



## STEAM DRAFT TREND REPORT FOR 2009-2014

Draft

## EXMOOR NATIONAL PARK

**Global Tourism Solutions (UK) Ltd**

Grove House  
9D Throxenby Lane  
Scarborough  
North Yorkshire  
YO12 5HN

Telephone: 01723 506310

Email: [david.james@gtsuk.net](mailto:david.james@gtsuk.net)

Website: [www.globaltourismsolutions.co.uk](http://www.globaltourismsolutions.co.uk)

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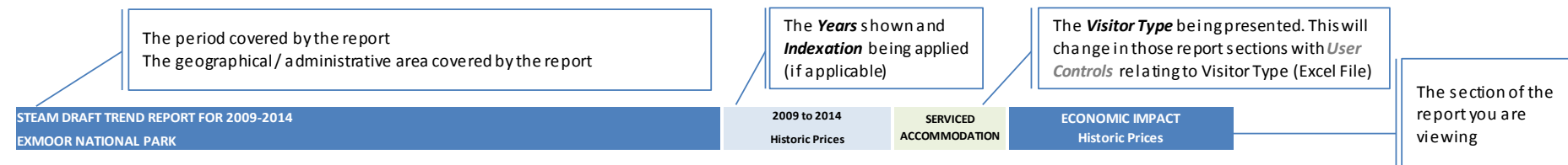
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## Report Section Design and Features

### Headers

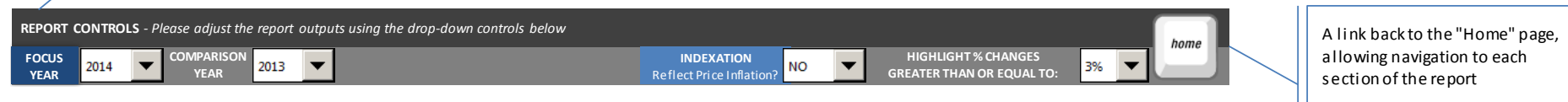
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

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

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



### Units

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

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

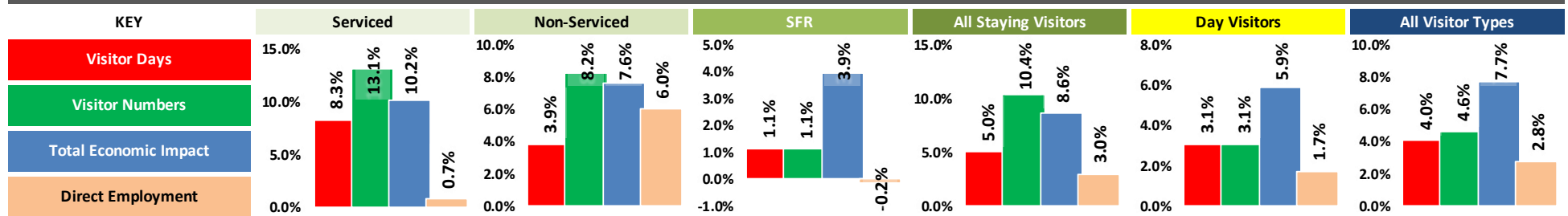
### Visitor Numbers / Visitor Days / Average Length of Stay

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

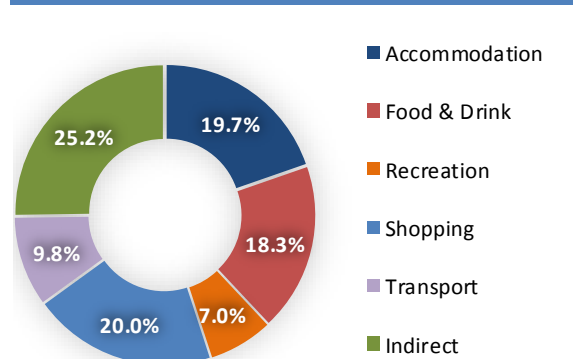
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2014 & 2013 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2014	2013	+/- %	2014	2013	+/- %	2014	2013	+/- %	2014	2013	+/- %	2014	2013	+/- %
	2014	2013	+/- %	2014	2013	+/- %															
Visitor Days	M	0.308	0.284	8.3%	0.676	0.651	3.9%	0.042	0.041	1.1%	1.025	0.976	5.0%	1.011	0.981	3.1%	2.036	1.957	4.0%		
Visitor Numbers	M	0.159	0.141	13.1%	0.111	0.103	8.2%	0.017	0.017	1.1%	0.288	0.260	10.4%	1.011	0.981	3.1%	1.298	1.241	4.6%		
Direct Expenditure	£M																78.68	73.06	7.7%		
Economic Impact	£M	30.30	27.51	10.2%	37.92	35.23	7.6%	1.907	1.835	3.9%	70.13	64.57	8.6%	35.10	33.14	5.9%	105.24	97.71	7.7%		
Direct Employment	FTEs	827	821	0.7%	674	636	6.0%	19	19	-0.2%	1,520	1,476	3.0%	344	338	1.7%	1,864	1,814	2.8%		
Total Employment	FTEs																2,166	2,106	2.9%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2014 & 2013 - IN HISTORIC PRICES

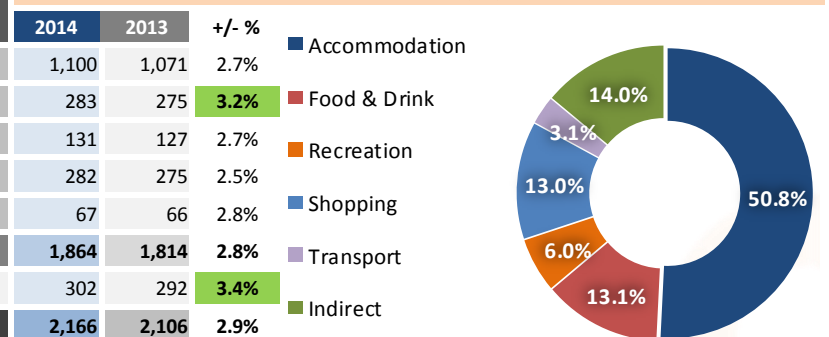


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2014	2013	+/- %
Accommodation	20.70	18.90	9.5%
Food & Drink	19.30	17.96	7.4%
Recreation	7.343	6.864	7.0%
Shopping	21.07	19.75	6.7%
Transport	10.27	9.589	7.1%
TOTAL DIRECT	78.68	73.06	7.7%
Indirect	26.55	24.65	7.7%
TOTAL	105.24	97.71	7.7%

Sectoral Distribution of Employment - FTEs



## Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2014

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

STEAM DRAFT TREND REPORT FOR 2009-2014  
EXMOOR NATIONAL PARK

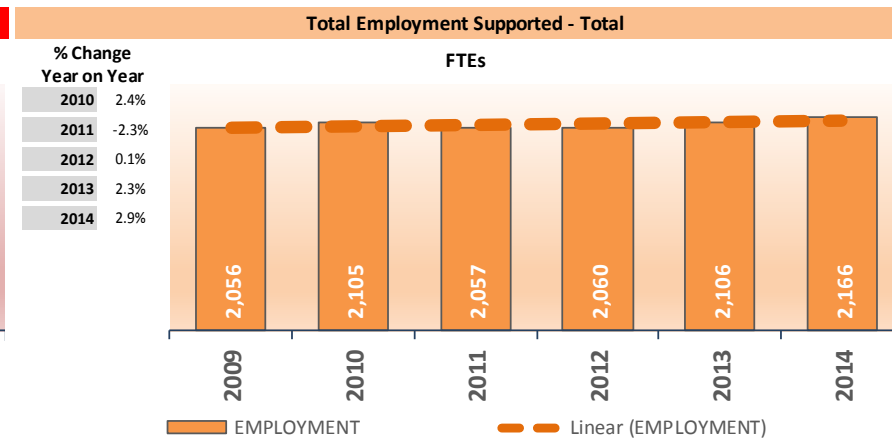
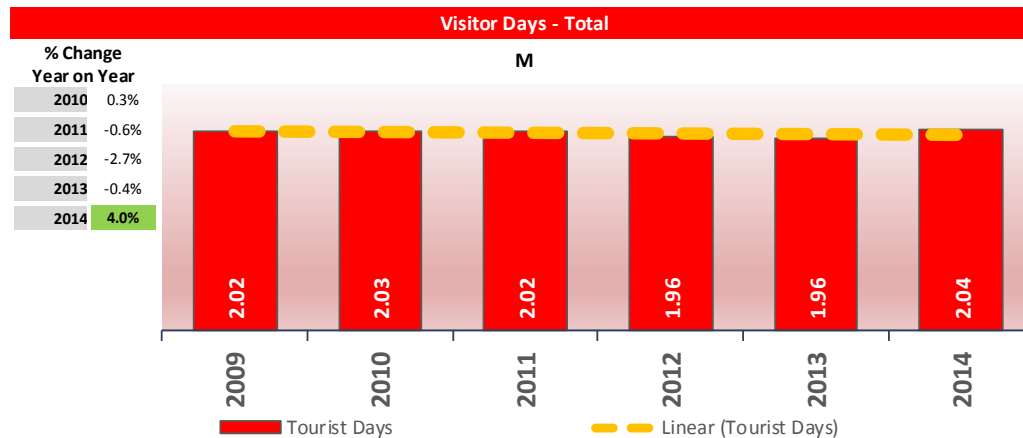
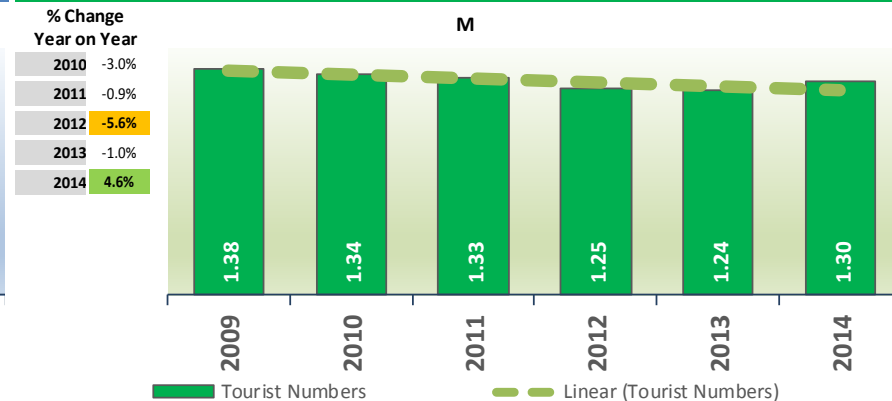
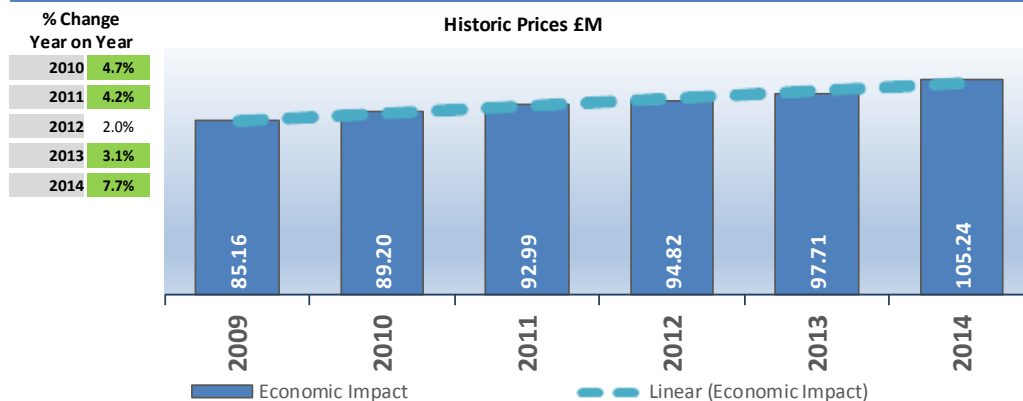
2009 to 2014  
Historic Prices

TOTAL

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Total

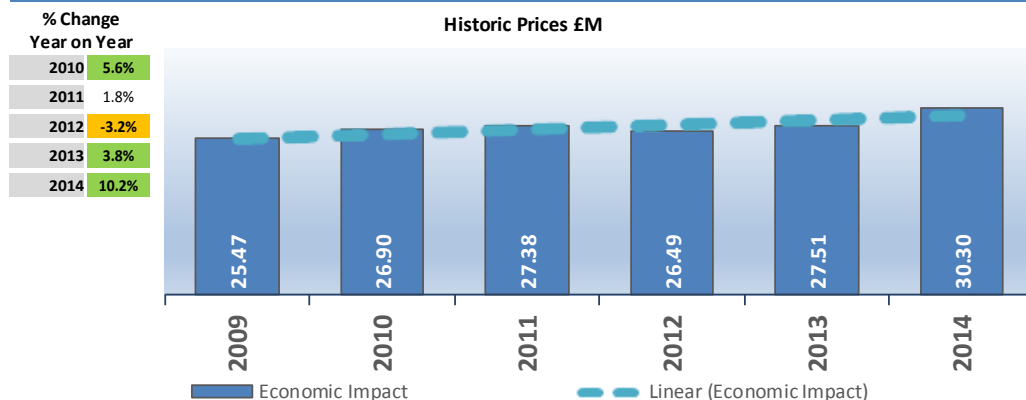
Visitor Numbers - Total



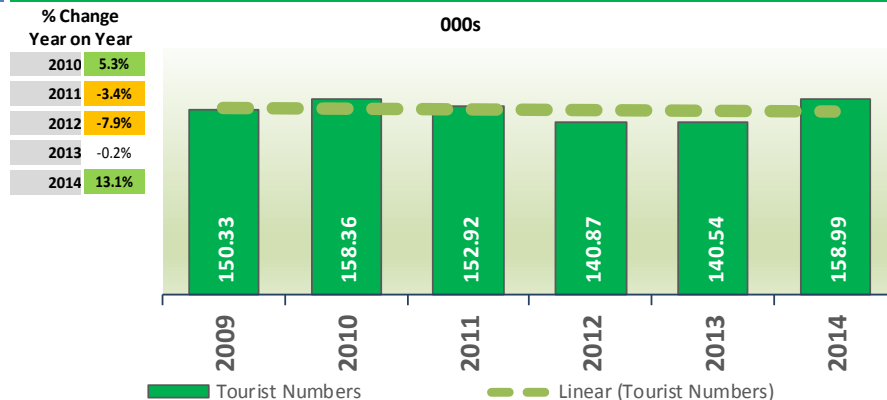
% Change from 2009	2009	2010	2011	2012	2013	2014
Economic Impact - Historic Prices		4.7%	9.2%	11.3%	14.7%	23.6%
Visitor Numbers		-3.0%	-3.8%	-9.2%	-10.1%	-5.9%
Visitor Days		0.3%	-0.3%	-3.0%	-3.4%	0.6%
Total Employment		2.4%	0.0%	0.2%	2.4%	5.3%

"Linear" = Linear Trendline

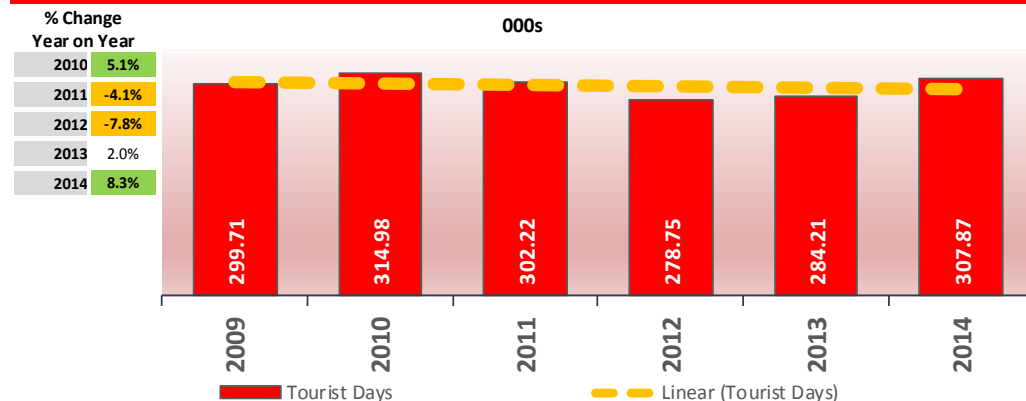
Economic Impact - Historic Prices - Serviced Accommodation



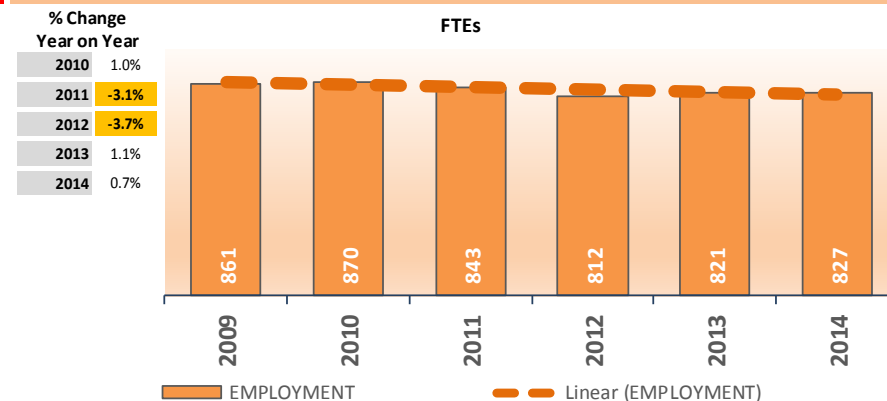
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



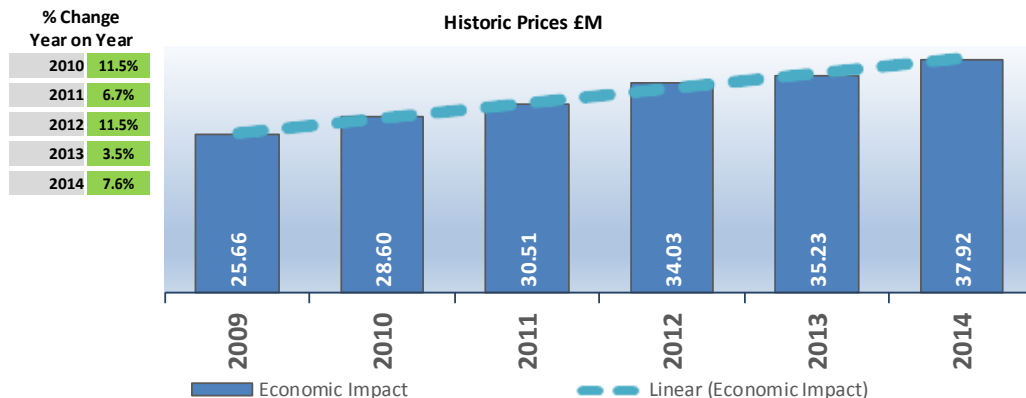
Direct Employment Supported - Serviced Accommodation



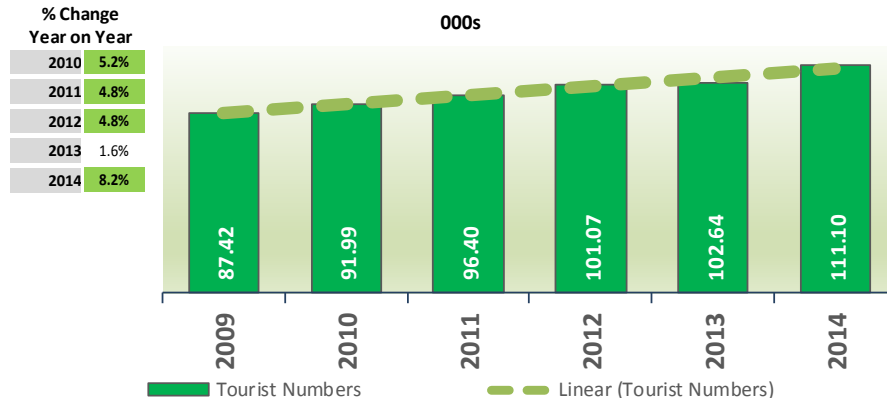
% Change from 2009	2009	2010	2011	2012	2013	2014
Economic Impact - Historic Prices		5.6%	7.5%	4.0%	8.0%	19.0%
Visitor Numbers		5.3%	1.7%	-6.3%	-6.5%	5.8%
Visitor Days		5.1%	0.8%	-7.0%	-5.2%	2.7%
Direct Employment		1.0%	-2.1%	-5.7%	-4.7%	-4.0%

"Linear" = Linear Trendline

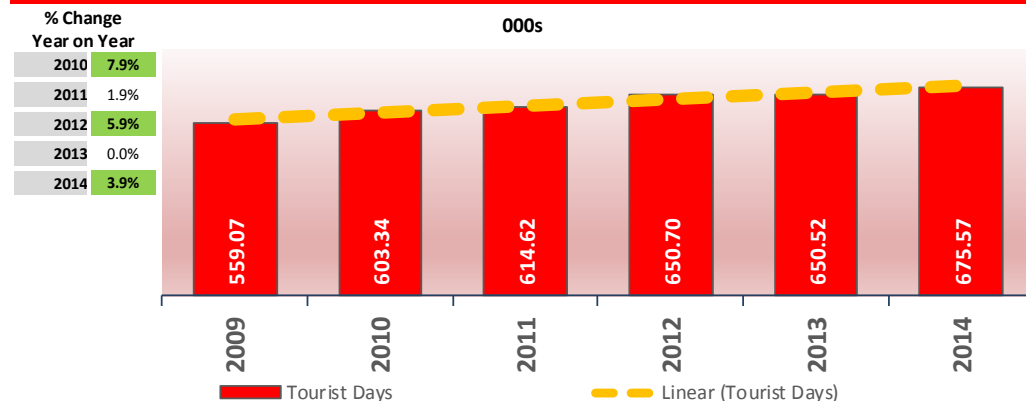
Economic Impact - Historic Prices - Non-Serviced Accommodation



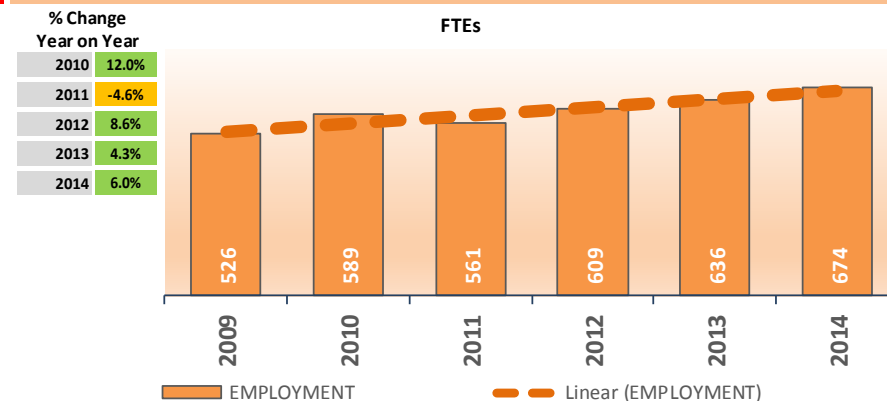
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

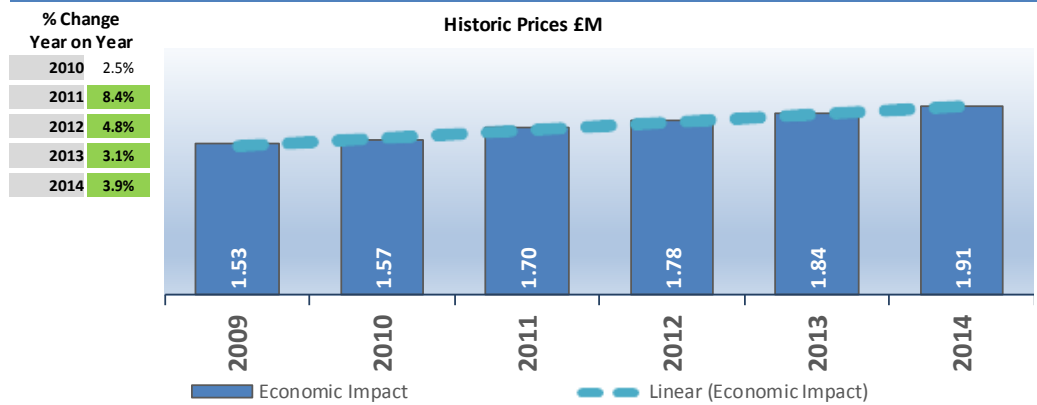


% Change from 2009	2009	2010	2011	2012	2013	2014
Economic Impact - Historic Prices		11.5%	18.9%	32.6%	37.3%	47.8%
Visitor Numbers		5.2%	10.3%	15.6%	17.4%	27.1%
Visitor Days		7.9%	9.9%	16.4%	16.4%	20.8%
Direct Employment		12.0%	6.8%	15.9%	21.0%	28.2%

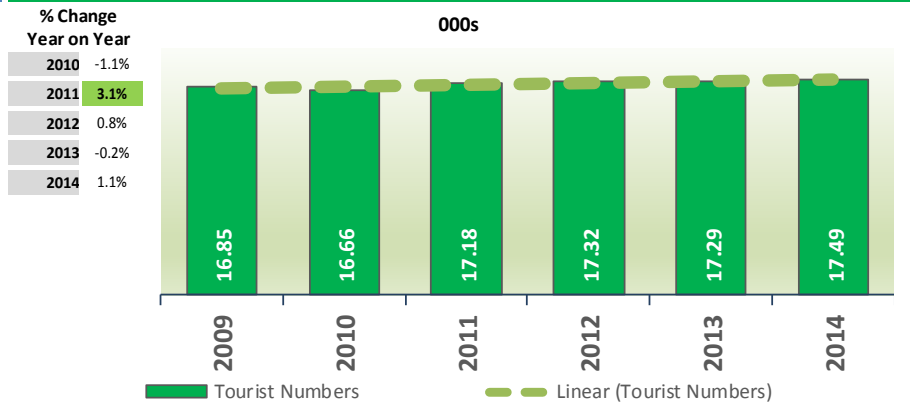
"Linear" = Linear Trendline



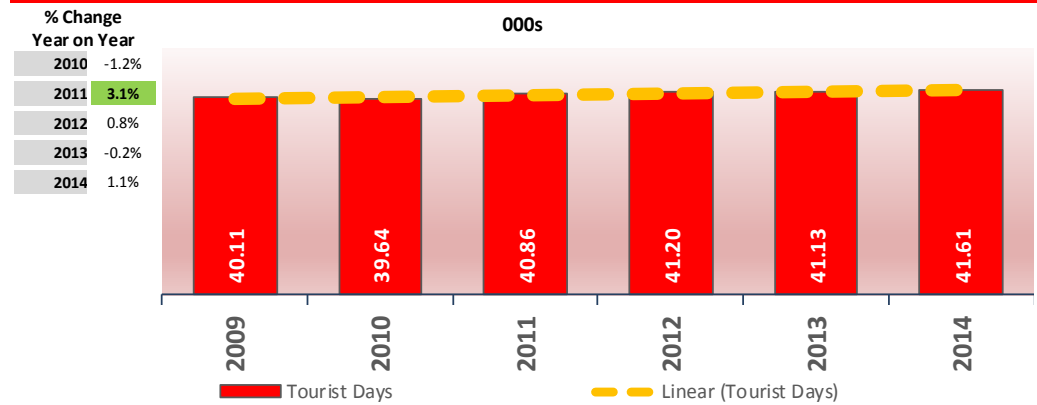
Economic Impact - Historic Prices - SFR



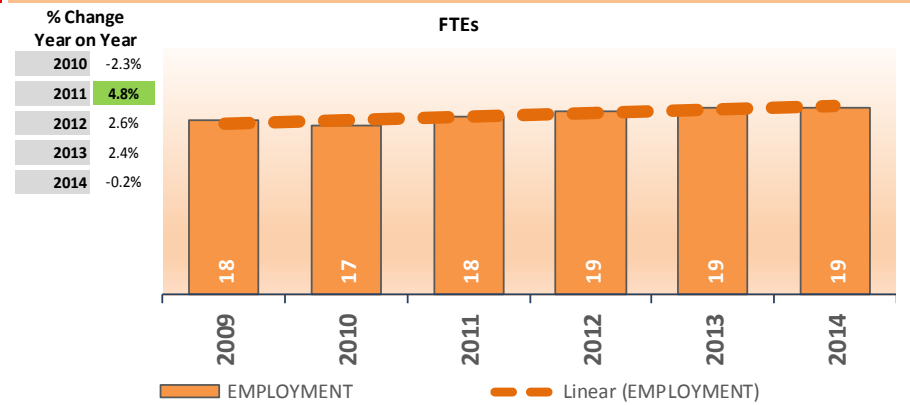
Visitor Numbers - SFR



Visitor Days - SFR



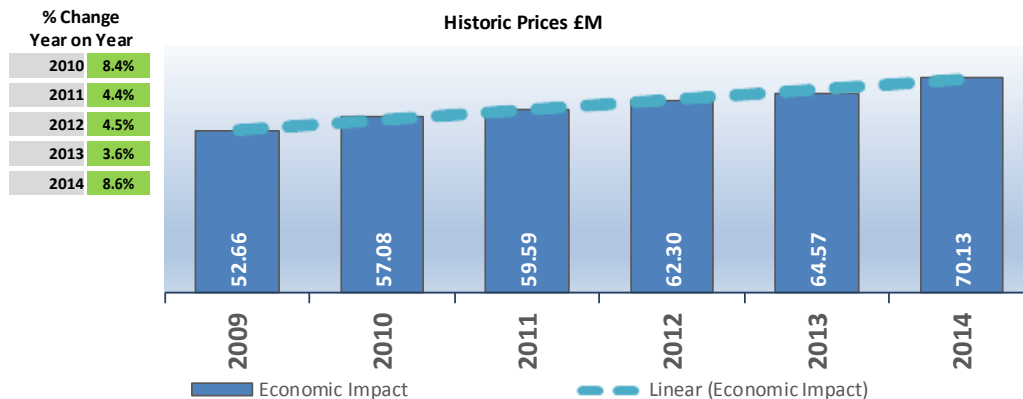
Direct Employment Supported - SFR



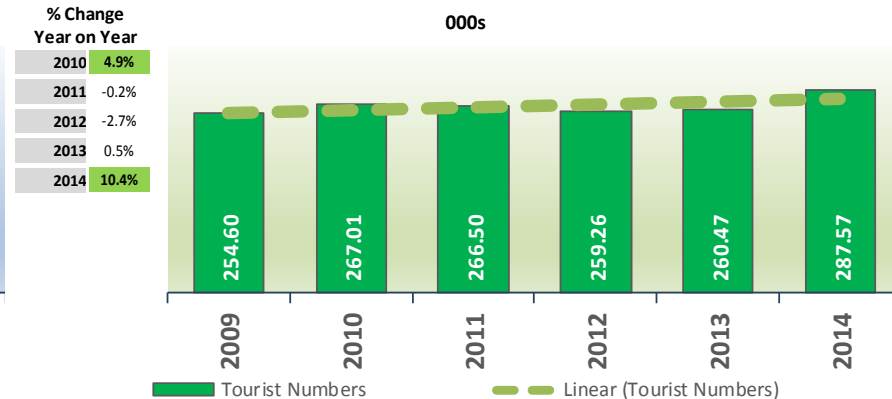
% Change from 2009	2009	2010	2011	2012	2013	2014
Economic Impact - Historic Prices		2.5%	11.1%	16.4%	20.0%	24.8%
Visitor Numbers		-1.1%	2.0%	2.8%	2.6%	3.8%
Visitor Days		-1.2%	1.9%	2.7%	2.6%	3.7%
Direct Employment		-2.3%	2.4%	5.0%	7.5%	7.3%

"Linear" = Linear Trendline

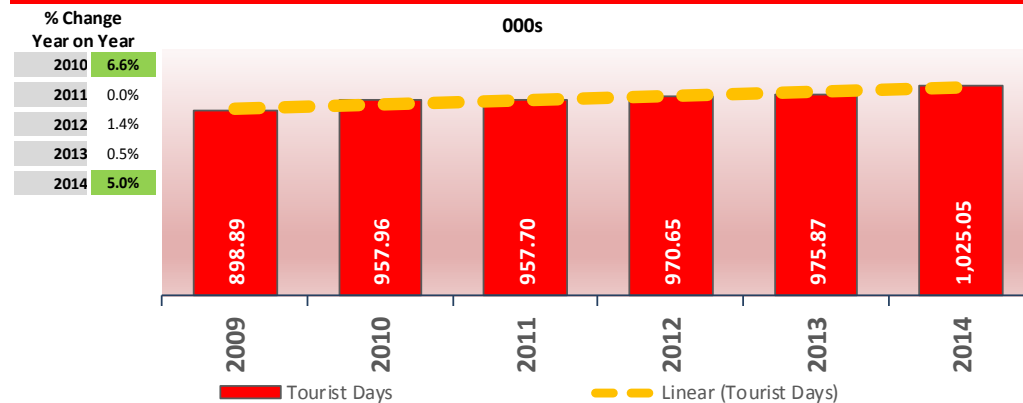
Economic Impact - Historic Prices - Staying Visitor



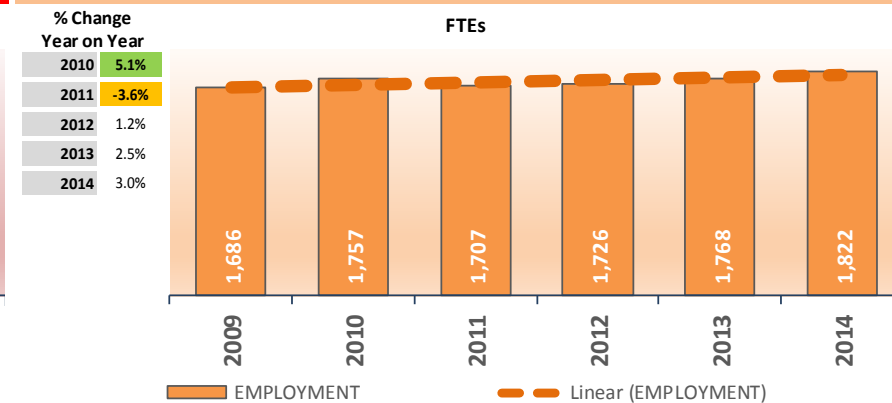
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



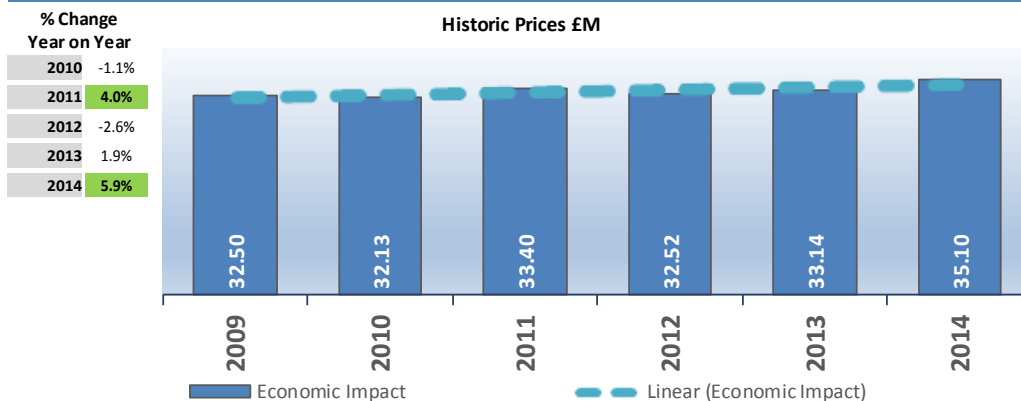
Direct Employment Supported - Staying Visitor



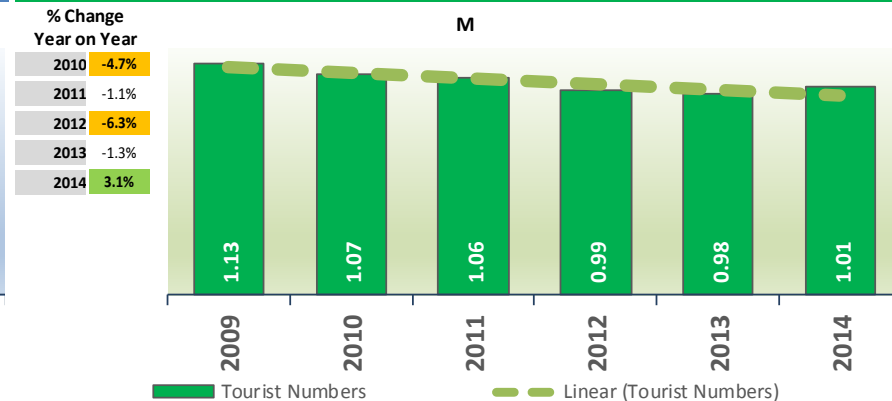
% Change from 2009	2009	2010	2011	2012	2013	2014
Economic Impact - Historic Prices		8.4%	13.2%	18.3%	22.6%	33.2%
Visitor Numbers		4.9%	4.7%	1.8%	2.3%	13.0%
Visitor Days		6.6%	6.5%	8.0%	8.6%	14.0%
Direct Employment		4.2%	1.2%	2.3%	4.8%	8.1%

"Linear" = Linear Trendline

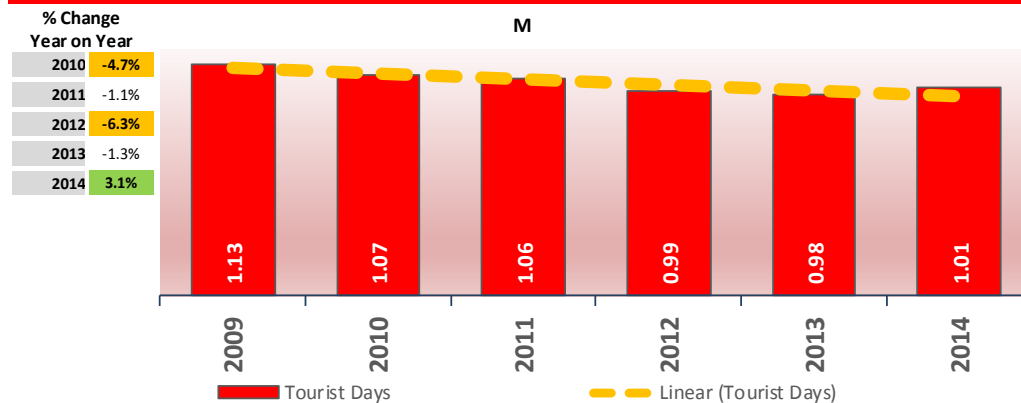
Economic Impact - Historic Prices - Day Visitor



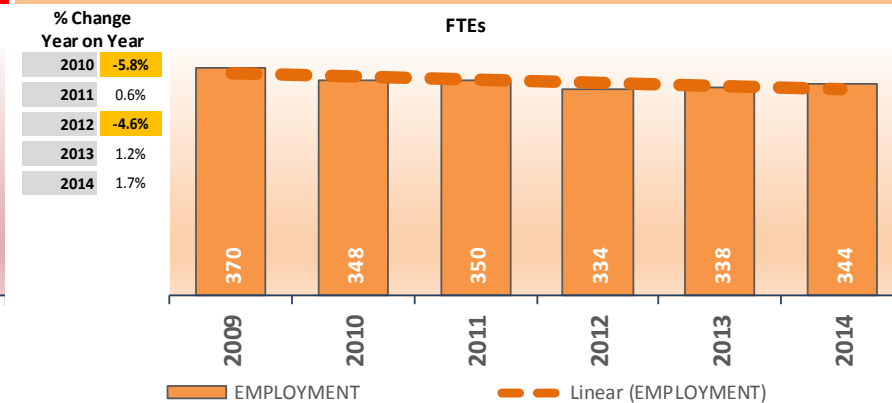
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014
Economic Impact - Historic Prices		-1.1%	2.8%	0.1%	2.0%	8.0%
Visitor Numbers		-4.7%	-5.8%	-11.7%	-12.9%	-10.2%
Visitor Days		-4.7%	-5.8%	-11.7%	-12.9%	-10.2%
Direct Employment		-5.8%	-5.3%	-9.7%	-8.7%	-7.1%

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2014

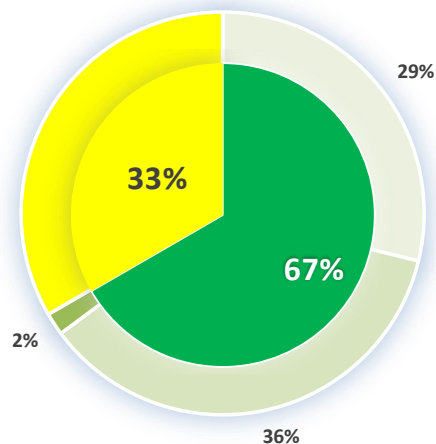
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2014 - M - Share of Total

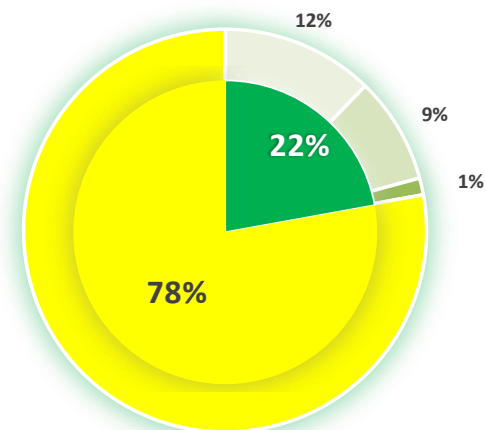
**TOTAL**  
**£105.24m**

	£M
Serviced	30.30
Non-Serviced	37.92
SFR	1.91
Staying Visitor	70.13
Day Visitor	35.10
<b>Total</b>	<b>105.24</b>



**TOTAL**  
**1.30m**

	M
Serviced	0.16
Non-Serviced	0.11
SFR	0.02
Staying Visitor	0.29
Day Visitor	1.01
<b>Total</b>	<b>1.30</b>

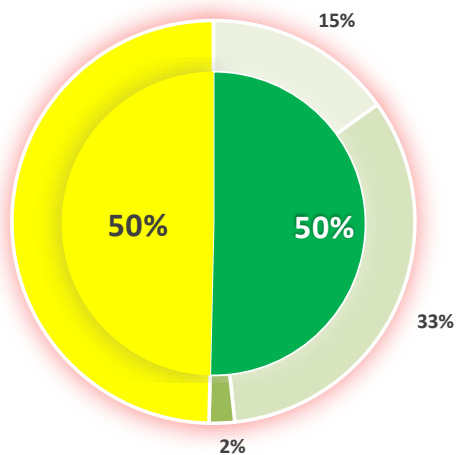


Visitor Days - 2014 - M - Share of Total

Direct Employment Supported - 2014 - FTEs - Share of Total

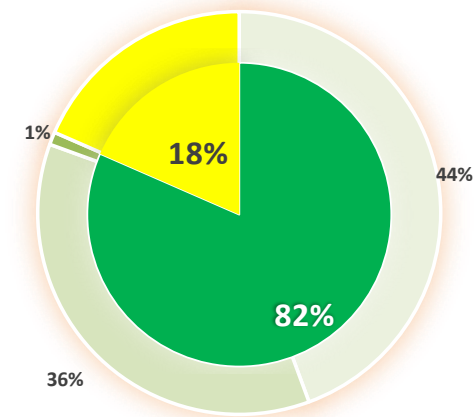
**TOTAL**  
**2.04m**

	M
Serviced	0.31
Non-Serviced	0.68
SFR	0.04
Staying Visitor	1.03
Day Visitor	1.01
<b>Total</b>	<b>2.04</b>



**TOTAL**  
**1,864 Direct FTEs**  
**2,166 Total FTEs**

	FTEs
Serviced	827
Non-Serviced	674
SFR	19
Staying Visitor	1,520
Day Visitor	344
<b>Total</b>	<b>1,864</b>

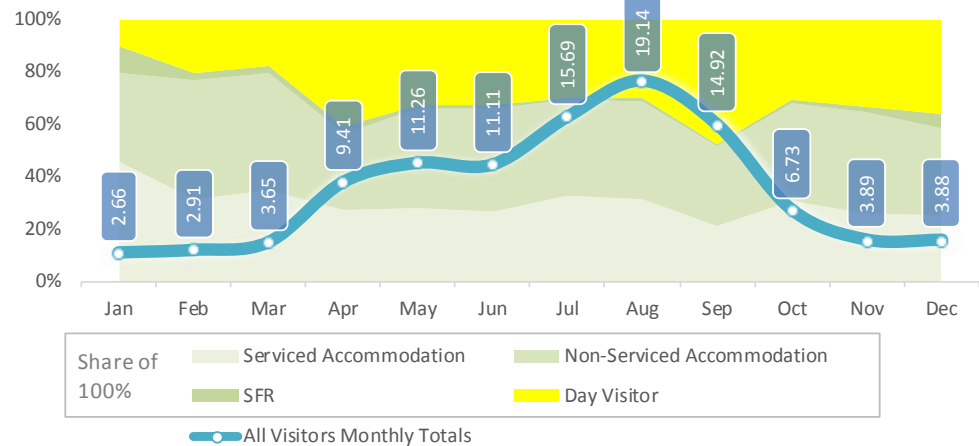


**STEAM DRAFT TREND REPORT FOR 2009-2014**  
**EXMOOR NATIONAL PARK**

**2014**  
**Historic Prices**      **TOTAL**      **DISTRIBUTION BY MONTH**  
**Historic Prices**

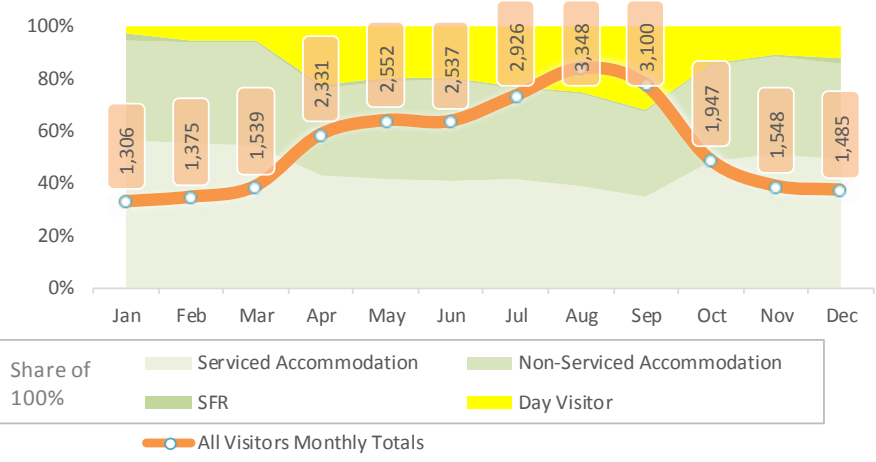
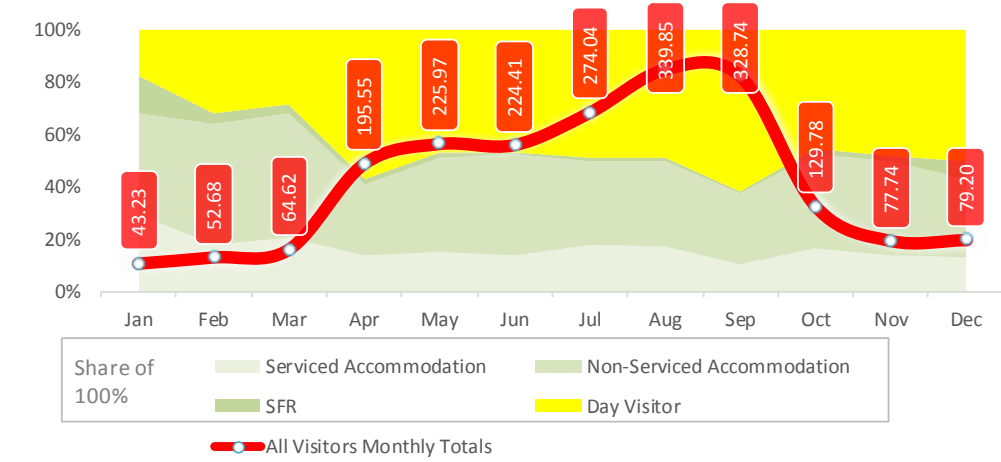
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**

**Visitor Numbers - 2014 - 000s - Distribution of Impact by Month**



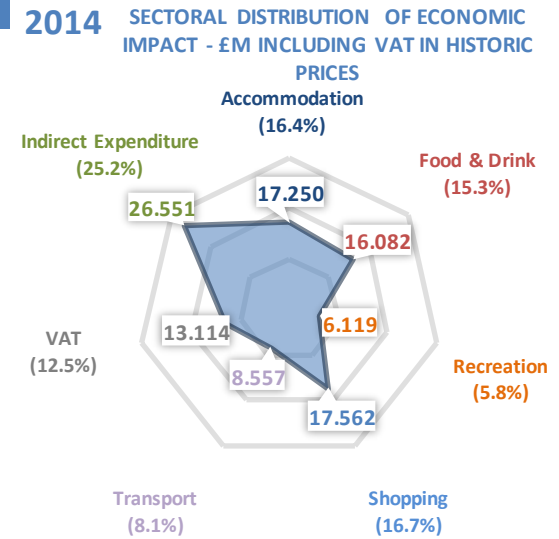
**Visitor Days - 2014 - 000s - Distribution of Impact by Month**

**Direct Employment Supported - 2014 - FTEs - Distribution of Impact by Month**



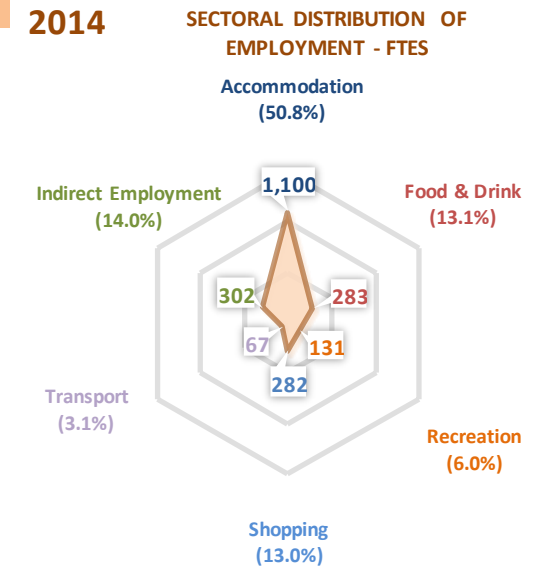
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014
Accommodation	£M	14.04	14.42	14.63	15.24	15.75	17.25
Food & Drink	£M	13.60	14.02	14.33	14.51	14.97	16.08
Recreation	£M	5.211	5.367	5.497	5.561	5.720	6.119
Shopping	£M	15.43	15.64	15.95	16.02	16.46	17.56
Transport	£M	7.276	7.508	7.694	7.767	7.991	8.557
Direct Revenue	£M	55.56	56.95	58.10	59.10	60.89	65.57
VAT	£M	8.334	9.966	11.62	11.82	12.18	13.11
Direct Expenditure	£M	63.89	66.92	69.72	70.92	73.06	78.68
Indirect Expenditure	£M	21.27	22.28	23.27	23.90	24.65	26.55
TOTAL	£M	85.16	89.20	92.99	94.82	97.71	105.24



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014
Accommodation	FTEs	1,044	1,095	1,037	1,047	1,071	1,100
Food & Drink	FTEs	267	268	271	268	275	283
Recreation	FTEs	124	124	126	125	127	131
Shopping	FTEs	276	272	274	270	275	282
Transport	FTEs	64	64	65	64	66	67
Direct Employment	FTEs	1,775	1,824	1,773	1,774	1,814	1,864
Indirect Employment	FTEs	281	281	284	285	292	302
TOTAL	FTEs	2,056	2,105	2,057	2,060	2,106	2,166



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

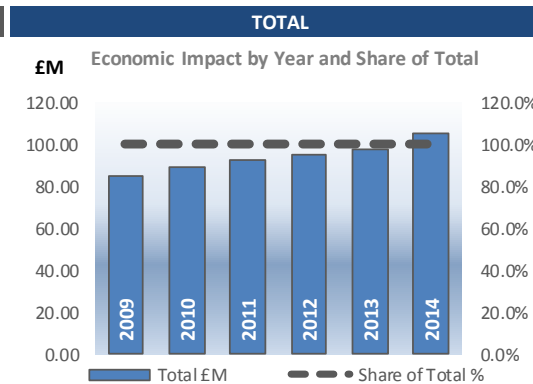
## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2014

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



STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014 Historic Prices		TOTAL	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	TOTAL												TOTAL						% Change
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2014	34.3%	53.8%	34.9%	15.4%	17.0%	17.5%	22.2%	25.0%	18.6%	17.3%	62.8%	55.7%	23.6%	Annual Change	40.1%	16.7%	22.1%	36.5%	
% Change 2013 to 2014	2.8%	-3.5%	2.1%	14.1%	3.9%	3.7%	12.0%	7.2%	8.7%	7.7%	15.0%	10.2%	7.7%		0.4%	6.6%	9.1%	10.2%	
Average Annual Change	6.9%	10.8%	7.0%	3.1%	3.4%	3.5%	4.4%	5.0%	3.7%	3.5%	12.6%	11.1%	4.7%		8.0%	3.3%	4.4%	7.3%	
2009	£M	1.982	1.891	2.703	8.155	9.628	9.449	12.84	15.31	12.58	5.737	2.388	2.491		85.16	6.577	27.23	40.73	10.62
2010	£M	1.844	1.844	2.718	8.714	9.319	10.96	13.67	15.88	14.00	5.658	2.228	2.364	89.20	4.7%	6.405	28.99	43.55	10.25
2011	£M	2.519	2.563	3.265	9.176	9.853	11.04	13.01	15.75	13.88	6.068	3.001	2.865	92.99	4.2%	8.347	30.07	42.64	11.93
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	2.0%	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	3.1%	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	7.7%	9.217	31.78	49.75	14.49

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Total	£M	85.16	89.20	92.99	94.82	97.71	105.24
All Visitor Types	£M	85.16	89.20	92.99	94.82	97.71	105.24
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2009	%						
Avg Ann. Change in Share	%						



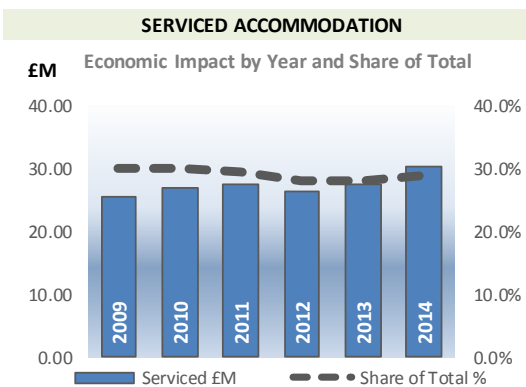
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2014		51.2%	27.6%	23.9%	-1.0%	17.6%	8.5%	33.4%	24.7%	8.2%	3.3%	27.1%	48.8%	19.0%	33.6%		8.5%	23.5%	17.4%	
% Change 2013 to 2014		11.8%	-1.1%	-0.4%	3.3%	15.2%	5.6%	27.0%	9.9%	5.1%	4.8%	6.9%	10.0%	10.2%	3.5%		8.2%	14.3%	6.5%	
Average Annual Change		10.2%	5.5%	4.8%	-0.2%	3.5%	1.7%	6.7%	4.9%	1.6%	0.7%	5.4%	9.8%	3.8%	6.7%		1.7%	4.7%	3.5%	
2009	£M	0.801	0.710	1.017	2.591	2.694	2.704	3.844	4.817	2.867	1.991	0.780	0.655	25.47	2.528		7.988	11.53	3.426	
2010	£M	0.954	0.836	1.181	2.943	2.833	3.057	3.936	4.726	2.924	2.032	0.760	0.722	26.90	5.6%	2.970		8.832	11.59	3.514
2011	£M	1.134	1.027	1.223	2.975	2.651	2.848	3.958	5.021	2.914	2.042	0.811	0.780	27.38	1.8%	3.384		8.474	11.89	3.633
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	-3.2%	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	3.8%	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	10.2%	3.376		8.667	14.24	4.024

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Serviced	£M	25.47	26.90	27.38	26.49	27.51	30.30
All Visitor Types	£M	85.16	89.20	92.99	94.82	97.71	105.24
Share of Total	%	29.9%	30.2%	29.4%	27.9%	28.2%	28.8%
Annual Change in Share	%		0.8%	-2.4%	-5.1%	0.8%	2.3%
Change in Share from 2009	%		0.8%	-1.6%	-6.6%	-5.9%	-3.7%
Avg Ann. Change in Share	%		0.8%	-0.8%	-2.2%	-1.5%	-0.7%

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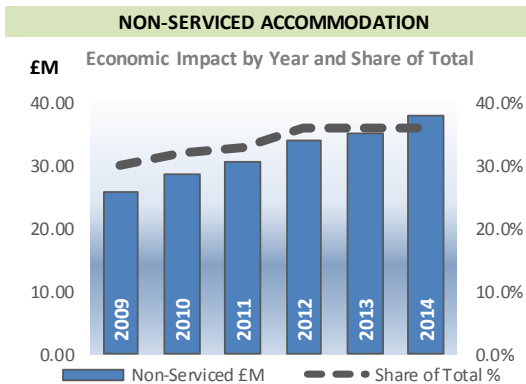
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Report Prepared by: APR. Date of Issue: 21/04/15

STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2014		122.5%	131.2%	72.7%	41.8%	26.7%	49.8%	36.5%	38.5%	49.7%	46.0%	115.4%	73.9%	47.8%	Annual Change	100.6%	38.5%	40.6%	67.9%
% Change 2013 to 2014		9.9%	9.1%	8.1%	7.2%	3.0%	3.1%	6.5%	9.0%	10.1%	12.1%	12.5%	12.7%	7.6%		8.8%	4.1%	8.4%	12.4%
Average Annual Change		24.5%	26.2%	14.5%	8.4%	5.3%	10.0%	7.3%	7.7%	9.9%	9.2%	23.1%	14.8%	9.6%		20.1%	7.7%	8.1%	13.6%
2009	£M	0.405	0.572	0.946	1.933	3.333	2.938	4.169	5.130	3.084	1.715	0.699	0.734	25.66		1.923	8.204	12.38	3.149
2010	£M	0.222	0.454	0.876	2.106	3.433	4.006	4.926	5.962	3.856	1.565	0.626	0.571	28.60	11.5%	1.552	9.546	14.75	2.761
2011	£M	0.675	0.869	1.260	2.382	3.841	3.932	4.591	5.375	3.744	1.999	1.071	0.774	30.51	6.7%	2.804	10.16	13.71	3.844
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	11.5%	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	3.5%	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	7.6%	3.857	11.36	17.42	5.287

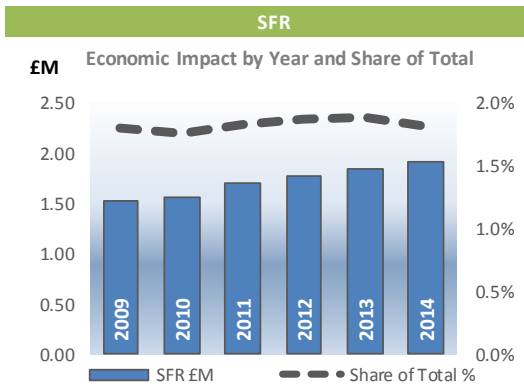
ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Non-Serviced	£M	25.66	28.60	30.51	34.03	35.23	37.92
All Visitor Types	£M	85.16	89.20	92.99	94.82	97.71	105.24
Share of Total	%	30.1%	32.1%	32.8%	35.9%	36.1%	36.0%
Annual Change in Share	%		6.4%	2.3%	9.4%	0.5%	0.0%
Change in Share from 2009	%		6.4%	8.9%	19.1%	19.7%	19.6%
Avg Ann. Change in Share	%		6.4%	4.4%	6.4%	4.9%	3.9%



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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2014		34.8%	34.2%	27.9%	18.4%	18.1%	22.1%	21.2%	21.0%	22.2%	20.4%	32.6%	28.9%	24.8%	33.1%		19.1%	21.3%	27.4%
% Change 2013 to 2014		4.8%	3.0%	2.7%	3.0%	3.0%	2.2%	5.3%	4.3%	3.9%	4.2%	4.4%	4.8%	3.9%	4.0%		2.8%	4.6%	4.6%
Average Annual Change		7.0%	6.8%	5.6%	3.7%	3.6%	4.4%	4.2%	4.2%	4.4%	4.1%	6.5%	5.8%	5.0%	6.6%		3.8%	4.3%	5.5%
2009	£M	0.208	0.067	0.082	0.198	0.134	0.096	0.158	0.169	0.088	0.087	0.062	0.181	1.529	0.357		0.428	0.415	0.329
2010	£M	0.205	0.068	0.083	0.207	0.137	0.106	0.165	0.177	0.094	0.086	0.062	0.179	1.567	0.356		0.449	0.436	0.327
2011	£M	0.251	0.080	0.093	0.219	0.145	0.108	0.168	0.180	0.096	0.093	0.071	0.195	1.698	0.423		0.471	0.444	0.360
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	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	0.475		0.510	0.504	0.419

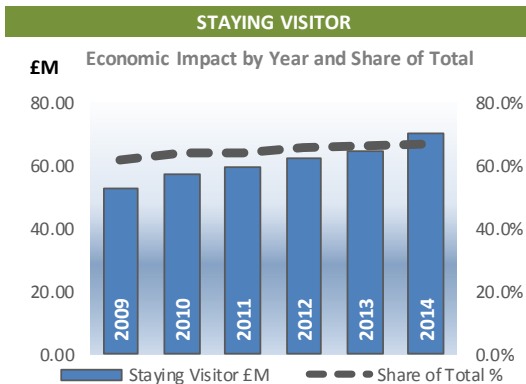
ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
SFR	£M	1.529	1.567	1.698	1.780	1.835	1.907
All Visitor Types	£M	85.16	89.20	92.99	94.82	97.71	105.24
Share of Total	%	1.8%	1.8%	1.8%	1.9%	1.9%	1.8%
Annual Change in Share	%		-2.1%	3.9%	2.8%	0.1%	-3.5%
Change in Share from 2009	%		-2.1%	1.7%	4.5%	4.6%	1.0%
Avg Ann. Change in Share	%		-2.1%	0.9%	1.5%	1.2%	0.2%



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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2014		69.2%	71.9%	46.6%	17.3%	22.5%	29.8%	34.7%	31.7%	29.6%	23.0%	67.4%	58.2%	33.2%	Annual Change		60.3%	23.6%	32.2%	40.9%	
% Change 2013 to 2014		10.2%	4.6%	4.2%	5.2%	7.8%	4.1%	15.1%	9.3%	8.0%	8.6%	10.0%	10.8%	8.6%			6.1%	5.7%	10.9%	9.5%	
Average Annual Change		13.8%	14.4%	9.3%	3.5%	4.5%	6.0%	6.9%	6.3%	5.9%	4.6%	13.5%	11.6%	6.6%			12.1%	4.7%	6.4%	8.2%	
2009	£M	1.414	1.349	2.045	4.722	6.161	5.737	8.171	10.12	6.039	3.792	1.541	1.571	52.66			4.808	16.62	24.33	6.904	
2010	£M	1.381	1.357	2.140	5.256	6.403	7.169	9.028	10.87	6.875	3.683	1.448	1.471	57.08	8.4%			4.878	18.83	26.77	6.603
2011	£M	2.060	1.976	2.576	5.576	6.636	6.888	8.717	10.58	6.753	4.135	1.953	1.749	59.59	4.4%			6.612	19.10	26.05	7.836
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	4.5%			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

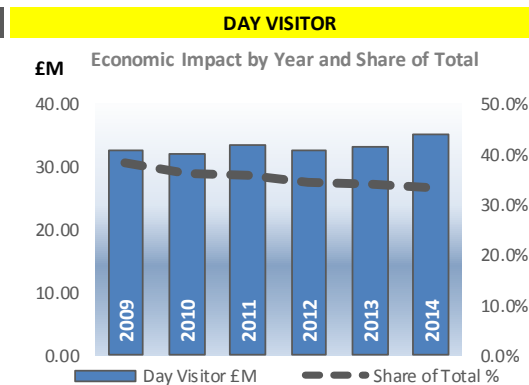
ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Staying Visitor	£M	52.66	57.08	59.59	62.30	64.57	70.13
All Visitor Types	£M	85.16	89.20	92.99	94.82	97.71	105.24
Share of Total	%	61.8%	64.0%	64.1%	65.7%	66.1%	66.6%
Annual Change in Share	%		3.5%	0.2%	2.5%	0.6%	0.9%
Change in Share from 2009	%		3.5%	3.6%	6.3%	6.9%	7.8%
Avg Ann. Change in Share	%		3.5%	1.8%	2.1%	1.7%	1.6%



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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2014		-52.5%	8.8%	-1.5%	12.6%	7.1%	-1.5%	0.3%	12.1%	8.4%	6.1%	54.3%	51.4%	8.0%	-14.7%		5.9%	7.3%	28.3%	
% Change 2013 to 2014		-35.7%	-26.1%	-6.7%	29.9%	-3.1%	2.9%	5.1%	2.6%	9.6%	5.6%	26.2%	9.0%	5.9%	-21.2%		8.4%	6.0%	11.6%	
Average Annual Change		-10.5%	1.8%	-0.3%	2.5%	1.4%	-0.3%	0.1%	2.4%	1.7%	1.2%	10.9%	10.3%	1.6%	-2.9%		1.2%	1.5%	5.7%	
2009	£M	0.568	0.542	0.658	3.433	3.467	3.712	4.672	5.192	6.539	1.945	0.847	0.921	32.50	1.769		10.61	16.40	3.713	
2010	£M	0.463	0.487	0.578	3.458	2.915	3.793	4.643	5.018	7.121	1.975	0.781	0.893	32.13	-1.1%		1.528	10.17	16.78	3.648
2011	£M	0.459	0.587	0.689	3.600	3.217	4.151	4.291	5.175	7.131	1.934	1.048	1.116	33.40	4.0%		1.735	10.97	16.60	4.098
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	-2.6%		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

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Day Visitor	£M	32.50	32.13	33.40	32.52	33.14	35.10
All Visitor Types	£M	85.16	89.20	92.99	94.82	97.71	105.24
Share of Total	%	38.2%	36.0%	35.9%	34.3%	33.9%	33.4%
Annual Change in Share	%		-5.6%	-0.3%	-4.5%	-1.1%	-1.7%
Change in Share from 2009	%		-5.6%	-5.9%	-10.1%	-11.1%	-12.6%
Avg Ann. Change in Share	%		-5.6%	-2.9%	-3.4%	-2.8%	-2.5%



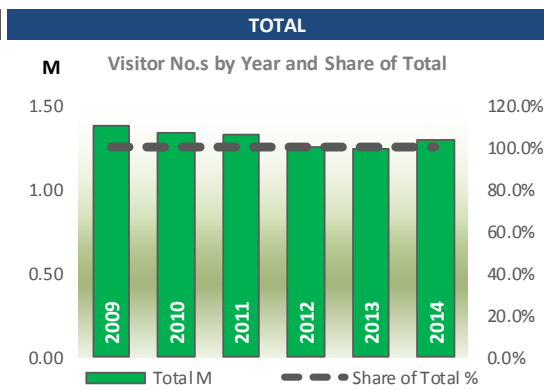
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## Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2014

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

STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014	TOTAL	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2014		-25.6%	5.5%	-5.0%	-5.2%	-7.2%	-13.9%	-11.6%	-3.6%	-7.2%	-9.4%	32.2%	26.0%	-5.9%	Annual Change	-8.6%	-8.9%	-7.3%	8.8%
% Change 2013 to 2014		-9.3%	-15.1%	-1.6%	21.5%	-3.0%	0.6%	6.0%	2.3%	7.1%	4.0%	18.6%	6.8%	4.6%		-8.8%	5.3%	5.1%	8.5%
Average Annual Change		-5.1%	1.1%	-1.0%	-1.0%	-1.4%	-2.8%	-2.3%	-0.7%	-1.4%	-1.9%	6.4%	5.2%	-1.2%		-1.7%	-1.8%	-1.5%	1.8%
2009	M	0.030	0.028	0.033	0.143	0.151	0.156	0.195	0.220	0.255	0.089	0.039	0.041	1.380		0.092	0.450	0.670	0.169
2010	M	0.026	0.026	0.030	0.141	0.129	0.159	0.191	0.209	0.268	0.086	0.035	0.039	1.339	-3.0%	0.082	0.429	0.668	0.160
2011	M	0.028	0.030	0.034	0.141	0.133	0.162	0.169	0.203	0.256	0.082	0.044	0.045	1.327	-0.9%	0.092	0.437	0.628	0.171
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	-5.6%	0.096	0.403	0.584	0.170
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

VISITOR NUMBERS							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Total	M	1.380	1.339	1.327	1.253	1.241	1.298
All Visitor Types	M	1.380	1.339	1.327	1.253	1.241	1.298
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2009	%						
Avg Ann. Change in Share	%						



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



STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014		SERVICED	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2014		47.3%	23.4%	19.9%	-11.8%	3.7%	-7.1%	10.5%	6.2%	0.0%	-9.8%	22.0%	33.0%	5.8%	31.0%	-4.9%	6.0%	6.7%		
% Change 2013 to 2014		23.6%	9.6%	9.8%	2.8%	14.4%	4.8%	32.6%	14.8%	9.4%	6.2%	7.5%	11.2%	13.1%	15.0%	7.6%	19.0%	7.8%		
Average Annual Change		9.5%	4.7%	4.0%	-2.4%	0.7%	-1.4%	2.1%	1.2%	0.0%	-2.0%	4.4%	6.6%	1.2%	6.2%	-1.0%	1.2%	1.3%		
2009	000s	6.7	6.1	5.7	15.0	16.4	16.0	20.9	23.7	16.2	13.0	5.9	4.7	150.3	18.5	47.4	60.8	23.7		
2010	000s	7.9	7.1	6.5	16.8	17.0	17.9	21.5	23.4	16.3	13.1	5.7	5.1	158.4	5.3%	21.4	51.7	61.3	24.0	
2011	000s	8.9	8.0	6.4	16.0	15.3	16.1	19.8	22.8	16.3	12.2	5.6	5.4	152.9	-3.4%	23.3	47.4	58.9	23.3	
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	-7.9%	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	

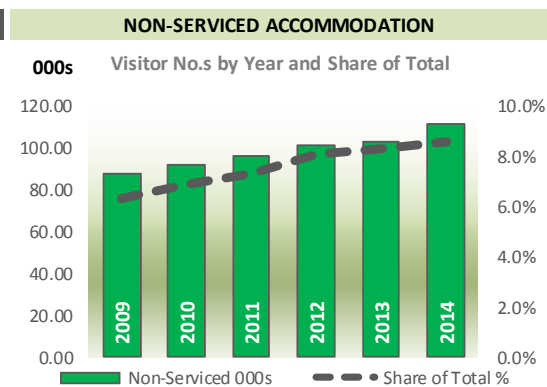
VISITOR NUMBERS							
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	
Serviced	000s	150.3	158.4	152.9	140.9	140.5	159.0
All Visitor Types	M	1.4	1.3	1.3	1.3	1.2	1.3
Share of Total	%	10.9%	11.8%	11.5%	11.2%	11.3%	12.2%
Annual Change in Share	%		8.5%	-2.6%	-2.4%	0.7%	8.1%
Change in Share from 2009	%		8.5%	5.8%	3.2%	4.0%	12.4%
Avg Ann. Change in Share	%		8.5%	2.9%	1.1%	1.0%	2.5%



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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014		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																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2014		36.9%	73.5%	33.4%	27.4%	14.1%	26.0%	19.6%	19.5%	36.0%	13.1%	106.5%	28.1%	27.1%	46.2%	21.3%	24.5%	35.9%	
% Change 2013 to 2014		19.1%	18.3%	17.2%	4.6%	0.3%	0.4%	8.9%	11.6%	12.0%	10.6%	11.0%	11.2%	8.2%	18.0%	1.4%	10.9%	10.9%	
Average Annual Change		7.4%	14.7%	6.7%	5.5%	2.8%	5.2%	3.9%	3.9%	7.2%	2.6%	21.3%	5.6%	5.4%	9.2%	4.3%	4.9%	7.2%	
2009	000s	1.9	2.5	3.9	7.1	12.7	10.4	11.0	14.4	11.0	7.0	2.6	2.9	87.4	8.2	30.2	36.4	12.5	
2010	000s	1.0	1.6	3.2	7.0	12.8	13.4	12.4	16.7	13.2	6.3	2.3	2.1	92.0	5.2%	5.8	33.2	42.2	10.8
2011	000s	2.0	2.7	4.4	8.7	13.9	13.3	11.5	13.9	12.2	6.9	4.0	2.7	96.4	4.8%	9.2	36.0	37.6	13.6
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	4.8%	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	1.6%	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

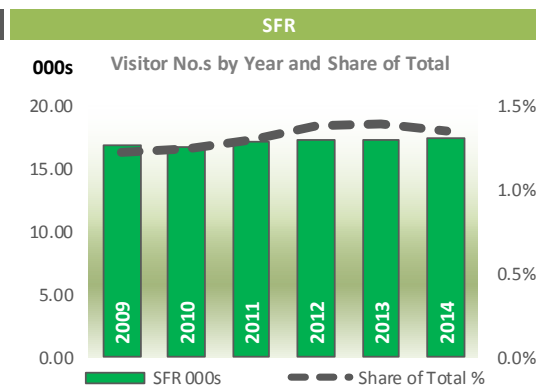
VISITOR NUMBERS							
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	
Non-Serviced	000s	87.4	92.0	96.4	101.1	102.6	111.1
All Visitor Types	M	1.4	1.3	1.3	1.3	1.2	1.3
Share of Total	%	6.3%	6.9%	7.3%	8.1%	8.3%	8.6%
Annual Change in Share	%		8.4%	5.8%	11.0%	2.5%	3.5%
Change in Share from 2009	%		8.4%	14.7%	27.3%	30.6%	35.1%
Avg Ann. Change in Share	%		8.4%	7.3%	9.1%	7.6%	7.0%



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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014	SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2014		12.1%	11.6%	6.3%	-1.6%	-1.8%	1.5%	0.7%	0.6%	1.6%	0.1%	10.2%	7.2%	3.8%	10.6%	-0.9%	0.9%	5.8%	
% Change 2013 to 2014		2.0%	0.3%	0.0%	0.2%	0.2%	-0.6%	2.4%	1.5%	1.1%	1.4%	1.6%	2.0%	1.1%	1.1%	0.0%	1.7%	1.7%	
Average Annual Change		2.4%	2.3%	1.3%	-0.3%	-0.4%	0.3%	0.1%	0.1%	0.3%	0.0%	2.0%	1.4%	0.8%	2.1%	-0.2%	0.2%	1.2%	
2009	000s	2.2	0.8	1.0	1.9	1.6	1.2	1.7	1.7	1.1	1.1	0.8	1.8	16.8	4.0	4.7	4.4	3.7	
2010	000s	2.1	0.8	1.0	1.9	1.6	1.3	1.7	1.7	1.1	1.0	0.8	1.7	16.7	3.9	4.8	4.5	3.5	
2011	000s	2.4	0.9	1.0	2.0	1.6	1.2	1.6	1.7	1.1	1.1	0.8	1.8	17.2	4.4	4.8	4.3	3.7	
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	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	4.4	4.7	4.5	3.9	

VISITOR NUMBERS							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
SFR	000s	16.8	16.7	17.2	17.3	17.3	17.5
All Visitor Types	M	1.4	1.3	1.3	1.3	1.2	1.3
Share of Total	%	1.2%	1.2%	1.3%	1.4%	1.4%	1.3%
Annual Change in Share	%		1.9%	4.1%	6.8%	0.8%	-3.3%
Change in Share from 2009	%		1.9%	6.0%	13.2%	14.1%	10.3%
Avg Ann. Change in Share	%		1.9%	3.0%	4.4%	3.5%	2.1%



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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014		STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		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 2009 to 2014		38.3%	35.5%	23.6%	0.6%	7.7%	5.8%	13.0%	10.8%	14.0%	-1.7%	44.6%	26.5%	13.0%	32.4%		5.0%	12.4%	15.8%	
% Change 2013 to 2014		18.7%	11.6%	11.7%	3.3%	7.1%	2.5%	21.7%	12.9%	10.3%	7.6%	8.5%	9.6%	10.4%	14.1%		4.4%	14.9%	8.4%	
Average Annual Change		7.7%	7.1%	4.7%	0.1%	1.5%	1.2%	2.6%	2.2%	2.8%	-0.3%	8.9%	5.3%	2.6%	6.5%		1.0%	2.5%	3.2%	
2009	000s	10.8	9.4	10.5	24.0	30.7	27.6	33.6	39.9	28.2	21.1	9.3	9.4	254.6	30.7		82.3	101.7	39.9	
2010	000s	10.9	9.5	10.7	25.7	31.4	32.5	35.6	41.8	30.6	20.5	8.8	9.0	267.0	4.9%	31.1		89.6	108.0	38.3
2011	000s	13.4	11.6	11.8	26.7	30.8	30.6	32.9	38.4	29.5	20.2	10.4	9.9	266.5	-0.2%	36.9		88.2	100.9	40.6
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	-2.7%	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	0.5%	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

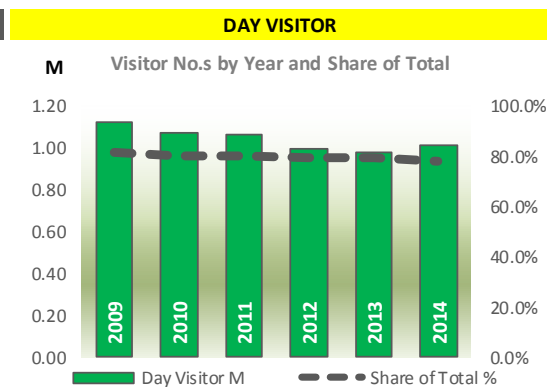
VISITOR NUMBERS							
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	
Staying Visitor	000s	254.6	267.0	266.5	259.3	260.5	287.6
All Visitor Types	M	1.4	1.3	1.3	1.3	1.2	1.3
Share of Total	%	18.4%	19.9%	20.1%	20.7%	21.0%	22.1%
Annual Change in Share	%		8.1%	0.7%	3.0%	1.4%	5.5%
Change in Share from 2009	%		8.1%	8.8%	12.2%	13.8%	20.1%
Avg Ann. Change in Share	%		8.1%	4.4%	4.1%	3.4%	4.0%



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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014		DAY VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR											TOTAL						% Change		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER				
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2014		-60.5%	-9.6%	-18.1%	-6.4%	-11.0%	-18.1%	-16.6%	-6.8%	-9.9%	-11.8%	28.3%	25.9%	-10.2%	Annual Change		-29.1%	-12.0%	-10.8%	6.7%	
% Change 2013 to 2014		-37.5%	-28.1%	-9.2%	26.4%	-5.8%	0.1%	2.3%	-0.2%	6.7%	2.8%	22.8%	6.1%	3.1%			-23.3%	5.5%	3.2%	8.6%	
Average Annual Change		-12.1%	-1.9%	-3.6%	-1.3%	-2.2%	-3.6%	-3.3%	-1.4%	-2.0%	-2.4%	5.7%	5.2%	-2.0%			-5.8%	-2.4%	-2.2%	1.3%	
2009	M	0.020	0.019	0.023	0.119	0.120	0.129	0.162	0.180	0.226	0.067	0.029	0.032	1.126			0.061	0.368	0.568	0.129	
2010	M	0.015	0.016	0.019	0.115	0.097	0.127	0.155	0.168	0.238	0.066	0.026	0.030	1.072	-4.7%			0.051	0.339	0.560	0.122
2011	M	0.015	0.019	0.022	0.114	0.102	0.132	0.136	0.164	0.227	0.061	0.033	0.035	1.061	-1.1%			0.055	0.348	0.527	0.130
2012	M	0.015	0.021	0.023	0.104	0.096	0.120	0.137	0.155	0.195	0.055	0.039	0.035	0.994	-6.3%			0.059	0.319	0.487	0.129
2013	M	0.012	0.024	0.021	0.088	0.113	0.105	0.132	0.168	0.191	0.058	0.031	0.038	0.981	-1.3%			0.057	0.307	0.491	0.126
2014	M	0.008	0.017	0.019	0.111	0.107	0.105	0.135	0.168	0.204	0.059	0.038	0.040	1.011	3.1%			0.043	0.324	0.507	0.137

VISITOR NUMBERS							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Day Visitor	M	1.126	1.072	1.061	0.994	0.981	1.011
All Visitor Types	M	1.380	1.339	1.327	1.253	1.241	1.298
Share of Total	%	81.6%	80.1%	79.9%	79.3%	79.0%	77.9%
Annual Change in Share	%		-1.8%	-0.2%	-0.8%	-0.4%	-1.5%
Change in Share from 2009	%		-1.8%	-2.0%	-2.7%	-3.1%	-4.5%
Avg Ann. Change in Share	%		-1.8%	-1.0%	-0.9%	-0.8%	-0.9%



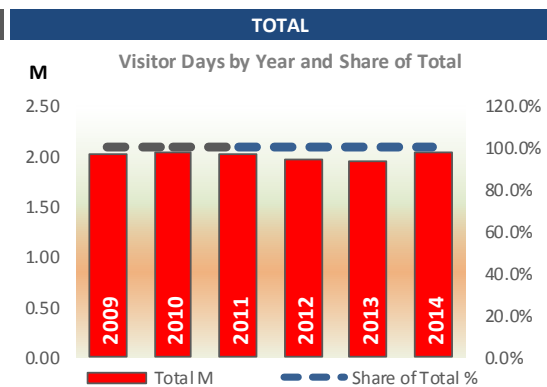
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

## Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2014

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

STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014	TOTAL	VISITOR DAYS						
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL											TOTAL						% Change		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER				
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change		Q1	Q2	Q3	Q4
% Change 2009 to 2014		-2.0%	25.4%	9.9%	-2.5%	-4.1%	-3.9%	-4.8%	1.1%	-2.2%	-2.1%	38.2%	29.5%	0.6%	Annual Change	10.8%	-3.5%	-1.8%	14.7%		
% Change 2013 to 2014		-5.3%	-9.6%	-1.4%	14.9%	-1.5%	0.2%	6.0%	3.1%	6.1%	4.8%	14.3%	6.9%	4.0%		-5.3%	3.6%	5.0%	7.8%		
Average Annual Change		-0.4%	5.1%	2.0%	-0.5%	-0.8%	-0.8%	-1.0%	0.2%	-0.4%	-0.4%	7.6%	5.9%	0.1%		2.2%	-0.7%	-0.4%	2.9%		
2009	M	0.044	0.042	0.059	0.201	0.236	0.233	0.288	0.336	0.336	0.133	0.056	0.061	2.024		0.145	0.670	0.960	0.250		
2010	M	0.037	0.038	0.055	0.203	0.214	0.259	0.291	0.335	0.364	0.127	0.051	0.056	2.030	0.3%	0.130	0.676	0.991	0.233		
2011	M	0.047	0.050	0.064	0.204	0.220	0.253	0.261	0.316	0.344	0.128	0.066	0.065	2.018	-0.6%	0.161	0.677	0.920	0.260		
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	-2.7%	0.172	0.643	0.885	0.265		
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		

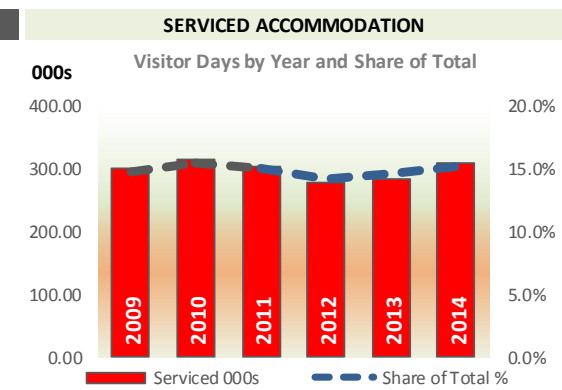
VISITOR DAYS							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Total	M	2.024	2.030	2.018	1.965	1.957	2.036
All Visitor Types	M	2.024	2.030	2.018	1.965	1.957	2.036
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2009	%						
Avg Ann. Change in Share	%						



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

STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014	SERVICED	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2009 to 2014		29.7%	9.4%	7.7%	-13.6%	2.3%	-5.6%	14.5%	6.9%	-5.7%	-10.2%	10.1%	29.5%	2.7%	15.2%	-5.5%	6.0%	2.1%	
% Change 2013 to 2014		10.2%	-2.4%	-2.4%	1.7%	13.2%	3.7%	25.3%	8.6%	3.5%	3.5%	5.2%	8.5%	8.3%	1.8%	6.3%	12.6%	5.1%	
Average Annual Change		5.9%	1.9%	1.5%	-2.7%	0.5%	-1.1%	2.9%	1.4%	-1.1%	-2.0%	2.0%	5.9%	0.5%	3.0%	-1.1%	1.2%	0.4%	
2009	000s	9.8	8.6	12.3	31.3	32.4	32.7	42.9	54.0	34.5	23.8	9.4	8.0	299.7	30.7	96.4	131.4	41.2	
2010	000s	11.5	10.0	14.1	35.1	33.7	36.5	44.3	53.3	34.8	24.0	9.1	8.7	315.0	5.1%	35.6	105.3	132.4	41.7
2011	000s	12.8	11.5	13.9	33.9	30.0	32.4	41.1	52.3	33.1	23.0	9.1	8.9	302.2	-4.1%	38.3	96.4	126.6	41.0
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	-7.8%	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

VISITOR DAYS							
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	
Serviced	000s	299.7	315.0	302.2	278.7	284.2	307.9
All Visitor Types	M	2.0	2.0	2.0	2.0	2.0	2.0
Share of Total	%	14.8%	15.5%	15.0%	14.2%	14.5%	15.1%
Annual Change in Share	%		4.8%	-3.5%	-5.2%	2.4%	4.1%
Change in Share from 2009	%		4.8%	1.1%	-4.2%	-1.9%	2.1%
Avg Ann. Change in Share	%		4.8%	0.6%	-1.4%	-0.5%	0.4%

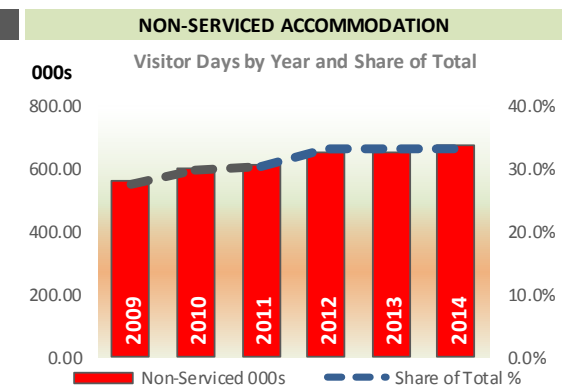


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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014	NON-SERVICED	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2014		81.2%	89.1%	41.0%	15.1%	3.6%	23.0%	8.9%	12.7%	23.2%	19.3%	76.1%	42.9%	20.8%	63.6%	13.2%	14.6%	37.3%	
% Change 2013 to 2014		6.1%	5.4%	4.5%	3.4%	-0.9%	-0.8%	3.0%	5.7%	6.0%	8.2%	8.7%	8.9%	3.9%	5.2%	0.1%	5.0%	8.5%	
Average Annual Change		16.2%	17.8%	8.2%	3.0%	0.7%	4.6%	1.8%	2.5%	4.6%	3.9%	15.2%	8.6%	4.2%	12.7%	2.6%	2.9%	7.5%	
2009	000s	9.2	12.9	21.6	45.2	79.6	69.7	78.8	97.8	72.8	39.2	15.9	16.6	559.1	43.6	194.5	249.4	71.6	
2010	000s	5.0	10.0	19.6	47.6	79.9	92.8	88.0	109.8	89.2	35.0	13.9	12.6	603.3	7.9%	34.5	220.3	286.9	61.5
2011	000s	13.9	17.8	26.2	50.6	84.2	86.2	79.2	95.1	81.7	41.8	22.2	15.9	614.6	1.9%	57.9	221.0	255.9	79.8
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	5.9%	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	0.0%	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	3.9%	71.4	220.2	285.7	98.3

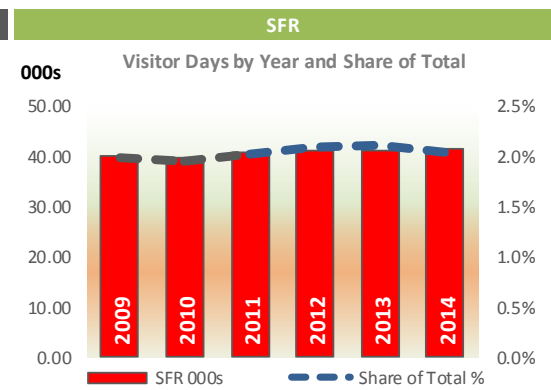
VISITOR DAYS							
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	
Non-Serviced	000s	559.1	603.3	614.6	650.7	650.5	675.6
All Visitor Types	M	2.0	2.0	2.0	2.0	2.0	2.0
Share of Total	%	27.6%	29.7%	30.5%	33.1%	33.2%	33.2%
Annual Change in Share	%		7.6%	2.5%	8.8%	0.4%	-0.2%
Change in Share from 2009	%		7.6%	10.3%	19.9%	20.4%	20.2%
Avg Ann. Change in Share	%		7.6%	5.1%	6.6%	5.1%	4.0%



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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014	SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2014		12.1%	11.6%	6.3%	-1.6%	-1.8%	1.5%	0.7%	0.6%	1.6%	0.1%	10.2%	7.2%	3.7%	Annual Change	10.7%	-1.0%	0.9%	5.9%
% Change 2013 to 2014		2.0%	0.3%	0.0%	0.2%	0.2%	-0.6%	2.4%	1.5%	1.1%	1.4%	1.6%	2.0%	1.1%	Annual Change	1.2%	0.0%	1.7%	1.7%
Average Annual Change		2.4%	2.3%	1.3%	-0.3%	-0.4%	0.3%	0.1%	0.1%	0.3%	0.0%	2.0%	1.4%	0.7%	Annual Change	2.1%	-0.2%	0.2%	1.2%
2009	000s	5.5	1.8	2.1	5.2	3.5	2.5	4.1	4.4	2.3	2.3	1.6	4.7	40.1		9.4	11.2	10.9	8.6
2010	000s	5.2	1.7	2.1	5.2	3.5	2.7	4.2	4.5	2.4	2.2	1.6	4.5	39.6	-1.2%	9.0	11.4	11.0	8.3
2011	000s	6.0	1.9	2.2	5.3	3.5	2.6	4.1	4.3	2.3	2.2	1.7	4.7	40.9	3.1%	10.2	11.3	10.7	8.7
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	0.8%	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

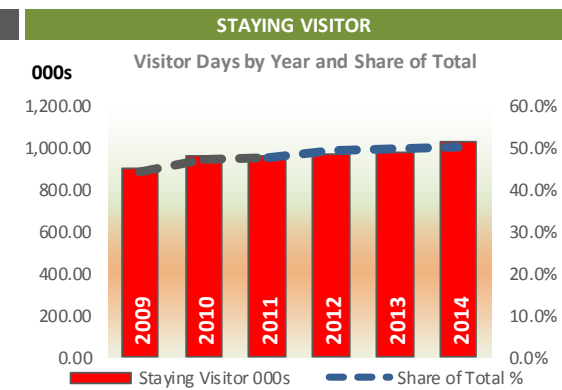
VISITOR DAYS							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
SFR	000s	40.1	39.6	40.9	41.2	41.1	41.6
All Visitor Types	M	2.0	2.0	2.0	2.0	2.0	2.0
Share of Total	%	2.0%	2.0%	2.0%	2.1%	2.1%	2.0%
Annual Change in Share	%		-1.5%	3.7%	3.6%	0.2%	-2.8%
Change in Share from 2009	%		-1.5%	2.2%	5.9%	6.1%	3.2%
Avg Ann. Change in Share	%		-1.5%	1.1%	2.0%	1.5%	0.6%



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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014	STAYING VISITOR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL	% Change					
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													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						
% Change 2009 to 2014		45.1%	53.7%	27.6%	3.1%	3.1%	13.6%	10.5%	10.3%	13.6%	7.8%	49.0%	33.5%	14.0%	40.0%	6.7%	11.3%	23.1%	
% Change 2013 to 2014		6.8%	3.0%	2.2%	2.7%	2.7%	0.3%	9.9%	6.5%	5.3%	6.5%	7.4%	7.8%	5.0%	3.8%	1.8%	7.2%	7.1%	
Average Annual Change		9.0%	10.7%	5.5%	0.6%	0.6%	2.7%	2.1%	2.1%	2.7%	1.6%	9.8%	6.7%	2.8%	8.0%	1.3%	2.3%	4.6%	
2009	000s	24.4	23.2	36.0	81.7	115.5	104.9	125.9	156.2	109.7	65.3	26.9	29.3	898.9	83.7	302.1	391.7	121.4	
2010	000s	21.7	21.7	35.7	87.9	117.1	131.9	136.5	167.6	126.3	61.2	24.5	25.8	958.0	6.6%	79.1	337.0	430.4	111.5
2011	000s	32.8	31.3	42.4	89.7	117.7	121.2	124.3	151.7	117.1	67.0	33.0	29.5	957.7	0.0%	106.4	328.7	393.2	129.5
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	1.4%	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	0.5%	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

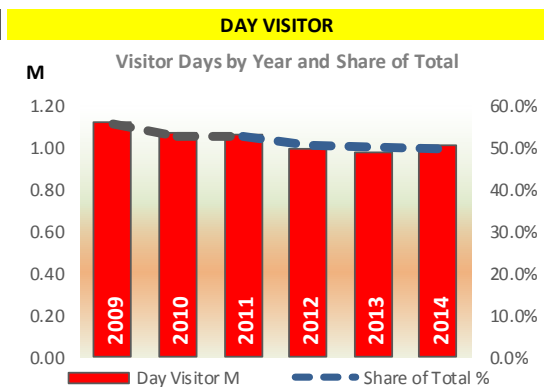
VISITOR DAYS							
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	
Staying Visitor	000s	898.9	958.0	957.7	970.6	975.9	1,025.1
All Visitor Types	M	2.0	2.0	2.0	2.0	2.0	2.0
Share of Total	%	44.4%	47.2%	47.4%	49.4%	49.9%	50.4%
Annual Change in Share	%		6.3%	0.6%	4.1%	0.9%	1.0%
Change in Share from 2009	%		6.3%	6.9%	11.3%	12.3%	13.4%
Avg Ann. Change in Share	%		6.3%	3.4%	3.8%	3.1%	2.7%



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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014	DAY VISITOR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL		ANNUAL CHANGE				
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		ANNUAL CHANGE				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		ANNUAL CHANGE			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2009 to 2014		-60.5%	-9.6%	-18.1%	-6.4%	-11.0%	-18.1%	-16.6%	-6.8%	-9.9%	-11.8%	28.3%	25.9%	-10.2%		-29.1%	-12.0%	-10.8%	6.7%
% Change 2013 to 2014		-37.5%	-28.1%	-9.2%	26.4%	-5.8%	0.1%	2.3%	-0.2%	6.7%	2.8%	22.8%	6.1%	3.1%		-23.3%	5.5%	3.2%	8.6%
Average Annual Change		-12.1%	-1.9%	-3.6%	-1.3%	-2.2%	-3.6%	-3.3%	-1.4%	-2.0%	-2.4%	5.7%	5.2%	-2.0%		-5.8%	-2.4%	-2.2%	1.3%
2009	M	0.020	0.019	0.023	0.119	0.120	0.129	0.162	0.180	0.226	0.067	0.029	0.032	1.126		0.061	0.368	0.568	0.129
2010	M	0.015	0.016	0.019	0.115	0.097	0.127	0.155	0.168	0.238	0.066	0.026	0.030	1.072	-4.7%	0.051	0.339	0.560	0.122
2011	M	0.015	0.019	0.022	0.114	0.102	0.132	0.136	0.164	0.227	0.061	0.033	0.035	1.061	-1.1%	0.055	0.348	0.527	0.130
2012	M	0.015	0.021	0.023	0.104	0.096	0.120	0.137	0.155	0.195	0.055	0.039	0.035	0.994	-6.3%	0.059	0.319	0.487	0.129
2013	M	0.012	0.024	0.021	0.088	0.113	0.105	0.132	0.168	0.191	0.058	0.031	0.038	0.981	-1.3%	0.057	0.307	0.491	0.126
2014	M	0.008	0.017	0.019	0.111	0.107	0.105	0.135	0.168	0.204	0.059	0.038	0.040	1.011	3.1%	0.043	0.324	0.507	0.137

		VISITOR DAYS					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Day Visitor	M	1.126	1.072	1.061	0.994	0.981	1.011
All Visitor Types	M	2.024	2.030	2.018	1.965	1.957	2.036
Share of Total	%	55.6%	52.8%	52.6%	50.6%	50.1%	49.6%
Annual Change in Share	%		-5.0%	-0.5%	-3.7%	-0.9%	-0.9%
Change in Share from 2009	%		-5.0%	-5.5%	-9.0%	-9.8%	-10.7%
Avg Ann. Change in Share	%		-5.0%	-2.7%	-3.0%	-2.5%	-2.1%



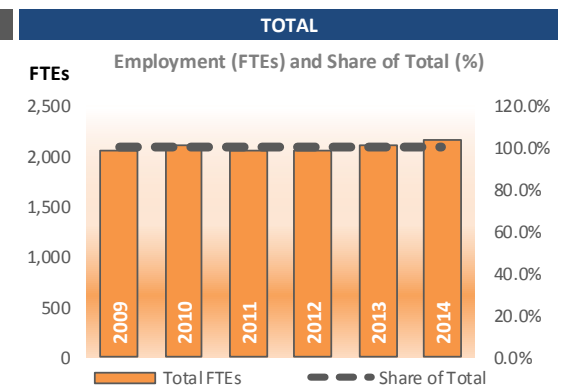
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## Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2014

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

STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014	TOTAL	TOTAL EMPLOYMENT				
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	TOTAL												TOTAL	% Change					
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4	
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2009 to 2014	7.2%	11.6%	8.0%	2.8%	2.4%	2.8%	2.9%	4.4%	3.2%	3.6%	15.4%	14.4%	5.3%	Annual Change	8.9%	2.7%	3.5%	10.2%	
% Change 2013 to 2014	1.0%	-0.7%	1.4%	7.1%	0.2%	0.7%	4.7%	2.6%	3.9%	3.0%	5.5%	3.4%	2.9%		0.6%	2.5%	3.7%	3.9%	
Average Annual Change	1.4%	2.3%	1.6%	0.6%	0.5%	0.6%	0.6%	0.9%	0.6%	0.7%	3.1%	2.9%	1.1%		1.8%	0.5%	0.7%	2.0%	
2009	FTEs	1,218	1,233	1,425	2,268	2,492	2,468	2,843	3,206	3,003	1,879	1,341	1,299	2,056		1,292	2,409	3,018	1,506
2010	FTEs	1,195	1,225	1,419	2,294	2,384	2,633	3,030	3,453	3,181	1,851	1,320	1,278	2,105	2.4%	1,280	2,437	3,221	1,483
2011	FTEs	1,251	1,288	1,462	2,300	2,412	2,591	2,701	3,050	3,053	1,857	1,399	1,319	2,057	-2.3%	1,334	2,434	2,935	1,525
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	0.1%	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

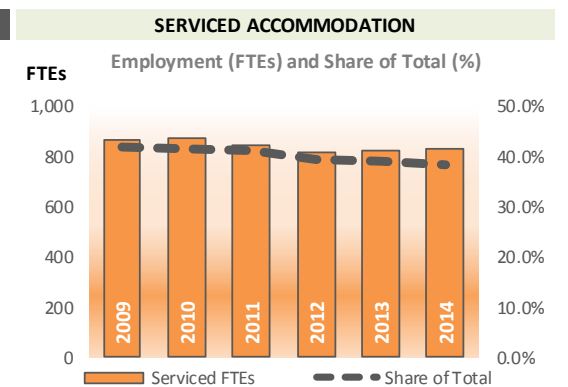
EMPLOYMENT							
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	
Total	FTEs	2,056	2,105	2,057	2,060	2,106	2,166
Total Employment	FTEs	2,056	2,105	2,057	2,060	2,106	2,166
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2009	%						
Avg Ann. Change in Share	%						



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

STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014		SERVICED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER				
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2014		-3.0%	-5.0%	-4.5%	-6.9%	-3.7%	-5.3%	0.0%	-0.8%	-5.3%	-6.2%	-4.4%	-3.9%	-4.0%			-4.2%	-5.3%	-1.9%	-5.0%	
% Change 2013 to 2014		-0.3%	-1.4%	-0.7%	-0.2%	2.0%	0.2%	5.7%	2.2%	0.2%	0.0%	0.0%	-0.8%	0.7%			-0.8%	0.7%	2.7%	-0.3%	
Average Annual Change		-0.6%	-1.0%	-0.9%	-1.4%	-0.7%	-1.1%	0.0%	-0.2%	-1.1%	-1.2%	-0.9%	-0.8%	-0.8%			-0.8%	-1.1%	-0.4%	-1.0%	
2009	FTEs	708	734	808	922	930	932	991	1,054	942	881	753	684	861			750	928	996	772	
2010	FTEs	721	745	820	944	938	954	998	1,049	944	883	754	691	870	1.0%			762	945	997	776
2011	FTEs	708	732	797	917	897	911	961	1,026	915	856	732	669	843	-3.1%			745	908	967	753
2012	FTEs	688	711	776	867	854	885	917	979	886	819	710	654	812	-3.7%			725	869	927	728
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

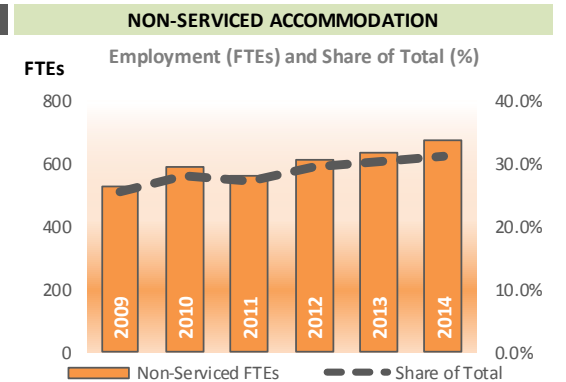
EMPLOYMENT							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Serviced	FTEs	861	870	843	812	821	827
Total Employment	FTEs	2,056	2,105	2,057	2,060	2,106	2,166
Share of Total	%	41.9%	41.3%	41.0%	39.4%	39.0%	38.2%
Annual Change in Share	%		-1.4%	-0.8%	-3.8%	-1.1%	-2.1%
Change in Share from 2009	%		-1.4%	-2.1%	-5.9%	-7.0%	-8.9%
Avg Ann. Change in Share	%		-1.4%	-1.1%	-2.0%	-1.7%	-1.8%



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

STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014		NON-SERVICED	DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change						
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2014		42.0%	45.4%	34.9%	25.8%	18.5%	29.4%	20.6%	15.4%	29.6%	28.2%	42.9%	37.8%	28.2%			40.4%	24.3%	21.4%	35.5%	
% Change 2013 to 2014		8.3%	8.0%	7.2%	6.0%	2.9%	2.8%	4.8%	5.9%	6.3%	7.8%	8.4%	8.6%	6.0%			7.8%	3.7%	5.7%	8.2%	
Average Annual Change		8.4%	9.1%	7.0%	5.2%	3.7%	5.9%	4.1%	3.1%	5.9%	5.6%	8.6%	7.6%	5.6%			8.1%	4.9%	4.3%	7.1%	
2009	FTEs	326	340	409	529	688	642	683	814	653	492	369	363	526			358	620	717	408	
2010	FTEs	321	340	412	546	699	757	884	1,125	763	487	372	358	589	12.0%			357	668	924	405
2011	FTEs	363	378	445	568	732	741	702	778	717	522	412	377	561	-4.6%			395	680	732	437
2012	FTEs	402	433	484	615	764	793	753	849	774	559	456	433	609	8.6%			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

EMPLOYMENT							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Non-Serviced	FTEs	526	589	561	609	636	674
Total Employment	FTEs	2,056	2,105	2,057	2,060	2,106	2,166
Share of Total	%	25.6%	28.0%	27.3%	29.6%	30.2%	31.1%
Annual Change in Share	%		9.4%	-2.4%	8.4%	2.0%	3.1%
Change in Share from 2009	%		9.4%	6.7%	15.8%	18.1%	21.7%
Avg Ann. Change in Share	%		9.4%	3.4%	5.3%	4.5%	4.3%

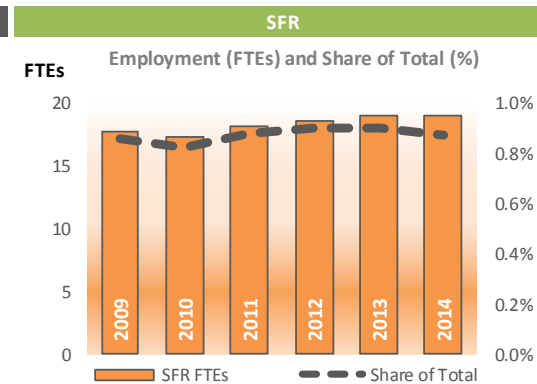


Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.



STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014	SFR	DIRECT EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR												TOTAL	% Change				
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES														Annual Change	Q1	Q2	Q3
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2014	16.0%	15.4%	10.0%	1.8%	1.6%	5.1%	4.2%	4.1%	5.2%	3.6%	14.1%	10.9%	7.3%		14.5%	2.5%	4.4%	9.6%
% Change 2013 to 2014	0.6%	-1.1%	-1.3%	-1.1%	-1.1%	-1.9%	1.1%	0.1%	-0.2%	0.1%	0.3%	0.6%	-0.2%		-0.1%	-1.3%	0.4%	0.4%
Average Annual Change	3.2%	3.1%	2.0%	0.4%	0.3%	1.0%	0.8%	0.8%	1.0%	0.7%	2.8%	2.2%	1.5%		2.9%	0.5%	0.9%	1.9%
2009 FTEs	29	9	11	27	19	13	22	23	12	12	9	25	18		16	20	19	15
2010 FTEs	27	9	11	27	18	14	22	23	12	11	8	24	17	-2.3%	16	20	19	14
2011 FTEs	32	10	12	28	18	14	22	23	12	12	9	25	18	4.8%	18	20	19	15
2012 FTEs	33	11	12	28	19	14	22	24	13	12	9	27	19	2.6%	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

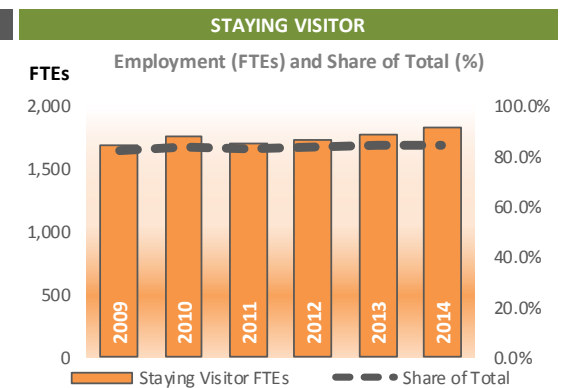
EMPLOYMENT							
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	
SFR FTEs	18	17	18	19	19	19	
Total Employment FTEs	2,056	2,105	2,057	2,060	2,106	2,166	
Share of Total %	0.9%	0.8%	0.9%	0.9%	0.9%	0.9%	
Annual Change in Share %		-4.6%	7.3%	2.5%	0.1%	-2.9%	
Change in Share from 2009 %		-4.6%	2.3%	4.9%	5.0%	1.9%	
Avg Ann. Change in Share %		-4.6%	1.2%	1.6%	1.2%	0.4%	



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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014		STAYING VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change		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 2009 to 2014		11.3%	11.0%	8.7%	5.0%	5.7%	8.8%	8.4%	6.2%	9.0%	6.1%	11.2%	10.5%	8.2%		10.3%	6.5%	7.8%	9.0%	
% Change 2013 to 2014		3.0%	2.2%	2.4%	2.3%	2.4%	1.4%	5.2%	3.9%	3.0%	3.2%	3.3%	3.0%	3.0%	Annual Change	2.5%	2.0%	4.0%	3.2%	
Average Annual Change		2.3%	2.2%	1.7%	1.0%	1.1%	1.8%	1.7%	1.2%	1.8%	1.2%	2.2%	2.1%	1.6%		2.1%	1.3%	1.6%	1.8%	
2009	FTEs	1,064	1,083	1,228	1,478	1,637	1,587	1,696	1,892	1,607	1,385	1,130	1,072	1,405		1,125	1,567	1,732	1,195	
2010	FTEs	1,069	1,093	1,242	1,517	1,656	1,725	1,904	2,198	1,720	1,381	1,133	1,073	1,476	5.1%	1,135	1,632	1,940	1,196	
2011	FTEs	1,103	1,120	1,254	1,513	1,648	1,666	1,684	1,826	1,644	1,390	1,154	1,072	1,423	-3.6%	1,159	1,609	1,718	1,205	
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	1.2%	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	

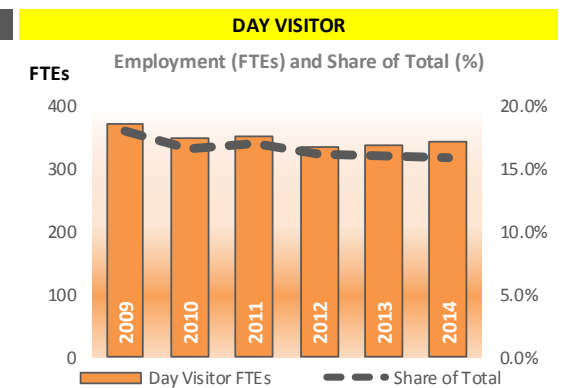
EMPLOYMENT							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Staying Visitor	FTEs	1,686	1,757	1,707	1,726	1,768	1,822
Total Employment	FTEs	2,056	2,105	2,057	2,060	2,106	2,166
Share of Total	%	82.0%	83.5%	83.0%	83.8%	84.0%	84.1%
Annual Change in Share	%		1.8%	-0.6%	1.0%	0.2%	0.2%
Change in Share from 2009	%		1.8%	1.2%	2.2%	2.4%	2.6%
Avg Ann. Change in Share	%		1.8%	0.6%	0.7%	0.6%	0.5%



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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014		DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change		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 2009 to 2014		-59.1%	-6.4%	-15.3%	-3.1%	-7.9%	-15.3%	-13.8%	-3.6%	-6.8%	-8.8%	32.7%	30.2%	-7.1%		-26.7%	-8.9%	-7.7%	10.4%	
% Change 2013 to 2014		-38.3%	-29.0%	-10.4%	24.7%	-7.0%	-1.2%	1.0%	-1.5%	5.3%	1.4%	21.2%	4.7%	1.7%		-24.3%	4.1%	1.8%	7.2%	
Average Annual Change		-11.8%	-1.3%	-3.1%	-0.6%	-1.6%	-3.1%	-2.8%	-0.7%	-1.4%	-1.8%	6.5%	6.0%	-1.4%		-5.3%	-1.8%	-1.5%	2.1%	
2009	FTEs	78	74	90	469	474	507	638	709	893	266	116	126	370		81	483	747	169	
2010	FTEs	60	63	75	450	379	494	604	653	927	257	102	116	348	-5.8%	66	441	728	158	
2011	FTEs	58	74	87	453	405	522	540	651	898	243	132	141	350	0.6%	73	460	696	172	
2012	FTEs	60	85	92	418	388	482	553	623	786	221	158	142	334	-4.6%	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	

EMPLOYMENT							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Day Visitor	FTEs	370	348	350	334	338	344
Total Employment	FTEs	2,056	2,105	2,057	2,060	2,106	2,166
Share of Total	%	18.0%	16.5%	17.0%	16.2%	16.0%	15.9%
Annual Change in Share	%		-8.0%	2.9%	-4.8%	-1.1%	-1.1%
Change in Share from 2009	%		-8.0%	-5.3%	-9.9%	-10.8%	-11.8%
Avg Ann. Change in Share	%		-8.0%	-2.7%	-3.3%	-2.7%	-2.4%



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**STEAM DRAFT TREND REPORT FOR 2009-2014**  
**EXMOOR NATIONAL PARK**

2014

STAYING VISITORS

ACCOMMODATION SUPPLY  
DISTRIBUTION BY TYPE

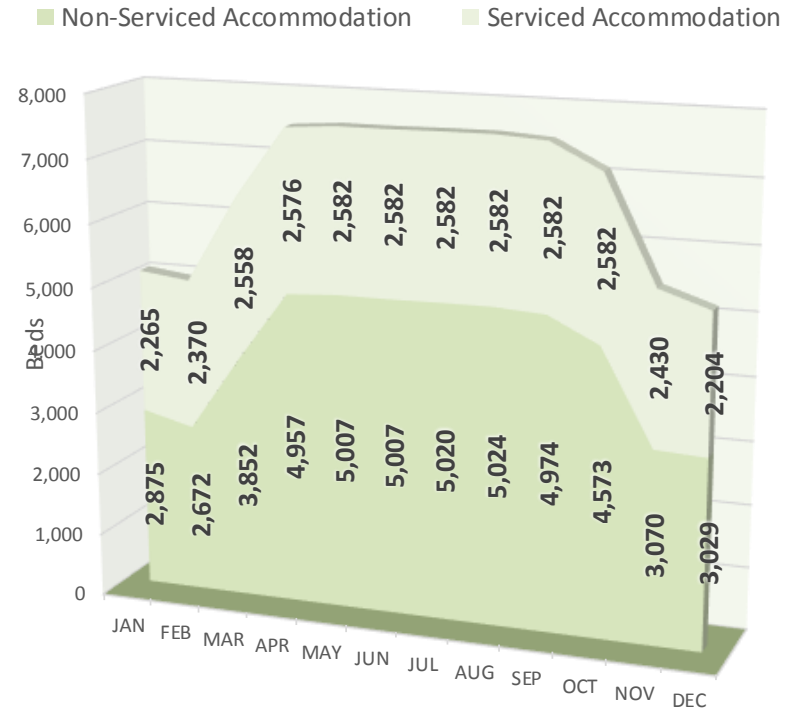
SERVICED ACCOMMODATION 2014	2014		Change on 2013		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Serviced Accommodation Total</b>	<b>201</b>	<b>2,582</b>	<b>-1</b>	<b>-2</b>	<b>-12</b>	<b>-130</b>
+50 Room	1	119	0	0	0	0
11-50 Room	21	749	0	0	-2	-68
<10 Room	179	1,714	-1	-2	-10	-62

NON-SERVICED ACCOMMODATION 2014	2014		Change on 2013		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Non-Serviced Accommodation Total</b>	<b>287</b>	<b>5,024</b>	<b>+22</b>	<b>+112</b>	<b>+69</b>	<b>+785</b>
Self catering	261	1,796	+22	+112	+69	+472
Static caravans/chalets	0	292	0	0	0	+12
Touring caravans/camping	21	2,754	0	0	+1	+342
Youth Hostels	5	182	0	0	-1	-41

DISTRIBUTION BY TYPE OF ACCOMMODATION 2014	2014		Change on 2013		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>All Paid Accommodation Total</b>	<b>488</b>	<b>7,606</b>	<b>+21</b>	<b>+110</b>	<b>+57</b>	<b>+655</b>
Serviced Accommodation Share of Total	41%	34%				
Non-Serviced Accommodation Share of Total	59%	66%				

SEASONAL AVAILABILITY OF BED SUPPLY 2014	2014											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>All Paid Accommodation Total</b>	<b>5,139</b>	<b>5,042</b>	<b>6,410</b>	<b>7,533</b>	<b>7,589</b>	<b>7,589</b>	<b>7,602</b>	<b>7,606</b>	<b>7,556</b>	<b>7,155</b>	<b>5,500</b>	<b>5,234</b>
Serviced Accommodation	2,265	2,370	2,558	2,576	2,582	2,582	2,582	2,582	2,582	2,582	2,430	2,204
Non-Serviced Accommodation	2,875	2,672	3,852	4,957	5,007	5,007	5,020	5,024	4,974	4,573	3,070	3,029

**SEASONAL AVAILABILITY OF BED SUPPLY**  
**2014**



## Report Sections With Historic Financial Data Indexed to 2014 Prices

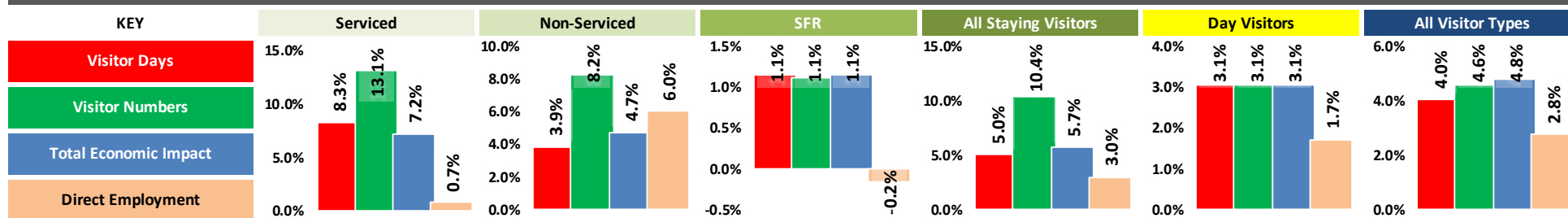
<b>Sections:</b>	<i>Comparative Headlines</i>	<b>Visitor Types:</b>	<i>Total</i>
	<i>Key Measures</i>		<i>Serviced Accommodation</i>
	<i>Economic Impact</i>		<i>Non-Serviced Accommodation</i>
	<i>Sectoral Analysis</i>		<i>SFR</i>
			<i>Staying Visitor</i>
			<i>Day Visitor</i>

<b>Indexation:</b>	<i>Indexation to: 2014</i>
<b>2009</b>	<i>1.20</i>
<b>2010</b>	<i>1.16</i>
<b>2011</b>	<i>1.10</i>
<b>2012</b>	<i>1.06</i>
<b>2013</b>	<i>1.03</i>
<b>2014</b>	<i>1.00</i>

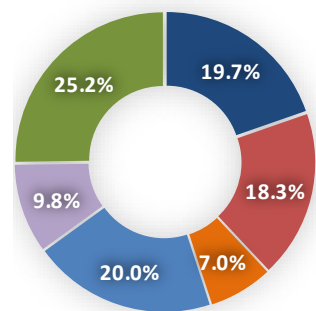
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2014 & 2013 - INDEXED TO 2014

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2014	2013	+/- %	2014	2013	+/- %	2014	2013	+/- %	2014	2013	+/- %	2014	2013	+/- %
	2014	2013	+/- %	2014	2013	+/- %															
Visitor Days	M	0.308	0.284	8.3%	0.676	0.651	3.9%	0.042	0.041	1.1%	1.025	0.976	5.0%	1.011	0.981	3.1%	2.036	1.957	4.0%		
Visitor Numbers	M	0.159	0.141	13.1%	0.111	0.103	8.2%	0.017	0.017	1.1%	0.288	0.260	10.4%	1.011	0.981	3.1%	1.298	1.241	4.6%		
Direct Expenditure	£M																78.68	75.08	4.8%		
Economic Impact	£M	30.30	28.27	7.2%	37.92	36.20	4.7%	1.907	1.886	1.1%	70.13	66.36	5.7%	35.10	34.06	3.1%	105.24	100.42	4.8%		
Direct Employment	FTEs	827	821	0.7%	674	636	6.0%	19	19	-0.2%	1,520	1,476	3.0%	344	338	1.7%	1,864	1,814	2.8%		
Total Employment	FTEs																2,166	2,106	2.9%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2014 & 2013 - INDEXED TO 2014



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2014

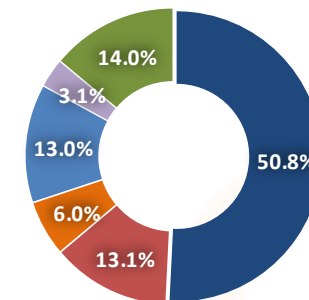


- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport
- Indirect

Sectors	2014	2013	+/- %
Accommodation	20.70	19.42	6.6%
Food & Drink	19.30	18.46	4.6%
Recreation	7.343	7.054	4.1%
Shopping	21.07	20.30	3.8%
Transport	10.27	9.854	4.2%
TOTAL DIRECT	78.68	75.08	4.8%
Indirect	26.55	25.33	4.8%
TOTAL	105.24	100.42	4.8%

Sectoral Distribution of Employment - FTEs

- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport
- Indirect



STEAM DRAFT TREND REPORT FOR 2009-2014  
EXMOOR NATIONAL PARK

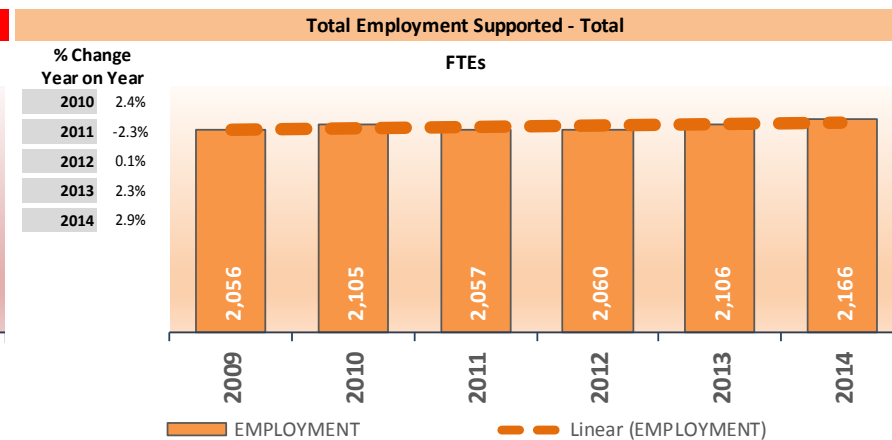
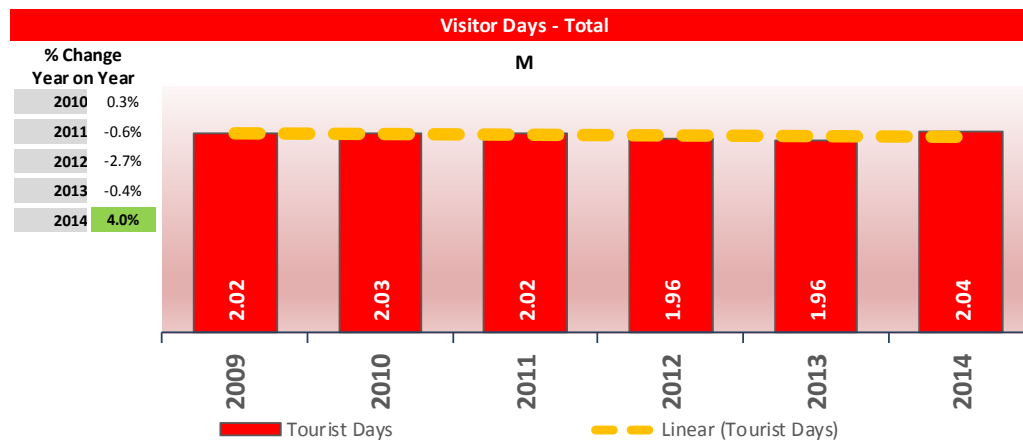
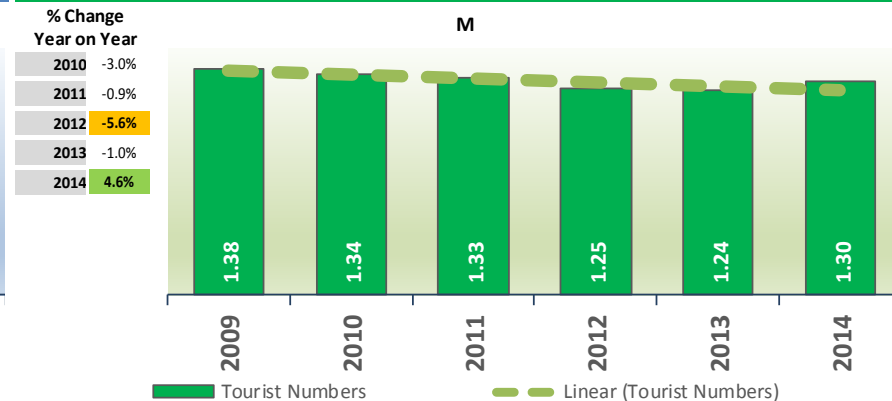
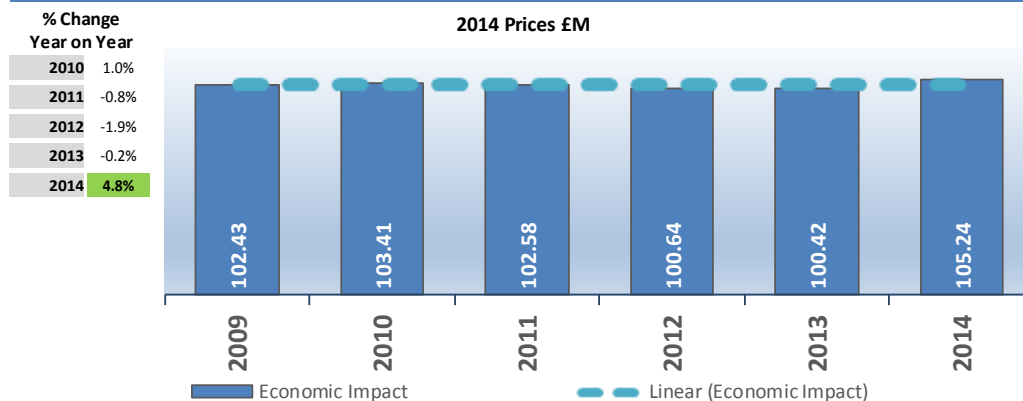
2009 to 2014  
2014 Prices

TOTAL

KEY MEASURES  
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2009	2009	2010	2011	2012	2013	2014
Economic Impact - Indexed		1.0%	0.1%	-1.8%	-2.0%	2.7%
Visitor Numbers		-3.0%	-3.8%	-9.2%	-10.1%	-5.9%
Visitor Days		0.3%	-0.3%	-3.0%	-3.4%	0.6%
Total Employment		2.4%	0.0%	0.2%	2.4%	5.3%

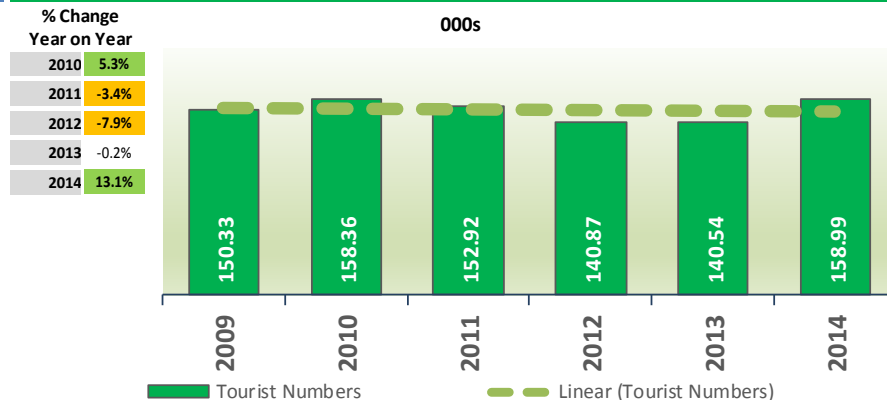
"Linear" = Linear Trendline

Economic Impact - Indexed - Serviced Accommodation



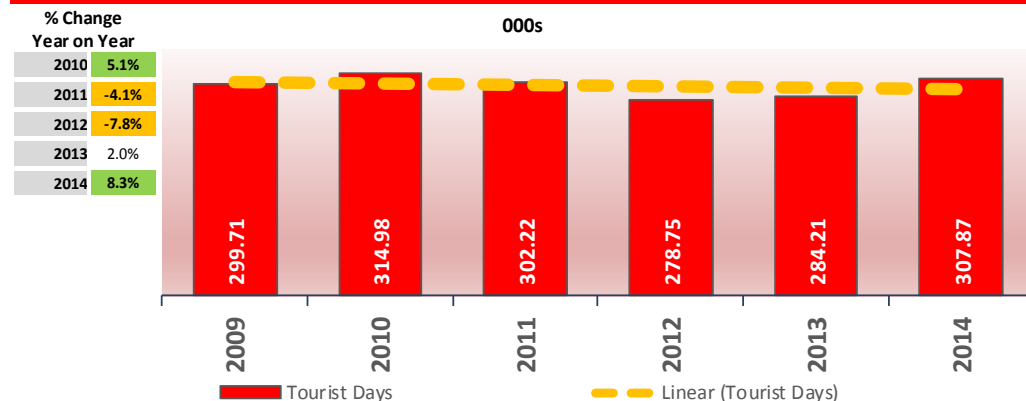
% Change Year on Year	
2010	1.8%
2011	-3.2%
2012	-6.9%
2013	0.5%
2014	7.2%

Visitor Numbers - Serviced Accommodation



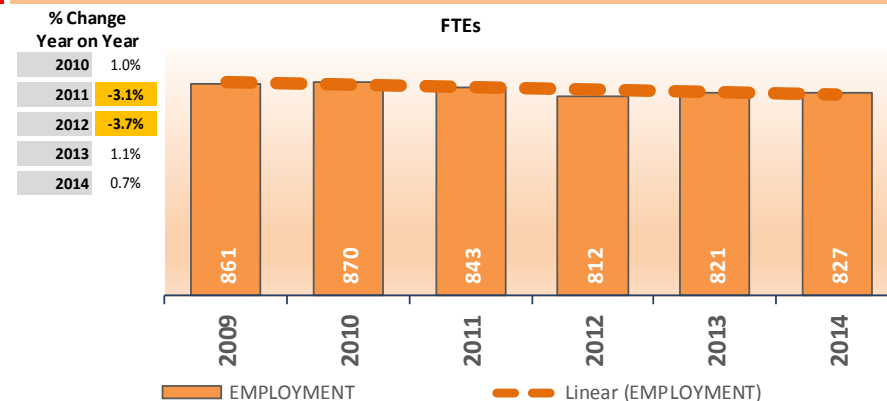
% Change Year on Year	
2010	5.3%
2011	-3.4%
2012	-7.9%
2013	-0.2%
2014	13.1%

Visitor Days - Serviced Accommodation



% Change Year on Year	
2010	5.1%
2011	-4.1%
2012	-7.8%
2013	2.0%
2014	8.3%

Direct Employment Supported - Serviced Accommodation



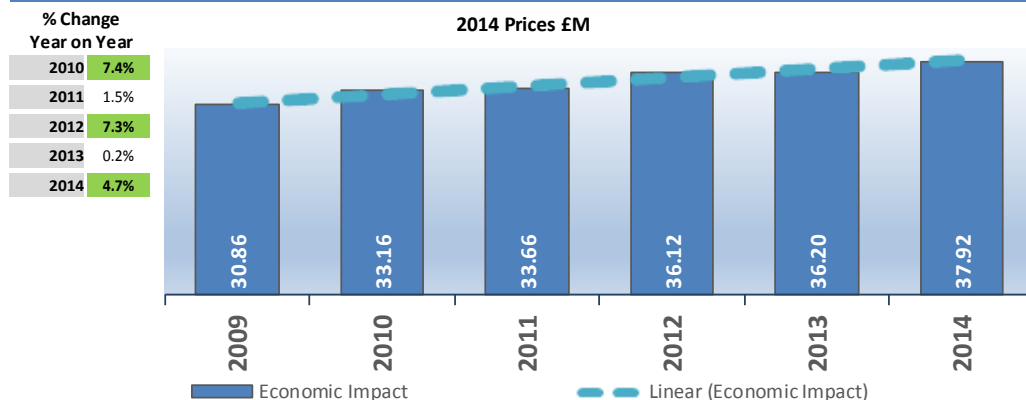
% Change Year on Year	
2010	1.0%
2011	-3.1%
2012	-3.7%
2013	1.1%
2014	0.7%

% Change from 2009	2009	2010	2011	2012	2013	2014
Economic Impact - Indexed		1.8%	-1.4%	-8.2%	-7.7%	-1.1%
Visitor Numbers		5.3%	1.7%	-6.3%	-6.5%	5.8%
Visitor Days		5.1%	0.8%	-7.0%	-5.2%	2.7%
Direct Employment		1.0%	-2.1%	-5.7%	-4.7%	-4.0%

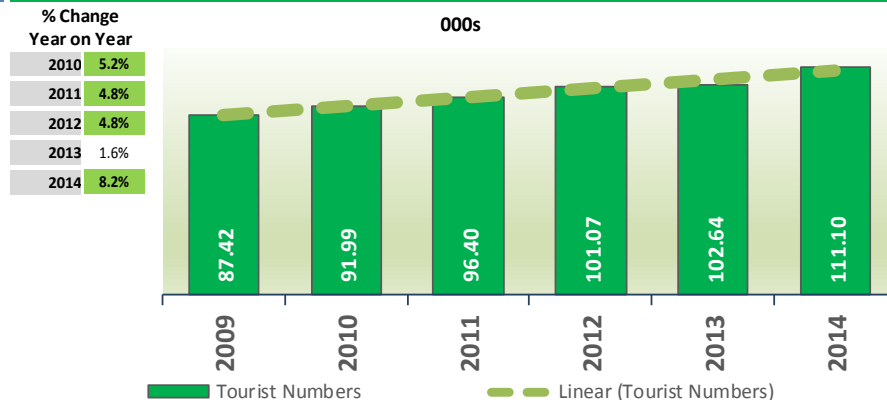
"Linear" = Linear Trendline



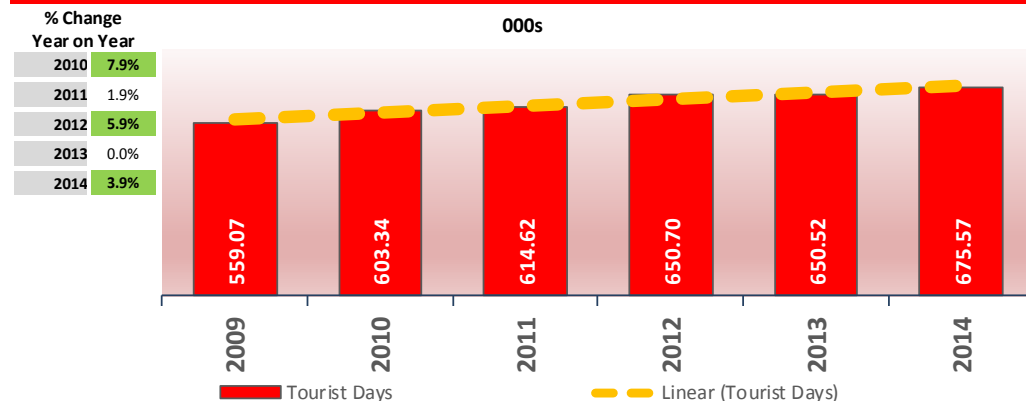
Economic Impact - Indexed - Non-Serviced Accommodation



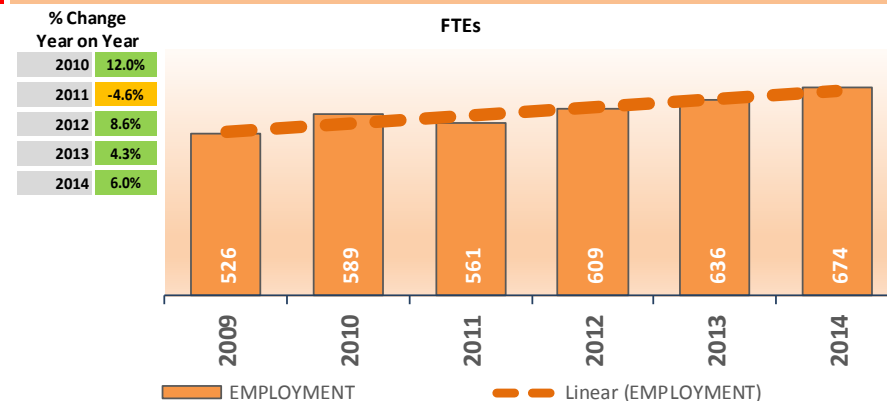
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



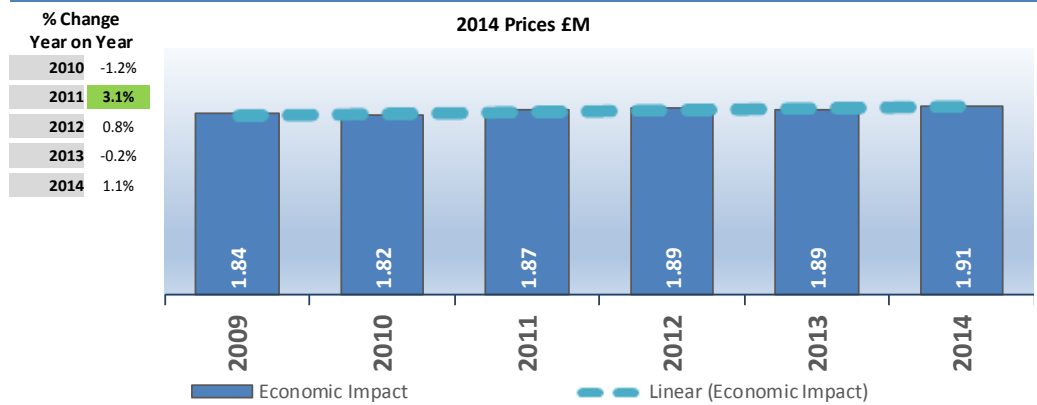
Direct Employment Supported - Non-Serviced Accommodation



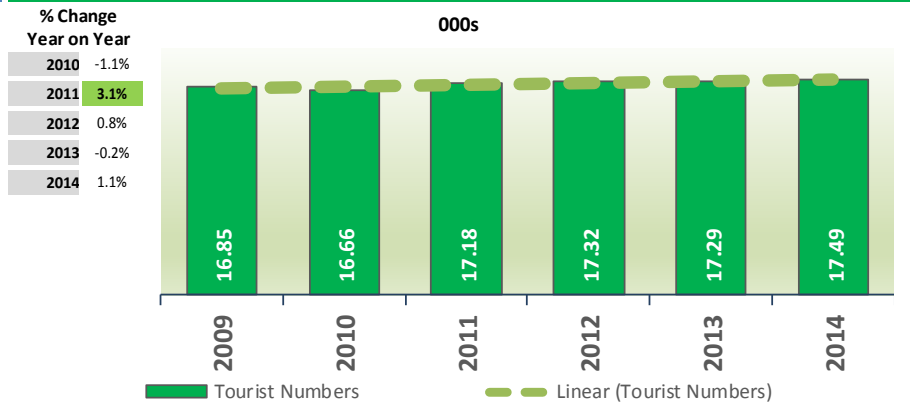
% Change from 2009	2009	2010	2011	2012	2013	2014
Economic Impact - Indexed		7.4%	9.1%	17.0%	17.3%	22.9%
Visitor Numbers		5.2%	10.3%	15.6%	17.4%	27.1%
Visitor Days		7.9%	9.9%	16.4%	16.4%	20.8%
Direct Employment		12.0%	6.8%	15.9%	21.0%	28.2%

"Linear" = Linear Trendline

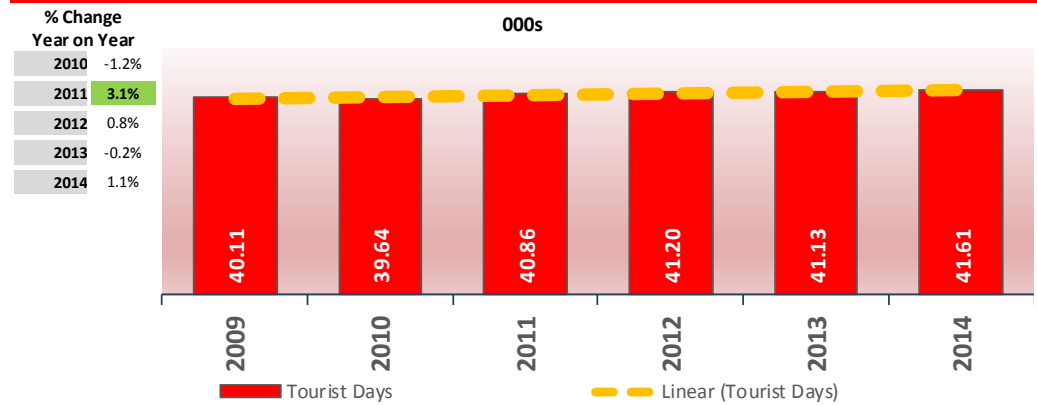
Economic Impact - Indexed - SFR



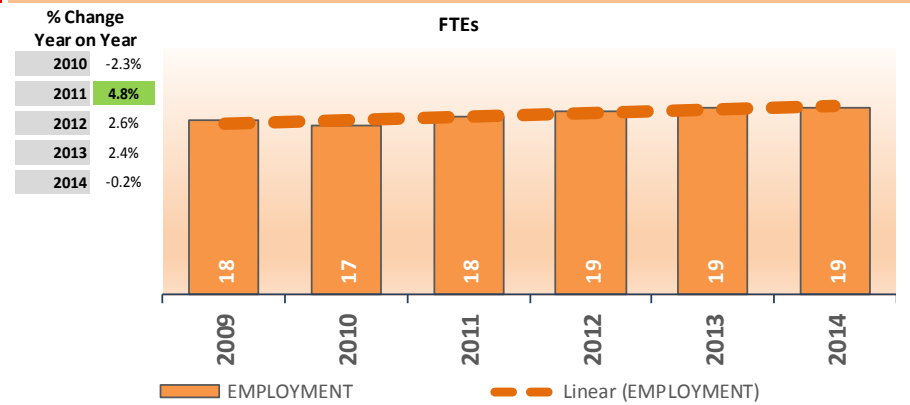
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



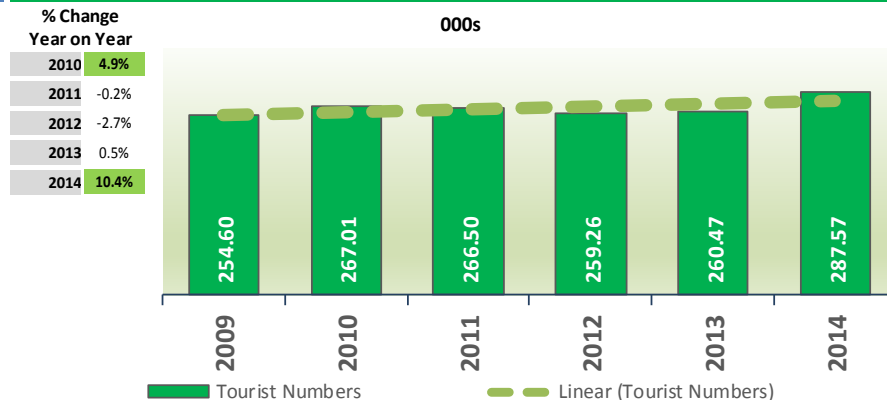
% Change from 2009	2009	2010	2011	2012	2013	2014
Economic Impact - Indexed		-1.2%	1.9%	2.7%	2.6%	3.7%
Visitor Numbers		-1.1%	2.0%	2.8%	2.6%	3.8%
Visitor Days		-1.2%	1.9%	2.7%	2.6%	3.7%
Direct Employment		-2.3%	2.4%	5.0%	7.5%	7.3%

"Linear" = Linear Trendline

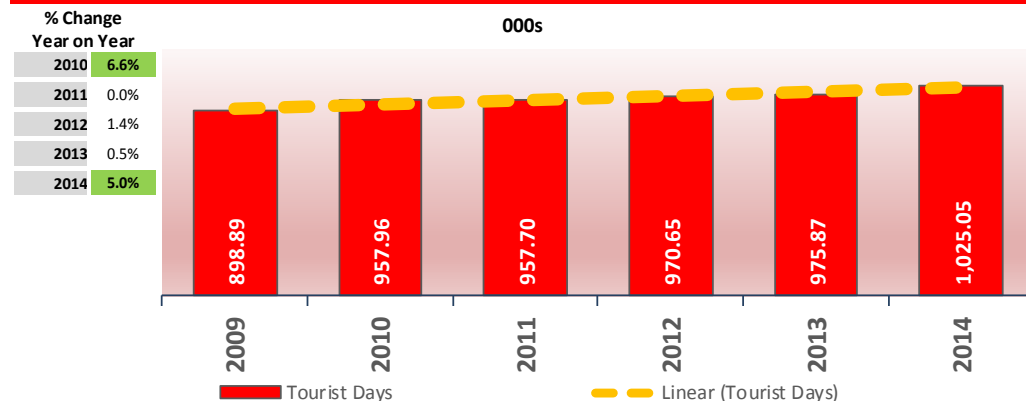
Economic Impact - Indexed - Staying Visitor



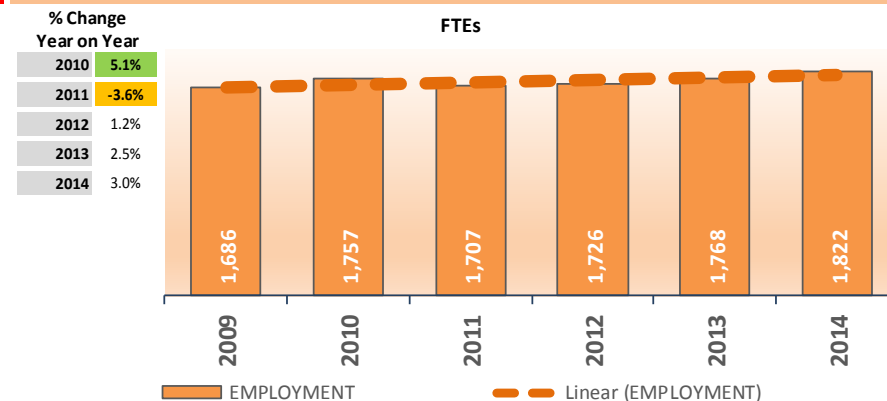
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014
Economic Impact - Indexed		4.5%	3.8%	4.4%	4.8%	10.7%
Visitor Numbers		4.9%	4.7%	1.8%	2.3%	13.0%
Visitor Days		6.6%	6.5%	8.0%	8.6%	14.0%
Direct Employment		4.2%	1.2%	2.3%	4.8%	8.1%

"Linear" = Linear Trendline

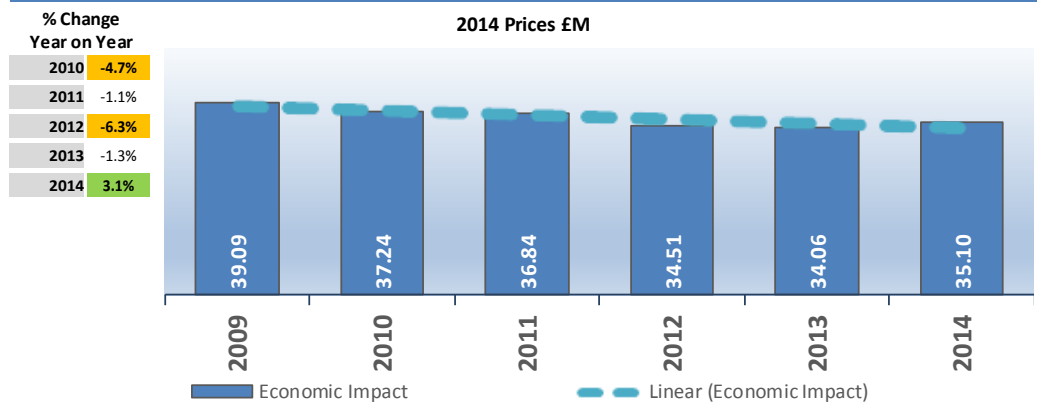
STEAM DRAFT TREND REPORT FOR 2009-2014  
EXMOOR NATIONAL PARK

2009 to 2014  
2014 Prices

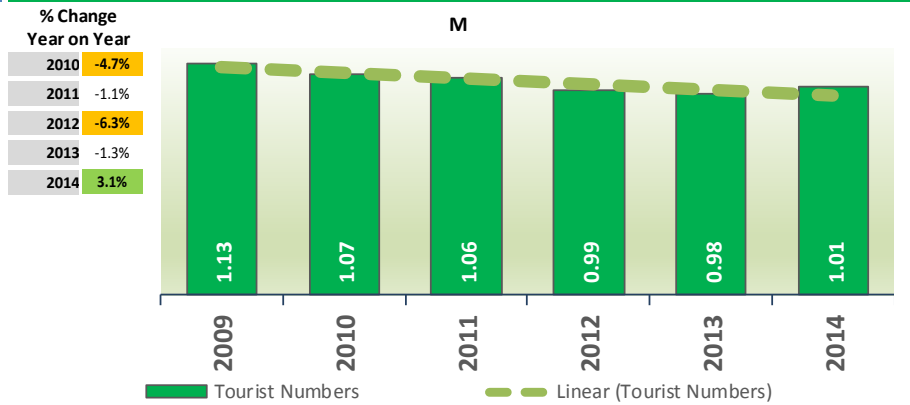
**DAY VISITOR**

KEY MEASURES  
Indexed

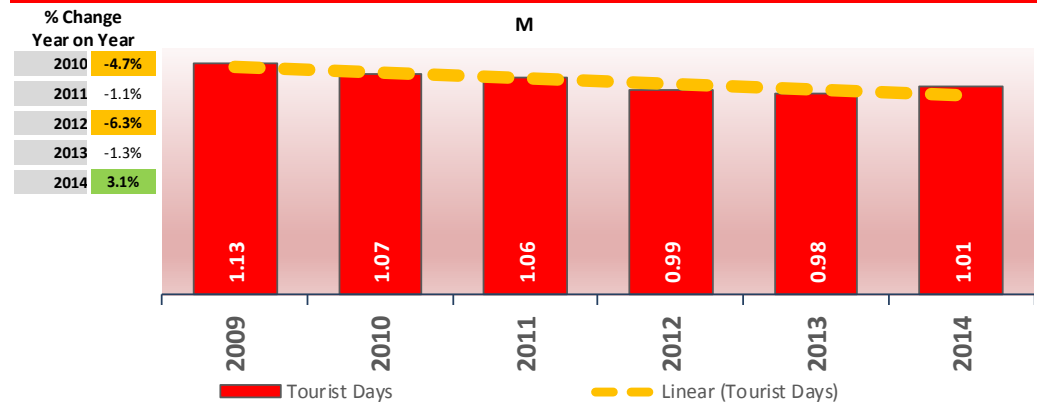
Economic Impact - Indexed - Day Visitor



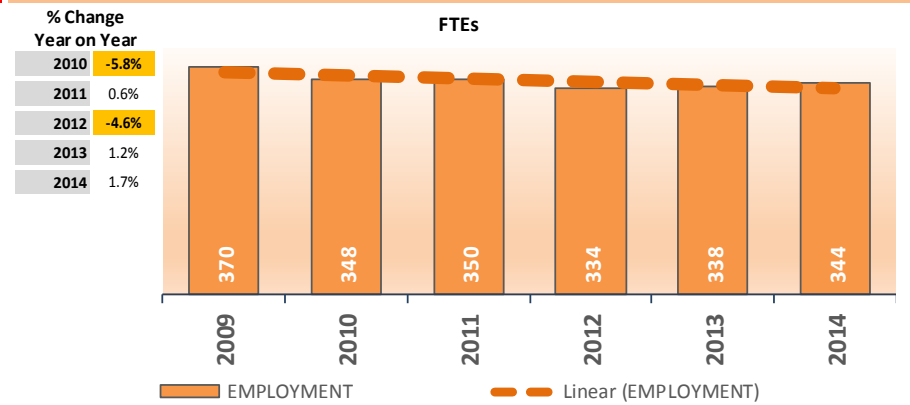
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



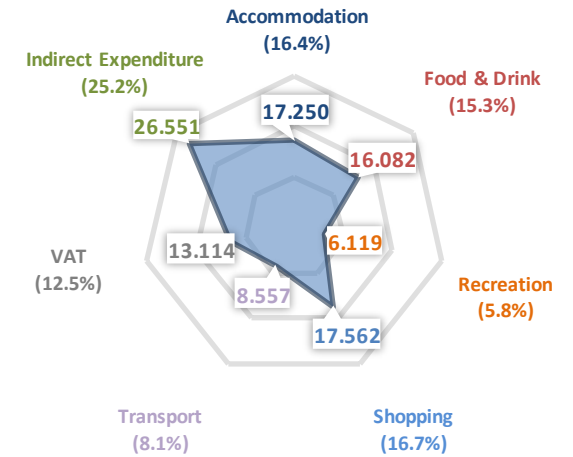
% Change from 2009	2009	2010	2011	2012	2013	2014
Economic Impact - Indexed		-4.7%	-5.8%	-11.7%	-12.9%	-10.2%
Visitor Numbers		-4.7%	-5.8%	-11.7%	-12.9%	-10.2%
Visitor Days		-4.7%	-5.8%	-11.7%	-12.9%	-10.2%
Direct Employment		-5.8%	-5.3%	-9.7%	-8.7%	-7.1%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2014

SECTOR / YEAR	2009	2010	2011	2012	2013	2014
Accommodation £M	16.88	16.72	16.14	16.18	16.18	17.25
Food & Drink £M	16.36	16.25	15.81	15.40	15.38	16.08
Recreation £M	6.268	6.222	6.064	5.903	5.878	6.119
Shopping £M	18.56	18.13	17.59	17.00	16.91	17.56
Transport £M	8.752	8.704	8.487	8.243	8.212	8.557
Direct Revenue £M	66.83	66.02	64.09	62.73	62.57	65.57
VAT £M	10.02	11.55	12.82	12.55	12.51	13.11
Direct Expenditure £M	76.85	77.58	76.91	75.27	75.08	78.68
Indirect Expenditure £M	25.58	25.83	25.67	25.37	25.33	26.55
TOTAL £M	102.43	103.41	102.58	100.64	100.42	105.24

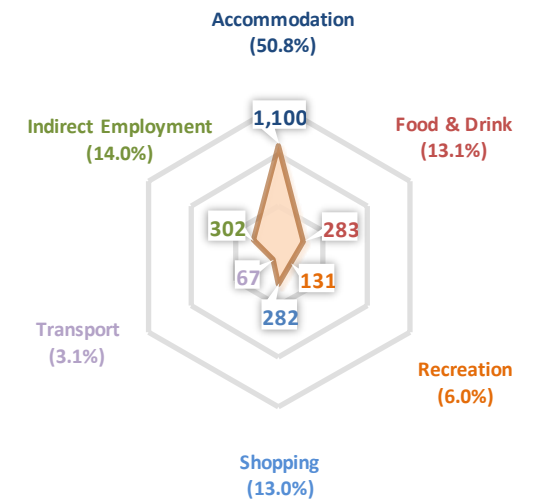
2014 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2014



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2009	2010	2011	2012	2013	2014
Accommodation FTEs	1,044	1,095	1,037	1,047	1,071	1,100
Food & Drink FTEs	267	268	271	268	275	283
Recreation FTEs	124	124	126	125	127	131
Shopping FTEs	276	272	274	270	275	282
Transport FTEs	64	64	65	64	66	67
Direct Employment FTEs	1,775	1,824	1,773	1,774	1,814	1,864
Indirect Employment FTEs	281	281	284	285	292	302
TOTAL FTEs	2,056	2,105	2,057	2,060	2,106	2,166

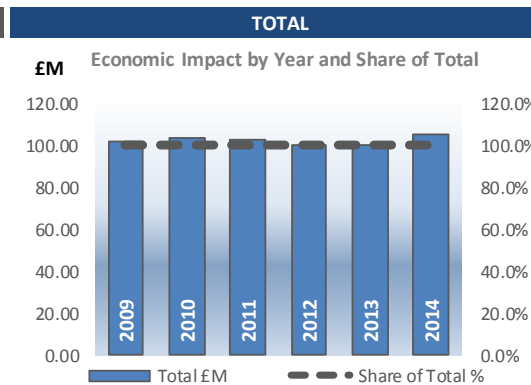
2014 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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

STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014 2014 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 2014 / PERCENTAGE CHANGES											TOTAL		% Change						
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change		Q1	Q2	Q3	Q4
% Change 2009 to 2014		11.6%	27.8%	12.1%	-4.1%	-2.8%	-2.3%	1.6%	3.9%	-1.4%	-2.5%	35.3%	29.5%	2.7%	16.5%	3.3%	16.5%	-3.0%	1.5%	13.5%	
% Change 2013 to 2014		0.0%	-6.1%	-0.7%	11.0%	1.1%	0.9%	8.9%	4.3%	5.8%	4.8%	11.9%	7.2%	4.8%	-2.3%	3.8%	6.2%	7.2%	7.2%		
Average Annual Change		2.3%	5.6%	2.4%	-0.8%	-0.6%	-0.5%	0.3%	0.8%	-0.3%	-0.5%	7.1%	5.9%	0.5%	3.3%	-0.6%	0.3%	2.7%	2.7%		
2009	£M	2.384	2.275	3.252	9.810	11.58	11.37	15.45	18.41	15.13	6.901	2.873	2.997	102.43	7.911	32.76	48.99	12.77			
2010	£M	2.138	2.138	3.150	10.10	10.80	12.71	15.85	18.41	16.22	6.559	2.583	2.741	103.41	7.426	33.61	50.49	11.88	1.0%		
2011	£M	2.778	2.827	3.602	10.12	10.87	12.18	14.35	17.37	15.32	6.694	3.310	3.161	102.58	9.207	33.17	47.04	13.16	-0.8%		
2012	£M	2.772	3.128	3.753	9.427	10.30	11.92	14.35	17.25	14.38	6.301	3.636	3.413	100.64	9.653	31.65	45.99	13.35	-1.9%		
2013	£M	2.662	3.097	3.672	8.475	11.13	11.01	14.41	18.35	14.10	6.421	3.475	3.619	100.42	9.431	30.62	46.85	13.52	-0.2%		
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	4.8%		

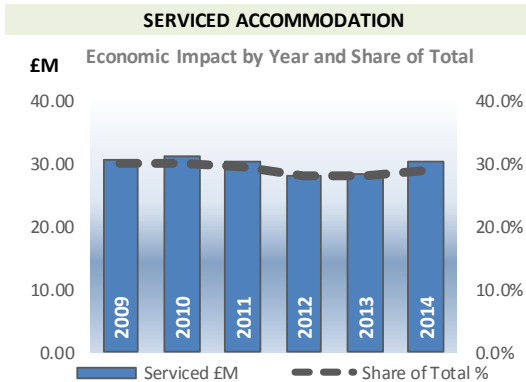
ECONOMIC IMPACT - INDEXED TO 2014							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Total	£M	102.43	103.41	102.58	100.64	100.42	105.24
All Visitor Types	£M	102.43	103.41	102.58	100.64	100.42	105.24
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2009	%						
Avg Ann. Change in Share	%						



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

STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014 2014 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 2014 / 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 2009 to 2014		25.7%	6.1%	3.0%	-17.7%	-2.2%	-9.8%	10.9%	3.7%	-10.0%	-14.1%	5.7%	23.7%	-1.1%	Annual Change	11.0%	-9.8%	2.7%	-2.4%	
% Change 2013 to 2014		8.8%	-3.8%	-3.1%	0.5%	12.1%	2.7%	23.6%	7.0%	2.3%	2.0%	4.0%	7.0%	7.2%	Annual Change	0.7%	5.3%	11.2%	3.7%	
Average Annual Change		5.1%	1.2%	0.6%	-3.5%	-0.4%	-2.0%	2.2%	0.7%	-2.0%	-2.8%	1.1%	4.7%	-0.2%	Annual Change	2.2%	-2.0%	0.5%	-0.5%	
2009	£M	0.963	0.854	1.223	3.116	3.240	3.253	4.624	5.795	3.449	2.395	0.939	0.788	30.64		3.041	9.609	13.87	4.122	
2010	£M	1.106	0.969	1.369	3.412	3.284	3.544	4.563	5.479	3.390	2.356	0.881	0.837	31.19	1.8%	3.443	10.24	13.43	4.074	
2011	£M	1.251	1.133	1.349	3.282	2.924	3.142	4.366	5.538	3.214	2.253	0.894	0.860	30.21	-3.2%	3.733	9.348	13.12	4.007	
2012	£M	1.175	1.076	1.392	2.820	2.573	3.078	4.013	5.152	3.099	2.018	0.880	0.843	28.12	-6.9%	3.644	8.471	12.26	3.742	
2013	£M	1.113	0.941	1.300	2.552	2.826	2.856	4.150	5.616	3.034	2.016	0.953	0.911	28.27	0.5%	3.354	8.234	12.80	3.881	
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	7.2%	3.376	8.667	14.24	4.024	

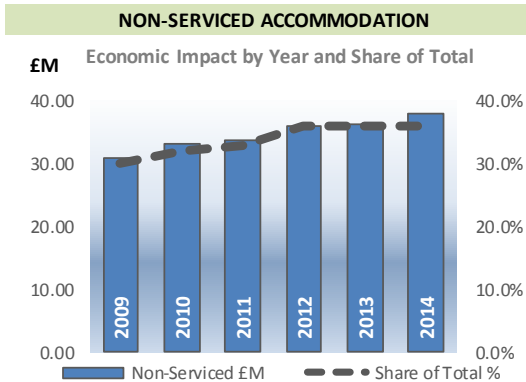
ECONOMIC IMPACT - INDEXED TO 2014							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Serviced	£M	30.64	31.19	30.21	28.12	28.27	30.30
All Visitor Types	£M	102.43	103.41	102.58	100.64	100.42	105.24
Share of Total	%	29.9%	30.2%	29.4%	27.9%	28.2%	28.8%
Annual Change in Share	%		0.8%	-2.4%	-5.1%	0.8%	2.3%
Change in Share from 2009	%		0.8%	-1.6%	-6.6%	-5.9%	-3.7%
Avg Ann. Change in Share	%		0.8%	-0.8%	-2.2%	-1.5%	-0.7%



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

STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014 2014 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2014 / 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 2009 to 2014		85.0%	92.2%	43.6%	17.9%	5.3%	24.5%	13.5%	15.2%	24.4%	21.4%	79.1%	44.5%	22.9%	Annual Change		66.8%	15.1%	16.9%	39.6%	
% Change 2013 to 2014		6.9%	6.1%	5.2%	4.3%	0.2%	0.4%	3.7%	6.0%	7.1%	9.1%	9.5%	9.7%	4.7%			5.9%	1.3%	5.5%	9.3%	
Average Annual Change		17.0%	18.4%	8.7%	3.6%	1.1%	4.9%	2.7%	3.0%	4.9%	4.3%	15.8%	8.9%	4.6%			13.4%	3.0%	3.4%	7.9%	
2009	£M	0.487	0.688	1.138	2.326	4.010	3.534	5.015	6.170	3.710	2.063	0.841	0.883	30.86			2.313	9.869	14.90	3.788	
2010	£M	0.258	0.526	1.015	2.442	3.980	4.644	5.711	6.912	4.471	1.814	0.725	0.662	33.16	7.4%			1.799	11.07	17.09	3.201
2011	£M	0.744	0.959	1.390	2.628	4.237	4.337	5.064	5.929	4.130	2.205	1.182	0.854	33.66	1.5%			3.093	11.20	15.12	4.240
2012	£M	0.807	1.232	1.461	2.769	4.229	4.574	5.387	6.535	4.409	2.277	1.316	1.121	36.12	7.3%			3.500	11.57	16.33	4.714
2013	£M	0.842	1.246	1.554	2.628	4.212	4.383	5.491	6.703	4.310	2.295	1.376	1.164	36.20	0.2%			3.642	11.22	16.50	4.835
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	4.7%			3.857	11.36	17.42	5.287

ECONOMIC IMPACT - INDEXED TO 2014							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014
Non-Serviced	£M	30.86	33.16	33.66	36.12	36.20	37.92
All Visitor Types	£M	102.43	103.41	102.58	100.64	100.42	105.24
Share of Total	%	30.1%	32.1%	32.8%	35.9%	36.1%	36.0%
Annual Change in Share	%		6.4%	2.3%	9.4%	0.5%	0.0%
Change in Share from 2009	%		6.4%	8.9%	19.1%	19.7%	19.6%
Avg Ann. Change in Share	%		6.4%	4.4%	6.4%	4.9%	3.9%

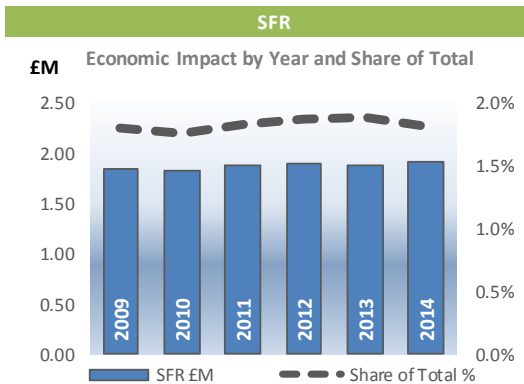


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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014 2014 Prices		SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2014 / 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 2009 to 2014		12.1%	11.6%	6.3%	-1.6%	-1.8%	1.5%	0.7%	0.6%	1.6%	0.1%	10.2%	7.2%	3.7%	Annual Change	10.7%	-1.0%	0.9%	5.9%
% Change 2013 to 2014		2.0%	0.2%	0.0%	0.2%	0.2%	-0.6%	2.4%	1.5%	1.1%	1.4%	1.6%	2.0%	1.1%	Annual Change	1.2%	0.0%	1.7%	1.7%
Average Annual Change		2.4%	2.3%	1.3%	-0.3%	-0.4%	0.3%	0.1%	0.1%	0.3%	0.0%	2.0%	1.4%	0.7%	Annual Change	2.1%	-0.2%	0.2%	1.2%
2009	£M	0.250	0.081	0.098	0.238	0.161	0.115	0.190	0.204	0.106	0.104	0.074	0.217	1.839		0.429	0.515	0.499	0.396
2010	£M	0.237	0.078	0.096	0.240	0.159	0.122	0.191	0.205	0.109	0.100	0.072	0.207	1.817	-1.2%	0.412	0.521	0.505	0.379
2011	£M	0.277	0.088	0.102	0.241	0.159	0.119	0.186	0.198	0.106	0.103	0.078	0.216	1.874	3.1%	0.467	0.520	0.490	0.397
2012	£M	0.276	0.090	0.104	0.240	0.157	0.120	0.186	0.200	0.107	0.103	0.080	0.226	1.889	0.8%	0.471	0.517	0.493	0.408
2013	£M	0.275	0.090	0.104	0.234	0.158	0.118	0.187	0.202	0.106	0.103	0.081	0.229	1.886	-0.2%	0.469	0.510	0.495	0.412
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	1.1%	0.475	0.510	0.504	0.419

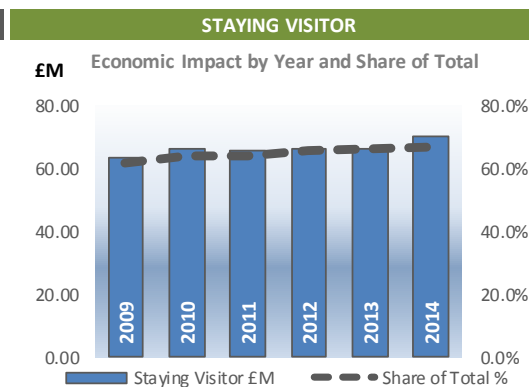
ECONOMIC IMPACT - INDEXED TO 2014							
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	
SFR	£M	1.839	1.817	1.874	1.889	1.886	1.907
All Visitor Types	£M	102.43	103.41	102.58	100.64	100.42	105.24
Share of Total	%	1.8%	1.8%	1.8%	1.9%	1.9%	1.8%
Annual Change in Share	%		-2.1%	3.9%	2.8%	0.1%	-3.5%
Change in Share from 2009	%		-2.1%	1.7%	4.5%	4.6%	1.0%
Avg Ann. Change in Share	%		-2.1%	0.9%	1.5%	1.2%	0.2%



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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014 2014 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2014 / 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 2009 to 2014		40.7%	42.9%	21.9%	-2.5%	1.9%	7.9%	12.0%	9.5%	7.7%	2.3%	39.2%	31.5%	10.7%	33.3%	2.7%	9.9%	17.2%		
% Change 2013 to 2014		7.3%	1.8%	1.4%	2.3%	4.9%	1.3%	12.0%	6.4%	5.1%	5.7%	7.1%	7.9%	5.7%	3.3%	2.9%	7.9%	6.6%		
Average Annual Change		8.1%	8.6%	4.4%	-0.5%	0.4%	1.6%	2.4%	1.9%	1.5%	0.5%	7.8%	6.3%	2.1%	6.7%	0.5%	2.0%	3.4%		
2009	£M	1.701	1.623	2.460	5.680	7.412	6.901	9.829	12.17	7.265	4.562	1.854	1.889	63.34	5.783	19.99	29.26	8.305		
2010	£M	1.601	1.573	2.480	6.093	7.423	8.310	10.47	12.60	7.970	4.270	1.678	1.706	66.17	4.5%	5.655	21.83	31.03	7.654	
2011	£M	2.272	2.180	2.842	6.151	7.321	7.598	9.615	11.67	7.449	4.561	2.154	1.929	65.74	-0.6%	7.294	21.07	28.73	8.644	
2012	£M	2.258	2.399	2.957	5.828	6.959	7.772	9.585	11.89	7.615	4.398	2.275	2.190	66.13	0.6%	7.614	20.56	29.09	8.864	
2013	£M	2.230	2.277	2.958	5.414	7.195	7.357	9.827	12.52	7.450	4.414	2.410	2.304	66.36	0.4%	7.465	19.97	29.80	9.128	
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	5.7%	7.708	20.54	32.16	9.730	

ECONOMIC IMPACT - INDEXED TO 2014							
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	
Staying Visitor	£M	63.34	66.17	65.74	66.13	66.36	70.13
All Visitor Types	£M	102.43	103.41	102.58	100.64	100.42	105.24
Share of Total	%	61.8%	64.0%	64.1%	65.7%	66.1%	66.6%
Annual Change in Share	%		3.5%	0.2%	2.5%	0.6%	0.9%
Change in Share from 2009	%		3.5%	3.6%	6.3%	6.9%	7.8%
Avg Ann. Change in Share	%		3.5%	1.8%	2.1%	1.7%	1.6%



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STEAM DRAFT TREND REPORT FOR 2009-2014 EXMOOR NATIONAL PARK													2009 to 2014 2014 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2014 / 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 2009 to 2014		-60.5%	-9.6%	-18.1%	-6.4%	-11.0%	-18.1%	-16.6%	-6.8%	-9.9%	-11.8%	28.3%	25.9%	-10.2%			-29.1%	-12.0%	-10.8%	6.7%	
% Change 2013 to 2014		-37.5%	-28.1%	-9.2%	26.4%	-5.8%	0.1%	2.3%	-0.2%	6.7%	2.8%	22.8%	6.1%	3.1%			-23.3%	5.5%	3.2%	8.6%	
Average Annual Change		-12.1%	-1.9%	-3.6%	-1.3%	-2.2%	-3.6%	-3.3%	-1.4%	-2.0%	-2.4%	5.7%	5.2%	-2.0%			-5.8%	-2.4%	-2.2%	1.3%	
2009	£M	0.684	0.652	0.792	4.130	4.170	4.465	5.620	6.245	7.866	2.340	1.019	1.107	39.09			2.128	12.76	19.73	4.466	
2010	£M	0.536	0.564	0.670	4.009	3.380	4.398	5.382	5.818	8.255	2.289	0.905	1.035	37.24	-4.7%			1.771	11.79	19.46	4.229
2011	£M	0.506	0.647	0.760	3.971	3.548	4.579	4.733	5.708	7.866	2.133	1.156	1.231	36.84	-1.1%			1.914	12.10	18.31	4.520
2012	£M	0.513	0.730	0.795	3.599	3.341	4.152	4.765	5.367	6.766	1.903	1.360	1.223	34.51	-6.3%			2.039	11.09	16.90	4.486
2013	£M	0.432	0.820	0.714	3.061	3.940	3.652	4.579	5.829	6.645	2.007	1.065	1.314	34.06	-1.3%			1.966	10.65	17.05	4.387
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	3.1%			1.508	11.24	17.59	4.765

ECONOMIC IMPACT - INDEXED TO 2014							
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	
Day Visitor	£M	39.09	37.24	36.84	34.51	34.06	35.10
All Visitor Types	£M	102.43	103.41	102.58	100.64	100.42	105.24
Share of Total	%	38.2%	36.0%	35.9%	34.3%	33.9%	33.4%
Annual Change in Share	%		-5.6%	-0.3%	-4.5%	-1.1%	-1.7%
Change in Share from 2009	%		-5.6%	-5.9%	-10.1%	-11.1%	-12.6%
Avg Ann. Change in Share	%		-5.6%	-2.9%	-3.4%	-2.8%	-2.5%

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