

## **STEAM DRAFT TREND REPORT FOR 2009-2020**

Draft

## SCOTTISH BORDERS COUNCIL

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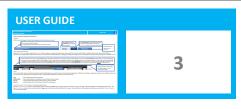
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### STEAM DRAFT TREND REPORT FOR 2009-2020 SCOTTISH BORDERS COUNCIL

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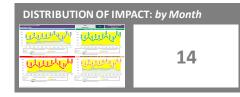


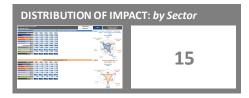




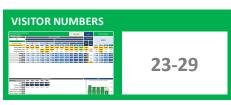
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE

























### **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)

SCOTTISH BORDERS COUNCIL

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.



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:

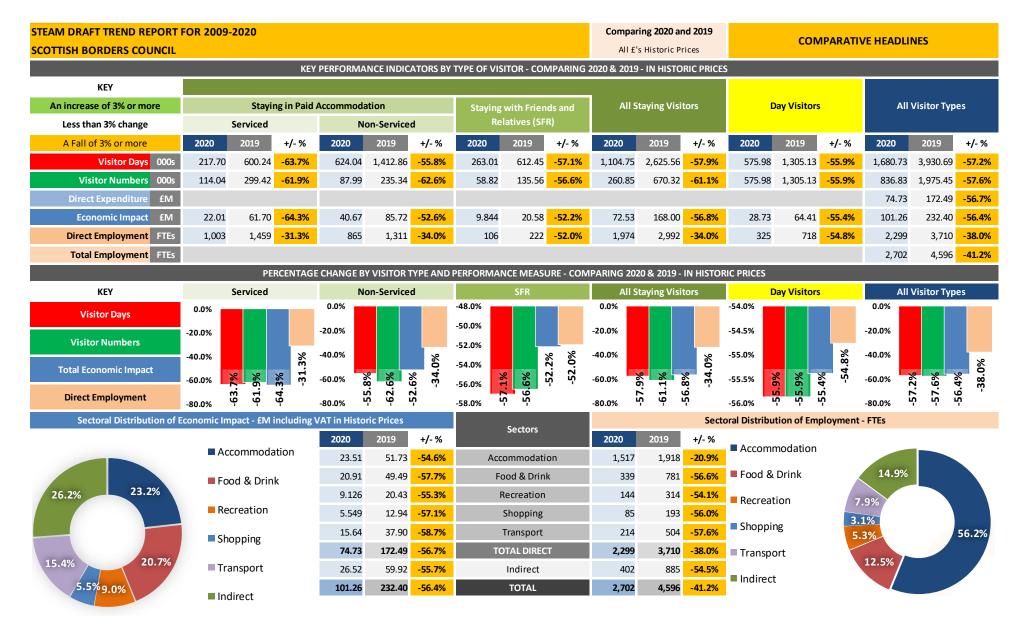
**FTEs** = Full Time Equivalent jobs supported

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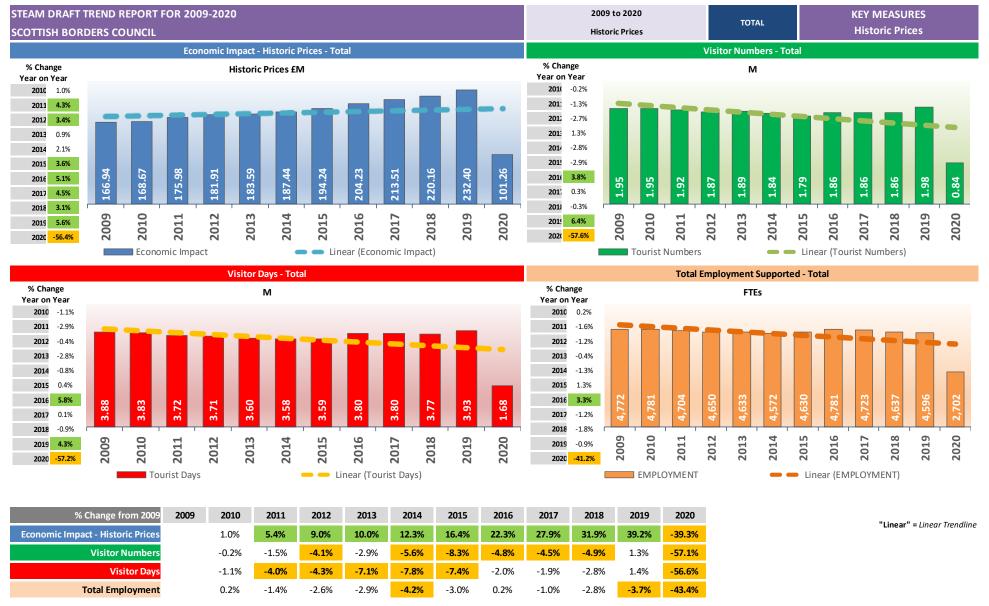
# Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2020

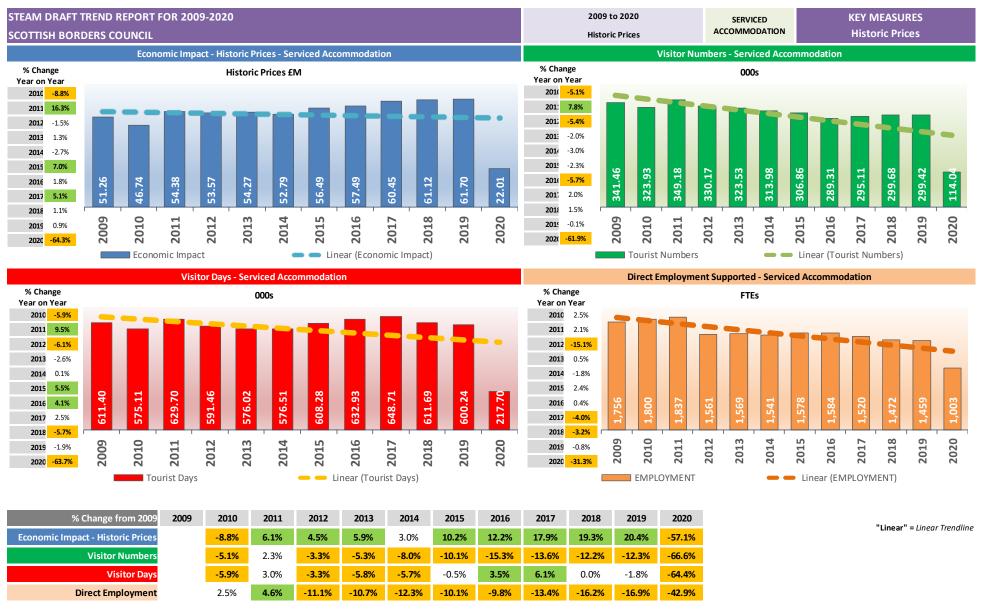
Visitor Types: Total

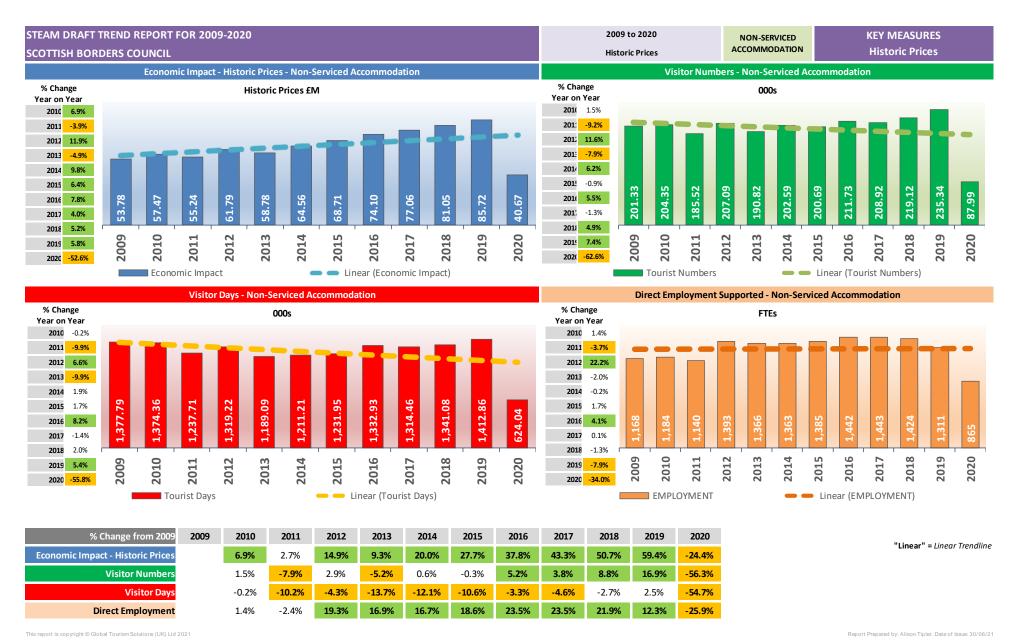
Serviced Accommodation

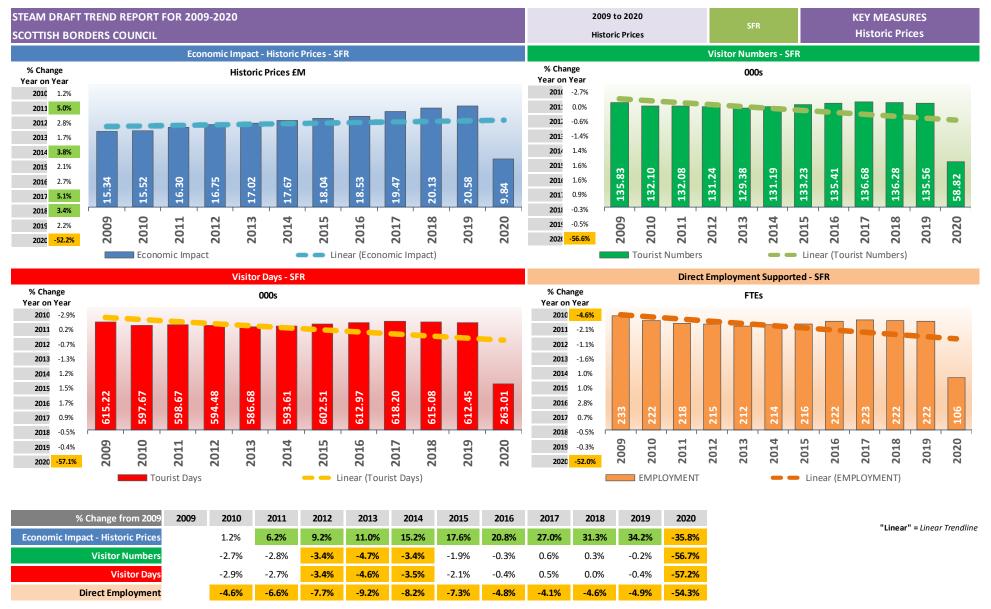
Non-Serviced Accommodation

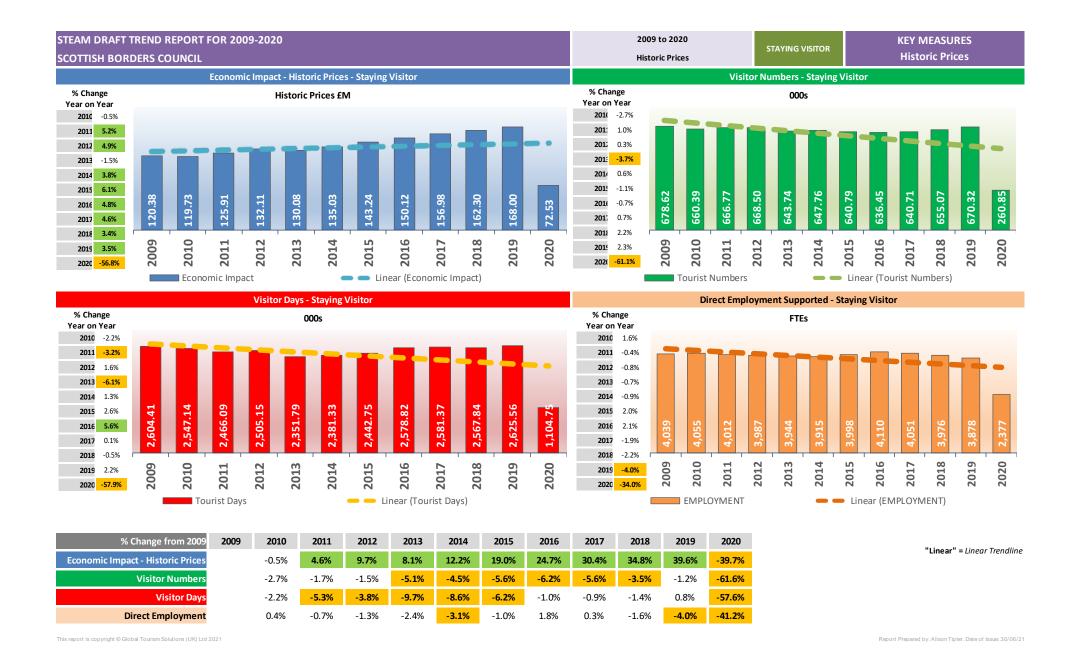
SFR

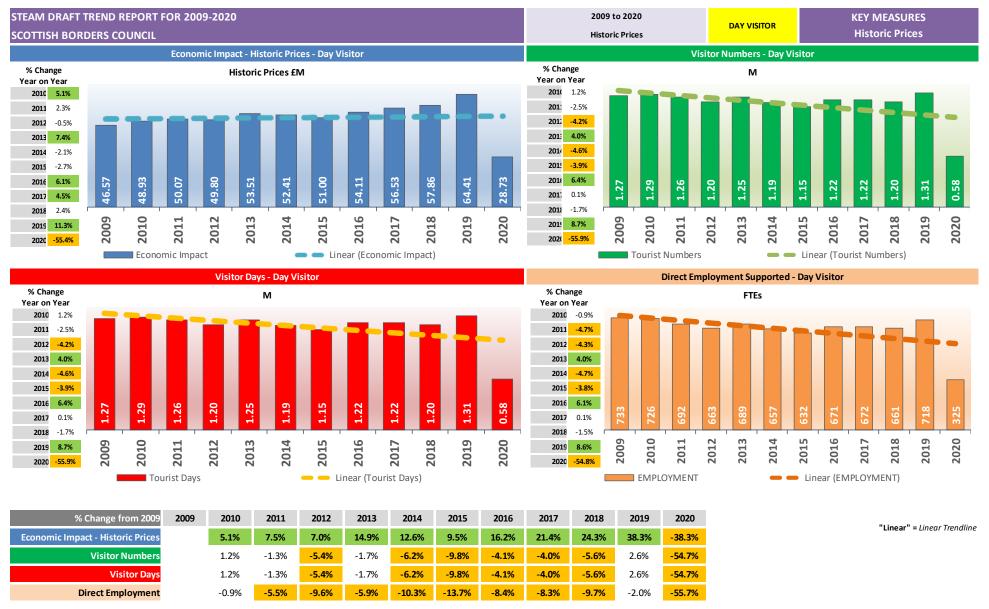












Distributions

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

Visitor Types: Total

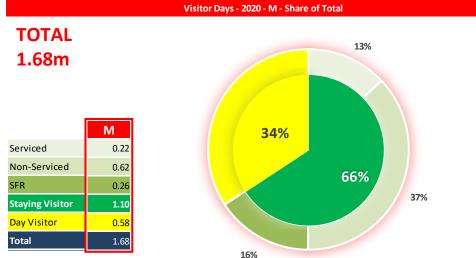
Serviced Accommodation
Non-Serviced Accommodation

SFR

#### STEAM DRAFT TREND REPORT FOR 2009-2020 2020 **DISTRIBUTION BY VISITOR TYPE** TOTAL SCOTTISH BORDERS COUNCIL **Historic Prices** Visitor Numbers - 2020 - M - Share of Total Economic Impact - Historic Prices - £M - Share of Total **TOTAL TOTAL** 0.84m £101.26m 22% 28% M £M Serviced 0.11 Serviced 22.01



**TOTAL** 



10%

Non-Serviced

**Staying Visitor** 

Day Visitor

SFR

Total

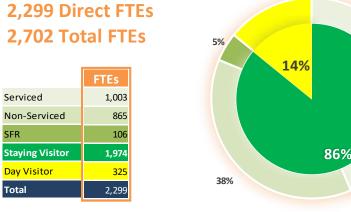
40.67

9.84

72.53

28.73

101.26

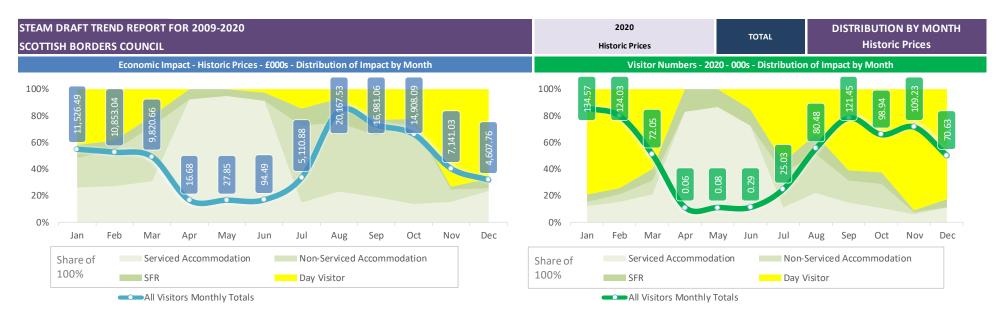


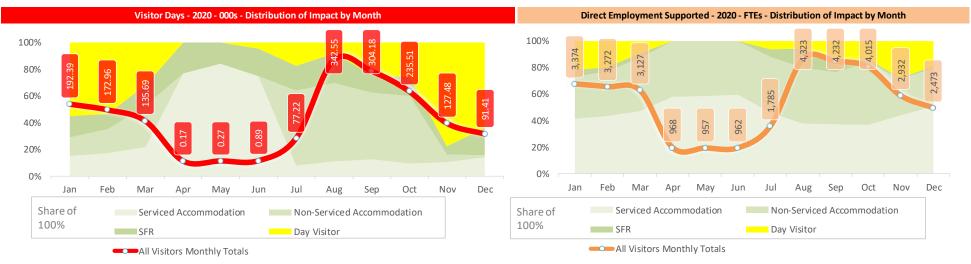
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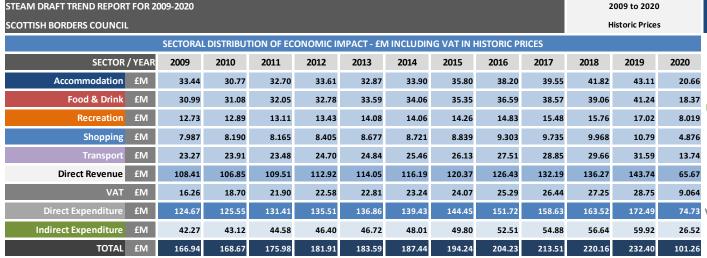
43%

**Historic Prices** 

14%







			Histor	ric Prices
	2020	SECTO	RAL DISTRIBUTIO	N OF ECONOMIC
020		IMPAC1	T- £M INCLUDING	VAT IN HISTORIC
20.66			PRICES Accommodation	
18.37	Indirect Exp	ondituro	(20.4%)	
8.019	(26.2		20.658	Food & Drink
4.876		26.524		(18.1%)
13.74		7	1	8.373
65.67				\ \
9.064			9.064	19
74.73	VAT (9.0%)		4.876	Recreation
26.52			13.741	(7.9%)
L01.26				
	1	Transport (13.6%)	Sho	opping (4.8%)

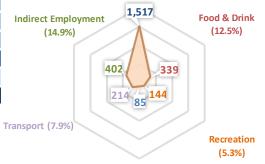
TOTAL

**SECTORAL ANALYSIS** 

			9	SECTORAL I	DISTRIBUTI	ON OF EMP	LOYMENT	- 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



Accommodation (56.2%)



Shopping (3.1%)

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

Visitor Types: Total

Serviced Accommodation
Non-Serviced Accommodation

SFR

STEAM DRAFT TREND REPORT F	OR 2009	-2020									:009 to 2020 listoric Price:		то	TAL	E	CONOMI Historic					
ECONOMIC IMPACT BY:					N	MONTH AN	D QUARTE	₹													
KEY						TO	TAL .						CALEND	AR YEAR							
An increase of 3% or more			ECC	DNOMIC IN	IPACT £M	- IN HISTOF	RIC PRICES ,	PERCENTA	AGE CHANG	GES						QUAI	RTER				
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	ОСТ	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%		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%	Annual Change	-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%	G <sub>B</sub>	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	31.04			
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													3.4%	26.98	53.73	65.34	35.86				
2013 £M	7.796													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			
		2242		OMIC IMPA		_	_	2015	2215	2010	2010			F	TO1		T-+-				
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic I	траст ву т	ear and Sn	are of lota	I			
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	250.00					120.0%			
All Visitor Types £M  Share of Total %	166.94 100.0%	168.67 100.0%	175.98	181.91	183.59	187.44	194.24	204.23	213.51	220.16	232.40 100.0%	101.26 100.0%	200.00				-	100.0%			
Annual Change in Share %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	150.00					80.0%			
•														60.0%							
Change in Share from 2009 %  Avg Ann. Change in Share %													100.00 40.0%								
Avg Allii. Clidlige III Stidle %													50.00 8 01 11 72 8 17 17 18 18 17 10 20 20 20 20 20 20 20 20 20 20 20 20 20								
													0.00	2 2 2	2 2 2	2 2 2	2 2 2	0.0%			
														Tota	l£M	<b></b> • Sh	are of Total				

STEAM DRAFT TREND REPORT F	OR 2009	-2020									009 to 2020			/ICED IODATION	Ε	CONOMI Historic				
ECONOMIC IMPACT BY:						/ONTH AN	D QUARTE	R												
KEY							OMMODAT						CALEND	AR YEAR						
An increase of 3% or more			ECC	NOMIC IM	IPACT £M	- IN HISTOR	RIC PRICES	/ PERCENTA	GE CHANG	iES						QUAI	RTER			
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4		
% 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%		-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%	Annual Change	-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%	Ann Cha	-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		
<b>2010</b> £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		
<b>2011</b> £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		
<b>2012</b> £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	10.38				
<b>2013</b> £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	9.768				
<b>2014</b> £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	20.14	8.762			
<b>2015</b> £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		
				OMIC IMPA											VICED ACCO					
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£Μ	Economic I	mpact by Y	ear and Sh	are of Tota	al		
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	70.00					35.0%		
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	60.00	1				30.0%		
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%	50.00					25.0%		
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%	40.00					20.0%		
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%	30.00			15.0% 10.0%				
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%	20.00	8 9 5						
														2 2 2	2 2 2 2 2 2 2 2 2 2 0 0 0 0 0 0 0 0 0 0					
	10.00 60 7 10 10 10 10 10 10 10 10 10 10 10 10 10											hare of Tota								

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ECONOMIC IMPACT BY:					1	MONTH AN	D QUARTE	R															
KEY					NON-S	ERVICED A	ССОММО	ATION					CALEND	AR YEAR									
An increase of 3% or more			ECC	NOMIC IM	IPACT £M	- IN HISTOF	RIC PRICES ,	/ PERCENTA	AGE CHANG	ES						QUAI	RTER						
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	ОСТ	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%		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%	Annual Change	-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%	Anr	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					
<b>2010</b> £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					
<b>2011</b> £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	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								
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					
	_		ECONC	MIC IMPA	CT - IN HIS	TORIC PRIC	ES	_	_	_	_				ERVICED AC								
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£Μ	Economic I	mpact by Ye	ear and Sh	are of Tota	al					
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	100.00					50.0%					
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	80.00			_		40.0%					
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%	60.00			Ш		30.0%					
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%	40.00			ш	Шп	20.0%					
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%	20.00	g 0 H	12 13 14 15 19 17 18 18 18 19 10.0°								
													0.05	20 20 20	2 2 2	20 20 20	202	0.00/					
													20.00										

STEAM DRAFT TREND REPORT F SCOTTISH BORDERS COUNCIL	OR 2009	-2020									2009 to 2020 listoric Price		SI	FR	Е	CONOMI Historic	C IMPACT Prices	Г			
ECONOMIC IMPACT BY:					N	лоnth an	D QUARTE	R					CALEND	AR YEAR							
KEY						SF	R						CALEND	AK TEAK		QUA	DTED				
An increase of 3% or more			ECC	NOMIC IM	PACT £M	- IN HISTOF	RIC PRICES	/ PERCENTA	GE CHANG	iES						QUA	NIEK				
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4			
% 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%	_	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%	Annual Change	-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%	ą g	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 4.017	7.813 8.128	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	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	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 2019 £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 2020 £M	1.226 1.124	0.851	1.175 0.779	0.001	1.309 0.001	1.970 0.006	3.486 0.660	4.180 3.634	2.059 1.891	0.741	0.554 0.132	1.295 0.320	20.58 9.844	2.2% - <b>52.2</b> %	3.252 2.647	5.012 0.009	9.724 6.186	2.590 1.003			
2020 £IVI	1.124	0.744		MIC IMPA				3.034	1.891	0.551	0.132	0.320	9.844	-32.2%	2.647 SF		6.186	1.003			
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		Fconomic I	mpact by Y		are of Tota	al			
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	<b>£M</b> 25.00								
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	25.00					12.0%			
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%	20.00			27		10.0%			
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%	15.00					8.0%			
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%	10.00					6.0%			
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%	10.00					4.0%			
_													5.00	010	2012 2013 2014	2015 2016 2017	2018	2.0%			
													0.00	7 7 7	0.0						
														SFR	£M	<b>-</b> • Sh	are of Total	%			

STEAM DRAFT TREND REPORT F SCOTTISH BORDERS COUNCIL	OR 2009	-2020									2009 to 2020 Historic Price		STAYING	VISITOR	E	CONOMI Historic		Г				
ECONOMIC IMPACT BY:					N	/ONTH AN	D QUARTE	R					CALEND	AR YEAR								
KEY						STAYING	VISITOR						CALEIND	AR ILAR		QUAI	DTED					
An increase of 3% or more			ECC	NOMIC IM	PACT £M	- IN HISTOF	RIC PRICES	/ PERCENTA	GE CHANG	iES						QUAI	VILIV					
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4				
% Change 2009 to 2020	39.6%	16.0%	5.4%	-99.9%	-99.8%	-99.3%	-70.8%	7.7%	12.4%	6.2%	-61.8%	-70.6%	-39.7%		17.9%	-99.6%	-17.8%	-28.6%				
% Change 2019 to 2020	-6.2%	-13.5%	-32.9%	-99.9%	-99.8%	-99.5%	-80.3%	-25.1%	-5.8%	-18.6%	-77.5%	-77.5%	-56.8%	Annual Change	-20.1%	-99.7%	-40.9%	-48.9%				
Average Annual Change	3.6%	1.5%	0.5%	-9.1%	-9.1%	-9.0%	-6.4%	0.7%	1.1%	0.6%	-5.6%	-6.4%	-3.6%	Ğ Ğ	1.6%	-9.1%	-1.6%	-2.6%				
2009 £M	4.792	5.730	7.451	11.46	13.07	12.79	15.00	17.38	11.61	10.96	4.985	5.145	120.38		17.97	37.33	43.99	21.09				
2010 £M	4.000	5.385	7.497	12.04	12.78	14.05	14.97	16.95	11.71	12.17	4.602	3.565	119.73	-0.5%	16.88	38.88	43.64	20.34				
2011 £M	5.789	5.238	7.060	12.79	13.15	14.48	15.95	18.34	12.21	10.85	5.277	4.779	125.91	5.2%	18.09	40.42	46.50	20.91				
2012 £M	4.624	5.758	7.810	10.78	11.60	15.83	16.50	20.39	14.15	11.95	6.720	5.988	132.11	4.9%	18.19	38.21	51.04	24.66				
2013 £M	4.387	5.453	8.490	11.61	12.84	13.17	17.74	19.58	12.15	11.45	7.079	6.125	130.08	-1.5%	18.33	37.62	49.47	24.66				
2014 £M	4.949	5.857	8.170	13.02	13.11	13.10	18.75	20.91	12.70	10.90	7.138	6.419	135.03	3.8%	18.98	39.23	52.36	24.46				
2015 £M	5.526	6.255	8.457	11.13	13.23	15.41	19.42	21.74	12.62	13.78	7.558	8.121	143.24	6.1%	20.24	39.77	53.78	29.45				
2016 £M	5.666	6.601	10.04	12.06	14.51	15.26	20.52	23.68	14.87	13.69	6.642	6.579	150.12	4.8%	22.31	41.83	59.07	26.91				
2017 £M	6.004	6.548	9.616	14.03	15.93	17.80	21.65	24.00	14.09	13.46	7.219	6.632	156.98	4.6%	22.17	47.75	59.75	27.31				
2018 £M	6.825	7.333	11.11	14.31	16.81	17.65	21.40	24.09	13.60	14.23	8.333	6.594	162.30	3.4%	25.27	48.77	59.10	29.16				
2019 £M	7.131	7.678	11.70	14.96	17.18	18.73	22.30	25.00	13.85	14.30	8.443	6.735	168.00	3.5%	26.51	50.87	61.15	29.47				
2020 £M	6.688	6.644	7.851	0.017	0.028	0.092	4.386	18.72	13.04	11.64	1.903	1.514	72.53	-56.8%	21.18	0.137	36.15	15.06				
				MIC IMPA	_		_	_			_				STAYING							
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic I	mpact by Y	ear and Sh	are of Tota	al				
Staying Visitor £M	120.38	119.73	125.91	132.11	130.08	135.03	143.24	150.12	156.98	162.30	168.00	72.53	200.00					80.0%				
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	150.00			_ =		60.0%				
Share of Total %	72.1%	71.0%	71.5%	72.6%	70.9%	72.0%	73.7%	73.5%	73.5%	73.7%	72.3%	71.6%	130.00					60.0%				
Annual Change in Share %		-1.6%	0.8%	1.5%	-2.4%	1.7%	2.4%	-0.3%	0.0%	0.3%	-1.9%	-0.9%	100.00									
Change in Share from 2009 %		-1.6%	-0.8%	0.7%	-1.7%	-0.1%	2.3%	1.9%	2.0%	2.2%	0.3%	-0.7%										
Avg Ann. Change in Share %		-1.6%	-0.4%	0.2%	-0.4%	0.0%	0.4%	0.3%	0.2%	0.2%	0.0%	-0.1%	50.00	2010	2012 2013 2014							
													0.00	Staving	Visitor £M		Share of To	0.0% otal %				
This are not in any mint @ Olah at Taurium Calutinas (UIO Lad O	004													,	Pone.	at Dana and hou Al						

STEAM DRAFT TREND REPORT F	OR 2009	-2020									2009 to 2020 Distoric Price		DAY V	ISITOR	E	CONOMI Historic		Ī					
ECONOMIC IMPACT BY:					N	MONTH AN	D QUARTE	R															
KEY						DAY VI	ISITOR						CALEND	AR YEAR		01141	OTED.						
An increase of 3% or more			ECC	NOMIC IN	IPACT £M	- IN HISTOF	RIC PRICES	/ PERCENT <i>A</i>	GE CHANG	iES						QUAI	KIEK						
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4					
% Change 2009 to 2020	70.5%	77.1%	-21.5%	-100.0%	-100.0%	-99.9%	-83.8%	-69.4%	-22.3%	-32.6%	86.8%	16.3%	-38.3%		42.6%	-100.0%	-57.2%	12.5%					
% Change 2019 to 2020	15.8%	11.4%	-51.9%	-100.0%	-100.0%	-100.0%	-87.2%	-76.9%	-39.3%	-47.5%	12.3%	-22.4%	-55.4%	Annual Change	-8.6%	-100.0%	-66.8%	-22.1%					
Average Annual Change	6.4%	7.0%	-2.0%	-9.1%	-9.1%	-9.1%	-7.6%	-6.3%	-2.0%	-3.0%	7.9%	1.5%	-3.5%	Ğ Ä	3.9%	-9.1%	-5.2%	1.1%					
2009 £M	2.839	2.377	2.509	5.495	5.299	3.454	4.488	4.723	5.069	4.847	2.805	2.660	46.57		7.725	14.25	14.28	10.31					
2010 £M	2.806	2.402	2.541	6.042	5.383	3.833	4.702	5.097	5.425	5.035	2.894	2.773	48.93	5.1%	7.749	15.26	15.22	10.70					
2011 £M	3.355	2.414	2.697	6.517	5.477	3.805	4.679	4.730	5.098	4.896	3.074	3.328	50.07	2.3%	8.466	15.80	14.51	11.30					
2012 £M	3.328	2.540	2.919	6.005	5.635	3.876	4.525	4.636	5.136	4.445	3.312	3.445	49.80	-0.5%		8.788 15.52 14.30 9.776 15.46 17.12							
2013 £M	3.408	2.906	3.462	5.651	5.754	4.052	5.426	5.328	6.366	4.317	3.291	3.551	53.51	7.4%									
2014 £M	3.678	2.750	3.357	6.291	5.451	3.855	5.535	4.762	5.623	4.228	3.262	3.622	52.41	-2.1%	9.785	15.60	15.92	11.11					
2015 £M	3.259	2.760	3.062	6.069	5.267	3.727	4.971	5.080	5.526	4.715	3.372	3.193	51.00	-2.7%	9.081	15.06	15.58	11.28					
2016 £M	3.434	3.399	4.040	5.671	5.368	3.920	5.193	5.200	5.918	4.600	3.569	3.793	54.11	6.1%	10.87	14.96	16.31	11.96					
2017 £M	3.823	3.442	3.664	7.154	5.761	3.911	5.150	5.347	5.820	4.548	3.841	4.069	56.53	4.5%	10.93	16.83	16.32	12.46					
2018 £M 2019 £M	3.723	3.365	3.636	7.054	5.706	3.879	5.088 5.643	5.760 6.256	6.264	4.890 6.230	4.130 4.666	4.366 3.988	57.86 64.41	2.4% <b>11.3%</b>	10.72	16.64	17.11	13.39					
2019 £M 2020 £M	4.178 4.839	3.777 4.209	4.100 1.970	8.684	5.963	4.439 0.002	0.725	1.445	6.482 3.936	3.269	5.238	3.988	28.73	-55.4%	12.05 11.02	19.09	18.38 6.106	14.88					
2020 EW	4.639	4.209		MIC IMPA	CT - IN HIS	TORIC PRIC		1.445	3.330	3.209	3.236	3.034	20./3	-33.4%	DAY VI		0.100	11.60					
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		Economic I			are of Tota	al					
Day Visitor £M	46.57	48.93	50.07	49.80	53.51	52.41	51.00	54.11	56.53	57.86	64.41	28.73	<b>£M</b> 70.00		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			35.0%					
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	60.00					30.0%					
Share of Total %	27.9%	29.0%	28.5%	27.4%	29.1%	28.0%	26.3%	26.5%	26.5%	26.3%	27.7%	28.4%	50.00			-		25.0%					
Annual Change in Share %		4.0%	-1.9%	-3.8%	6.5%	-4.1%	-6.1%	0.9%	-0.1%	-0.7%	5.4%	2.4%	40.00					20.0%					
Change in Share from 2009 %		4.0%	2.0%	-1.8%	4.5%	0.3%	-5.9%	-5.0%	-5.1%	-5.8%	-0.6%	1.7%	30.00					15.0%					
Avg Ann. Change in Share %		4.0%	1.0%	-0.6%	1.1%	0.1%	-1.0%	-0.7%	-0.6%	-0.6%	-0.1%	0.2%	20.00			10.0							
													10.00	2009	2012	2013 2013 2014 2015 2016 2017 2019 2020 2020 2020							
													0.00	David.				0.0%					
														Day Vi	SILUI EIVI		Share of Tot	d1 70					

**Visitor Numbers** 

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

Visitor Types: Total

Serviced Accommodation
Non-Serviced Accommodation

SFR

STEAM DRAFT TREND REPORT I	FOR 2009	-2020								2	2009 to 2020	)	то	TAL	,	/ISITOR N	IUMBERS							
VISITOR NUMBERS BY:						MONTH AN	D QUARTEI	R			-													
KEY						TO <sup>-</sup>	•						CALEND	AR YEAR										
An increase of 3% or more				VISITO	R NUMBER:	S IN MILLIC	NS / PERCE	NTAGE CH	ANGES							QUA	RTER							
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4						
% Change 2009 to 2020	18.8%	20.3%	-37.8%	-100.0%	-100.0%	-99.8%	-86.9%	-61.8%	-41.6%	-49.2%	1.2%	-35.3%	-57.1%		-0.5%	-99.9%	-62.7%	-32.3%						
% Change 2019 to 2020	8.0%	3.1%	-47.5%	-100.0%	-100.0%	-99.8%	-86.3%	-59.7%	-34.2%	-45.8%	-14.8%	-39.4%	-57.6%	Annual Change	-13.5%	-99.9%	-60.0%	-34.7%						
Average Annual Change	1.7%	1.8%	-3.4%	-9.1%	-9.1%	-9.1%	-7.9%	-5.6%	-3.8%	-4.5%	0.1%	-3.2%	-5.2%	Ann	0.0%	-9.1%	-5.7%	-2.9%						
2009 M	0.113	0.103	0.116	0.216	0.218	0.164	0.191	0.211	0.208	0.195	0.108	0.109	1.951		0.332	0.598	0.609	0.412						
2010 M	0.104	0.100	0.113	0.229	0.211	0.177	0.190	0.211	0.210	0.195	0.106	0.103	1.948	-0.2%	0.317	0.616	0.611	0.404						
2011 M	0.124	0.097	0.112	0.233	0.208	0.169	0.187	0.197	0.194	0.176	0.109	0.117	1.923	-1.3%	0.332	0.610	0.578	0.402						
<b>2012</b> M	0.113	0.098	0.118	0.206	0.198	0.168	0.177	0.194	0.199	0.167	0.112	0.122	1.872	-2.7%										
<b>2013</b> M	0.112	0.103	0.133	0.192	0.201	0.162	0.196	0.202	0.210	0.155	0.108	0.120	1.895	1.3%	6 0.348 0.555 0.608									
2014 M	0.121	0.101	0.126	0.207	0.194	0.154	0.187	0.188	0.187	0.146	0.109	0.123	1.842	-2.8%										
2015 M	0.113	0.102	0.116	0.190	0.190	0.156	0.174	0.184	0.177	0.159	0.111	0.115	1.788	-2.9%	0.332	0.536	0.535	0.385						
2016 M	0.115	0.119	0.145	0.183	0.186	0.153	0.184	0.191	0.184	0.159	0.114	0.124	1.857	3.8%	0.378	0.522	0.559	0.398						
2017 M	0.122	0.117	0.129	0.216	0.191	0.151	0.180	0.187	0.173	0.152	0.119	0.126	1.863	0.3%	0.368	0.558	0.539	0.397						
2018 M	0.117	0.112	0.128	0.208	0.192	0.149	0.177	0.192	0.179	0.152	0.121	0.128	1.856	-0.3%	0.358	0.549	0.548	0.401						
2019 M	0.125	0.120	0.137	0.244	0.191	0.164	0.183	0.200	0.185	0.183	0.128	0.117	1.975	6.4%	0.382	0.599	0.567	0.427						
2020 M	0.135	0.124	0.072	0.000	0.000	0.000	0.025	0.080	0.121	0.099	0.109	0.071	0.837	-57.6%	0.331	0.000	0.227	0.279						
	_		_	VISITO	R NUMBEI	RS	_	_	_	_	_				тот	AL								
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	М	Visitor N	o.s by Year	and Share	of Total							
Total M	1.951	1.948	1.923	1.872	1.895	1.842	1.788	1.857	1.863	1.856	1.975	0.837	2.50					120.0%						
All Visitor Types 000s	1,951.02	1,947.87	1,922.65	1,871.56	1,894.98	1,841.62	,	1,856.86	1,862.69	1,856.20	1,975.45	836.83	2.00					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%	4.50	ш				80.0%						
Annual Change in Share %													1.50			80								
Change in Share from 2009 %													1.00		40									
Avg Ann. Change in Share %													0.50	8 2 5										
													0.00	20 20 20	20. 20 20 20 20 20 20 20 20 20 20 20 20 20									
													0.00	Tota	IM	Sh	are of Total							
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STEAM DRAFT TREND REPORT F	OR 2009	-2020								2	2009 to 2020	)	SERV	/ICED	,	VISITOR N	UMBERS							
VISITOR NUMBERS BY:					N	ЛONTH AN	D QUARTE	₹																
KEY					SER	/ICED ACCO	MMODAT	ION					CALEND	AR YEAR										
An increase of 3% or more				VISITOR	NUMBERS	IN THOUSA	NDS / PERG	CENTAGE C	HANGES							QUAI	RTER							
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4						
% Change 2009 to 2020	2.9%	-2.9%	-34.6%	-99.8%	-99.8%	-99.4%	-92.5%	-59.7%	-47.7%	-66.8%	-67.5%	-56.5%	-66.6%		-14.0%	-99.7%	-66.6%	-64.4%						
% Change 2019 to 2020	1.3%	-6.7%	-33.6%	-99.8%	-99.8%	-99.4%	-91.4%	-49.5%	-30.2%	-58.9%	-64.2%	-54.3%	-61.9%	Annual Change	-15.0%	-99.6%	-58.6%	-59.3%						
Average Annual Change	0.3%	-0.3%	-3.1%	-9.1%	-9.1%	-9.0%	-8.4%	-5.4%	-4.3%	-6.1%	-6.1%	-5.1%	-6.1%	Anr	-1.3%	-9.1%	-6.1%	-5.9%						
<b>2009</b> 000s	15.7	19.3	23.2	29.4	34.4	33.3	37.0	44.2	34.5	31.6	20.9	17.8	341.5		58.2	97.2	115.7	70.4						
<b>2010</b> 000s	10.8	17.4	22.7	25.2	33.2	36.3	35.8	41.3	35.3	31.4	20.2	14.2	323.9	-5.1%	51.0	94.7	112.3	65.9						
<b>2011</b> 000s	18.2	18.1	21.7	30.3	36.2	37.9	36.6	43.1	38.2	30.3	21.9	16.6	349.2	7.8%	58.0	104.4	117.9	68.8						
<b>2012</b> 000s	12.1	17.4	23.2	21.1	30.7	35.9	37.3	47.2	36.2	29.8	18.8	20.5	330.2	-5.4%	52.7	69.2								
<b>2013</b> 000s	12.9	16.6	24.8	23.8	32.2	34.0	39.3	42.6	34.0	29.3	16.9	17.1	323.5	-2.0%	54.4									
<b>2014</b> 000s	15.4	18.8	23.3	26.8	34.3	31.6	32.1	42.4	27.0	26.3	18.9	17.1	314.0	-3.0%	57.6									
<b>2015</b> 000s	18.3	20.3	20.2	22.2	35.0	35.5	30.6	32.9	24.9	26.5	21.1	19.5	306.9	-2.3%	58.7	92.7	88.4	67.1						
<b>2016</b> 000s	14.2	19.3	22.0	22.0	29.8	28.4	31.9	34.6	23.5	26.5	20.4	16.7	289.3	-5.7%	55.5	80.2	90.1	63.5						
<b>2017</b> 000s	16.5	20.7	21.9	23.1	31.2	30.9	33.0	34.8	20.7	25.0	21.5	15.8	295.1	2.0%	59.1	85.2	88.5	62.3						
<b>2018</b> 000s	15.8	19.8	21.6	21.5	32.0	33.2	32.7	36.7	22.4	26.9	19.3	17.8	299.7	1.5%	57.2	86.7	91.8	64.0						
<b>2019</b> 000s	15.9	20.0	22.8	22.7	30.7	32.3	32.3	35.3	25.8	25.6	19.0	16.9	299.4	-0.1%	58.8	85.7	93.4	61.5						
<b>2020</b> 000s	16.1	18.7	15.2	0.0	0.1	0.2	2.8	17.8	18.0	10.5	6.8	7.7	114.0	-61.9%	50.0	0.3	38.7	25.0						
				VISITO	R NUMBE	RS								SER	VICED ACC	DMMODAT	ON							
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor N	o.s by Yea	and Share	of Total							
Serviced 000s	341.5	323.9	349.2	330.2	323.5	314.0	306.9	289.3	295.1	299.7	299.4	114.0	400.00					20.0%						
All Visitor Types 000s	1,951.0	1,947.9	1,922.6	1,871.6	1,895.0	1,841.6	1,788.2	1,856.9	1,862.7	1,856.2	1,975.4	836.8				-								
Share of Total %	17.5%	16.6%	18.2%	17.6%	17.1%	17.0%	17.2%	15.6%	15.8%	16.1%	15.2%	13.6%	300.00					15.0%						
Annual Change in Share %		-5.0%	9.2%	-2.9%	-3.2%	-0.1%	0.7%	-9.2%	1.7%	1.9%	-6.1%	-10.1%	200.00											
Change in Share from 2009 %		-5.0%	3.8%	0.8%	-2.4%	-2.6%	-2.0%	-11.0%	-9.5%	-7.8%	-13.4%	-22.1%												
Avg Ann. Change in Share %		-5.0%	1.9%	0.3%	-0.6%	-0.5%	-0.3%	-1.6%	-1.2%	-0.9%	-1.3%	-2.0%	100.00	<b>δ</b> Ο Η	7 m 4	<b>6</b> 14 14 15 15 15 15 15 15 15 15 15 15 15 15 15								
														2010	2012 2013 2014	2015 2016 2017	2018	707						
													0.00	Service	ed 000s		Share of Tot	0.0% al %						
This report is congright @ Global Tourism Solutions /UK/ 144	0.01														D.o.o.	art Brongrad by: Ali	oon Tiplor Date o	f loous: 20/06/24						

OR 2009	-2020								2	2009 to 2020		NON-SI	ERVICED	V	ISITOR N	IUMBERS						
				N	лоnth an	D QUARTEI	₹															
				NON-SI	ERVICED A	ссоммор	ATION					CALEND	AR YEAR									
			VISITOR	NUMBERS	IN THOUSA	NDS / PER	CENTAGE CI	HANGES							QUA	RTER						
	Q1			Q2			Q3			Q4		TOTAL	% Change									
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4					
55.6%	56.8%	3.8%	-100.0%	-100.0%	-100.0%	-73.8%	-18.0%	-32.2%	-22.7%	-74.9%	-96.2%	-56.3%		30.5%		-39.8%	-39.9%					
-23.6%	-13.4%	-40.2%	-100.0%	-100.0%	-100.0%	-78.6%	-19.5%	-13.0%	-25.5%	-86.7%	-96.7%	-62.6%	nual nge	-28.2%		-39.6%	-49.3%					
5.1%	5.2%	0.3%	-9.1%	-9.1%	-9.1%	-6.7%	-1.6%	-2.9%	-2.1%	-6.8%	-8.7%	-5.1%	Anr	2.8%		-3.6%	-3.6%					
2.7	4.6	7.1	21.3	26.7	23.8	25.0	28.7	29.3	23.2	5.0	4.0	201.3		14.4	71.8	83.0	32.2					
2.9	5.6	6.5	28.6	24.3	26.6	25.2	27.3	26.6	23.5	4.6	2.6	204.4	1.5%	15.0	79.6	79.1	30.7					
3.0	4.7	6.2	24.6	23.5	22.8	27.3	26.8	22.3	16.6	4.2	3.6	185.5	-9.2%	13.9	70.9	76.4	24.4					
3.1	5.9	7.6	25.8	20.7	26.2	24.8	25.8	32.5	21.8	7.9	4.8	207.1	7.1 11.6% 16.7 72.8 83.1									
2.9	4.6	9.0	22.0	23.8	21.9	24.5	27.0	23.2	17.9	7.8	6.2	190.8	-7.9%									
3.8	5.6	8.6	23.3	25.4	22.9	23.4	28.2	27.4	16.3	9.3	8.4	202.6	6.2%	18.0	71.6	78.9	34.0					
4.8	6.1	10.3	17.7	25.8	24.9	25.8	27.9	23.1	18.9	7.7	7.8	200.7	-0.9%	21.2	68.4	76.8	34.4					
5.6	7.4	11.9	20.1	25.0	23.7	29.2	29.9	22.3	21.1	8.0	7.7	211.7	5.5%	24.9	68.8	81.3	36.7					
5.0	6.6	9.7	23.7	24.8	23.4	29.1	27.7	21.5	21.3	8.8	7.3	208.9	-1.3%	21.3	72.0	78.2	37.5					
6.4	7.2	13.1	25.5	30.7	23.1	32.6	27.2	21.6	16.0	10.6	5.1	219.1	4.9%	26.7	79.3	81.4	31.6					
5.5	8.3	12.3	30.8	28.6	29.1	30.6	29.2	22.8	24.1	9.4	4.6	235.3	7.4%	26.1	88.5	82.7	38.1					
4.2	7.2	7.4				6.5	23.5	19.9	17.9	1.2	0.2	0.88	-62.6%	18.8		49.9	19.3					
			VISITO	R NUMBER	RS								NON-S	ERVICED AC	COMMOD	ATION						
2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor N	lo.s by Year	and Share	of Total						
201.3	204.4	185.5	207.1	190.8	202.6	200.7	211.7	208.9	219.1	235.3	88.0	250.00				_	14.0%					
1,951.0	1,947.9	1,922.6	1,871.6	1,895.0	1,841.6	1,788.2	1,856.9	1,862.7	1,856.2	1,975.4	836.8	200.00					12.0%					
10.3%													TY		ш		10.0%					
												150.00										
	1.7%	-6.5%	7.2%	-2.4%	6.6%	8.8%	10.5%	8.7%	14.4%	15.4%	1.9%	100.00										
	1.7%	-3.2%	2.4%	-0.6%	1.3%	1.5%	1.5%	1.1%	1.6%	1.5%	0.2%	50.00	Ø 0 H	7 E 4	13 13 13 13 13 13 13 13 13 13 13 13 13 1							
													20 20 20	201	20 20 20	201	2.0%					
												0.00	Non-Ser	viced 000s		Share of To	0.0% otal %					
	JAN 55.6% -23.6% 5.1% 2.7 2.9 3.0 3.1 2.9 3.8 4.8 5.6 5.0 6.4 5.5 4.2	JAN FEB  55.6% 56.8%  -23.6% -13.4%  5.1% 5.2%  2.7 4.6  2.9 5.6  3.0 4.7  3.1 5.9  2.9 4.6  3.8 5.6  4.8 6.1  5.6 7.4  5.0 6.6  6.4 7.2  5.5 8.3  4.2 7.2  2009 2010  201.3 204.4  1,951.0 1,947.9  10.3% 10.5%  1.7%  1.7%	Q1  JAN FEB MAR  55.6% 56.8% 3.8%  -23.6% -13.4% -40.2%  5.1% 5.2% 0.3%  2.7 4.6 7.1  2.9 5.6 6.5  3.0 4.7 6.2  3.1 5.9 7.6  2.9 4.6 9.0  3.8 5.6 8.6  4.8 6.1 10.3  5.6 7.4 11.9  5.0 6.6 9.7  6.4 7.2 13.1  5.5 8.3 12.3  4.2 7.2 7.4  2009 2010 2011  201.3 204.4 185.5  1,951.0 1,947.9 1,922.6  10.3% 10.5% 9.6%  1.7% -8.0%  1.7% -8.0%  -6.5%	VISITOR N  Q1  JAN FEB MAR APR  55.6% 56.8% 3.8% -100.0%  -23.6% -13.4% -40.2% -100.0%  5.1% 5.2% 0.3% -9.1%  2.7 4.6 7.1 21.3  2.9 5.6 6.5 28.6  3.0 4.7 6.2 24.6  3.1 5.9 7.6 25.8  2.9 4.6 9.0 22.0  3.8 5.6 8.6 23.3  4.8 6.1 10.3 17.7  5.6 7.4 11.9 20.1  5.0 6.6 9.7 23.7  6.4 7.2 13.1 25.5  5.5 8.3 12.3 30.8  4.2 7.2 7.4  VISITO  2009 2010 2011 2012  201.3 204.4 185.5 207.1  1,951.0 1,947.9 1,922.6 1,871.6  10.3% 10.5% 9.6% 11.1%  1.7% -8.0% 14.7%  1.7% -8.0% 14.7%  1.7% -8.0% 14.7%	NON-SI           NON-SI           VISITOR NUMBERS IN NON-SI           VISITOR NUMBERS IN NON-SI           Q1         Q2           JAN         FEB         MAR         APR         MAY           55.6%         56.8%         3.8%         -100.0%         -100.0%           -23.6%         -13.4%         -40.2%         -100.0%         -100.0%           5.1%         5.2%         0.3%         -9.1%         -9.1%           2.7         4.6         7.1         21.3         26.7           2.9         5.6         6.5         28.6         24.3           3.0         4.7         6.2         24.6         23.5           3.1         5.9         7.6         25.8         20.7           2.9         4.6         9.0         22.0         23.8           3.8         5.6         8.6         23.3         25.4           4.8         6.1         10.3         17.7         25.8           5.0         6.6         9.7         23.7         24.8           6.4         7.2         13.1         25.5         30.7           5.5         8.3	MONTH AN   NON-SERVICED AGE	MONTH AND QUARTER   NON-SERVICED ACCOMMOD	MONTH AND QUARTER   NON-SERVICED ACCOMMODATION   VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES   Q4	NON-SERVICED ACCOMMODATION	Non-service   Non-service	Non-service   Non-service	Non-Service   Non-Service	Non-service   Non-service	Column   C								

STEAM DRAFT TREND REPORT F	OR 2009	-2020								2	2009 to 2020	)	S	FR	,	/ISITOR N	IUMBERS			
VISITOR NUMBERS BY:					ľ	/ONTH AN	D QUARTE	R												
KEY						SF	R						CALEND	AR YEAR						
An increase of 3% or more				VISITOR	NUMBERS	N THOUSA	NDS / PER	CENTAGE C	HANGES							QUA	RTER			
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2020	-4.0%	-14.4%	-30.9%	-99.9%	-99.9%	-99.7%	-81.7%	-16.6%	-17.7%	-31.1%	-74.9%	-75.9%	-56.7%		-17.0%	-99.8%	-36.7%	-61.0%		
% Change 2019 to 2020	-10.7%	-15.0%	-35.4%	-99.9%	-99.9%	-99.7%	-81.5%	-15.3%	-10.5%	-27.5%	-76.9%	-76.0%	-56.6%	Annual Change	-21.2%	-99.8%	-34.5%	-61.1%		
Average Annual Change	-0.4%	-1.3%	-2.8%	-9.1%	-9.1%	-9.1%	-7.4%	-1.5%	-1.6%	-2.8%	-6.8%	-6.9%	-5.2%	Anr	-1.5%	-9.1%	-3.3%	-5.5%		
<b>2009</b> 000s	8.5	6.9	9.2	13.6	10.3	11.9	11.2	14.3	11.3	12.6	8.4	17.5	135.8		24.6	35.9	36.8	38.5		
<b>2010</b> 000s												-2.7%	23.8	36.5	35.5	36.3				
<b>2011</b> 000s	8.9	6.5	8.8	13.8	9.8	11.8	10.8	14.0	10.7	11.6	8.4	17.0	132.1	0.0%	24.2	35.4	35.5	36.9		
<b>2012</b> 000s	8.0	6.6	8.7	12.5	9.3	11.9	10.6	13.7	11.6	12.1	8.8	17.3	131.2	-0.6%	23.3	35.9	38.3			
<b>2013</b> 000s	7.8	6.4	8.9	12.6	9.5	11.1	10.8	13.7	10.2	11.5	9.2	17.5	129.4	-1.4%	23.1	33.2	34.8	38.3		
<b>2014</b> 000s	8.2	6.7	8.8	13.1	9.5	11.0	10.7	13.8	10.5	11.4	9.4	18.0	131.2	1.4%	23.7	33.7	35.0	38.8		
<b>2015</b> 000s	8.7	6.8	9.1	12.5	9.4	11.5	10.7	13.8	10.4	12.0	9.1	19.2	133.2	1.6%	24.6	33.4	34.9	40.3		
<b>2016</b> 000s	8.9	7.0	9.8	12.8	9.7	11.6	11.1	14.3	10.9	12.1	8.8	18.2	135.4	1.6%	25.7	34.2	36.4	39.1		
<b>2017</b> 000s	9.1	7.0	9.5	13.5	10.1	12.0	11.1	14.2	10.8	11.9	9.1	18.3	136.7	0.9%	25.7	35.6	36.1	39.3		
<b>2018</b> 000s	9.3	7.1	10.0	13.3	10.1	11.8	11.1	14.1	10.4	12.0	9.3	17.7	136.3	-0.3%	26.4	35.2	35.6	39.1		
<b>2019</b> 000s	9.2	7.0	9.8	13.4	10.1	11.9	11.1	14.1	10.4	12.0	9.1	17.5	135.6	-0.5%	26.0	35.4	35.6	38.6		
<b>2020</b> 000s	8.2	5.9	6.4	0.0	0.0	0.0	2.0	11.9	9.3	8.7	2.1	4.2	58.8	-56.6%	20.5	0.1	23.3	15.0		
				VISITO	R NUMBER	RS		_			_				SF	R				
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor N	o.s by Year	and Share	of Total			
SFR 000s	135.8	132.1	132.1	131.2	129.4	131.2	133.2	135.4	136.7	136.3	135.6	58.8	150.00		_		_	8.0%		
All Visitor Types 000s	1,951.0	1,947.9	1,922.6	1,871.6	1,895.0	1,841.6	1,788.2	1,856.9	1,862.7	1,856.2	1,975.4	836.8			171					
Share of Total %	7.0%	6.8%	6.9%	7.0%	6.8%	7.1%	7.5%	7.3%	7.3%	7.3%	6.9%	7.0%	100.00					6.0%		
Annual Change in Share %		-2.6%	1.3%	2.1%	-2.6%	4.3%	4.6%	-2.1%	0.6%	0.1%	-6.5%	2.4%				4.0%				
Change in Share from 2009 %		-2.6%	-1.3%	0.7%	-1.9%	2.3%	7.0%	4.7%	5.4%	5.5%	-1.4%	1.0%	50.00							
Avg Ann. Change in Share %		-2.6%	-0.7%	0.2%	-0.5%	0.5%	1.2%	0.7%	0.7%	0.6%	-0.1%	0.1%	30.00	Ø 0 H	7 m 4	2.0%				
													0.00	2010						
													0.00	SFR	000s	sl	nare of Total	0.0% %		
This second is accordate @ Clab of Tourism Calutions (UIC) Lad 0	004														D	et Brongrad h A	ioon Tiplos Detec	of Innuis 20/00/04		

STEAM DRAFT TREND REPORT F SCOTTISH BORDERS COUNCIL	OR 2009	-2020								2	2009 to 2020	)	STAYING	VISITOR	\	/ISITOR N	UMBERS			
VISITOR NUMBERS BY:					N	/ONTH AN	D QUARTEI	R												
KEY						STAYING							CALEND	AR YEAR						
An increase of 3% or more				VISITOR	NUMBERS	N THOUSA	NDS / PERG	CENTAGE CI	HANGES							QUAI	RTER			
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2020	6.0%	3.4%	-26.9%	-99.9%	-99.9%	-99.6%	-84.5%	-38.9%	-37.2%	-45.0%	-70.4%	-69.2%	-61.6%		-8.2%	-99.8%	-52.5%	-57.9%		
% Change 2019 to 2020	-6.8%	-9.9%	-35.8%	-99.9%	-99.9%	-99.7%	-84.6%	-32.2%	-20.1%	-39.8%	-72.9%	-69.0%	-61.1%	ual 1ge	-19.6%	-99.8%	-47.1%	-57.0%		
Average Annual Change	0.5%	0.3%	-2.4%	-9.1%	-9.1%	-9.1%	-7.7%	-3.5%	-3.4%	-4.1%	-6.4%	-6.3%	-5.6%	Annual Change	-0.7%	-9.1%	-4.8%	-5.3%		
<b>2009</b> 000s	26.9	30.8	39.5	64.4	71.5	69.0	73.2	87.2	75.2	67.4	34.3	39.3	678.6		97.2	204.9	235.5	141.1		
<b>2010</b> 000s	21.6	29.8	38.4	68.3	67.5	75.0	71.8	82.5	72.7	67.3	32.9	32.5	660.4	-2.7%	89.8	210.8	227.0	132.8		
<b>2011</b> 000s	30.1	29.3	36.7	68.7	69.6	72.5	74.6	83.9	71.2	58.5	34.5	37.1	666.8	1.0%	96.2	210.7	229.8	130.1		
<b>2012</b> 000s	23.3	29.9	39.5	59.4	60.7	74.1	72.7	86.7	80.2	63.7	35.6	42.7	668.5	0.3%	92.7	194.2	239.7	142.0		
<b>2013</b> 000s	23.6	27.6	42.8	58.4	65.5	67.0	74.6	83.4	67.4	58.7	34.0	40.8	643.7	-3.7%	94.0					
<b>2014</b> 000s	27.5	31.1	40.7	63.3	69.3	65.5	66.2	84.3	64.8	53.9	37.5	43.5	647.8	0.6%	99.4	198.1	215.3	135.0		
<b>2015</b> 000s	31.7	33.2	39.5	52.3	70.3	71.8	67.1	74.6	58.4	57.4	37.9	46.5	640.8	-1.1%	104.5					
<b>2016</b> 000s	28.7	33.8	43.7	54.9	64.5	63.8	72.2	78.8	56.7	59.7	37.1	42.5	636.4	-0.7%	106.2	183.2	207.8	139.4		
<b>2017</b> 000s	30.6	34.4	41.1	60.3	66.1	66.4	73.3	76.6	52.9	58.2	39.4	41.4	640.7	0.7%	106.1	192.8	202.8	139.0		
2018 000s	31.5	34.2	44.6	60.3	72.8	68.2	76.4	78.0	54.4	54.8	39.2	40.6	655.1	2.2%	110.3	201.3	208.8	134.7		
<b>2019</b> 000s	30.6	35.3	45.0	66.9	69.3	73.3	74.0	78.6	59.1	61.6	37.5	39.1	670.3	2.3%	110.9	209.5	211.7	138.2		
<b>2020</b> 000s	28.5	31.8	28.9	0.1	0.1	0.2	11.4	53.3	47.2	37.1	10.2	12.1	260.9	-61.1%	89.2	0.4	111.9	59.4		
				VISITO	R NUMBER	RS									STAYING	VISITOR				
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor N	o.s by Year	and Share	of Total			
Staying Visitor 000s	678.6	660.4	666.8	668.5	643.7	647.8	640.8	636.4	640.7	655.1	670.3	260.9	800.00					40.0%		
All Visitor Types 000s	1,951.0	1,947.9	1,922.6	1,871.6	1,895.0	1,841.6	1,788.2	1,856.9	1,862.7	1,856.2	1,975.4	836.8			125					
Share of Total %	34.8%	33.9%	34.7%	35.7%	34.0%	35.2%	35.8%	34.3%	34.4%	35.3%	33.9%	31.2%	600.00					30.0%		
Annual Change in Share %		-2.5%	2.3%	3.0%	-4.9%	3.5%	1.9%	-4.4%	0.4%	2.6%	-3.8%	-8.1%	400.00					20.0%		
Change in Share from 2009 %		-2.5%	-0.3%	2.7%	-2.3%	1.1%	3.0%	-1.5%	-1.1%	1.5%	-2.4%	-10.4%	400.00					20.070		
Avg Ann. Change in Share %		-2.5%	-0.1%	0.9%	-0.6%	0.2%	0.5%	-0.2%	-0.1%	0.2%	-0.2%	-0.9%	200.00	0 0 -	0 m #	W W	, o	10.0%		
													0.00	200	2012 2013 2014	2010	2018	0.0%		
This report is convright @ Global Tourism Solutions (LIK) Ltd 2:														Staying \	Visitor 000s	rt Prenared by: Ali	Share of To	otal %		

AM DRAFT TREND REPORT FOR 2009-2020 TTISH BORDERS COUNCIL													ISITOR	,	/ISITOR N	IUMBERS				
				N		•	R					CALEND	AR YEAR							
															QUAI	RTER				
			VISITOR	NUMBERS	IN MILLIO	NS / PERCE	NTAGE CH	ANGES												
	Q1			Q2			Q3			Q4		TOTAL	% Change							
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4			
22.8%	27.5%	-43.5%	-100.0%	-100.0%	-100.0%	-88.4%	-78.0%	-44.1%	-51.4%	34.5%	-16.2%	-54.7%	_	2.7%	-100.0%	-69.2%	-19.0%			
12.8%	8.5%	-53.2%	-100.0%	-100.0%	-100.0%	-87.5%	-77.5%	-40.9%	-48.9%	9.3%	-24.4%	-55.9%	nual ange	-11.0%	-100.0%	-67.6%	-24.1%			
2.1%	2.5%	-4.0%	-9.1%	-9.1%	-9.1%	-8.0%	-7.1%	-4.0%	-4.7%	3.1%	-1.5%	-5.0%	ę Ą	0.2%	-9.1%	-6.3%	-1.7%			
0.086	0.072	0.076	0.152	0.146	0.095	0.117	0.124	0.133	0.127	0.074	0.070	1.272		0.235	0.393	0.374	0.271			
0.082	0.070	0.075	0.161	0.143	0.102	0.119	0.129	0.137	0.127	0.073	0.070	1.287	1.2%	0.227	0.405	0.384	0.271			
0.094	0.067	0.075	0.165	0.138	0.096	0.112	0.114	0.122	0.118	0.074	0.080	1.256	-2.5%	0.236	0.399	0.348	0.272			
0.089	0.068	0.078	0.146	0.137	0.094	0.105	0.107	0.119	0.103	0.077	0.080	1.203	-4.2%	0.236	0.377	0.330	0.260			
0.089	0.076	0.090	0.133	0.136	0.095	0.121	0.119	0.142	0.097	0.074	0.080	1.251	4.0%	0.254						
0.093	0.070	0.085	0.144	0.125	0.088	0.120	0.104	0.122	0.092	0.071	0.079	1.194	-4.6%	0.247	0.357	0.346	0.243			
0.082	0.069	0.077	0.138	0.119	0.084	0.107	0.109	0.119	0.102	0.073	0.069	1.147	-3.9%	0.227	0.341	0.335	0.244			
0.086	0.085	0.101	0.129	0.122	0.089	0.112	0.112	0.127	0.099	0.077	0.082	1.220	6.4%	0.272	0.339	0.351	0.258			
0.092	0.083	0.088	0.155	0.125	0.085	0.106	0.110	0.120	0.094	0.079	0.084	1.222	0.1%	0.262	0.366	0.337	0.258			
0.086	0.078	0.084	0.147	0.119	0.081	0.101	0.114	0.124	0.097	0.082	0.087	1.201	-1.7%	0.247	0.348	0.340	0.266			
0.094	0.085	0.092	0.177	0.122	0.091	0.109	0.121	0.125	0.121	0.091	0.077	1.305	8.7%	0.271	0.389	0.356	0.289			
0.106	0.092	0.043			0.000	0.014	0.027	0.074	0.062	0.099	0.059	0.576	-55.9%	0.241	0.000	0.115	0.219			
			VISITO	R NUMBER	RS									DAY V	SITOR					
2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	M	Visitor N	lo.s by Year	and Share	of Total				
1.272	1.287	1.256	1.203	1.251	1.194	1.147	1.220	1.222	1.201	1.305	0.576	1.40				_	80.0%			
1,951.02	1,947.87	1,922.65	1,871.56	1,894.98	1,841.62	1,788.18	1,856.86	1,862.69	1,856.20	1,975.45	836.83	1.20				-	•			
65.2%	66.1%	65.3%	64.3%	66.0%	64.8%	64.2%	65.7%	65.6%	64.7%	66.1%	68.8%	1.00					60.0%			
	1.3%	-1.2%	-1.6%	2.7%	-1.8%	-1.0%	2.4%	-0.2%	-1.4%	2.1%	4.2%	0.80					40.0%			
	1.3%	0.2%	-1.4%	1.2%	-0.6%	-1.6%	0.8%	0.6%	-0.8%	1.3%	5.5%	0.60					10.070			
	1.3%	0.1%	-0.5%	0.3%	-0.1%	-0.3%	0.1%	0.1%	-0.1%	0.1%	0.5%	0.40	0 0 -	~ ~ =	10 10	, a	20.0%			
												0.20	201	201	2010	201	707			
												0.00	Day Vi	isitor M		Share of Tot	0.0% al %			
	JAN 22.8% 12.8% 2.1% 0.086 0.082 0.094 0.089 0.082 0.086 0.092 0.086 0.094 0.106	Q1  JAN FEB  22.8% 27.5%  12.8% 8.5%  2.1% 2.5%  0.086 0.072  0.082 0.070  0.094 0.067  0.089 0.068  0.089 0.076  0.093 0.070  0.082 0.069  0.086 0.085  0.092 0.083  0.094 0.085  0.092 1.287  0.094 0.085  0.106 0.092  2009 2010  1.272 1.287  65.2% 66.1%  1.3%  1.3%	Q1  JAN FEB MAR  22.8% 27.5% -43.5%  12.8% 8.5% -53.2%  2.1% 2.5% -4.0%  0.086 0.072 0.076  0.082 0.070 0.075  0.094 0.067 0.075  0.089 0.068 0.078  0.089 0.076 0.090  0.093 0.070 0.085  0.082 0.069 0.077  0.086 0.085 0.101  0.092 0.083 0.088  0.086 0.078 0.084  0.094 0.085 0.092  0.106 0.092 0.043  2009 2010 2011  1.272 1.287 1.256  1,951.02 1,947.87 1,922.65  65.2% 66.1% 65.3%  1.3% -1.2%  1.3% 0.2%	VISITOR  Q1  JAN FEB MAR APR  22.8% 27.5% -43.5% -100.0%  12.8% 8.5% -53.2% -100.0%  2.1% 2.5% -4.0% -9.1%  0.086 0.072 0.076 0.152  0.082 0.070 0.075 0.161  0.094 0.067 0.075 0.165  0.089 0.068 0.078 0.146  0.089 0.076 0.090 0.133  0.093 0.070 0.085 0.144  0.082 0.069 0.077 0.138  0.086 0.085 0.101 0.129  0.092 0.083 0.088 0.155  0.086 0.085 0.101 0.129  0.092 0.083 0.088 0.155  0.086 0.078 0.084 0.147  0.094 0.085 0.092 0.177  0.106 0.092 0.043  VISITOR  2009 2010 2011 2012  1.272 1.287 1.256 1.203  1,951.02 1,947.87 1,922.65 1,871.56  65.2% 66.1% 65.3% 64.3%  1.3% -1.2% -1.6%  1.3% 0.2% -1.4%	VISITOR NUMBERS           VISITOR NUMBERS           Q1         Q2           JAN         FEB         MAR         APR         MAY           22.8%         27.5%         -43.5%         -100.0%         -100.0%           12.8%         8.5%         -53.2%         -100.0%         -100.0%           2.1%         2.5%         -4.0%         -9.1%         -9.1%           0.086         0.072         0.076         0.152         0.146           0.082         0.070         0.075         0.161         0.143           0.094         0.067         0.075         0.165         0.138           0.089         0.068         0.078         0.146         0.137           0.089         0.076         0.090         0.133         0.136           0.093         0.070         0.085         0.144         0.125           0.082         0.069         0.077         0.138         0.119           0.086         0.085         0.101         0.129         0.122           0.092         0.083         0.084         0.147         0.119           0.094         0.085         0.092         0.177         0.12	MONTH AN   DAY VISITOR NUMBERS IN MILLION	MONTH AND QUARTED   DAY VISITOR   NUMBERS IN MILLIONS   PERCE	MONTH AND QUARTER	MONTH AND QUARTER	MONTH AND QUARTER	MONTH AND QUARTER		CALEND   C	Color   Colo	CALENDRS	Color   Colo	Column   C			

**Visitor Days** 

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

Visitor Types: Total

Serviced Accommodation
Non-Serviced Accommodation

SFR

STEAM DRAFT TREND REPORT F	OR 2009	-2020								2	2009 to 2020	)	TO <sup>-</sup>	TAL		VISITO	R DAYS				
VISITOR DAYS BY:					٦	MONTH AN	D QUARTE	R													
KEY						TO	ΓAL						CALEND	AR YEAR							
An increase of 3% or more				VISIT	OR DAYS II	N MILLIONS	S / PERCEN	TAGE CHAN	GES							QUAI	RTER				
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	ОСТ	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%		-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%	Annual Change	-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%	Cha	-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		0.527	1.192	1.395	0.763			
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	-1.1%	0.504	1.240	1.355	0.735			
<b>2011</b> 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	-2.9%	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	-0.4%	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	-2.8%	0.517						
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	-0.8%	0.521	0.521 1.056 1.276					
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	0.4%	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	5.8%	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	0.1%	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	-0.9%	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	4.3%	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	-57.2%	0.501	0.001	0.724	0.454			
			_	_	TOR DAYS	_		_							TO1						
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	М	Visitor I	Days by Yea	ar and Shar	e of Total				
Total M	3.877	3.835	3.722	3.708	3.603	3.575	3.590		3.803	3.769	3.931	1.681	5.00					120.0%			
All Visitor Types M	3.877	3.835	3.722	3.708	3.603	3.575	3.590		3.803	3.769	3.931	1.681	4.00					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%	2.00	ш	ш			80.0%			
Annual Change in Share %													3.00	ш	ш	ш		60.0%			
Change in Share from 2009 %													2.00	ш	ш	ш	11_	40.0%			
Avg Ann. Change in Share %													1.00	9 5 5	013	015 016 017	018 019 020				
													0.00	2010	2 0 Z	2 0 7 2 0 1	201 201 202	0.0%			
													0.00	Tota	М	Sha	re of Total %				
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STEAM DRAFT TREND REPORT F	OR 2009	-2020								2	:009 to 2020	)	SERV	/ICED		VISITOR	RDAYS					
VISITOR DAYS BY:					N	/ONTH AN	D QUARTE	R														
KEY					SERV	ICED ACCO	MMODAT	ION					CALEND	AR YEAR								
An increase of 3% or more				VISITO	R DAYS IN	THOUSANI	OS / PERCEI	NTAGE CHA	NGES							QUAI	RTER					
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	ОСТ	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%		-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%	Annual Change	-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%	Anr	-1.5%	-9.0%	-5.5%	-5.7%				
<b>2009</b> 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				
<b>2010</b> 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				
<b>2011</b> 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				
<b>2012</b> 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				
<b>2013</b> 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							
<b>2014</b> 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	99.5 159.9 203.5						
<b>2015</b> 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				
<b>2016</b> 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				
<b>2017</b> 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				
<b>2018</b> 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				
<b>2019</b> 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				
<b>2020</b> 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				
				VISI	TOR DAYS									SER\	VICED ACCO	OMMODAT	ION					
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor I	Days by Ye	ar and Shar	e 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					20.0%				
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	600.00			255						
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		ш							
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	111		1						
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	$\mathbf{III}$				20.070				
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	o o ⊣	7 m 4	2 9 7	<b>∞</b> δ C	5.0%				
													100.00	2009 2010 2011	2012 2013 2014	2015 2016 2017	2018					
													0.00	Service	ed 000s	<b>-</b> • s	hare of Tota	0.0% I %				
This are at its associated @ Olahad Tayrina California (NIO IA)	2004														Ren	art Brangrad by: Ali	ionn Tiplos Data a	. I 20/00/04				

STEAM DRAFT TREND REPORT F SCOTTISH BORDERS COUNCIL	OR 2009	-2020								2	009 to 2020	)	NON-SI	ERVICED		VISITO	R DAYS	
VISITOR DAYS BY:					N	/ONTH AN	D QUARTE	₹										
KEY					NON-S	ERVICED AC	ссоммор	ATION					CALEND	AR YEAR		0114	DTED	
An increase of 3% or more				VISITO	R DAYS IN	THOUSANE	OS / PERCEI	NTAGE CHA	NGES							QUA	KIEK	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020	41.5%	-6.6%	-13.2%	-100.0%	-100.0%	-100.0%	-77.0%	- <b>7.2</b> %	-21.6%	-19.4%	-72.8%	-96.0%	-54.7%	_	-0.8%		-33.9%	-37.8%
% Change 2019 to 2020	-23.4%	-18.5%	-40.4%	-100.0%	-100.0%	-100.0%	-77.5%	- <b>5.2</b> %	0.1%	-12.0%	-86.3%	-96.3%	-55.8%	Annual Change	-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%	₽ ÿ	-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
<b>2011</b> 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
<b>2012</b> 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		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		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		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		142.0	488.2	558.7	223.9
2020 000s	26.4	30.4	41.9	VISI	TOR DAYS		43.7	200.7	152.8	119.3	7.7	1.2	624.0		98.7 ERVICED AC		397.2	128.1
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020			Days by Yea			
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	000s	0131001	bayo by ica		c or rotal	
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	1,500.00					40.0%
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%						30.0%
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%	1,000.00		ш	ш	•	
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%			ш			20.0%
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%	500.00				Ш	10.0%
														010 010 011	0113	015 016 017	018	10.0%
													0.00	N N N	N N N	2 2 2	2 2 2	0.0%
This report is copyright @ Global Tourism Solutions (UK) Ltd 2	021													Non-Ser	viced 000s		Share of To	

STEAM DRAFT TREND REPORT F	OR 2009	-2020								7	2009 to 2020	ı	S	FR		VISITOR	R DAYS		
VISITOR DAYS BY:					N	/ONTH AN	D QUARTEI	R					CALEND	AR YEAR					
KEY						SF	R						CALEND	AR TEAR		QUAF	OTED		
An increase of 3% or more				VISITO	R DAYS IN	THOUSANE	OS / PERCEI	NTAGE CHA	ANGES							QUAI	VIEK		
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020	-4.0%	-14.4%	-30.9%	-99.9%	-99.9%	-99.7%	-81.7%	-16.6%	-17.7%	-31.1%	-74.9%	-75.9%	- <b>57.2</b> %		-16.4%	-99.8%	-39.8%	-62.2%	
% Change 2019 to 2020	-10.7%	-15.0%	-35.4%	-99.9%	-99.9%	-99.7%	-81.5%	-15.3%	-10.5%	-27.5%	-76.9%	- <b>76.0</b> %	-57.1%	Annual Change	-20.7%	-99.8%	-38.0%	-62.3%	
Average Annual Change	-0.4%	-1.3%	-2.8%	-9.1%	-9.1%	-9.1%	-7.4%	-1.5%	-1.6%	-2.8%	-6.8%	-6.9%	-5.2%	Anr	-1.5%	-9.1%	-3.6%	-5.7%	
<b>2009</b> 000s	32.1	23.8	31.0	53.5	40.9	60.0	76.5	92.3	48.7	47.2	30.9	78.3	615.2		86.9	154.3	217.5	156.4	
<b>2010</b> 000s	29.7	23.4	30.8	57.0	39.4	60.5	73.7	90.0	46.5	46.6	29.9	70.1	597.7	-2.9%	84.0	156.8	210.3	146.6	
<b>2011</b> 000s	33.6	22.6	29.4	54.2	38.9	59.1	74.2	90.7	45.8	43.4	30.9	75.8	598.7	0.2%	85.6	152.3	210.7	150.1	
<b>2012</b> 000s	30.3	22.6	29.4	49.2	36.9	59.9	72.5	88.7	49.7	45.2	32.6	77.4	594.5	-0.7%	82.3	145.9	210.9	155.3	
<b>2013</b> 000s	29.3	22.1	30.0	49.5	37.6	56.0	74.2	88.7	44.0	42.9	34.1	78.4	586.7	-1.3%	81.4	155.5			
<b>2014</b> 000s	31.1	23.0	29.7	51.6	37.8	55.4	73.4	88.9	45.0	42.6	34.5	80.6	593.6	1.2%	83.8				
<b>2015</b> 000s	32.7	23.6	30.5	49.2	37.3	57.7	73.6	88.9	44.6	44.9	33.6	85.9	602.5	1.5%	86.8	144.2	207.2	164.4	
<b>2016</b> 000s	33.5	24.2	33.0	50.5	38.5	58.5	76.3	92.5	46.7	45.3	32.5	81.4	613.0	1.7%	90.7	147.5	215.5	159.2	
<b>2017</b> 000s	34.2	24.3	32.1	53.0	39.9	60.5	76.4	91.8	46.1	44.6	33.6	81.6	618.2	0.9%	90.6	153.5	214.3	159.8	
<b>2018</b> 000s	35.1	24.5	33.5	52.4	40.0	59.4	75.8	91.0	44.8	44.9	34.4	79.3	615.1	-0.5%	93.1	151.7	211.6	158.6	
<b>2019</b> 000s	34.5	24.0	33.1	52.7	39.9	60.0	75.8	90.9	44.8	44.8	33.5	78.4	612.5	-0.4%	91.6	152.6	211.5	156.7	
<b>2020</b> 000s	30.8	20.4	21.4	0.0	0.0	0.2	14.0	77.0	40.1	32.5	7.8	18.8	263.0	-57.1%	72.6	0.3	131.0	59.1	
				VISI	TOR DAYS										SF	R			
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor I	Days by Yea	ar and Shar	e of Total		
SFR 000s	615.2	597.7	598.7	594.5	586.7	593.6	602.5	613.0	618.2	615.1	612.5	263.0	700.00					20.0%	
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	600.00			255			
Share of Total %	15.9%	15.6%	16.1%	16.0%	16.3%	16.6%	16.8%	16.1%	16.3%	16.3%	15.6%	15.6%	500.00					15.0%	
Annual Change in Share %		-1.8%	3.2%	-0.3%	1.6%	2.0%	1.1%	-3.9%	0.7%	0.4%	-4.5%	0.4%	400.00	$\mathbf{IIII}$	ш			10.0%	
Change in Share from 2009 %		-1.8%	1.4%	1.0%	2.6%	4.6%	5.8%	1.7%	2.4%	2.8%	-1.8%	-1.4%	300.00						
Avg Ann. Change in Share %		-1.8%	0.7%	0.3%	0.7%	0.9%	1.0%	0.2%	0.3%	0.3%	-0.2%	-0.1%	200.00	6 0 <del>1</del>	2 E 4	2 9 7	<b>ω</b> σ ς	5.0%	
													100.00	2009 2010 2011	2012 2013 2014	2015 2016 2017	2018		
										0.00	SFR C	000s	■ • Sha	are of Total	0.0% %				

STEAM DRAFT TREND REPORT F SCOTTISH BORDERS COUNCIL	OR 2009	-2020								2	1009 to 2020	)	STAYING	VISITOR		VISITOR	R DAYS				
VISITOR DAYS BY:					N	/ONTH AN	D QUARTE	R													
KEY						STAYING	VISITOR						CALEND	AR YEAR		01141	.=				
An increase of 3% or more				VISITO	R DAYS IN	THOUSANI	DS / PERCE	NTAGE CHA	NGES							QUAI	KIEK				
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change							
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4			
% Change 2009 to 2020	5.6%	-11.0%	-22.8%	-99.9%	-99.9%	-99.7%	-80.9%	-17.7%	-24.6%	-31.9%	- <b>71.0</b> %	-76.4%	-57.6%		-11.2%	-99.8%	-40.4%	-52.3%			
% Change 2019 to 2020	-10.9%	-15.5%	-36.1%	-99.9%	-99.9%	-99.7%	-81.2%	-16.6%	-10.8%	-26.5%	-77.5%	-76.9%	-57.9%	Annual Change	-23.0%	-99.8%	-37.5%	-53.4%			
Average Annual Change	0.5%	-1.0%	-2.1%	-9.1%	-9.1%	-9.1%	-7.4%	-1.6%	-2.2%	-2.9%	-6.5%	-6.9%	-5.2%	Cha	-1.0%	-9.1%	-3.7%	-4.8%			
<b>2009</b> 000s	81.8	90.7	119.9	241.4	274.5	282.8	333.1	382.9	305.1	255.0	98.0	139.3	2,604.4		292.3	798.7	1,021.1	492.3			
<b>2010</b> 000s	70.4	86.3	120.4	276.1	257.7	301.1	317.6	369.3	284.2	261.4	92.6	110.0	2,547.1	-2.2%	277.1	834.9	971.1	464.0			
<b>2011</b> 000s	90.7	80.2	108.5	250.2	249.4	284.2	321.8	372.0	267.2	215.1	98.3	128.5	2,466.1	-3.2%	279.4	783.8	961.0	441.9			
<b>2012</b> 000s	73.7	83.7	112.5	203.7	220.5	302.0	309.2	368.0	328.5	238.5	120.9	143.9	2,505.2	1.6%	269.9	726.2	1,005.7	503.3			
<b>2013</b> 000s	69.0	76.4	117.2	206.3	231.6	245.0	322.3	353.9	251.0	211.1	122.5	145.4	2,351.8	-6.1%	262.7						
<b>2014</b> 000s	77.6	82.4	113.3	228.1	233.4	237.2	312.6	353.1	264.4	202.4	124.4	152.4	2,381.3	1.3%	273.3	698.7	930.0	479.2			
<b>2015</b> 000s	86.4	87.8	120.0	199.1	225.9	268.1	316.4	357.7	254.7	234.8	121.1	170.7	2,442.7	2.6%	294.2	693.1	928.8	526.7			
<b>2016</b> 000s	89.3	94.3	140.4	212.7	244.9	274.8	336.4	390.4	288.7	240.5	113.7	152.9	2,578.8	5.6%	324.0	732.4	1,015.5	507.0			
<b>2017</b> 000s	91.5	91.7	129.9	235.8	260.8	293.9	332.7	376.4	270.4	226.6	120.3	151.2	2,581.4	0.1%	313.2	790.5	979.6	498.1			
<b>2018</b> 000s	95.8	93.9	140.5	231.3	266.0	283.0	330.5	371.3	253.1	232.1	127.4	143.0	2,567.8	-0.5%	330.2	780.3	954.9	502.5			
<b>2019</b> 000s	96.9	95.6	144.7	240.9	270.6	298.1	338.0	378.2	257.7	236.4	126.2	142.1	2,625.6	2.2%	337.2	809.7	974.0	504.8			
<b>2020</b> 000s	86.4	80.7	92.5	0.2	0.3	0.9	63.6	315.3	230.0	173.7	28.4	32.9	1,104.8	-57.9%	259.6	1.3	608.9	235.0			
				VISI	TOR DAYS										STAYING	VISITOR					
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor I	Days by Yea	ar and Shar	e of Total				
Staying Visitor 000s	2,604.4	2,547.1	2,466.1	2,505.2	2,351.8	2,381.3	2,442.7	2,578.8	2,581.4	2,567.8	2,625.6	1,104.8	3,000.00					80.0%			
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	2,500.00					60.0%			
Share of Total %	67.2%	66.4%	66.3%	67.6%	65.3%	66.6%	68.0%	67.9%	67.9%	68.1%	66.8%	65.7%	2,000.00								
Annual Change in Share %		-1.1%	-0.3%	2.0%	-3.4%	2.0%	2.2%	-0.2%	0.0%	0.4%	-2.0%	-1.6%	1,500.00				•	40.0%			
Change in Share from 2009 %		-1.1%	-1.4%	0.6%	-2.8%	-0.9%	1.3%	1.0%	1.0%	1.4%	-0.6%	-2.2%					Ш.	10.070			
Avg Ann. Change in Share %		-1.1%	-0.7%	0.2%	-0.7%	-0.2%	0.2%	0.1%	0.1%	0.2%	-0.1%	-0.2%	1,000.00	0 O H	2 m 4	7 9 7	<b>∞</b> δ	20.0%			
													500.00	2009 2010 2011	2012 2013 2014	201	2018	3			
													0.00	Staving \	/isitor 000s		Share of To	0.0% otal %			
This report is convright @ Global Tourism Solutions (HK) Ltd 2	021													, 0		rt Prepared by: Al					

STEAM DRAFT TREND REPORT F	OR 2009	-2020								2	1009 to 2020	)	DAY V	ISITOR		VISITOF	RDAYS			
SCOTTISH BORDERS COUNCIL																				
VISITOR DAYS BY:					Г	MONTH AN		R					CALEND	AR YEAR						
KEY						DAY VI										QUAI	RTER			
An increase of 3% or more				VISIT		N MILLIONS	S / PERCEN	TAGE CHAN	IGES											
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2020	22.8%	27.5%	-43.5%	-100.0%	-100.0%	-100.0%	-88.4%	-78.0%	-44.1%	-51.4%	34.5%	-16.2%	-54.7%	_ a	2.7%	-100.0%	-69.2%	-19.0%		
% Change 2019 to 2020	12.8%	8.5%	-53.2%	-100.0%	-100.0%	-100.0%	-87.5%	-77.5%	-40.9%	-48.9%	9.3%	-24.4%	-55.9%	Annual Change	-11.0%	-100.0%	-67.6%	-24.1%		
Average Annual Change	2.1%	2.5%	-4.0%	-9.1%	-9.1%	-9.1%	-8.0%	-7.1%	-4.0%	-4.7%	3.1%	-1.5%	-5.0%	된 당	0.2%	-9.1%	-6.3%	-1.7%		
2009 M	0.086	0.072	0.076	0.152	0.146	0.095	0.117	0.124	0.133	0.127	0.074	0.070	1.272		0.235	0.393	0.374	0.271		
2010 M	0.082	0.070	0.075	0.161	0.143	0.102	0.119	0.129	0.137	0.127	0.073	0.070	1.287	1.2%	0.227	0.405	0.384	0.271		
2011 M	0.094	0.067	0.075	0.165	0.138	0.096	0.112	0.114	0.122	0.118	0.074	0.080	1.256	-2.5%	0.236	0.399	0.348	0.272		
2012 M	0.089	0.068	0.078	0.146	0.137	0.094	0.105	0.107	0.119	0.103	0.077	0.080	1.203	-4.2%	0.236	0.377	0.330	0.260		
2013 M	0.089	0.076	0.090	0.133	0.136	0.095	0.121	0.119	0.142	0.097	0.074	0.080	1.251	4.0%	0.254	0.364	0.383	0.250		
2014 M	0.093	0.070	0.085	0.144	0.125	0.088	0.120	0.104	0.122	0.092	0.071	0.079	1.194	-4.6%	0.247	0.357	0.346	0.243		
2015 M	0.082	0.069	0.077	0.138	0.119	0.084	0.107	0.109	0.119	0.102	0.073	0.069	1.147	-3.9%	0.227	0.341	0.335	0.244		
2016 M	0.086	0.085	0.101	0.129	0.122	0.089	0.112	0.112	0.127	0.099	0.077	0.082	1.220	6.4%	0.272	0.339	0.351	0.258		
2017 M	0.092	0.083	0.088	0.155	0.125	0.085	0.106	0.110	0.120	0.094	0.079	0.084	1.222	0.1%	0.262	0.366	0.337	0.258		
2018 M	0.086	0.078	0.084	0.147	0.119	0.081	0.101	0.114	0.124	0.097	0.082	0.087	1.201	-1.7%	0.247	0.348	0.340	0.266		
<b>2019</b> M	0.094	0.085	0.092	0.177	0.122	0.091	0.109	0.121	0.125	0.121	0.091	0.077	1.305	8.7%	0.271	0.389	0.356	0.289		
2020 M	0.106	0.092	0.043			0.000	0.014	0.027	0.074	0.062	0.099	0.059	0.576	-55.9%	0.241	0.000	0.115	0.219		
				VISI	TOR DAYS										DAY V	SITOR				
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	М	Visitor I	Days by Ye	ar and Shar	e of Total			
Day Visitor M	1.272	1.287	1.256	1.203	1.251	1.194	1.147	1.220	1.222	1.201	1.305	0.576	1.40					40.0%		
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	1.20			<b>, 4 4</b>				
Share of Total %	32.8%	33.6%	33.7%	32.4%	34.7%	33.4%	32.0%	32.1%	32.1%	31.9%	33.2%	34.3%	1.00	ш	ш					
Annual Change in Share %		2.3%	0.5%	-3.9%	7.0%	-3.8%	-4.3%	0.5%	0.0%	-0.8%	4.2%	3.2%	0.80	ш	ш			20.0%		
Change in Share from 2009 %		2.3%	2.8%	-1.2%	5.8%	1.7%	-2.6%	-2.1%	-2.1%	-2.9%	1.2%	4.4%	0.60	ш			11.	20.070		
Avg Ann. Change in Share %		2.3%	1.4%	-0.4%	1.5%	0.3%	-0.4%	-0.3%	-0.3%	-0.3%	0.1%	0.4%	0.40		2 K 4	2 9 7	8 6 c	10.0%		
													0.20	2009 2010 2011	2012 2013 2014	2015 2016 2017	2018			
													0.00	Day Vis			hare of Tota	0.0%		
														Day VI	SILUI IVI	3	naie di idla	1 /0		

## 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 20	009-2020									20	09 to 202	20	TO:	TAL	T	OTAL EMF	OVMEN	т
SCOTTISH BORDERS COUNCIL										20	09 10 202	.0	.0	IAL		OTAL LIVIP	LOTIVILIA	
EMPLOYMENT BY:					ľ	/ONTH AN	D QUARTEI	₹					CALFND	AR YEAR				
KEY						TO	AL						<b>3</b>			QUAI	RTFR	
An increase of 3% or more			TOTAL EI	MPLOYMEN	NT IN FULL	TIME EQUI	/ALENTS (F	TEs) / PERO	CENTAGE C	HANGES						Qo/		
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	ОСТ	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%		-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%	Annual Change	-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%	Ch <sub>a</sub>	-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		3,686	5,590	5,746	4,065
<b>2010</b> 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	0.2%	3,670	5,702	5,674	4,077
<b>2011</b> 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	-1.6%	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	-1.2%	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	-0.4%	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
<b>2015</b> 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	1.3%	3,682	5,117	5,458	4,262
<b>2016</b> 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	3.3%	3,903	5,203	5,864	4,156
<b>2017</b> 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	-1.2%	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	-1.8%	3,778	5,274	5,411	4,087
<b>2019</b> 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	-0.9%	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
				EMF	PLOYMENT										TO	ΓAL		
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employm	ent (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					120.0%
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					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%	4,000					80.0%
Annual Change in Share %													3,000					60.0%
Change in Share from 2009 %													2,000					40.0%
Avg Ann. Change in Share %															7 E 4	20 9	8 G	
													1,000	20 Z0 Z	201	201	201	20.0%
													0	Total	FTEs		Share of Tota	0.0% al

STEAM DRAFT TREND REPORT FOR 20	009-2020									20	09 to 202	.0	SERV	ICED	D	RECT EM	PLOYMEN	IT
SCOTTISH BORDERS COUNCIL																		
EMPLOYMENT BY:						MA HTMON							CALEND	AR YEAR				
KEY					SER\	/ICED ACCO	MMODAT	ION								QUA	RTER	
An increase of 3% or more			DIRECT E	MPLOYME	NT IN FULL	TIME EQUI	VALENTS (I	FTEs) / PER	CENTAGE C	HANGES						~-		
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	ОСТ	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%		-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%	Annual Change	-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%	Anr	-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	1,685
<b>2011</b> 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
<b>2012</b> 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
<b>2013</b> 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
<b>2015</b> 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
<b>2016</b> 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
				EMP	LOYMENT									SER\	/ICED ACC	OMMODAT	ION	
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employm	ent (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					50.0%
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%	1,500	+ + N				40.0%
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%						30.0%
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%	1,000					20.0%
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%	500					
														010	013	015	2018	10.0%
													0					0.0%
This report is appropriate @ Clobal Tourism College - (1991)	2024													Servic	ed FTEs	art Brongred him Al	Share of To	:al

STEAM DRAFT TREND REPORT FOR 20 SCOTTISH BORDERS COUNCIL	009-2020									20	009 to 202	20	NON-SI	ERVICED	DI	RECT EM	PLOYMEN	IT
EMPLOYMENT BY:	_	_	_	_		AONTH AN	D QUARTEI	2	_	_	_							
KEY	_						CCOMMOD		_		_		CALEND	AR YEAR				
An increase of 3% or more	_	_	DIRECT EI	MPLOVMEN				TEs) / PERC	ENTAGE C	HANGES	_					QUA	RTER	
Less than 3% change	_	Q1	DINECT E	VII 20 1 IVI2.	Q2	TIME EQUI	·//	Q3	JENNIAGE C		Q4		TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	101712	70 Change	Q1	Q2	Q3	Q4
% Change 2009 to 2020	23.9%	9.5%	5.3%	-70.7%	-73.5%	-73.3%	-50.7%	-5.6%	4.7%	11.0%	-11.5%	-19.5%	-25.9%		11.9%	-72.5%	-16.9%	-3.3%
% Change 2019 to 2020	-7.0%	-5.9%	-18.2%	-73.4%	-75.2%	-76.1%	-54.6%	-4.3%	4.8%	1.9%	-35.4%	-29.8%	-34.0%	ual	-11.1%	-74.9%	-18.7%	-18.1%
Average Annual Change	2.2%	0.9%	0.5%	-6.4%	-6.7%	-6.7%	-4.6%	-0.5%	0.4%	1.0%	-1.0%	-1.8%	-2.4%	Annual Change	1.1%	-6.6%	-1.5%	-0.3%
2009 FTEs	724	856	1,016	1,389	1,501	1,460	1,310	1,484	1,277	1,381	808	809	1,168		865	1,450	1,357	1,000
2010 FTEs	743	874	1,040	1,514	1,480	1,555	1,298	1,365	1,256	1,545	804	732	1,184	1.4%	886	1,516	1,306	1,027
2011 FTEs	775	835	971	1,419	1,418	1,485	1,295	1,358	1,203	1,302	824	795	1,140	-3.7%	860	1,441	1,285	973
2012 FTEs	993	1,096	1,213	1,519	1,477	1,816	1,491	1,625	1,579	1,621	1,227	1,063	1,393	22.2%	1,100	1,604	1,565	1,304
2013 FTEs	976	1,041	1,230	1,515	1,589	1,559	1,507	1,567	1,446	1,596	1,239	1,123	1,366	-2.0%	1,082	1,554	1,507	1,319
2014 FTEs	997	1,064	1,215	1,618	1,573	1,513	1,455	1,544	1,452	1,521	1,245	1,153	1,363	-0.2%	1,092	1,568	1,484	1,306
2015 FTEs	1,031	1,095	1,301	1,488	1,578	1,662	1,519	1,592	1,444	1,668	1,121	1,126	1,385	1.7%	1,142	1,576	1,518	1,305
<b>2016</b> FTEs	1,089	1,145	1,403	1,536	1,659	1,705	1,627	1,729	1,454	1,696	1,142	1,120	1,442	4.1%	1,212	1,633	1,603	1,319
2017 FTEs	1,063	1,104	1,317	1,619	1,705	1,771	1,642	1,663	1,448	1,702	1,172	1,111	1,443	0.1%	1,161	1,698	1,584	1,328
2018 FTEs	1,095	1,119	1,392	1,614	1,716	1,677	1,547	1,575	1,399	1,633	1,248	1,069	1,424	-1.3%	1,202	1,669	1,507	1,317
2019 FTEs	965	997	1,307	1,530	1,604	1,630	1,423	1,465	1,275	1,505	1,107	928	1,311	-7.9%	1,090	1,588	1,387	1,180
2020 FTEs	898	937	1,069	407	398	390	645	1,402	1,336	1,534	715	651	865	-34.0%	968	398	1,128	967
				ЕМР	LOYMENT									NON-S	ERVICED AC	ссоммор	ATION	
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employm	ent (FTEs)	and Share	of Total (%	)
Non-Serviced FTEs	1,168	1,184	1,140	1,393	1,366	1,363	1,385	1,442	1,443	1,424	1,311	865	2,000					35.0%
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			~		~/'	30.0%
Share of Total %	24.5%	24.8%	24.2%	30.0%	29.5%	29.8%	29.9%	30.2%	30.6%	30.7%	28.5%	32.0%	1,500	/				25.0%
Annual Change in Share %		1.2%	-2.1%	23.7%	-1.6%	1.1%	0.4%	0.8%	1.3%	0.5%	-7.1%	12.3%	1 000					20.0%
Change in Share from 2009 %		1.2%	-1.0%	22.4%	20.4%	21.8%	22.3%	23.2%	24.8%	25.4%	16.6%	30.8%	1,000					15.0%
Avg Ann. Change in Share %		1.2%	-0.5%	7.5%	5.1%	4.4%	3.7%	3.3%	3.1%	2.8%	1.7%	2.8%	500			10 10		10.0%
														2017	2013	2016	2018	5.0%
													0	Non-Se	rviced FTEs		Share of T	0.0% otal
This second is secondaria @ Clab of Tourism Californ (IIIO IA)	1004														Bono	et Droporod by: Al	ionn Tinlor Doto o	f Innun: 20/06/24

STEAM DRAFT TREND REPORT FOR 20 SCOTTISH BORDERS COUNCIL	009-2020									20	09 to 202	20	S	FR	D	RECT EMI	PLOYMEN	т
EMPLOYMENT BY:		_	_	_	N	ΛΟΝΤΗ AN	D QUARTE	₹		_	_							
KEY						SF	R						CALEND	AR YEAR				
An increase of 3% or more			DIRECT E	MPLOYMEN	NT IN FULL	TIME EQUI	VALENTS (F	TEs) / PER	CENTAGE C	HANGES						QUAI	RTER	
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	ОСТ	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%		-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%	Annual Change	-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%	Anr	-1.8%	-9.1%	-3.7%	-5 <b>.7</b> %
2009 FTEs	157	117	151	234	179	263	476	574	302	104	68	172	233		142	225	451	115
<b>2010</b> FTEs	142	112	148	244	169	259	448	547	283	100	64	151	222	-4.6%	134	224	426	105
<b>2011</b> 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
					LOYMENT										SF			
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employm	ent (FTEs)	and Share	of Total (%	)
SFR FTEs	233	222	218	215	212	214	216	222	223	222	222	106	250	_				6.0%
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	200	+ 4 4				5.0%
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%	150					4.0%
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%	130					3.0%
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%	100					2.0%
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%	50	8 8 5	13 12	15 16 17	19 18	1.0%
													0	2 2 2	2 2 2	2 2 2	20 20 20	0.0%
													ı	SFR	FTEs	<b></b> • s	hare of Tota	

STEAM DRAFT TREND REPORT FOR 20	009-2020									20	09 to 202	20	STAVING	VISITOR	D	RECT EM	DIOVMEN	ıT
SCOTTISH BORDERS COUNCIL										20	09 10 202	.0	JIAIIIVO	VISITOR	, D	IKECT LIVI	FLOTIVILI	•
EMPLOYMENT BY:					ľ	/ONTH AN	D QUARTEI	R					CALFND	AR YEAR				
KEY						STAYING	VISITOR						G/ 1.22.11.2	7 <b>_</b> 7		QUA	RTFR	
An increase of 3% or more			DIRECT E	MPLOYME	NT IN FULL	TIME EQUI	VALENTS (I	FTEs) / PER	CENTAGE C	HANGES						Qon		
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	ОСТ	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%		-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%	Annual Change	-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%	Anr	-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	1.6%	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
<b>2015</b> 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
<b>2016</b> 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
<b>2017</b> 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
<b>2018</b> 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
				EMP	PLOYMENT										STAYING	VISITOR		
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employm	ent (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					100.0%
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	1.000					00.00/
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%	4,000					80.0%
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%	3,000					60.0%
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%	2,000					40.0%
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%						
													1,000	2010	2013	2015	2018 2019 2020	20.0%
													U	Staying '	Visitor FTEs		• Share of 7	0.0% otal
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STEAM DRAFT TREND REPORT FOR 20 SCOTTISH BORDERS COUNCIL	009-2020									20	009 to 202	20	DAY V	ISITOR	DI	RECT EM	PLOYMEN	IT
EMPLOYMENT BY:					1	MONTH AN	D QUARTE	R										
KEY						DAY VI							CALEND	AR YEAR				
An increase of 3% or more			DIRECT EI	MPLOYME	NT IN FULL	TIME EQUI	VALENTS (	FTEs) / PERG	CENTAGE C	HANGES						QUA	RTER	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020	17.7%	22.2%	-45.8%	-100.0%	-100.0%	-100.0%	-88.5%	-77.5%	-42.7%	-50.4%	37.2%	-14.5%	-55.7%		-1.6%	-100.0%	-68.6%	-17.3%
% Change 2019 to 2020	12.8%	8.5%	-53.2%	-100.0%	-100.0%	-100.0%	-87.1%	-76.0%	-36.8%	-45.6%	16.4%	-19.6%	-54.8%	Annual Change	-11.0%	-100.0%	-65.6%	-19.2%
Average Annual Change	1.6%	2.0%	-4.2%	-9.1%	-9.1%	-9.1%	-8.0%	-7.0%	-3.9%	-4.6%	3.4%	-1.3%	-5.1%	Ann Cha	-0.1%	-9.1%	-6.2%	-1.6%
2009 FTEs	539	452	477	1,034	998	651	847	892	958	913	529	501	733		489	894	899	648
2010 FTEs	503	431	455	1,073	956	681	837	908	967	895	514	493	726	-0.9%	463	903	904	634
<b>2011</b> FTEs	560	403	450	1,078	906	630	776	785	846	811	509	551	692	-4.7%	471	871	803	624
<b>2012</b> FTEs	535	408	469	956	897	617	722	740	820	708	528	549	663	-4.3%	471	824	761	595
<b>2013</b> FTEs	530	452	539	871	887	625	839	824	985	666	508	548	689	4.0%	507	794	882	574
2014 FTEs	557	416	508	943	818	579	833	716	846	635	490	544	657	-4.7%	494	780	798	556
2015 FTEs	488	413	458	900	782	553	740	756	823	700	501	474	632	-3.8%	453	745	773	558
2016 FTEs	514	509	605	841	797	582	772	774	881	683	530	563	671	6.1%	543	740	809	592
2017 FTEs	549	494	526	1,017	819	557	734	763	830	647	547	579	672	0.1%	523	798	776	591
2018 FTEs	514	465	502	965	781	531	698	790	860	669	565	598	661	-1.5%	494	759	783	611
2019 FTEs	563	509	552	1,158	796	593	755	837	868	832	623	532	718	8.6%	541	849	820	662
2020 FTEs	635	552	258	-	-	0	97	201	548	453	725	428	325	-54.8%	482	0	282	535
					LOYMENT									- 1	DAY V		S = 1 (0)	`
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employm	ent (FTEs)	and Share	of Total (%	)
Day Visitor FTEs	733	726	692	663	689	657	632	671	672	661	718	325	800					20.0%
Total Employment FTEs  Share of Total %	4,772 15.4%	4,781 15.2%	4,704 14.7%	4,650 14.2%	4,633 14.9%	4,572 14.4%	4,630 13.7%	4,781 14.0%	4,723 14.2%	4,637 14.3%	4,596 15.6%	2,702 12.0%	600					15.0%
Share of Total %  Annual Change in Share %	15.4%	-1.1%	-3.1%	-3.2%	14.9% <b>4.4%</b>	-3.4%	-5.0%	2.7%	1.4%	0.3%	9.6%	-23.0%					Tr.	23.070
Change in Share from 2009 %		-1.1%	-3.1%	-3.2%	-3.1%	-6.4%	-11.0%	-8.6%	-7.4%	- <b>7.1</b> %	1.8%	-23.0%	400					10.0%
Avg Ann. Change in Share %		-1.1%	- <b>4.2%</b> -2.1%	-2.4%	-0.8%	-1.3%	-11.0%	-1.2%	-0.9%	-0.8%	0.2%	-21.7%						
Avg Allii. Change III Shale 70		~1.1/0	-Z.1/0	~ <b>∠.</b> 4/0	~0.0/0	~1.3/0	-1.0/0	-1.2/0	~0.3/0	~0.0/0	0.2/0	~2.0/0	200	900	21 21 41	015	20	5.0%
													0					0.0%
														Day Vi	sitor FTEs		Share of To	otal

STEAM DRAFT TREND REPORT FOR 2009-2020						
SCOTTISH BORDERS COUNCIL						
SERVICED ACCOMMODATION	20	)20	Change	on 2019	Change	on 2009
2020	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

210

1,813

-19

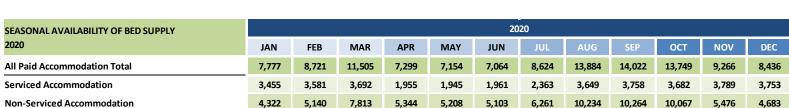
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-117

NON-SERVICED ACCOMMODATION	20	)20	Change	on 2019	Change	on 2009
2020	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

Guest Houses/B&Bs

DISTRIBUTION BY TYPE OF ACCOMMODATION	20	20	Change	on 2019	Change	on 2009
2020	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%				

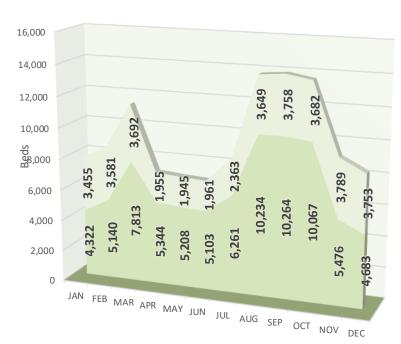


2020 STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

## SEASONAL AVAILABILITY OF BED SUPPLY 2020

■ Non-Serviced Accommodation ■ Serviced Accommodation



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## **Report Sections With Historic Financial Data Indexed to 2020 Prices**

Sections: Comparative Headlines Visitor Types: Total

> Key Measures Serviced Accommodation Non-Serviced Accommodation

Economic Impact SFR

Sectoral Analysis

Staying Visitor Day Visitor

**Indexation:** Indexation to: 2020

2009 1.38

2010 1.33

2011 1.27

2012 1.22

2013 1.18

2014 1.15

2015 1.14 2016 1.12

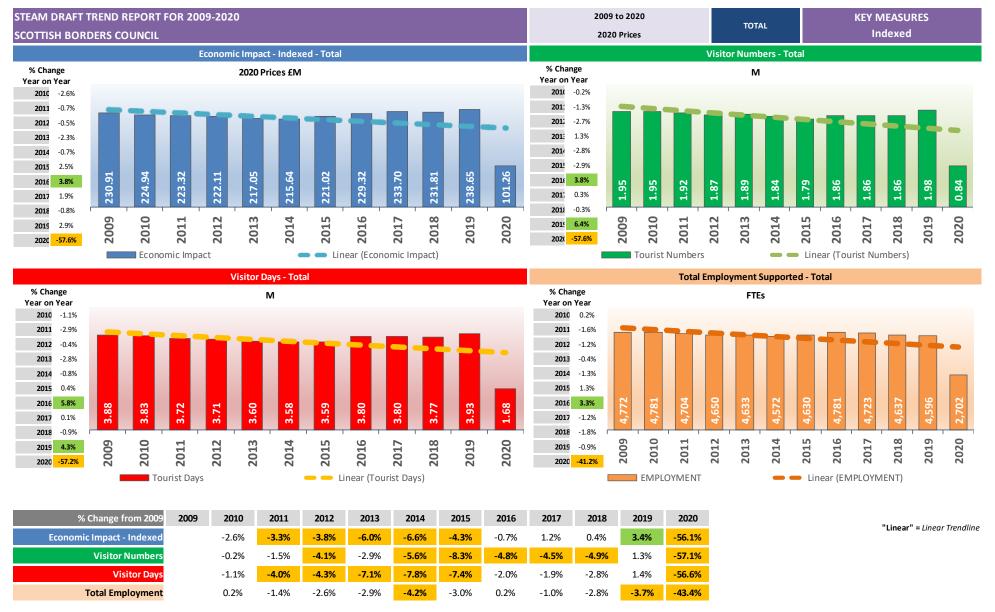
2017 1.09

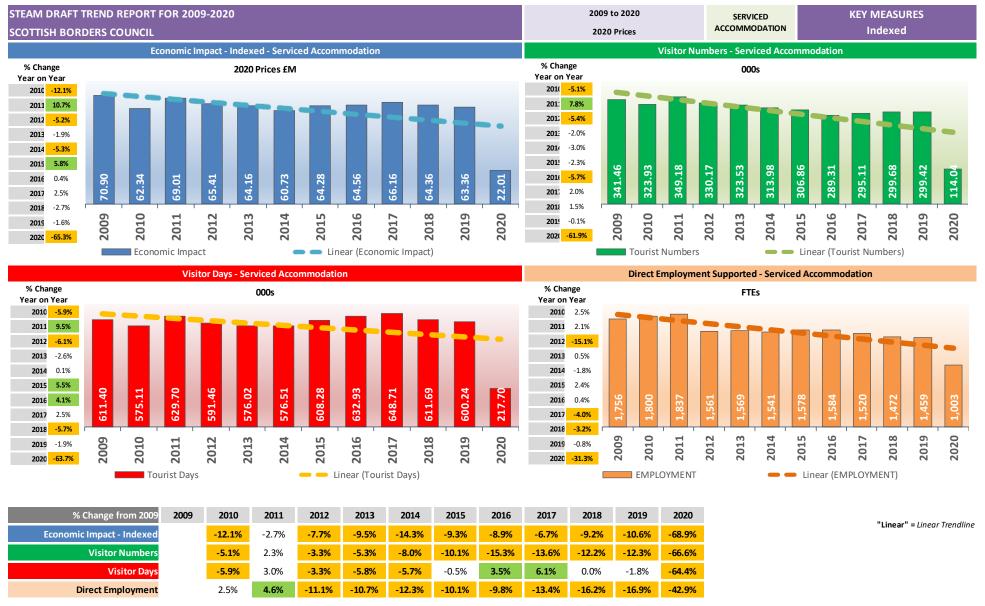
2018 1.05

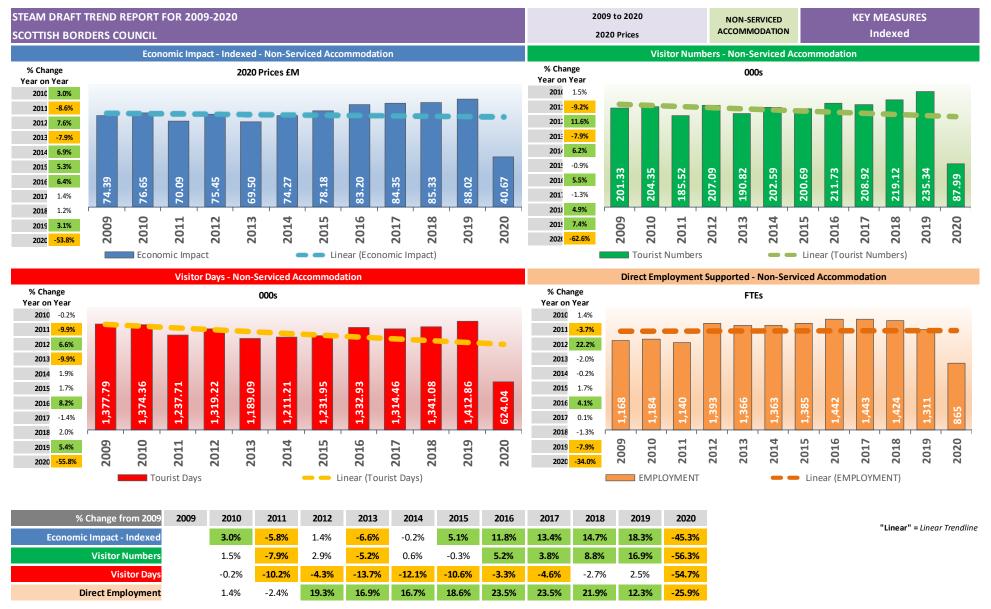
2019 1.03

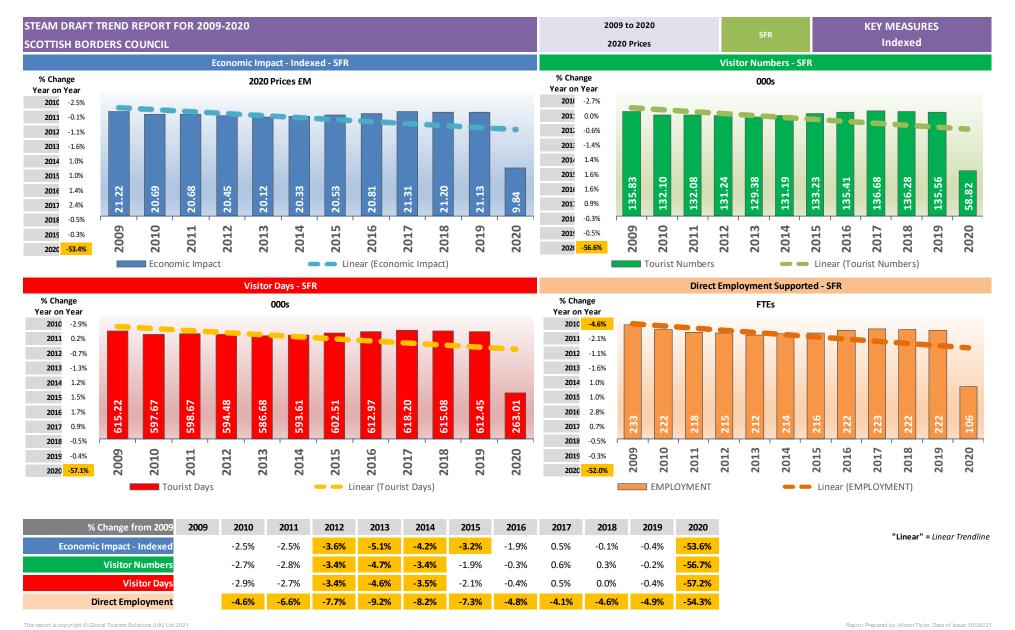
2020 1.00

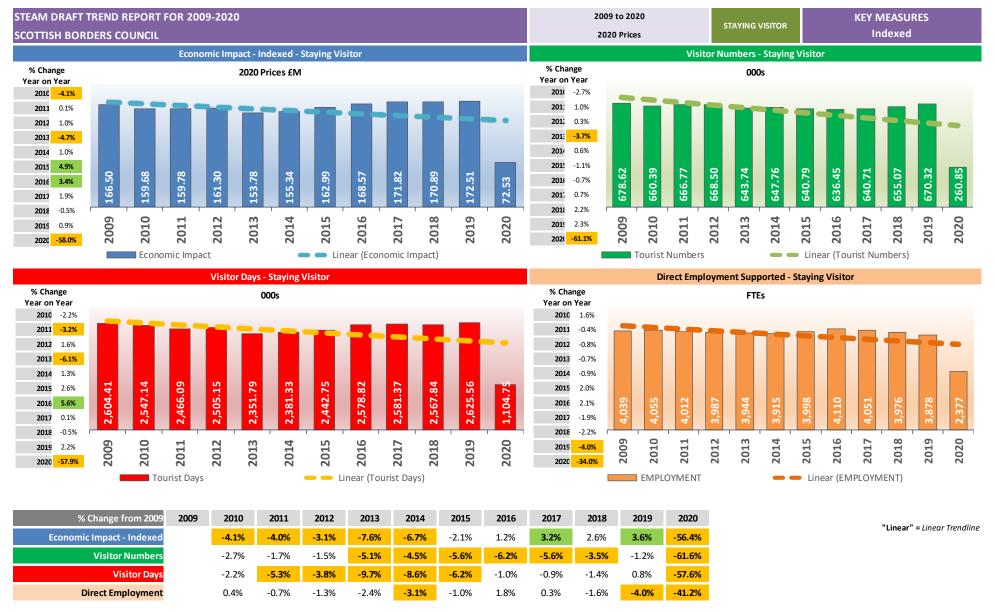


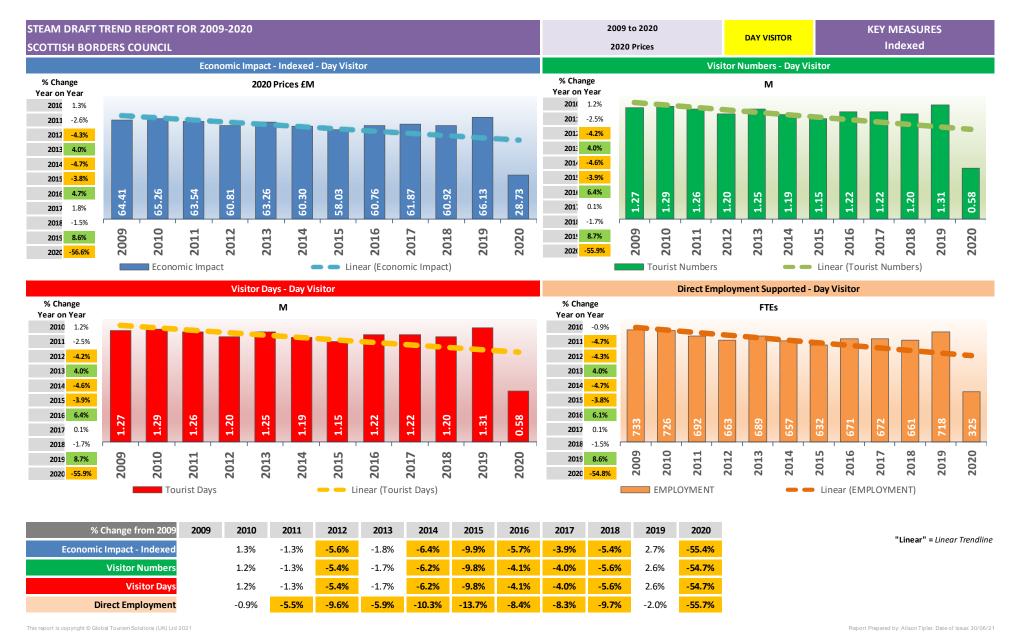


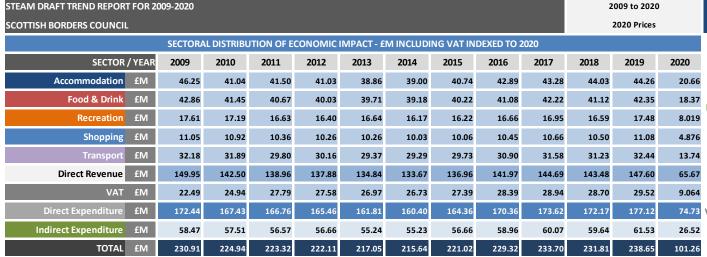












			•	
	2020	SECTO	RAL DISTRIBUTION	OFECONOMIC
.0		IMPACT	r - £M INCLUDING	VAT INDEXED TO
0.66			2020 Accommodation	
8.37	Indirect Ex	nenditure	(20.4%)	
.019	(26.2		20.658	Food & Drink
.876		26.524		(18.1%)
3.74			18	3.373
5.67				\ \
.064		9	9.064	19
4.73	VAT (9.0%)		4.876	Recreation
6.52			13.741	(7.9%)
1.26				
		Transport (13.6%)	Sho	pping (4.8%)
		(13.070)		

TOTAL

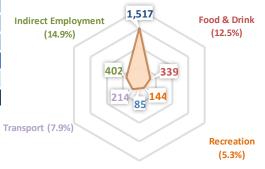
**SECTORAL ANALYSIS** 

Indexed

			9	SECTORAL I	DISTRIBUTI	ON OF EMP	PLOYMENT	- 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



Accommodation (56.2%)



Shopping (3.1%)

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STEAM DRAFT TREND REPORT F	OR 2009	-2020									2009 to 2020 2020 Prices	)	то	TAL	Е	CONOMI Inde		Ī
ECONOMIC IMPACT BY:					N	ЛОNTH AN	D QUARTE	R					CALEND	AR YEAR				
KEY						то	ΓAL						CALLIND	ANTLAN		QUAI	RTER	
An increase of 3% or more			EC	ONOMIC II	MPACT £M	- INDEXE	TO 2020 /	PERCENTA	GE CHANGI	S						QUA	VIEW	
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	ОСТ	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%	_	-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%	Annual Change	-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%	ę ę	-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		35.54	71.34	80.60	43.43
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	-2.6%	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	-0.7%	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	-0.5%	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	-2.3%	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	-0.7%	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	2.5%	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	3.8%	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	1.9%	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	-0.8%	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	2.9%	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	-57.6%	32.20	0.139	42.26	26.66
				OMIC IMP			_								тот			
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£Μ	Economic I	mpact by Y	ear and Sn	are of lota	al .
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					120.0%
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					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%	200.00					80.0%
Annual Change in Share %													150.00					60.0%
Change in Share from 2009 %													100.00					40.0%
Avg Ann. Change in Share %													50.00	010	2012 2013 2014	2015 2016 2017	2018	20.0%
													0.00	2 2 2	2 2 2		2 2 2	0.0%
													3.00	Tota	nl £M	<b></b> • Sh	are of Total	

STEAM DRAFT TREND REPORT I	2009 to 2020 2020 Prices			SERV	ICED	ECONOMIC IMPACT Indexed														
ECONOMIC IMPACT BY:						/ONTH AN	D OUARTE	R			2020111063					mac	, , , , , , , , , , , , , , , , , , ,			
KEY						ICED ACCO							CALEND	AR YEAR						
An increase of 3% or more			EC	ONOMIC II				PERCENTAG	GE CHANGI	ES						QUAI	RTER			
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	ОСТ	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%		-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%	ual nge	-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%	Annual Change	-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		
<b>2011</b> £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		
				OMIC IMP											VICED ACCC					
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£Μ	Economic I	mpact by Y	ear and Sh	are of Tota	nl		
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	80.00					35.0%		
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	60.00		11:			30.0%		
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%	00.00					25.0%		
Annual Change in Share %  Change in Share from 2009 %		-9.7%	<b>11.5%</b> 0.6%	-4.7% -4.1%	0.4% - <b>3.7</b> %	-4.7% -8.3%	3.3% -5.3%	-3.2% -8.3%	0.6% - <b>7.8</b> %	-1.9% -9.6%	-4.4% -13.5%	-18.1% -29.2%	40.00					20.0%		
Change in Share from 2009 %  Avg Ann. Change in Share %		-9.7% -9.7%	0.6%	- <b>4.1%</b> -1.4%	- <b>3.7%</b> -0.9%	- <b>8.3%</b> -1.7%	- <b>5.3</b> %	-8.3% -1.2%	- <b>7.8%</b> -1.0%	-9.6% -1.1%	-13.5% -1.4%	- <b>29.2%</b> -2.7%						15.0% 10.0%		
Avg Allii. Change in Share %		-3.170	0.5%	-1.470	-0.5%	-1./70	-0.570	-1.270	-1.070	-1.170	-1.470	-2.170	20.00	0 0 1 2 8 4 2 9 0 0						
													0.00							
														Servio	ced £M	<b></b> s	hare of Tota	1%		

STEAM DRAFT TREND REPORT F					ERVICED IODATION	ECONOMIC IMPACT Indexed														
ECONOMIC IMPACT BY:					I.	MONTH AN	D QUARTE	R												
KEY					NON-S	ERVICED A	ССОММО	DATION					CALEND	AR YEAR						
An increase of 3% or more			EC	ONOMIC II	MPACT £M	- INDEXED	TO 2020 /	PERCENTA	GE CHANGI	ES						QUAI	RTER			
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2020	56.5%	3.4%	-4.5%	-100.0%	-100.0%	-100.0%	-66.2%	-0.2%	2.7%	12.8%	-69.9%	-95.5%	-45.3%		9.5%		-21.0%	-22.7%		
% Change 2019 to 2020	-21.2%	-15.9%	-37.8%	-100.0%	-100.0%	-100.0%	-72.4%	-12.7%	16.2%	4.5%	-85.7%	-96.1%	-53.8%	Annual Change	-27.9%		-27.9%	-39.4%		
Average Annual Change	5.1%	0.3%	-0.4%	-9.1%	-9.1%	-9.1%	-6.0%	0.0%	0.2%	1.2%	-6.4%	-8.7%	-4.1%	Anr	0.9%		-1.9%	-2.1%		
2009 £M	1.633	2.853	4.223	8.064	9.220	8.731	8.833	10.42	7.733	7.993	2.278	2.412	74.39		8.709	26.01	26.98	12.68		
<b>2010</b> £M	1.592	2.843	4.326	9.377	9.024	9.790	9.345	9.917	7.375	9.712	2.064	1.286	76.65	3.0%	8.761	28.19	26.64	13.06		
<b>2011</b> £M	1.821	2.333	3.496	8.376	8.311	9.027	9.240	9.837	6.617	6.962	2.189	1.885	70.09	-8.6%	7.650	25.71	25.69	11.04		
2012 £M	1.742	2.773	3.751	6.957	6.384	10.31	9.134	11.06	8.530	8.060	4.223	2.523	75.45	7.6%	8.267	23.65	28.73	14.81		
2013 £M	1.380	2.024	3.743	6.820	7.541	7.162	9.083	10.00	6.766	7.645	4.294	3.036	69.50	-7.9%	7.147	21.52	25.85	14.97		
2014 £M	1.837	2.518	3.844	8.454	7.808	7.108	9.213	10.73	7.374	7.179	4.603	3.604	74.27	6.9%	8.199	23.37	27.32	15.39		
2015 £M	2.215	2.855	4.804	6.878	7.917	8.901	10.37	11.59	7.274	8.894	3.180	3.301	78.18	5.3%	9.875	23.70	29.23	15.38		
2016 £M	2.811	3.365	5.867	7.328	8.737	9.257	10.38	12.44	7.295	9.073	3.387	3.265	83.20	6.4%	12.04	25.32	30.11	15.72		
2017 £M	2.556	2.942	4.959	8.410	9.376	10.12	10.54	11.96	7.288	9.237	3.782	3.185	84.35	1.4%	10.46	27.90	29.78	16.20		
2018 £M	3.076	3.248	6.082	8.691	9.843	9.367	10.28	11.45	6.947	8.773	4.852	2.729	85.33	1.2%	12.41	27.90	28.67	16.35		
2019 £M	3.244	3.510	6.483	9.041	9.835	10.16	10.81	11.92	6.831	8.627	4.802	2.754	88.02	3.1%	13.24	29.04	29.56	16.18		
2020 £M	2.556	2.952	4.031				2.983	10.40	7.940	9.014	0.687	0.108	40.67	-53.8%	9.539		21.32	9.808		
				OMIC IMP			_			_	_				ERVICED AC					
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic I	mpact by Ye	ear and Sh	are of Tota	al		
Non-Serviced £M	74.39	76.65	70.09	75.45	69.50	74.27	78.18	83.20	84.35	85.33	88.02	40.67	100.00					50.0%		
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	80.00	_	_			40.0%		
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%	60.00		4-4	777		20.00/		
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%	60.00					30.0%		
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%	40.00					20.0%		
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%	20.00	11 11 12 13 14 17 17 19				10.0%		
													0.00	20.00						
													0.00	Non-Se	rviced £M		Share of To	0.0% tal %		

STEAM DRAFT TREND REPORT F SCOTTISH BORDERS COUNCIL	OR 2009	-2020						_	009 to 2020 SFR 2020 Prices			FR	ECONOMIC IMPACT Indexed						
ECONOMIC IMPACT BY:					N	/ONTH AN	D QUARTE	R					CALEND	AR YEAR					
KEY						SF	R						CALEND	AK TEAK		QUA	DTED		
An increase of 3% or more			EC	ONOMIC II	MPACT £M	- INDEXEC	TO 2020 /	PERCENTAC	GE CHANGI	S						QUA	NIEN		
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	ОСТ	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%		-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%	Annual Change	-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%	Ch <sub>a</sub>	-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	
<b>2011</b> £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	
<b>2016</b> £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	
<b>2019</b> £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	
			ECON	OMIC IMP	ACT - INDE	KED TO 202	0								SF	R			
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£Μ	Economic I	mpact by Y	ear and Sh	are of Tota	al	
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	25.00					12.0%	
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	20.00					10.0%	
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%						8.0%	
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%	15.00					6.0%	
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%	10.00					4.0%	
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%	5.00		2 m 5				
													3.00	2002 2011 2013 2014 102 2010 2010 2010 2010 2010 2010					
													0.00	SFR £M Share of Total %					

STEAM DRAFT TREND REPORT F SCOTTISH BORDERS COUNCIL	OR 2009	-2020							2009 to 2020 2020 Prices	)	STAYING	VISITOR	ECONOMIC IMPACT Indexed							
ECONOMIC IMPACT BY:					N	ЛОNTH AN	D QUARTE	R					CALEND	AR YEAR						
KEY						STAYING	VISITOR						CALEIND	QUARTER						
An increase of 3% or more			EC	ONOMIC IN	MPACT £M	- INDEXED	TO 2020 /	PERCENTA	GE CHANGI	S						VILIV				
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2020	0.9%	-16.2%	-23.8%	-99.9%	-99.8%	-99.5%	-78.9%	-22.1%	-18.7%	-23.2%	-72.4%	-78.7%	-56.4%		-14.8%	-99.7%	-40.6%	-48.4%		
% Change 2019 to 2020	-8.7%	-15.7%	-34.7%	-99.9%	-99.8%	-99.5%	-80.8%	-27.1%	-8.2%	-20.7%	-78.1%	-78.1%	-58.0%	Annual Change	-22.2%	-99.7%	-42.4%	-50.3%		
Average Annual Change	0.1%	-1.5%	-2.2%	-9.1%	-9.1%	-9.0%	-7.2%	-2.0%	-1.7%	-2.1%	-6.6%	<b>-7.2</b> %	-5.1%	Cha	-1.3%	-9.1%	-3.7%	-4.4%		
2009 £M	6.628	7.925	10.31	15.86	18.08	17.69	20.75	24.04	16.05	15.15	6.894	7.116	166.50		24.86	51.63	60.85	29.16		
2010 £M	5.335	7.181	9.998	16.06	17.04	18.74	19.97	22.61	15.62	16.23	6.138	4.754	159.68	-4.1%	22.51	51.85	58.20	27.13		
2011 £M	7.346	6.647	8.959	16.23	16.69	18.37	20.24	23.28	15.50	13.77	6.696	6.064	159.78	0.1%	22.95	51.29	59.01	26.53		
2012 £M	5.646	7.030	9.536	13.17	14.17	19.33	20.15	24.89	17.28	14.59	8.205	7.311	161.30	1.0%	22.21	46.66	62.33	30.10		
2013 £M	5.187	6.447	10.04	13.73	15.18	15.57	20.97	23.15	14.36	13.54	8.369	7.241	153.78	-4.7%	21.67	44.48	58.48	29.15		
2014 £M	5.694	6.738	9.399	14.98	15.08	15.07	21.57	24.06	14.61	12.54	8.211	7.385	155.34	1.0%	21.83	45.13	60.24	28.13		
2015 £M	6.288	7.117	9.623	12.66	15.05	17.53	22.10	24.74	14.36	15.67	8.600	9.240	162.99	4.9%	23.03	45.25	61.20	33.51		
2016 £M	6.362	7.412	11.28	13.54	16.29	17.14	23.05	26.59	16.69	15.37	7.459	7.387	168.57	3.4%	25.05	46.97	66.33	30.22		
2017 £M	6.572	7.168	10.53	15.35	17.43	19.49	23.70	26.27	15.43	14.74	7.901	7.260	171.82	1.9%	24.26	52.27	65.39	29.90		
2018 £M	7.186	7.721	11.70	15.07	17.70	18.58	22.53	25.37	14.32	14.98	8.774	6.943	170.89	-0.5%	26.61	51.35	62.23	30.70		
2019 £M	7.323	7.884	12.02	15.36	17.64	19.23	22.90	25.68	14.22	14.68	8.670	6.915	172.51	0.9%	27.22	52.23	62.79	30.26		
2020 £M	6.688	6.644	7.851	0.017	0.028	0.092	4.386	18.72	13.04	11.64	1.903	1.514	72.53	-58.0%	21.18	0.137	36.15	15.06		
			ECON	OMIC IMP	ACT - INDE	XED TO 202	.0	_							STAYING					
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic I	mpact by Y	ear and Sh	are of Tota	al		
Staying Visitor £M	166.50	159.68	159.78	161.30	153.78	155.34	162.99	168.57	171.82	170.89	172.51	72.53	200.00					80.0%		
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 %	72.1%	71.0%	71.5%	72.6%	70.9%	72.0%	73.7%	73.5%	73.5%	73.7%	72.3%	71.6%	150.00					60.0%		
Annual Change in Share %		-1.6%	0.8%	1.5%	-2.4%	1.7%	2.4%	-0.3%	0.0%	0.3%	-1.9%	-0.9%	100.00					40.0%		
Change in Share from 2009 %		-1.6%	-0.8%	0.7%	-1.7%	-0.1%	2.3%	1.9%	2.0%	2.2%	0.3%	-0.7%								
Avg Ann. Change in Share %		-1.6%	-0.4%	0.2%	-0.4%	0.0%	0.4%	0.3%	0.2%	0.2%	0.0%	-0.1%	50.00	2000 2011 2012 2013 2014 2019 2010 2010 2010 2010 2010 2010 2010						
													0.00 Staying Visitor £M							
This report is convigable @ Clobal Tourism Solutions (UK) Ltd 2	024												_	Jeaying	VISILUI LIVI	ert Brongrad by: Al	ioon Tiplor Date o	f lanuar 20/06/24		

STEAM DRAFT TREND REPORT F	OR 2009	-2020							2020 Prices	)	DAY V	ISITOR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:					1	MONTH AN	D QUARTE	R										
KEY						DAY V	SITOR						CALEND	ALENDAR YEAR QUARTER			OTED	
An increase of 3% or more			EC	ONOMIC II	MPACT £M	- INDEXEC	TO 2020 /	PERCENTA	GE CHANGI	S						QUAI	TIEK	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020	23.2%	28.0%	-43.2%	-100.0%	-100.0%	-100.0%	-88.3%	-77.9%	-43.9%	- <b>51.2</b> %	35.0%	-15.9%	-55.4%		3.1%	-100.0%	-69.1%	-18.7%
% Change 2019 to 2020	12.8%	8.5%	-53.2%	-100.0%	-100.0%	-100.0%	-87.5%	-77.5%	-40.9%	-48.9%	9.3%	-24.4%	-56.6%	Annual Change	-11.0%	-100.0%	-67.7%	-24.1%
Average Annual Change	2.1%	2.5%	-3.9%	-9.1%	-9.1%	-9.1%	-8.0%	-7.1%	-4.0%	-4.7%	3.2%	-1.4%	-5.0%	F, A	0.3%	-9.1%	-6.3%	-1.7%
2009 £M	3.927	3.287	3.471	7.601	7.330	4.778	6.207	6.533	7.011	6.704	3.880	3.679	64.41		10.68	19.71	19.75	14.26
2010 £M	3.742	3.204	3.389	8.058	7.179	5.112	6.270		7.235	6.715	3.859	3.698	65.26	1.3%	10.33	20.35	20.30	14.27
2011 £M	4.257	3.064	3.422	8.270	6.951	4.829	5.938		6.469	6.213	3.901	4.224	63.54	-2.6%	10.74	20.05	18.41	14.34
2012 £M	4.064	3.102	3.565	7.333	6.880	4.732	5.526		6.271	5.427	4.045	4.206	60.81	-4.3%	10.73	18.95	17.46	13.68
2013 £M	4.030	3.435	4.093	6.680	6.802	4.790	6.415	6.299	7.526	5.104	3.891	4.198	63.26	4.0%	11.56	18.27	20.24	13.19
2014 £M	4.231	3.164	3.862	7.237	6.271	4.435	6.368	5.479	6.468	4.864	3.753	4.166	60.30	-4.7%	11.26	17.94	18.32	12.78
2015 £M	3.708	3.140	3.484	6.906	5.993	4.241	5.656	5.781	6.287	5.364	3.836	3.633	58.03	-3.8%	10.33	17.14	17.72	12.83
2016 £M	3.856	3.817	4.536	6.368	6.028	4.402	5.831	5.839	6.646	5.166	4.008	4.259	60.76	4.7%	12.21	16.80	18.31	13.43
2017 £M	4.184	3.767	4.010	7.830	6.306	4.281	5.637	5.853	6.370	4.978	4.204	4.454	61.87	1.8%	11.96	18.42	17.86	13.64
2018 £M	3.920	3.543	3.828	7.428	6.007	4.084	5.357		6.596	5.148	4.349	4.597	60.92	-1.5%	11.29	17.52	18.02	14.09
2019 £M 2020 £M	4.290 4.839	3.878	4.210 1.970	8.918	6.123	4.558 0.002	5.795 0.725		6.656 3.936	6.397 3.269	4.791 5.238	4.095 3.094	66.13	-56.6%	12.38	19.60	18.88	15.28
2020 £IVI	4.839	4.209		OMIC IMP	ACT - INDE	XED TO 202		1.445	3.936	3.269	5.238	3.094	28.73	-30.0%	DAY VI		6.106	11.60
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		Fconomic I	mpact by Y		are of Tota	nl
Day Visitor £M	64.41	65.26	63.54	60.81	63.26	60.30	58.03	60.76	61.87	60.92	66.13	28.73	<b>£M</b> 70.00					35.0%
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	60.00					30.0%
Share of Total %	27.9%	29.0%	28.5%	27.4%	29.1%	28.0%	26.3%	26.5%	26.5%	26.3%	27.7%	28.4%	50.00		177	-		25.0%
Annual Change in Share %		4.0%	-1.9%	-3.8%	6.5%	-4.1%	-6.1%	0.9%	-0.1%	-0.7%	5.4%	2.4%	40.00					20.0%
Change in Share from 2009 %		4.0%	2.0%	-1.8%	4.5%	0.3%	-5.9%	-5.0%	-5.1%	-5.8%	-0.6%	1.7%	30.00					15.0%
Avg Ann. Change in Share %		4.0%	1.0%	-0.6%	1.1%	0.1%	-1.0%	-0.7%	-0.6%	-0.6%	-0.1%	0.2%	20.00					10.0%
													10.00	2009	2012	2015	2018	5.0%
													0.00					0.0%
														Day Vi	sitor ±M		Share of Tot	aı %