



STEAM REPORT FOR 2013-2024 - FINAL

Final

MELTON BOROUGH COUNCIL


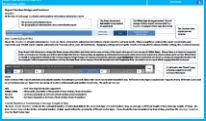



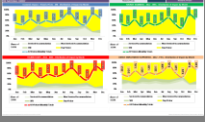
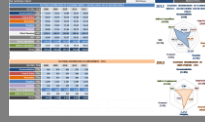






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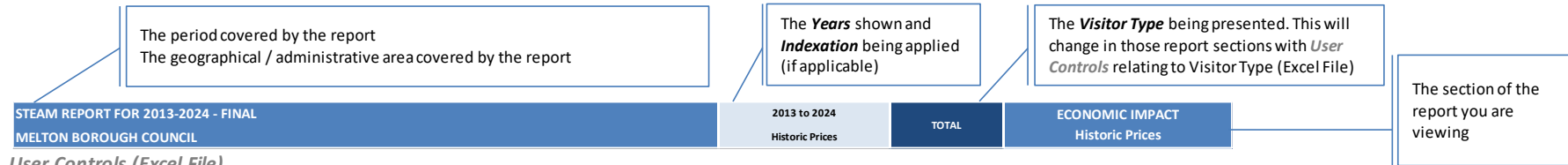
<p>REPORT SECTIONS</p>  <p>Page</p>	<p>USER GUIDE</p>  <p>3</p>	<p>COMPARATIVE HEADLINES</p>  <p>4</p>	<p>KEY MEASURES</p>  <p>5-11</p>
<p>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</p>	<p>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></p>  <p>13</p>	<p>DISTRIBUTION OF IMPACT: <i>by Month</i></p>  <p>14</p>	<p>DISTRIBUTION OF IMPACT: <i>by Sector</i></p>  <p>15</p>
<p>UNINDEXED ECONOMIC IMPACT</p>  <p>16-22</p>	<p>VISITOR NUMBERS</p>  <p>23-29</p>	<p>VISITOR DAYS</p>  <p>30-36</p>	<p>DIRECT AND TOTAL EMPLOYMENT</p>  <p>37-43</p>
<p>ACCOMMODATION SUPPLY</p>  <p>44</p>	<p>ANNEX</p>	<p>INDEXED FINANCIAL DATA</p>  <p>45-59</p>	



Report Section Design and Features

Headers

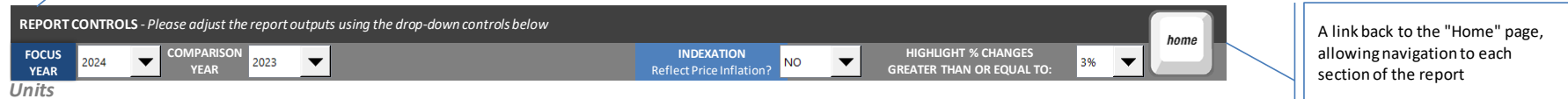
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

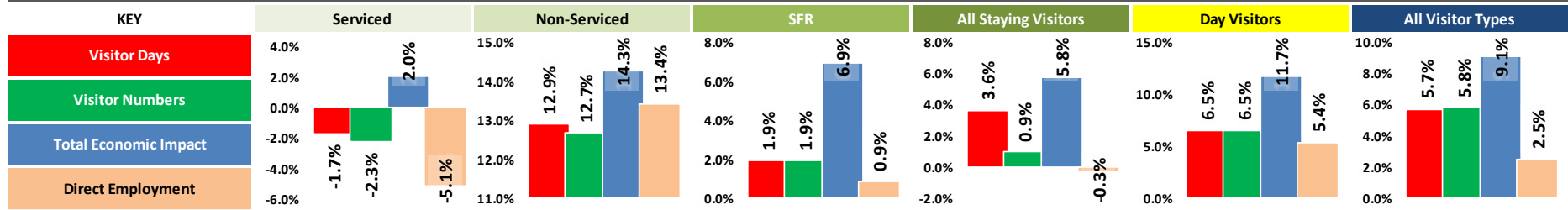
Visitor Numbers / Visitor Days / Average Length of Stay

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

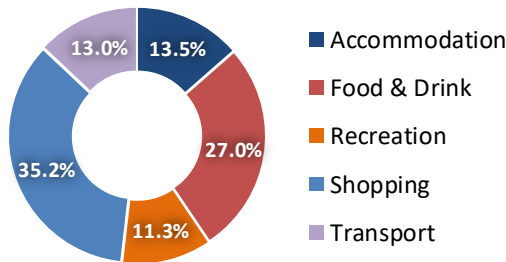
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %			
Visitor Days	M	0.198	0.202	-1.7%	0.171	0.152	12.9%	0.194	0.190	1.9%	0.563	0.544	3.6%	1.593	1.496	6.5%	2.156	2.040	5.7%		
Visitor Numbers	M	0.102	0.104	-2.3%	0.025	0.022	12.7%	0.082	0.080	1.9%	0.208	0.206	0.9%	1.593	1.496	6.5%	1.801	1.703	5.8%		
Direct Expenditure	£M																108.12	99.19	9.0%		
Economic Impact	£M	33.15	32.49	2.0%	14.34	12.55	14.3%	13.30	12.44	6.9%	60.79	57.48	5.8%	82.78	74.12	11.7%	143.57	131.60	9.1%		
Direct Employment	FTEs	324	342	-5.1%	129	114	13.4%	92	91	0.9%	545	546	-0.3%	564	535	5.4%	1,109	1,082	2.5%		
Total Employment	FTEs																1,390	1,354	2.6%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2024 & 2023 - IN HISTORIC PRICES



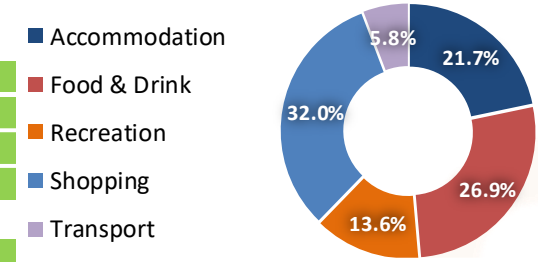
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



	2024	2023	+/- %
Accommodation	14.64	14.33	2.2%
Food & Drink	29.20	26.62	9.7%
Recreation	12.19	11.13	9.6%
Shopping	38.06	34.47	10.4%
Transport	14.02	12.64	11.0%
TOTAL DIRECT	108.12	99.19	9.0%
Indirect	35.45	32.41	9.4%
TOTAL	143.57	131.60	9.1%

Sectors	2024	2023	+/- %
Accommodation	241	246	-2.0%
Food & Drink	298	288	3.5%
Recreation	151	146	3.4%
Shopping	355	340	4.2%
Transport	64	61	4.7%
TOTAL DIRECT	1,109	1,082	2.5%
Indirect	281	272	3.2%
TOTAL	1,390	1,354	2.6%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2013 to 2024

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

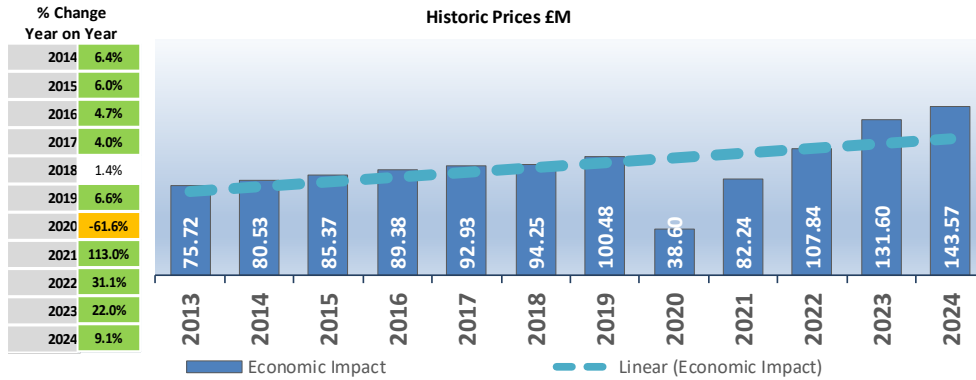
STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

2013 to 2024
 Historic Prices

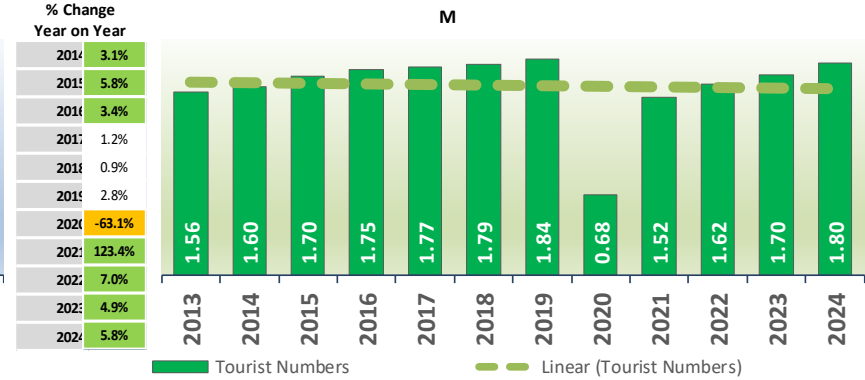
TOTAL

KEY MEASURES
 Historic Prices

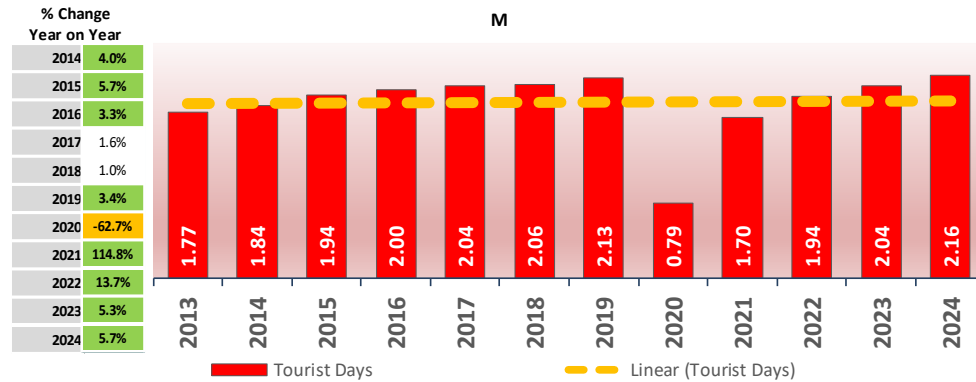
Economic Impact - Historic Prices - Total



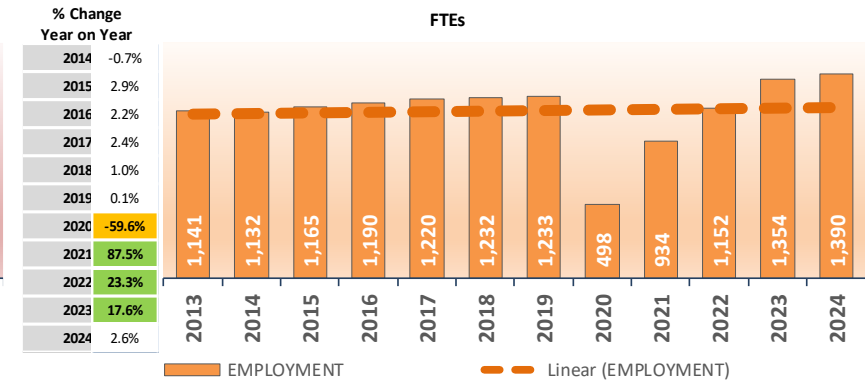
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		6.4%	12.7%	18.0%	22.7%	24.5%	32.7%	-49.0%	8.6%	42.4%	73.8%	89.6%
Visitor Numbers		3.1%	9.1%	12.7%	14.1%	15.1%	18.4%	-56.3%	-2.5%	4.3%	9.5%	15.8%
Visitor Days		4.0%	9.9%	13.6%	15.4%	16.6%	20.6%	-55.1%	-3.5%	9.7%	15.6%	22.2%
Total Employment		-0.7%	2.2%	4.4%	6.9%	8.0%	8.1%	-56.3%	-18.1%	1.0%	18.7%	21.8%

"Linear" = Linear Trendline

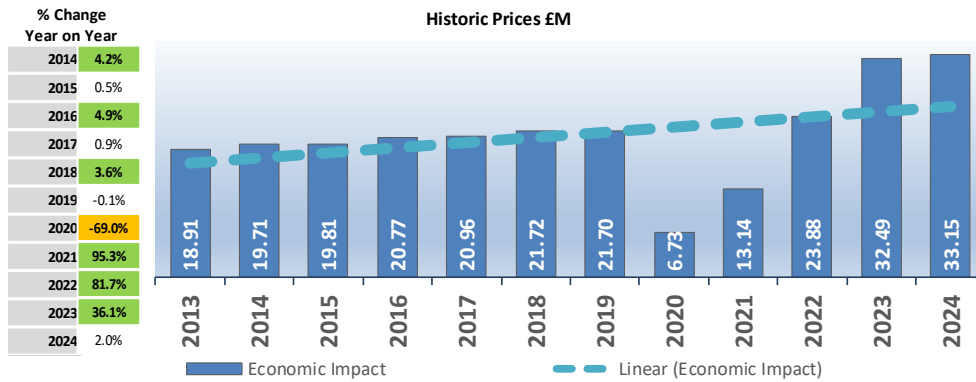
STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

2013 to 2024
 Historic Prices

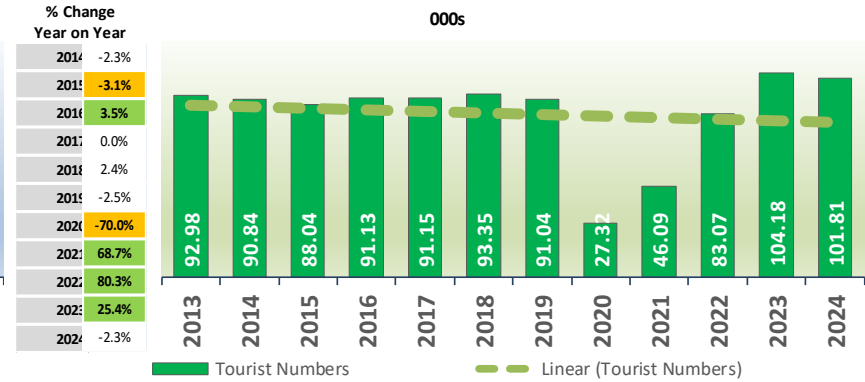
SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

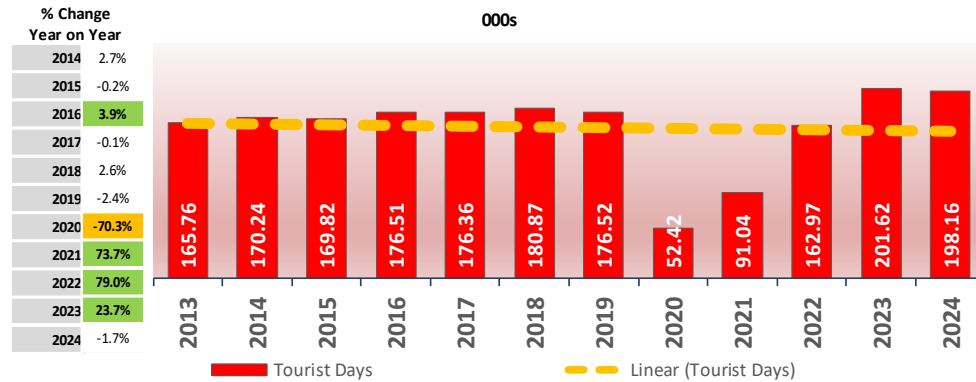
Economic Impact - Historic Prices - Serviced Accommodation



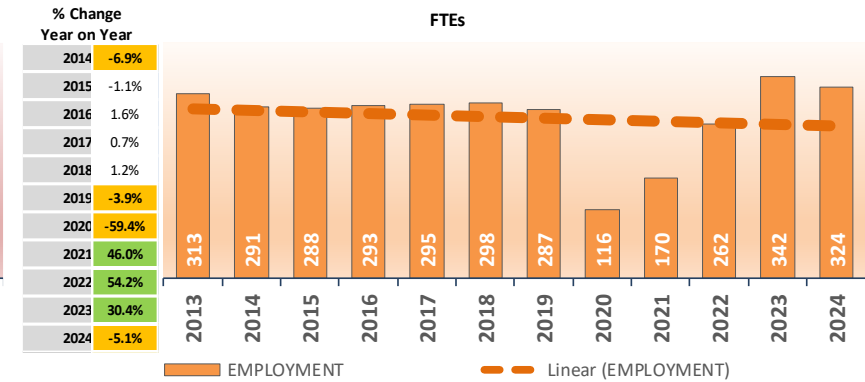
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		4.2%	4.7%	9.8%	10.8%	14.9%	14.7%	-64.4%	-30.5%	26.3%	71.8%	75.3%
Visitor Numbers		-2.3%	-5.3%	-2.0%	-2.0%	0.4%	-2.1%	-70.6%	-50.4%	-10.7%	12.0%	9.5%
Visitor Days		2.7%	2.5%	6.5%	6.4%	9.1%	6.5%	-68.4%	-45.1%	-1.7%	21.6%	19.5%
Direct Employment		-6.9%	-8.0%	-6.5%	-5.8%	-4.6%	-8.3%	-62.8%	-45.7%	-16.2%	9.2%	3.6%

"Linear" = Linear Trendline

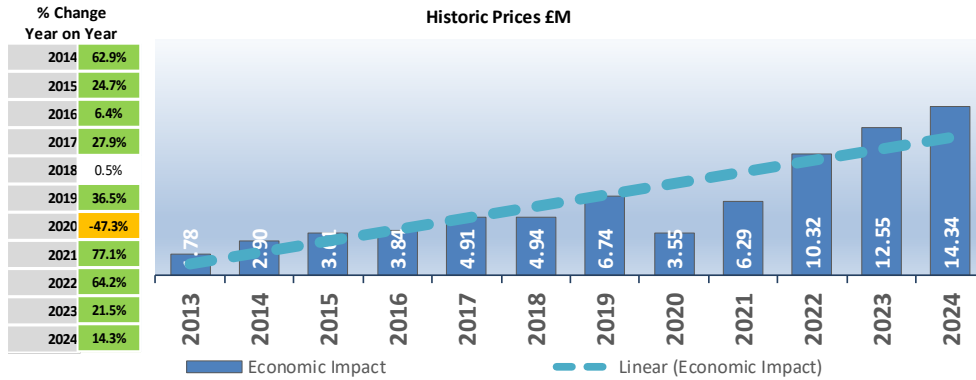
STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

2013 to 2024
Historic Prices

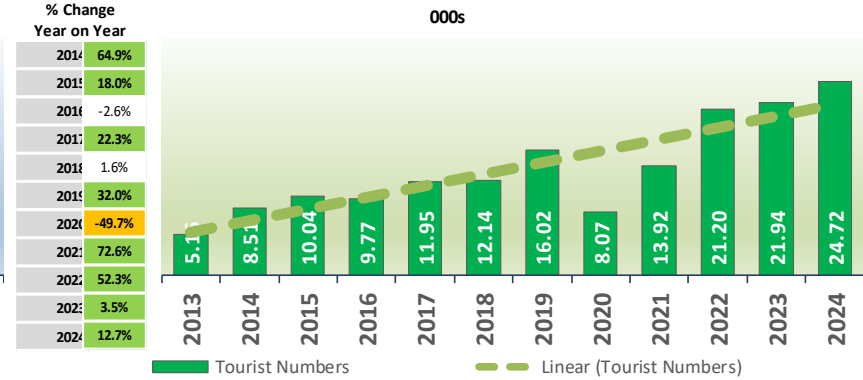
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

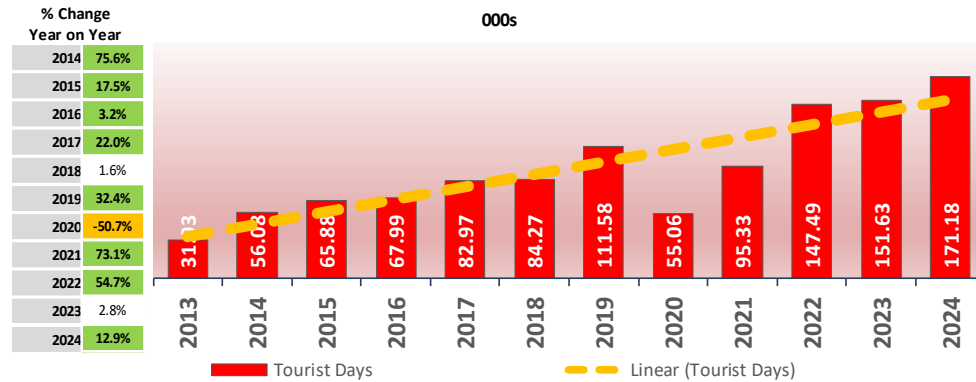
Economic Impact - Historic Prices - Non-Serviced Accommodation



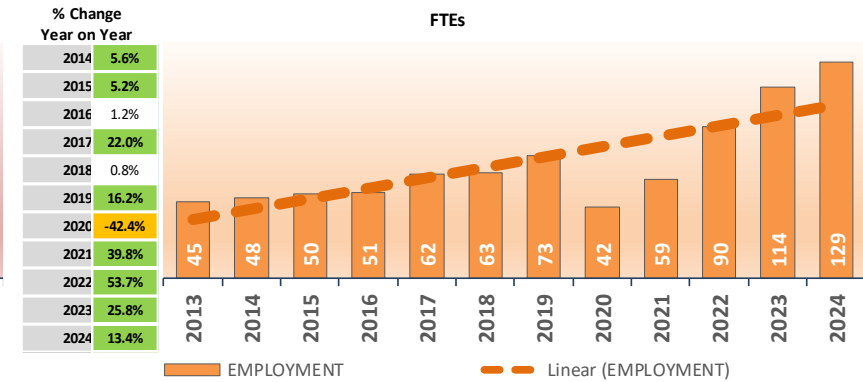
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		62.9%	103.1%	116.1%	176.4%	177.9%	279.3%	99.8%	253.7%	480.9%	605.9%	706.6%
Visitor Numbers		64.9%	94.5%	89.4%	131.6%	135.3%	210.5%	56.3%	169.8%	310.8%	325.2%	379.1%
Visitor Days		75.6%	106.3%	112.9%	159.8%	163.9%	249.5%	72.4%	198.6%	361.9%	374.9%	436.1%
Direct Employment		5.6%	11.1%	12.5%	37.3%	38.4%	60.8%	-7.4%	29.5%	99.2%	150.6%	184.2%

"Linear" = Linear Trendline

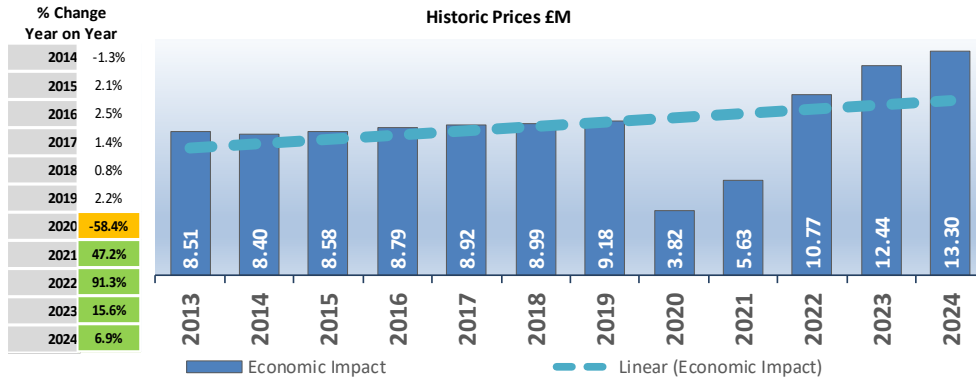
STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

2013 to 2024
Historic Prices

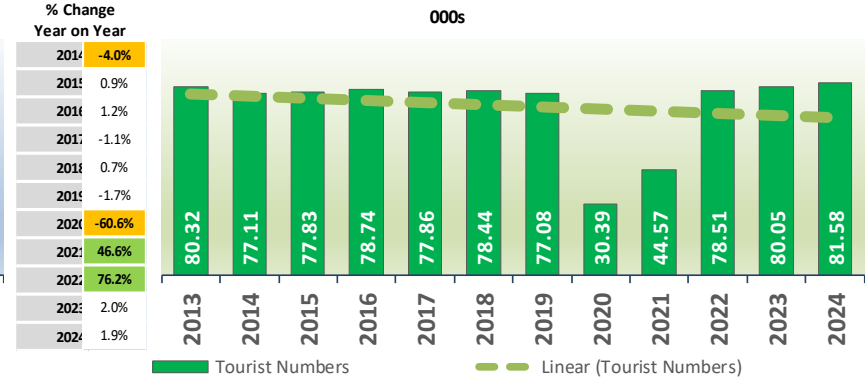
SFR

KEY MEASURES
Historic Prices

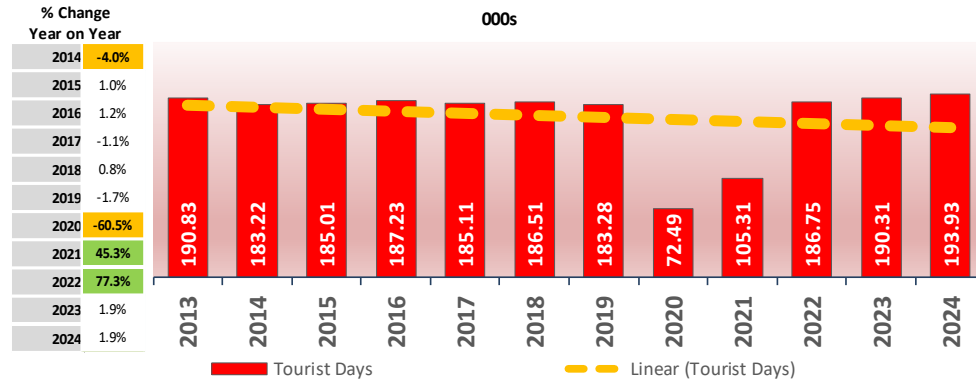
Economic Impact - Historic Prices - SFR



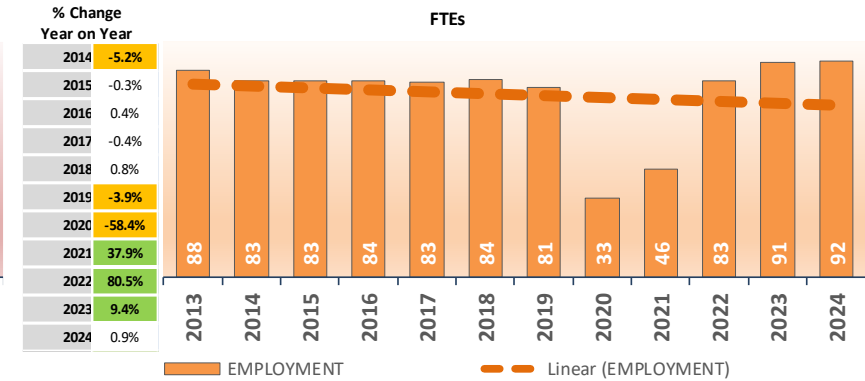
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		-1.3%	0.7%	3.3%	4.8%	5.5%	7.8%	-55.1%	-33.9%	26.5%	46.2%	56.3%
Visitor Numbers		-4.0%	-3.1%	-2.0%	-3.1%	-2.3%	-4.0%	-62.2%	-44.5%	-2.3%	-0.3%	1.6%
Visitor Days		-4.0%	-3.0%	-1.9%	-3.0%	-2.3%	-4.0%	-62.0%	-44.8%	-2.1%	-0.3%	1.6%
Direct Employment		-5.2%	-5.5%	-5.1%	-5.6%	-4.9%	-8.5%	-62.0%	-47.6%	-5.4%	3.6%	4.4%

"Linear" = Linear Trendline

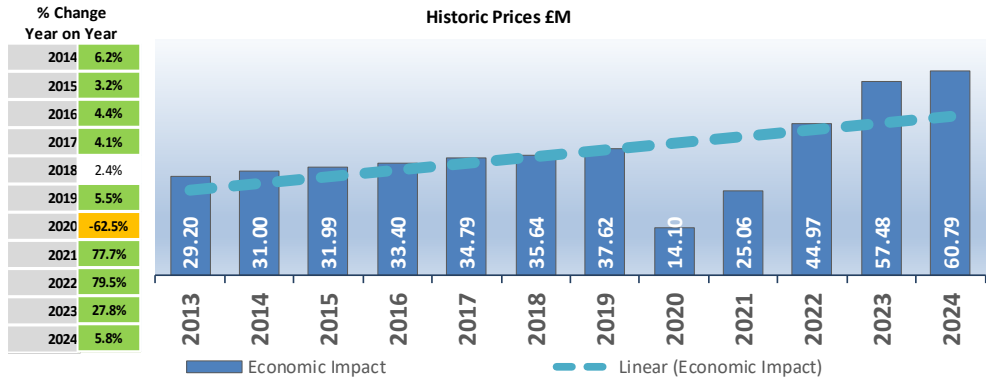
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MELTON BOROUGH COUNCIL

2013 to 2024
 Historic Prices

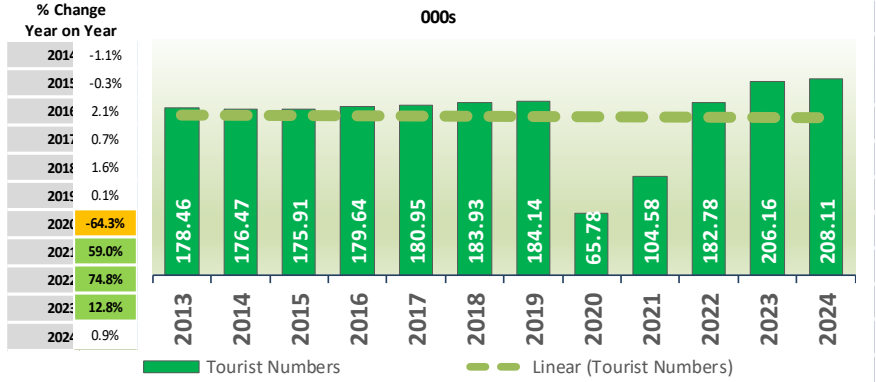
STAYING VISITOR

KEY MEASURES
 Historic Prices

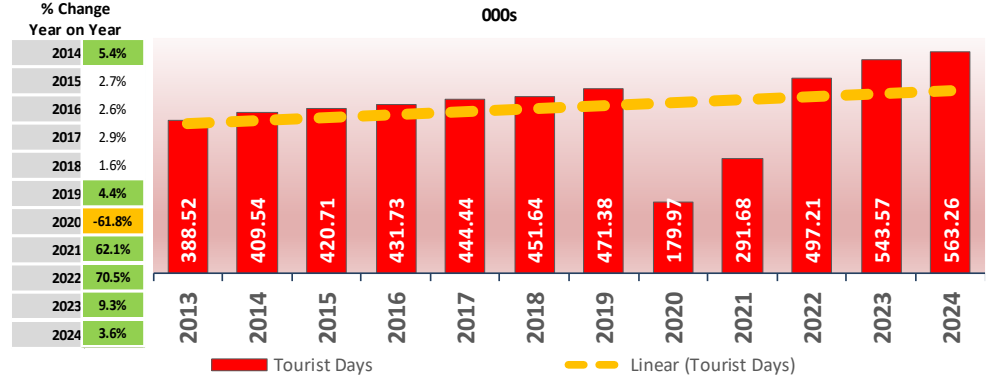
Economic Impact - Historic Prices - Staying Visitor



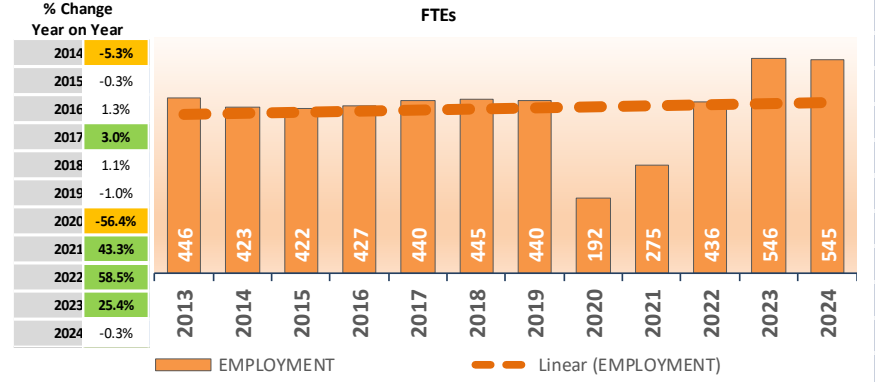
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		6.2%	9.6%	14.4%	19.1%	22.1%	28.8%	-51.7%	-14.2%	54.0%	96.9%	108.2%
Visitor Numbers		-1.1%	-1.4%	0.7%	1.4%	3.1%	3.2%	-63.1%	-41.4%	2.4%	15.5%	16.6%
Visitor Days		5.4%	8.3%	11.1%	14.4%	16.2%	21.3%	-53.7%	-24.9%	28.0%	39.9%	45.0%
Direct Employment		-5.3%	-5.5%	-4.3%	-1.4%	-0.3%	-1.4%	-57.0%	-38.4%	-2.4%	22.5%	22.1%

"Linear" = Linear Trendline

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Report Prepared by: Cathy James, Date of Issue: 02/07/25

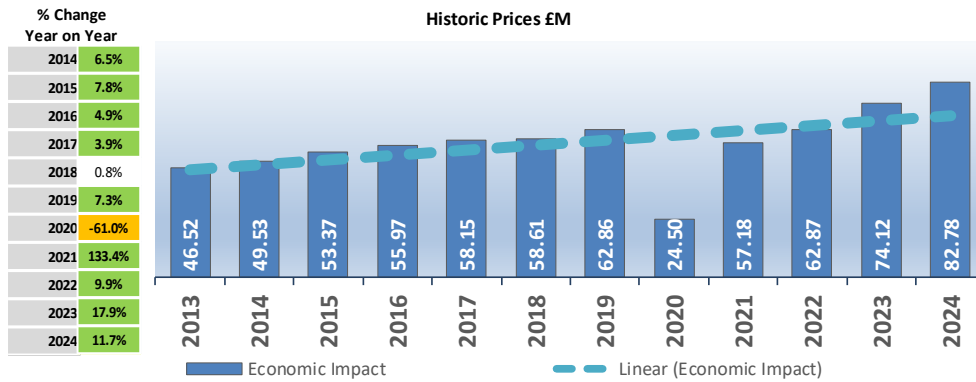
STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

2013 to 2024
Historic Prices

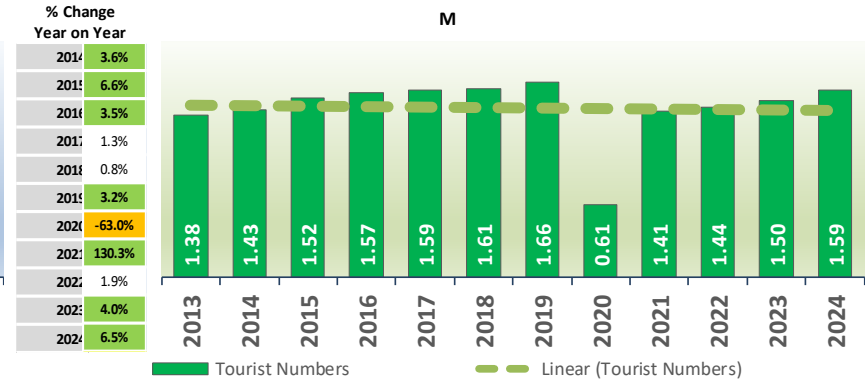
DAY VISITOR

KEY MEASURES
Historic Prices

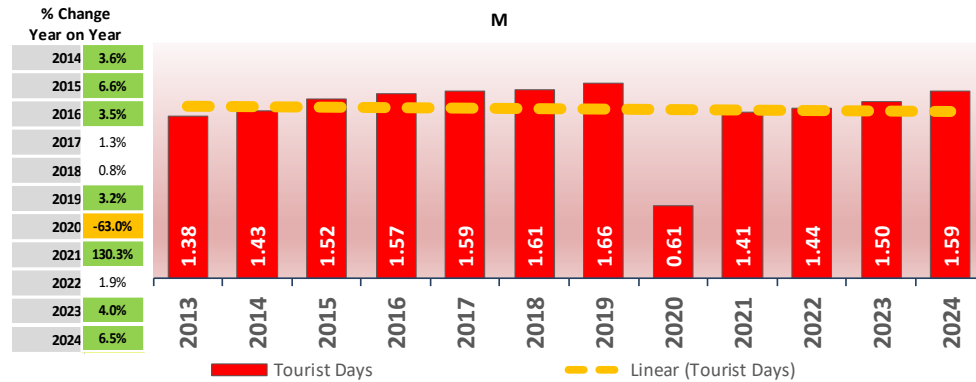
Economic Impact - Historic Prices - Day Visitor



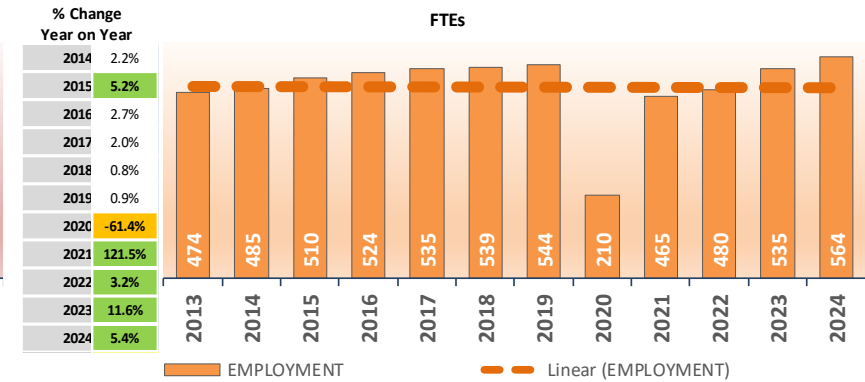
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		6.5%	14.7%	20.3%	25.0%	26.0%	35.1%	-47.3%	22.9%	35.1%	59.3%	77.9%
Visitor Numbers		3.6%	10.4%	14.3%	15.7%	16.7%	20.3%	-55.5%	2.6%	4.6%	8.7%	15.7%
Visitor Days		3.6%	10.4%	14.3%	15.7%	16.7%	20.3%	-55.5%	2.6%	4.6%	8.7%	15.7%
Direct Employment		2.2%	7.6%	10.5%	12.7%	13.6%	14.6%	-55.8%	-2.0%	1.1%	12.9%	18.9%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2013 to 2024

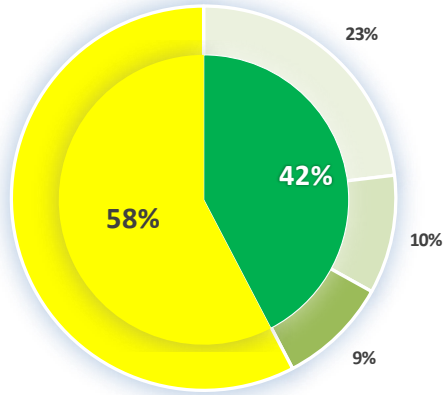
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2024 - M - Share of Total

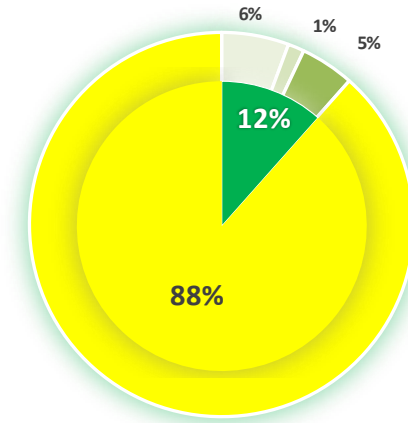
TOTAL
£143.57m

	£M
Serviced	33.15
Non-Serviced	14.34
SFR	13.30
Staying Visitor	60.79
Day Visitor	82.78
Total	143.57



TOTAL
1.80m

	M
Serviced	0.10
Non-Serviced	0.02
SFR	0.08
Staying Visitor	0.21
Day Visitor	1.59
Total	1.80

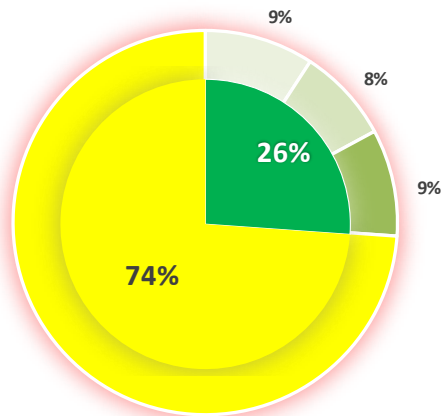


Visitor Days - 2024 - M - Share of Total

Direct Employment Supported - 2024 - FTEs - Share of Total

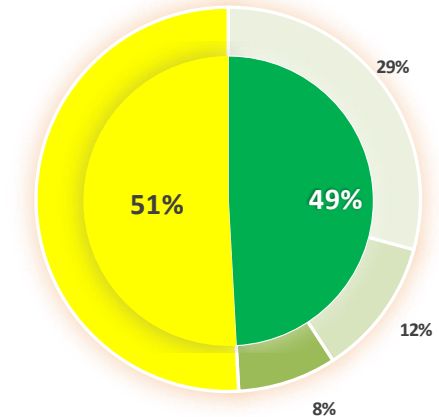
TOTAL
2.16m

	M
Serviced	0.20
Non-Serviced	0.17
SFR	0.19
Staying Visitor	0.56
Day Visitor	1.59
Total	2.16



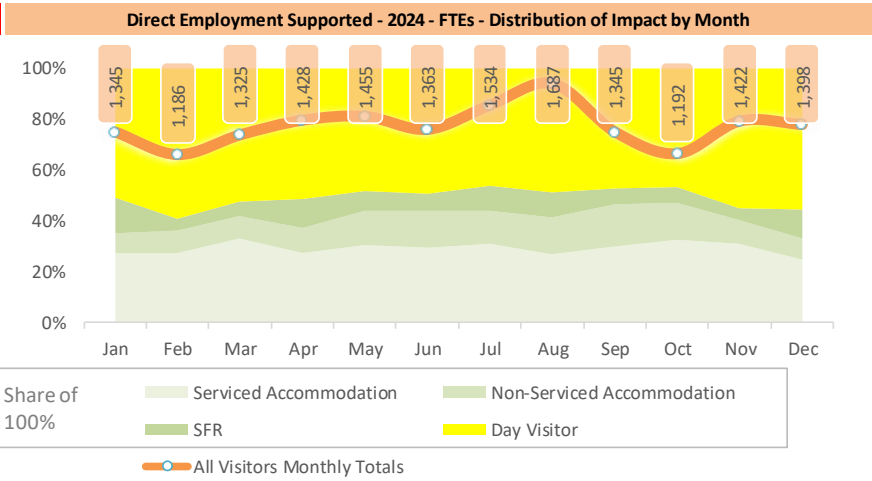
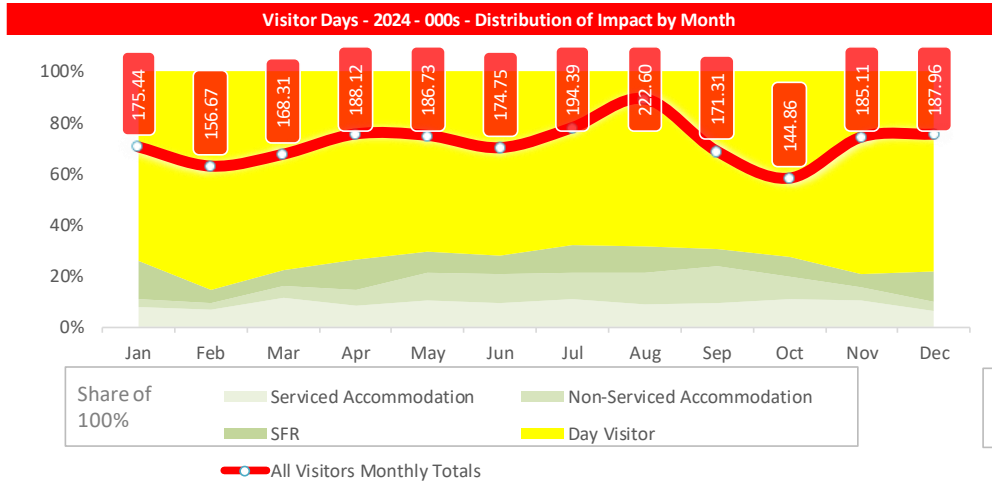
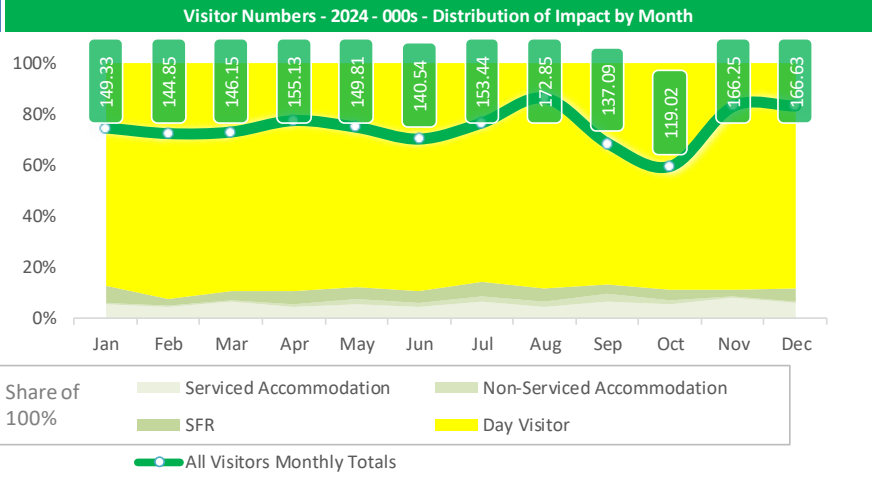
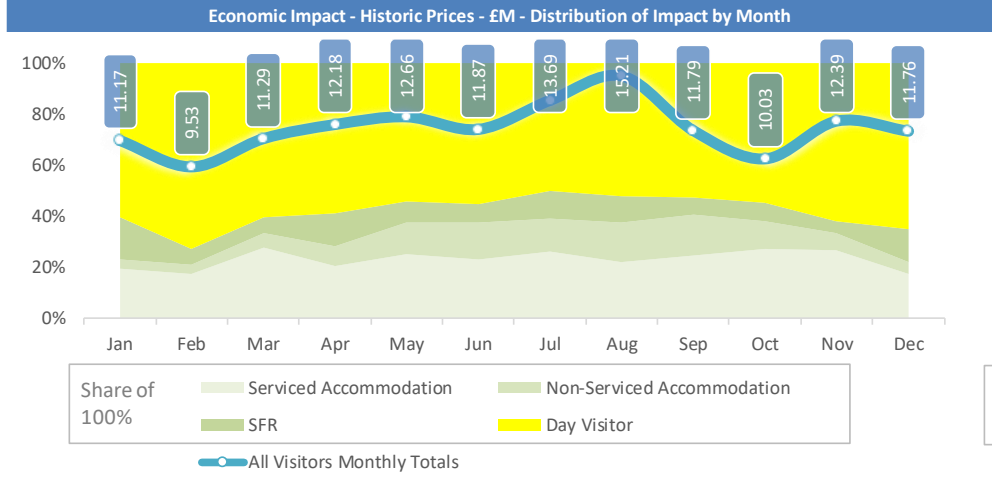
TOTAL
1,109 Direct FTEs
1,390 Total FTEs

	FTEs
Serviced	324
Non-Serviced	129
SFR	92
Staying Visitor	545
Day Visitor	564
Total	1,109



STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

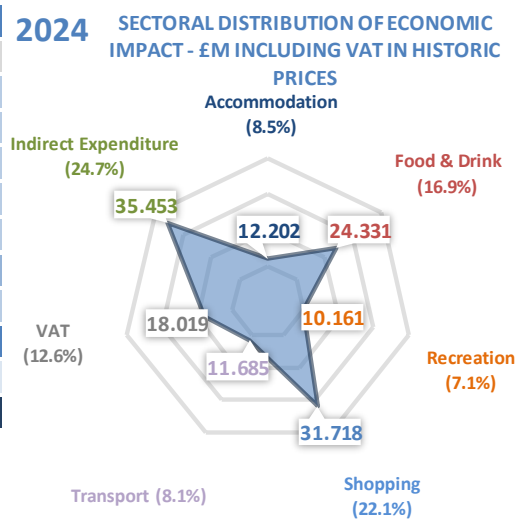
2024
Historic Prices **TOTAL** **DISTRIBUTION BY MONTH**
Historic Prices



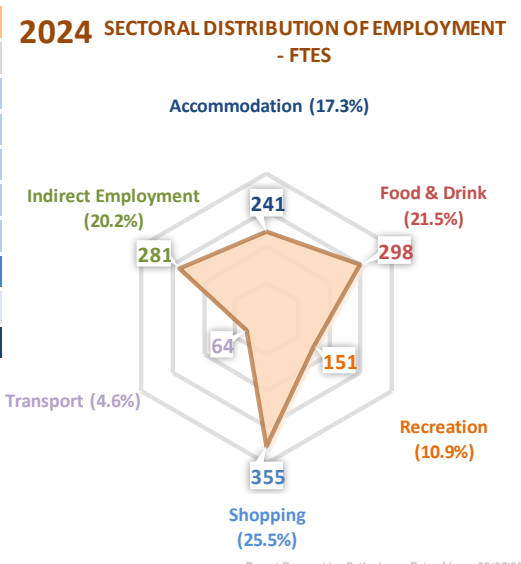
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Report Prepared by: Cathy James, Date of Issue: 02/07/25

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	£M	6.053	6.295	6.488	6.806	6.961	7.251	7.390	2.655	5.220	8.804	11.95	12.20
Food & Drink	£M	12.95	13.77	14.60	15.27	15.90	16.09	17.19	6.982	14.14	18.34	22.18	24.33
Recreation	£M	5.380	5.757	6.091	6.378	6.643	6.723	7.199	2.908	5.908	7.645	9.272	10.16
Shopping	£M	17.12	18.26	19.45	20.36	21.17	21.39	22.90	8.908	19.30	23.99	28.73	31.72
Transport	£M	6.136	6.593	7.029	7.350	7.673	7.747	8.378	3.330	7.088	8.886	10.53	11.69
Direct Revenue	£M	47.64	50.68	53.65	56.17	58.35	59.20	63.06	24.78	51.66	67.67	82.66	90.10
VAT	£M	9.527	10.14	10.73	11.23	11.67	11.84	12.61	4.200	9.991	13.53	16.53	18.02
Direct Expenditure	£M	57.16	60.82	64.38	67.40	70.03	71.04	75.67	28.98	61.65	81.20	99.19	108.12
Indirect Expenditure	£M	18.56	19.72	20.99	21.98	22.91	23.21	24.81	9.620	20.59	26.65	32.41	35.45
TOTAL	£M	75.72	80.53	85.37	89.38	92.93	94.25	100.48	38.60	82.24	107.84	131.60	143.57



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	227	196	194	195	202	203	197	98	129	181	246	241
Food & Drink	FTEs	238	243	251	257	263	266	267	105	205	252	288	298
Recreation	FTEs	120	123	127	130	133	135	136	53	104	127	146	151
Shopping	FTEs	286	293	305	313	319	323	325	123	255	300	340	355
Transport	FTEs	50	52	54	55	57	57	58	22	46	55	61	64
Direct Employment	FTEs	921	908	932	951	975	984	984	402	740	915	1,082	1,109
Indirect Employment	FTEs	220	224	233	239	245	248	249	96	194	236	272	281
TOTAL	FTEs	1,141	1,132	1,165	1,190	1,220	1,232	1,233	498	934	1,152	1,354	1,390



Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2013 to 2024		69.8%	48.0%	71.1%	102.7%	84.2%	95.5%	88.5%	104.2%	132.4%	98.3%	77.2%	121.3%	89.6%	63.1%	93.7%	105.6%	96.8%		
% Change 2023 to 2024		13.1%	6.1%	15.8%	-1.8%	13.6%	6.7%	8.3%	8.7%	8.4%	10.0%	11.2%	11.5%	9.1%	11.8%	5.9%	8.5%	11.0%		
Average Annual Change		6.3%	4.4%	6.5%	9.3%	7.7%	8.7%	8.0%	9.5%	12.0%	8.9%	7.0%	11.0%	8.1%	5.7%	8.5%	9.6%	8.8%		
2013	£M	6.578	6.439	6.601	6.008	6.872	6.073	7.264	7.450	5.073	5.057	6.996	5.312	75.72	19.62	18.95	19.79	17.37		
2014	£M	6.490	6.489	7.817	6.260	6.700	6.144	7.619	8.182	5.928	5.605	7.033	6.269	80.53	6.4%	20.80	19.10	21.73	18.91	
2015	£M	6.583	6.600	8.105	6.758	7.016	6.544	8.428	8.213	6.311	5.894	7.567	7.348	85.37	6.0%	21.29	20.32	22.95	20.81	
2016	£M	7.280	7.093	8.122	6.673	7.039	6.879	9.046	8.539	6.681	5.988	8.329	7.705	89.38	4.7%	22.50	20.59	24.27	22.02	
2017	£M	7.397	6.614	7.366	8.120	7.731	7.123	9.775	9.961	6.834	6.323	8.144	7.545	92.93	4.0%	21.38	22.97	26.57	22.01	
2018	£M	7.382	6.623	7.359	7.533	7.972	7.301	9.544	10.00	6.798	6.306	9.466	7.969	94.25	1.4%	21.36	22.81	26.34	23.74	
2019	£M	7.823	7.596	7.947	8.397	8.764	7.897	10.17	10.41	7.453	6.562	9.458	8.001	100.48	6.6%	23.37	25.06	28.04	24.02	
2020	£M	6.728	4.445	3.294	0.199	1.247	2.160	4.947	5.822	3.375	2.538	1.431	2.420	38.60	-61.6%	14.47	3.605	14.14	6.389	
2021	£M	3.450	2.589	4.069	5.791	7.709	7.943	8.743	10.40	7.579	6.784	9.466	7.714	82.24	113.0%	10.11	21.44	26.72	23.96	
2022	£M	7.736	6.793	7.919	10.11	9.012	9.120	10.65	11.72	7.849	7.304	9.755	9.874	107.84	31.1%	22.45	28.25	30.22	26.93	
2023	£M	9.876	8.979	9.753	12.40	11.14	11.13	12.65	13.99	10.88	9.117	11.15	10.54	131.60	22.0%	28.61	34.67	37.51	30.80	
2024	£M	11.17	9.527	11.29	12.18	12.66	11.87	13.69	15.21	11.79	10.03	12.39	11.76	143.57	9.1%	31.99	36.71	40.69	34.18	
ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total					
Total	£M	75.72	80.53	85.37	89.38	92.93	94.25	100.48	38.60	82.24	107.84	131.60	143.57							
All Visitor Types	£M	75.72	80.53	85.37	89.38	92.93	94.25	100.48	38.60	82.24	107.84	131.60	143.57							
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share	%																			
Change in Share from 2013	%																			
Avg Ann. Change in Share	%																			

STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL											2013 to 2024 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2013 to 2024		62.6%	61.1%	71.6%	93.0%	88.2%	63.5%	41.6%	55.4%	108.8%	94.6%	95.5%	109.1%	75.3%	Annual Change		66.2%	80.7%	61.9%	98.5%
% Change 2023 to 2024		-0.2%	0.6%	-0.4%	-0.4%	6.6%	1.5%	3.4%	4.0%	1.5%	3.6%	2.4%	-1.1%	2.0%	Annual Change		-0.1%	2.8%	3.1%	1.9%
Average Annual Change		5.7%	5.6%	6.5%	8.5%	8.0%	5.8%	3.8%	5.0%	9.9%	8.6%	8.7%	9.9%	6.8%	Annual Change		6.0%	7.3%	5.6%	9.0%
2013	£M	1.333	1.017	1.827	1.278	1.693	1.660	2.510	2.135	1.384	1.392	1.707	0.972	18.91	Annual Change		4.177	4.631	6.029	4.070
2014	£M	1.357	1.055	1.887	1.413	1.756	1.648	2.672	2.263	1.590	1.512	1.649	0.907	19.71	Annual Change		4.299	4.817	6.525	4.068
2015	£M	1.349	1.099	1.844	1.437	1.701	1.677	2.552	2.318	1.626	1.553	1.560	1.091	19.81	Annual Change		4.291	4.815	6.496	4.204
2016	£M	1.350	1.094	2.042	1.591	1.776	1.638	2.671	2.411	1.631	1.502	1.789	1.274	20.77	Annual Change		4.485	5.005	6.714	4.565
2017	£M	1.405	1.035	2.003	1.528	1.859	1.649	2.675	2.426	1.681	1.547	1.856	1.295	20.96	Annual Change		4.443	5.036	6.782	4.698
2018	£M	1.475	1.074	2.039	1.596	1.953	1.723	2.654	2.590	1.714	1.627	1.929	1.344	21.72	Annual Change		4.588	5.272	6.959	4.899
2019	£M	1.449	1.070	2.044	1.590	1.955	1.719	2.686	2.560	1.671	1.603	1.996	1.355	21.70	Annual Change		4.563	5.264	6.917	4.953
2020	£M	1.349	0.986	0.816	0.063	0.118	0.114	0.491	1.048	0.669	0.619	0.260	0.195	6.728	Annual Change		3.151	0.295	2.208	1.074
2021	£M	0.148	0.173	0.321	0.275	0.496	1.383	1.924	2.266	1.794	1.589	1.541	1.230	13.14	Annual Change		0.643	2.154	5.983	4.359
2022	£M	1.330	1.103	2.277	1.880	2.212	2.037	2.745	2.439	1.910	1.865	2.355	1.725	23.88	Annual Change		4.710	6.130	7.094	5.945
2023	£M	2.172	1.630	3.146	2.478	2.987	2.673	3.436	3.189	2.847	2.616	3.258	2.056	32.49	Annual Change		6.948	8.139	9.472	7.930
2024	£M	2.168	1.639	3.134	2.468	3.185	2.714	3.554	3.317	2.890	2.709	3.338	2.032	33.15	Annual Change		6.941	8.367	9.761	8.079

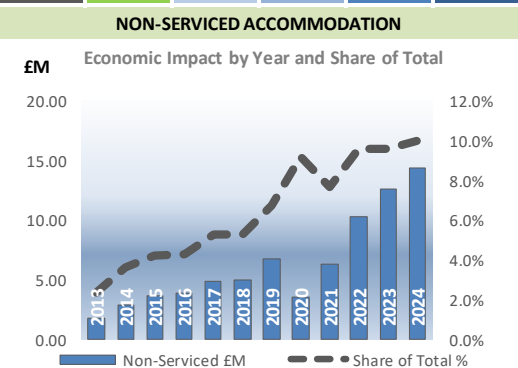
ECONOMIC IMPACT - IN HISTORIC PRICES													SERVICED ACCOMMODATION		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Economic Impact by Year and Share of Total	
Serviced	£M	18.91	19.71	19.81	20.77	20.96	21.72	21.70	6.728	13.14	23.88	32.49	33.15	£M	
All Visitor Types	£M	75.72	80.53	85.37	89.38	92.93	94.25	100.48	38.60	82.24	107.84	131.60	143.57	Share of Total %	
Share of Total	%	25.0%	24.5%	23.2%	23.2%	22.6%	23.0%	21.6%	17.4%	16.0%	22.1%	24.7%	23.1%	-	
Annual Change in Share	%		-2.0%	-5.2%	0.2%	-2.9%	2.2%	-6.3%	-19.3%	-8.3%	38.6%	11.5%	-6.5%	-	
Change in Share from 2013	%		-2.0%	-7.1%	-6.9%	-9.7%	-7.7%	-13.5%	-30.2%	-36.0%	-11.3%	-1.1%	-7.5%	-	
Avg Ann. Change in Share	%		-2.0%	-3.5%	-2.3%	-2.4%	-1.5%	-2.3%	-4.3%	-4.5%	-1.3%	-0.1%	-0.7%	-	

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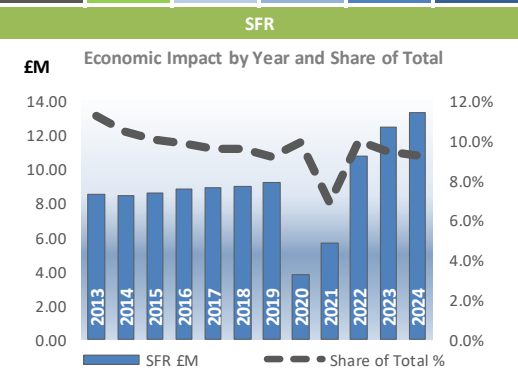
STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
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 2013 to 2024		467.2%	351.4%	458.7%	518.9%	820.2%	935.3%	702.3%	847.6%	978.9%	588.0%	664.4%	558.7%	706.6%	Annual Change	427.6%	764.9%	833.1%	603.7%
% Change 2023 to 2024		9.4%	5.0%	17.6%	9.4%	7.0%	21.4%	22.5%	16.8%	16.6%	7.3%	11.0%	6.6%	14.3%		11.7%	13.1%	18.4%	8.3%
Average Annual Change		42.5%	31.9%	41.7%	47.2%	74.6%	85.0%	63.8%	77.1%	89.0%	53.5%	60.4%	50.8%	64.2%		38.9%	69.5%	75.7%	54.9%
2013	£M	0.073	0.085	0.116	0.155	0.169	0.169	0.228	0.255	0.179	0.161	0.104	0.084	1.777		0.274	0.493	0.662	0.349
2014	£M	0.065	0.080	0.114	0.182	0.385	0.389	0.392	0.532	0.404	0.150	0.125	0.077	2.896	62.9%	0.259	0.956	1.328	0.352
2015	£M	0.098	0.117	0.163	0.245	0.446	0.447	0.481	0.633	0.473	0.222	0.170	0.116	3.610	24.7%	0.378	1.137	1.587	0.508
2016	£M	0.107	0.125	0.169	0.256	0.463	0.466	0.515	0.685	0.507	0.238	0.184	0.126	3.841	6.4%	0.402	1.184	1.707	0.547
2017	£M	0.145	0.155	0.216	0.318	0.594	0.577	0.660	0.874	0.646	0.320	0.243	0.164	4.912	27.9%	0.517	1.488	2.179	0.728
2018	£M	0.142	0.156	0.209	0.314	0.619	0.589	0.633	0.905	0.635	0.326	0.245	0.165	4.938	0.5%	0.507	1.522	2.173	0.736
2019	£M	0.186	0.194	0.263	0.446	0.914	0.837	0.872	1.222	0.873	0.388	0.336	0.212	6.742	36.5%	0.642	2.197	2.967	0.936
2020	£M	0.170	0.146	0.111	0.004	0.008	0.030	0.540	1.109	0.928	0.390	0.027	0.085	3.550	-47.3%	0.427	0.043	2.578	0.502
2021	£M	0.006	0.005	0.008	0.141	0.738	0.954	0.905	1.272	1.107	0.556	0.368	0.226	6.286	77.1%	0.019	1.834	3.283	1.150
2022	£M	0.314	0.268	0.492	0.658	1.296	1.311	1.291	1.785	1.348	0.636	0.503	0.422	10.32	64.2%	1.075	3.265	4.423	1.561
2023	£M	0.379	0.366	0.549	0.876	1.450	1.441	1.492	2.068	1.656	1.030	0.716	0.522	12.55	21.5%	1.295	3.768	5.216	2.268
2024	£M	0.415	0.385	0.646	0.959	1.552	1.749	1.827	2.416	1.930	1.105	0.795	0.556	14.34	14.3%	1.446	4.260	6.174	2.456

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024		
Non-Serviced	£M	1.777	2.896	3.610	3.841	4.912	4.938	6.742	3.550	6.286	10.32	12.55	14.34		
All Visitor Types	£M	75.72	80.53	85.37	89.38	92.93	94.25	100.48	38.60	82.24	107.84	131.60	143.57		
Share of Total	%	2.3%	3.6%	4.2%	4.3%	5.3%	5.2%	6.7%	9.2%	7.6%	9.6%	9.5%	10.0%		
Annual Change in Share	%		53.2%	17.6%	1.6%	23.0%	-0.9%	28.1%	37.1%	-16.9%	25.2%	-0.4%	4.7%		
Change in Share from 2013	%		53.2%	80.2%	83.1%	125.2%	123.2%	185.9%	291.9%	225.7%	307.9%	306.2%	325.4%		
Avg Ann. Change in Share	%		53.2%	40.1%	27.7%	31.3%	24.6%	31.0%	41.7%	28.2%	34.2%	30.6%	29.6%		



STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024 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 2013 to 2024		41.7%	45.0%	42.3%	57.5%	63.9%	60.2%	56.6%	71.5%	75.3%	56.8%	50.5%	57.3%	56.3%	Annual Change	42.4%	60.1%	66.2%	55.7%
% Change 2023 to 2024		5.7%	5.9%	6.1%	6.1%	6.9%	8.3%	8.6%	8.3%	8.3%	6.8%	6.8%	5.7%	6.9%		5.8%	6.9%	8.4%	6.2%
Average Annual Change		3.8%	4.1%	3.8%	5.2%	5.8%	5.5%	5.1%	6.5%	6.8%	5.2%	4.6%	5.2%	5.1%		3.9%	5.5%	6.0%	5.1%
2013	£M	1.291	0.381	0.502	0.993	0.667	0.546	0.932	0.900	0.454	0.465	0.405	0.977	8.514		2.175	2.206	2.287	1.847
2014	£M	1.211	0.366	0.473	0.985	0.685	0.555	0.939	0.940	0.482	0.451	0.382	0.930	8.400	-1.3%	2.050	2.225	2.362	1.764
2015	£M	1.229	0.377	0.478	1.008	0.690	0.566	0.943	0.962	0.493	0.465	0.382	0.984	8.576	2.1%	2.083	2.264	2.398	1.831
2016	£M	1.243	0.381	0.498	1.041	0.705	0.570	0.967	0.987	0.502	0.467	0.403	1.032	8.794	2.5%	2.121	2.316	2.456	1.901
2017	£M	1.262	0.379	0.494	1.042	0.726	0.580	0.982	1.011	0.516	0.476	0.408	1.043	8.918	1.4%	2.135	2.348	2.508	1.927
2018	£M	1.275	0.381	0.494	1.048	0.735	0.585	0.976	1.032	0.515	0.482	0.412	1.050	8.986	0.8%	2.150	2.368	2.523	1.943
2019	£M	1.272	0.386	0.495	1.076	0.769	0.609	1.012	1.074	0.532	0.483	0.417	1.057	9.181	2.2%	2.152	2.454	2.618	1.956
2020	£M	1.138	0.322	0.188	0.032	0.027	0.031	0.389	0.735	0.400	0.289	0.053	0.218	3.823	-58.4%	1.648	0.091	1.525	0.560
2021	£M	0.116	0.050	0.066	0.235	0.397	0.548	0.892	1.042	0.569	0.487	0.311	0.916	5.629	47.2%	0.232	1.180	2.503	1.714
2022	£M	1.425	0.438	0.575	1.263	0.901	0.726	1.202	1.271	0.635	0.567	0.479	1.285	10.77	91.3%	2.439	2.889	3.108	2.331
2023	£M	1.731	0.522	0.674	1.474	1.023	0.807	1.345	1.426	0.735	0.683	0.571	1.454	12.44	15.6%	2.927	3.304	3.506	2.708
2024	£M	1.829	0.553	0.714	1.565	1.093	0.874	1.460	1.544	0.796	0.730	0.609	1.537	13.30	6.9%	3.097	3.532	3.800	2.876

ECONOMIC IMPACT - IN HISTORIC PRICES													SFR		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024		
SFR	£M	8.514	8.400	8.576	8.794	8.918	8.986	9.181	3.823	5.629	10.77	12.44	13.30		
All Visitor Types	£M	75.72	80.53	85.37	89.38	92.93	94.25	100.48	38.60	82.24	107.84	131.60	143.57		
Share of Total	%	11.2%	10.4%	10.0%	9.8%	9.6%	9.5%	9.1%	9.9%	6.8%	10.0%	9.5%	9.3%		
Annual Change in Share	%		-7.2%	-3.7%	-2.1%	-2.5%	-0.7%	-4.2%	8.4%	-30.9%	45.9%	-5.3%	-2.0%		
Change in Share from 2013	%		-7.2%	-10.6%	-12.5%	-14.6%	-15.2%	-18.7%	-11.9%	-39.1%	-11.2%	-15.9%	-17.6%		
Avg Ann. Change in Share	%		-7.2%	-5.3%	-4.2%	-3.7%	-3.0%	-3.1%	-1.7%	-4.9%	-1.2%	-1.6%	-1.6%		



STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024 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											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2013 to 2024		63.6%	73.7%	83.9%	105.7%	130.6%	124.8%	86.4%	121.2%	178.4%	125.2%	114.0%	102.9%	108.2%	73.3%	120.5%	119.8%	114.0%	
% Change 2023 to 2024		3.1%	2.3%	2.9%	3.4%	6.8%	8.4%	9.1%	8.9%	7.2%	5.0%	4.3%	2.3%	5.8%	2.8%	6.2%	8.5%	3.9%	
Average Annual Change		5.8%	6.7%	7.6%	9.6%	11.9%	11.3%	7.9%	11.0%	16.2%	11.4%	10.4%	9.4%	9.8%	6.7%	11.0%	10.9%	10.4%	
2013	£M	2.697	1.484	2.445	2.427	2.528	2.374	3.671	3.290	2.017	2.018	2.216	2.033	29.20	6.626	7.330	8.978	6.266	
2014	£M	2.634	1.502	2.473	2.580	2.825	2.592	4.003	3.735	2.476	2.113	2.156	1.914	31.00	6.608	7.998	10.21	6.184	
2015	£M	2.675	1.593	2.484	2.691	2.837	2.689	3.977	3.913	2.592	2.239	2.113	2.191	31.99	6.752	8.216	10.48	6.543	
2016	£M	2.700	1.599	2.709	2.888	2.944	2.673	4.154	4.082	2.641	2.206	2.375	2.432	33.40	7.008	8.505	10.88	7.013	
2017	£M	2.812	1.569	2.713	2.888	3.179	2.805	4.316	4.311	2.842	2.343	2.508	2.502	34.79	7.095	8.872	11.47	7.353	
2018	£M	2.892	1.611	2.742	2.959	3.306	2.897	4.263	4.527	2.865	2.435	2.586	2.559	35.64	7.245	9.162	11.66	7.579	
2019	£M	2.906	1.650	2.801	3.112	3.637	3.165	4.570	4.856	3.077	2.474	2.749	2.623	37.62	7.357	9.914	12.50	7.846	
2020	£M	2.658	1.453	1.115	0.100	0.154	0.175	1.421	2.893	1.998	1.299	0.339	0.498	14.10	5.226	0.428	6.312	2.136	
2021	£M	0.269	0.229	0.395	0.650	1.632	2.886	3.722	4.579	3.469	2.633	2.220	2.371	25.06	0.893	5.168	11.77	7.224	
2022	£M	3.070	1.810	3.344	3.801	4.409	4.074	5.238	5.495	3.893	3.068	3.338	3.432	44.97	8.224	12.28	14.63	9.838	
2023	£M	4.282	2.519	4.369	4.829	5.460	4.921	6.273	6.683	5.238	4.329	4.545	4.032	57.48	11.17	15.21	18.19	12.91	
2024	£M	4.413	2.577	4.495	4.991	5.830	5.337	6.841	7.277	5.616	4.544	4.742	4.125	60.79	11.48	16.16	19.73	13.41	

ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	
Staying Visitor		£M	29.20	31.00	31.99	33.40	34.79	35.64	37.62	14.10	25.06	44.97	57.48	60.79	
All Visitor Types		£M	75.72	80.53	85.37	89.38	92.93	94.25	100.48	38.60	82.24	107.84	131.60	143.57	
Share of Total		%	38.6%	38.5%	37.5%	37.4%	37.4%	37.8%	37.4%	36.5%	30.5%	41.7%	43.7%	42.3%	
Annual Change in Share		%		-0.2%	-2.7%	-0.3%	0.2%	1.0%	-1.0%	-2.4%	-16.6%	36.9%	4.7%	-3.1%	
Change in Share from 2013		%		-0.2%	-2.8%	-3.1%	-2.9%	-1.9%	-2.9%	-5.3%	-21.0%	8.1%	13.3%	9.8%	
Avg Ann. Change in Share		%		-0.2%	-1.4%	-1.0%	-0.7%	-0.4%	-0.5%	-0.8%	-2.6%	0.9%	1.3%	0.9%	

STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024 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 2013 to 2024		74.2%	40.3%	63.5%	100.7%	57.1%	76.7%	90.7%	90.7%	101.9%	80.5%	60.1%	132.7%	77.9%	Annual Change	57.8%	76.8%	93.9%	87.1%	
% Change 2023 to 2024		20.8%	7.6%	26.3%	-5.1%	20.1%	5.3%	7.5%	8.6%	9.5%	14.5%	15.9%	17.3%	11.7%		17.6%	5.6%	8.5%	16.0%	
Average Annual Change		6.7%	3.7%	5.8%	9.2%	5.2%	7.0%	8.2%	8.2%	9.3%	7.3%	5.5%	12.1%	7.1%		5.3%	7.0%	8.5%	7.9%	
2013	£M	3.881	4.955	4.157	3.582	4.343	3.699	3.594	4.160	3.056	3.039	4.780	3.279	46.52		12.99	11.62	10.81	11.10	
2014	£M	3.856	4.987	5.344	3.680	3.874	3.552	3.616	4.447	3.451	3.492	4.877	4.354	49.53	6.5%	14.19	11.11	11.51	12.72	
2015	£M	3.908	5.007	5.621	4.067	4.180	3.855	4.452	4.300	3.719	3.655	5.454	5.157	53.37	7.8%	14.54	12.10	12.47	14.27	
2016	£M	4.580	5.494	5.414	3.784	4.095	4.206	4.892	4.457	4.040	3.782	5.955	5.272	55.97	4.9%	15.49	12.09	13.39	15.01	
2017	£M	4.585	5.045	4.652	5.232	4.552	4.318	5.459	5.650	3.992	3.980	5.637	5.044	58.15	3.9%	14.28	14.10	15.10	14.66	
2018	£M	4.490	5.012	4.617	4.575	4.665	4.404	5.280	5.473	3.933	3.871	6.881	5.410	58.61	0.8%	14.12	13.64	14.69	16.16	
2019	£M	4.916	5.947	5.146	5.285	5.127	4.731	5.602	5.557	4.376	4.088	6.709	5.378	62.86	7.3%	16.01	15.14	15.53	16.18	
2020	£M	4.070	2.992	2.179	0.099	1.093	1.985	3.526	2.929	1.377	1.239	1.092	1.923	24.50	-61.0%	9.241	3.177	7.831	4.253	
2021	£M	3.181	2.361	3.674	5.141	6.077	5.058	5.021	5.823	4.110	4.151	7.245	5.343	57.18	133.4%	9.215	16.27	14.95	16.74	
2022	£M	4.666	4.983	4.575	6.312	4.603	5.046	5.409	6.228	3.956	4.236	6.418	6.441	62.87	9.9%	14.22	15.96	15.59	17.09	
2023	£M	5.595	6.461	5.384	7.571	5.683	6.209	6.377	7.306	5.638	4.788	6.602	6.508	74.12	17.9%	17.44	19.46	19.32	17.90	
2024	£M	6.760	6.950	6.797	7.188	6.825	6.536	6.852	7.932	6.172	5.484	7.653	7.632	82.78	11.7%	20.51	20.55	20.96	20.77	

ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	
Day Visitor	£M	46.52	49.53	53.37	55.97	58.15	58.61	62.86	24.50	57.18	62.87	74.12	82.78	Economic Impact by Year and Share of Total	
All Visitor Types	£M	75.72	80.53	85.37	89.38	92.93	94.25	100.48	38.60	82.24	107.84	131.60	143.57		
Share of Total	%	61.4%	61.5%	62.5%	62.6%	62.6%	62.2%	62.6%	63.5%	69.5%	58.3%	56.3%	57.7%		
Annual Change in Share	%		0.1%	1.7%	0.2%	-0.1%	-0.6%	0.6%	1.5%	9.6%	-16.2%	-3.4%	2.4%		
Change in Share from 2013	%		0.1%	1.8%	1.9%	1.8%	1.2%	1.8%	3.3%	13.2%	-5.1%	-8.3%	-6.2%		
Avg Ann. Change in Share	%		0.1%	0.9%	0.6%	0.5%	0.2%	0.3%	0.5%	1.6%	-0.6%	-0.8%	-0.6%		

Visitor Numbers by Month, Year and Visitor Type for the Period 2013 to 2024

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

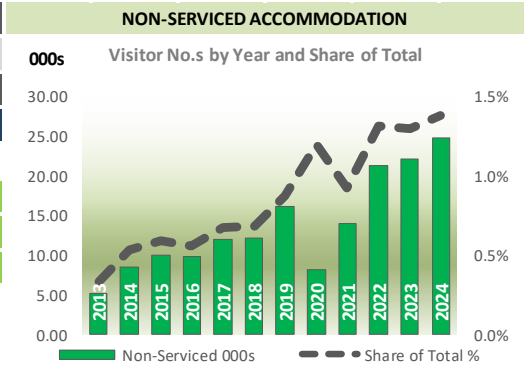
STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024		TOTAL	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2013 to 2024		11.0%	-8.1%	5.4%	28.8%	4.4%	13.9%	23.2%	24.8%	33.4%	17.3%	6.1%	47.5%	15.8%	2.2%	15.0%	26.6%	21.7%	
% Change 2023 to 2024		12.9%	2.2%	17.7%	-8.6%	12.9%	0.6%	2.5%	3.5%	4.1%	8.2%	9.2%	9.9%	5.8%	10.6%	0.7%	3.3%	9.2%	
Average Annual Change		1.0%	-0.7%	0.5%	2.6%	0.4%	1.3%	2.1%	2.3%	3.0%	1.6%	0.6%	4.3%	1.4%	0.2%	1.4%	2.4%	2.0%	
2013	M	0.135	0.158	0.139	0.120	0.143	0.123	0.125	0.139	0.103	0.101	0.157	0.113	1.555		0.431	0.387	0.366	0.371
2014	M	0.129	0.154	0.168	0.120	0.126	0.116	0.123	0.145	0.114	0.112	0.155	0.140	1.603	3.1%	0.451	0.362	0.382	0.408
2015	M	0.128	0.153	0.174	0.130	0.134	0.123	0.145	0.139	0.121	0.116	0.170	0.163	1.696	5.8%	0.455	0.386	0.406	0.449
2016	M	0.146	0.165	0.166	0.121	0.130	0.131	0.156	0.142	0.128	0.117	0.183	0.166	1.753	3.4%	0.478	0.382	0.426	0.467
2017	M	0.143	0.148	0.141	0.158	0.140	0.131	0.169	0.172	0.125	0.120	0.170	0.156	1.774	1.2%	0.433	0.429	0.465	0.447
2018	M	0.141	0.147	0.140	0.140	0.144	0.134	0.164	0.168	0.123	0.118	0.205	0.167	1.790	0.9%	0.429	0.418	0.454	0.489
2019	M	0.147	0.167	0.149	0.154	0.152	0.138	0.167	0.164	0.131	0.119	0.193	0.160	1.841	2.8%	0.463	0.444	0.462	0.472
2020	M	0.116	0.083	0.060	0.003	0.028	0.050	0.094	0.084	0.044	0.037	0.029	0.051	0.679	-63.1%	0.259	0.081	0.222	0.117
2021	M	0.080	0.060	0.093	0.130	0.157	0.135	0.139	0.159	0.116	0.113	0.189	0.146	1.517	123.4%	0.232	0.422	0.414	0.448
2022	M	0.122	0.123	0.118	0.160	0.122	0.129	0.143	0.161	0.106	0.108	0.163	0.167	1.622	7.0%	0.364	0.411	0.410	0.438
2023	M	0.132	0.142	0.124	0.170	0.133	0.140	0.150	0.167	0.132	0.110	0.152	0.152	1.703	4.9%	0.398	0.442	0.448	0.414
2024	M	0.149	0.145	0.146	0.155	0.150	0.141	0.153	0.173	0.137	0.119	0.166	0.167	1.801	5.8%	0.440	0.445	0.463	0.452
VISITOR NUMBERS													TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M					
Total		M	1.555	1.603	1.696	1.753	1.774	1.790	0.679	1.517	1.622	1.703	1.801	Visitor No.s by Year and Share of Total					
All Visitor Types		M	1.555	1.603	1.696	1.753	1.774	1.790	0.679	1.517	1.622	1.703	1.801						
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						
Annual Change in Share		%																	
Change in Share from 2013		%																	
Avg Ann. Change in Share		%																	

STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024		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					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2013 to 2024		0.8%	0.1%	-6.7%	16.8%	10.3%	-19.8%	10.0%	6.3%	27.2%	4.9%	24.6%	41.0%	9.5%	-2.4%	1.1%	14.1%	24.5%		
% Change 2023 to 2024		-2.4%	-3.1%	-4.1%	-4.4%	2.3%	-3.3%	-0.9%	-1.1%	-2.9%	-0.9%	-1.5%	-4.9%	-2.3%	-3.3%	-1.5%	-1.6%	-2.6%		
Average Annual Change		0.1%	0.0%	-0.6%	1.5%	0.9%	-1.8%	0.9%	0.6%	2.5%	0.4%	2.2%	3.7%	0.9%	-0.2%	0.1%	1.3%	2.2%		
2013	000s	7.9	6.6	10.1	5.7	7.6	7.6	9.3	7.1	7.1	6.2	10.4	7.3	93.0	24.7	20.8	23.5	23.9		
2014	000s	7.3	6.2	9.4	5.6	6.9	6.6	9.8	7.4	8.0	6.6	10.1	6.8	90.8	-2.3%	22.9	19.1	25.2	23.5	
2015	000s	6.3	6.1	8.6	5.4	6.8	5.8	9.3	7.0	8.5	6.2	9.8	8.2	88.0	-3.1%	21.1	18.0	24.7	24.2	
2016	000s	6.7	6.3	8.9	6.2	6.9	5.6	9.5	6.6	8.4	5.7	10.8	9.6	91.1	3.5%	22.0	18.6	24.4	26.1	
2017	000s	6.9	5.9	8.7	5.9	7.1	5.5	9.5	6.7	8.5	5.8	11.1	9.6	91.1	0.0%	21.5	18.5	24.7	26.5	
2018	000s	7.2	6.1	8.7	6.1	7.4	5.7	9.3	7.1	8.6	6.0	11.4	9.9	93.4	2.4%	22.0	19.1	25.0	27.2	
2019	000s	7.0	5.9	8.6	5.9	7.2	5.5	9.1	6.7	8.1	5.8	11.5	9.7	91.0	-2.5%	21.5	18.6	24.0	26.9	
2020	000s	5.6	4.8	3.1	0.2	0.4	0.3	1.7	2.6	3.4	2.3	1.5	1.4	27.3	-70.0%	13.5	1.0	7.6	5.2	
2021	000s	0.7	0.9	1.3	0.9	1.6	3.8	6.4	5.2	6.8	4.5	6.7	7.3	46.1	68.7%	2.8	6.3	18.4	18.6	
2022	000s	5.2	5.0	7.9	5.6	6.5	5.3	8.7	5.8	7.4	5.3	10.4	10.1	83.1	80.3%	18.0	17.3	21.9	25.8	
2023	000s	8.2	6.9	9.8	7.0	8.2	6.3	10.4	7.6	9.3	6.5	13.2	10.8	104.2	25.4%	24.9	21.4	27.3	30.6	
2024	000s	8.0	6.6	9.4	6.7	8.3	6.1	10.3	7.5	9.1	6.5	13.0	10.3	101.8	-2.3%	24.1	21.1	26.8	29.8	

VISITOR NUMBERS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	
Serviced	000s	93.0	90.8	88.0	91.1	91.1	93.4	91.0	27.3	46.1	83.1	104.2	101.8	Visitor No.s by Year and Share of Total	
All Visitor Types	M	1.6	1.6	1.7	1.8	1.8	1.8	1.8	0.7	1.5	1.6	1.7	1.8		
Share of Total	%	6.0%	5.7%	5.2%	5.2%	5.1%	5.2%	4.9%	4.0%	3.0%	5.1%	6.1%	5.7%		
Annual Change in Share	%		-5.2%	-8.4%	0.2%	-1.2%	1.5%	-5.2%	-18.7%	-24.5%	68.5%	19.5%	-7.6%		
Change in Share from 2013	%		-5.2%	-13.2%	-13.0%	-14.1%	-12.8%	-17.3%	-32.7%	-49.2%	-14.4%	2.3%	-5.5%		
Avg Ann. Change in Share	%		-5.2%	-6.6%	-4.3%	-3.5%	-2.6%	-2.9%	-4.7%	-6.1%	-1.6%	0.2%	-0.5%		

STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024		NON-SERVICED	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change				
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 2013 to 2024		214.3%	154.7%	224.3%	228.0%	407.5%	428.1%	417.7%	568.8%	616.0%	289.5%	325.6%	265.7%	379.1%	Annual Change	199.5%	355.1%	535.7%	296.7%
% Change 2023 to 2024		10.8%	6.2%	18.9%	9.9%	5.2%	18.0%	19.3%	13.6%	14.7%	8.5%	11.3%	7.7%	12.7%	Annual Change	13.1%	10.7%	15.4%	9.3%
Average Annual Change		19.5%	14.1%	20.4%	20.7%	37.0%	38.9%	38.0%	51.7%	56.0%	26.3%	29.6%	24.2%	34.5%	Annual Change	18.1%	32.3%	48.7%	27.0%
2013	000s	0.2	0.2	0.3	0.5	0.6	0.5	0.5	0.6	0.5	0.5	0.4	0.2	5.2		0.7	1.6	1.7	1.1
2014	000s	0.1	0.2	0.3	0.6	1.2	1.1	1.1	1.5	1.3	0.5	0.5	0.2	8.5	64.9%	0.6	2.9	3.8	1.2
2015	000s	0.2	0.3	0.4	0.7	1.3	1.1	1.2	1.8	1.7	0.7	0.6	0.2	10.0	18.0%	0.8	3.0	4.6	1.5
2016	000s	0.2	0.3	0.4	0.7	1.3	1.2	1.2	1.7	1.5	0.6	0.5	0.3	9.8	-2.6%	0.9	3.1	4.4	1.4
2017	000s	0.3	0.3	0.5	0.8	1.6	1.4	1.4	2.1	1.8	0.8	0.7	0.3	11.9	22.3%	1.1	3.7	5.4	1.8
2018	000s	0.3	0.3	0.5	0.8	1.6	1.4	1.4	2.2	1.8	0.8	0.7	0.3	12.1	1.6%	1.1	3.8	5.4	1.8
2019	000s	0.3	0.4	0.5	1.0	2.3	1.9	2.0	3.0	2.4	0.9	0.9	0.4	16.0	32.0%	1.3	5.3	7.3	2.2
2020	000s	0.3	0.3	0.2	0.0	0.0	0.1	1.2	2.6	2.4	0.9	0.1	0.2	8.1	-49.7%	0.8	0.1	6.1	1.1
2021	000s	0.0	0.0	0.0	0.3	1.7	1.9	1.8	2.8	2.8	1.2	0.9	0.4	13.9	72.6%	0.0	3.9	7.5	2.5
2022	000s	0.5	0.5	0.9	1.4	2.8	2.5	2.5	3.7	3.2	1.3	1.2	0.7	21.2	52.3%	1.9	6.6	9.4	3.2
2023	000s	0.5	0.6	0.9	1.6	2.7	2.2	2.3	3.6	3.4	1.9	1.4	0.8	21.9	3.5%	2.0	6.5	9.3	4.1
2024	000s	0.6	0.6	1.1	1.7	2.9	2.6	2.8	4.1	3.9	2.0	1.6	0.8	24.7	12.7%	2.2	7.2	10.8	4.5

VISITOR NUMBERS													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	
Non-Serviced	000s	5.2	8.5	10.0	9.8	11.9	12.1	16.0	8.1	13.9	21.2	21.9	24.7	Visitor No.s by Year and Share of Total	
All Visitor Types	M	1.6	1.6	1.7	1.8	1.8	1.8	1.8	0.7	1.5	1.6	1.7	1.8		
Share of Total	%	0.3%	0.5%	0.6%	0.6%	0.7%	0.7%	0.9%	1.2%	0.9%	1.3%	1.3%	1.4%		
Annual Change in Share	%		60.0%	11.5%	-5.8%	20.8%	0.7%	28.3%	36.5%	-22.7%	42.4%	-1.4%	6.5%		
Change in Share from 2013	%		60.0%	78.4%	68.1%	103.0%	104.4%	162.3%	258.0%	176.6%	293.8%	288.4%	313.7%		
Avg Ann. Change in Share	%		60.0%	39.2%	22.7%	25.7%	20.9%	27.1%	36.9%	22.1%	32.6%	28.8%	28.5%		



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Report Prepared by: Cathy James, Date of Issue: 02/07/25

STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024		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											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2013 to 2024		-7.8%	-5.7%	-7.5%	2.5%	6.6%	4.2%	1.8%	11.5%	14.0%	1.9%	-2.1%	2.3%	1.6%	-7.3%	4.3%	8.2%	1.1%		
% Change 2023 to 2024		0.7%	0.9%	1.1%	1.2%	1.9%	3.3%	3.5%	3.2%	3.2%	1.8%	1.8%	0.7%	1.9%	0.9%	2.0%	3.3%	1.3%		
Average Annual Change		-0.7%	-0.5%	-0.7%	0.2%	0.6%	0.4%	0.2%	1.0%	1.3%	0.2%	-0.2%	0.2%	0.1%	-0.7%	0.4%	0.7%	0.1%		
2013	000s	11.6	4.1	5.2	8.2	6.8	5.8	8.4	7.8	4.7	4.9	4.5	8.4	80.3		20.9	20.9	20.8	17.8	
2014	000s	10.6	3.8	4.8	8.0	6.8	5.8	8.2	7.9	4.8	4.6	4.1	7.8	77.1	-4.0%	19.2	20.5	20.9	16.5	
2015	000s	10.6	3.9	4.8	8.1	6.8	5.8	8.1	8.0	4.9	4.7	4.1	8.2	77.8	0.9%	19.3	20.6	21.0	16.9	
2016	000s	10.6	3.9	4.9	8.2	6.8	5.8	8.2	8.1	4.9	4.6	4.2	8.5	78.7	1.2%	19.4	20.8	21.2	17.3	
2017	000s	10.5	3.7	4.8	8.0	6.8	5.7	8.2	8.1	4.9	4.6	4.2	8.3	77.9	-1.1%	19.0	20.6	21.2	17.1	
2018	000s	10.6	3.8	4.8	8.1	6.9	5.8	8.1	8.2	4.9	4.7	4.2	8.4	78.4	0.7%	19.1	20.8	21.3	17.3	
2019	000s	10.2	3.7	4.6	8.0	7.0	5.8	8.1	8.2	4.9	4.5	4.1	8.1	77.1	-1.7%	18.4	20.7	21.2	16.7	
2020	000s	8.6	2.9	1.7	0.2	0.2	0.3	3.0	5.4	3.5	2.6	0.5	1.6	30.4	-60.6%	13.2	0.7	11.8	4.6	
2021	000s	0.9	0.4	0.6	1.6	3.4	4.9	6.7	7.5	4.9	4.3	2.9	6.6	44.6	46.6%	1.9	9.9	19.1	13.7	
2022	000s	9.9	3.6	4.6	8.1	7.1	6.0	8.3	8.5	5.1	4.6	4.1	8.6	78.5	76.2%	18.2	21.2	21.9	17.3	
2023	000s	10.6	3.8	4.8	8.4	7.1	5.9	8.2	8.4	5.2	4.9	4.3	8.6	80.0	2.0%	19.2	21.3	21.8	17.7	
2024	000s	10.7	3.8	4.8	8.4	7.2	6.1	8.5	8.7	5.3	5.0	4.4	8.6	81.6	1.9%	19.3	21.8	22.5	18.0	

VISITOR NUMBERS													SFR		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	
SFR	000s	80.3	77.1	77.8	78.7	77.9	78.4	77.1	30.4	44.6	78.5	80.0	81.6		
All Visitor Types	M	1.6	1.6	1.7	1.8	1.8	1.8	1.8	0.7	1.5	1.6	1.7	1.8		
Share of Total	%	5.2%	4.8%	4.6%	4.5%	4.4%	4.4%	4.2%	4.5%	2.9%	4.8%	4.7%	4.5%		
Annual Change in Share	%		-6.8%	-4.6%	-2.1%	-2.3%	-0.1%	-4.4%	6.9%	-34.3%	64.7%	-2.9%	-3.7%		
Change in Share from 2013	%		-6.8%	-11.1%	-13.0%	-15.0%	-15.2%	-18.9%	-13.3%	-43.1%	-6.3%	-9.0%	-12.3%		
Avg Ann. Change in Share	%		-6.8%	-5.6%	-4.3%	-3.8%	-3.0%	-3.2%	-1.9%	-5.4%	-0.7%	-0.9%	-1.1%		



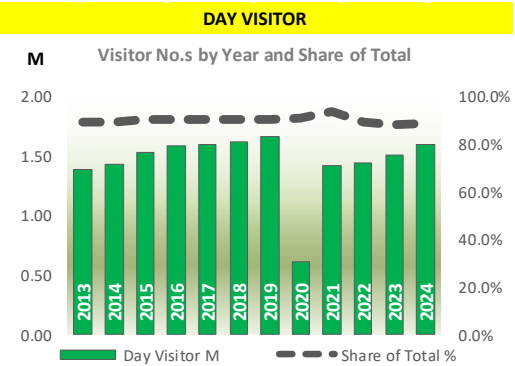
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Report Prepared by: Cathy James, Date of Issue: 02/07/25

STEAM REPORT FOR 2013-2024 - FINAL													2013 to 2024		STAYING VISITOR		VISITOR NUMBERS			
MELTON BOROUGH COUNCIL																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		-2.3%	1.3%	-2.2%	16.2%	23.7%	6.4%	18.4%	31.1%	48.2%	16.6%	24.2%	23.8%	16.6%	Annual Change	-1.4%	15.6%	30.7%	22.0%	
% Change 2023 to 2024		-0.3%	-1.3%	-1.2%	-0.3%	2.6%	2.7%	3.1%	3.4%	2.2%	1.4%	0.2%	-2.0%	0.9%		-0.8%	1.6%	2.9%	-0.3%	
Average Annual Change		-0.2%	0.1%	-0.2%	1.5%	2.2%	0.6%	1.7%	2.8%	4.4%	1.5%	2.2%	2.2%	1.5%		-0.1%	1.4%	2.8%	2.0%	
2013	000s	19.7	10.9	15.7	14.5	14.9	13.9	18.2	15.4	12.4	11.6	15.3	16.0	178.5		46.3	43.3	46.0	42.8	
2014	000s	18.0	10.2	14.5	14.1	14.9	13.5	19.1	16.7	14.2	11.7	14.6	14.9	176.5		-1.1%	42.8	42.5	50.0	41.2
2015	000s	17.1	10.2	13.8	14.1	14.8	12.7	18.6	16.7	15.0	11.6	14.5	16.6	175.9		-0.3%	41.1	41.7	50.4	42.7
2016	000s	17.5	10.5	14.3	15.1	14.9	12.5	18.9	16.4	14.8	10.9	15.6	18.3	179.6		2.1%	42.3	42.5	50.1	44.8
2017	000s	17.7	10.0	13.9	14.7	15.5	12.7	19.0	16.8	15.3	11.2	15.9	18.3	181.0		0.7%	41.6	42.8	51.2	45.4
2018	000s	18.0	10.2	14.0	14.9	15.9	12.9	18.8	17.5	15.3	11.5	16.3	18.6	183.9		1.6%	42.2	43.7	51.7	46.3
2019	000s	17.5	10.0	13.7	14.9	16.5	13.2	19.2	18.0	15.4	11.2	16.5	18.2	184.1		0.1%	41.1	44.6	52.6	45.8
2020	000s	14.5	8.0	5.0	0.5	0.7	0.7	5.8	10.5	9.2	5.8	2.1	3.1	65.8		-64.3%	27.5	1.8	25.5	11.0
2021	000s	1.6	1.3	1.9	2.8	6.7	10.6	14.9	15.5	14.5	10.0	10.5	14.3	104.6		59.0%	4.8	20.1	44.9	34.8
2022	000s	15.6	9.1	13.4	15.0	16.5	13.7	19.5	18.1	15.7	11.2	15.7	19.4	182.8		74.8%	38.1	45.2	53.2	46.3
2023	000s	19.3	11.2	15.5	16.9	18.0	14.4	20.9	19.5	17.9	13.3	19.0	20.2	206.2	12.8%	46.1	49.3	58.4	52.4	
2024	000s	19.3	11.1	15.3	16.8	18.5	14.8	21.6	20.2	18.3	13.5	19.0	19.8	208.1	0.9%	45.7	50.1	60.1	52.2	
VISITOR NUMBERS													STAYING VISITOR							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor No.s by Year and Share of Total					
Staying Visitor	000s	178.5	176.5	175.9	179.6	181.0	183.9	184.1	65.8	104.6	182.8	206.2	208.1							
All Visitor Types	M	1.6	1.6	1.7	1.8	1.8	1.8	1.8	0.7	1.5	1.6	1.7	1.8							
Share of Total	%	11.5%	11.0%	10.4%	10.2%	10.2%	10.3%	10.0%	9.7%	6.9%	11.3%	12.1%	11.6%							
Annual Change in Share	%		-4.0%	-5.8%	-1.2%	-0.5%	0.8%	-2.7%	-3.2%	-28.8%	63.4%	7.5%	-4.6%							
Change in Share from 2013	%		-4.0%	-9.6%	-10.7%	-11.1%	-10.5%	-12.8%	-15.6%	-39.9%	-1.8%	5.5%	0.7%							
Avg Ann. Change in Share	%		-4.0%	-4.8%	-3.6%	-2.8%	-2.1%	-2.1%	-2.2%	-5.0%	-0.2%	0.6%	0.1%							

STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024		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					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2013 to 2024		13.3%	-8.8%	6.3%	30.5%	2.2%	14.9%	24.0%	24.0%	31.3%	17.4%	4.1%	51.3%	15.7%	2.6%	15.0%	26.1%	21.7%		
% Change 2023 to 2024		15.2%	2.5%	20.4%	-9.5%	14.5%	0.3%	2.4%	3.5%	4.4%	9.2%	10.5%	11.8%	6.5%	12.1%	0.6%	3.4%	10.6%		
Average Annual Change		1.2%	-0.8%	0.6%	2.8%	0.2%	1.4%	2.2%	2.2%	2.8%	1.6%	0.4%	4.7%	1.4%	0.2%	1.4%	2.4%	2.0%		
2013	M	0.115	0.147	0.123	0.106	0.129	0.109	0.106	0.123	0.090	0.090	0.141	0.097	1.377		0.384	0.344	0.320	0.328	
2014	M	0.111	0.144	0.154	0.106	0.112	0.102	0.104	0.128	0.099	0.101	0.140	0.125	1.426	3.6%	0.409	0.320	0.332	0.366	
2015	M	0.111	0.143	0.160	0.116	0.119	0.110	0.127	0.122	0.106	0.104	0.155	0.147	1.520	6.6%	0.414	0.345	0.355	0.406	
2016	M	0.129	0.154	0.152	0.106	0.115	0.118	0.138	0.125	0.114	0.106	0.167	0.148	1.573	3.5%	0.435	0.340	0.376	0.422	
2017	M	0.126	0.138	0.127	0.143	0.125	0.118	0.150	0.155	0.109	0.109	0.154	0.138	1.593	1.3%	0.391	0.386	0.414	0.402	
2018	M	0.123	0.137	0.127	0.125	0.128	0.121	0.145	0.150	0.108	0.106	0.189	0.148	1.606	0.8%	0.387	0.374	0.402	0.443	
2019	M	0.130	0.157	0.136	0.139	0.135	0.125	0.148	0.146	0.115	0.108	0.177	0.142	1.657	3.2%	0.422	0.399	0.409	0.426	
2020	M	0.102	0.075	0.055	0.002	0.027	0.050	0.088	0.073	0.034	0.031	0.027	0.048	0.613	-63.0%	0.231	0.080	0.196	0.106	
2021	M	0.079	0.058	0.091	0.127	0.150	0.125	0.124	0.144	0.102	0.103	0.179	0.132	1.412	130.3%	0.228	0.402	0.369	0.413	
2022	M	0.107	0.114	0.105	0.145	0.105	0.116	0.124	0.143	0.091	0.097	0.147	0.147	1.440	1.9%	0.326	0.365	0.357	0.391	
2023	M	0.113	0.130	0.109	0.153	0.115	0.125	0.129	0.147	0.114	0.097	0.133	0.131	1.496	4.0%	0.352	0.393	0.390	0.361	
2024	M	0.130	0.134	0.131	0.138	0.131	0.126	0.132	0.153	0.119	0.106	0.147	0.147	1.593	6.5%	0.395	0.395	0.403	0.400	

VISITOR NUMBERS													DAY VISITOR	
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	
Day Visitor	M	1.377	1.426	1.520	1.573	1.593	1.606	1.657	0.613	1.412	1.440	1.496	1.593	
All Visitor Types	M	1.555	1.603	1.696	1.753	1.774	1.790	1.841	0.679	1.517	1.622	1.703	1.801	
Share of Total	%	88.5%	89.0%	89.6%	89.8%	89.8%	89.7%	90.0%	90.3%	93.1%	88.7%	87.9%	88.4%	
Annual Change in Share	%		0.5%	0.7%	0.1%	0.1%	-0.1%	0.3%	0.4%	3.1%	-4.7%	-0.9%	0.6%	
Change in Share from 2013	%		0.5%	1.2%	1.4%	1.4%	1.4%	1.7%	2.0%	5.2%	0.2%	-0.7%	-0.1%	
Avg Ann. Change in Share	%		0.5%	0.6%	0.5%	0.4%	0.3%	0.3%	0.3%	0.6%	0.0%	-0.1%	0.0%	



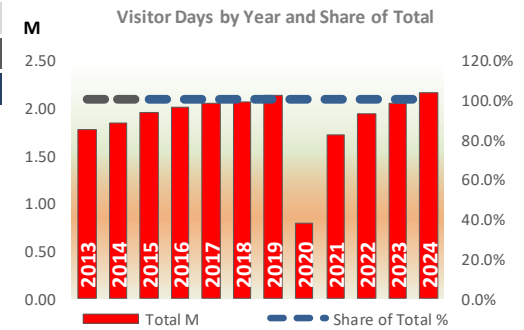
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Report Prepared by: Cathy James, Date of Issue: 02/07/25

Visitor Days by Month, Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024			TOTAL		VISITOR DAYS					
MELTON BOROUGH COUNCIL																					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL																			
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2013 to 2024		11.5%	-5.7%	9.9%	31.7%	15.1%	24.7%	30.0%	36.4%	46.7%	24.8%	10.1%	45.2%	22.2%	Annual Change		5.0%	23.4%	37.0%	25.2%	
% Change 2023 to 2024		10.9%	2.2%	15.6%	-6.9%	11.0%	2.1%	3.8%	4.3%	5.0%	7.5%	8.8%	9.0%	5.7%			9.5%	1.5%	4.3%	8.5%	
Average Annual Change		1.0%	-0.5%	0.9%	2.9%	1.4%	2.2%	2.7%	3.3%	4.2%	2.3%	0.9%	4.1%	2.0%			0.5%	2.1%	3.4%	2.3%	
2013	M	0.157	0.166	0.153	0.143	0.162	0.140	0.150	0.163	0.117	0.116	0.168	0.129	1.765			0.477	0.445	0.430	0.414	
2014	M	0.151	0.163	0.183	0.144	0.150	0.137	0.151	0.175	0.132	0.127	0.166	0.155	1.836	4.0%			0.497	0.431	0.459	0.448
2015	M	0.152	0.163	0.190	0.155	0.158	0.146	0.174	0.171	0.140	0.132	0.181	0.180	1.941	5.7%			0.504	0.459	0.485	0.493
2016	M	0.169	0.174	0.184	0.147	0.155	0.154	0.186	0.175	0.148	0.134	0.195	0.184	2.005	3.3%			0.527	0.456	0.510	0.512
2017	M	0.166	0.158	0.159	0.184	0.167	0.155	0.200	0.207	0.147	0.138	0.183	0.174	2.038	1.6%			0.483	0.506	0.554	0.495
2018	M	0.165	0.157	0.158	0.166	0.171	0.159	0.194	0.205	0.145	0.135	0.218	0.184	2.058	1.0%			0.480	0.496	0.544	0.538
2019	M	0.170	0.176	0.167	0.181	0.183	0.166	0.201	0.206	0.155	0.137	0.207	0.177	2.128	3.4%			0.513	0.531	0.562	0.522
2020	M	0.136	0.091	0.066	0.004	0.029	0.052	0.108	0.112	0.063	0.048	0.031	0.055	0.793	-62.7%			0.293	0.084	0.283	0.134
2021	M	0.082	0.061	0.095	0.136	0.173	0.160	0.168	0.198	0.141	0.130	0.200	0.161	1.704	114.8%			0.237	0.469	0.507	0.491
2022	M	0.145	0.133	0.137	0.189	0.156	0.161	0.181	0.207	0.135	0.128	0.178	0.187	1.937	13.7%			0.416	0.506	0.522	0.493
2023	M	0.158	0.153	0.146	0.202	0.168	0.171	0.187	0.213	0.163	0.135	0.170	0.172	2.040	5.3%			0.457	0.541	0.564	0.477
2024	M	0.175	0.157	0.168	0.188	0.187	0.175	0.194	0.223	0.171	0.145	0.185	0.188	2.156	5.7%			0.500	0.550	0.588	0.518
VISITOR DAYS														TOTAL							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024								
Total	M	1.765	1.836	1.941	2.005	2.038	2.058	2.128	0.793	1.704	1.937	2.040	2.156								
All Visitor Types	M	1.765	1.836	1.941	2.005	2.038	2.058	2.128	0.793	1.704	1.937	2.040	2.156								
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%								
Annual Change in Share	%																				
Change in Share from 2013	%																				
Avg Ann. Change in Share	%																				



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Report Prepared by: Cathy James, Date of Issue: 02/07/25

STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024		SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2013 to 2024		12.3%	9.7%	15.0%	29.7%	24.5%	6.2%	12.7%	25.7%	26.1%	21.2%	22.8%	35.0%	19.5%	12.9%	19.4%	20.7%	25.1%		
% Change 2023 to 2024		-3.9%	-3.0%	-4.0%	-4.1%	2.8%	-2.3%	-0.4%	0.1%	-2.1%	-0.1%	-1.2%	-5.1%	-1.7%	-3.7%	-1.0%	-0.7%	-1.9%		
Average Annual Change		1.1%	0.9%	1.4%	2.7%	2.2%	0.6%	1.2%	2.3%	2.4%	1.9%	2.1%	3.2%	1.8%	1.2%	1.8%	1.9%	2.3%		
2013	000s	12.3	9.3	16.8	11.8	15.6	15.3	18.7	15.9	12.7	12.8	15.7	9.0	165.8		38.4	42.6	47.3	37.4	
2014	000s	12.3	9.6	17.1	12.8	15.9	14.9	19.7	16.6	14.4	13.7	15.0	8.2	170.2	2.7%	39.0	43.7	50.7	36.9	
2015	000s	12.1	9.9	16.6	12.9	15.3	15.1	18.6	16.9	14.6	14.0	14.0	9.8	169.8	-0.2%	38.6	43.3	50.1	37.8	
2016	000s	12.0	9.7	18.2	14.2	15.8	14.6	19.4	17.5	14.5	13.4	15.9	11.3	176.5	3.9%	39.9	44.6	51.4	40.6	
2017	000s	12.3	9.1	17.6	13.4	16.4	14.5	19.4	17.5	14.8	13.6	16.3	11.3	176.4	-0.1%	39.1	44.3	51.7	41.3	
2018	000s	12.8	9.3	17.7	13.9	17.0	15.0	19.1	18.6	14.9	14.1	16.8	11.6	180.9	2.6%	39.9	45.8	52.6	42.5	
2019	000s	12.3	9.1	17.4	13.5	16.6	14.6	18.8	17.9	14.2	13.6	17.0	11.4	176.5	-2.4%	38.8	44.8	50.9	42.0	
2020	000s	10.4	7.4	6.2	0.5	1.0	0.9	3.5	7.3	5.8	5.4	2.3	1.6	52.4	-70.3%	24.0	2.5	16.6	9.3	
2021	000s	1.2	1.4	2.5	2.1	3.8	10.2	13.8	15.4	11.5	10.4	10.1	8.6	91.0	73.7%	5.1	16.0	40.7	29.2	
2022	000s	9.7	7.7	15.6	13.0	15.3	14.0	18.5	16.6	12.7	12.3	15.6	12.0	163.0	79.0%	33.0	42.4	47.7	39.9	
2023	000s	14.3	10.6	20.1	15.9	18.9	16.6	21.2	20.0	16.4	15.5	19.5	12.7	201.6	23.7%	45.0	51.4	57.5	47.7	
2024	000s	13.8	10.3	19.3	15.3	19.4	16.2	21.1	20.0	16.0	15.5	19.3	12.1	198.2	-1.7%	43.3	50.9	57.1	46.8	
VISITOR DAYS													SERVICED ACCOMMODATION							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s						
Serviced		000s	165.8	170.2	169.8	176.5	176.4	180.9	176.5	52.4	91.0	163.0	201.6	198.2	Visitor Days by Year and Share of Total					
All Visitor Types		M	1.8	1.8	1.9	2.0	2.1	2.1	0.8	1.7	1.9	2.0	2.2							
Share of Total		%	9.4%	9.3%	8.8%	8.8%	8.7%	8.8%	6.6%	5.3%	8.4%	9.9%	9.2%							
Annual Change in Share		%		-1.2%	-5.6%	0.6%	-1.7%	1.6%	-5.6%	-20.3%	-19.1%	57.5%	17.5%	-7.0%						
Change in Share from 2013		%		-1.2%	-6.8%	-6.2%	-7.8%	-6.4%	-11.7%	-29.6%	-43.1%	-10.4%	5.3%	-2.1%						
Avg Ann. Change in Share		%		-1.2%	-3.4%	-2.1%	-2.0%	-1.3%	-1.9%	-4.2%	-5.4%	-1.2%	0.5%	-0.2%						

STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

2013 to 2024													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																	
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 2013 to 2024		264.8%	191.8%	263.2%	307.6%	523.4%	520.2%	461.2%	573.4%	631.8%	344.2%	402.6%	324.6%	436.1%	Annual Change	241.4%	455.6%	554.9%	356.9%
% Change 2023 to 2024		10.9%	6.2%	19.0%	10.0%	5.3%	18.1%	19.5%	13.8%	14.9%	8.7%	11.5%	8.0%	12.9%		13.0%	11.0%	15.7%	9.5%
Average Annual Change		24.1%	17.4%	23.9%	28.0%	47.6%	47.3%	41.9%	52.1%	57.4%	31.3%	36.6%	29.5%	39.6%		21.9%	41.4%	50.4%	32.4%
2013	000s	1.4	1.6	2.1	2.9	3.2	3.2	3.6	4.1	3.4	3.0	1.9	1.6	31.9		5.1	9.3	11.1	6.5
2014	000s	1.2	1.5	2.2	3.5	7.8	7.9	7.2	10.0	8.2	2.8	2.4	1.4	56.1	75.6%	4.9	19.2	25.3	6.7
2015	000s	1.7	2.1	2.9	4.5	8.7	8.7	8.2	11.1	9.1	3.9	3.1	2.0	65.9	17.5%	6.7	21.8	28.4	9.0
2016	000s	1.8	2.1	2.9	4.5	8.8	8.9	8.5	11.6	9.6	4.0	3.2	2.1	68.0	3.2%	6.8	22.1	29.7	9.3
2017	000s	2.3	2.5	3.5	5.3	10.9	10.6	10.3	14.1	11.8	5.1	4.0	2.6	83.0	22.0%	8.3	26.8	36.2	11.8
2018	000s	2.3	2.5	3.4	5.3	11.3	10.8	10.1	14.9	11.6	5.3	4.1	2.7	84.3	1.6%	8.3	27.4	36.5	12.1
2019	000s	2.8	2.9	4.0	7.1	16.0	14.7	14.1	20.3	15.3	5.8	5.3	3.2	111.6	32.4%	9.7	37.9	49.6	14.3
2020	000s	2.4	2.1	1.6	0.1	0.1	0.5	8.4	17.5	15.2	5.6	0.4	1.2	55.1	-50.7%	6.0	0.6	41.2	7.2
2021	000s	0.1	0.1	0.1	2.1	12.0	14.4	13.2	19.1	17.8	7.9	5.4	3.2	95.3	73.1%	0.3	28.5	50.1	16.5
2022	000s	4.3	3.7	6.8	9.3	19.7	18.7	17.9	25.3	20.4	8.7	7.1	5.7	147.5	54.7%	14.7	47.7	63.7	21.5
2023	000s	4.4	4.3	6.5	10.7	19.1	16.9	16.9	24.2	21.7	12.1	8.7	6.1	151.6	2.8%	15.3	46.7	62.7	27.0
2024	000s	4.9	4.6	7.8	11.7	20.1	20.0	20.2	27.5	24.9	13.2	9.7	6.6	171.2	12.9%	17.3	51.8	72.5	29.5

VISITOR DAYS													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	
Non-Serviced	000s	31.9	56.1	65.9	68.0	83.0	84.3	111.6	55.1	95.3	147.5	151.6	171.2		
All Visitor Types	M	1.8	1.8	1.9	2.0	2.0	2.1	2.1	0.8	1.7	1.9	2.0	2.2		
Share of Total	%	1.8%	3.1%	3.4%	3.4%	4.1%	4.1%	5.2%	6.9%	5.6%	7.6%	7.4%	7.9%		
Annual Change in Share	%		68.9%	11.1%	-0.1%	20.1%	0.6%	28.0%	32.4%	-19.4%	36.1%	-2.4%	6.8%		
Change in Share from 2013	%		68.9%	87.7%	87.5%	125.1%	126.4%	189.9%	283.7%	209.3%	321.0%	310.9%	338.9%		
Avg Ann. Change in Share	%		68.9%	43.8%	29.2%	31.3%	25.3%	31.6%	40.5%	26.2%	35.7%	31.1%	30.8%		



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Report Prepared by: Cathy James, Date of Issue: 02/07/25

STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024		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											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2013 to 2024		-7.8%	-5.7%	-7.5%	2.5%	6.6%	4.2%	1.8%	11.5%	14.0%	1.9%	-2.1%	2.3%	1.6%	-7.4%	4.1%	8.1%	1.3%		
% Change 2023 to 2024		0.7%	0.9%	1.1%	1.2%	1.9%	3.3%	3.5%	3.2%	3.2%	1.8%	1.8%	0.7%	1.9%	0.9%	1.9%	3.3%	1.2%		
Average Annual Change		-0.7%	-0.5%	-0.7%	0.2%	0.6%	0.4%	0.2%	1.0%	1.3%	0.2%	-0.2%	0.2%	0.1%	-0.7%	0.4%	0.7%	0.1%		
2013	000s	28.9	8.5	11.3	22.3	14.9	12.2	20.9	20.2	10.2	10.4	9.1	21.9	190.8		48.7	49.4	51.3	41.4	
2014	000s	26.4	8.0	10.3	21.5	14.9	12.1	20.5	20.5	10.5	9.8	8.3	20.3	183.2	-4.0%	44.7	48.5	51.5	38.5	
2015	000s	26.5	8.1	10.3	21.7	14.9	12.2	20.3	20.8	10.6	10.0	8.2	21.2	185.0	1.0%	44.9	48.8	51.7	39.5	
2016	000s	26.5	8.1	10.6	22.2	15.0	12.1	20.6	21.0	10.7	9.9	8.6	22.0	187.2	1.2%	45.2	49.3	52.3	40.5	
2017	000s	26.2	7.9	10.3	21.6	15.1	12.0	20.4	21.0	10.7	9.9	8.5	21.6	185.1	-1.1%	44.3	48.7	52.1	40.0	
2018	000s	26.5	7.9	10.3	21.8	15.2	12.1	20.3	21.4	10.7	10.0	8.6	21.8	186.5	0.8%	44.6	49.2	52.4	40.3	
2019	000s	25.4	7.7	9.9	21.5	15.3	12.2	20.2	21.4	10.6	9.6	8.3	21.1	183.3	-1.7%	43.0	49.0	52.3	39.1	
2020	000s	21.6	6.1	3.6	0.6	0.5	0.6	7.4	13.9	7.6	5.5	1.0	4.1	72.5	-60.5%	31.2	1.7	28.9	10.6	
2021	000s	2.2	0.9	1.2	4.4	7.4	10.3	16.7	19.5	10.6	9.1	5.8	17.1	105.3	45.3%	4.3	22.1	46.8	32.1	
2022	000s	24.7	7.6	10.0	21.9	15.6	12.6	20.8	22.0	11.0	9.8	8.3	22.3	186.8	77.3%	42.3	50.1	53.9	40.4	
2023	000s	26.5	8.0	10.3	22.5	15.6	12.3	20.6	21.8	11.2	10.4	8.7	22.2	190.3	1.9%	44.8	50.5	53.6	41.4	
2024	000s	26.7	8.1	10.4	22.8	15.9	12.7	21.3	22.5	11.6	10.6	8.9	22.4	193.9	1.9%	45.1	51.5	55.4	41.9	
VISITOR DAYS													SFR							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s						
SFR		000s	190.8	183.2	185.0	187.2	185.1	186.5	183.3	72.5	105.3	186.8	190.3	193.9	Visitor Days by Year and Share of Total					
All Visitor Types		M	1.8	1.8	1.9	2.0	2.0	2.1	2.1	0.8	1.7	1.9	2.0	2.2						
Share of Total		%	10.8%	10.0%	9.5%	9.3%	9.1%	8.6%	9.1%	6.2%	9.6%	9.3%	9.0%							
Annual Change in Share		%		-7.7%	-4.5%	-2.0%	-2.7%	-0.2%	-5.0%	6.1%	-32.4%	56.0%	-3.3%	-3.6%						
Change in Share from 2013		%		-7.7%	-11.8%	-13.6%	-16.0%	-16.2%	-20.3%	-15.5%	-42.8%	-10.8%	-13.7%	-16.8%						
Avg Ann. Change in Share		%		-7.7%	-5.9%	-4.5%	-4.0%	-3.2%	-3.4%	-2.2%	-5.4%	-1.2%	-1.4%	-1.5%						

STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

2013 to 2024													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											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2013 to 2024		6.6%	17.7%	24.2%	35.0%	64.2%	59.4%	44.7%	74.3%	99.7%	50.1%	41.8%	26.8%	45.0%	14.7%	52.1%	68.7%	38.7%	
% Change 2023 to 2024		0.3%	0.1%	1.5%	1.4%	3.4%	6.7%	6.7%	6.1%	6.6%	3.2%	2.5%	0.0%	3.6%	0.7%	3.8%	6.5%	1.9%	
Average Annual Change		0.6%	1.6%	2.2%	3.2%	5.8%	5.4%	4.1%	6.8%	9.1%	4.6%	3.8%	2.4%	4.1%	1.3%	4.7%	6.2%	3.5%	
2013	000s	42.5	19.5	30.2	36.9	33.7	30.7	43.2	40.1	26.3	26.2	26.7	32.4	388.5		92.2	101.4	109.7	85.3
2014	000s	39.9	19.1	29.6	37.8	38.7	34.9	47.3	47.1	33.1	26.3	25.7	29.9	409.5	5.4%	88.6	111.4	127.5	82.0
2015	000s	40.3	20.1	29.8	39.1	38.9	36.0	47.2	48.7	34.4	27.9	25.4	33.0	420.7	2.7%	90.2	114.0	130.3	86.3
2016	000s	40.3	20.0	31.7	40.8	39.6	35.6	48.4	50.1	34.8	27.3	27.7	35.4	431.7	2.6%	91.9	116.0	133.3	90.4
2017	000s	40.8	19.5	31.4	40.4	42.3	37.1	50.0	52.6	37.3	28.6	28.9	35.6	444.4	2.9%	91.7	119.8	139.9	93.0
2018	000s	41.6	19.8	31.4	40.9	43.6	37.9	49.4	54.9	37.2	29.4	29.5	36.1	451.6	1.6%	92.8	122.4	141.5	95.0
2019	000s	40.5	19.8	31.3	42.1	48.0	41.5	53.1	59.6	40.1	29.1	30.6	35.7	471.4	4.4%	91.5	131.6	152.8	95.4
2020	000s	34.4	15.6	11.3	1.2	1.6	2.0	19.4	38.7	28.6	16.5	3.7	7.0	180.0	-61.8%	61.3	4.8	86.7	27.2
2021	000s	3.5	2.4	3.9	8.6	23.2	34.8	43.7	54.0	40.0	27.4	21.4	28.9	291.7	62.1%	9.7	66.6	137.7	77.7
2022	000s	38.6	19.0	32.4	44.2	50.6	45.3	57.2	64.0	44.1	30.8	31.0	40.0	497.2	70.5%	90.0	140.2	165.3	101.8
2023	000s	45.2	22.9	36.9	49.1	53.6	45.9	58.6	65.9	49.3	38.1	36.9	41.1	543.6	9.3%	105.1	148.6	173.8	116.1
2024	000s	45.4	22.9	37.5	49.8	55.4	49.0	62.5	70.0	52.5	39.3	37.8	41.1	563.3	3.6%	105.8	154.2	185.0	118.3

VISITOR DAYS													STAYING VISITOR		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	
Staying Visitor	000s	388.5	409.5	420.7	431.7	444.4	451.6	471.4	180.0	291.7	497.2	543.6	563.3		
All Visitor Types	M	1.8	1.8	1.9	2.0	2.0	2.1	2.1	0.8	1.7	1.9	2.0	2.2		
Share of Total	%	22.0%	22.3%	21.7%	21.5%	21.8%	21.9%	22.1%	22.7%	17.1%	25.7%	26.6%	26.1%		
Annual Change in Share	%		1.4%	-2.8%	-0.7%	1.3%	0.6%	0.9%	2.4%	-24.5%	50.0%	3.8%	-2.0%		
Change in Share from 2013	%		1.4%	-1.5%	-2.2%	-0.9%	-0.3%	0.6%	3.1%	-22.2%	16.6%	21.1%	18.7%		
Avg Ann. Change in Share	%		1.4%	-0.8%	-0.7%	-0.2%	-0.1%	0.1%	0.4%	-2.8%	1.8%	2.1%	1.7%		



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Report Prepared by: Cathy James, Date of Issue: 02/07/25

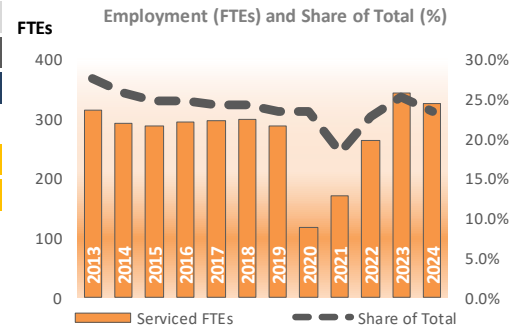
STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024		DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											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	Annual Change		Q1	Q2	Q3	Q4	
% Change 2013 to 2024		13.3%	-8.8%	6.3%	30.5%	2.2%	14.9%	24.0%	24.0%	31.3%	17.4%	4.1%	51.3%	15.7%	2.6%	15.0%	26.1%	21.7%		
% Change 2023 to 2024		15.2%	2.5%	20.4%	-9.5%	14.5%	0.3%	2.4%	3.5%	4.4%	9.2%	10.5%	11.8%	6.5%	12.1%	0.6%	3.4%	10.6%		
Average Annual Change		1.2%	-0.8%	0.6%	2.8%	0.2%	1.4%	2.2%	2.2%	2.8%	1.6%	0.4%	4.7%	1.4%	0.2%	1.4%	2.4%	2.0%		
2013	M	0.115	0.147	0.123	0.106	0.129	0.109	0.106	0.123	0.090	0.090	0.141	0.097	1.377	0.384	0.344	0.320	0.328		
2014	M	0.111	0.144	0.154	0.106	0.112	0.102	0.104	0.128	0.099	0.101	0.140	0.125	1.426	3.6%	0.409	0.320	0.332	0.366	
2015	M	0.111	0.143	0.160	0.116	0.119	0.110	0.127	0.122	0.106	0.104	0.155	0.147	1.520	6.6%	0.414	0.345	0.355	0.406	
2016	M	0.129	0.154	0.152	0.106	0.115	0.118	0.138	0.125	0.114	0.106	0.167	0.148	1.573	3.5%	0.435	0.340	0.376	0.422	
2017	M	0.126	0.138	0.127	0.143	0.125	0.118	0.150	0.155	0.109	0.109	0.154	0.138	1.593	1.3%	0.391	0.386	0.414	0.402	
2018	M	0.123	0.137	0.127	0.125	0.128	0.121	0.145	0.150	0.108	0.106	0.189	0.148	1.606	0.8%	0.387	0.374	0.402	0.443	
2019	M	0.130	0.157	0.136	0.139	0.135	0.125	0.148	0.146	0.115	0.108	0.177	0.142	1.657	3.2%	0.422	0.399	0.409	0.426	
2020	M	0.102	0.075	0.055	0.002	0.027	0.050	0.088	0.073	0.034	0.031	0.027	0.048	0.613	-63.0%	0.231	0.080	0.196	0.106	
2021	M	0.079	0.058	0.091	0.127	0.150	0.125	0.124	0.144	0.102	0.103	0.179	0.132	1.412	130.3%	0.228	0.402	0.369	0.413	
2022	M	0.107	0.114	0.105	0.145	0.105	0.116	0.124	0.143	0.091	0.097	0.147	0.147	1.440	1.9%	0.326	0.365	0.357	0.391	
2023	M	0.113	0.130	0.109	0.153	0.115	0.125	0.129	0.147	0.114	0.097	0.133	0.131	1.496	4.0%	0.352	0.393	0.390	0.361	
2024	M	0.130	0.134	0.131	0.138	0.131	0.126	0.132	0.153	0.119	0.106	0.147	0.147	1.593	6.5%	0.395	0.395	0.403	0.400	
VISITOR DAYS													DAY VISITOR							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M						
Day Visitor		M	1.377	1.426	1.520	1.573	1.593	1.606	1.657	0.613	1.412	1.440	1.496	1.593	Visitor Days by Year and Share of Total					
All Visitor Types		M	1.765	1.836	1.941	2.005	2.038	2.058	2.128	0.793	1.704	1.937	2.040	2.156						
Share of Total		%	78.0%	77.7%	78.3%	78.5%	78.2%	78.1%	77.3%	82.9%	74.3%	73.4%	73.9%							
Annual Change in Share		%		-0.4%	0.8%	0.2%	-0.4%	-0.2%	-0.3%	-0.7%	7.2%	-10.3%	-1.3%	0.7%						
Change in Share from 2013		%		-0.4%	0.4%	0.6%	0.3%	0.1%	-0.2%	-0.9%	6.3%	-4.7%	-5.9%	-5.3%						
Avg Ann. Change in Share		%		-0.4%	0.2%	0.2%	0.1%	0.0%	0.0%	-0.1%	0.8%	-0.5%	-0.6%	-0.5%						

Direct and Total Employment by Month, Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024			TOTAL		TOTAL EMPLOYMENT					
MELTON BOROUGH COUNCIL																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL																			
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2013 to 2024		11.7%	-0.6%	12.1%	28.7%	18.3%	23.5%	25.8%	33.8%	40.7%	24.8%	13.4%	36.6%	21.8%	Annual Change		7.7%	23.4%	32.9%	24.1%	
% Change 2023 to 2024		5.8%	-0.1%	8.4%	-6.6%	6.6%	0.2%	1.6%	2.2%	2.1%	4.5%	4.6%	4.6%	2.6%			4.7%	-0.2%	2.0%	4.6%	
Average Annual Change		1.1%	-0.1%	1.1%	2.6%	1.7%	2.1%	2.3%	3.1%	3.7%	2.3%	1.2%	3.3%	2.0%			0.7%	2.1%	3.0%	2.2%	
2013	FTEs	1,204	1,193	1,182	1,109	1,229	1,104	1,219	1,260	956	955	1,254	1,023	1,141			1,193	1,147	1,145	1,077	
2014	FTEs	1,123	1,136	1,303	1,080	1,130	1,050	1,196	1,293	1,018	975	1,180	1,101	1,132	-0.7%			1,188	1,087	1,169	1,085
2015	FTEs	1,111	1,124	1,316	1,128	1,154	1,085	1,292	1,262	1,051	994	1,237	1,230	1,165	2.9%			1,184	1,122	1,202	1,153
2016	FTEs	1,194	1,177	1,290	1,090	1,134	1,116	1,354	1,282	1,086	993	1,318	1,253	1,190	2.2%			1,220	1,113	1,240	1,188
2017	FTEs	1,196	1,099	1,168	1,289	1,218	1,139	1,441	1,468	1,094	1,029	1,276	1,217	1,220	2.4%			1,155	1,215	1,334	1,174
2018	FTEs	1,190	1,098	1,165	1,201	1,247	1,160	1,410	1,466	1,087	1,022	1,461	1,275	1,232	1.0%			1,151	1,203	1,321	1,253
2019	FTEs	1,185	1,169	1,181	1,249	1,281	1,173	1,412	1,437	1,114	1,001	1,383	1,215	1,233	0.1%			1,178	1,235	1,321	1,200
2020	FTEs	977	695	521	52	203	325	721	843	548	450	255	384	498	-59.6%			731	194	704	363
2021	FTEs	505	388	577	786	1,029	1,090	1,173	1,353	1,014	935	1,278	1,079	934	87.5%			490	968	1,180	1,097
2022	FTEs	1,044	938	1,023	1,293	1,143	1,156	1,317	1,440	1,008	953	1,235	1,273	1,152	23.3%			1,001	1,197	1,255	1,154
2023	FTEs	1,271	1,187	1,223	1,529	1,365	1,360	1,509	1,651	1,318	1,141	1,360	1,336	1,354	17.6%			1,227	1,418	1,493	1,279
2024	FTEs	1,345	1,186	1,325	1,428	1,455	1,363	1,534	1,687	1,345	1,192	1,422	1,398	1,390	2.6%			1,285	1,415	1,522	1,337
EMPLOYMENT														TOTAL							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs							
Total		FTEs	1,141	1,132	1,165	1,190	1,220	1,232	1,233	498	934	1,152	1,354	1,390	Employment (FTEs) and Share of Total (%)						
Total Employment		FTEs	1,141	1,132	1,165	1,190	1,220	1,232	1,233	498	934	1,152	1,354	1,390	1,500						
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	1,000						
Annual Change in Share		%												500							
Change in Share from 2013		%												0							
Avg Ann. Change in Share		%												0.0%							

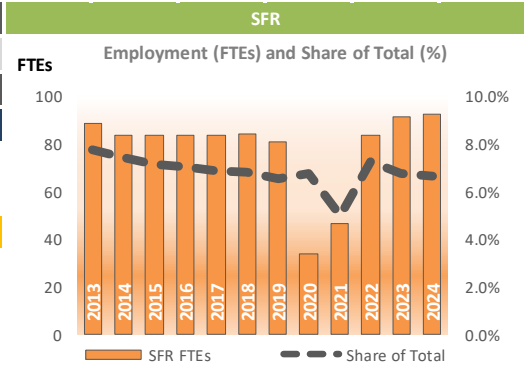
STEAM REPORT FOR 2013-2024 - FINAL													2013 to 2024		SERVICED		DIRECT EMPLOYMENT			
MELTON BOROUGH COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
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 2013 to 2024		-1.1%	-1.8%	3.9%	6.3%	7.9%	-1.3%	2.7%	8.8%	5.7%	2.7%	6.1%	2.0%	3.6%	0.6%	4.2%	5.7%	3.7%		
% Change 2023 to 2024		-6.5%	-6.3%	-6.3%	-6.5%	-2.3%	-5.4%	-3.9%	-3.7%	-5.5%	-4.6%	-4.7%	-7.1%	-5.1%	-6.4%	-4.7%	-4.3%	-5.4%		
Average Annual Change		-0.1%	-0.2%	0.4%	0.6%	0.7%	-0.1%	0.2%	0.8%	0.5%	0.2%	0.6%	0.2%	0.3%	0.1%	0.4%	0.5%	0.3%		
2013	FTEs	300	270	338	291	327	324	366	330	301	303	332	273	313	302	314	332	303		
2014	FTEs	277	252	321	278	307	298	350	313	293	285	288	233	291	283	294	319	269		
2015	FTEs	271	251	311	277	298	297	336	314	293	286	277	245	288	278	291	314	269		
2016	FTEs	269	249	327	287	302	291	343	318	291	280	295	259	293	282	294	317	278		
2017	FTEs	274	246	323	283	310	293	345	321	296	284	301	261	295	281	295	321	282		
2018	FTEs	278	248	324	286	316	297	342	333	297	289	305	264	298	283	300	324	286		
2019	FTEs	264	238	311	274	303	284	329	315	281	275	306	261	287	271	287	308	281		
2020	FTEs	224	195	159	29	45	44	104	159	151	153	73	61	116	193	39	138	96		
2021	FTEs	62	61	71	70	96	228	266	281	239	229	225	212	170	64	131	262	222		
2022	FTEs	227	209	280	255	277	266	316	289	253	249	280	243	262	239	266	286	258		
2023	FTEs	317	282	375	331	361	338	391	373	336	326	369	300	342	325	343	367	332		
2024	FTEs	296	265	352	309	353	320	376	359	318	312	352	279	324	304	327	351	314		
EMPLOYMENT													SERVICED ACCOMMODATION							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024							
Serviced	FTEs	313	291	288	293	295	298	287	116	170	262	342	324							
Total Employment	FTEs	1,141	1,132	1,165	1,190	1,220	1,232	1,233	498	934	1,152	1,354	1,390							
Share of Total	%	27.4%	25.7%	24.7%	24.6%	24.2%	24.2%	23.3%	23.4%	18.2%	22.7%	25.2%	23.3%							
Annual Change in Share	%		-6.2%	-3.9%	-0.5%	-1.7%	0.2%	-4.0%	0.5%	-22.1%	25.0%	10.9%	-7.6%							
Change in Share from 2013	%		-6.2%	-9.9%	-10.4%	-11.9%	-11.7%	-15.2%	-14.8%	-33.6%	-17.0%	-8.0%	-15.0%							
Avg Ann. Change in Share	%		-6.2%	-4.9%	-3.5%	-3.0%	-2.3%	-2.5%	-2.1%	-4.2%	-1.9%	-0.8%	-1.4%							



STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024			NON-SERVICED		DIRECT EMPLOYMENT				
MELTON BOROUGH COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		106.0%	97.9%	121.5%	147.4%	228.2%	227.4%	217.0%	274.0%	270.7%	194.0%	147.5%	120.2%	184.2%	Annual Change	108.7%	201.7%	254.1%	155.6%	
% Change 2023 to 2024		11.9%	10.7%	15.0%	11.4%	7.8%	15.7%	16.6%	13.1%	13.9%	20.4%	11.8%	10.7%	13.4%		12.6%	11.6%	14.4%	14.9%	
Average Annual Change		9.6%	8.9%	11.0%	13.4%	20.7%	20.7%	19.7%	24.9%	24.6%	17.6%	13.4%	10.9%	16.7%		9.9%	18.3%	23.1%	14.1%	
2013	FTEs	40	41	43	46	48	48	49	52	49	46	42	40	45		41	47	50	43	
2014	FTEs	31	33	36	42	63	64	60	73	65	38	37	32	48	5.6%	33	56	66	36	
2015	FTEs	33	34	38	45	66	66	63	77	68	42	39	34	50	5.2%	35	59	69	38	
2016	FTEs	33	35	38	45	66	66	64	79	70	43	40	34	51	1.2%	35	59	71	39	
2017	FTEs	41	42	46	54	81	80	78	96	85	53	49	42	62	22.0%	43	72	87	48	
2018	FTEs	41	42	46	54	83	81	77	100	84	54	49	42	63	0.8%	43	73	87	48	
2019	FTEs	43	43	48	62	105	99	95	124	101	56	54	44	73	16.2%	45	89	107	51	
2020	FTEs	33	37	28	4	9	14	63	116	105	57	18	21	42	-42.4%	32	9	95	32	
2021	FTEs	5	5	5	28	85	96	89	117	111	67	54	44	59	39.8%	5	70	106	55	
2022	FTEs	53	51	64	75	125	121	116	153	128	72	66	59	90	53.7%	56	107	133	66	
2023	FTEs	73	73	83	102	146	136	134	171	159	113	93	81	114	25.8%	76	128	155	96	
2024	FTEs	82	80	95	114	158	157	157	193	181	136	104	89	129	13.4%	86	143	177	110	
EMPLOYMENT														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs						
Non-Serviced		FTEs	45	48	50	51	62	63	73	42	59	90	114	129	Employment (FTEs) and Share of Total (%)					
Total Employment		FTEs	1,141	1,132	1,165	1,190	1,220	1,232	1,233	498	934	1,152	1,354	1,390						
Share of Total		%	4.0%	4.2%	4.3%	4.3%	5.1%	5.1%	5.9%	8.4%	6.3%	7.8%	8.4%	9.3%						
Annual Change in Share		%		6.4%	2.2%	-0.9%	19.1%	-0.2%	16.0%	42.7%	-25.4%	24.7%	7.0%	10.5%						
Change in Share from 2013		%		6.4%	8.8%	7.8%	28.4%	28.2%	48.7%	112.2%	58.2%	97.3%	111.1%	133.2%						
Avg Ann. Change in Share		%		6.4%	4.4%	2.6%	7.1%	5.6%	8.1%	16.0%	7.3%	10.8%	11.1%	12.1%						

STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024		SFR	DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
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 2013 to 2024		-5.3%	-3.1%	-4.9%	5.3%	9.6%	7.0%	4.7%	14.6%	17.1%	4.8%	0.6%	5.2%	4.4%	Annual Change	-4.8%	7.0%	11.1%	4.1%
% Change 2023 to 2024		-0.3%	-0.1%	0.1%	0.1%	0.8%	2.2%	2.4%	2.1%	2.1%	0.7%	0.7%	-0.3%	0.9%		-0.2%	0.8%	2.2%	0.2%
Average Annual Change		-0.5%	-0.3%	-0.4%	0.5%	0.9%	0.6%	0.4%	1.3%	1.6%	0.4%	0.1%	0.5%	0.4%		-0.4%	0.6%	1.0%	0.4%
2013	FTEs	160	47	62	123	83	68	116	112	56	58	50	121	88		90	91	95	76
2014	FTEs	144	44	56	117	82	66	112	112	57	54	46	111	83	-5.2%	81	88	94	70
2015	FTEs	143	44	56	117	80	66	110	112	57	54	44	115	83	-0.3%	81	88	93	71
2016	FTEs	142	43	57	119	80	65	110	112	57	53	46	118	84	0.4%	81	88	93	72
2017	FTEs	141	42	55	117	81	65	110	113	58	53	46	117	83	-0.4%	80	88	94	72
2018	FTEs	143	43	55	117	82	65	109	115	58	54	46	117	84	0.8%	80	88	94	72
2019	FTEs	134	41	52	113	81	64	107	113	56	51	44	111	81	-3.9%	76	86	92	69
2020	FTEs	116	33	19	3	3	3	41	79	43	31	6	24	33	-58.4%	56	3	55	20
2021	FTEs	12	5	7	23	39	54	88	102	56	48	31	90	46	37.9%	8	39	82	56
2022	FTEs	132	41	53	117	84	67	112	118	59	53	45	119	83	80.5%	76	89	96	72
2023	FTEs	152	46	59	130	90	71	118	125	65	60	50	128	91	9.4%	86	97	103	79
2024	FTEs	152	46	59	130	91	72	121	128	66	61	51	127	92	0.9%	86	98	105	80

EMPLOYMENT													SFR		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024		
SFR	FTEs	88	83	83	84	83	84	81	33	46	83	91	92		
Total Employment	FTEs	1,141	1,132	1,165	1,190	1,220	1,232	1,233	498	934	1,152	1,354	1,390		
Share of Total	%	7.7%	7.4%	7.1%	7.0%	6.8%	6.8%	6.5%	6.7%	4.9%	7.2%	6.7%	6.6%		
Annual Change in Share	%		-4.5%	-3.1%	-1.7%	-2.8%	-0.2%	-4.0%	2.9%	-26.4%	46.4%	-6.9%	-1.7%		
Change in Share from 2013	%		-4.5%	-7.5%	-9.1%	-11.7%	-11.9%	-15.4%	-12.9%	-36.0%	-6.3%	-12.8%	-14.3%		
Avg Ann. Change in Share	%		-4.5%	-3.8%	-3.0%	-2.9%	-2.4%	-2.6%	-1.8%	-4.5%	-0.7%	-1.3%	-1.3%		



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Report Prepared by: Cathy James, Date of Issue: 02/07/25

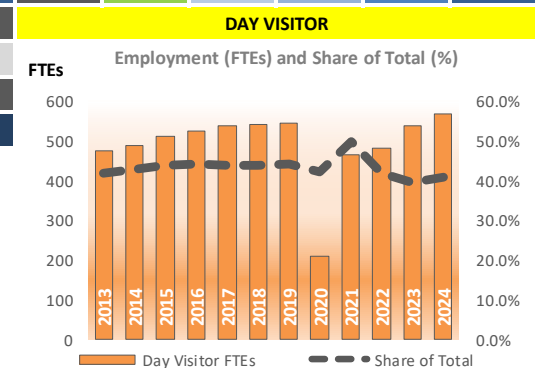
STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024		STAYING VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2013 to 2024		6.0%	9.3%	14.1%	20.1%	31.3%	25.0%	23.1%	37.9%	39.1%	24.8%	19.5%	13.9%	22.1%	9.7%	25.5%	32.8%	19.3%		
% Change 2023 to 2024		-2.3%	-2.5%	-2.2%	-1.7%	0.6%	0.8%	1.5%	1.7%	0.9%	1.7%	-1.2%	-2.5%	-0.3%	-2.3%	-0.1%	1.4%	-0.7%		
Average Annual Change		0.5%	0.8%	1.3%	1.8%	2.8%	2.3%	2.1%	3.4%	3.6%	2.3%	1.8%	1.3%	2.0%	0.9%	2.3%	3.0%	1.8%		
2013	FTEs	499	357	444	460	458	440	531	493	406	408	424	435	446	433	453	477	422		
2014	FTEs	452	329	413	438	452	428	522	499	415	378	371	376	423	398	439	479	375		
2015	FTEs	447	329	405	440	444	429	509	502	418	382	360	393	422	394	438	476	379		
2016	FTEs	444	327	421	451	449	423	517	509	418	375	380	411	427	398	441	481	389		
2017	FTEs	456	330	424	454	473	438	533	530	439	390	396	420	440	403	455	501	402		
2018	FTEs	461	333	425	458	482	444	529	548	439	396	401	424	445	406	461	505	407		
2019	FTEs	441	322	411	449	489	447	531	553	438	381	404	417	440	391	462	507	401		
2020	FTEs	373	265	206	36	56	61	208	355	299	241	96	106	192	281	51	287	148		
2021	FTEs	79	70	83	121	220	377	443	500	406	344	310	345	275	77	239	450	333		
2022	FTEs	412	301	398	448	486	454	543	561	440	373	391	422	436	370	463	515	395		
2023	FTEs	542	401	517	563	597	545	644	669	559	500	513	508	546	487	568	624	507		
2024	FTEs	530	391	506	553	601	550	654	680	564	508	506	495	545	475	568	633	503		

EMPLOYMENT													STAYING VISITOR	
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	
Staying Visitor	FTEs	446	423	422	427	440	445	440	192	275	436	546	545	
Total Employment	FTEs	1,141	1,132	1,165	1,190	1,220	1,232	1,233	498	934	1,152	1,354	1,390	
Share of Total	%	39.1%	37.3%	36.2%	35.9%	36.1%	36.1%	35.7%	38.5%	29.4%	37.8%	40.4%	39.2%	
Annual Change in Share	%		-4.6%	-3.1%	-0.8%	0.6%	0.1%	-1.2%	7.9%	-23.6%	28.5%	6.7%	-2.9%	
Change in Share from 2013	%		-4.6%	-7.5%	-8.3%	-7.7%	-7.7%	-8.8%	-1.5%	-24.8%	-3.3%	3.2%	0.2%	
Avg Ann. Change in Share	%		-4.6%	-3.8%	-2.8%	-1.9%	-1.5%	-1.5%	-0.2%	-3.1%	-0.4%	0.3%	0.0%	



STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024		DAY VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2013 to 2024		16.4%	-6.3%	9.3%	34.1%	5.0%	18.1%	27.4%	27.4%	35.0%	20.6%	7.0%	55.5%	18.9%			5.5%	18.1%	29.6%	25.1%	
% Change 2023 to 2024		14.0%	1.5%	19.1%	-10.4%	13.3%	-0.7%	1.4%	2.4%	3.3%	8.1%	9.4%	10.6%	5.4%			10.9%	-0.4%	2.3%	9.5%	
Average Annual Change		1.5%	-0.6%	0.8%	3.1%	0.5%	1.6%	2.5%	2.5%	3.2%	1.9%	0.6%	5.0%	1.7%			0.5%	1.6%	2.7%	2.3%	
2013	FTEs	475	606	509	438	531	453	440	509	374	372	585	401	474			530	474	441	453	
2014	FTEs	453	586	628	432	455	417	425	523	406	410	573	512	485	2.2%		556	435	451	498	
2015	FTEs	448	575	645	467	480	442	511	493	427	419	626	592	510	5.2%		556	463	477	546	
2016	FTEs	515	617	608	425	460	473	550	501	454	425	669	592	524	2.7%		580	453	502	562	
2017	FTEs	506	557	513	577	502	476	602	623	440	439	622	556	535	2.0%		525	519	555	539	
2018	FTEs	495	553	509	505	515	486	583	604	434	427	759	597	539	0.8%		519	502	540	594	
2019	FTEs	510	617	534	549	532	491	581	577	454	424	696	558	544	0.9%		554	524	537	560	
2020	FTEs	410	301	220	10	110	200	363	309	145	131	115	203	210	-61.4%		310	107	273	150	
2021	FTEs	323	240	373	498	588	490	486	564	398	402	701	517	465	121.5%		312	525	482	540	
2022	FTEs	427	456	419	578	421	462	495	570	362	388	588	590	480	3.2%		434	487	476	522	
2023	FTEs	485	560	467	656	493	538	553	633	489	415	572	564	535	11.6%		504	562	558	517	
2024	FTEs	553	568	556	588	558	534	560	649	505	449	626	624	564	5.4%		559	560	571	566	

EMPLOYMENT													DAY VISITOR		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024		
Day Visitor	FTEs	474	485	510	524	535	539	544	210	465	480	535	564		
Total Employment	FTEs	1,141	1,132	1,165	1,190	1,220	1,232	1,233	498	934	1,152	1,354	1,390		
Share of Total	%	41.6%	42.8%	43.8%	44.0%	43.8%	43.7%	44.1%	42.1%	49.8%	41.7%	39.5%	40.6%		
Annual Change in Share	%		3.0%	2.2%	0.5%	-0.4%	-0.2%	0.8%	-4.4%	18.1%	-16.3%	-5.1%	2.6%		
Change in Share from 2013	%		3.0%	5.3%	5.9%	5.4%	5.2%	6.0%	1.3%	19.7%	0.1%	-4.9%	-2.4%		
Avg Ann. Change in Share	%		3.0%	2.7%	2.0%	1.3%	1.0%	1.0%	0.2%	2.5%	0.0%	-0.5%	-0.2%		



STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

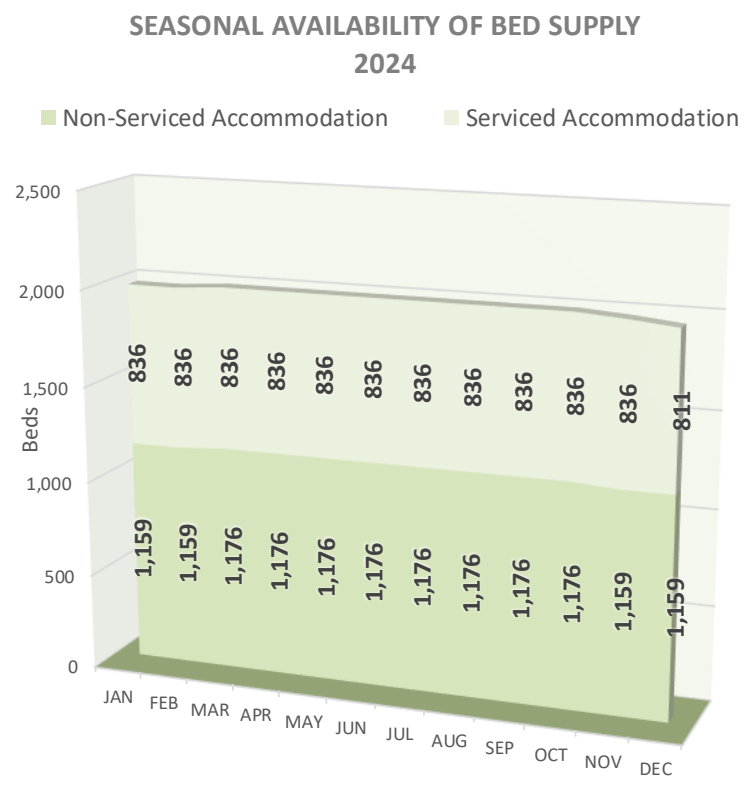
2024 **STAYING VISITORS** **ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE**

SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	24	836	-5	-41	-15	+11
+50 Room	4	555	0	0	+1	+113
11-50 Room	3	138	0	0	0	0
<10 Room	17	143	-5	-41	-16	-102

NON-SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	37	1,176	+3	+99	+15	+987
Self catering	28	294	-2	-9	+8	+150
Static caravans/chalets	0	126	0	+24	0	+126
Touring caravans/camping	9	756	+5	+84	+7	+711
Youth Hostels	0	0	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	61	2,012	-2	+58	+0	+998
Serviced Accommodation Share of Total	39%	42%				
Non-Serviced Accommodation Share of Total	61%	58%				

SEASONAL AVAILABILITY OF BED SUPPLY 2024	2024											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	1,995	1,995	2,012	2,012	2,012	2,012	2,012	2,012	2,012	2,012	1,995	1,970
Serviced Accommodation	836	836	836	836	836	836	836	836	836	836	836	811
Non-Serviced Accommodation	1,159	1,159	1,176	1,176	1,176	1,176	1,176	1,176	1,176	1,176	1,159	1,159



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Report Prepared by: Cathy James, Date of Issue: 02/07/25

Report Sections With Historic Financial Data Indexed to 2024 Prices

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

Indexation: *Indexation to: 2024*

2013	<i>1.54</i>
2014	<i>1.50</i>
2015	<i>1.48</i>
2016	<i>1.46</i>
2017	<i>1.42</i>
2018	<i>1.37</i>
2019	<i>1.34</i>
2020	<i>1.30</i>
2021	<i>1.28</i>
2022	<i>1.19</i>
2023	<i>1.05</i>
2024	<i>1.00</i>

STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

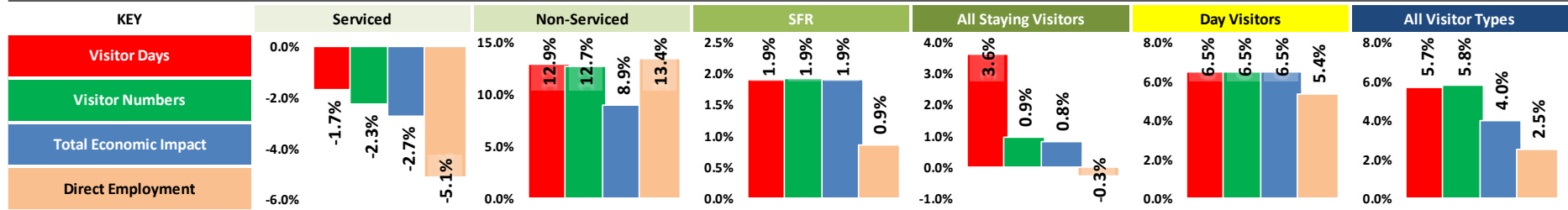
Comparing 2024 and 2023
2023 in 2024 prices (1.049)

COMPARATIVE HEADLINES

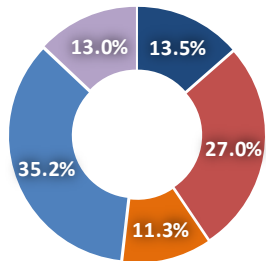
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - INDEXED TO 2024

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %			
Visitor Days	M	0.198	0.202	-1.7%	0.171	0.152	12.9%	0.194	0.190	1.9%	0.563	0.544	3.6%	1.593	1.496	6.5%	2.156	2.040	5.7%		
Visitor Numbers	M	0.102	0.104	-2.3%	0.025	0.022	12.7%	0.082	0.080	1.9%	0.208	0.206	0.9%	1.593	1.496	6.5%	1.801	1.703	5.8%		
Direct Expenditure	£M																108.12	104.06	3.9%		
Economic Impact	£M	33.15	34.08	-2.7%	14.34	13.16	8.9%	13.30	13.06	1.9%	60.79	60.30	0.8%	82.78	77.76	6.5%	143.57	138.06	4.0%		
Direct Employment	FTEs	324	342	-5.1%	129	114	13.4%	92	91	0.9%	545	546	-0.3%	564	535	5.4%	1,109	1,082	2.5%		
Total Employment	FTEs																1,390	1,354	2.6%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2024 & 2023 - INDEXED TO 2024



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2024



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

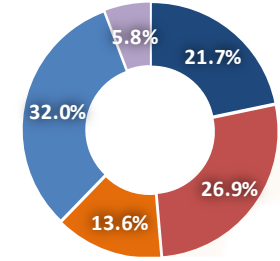
	2024	2023	+/- %
Accommodation	14.64	15.04	-2.6%
Food & Drink	29.20	27.93	4.6%
Recreation	12.19	11.67	4.5%
Shopping	38.06	36.17	5.2%
Transport	14.02	13.26	5.8%
TOTAL DIRECT	108.12	104.06	3.9%
Indirect	35.45	34.01	4.3%
TOTAL	143.57	138.06	4.0%

Sectors

Sectors	2024	2023	+/- %
Accommodation	241	246	-2.0%
Food & Drink	298	288	3.5%
Recreation	151	146	3.4%
Shopping	355	340	4.2%
Transport	64	61	4.7%
TOTAL DIRECT	1,109	1,082	2.5%
Indirect	281	272	3.2%
TOTAL	1,390	1,354	2.6%

Sectoral Distribution of Employment - FTEs

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



Direct Employment Categories

STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

2013 to 2024
2024 Prices

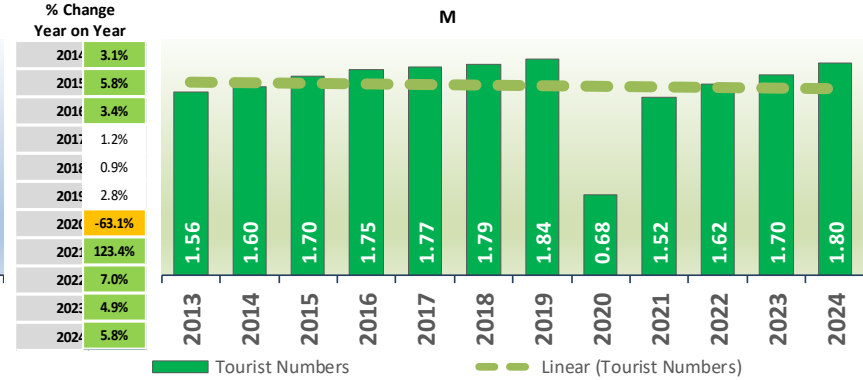
TOTAL

KEY MEASURES
Indexed

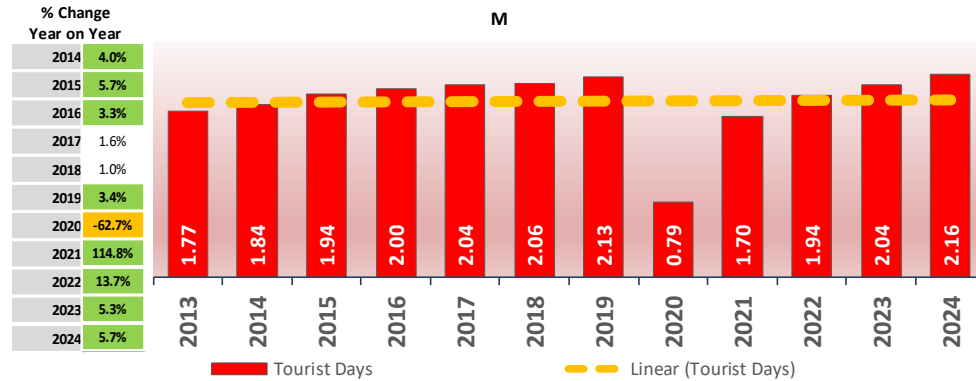
Economic Impact - Indexed - Total



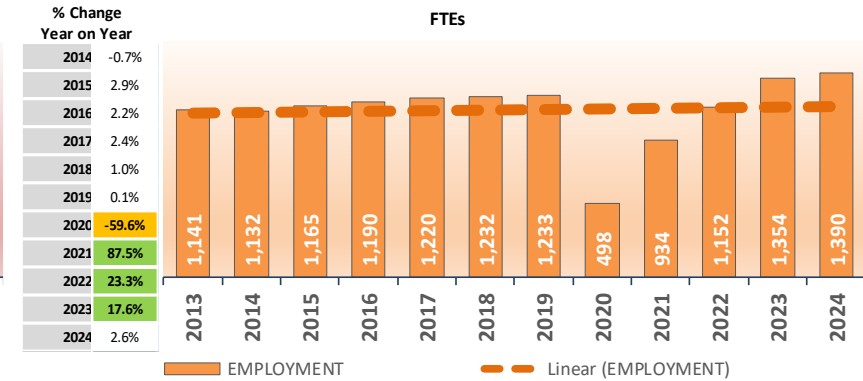
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		3.5%	8.5%	12.1%	13.6%	10.8%	15.2%	-56.9%	-9.4%	10.2%	18.6%	23.3%
Visitor Numbers		3.1%	9.1%	12.7%	14.1%	15.1%	18.4%	-56.3%	-2.5%	4.3%	9.5%	15.8%
Visitor Days		4.0%	9.9%	13.6%	15.4%	16.6%	20.6%	-55.1%	-3.5%	9.7%	15.6%	22.2%
Total Employment		-0.7%	2.2%	4.4%	6.9%	8.0%	8.1%	-56.3%	-18.1%	1.0%	18.7%	21.8%

"Linear" = Linear Trendline

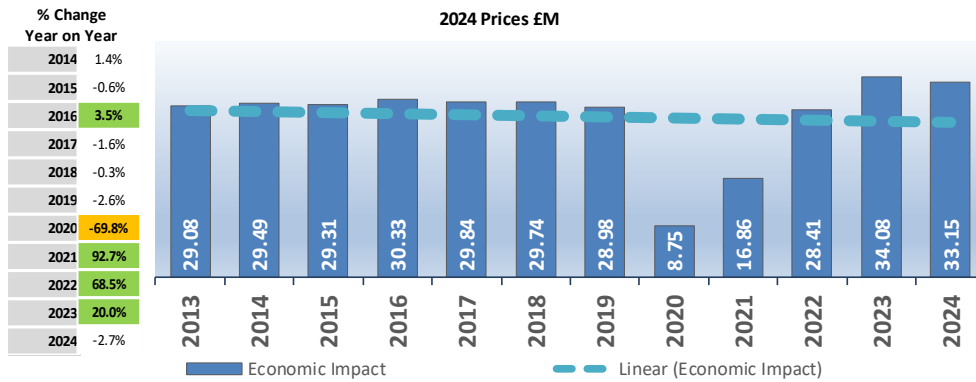
STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

2013 to 2024
2024 Prices

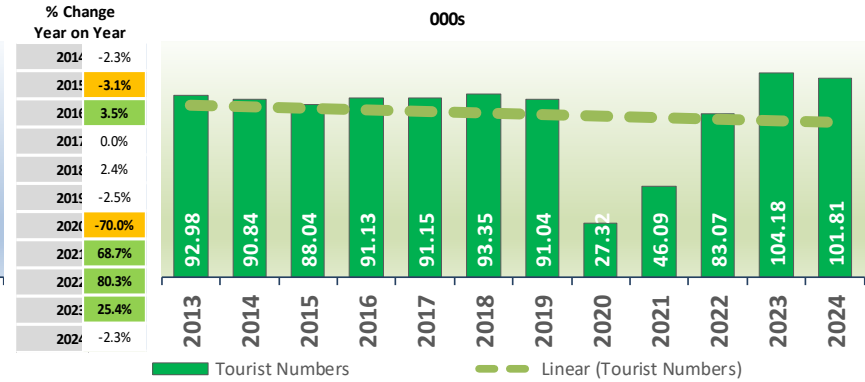
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

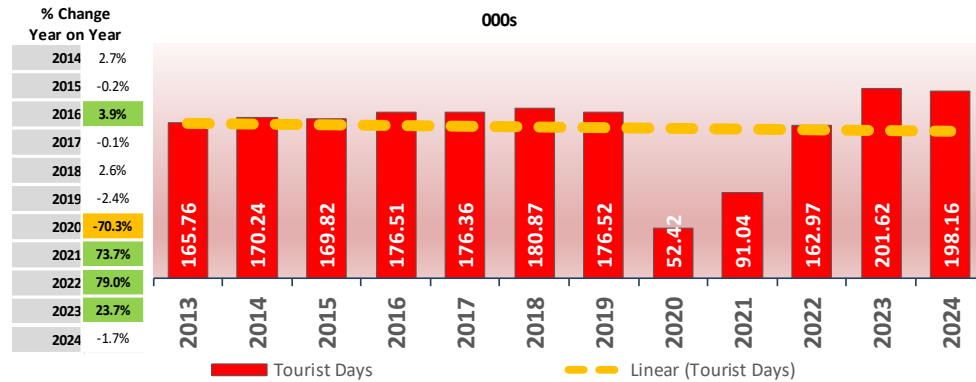
Economic Impact - Indexed - Serviced Accommodation



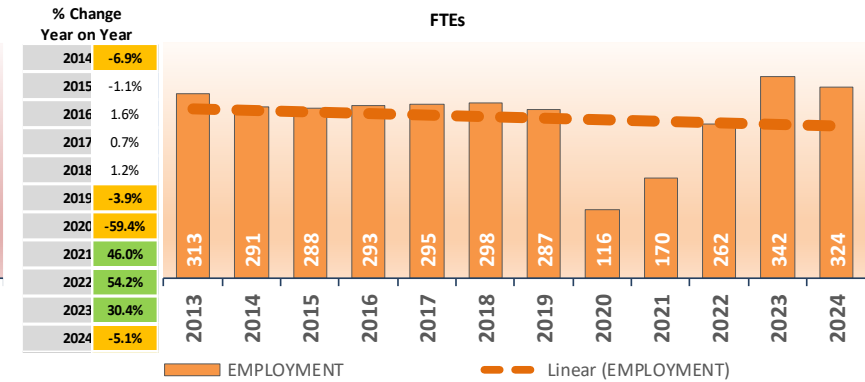
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		1.4%	0.8%	4.3%	2.6%	2.3%	-0.3%	-69.9%	-42.0%	-2.3%	17.2%	14.0%
Visitor Numbers		-2.3%	-5.3%	-2.0%	-2.0%	0.4%	-2.1%	-70.6%	-50.4%	-10.7%	12.0%	9.5%
Visitor Days		2.7%	2.5%	6.5%	6.4%	9.1%	6.5%	-68.4%	-45.1%	-1.7%	21.6%	19.5%
Direct Employment		-6.9%	-8.0%	-6.5%	-5.8%	-4.6%	-8.3%	-62.8%	-45.7%	-16.2%	9.2%	3.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

2013 to 2024
2024 Prices

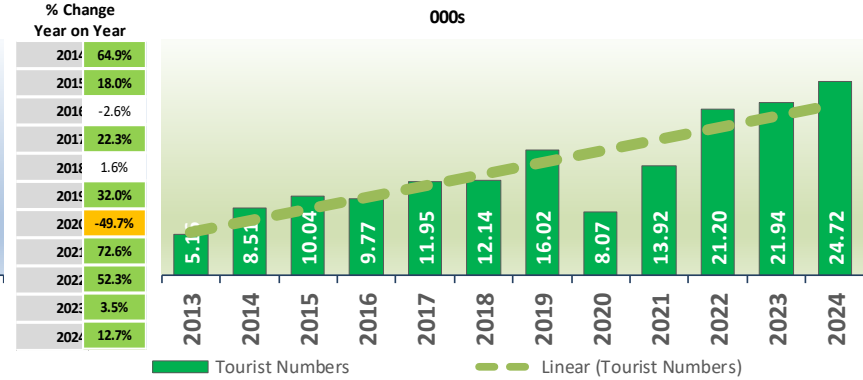
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

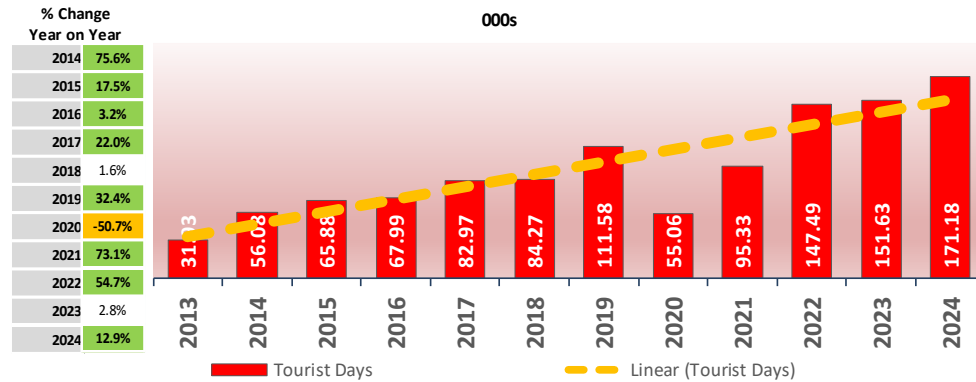
Economic Impact - Indexed - Non-Serviced Accommodation



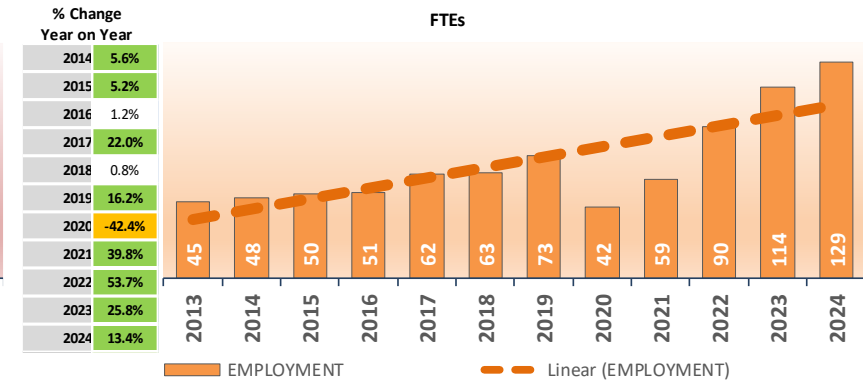
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		58.5%	95.5%	105.2%	155.8%	147.4%	229.5%	69.0%	195.1%	349.4%	381.6%	424.5%
Visitor Numbers		64.9%	94.5%	89.4%	131.6%	135.3%	210.5%	56.3%	169.8%	310.8%	325.2%	379.1%
Visitor Days		75.6%	106.3%	112.9%	159.8%	163.9%	249.5%	72.4%	198.6%	361.9%	374.9%	436.1%
Direct Employment		5.6%	11.1%	12.5%	37.3%	38.4%	60.8%	-7.4%	29.5%	99.2%	150.6%	184.2%

"Linear" = Linear Trendline

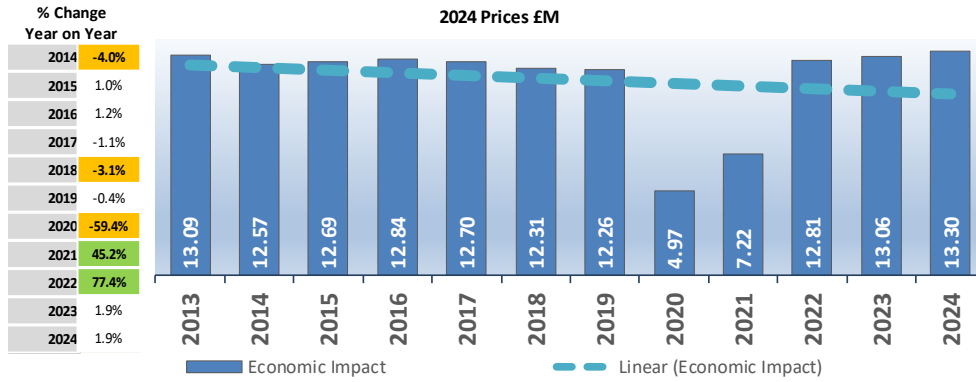
STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

2013 to 2024
2024 Prices

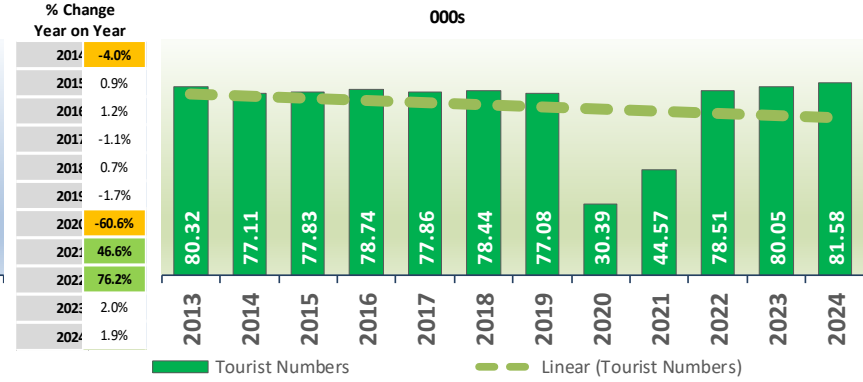
SFR

KEY MEASURES
Indexed

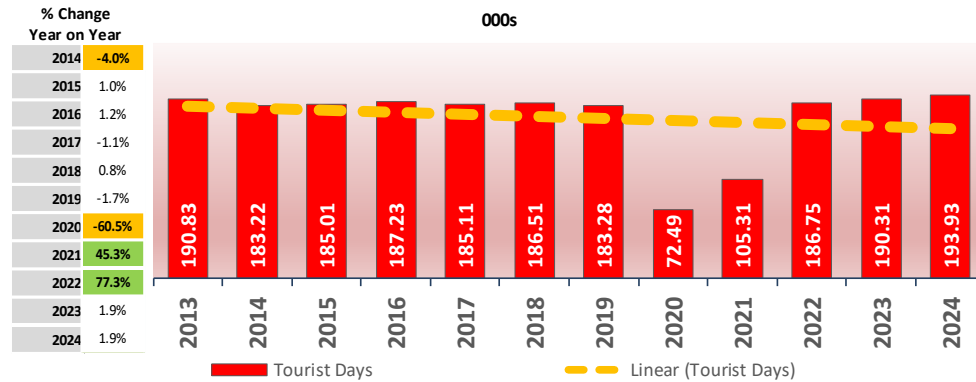
Economic Impact - Indexed - SFR



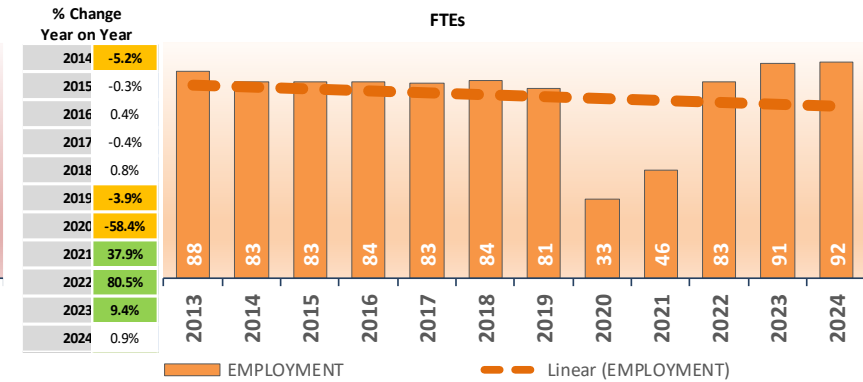
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		-4.0%	-3.1%	-1.9%	-3.0%	-6.0%	-6.3%	-62.0%	-44.8%	-2.1%	-0.3%	1.6%
Visitor Numbers		-4.0%	-3.1%	-2.0%	-3.1%	-2.3%	-4.0%	-62.2%	-44.5%	-2.3%	-0.3%	1.6%
Visitor Days		-4.0%	-3.0%	-1.9%	-3.0%	-2.3%	-4.0%	-62.0%	-44.8%	-2.1%	-0.3%	1.6%
Direct Employment		-5.2%	-5.5%	-5.1%	-5.6%	-4.9%	-8.5%	-62.0%	-47.6%	-5.4%	3.6%	4.4%

"Linear" = Linear Trendline

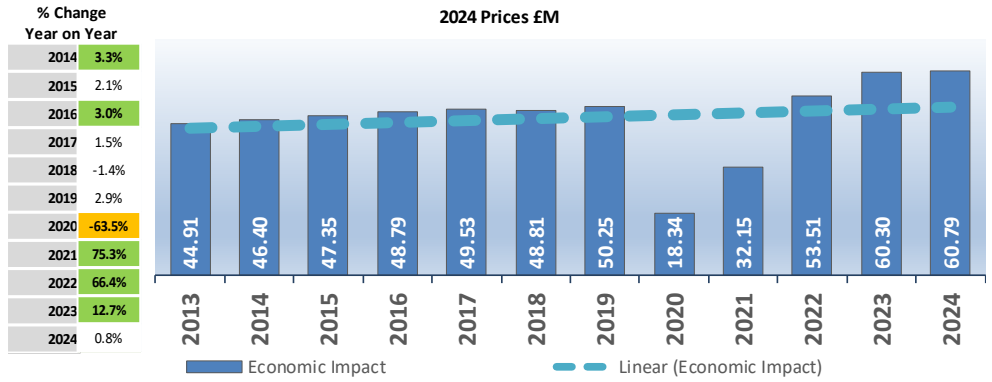
STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

2013 to 2024
 2024 Prices

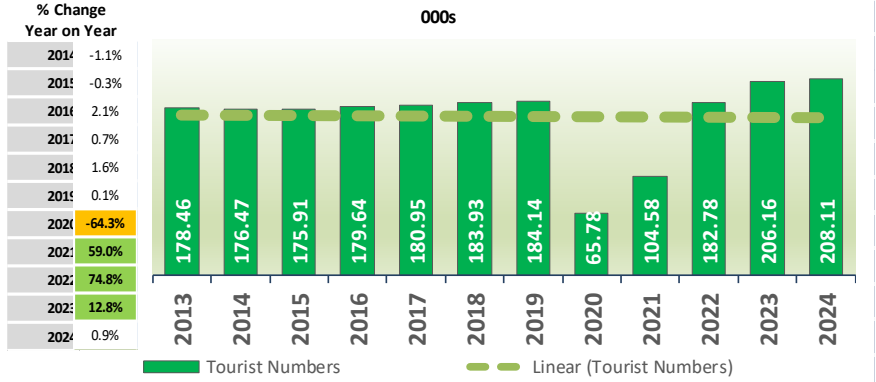
STAYING VISITOR

KEY MEASURES
 Indexed

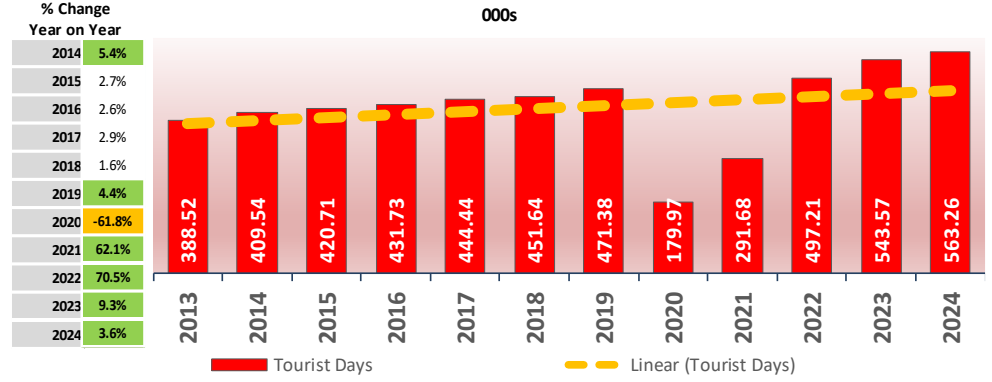
Economic Impact - Indexed - Staying Visitor



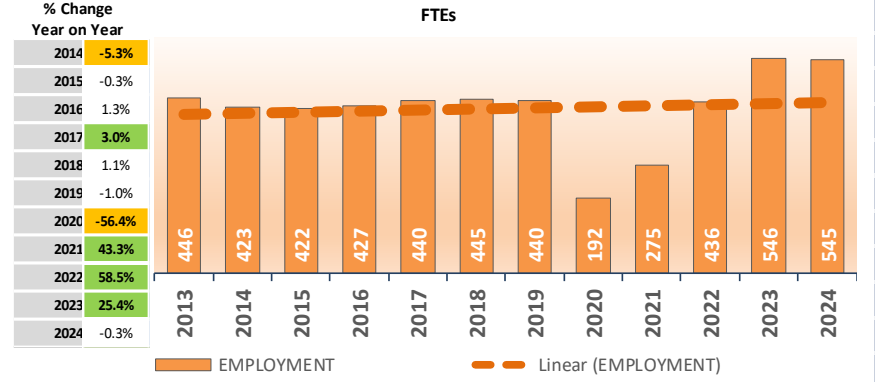
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		3.3%	5.4%	8.6%	10.3%	8.7%	11.9%	-59.2%	-28.4%	19.2%	34.3%	35.4%
Visitor Numbers		-1.1%	-1.4%	0.7%	1.4%	3.1%	3.2%	-63.1%	-41.4%	2.4%	15.5%	16.6%
Visitor Days		5.4%	8.3%	11.1%	14.4%	16.2%	21.3%	-53.7%	-24.9%	28.0%	39.9%	45.0%
Direct Employment		-5.3%	-5.5%	-4.3%	-1.4%	-0.3%	-1.4%	-57.0%	-38.4%	-2.4%	22.5%	22.1%

"Linear" = Linear Trendline

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Report Prepared by: Cathy James, Date of Issue: 02/07/25

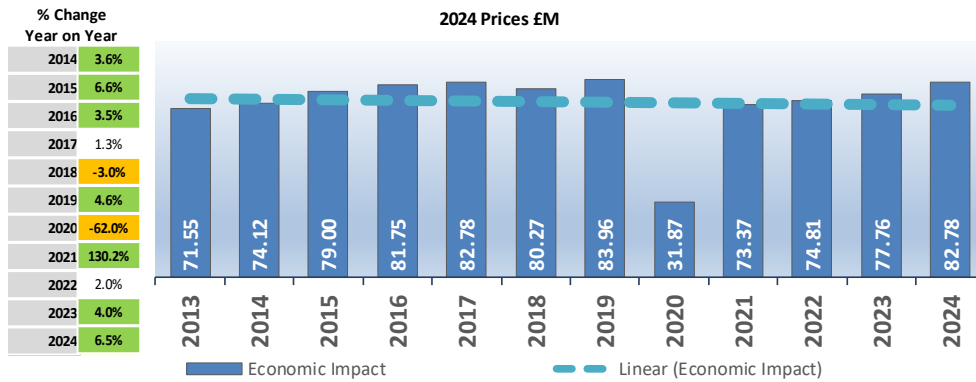
STEAM REPORT FOR 2013-2024 - FINAL
MELTON BOROUGH COUNCIL

2013 to 2024
 2024 Prices

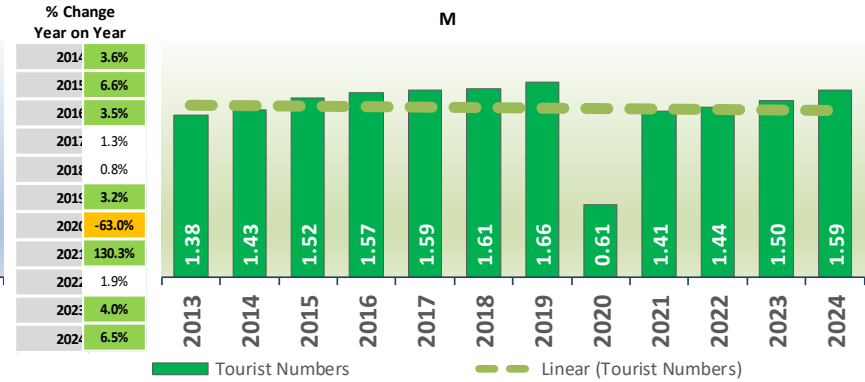
DAY VISITOR

KEY MEASURES
 Indexed

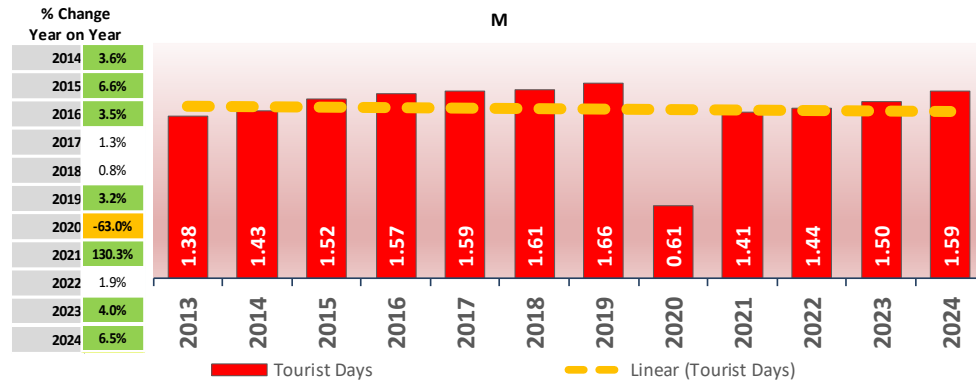
Economic Impact - Indexed - Day Visitor



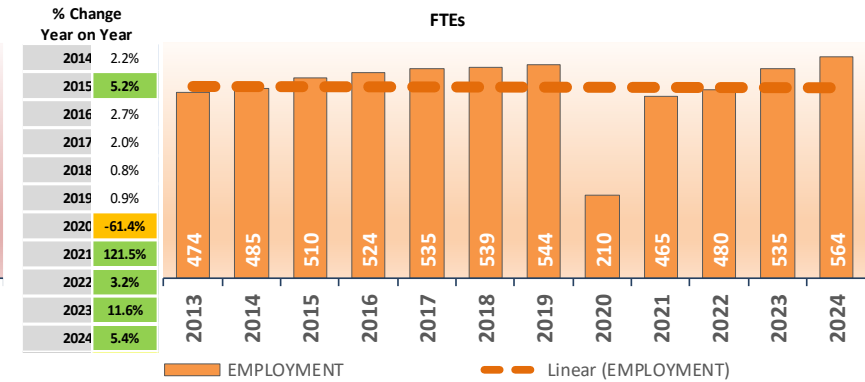
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



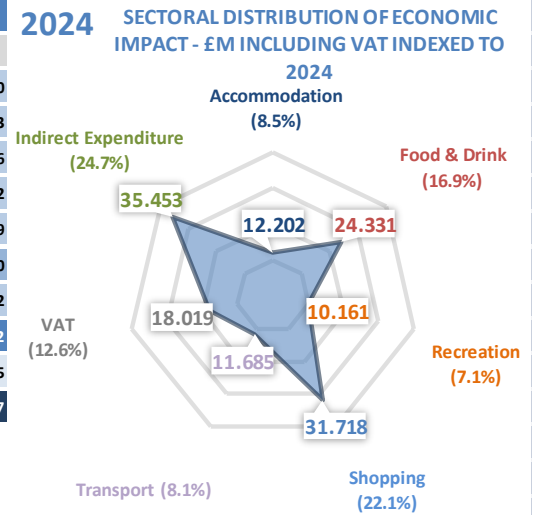
Direct Employment Supported - Day Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		3.6%	10.4%	14.3%	15.7%	12.2%	17.4%	-55.5%	2.5%	4.6%	8.7%	15.7%
Visitor Numbers		3.6%	10.4%	14.3%	15.7%	16.7%	20.3%	-55.5%	2.6%	4.6%	8.7%	15.7%
Visitor Days		3.6%	10.4%	14.3%	15.7%	16.7%	20.3%	-55.5%	2.6%	4.6%	8.7%	15.7%
Direct Employment		2.2%	7.6%	10.5%	12.7%	13.6%	14.6%	-55.8%	-2.0%	1.1%	12.9%	18.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL										2013 to 2024 2024 Prices		TOTAL	SECTORAL ANALYSIS Indexed
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2024													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	£M	9.309	9.420	9.603	9.941	9.911	9.931	9.870	3.454	6.697	10.48	12.53	12.20
Food & Drink	£M	19.91	20.61	21.60	22.31	22.64	22.03	22.96	9.082	18.15	21.82	23.27	24.33
Recreation	£M	8.274	8.614	9.015	9.316	9.457	9.208	9.616	3.783	7.581	9.097	9.727	10.16
Shopping	£M	26.33	27.33	28.78	29.74	30.15	29.30	30.59	11.59	24.76	28.54	30.14	31.72
Transport	£M	9.437	9.865	10.40	10.74	10.92	10.61	11.19	4.331	9.095	10.57	11.05	11.69
Direct Revenue	£M	73.26	75.84	79.40	82.04	83.08	81.08	84.22	32.24	66.28	80.51	86.72	90.10
VAT	£M	14.65	15.17	15.88	16.41	16.62	16.22	16.84	5.463	12.82	16.10	17.34	18.02
Direct Expenditure	£M	87.91	91.01	95.28	98.44	99.70	97.30	101.07	37.70	79.10	96.61	104.06	108.12
Indirect Expenditure	£M	28.55	29.50	31.06	32.10	32.62	31.78	33.14	12.51	26.42	31.70	34.01	35.45
TOTAL	£M	116.46	120.52	126.34	130.54	132.31	129.08	134.21	50.21	105.52	128.31	138.06	143.57



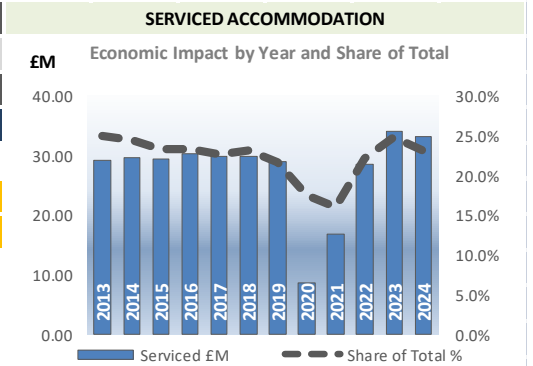
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	227	196	194	195	202	203	197	98	129	181	246	241
Food & Drink	FTEs	238	243	251	257	263	266	267	105	205	252	288	298
Recreation	FTEs	120	123	127	130	133	135	136	53	104	127	146	151
Shopping	FTEs	286	293	305	313	319	323	325	123	255	300	340	355
Transport	FTEs	50	52	54	55	57	57	58	22	46	55	61	64
Direct Employment	FTEs	921	908	932	951	975	984	984	402	740	915	1,082	1,109
Indirect Employment	FTEs	220	224	233	239	245	248	249	96	194	236	272	281
TOTAL	FTEs	1,141	1,132	1,165	1,190	1,220	1,232	1,233	498	934	1,152	1,354	1,390



STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024 2024 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 2024 / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2013 to 2024		10.4%	-3.8%	11.2%	31.8%	19.8%	27.1%	22.6%	32.7%	51.1%	28.9%	15.2%	43.9%	23.3%	6.0%	25.9%	33.7%	28.0%		
% Change 2023 to 2024		7.8%	1.1%	10.4%	-6.4%	8.3%	1.7%	3.2%	3.6%	3.3%	4.8%	6.0%	6.3%	4.0%	6.6%	0.9%	3.4%	5.8%		
Average Annual Change		0.9%	-0.3%	1.0%	2.9%	1.8%	2.5%	2.1%	3.0%	4.6%	2.6%	1.4%	4.0%	2.1%	0.5%	2.4%	3.1%	2.5%		
2013	£M	10.12	9.902	10.15	9.240	10.57	9.340	11.17	11.46	7.802	7.777	10.76	8.170	116.46	30.17	29.15	30.43	26.71		
2014	£M	9.712	9.710	11.70	9.367	10.03	9.194	11.40	12.24	8.870	8.387	10.52	9.381	120.52	31.12	28.59	32.52	28.29		
2015	£M	9.744	9.768	11.99	10.00	10.38	9.685	12.47	12.15	9.340	8.723	11.20	10.88	126.34	31.51	30.07	33.97	30.80		
2016	£M	10.63	10.36	11.86	9.746	10.28	10.05	13.21	12.47	9.758	8.746	12.17	11.25	130.54	32.86	30.07	35.44	32.16		
2017	£M	10.53	9.417	10.49	11.56	11.01	10.14	13.92	14.18	9.730	9.003	11.60	10.74	132.31	30.44	32.71	37.83	31.34		
2018	£M	10.11	9.071	10.08	10.32	10.92	9.999	13.07	13.70	9.310	8.636	12.96	10.91	129.08	29.26	31.23	36.08	32.51		
2019	£M	10.45	10.15	10.61	11.22	11.71	10.55	13.59	13.91	9.955	8.765	12.63	10.69	134.21	31.21	33.47	37.45	32.08		
2020	£M	8.752	5.782	4.284	0.258	1.622	2.809	6.434	7.572	4.389	3.301	1.862	3.148	50.21	18.82	4.690	18.40	8.311		
2021	£M	4.427	3.322	5.221	7.430	9.891	10.19	11.22	13.35	9.725	8.705	12.15	9.898	105.52	12.97	27.51	34.29	30.75		
2022	£M	9.204	8.082	9.422	12.03	10.72	10.85	12.67	13.95	9.338	8.690	11.61	11.75	128.31	26.71	33.61	35.95	32.04		
2023	£M	10.36	9.421	10.23	13.01	11.69	11.68	13.27	14.68	11.41	9.565	11.69	11.06	138.06	30.01	36.38	39.36	32.32		
2024	£M	11.17	9.527	11.29	12.18	12.66	11.87	13.69	15.21	11.79	10.03	12.39	11.76	143.57	31.99	36.71	40.69	34.18		
ECONOMIC IMPACT - INDEXED TO 2024													TOTAL							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M						
Total		£M	116.46	120.52	126.34	130.54	132.31	129.08	134.21	50.21	105.52	128.31	138.06	143.57	Economic Impact by Year and Share of Total					
All Visitor Types		£M	116.46	120.52	126.34	130.54	132.31	129.08	134.21	50.21	105.52	128.31	138.06	143.57						
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						
Annual Change in Share		%																		
Change in Share from 2013		%																		
Avg Ann. Change in Share		%																		

STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024 2024 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 2024 / 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 2013 to 2024		5.7%	4.8%	11.5%	25.5%	22.3%	6.3%	-7.9%	1.0%	35.8%	26.6%	27.2%	36.0%	14.0%		8.1%	17.5%	5.3%	29.1%	
% Change 2023 to 2024		-4.8%	-4.2%	-5.0%	-5.1%	1.7%	-3.2%	-1.4%	-0.8%	-3.3%	-1.3%	-2.4%	-5.8%	-2.7%		-4.8%	-2.0%	-1.8%	-2.9%	
Average Annual Change		0.5%	0.4%	1.0%	2.3%	2.0%	0.6%	-0.7%	0.1%	3.3%	2.4%	2.5%	3.3%	1.3%		0.7%	1.6%	0.5%	2.6%	
2013	£M	2.050	1.564	2.809	1.966	2.604	2.553	3.861	3.283	2.128	2.141	2.625	1.495	29.08		6.424	7.123	9.272	6.260	
2014	£M	2.031	1.579	2.823	2.115	2.627	2.466	3.998	3.386	2.380	2.263	2.468	1.357	29.49	1.4%	6.433	7.208	9.764	6.088	
2015	£M	1.996	1.626	2.729	2.127	2.517	2.481	3.778	3.430	2.406	2.298	2.309	1.615	29.31	-0.6%	6.351	7.126	9.614	6.222	
2016	£M	1.972	1.597	2.982	2.324	2.594	2.392	3.902	3.521	2.383	2.193	2.612	1.861	30.33	3.5%	6.551	7.310	9.806	6.667	
2017	£M	2.001	1.474	2.852	2.176	2.646	2.347	3.808	3.455	2.393	2.202	2.642	1.843	29.84	-1.6%	6.326	7.169	9.656	6.688	
2018	£M	2.019	1.472	2.792	2.186	2.675	2.360	3.635	3.548	2.348	2.228	2.641	1.841	29.74	-0.3%	6.283	7.220	9.530	6.710	
2019	£M	1.935	1.429	2.730	2.124	2.611	2.296	3.587	3.420	2.232	2.141	2.666	1.809	28.98	-2.6%	6.094	7.030	9.239	6.616	
2020	£M	1.755	1.282	1.061	0.082	0.154	0.148	0.639	1.363	0.870	0.805	0.338	0.254	8.751	-69.8%	4.098	0.383	2.872	1.397	
2021	£M	0.190	0.223	0.412	0.352	0.637	1.774	2.468	2.907	2.302	2.039	1.977	1.578	16.86	92.7%	0.825	2.764	7.677	5.594	
2022	£M	1.583	1.312	2.709	2.237	2.632	2.424	3.266	2.902	2.273	2.219	2.802	2.052	28.41	68.5%	5.604	7.293	8.441	7.074	
2023	£M	2.278	1.710	3.300	2.600	3.134	2.805	3.605	3.345	2.987	2.744	3.418	2.157	34.08	20.0%	7.289	8.539	9.937	8.319	
2024	£M	2.168	1.639	3.134	2.468	3.185	2.714	3.554	3.317	2.890	2.709	3.338	2.032	33.15	-2.7%	6.941	8.367	9.761	8.079	

ECONOMIC IMPACT - INDEXED TO 2024													
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Serviced	£M	29.08	29.49	29.31	30.33	29.84	29.74	28.98	8.751	16.86	28.41	34.08	33.15
All Visitor Types	£M	116.46	120.52	126.34	130.54	132.31	129.08	134.21	50.21	105.52	128.31	138.06	143.57
Share of Total	%	25.0%	24.5%	23.2%	23.2%	22.6%	23.0%	21.6%	17.4%	16.0%	22.1%	24.7%	23.1%
Annual Change in Share	%		-2.0%	-5.2%	0.2%	-2.9%	2.2%	-6.3%	-19.3%	-8.3%	38.6%	11.5%	-6.5%
Change in Share from 2013	%		-2.0%	-7.1%	-6.9%	-9.7%	-7.7%	-13.5%	-30.2%	-36.0%	-11.3%	-1.1%	-7.5%
Avg Ann. Change in Share	%		-2.0%	-3.5%	-2.3%	-2.4%	-1.5%	-2.3%	-4.3%	-4.5%	-1.3%	-0.1%	-0.7%

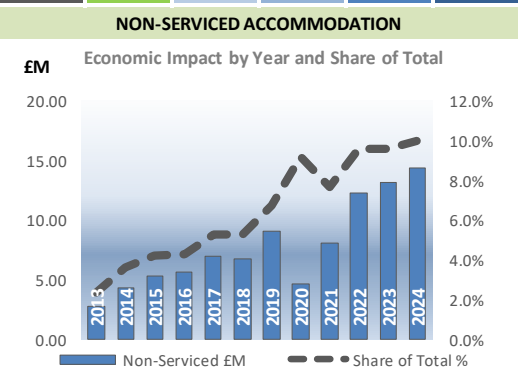


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Report Prepared by: Cathy James, Date of Issue: 02/07/25

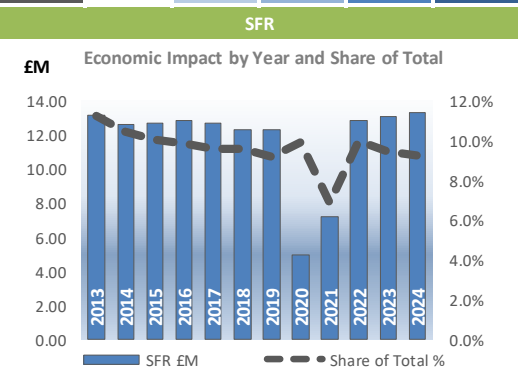
STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024 2024 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2013 to 2024		268.8%	193.5%	263.3%	302.4%	498.4%	573.2%	421.7%	516.2%	601.6%	347.4%	397.1%	328.3%	424.5%	243.1%	462.4%	506.8%	357.6%	
% Change 2023 to 2024		4.3%	0.1%	12.1%	4.3%	2.0%	15.7%	16.7%	11.4%	11.1%	2.3%	5.8%	1.6%	8.9%	6.4%	7.8%	12.8%	3.2%	
Average Annual Change		24.4%	17.6%	23.9%	27.5%	45.3%	52.1%	38.3%	46.9%	54.7%	31.6%	36.1%	29.8%	38.6%	22.1%	42.0%	46.1%	32.5%	
2013	£M	0.112	0.131	0.178	0.238	0.259	0.260	0.350	0.392	0.275	0.247	0.160	0.130	2.733	0.422	0.757	1.018	0.537	
2014	£M	0.098	0.120	0.170	0.273	0.576	0.582	0.587	0.796	0.604	0.224	0.187	0.116	4.333	58.5%	0.388	1.431	1.987	0.527
2015	£M	0.145	0.173	0.241	0.363	0.659	0.661	0.712	0.937	0.700	0.328	0.252	0.171	5.343	23.3%	0.559	1.684	2.349	0.751
2016	£M	0.156	0.183	0.247	0.374	0.676	0.680	0.752	1.000	0.741	0.348	0.268	0.184	5.610	5.0%	0.587	1.730	2.494	0.799
2017	£M	0.207	0.221	0.308	0.452	0.846	0.821	0.939	1.244	0.919	0.456	0.346	0.234	6.993	24.7%	0.736	2.119	3.102	1.036
2018	£M	0.195	0.213	0.286	0.430	0.848	0.807	0.867	1.240	0.870	0.447	0.336	0.226	6.763	-3.3%	0.694	2.084	2.977	1.008
2019	£M	0.248	0.259	0.351	0.596	1.220	1.118	1.164	1.632	1.167	0.518	0.449	0.283	9.005	33.1%	0.858	2.934	3.962	1.251
2020	£M	0.222	0.190	0.144	0.006	0.011	0.039	0.703	1.443	1.208	0.508	0.035	0.110	4.618	-48.7%	0.556	0.056	3.354	0.653
2021	£M	0.007	0.006	0.010	0.181	0.947	1.225	1.162	1.631	1.420	0.714	0.473	0.289	8.066	74.6%	0.024	2.353	4.213	1.476
2022	£M	0.374	0.319	0.585	0.783	1.542	1.560	1.536	2.123	1.604	0.757	0.599	0.502	12.28	52.3%	1.279	3.884	5.263	1.858
2023	£M	0.398	0.384	0.576	0.919	1.521	1.512	1.565	2.170	1.737	1.081	0.752	0.547	13.16	7.2%	1.359	3.953	5.472	2.380
2024	£M	0.415	0.385	0.646	0.959	1.552	1.749	1.827	2.416	1.930	1.105	0.795	0.556	14.34	8.9%	1.446	4.260	6.174	2.456

ECONOMIC IMPACT - INDEXED TO 2024													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	
Non-Serviced	£M	2.733	4.333	5.343	5.610	6.993	6.763	9.005	4.618	8.066	12.28	13.16	14.34	Economic Impact by Year and Share of Total	
All Visitor Types	£M	116.46	120.52	126.34	130.54	132.31	129.08	134.21	50.21	105.52	128.31	138.06	143.57		
Share of Total	%	2.3%	3.6%	4.2%	4.3%	5.3%	5.2%	6.7%	9.2%	7.6%	9.6%	9.5%	10.0%		
Annual Change in Share	%		53.2%	17.6%	1.6%	23.0%	-0.9%	28.1%	37.1%	-16.9%	25.2%	-0.4%	4.7%		
Change in Share from 2013	%		53.2%	80.2%	83.1%	125.2%	123.2%	185.9%	291.9%	225.7%	307.9%	306.2%	325.4%		
Avg Ann. Change in Share	%		53.2%	40.1%	27.7%	31.3%	24.6%	31.0%	41.7%	28.2%	34.2%	30.6%	29.6%		



STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024 2024 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 2024 / 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 2013 to 2024		-7.9%	-5.7%	-7.5%	2.4%	6.6%	4.2%	1.8%	11.5%	14.0%	1.9%	-2.1%	2.3%	1.6%	Annual Change	-7.4%	4.1%	8.1%	1.2%
% Change 2023 to 2024		0.7%	0.9%	1.1%	1.2%	1.9%	3.3%	3.5%	3.2%	3.2%	1.8%	1.8%	0.7%	1.9%	Annual Change	0.9%	1.9%	3.3%	1.2%
Average Annual Change		-0.7%	-0.5%	-0.7%	0.2%	0.6%	0.4%	0.2%	1.0%	1.3%	0.2%	-0.2%	0.2%	0.1%	Annual Change	-0.7%	0.4%	0.7%	0.1%
2013	£M	1.985	0.587	0.772	1.527	1.025	0.839	1.434	1.384	0.698	0.716	0.622	1.502	13.09		3.344	3.392	3.517	2.840
2014	£M	1.813	0.548	0.707	1.474	1.024	0.831	1.405	1.407	0.722	0.675	0.572	1.392	12.57	-4.0%	3.068	3.329	3.534	2.639
2015	£M	1.819	0.558	0.707	1.492	1.022	0.837	1.395	1.424	0.730	0.687	0.565	1.457	12.69	1.0%	3.083	3.351	3.549	2.710
2016	£M	1.816	0.556	0.727	1.520	1.030	0.832	1.413	1.441	0.733	0.681	0.588	1.508	12.84	1.2%	3.098	3.382	3.587	2.777
2017	£M	1.797	0.539	0.704	1.484	1.033	0.826	1.398	1.439	0.735	0.678	0.581	1.484	12.70	-1.1%	3.040	3.343	3.571	2.744
2018	£M	1.746	0.522	0.677	1.436	1.006	0.802	1.337	1.413	0.706	0.659	0.564	1.438	12.31	-3.1%	2.945	3.244	3.456	2.662
2019	£M	1.698	0.515	0.661	1.437	1.027	0.814	1.352	1.434	0.711	0.645	0.556	1.411	12.26	-0.4%	2.874	3.278	3.497	2.613
2020	£M	1.480	0.418	0.245	0.042	0.036	0.040	0.506	0.957	0.521	0.377	0.069	0.283	4.973	-59.4%	2.143	0.118	1.984	0.728
2021	£M	0.149	0.064	0.084	0.301	0.510	0.703	1.145	1.337	0.730	0.625	0.399	1.175	7.223	45.2%	0.298	1.514	3.212	2.200
2022	£M	1.696	0.522	0.685	1.503	1.072	0.863	1.430	1.513	0.755	0.674	0.570	1.529	12.81	77.4%	2.902	3.438	3.698	2.774
2023	£M	1.816	0.548	0.707	1.547	1.073	0.846	1.411	1.496	0.771	0.717	0.599	1.526	13.06	1.9%	3.070	3.466	3.678	2.841
2024	£M	1.829	0.553	0.714	1.565	1.093	0.874	1.460	1.544	0.796	0.730	0.609	1.537	13.30	1.9%	3.097	3.532	3.800	2.876

ECONOMIC IMPACT - INDEXED TO 2024													SFR	
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	
SFR	£M	13.09	12.57	12.69	12.84	12.70	12.31	12.26	4.973	7.223	12.81	13.06	13.30	
All Visitor Types	£M	116.46	120.52	126.34	130.54	132.31	129.08	134.21	50.21	105.52	128.31	138.06	143.57	
Share of Total	%	11.2%	10.4%	10.0%	9.8%	9.6%	9.5%	9.1%	9.9%	6.8%	10.0%	9.5%	9.3%	
Annual Change in Share	%		-7.2%	-3.7%	-2.1%	-2.5%	-0.7%	-4.2%	8.4%	-30.9%	45.9%	-5.3%	-2.0%	
Change in Share from 2013	%		-7.2%	-10.6%	-12.5%	-14.6%	-15.2%	-18.7%	-11.9%	-39.1%	-11.2%	-15.9%	-17.6%	
Avg Ann. Change in Share	%		-7.2%	-5.3%	-4.2%	-3.7%	-3.0%	-3.1%	-1.7%	-4.9%	-1.2%	-1.6%	-1.6%	



STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024 2024 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 2024 / PERCENTAGE CHANGES											TOTAL		% Change						
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change					
% Change 2013 to 2024		6.4%	12.9%	19.6%	33.7%	49.9%	46.2%	21.2%	43.8%	81.0%	46.4%	39.2%	31.9%	35.4%	Annual Change	12.7%	43.4%	42.9%	39.2%		
% Change 2023 to 2024		-1.8%	-2.5%	-1.9%	-1.5%	1.8%	3.4%	4.0%	3.8%	2.2%	0.0%	-0.6%	-2.5%	0.8%		-2.0%	1.3%	3.4%	-1.0%		
Average Annual Change		0.6%	1.2%	1.8%	3.1%	4.5%	4.2%	1.9%	4.0%	7.4%	4.2%	3.6%	2.9%	3.2%		1.2%	3.9%	3.9%	3.6%		
2013	£M	4.148	2.282	3.760	3.732	3.888	3.652	5.645	5.060	3.102	3.103	3.407	3.126	44.91		10.19	11.27	13.81	9.637		
2014	£M	3.941	2.247	3.700	3.861	4.228	3.879	5.990	5.589	3.706	3.162	3.227	2.865	46.40	3.3%	9.889	11.97	15.29	9.254		
2015	£M	3.960	2.357	3.676	3.983	4.198	3.980	5.885	5.791	3.836	3.313	3.127	3.243	47.35	2.1%	9.993	12.16	15.51	9.683		
2016	£M	3.944	2.336	3.956	4.219	4.300	3.904	6.067	5.963	3.857	3.222	3.468	3.552	48.79	3.0%	10.24	12.42	15.89	10.24		
2017	£M	4.004	2.234	3.863	4.112	4.526	3.994	6.145	6.138	4.047	3.336	3.570	3.562	49.53	1.5%	10.10	12.63	16.33	10.47		
2018	£M	3.961	2.207	3.755	4.052	4.528	3.968	5.839	6.200	3.923	3.334	3.541	3.504	48.81	-1.4%	9.923	12.55	15.96	10.38		
2019	£M	3.882	2.203	3.741	4.156	4.858	4.228	6.103	6.486	4.109	3.304	3.671	3.504	50.25	2.9%	9.826	13.24	16.70	10.48		
2020	£M	3.457	1.890	1.450	0.129	0.200	0.228	1.848	3.763	2.599	1.690	0.441	0.647	18.34	-63.5%	6.797	0.557	8.210	2.778		
2021	£M	0.346	0.293	0.507	0.835	2.094	3.702	4.775	5.875	4.451	3.378	2.849	3.042	32.15	75.3%	1.146	6.631	15.10	9.269		
2022	£M	3.652	2.154	3.979	4.523	5.246	4.847	6.232	6.538	4.632	3.650	3.971	4.084	53.51	66.4%	9.785	14.62	17.40	11.71		
2023	£M	4.492	2.642	4.584	5.066	5.728	5.163	6.581	7.011	5.495	4.542	4.768	4.230	60.30	12.7%	11.72	15.96	19.09	13.54		
2024	£M	4.413	2.577	4.495	4.991	5.830	5.337	6.841	7.277	5.616	4.544	4.742	4.125	60.79	0.8%	11.48	16.16	19.73	13.41		
ECONOMIC IMPACT - INDEXED TO 2024													STAYING VISITOR								
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M							
Staying Visitor		£M	44.91	46.40	47.35	48.79	49.53	48.81	50.25	18.34	32.15	53.51	60.30	60.79	Economic Impact by Year and Share of Total						
All Visitor Types		£M	116.46	120.52	126.34	130.54	132.31	129.08	134.21	50.21	105.52	128.31	138.06	143.57							
Share of Total		%	38.6%	38.5%	37.5%	37.4%	37.4%	37.8%	37.4%	36.5%	30.5%	41.7%	43.7%	42.3%							
Annual Change in Share		%		-0.2%	-2.7%	-0.3%	0.2%	1.0%	-1.0%	-2.4%	-16.6%	36.9%	4.7%	-3.1%							
Change in Share from 2013		%		-0.2%	-2.8%	-3.1%	-2.9%	-1.9%	-2.9%	-5.3%	-21.0%	8.1%	13.3%	9.8%							
Avg Ann. Change in Share		%		-0.2%	-1.4%	-1.0%	-0.7%	-0.4%	-0.5%	-0.8%	-2.6%	0.9%	1.3%	0.9%							

STEAM REPORT FOR 2013-2024 - FINAL MELTON BOROUGH COUNCIL													2013 to 2024 2024 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 2024 / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2013 to 2024		13.3%	-8.8%	6.3%	30.5%	2.2%	14.9%	24.0%	24.0%	31.3%	17.3%	4.1%	51.3%	15.7%	2.6%	14.9%	26.1%	21.7%		
% Change 2023 to 2024		15.2%	2.5%	20.4%	-9.5%	14.5%	0.3%	2.4%	3.5%	4.4%	9.2%	10.5%	11.8%	6.5%	12.1%	0.6%	3.4%	10.6%		
Average Annual Change		1.2%	-0.8%	0.6%	2.8%	0.2%	1.4%	2.2%	2.2%	2.8%	1.6%	0.4%	4.7%	1.4%	0.2%	1.4%	2.4%	2.0%		
2013	£M	5.968	7.620	6.393	5.508	6.680	5.688	5.527	6.397	4.700	4.674	7.352	5.043	71.55	19.98	17.88	16.62	17.07		
2014	£M	5.771	7.462	7.997	5.506	5.798	5.315	5.412	6.655	5.165	5.225	7.298	6.516	74.12	3.6%	21.23	16.62	17.23	19.04	
2015	£M	5.784	7.410	8.319	6.019	6.186	5.706	6.589	6.364	5.504	5.410	8.073	7.632	79.00	6.6%	21.51	17.91	18.46	21.11	
2016	£M	6.690	8.025	7.907	5.528	5.982	6.143	7.146	6.510	5.901	5.523	8.697	7.701	81.75	3.5%	22.62	17.65	19.56	21.92	
2017	£M	6.527	7.183	6.624	7.449	6.481	6.148	7.772	8.044	5.683	5.666	8.025	7.181	82.78	1.3%	20.33	20.08	21.50	20.87	
2018	£M	6.149	6.864	6.323	6.265	6.389	6.031	7.232	7.496	5.386	5.302	9.423	7.410	80.27	-3.0%	19.34	18.69	20.11	22.13	
2019	£M	6.567	7.943	6.873	7.060	6.848	6.320	7.482	7.422	5.845	5.461	8.961	7.183	83.96	4.6%	21.38	20.23	20.75	21.60	
2020	£M	5.295	3.892	2.834	0.129	1.422	2.582	4.586	3.809	1.791	1.611	1.420	2.501	31.87	-62.0%	12.02	4.133	10.19	5.532	
2021	£M	4.081	3.029	4.714	6.596	7.797	6.489	6.443	7.471	5.274	5.327	9.297	6.856	73.37	130.2%	11.82	20.88	19.19	21.48	
2022	£M	5.551	5.929	5.443	7.510	5.476	6.004	6.436	7.410	4.707	5.040	7.636	7.664	74.81	2.0%	16.92	18.99	18.55	20.34	
2023	£M	5.870	6.778	5.648	7.943	5.962	6.514	6.690	7.665	5.915	5.023	6.926	6.828	77.76	4.0%	18.30	20.42	20.27	18.78	
2024	£M	6.760	6.950	6.797	7.188	6.825	6.536	6.852	7.932	6.172	5.484	7.653	7.632	82.78	6.5%	20.51	20.55	20.96	20.77	
ECONOMIC IMPACT - INDEXED TO 2024													DAY VISITOR							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Day Visitor	£M	71.55	74.12	79.00	81.75	82.78	80.27	83.96	31.87	73.37	74.81	77.76	82.78							
All Visitor Types	£M	116.46	120.52	126.34	130.54	132.31	129.08	134.21	50.21	105.52	128.31	138.06	143.57							
Share of Total	%	61.4%	61.5%	62.5%	62.6%	62.6%	62.2%	62.6%	63.5%	69.5%	58.3%	56.3%	57.7%							
Annual Change in Share	%		0.1%	1.7%	0.2%	-0.1%	-0.6%	0.6%	1.5%	9.6%	-16.2%	-3.4%	2.4%							
Change in Share from 2013	%		0.1%	1.8%	1.9%	1.8%	1.2%	1.8%	3.3%	13.2%	-5.1%	-8.3%	-6.2%							
Avg Ann. Change in Share	%		0.1%	0.9%	0.6%	0.5%	0.2%	0.3%	0.5%	1.6%	-0.6%	-0.8%	-0.6%							