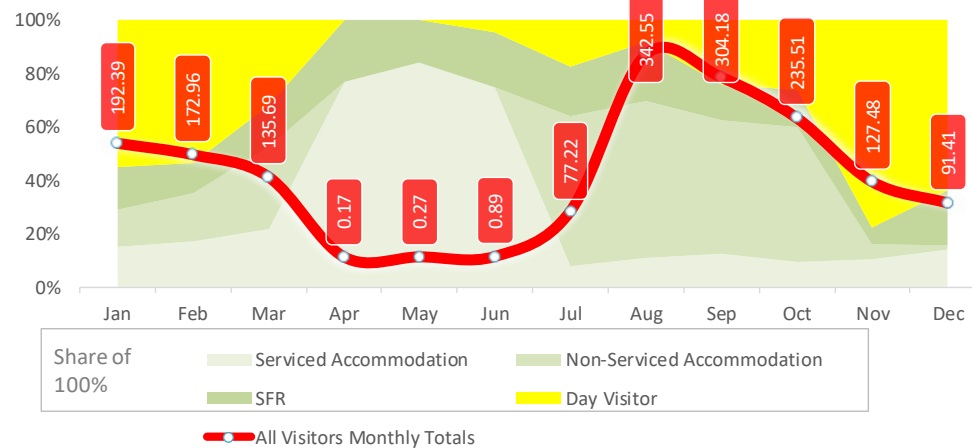
DISTRIBUTION BY MONTH

Historic Prices

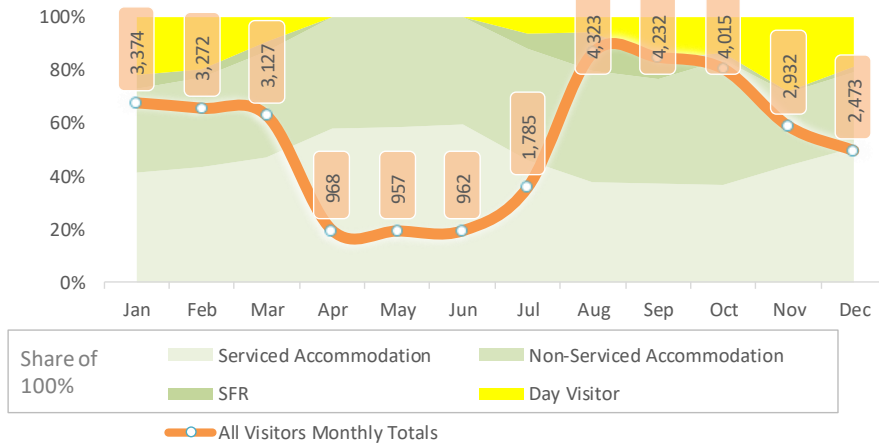
Visitor Numbers - 2020 - 000s - Distribution of Impact by Month



Visitor Days - 2020 - 000s - Distribution of Impact by Month

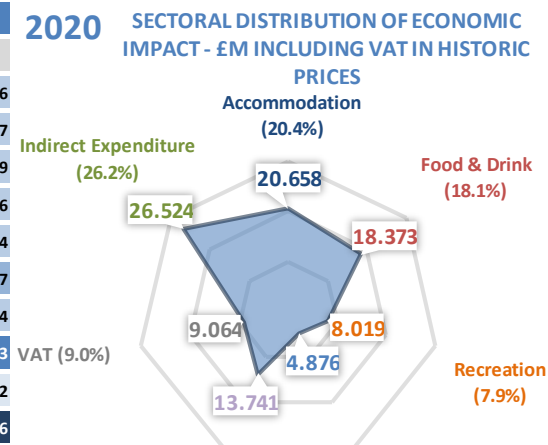


Direct Employment Supported - 2020 - FTEs - Distribution of Impact by Month



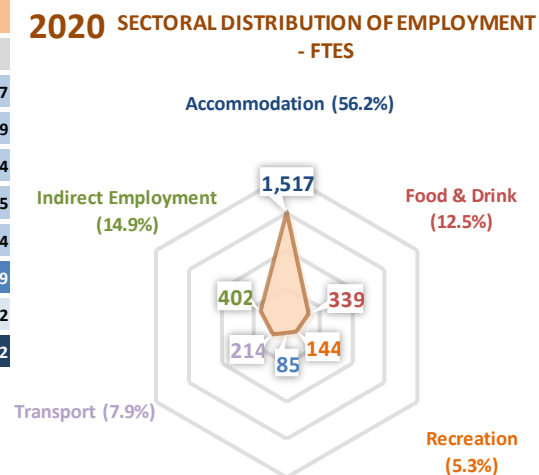
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	£M	33.44	30.77	32.70	33.61	32.87	33.90	35.80	38.20	39.55	41.82	43.11	20.66
Food & Drink	£M	30.99	31.08	32.05	32.78	33.59	34.06	35.35	36.59	38.57	39.06	41.24	18.37
Recreation	£M	12.73	12.89	13.11	13.43	14.08	14.06	14.26	14.83	15.48	15.76	17.02	8.019
Shopping	£M	7.987	8.190	8.165	8.405	8.677	8.721	8.839	9.303	9.735	9.968	10.79	4.876
Transport	£M	23.27	23.91	23.48	24.70	24.84	25.46	26.13	27.51	28.85	29.66	31.59	13.74
Direct Revenue	£M	108.41	106.85	109.51	112.92	114.05	116.19	120.37	126.43	132.19	136.27	143.74	65.67
VAT	£M	16.26	18.70	21.90	22.58	22.81	23.24	24.07	25.29	26.44	27.25	28.75	9.064
Direct Expenditure	£M	124.67	125.55	131.41	135.51	136.86	139.43	144.45	151.72	158.63	163.52	172.49	74.73
Indirect Expenditure	£M	42.27	43.12	44.58	46.40	46.72	48.01	49.80	52.51	54.88	56.64	59.92	26.52
TOTAL	£M	166.94	168.67	175.98	181.91	183.59	187.44	194.24	204.23	213.51	220.16	232.40	101.26



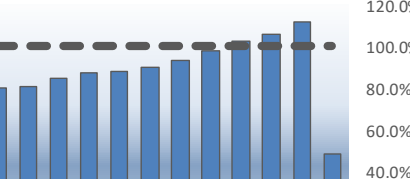
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

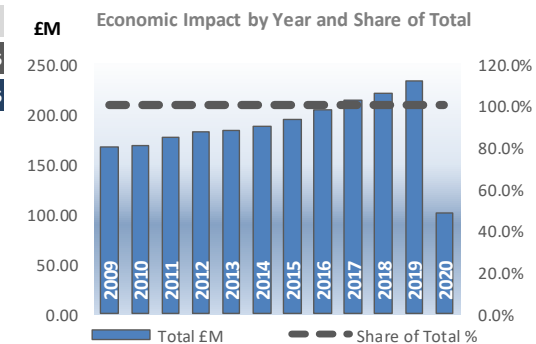
SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	FTEs	2,082	2,166	2,188	2,145	2,163	2,125	2,135	2,170	2,099	2,054	1,918	1,517
Food & Drink	FTEs	795	768	753	740	735	725	744	770	779	759	781	339
Recreation	FTEs	318	310	300	296	300	292	293	305	305	298	314	144
Shopping	FTEs	193	191	181	180	179	175	176	185	186	183	193	85
Transport	FTEs	502	497	465	470	458	457	464	488	491	485	504	214
Direct Employment	FTEs	3,890	3,933	3,887	3,832	3,835	3,774	3,812	3,919	3,859	3,779	3,710	2,299
Indirect Employment	FTEs	882	848	817	818	798	798	818	863	864	858	885	402
TOTAL	FTEs	4,772	4,781	4,704	4,650	4,633	4,572	4,630	4,781	4,723	4,637	4,596	2,702

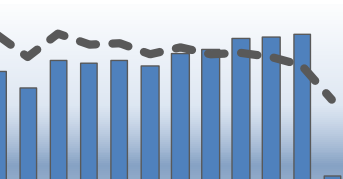


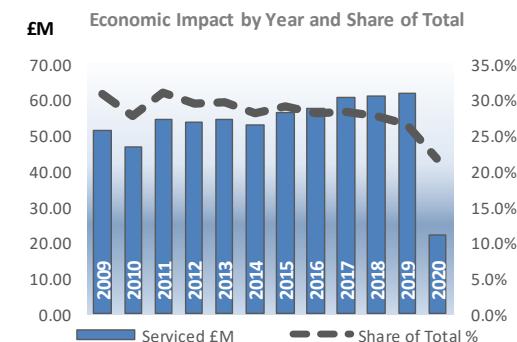
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2020

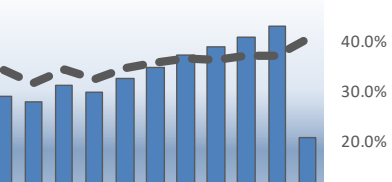
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

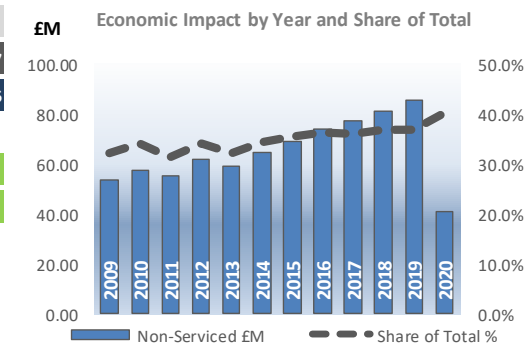
STEAM DRAFT TREND REPORT FOR 2009-2020 SCOTTISH BORDERS COUNCIL											2009 to 2020 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		51.1%	33.9%	-1.4%	-99.9%	-99.8%	-99.4%	-73.8%	-8.8%	1.8%	-5.7%	-8.3%	-41.0%	-39.3%	Annual Change	25.3%	-99.7%	-27.5%	-15.1%
% Change 2019 to 2020		1.9%	-5.3%	-37.8%	-99.9%	-99.9%	-99.6%	-81.7%	-35.5%	-16.5%	-27.4%	-45.5%	-57.0%	-56.4%		-16.5%	-99.8%	-46.9%	-39.9%
Average Annual Change		4.6%	3.1%	-0.1%	-9.1%	-9.1%	-9.0%	-6.7%	-0.8%	0.2%	-0.5%	-0.8%	-3.7%	-3.6%		2.3%	-9.1%	-2.5%	-1.4%
2009	£M	7.631	8.107	9.961	16.96	18.37	16.24	19.49	22.11	16.67	15.80	7.789	7.805	166.94		25.70	51.58	58.27	31.40
2010	£M	6.806	7.787	10.04	18.08	18.16	17.89	19.67	22.05	17.14	17.21	7.496	6.338	168.67		1.0%	24.63	54.13	58.86
2011	£M	9.143	7.652	9.757	19.30	18.63	18.28	20.63	23.07	17.31	15.75	8.351	8.107	175.98	4.3%	26.55	56.22	61.01	32.20
2012	£M	7.952	8.298	10.73	16.79	17.24	19.71	21.03	25.02	19.29	16.39	10.03	9.432	181.91	3.4%	26.98	53.73	65.34	35.86
2013	£M	7.796	8.359	11.95	17.26	18.59	17.22	23.16	24.91	18.51	15.77	10.37	9.675	183.59	0.9%	28.11	53.08	66.59	35.82
2014	£M	8.627	8.607	11.53	19.31	18.56	16.95	24.28	25.68	18.32	15.13	10.40	10.04	187.44	2.1%	28.76	54.83	68.28	35.57
2015	£M	8.786	9.015	11.52	17.20	18.50	19.13	24.39	26.83	18.14	18.49	10.93	11.31	194.24	3.6%	29.32	54.83	69.36	40.73
2016	£M	9.100	10.00	14.08	17.73	19.88	19.18	25.72	28.88	20.79	18.29	10.21	10.37	204.23	5.1%	33.18	56.79	75.38	38.87
2017	£M	9.827	9.990	13.28	21.18	21.69	21.71	26.80	29.35	19.91	18.01	11.06	10.70	213.51	4.5%	33.10	64.58	76.06	39.77
2018	£M	10.55	10.70	14.75	21.37	22.52	21.53	26.49	29.85	19.87	19.12	12.46	10.96	220.16	3.1%	36.00	65.41	76.21	42.54
2019	£M	11.31	11.45	15.80	23.64	23.14	23.17	27.94	31.26	20.33	20.53	13.11	10.72	232.40	5.6%	38.56	69.95	79.53	44.36
2020	£M	11.53	10.85	9.821	0.017	0.028	0.094	5.111	20.17	16.98	14.91	7.141	4.608	101.26	-56.4%	32.20	0.139	42.26	26.66
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total					
Total	£M	166.94	168.67	175.98	181.91	183.59	187.44	194.24	204.23	213.51	220.16	232.40	101.26						
All Visitor Types	£M	166.94	168.67	175.98	181.91	183.59	187.44	194.24	204.23	213.51	220.16	232.40	101.26						
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 2009	%																		
Avg Ann. Change in Share	%																		



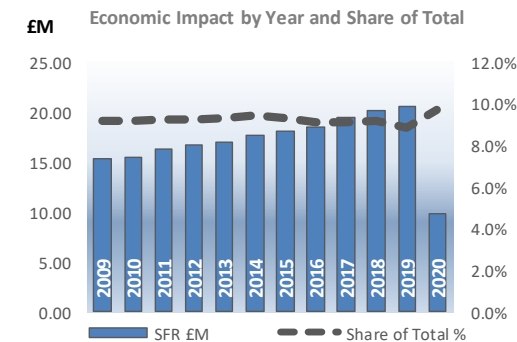
STEAM DRAFT TREND REPORT FOR 2009-2020 SCOTTISH BORDERS COUNCIL											2009 to 2020 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2020		8.6%	-3.0%	-15.2%	-99.6%	-99.5%	-98.3%	-87.6%	-30.1%	-26.3%	-54.9%	-63.3%	-55.6%	-57.1%	Annual Change	-4.2%	-99.1%	-49.4%	-57.6%
% Change 2019 to 2020		9.5%	-13.5%	-27.8%	-99.7%	-99.6%	-98.7%	-91.0%	-49.1%	-37.4%	-59.8%	-66.2%	-60.6%	-64.3%		-13.2%	-99.3%	-61.8%	-61.8%
Average Annual Change		0.8%	-0.3%	-1.4%	-9.1%	-9.0%	-8.9%	-8.0%	-2.7%	-2.4%	-5.0%	-5.8%	-5.1%	-5.2%		-0.4%	-9.0%	-4.5%	-5.2%
2009	£M	2.768	3.041	3.585	4.336	5.415	5.022	6.014	6.711	4.360	4.600	2.959	2.444	51.26		9.395	14.77	17.08	10.00
2010	£M	1.998	2.614	3.414	3.575	5.021	5.190	5.363	6.340	4.543	4.299	2.675	1.712	46.74	-8.8%	8.026	13.79	16.25	8.686
2011	£M	3.393	2.753	3.462	4.752	5.574	5.796	5.915	7.227	5.302	4.785	3.140	2.283	54.38	16.3%	9.608	16.12	18.44	10.21
2012	£M	2.295	2.814	3.863	3.732	5.359	5.741	6.228	7.910	5.250	4.720	2.809	2.849	53.57	-1.5%	8.972	14.83	19.39	10.38
2013	£M	2.321	3.061	4.401	4.439	5.393	5.519	7.102	7.592	4.675	4.374	2.959	2.434	54.27	1.3%	9.784	15.35	19.37	9.768
2014	£M	2.372	2.941	3.890	4.163	5.221	5.302	7.736	7.952	4.452	4.033	2.628	2.101	52.79	-2.7%	9.204	14.69	20.14	8.762
2015	£M	2.537	2.992	3.260	3.634	5.169	5.880	7.260	7.883	4.380	5.292	4.264	3.943	56.49	7.0%	8.789	14.68	19.52	13.50
2016	£M	2.092	2.832	3.764	4.042	5.592	5.288	8.124	8.778	6.439	4.938	3.143	2.461	57.49	1.8%	8.688	14.92	23.34	10.54
2017	£M	2.528	3.051	4.018	4.707	6.130	6.695	8.731	9.113	5.445	4.332	3.242	2.457	60.45	5.1%	9.597	17.53	23.29	10.03
2018	£M	2.687	3.400	4.179	4.380	6.181	6.852	8.239	9.139	4.999	5.176	3.170	2.723	61.12	1.1%	10.27	17.41	22.38	11.07
2019	£M	2.746	3.408	4.212	4.420	6.295	6.862	8.284	9.216	5.134	5.154	3.213	2.758	61.70	0.9%	10.37	17.58	22.63	11.12
2020	£M	3.008	2.949	3.040	0.015	0.026	0.086	0.743	4.688	3.213	2.074	1.085	1.086	22.01	-64.3%	8.997	0.128	8.644	4.245
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total					
Serviced	£M	51.26	46.74	54.38	53.57	54.27	52.79	56.49	57.49	60.45	61.12	61.70	22.01						
All Visitor Types	£M	166.94	168.67	175.98	181.91	183.59	187.44	194.24	204.23	213.51	220.16	232.40	101.26						
Share of Total	%	30.7%	27.7%	30.9%	29.4%	29.6%	28.2%	29.1%	28.2%	28.3%	27.8%	26.5%	21.7%						
Annual Change in Share	%		-9.7%	11.5%	-4.7%	0.4%	-4.7%	3.3%	-3.2%	0.6%	-1.9%	-4.4%	-18.1%						
Change in Share from 2009	%		-9.7%	0.6%	-4.1%	-3.7%	-8.3%	-5.3%	-8.3%	-7.8%	-9.6%	-13.5%	-29.2%						
Avg Ann. Change in Share	%		-9.7%	0.3%	-1.4%	-0.9%	-1.7%	-0.9%	-1.2%	-1.0%	-1.1%	-1.4%	-2.7%						

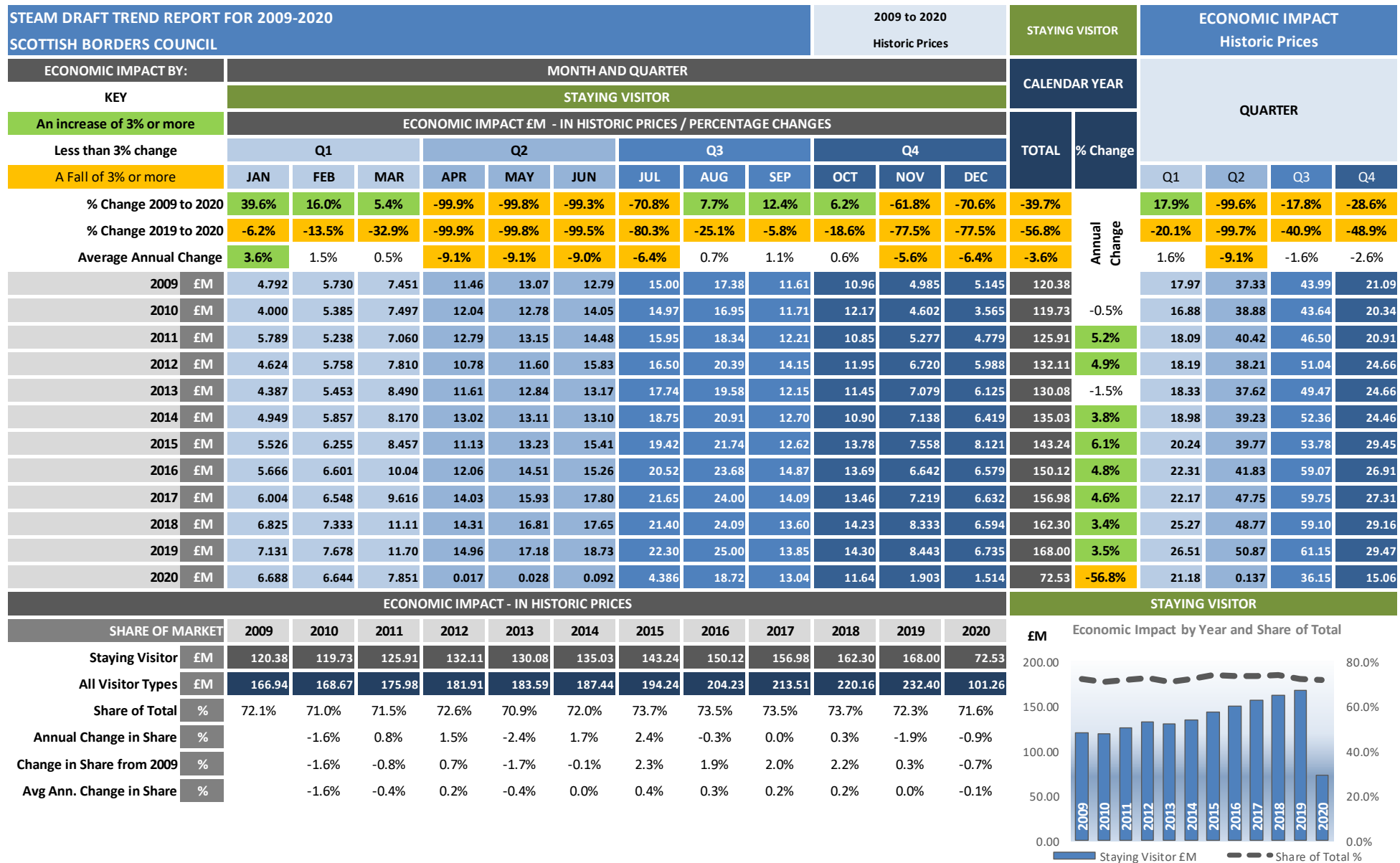


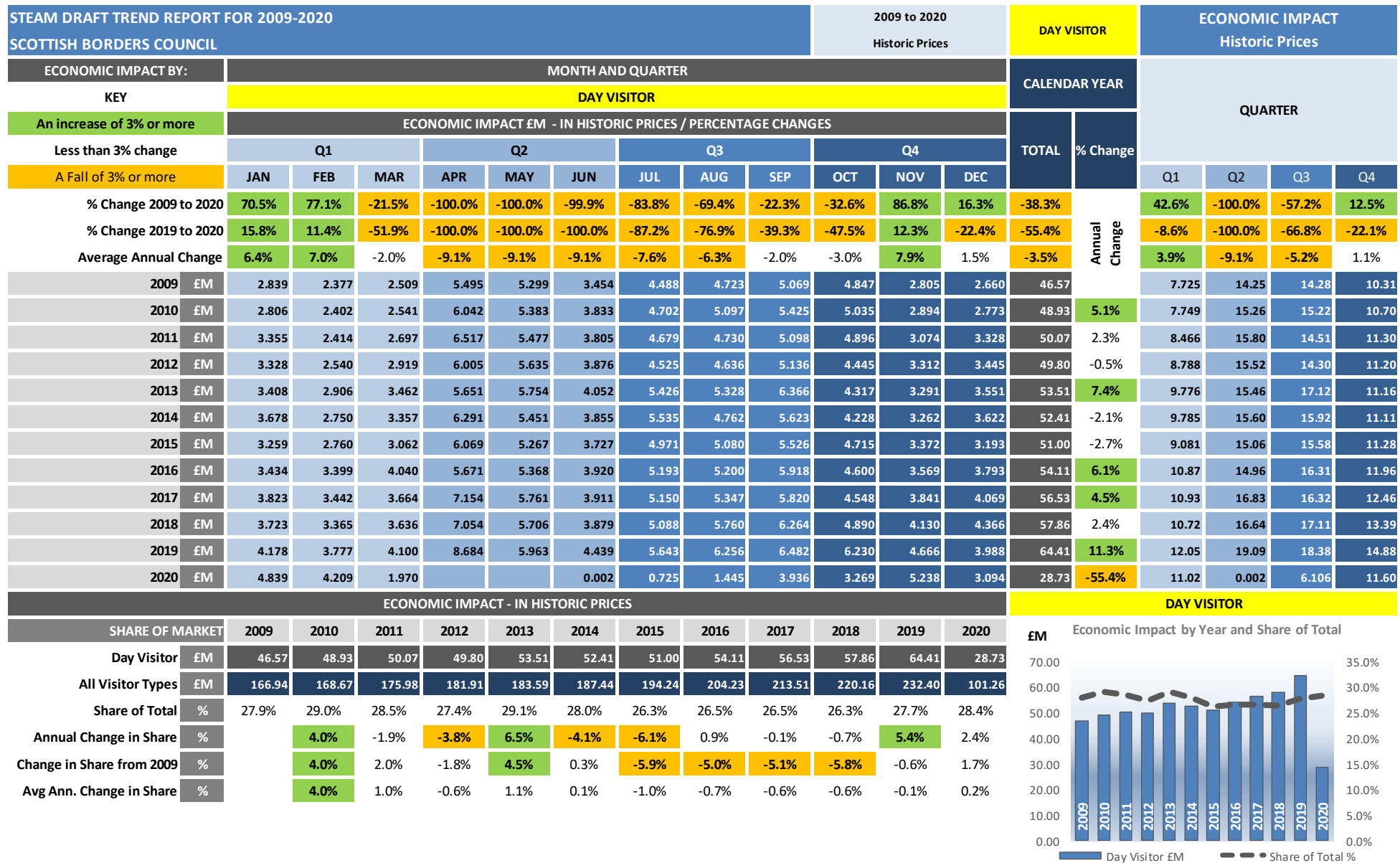
STEAM DRAFT TREND REPORT FOR 2009-2020 SCOTTISH BORDERS COUNCIL											2009 to 2020 Historic Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		116.5%	43.1%	32.0%	-100.0%	-100.0%	-100.0%	-53.3%	38.1%	42.0%	56.0%	-58.3%	-93.8%	-24.4%	Annual Change	51.5%		9.3%	7.0%	
% Change 2019 to 2020		-19.1%	-13.6%	-36.2%	-100.0%	-100.0%	-100.0%	-71.7%	-10.4%	19.4%	7.3%	-85.3%	-96.0%	-52.6%		-26.0%		-25.9%	-37.8%	
Average Annual Change		10.6%	3.9%	2.9%	-9.1%	-9.1%	-9.1%	-4.8%	3.5%	3.8%	5.1%	-5.3%	-8.5%	-2.2%		4.7%		0.8%	0.6%	
2009	£M	1.180	2.063	3.053	5.830	6.666	6.312	6.386	7.533	5.591	5.779	1.647	1.743	53.78			6.297	18.81	19.51	9.170
2010	£M	1.194	2.132	3.244	7.031	6.766	7.341	7.007	7.436	5.530	7.283	1.547	0.964	57.47	6.9%	6.569	21.14	19.97	9.794	
2011	£M	1.435	1.839	2.755	6.601	6.550	7.114	7.281	7.752	5.214	5.486	1.725	1.485	55.24	-3.9%	6.029	20.26	20.25	8.696	
2012	£M	1.427	2.271	3.072	5.697	5.228	8.440	7.480	9.062	6.986	6.601	3.458	2.066	61.79	11.9%	6.770	19.37	23.53	12.13	
2013	£M	1.167	1.712	3.166	5.768	6.379	6.058	7.683	8.461	5.723	6.466	3.632	2.568	58.78	-4.9%	6.045	18.20	21.87	12.67	
2014	£M	1.596	2.189	3.342	7.348	6.787	6.179	8.008	9.326	6.410	6.241	4.001	3.133	64.56	9.8%	7.127	20.31	23.74	13.38	
2015	£M	1.947	2.509	4.222	6.045	6.958	7.823	9.114	10.18	6.393	7.817	2.795	2.902	68.71	6.4%	8.679	20.83	25.69	13.51	
2016	£M	2.504	2.997	5.225	6.526	7.781	8.244	9.244	11.08	6.496	8.080	3.016	2.908	74.10	7.8%	10.73	22.55	26.82	14.00	
2017	£M	2.335	2.688	4.530	7.683	8.566	9.243	9.626	10.92	6.659	8.439	3.456	2.910	77.06	4.0%	9.554	25.49	27.21	14.80	
2018	£M	2.921	3.085	5.776	8.254	9.348	8.896	9.762	10.87	6.598	8.332	4.609	2.592	81.05	5.2%	11.78	26.50	27.23	15.53	
2019	£M	3.159	3.418	6.314	8.805	9.578	9.896	10.53	11.61	6.653	8.401	4.676	2.682	85.72	5.8%	12.89	28.28	28.79	15.76	
2020	£M	2.556	2.952	4.031				2.983	10.40	7.940	9.014	0.687	0.108	40.67	-52.6%	9.539		21.32	9.808	
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total					
Non-Serviced		£M	53.78	57.47	55.24	61.79	58.78	64.56	68.71	74.10	77.06	81.05	85.72	40.67						
All Visitor Types		£M	166.94	168.67	175.98	181.91	183.59	187.44	194.24	204.23	213.51	220.16	232.40	101.26						
Share of Total		%	32.2%	34.1%	31.4%	34.0%	32.0%	34.4%	35.4%	36.3%	36.1%	36.8%	36.9%	40.2%						
Annual Change in Share		%		5.8%	-7.9%	8.2%	-5.7%	7.6%	2.7%	2.6%	-0.5%	2.0%	0.2%	8.9%						
Change in Share from 2009		%		5.8%	-2.6%	5.4%	-0.6%	6.9%	9.8%	12.6%	12.0%	14.3%	14.5%	24.7%						
Avg Ann. Change in Share		%		5.8%	-1.3%	1.8%	-0.2%	1.4%	1.6%	1.8%	1.5%	1.6%	1.4%	2.2%						



STEAM DRAFT TREND REPORT FOR 2009-2020 SCOTTISH BORDERS COUNCIL											2009 to 2020 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2009 to 2020		33.3%	18.9%	-4.1%	-99.9%	-99.9%	-99.6%	-74.6%	15.8%	14.3%	-4.4%	-65.2%	-66.6%	-35.8%	Annual Change	16.0%	-99.8%	-16.4%	-47.5%
% Change 2019 to 2020		-8.3%	-12.7%	-33.7%	-99.9%	-99.9%	-99.7%	-81.1%	-13.1%	-8.1%	-25.6%	-76.2%	-75.3%	-52.2%		-18.6%	-99.8%	-36.4%	-61.3%
Average Annual Change		3.0%	1.7%	-0.4%	-9.1%	-9.1%	-9.1%	-6.8%	1.4%	1.3%	-0.4%	-5.9%	-6.1%	-3.3%		1.5%	-9.1%	-1.5%	-4.3%
2009 £M		0.843	0.626	0.813	1.298	0.993	1.457	2.602	3.139	1.655	0.577	0.378	0.957	15.34		2.281	3.748	7.397	1.912
2010 £M		0.808	0.639	0.840	1.436	0.992	1.523	2.602	3.176	1.641	0.591	0.380	0.889	15.52	1.2%	2.287	3.952	7.418	1.859
2011 £M		0.961	0.646	0.843	1.435	1.031	1.566	2.751	3.364	1.698	0.578	0.412	1.011	16.30	5.0%	2.449	4.033	7.813	2.001
2012 £M		0.903	0.672	0.874	1.354	1.015	1.649	2.795	3.417	1.916	0.627	0.452	1.073	16.75	2.8%	2.449	4.017	8.128	2.151
2013 £M		0.899	0.680	0.922	1.407	1.068	1.591	2.951	3.529	1.749	0.614	0.488	1.122	17.02	1.7%	2.502	4.065	8.230	2.224
2014 £M		0.981	0.727	0.938	1.509	1.105	1.618	3.003	3.635	1.841	0.626	0.508	1.185	17.67	3.8%	2.645	4.231	8.479	2.319
2015 £M		1.043	0.753	0.975	1.452	1.103	1.703	3.045	3.677	1.846	0.667	0.499	1.277	18.04	2.1%	2.771	4.258	8.568	2.443
2016 £M		1.070	0.772	1.054	1.491	1.138	1.729	3.156	3.826	1.932	0.673	0.483	1.210	18.53	2.7%	2.897	4.358	8.914	2.366
2017 £M		1.141	0.810	1.068	1.635	1.230	1.865	3.295	3.962	1.990	0.691	0.522	1.265	19.47	5.1%	3.018	4.730	9.247	2.478
2018 £M		1.216	0.848	1.160	1.677	1.281	1.902	3.402	4.081	2.008	0.724	0.555	1.279	20.13	3.4%	3.224	4.860	9.491	2.557
2019 £M		1.226	0.851	1.175	1.732	1.309	1.970	3.486	4.180	2.059	0.741	0.554	1.295	20.58	2.2%	3.252	5.012	9.724	2.590
2020 £M		1.124	0.744	0.779	0.001	0.001	0.006	0.660	3.634	1.891	0.551	0.132	0.320	9.844	-52.2%	2.647	0.009	6.186	1.003
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total					
SFR £M		15.34	15.52	16.30	16.75	17.02	17.67	18.04	18.53	19.47	20.13	20.58	9.844						
All Visitor Types £M		166.94	168.67	175.98	181.91	183.59	187.44	194.24	204.23	213.51	220.16	232.40	101.26						
Share of Total %		9.2%	9.2%	9.3%	9.2%	9.3%	9.4%	9.3%	9.1%	9.1%	9.1%	8.9%	9.7%						
Annual Change in Share %			0.1%	0.7%	-0.6%	0.7%	1.7%	-1.5%	-2.3%	0.5%	0.3%	-3.2%	9.8%						
Change in Share from 2009 %			0.1%	0.8%	0.2%	0.9%	2.6%	1.1%	-1.2%	-0.7%	-0.5%	-3.6%	5.8%						
Avg Ann. Change in Share %			0.1%	0.4%	0.1%	0.2%	0.5%	0.2%	-0.2%	-0.1%	-0.1%	-0.4%	0.5%						

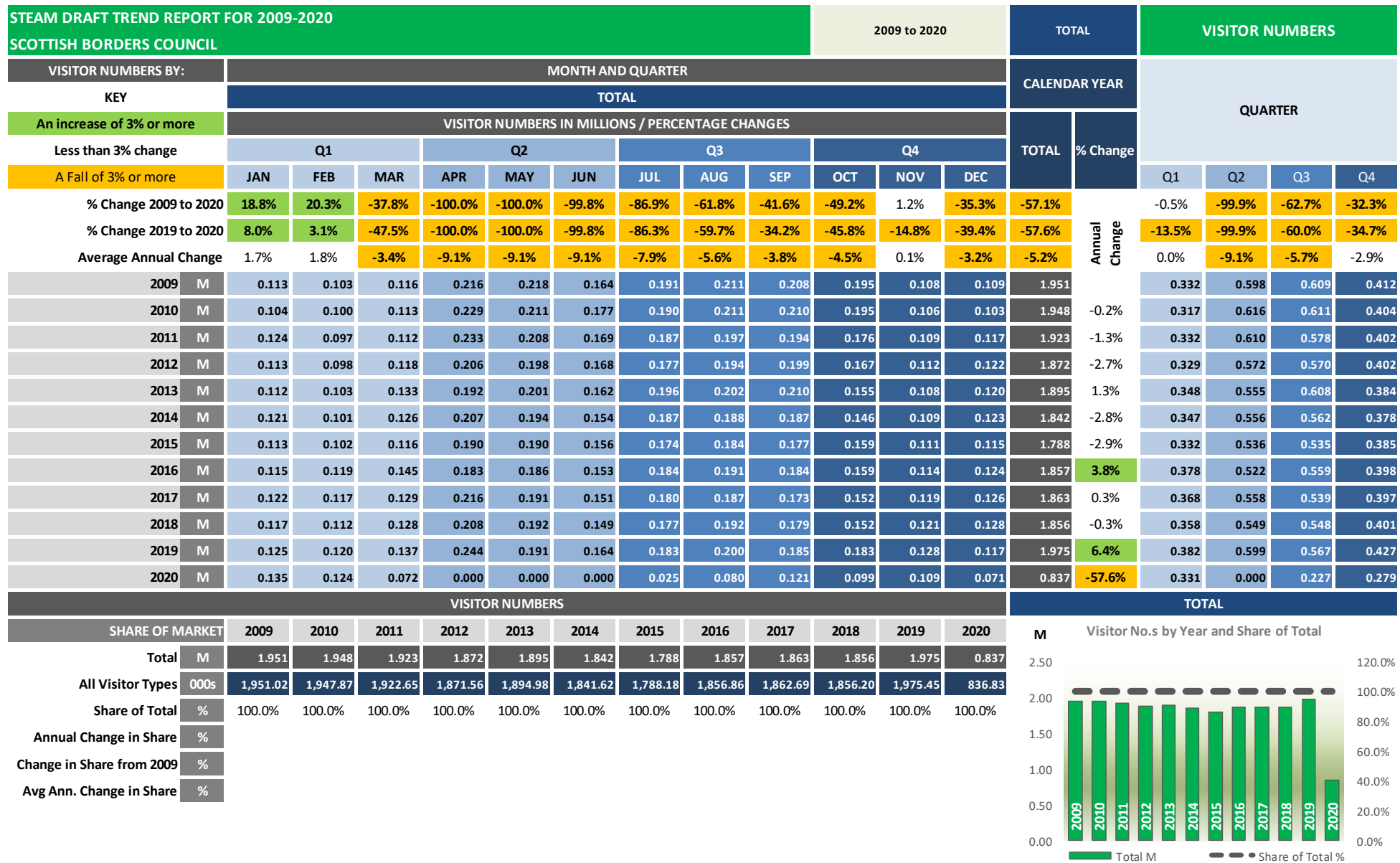


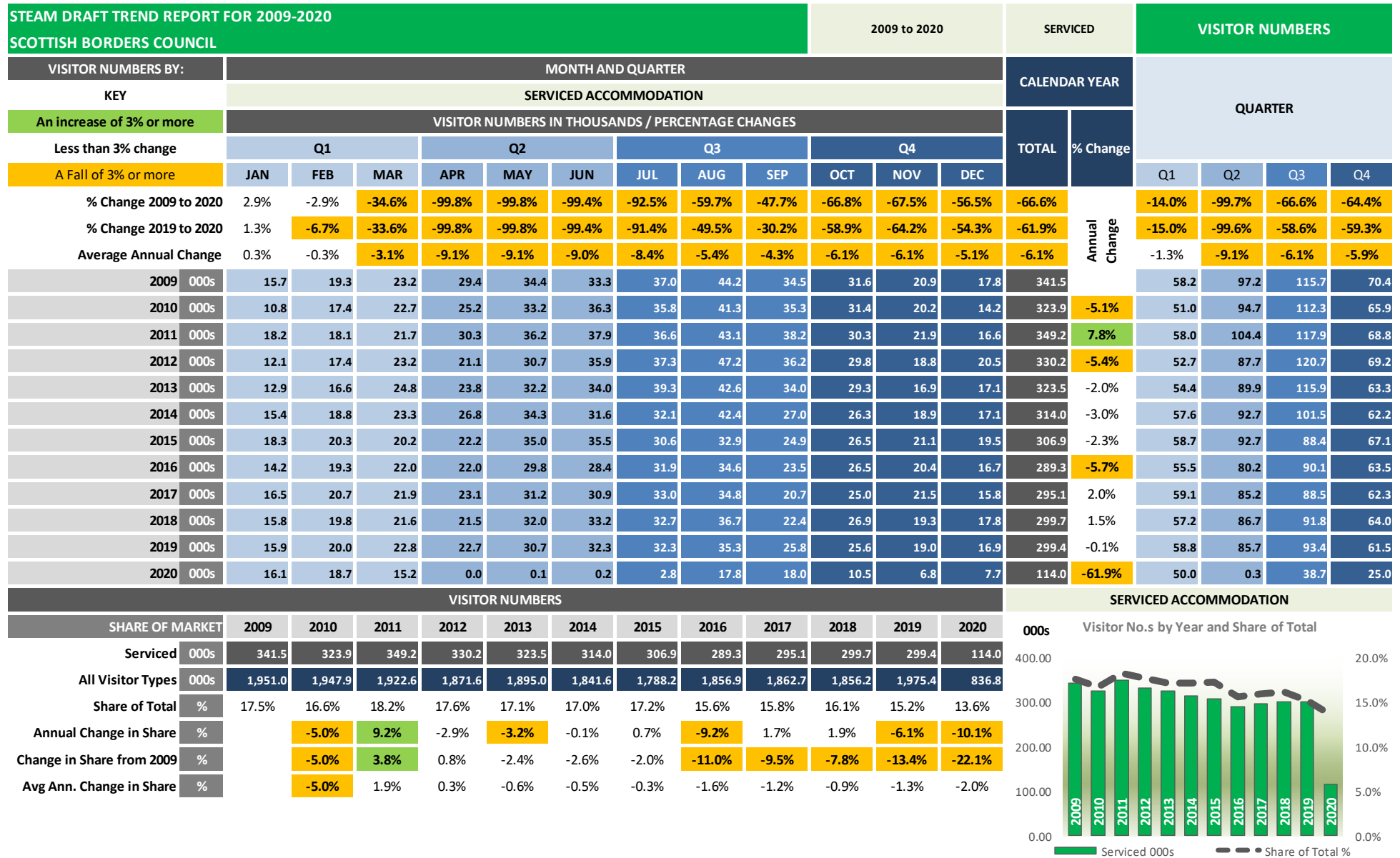


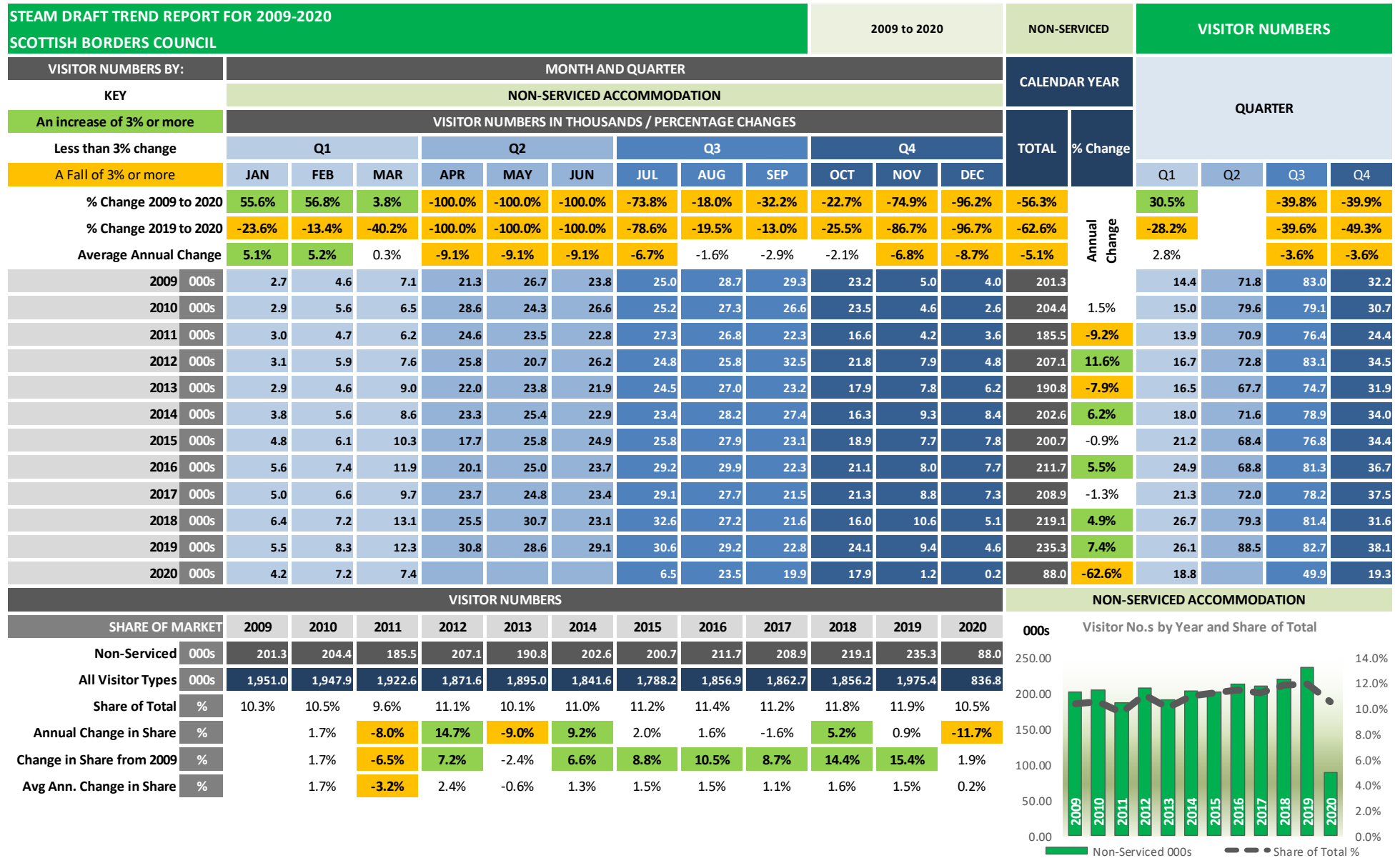


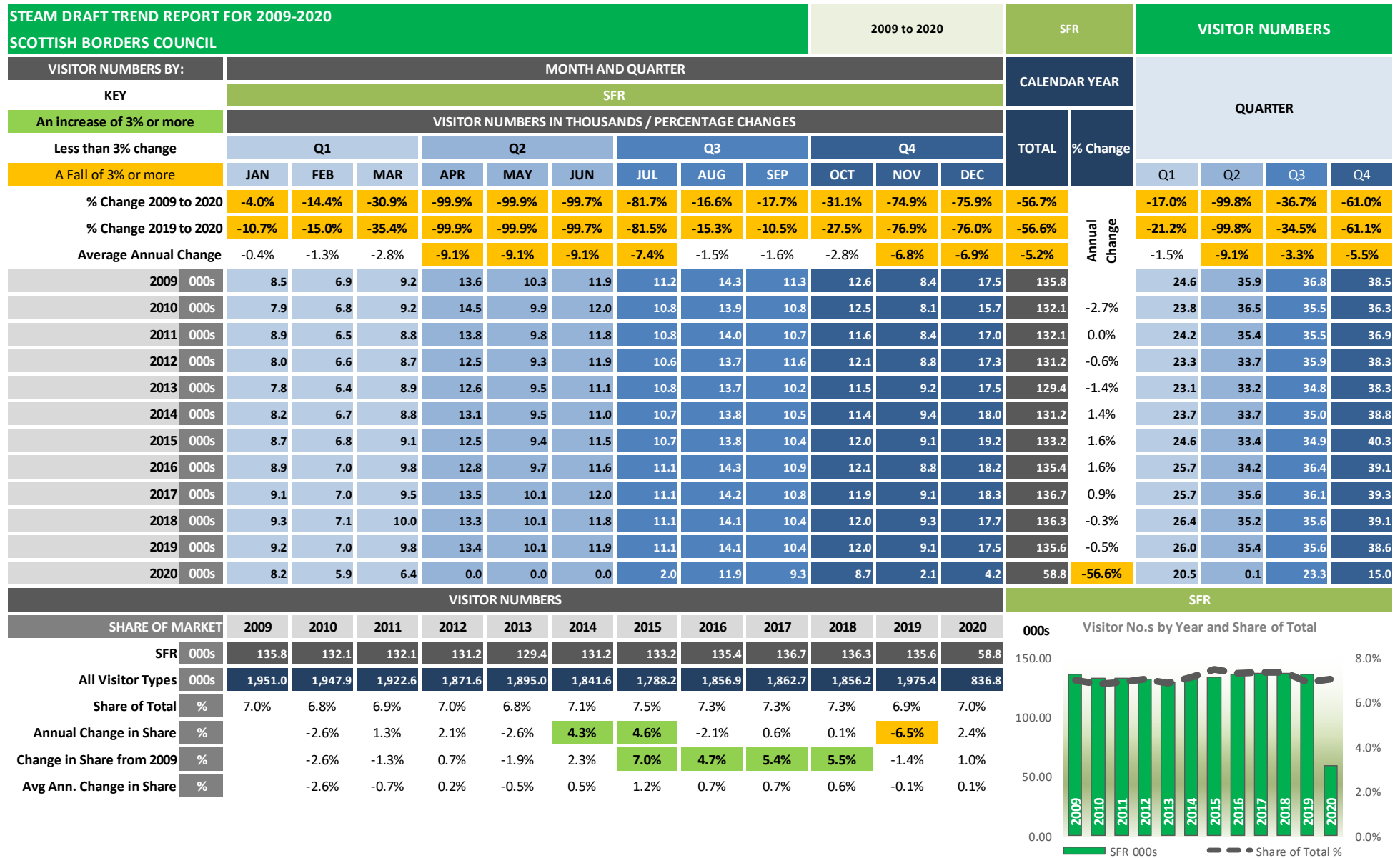
Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2020

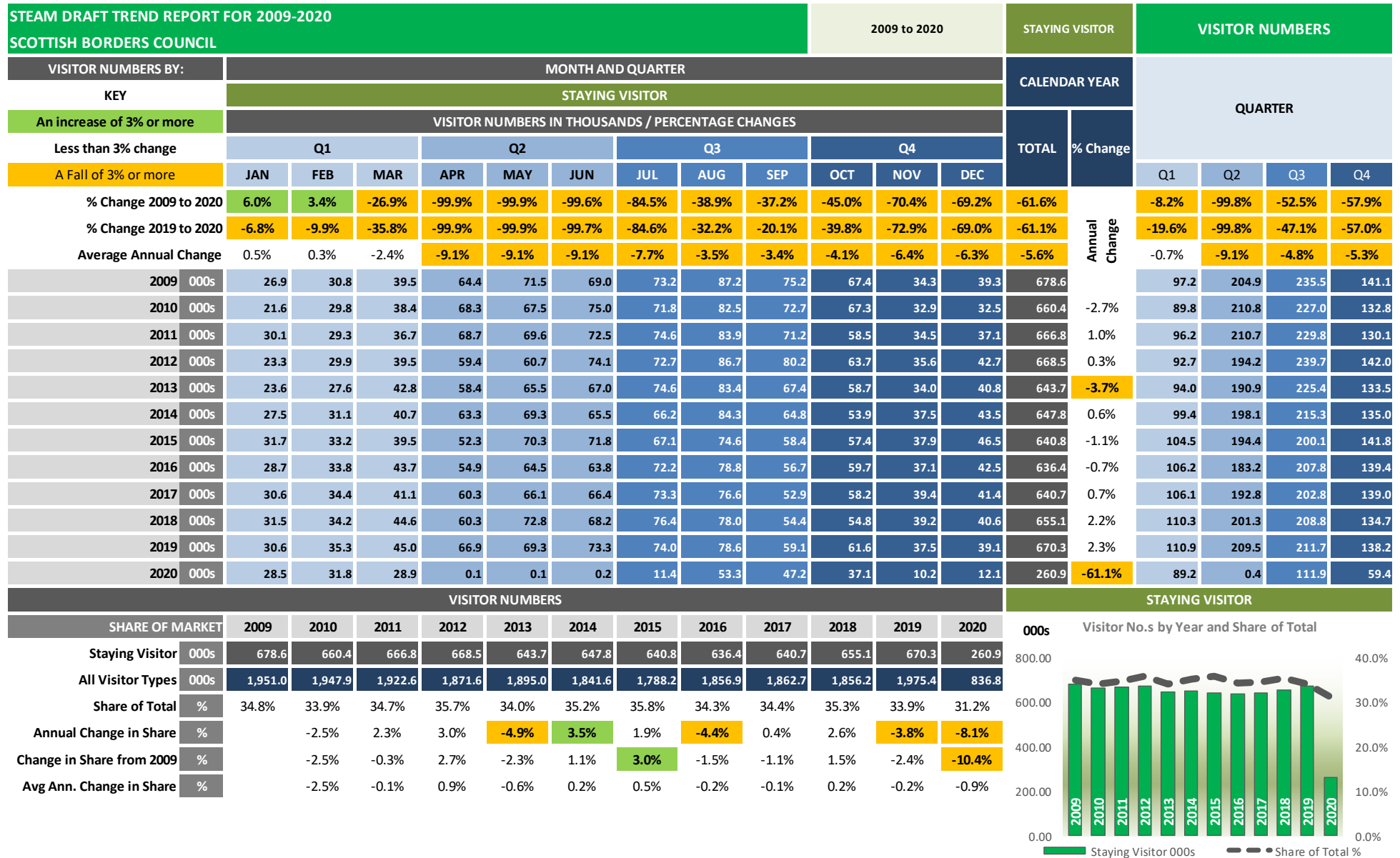
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

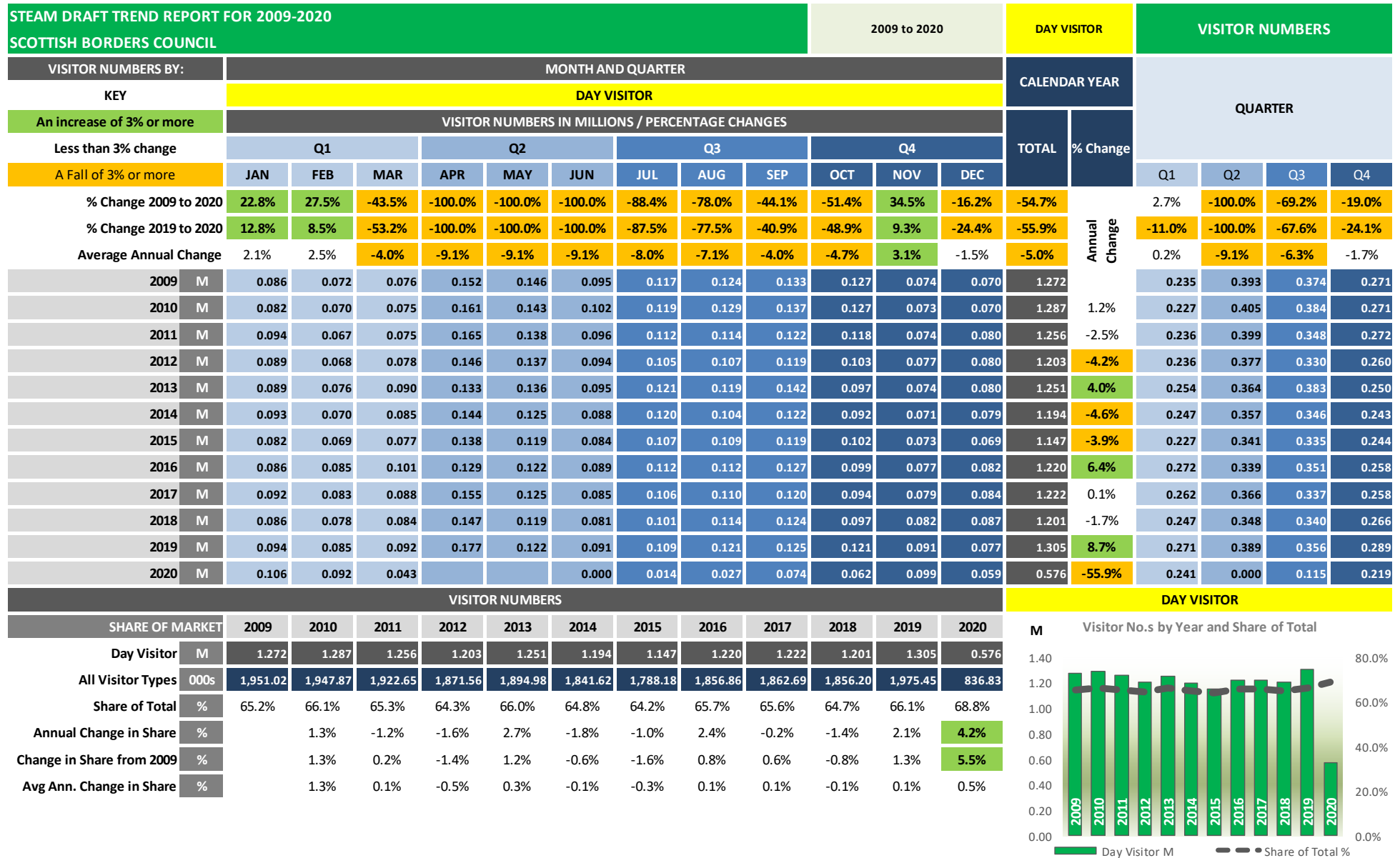






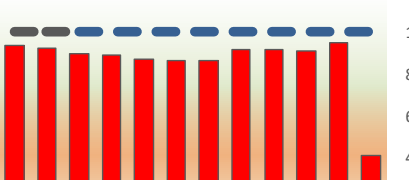


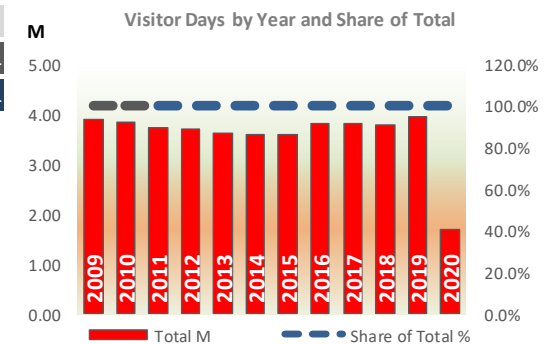


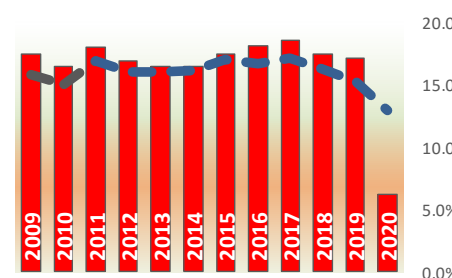


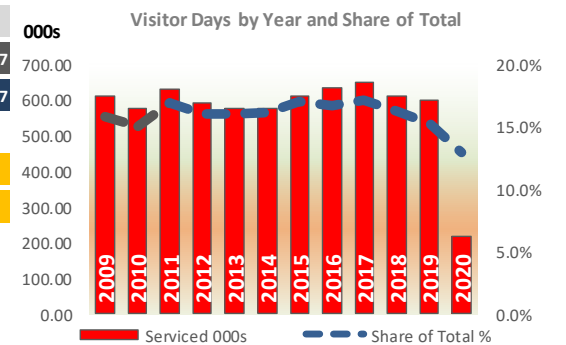
Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2020

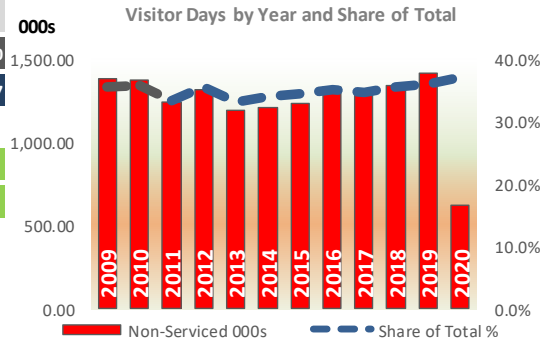
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

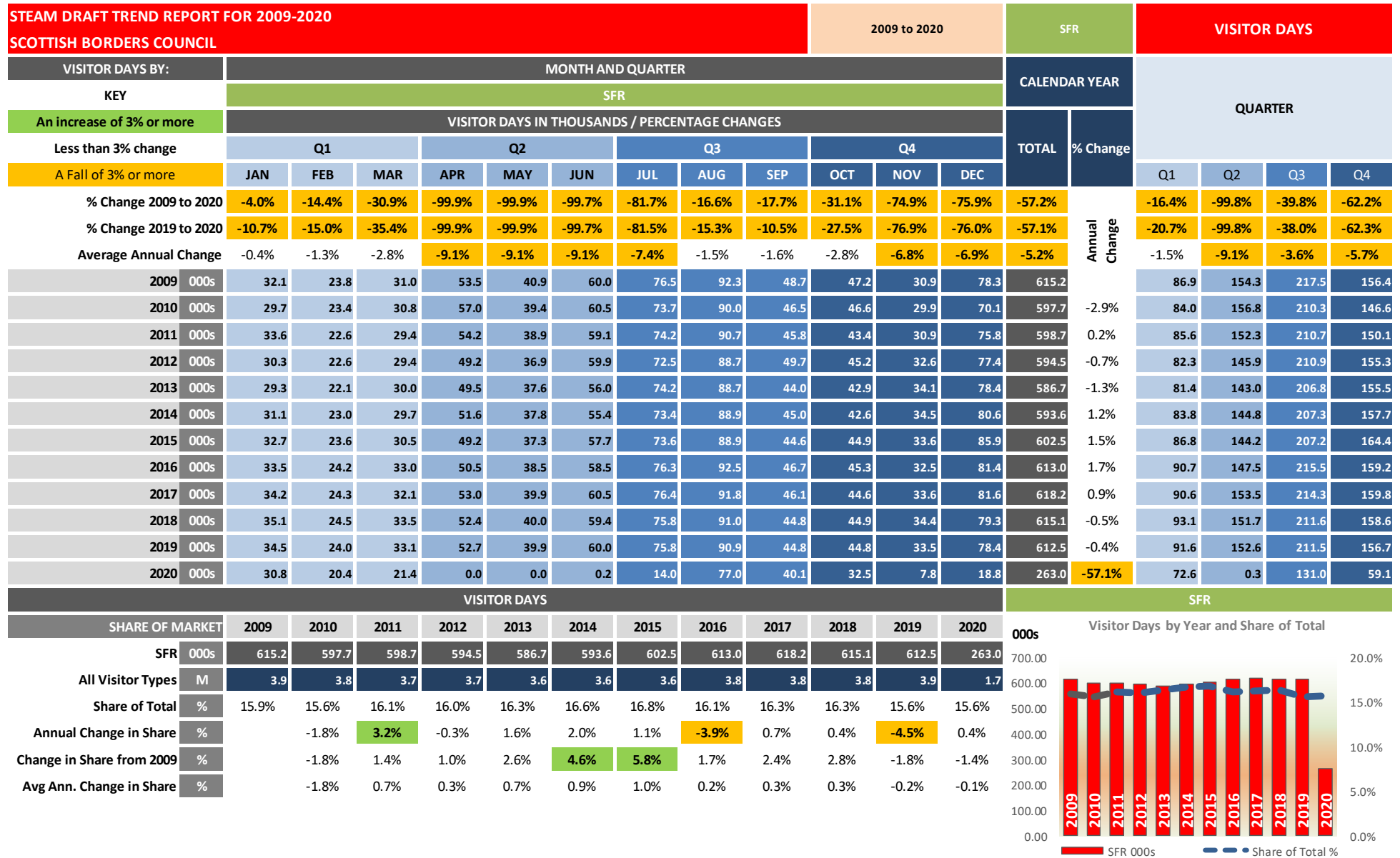
STEAM DRAFT TREND REPORT FOR 2009-2020 SCOTTISH BORDERS COUNCIL											2009 to 2020			TOTAL		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		14.4%	6.1%	-30.9%	-100.0%	-99.9%	-99.8%	-82.9%	-32.4%	-30.5%	-38.4%	-25.7%	-56.3%	-56.6%	Annual Change	-5.0%	-99.9%	-48.1%	-40.5%
% Change 2019 to 2020		0.8%	-4.2%	-42.7%	-100.0%	-99.9%	-99.8%	-82.7%	-31.4%	-20.6%	-34.1%	-41.2%	-58.4%	-57.2%		-17.6%	-99.9%	-45.6%	-42.8%
Average Annual Change		1.3%	0.6%	-2.8%	-9.1%	-9.1%	-9.1%	-7.5%	-2.9%	-2.8%	-3.5%	-2.3%	-5.1%	-5.1%		-0.5%	-9.1%	-4.4%	-3.7%
2009	M	0.168	0.163	0.196	0.393	0.421	0.378	0.451	0.507	0.438	0.382	0.172	0.209	3.877		-1.1%	0.527	1.192	1.395
2010	M	0.153	0.157	0.195	0.437	0.401	0.403	0.436	0.498	0.421	0.389	0.166	0.180	3.835	-2.9%	0.504	1.240	1.355	0.735
2011	M	0.184	0.148	0.184	0.415	0.388	0.380	0.434	0.485	0.390	0.333	0.172	0.209	3.722	-0.4%	0.516	1.183	1.309	0.714
2012	M	0.163	0.152	0.191	0.350	0.358	0.396	0.414	0.475	0.447	0.341	0.198	0.224	3.708	-2.8%	0.506	1.104	1.336	0.763
2013	M	0.158	0.152	0.207	0.339	0.367	0.340	0.444	0.473	0.393	0.308	0.196	0.225	3.603	-0.8%	0.517	1.047	1.310	0.729
2014	M	0.171	0.152	0.198	0.372	0.358	0.326	0.433	0.457	0.387	0.295	0.196	0.231	3.575	0.4%	0.521	1.056	1.276	0.722
2015	M	0.168	0.157	0.197	0.337	0.345	0.353	0.423	0.467	0.374	0.337	0.194	0.240	3.590	5.8%	0.521	1.035	1.264	0.770
2016	M	0.175	0.179	0.241	0.341	0.367	0.364	0.448	0.502	0.416	0.340	0.191	0.235	3.799	0.1%	0.596	1.072	1.367	0.765
2017	M	0.183	0.174	0.218	0.391	0.386	0.379	0.439	0.487	0.390	0.321	0.200	0.235	3.803	-0.9%	0.575	1.156	1.316	0.756
2018	M	0.182	0.171	0.224	0.379	0.385	0.364	0.431	0.486	0.377	0.329	0.210	0.230	3.769	4.3%	0.577	1.128	1.294	0.769
2019	M	0.191	0.181	0.237	0.418	0.392	0.389	0.447	0.499	0.383	0.357	0.217	0.220	3.931	-57.2%	0.608	1.199	1.330	0.794
2020	M	0.192	0.173	0.136	0.000	0.000	0.001	0.077	0.343	0.304	0.236	0.127	0.091	1.681		0.501	0.001	0.724	0.454
VISITOR DAYS														TOTAL					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	M Visitor Days by Year and Share of Total					
Total	M	3.877	3.835	3.722	3.708	3.603	3.575	3.590	3.799	3.803	3.769	3.931	1.681						
All Visitor Types	M	3.877	3.835	3.722	3.708	3.603	3.575	3.590	3.799	3.803	3.769	3.931	1.681						
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 2009	%																		
Avg Ann. Change in Share	%																		

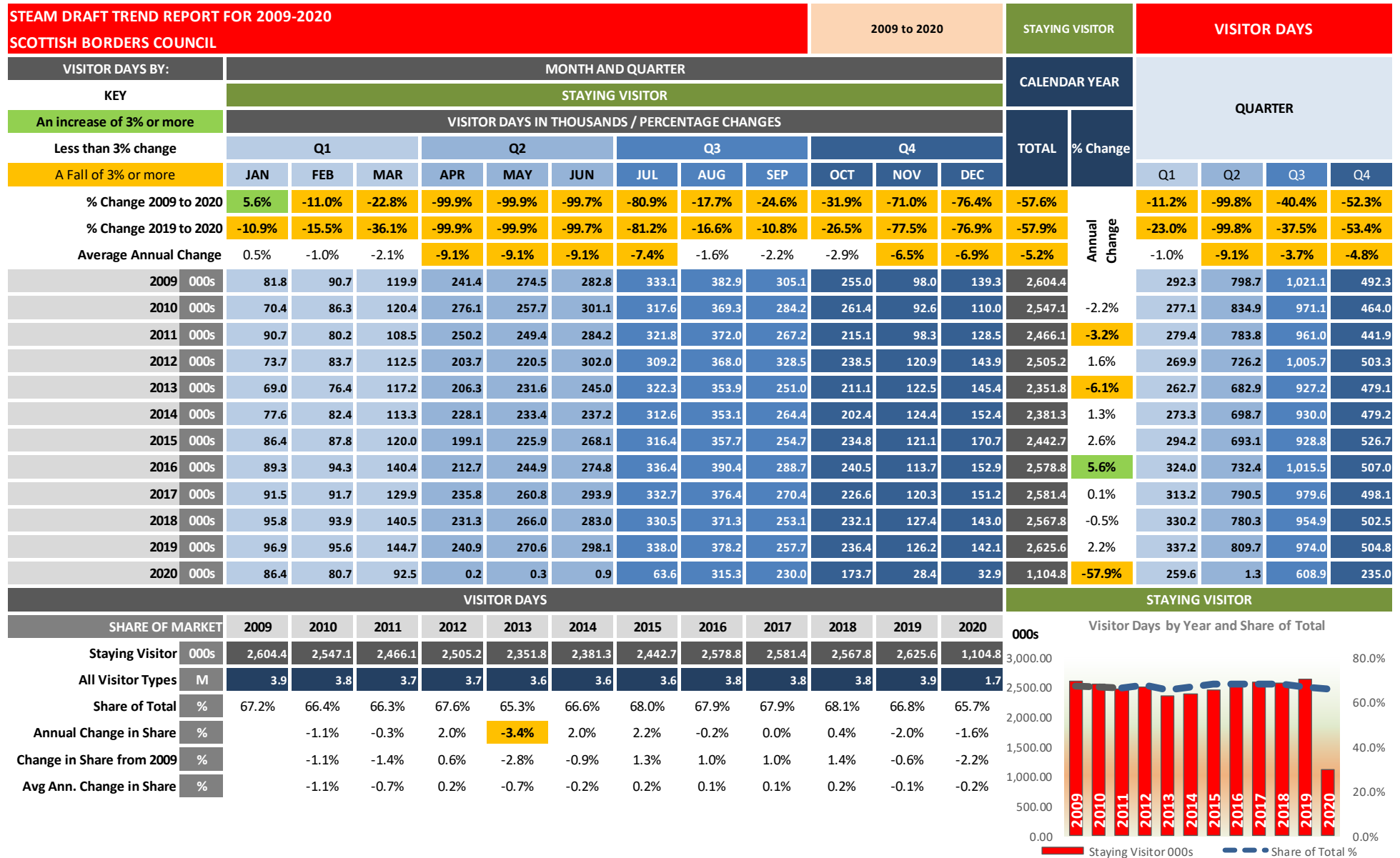


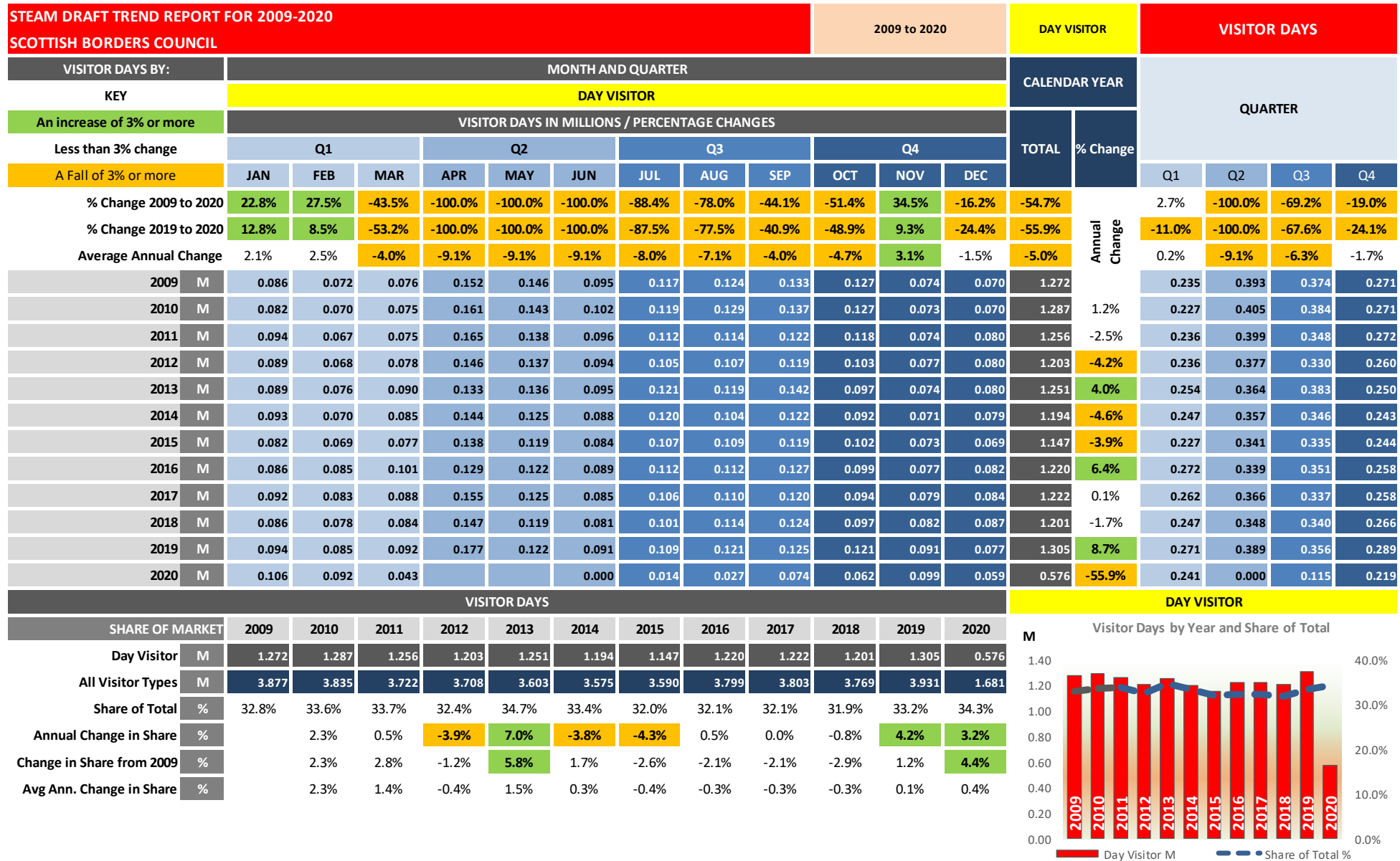
STEAM DRAFT TREND REPORT FOR 2009-2020 SCOTTISH BORDERS COUNCIL											2009 to 2020			SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		-6.0%	-12.7%	-28.1%	-99.7%	-99.6%	-98.9%	-91.2%	-49.3%	-39.7%	-63.3%	-66.6%	-58.7%	-64.4%	Annual Change	-16.7%	-99.4%	-60.2%	-63.2%	
% Change 2019 to 2020		4.4%	-12.7%	-29.2%	-99.7%	-99.6%	-99.0%	-91.4%	-50.3%	-38.4%	-60.9%	-64.6%	-59.2%	-63.7%		-14.7%	-99.4%	-60.4%	-61.5%	
Average Annual Change		-0.5%	-1.2%	-2.6%	-9.1%	-9.1%	-9.0%	-8.3%	-4.5%	-3.6%	-5.8%	-6.1%	-5.3%	-5.9%		-1.5%	-9.0%	-5.5%	-5.7%	
2009 000s		31.0	34.3	40.7	50.6	63.6	59.0	66.7	74.3	61.6	59.8	38.8	31.1	611.4		106.0	173.2	202.6	129.7	
2010 000s		22.3	30.1	40.0	44.0	60.6	61.8	60.7	71.0	65.0	59.0	36.8	23.8	575.1	-5.9%	92.4	166.5	196.6	119.6	
2011 000s		36.1	30.7	39.0	53.6	63.4	65.6	62.9	76.5	72.2	60.4	40.3	29.1	629.7	9.5%	105.9	182.6	211.5	129.8	
2012 000s		23.3	29.1	40.1	40.1	57.5	61.6	64.2	81.4	66.9	57.5	35.1	34.7	591.5	-6.1%	92.5	159.1	212.5	127.4	
2013 000s		23.8	30.9	44.2	45.9	56.1	57.6	69.3	73.7	58.7	52.0	34.9	28.9	576.0	-2.6%	98.9	159.6	201.7	115.8	
2014 000s		26.5	31.8	41.2	45.9	57.1	56.9	71.4	72.9	59.3	51.3	34.1	28.1	576.5	0.1%	99.5	159.9	203.5	113.6	
2015 000s		29.4	32.7	36.2	40.5	56.4	62.2	65.4	70.9	57.2	63.2	49.2	44.9	608.3	5.5%	98.3	159.1	193.6	157.3	
2016 000s		24.5	32.7	41.7	45.4	60.2	58.1	73.3	79.4	83.5	61.3	40.2	32.6	632.9	4.1%	98.9	163.7	236.2	134.1	
2017 000s		29.1	35.1	42.9	51.0	65.0	69.5	76.9	80.4	70.8	54.8	41.4	31.8	648.7	2.5%	107.1	185.5	228.1	128.0	
2018 000s		28.2	35.1	42.1	43.3	61.6	66.7	69.8	77.7	60.6	57.7	37.0	31.9	611.7	-5.7%	105.3	171.6	208.1	126.6	
2019 000s		27.9	34.2	41.3	42.6	61.0	65.2	67.8	75.7	60.3	56.0	36.6	31.5	600.2	-1.9%	103.5	168.8	203.7	124.1	
2020 000s		29.2	29.9	29.3	0.1	0.2	0.7	5.8	37.6	37.1	21.9	13.0	12.8	217.7	-63.7%	88.3	1.0	80.6	47.7	
VISITOR DAYS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor Days by Year and Share of Total					
Serviced		000s	611.4	575.1	629.7	591.5	576.0	576.5	608.3	632.9	648.7	611.7	600.2	217.7	700.00					
All Visitor Types		M	3.9	3.8	3.7	3.7	3.6	3.6	3.6	3.8	3.8	3.8	3.9	1.7	600.00					
Share of Total		%	15.8%	15.0%	16.9%	15.9%	16.0%	16.1%	16.9%	16.7%	17.1%	16.2%	15.3%	13.0%	500.00					
Annual Change in Share		%		-4.9%	12.8%	-5.7%	0.2%	0.9%	5.1%	-1.7%	2.4%	-4.8%	-5.9%	-15.2%	400.00					
Change in Share from 2009		%		-4.9%	7.3%	1.1%	1.4%	2.2%	7.4%	5.6%	8.2%	2.9%	-3.2%	-17.9%	300.00					
Avg Ann. Change in Share		%		-4.9%	3.6%	0.4%	0.3%	0.4%	1.2%	0.8%	1.0%	0.3%	-0.3%	-1.6%	200.00					



STEAM DRAFT TREND REPORT FOR 2009-2020 SCOTTISH BORDERS COUNCIL											2009 to 2020			NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		41.5%	-6.6%	-13.2%	-100.0%	-100.0%	-100.0%	-77.0%	-7.2%	-21.6%	-19.4%	-72.8%	-96.0%	-54.7%	Annual Change	-0.8%		-33.9%	-37.8%	
% Change 2019 to 2020		-23.4%	-18.5%	-40.4%	-100.0%	-100.0%	-100.0%	-77.5%	-5.2%	0.1%	-12.0%	-86.3%	-96.3%	-55.8%		-30.5%		-28.9%	-42.8%	
Average Annual Change		3.8%	-0.6%	-1.2%	-9.1%	-9.1%	-9.1%	-7.0%	-0.7%	-2.0%	-1.8%	-6.6%	-8.7%	-5.0%		-0.1%		-3.1%	-3.4%	
2009 000s		18.6	32.6	48.3	137.3	170.0	163.9	189.8	216.3	194.9	148.0	28.3	29.9	1,377.8		99.5	471.2	601.0	206.2	
2010 000s		18.4	32.8	49.6	175.1	157.7	178.8	183.2	208.3	172.7	155.8	25.9	16.2	1,374.4	-0.2%	100.8	511.6	564.2	197.8	
2011 000s		21.0	26.9	40.1	142.4	147.1	159.5	184.8	204.8	149.2	111.4	27.2	23.5	1,237.7	-9.9%	88.0	448.9	538.8	162.0	
2012 000s		20.0	32.0	43.0	114.5	126.1	180.5	172.5	197.9	211.9	135.7	53.2	31.8	1,319.2	6.6%	95.1	421.1	582.3	220.7	
2013 000s		15.9	23.4	43.0	110.9	138.0	131.4	178.8	191.5	148.4	116.2	53.5	38.1	1,189.1	-9.9%	82.3	380.3	518.7	207.7	
2014 000s		20.1	27.6	42.4	130.5	138.5	124.9	167.8	191.3	160.1	108.5	55.8	43.7	1,211.2	1.9%	90.1	394.0	519.2	207.9	
2015 000s		24.4	31.5	53.2	109.4	132.1	148.2	177.3	197.9	152.8	126.8	38.3	39.9	1,232.0	1.7%	109.1	389.8	528.1	205.0	
2016 000s		31.3	37.4	65.7	116.8	146.2	158.2	186.7	218.6	158.4	133.9	40.9	38.9	1,332.9	8.2%	134.3	421.2	563.7	213.7	
2017 000s		28.2	32.4	55.0	131.7	155.9	163.9	179.5	204.1	153.5	127.2	45.3	37.7	1,314.5	-1.4%	115.5	451.6	537.1	210.3	
2018 000s		32.5	34.3	64.9	135.6	164.4	156.9	184.8	202.6	147.7	129.4	56.0	31.8	1,341.1	2.0%	131.7	456.9	535.1	217.3	
2019 000s		34.4	37.3	70.3	145.6	169.7	172.9	194.4	211.6	152.7	135.5	56.1	32.3	1,412.9	5.4%	142.0	488.2	558.7	223.9	
2020 000s		26.4	30.4	41.9				43.7	200.7	152.8	119.3	7.7	1.2	624.0	-55.8%	98.7		397.2	128.1	
VISITOR DAYS														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor Days by Year and Share of Total					
Non-Serviced		000s	1,377.8	1,374.4	1,237.7	1,319.2	1,189.1	1,211.2	1,232.0	1,332.9	1,314.5	1,341.1	1,412.9	624.0						
All Visitor Types		M	3.9	3.8	3.7	3.7	3.6	3.6	3.6	3.8	3.8	3.8	3.9	1.7						
Share of Total		%	35.5%	35.8%	33.3%	35.6%	33.0%	33.9%	34.3%	35.1%	34.6%	35.6%	35.9%	37.1%						
Annual Change in Share		%		0.8%	-7.2%	7.0%	-7.2%	2.7%	1.3%	2.2%	-1.5%	3.0%	1.0%	3.3%						
Change in Share from 2009		%		0.8%	-6.4%	0.1%	-7.1%	-4.7%	-3.4%	-1.3%	-2.8%	0.1%	1.1%	4.5%						
Avg Ann. Change in Share		%		0.8%	-3.2%	0.0%	-1.8%	-0.9%	-0.6%	-0.2%	-0.3%	0.0%	0.1%	0.4%						



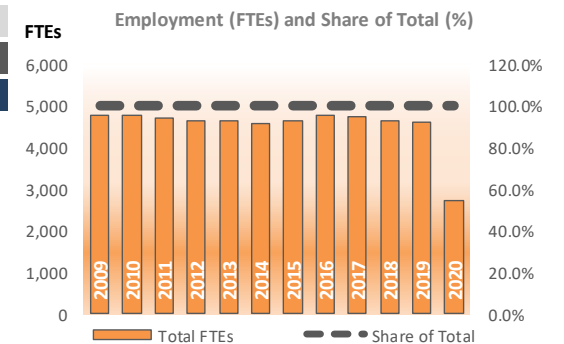


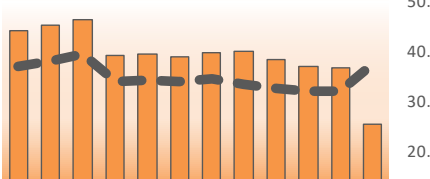


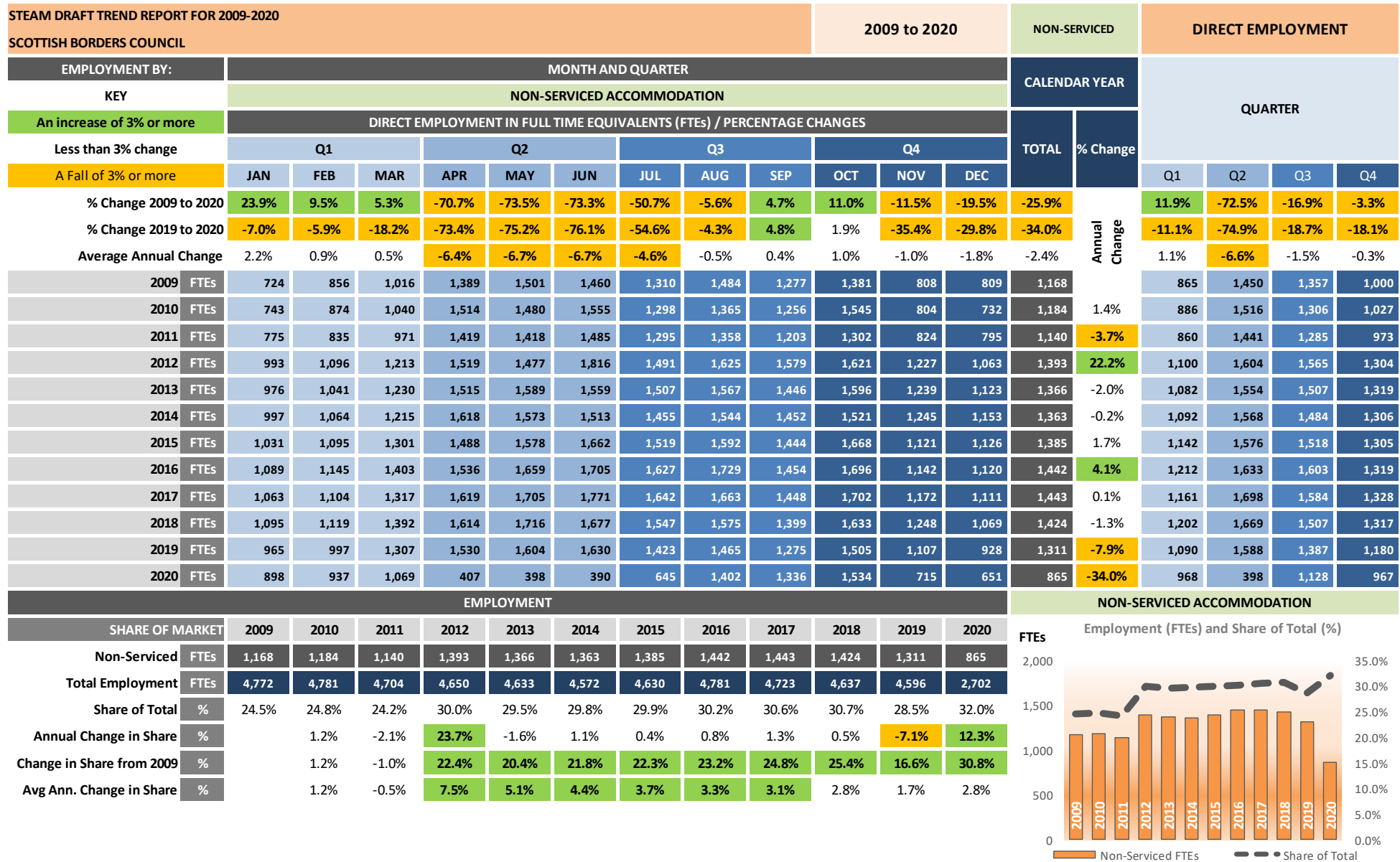
Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2020

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

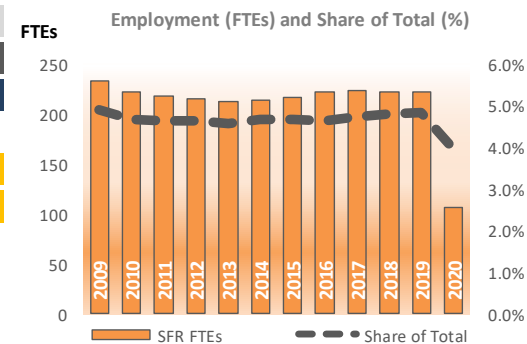
STEAM DRAFT TREND REPORT FOR 2009-2020											2009 to 2020			TOTAL		TOTAL EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		-3.1%	-8.6%	-21.7%	-82.7%	-83.5%	-82.0%	-68.5%	-30.2%	-21.2%	-22.7%	-16.3%	-29.3%	-43.4%	Annual Change	-11.6%	-82.8%	-40.0%	-22.8%	
% Change 2019 to 2020		-4.0%	-6.5%	-25.3%	-82.4%	-81.7%	-81.5%	-67.0%	-25.7%	-11.6%	-17.6%	-21.5%	-27.2%	-41.2%		-12.7%	-81.9%	-35.4%	-21.5%	
Average Annual Change		-0.3%	-0.8%	-2.0%	-7.5%	-7.6%	-7.5%	-6.2%	-2.7%	-1.9%	-2.1%	-1.5%	-2.7%	-3.9%		-1.1%	-7.5%	-3.6%	-2.1%	
2009 FTEs		3,481	3,581	3,995	5,612	5,818	5,340	5,673	6,196	5,370	5,191	3,504	3,499	4,772		0.2%	3,686	5,590	5,746	4,065
2010 FTEs		3,392	3,600	4,017	5,787	5,711	5,609	5,618	6,025	5,379	5,427	3,486	3,317	4,781		-1.6%	3,670	5,702	5,674	4,077
2011 FTEs		3,746	3,470	3,868	5,751	5,557	5,415	5,507	5,892	5,170	4,950	3,550	3,573	4,704	-1.2%	3,695	5,574	5,523	4,024	
2012 FTEs		3,507	3,516	3,962	5,171	5,151	5,489	5,379	5,911	5,331	4,905	3,787	3,685	4,650	-0.4%	3,662	5,271	5,540	4,126	
2013 FTEs		3,443	3,507	4,142	5,134	5,316	5,033	5,621	5,868	5,243	4,753	3,810	3,727	4,633	-1.3%	3,697	5,161	5,577	4,096	
2014 FTEs		3,533	3,484	4,013	5,379	5,183	4,889	5,565	5,707	5,053	4,562	3,758	3,735	4,572	1.3%	3,676	5,150	5,442	4,018	
2015 FTEs		3,518	3,539	3,989	5,024	5,138	5,190	5,518	5,848	5,008	5,072	3,816	3,899	4,630	3.3%	3,682	5,117	5,458	4,262	
2016 FTEs		3,589	3,702	4,418	5,069	5,349	5,192	5,765	6,165	5,662	5,020	3,696	3,750	4,781	-1.2%	3,903	5,203	5,864	4,156	
2017 FTEs		3,590	3,584	4,142	5,478	5,447	5,400	5,710	6,007	5,070	4,829	3,717	3,704	4,723	-1.8%	3,772	5,441	5,596	4,083	
2018 FTEs		3,576	3,562	4,198	5,310	5,351	5,162	5,454	5,868	4,910	4,813	3,814	3,633	4,637	-0.9%	3,778	5,274	5,411	4,087	
2019 FTEs		3,514	3,499	4,184	5,489	5,243	5,210	5,407	5,817	4,785	4,870	3,736	3,396	4,596		3,732	5,314	5,337	4,000	
2020 FTEs		3,374	3,272	3,127	968	957	962	1,785	4,323	4,232	4,015	2,932	2,473	2,702	-41.2%	3,258	963	3,447	3,140	
EMPLOYMENT														TOTAL						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employment (FTEs) and Share of Total (%)					
Total		FTEs	4,772	4,781	4,704	4,650	4,633	4,572	4,630	4,781	4,723	4,637	4,596	2,702	6,000					
Total Employment		FTEs	4,772	4,781	4,704	4,650	4,633	4,572	4,630	4,781	4,723	4,637	4,596	2,702	5,000					
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%		4,000					
Annual Change in Share		%													3,000					
Change in Share from 2009		%													2,000					
Avg Ann. Change in Share		%																		

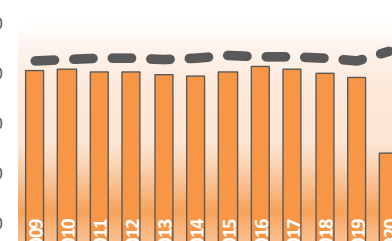


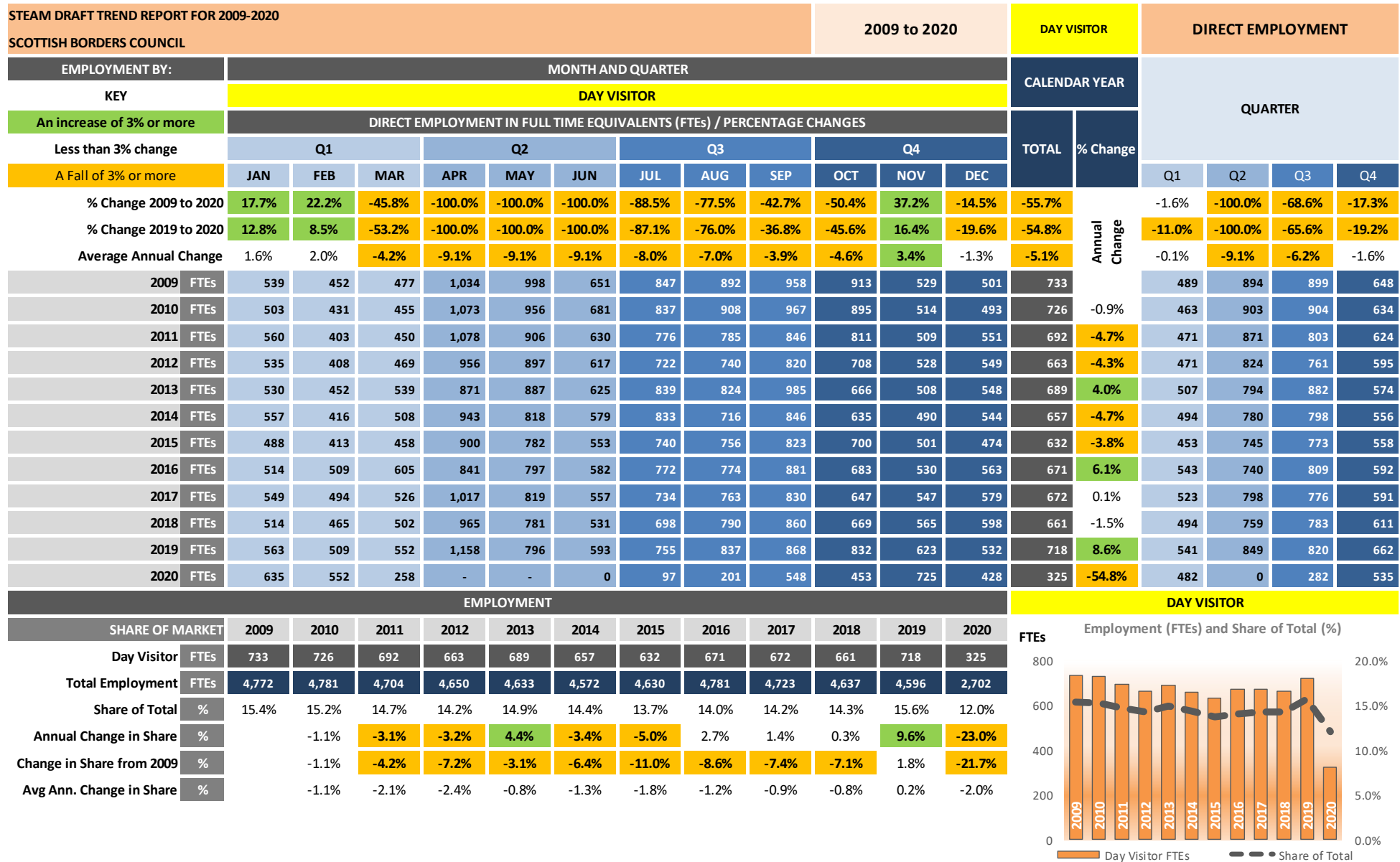
STEAM DRAFT TREND REPORT FOR 2009-2020											2009 to 2020			SERVICED		DIRECT EMPLOYMENT			
SCOTTISH BORDERS COUNCIL																			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		-25.1%	-26.8%	-26.9%	-70.0%	-71.6%	-70.6%	-60.9%	-32.3%	-28.9%	-32.9%	-29.6%	-25.3%	-42.9%	Annual Change	-26.3%	-70.7%	-40.7%	-29.4%
% Change 2019 to 2020		-8.9%	-11.3%	-12.5%	-62.2%	-65.5%	-66.2%	-53.2%	-19.8%	-13.5%	-19.7%	-14.4%	-11.3%	-31.3%		-11.0%	-64.7%	-28.9%	-15.3%
Average Annual Change		-2.3%	-2.4%	-2.4%	-6.4%	-6.5%	-6.4%	-5.5%	-2.9%	-2.6%	-3.0%	-2.7%	-2.3%	-3.9%		-2.4%	-6.4%	-3.7%	-2.7%
2009	FTEs	1,592	1,650	1,722	1,865	1,968	1,933	1,810	1,846	1,768	1,779	1,616	1,527	1,756		1,654	1,922	1,808	1,641
2010	FTEs	1,603	1,719	1,772	1,847	2,005	2,032	1,846	1,884	1,841	1,824	1,662	1,568	1,800		2.5%	1,698	1,961	1,857
2011	FTEs	1,760	1,705	1,769	1,935	2,024	2,028	1,838	1,928	1,885	1,859	1,697	1,620	1,837	2.1%	1,745	1,996	1,884	1,725
2012	FTEs	1,417	1,464	1,572	1,571	1,706	1,731	1,600	1,671	1,591	1,583	1,414	1,408	1,561	-15.1%	1,484	1,669	1,621	1,468
2013	FTEs	1,403	1,485	1,620	1,632	1,711	1,722	1,631	1,655	1,579	1,559	1,442	1,384	1,569	0.5%	1,502	1,689	1,622	1,462
2014	FTEs	1,401	1,464	1,569	1,596	1,687	1,707	1,617	1,615	1,545	1,530	1,408	1,349	1,541	-1.8%	1,478	1,663	1,592	1,429
2015	FTEs	1,409	1,470	1,499	1,549	1,684	1,765	1,590	1,616	1,552	1,658	1,586	1,559	1,578	2.4%	1,459	1,666	1,586	1,601
2016	FTEs	1,367	1,430	1,533	1,572	1,721	1,681	1,621	1,656	2,011	1,601	1,442	1,370	1,584	0.4%	1,443	1,658	1,762	1,471
2017	FTEs	1,346	1,393	1,504	1,579	1,698	1,761	1,592	1,621	1,553	1,485	1,391	1,322	1,520	-4.0%	1,414	1,680	1,589	1,399
2018	FTEs	1,311	1,369	1,449	1,496	1,628	1,704	1,532	1,580	1,457	1,506	1,336	1,292	1,472	-3.2%	1,376	1,610	1,523	1,378
2019	FTEs	1,309	1,362	1,438	1,484	1,617	1,680	1,512	1,558	1,453	1,488	1,329	1,286	1,459	-0.8%	1,370	1,593	1,508	1,367
2020	FTEs	1,193	1,207	1,259	560	558	568	707	1,250	1,257	1,194	1,138	1,141	1,003	-31.3%	1,220	562	1,071	1,158
EMPLOYMENT														SERVICED ACCOMMODATION					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employment (FTEs) and Share of Total (%)				
Serviced	FTEs	1,756	1,800	1,837	1,561	1,569	1,541	1,578	1,584	1,520	1,472	1,459	1,003	2,000					
Total Employment	FTEs	4,772	4,781	4,704	4,650	4,633	4,572	4,630	4,781	4,723	4,637	4,596	2,702						
Share of Total	%	36.8%	37.7%	39.1%	33.6%	33.9%	33.7%	34.1%	33.1%	32.2%	31.7%	31.8%	37.1%						
Annual Change in Share	%		2.3%	3.7%	-14.1%	0.9%	-0.5%	1.1%	-2.8%	-2.8%	-1.4%	0.1%	16.9%						
Change in Share from 2009	%		2.3%	6.1%	-8.8%	-8.0%	-8.4%	-7.4%	-10.0%	-12.5%	-13.8%	-13.7%	0.8%						
Avg Ann. Change in Share	%		2.3%	3.1%	-2.9%	-2.0%	-1.7%	-1.2%	-1.4%	-1.6%	-1.5%	-1.4%	0.1%						



STEAM DRAFT TREND REPORT FOR 2009-2020											2009 to 2020			SFR	DIRECT EMPLOYMENT			
SCOTTISH BORDERS COUNCIL																		
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020	-7.9%	-17.9%	-33.8%	-99.9%	-99.9%	-99.7%	-82.2%	-17.1%	-18.2%	-32.0%	-75.2%	-76.1%	-54.3%	Annual Change	-19.9%	-99.8%	-40.2%	-62.6%
% Change 2019 to 2020	-10.8%	-14.9%	-35.4%	-99.9%	-99.9%	-99.7%	-81.2%	-12.1%	-7.2%	-25.3%	-76.1%	-75.1%	-52.0%		-20.8%	-99.8%	-35.9%	-61.1%
Average Annual Change	-0.7%	-1.6%	-3.1%	-9.1%	-9.1%	-9.1%	-7.5%	-1.6%	-1.7%	-2.9%	-6.8%	-6.9%	-4.9%		-1.8%	-9.1%	-3.7%	-5.7%
2009 FTEs	157	117	151	234	179	263	476	574	302	104	68	172	233			142	225	451
2010 FTEs	142	112	148	244	169	259	448	547	283	100	64	151	222	-4.6%	134	224	426	105
2011 FTEs	157	106	138	227	163	248	442	540	273	92	65	160	218	-2.1%	134	213	418	106
2012 FTEs	142	106	138	206	155	251	432	528	296	96	69	164	215	-1.1%	129	204	418	109
2013 FTEs	137	104	141	207	158	235	442	528	262	91	72	166	212	-1.6%	127	200	410	109
2014 FTEs	145	108	139	216	159	232	437	529	268	90	73	170	214	1.0%	131	202	411	111
2015 FTEs	153	111	143	206	157	242	439	529	266	95	71	181	216	1.0%	136	202	411	116
2016 FTEs	157	113	155	212	162	246	455	551	278	96	69	172	222	2.8%	142	206	428	112
2017 FTEs	160	114	150	222	167	254	455	547	275	94	71	172	223	0.7%	142	215	425	112
2018 FTEs	165	115	157	220	168	249	452	542	267	95	73	167	222	-0.5%	145	212	420	112
2019 FTEs	162	112	155	221	167	252	452	541	266	95	71	165	222	-0.3%	143	213	420	110
2020 FTEs	144	96	100	0	0	1	85	476	247	71	17	41	106	-52.0%	113	0	269	43
EMPLOYMENT													SFR					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs Employment (FTEs) and Share of Total (%)				
SFR FTEs		233	222	218	215	212	214	216	222	223	222	222	106					
Total Employment FTEs		4,772	4,781	4,704	4,650	4,633	4,572	4,630	4,781	4,723	4,637	4,596	2,702					
Share of Total %		4.9%	4.7%	4.6%	4.6%	4.6%	4.7%	4.7%	4.6%	4.7%	4.8%	4.8%	3.9%					
Annual Change in Share %			-4.8%	-0.5%	0.0%	-1.2%	2.4%	-0.3%	-0.5%	1.9%	1.3%	0.6%	-18.3%					
Change in Share from 2009 %			-4.8%	-5.3%	-5.3%	-6.4%	-4.2%	-4.5%	-5.0%	-3.1%	-1.8%	-1.3%	-19.3%					
Avg Ann. Change in Share %			-4.8%	-2.7%	-1.8%	-1.6%	-0.8%	-0.7%	-0.7%	-0.4%	-0.2%	-0.1%	-1.8%					



STEAM DRAFT TREND REPORT FOR 2009-2020											2009 to 2020			STAYING VISITOR	DIRECT EMPLOYMENT				
SCOTTISH BORDERS COUNCIL																			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		-9.6%	-14.6%	-15.9%	-72.3%	-73.8%	-73.8%	-60.0%	-19.9%	-15.1%	-14.3%	-25.0%	-26.9%	-37.5%	Annual Change	-13.5%	-73.3%	-31.7%	-21.3%
% Change 2019 to 2020		-8.3%	-9.3%	-16.3%	-70.1%	-71.8%	-73.1%	-57.6%	-12.3%	-5.1%	-9.4%	-25.4%	-22.9%	-34.0%		-11.6%	-71.7%	-25.5%	-18.5%
Average Annual Change		-0.9%	-1.3%	-1.4%	-6.6%	-6.7%	-6.7%	-5.5%	-1.8%	-1.4%	-1.3%	-2.3%	-2.4%	-3.4%		-1.2%	-6.7%	-2.9%	-1.9%
2009 FTEs		2,473	2,623	2,889	3,488	3,648	3,656	3,596	3,904	3,347	3,264	2,492	2,509	3,157		2,661	3,597	3,616	2,755
2010 FTEs		2,488	2,706	2,959	3,605	3,654	3,846	3,593	3,797	3,379	3,470	2,531	2,451	3,206		2,718	3,701	3,590	2,817
2011 FTEs		2,693	2,646	2,878	3,581	3,606	3,761	3,575	3,826	3,361	3,252	2,586	2,575	3,195	-0.4%	2,739	3,649	3,587	2,804
2012 FTEs		2,552	2,665	2,922	3,296	3,337	3,798	3,523	3,823	3,466	3,300	2,710	2,635	3,169	-0.8%	2,713	3,477	3,604	2,882
2013 FTEs		2,516	2,630	2,990	3,354	3,458	3,516	3,580	3,749	3,286	3,246	2,753	2,672	3,146	-0.7%	2,712	3,443	3,539	2,890
2014 FTEs		2,544	2,636	2,923	3,430	3,418	3,453	3,508	3,689	3,265	3,141	2,725	2,672	3,117	-0.9%	2,701	3,434	3,487	2,846
2015 FTEs		2,593	2,676	2,943	3,243	3,419	3,669	3,547	3,737	3,262	3,421	2,778	2,866	3,179	2.0%	2,737	3,443	3,515	3,022
2016 FTEs		2,613	2,688	3,091	3,319	3,542	3,632	3,703	3,935	3,742	3,392	2,652	2,662	3,248	2.1%	2,797	3,498	3,794	2,902
2017 FTEs		2,569	2,611	2,971	3,421	3,571	3,786	3,689	3,830	3,276	3,280	2,634	2,605	3,187	-1.9%	2,717	3,593	3,598	2,840
2018 FTEs		2,571	2,603	2,998	3,330	3,512	3,631	3,531	3,696	3,123	3,235	2,656	2,529	3,118	-2.2%	2,724	3,491	3,450	2,807
2019 FTEs		2,436	2,471	2,900	3,234	3,388	3,561	3,386	3,564	2,994	3,088	2,506	2,379	2,992	-4.0%	2,602	3,394	3,315	2,658
2020 FTEs		2,235	2,240	2,428	968	956	959	1,437	3,127	2,841	2,798	1,870	1,834	1,974	-34.0%	2,301	961	2,468	2,167
EMPLOYMENT														STAYING VISITOR					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs Employment (FTEs) and Share of Total (%)					
Staying Visitor		FTEs	4,039	4,055	4,012	3,987	3,944	3,915	3,998	4,110	4,051	3,976	3,878	2,377	5,000				
Total Employment		FTEs	4,772	4,781	4,704	4,650	4,633	4,572	4,630	4,781	4,723	4,637	4,596	2,702	4,000				
Share of Total		%	84.6%	84.8%	85.3%	85.8%	85.1%	85.6%	86.3%	86.0%	85.8%	85.7%	84.4%	88.0%	3,000				
Annual Change in Share		%		0.2%	0.6%	0.5%	-0.7%	0.6%	0.8%	-0.4%	-0.2%	0.0%	-1.6%	4.3%	2,000				
Change in Share from 2009		%		0.2%	0.8%	1.3%	0.6%	1.2%	2.0%	1.6%	1.3%	1.3%	-0.3%	3.9%	1,000				
Avg Ann. Change in Share		%		0.2%	0.4%	0.4%	0.1%	0.2%	0.3%	0.2%	0.2%	0.1%	0.0%	0.4%	0				



STEAM DRAFT TREND REPORT FOR 2009-2020
SCOTTISH BORDERS COUNCIL

2020

STAYING VISITORS

**ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE**

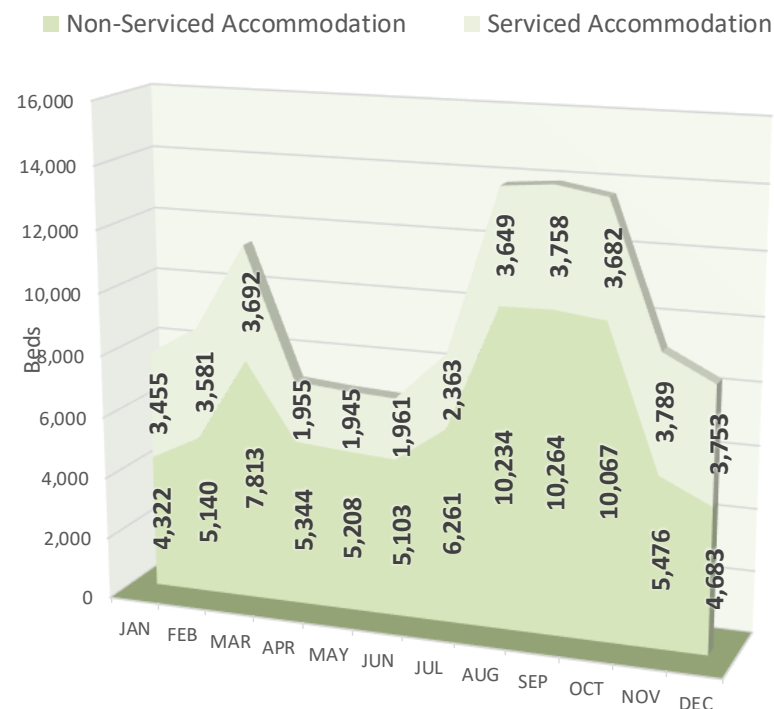
SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	283	3,832	-23	-239	-85	-596
+50 Room	4	738	-0	-28	+2	-33
26-50 Room	5	293	-0	-12	-2	-12
<26 Room	64	988	-4	-60	-40	-434
Guest Houses/B&Bs	210	1,813	-19	-139	-44	-117

NON-SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	391	10,264	-4	-141	+57	+1,586
Self catering	347	6,031	-3	-27	+40	+740
Touring/Camping	44	4,233	-1	-114	+17	+846

DISTRIBUTION BY TYPE OF ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	674	14,097	-27	-380	-28	+991
Serviced Accommodation Share of Total	42%	27%				
Non-Serviced Accommodation Share of Total	58%	73%				

SEASONAL AVAILABILITY OF BED SUPPLY 2020	2020											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	7,777	8,721	11,505	7,299	7,154	7,064	8,624	13,884	14,022	13,749	9,266	8,436
Serviced Accommodation	3,455	3,581	3,692	1,955	1,945	1,961	2,363	3,649	3,758	3,682	3,789	3,753
Non-Serviced Accommodation	4,322	5,140	7,813	5,344	5,208	5,103	6,261	10,234	10,264	10,067	5,476	4,683

**SEASONAL AVAILABILITY OF BED SUPPLY
2020**



Report Sections With Historic Financial Data Indexed to 2020 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: 2020*

2009	<i>1.38</i>
2010	<i>1.33</i>
2011	<i>1.27</i>
2012	<i>1.22</i>
2013	<i>1.18</i>
2014	<i>1.15</i>
2015	<i>1.14</i>
2016	<i>1.12</i>
2017	<i>1.09</i>
2018	<i>1.05</i>
2019	<i>1.03</i>
2020	<i>1.00</i>

STEAM DRAFT TREND REPORT FOR 2009-2020
SCOTTISH BORDERS COUNCIL

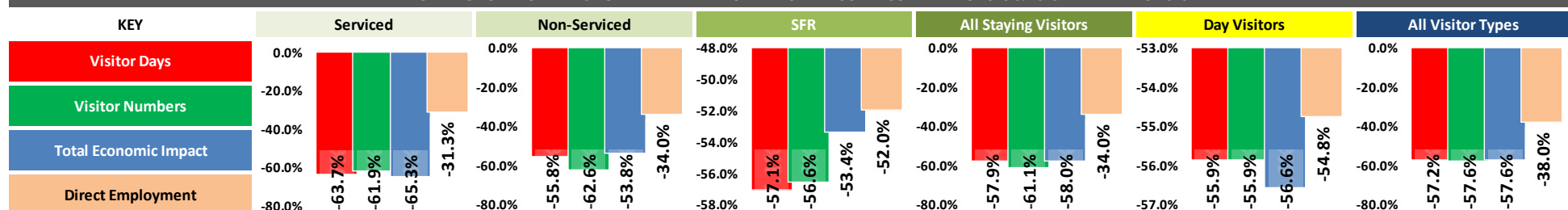
Comparing 2020 and 2019
 2019 in 2020 prices (1.027)

COMPARATIVE HEADLINES

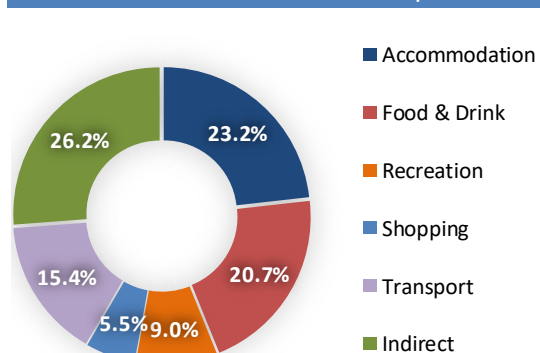
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - INDEXED TO 2020

KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %
Visitor Days	000s	217.70	600.24	-63.7%	624.04	1,412.86	-55.8%	263.01	612.45	-57.1%	1,104.75	2,625.56	-57.9%	575.98	1,305.13	-55.9%	1,680.73	3,930.69	-57.2%
Visitor Numbers	000s	114.04	299.42	-61.9%	87.99	235.34	-62.6%	58.82	135.56	-56.6%	260.85	670.32	-61.1%	575.98	1,305.13	-55.9%	836.83	1,975.45	-57.6%
Direct Expenditure	£M																74.73	177.12	-57.8%
Economic Impact	£M	22.01	63.36	-65.3%	40.67	88.02	-53.8%	9.844	21.13	-53.4%	72.53	172.51	-58.0%	28.73	66.13	-56.6%	101.26	238.65	-57.6%
Direct Employment	FTEs	1,003	1,459	-31.3%	865	1,311	-34.0%	106	222	-52.0%	1,974	2,992	-34.0%	325	718	-54.8%	2,299	3,710	-38.0%
Total Employment	FTEs																2,702	4,596	-41.2%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - INDEXED TO 2020

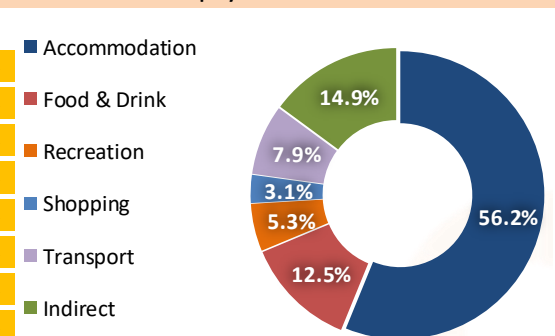


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2020



VAT Indexed to 2020			Sectors	Sectoral Distribution of Employment - FTEs		
2020	2019	+/- %		2020	2019	+/- %
23.51	53.12	-55.7%	Accommodation	1,517	1,918	-20.9%
20.91	50.82	-58.9%	Food & Drink	339	781	-56.6%
9.126	20.97	-56.5%	Recreation	144	314	-54.1%
5.549	13.29	-58.2%	Shopping	85	193	-56.0%
15.64	38.92	-59.8%	Transport	214	504	-57.6%
74.73	177.12	-57.8%	TOTAL DIRECT	2,299	3,710	-38.0%
26.52	61.53	-56.9%	Indirect	402	885	-54.5%
101.26	238.65	-57.6%	TOTAL	2,702	4,596	-41.2%

Sectoral Distribution of Employment - FTEs



STEAM DRAFT TREND REPORT FOR 2009-2020
SCOTTISH BORDERS COUNCIL

Economic Impact - Indexed - Total

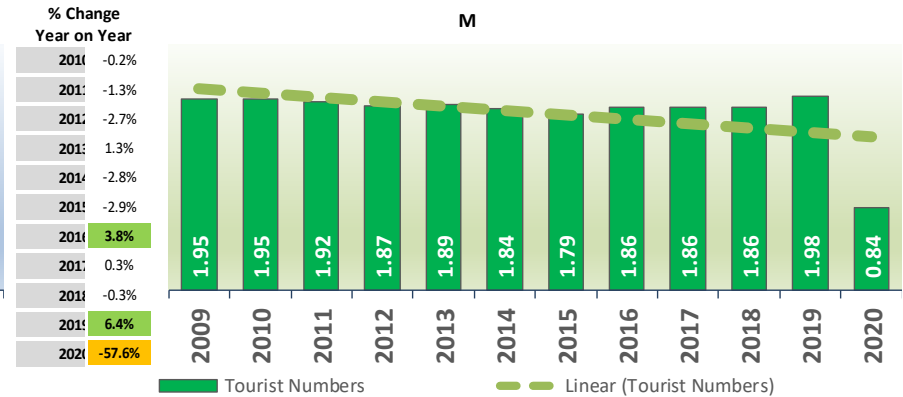


2009 to 2020
2020 Prices

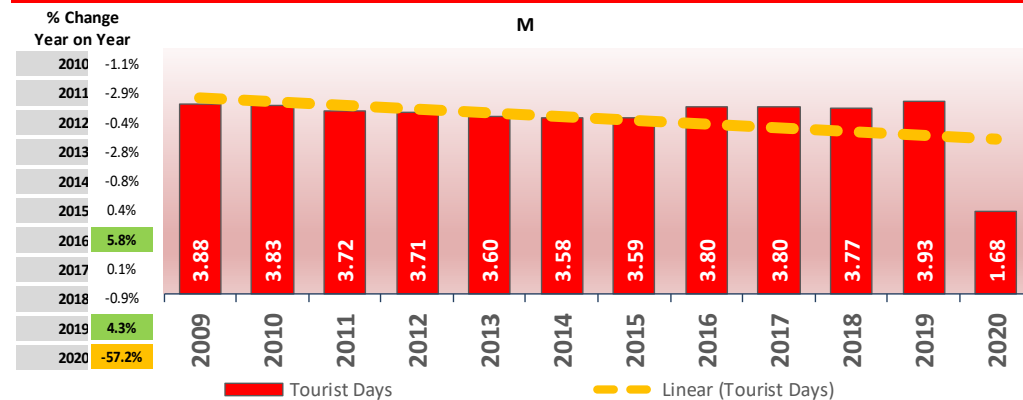
TOTAL

KEY MEASURES
Indexed

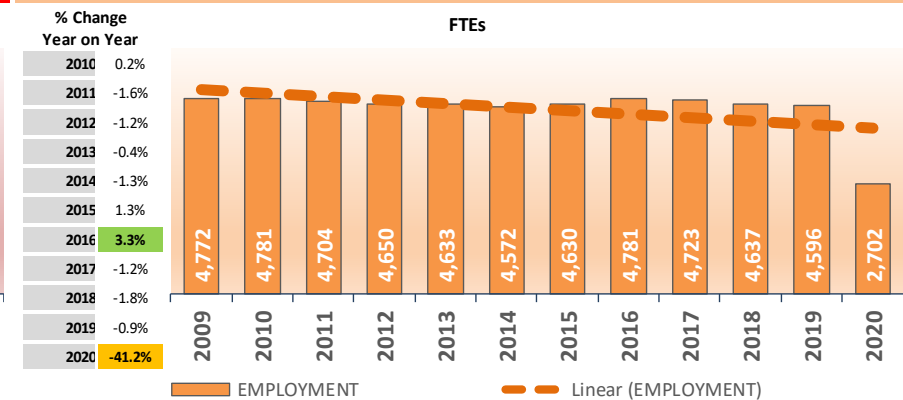
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-2.6%	-3.3%	-3.8%	-6.0%	-6.6%	-4.3%	-0.7%	1.2%	0.4%	3.4%	-56.1%
Visitor Numbers		-0.2%	-1.5%	-4.1%	-2.9%	-5.6%	-8.3%	-4.8%	-4.5%	-4.9%	1.3%	-57.1%
Visitor Days		-1.1%	-4.0%	-4.3%	-7.1%	-7.8%	-7.4%	-2.0%	-1.9%	-2.8%	1.4%	-56.6%
Total Employment		0.2%	-1.4%	-2.6%	-2.9%	-4.2%	-3.0%	0.2%	-1.0%	-2.8%	-3.7%	-43.4%

"Linear" = Linear Trendline

STEAM DRAFT TREND REPORT FOR 2009-2020
SCOTTISH BORDERS COUNCIL

Economic Impact - Indexed - Serviced Accommodation

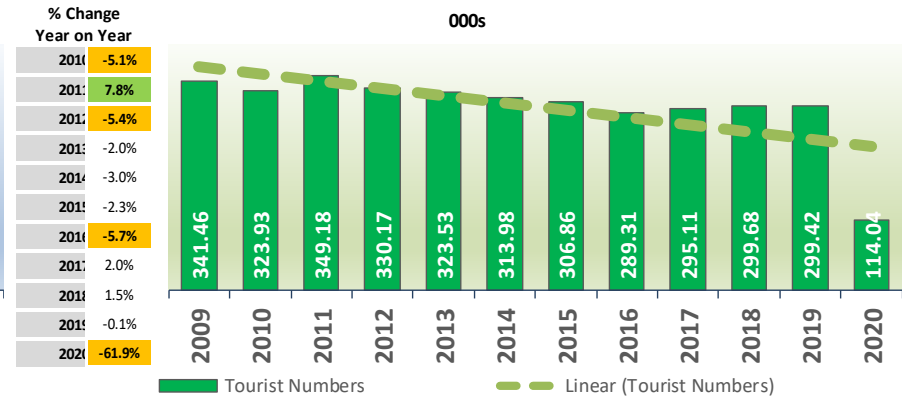


2009 to 2020
2020 Prices

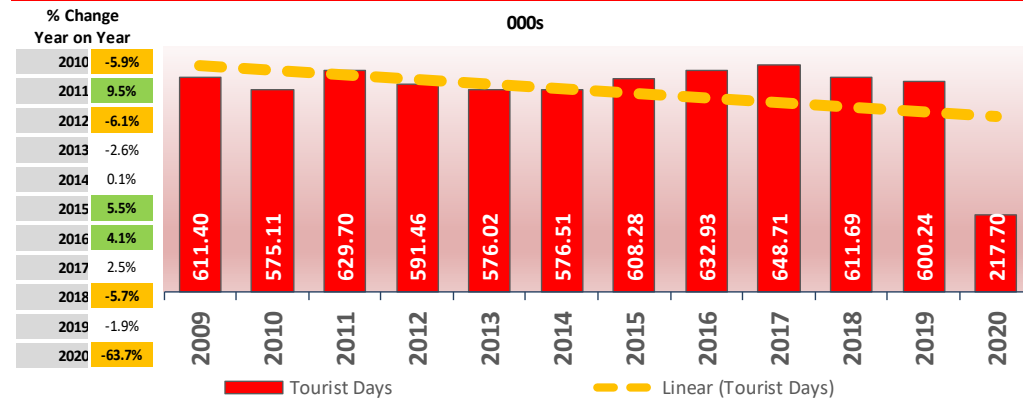
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

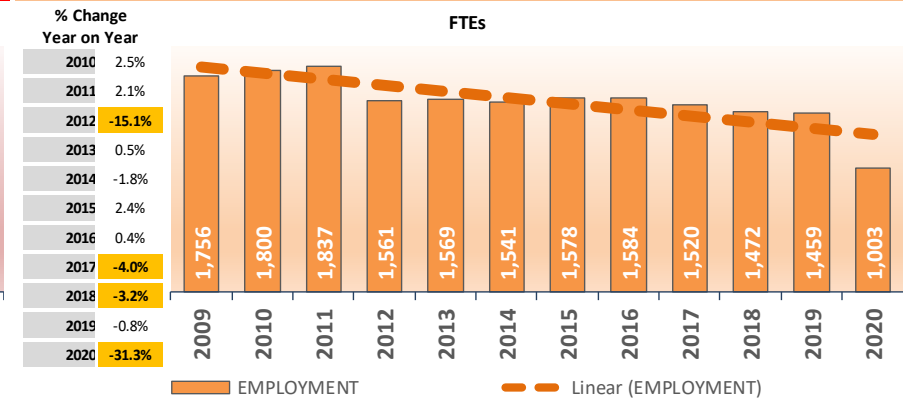
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-12.1%	-2.7%	-7.7%	-9.5%	-14.3%	-9.3%	-8.9%	-6.7%	-9.2%	-10.6%	-68.9%
Visitor Numbers		-5.1%	2.3%	-3.3%	-5.3%	-8.0%	-10.1%	-15.3%	-13.6%	-12.2%	-12.3%	-66.6%
Visitor Days		-5.9%	3.0%	-3.3%	-5.8%	-5.7%	-0.5%	3.5%	6.1%	0.0%	-1.8%	-64.4%
Direct Employment		2.5%	4.6%	-11.1%	-10.7%	-12.3%	-10.1%	-9.8%	-13.4%	-16.2%	-16.9%	-42.9%

"Linear" = Linear Trendline

STEAM DRAFT TREND REPORT FOR 2009-2020
SCOTTISH BORDERS COUNCIL

Economic Impact - Indexed - Non-Serviced Accommodation

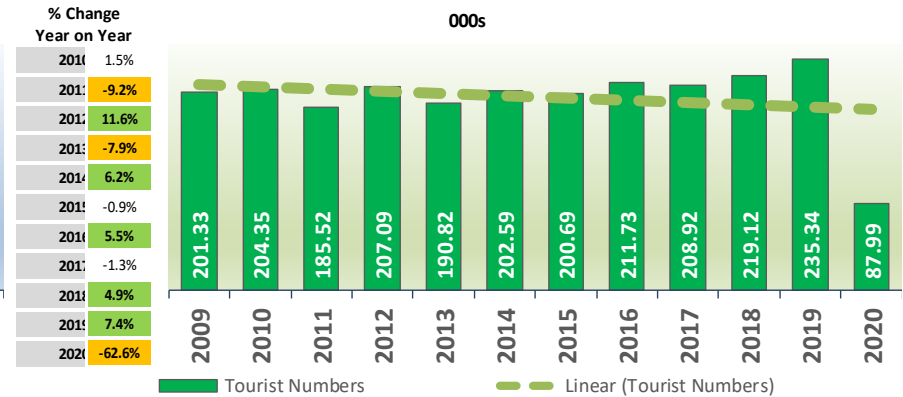


2009 to 2020
2020 Prices

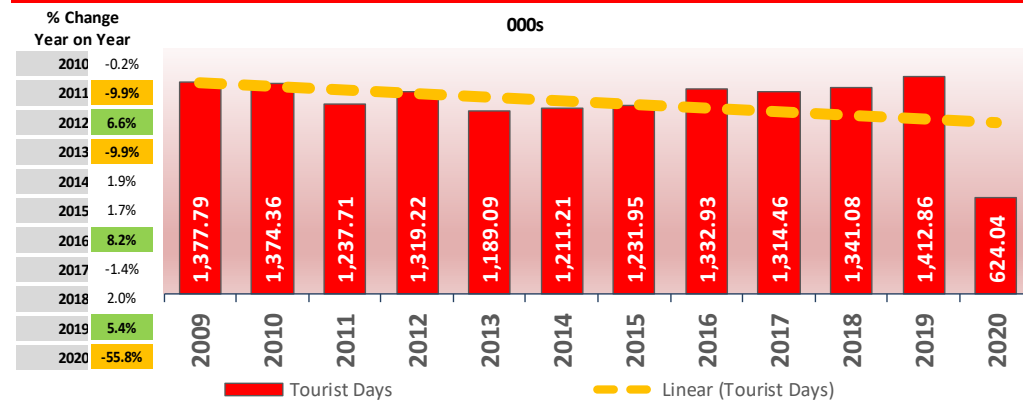
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

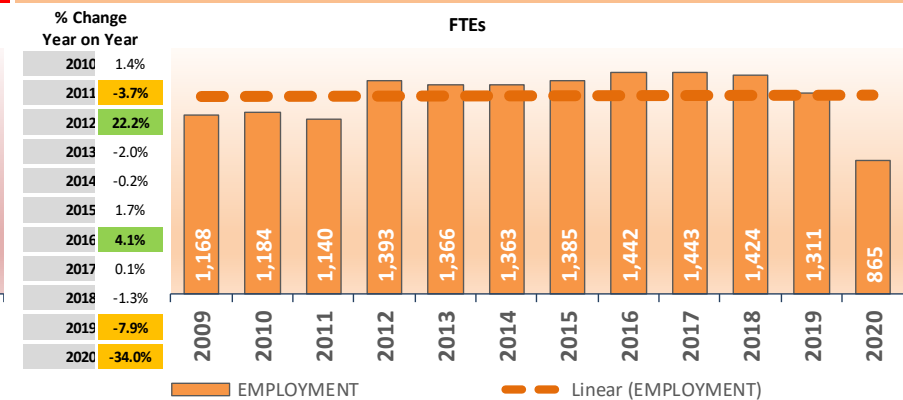
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		3.0%	-5.8%	1.4%	-6.6%	-0.2%	5.1%	11.8%	13.4%	14.7%	18.3%	-45.3%
Visitor Numbers		1.5%	-7.9%	2.9%	-5.2%	0.6%	-0.3%	5.2%	3.8%	8.8%	16.9%	-56.3%
Visitor Days		-0.2%	-10.2%	-4.3%	-13.7%	-12.1%	-10.6%	-3.3%	-4.6%	-2.7%	2.5%	-54.7%
Direct Employment		1.4%	-2.4%	19.3%	16.9%	16.7%	18.6%	23.5%	23.5%	21.9%	12.3%	-25.9%

"Linear" = Linear Trendline

STEAM DRAFT TREND REPORT FOR 2009-2020
SCOTTISH BORDERS COUNCIL

Economic Impact - Indexed - SFR

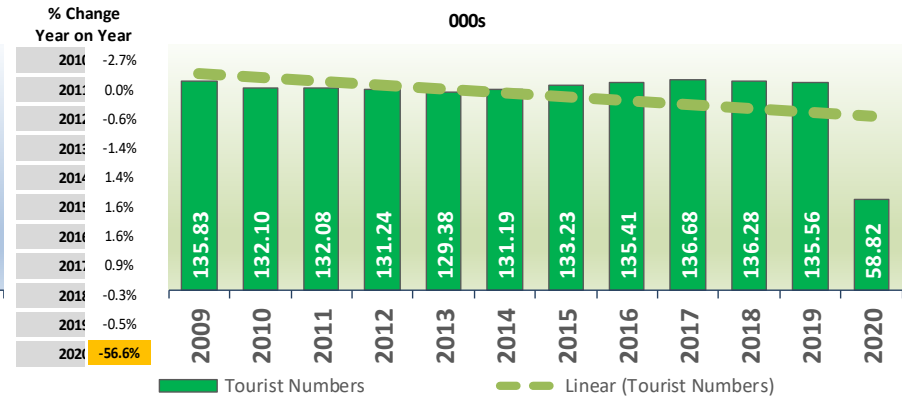


2009 to 2020
2020 Prices

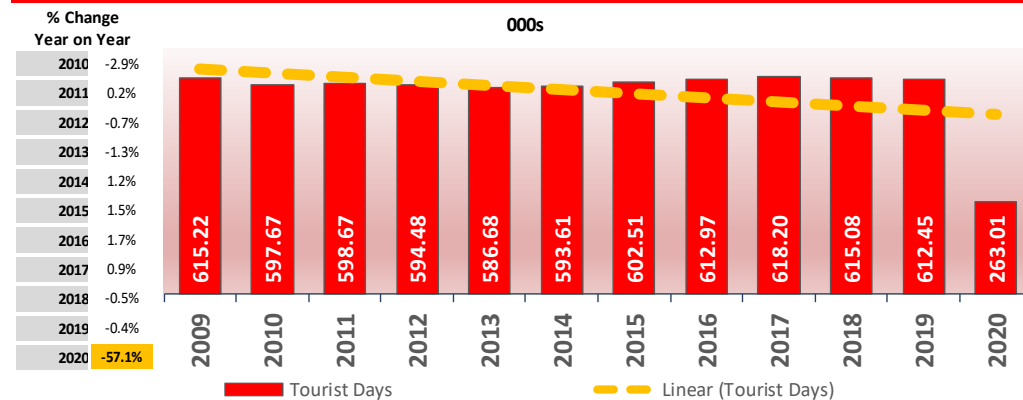
SFR

KEY MEASURES
Indexed

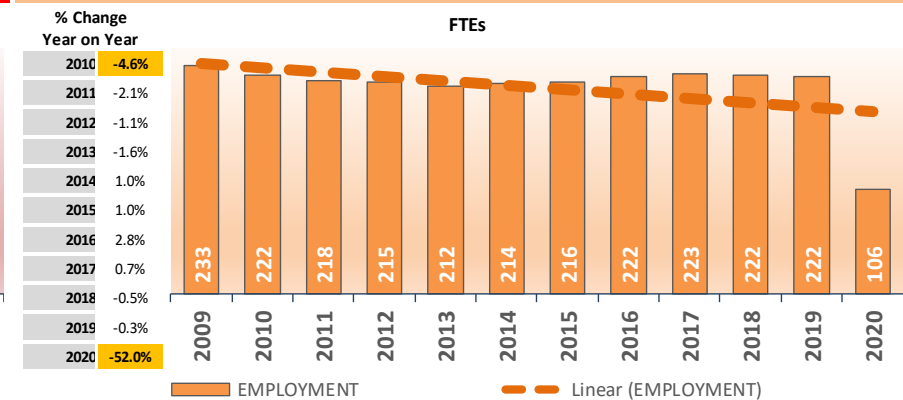
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-2.5%	-2.5%	-3.6%	-5.1%	-4.2%	-3.2%	-1.9%	0.5%	-0.1%	-0.4%	-53.6%
Visitor Numbers		-2.7%	-2.8%	-3.4%	-4.7%	-3.4%	-1.9%	-0.3%	0.6%	0.3%	-0.2%	-56.7%
Visitor Days		-2.9%	-2.7%	-3.4%	-4.6%	-3.5%	-2.1%	-0.4%	0.5%	0.0%	-0.4%	-57.2%
Direct Employment		-4.6%	-6.6%	-7.7%	-9.2%	-8.2%	-7.3%	-4.8%	-4.1%	-4.6%	-4.9%	-54.3%

"Linear" = Linear Trendline

STEAM DRAFT TREND REPORT FOR 2009-2020
SCOTTISH BORDERS COUNCIL

Economic Impact - Indexed - Staying Visitor

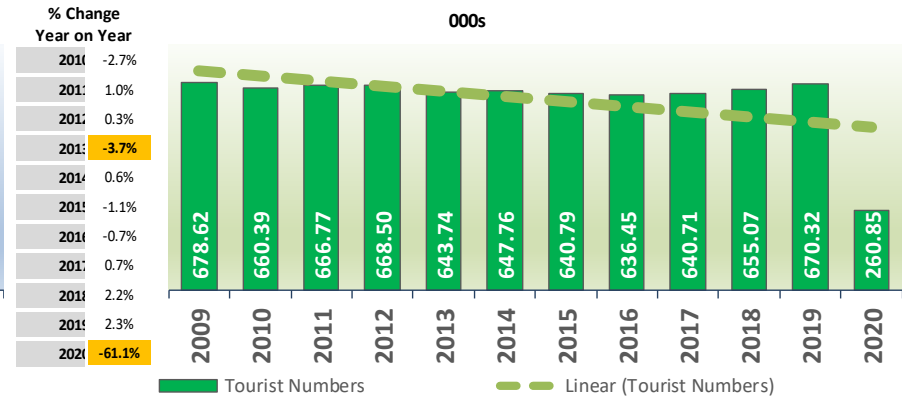


2009 to 2020
2020 Prices

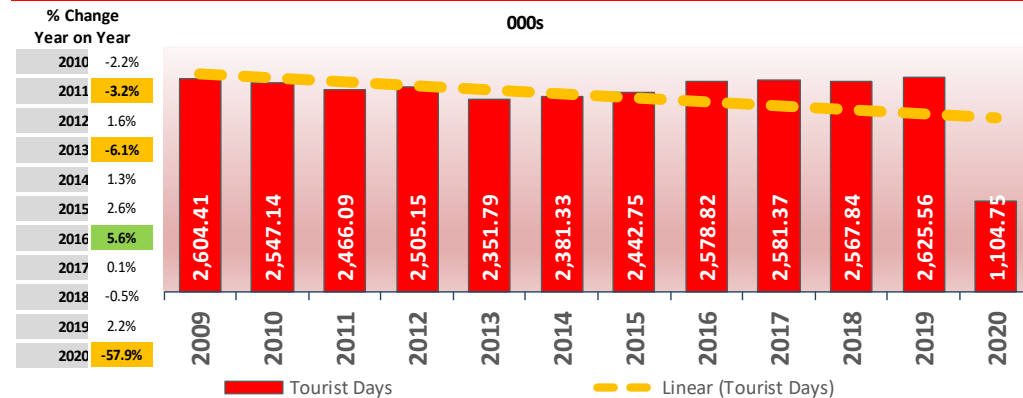
STAYING VISITOR

KEY MEASURES
Indexed

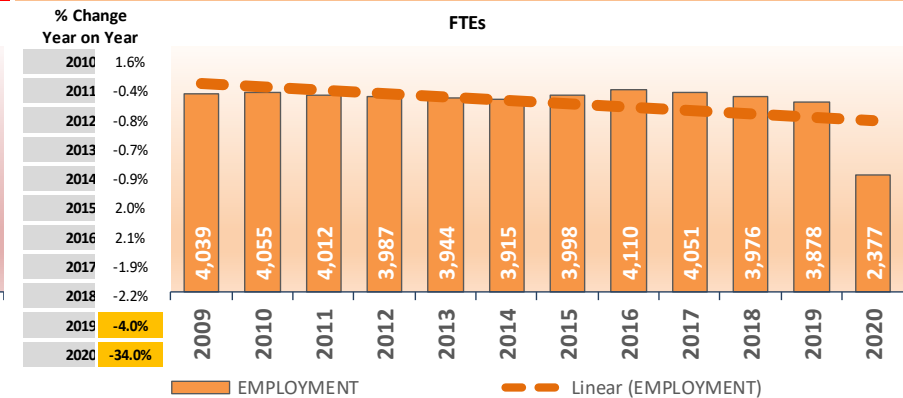
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-4.1%	-4.0%	-3.1%	-7.6%	-6.7%	-2.1%	1.2%	3.2%	2.6%	3.6%	-56.4%
Visitor Numbers		-2.7%	-1.7%	-1.5%	-5.1%	-4.5%	-5.6%	-6.2%	-5.6%	-3.5%	-1.2%	-61.6%
Visitor Days		-2.2%	-5.3%	-3.8%	-9.7%	-8.6%	-6.2%	-1.0%	-0.9%	-1.4%	0.8%	-57.6%
Direct Employment		0.4%	-0.7%	-1.3%	-2.4%	-3.1%	-1.0%	1.8%	0.3%	-1.6%	-4.0%	-41.2%

"Linear" = Linear Trendline

STEAM DRAFT TREND REPORT FOR 2009-2020
SCOTTISH BORDERS COUNCIL

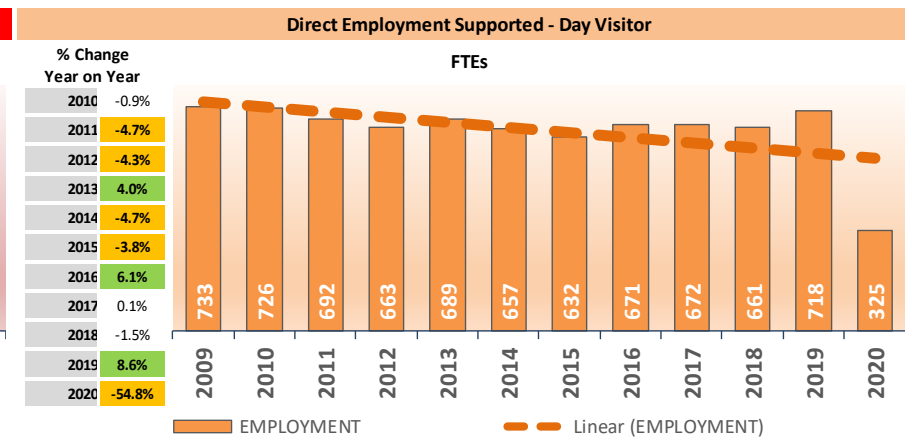
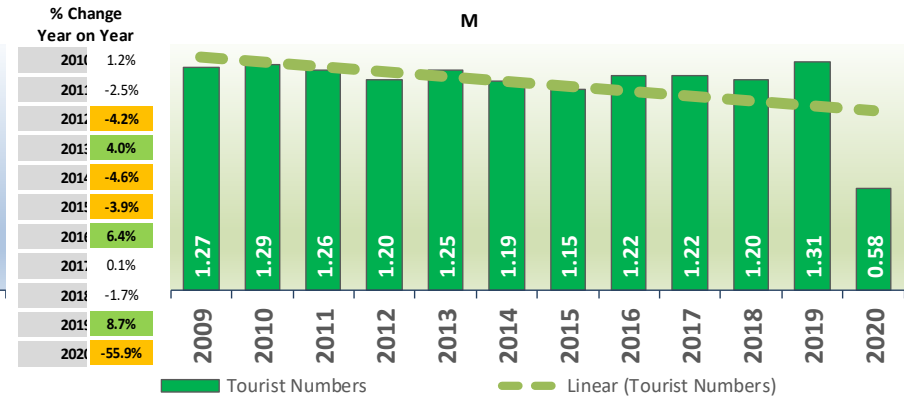
2009 to 2020
2020 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor

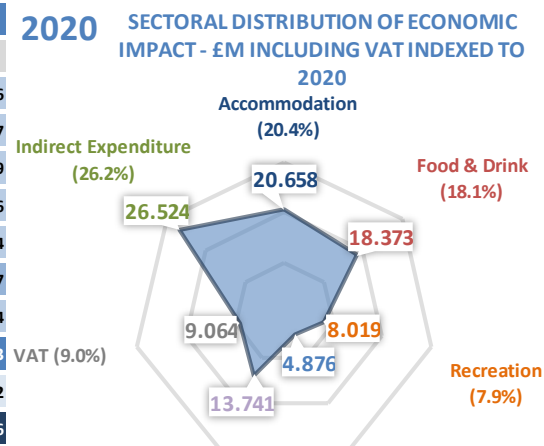


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		1.3%	-1.3%	-5.6%	-1.8%	-6.4%	-9.9%	-5.7%	-3.9%	-5.4%	2.7%	-55.4%
Visitor Numbers		1.2%	-1.3%	-5.4%	-1.7%	-6.2%	-9.8%	-4.1%	-4.0%	-5.6%	2.6%	-54.7%
Visitor Days		1.2%	-1.3%	-5.4%	-1.7%	-6.2%	-9.8%	-4.1%	-4.0%	-5.6%	2.6%	-54.7%
Direct Employment		-0.9%	-5.5%	-9.6%	-5.9%	-10.3%	-13.7%	-8.4%	-8.3%	-9.7%	-2.0%	-55.7%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020

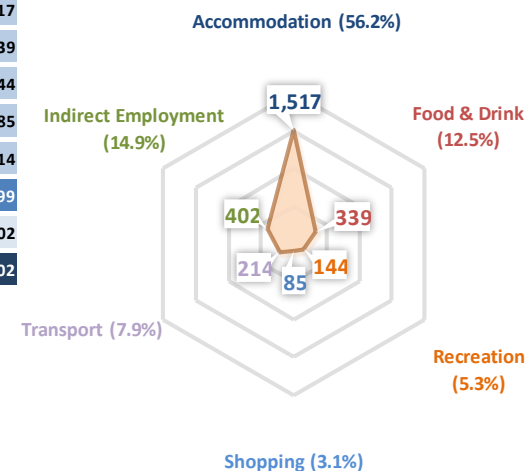
SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	£M	46.25	41.04	41.50	41.03	38.86	39.00	40.74	42.89	43.28	44.03	44.26	20.66
Food & Drink	£M	42.86	41.45	40.67	40.03	39.71	39.18	40.22	41.08	42.22	41.12	42.35	18.37
Recreation	£M	17.61	17.19	16.63	16.40	16.64	16.17	16.22	16.66	16.95	16.59	17.48	8.019
Shopping	£M	11.05	10.92	10.36	10.26	10.26	10.03	10.06	10.45	10.66	10.50	11.08	4.876
Transport	£M	32.18	31.89	29.80	30.16	29.37	29.29	29.73	30.90	31.58	31.23	32.44	13.74
Direct Revenue	£M	149.95	142.50	138.96	137.88	134.84	133.67	136.96	141.97	144.69	143.48	147.60	65.67
VAT	£M	22.49	24.94	27.79	27.58	26.97	26.73	27.39	28.39	28.94	28.70	29.52	9.064
Direct Expenditure	£M	172.44	167.43	166.76	165.46	161.81	160.40	164.36	170.36	173.62	172.17	177.12	74.73
Indirect Expenditure	£M	58.47	57.51	56.57	56.66	55.24	55.23	56.66	58.96	60.07	59.64	61.53	26.52
TOTAL	£M	230.91	224.94	223.32	222.11	217.05	215.64	221.02	229.32	233.70	231.81	238.65	101.26

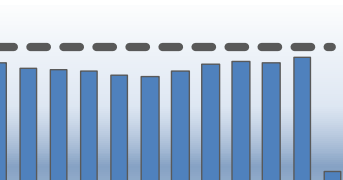


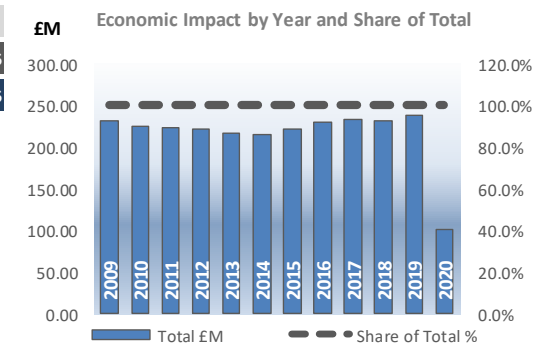
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs

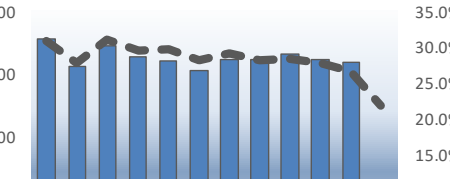
SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	FTEs	2,082	2,166	2,188	2,145	2,163	2,125	2,135	2,170	2,099	2,054	1,918	1,517
Food & Drink	FTEs	795	768	753	740	735	725	744	770	779	759	781	339
Recreation	FTEs	318	310	300	296	300	292	293	305	305	298	314	144
Shopping	FTEs	193	191	181	180	179	175	176	185	186	183	193	85
Transport	FTEs	502	497	465	470	458	457	464	488	491	485	504	214
Direct Employment	FTEs	3,890	3,933	3,887	3,832	3,835	3,774	3,812	3,919	3,859	3,779	3,710	2,299
Indirect Employment	FTEs	882	848	817	818	798	798	818	863	864	858	885	402
TOTAL	FTEs	4,772	4,781	4,704	4,650	4,633	4,572	4,630	4,781	4,723	4,637	4,596	2,702

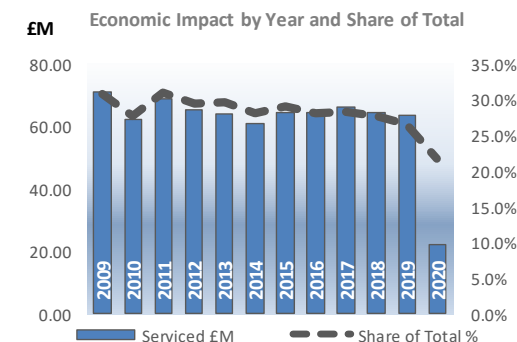
2020 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs

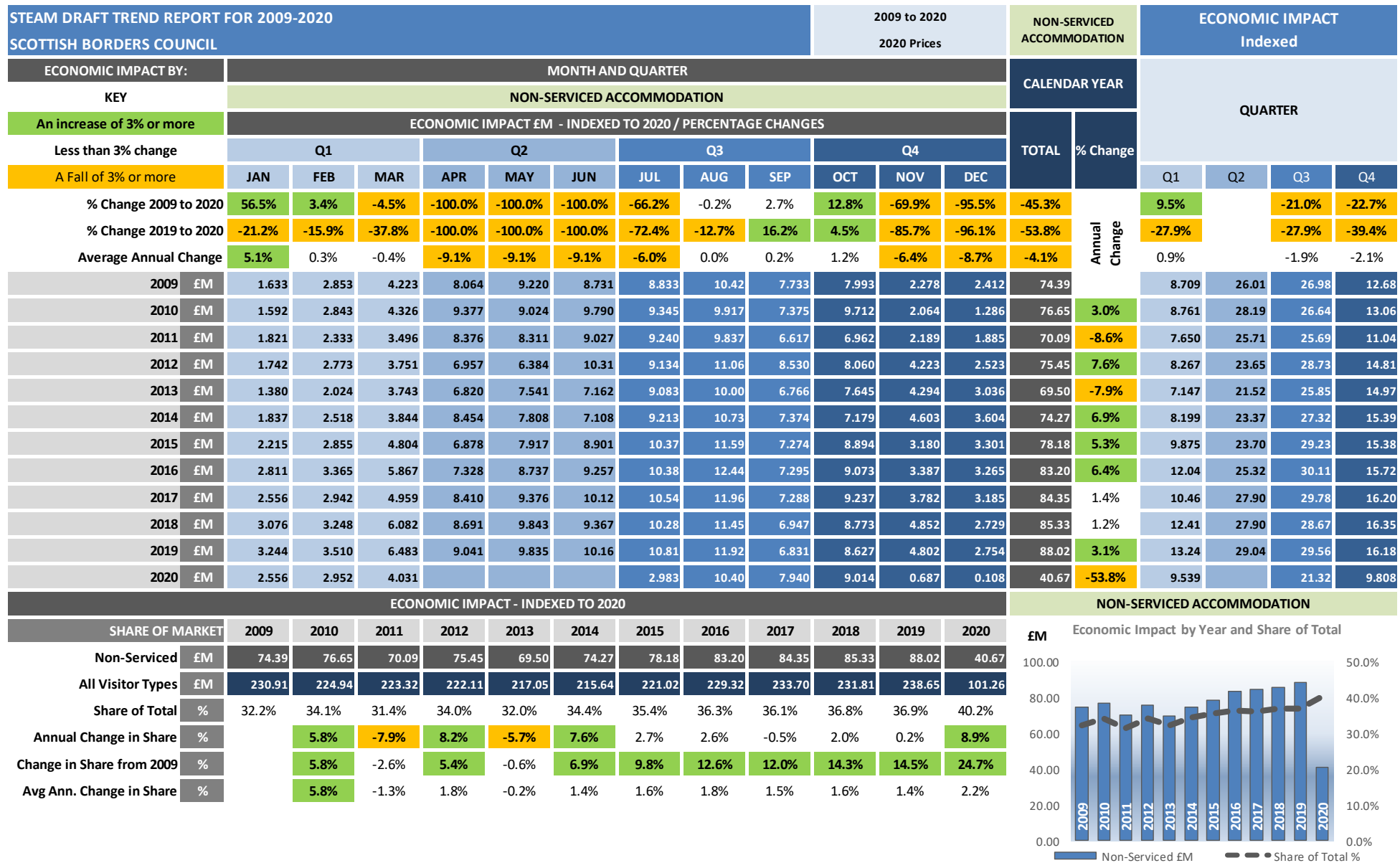


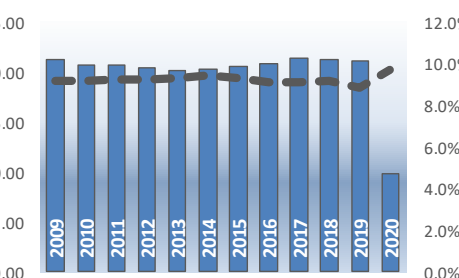
STEAM DRAFT TREND REPORT FOR 2009-2020 SCOTTISH BORDERS COUNCIL											2009 to 2020 2020 Prices			TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		9.2%	-3.2%	-28.7%	-99.9%	-99.9%	-99.6%	-81.0%	-34.0%	-26.4%	-31.8%	-33.7%	-57.3%	-56.1%	Annual Change	-9.4%	-99.8%	-47.6%	-38.6%
% Change 2019 to 2020		-0.7%	-7.7%	-39.5%	-99.9%	-99.9%	-99.6%	-82.2%	-37.2%	-18.6%	-29.3%	-47.0%	-58.2%	-57.6%		-18.7%	-99.8%	-48.3%	-41.5%
Average Annual Change		0.8%	-0.3%	-2.6%	-9.1%	-9.1%	-9.1%	-7.4%	-3.1%	-2.4%	-2.9%	-3.1%	-5.2%	-5.1%		-0.9%	-9.1%	-4.3%	-3.5%
2009	£M	10.55	11.21	13.78	23.46	25.41	22.47	26.96	30.58	23.06	21.86	10.77	10.80	230.91		-2.6%	35.54	71.34	80.60
2010	£M	9.076	10.38	13.39	24.12	24.22	23.86	26.24	29.41	22.86	22.95	9.997	8.452	224.94	-0.7%	32.85	72.19	78.50	41.40
2011	£M	11.60	9.710	12.38	24.50	23.64	23.20	26.17	29.28	21.97	19.98	10.60	10.29	223.32	-0.5%	33.69	71.34	77.42	40.87
2012	£M	9.710	10.13	13.10	20.50	21.05	24.06	25.68	30.56	23.55	20.02	12.25	11.52	222.11	-2.3%	32.94	65.61	79.78	43.78
2013	£M	9.216	9.883	14.13	20.41	21.98	20.36	27.38	29.45	21.89	18.65	12.26	11.44	217.05	-0.7%	33.23	62.75	78.72	42.34
2014	£M	9.925	9.902	13.26	22.22	21.36	19.50	27.94	29.54	21.08	17.40	11.96	11.55	215.64	2.5%	33.09	63.07	78.56	40.92
2015	£M	9.996	10.26	13.11	19.57	21.05	21.77	27.75	30.52	20.65	21.04	12.44	12.87	221.02	3.8%	33.36	62.39	78.92	46.35
2016	£M	10.22	11.23	15.81	19.91	22.32	21.54	28.88	32.43	23.34	20.54	11.47	11.65	229.32	1.9%	37.26	63.77	84.64	43.65
2017	£M	10.76	10.93	14.54	23.18	23.74	23.77	29.34	32.12	21.80	19.71	12.10	11.71	233.70	-0.8%	36.23	70.68	83.25	43.53
2018	£M	11.11	11.26	15.53	22.50	23.71	22.67	27.89	31.43	20.92	20.13	13.12	11.54	231.81	2.9%	37.90	68.87	80.24	44.80
2019	£M	11.61	11.76	16.22	24.28	23.77	23.79	28.69	32.10	20.87	21.08	13.46	11.01	238.65	-57.6%	39.60	71.83	81.67	45.55
2020	£M	11.53	10.85	9.821	0.017	0.028	0.094	5.111	20.17	16.98	14.91	7.141	4.608	101.26		32.20	0.139	42.26	26.66
ECONOMIC IMPACT - INDEXED TO 2020														TOTAL					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total				
Total	£M	230.91	224.94	223.32	222.11	217.05	215.64	221.02	229.32	233.70	231.81	238.65	101.26	300.00					
All Visitor Types	£M	230.91	224.94	223.32	222.11	217.05	215.64	221.02	229.32	233.70	231.81	238.65	101.26	250.00					
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%	200.00					
Annual Change in Share	%													150.00					
Change in Share from 2009	%													100.00					
Avg Ann. Change in Share	%													100.00					



STEAM DRAFT TREND REPORT FOR 2009-2020 SCOTTISH BORDERS COUNCIL											2009 to 2020 2020 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		-21.4%	-29.9%	-38.7%	-99.7%	-99.6%	-98.8%	-91.1%	-49.5%	-46.7%	-67.4%	-73.5%	-67.9%	-68.9%	Annual Change	-30.8%	-99.4%	-63.4%	-69.3%
% Change 2019 to 2020		6.7%	-15.7%	-29.7%	-99.7%	-99.6%	-98.8%	-91.3%	-50.5%	-39.0%	-60.8%	-67.1%	-61.7%	-65.3%		-15.5%	-99.3%	-62.8%	-62.8%
Average Annual Change		-1.9%	-2.7%	-3.5%	-9.1%	-9.1%	-9.0%	-8.3%	-4.5%	-4.2%	-6.1%	-6.7%	-6.2%	-6.3%		-2.8%	-9.0%	-5.8%	-6.3%
2009	£M	3.829	4.206	4.959	5.997	7.490	6.946	8.318	9.283	6.030	6.363	4.093	3.381	70.90		12.99	20.43	23.63	13.84
2010	£M	2.664	3.486	4.553	4.767	6.696	6.922	7.152	8.455	6.059	5.733	3.568	2.283	62.34	-12.1%	10.70	18.38	21.67	11.58
2011	£M	4.305	3.494	4.394	6.030	7.073	7.355	7.506	9.171	6.728	6.072	3.984	2.897	69.01	10.7%	12.19	20.46	23.41	12.95
2012	£M	2.802	3.436	4.717	4.557	6.544	7.010	7.604	9.658	6.410	5.764	3.430	3.479	65.41	-5.2%	10.95	18.11	23.67	12.67
2013	£M	2.745	3.619	5.204	5.247	6.376	6.525	8.397	8.976	5.527	5.172	3.498	2.878	64.16	-1.9%	11.57	18.15	22.90	11.55
2014	£M	2.729	3.384	4.475	4.789	6.006	6.100	8.900	9.148	5.121	4.639	3.024	2.417	60.73	-5.3%	10.59	16.89	23.17	10.08
2015	£M	2.886	3.404	3.709	4.135	5.882	6.691	8.261	8.970	4.984	6.021	4.851	4.486	64.28	5.8%	10.00	16.71	22.21	15.36
2016	£M	2.349	3.180	4.226	4.538	6.280	5.938	9.122	9.857	7.231	5.544	3.530	2.763	64.56	0.4%	9.755	16.76	26.21	11.84
2017	£M	2.767	3.339	4.398	5.152	6.709	7.327	9.556	9.975	5.960	4.742	3.548	2.690	66.16	2.5%	10.50	19.19	25.49	10.98
2018	£M	2.829	3.580	4.400	4.611	6.508	7.214	8.675	9.623	5.263	5.450	3.337	2.868	64.36	-2.7%	10.81	18.33	23.56	11.65
2019	£M	2.819	3.500	4.326	4.539	6.464	7.046	8.507	9.463	5.272	5.292	3.299	2.832	63.36	-1.6%	10.64	18.05	23.24	11.42
2020	£M	3.008	2.949	3.040	0.015	0.026	0.086	0.743	4.688	3.213	2.074	1.085	1.086	22.01	-65.3%	8.997	0.128	8.644	4.245
ECONOMIC IMPACT - INDEXED TO 2020														SERVICED ACCOMMODATION					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total					
Serviced	£M	70.90	62.34	69.01	65.41	64.16	60.73	64.28	64.56	66.16	64.36	63.36	22.01						
All Visitor Types	£M	230.91	224.94	223.32	222.11	217.05	215.64	221.02	229.32	233.70	231.81	238.65	101.26						
Share of Total	%	30.7%	27.7%	30.9%	29.4%	29.6%	28.2%	29.1%	28.2%	28.3%	27.8%	26.5%	21.7%						
Annual Change in Share	%		-9.7%	11.5%	-4.7%	0.4%	-4.7%	3.3%	-3.2%	0.6%	-1.9%	-4.4%	-18.1%						
Change in Share from 2009	%		-9.7%	0.6%	-4.1%	-3.7%	-8.3%	-5.3%	-8.3%	-7.8%	-9.6%	-13.5%	-29.2%						
Avg Ann. Change in Share	%		-9.7%	0.3%	-1.4%	-0.9%	-1.7%	-0.9%	-1.2%	-1.0%	-1.1%	-1.4%	-2.7%						





STEAM DRAFT TREND REPORT FOR 2009-2020 SCOTTISH BORDERS COUNCIL											2009 to 2020 2020 Prices			SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020	-3.6%	-14.1%	-30.7%	-99.9%	-99.9%	-99.7%	-81.7%	-16.3%	-17.4%	-30.9%	-74.8%	-75.8%	-53.6%	Annual Change	-16.1%	-99.8%	-39.5%	-62.1%	
% Change 2019 to 2020	-10.7%	-15.0%	-35.4%	-99.9%	-99.9%	-99.7%	-81.6%	-15.3%	-10.5%	-27.5%	-76.9%	-76.0%	-53.4%		-20.8%	-99.8%	-38.1%	-62.3%	
Average Annual Change	-0.3%	-1.3%	-2.8%	-9.1%	-9.1%	-9.1%	-7.4%	-1.5%	-1.6%	-2.8%	-6.8%	-6.9%	-4.9%		-1.5%	-9.1%	-3.6%	-5.6%	
2009	£M	1.166	0.865	1.124	1.796	1.374	2.015	3.599	4.342	2.289	0.798	0.523	1.323		21.22	3.155	5.185	10.23	2.644
2010	£M	1.078	0.852	1.120	1.915	1.323	2.032	3.470	4.236	2.188	0.788	0.506	1.185	20.69	-2.5%	3.050	5.270	9.893	2.480
2011	£M	1.219	0.820	1.070	1.821	1.309	1.988	3.490	4.268	2.155	0.734	0.523	1.283	20.68	-0.1%	3.108	5.117	9.914	2.539
2012	£M	1.102	0.821	1.067	1.653	1.239	2.013	3.412	4.172	2.339	0.765	0.552	1.310	20.45	-1.1%	2.990	4.905	9.924	2.627
2013	£M	1.063	0.804	1.090	1.663	1.262	1.881	3.489	4.173	2.068	0.726	0.577	1.327	20.12	-1.6%	2.958	4.806	9.730	2.630
2014	£M	1.128	0.836	1.079	1.736	1.271	1.861	3.455	4.182	2.118	0.720	0.584	1.363	20.33	1.0%	3.043	4.868	9.755	2.667
2015	£M	1.186	0.857	1.109	1.652	1.255	1.938	3.465	4.183	2.101	0.759	0.568	1.452	20.53	1.0%	3.153	4.845	9.749	2.780
2016	£M	1.202	0.867	1.184	1.674	1.278	1.942	3.544	4.296	2.169	0.755	0.542	1.359	20.81	1.4%	3.252	4.893	10.01	2.656
2017	£M	1.249	0.886	1.169	1.789	1.346	2.042	3.607	4.336	2.179	0.756	0.571	1.385	21.31	2.4%	3.303	5.177	10.12	2.712
2018	£M	1.281	0.893	1.221	1.766	1.349	2.003	3.582	4.297	2.115	0.762	0.584	1.346	21.20	-0.5%	3.395	5.118	9.993	2.692
2019	£M	1.259	0.874	1.206	1.778	1.345	2.023	3.579	4.292	2.114	0.761	0.569	1.330	21.13	-0.3%	3.340	5.146	9.986	2.660
2020	£M	1.124	0.744	0.779	0.001	0.001	0.006	0.660	3.634	1.891	0.551	0.132	0.320	9.844	-53.4%	2.647	0.009	6.186	1.003
ECONOMIC IMPACT - INDEXED TO 2020														SFR					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total					
SFR	£M	21.22	20.69	20.68	20.45	20.12	20.33	20.53	20.81	21.31	21.20	21.13	9.844						
All Visitor Types	£M	230.91	224.94	223.32	222.11	217.05	215.64	221.02	229.32	233.70	231.81	238.65	101.26						
Share of Total	%	9.2%	9.2%	9.3%	9.2%	9.3%	9.4%	9.3%	9.1%	9.1%	9.1%	8.9%	9.7%						
Annual Change in Share	%		0.1%	0.7%	-0.6%	0.7%	1.7%	-1.5%	-2.3%	0.5%	0.3%	-3.2%	9.8%						
Change in Share from 2009	%		0.1%	0.8%	0.2%	0.9%	2.6%	1.1%	-1.2%	-0.7%	-0.5%	-3.6%	5.8%						
Avg Ann. Change in Share	%		0.1%	0.4%	0.1%	0.2%	0.5%	0.2%	-0.2%	-0.1%	-0.1%	-0.4%	0.5%						

