



STEAM REPORT FOR 2012-2023 - FINAL

Final

EXMOOR NATIONAL PARK


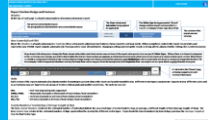



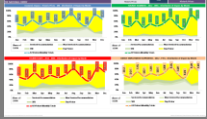
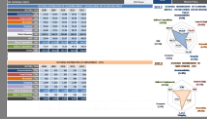






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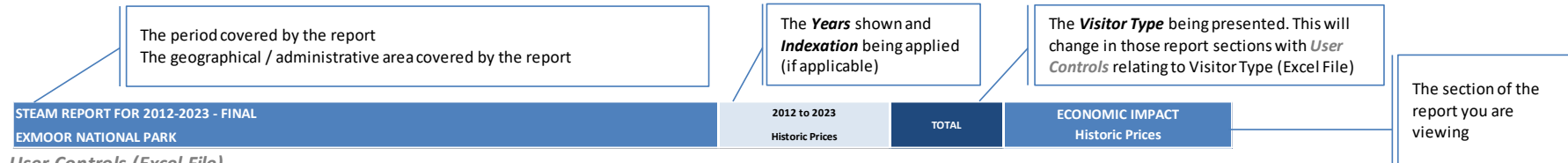
<p>REPORT SECTIONS</p>  <p>Page</p>	<p>USER GUIDE</p>  <p>3</p>	<p>COMPARATIVE HEADLINES</p>  <p>4</p>	<p>KEY MEASURES</p>  <p>5-11</p>
<p>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</p>	<p>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></p>  <p>13</p>	<p>DISTRIBUTION OF IMPACT: <i>by Month</i></p>  <p>14</p>	<p>DISTRIBUTION OF IMPACT: <i>by Sector</i></p>  <p>15</p>
<p>UNINDEXED ECONOMIC IMPACT</p>  <p>16-22</p>	<p>VISITOR NUMBERS</p>  <p>23-29</p>	<p>VISITOR DAYS</p>  <p>30-36</p>	<p>DIRECT AND TOTAL EMPLOYMENT</p>  <p>37-43</p>
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Report Section Design and Features

Headers

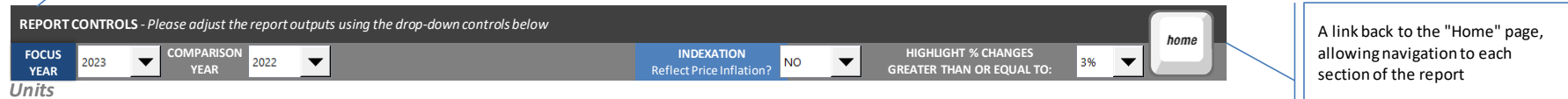
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

STEAM REPORT FOR 2012-2023 - FINAL
EXMOOR NATIONAL PARK

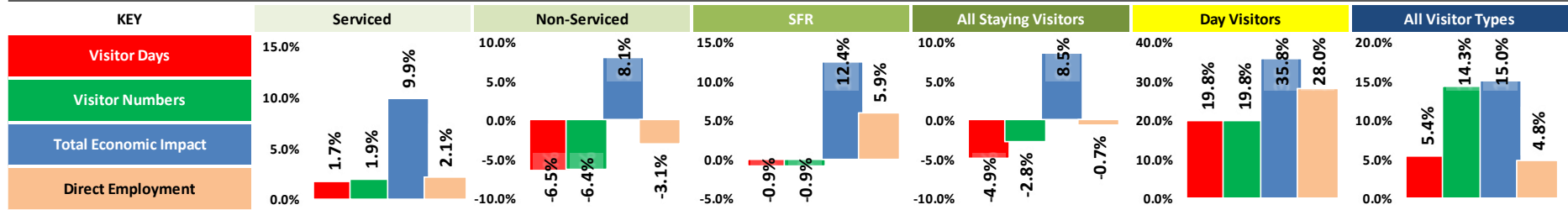
Comparing 2023 and 2022
All £'s Historic Prices

COMPARATIVE HEADLINES

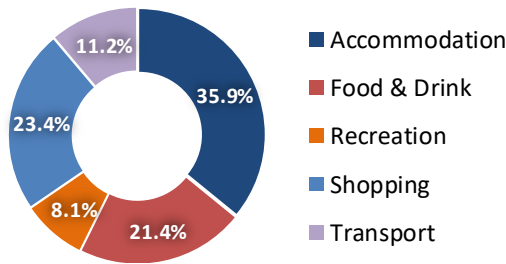
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %			
Visitor Days	M	0.280	0.275	1.7%	1.131	1.210	-6.5%	0.044	0.045	-0.9%	1.455	1.529	-4.9%	1.305	1.089	19.8%	2.760	2.619	5.4%		
Visitor Numbers	M	0.141	0.138	1.9%	0.183	0.196	-6.4%	0.019	0.019	-0.9%	0.342	0.352	-2.8%	1.305	1.089	19.8%	1.647	1.441	14.3%		
Direct Expenditure	£M																169.84	147.65	15.0%		
Economic Impact	£M	36.88	33.57	9.9%	128.01	118.44	8.1%	2.893	2.574	12.4%	167.78	154.58	8.5%	64.63	47.58	35.8%	232.41	202.15	15.0%		
Direct Employment	FTEs	701	687	2.1%	818	844	-3.1%	21	20	5.9%	1,541	1,551	-0.7%	465	363	28.0%	2,005	1,914	4.8%		
Total Employment	FTEs																2,529	2,397	5.5%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - IN HISTORIC PRICES



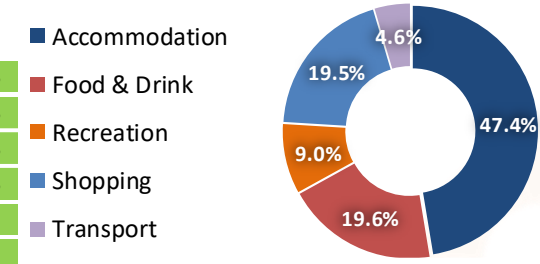
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Direct Expenditure Categories

Sectors	2023	2022	+/- %
Accommodation	60.95	55.93	9.0%
Food & Drink	36.41	31.04	17.3%
Recreation	13.80	11.74	17.5%
Shopping	39.70	32.75	21.2%
Transport	18.98	16.19	17.2%
TOTAL DIRECT	169.84	147.65	15.0%
Indirect	62.57	54.50	14.8%
TOTAL	232.41	202.15	15.0%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL

EXMOOR NATIONAL PARK

2012 to 2023

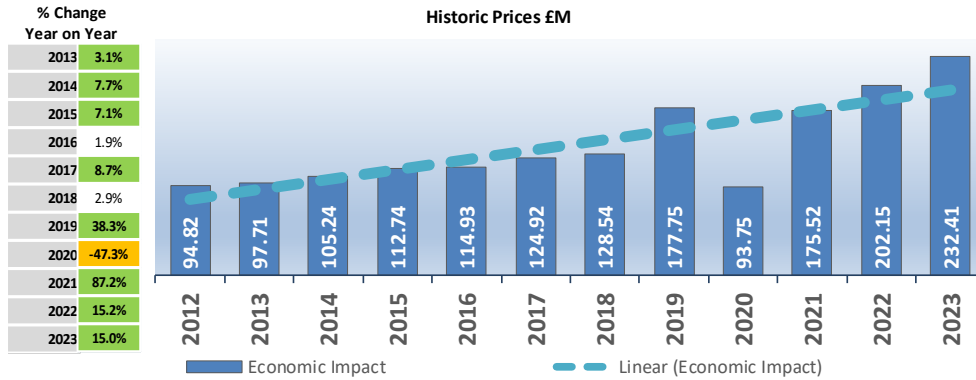
Historic Prices

TOTAL

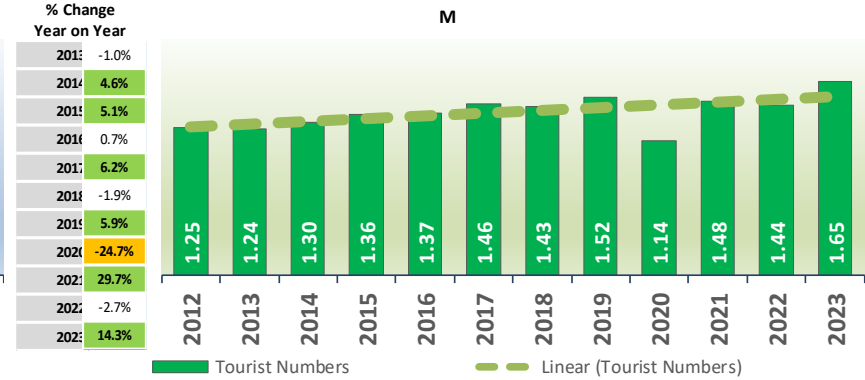
KEY MEASURES

Historic Prices

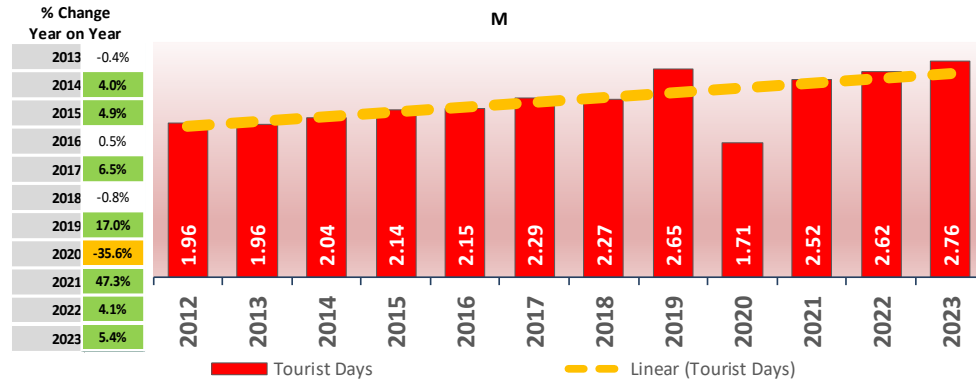
Economic Impact - Historic Prices - Total



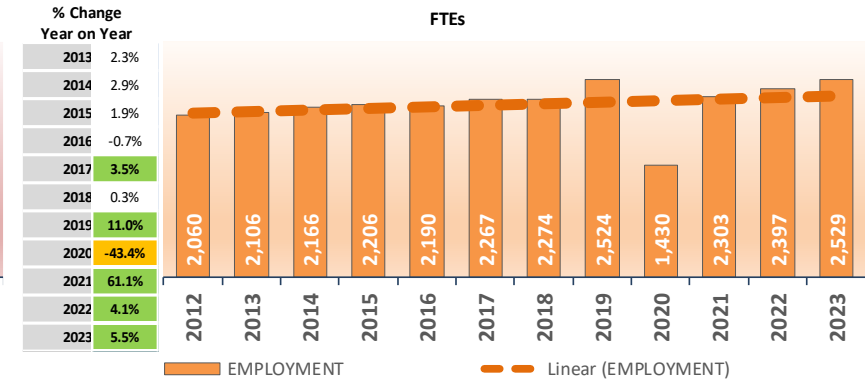
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		3.1%	11.0%	18.9%	21.2%	31.7%	35.6%	87.5%	-1.1%	85.1%	113.2%	145.1%
Visitor Numbers		-1.0%	3.6%	8.9%	9.6%	16.4%	14.3%	21.0%	-8.9%	18.2%	15.0%	31.4%
Visitor Days		-0.4%	3.6%	8.7%	9.3%	16.4%	15.4%	35.1%	-13.1%	28.0%	33.3%	40.5%
Total Employment		2.3%	5.2%	7.1%	6.3%	10.1%	10.4%	22.6%	-30.6%	11.8%	16.4%	22.8%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL

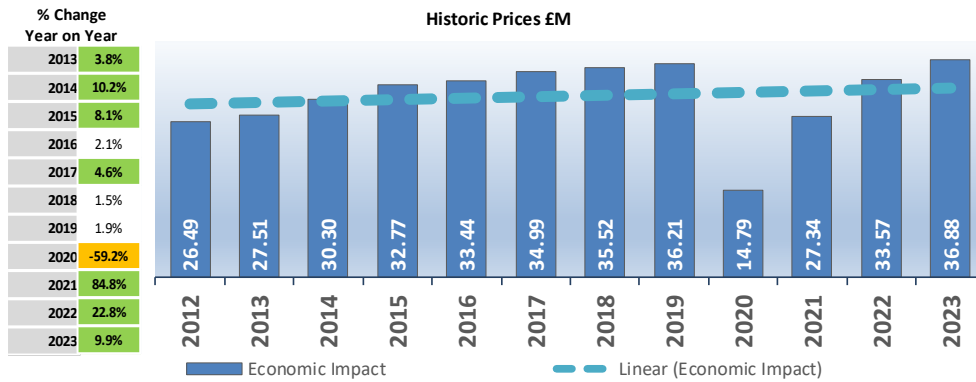
EXMOOR NATIONAL PARK

2012 to 2023
Historic Prices

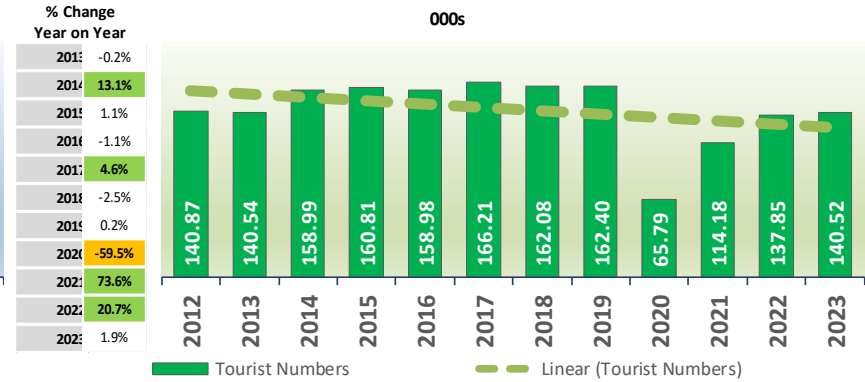
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

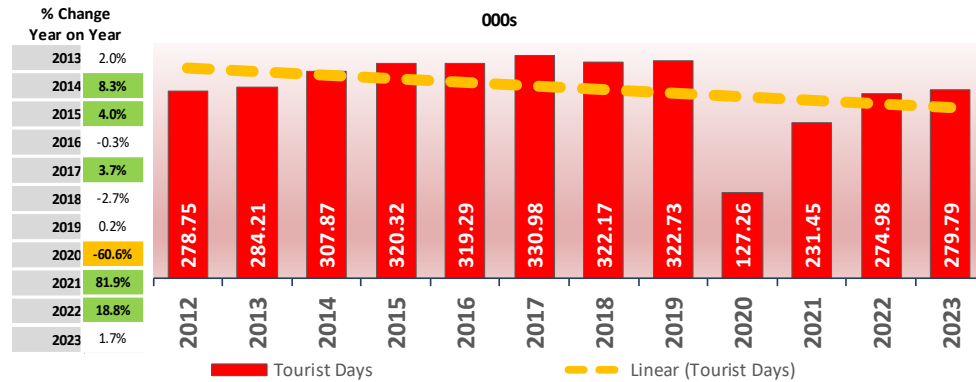
Economic Impact - Historic Prices - Serviced Accommodation



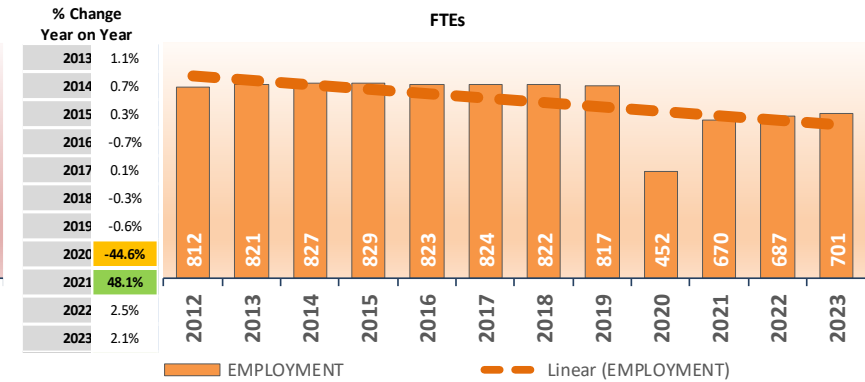
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		3.8%	14.4%	23.7%	26.2%	32.1%	34.1%	36.7%	-44.2%	3.2%	26.7%	39.2%
Visitor Numbers		-0.2%	12.9%	14.1%	12.9%	18.0%	15.1%	15.3%	-53.3%	-18.9%	-2.1%	-0.3%
Visitor Days		2.0%	10.4%	14.9%	14.5%	18.7%	15.6%	15.8%	-54.3%	-17.0%	-1.4%	0.4%
Direct Employment		1.1%	1.8%	2.1%	1.4%	1.5%	1.2%	0.7%	-44.3%	-17.5%	-15.4%	-13.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL

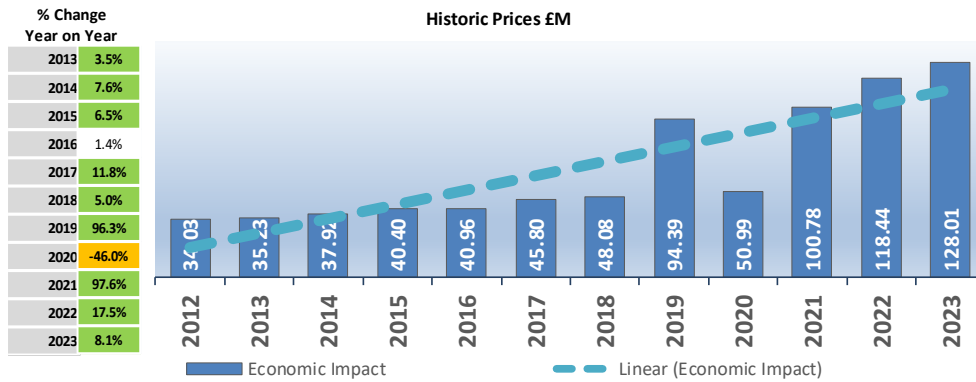
EXMOOR NATIONAL PARK

2012 to 2023
Historic Prices

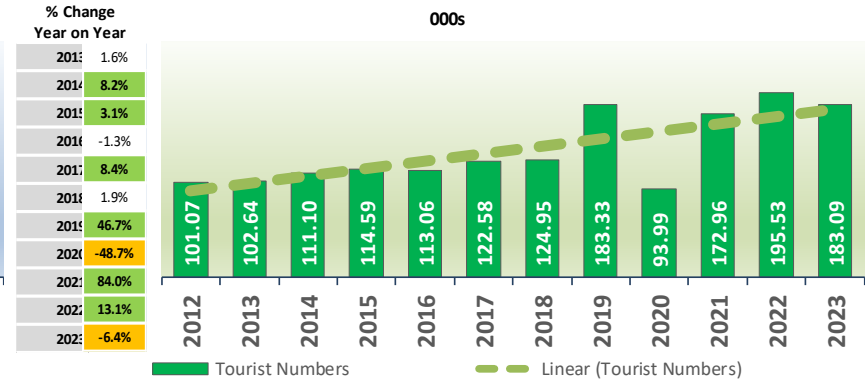
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

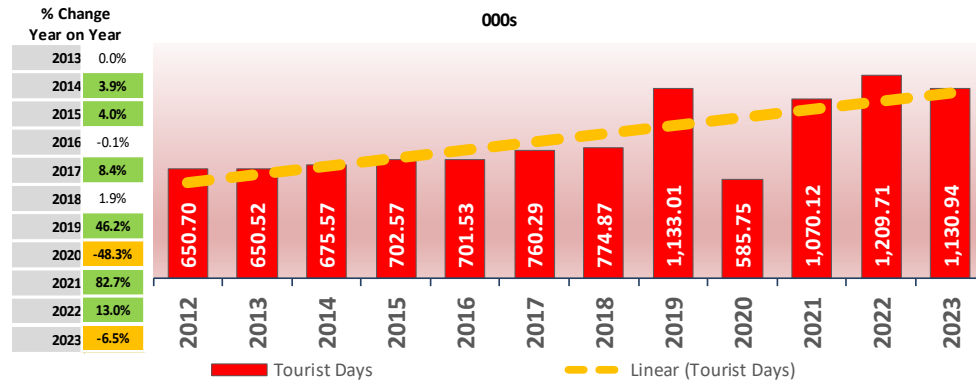
Economic Impact - Historic Prices - Non-Serviced Accommodation



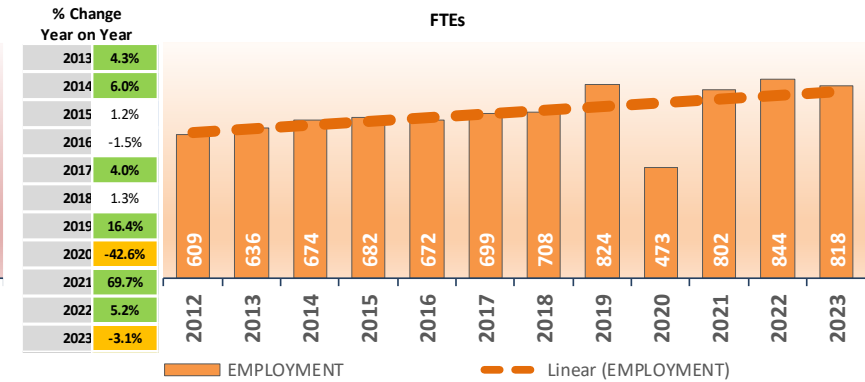
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		3.5%	11.4%	18.7%	20.4%	34.6%	41.3%	177.4%	49.8%	196.2%	248.1%	276.2%
Visitor Numbers		1.6%	9.9%	13.4%	11.9%	21.3%	23.6%	81.4%	-7.0%	71.1%	93.5%	81.2%
Visitor Days		0.0%	3.8%	8.0%	7.8%	16.8%	19.1%	74.1%	-10.0%	64.5%	85.9%	73.8%
Direct Employment		4.3%	10.6%	12.0%	10.3%	14.6%	16.2%	35.2%	-22.4%	31.6%	38.5%	34.3%

"Linear" = Linear Trendline

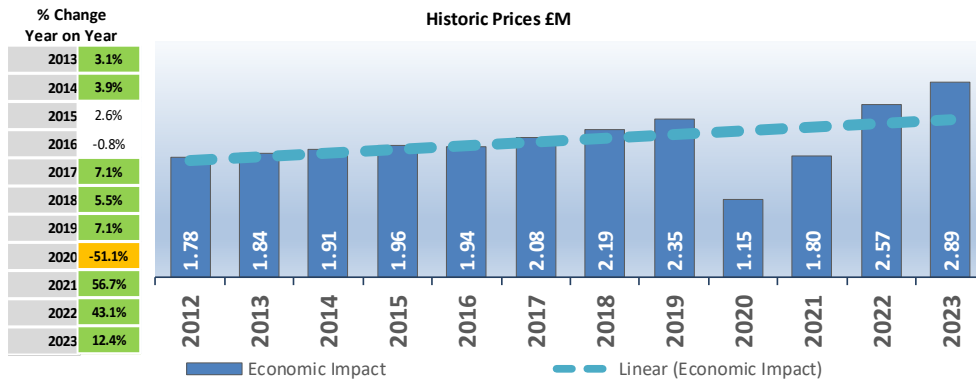
STEAM REPORT FOR 2012-2023 - FINAL
EXMOOR NATIONAL PARK

2012 to 2023
Historic Prices

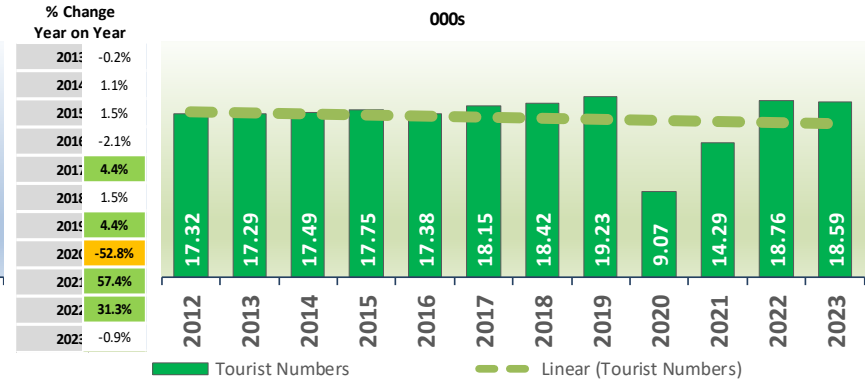
SFR

KEY MEASURES
Historic Prices

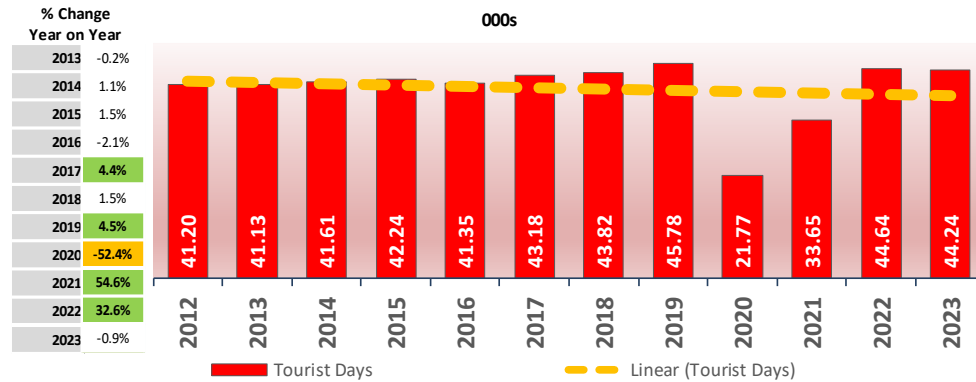
Economic Impact - Historic Prices - SFR



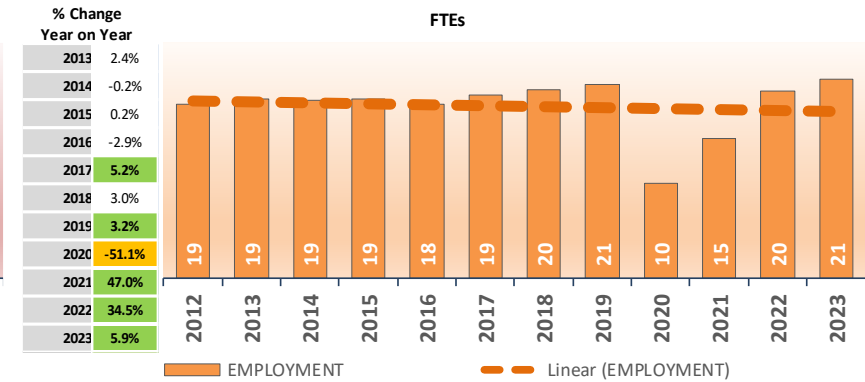
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		3.1%	7.2%	10.0%	9.1%	16.9%	23.3%	32.1%	-35.5%	1.1%	44.6%	62.5%
Visitor Numbers		-0.2%	1.0%	2.5%	0.4%	4.8%	6.4%	11.0%	-47.6%	-17.5%	8.3%	7.3%
Visitor Days		-0.2%	1.0%	2.5%	0.4%	4.8%	6.4%	11.1%	-47.1%	-18.3%	8.4%	7.4%
Direct Employment		2.4%	2.2%	2.4%	-0.5%	4.6%	7.7%	11.2%	-45.7%	-20.1%	7.4%	13.8%

"Linear" = Linear Trendline

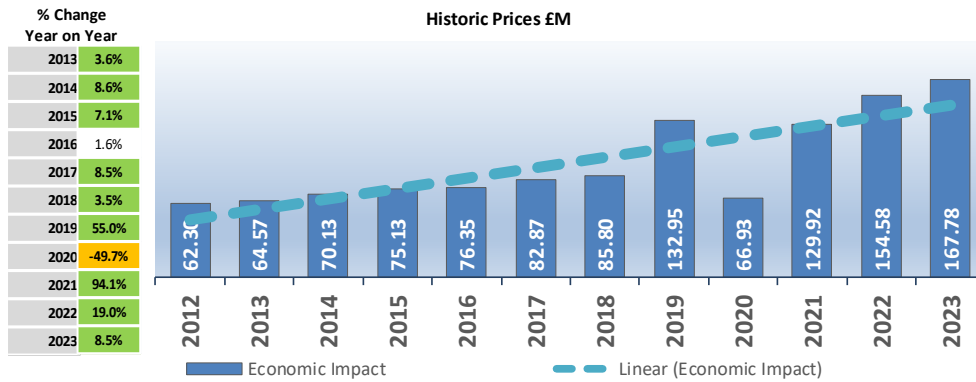
STEAM REPORT FOR 2012-2023 - FINAL
EXMOOR NATIONAL PARK

2012 to 2023
Historic Prices

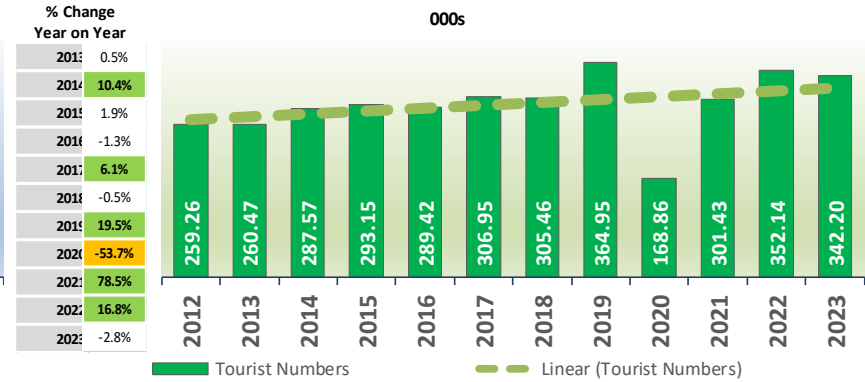
STAYING VISITOR

KEY MEASURES
Historic Prices

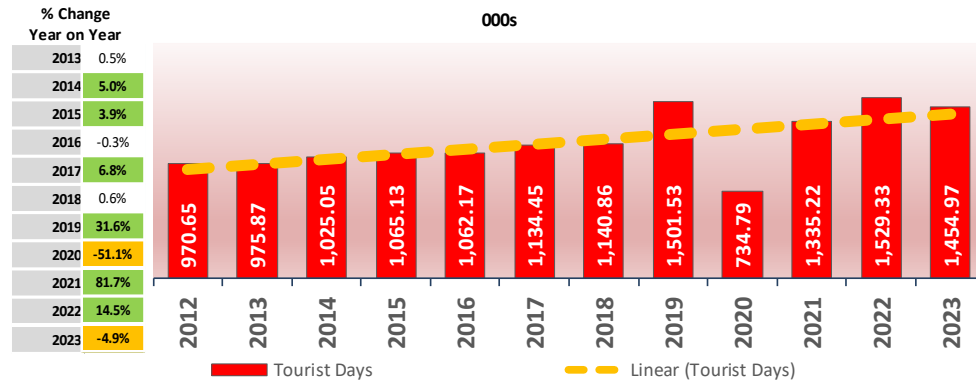
Economic Impact - Historic Prices - Staying Visitor



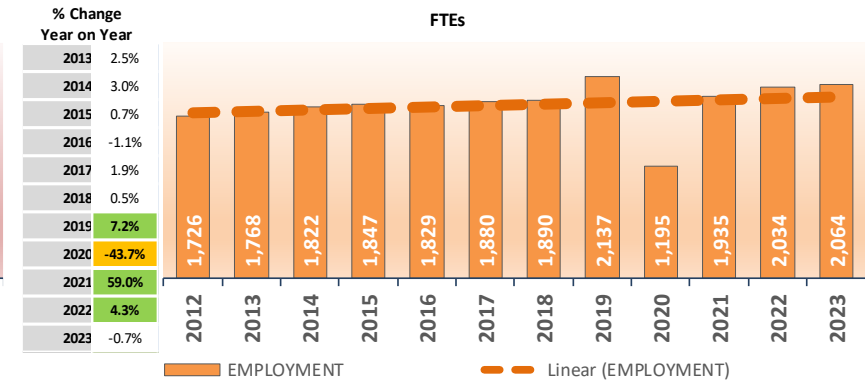
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		3.6%	12.6%	20.6%	22.5%	33.0%	37.7%	113.4%	7.4%	108.5%	148.1%	169.3%
Visitor Numbers		0.5%	10.9%	13.1%	11.6%	18.4%	17.8%	40.8%	-34.9%	16.3%	35.8%	32.0%
Visitor Days		0.5%	5.6%	9.7%	9.4%	16.9%	17.5%	54.7%	-24.3%	37.6%	57.6%	49.9%
Direct Employment		2.5%	5.6%	7.0%	6.0%	9.0%	9.5%	23.8%	-30.7%	12.1%	17.9%	19.6%

"Linear" = Linear Trendline

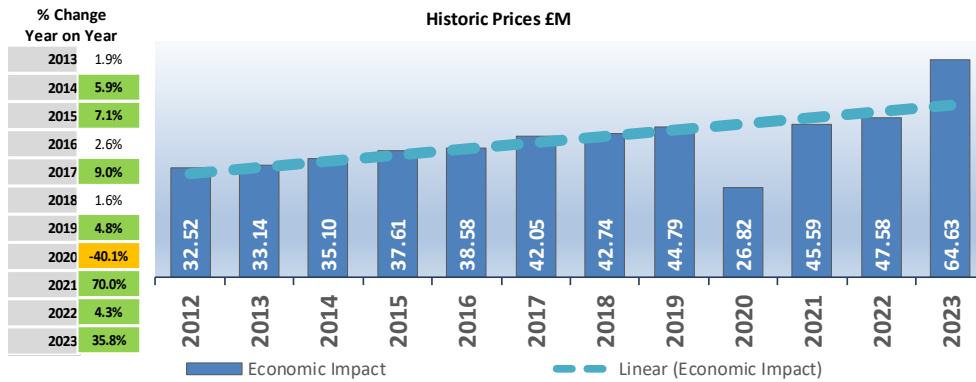
STEAM REPORT FOR 2012-2023 - FINAL
EXMOOR NATIONAL PARK

2012 to 2023
Historic Prices

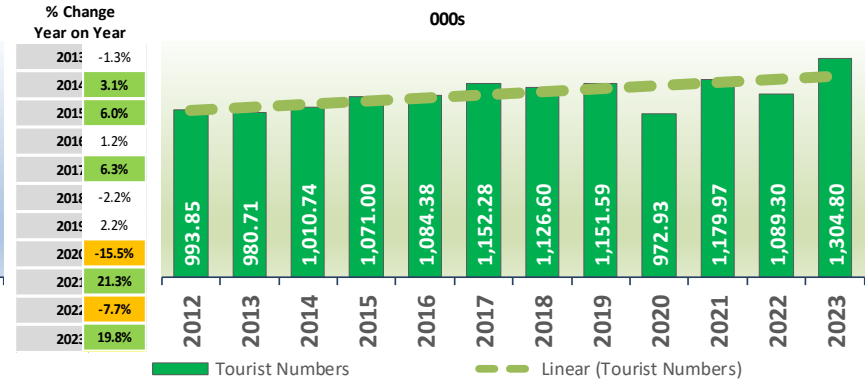
DAY VISITOR

KEY MEASURES
Historic Prices

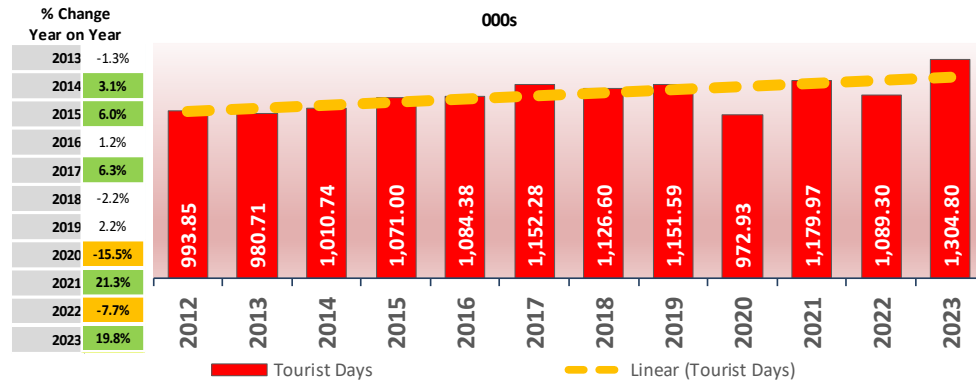
Economic Impact - Historic Prices - Day Visitor



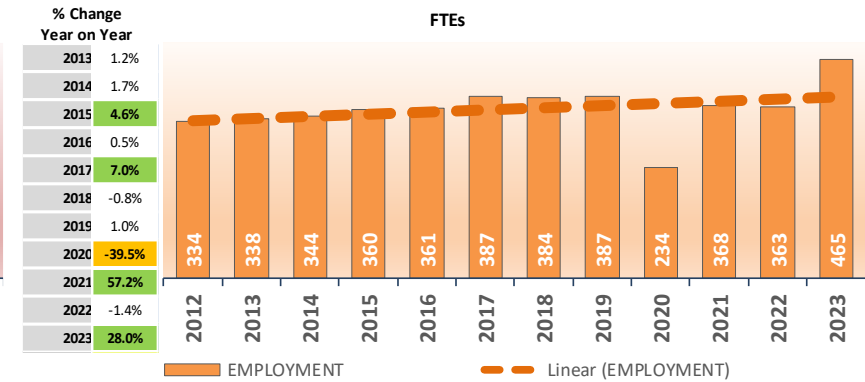
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		1.9%	7.9%	15.6%	18.6%	29.3%	31.4%	37.7%	-17.5%	40.2%	46.3%	98.7%
Visitor Numbers		-1.3%	1.7%	7.8%	9.1%	15.9%	13.4%	15.9%	-2.1%	18.7%	9.6%	31.3%
Visitor Days		-1.3%	1.7%	7.8%	9.1%	15.9%	13.4%	15.9%	-2.1%	18.7%	9.6%	31.3%
Direct Employment		1.2%	2.9%	7.6%	8.1%	15.7%	14.8%	15.9%	-29.9%	10.2%	8.7%	39.1%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2012 to 2023

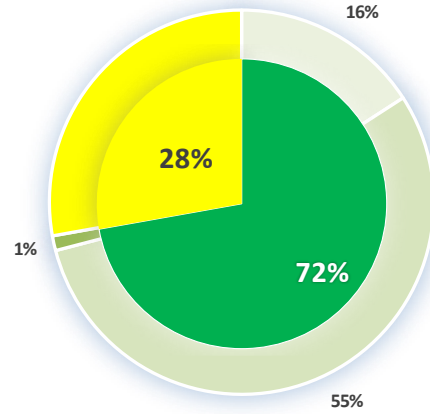
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2023 - M - Share of Total

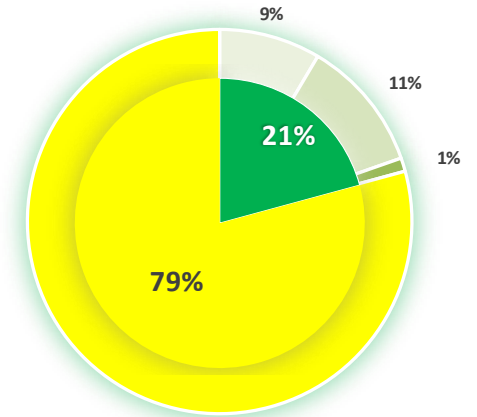
TOTAL
£232.41m

	£M
Serviced	36.88
Non-Serviced	128.01
SFR	2.89
Staying Visitor	167.78
Day Visitor	64.63
Total	232.41



TOTAL
1.65m

	M
Serviced	0.14
Non-Serviced	0.18
SFR	0.02
Staying Visitor	0.34
Day Visitor	1.30
Total	1.65

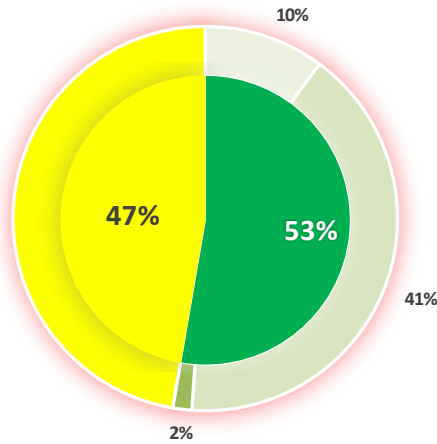


Visitor Days - 2023 - M - Share of Total

Direct Employment Supported - 2023 - FTEs - Share of Total

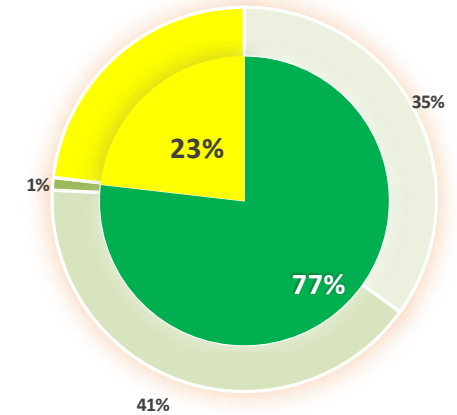
TOTAL
2.76m

	M
Serviced	0.28
Non-Serviced	1.13
SFR	0.04
Staying Visitor	1.45
Day Visitor	1.30
Total	2.76



TOTAL
2,005 Direct FTEs
2,529 Total FTEs

	FTEs
Serviced	701
Non-Serviced	818
SFR	21
Staying Visitor	1,541
Day Visitor	465
Total	2,005



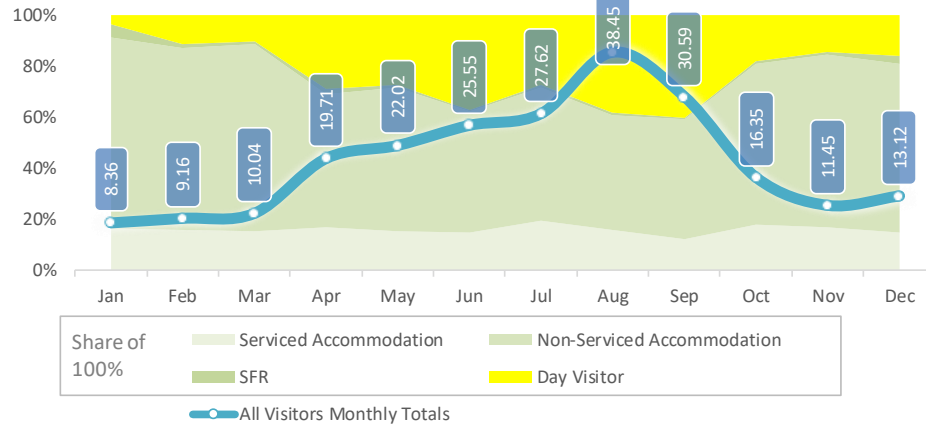
STEAM REPORT FOR 2012-2023 - FINAL
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2023
 Historic Prices

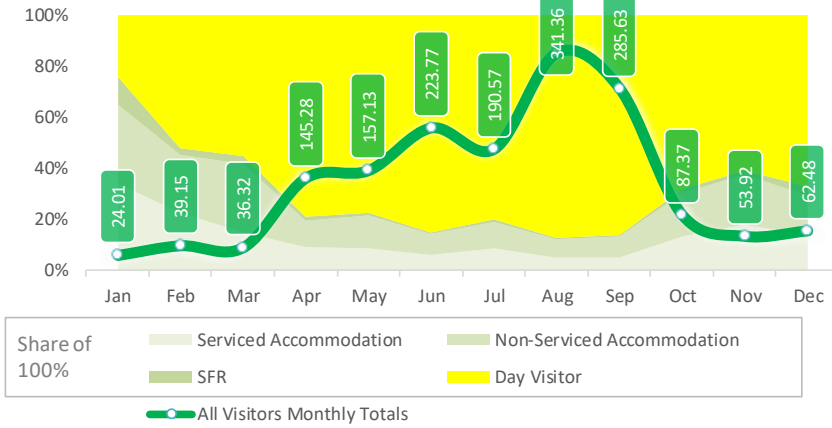
TOTAL

DISTRIBUTION BY MONTH
 Historic Prices

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



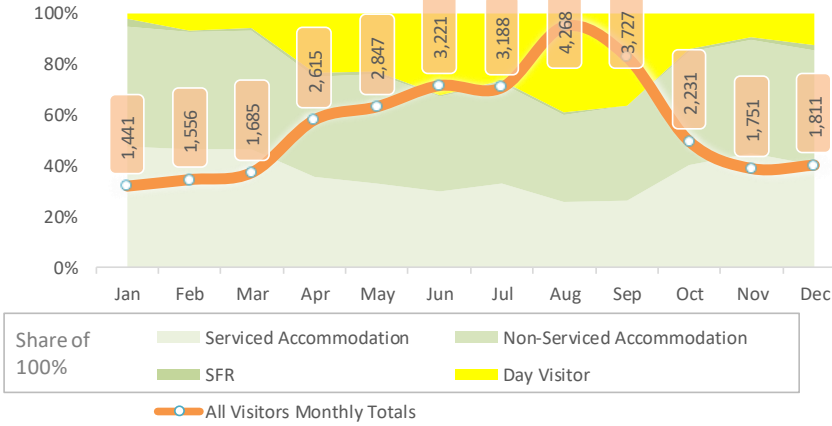
Visitor Numbers - 2023 - 000s - Distribution of Impact by Month



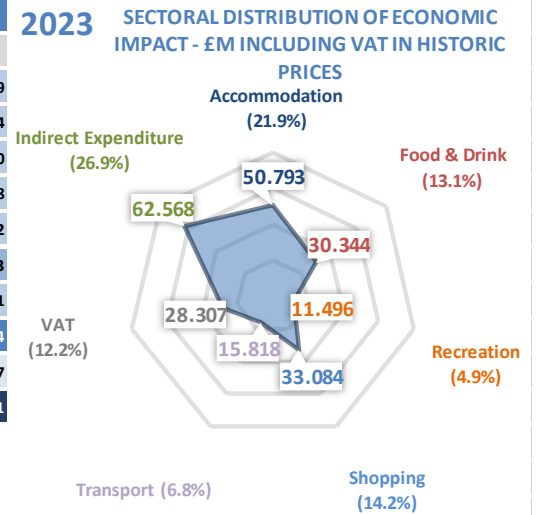
Visitor Days - 2023 - 000s - Distribution of Impact by Month



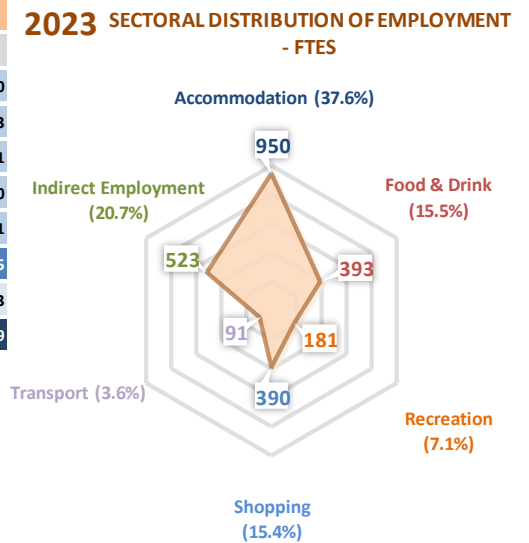
Direct Employment Supported - 2023 - FTEs - Distribution of Impact by Month



STEAM REPORT FOR 2012-2023 - FINAL EXMOOR NATIONAL PARK										2012 to 2023 Historic Prices			TOTAL	SECTORAL ANALYSIS Historic Prices
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES														
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Accommodation	£M	15.24	15.75	17.25	19.04	19.50	20.97	21.46	39.44	21.95	41.25	46.61	50.79	
Food & Drink	£M	14.51	14.97	16.08	17.02	17.30	18.82	19.43	23.45	13.35	22.26	25.87	30.34	
Recreation	£M	5.561	5.720	6.119	6.481	6.601	7.178	7.408	8.832	5.093	8.488	9.784	11.50	
Shopping	£M	16.02	16.46	17.56	18.66	19.02	20.78	21.36	24.82	13.58	24.01	27.29	33.08	
Transport	£M	7.767	7.991	8.557	9.059	9.222	10.00	10.32	12.22	6.481	11.61	13.49	15.82	
Direct Revenue	£M	59.10	60.89	65.57	70.26	71.64	77.75	79.97	108.77	60.46	107.62	123.04	141.53	
VAT	£M	11.82	12.18	13.11	14.05	14.33	15.55	15.99	21.75	8.106	20.55	24.61	28.31	
Direct Expenditure	£M	70.92	73.06	78.68	84.32	85.97	93.30	95.96	130.52	68.57	128.16	147.65	169.84	
Indirect Expenditure	£M	23.90	24.65	26.55	28.42	28.96	31.62	32.58	47.23	25.18	47.35	54.50	62.57	
TOTAL	£M	94.82	97.71	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	1,047	1,071	1,100	1,100	1,087	1,086	1,086	1,081	643	990	971	950
Food & Drink	FTEs	268	275	283	293	291	311	314	365	202	323	355	393
Recreation	FTEs	125	127	131	135	135	144	145	167	93	149	163	181
Shopping	FTEs	270	275	282	293	292	313	314	352	187	318	342	390
Transport	FTEs	64	66	67	70	69	74	74	85	44	75	83	91
Direct Employment	FTEs	1,774	1,814	1,864	1,890	1,875	1,929	1,934	2,049	1,169	1,855	1,914	2,005
Indirect Employment	FTEs	285	292	302	316	315	338	340	475	260	448	484	523
TOTAL	FTEs	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529



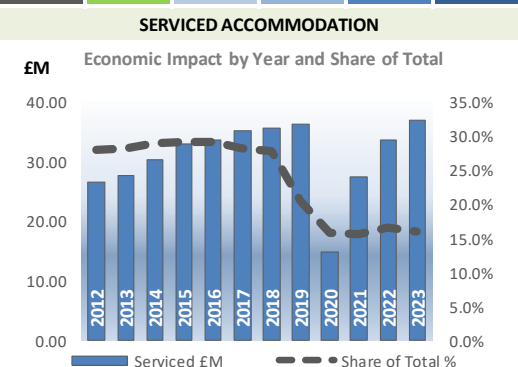
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL EXMOOR NATIONAL PARK													2012 to 2023 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2012 to 2023		219.9%	210.7%	184.0%	121.9%	126.9%	127.5%	104.3%	136.5%	125.8%	175.4%	234.1%	307.8%	145.1%	203.0%	125.6%	123.1%	225.3%		
% Change 2022 to 2023		13.8%	19.9%	7.7%	16.0%	19.4%	18.6%	8.4%	18.8%	12.5%	16.6%	11.5%	13.4%	15.0%	13.4%	18.1%	13.7%	14.1%		
Average Annual Change		20.0%	19.2%	16.7%	11.1%	11.5%	11.6%	9.5%	12.4%	11.4%	15.9%	21.3%	28.0%	13.2%	18.5%	11.4%	11.2%	20.5%		
2012	£M	2.612	2.948	3.536	8.882	9.705	11.23	13.52	16.26	13.55	5.937	3.426	3.216	94.82	9.095	29.82	43.33	12.58		
2013	£M	2.590	3.014	3.573	8.247	10.84	10.71	14.02	17.86	13.72	6.248	3.382	3.521	97.71	9.177	29.79	45.59	13.15		
2014	£M	2.662	2.908	3.647	9.408	11.26	11.11	15.69	19.14	14.92	6.728	3.888	3.879	105.24	9.217	31.78	49.75	14.49		
2015	£M	2.943	3.293	4.108	9.524	11.93	12.03	17.39	19.98	16.00	7.403	3.972	4.167	112.74	10.34	33.48	53.37	15.54		
2016	£M	2.916	3.420	4.259	9.323	11.98	12.96	17.51	20.60	16.06	7.633	4.052	4.216	114.93	10.59	34.26	54.17	15.90		
2017	£M	3.015	3.908	4.087	11.13	13.08	13.49	17.66	21.92	17.78	8.637	4.995	5.215	124.92	11.01	37.70	57.36	18.85		
2018	£M	3.113	4.011	4.164	11.05	13.59	13.84	18.22	22.94	18.04	8.901	5.208	5.462	128.54	11.29	38.48	59.21	19.57		
2019	£M	6.369	6.835	7.459	15.54	18.10	18.27	23.76	28.66	22.15	12.67	8.539	9.405	177.75	20.66	51.91	74.57	30.61		
2020	£M	5.617	4.800	2.707	0.615	0.754	2.062	14.42	23.23	22.80	10.96	0.951	4.832	93.75	13.12	3.431	60.46	16.74		
2021	£M	4.131	3.877	5.043	10.42	15.00	21.74	25.06	30.63	25.96	14.51	9.895	9.233	175.52	13.05	47.17	81.65	33.64		
2022	£M	7.343	7.638	9.323	16.99	18.45	21.54	25.48	32.36	27.19	14.03	10.26	11.56	202.15	24.30	56.97	85.02	35.86		
2023	£M	8.356	9.159	10.04	19.71	22.02	25.55	27.62	38.45	30.59	16.35	11.45	13.12	232.41	27.56	67.28	96.66	40.91		
ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total						
Total	£M	94.82	97.71	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41							
All Visitor Types	£M	94.82	97.71	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41							
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share	%																			
Change in Share from 2012	%																			
Avg Ann. Change in Share	%																			

STEAM REPORT FOR 2012-2023 - FINAL EXMOOR NATIONAL PARK													2012 to 2023 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2012 to 2023		21.5%	43.7%	18.4%	26.3%	37.5%	30.4%	43.5%	25.2%	29.0%	54.9%	131.4%	141.6%	39.2%	26.9%	31.2%	32.1%	92.4%		
% Change 2022 to 2023		18.8%	14.2%	9.1%	11.9%	10.7%	10.8%	6.0%	9.1%	12.1%	7.9%	6.3%	10.9%	9.9%	13.7%	11.1%	8.7%	8.3%		
Average Annual Change		2.0%	4.0%	1.7%	2.4%	3.4%	2.8%	4.0%	2.3%	2.6%	5.0%	11.9%	12.9%	3.6%	2.4%	2.8%	2.9%	8.4%		
2012	£M	1.107	1.014	1.312	2.657	2.424	2.900	3.781	4.854	2.920	1.902	0.829	0.795	26.49	3.433	7.981	11.55	3.525		
2013	£M	1.083	0.916	1.265	2.484	2.750	2.779	4.038	5.465	2.952	1.962	0.928	0.887	27.51	3.264	8.012	12.46	3.777		
2014	£M	1.211	0.906	1.260	2.565	3.168	2.933	5.127	6.007	3.103	2.057	0.992	0.975	30.30	3.376	8.667	14.24	4.024		
2015	£M	1.394	1.121	1.537	2.703	3.322	3.194	5.716	6.204	3.309	2.179	1.057	1.033	32.77	4.051	9.219	15.23	4.269		
2016	£M	1.344	1.178	1.487	2.719	3.267	3.212	5.961	6.506	3.428	2.212	1.064	1.066	33.44	4.008	9.198	15.89	4.342		
2017	£M	1.284	1.376	1.510	3.140	3.148	3.544	5.197	5.795	3.669	2.749	1.804	1.774	34.99	4.170	9.832	14.66	6.327		
2018	£M	1.295	1.378	1.484	3.092	3.236	3.592	5.330	6.111	3.594	2.809	1.826	1.778	35.52	4.156	9.920	15.04	6.412		
2019	£M	1.358	1.399	1.518	3.154	3.326	3.686	5.353	6.154	3.670	2.960	1.879	1.754	36.21	4.276	10.17	15.18	6.594		
2020	£M	1.166	1.174	0.505	0.143	0.153	0.232	2.030	4.387	2.517	1.776	0.175	0.536	14.79	2.844	0.528	8.934	2.487		
2021	£M	0.600	0.637	0.807	1.611	1.822	2.858	4.509	5.537	3.215	2.664	1.638	1.446	27.34	2.044	6.291	13.26	5.748		
2022	£M	1.132	1.277	1.423	2.998	3.011	3.411	5.118	5.571	3.361	2.729	1.805	1.731	33.57	3.831	9.421	14.05	6.264		
2023	£M	1.345	1.458	1.553	3.355	3.332	3.781	5.423	6.077	3.767	2.945	1.919	1.920	36.88	4.356	10.47	15.27	6.783		

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Serviced	£M	26.49	27.51	30.30	32.77	33.44	34.99	35.52	36.21	14.79	27.34	33.57	36.88
All Visitor Types	£M	94.82	97.71	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41
Share of Total	%	27.9%	28.2%	28.8%	29.1%	29.1%	28.0%	27.6%	20.4%	15.8%	15.6%	16.6%	15.9%
Annual Change in Share	%		0.8%	2.3%	0.9%	0.1%	-3.7%	-1.3%	-26.3%	-22.6%	-1.3%	6.6%	-4.4%
Change in Share from 2012	%		0.8%	3.1%	4.0%	4.1%	0.2%	-1.1%	-27.1%	-43.5%	-44.2%	-40.6%	-43.2%
Avg Ann. Change in Share	%		0.8%	1.5%	1.3%	1.0%	0.0%	-0.2%	-3.9%	-5.4%	-4.9%	-4.1%	-3.9%

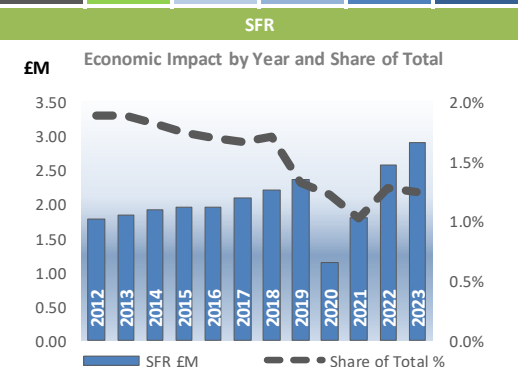


STEAM REPORT FOR 2012-2023 - FINAL EXMOOR NATIONAL PARK													2012 to 2023 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2012 to 2023		727.4%	464.5%	433.1%	295.4%	211.7%	182.1%	182.6%	181.9%	247.5%	379.6%	526.9%	727.4%	276.2%	512.0%	220.0%	199.9%	503.4%	
% Change 2022 to 2023		14.9%	18.1%	7.9%	16.2%	12.9%	1.4%	-5.0%	1.3%	8.8%	17.8%	20.7%	8.1%	8.1%	13.2%	9.5%	1.4%	15.3%	
Average Annual Change		66.1%	42.2%	39.4%	26.9%	19.2%	16.6%	16.6%	16.5%	22.5%	34.5%	47.9%	66.1%	25.1%	46.5%	20.0%	18.2%	45.8%	
2012	£M	0.761	1.160	1.377	2.609	3.985	4.310	5.075	6.157	4.154	2.146	1.240	1.056	34.03	3.298	10.90	15.39	4.441	
2013	£M	0.820	1.213	1.512	2.557	4.098	4.265	5.343	6.523	4.194	2.233	1.339	1.133	35.23	3.544	10.92	16.06	4.705	
2014	£M	0.901	1.322	1.634	2.742	4.222	4.399	5.691	7.107	4.617	2.504	1.506	1.277	37.92	3.857	11.36	17.42	5.287	
2015	£M	0.968	1.415	1.753	2.935	4.524	4.687	5.963	7.482	4.965	2.701	1.630	1.382	40.40	4.136	12.15	18.41	5.713	
2016	£M	0.990	1.434	1.750	2.948	4.579	4.748	6.034	7.624	5.076	2.730	1.648	1.401	40.96	4.174	12.28	18.73	5.779	
2017	£M	1.112	1.735	1.807	3.468	4.868	5.107	6.819	8.198	6.046	3.154	1.816	1.669	45.80	4.654	13.44	21.06	6.638	
2018	£M	1.170	1.830	1.905	3.388	5.218	5.335	7.158	8.714	6.209	3.315	1.987	1.851	48.08	4.904	13.94	22.08	7.153	
2019	£M	4.277	4.588	5.100	7.507	9.410	9.482	12.28	14.13	9.884	6.842	5.159	5.725	94.39	13.96	26.40	36.30	17.73	
2020	£M	3.798	3.039	1.767	0.456	0.520	0.471	8.210	11.91	10.49	6.363	0.715	3.245	50.99	8.604	1.448	30.61	10.32	
2021	£M	3.254	2.942	3.887	6.136	9.245	11.15	13.66	15.79	13.59	9.011	5.923	6.198	100.78	10.08	26.53	43.04	21.13	
2022	£M	5.479	5.548	6.799	8.872	11.00	11.99	15.10	17.12	13.27	8.733	6.437	8.084	118.44	17.83	31.86	45.49	23.25	
2023	£M	6.293	6.551	7.339	10.31	12.42	12.16	14.34	17.36	14.44	10.29	7.772	8.739	128.01	20.18	34.89	46.14	26.80	

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	Share of Total %
Non-Serviced	£M	34.03	35.23	37.92	40.40	40.96	45.80	48.08	94.39	50.99	100.78	118.44	128.01	34.03	39.9%
All Visitor Types	£M	94.82	97.71	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41	128.01	55.1%
Share of Total	%	35.9%	36.1%	36.0%	35.8%	35.6%	36.7%	37.4%	53.1%	54.4%	57.4%	58.6%	55.1%		
Annual Change in Share	%		0.5%	0.0%	-0.5%	-0.6%	2.9%	2.0%	42.0%	2.4%	5.6%	2.0%	-6.0%		
Change in Share from 2012	%		0.5%	0.4%	-0.1%	-0.7%	2.2%	4.2%	48.0%	51.6%	60.0%	63.3%	53.5%		
Avg Ann. Change in Share	%		0.5%	0.2%	0.0%	-0.2%	0.4%	0.7%	6.9%	6.4%	6.7%	6.3%	4.9%		

STEAM REPORT FOR 2012-2023 - FINAL EXMOOR NATIONAL PARK													2012 to 2023 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		65.2%	66.9%	55.9%	56.6%	57.6%	52.5%	59.8%	57.0%	59.8%	64.0%	76.1%	78.7%	62.5%	Annual Change	63.5%	55.9%	58.7%	74.5%	
% Change 2022 to 2023		12.4%	12.4%	12.4%	12.4%	12.4%	12.4%	12.4%	12.4%	12.4%	12.4%	12.4%	12.4%	12.4%		12.4%	12.4%	12.4%	12.4%	
Average Annual Change		5.9%	6.1%	5.1%	5.1%	5.2%	4.8%	5.4%	5.2%	5.4%	5.8%	6.9%	7.2%	5.7%		5.8%	5.1%	5.3%	6.8%	
2012	£M	0.260	0.085	0.098	0.226	0.148	0.113	0.175	0.188	0.101	0.097	0.075	0.213	1.780		0.443	0.487	0.465	0.385	
2013	£M	0.268	0.088	0.102	0.227	0.154	0.115	0.182	0.197	0.103	0.100	0.078	0.222	1.835	3.1%	0.457	0.496	0.482	0.401	
2014	£M	0.280	0.090	0.104	0.234	0.158	0.117	0.191	0.205	0.107	0.104	0.082	0.233	1.907	3.9%	0.475	0.510	0.504	0.419	
2015	£M	0.291	0.094	0.109	0.239	0.162	0.120	0.196	0.208	0.110	0.107	0.084	0.239	1.958	2.6%	0.494	0.521	0.514	0.429	
2016	£M	0.287	0.094	0.107	0.237	0.160	0.119	0.195	0.208	0.110	0.106	0.083	0.237	1.942	-0.8%	0.488	0.516	0.512	0.426	
2017	£M	0.302	0.104	0.111	0.256	0.167	0.125	0.202	0.214	0.119	0.115	0.094	0.272	2.081	7.1%	0.518	0.548	0.535	0.480	
2018	£M	0.321	0.109	0.117	0.265	0.177	0.132	0.213	0.227	0.125	0.122	0.099	0.288	2.195	5.5%	0.546	0.575	0.564	0.509	
2019	£M	0.371	0.117	0.129	0.284	0.184	0.136	0.220	0.232	0.126	0.128	0.107	0.316	2.351	7.1%	0.617	0.604	0.579	0.551	
2020	£M	0.332	0.081	0.045	0.007	0.004	0.005	0.126	0.189	0.126	0.097	0.006	0.131	1.148	-51.1%	0.458	0.016	0.440	0.235	
2021	£M	0.120	0.035	0.044	0.143	0.138	0.173	0.231	0.247	0.144	0.133	0.133	0.258	1.799	56.7%	0.199	0.455	0.622	0.524	
2022	£M	0.382	0.127	0.136	0.314	0.208	0.153	0.249	0.263	0.144	0.141	0.118	0.339	2.574	43.1%	0.645	0.676	0.656	0.598	
2023	£M	0.430	0.142	0.153	0.353	0.233	0.172	0.280	0.296	0.161	0.159	0.132	0.381	2.893	12.4%	0.725	0.759	0.737	0.672	

ECONOMIC IMPACT - IN HISTORIC PRICES													SFR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
SFR	£M	1.780	1.835	1.907	1.958	1.942	2.081	2.195	2.351	1.148	1.799	2.574	2.893		
All Visitor Types	£M	94.82	97.71	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41		
Share of Total	%	1.9%	1.9%	1.8%	1.7%	1.7%	1.7%	1.7%	1.3%	1.2%	1.0%	1.3%	1.2%		
Annual Change in Share	%		0.1%	-3.5%	-4.2%	-2.7%	-1.5%	2.5%	-22.6%	-7.4%	-16.3%	24.2%	-2.2%		
Change in Share from 2012	%		0.1%	-3.4%	-7.5%	-10.0%	-11.3%	-9.0%	-29.5%	-34.7%	-45.4%	-32.2%	-33.7%		
Avg Ann. Change in Share	%		0.1%	-1.7%	-2.5%	-2.5%	-2.3%	-1.5%	-4.2%	-4.3%	-5.0%	-3.2%	-3.1%		



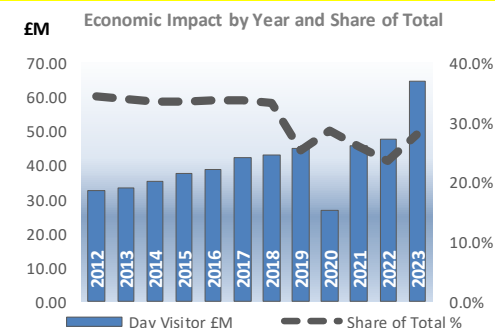
STEAM REPORT FOR 2012-2023 - FINAL EXMOOR NATIONAL PARK													2012 to 2023 Historic Prices		STAYING VISITOR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											Annual Change							
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		279.2%	260.7%	224.6%	155.4%	143.8%	120.0%	122.0%	111.9%	156.0%	223.2%	358.2%	434.9%	169.3%		252.2%	138.1%	126.7%	310.2%	
% Change 2022 to 2023		15.4%	17.3%	8.2%	15.1%	12.4%	3.5%	-2.0%	3.4%	9.5%	15.4%	17.5%	8.7%	8.5%		13.3%	9.9%	3.2%	13.7%	
Average Annual Change		25.4%	23.7%	20.4%	14.1%	13.1%	10.9%	11.1%	10.2%	14.2%	20.3%	32.6%	39.5%	15.4%		22.9%	12.6%	11.5%	28.2%	
2012	£M	2.128	2.260	2.786	5.491	6.557	7.323	9.031	11.20	7.175	4.144	2.144	2.064	62.30		7.174	19.37	27.41	8.352	
2013	£M	2.170	2.216	2.878	5.268	7.002	7.159	9.563	12.18	7.250	4.295	2.345	2.242	64.57	3.6%	7.264	19.43	29.00	8.882	
2014	£M	2.392	2.318	2.998	5.541	7.549	7.450	11.01	13.32	7.827	4.664	2.580	2.485	70.13	8.6%	7.708	20.54	32.16	9.730	
2015	£M	2.653	2.630	3.398	5.876	8.009	8.001	11.87	13.89	8.384	4.987	2.771	2.654	75.13	7.1%	8.681	21.89	34.15	10.41	
2016	£M	2.621	2.705	3.344	5.904	8.006	8.079	12.19	14.34	8.613	5.047	2.796	2.704	76.35	1.6%	8.670	21.99	35.14	10.55	
2017	£M	2.698	3.215	3.428	6.865	8.183	8.776	12.22	14.21	9.833	6.019	3.713	3.714	82.87	8.5%	9.341	23.82	36.26	13.45	
2018	£M	2.785	3.317	3.506	6.745	8.631	9.060	12.70	15.05	9.928	6.245	3.912	3.917	85.80	3.5%	9.607	24.44	37.68	14.07	
2019	£M	6.006	6.104	6.747	10.95	12.92	13.30	17.86	20.52	13.68	9.931	7.146	7.795	132.95	55.0%	18.86	37.17	52.05	24.87	
2020	£M	5.296	4.294	2.316	0.606	0.678	0.708	10.37	16.49	13.14	8.237	0.896	3.913	66.93	-49.7%	11.91	1.992	39.99	13.05	
2021	£M	3.974	3.613	4.738	7.890	11.20	14.18	18.40	21.58	16.95	11.81	7.694	7.902	129.92	94.1%	12.32	33.27	56.92	27.40	
2022	£M	6.993	6.952	8.358	12.18	14.22	15.56	20.46	22.96	16.78	11.60	8.360	10.15	154.58	19.0%	22.30	41.96	60.20	30.12	
2023	£M	8.068	8.151	9.044	14.02	15.99	16.11	20.05	23.73	18.36	13.39	9.823	11.04	167.78	8.5%	25.26	46.12	62.14	34.26	

ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
Staying Visitor	£M	62.30	64.57	70.13	75.13	76.35	82.87	85.80	132.95	66.93	129.92	154.58	167.78		
All Visitor Types	£M	94.82	97.71	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41		
Share of Total	%	65.7%	66.1%	66.6%	66.6%	66.4%	66.3%	66.7%	74.8%	71.4%	74.0%	76.5%	72.2%		
Annual Change in Share	%		0.6%	0.9%	0.0%	-0.3%	-0.1%	0.6%	12.1%	-4.6%	3.7%	3.3%	-5.6%		
Change in Share from 2012	%		0.6%	1.4%	1.4%	1.1%	1.0%	1.6%	13.8%	8.7%	12.7%	16.4%	9.9%		
Avg Ann. Change in Share	%		0.6%	0.7%	0.5%	0.3%	0.2%	0.3%	2.0%	1.1%	1.4%	1.6%	0.9%		



STEAM REPORT FOR 2012-2023 - FINAL EXMOOR NATIONAL PARK													2012 to 2023 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2012 to 2023		-40.5%	46.6%	33.1%	67.7%	91.6%	141.4%	68.8%	191.1%	91.7%	65.1%	26.6%	80.1%	98.7%	1.9%	19.4%	102.5%	116.8%	57.5%	
% Change 2022 to 2023		-17.7%	46.9%	3.4%	18.4%	42.6%	58.0%	51.2%	56.6%	17.4%	22.0%	-14.8%	47.3%	35.8%	1.9%	14.6%	41.0%	39.0%	16.0%	
Average Annual Change		-3.7%	4.2%	3.0%	6.2%	8.3%	12.9%	6.3%	17.4%	8.3%	5.9%	2.4%	7.3%	9.0%	1.8%	9.3%	10.6%	5.2%		
2012	£M	0.484	0.688	0.749	3.391	3.148	3.912	4.489	5.057	6.374	1.793	1.282	1.152	32.52	1.9%	1.921	10.45	15.92	4.227	
2013	£M	0.420	0.798	0.695	2.978	3.834	3.554	4.456	5.672	6.466	1.953	1.036	1.279	33.14	1.9%	1.913	10.37	16.59	4.269	
2014	£M	0.270	0.590	0.648	3.868	3.713	3.656	4.685	5.819	7.089	2.063	1.307	1.394	35.10	5.9%	1.508	11.24	17.59	4.765	
2015	£M	0.290	0.664	0.710	3.648	3.923	4.025	5.513	6.085	7.619	2.416	1.201	1.513	37.61	7.1%	1.664	11.60	19.22	5.131	
2016	£M	0.295	0.715	0.915	3.419	3.974	4.877	5.318	6.266	7.448	2.586	1.257	1.512	38.58	2.6%	1.925	12.27	19.03	5.355	
2017	£M	0.317	0.693	0.659	4.268	4.894	4.714	5.439	7.716	7.949	2.618	1.283	1.501	42.05	9.0%	1.669	13.88	21.10	5.402	
2018	£M	0.328	0.694	0.658	4.303	4.955	4.785	5.520	7.892	8.114	2.656	1.295	1.545	42.74	1.6%	1.680	14.04	21.53	5.496	
2019	£M	0.362	0.730	0.712	4.594	5.181	4.963	5.903	8.138	8.470	2.737	1.393	1.610	44.79	4.8%	1.805	14.74	22.51	5.740	
2020	£M	0.321	0.506	0.391	0.009	0.077	1.354	4.053	6.746	9.668	2.721	0.055	0.919	26.82	-40.1%	1.218	1.439	20.47	3.695	
2021	£M	0.158	0.264	0.305	2.533	3.799	7.566	6.665	9.051	9.015	2.707	2.201	1.331	45.59	70.0%	0.727	13.90	24.73	6.238	
2022	£M	0.350	0.686	0.965	4.803	4.230	5.978	5.012	9.402	10.41	2.426	1.904	1.410	47.58	4.3%	2.001	15.01	24.82	5.740	
2023	£M	0.288	1.009	0.998	5.687	6.031	9.442	7.576	14.72	12.22	2.959	1.623	2.076	64.63	35.8%	2.294	21.16	34.52	6.658	

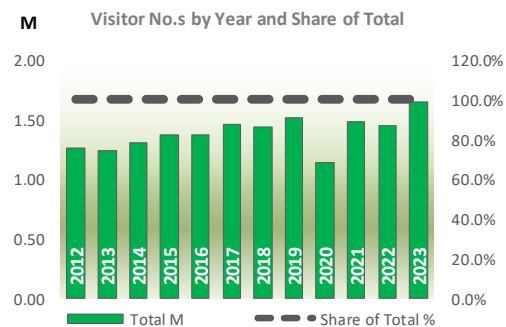
ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	
Day Visitor	£M	32.52	33.14	35.10	37.61	38.58	42.05	42.74	44.79	26.82	45.59	47.58	64.63	Economic Impact by Year and Share of Total	
All Visitor Types	£M	94.82	97.71	105.24	112.74	114.93	124.92	128.54	177.75	93.75	175.52	202.15	232.41		
Share of Total	%	34.3%	33.9%	33.4%	33.4%	33.6%	33.7%	33.3%	25.2%	28.6%	26.0%	23.5%	27.8%		
Annual Change in Share	%		-1.1%	-1.7%	0.0%	0.6%	0.3%	-1.2%	-24.2%	13.5%	-9.2%	-9.4%	18.2%		
Change in Share from 2012	%		-1.1%	-2.7%	-2.7%	-2.1%	-1.8%	-3.0%	-26.5%	-16.6%	-24.3%	-31.4%	-18.9%		
Avg Ann. Change in Share	%		-1.1%	-1.4%	-0.9%	-0.5%	-0.4%	-0.5%	-3.8%	-2.1%	-2.7%	-3.1%	-1.7%		



Visitor Numbers by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		TOTAL	VISITOR NUMBERS			
EXMOOR NATIONAL PARK																			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		-13.6%	18.1%	3.5%	13.3%	25.7%	48.9%	13.4%	77.4%	27.7%	18.5%	7.6%	36.5%	31.4%	Annual Change	3.6%	30.4%	40.0%	20.2%
% Change 2022 to 2023		-5.2%	16.8%	-6.6%	3.9%	18.1%	29.7%	21.9%	30.2%	2.7%	5.6%	-17.1%	16.0%	14.3%		1.8%	18.1%	17.4%	1.0%
Average Annual Change		-1.2%	1.6%	0.3%	1.2%	2.3%	4.4%	1.2%	7.0%	2.5%	1.7%	0.7%	3.3%	2.9%		0.3%	2.8%	3.6%	1.8%
2012	M	0.028	0.033	0.035	0.128	0.125	0.150	0.168	0.192	0.224	0.074	0.050	0.046	1.253			0.096	0.403	0.584
2013	M	0.025	0.035	0.032	0.112	0.144	0.134	0.163	0.207	0.221	0.077	0.043	0.049	1.241	-1.0%	0.092	0.389	0.590	0.169
2014	M	0.023	0.030	0.032	0.136	0.140	0.134	0.173	0.212	0.236	0.080	0.051	0.052	1.298	4.6%	0.084	0.410	0.621	0.183
2015	M	0.024	0.033	0.034	0.128	0.145	0.144	0.196	0.218	0.250	0.090	0.048	0.055	1.364	5.1%	0.090	0.418	0.664	0.193
2016	M	0.024	0.034	0.038	0.120	0.144	0.167	0.188	0.221	0.242	0.093	0.048	0.055	1.374	0.7%	0.096	0.431	0.651	0.196
2017	M	0.024	0.035	0.031	0.144	0.166	0.161	0.186	0.254	0.254	0.095	0.053	0.057	1.459	6.2%	0.089	0.471	0.693	0.206
2018	M	0.024	0.034	0.030	0.139	0.163	0.158	0.182	0.251	0.249	0.094	0.052	0.057	1.432	-1.9%	0.088	0.460	0.681	0.203
2019	M	0.028	0.038	0.035	0.150	0.171	0.164	0.195	0.259	0.257	0.099	0.058	0.062	1.517	5.9%	0.102	0.485	0.710	0.219
2020	M	0.025	0.027	0.019	0.006	0.040	0.058	0.158	0.263	0.358	0.112	0.030	0.047	1.142	-24.7%	0.070	0.104	0.779	0.189
2021	M	0.025	0.021	0.034	0.098	0.121	0.221	0.204	0.270	0.265	0.096	0.075	0.051	1.481	29.7%	0.081	0.440	0.738	0.222
2022	M	0.025	0.034	0.039	0.140	0.133	0.173	0.156	0.262	0.278	0.083	0.065	0.054	1.441	-2.7%	0.098	0.446	0.696	0.202
2023	M	0.024	0.039	0.036	0.145	0.157	0.224	0.191	0.341	0.286	0.087	0.054	0.062	1.647	14.3%	0.099	0.526	0.818	0.204
VISITOR NUMBERS													TOTAL						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023						
Total	M	1.253	1.241	1.298	1.364	1.374	1.459	1.432	1.517	1.142	1.481	1.441	1.647						
All Visitor Types	M	1.253	1.241	1.298	1.364	1.374	1.459	1.432	1.517	1.142	1.481	1.441	1.647						
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						
Annual Change in Share	%																		
Change in Share from 2012	%																		
Avg Ann. Change in Share	%																		



STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		SERVICED		VISITOR NUMBERS			
EXMOOR NATIONAL PARK																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2012 to 2023		-2.5%	17.4%	-21.0%	-4.4%	-1.2%	-13.1%	-6.3%	-15.9%	-4.4%	7.3%	69.3%	59.5%	-0.3%	-1.3%	-6.7%	-9.5%	36.0%		
% Change 2022 to 2023		9.6%	5.2%	0.6%	3.0%	1.9%	2.1%	-1.0%	2.0%	3.2%	-0.5%	-2.0%	2.3%	1.9%	5.6%	2.3%	1.3%	-0.2%		
Average Annual Change		-0.2%	1.6%	-1.9%	-0.4%	-0.1%	-1.2%	-0.6%	-1.4%	-0.4%	0.7%	6.3%	5.4%	0.0%	-0.1%	-0.6%	-0.9%	3.3%		
2012	000s	8.4	7.5	6.7	13.7	13.4	15.8	17.4	21.1	15.0	11.0	5.7	5.3	140.9		22.7	42.8	53.5	21.9	
2013	000s	8.0	6.9	6.2	12.8	14.9	14.2	17.4	22.0	14.8	11.1	6.7	5.7	140.5	-0.2%	21.0	41.9	54.1	23.5	
2014	000s	9.9	7.5	6.8	13.2	17.0	14.9	23.0	25.2	16.2	11.8	7.2	6.3	159.0	13.1%	24.2	45.1	64.4	25.3	
2015	000s	10.3	8.4	7.1	12.9	17.1	15.1	23.3	24.9	16.6	11.6	7.2	6.2	160.8	1.1%	25.8	45.1	64.8	25.1	
2016	000s	10.2	8.9	6.4	13.5	16.3	14.8	23.3	24.6	16.6	11.2	6.8	6.3	159.0	-1.1%	25.5	44.6	64.5	24.4	
2017	000s	9.7	10.4	6.4	15.2	15.5	16.0	19.7	21.3	17.4	13.6	11.2	9.7	166.2	4.6%	26.5	46.7	58.4	34.6	
2018	000s	9.4	10.1	6.1	14.5	15.4	15.7	19.1	21.2	16.5	13.5	11.0	9.5	162.1	-2.5%	25.6	45.7	56.7	34.0	
2019	000s	9.7	10.0	6.1	14.5	15.5	15.8	19.0	21.2	16.5	13.9	11.1	9.2	162.4	0.2%	25.8	45.7	56.7	34.2	
2020	000s	8.2	8.3	2.0	0.7	0.7	1.0	7.1	14.8	11.1	8.2	1.0	2.7	65.8	-59.5%	18.4	2.3	33.0	12.0	
2021	000s	4.1	4.4	3.1	7.1	8.2	11.8	15.1	18.0	13.9	12.0	9.3	7.2	114.2	73.6%	11.6	27.0	46.9	28.6	
2022	000s	7.5	8.4	5.3	12.7	12.9	13.5	16.5	17.4	13.9	11.8	9.8	8.3	137.8	20.7%	21.2	39.1	47.7	29.9	
2023	000s	8.2	8.9	5.3	13.0	13.2	13.7	16.3	17.7	14.3	11.8	9.6	8.4	140.5	1.9%	22.4	40.0	48.4	29.8	

VISITOR NUMBERS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	
Serviced	000s	140.9	140.5	159.0	160.8	159.0	166.2	162.1	162.4	65.8	114.2	137.8	140.5		
All Visitor Types	M	1.3	1.2	1.3	1.4	1.4	1.5	1.4	1.5	1.1	1.5	1.4	1.6		
Share of Total	%	11.2%	11.3%	12.2%	11.8%	11.6%	11.4%	11.3%	10.7%	5.8%	7.7%	9.6%	8.5%		
Annual Change in Share	%		0.7%	8.1%	-3.7%	-1.8%	-1.6%	-0.6%	-5.4%	-46.2%	33.8%	24.1%	-10.8%		
Change in Share from 2012	%		0.7%	8.9%	4.9%	2.9%	1.3%	0.7%	-4.7%	-48.7%	-31.4%	-14.9%	-24.1%		
Avg Ann. Change in Share	%		0.7%	4.5%	1.6%	0.7%	0.3%	0.1%	-0.7%	-6.1%	-3.5%	-1.5%	-2.2%		

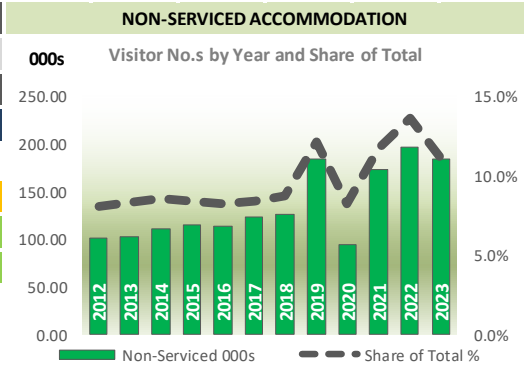


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Report Prepared by: Cathy James, Date of Issue: 12/08/24

STEAM REPORT FOR 2012-2023 - FINAL EXMOOR NATIONAL PARK													2012 to 2023		NON-SERVICED	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2012 to 2023		235.2%	144.1%	121.8%	71.8%	48.2%	33.2%	65.6%	63.8%	83.6%	113.2%	141.0%	194.0%	81.2%	154.1%	48.4%	70.7%	140.1%		
% Change 2022 to 2023		2.7%	6.7%	-6.2%	1.3%	-5.1%	-13.4%	-16.2%	-10.9%	-5.0%	3.4%	-0.8%	-10.8%	-6.4%	0.4%	-6.4%	-10.6%	-2.2%		
Average Annual Change		21.4%	13.1%	11.1%	6.5%	4.4%	3.0%	6.0%	5.8%	7.6%	10.3%	12.8%	17.6%	7.4%	14.0%	4.4%	6.4%	12.7%		
2012	000s	2.2	3.6	4.4	9.0	13.9	13.6	11.8	15.1	12.8	6.9	4.4	3.4	101.1	1.6%	10.3	36.5	39.7	14.6	
2013	000s	2.2	3.6	4.4	8.7	14.4	13.1	12.1	15.5	13.3	7.2	4.8	3.3	102.6		10.2	36.2	40.9	15.4	
2014	000s	2.6	4.3	5.2	9.1	14.5	13.1	13.2	17.2	14.9	8.0	5.4	3.7	111.1		8.2%	12.1	36.7	45.4	17.0
2015	000s	2.5	4.3	5.1	9.2	15.1	13.3	13.9	18.5	15.2	8.2	5.6	3.8	114.6		3.1%	11.9	37.6	47.5	17.5
2016	000s	2.6	4.1	5.0	8.8	14.3	13.7	14.0	18.5	15.1	7.9	5.1	3.8	113.1		-1.3%	11.7	36.9	47.6	16.8
2017	000s	2.9	4.8	5.0	10.0	14.7	14.3	15.5	19.3	17.4	8.8	5.4	4.4	122.6		8.4%	12.7	39.1	52.2	18.6
2018	000s	2.9	5.0	5.1	9.6	15.4	14.6	15.6	19.7	17.4	9.1	5.8	4.8	125.0		1.9%	13.0	39.5	52.8	19.6
2019	000s	6.6	8.5	9.1	15.3	21.1	19.4	22.1	26.4	22.0	13.6	10.3	9.1	183.3		46.7%	24.2	55.7	70.5	32.9
2020	000s	5.9	5.5	3.2	0.7	0.8	0.7	14.4	21.9	22.8	11.9	1.1	5.0	94.0		-48.7%	14.6	2.2	59.1	18.0
2021	000s	4.0	4.1	5.0	9.6	18.1	20.9	22.2	26.7	27.1	16.1	10.4	8.7	173.0		84.0%	13.1	48.6	76.0	35.2
2022	000s	7.2	8.3	10.4	15.2	21.7	21.0	23.4	27.7	24.7	14.2	10.6	11.1	195.5		13.1%	25.9	57.9	75.7	36.0
2023	000s	7.4	8.9	9.8	15.4	20.6	18.2	19.6	24.7	23.4	14.7	10.5	9.9	183.1		-6.4%	26.1	54.2	67.7	35.2

VISITOR NUMBERS													NON-SERVICED ACCOMMODATION	
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s
Non-Serviced	000s	101.1	102.6	111.1	114.6	113.1	122.6	125.0	183.3	94.0	173.0	195.5	183.1	
All Visitor Types	M	1.3	1.2	1.3	1.4	1.4	1.5	1.4	1.5	1.1	1.5	1.4	1.6	
Share of Total	%	8.1%	8.3%	8.6%	8.4%	8.2%	8.4%	8.7%	12.1%	8.2%	11.7%	13.6%	11.1%	
Annual Change in Share	%		2.5%	3.5%	-1.8%	-2.0%	2.1%	3.9%	38.5%	-31.9%	41.8%	16.2%	-18.1%	
Change in Share from 2012	%		2.5%	6.1%	4.1%	2.0%	4.2%	8.2%	49.9%	2.1%	44.8%	68.2%	37.8%	
Avg Ann. Change in Share	%		2.5%	3.1%	1.4%	0.5%	0.8%	1.4%	7.1%	0.3%	5.0%	6.8%	3.4%	

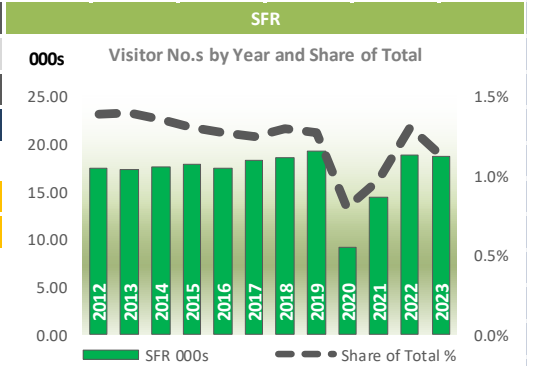


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Report Prepared by: Cathy James, Date of Issue: 12/08/24

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		SFR	VISITOR NUMBERS				
EXMOOR NATIONAL PARK																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		9.1%	10.3%	3.0%	3.4%	4.1%	0.7%	5.6%	3.7%	5.5%	8.3%	16.3%	18.1%	7.3%	Annual Change	7.9%	2.9%	4.8%	15.0%	
% Change 2022 to 2023		-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%		-0.9%	-0.9%	-0.9%	-0.9%	-0.9%
Average Annual Change		0.8%	0.9%	0.3%	0.3%	0.4%	0.1%	0.5%	0.3%	0.5%	0.8%	1.5%	1.6%	0.7%		0.7%	0.3%	0.4%	1.4%	
2012	000s	2.4	0.9	1.1	1.9	1.6	1.2	1.6	1.7	1.1	1.0	0.9	1.9	17.3			4.4	4.7	4.4	3.8
2013	000s	2.4	0.9	1.1	1.9	1.6	1.2	1.6	1.7	1.1	1.0	0.9	1.9	17.3	-0.2%	4.4	4.7	4.4	3.8	
2014	000s	2.4	0.9	1.1	1.9	1.6	1.2	1.7	1.7	1.1	1.1	0.9	2.0	17.5	1.1%	4.4	4.7	4.5	3.9	
2015	000s	2.5	1.0	1.1	1.9	1.6	1.2	1.7	1.7	1.1	1.1	0.9	2.0	17.8	1.5%	4.6	4.7	4.5	3.9	
2016	000s	2.4	0.9	1.1	1.9	1.6	1.2	1.7	1.7	1.1	1.1	0.9	1.9	17.4	-2.1%	4.5	4.6	4.4	3.9	
2017	000s	2.5	1.0	1.1	2.0	1.6	1.2	1.7	1.7	1.1	1.1	1.0	2.2	18.2	4.4%	4.6	4.8	4.5	4.2	
2018	000s	2.6	1.0	1.1	2.0	1.6	1.3	1.7	1.7	1.1	1.1	1.0	2.2	18.4	1.5%	4.7	4.8	4.6	4.3	
2019	000s	2.9	1.1	1.2	2.0	1.6	1.3	1.7	1.7	1.1	1.2	1.0	2.4	19.2	4.4%	5.1	4.9	4.6	4.6	
2020	000s	2.5	0.7	0.4	0.0	0.0	0.0	1.0	1.4	1.1	0.9	0.1	1.0	9.1	-52.8%	3.6	0.1	3.4	1.9	
2021	000s	0.9	0.3	0.4	1.0	1.2	1.5	1.7	1.8	1.2	1.2	1.2	1.9	14.3	57.4%	1.6	3.7	4.7	4.2	
2022	000s	2.7	1.0	1.1	2.0	1.6	1.3	1.7	1.8	1.1	1.1	1.0	2.3	18.8	31.3%	4.8	4.9	4.6	4.4	
2023	000s	2.6	1.0	1.1	2.0	1.6	1.3	1.7	1.7	1.1	1.1	1.0	2.2	18.6	-0.9%	4.8	4.9	4.6	4.4	

VISITOR NUMBERS													SFR
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
SFR	000s	17.3	17.3	17.5	17.8	17.4	18.2	18.4	19.2	9.1	14.3	18.8	18.6
All Visitor Types	M	1.3	1.2	1.3	1.4	1.4	1.5	1.4	1.5	1.1	1.5	1.4	1.6
Share of Total	%	1.4%	1.4%	1.3%	1.3%	1.3%	1.2%	1.3%	1.3%	0.8%	1.0%	1.3%	1.1%
Annual Change in Share	%		0.8%	-3.3%	-3.4%	-2.8%	-1.7%	3.4%	-1.5%	-37.3%	21.4%	34.9%	-13.3%
Change in Share from 2012	%		0.8%	-2.6%	-5.8%	-8.5%	-10.0%	-6.9%	-8.3%	-42.5%	-30.2%	-5.8%	-18.3%
Avg Ann. Change in Share	%		0.8%	-1.3%	-1.9%	-2.1%	-2.0%	-1.2%	-1.2%	-5.3%	-3.4%	-0.6%	-1.7%



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Report Prepared by: Cathy James, Date of Issue: 12/08/24

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		STAYING VISITOR		VISITOR NUMBERS			
EXMOOR NATIONAL PARK																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2012 to 2023		40.0%	54.9%	32.7%	24.0%	22.9%	8.0%	21.9%	16.7%	34.9%	46.1%	93.9%	94.9%	32.0%	Annual Change	42.5%	17.8%	23.7%	71.8%	
% Change 2022 to 2023		5.1%	5.5%	-3.7%	1.9%	-2.4%	-7.2%	-9.5%	-5.7%	-2.0%	1.5%	-1.4%	-4.8%	-2.8%		2.4%	-2.8%	-5.8%	-1.3%	
Average Annual Change		3.6%	5.0%	3.0%	2.2%	2.1%	0.7%	2.0%	1.5%	3.2%	4.2%	8.5%	8.6%	2.9%		3.9%	1.6%	2.2%	6.5%	
2012	000s	13.0	12.1	12.2	24.6	28.8	30.7	30.9	37.8	28.8	18.9	10.9	10.6	259.3	0.5%	37.3	84.0	97.5	40.4	
2013	000s	12.5	11.4	11.7	23.4	30.9	28.5	31.1	39.1	29.2	19.3	12.4	10.9	260.5		35.7	82.7	99.4	42.6	
2014	000s	14.9	12.8	13.0	24.2	33.0	29.2	37.9	44.2	32.2	20.8	13.5	11.9	287.6		10.4%	40.7	86.4	114.3	46.2
2015	000s	15.3	13.7	13.3	24.0	33.7	29.7	38.9	45.1	32.8	20.9	13.8	12.0	293.1		1.9%	42.3	87.4	116.8	46.6
2016	000s	15.3	13.9	12.5	24.2	32.2	29.7	39.0	44.8	32.8	20.2	12.8	12.1	289.4		-1.3%	41.7	86.1	116.5	45.0
2017	000s	15.0	16.2	12.5	27.2	31.8	31.5	36.9	42.4	35.9	23.6	17.6	16.3	306.9		6.1%	43.7	90.6	115.2	57.5
2018	000s	14.9	16.1	12.3	26.1	32.5	31.5	36.4	42.6	35.1	23.7	17.8	16.4	305.5		-0.5%	43.3	90.1	114.1	58.0
2019	000s	19.1	19.6	16.4	31.8	38.2	36.4	42.8	49.4	39.5	28.7	22.4	20.6	365.0		19.5%	55.1	106.4	131.8	71.7
2020	000s	16.6	14.5	5.6	1.4	1.5	1.8	22.4	38.1	35.0	21.0	2.2	8.7	168.9		-53.7%	36.7	4.7	95.6	31.9
2021	000s	9.0	8.8	8.5	17.7	27.4	34.2	39.0	46.5	42.2	29.3	20.9	17.8	301.4		78.5%	26.3	79.3	127.7	68.1
2022	000s	17.3	17.8	16.8	29.9	36.2	35.7	41.6	46.9	39.7	27.2	21.4	21.6	352.1		16.8%	51.9	101.8	128.1	70.3
2023	000s	18.2	18.8	16.2	30.5	35.4	33.2	37.6	44.2	38.9	27.6	21.2	20.6	342.2		-2.8%	53.2	99.0	120.7	69.4

VISITOR NUMBERS													STAYING VISITOR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	
Staying Visitor	000s	259.3	260.5	287.6	293.1	289.4	306.9	305.5	365.0	168.9	301.4	352.1	342.2		
All Visitor Types	M	1.3	1.2	1.3	1.4	1.4	1.5	1.4	1.5	1.1	1.5	1.4	1.6		
Share of Total	%	20.7%	21.0%	22.1%	21.5%	21.1%	21.0%	21.3%	24.1%	14.8%	20.3%	24.4%	20.8%		
Annual Change in Share	%		1.4%	5.5%	-3.0%	-2.0%	-0.2%	1.4%	12.8%	-38.5%	37.6%	20.1%	-15.0%		
Change in Share from 2012	%		1.4%	7.1%	3.9%	1.8%	1.7%	3.1%	16.3%	-28.5%	-1.7%	18.1%	0.4%		
Avg Ann. Change in Share	%		1.4%	3.5%	1.3%	0.5%	0.3%	0.5%	2.3%	-3.6%	-0.2%	1.8%	0.0%		



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STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		DAY VISITOR		VISITOR NUMBERS			
EXMOOR NATIONAL PARK																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2012 to 2023		-60.7%	-3.1%	-12.1%	10.8%	26.5%	59.4%	11.5%	92.3%	26.7%	9.1%	-16.4%	19.0%	31.3%	Annual Change	-21.1%	33.8%	43.2%	4.1%	
% Change 2022 to 2023		-27.4%	29.5%	-8.9%	4.4%	25.7%	39.3%	33.3%	38.0%	3.5%	7.6%	-24.9%	29.9%	19.8%		1.1%	24.3%	22.6%	2.3%	
Average Annual Change		-5.5%	-0.3%	-1.1%	1.0%	2.4%	5.4%	1.0%	8.4%	2.4%	0.8%	-1.5%	1.7%	2.8%		-1.9%	3.1%	3.9%	0.4%	
2012	000s	14.8	21.0	22.9	103.6	96.2	119.6	137.2	154.6	194.8	54.8	39.2	35.2	993.9	Annual Change	58.7	319.4	486.6	129.2	
2013	000s	12.4	23.6	20.6	88.1	113.4	105.2	131.9	167.9	191.4	57.8	30.7	37.8	980.7		-1.3%	56.6	306.7	491.1	126.3
2014	000s	7.8	17.0	18.7	111.4	106.9	105.3	134.9	167.6	204.1	59.4	37.6	40.1	1,010.7		3.1%	43.4	323.5	506.6	137.2
2015	000s	8.3	18.9	20.2	103.9	111.7	114.6	157.0	173.3	217.0	68.8	34.2	43.1	1,071.0		6.0%	47.4	330.2	547.3	146.1
2016	000s	8.3	20.1	25.7	96.1	111.7	137.1	149.5	176.1	209.3	72.7	35.3	42.5	1,084.4		1.2%	54.1	344.9	534.9	150.5
2017	000s	8.7	19.0	18.1	116.9	134.1	129.2	149.0	211.4	217.8	71.8	35.1	41.1	1,152.3		6.3%	45.7	380.2	578.3	148.0
2018	000s	8.6	18.3	17.3	113.4	130.6	126.1	145.5	208.0	213.9	70.0	34.1	40.7	1,126.6		-2.2%	44.3	370.1	567.3	144.9
2019	000s	9.3	18.8	18.3	118.1	133.2	127.6	151.8	209.2	217.7	70.4	35.8	41.4	1,151.6		2.2%	46.4	378.9	578.7	147.6
2020	000s	8.0	12.7	13.0	4.5	38.3	56.5	135.3	225.2	322.7	90.8	27.7	38.3	972.9		-15.5%	33.7	99.3	683.1	156.8
2021	000s	16.1	12.4	25.9	80.3	93.8	186.8	164.6	223.5	222.6	66.8	54.3	32.9	1,180.0		21.3%	54.4	360.9	610.6	154.0
2022	000s	8.0	15.7	22.1	110.0	96.9	136.9	114.8	215.3	238.3	55.5	43.6	32.3	1,089.3	-7.7%	45.8	343.7	568.4	131.4	
2023	000s	5.8	20.4	20.1	114.8	121.8	190.6	153.0	297.2	246.8	59.7	32.8	41.9	1,304.8	19.8%	46.3	427.2	696.9	134.4	

VISITOR NUMBERS													DAY VISITOR					
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	Visitor No.s by Year and Share of Total			
Day Visitor	000s	993.9	980.7	1,010.7	1,071.0	1,084.4	1,152.3	1,126.6	1,151.6	972.9	1,180.0	1,089.3	1,304.8	1,400.0				
All Visitor Types	M	1.3	1.2	1.3	1.4	1.4	1.5	1.4	1.5	1.1	1.5	1.4	1.6	1,200.0				
Share of Total	%	79.3%	79.0%	77.9%	78.5%	78.9%	79.0%	78.7%	75.9%	85.2%	79.7%	75.6%	79.2%	1,000.0				
Annual Change in Share	%		-0.4%	-1.5%	0.8%	0.5%	0.0%	-0.4%	-3.5%	12.2%	-6.5%	-5.1%	4.8%	800.0				
Change in Share from 2012	%		-0.4%	-1.8%	-1.0%	-0.5%	-0.4%	-0.8%	-4.3%	7.4%	0.4%	-4.7%	-0.1%	600.0				
Avg Ann. Change in Share	%		-0.4%	-0.9%	-0.3%	-0.1%	-0.1%	-0.1%	-0.6%	0.9%	0.0%	-0.5%	0.0%	400.0				
														200.0				
														100.0				
														0.00				
														0.00				

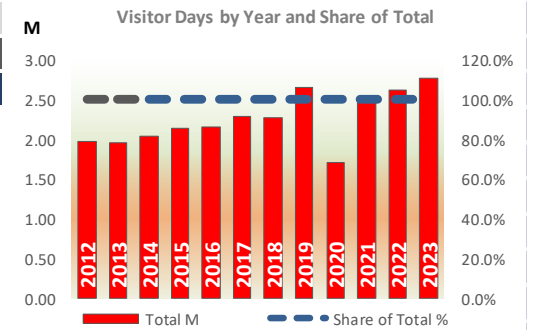
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Report Prepared by: Cathy James, Date of Issue: 12/08/24

Visitor Days by Month, Year and Visitor Type for the Period 2012 to 2023

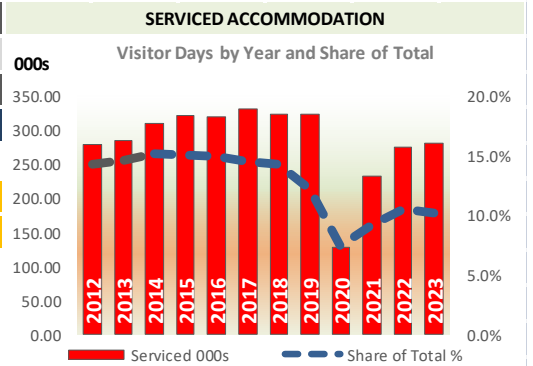
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		TOTAL	VISITOR DAYS			
EXMOOR NATIONAL PARK																			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		49.3%	55.3%	42.4%	25.7%	31.1%	39.7%	21.6%	60.6%	34.9%	45.6%	47.9%	81.7%	40.5%	Annual Change	48.6%	32.7%	40.0%	55.8%
% Change 2022 to 2023		-0.1%	10.8%	-5.8%	2.9%	7.3%	11.9%	4.6%	14.8%	0.4%	4.2%	-9.6%	1.8%	5.4%		1.0%	7.8%	6.8%	-0.6%
Average Annual Change		4.5%	5.0%	3.9%	2.3%	2.8%	3.6%	2.0%	5.5%	3.2%	4.1%	4.4%	7.4%	3.7%		4.4%	3.0%	3.6%	5.1%
2012	M	0.048	0.057	0.067	0.191	0.209	0.243	0.261	0.309	0.315	0.120	0.074	0.070	1.965			0.172	0.643	0.885
2013	M	0.046	0.058	0.066	0.170	0.229	0.224	0.258	0.330	0.310	0.124	0.068	0.074	1.957	-0.4%	0.169	0.623	0.898	0.266
2014	M	0.043	0.053	0.065	0.196	0.226	0.224	0.274	0.340	0.329	0.130	0.078	0.079	2.036	4.0%	0.161	0.646	0.943	0.287
2015	M	0.046	0.057	0.070	0.191	0.235	0.239	0.301	0.348	0.347	0.142	0.076	0.084	2.136	4.9%	0.173	0.665	0.997	0.301
2016	M	0.045	0.059	0.074	0.182	0.233	0.261	0.294	0.353	0.341	0.145	0.077	0.083	2.147	0.5%	0.178	0.676	0.988	0.305
2017	M	0.046	0.064	0.066	0.214	0.257	0.259	0.295	0.386	0.365	0.155	0.086	0.093	2.287	6.5%	0.177	0.730	1.047	0.333
2018	M	0.047	0.064	0.066	0.206	0.257	0.257	0.291	0.385	0.360	0.155	0.087	0.094	2.267	-0.8%	0.176	0.720	1.036	0.335
2019	M	0.072	0.086	0.091	0.245	0.293	0.289	0.338	0.427	0.391	0.183	0.114	0.122	2.653	17.0%	0.250	0.828	1.156	0.419
2020	M	0.064	0.058	0.038	0.010	0.045	0.063	0.244	0.399	0.490	0.182	0.036	0.078	1.708	-35.6%	0.161	0.118	1.134	0.295
2021	M	0.050	0.044	0.065	0.155	0.220	0.350	0.342	0.436	0.423	0.191	0.131	0.107	2.515	47.3%	0.159	0.725	1.202	0.429
2022	M	0.072	0.080	0.101	0.233	0.255	0.304	0.303	0.433	0.424	0.168	0.122	0.125	2.619	4.1%	0.252	0.792	1.159	0.415
2023	M	0.071	0.088	0.095	0.240	0.274	0.340	0.317	0.497	0.425	0.175	0.110	0.127	2.760	5.4%	0.255	0.854	1.239	0.412
VISITOR DAYS													TOTAL						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023						
Total	M	1.965	1.957	2.036	2.136	2.147	2.287	2.267	2.653	1.708	2.515	2.619	2.760						
All Visitor Types	M	1.965	1.957	2.036	2.136	2.147	2.287	2.267	2.653	1.708	2.515	2.619	2.760						
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						
Annual Change in Share	%																		
Change in Share from 2012	%																		
Avg Ann. Change in Share	%																		



STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		SERVICED		VISITOR DAYS			
EXMOOR NATIONAL PARK																				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2012 to 2023		-10.9%	6.7%	-13.4%	-7.6%	0.8%	-4.7%	-1.1%	-13.8%	-5.5%	14.0%	69.8%	75.9%	0.4%	-6.7%	-4.0%	-7.5%	41.3%		
% Change 2022 to 2023		9.7%	5.2%	0.6%	3.0%	1.9%	2.1%	-1.0%	2.0%	3.2%	-0.4%	-2.0%	2.3%	1.7%	4.8%	2.3%	1.3%	-0.1%		
Average Annual Change		-1.0%	0.6%	-1.2%	-0.7%	0.1%	-0.4%	-0.1%	-1.3%	-0.5%	1.3%	6.3%	6.9%	0.0%	-0.6%	-0.4%	-0.7%	3.8%		
2012	000s	12.0	10.9	14.3	29.0	26.3	31.7	37.0	47.6	31.7	20.5	9.0	8.7	278.7		37.2	87.0	116.4	38.1	
2013	000s	11.5	9.6	13.5	26.6	29.3	29.7	39.2	53.1	31.4	20.7	9.9	9.5	284.2	2.0%	34.7	85.7	123.8	40.0	
2014	000s	12.7	9.4	13.2	27.0	33.2	30.9	49.1	57.7	32.5	21.4	10.4	10.3	307.9	8.3%	35.4	91.1	139.3	42.1	
2015	000s	14.3	11.4	15.8	27.8	33.9	32.8	51.2	55.7	33.9	22.1	10.8	10.7	320.3	4.0%	41.5	94.5	140.8	43.5	
2016	000s	13.5	11.8	15.0	27.5	32.7	32.4	51.8	56.7	34.4	22.0	10.7	10.8	319.3	-0.3%	40.3	92.6	142.9	43.5	
2017	000s	12.7	13.7	14.9	31.2	31.2	35.1	44.2	49.3	36.3	27.0	17.8	17.5	331.0	3.7%	41.3	97.5	129.9	62.3	
2018	000s	12.4	13.2	14.2	29.8	31.0	34.5	42.6	48.9	34.4	26.7	17.4	17.0	322.2	-2.7%	39.8	95.3	126.0	61.1	
2019	000s	12.7	13.1	14.2	29.7	31.1	34.6	42.6	49.0	34.3	27.4	17.5	16.4	322.7	0.2%	40.0	95.4	126.0	61.4	
2020	000s	10.7	10.9	4.7	1.3	1.4	2.1	15.9	34.3	23.2	16.2	1.6	4.9	127.3	-60.6%	26.2	4.9	73.4	22.8	
2021	000s	5.4	5.8	7.3	14.6	16.4	25.8	33.8	41.6	29.0	23.9	14.7	13.0	231.4	81.9%	18.5	56.9	104.5	51.6	
2022	000s	9.8	11.1	12.3	26.0	26.0	29.5	37.0	40.3	29.0	23.4	15.5	14.9	275.0	18.8%	33.2	81.6	106.3	53.9	
2023	000s	10.7	11.6	12.4	26.8	26.5	30.2	36.6	41.1	30.0	23.3	15.2	15.3	279.8	1.7%	34.8	83.5	107.7	53.9	

VISITOR DAYS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	
Serviced	000s	278.7	284.2	307.9	320.3	319.3	331.0	322.2	322.7	127.3	231.4	275.0	279.8		
All Visitor Types	M	2.0	2.0	2.0	2.1	2.1	2.3	2.3	2.7	1.7	2.5	2.6	2.8		
Share of Total	%	14.2%	14.5%	15.1%	15.0%	14.9%	14.5%	14.2%	12.2%	7.5%	9.2%	10.5%	10.1%		
Annual Change in Share	%		2.4%	4.1%	-0.8%	-0.8%	-2.7%	-1.8%	-14.4%	-38.7%	23.5%	14.1%	-3.5%		
Change in Share from 2012	%		2.4%	6.6%	5.7%	4.8%	2.0%	0.1%	-14.3%	-47.5%	-35.1%	-26.0%	-28.6%		
Avg Ann. Change in Share	%		2.4%	3.3%	1.9%	1.2%	0.4%	0.0%	-2.0%	-5.9%	-3.9%	-2.6%	-2.6%		

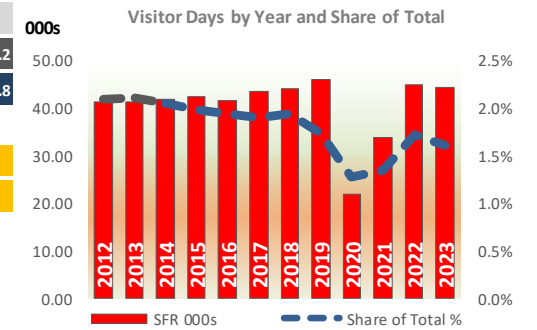


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Report Prepared by: Cathy James, Date of Issue: 12/08/24

STEAM REPORT FOR 2012-2023 - FINAL EXMOOR NATIONAL PARK													2012 to 2023		NON-SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		221.9%	136.2%	120.2%	75.1%	47.1%	30.1%	49.3%	49.8%	69.3%	109.5%	144.6%	204.9%	73.8%	149.2%	46.9%	55.9%	141.8%		
% Change 2022 to 2023		2.7%	6.7%	-6.2%	1.3%	-5.1%	-13.5%	-16.2%	-10.9%	-5.1%	3.4%	-0.8%	-10.8%	-6.5%	0.4%	-6.6%	-10.7%	-2.4%		
Average Annual Change		20.2%	12.4%	10.9%	6.8%	4.3%	2.7%	4.5%	4.5%	6.3%	10.0%	13.1%	18.6%	6.7%	13.6%	4.3%	5.1%	12.9%		
2012	000s	15.0	22.9	27.4	53.0	83.1	89.7	82.5	102.6	86.1	42.9	24.6	20.9	650.7	65.3	225.7	271.3	88.3		
2013	000s	15.7	23.1	29.1	50.3	83.2	86.4	83.3	104.2	84.6	43.2	25.7	21.7	650.5	67.9	219.9	272.2	90.6		
2014	000s	16.6	24.3	30.4	52.0	82.4	85.7	85.8	110.1	89.7	46.7	27.9	23.7	675.6	71.4	220.2	285.7	98.3		
2015	000s	17.2	25.1	31.6	54.0	85.9	88.8	89.0	114.8	93.8	48.7	29.1	24.7	702.6	73.9	228.6	297.6	102.5		
2016	000s	17.3	25.0	30.9	53.3	85.6	88.6	88.9	115.6	94.5	48.3	29.0	24.6	701.5	73.2	227.6	298.9	101.9		
2017	000s	18.8	29.2	30.9	60.6	88.0	92.2	97.8	121.0	108.8	54.0	30.8	28.3	760.3	78.8	240.8	327.5	113.1		
2018	000s	19.3	30.1	31.8	57.8	91.9	93.8	98.7	123.4	108.9	55.4	33.0	30.7	774.9	81.3	243.5	330.9	119.2		
2019	000s	43.1	51.9	56.3	92.0	125.4	124.3	139.0	164.6	136.7	82.9	58.5	58.4	1,133.0	151.3	341.6	440.3	199.8		
2020	000s	38.8	33.3	19.9	4.0	4.7	4.7	90.6	136.3	142.2	72.7	6.3	32.3	585.8	92.1	13.4	369.1	111.2		
2021	000s	26.3	24.8	31.0	57.5	107.5	134.2	139.7	166.6	168.8	98.2	59.4	56.2	1,070.1	82.1	299.2	475.0	213.7		
2022	000s	47.1	50.6	64.4	91.6	128.8	134.9	147.1	172.6	153.6	86.8	60.6	71.5	1,209.7	162.2	355.3	473.3	218.9		
2023	000s	48.4	54.0	60.4	92.8	122.2	116.7	123.2	153.8	145.8	89.8	60.1	63.7	1,130.9	162.8	331.7	422.8	213.6		
VISITOR DAYS													NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s						
Non-Serviced		000s	650.7	650.5	675.6	702.6	701.5	760.3	774.9	1,133.0	585.8	1,070.1	1,209.7	1,130.9	1,400.00					
All Visitor Types		M	2.0	2.0	2.0	2.1	2.1	2.3	2.3	2.7	1.7	2.5	2.6	2.8	1,200.00					
Share of Total		%	33.1%	33.2%	33.2%	32.9%	32.7%	33.2%	34.2%	42.7%	34.3%	42.5%	46.2%	41.0%	1,000.00					
Annual Change in Share		%		0.4%	-0.2%	-0.9%	-0.6%	1.7%	2.8%	25.0%	-19.7%	24.0%	8.6%	-11.3%	800.00					
Change in Share from 2012		%		0.4%	0.2%	-0.7%	-1.3%	0.4%	3.2%	28.9%	3.6%	28.4%	39.5%	23.7%	600.00					
Avg Ann. Change in Share		%		0.4%	0.1%	-0.2%	-0.3%	0.1%	0.5%	4.1%	0.4%	3.2%	3.9%	2.2%	400.00					

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		SFR		VISITOR DAYS			
EXMOOR NATIONAL PARK																				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2012 to 2023		9.1%	10.3%	3.0%	3.4%	4.1%	0.7%	5.6%	3.7%	5.5%	8.3%	16.3%	18.1%	7.4%	8.0%	3.0%	4.8%	15.3%		
% Change 2022 to 2023		-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%		
Average Annual Change		0.8%	0.9%	0.3%	0.3%	0.4%	0.1%	0.5%	0.3%	0.5%	0.8%	1.5%	1.6%	0.7%	0.7%	0.3%	0.4%	1.4%		
2012	000s	6.0	2.0	2.3	5.2	3.4	2.6	4.1	4.4	2.3	2.2	1.7	4.9	41.2		10.3	11.3	10.8	8.9	
2013	000s	6.0	2.0	2.3	5.1	3.4	2.6	4.1	4.4	2.3	2.2	1.8	5.0	41.1	-0.2%	10.2	11.1	10.8	9.0	
2014	000s	6.1	2.0	2.3	5.1	3.5	2.6	4.2	4.5	2.3	2.3	1.8	5.1	41.6	1.1%	10.4	11.1	11.0	9.1	
2015	000s	6.3	2.0	2.3	5.2	3.5	2.6	4.2	4.5	2.4	2.3	1.8	5.1	42.2	1.5%	10.7	11.2	11.1	9.3	
2016	000s	6.1	2.0	2.3	5.0	3.4	2.5	4.1	4.4	2.3	2.3	1.8	5.1	41.4	-2.1%	10.4	11.0	10.9	9.1	
2017	000s	6.3	2.2	2.3	5.3	3.5	2.6	4.2	4.4	2.5	2.4	1.9	5.6	43.2	4.4%	10.7	11.4	11.1	10.0	
2018	000s	6.4	2.2	2.3	5.3	3.5	2.6	4.2	4.5	2.5	2.4	2.0	5.8	43.8	1.5%	10.9	11.5	11.3	10.2	
2019	000s	7.2	2.3	2.5	5.5	3.6	2.6	4.3	4.5	2.4	2.5	2.1	6.1	45.8	4.5%	12.0	11.8	11.3	10.7	
2020	000s	6.3	1.5	0.8	0.1	0.1	0.1	2.4	3.6	2.4	1.8	0.1	2.5	21.8	-52.4%	8.7	0.3	8.3	4.4	
2021	000s	2.2	0.6	0.8	2.7	2.6	3.2	4.3	4.6	2.7	2.5	2.5	4.8	33.7	54.6%	3.7	8.5	11.6	9.8	
2022	000s	6.6	2.2	2.4	5.5	3.6	2.7	4.3	4.6	2.5	2.5	2.0	5.9	44.6	32.6%	11.2	11.7	11.4	10.4	
2023	000s	6.6	2.2	2.3	5.4	3.6	2.6	4.3	4.5	2.5	2.4	2.0	5.8	44.2	-0.9%	11.1	11.6	11.3	10.3	
VISITOR DAYS													SFR							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023							
SFR	000s	41.2	41.1	41.6	42.2	41.4	43.2	43.8	45.8	21.8	33.7	44.6	44.2							
All Visitor Types	M	2.0	2.0	2.0	2.1	2.1	2.3	2.3	2.7	1.7	2.5	2.6	2.8							
Share of Total	%	2.1%	2.1%	2.0%	2.0%	1.9%	1.9%	1.9%	1.7%	1.3%	1.3%	1.7%	1.6%							
Annual Change in Share	%		0.2%	-2.8%	-3.3%	-2.6%	-2.0%	2.3%	-10.7%	-26.1%	4.9%	27.4%	-6.0%							
Change in Share from 2012	%		0.2%	-2.6%	-5.7%	-8.1%	-10.0%	-7.8%	-17.7%	-39.2%	-36.2%	-18.7%	-23.6%							
Avg Ann. Change in Share	%		0.2%	-1.3%	-1.9%	-2.0%	-2.0%	-1.3%	-2.5%	-4.9%	-4.0%	-1.9%	-2.1%							



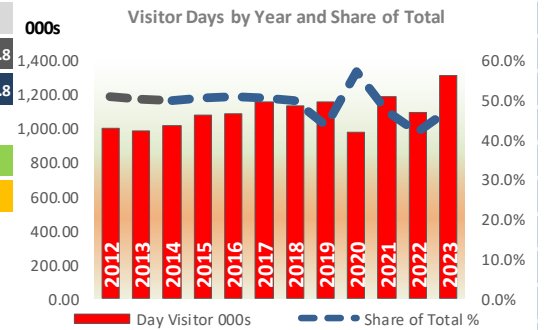
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Report Prepared by: Cathy James, Date of Issue: 12/08/24

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		STAYING VISITOR		VISITOR DAYS			
EXMOOR NATIONAL PARK																				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2012 to 2023		98.5%	89.7%	70.8%	43.3%	35.0%	20.6%	32.8%	28.9%	48.3%	76.2%	119.2%	145.7%	49.9%	Annual Change	84.9%	31.7%	36.0%	105.2%	
% Change 2022 to 2023		3.4%	6.2%	-5.0%	1.6%	-3.9%	-10.5%	-12.9%	-8.3%	-3.7%	2.5%	-1.1%	-8.1%	-4.9%		1.0%	-4.9%	-8.3%	-1.9%	
Average Annual Change		9.0%	8.2%	6.4%	3.9%	3.2%	1.9%	3.0%	2.6%	4.4%	6.9%	10.8%	13.2%	4.5%		7.7%	2.9%	3.3%	9.6%	
2012	000s	33.1	35.7	44.0	87.2	112.8	123.9	123.6	154.6	120.2	65.6	35.3	34.5	970.6	0.5%	112.8	324.0	398.4	135.4	
2013	000s	33.2	34.7	45.0	82.0	115.9	118.7	126.6	161.8	118.4	66.1	37.3	36.2	975.9		112.8	316.7	406.7	139.6	
2014	000s	35.5	35.7	45.9	84.2	119.1	119.1	139.1	172.3	124.6	70.4	40.1	39.1	1,025.1		5.0%	117.1	322.4	436.0	149.5
2015	000s	37.8	38.5	49.7	86.9	123.3	124.2	144.4	175.0	130.0	73.0	41.7	40.5	1,065.1		3.9%	126.0	334.4	449.4	155.3
2016	000s	37.0	38.7	48.2	85.8	121.8	123.5	144.9	176.7	131.2	72.6	41.4	40.4	1,062.2		-0.3%	123.9	331.1	452.7	154.4
2017	000s	37.7	45.0	48.1	97.1	122.6	129.9	146.2	174.8	147.5	83.4	50.5	51.5	1,134.5		6.8%	130.9	349.7	468.5	185.4
2018	000s	38.1	45.6	48.4	92.8	126.5	130.9	145.6	176.8	145.8	84.6	52.4	53.5	1,140.9		0.6%	132.0	350.2	468.2	190.4
2019	000s	63.0	67.3	73.0	127.2	160.1	161.5	185.9	218.1	173.5	112.8	78.2	81.0	1,501.5		31.6%	203.3	448.8	577.5	271.9
2020	000s	55.9	45.7	25.4	5.4	6.2	7.0	108.8	174.2	167.8	90.7	8.0	39.7	734.8		-51.1%	127.1	18.6	450.8	138.4
2021	000s	33.9	31.2	39.1	74.8	126.5	163.3	177.8	212.8	200.5	124.5	76.6	74.1	1,335.2		81.7%	104.3	364.6	591.1	275.2
2022	000s	63.5	63.9	79.1	123.1	158.4	167.1	188.4	217.4	185.2	112.7	78.2	92.3	1,529.3	14.5%	206.5	448.6	591.0	283.2	
2023	000s	65.7	67.8	75.2	125.1	152.3	149.4	164.1	199.3	178.3	115.5	77.4	84.8	1,455.0	-4.9%	208.6	426.8	541.8	277.8	

VISITOR DAYS													STAYING VISITOR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	
Staying Visitor	000s	970.6	975.9	1,025.1	1,065.1	1,062.2	1,134.5	1,140.9	1,501.5	734.8	1,335.2	1,529.3	1,455.0	2,000.00	
All Visitor Types	M	2.0	2.0	2.0	2.1	2.1	2.3	2.3	2.7	1.7	2.5	2.6	2.8		
Share of Total	%	49.4%	49.9%	50.4%	49.9%	49.5%	49.6%	50.3%	56.6%	43.0%	53.1%	58.4%	52.7%	70.0%	
Annual Change in Share	%		0.9%	1.0%	-1.0%	-0.8%	0.3%	1.4%	12.5%	-24.0%	23.4%	10.0%	-9.7%	60.0%	
Change in Share from 2012	%		0.9%	1.9%	0.9%	0.1%	0.4%	1.8%	14.5%	-12.9%	7.4%	18.2%	6.7%	50.0%	
Avg Ann. Change in Share	%		0.9%	1.0%	0.3%	0.0%	0.1%	0.3%	2.1%	-1.6%	0.8%	1.8%	0.6%	40.0%	

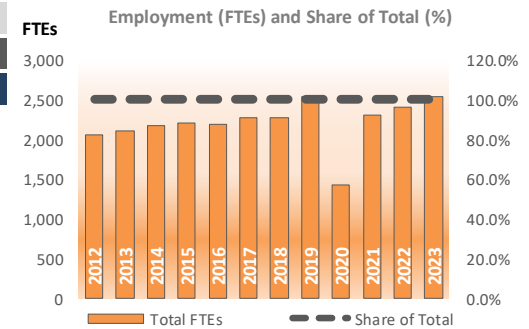
STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		DAY VISITOR		VISITOR DAYS				
EXMOOR NATIONAL PARK																					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR																			
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2012 to 2023		-60.7%	-3.1%	-12.1%	10.8%	26.5%	59.4%	11.5%	92.3%	26.7%	9.1%	-16.4%	19.0%	31.3%	Annual Change		-21.1%	33.8%	43.2%	4.1%	
% Change 2022 to 2023		-27.4%	29.5%	-8.9%	4.4%	25.7%	39.3%	33.3%	38.0%	3.5%	7.6%	-24.9%	29.9%	19.8%			1.1%	24.3%	22.6%	2.3%	
Average Annual Change		-5.5%	-0.3%	-1.1%	1.0%	2.4%	5.4%	1.0%	8.4%	2.4%	0.8%	-1.5%	1.7%	2.8%			-1.9%	3.1%	3.9%	0.4%	
2012	000s	14.8	21.0	22.9	103.6	96.2	119.6	137.2	154.6	194.8	54.8	39.2	35.2	993.9			58.7	319.4	486.6	129.2	
2013	000s	12.4	23.6	20.6	88.1	113.4	105.2	131.9	167.9	191.4	57.8	30.7	37.8	980.7	-1.3%			56.6	306.7	491.1	126.3
2014	000s	7.8	17.0	18.7	111.4	106.9	105.3	134.9	167.6	204.1	59.4	37.6	40.1	1,010.7	3.1%			43.4	323.5	506.6	137.2
2015	000s	8.3	18.9	20.2	103.9	111.7	114.6	157.0	173.3	217.0	68.8	34.2	43.1	1,071.0	6.0%			47.4	330.2	547.3	146.1
2016	000s	8.3	20.1	25.7	96.1	111.7	137.1	149.5	176.1	209.3	72.7	35.3	42.5	1,084.4	1.2%			54.1	344.9	534.9	150.5
2017	000s	8.7	19.0	18.1	116.9	134.1	129.2	149.0	211.4	217.8	71.8	35.1	41.1	1,152.3	6.3%			45.7	380.2	578.3	148.0
2018	000s	8.6	18.3	17.3	113.4	130.6	126.1	145.5	208.0	213.9	70.0	34.1	40.7	1,126.6	-2.2%			44.3	370.1	567.3	144.9
2019	000s	9.3	18.8	18.3	118.1	133.2	127.6	151.8	209.2	217.7	70.4	35.8	41.4	1,151.6	2.2%			46.4	378.9	578.7	147.6
2020	000s	8.0	12.7	13.0	4.5	38.3	56.5	135.3	225.2	322.7	90.8	27.7	38.3	972.9	-15.5%			33.7	99.3	683.1	156.8
2021	000s	16.1	12.4	25.9	80.3	93.8	186.8	164.6	223.5	222.6	66.8	54.3	32.9	1,180.0	21.3%			54.4	360.9	610.6	154.0
2022	000s	8.0	15.7	22.1	110.0	96.9	136.9	114.8	215.3	238.3	55.5	43.6	32.3	1,089.3	-7.7%			45.8	343.7	568.4	131.4
2023	000s	5.8	20.4	20.1	114.8	121.8	190.6	153.0	297.2	246.8	59.7	32.8	41.9	1,304.8	19.8%			46.3	427.2	696.9	134.4
VISITOR DAYS													DAY VISITOR								
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s							
Day Visitor		000s	993.9	980.7	1,010.7	1,071.0	1,084.4	1,152.3	1,126.6	1,151.6	972.9	1,180.0	1,089.3	1,304.8	1,400.00						
All Visitor Types		M	2.0	2.0	2.0	2.1	2.1	2.3	2.3	2.7	1.7	2.5	2.6	2.8	1,200.00						
Share of Total		%	50.6%	50.1%	49.6%	50.1%	50.5%	50.4%	49.7%	43.4%	57.0%	46.9%	41.6%	47.3%	1,000.00						
Annual Change in Share		%		-0.9%	-0.9%	1.0%	0.8%	-0.3%	-1.4%	-12.6%	31.3%	-17.7%	-11.3%	13.7%	800.00						
Change in Share from 2012		%		-0.9%	-1.9%	-0.9%	-0.1%	-0.4%	-1.8%	-14.2%	12.6%	-7.3%	-17.8%	-6.5%	600.00						
Avg Ann. Change in Share		%		-0.9%	-0.9%	-0.3%	0.0%	-0.1%	-0.3%	-2.0%	1.6%	-0.8%	-1.8%	-0.6%	400.00						



Direct and Total Employment by Month, Year and Visitor Type for the Period 2012 to 2023

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

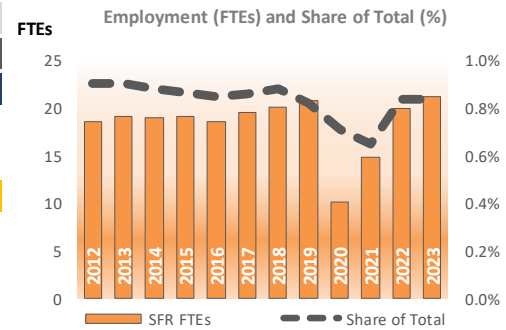
STEAM REPORT FOR 2012-2023 - FINAL											2012 to 2023			TOTAL		TOTAL EMPLOYMENT					
EXMOOR NATIONAL PARK																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL																			
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2012 to 2023		13.1%	15.5%	12.9%	16.4%	20.0%	25.0%	16.6%	39.6%	26.5%	22.0%	19.9%	31.9%	22.8%	Annual Change		13.8%	20.6%	28.0%	24.2%	
% Change 2022 to 2023		3.3%	6.8%	0.9%	6.2%	8.6%	10.8%	3.3%	8.5%	1.9%	6.2%	0.6%	4.4%	5.5%			3.5%	8.7%	4.7%	3.9%	
Average Annual Change		1.2%	1.4%	1.2%	1.5%	1.8%	2.3%	1.5%	3.6%	2.4%	2.0%	1.8%	2.9%	2.1%			1.3%	1.9%	2.5%	2.2%	
2012	FTEs	1,274	1,347	1,493	2,248	2,374	2,578	2,735	3,059	2,948	1,829	1,461	1,374	2,060			1,371	2,400	2,914	1,554	
2013	FTEs	1,293	1,385	1,518	2,175	2,546	2,520	2,795	3,264	2,984	1,889	1,467	1,436	2,106	2.3%			1,399	2,414	3,014	1,597
2014	FTEs	1,306	1,375	1,539	2,331	2,552	2,537	2,926	3,348	3,100	1,947	1,548	1,485	2,166	2.9%			1,407	2,473	3,125	1,660
2015	FTEs	1,323	1,406	1,573	2,297	2,591	2,608	3,067	3,372	3,183	2,006	1,540	1,507	2,206	1.9%			1,434	2,499	3,207	1,685
2016	FTEs	1,305	1,403	1,573	2,226	2,553	2,695	3,005	3,375	3,123	2,003	1,530	1,491	2,190	-0.7%			1,427	2,491	3,168	1,675
2017	FTEs	1,308	1,438	1,533	2,422	2,681	2,710	3,008	3,571	3,284	2,078	1,601	1,569	2,267	3.5%			1,426	2,604	3,288	1,750
2018	FTEs	1,308	1,439	1,534	2,387	2,705	2,717	3,009	3,630	3,274	2,085	1,612	1,583	2,274	0.3%			1,427	2,603	3,304	1,760
2019	FTEs	1,521	1,618	1,742	2,679	2,982	2,972	3,358	3,958	3,506	2,316	1,821	1,818	2,524	11.0%			1,627	2,878	3,607	1,985
2020	FTEs	1,299	1,239	900	195	210	443	2,337	3,374	3,723	2,047	310	1,078	1,430	-43.4%			1,146	283	3,145	1,145
2021	FTEs	1,184	1,198	1,349	1,877	2,372	3,104	3,183	3,818	3,869	2,302	1,775	1,601	2,303	61.1%			1,244	2,451	3,623	1,893
2022	FTEs	1,395	1,458	1,669	2,463	2,621	2,908	3,088	3,934	3,657	2,102	1,740	1,736	2,397	4.1%			1,507	2,664	3,559	1,859
2023	FTEs	1,441	1,556	1,685	2,615	2,847	3,221	3,188	4,268	3,727	2,231	1,751	1,811	2,529	5.5%			1,561	2,895	3,728	1,931
EMPLOYMENT														TOTAL							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023								
Total	FTEs	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529								
Total Employment	FTEs	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529								
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%								
Annual Change in Share	%																				
Change in Share from 2012	%																				
Avg Ann. Change in Share	%																				



STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		SERVICED		DIRECT EMPLOYMENT			
EXMOOR NATIONAL PARK																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2012 to 2023		-17.0%	-15.4%	-16.3%	-14.4%	-13.0%	-13.6%	-12.2%	-14.7%	-14.2%	-12.3%	-9.8%	-10.5%	-13.6%	-16.2%	-13.7%	-13.7%	-11.0%		
% Change 2022 to 2023		2.2%	1.8%	1.3%	2.5%	2.2%	2.5%	1.9%	3.2%	2.7%	1.6%	1.1%	1.9%	2.1%	1.7%	2.4%	2.6%	1.5%		
Average Annual Change		-1.5%	-1.4%	-1.5%	-1.3%	-1.2%	-1.2%	-1.1%	-1.3%	-1.3%	-1.1%	-0.9%	-1.0%	-1.2%	-1.5%	-1.2%	-1.2%	-1.0%		
2012	FTEs	688	711	776	867	854	885	917	979	886	819	710	654	812						
2013	FTEs	689	707	776	860	878	881	938	1,023	891	826	720	663	821	1.1%	724	873	951	736	
2014	FTEs	687	697	771	858	896	882	991	1,045	892	826	719	657	827	0.7%	718	879	976	734	
2015	FTEs	693	708	783	858	895	889	997	1,026	895	826	723	658	829	0.3%	728	881	972	736	
2016	FTEs	685	707	773	849	881	879	993	1,027	891	819	719	655	823	-0.7%	721	870	970	731	
2017	FTEs	676	711	769	868	870	893	946	981	895	841	754	690	824	0.1%	718	877	941	762	
2018	FTEs	673	708	766	863	872	892	941	986	887	841	752	686	822	-0.3%	715	876	938	760	
2019	FTEs	673	705	762	857	867	887	935	981	882	841	743	674	817	-0.6%	713	871	933	753	
2020	FTEs	567	575	437	99	100	142	670	838	764	685	152	401	452	-44.6%	526	114	757	413	
2021	FTEs	540	567	620	663	675	728	773	821	742	713	633	567	670	48.1%	576	688	779	638	
2022	FTEs	558	591	642	725	726	746	790	809	740	707	633	574	687	2.5%	597	732	779	638	
2023	FTEs	571	601	650	743	743	765	805	835	760	719	640	585	701	2.1%	607	750	800	648	
EMPLOYMENT													SERVICED ACCOMMODATION							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs						
Serviced		FTEs	812	821	827	829	823	824	822	817	452	670	687	701	Employment (FTEs) and Share of Total (%)					
Total Employment		FTEs	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529						
Share of Total		%	39.4%	39.0%	38.2%	37.6%	37.6%	36.4%	36.2%	32.4%	31.6%	29.1%	28.6%	27.7%						
Annual Change in Share		%		-1.1%	-2.1%	-1.6%	0.0%	-3.2%	-0.6%	-10.4%	-2.3%	-8.0%	-1.6%	-3.2%						
Change in Share from 2012		%		-1.1%	-3.2%	-4.7%	-4.7%	-7.8%	-8.3%	-17.9%	-19.7%	-26.2%	-27.3%	-29.7%						
Avg Ann. Change in Share		%		-1.1%	-1.6%	-1.6%	-1.2%	-1.6%	-1.4%	-2.6%	-2.5%	-2.9%	-2.7%	-2.7%						

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		NON-SERVICED		DIRECT EMPLOYMENT				
EXMOOR NATIONAL PARK																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2012 to 2023		42.3%	38.1%	35.0%	33.3%	27.6%	19.5%	28.7%	31.8%	40.1%	41.8%	40.4%	49.8%	34.3%	Annual Change	38.2%	26.3%	33.5%	43.8%		
% Change 2022 to 2023		4.1%	5.9%	0.7%	4.5%	1.0%	-4.3%	-11.2%	-15.6%	-8.2%	5.6%	3.1%	-1.4%	-3.1%		3.4%	0.1%	-11.8%	2.6%		
Average Annual Change		3.8%	3.5%	3.2%	3.0%	2.5%	1.8%	2.6%	2.9%	3.6%	3.8%	3.7%	4.5%	3.1%		3.5%	2.4%	3.0%	4.0%		
2012	FTEs	402	433	484	615	764	793	753	849	774	559	456	433	609		439	724	792	483		
2013	FTEs	428	458	514	628	793	807	786	888	796	585	486	461	636	4.3%	467	743	823	511		
2014	FTEs	464	494	551	665	816	830	824	940	846	631	527	500	674	6.0%	503	771	870	553		
2015	FTEs	467	497	556	672	829	841	835	957	861	638	532	504	682	1.2%	507	781	884	558		
2016	FTEs	460	490	543	659	816	828	823	947	852	626	523	496	672	-1.5%	498	768	874	549		
2017	FTEs	467	509	546	693	831	848	867	1,005	920	653	533	514	699	4.0%	507	791	930	567		
2018	FTEs	468	514	551	682	852	859	874	1,044	925	660	543	525	708	1.3%	511	798	948	576		
2019	FTEs	560	597	645	818	984	977	1,033	1,202	1,031	767	641	633	824	16.4%	601	926	1,089	680		
2020	FTEs	484	451	332	74	77	102	764	1,026	1,168	683	117	393	473	-42.6%	423	84	986	398		
2021	FTEs	469	464	516	635	860	975	990	1,185	1,462	868	611	591	802	69.7%	483	824	1,212	690		
2022	FTEs	549	564	648	785	966	990	1,092	1,326	1,182	752	621	657	844	5.2%	587	914	1,200	676		
2023	FTEs	572	597	653	820	975	948	970	1,119	1,084	794	640	648	818	-3.1%	607	914	1,058	694		
EMPLOYMENT													NON-SERVICED ACCOMMODATION								
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs							
Non-Serviced		FTEs	609	636	674	682	672	699	708	824	473	802	844	818	Employment (FTEs) and Share of Total (%)						
Total Employment		FTEs	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529							
Share of Total		%	29.6%	30.2%	31.1%	30.9%	30.7%	30.8%	31.1%	32.6%	33.1%	34.8%	35.2%	32.4%							
Annual Change in Share		%		2.0%	3.1%	-0.6%	-0.8%	0.5%	1.0%	4.8%	1.3%	5.4%	1.1%	-8.1%							
Change in Share from 2012		%		2.0%	5.2%	4.5%	3.7%	4.2%	5.2%	10.3%	11.7%	17.7%	19.0%	9.4%							
Avg Ann. Change in Share		%		2.0%	2.6%	1.5%	0.9%	0.8%	0.9%	1.5%	1.5%	2.0%	1.9%	0.9%							

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		SFR	DIRECT EMPLOYMENT			
EXMOOR NATIONAL PARK																			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SFR																		
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023	15.7%	16.9%	9.1%	9.6%	10.4%	6.8%	11.9%	9.9%	11.8%	14.8%	23.3%	25.1%	13.8%	Annual Change	14.5%	9.2%	11.1%	22.2%	
% Change 2022 to 2023	5.9%	5.9%	5.9%	5.9%	5.9%	5.9%	5.9%	5.9%	5.9%	5.9%	5.9%	5.9%	5.9%		5.9%	5.9%	5.9%	5.9%	
Average Annual Change	1.4%	1.5%	0.8%	0.9%	0.9%	0.6%	1.1%	0.9%	1.1%	1.3%	2.1%	2.3%	1.3%		1.3%	1.3%	0.8%	1.0%	2.0%
2012	FTEs	33	11	12	28	19	14	22	24	13	12	9	27	19		18	20	19	16
2013	FTEs	33	11	13	28	19	14	23	24	13	12	10	28	19	2.4%	19	21	20	17
2014	FTEs	33	11	12	28	19	14	23	24	13	12	10	28	19	-0.2%	19	20	20	17
2015	FTEs	34	11	13	28	19	14	23	24	13	12	10	28	19	0.2%	19	20	20	17
2016	FTEs	33	11	12	27	18	14	22	24	13	12	9	27	18	-2.9%	19	20	19	16
2017	FTEs	34	12	12	29	19	14	23	24	13	13	10	30	19	5.2%	19	20	20	18
2018	FTEs	35	12	13	29	19	14	23	25	14	13	11	31	20	3.0%	20	21	21	19
2019	FTEs	39	12	14	30	19	14	23	24	13	13	11	33	21	3.2%	22	21	20	19
2020	FTEs	34	8	5	1	0	0	13	20	14	11	1	14	10	-51.1%	16	1	16	8
2021	FTEs	12	4	5	14	14	17	23	24	14	13	13	25	15	47.0%	7	15	20	17
2022	FTEs	36	12	13	29	19	14	23	24	13	13	11	31	20	34.5%	20	21	20	19
2023	FTEs	38	12	13	31	20	15	25	26	14	14	12	33	21	5.9%	21	22	22	20
EMPLOYMENT													SFR						
SHARE OF MARKET	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023							
SFR	FTEs	19	19	19	19	18	19	20	21	10	15	20	21						
Total Employment	FTEs	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529						
Share of Total	%	0.9%	0.9%	0.9%	0.9%	0.8%	0.9%	0.9%	0.8%	0.7%	0.6%	0.8%	0.8%						
Annual Change in Share	%		0.1%	-2.9%	-1.6%	-2.1%	1.6%	2.7%	-7.0%	-13.7%	-8.7%	29.2%	0.4%						
Change in Share from 2012	%		0.1%	-2.8%	-4.4%	-6.4%	-5.0%	-2.4%	-9.3%	-21.7%	-28.6%	-7.7%	-7.3%						
Avg Ann. Change in Share	%		0.1%	-1.4%	-1.5%	-1.6%	-1.0%	-0.4%	-1.3%	-2.7%	-3.2%	-0.8%	-0.7%						



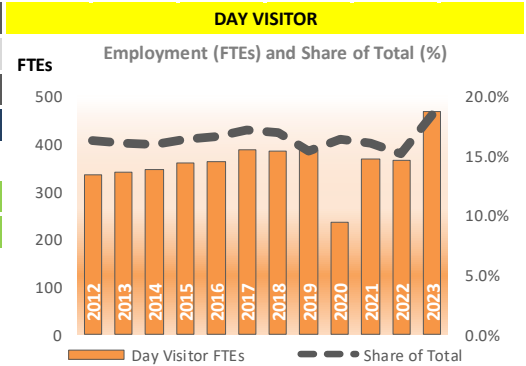
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Report Prepared by: Cathy James, Date of Issue: 12/08/24

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		STAYING VISITOR		DIRECT EMPLOYMENT			
EXMOOR NATIONAL PARK																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2012 to 2023		5.2%	5.0%	3.5%	5.5%	6.2%	2.1%	6.3%	6.9%	11.2%	9.7%	9.9%	13.8%	7.0%	4.5%	4.5%	8.1%	11.0%		
% Change 2022 to 2023		3.2%	3.8%	1.0%	3.6%	1.6%	-1.3%	-5.5%	-8.3%	-3.9%	3.7%	2.1%	0.3%	-0.7%	2.6%	1.2%	-6.0%	2.1%		
Average Annual Change		0.5%	0.5%	0.3%	0.5%	0.6%	0.2%	0.6%	0.6%	1.0%	0.9%	0.9%	1.3%	0.6%	0.4%	0.4%	0.7%	1.0%		
2012	FTEs	1,122	1,154	1,272	1,511	1,637	1,692	1,692	1,851	1,672	1,391	1,176	1,113	1,440		1,182	1,613	1,738	1,226	
2013	FTEs	1,150	1,176	1,303	1,516	1,691	1,703	1,747	1,935	1,700	1,424	1,215	1,151	1,476	2.5%	1,210	1,636	1,794	1,263	
2014	FTEs	1,184	1,202	1,335	1,551	1,731	1,727	1,838	2,010	1,751	1,469	1,256	1,185	1,520	3.0%	1,240	1,670	1,867	1,303	
2015	FTEs	1,194	1,216	1,352	1,558	1,743	1,744	1,855	2,006	1,769	1,476	1,264	1,190	1,531	0.7%	1,254	1,682	1,876	1,310	
2016	FTEs	1,177	1,207	1,328	1,535	1,716	1,721	1,838	1,998	1,756	1,457	1,251	1,179	1,514	-1.1%	1,238	1,657	1,864	1,296	
2017	FTEs	1,176	1,231	1,327	1,590	1,719	1,755	1,836	2,009	1,829	1,507	1,297	1,234	1,543	1.9%	1,245	1,688	1,891	1,346	
2018	FTEs	1,175	1,234	1,329	1,574	1,743	1,766	1,838	2,054	1,826	1,514	1,306	1,243	1,550	0.5%	1,246	1,694	1,906	1,355	
2019	FTEs	1,272	1,315	1,420	1,705	1,870	1,879	1,991	2,208	1,927	1,622	1,396	1,340	1,662	7.2%	1,335	1,818	2,042	1,453	
2020	FTEs	1,085	1,035	774	174	178	244	1,447	1,884	1,945	1,379	270	808	935	-43.7%	965	199	1,759	819	
2021	FTEs	1,022	1,035	1,141	1,311	1,549	1,720	1,786	2,030	2,218	1,594	1,257	1,183	1,487	59.0%	1,066	1,527	2,011	1,344	
2022	FTEs	1,143	1,167	1,303	1,538	1,711	1,751	1,905	2,159	1,935	1,472	1,265	1,263	1,551	4.3%	1,204	1,667	2,000	1,333	
2023	FTEs	1,180	1,211	1,316	1,593	1,738	1,728	1,799	1,980	1,858	1,526	1,292	1,266	1,541	-0.7%	1,236	1,686	1,879	1,361	
EMPLOYMENT													STAYING VISITOR							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs						
Staying Visitor		FTEs	1,726	1,768	1,822	1,847	1,829	1,880	1,890	2,137	1,195	1,935	2,034	2,064	Employment (FTEs) and Share of Total (%)					
Total Employment		FTEs	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529						
Share of Total		%	83.8%	84.0%	84.1%	83.7%	83.5%	82.9%	83.1%	84.7%	83.6%	84.0%	84.9%	81.6%						
Annual Change in Share		%		0.2%	0.2%	-0.5%	-0.2%	-0.7%	0.2%	1.8%	-1.2%	0.5%	1.0%	-3.8%						
Change in Share from 2012		%		0.2%	0.4%	-0.1%	-0.3%	-1.0%	-0.8%	1.0%	-0.2%	0.3%	1.3%	-2.6%						
Avg Ann. Change in Share		%		0.2%	0.2%	0.0%	-0.1%	-0.2%	-0.1%	0.1%	0.0%	0.1%	-0.2%							

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		DAY VISITOR		DIRECT EMPLOYMENT				
EXMOOR NATIONAL PARK																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2012 to 2023		-58.4%	2.7%	-6.8%	17.4%	34.1%	69.0%	18.2%	103.8%	34.2%	15.6%	-11.4%	26.1%	39.1%				-16.4%	41.7%	51.8%	10.3%
% Change 2022 to 2023		-22.4%	38.5%	-2.6%	11.6%	34.4%	48.9%	42.5%	47.6%	10.7%	15.0%	-19.7%	38.8%	28.0%				8.0%	32.9%	31.1%	9.3%
Average Annual Change		-5.3%	0.2%	-0.6%	1.6%	3.1%	6.3%	1.7%	9.4%	3.1%	1.4%	-1.0%	2.4%	3.6%				-1.5%	3.8%	4.7%	0.9%
2012	FTEs	60	85	92	418	388	482	553	623	786	221	158	142	334				79	429	654	174
2013	FTEs	51	98	85	364	469	435	545	694	791	239	127	157	338	1.2%			78	423	677	174
2014	FTEs	32	69	76	455	436	430	551	684	833	242	154	164	344	1.7%			59	440	689	187
2015	FTEs	33	76	81	419	450	462	633	698	874	277	138	174	360	4.6%			64	444	735	196
2016	FTEs	33	80	103	384	447	548	598	704	837	291	141	170	361	0.5%			72	460	713	201
2017	FTEs	35	76	73	471	540	520	600	851	877	289	141	166	387	7.0%			61	510	776	199
2018	FTEs	35	75	71	463	534	515	594	850	874	286	139	166	384	-0.8%			60	504	773	197
2019	FTEs	38	76	74	477	538	515	613	845	879	284	145	167	387	1.0%			62	510	779	199
2020	FTEs	32	51	39	1	8	136	417	713	1,022	288	6	97	234	-39.5%			41	48	717	130
2021	FTEs	16	27	31	245	368	732	645	876	873	262	213	129	368	57.2%			25	448	798	201
2022	FTEs	32	63	88	440	387	547	459	861	953	222	174	129	363	-1.4%			61	458	758	175
2023	FTEs	25	87	86	491	521	815	654	1,270	1,055	255	140	179	465	28.0%			66	609	993	192

EMPLOYMENT													DAY VISITOR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
Day Visitor	FTEs	334	338	344	360	361	387	384	387	234	368	363	465		
Total Employment	FTEs	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529		
Share of Total	%	16.2%	16.0%	15.9%	16.3%	16.5%	17.1%	16.9%	15.3%	16.4%	16.0%	15.1%	18.4%		
Annual Change in Share	%		-1.1%	-1.1%	2.7%	1.2%	3.4%	-1.1%	-9.0%	6.7%	-2.4%	-5.2%	21.4%		
Change in Share from 2012	%		-1.1%	-2.2%	0.5%	1.7%	5.1%	4.0%	-5.4%	1.0%	-1.5%	-6.6%	13.3%		
Avg Ann. Change in Share	%		-1.1%	-1.1%	0.2%	0.4%	1.0%	0.7%	-0.8%	0.1%	-0.2%	-0.7%	1.2%		



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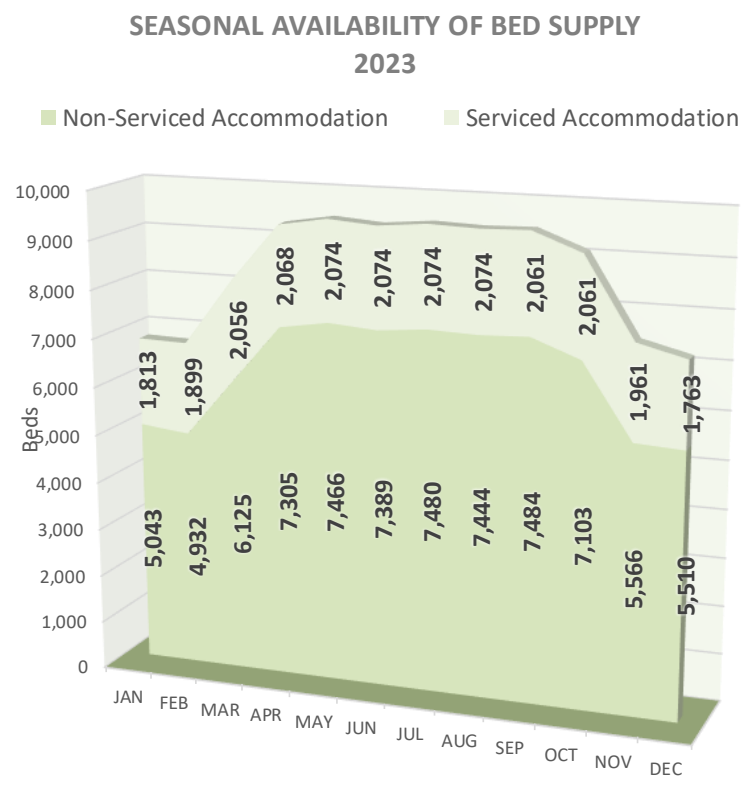
Report Prepared by: Cathy James, Date of Issue: 12/08/24

SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	153	2,074	+1	+6	-48	-506
+50 Room	1	115	0	0	0	-4
11-50 Room	18	632	0	0	-3	-121
<10 Room	134	1,327	+1	+6	-45	-381

NON-SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	265	7,590	+3	+329	+14	+2,729
Self catering	240	1,815	+4	+60	+16	+223
Static caravans/chalets	0	320	0	+32	0	+28
Touring caravans/camping	20	2,805	0	+6	-1	+51
Youth Hostels	5	159	-1	-49	-1	-64
Short term lets	0	2,491	0	+280		

DISTRIBUTION BY TYPE OF ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	418	9,664	+4	+335	-34	+2,223
Serviced Accommodation Share of Total	37%	21%				
Non-Serviced Accommodation Share of Total	63%	79%				

SEASONAL AVAILABILITY OF BED SUPPLY 2023	2023											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	6,856	6,831	8,181	9,373	9,540	9,463	9,554	9,518	9,545	9,164	7,527	7,273
Serviced Accommodation	1,813	1,899	2,056	2,068	2,074	2,074	2,074	2,074	2,061	2,061	1,961	1,763
Non-Serviced Accommodation	5,043	4,932	6,125	7,305	7,466	7,389	7,480	7,444	7,484	7,103	5,566	5,510



Report Sections With Historic Financial Data Indexed to 2023 Prices

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

Indexation: *Indexation to: 2023*

2012	<i>1.51</i>
2013	<i>1.47</i>
2014	<i>1.43</i>
2015	<i>1.41</i>
2016	<i>1.39</i>
2017	<i>1.36</i>
2018	<i>1.31</i>
2019	<i>1.27</i>
2020	<i>1.24</i>
2021	<i>1.22</i>
2022	<i>1.13</i>
2023	<i>1.00</i>

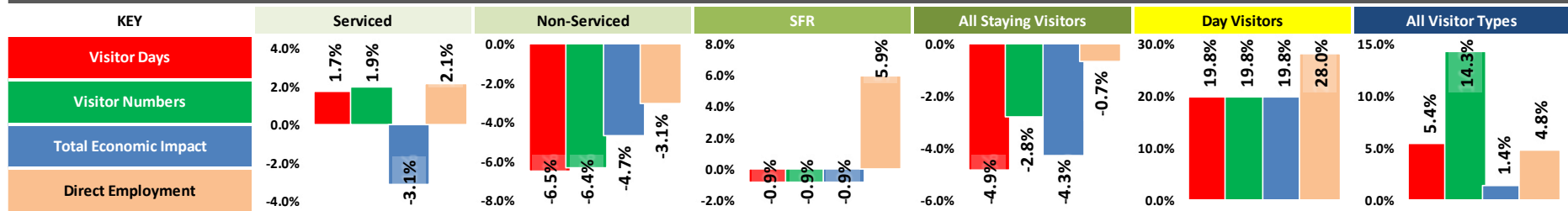
STEAM REPORT FOR 2012-2023 - FINAL Comparing 2023 and 2022
2022 in 2023 prices (1.134)

EXMOOR NATIONAL PARK **COMPARATIVE HEADLINES**

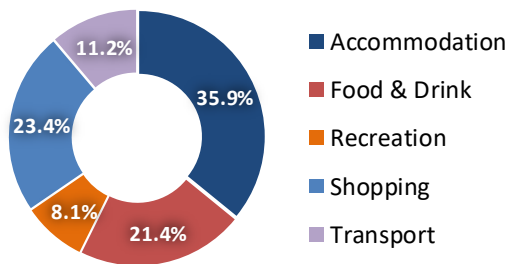
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - INDEXED TO 2023

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %			
Visitor Days	M	0.280	0.275	1.7%	1.131	1.210	-6.5%	0.044	0.045	-0.9%	1.455	1.529	-4.9%	1.305	1.089	19.8%	2.760	2.619	5.4%		
Visitor Numbers	M	0.141	0.138	1.9%	0.183	0.196	-6.4%	0.019	0.019	-0.9%	0.342	0.352	-2.8%	1.305	1.089	19.8%	1.647	1.441	14.3%		
Direct Expenditure	£M																169.84	167.45	1.4%		
Economic Impact	£M	36.88	38.07	-3.1%	128.01	134.32	-4.7%	2.893	2.919	-0.9%	167.78	175.30	-4.3%	64.63	53.96	19.8%	232.41	229.26	1.4%		
Direct Employment	FTEs	701	687	2.1%	818	844	-3.1%	21	20	5.9%	1,541	1,551	-0.7%	465	363	28.0%	2,005	1,914	4.8%		
Total Employment	FTEs																2,529	2,397	5.5%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - INDEXED TO 2023



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2023

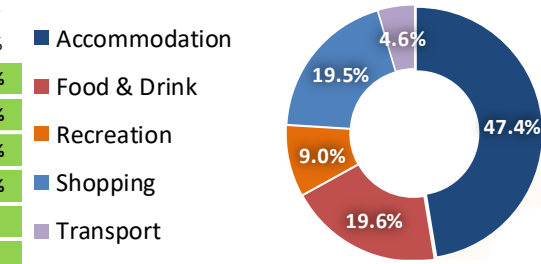


Direct Expenditure Categories

Sectors	2023	2022	+/- %
Accommodation	60.95	63.43	-3.9%
Food & Drink	36.41	35.20	3.4%
Recreation	13.80	13.32	3.6%
Shopping	39.70	37.14	6.9%
Transport	18.98	18.36	3.4%
TOTAL DIRECT	169.84	167.45	1.4%
Indirect	62.57	61.81	1.2%
TOTAL	232.41	229.26	1.4%

Sectoral Distribution of Employment - FTEs

Sectors	2023	2022	+/- %
Accommodation	950	971	-2.2%
Food & Drink	393	355	10.6%
Recreation	181	163	10.7%
Shopping	390	342	14.3%
Transport	91	83	10.5%
TOTAL DIRECT	2,005	1,914	4.8%
Indirect	523	484	8.2%
TOTAL	2,529	2,397	5.5%



Direct Employment Categories

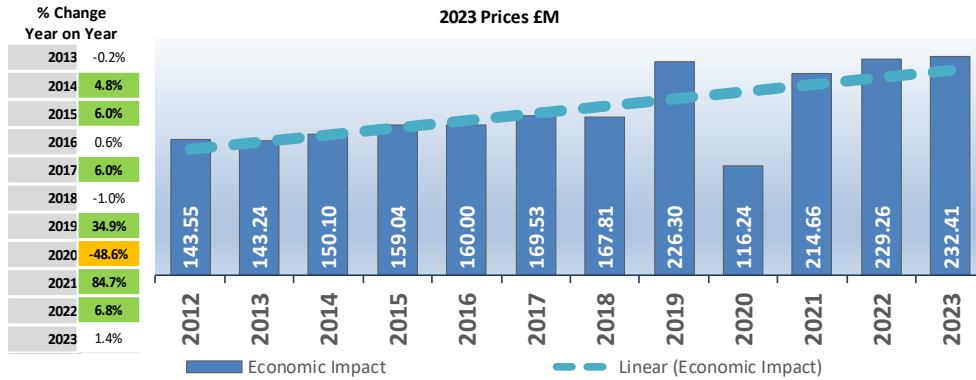
STEAM REPORT FOR 2012-2023 - FINAL
EXMOOR NATIONAL PARK

2012 to 2023
2023 Prices

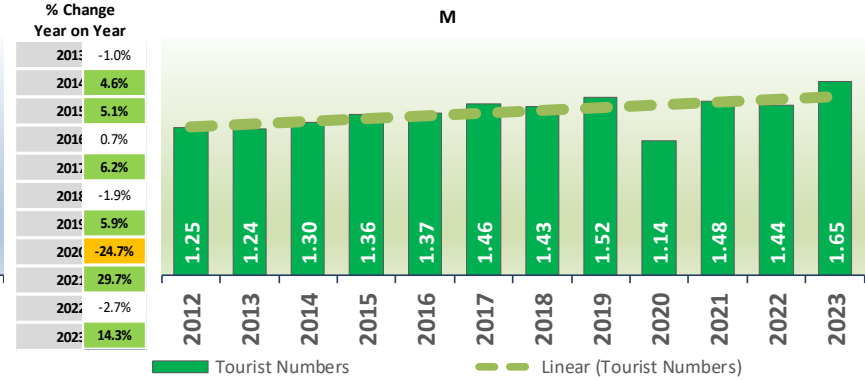
TOTAL

KEY MEASURES
Indexed

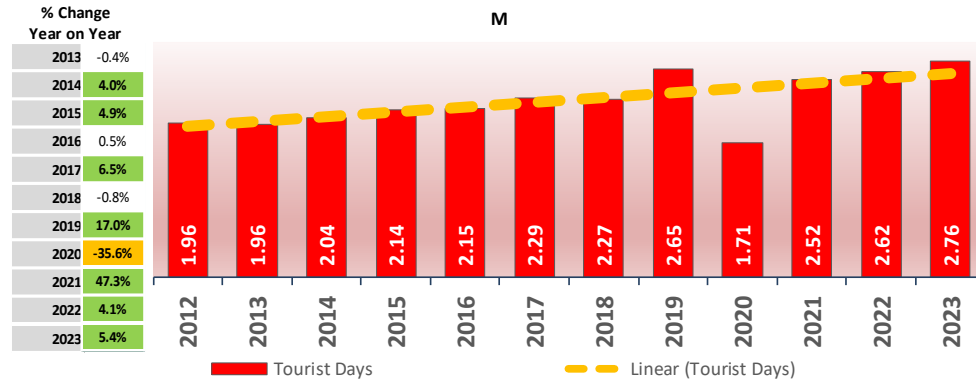
Economic Impact - Indexed - Total



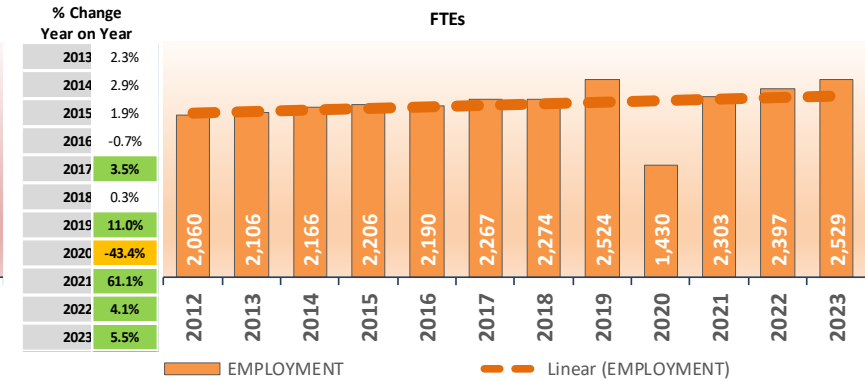
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		-0.2%	4.6%	10.8%	11.5%	18.1%	16.9%	57.6%	-19.0%	49.5%	59.7%	61.9%
Visitor Numbers		-1.0%	3.6%	8.9%	9.6%	16.4%	14.3%	21.0%	-8.9%	18.2%	15.0%	31.4%
Visitor Days		-0.4%	3.6%	8.7%	9.3%	16.4%	15.4%	35.1%	-13.1%	28.0%	33.3%	40.5%
Total Employment		2.3%	5.2%	7.1%	6.3%	10.1%	10.4%	22.6%	-30.6%	11.8%	16.4%	22.8%

"Linear" = Linear Trendline

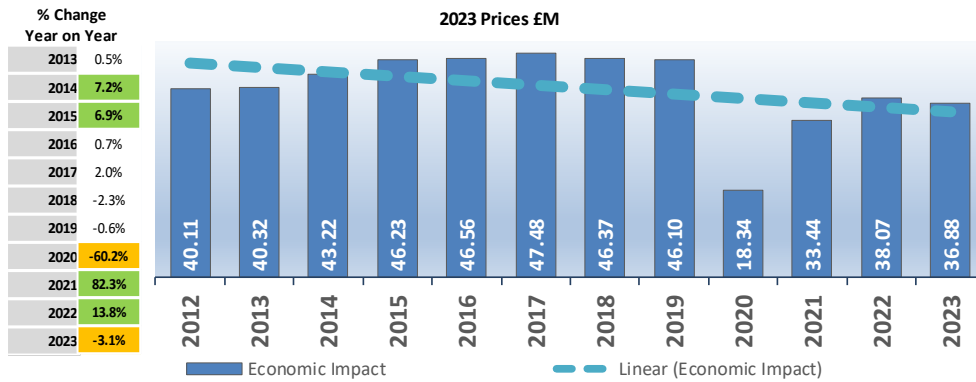
STEAM REPORT FOR 2012-2023 - FINAL
EXMOOR NATIONAL PARK

2012 to 2023
2023 Prices

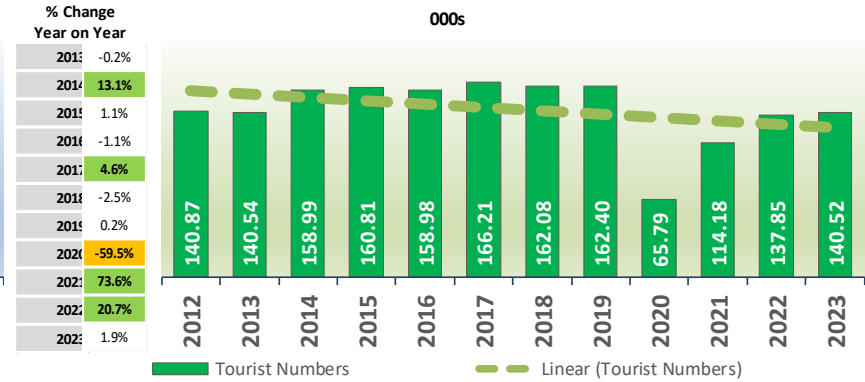
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

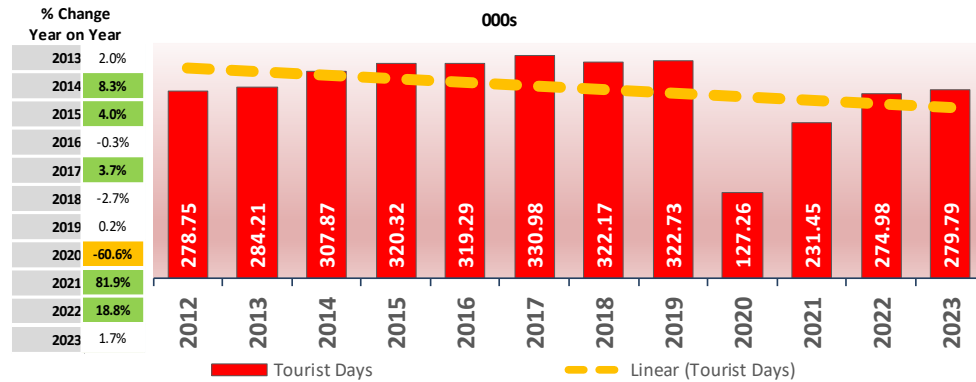
Economic Impact - Indexed - Serviced Accommodation



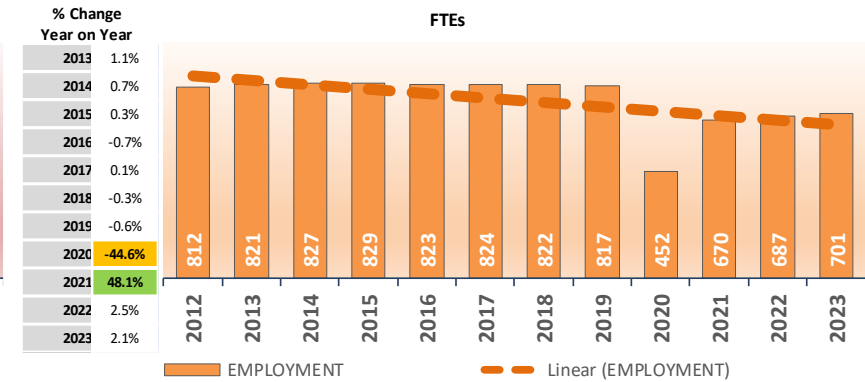
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		0.5%	7.8%	15.2%	16.1%	18.4%	15.6%	14.9%	-54.3%	-16.6%	-5.1%	-8.1%
Visitor Numbers		-0.2%	12.9%	14.1%	12.9%	18.0%	15.1%	15.3%	-53.3%	-18.9%	-2.1%	-0.3%
Visitor Days		2.0%	10.4%	14.9%	14.5%	18.7%	15.6%	15.8%	-54.3%	-17.0%	-1.4%	0.4%
Direct Employment		1.1%	1.8%	2.1%	1.4%	1.5%	1.2%	0.7%	-44.3%	-17.5%	-15.4%	-13.6%

"Linear" = Linear Trendline

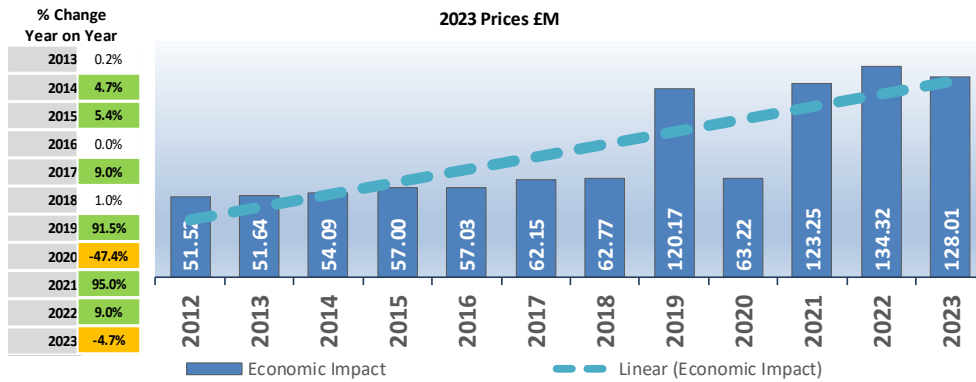
STEAM REPORT FOR 2012-2023 - FINAL
EXMOOR NATIONAL PARK

2012 to 2023
 2023 Prices

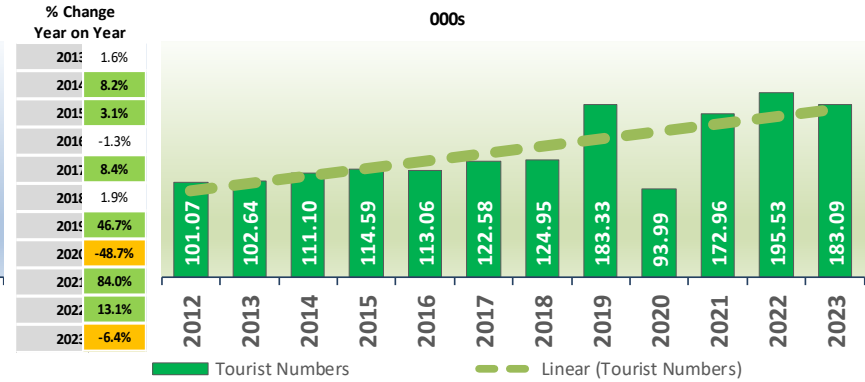
NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Indexed

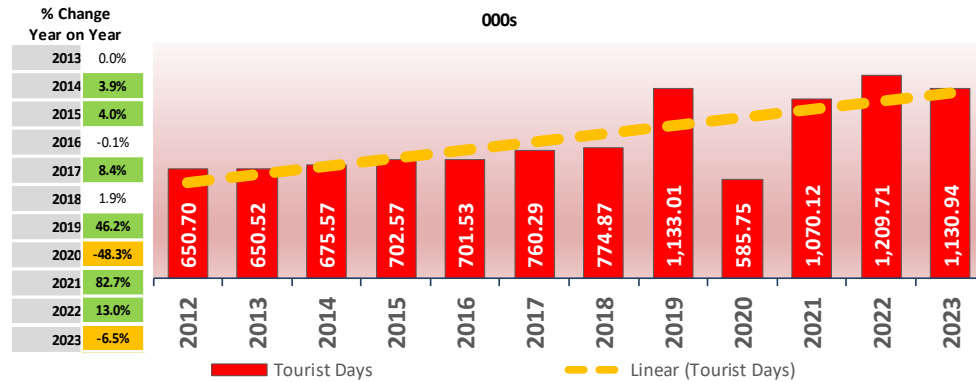
Economic Impact - Indexed - Non-Serviced Accommodation



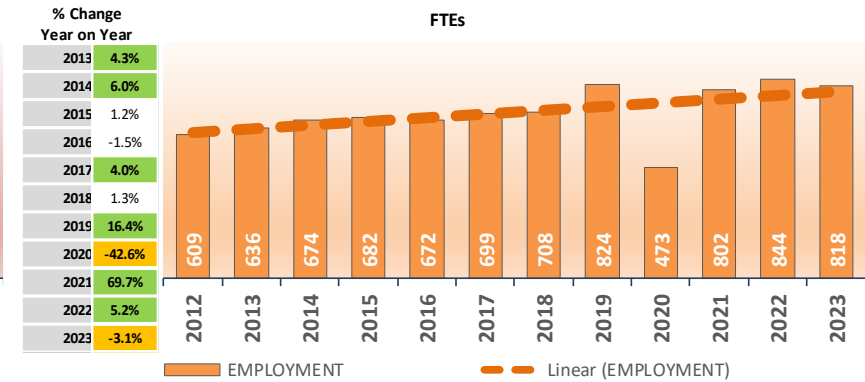
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		0.2%	5.0%	10.6%	10.7%	20.6%	21.8%	133.3%	22.7%	139.2%	160.7%	148.5%
Visitor Numbers		1.6%	9.9%	13.4%	11.9%	21.3%	23.6%	81.4%	-7.0%	71.1%	93.5%	81.2%
Visitor Days		0.0%	3.8%	8.0%	7.8%	16.8%	19.1%	74.1%	-10.0%	64.5%	85.9%	73.8%
Direct Employment		4.3%	10.6%	12.0%	10.3%	14.6%	16.2%	35.2%	-22.4%	31.6%	38.5%	34.3%

"Linear" = Linear Trendline

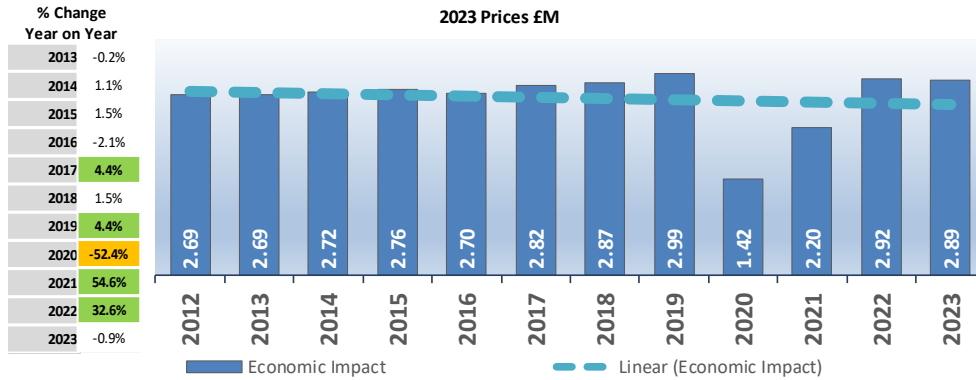
STEAM REPORT FOR 2012-2023 - FINAL
EXMOOR NATIONAL PARK

2012 to 2023
2023 Prices

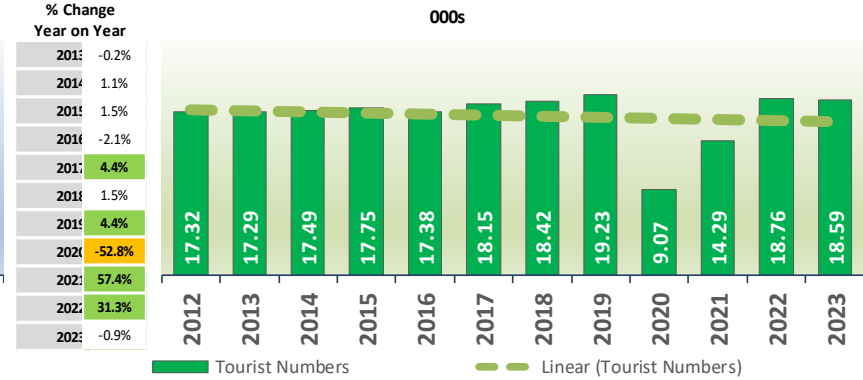
SFR

KEY MEASURES
Indexed

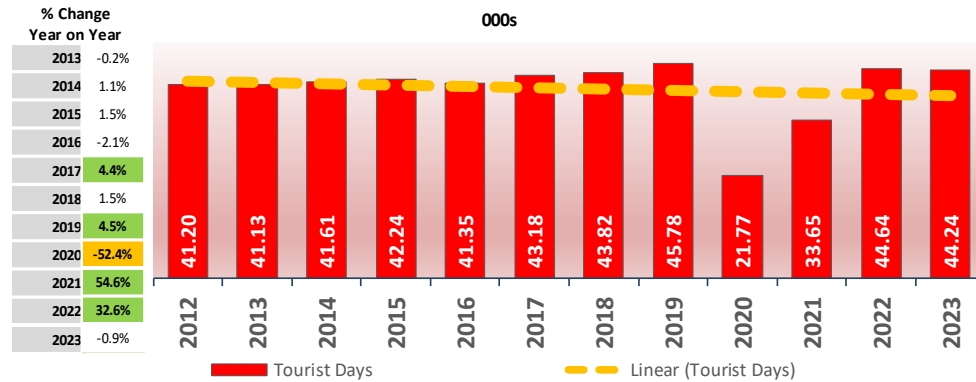
Economic Impact - Indexed - SFR



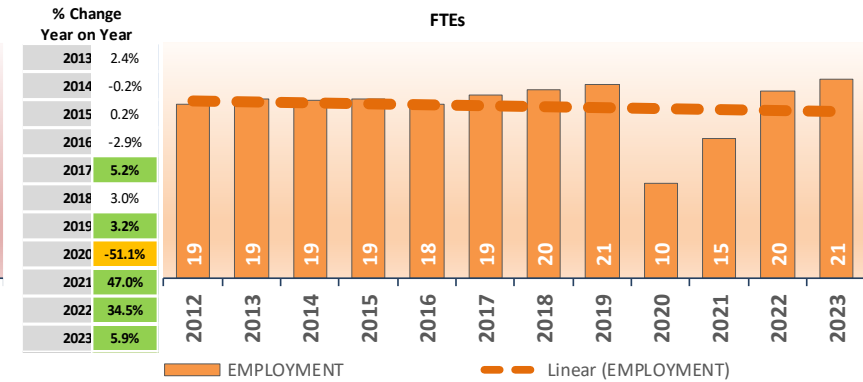
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		-0.2%	1.0%	2.5%	0.4%	4.8%	6.3%	11.1%	-47.2%	-18.3%	8.3%	7.4%
Visitor Numbers		-0.2%	1.0%	2.5%	0.4%	4.8%	6.4%	11.0%	-47.6%	-17.5%	8.3%	7.3%
Visitor Days		-0.2%	1.0%	2.5%	0.4%	4.8%	6.4%	11.1%	-47.1%	-18.3%	8.4%	7.4%
Direct Employment		2.4%	2.2%	2.4%	-0.5%	4.6%	7.7%	11.2%	-45.7%	-20.1%	7.4%	13.8%

"Linear" = Linear Trendline

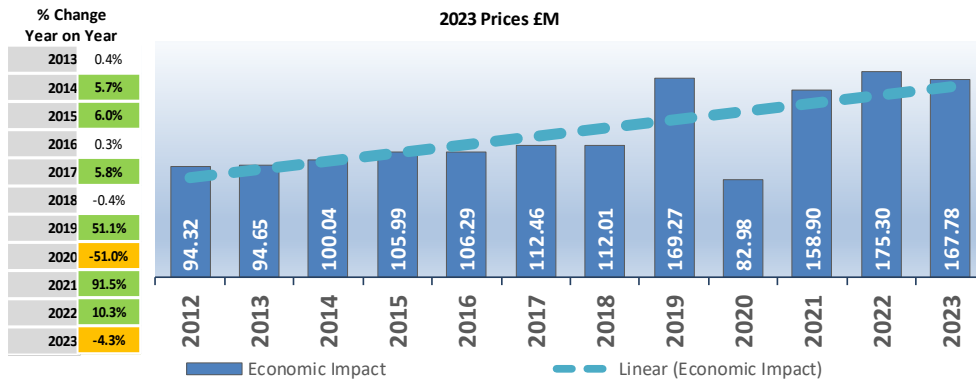
STEAM REPORT FOR 2012-2023 - FINAL
EXMOOR NATIONAL PARK

2012 to 2023
2023 Prices

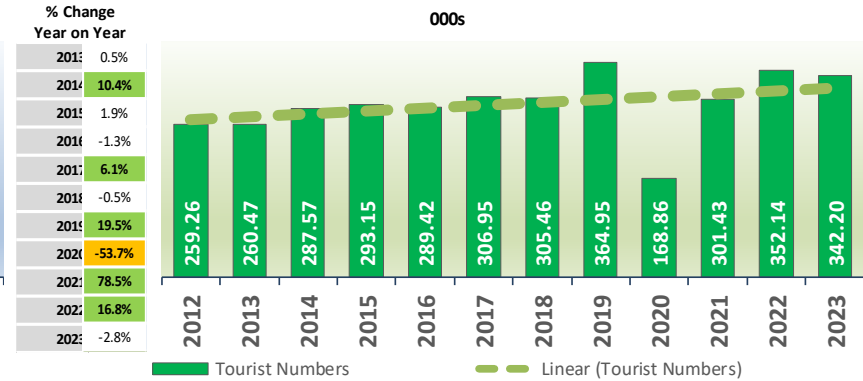
STAYING VISITOR

KEY MEASURES
Indexed

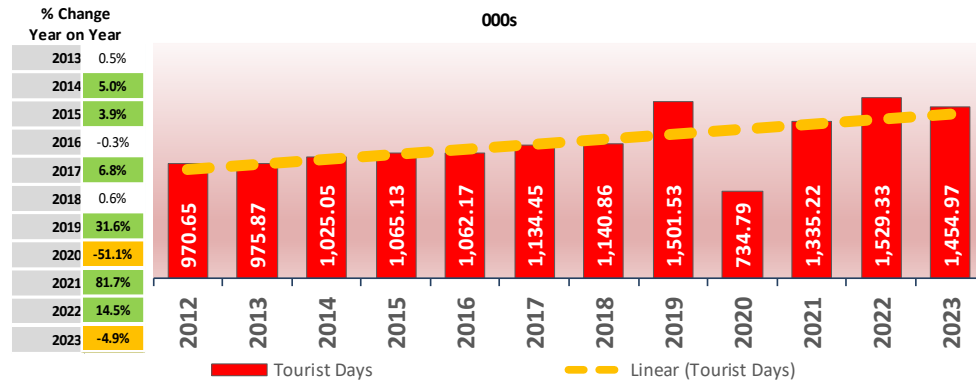
Economic Impact - Indexed - Staying Visitor



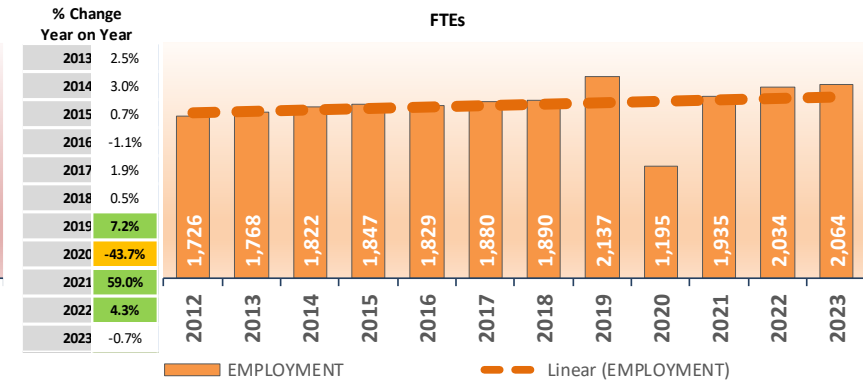
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		0.4%	6.1%	12.4%	12.7%	19.2%	18.7%	79.5%	-12.0%	68.5%	85.9%	77.9%
Visitor Numbers		0.5%	10.9%	13.1%	11.6%	18.4%	17.8%	40.8%	-34.9%	16.3%	35.8%	32.0%
Visitor Days		0.5%	5.6%	9.7%	9.4%	16.9%	17.5%	54.7%	-24.3%	37.6%	57.6%	49.9%
Direct Employment		2.5%	5.6%	7.0%	6.0%	9.0%	9.5%	23.8%	-30.7%	12.1%	17.9%	19.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL

EXMOOR NATIONAL PARK

2012 to 2023
2023 Prices

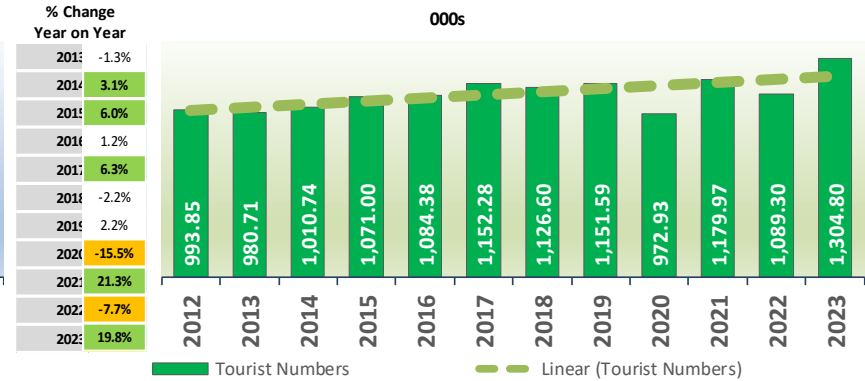
DAY VISITOR

KEY MEASURES
Indexed

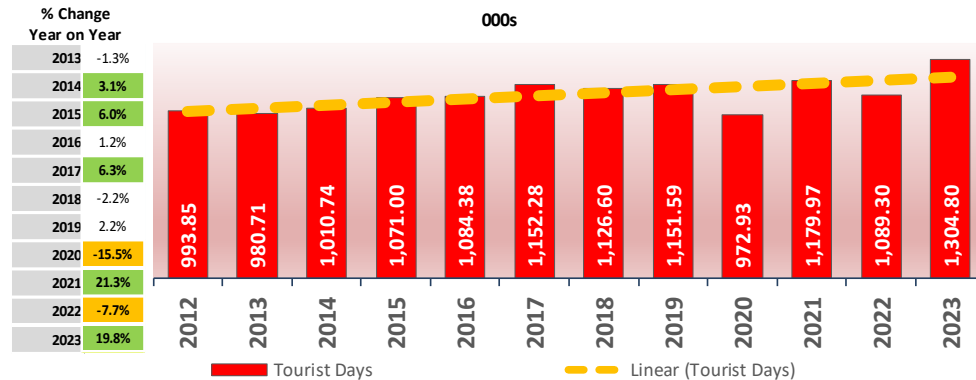
Economic Impact - Indexed - Day Visitor



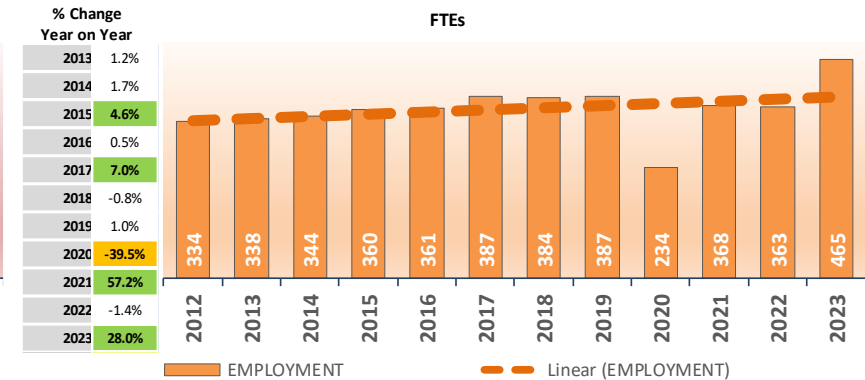
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



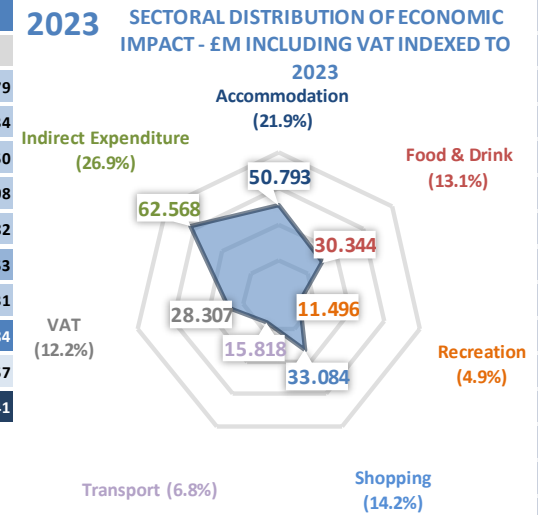
Direct Employment Supported - Day Visitor



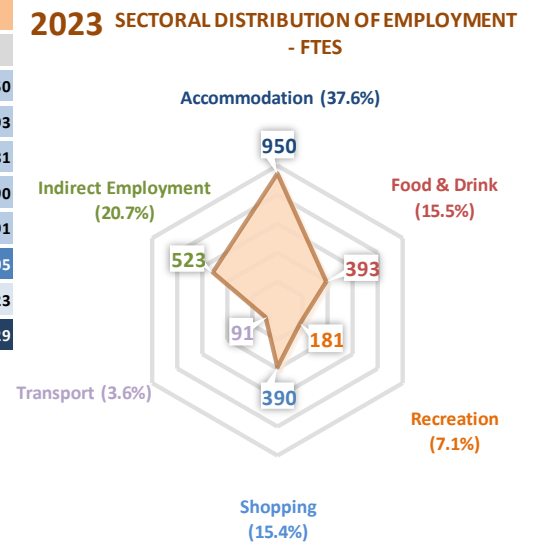
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed	-	-1.3%	1.7%	7.8%	9.1%	15.9%	13.3%	15.8%	-32.5%	13.3%	9.6%	31.3%
Visitor Numbers	-	-1.3%	1.7%	7.8%	9.1%	15.9%	13.4%	15.9%	-2.1%	18.7%	9.6%	31.3%
Visitor Days	-	-1.3%	1.7%	7.8%	9.1%	15.9%	13.4%	15.9%	-2.1%	18.7%	9.6%	31.3%
Direct Employment	-	1.2%	2.9%	7.6%	8.1%	15.7%	14.8%	15.9%	-29.9%	10.2%	8.7%	39.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL											2012 to 2023		TOTAL	SECTORAL ANALYSIS Indexed
EXMOOR NATIONAL PARK											2023 Prices			
2023 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2023														
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Accommodation	£M	23.08	23.08	24.61	26.86	27.15	28.46	28.01	50.22	27.22	50.45	52.86	50.79	
Food & Drink	£M	21.96	21.94	22.94	24.01	24.08	25.55	25.36	29.86	16.56	27.22	29.34	30.34	
Recreation	£M	8.420	8.385	8.728	9.143	9.190	9.741	9.670	11.24	6.315	10.38	11.10	11.50	
Shopping	£M	24.25	24.13	25.05	26.33	26.48	28.19	27.88	31.59	16.84	29.37	30.95	33.08	
Transport	£M	11.76	11.71	12.21	12.78	12.84	13.57	13.47	15.56	8.036	14.20	15.30	15.82	
Direct Revenue	£M	89.47	89.25	93.53	99.12	99.74	105.52	104.40	138.47	74.96	131.62	139.54	141.53	
VAT	£M	17.89	17.85	18.71	19.82	19.95	21.10	20.88	27.69	10.05	25.13	27.91	28.31	
Direct Expenditure	£M	107.37	107.10	112.23	118.95	119.69	126.62	125.28	166.17	85.01	156.75	167.45	169.84	
Indirect Expenditure	£M	36.18	36.14	37.87	40.10	40.32	42.91	42.53	60.13	31.22	57.91	61.81	62.57	
TOTAL	£M	143.55	143.24	150.10	159.04	160.00	169.53	167.81	226.30	116.24	214.66	229.26	232.41	



2023 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	1,047	1,071	1,100	1,100	1,087	1,086	1,086	1,081	643	990	971	950
Food & Drink	FTEs	268	275	283	293	291	311	314	365	202	323	355	393
Recreation	FTEs	125	127	131	135	135	144	145	167	93	149	163	181
Shopping	FTEs	270	275	282	293	292	313	314	352	187	318	342	390
Transport	FTEs	64	66	67	70	69	74	74	85	44	75	83	91
Direct Employment	FTEs	1,774	1,814	1,864	1,890	1,875	1,929	1,934	2,049	1,169	1,855	1,914	2,005
Indirect Employment	FTEs	285	292	302	316	315	338	340	475	260	448	484	523
TOTAL	FTEs	2,060	2,106	2,166	2,206	2,190	2,267	2,274	2,524	1,430	2,303	2,397	2,529

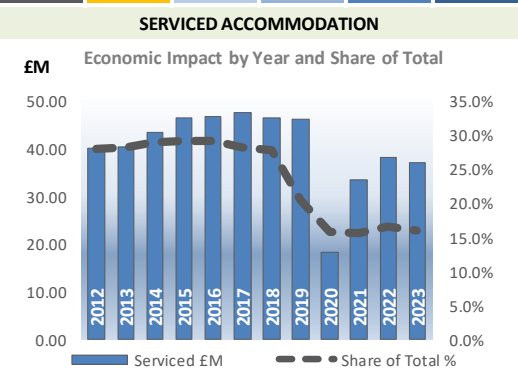


STEAM REPORT FOR 2012-2023 - FINAL EXMOOR NATIONAL PARK													2012 to 2023 2023 Prices		TOTAL		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES											TOTAL		% Change						
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change					
% Change 2012 to 2023		111.3%	105.2%	87.6%	46.6%	49.9%	50.2%	35.0%	56.2%	49.1%	81.9%	120.7%	169.4%	61.9%	Annual Change		100.1%	49.0%	47.4%	114.8%	
% Change 2022 to 2023		0.3%	5.7%	-5.0%	2.3%	5.2%	4.6%	-4.4%	4.8%	-0.8%	2.8%	-1.7%	0.0%	1.4%	Annual Change		0.0%	4.1%	0.2%	0.6%	
Average Annual Change		10.1%	9.6%	8.0%	4.2%	4.5%	4.6%	3.2%	5.1%	4.5%	7.4%	11.0%	15.4%	5.6%	Annual Change		9.1%	4.5%	4.3%	10.4%	
2012	£M	3.954	4.463	5.353	13.45	14.69	17.01	20.47	24.61	20.51	8.988	5.186	4.869	143.55	Annual Change		13.77	45.15	65.59	19.04	
2013	£M	3.797	4.418	5.237	12.09	15.88	15.70	20.55	26.18	20.11	9.159	4.957	5.162	143.24	-0.2%	Annual Change		13.45	43.68	66.83	19.28
2014	£M	3.797	4.148	5.201	13.42	16.06	15.84	22.39	27.30	21.27	9.596	5.545	5.533	150.10	4.8%	Annual Change		13.15	45.32	70.96	20.67
2015	£M	4.152	4.646	5.796	13.44	16.83	16.96	24.53	28.18	22.58	10.44	5.604	5.879	159.04	6.0%	Annual Change		14.59	47.23	75.29	21.93
2016	£M	4.059	4.762	5.929	12.98	16.68	18.04	24.37	28.68	22.36	10.63	5.641	5.870	160.00	0.6%	Annual Change		14.75	47.70	75.42	22.14
2017	£M	4.091	5.304	5.547	15.11	17.75	18.31	23.96	29.75	24.13	11.72	6.779	7.077	169.53	6.0%	Annual Change		14.94	51.16	77.85	25.58
2018	£M	4.064	5.236	5.435	14.42	17.74	18.07	23.79	29.95	23.55	11.62	6.799	7.130	167.81	-1.0%	Annual Change		14.73	50.23	77.29	25.55
2019	£M	8.108	8.701	9.496	19.78	23.05	23.26	30.25	36.48	28.20	16.13	10.87	11.97	226.30	34.9%	Annual Change		26.31	66.09	94.93	38.97
2020	£M	6.965	5.951	3.356	0.762	0.935	2.556	17.88	28.80	28.27	13.59	1.179	5.990	116.24	-48.6%	Annual Change		16.27	4.254	74.96	20.76
2021	£M	5.053	4.742	6.167	12.75	18.35	26.59	30.65	37.46	31.75	17.75	12.10	11.29	214.66	84.7%	Annual Change		15.96	57.69	99.86	41.14
2022	£M	8.328	8.662	10.57	19.27	20.92	24.42	28.89	36.70	30.83	15.91	11.64	13.11	229.26	6.8%	Annual Change		27.56	64.61	96.42	40.66
2023	£M	8.356	9.159	10.04	19.71	22.02	25.55	27.62	38.45	30.59	16.35	11.45	13.12	232.41	1.4%	Annual Change		27.56	67.28	96.66	40.91

ECONOMIC IMPACT - INDEXED TO 2023													TOTAL		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	Share of Total %
Total	£M	143.55	143.24	150.10	159.04	160.00	169.53	167.81	226.30	116.24	214.66	229.26	232.41		
All Visitor Types	£M	143.55	143.24	150.10	159.04	160.00	169.53	167.81	226.30	116.24	214.66	229.26	232.41		
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%														
Change in Share from 2012	%														
Avg Ann. Change in Share	%														

STEAM REPORT FOR 2012-2023 - FINAL EXMOOR NATIONAL PARK													2012 to 2023 2023 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES													Annual Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		-19.8%	-5.1%	-21.8%	-16.6%	-9.2%	-13.9%	-5.2%	-17.3%	-14.8%	2.3%	52.9%	59.6%	-8.1%	-16.2%	-13.4%	-12.7%	27.1%		
% Change 2022 to 2023		4.8%	0.7%	-3.8%	-1.3%	-2.4%	-2.3%	-6.6%	-3.8%	-1.2%	-4.8%	-6.3%	-2.2%	-3.1%	0.2%	-2.0%	-4.2%	-4.5%		
Average Annual Change		-1.8%	-0.5%	-2.0%	-1.5%	-0.8%	-1.3%	-0.5%	-1.6%	-1.3%	0.2%	4.8%	5.4%	-0.7%	-1.5%	-1.2%	-1.2%	2.5%		
2012	£M	1.676	1.535	1.986	4.022	3.670	4.391	5.724	7.349	4.420	2.879	1.255	1.203	40.11	5.197	12.08	17.49	5.337		
2013	£M	1.587	1.343	1.854	3.641	4.030	4.074	5.920	8.011	4.328	2.876	1.360	1.300	40.32	4.784	11.75	18.26	5.536		
2014	£M	1.727	1.292	1.797	3.658	4.519	4.184	7.313	8.568	4.425	2.934	1.415	1.391	43.22	4.816	12.36	20.31	5.739		
2015	£M	1.966	1.581	2.168	3.813	4.687	4.506	8.063	8.752	4.669	3.074	1.491	1.458	46.23	5.715	13.01	21.48	6.023		
2016	£M	1.871	1.639	2.070	3.785	4.548	4.472	8.298	9.058	4.772	3.079	1.482	1.484	46.56	5.580	12.80	22.13	6.045		
2017	£M	1.742	1.868	2.049	4.262	4.273	4.809	7.053	7.864	4.979	3.731	2.448	2.408	47.48	5.658	13.34	19.90	8.586		
2018	£M	1.690	1.799	1.937	4.036	4.224	4.689	6.958	7.978	4.692	3.666	2.384	2.321	46.37	5.426	12.95	19.63	8.371		
2019	£M	1.729	1.782	1.933	4.016	4.235	4.693	6.815	7.834	4.672	3.769	2.393	2.233	46.10	5.443	12.94	19.32	8.395		
2020	£M	1.445	1.455	0.626	0.177	0.190	0.287	2.517	5.439	3.121	2.202	0.217	0.665	18.34	3.526	0.654	11.08	3.083		
2021	£M	0.734	0.779	0.987	1.970	2.228	3.496	5.515	6.772	3.932	3.258	2.004	1.768	33.44	2.499	7.694	16.22	7.030		
2022	£M	1.284	1.448	1.614	3.400	3.415	3.869	5.805	6.318	3.812	3.095	2.047	1.963	38.07	4.345	10.68	15.93	7.104		
2023	£M	1.345	1.458	1.553	3.355	3.332	3.781	5.423	6.077	3.767	2.945	1.919	1.920	36.88	4.356	10.47	15.27	6.783		

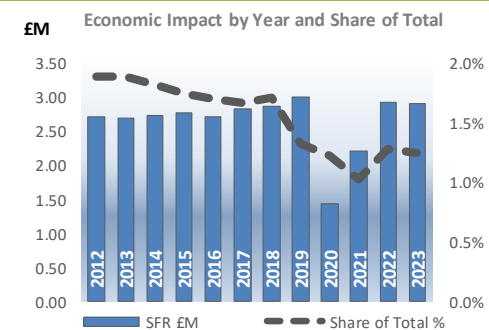
ECONOMIC IMPACT - INDEXED TO 2023													
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Serviced	£M	40.11	40.32	43.22	46.23	46.56	47.48	46.37	46.10	18.34	33.44	38.07	36.88
All Visitor Types	£M	143.55	143.24	150.10	159.04	160.00	169.53	167.81	226.30	116.24	214.66	229.26	232.41
Share of Total	%	27.9%	28.2%	28.8%	29.1%	29.1%	28.0%	27.6%	20.4%	15.8%	15.6%	16.6%	15.9%
Annual Change in Share	%		0.8%	2.3%	0.9%	0.1%	-3.7%	-1.3%	-26.3%	-22.6%	-1.3%	6.6%	-4.4%
Change in Share from 2012	%		0.8%	3.1%	4.0%	4.1%	0.2%	-1.1%	-27.1%	-43.5%	-44.2%	-40.6%	-43.2%
Avg Ann. Change in Share	%		0.8%	1.5%	1.3%	1.0%	0.0%	-0.2%	-3.9%	-5.4%	-4.9%	-4.1%	-3.9%



STEAM REPORT FOR 2012-2023 - FINAL EXMOOR NATIONAL PARK													2012 to 2023 2023 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed								
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER									
KEY		NON-SERVICED ACCOMMODATION											TOTAL						Q1		Q2		Q3	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES													Annual Change		Q1		Q2		Q3		Q4	
Less than 3% change		Q1			Q2			Q3			Q4													
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change									
% Change 2012 to 2023		446.5%	272.9%	252.1%	161.1%	105.9%	86.3%	86.7%	86.2%	129.6%	216.8%	314.1%	446.5%	148.5%		304.3%	111.4%	98.1%	298.6%					
% Change 2022 to 2023		1.3%	4.1%	-4.8%	2.5%	-0.4%	-10.6%	-16.2%	-10.6%	-4.1%	3.9%	6.5%	-4.7%	-4.7%		-0.2%	-3.4%	-10.6%	1.6%					
Average Annual Change		40.6%	24.8%	22.9%	14.6%	9.6%	7.8%	7.9%	7.8%	11.8%	19.7%	28.6%	40.6%	13.5%		27.7%	10.1%	8.9%	27.1%					
2012	£M	1.151	1.757	2.084	3.949	6.032	6.525	7.683	9.322	6.289	3.248	1.877	1.599	51.52	0.2%	4.992	16.51	23.29	6.724					
2013	£M	1.202	1.777	2.216	3.748	6.008	6.252	7.832	9.561	6.148	3.273	1.963	1.661	51.64		5.195	16.01	23.54	6.897					
2014	£M	1.285	1.886	2.331	3.911	6.022	6.275	8.118	10.14	6.585	3.571	2.149	1.821	54.09		4.7%	5.502	16.21	24.84	7.541				
2015	£M	1.366	1.996	2.473	4.140	6.383	6.612	8.412	10.56	7.004	3.811	2.299	1.949	57.00		5.4%	5.835	17.13	25.97	8.059				
2016	£M	1.378	1.997	2.436	4.104	6.375	6.611	8.401	10.61	7.067	3.800	2.294	1.950	57.03		0.0%	5.811	17.09	26.08	8.045				
2017	£M	1.509	2.355	2.452	4.707	6.606	6.931	9.254	11.13	8.204	4.280	2.464	2.264	62.15		9.0%	6.316	18.24	28.58	9.009				
2018	£M	1.527	2.389	2.487	4.423	6.812	6.965	9.345	11.38	8.105	4.327	2.594	2.417	62.77		1.0%	6.402	18.20	28.83	9.338				
2019	£M	5.446	5.841	6.493	9.558	11.98	12.07	15.64	17.99	12.58	8.711	6.568	7.289	120.17		91.5%	17.78	33.61	46.21	22.57				
2020	£M	4.709	3.768	2.190	0.566	0.645	0.584	10.18	14.77	13.01	7.890	0.887	4.023	63.22		-47.4%	10.67	1.795	37.96	12.80				
2021	£M	3.979	3.598	4.754	7.504	11.31	13.63	16.70	19.32	16.62	11.02	7.243	7.580	123.25		95.0%	12.33	32.44	52.64	25.84				
2022	£M	6.214	6.292	7.710	10.06	12.47	13.60	17.12	19.42	15.05	9.903	7.300	9.168	134.32		9.0%	20.22	36.14	51.59	26.37				
2023	£M	6.293	6.551	7.339	10.31	12.42	12.16	14.34	17.36	14.44	10.29	7.772	8.739	128.01		-4.7%	20.18	34.89	46.14	26.80				
ECONOMIC IMPACT - INDEXED TO 2023													NON-SERVICED ACCOMMODATION											
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total										
Non-Serviced	£M	51.52	51.64	54.09	57.00	57.03	62.15	62.77	120.17	63.22	123.25	134.32	128.01											
All Visitor Types	£M	143.55	143.24	150.10	159.04	160.00	169.53	167.81	226.30	116.24	214.66	229.26	232.41											
Share of Total	%	35.9%	36.1%	36.0%	35.8%	35.6%	36.7%	37.4%	53.1%	54.4%	57.4%	58.6%	55.1%											
Annual Change in Share	%		0.5%	0.0%	-0.5%	-0.6%	2.9%	2.0%	42.0%	2.4%	5.6%	2.0%	-6.0%											
Change in Share from 2012	%		0.5%	0.4%	-0.1%	-0.7%	2.2%	4.2%	48.0%	51.6%	60.0%	63.3%	53.5%											
Avg Ann. Change in Share	%		0.5%	0.2%	0.0%	-0.2%	0.4%	0.7%	6.9%	6.4%	6.7%	6.3%	4.9%											

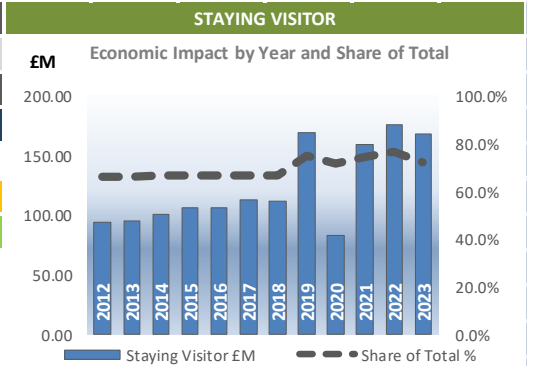
STEAM REPORT FOR 2012-2023 - FINAL EXMOOR NATIONAL PARK													2012 to 2023 2023 Prices		SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		9.1%	10.3%	3.0%	3.4%	4.1%	0.7%	5.6%	3.7%	5.5%	8.3%	16.3%	18.1%	7.4%	8.0%	3.0%	4.8%	15.3%	
% Change 2022 to 2023		-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	
Average Annual Change		0.8%	0.9%	0.3%	0.3%	0.4%	0.1%	0.5%	0.3%	0.5%	0.8%	1.5%	1.6%	0.7%	0.7%	0.3%	0.4%	1.4%	
2012	£M	0.394	0.129	0.148	0.342	0.224	0.171	0.265	0.285	0.153	0.147	0.114	0.322	2.694		0.671	0.737	0.703	0.583
2013	£M	0.392	0.128	0.149	0.333	0.226	0.168	0.266	0.288	0.151	0.147	0.115	0.326	2.690	-0.2%	0.669	0.727	0.706	0.588
2014	£M	0.400	0.129	0.149	0.334	0.226	0.167	0.273	0.293	0.153	0.149	0.117	0.332	2.721	1.1%	0.677	0.727	0.718	0.598
2015	£M	0.411	0.132	0.153	0.337	0.229	0.169	0.276	0.294	0.155	0.150	0.118	0.337	2.762	1.5%	0.697	0.735	0.725	0.605
2016	£M	0.400	0.130	0.149	0.330	0.223	0.166	0.271	0.289	0.153	0.147	0.116	0.330	2.704	-2.1%	0.680	0.718	0.713	0.593
2017	£M	0.410	0.141	0.151	0.348	0.226	0.170	0.274	0.290	0.161	0.156	0.127	0.369	2.823	4.4%	0.702	0.744	0.726	0.652
2018	£M	0.419	0.142	0.152	0.346	0.232	0.173	0.278	0.296	0.163	0.159	0.129	0.376	2.865	1.5%	0.713	0.751	0.737	0.665
2019	£M	0.472	0.149	0.164	0.361	0.234	0.173	0.281	0.296	0.160	0.163	0.137	0.402	2.993	4.4%	0.785	0.769	0.737	0.702
2020	£M	0.411	0.101	0.055	0.009	0.005	0.006	0.156	0.234	0.156	0.121	0.007	0.163	1.424	-52.4%	0.567	0.020	0.546	0.291
2021	£M	0.147	0.042	0.054	0.175	0.169	0.212	0.283	0.302	0.176	0.163	0.162	0.316	2.201	54.6%	0.243	0.556	0.761	0.641
2022	£M	0.434	0.144	0.154	0.357	0.236	0.174	0.283	0.299	0.163	0.160	0.133	0.384	2.919	32.6%	0.731	0.766	0.744	0.678
2023	£M	0.430	0.142	0.153	0.353	0.233	0.172	0.280	0.296	0.161	0.159	0.132	0.381	2.893	-0.9%	0.725	0.759	0.737	0.672

ECONOMIC IMPACT - INDEXED TO 2023													SFR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
SFR	£M	2.694	2.690	2.721	2.762	2.704	2.823	2.865	2.993	1.424	2.201	2.919	2.893		
All Visitor Types	£M	143.55	143.24	150.10	159.04	160.00	169.53	167.81	226.30	116.24	214.66	229.26	232.41		
Share of Total	%	1.9%	1.9%	1.8%	1.7%	1.7%	1.7%	1.7%	1.3%	1.2%	1.0%	1.3%	1.2%		
Annual Change in Share	%		0.1%	-3.5%	-4.2%	-2.7%	-1.5%	2.5%	-22.6%	-7.4%	-16.3%	24.2%	-2.2%		
Change in Share from 2012	%		0.1%	-3.4%	-7.5%	-10.0%	-11.3%	-9.0%	-29.5%	-34.7%	-45.4%	-32.2%	-33.7%		
Avg Ann. Change in Share	%		0.1%	-1.7%	-2.5%	-2.5%	-2.3%	-1.5%	-4.2%	-4.3%	-5.0%	-3.2%	-3.1%		



STEAM REPORT FOR 2012-2023 - FINAL EXMOOR NATIONAL PARK													2012 to 2023 2023 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		150.4%	138.2%	114.4%	68.7%	61.0%	45.3%	46.6%	39.9%	69.1%	113.5%	202.6%	253.3%	77.9%	Annual Change	132.6%	57.3%	49.8%	170.9%	
% Change 2022 to 2023		1.7%	3.4%	-4.6%	1.5%	-0.9%	-8.7%	-13.6%	-8.9%	-3.5%	1.8%	3.6%	-4.1%	-4.3%		-0.1%	-3.1%	-9.0%	0.3%	
Average Annual Change		13.7%	12.6%	10.4%	6.2%	5.5%	4.1%	4.2%	3.6%	6.3%	10.3%	18.4%	23.0%	7.1%		12.1%	5.2%	4.5%	15.5%	
2012	£M	3.221	3.421	4.218	8.313	9.927	11.09	13.67	16.96	10.86	6.274	3.246	3.125	94.32	0.4%	10.86	29.33	41.49	12.64	
2013	£M	3.181	3.249	4.219	7.723	10.26	10.49	14.02	17.86	10.63	6.296	3.438	3.287	94.65		10.65	28.48	42.51	13.02	
2014	£M	3.412	3.307	4.277	7.903	10.77	10.63	15.70	19.00	11.16	6.653	3.680	3.545	100.04		5.7%	11.00	29.30	45.87	13.88
2015	£M	3.743	3.710	4.794	8.290	11.30	11.29	16.75	19.60	11.83	7.035	3.909	3.744	105.99		6.0%	12.25	30.88	48.18	14.69
2016	£M	3.648	3.766	4.655	8.219	11.15	11.25	16.97	19.96	11.99	7.027	3.892	3.765	106.29		0.3%	12.07	30.61	48.92	14.68
2017	£M	3.661	4.364	4.652	9.316	11.10	11.91	16.58	19.28	13.34	8.168	5.038	5.041	112.46		5.8%	12.68	32.33	49.21	18.25
2018	£M	3.635	4.329	4.577	8.806	11.27	11.83	16.58	19.65	12.96	8.153	5.107	5.113	112.01		-0.4%	12.54	31.90	49.19	18.37
2019	£M	7.647	7.771	8.590	13.93	16.45	16.94	22.73	26.12	17.42	12.64	9.098	9.924	169.27		51.1%	24.01	47.32	66.27	31.66
2020	£M	6.566	5.324	2.871	0.751	0.840	0.878	12.85	20.44	16.29	10.21	1.111	4.851	82.98		-51.0%	14.76	2.469	49.58	16.17
2021	£M	4.860	4.419	5.795	9.649	13.70	17.34	22.50	26.39	20.73	14.44	9.409	9.664	158.90		91.5%	15.07	40.69	69.61	33.52
2022	£M	7.931	7.884	9.478	13.82	16.12	17.65	23.21	26.04	19.03	13.16	9.481	11.51	175.30	10.3%	25.29	47.59	68.27	34.15	
2023	£M	8.068	8.151	9.044	14.02	15.99	16.11	20.05	23.73	18.36	13.39	9.823	11.04	167.78	-4.3%	25.26	46.12	62.14	34.26	

ECONOMIC IMPACT - INDEXED TO 2023													STAYING VISITOR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
Staying Visitor	£M	94.32	94.65	100.04	105.99	106.29	112.46	112.01	169.27	82.98	158.90	175.30	167.78		
All Visitor Types	£M	143.55	143.24	150.10	159.04	160.00	169.53	167.81	226.30	116.24	214.66	229.26	232.41		
Share of Total	%	65.7%	66.1%	66.6%	66.6%	66.4%	66.3%	66.7%	74.8%	71.4%	74.0%	76.5%	72.2%		
Annual Change in Share	%		0.6%	0.9%	0.0%	-0.3%	-0.1%	0.6%	12.1%	-4.6%	3.7%	3.3%	-5.6%		
Change in Share from 2012	%		0.6%	1.4%	1.4%	1.1%	1.0%	1.6%	13.8%	8.7%	12.7%	16.4%	9.9%		
Avg Ann. Change in Share	%		0.6%	0.7%	0.5%	0.3%	0.2%	0.3%	2.0%	1.1%	1.4%	1.6%	0.9%		



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STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		ECONOMIC IMPACT				
EXMOOR NATIONAL PARK													2023 Prices		Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											DAY VISITOR		ECONOMIC IMPACT				
KEY		DAY VISITOR											CALENDAR YEAR		QUARTER				
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES											TOTAL		QUARTER				
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change	QUARTER				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Q1	Q2	Q3	Q4	
% Change 2012 to 2023		-60.7%	-3.1%	-12.1%	10.8%	26.5%	59.4%	11.5%	92.3%	26.6%	9.0%	-16.4%	19.0%	31.3%	-21.1%	33.7%	43.2%	4.0%	
% Change 2022 to 2023		-27.4%	29.5%	-8.9%	4.4%	25.7%	39.3%	33.3%	38.0%	3.5%	7.6%	-24.9%	29.9%	19.8%	1.1%	24.3%	22.6%	2.3%	
Average Annual Change		-5.5%	-0.3%	-1.1%	1.0%	2.4%	5.4%	1.0%	8.4%	2.4%	0.8%	-1.5%	1.7%	2.8%	-1.9%	3.1%	3.9%	0.4%	
2012	£M	0.732	1.041	1.135	5.133	4.766	5.922	6.796	7.656	9.650	2.714	1.941	1.744	49.23	2.908	15.82	24.10	6.399	
2013	£M	0.616	1.169	1.018	4.366	5.619	5.210	6.532	8.315	9.479	2.863	1.519	1.875	48.58	-1.3%	2.804	15.19	24.33	6.258
2014	£M	0.385	0.841	0.925	5.516	5.296	5.214	6.682	8.300	10.11	2.943	1.865	1.988	50.07	3.1%	2.151	16.03	25.09	6.796
2015	£M	0.409	0.936	1.002	5.146	5.535	5.678	7.777	8.584	10.75	3.408	1.695	2.135	53.05	6.0%	2.347	16.36	27.11	7.238
2016	£M	0.411	0.995	1.274	4.760	5.533	6.789	7.404	8.724	10.37	3.600	1.749	2.105	53.71	1.2%	2.680	17.08	26.50	7.455
2017	£M	0.431	0.940	0.895	5.792	6.641	6.398	7.382	10.47	10.79	3.553	1.741	2.037	57.07	6.2%	2.265	18.83	28.64	7.331
2018	£M	0.428	0.906	0.859	5.617	6.468	6.247	7.206	10.30	10.59	3.467	1.691	2.017	55.80	-2.2%	2.193	18.33	28.10	7.175
2019	£M	0.461	0.930	0.906	5.848	6.597	6.319	7.516	10.36	10.78	3.485	1.773	2.050	57.03	2.2%	2.298	18.76	28.66	7.308
2020	£M	0.398	0.627	0.485	0.011	0.095	1.678	5.025	8.364	11.99	3.373	0.069	1.139	33.25	-41.7%	1.510	1.784	25.38	4.581
2021	£M	0.193	0.323	0.373	3.097	4.647	9.253	8.151	11.07	11.03	3.310	2.692	1.627	55.76	67.7%	0.889	17.00	30.25	7.630
2022	£M	0.396	0.778	1.095	5.447	4.798	6.779	5.684	10.66	11.81	2.751	2.160	1.599	53.96	-3.2%	2.269	17.02	28.15	6.509
2023	£M	0.288	1.009	0.998	5.687	6.031	9.442	7.576	14.72	12.22	2.959	1.623	2.076	64.63	19.8%	2.294	21.16	34.52	6.658

ECONOMIC IMPACT - INDEXED TO 2023													DAY VISITOR				
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023				
Day Visitor	£M	49.23	48.58	50.07	53.05	53.71	57.07	55.80	57.03	33.25	55.76	53.96	64.63				
All Visitor Types	£M	143.55	143.24	150.10	159.04	160.00	169.53	167.81	226.30	116.24	214.66	229.26	232.41				
Share of Total	%	34.3%	33.9%	33.4%	33.4%	33.6%	33.7%	33.3%	25.2%	28.6%	26.0%	23.5%	27.8%				
Annual Change in Share	%		-1.1%	-1.7%	0.0%	0.6%	0.3%	-1.2%	-24.2%	13.5%	-9.2%	-9.4%	18.2%				
Change in Share from 2012	%		-1.1%	-2.7%	-2.7%	-2.1%	-1.8%	-3.0%	-26.5%	-16.6%	-24.3%	-31.4%	-18.9%				
Avg Ann. Change in Share	%		-1.1%	-1.4%	-0.9%	-0.5%	-0.4%	-0.5%	-3.8%	-2.1%	-2.7%	-3.1%	-1.7%				

