



STEAM REPORT FOR 2011-2022 - FINAL

Final

SCOTTISH BORDERS COUNCIL

Global Tourism Solutions (UK) Ltd

2 Union Place

Anstruther


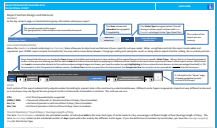









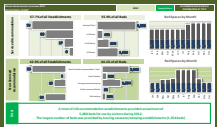

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Report Section Design and Features

Headers

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

The diagram shows a horizontal band representing the report headers. It is divided into several sections:

- Left Section:** Contains the text "STEAM REPORT FOR 2011-2022 - FINAL" and "SCOTTISH BORDERS COUNCIL". A callout box points to this section, stating: "The period covered by the report" and "The geographical/ administrative area covered by the report".
- Second Section:** Contains "2011 to 2022" and "Historic Prices". A callout box points to this section, stating: "The **Years** shown and **Indexation** being applied (if applicable)".
- Third Section:** Contains "TOTAL". A callout box points to this section, stating: "The **Visitor Type** being presented. This will change in those report sections with **User Controls** relating to Visitor Type (Excel File)".
- Right Section:** Contains "ECONOMIC IMPACT" and "Historic Prices". A callout box points to this section, stating: "The section of the report you are viewing".

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.

The screenshot shows the "REPORT CONTROLS" interface with the following elements:

- Header:** "REPORT CONTROLS - Please adjust the report outputs using the drop-down controls below"
- FOCUS YEAR:** A dropdown menu set to "2022".
- COMPARISON YEAR:** A dropdown menu set to "2021".
- INDEXATION:** A dropdown menu set to "NO" with the subtext "Reflect Price Inflation?".
- HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO:** A dropdown menu set to "3%".
- home button:** A button labeled "home". A callout box points to this button, stating: "A link back to the 'Home' page, allowing navigation to each section of the report".

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

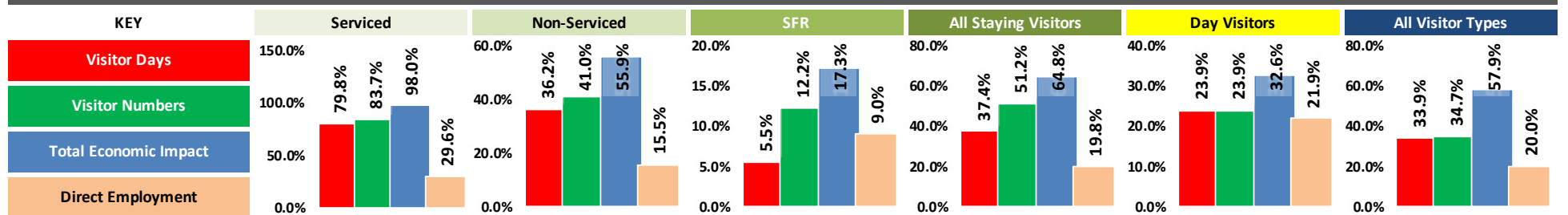
Visitor Numbers / Visitor Days / Average Length of Stay

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 2022 & 2021 - IN HISTORIC PRICES

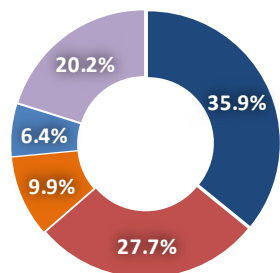
KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %			
An increase of 3% or more																								
Less than 3% change																								
A Fall of 3% or more																								
Visitor Days	M	0.868	0.483	79.8%	1.863	1.368	36.2%	0.623	0.590	5.5%	3.353	2.441	37.4%	1.042	0.841	23.9%	4.396	3.282	33.9%					
Visitor Numbers	M	0.395	0.215	83.7%	0.302	0.214	41.0%	0.138	0.123	12.2%	0.835	0.552	51.2%	1.042	0.841	23.9%	1.877	1.394	34.7%					
Direct Expenditure	£M																239.36	151.00	58.5%					
Economic Impact	£M	103.79	52.42	98.0%	137.21	88.00	55.9%	23.57	20.10	17.3%	264.57	160.52	64.8%	58.00	43.72	32.6%	322.57	204.24	57.9%					
Direct Employment	FTEs	1,754	1,354	29.6%	2,975	2,576	15.5%	226	207	9.0%	4,955	4,137	19.8%	576	473	21.9%	5,531	4,609	20.0%					
Total Employment	FTEs																6,626	5,367	23.5%					

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2021 - IN HISTORIC PRICES



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

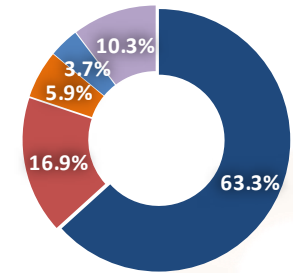
Sectoral Distribution of Employment - FTEs



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

Sectors	2022	2021	+/- %
Accommodation	85.85	51.12	67.9%
Food & Drink	66.40	40.40	64.4%
Recreation	23.67	15.68	50.9%
Shopping	15.21	10.21	48.9%
Transport	48.23	33.59	43.6%
TOTAL DIRECT	239.36	151.00	58.5%
Indirect	83.21	53.24	56.3%
TOTAL	322.57	204.24	57.9%

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



Direct Expenditure Categories

Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL
SCOTTISH BORDERS COUNCIL

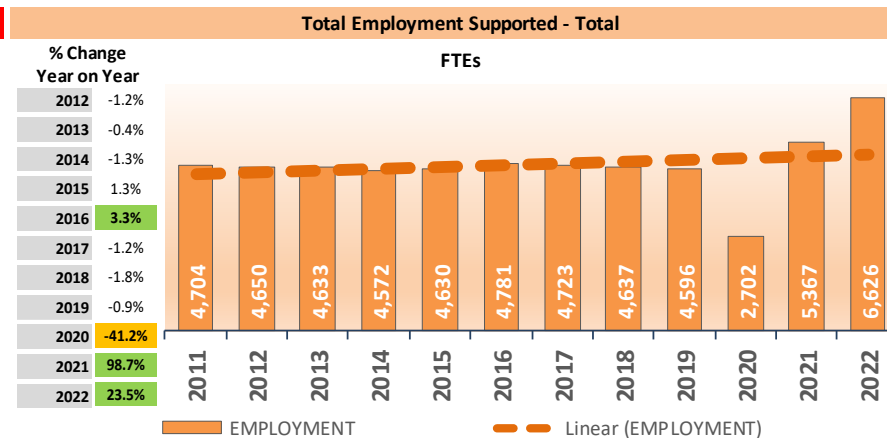
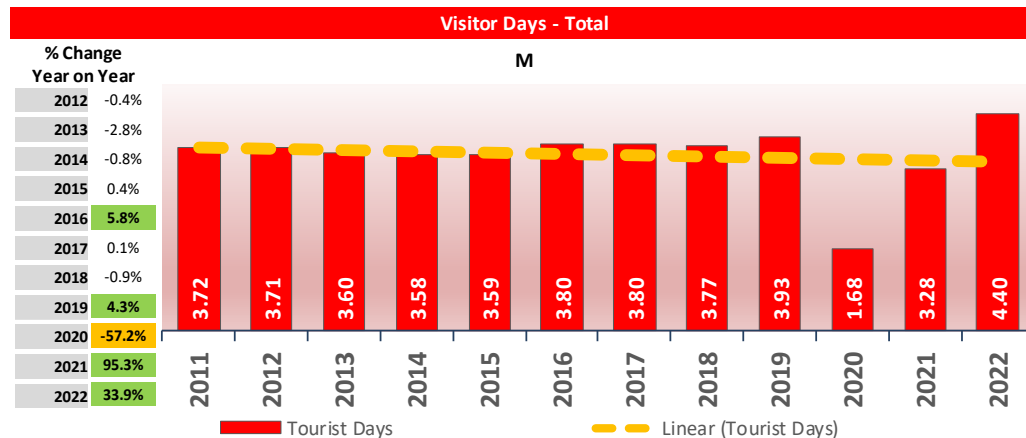
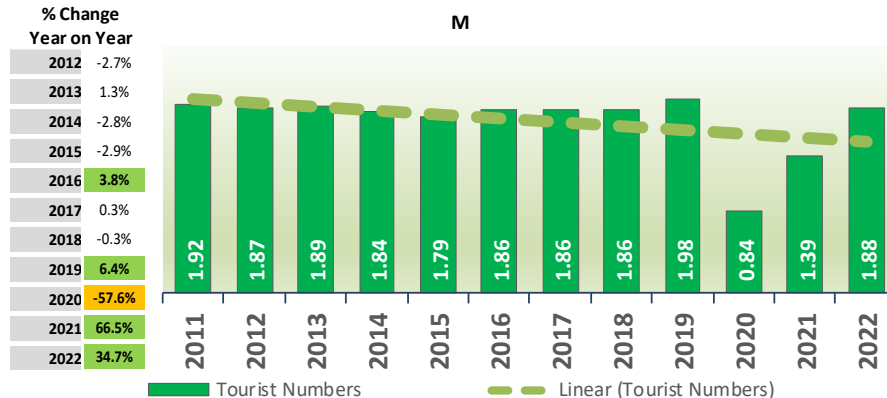
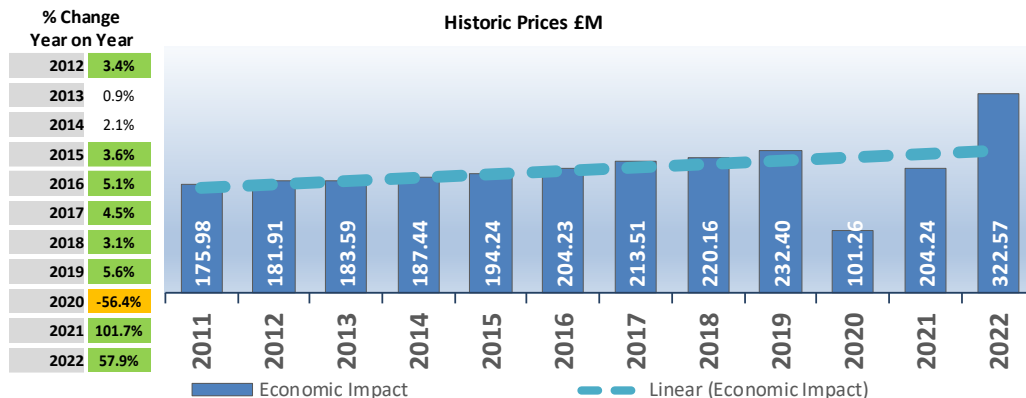
2011 to 2022
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

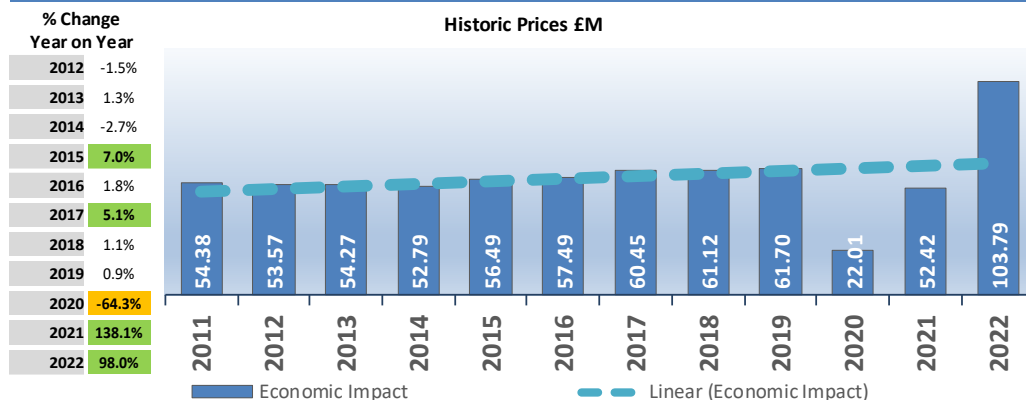
Visitor Numbers - Total



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		3.4%	4.3%	6.5%	10.4%	16.1%	21.3%	25.1%	32.1%	-42.5%	16.1%	83.3%
Visitor Numbers		-2.7%	-1.4%	-4.2%	-7.0%	-3.4%	-3.1%	-3.5%	2.7%	-56.5%	-27.5%	-2.4%
Visitor Days		-0.4%	-3.2%	-3.9%	-3.5%	2.1%	2.2%	1.3%	5.6%	-54.8%	-11.8%	18.1%
Total Employment		-1.2%	-1.5%	-2.8%	-1.6%	1.6%	0.4%	-1.4%	-2.3%	-42.6%	14.1%	40.9%

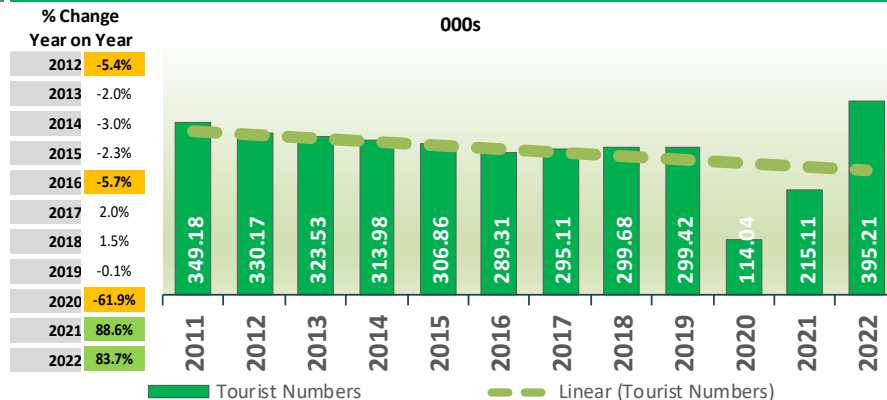
"Linear" = Linear Trendline

Economic Impact - Historic Prices - Serviced Accommodation



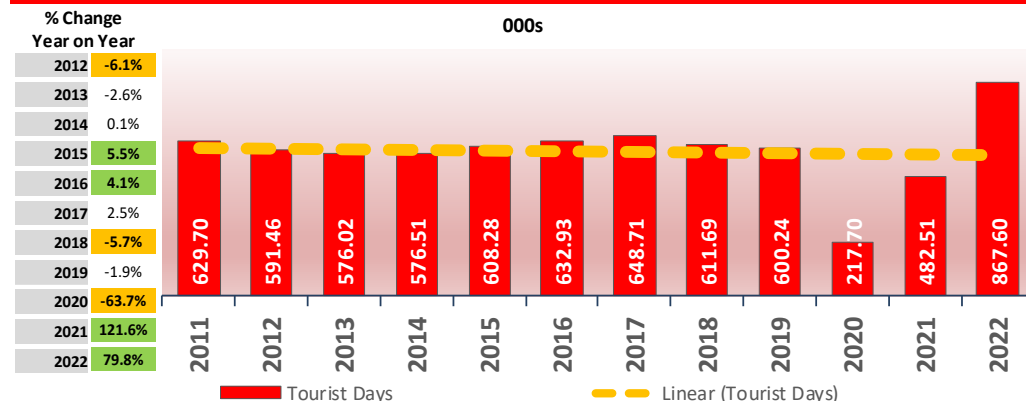
Year	% Change Year on Year
2012	-1.5%
2013	1.3%
2014	-2.7%
2015	7.0%
2016	1.8%
2017	5.1%
2018	1.1%
2019	0.9%
2020	-64.3%
2021	138.1%
2022	98.0%

Visitor Numbers - Serviced Accommodation



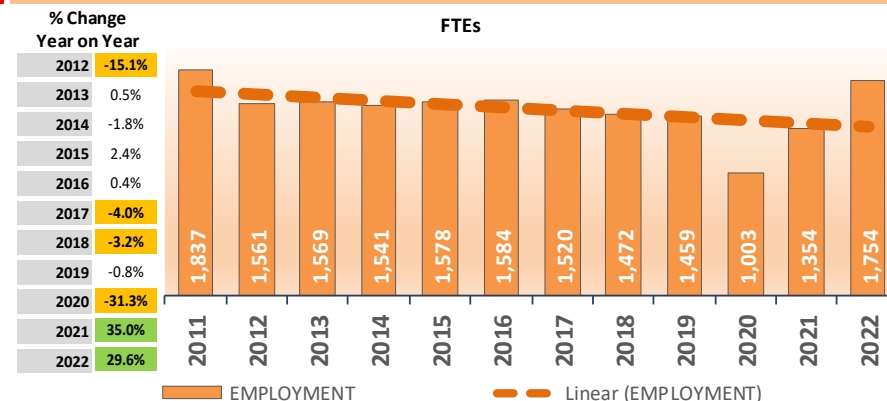
Year	% Change Year on Year
2012	-5.4%
2013	-2.0%
2014	-3.0%
2015	-2.3%
2016	-5.7%
2017	2.0%
2018	1.5%
2019	-0.1%
2020	-61.9%
2021	88.6%
2022	83.7%

Visitor Days - Serviced Accommodation



Year	% Change Year on Year
2012	-6.1%
2013	-2.6%
2014	0.1%
2015	5.5%
2016	4.1%
2017	2.5%
2018	-5.7%
2019	-1.9%
2020	-63.7%
2021	121.6%
2022	79.8%

Direct Employment Supported - Serviced Accommodation

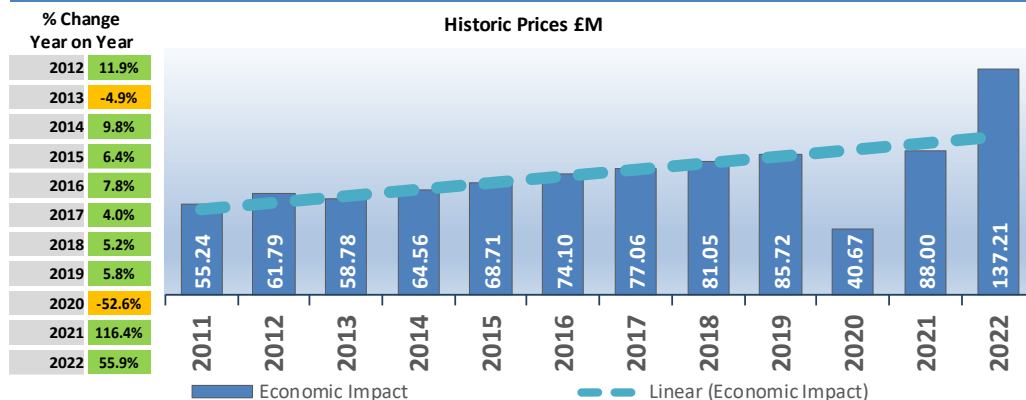


Year	% Change Year on Year
2012	-15.1%
2013	0.5%
2014	-1.8%
2015	2.4%
2016	0.4%
2017	-4.0%
2018	-3.2%
2019	-0.8%
2020	-31.3%
2021	35.0%
2022	29.6%

% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		-1.5%	-0.2%	-2.9%	3.9%	5.7%	11.2%	12.4%	13.5%	-59.5%	-3.6%	90.9%
Visitor Numbers		-5.4%	-7.3%	-10.1%	-12.1%	-17.1%	-15.5%	-14.2%	-14.2%	-67.3%	-38.4%	13.2%
Visitor Days		-6.1%	-8.5%	-8.4%	-3.4%	0.5%	3.0%	-2.9%	-4.7%	-65.4%	-23.4%	37.8%
Direct Employment		-15.1%	-14.6%	-16.2%	-14.1%	-13.8%	-17.3%	-19.9%	-20.6%	-45.4%	-26.3%	-4.5%

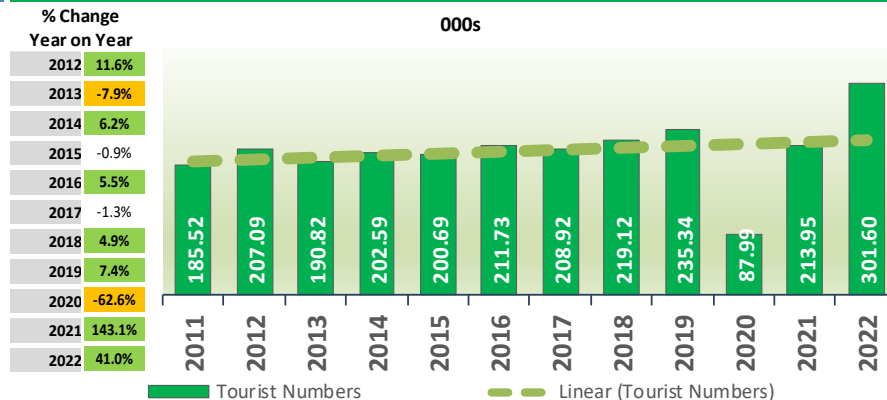
"Linear" = Linear Trendline

Economic Impact - Historic Prices - Non-Serviced Accommodation



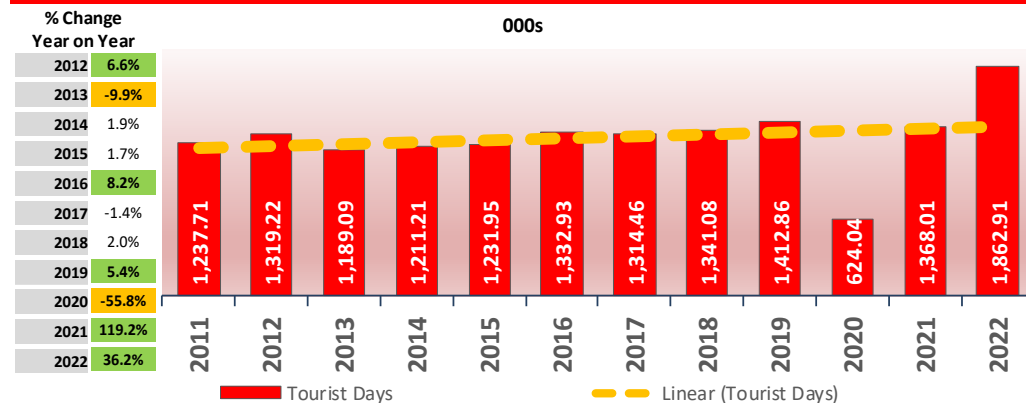
Year	% Change Year on Year
2012	11.9%
2013	-4.9%
2014	9.8%
2015	6.4%
2016	7.8%
2017	4.0%
2018	5.2%
2019	5.8%
2020	-52.6%
2021	116.4%
2022	55.9%

Visitor Numbers - Non-Serviced Accommodation



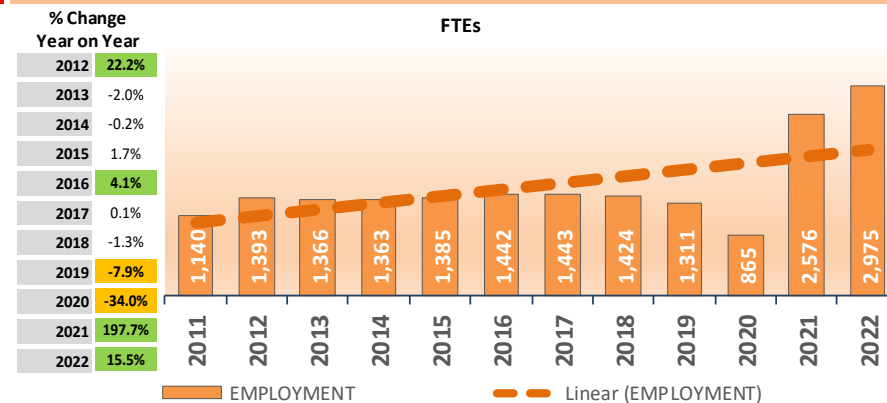
Year	% Change Year on Year
2012	11.6%
2013	-7.9%
2014	6.2%
2015	-0.9%
2016	5.5%
2017	-1.3%
2018	4.9%
2019	7.4%
2020	-62.6%
2021	143.1%
2022	41.0%

Visitor Days - Non-Serviced Accommodation



Year	% Change Year on Year
2012	6.6%
2013	-9.9%
2014	1.9%
2015	1.7%
2016	8.2%
2017	-1.4%
2018	2.0%
2019	5.4%
2020	-55.8%
2021	119.2%
2022	36.2%

Direct Employment Supported - Non-Serviced Accommodation

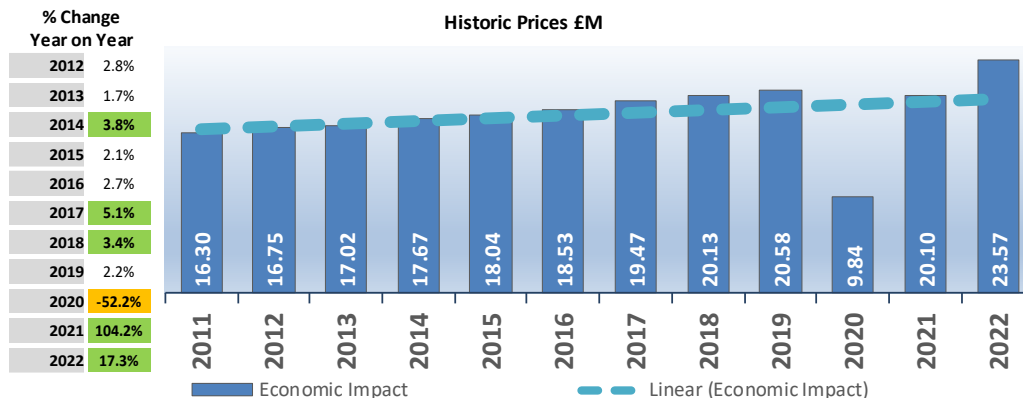


Year	% Change Year on Year
2012	22.2%
2013	-2.0%
2014	-0.2%
2015	1.7%
2016	4.1%
2017	0.1%
2018	-1.3%
2019	-7.9%
2020	-34.0%
2021	197.7%
2022	15.5%

% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		11.9%	6.4%	16.9%	24.4%	34.1%	39.5%	46.7%	55.2%	-26.4%	59.3%	148.4%
Visitor Numbers		11.6%	2.9%	9.2%	8.2%	14.1%	12.6%	18.1%	26.9%	-52.6%	15.3%	62.6%
Visitor Days		6.6%	-3.9%	-2.1%	-0.5%	7.7%	6.2%	8.4%	14.2%	-49.6%	10.5%	50.5%
Direct Employment		22.2%	19.8%	19.5%	21.5%	26.5%	26.6%	24.9%	15.0%	-24.1%	126.0%	161.0%

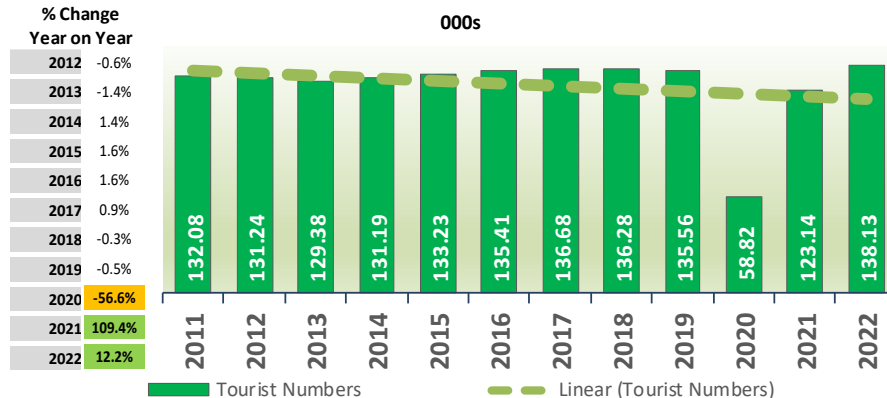
"Linear" = Linear Trendline

Economic Impact - Historic Prices - SFR



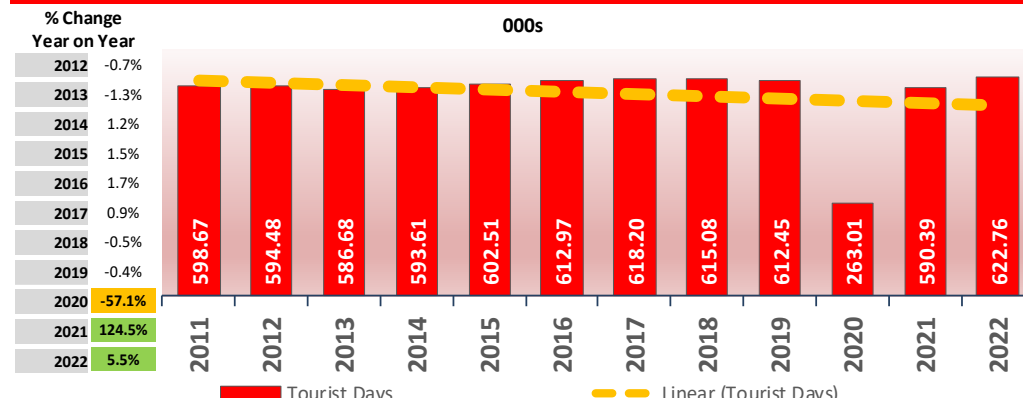
Year	% Change Year on Year
2012	2.8%
2013	1.7%
2014	3.8%
2015	2.1%
2016	2.7%
2017	5.1%
2018	3.4%
2019	2.2%
2020	-52.2%
2021	104.2%
2022	17.3%

Visitor Numbers - SFR



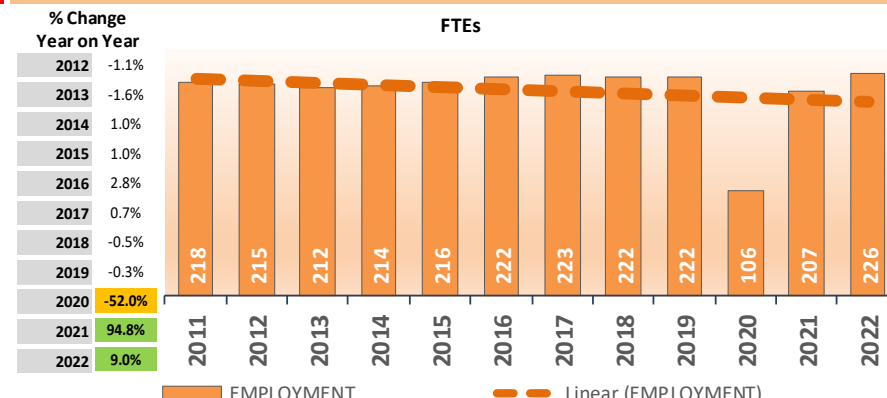
Year	% Change Year on Year
2012	-0.6%
2013	-1.4%
2014	1.4%
2015	1.6%
2016	1.6%
2017	0.9%
2018	-0.3%
2019	-0.5%
2020	-56.6%
2021	109.4%
2022	12.2%

Visitor Days - SFR



Year	% Change Year on Year
2012	-0.7%
2013	-1.3%
2014	1.2%
2015	1.5%
2016	1.7%
2017	0.9%
2018	-0.5%
2019	-0.4%
2020	-57.1%
2021	124.5%
2022	5.5%

Direct Employment Supported - SFR

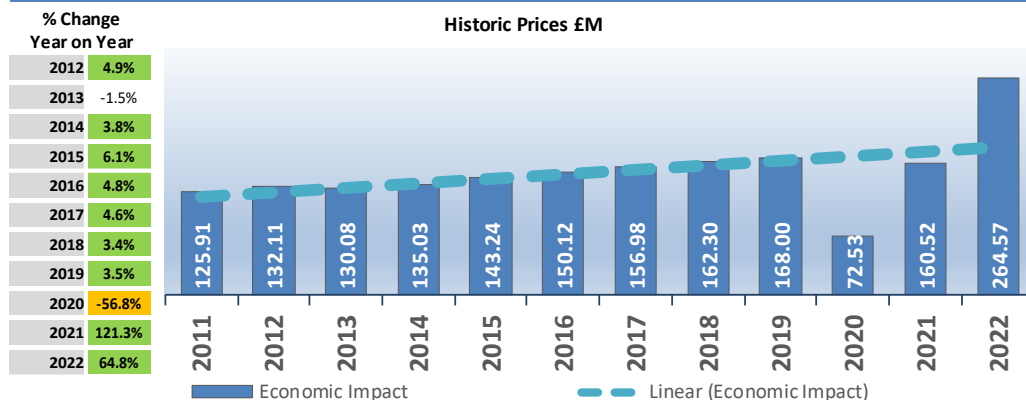


Year	% Change Year on Year
2012	-1.1%
2013	-1.6%
2014	1.0%
2015	1.0%
2016	2.8%
2017	0.7%
2018	-0.5%
2019	-0.3%
2020	-52.0%
2021	94.8%
2022	9.0%

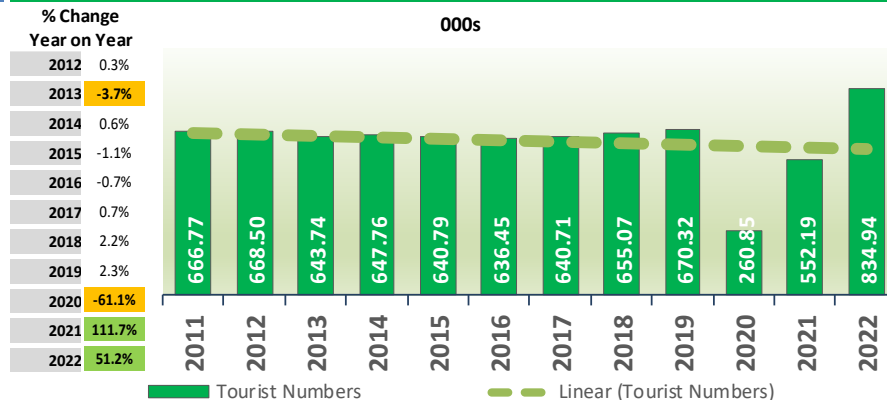
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		2.8%	4.5%	8.5%	10.7%	13.7%	19.5%	23.5%	26.3%	-39.6%	23.3%	44.6%
Visitor Numbers		-0.6%	-2.0%	-0.7%	0.9%	2.5%	3.5%	3.2%	2.6%	-55.5%	-6.8%	4.6%
Visitor Days		-0.7%	-2.0%	-0.8%	0.6%	2.4%	3.3%	2.7%	2.3%	-56.1%	-1.4%	4.0%
Direct Employment		-1.1%	-2.7%	-1.7%	-0.7%	2.0%	2.7%	2.2%	1.9%	-51.1%	-4.6%	4.0%

"Linear" = Linear Trendline

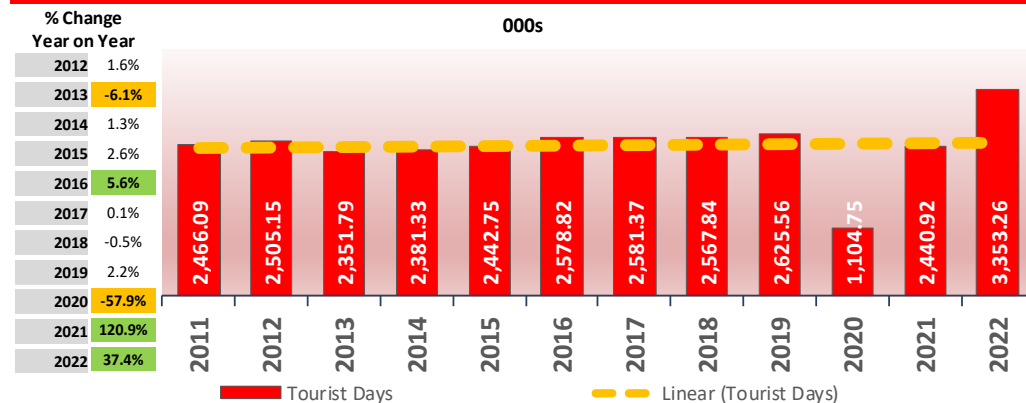
Economic Impact - Historic Prices - Staying Visitor



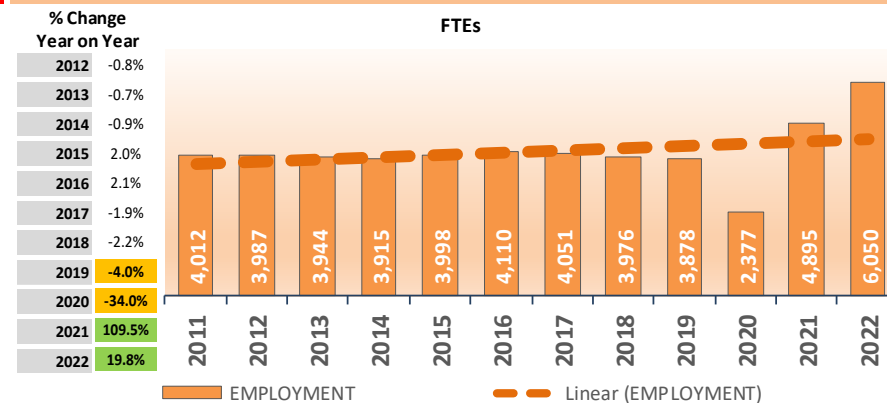
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



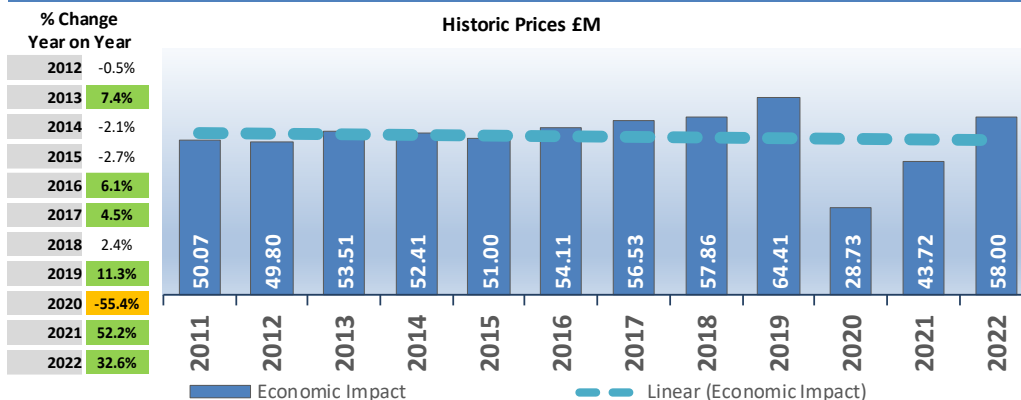
Direct Employment Supported - Staying Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		4.9%	3.3%	7.2%	13.8%	19.2%	24.7%	28.9%	33.4%	-42.4%	27.5%	110.1%
Visitor Numbers		0.3%	-3.5%	-2.9%	-3.9%	-4.5%	-3.9%	-1.8%	0.5%	-60.9%	-17.2%	25.2%
Visitor Days		1.6%	-4.6%	-3.4%	-0.9%	4.6%	4.7%	4.1%	6.5%	-55.2%	-1.0%	36.0%
Direct Employment		-0.6%	-1.7%	-2.4%	-0.4%	2.5%	1.0%	-0.9%	-3.3%	-40.8%	22.0%	50.8%

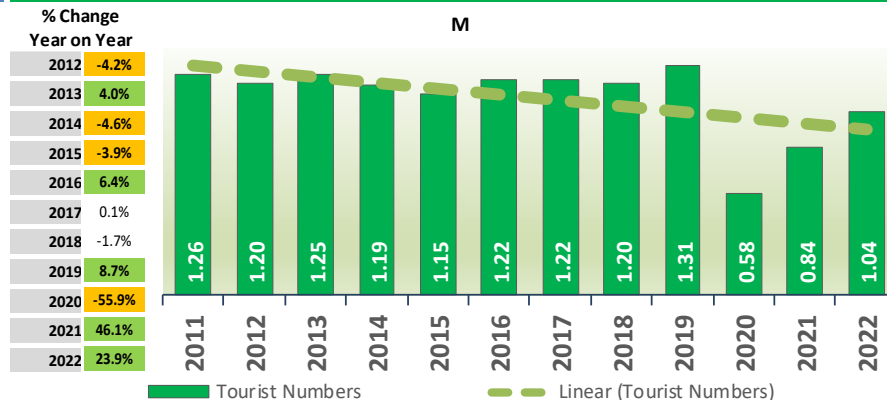
"Linear" = Linear Trendline

Economic Impact - Historic Prices - Day Visitor



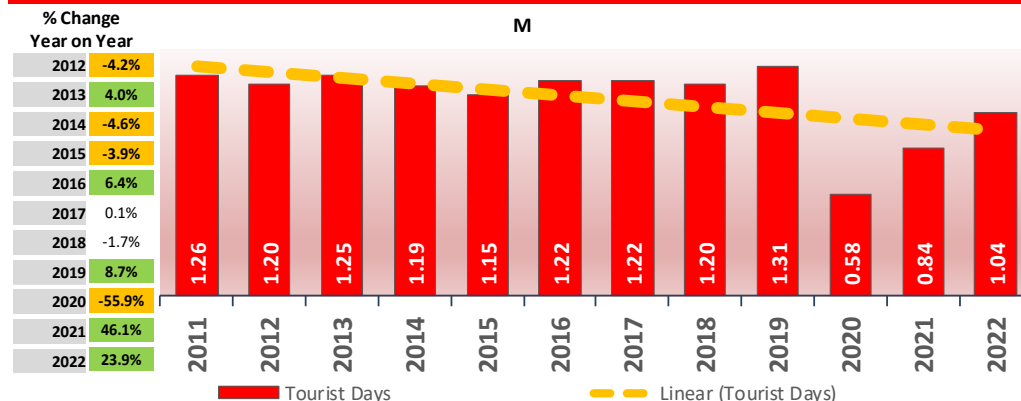
Year	% Change Year on Year
2012	-0.5%
2013	7.4%
2014	-2.1%
2015	-2.7%
2016	6.1%
2017	4.5%
2018	2.4%
2019	11.3%
2020	-55.4%
2021	52.2%
2022	32.6%

Visitor Numbers - Day Visitor



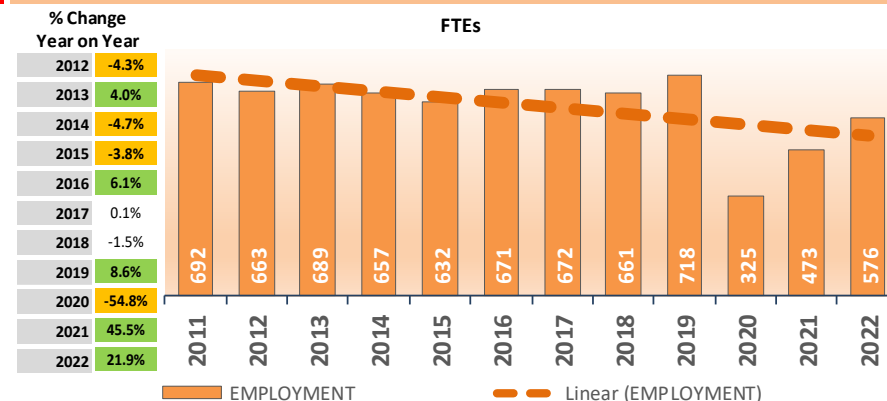
Year	% Change Year on Year
2012	-4.2%
2013	4.0%
2014	-4.6%
2015	-3.9%
2016	6.4%
2017	0.1%
2018	-1.7%
2019	8.7%
2020	-55.9%
2021	46.1%
2022	23.9%

Visitor Days - Day Visitor



Year	% Change Year on Year
2012	-4.2%
2013	4.0%
2014	-4.6%
2015	-3.9%
2016	6.4%
2017	0.1%
2018	-1.7%
2019	8.7%
2020	-55.9%
2021	46.1%
2022	23.9%

Direct Employment Supported - Day Visitor



Year	% Change Year on Year
2012	-4.3%
2013	4.0%
2014	-4.7%
2015	-3.8%
2016	6.1%
2017	0.1%
2018	-1.5%
2019	8.6%
2020	-54.8%
2021	45.5%
2022	21.9%

% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		-0.5%	6.9%	4.7%	1.9%	8.1%	12.9%	15.6%	28.6%	-42.6%	-12.7%	15.8%
Visitor Numbers		-4.2%	-0.4%	-4.9%	-8.6%	-2.8%	-2.7%	-4.4%	3.9%	-54.1%	-33.0%	-17.0%
Visitor Days		-4.2%	-0.4%	-4.9%	-8.6%	-2.8%	-2.7%	-4.4%	3.9%	-54.1%	-33.0%	-17.0%
Direct Employment		-4.3%	-0.4%	-5.1%	-8.7%	-3.1%	-3.0%	-4.4%	3.7%	-53.1%	-31.7%	-16.8%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2011 to 2022

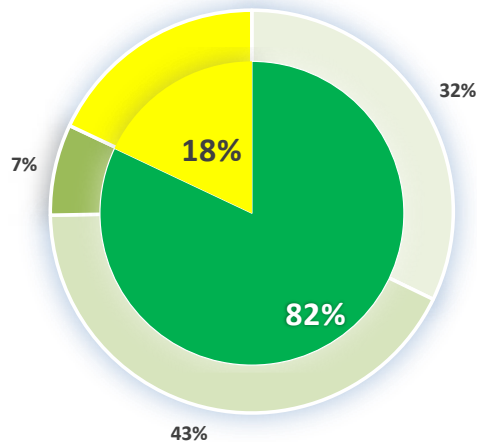
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2022 - M - Share of Total

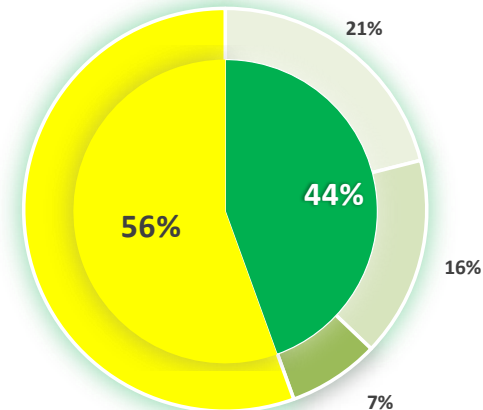
TOTAL
£322.57m

	£M
Serviced	103.79
Non-Serviced	137.21
SFR	23.57
Staying Visitor	264.57
Day Visitor	58.00
Total	322.57



TOTAL
1.88m

	M
Serviced	0.40
Non-Serviced	0.30
SFR	0.14
Staying Visitor	0.83
Day Visitor	1.04
Total	1.88

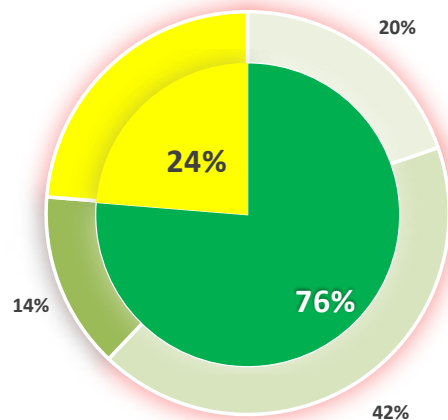


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

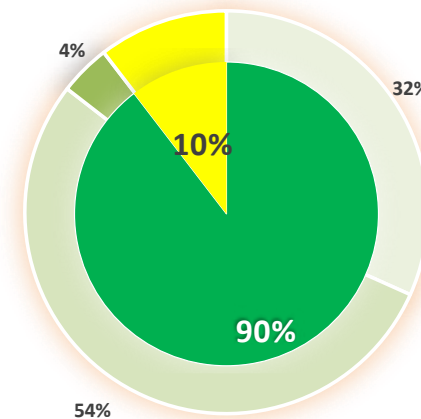
TOTAL
4.40m

	M
Serviced	0.87
Non-Serviced	1.86
SFR	0.62
Staying Visitor	3.35
Day Visitor	1.04
Total	4.40

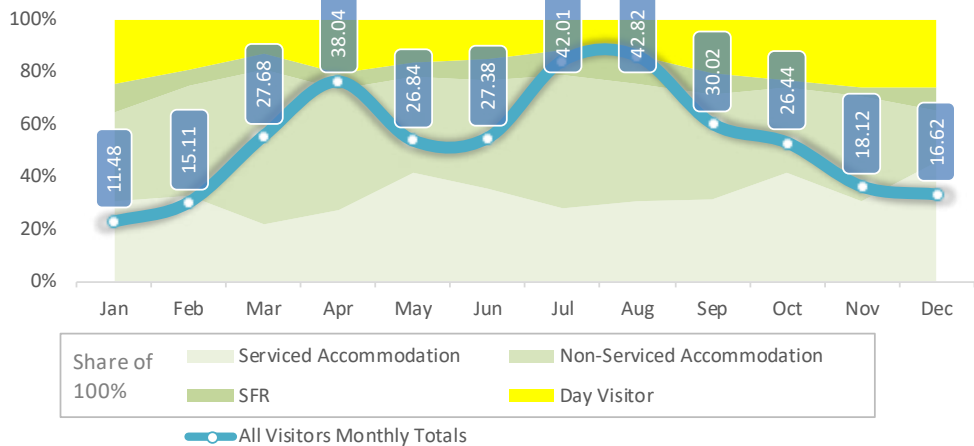


TOTAL
5,531 Direct FTEs
6,626 Total FTEs

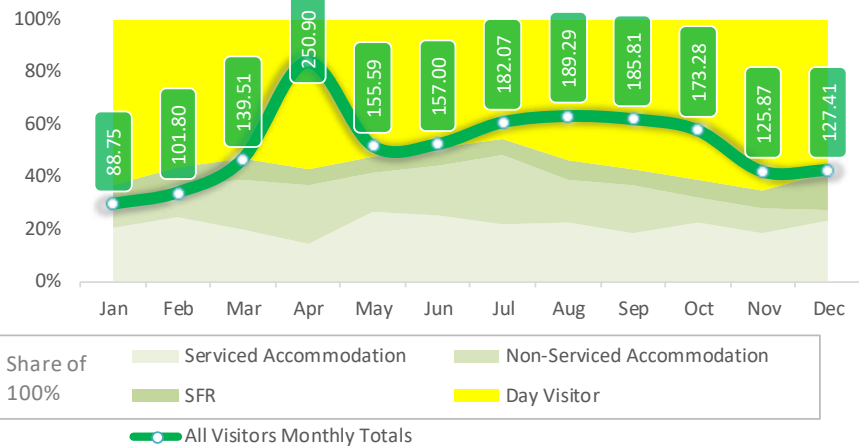
	FTEs
Serviced	1,754
Non-Serviced	2,975
SFR	226
Staying Visitor	4,955
Day Visitor	576
Total	5,531



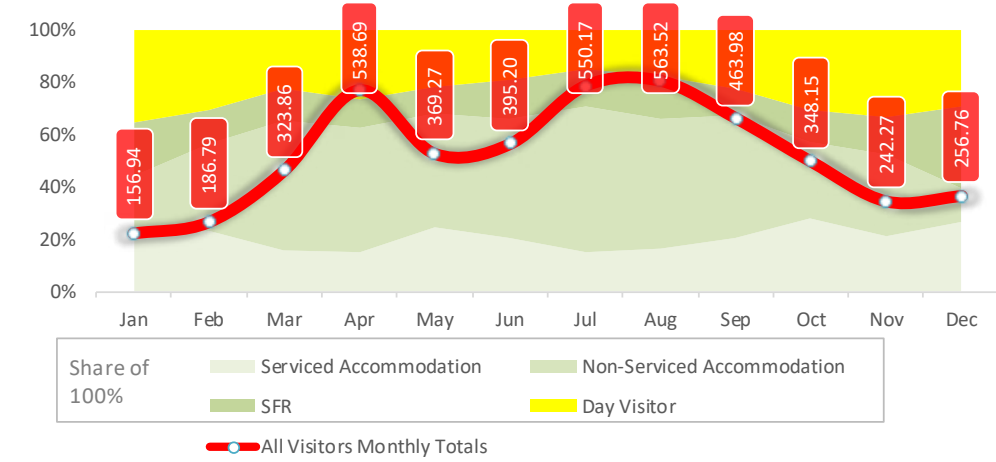
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



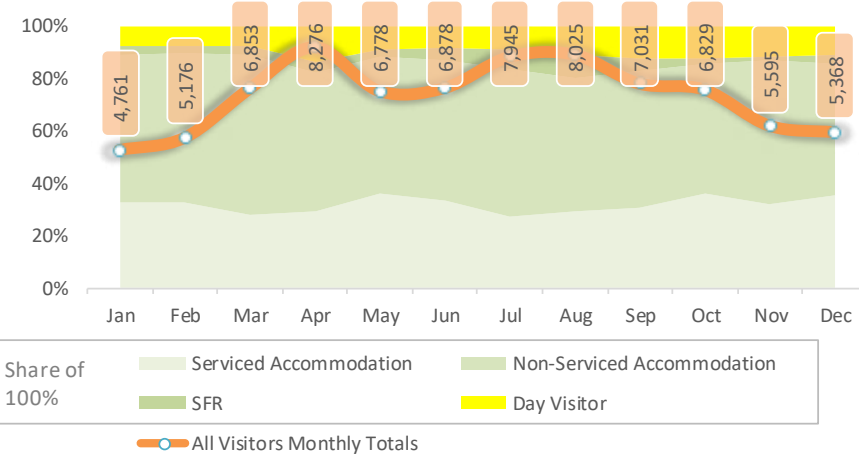
Visitor Numbers - 2022 - 000s - Distribution of Impact by Month



Visitor Days - 2022 - 000s - Distribution of Impact by Month

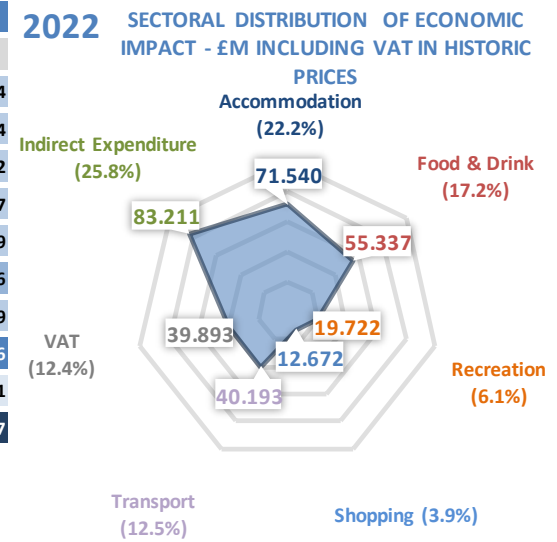


Direct Employment Supported - 2022 - FTEs - Distribution of Impact by Month



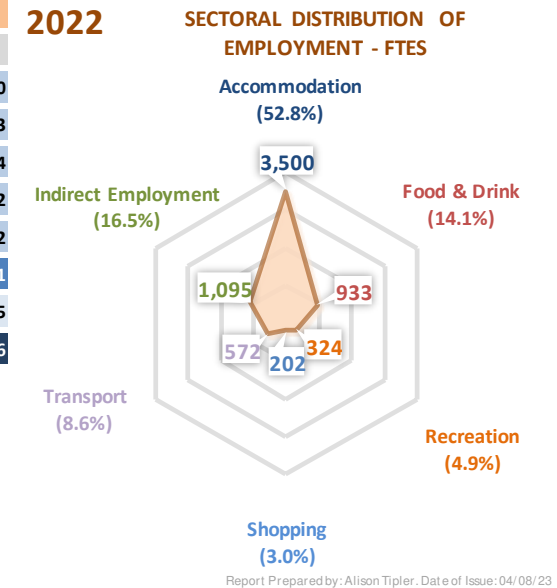
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation £M	32.70	33.61	32.87	33.90	35.80	38.20	39.55	41.82	43.11	20.66	42.73	71.54
Food & Drink £M	32.05	32.78	33.59	34.06	35.35	36.59	38.57	39.06	41.24	18.37	33.77	55.34
Recreation £M	13.11	13.43	14.08	14.06	14.26	14.83	15.48	15.76	17.02	8.019	13.11	19.72
Shopping £M	8.165	8.405	8.677	8.721	8.839	9.303	9.735	9.968	10.79	4.876	8.534	12.67
Transport £M	23.48	24.70	24.84	25.46	26.13	27.51	28.85	29.66	31.59	13.74	28.08	40.19
Direct Revenue £M	109.51	112.92	114.05	116.19	120.37	126.43	132.19	136.27	143.74	65.67	126.22	199.46
VAT £M	21.90	22.58	22.81	23.24	24.07	25.29	26.44	27.25	28.75	9.064	24.78	39.89
Direct Expenditure £M	131.41	135.51	136.86	139.43	144.45	151.72	158.63	163.52	172.49	74.73	151.00	239.36
Indirect Expenditure £M	44.58	46.40	46.72	48.01	49.80	52.51	54.88	56.64	59.92	26.52	53.24	83.21
TOTAL £M	175.98	181.91	183.59	187.44	194.24	204.23	213.51	220.16	232.40	101.26	204.24	322.57



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation FTEs	2,188	2,145	2,163	2,125	2,135	2,170	2,099	2,054	1,918	1,517	3,185	3,500
Food & Drink FTEs	753	740	735	725	744	770	779	759	781	339	614	933
Recreation FTEs	300	296	300	292	293	305	305	298	314	144	233	324
Shopping FTEs	181	180	179	175	176	185	186	183	193	85	147	202
Transport FTEs	465	470	458	457	464	488	491	485	504	214	431	572
Direct Employment FTEs	3,887	3,832	3,835	3,774	3,812	3,919	3,859	3,779	3,710	2,299	4,609	5,531
Indirect Employment FTEs	817	818	798	798	818	863	864	858	885	402	758	1,095
TOTAL FTEs	4,704	4,650	4,633	4,572	4,630	4,781	4,723	4,637	4,596	2,702	5,367	6,626

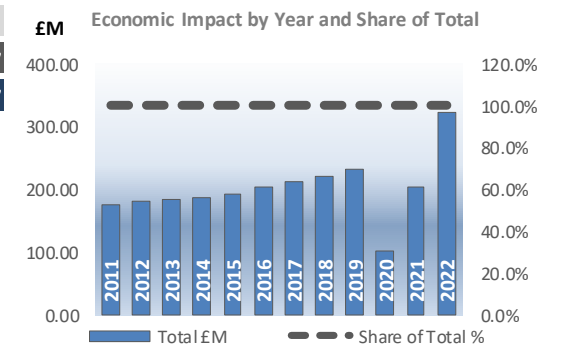


Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL SCOTTISH BORDERS COUNCIL													2011 to 2022 Historic Prices		TOTAL	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		25.5%	97.4%	183.7%	97.1%	44.1%	49.8%	103.7%	85.6%	73.4%	67.9%	117.0%	105.0%	83.3%	Annual Change	104.4%	64.1%	88.3%	90.0%	
% Change 2021 to 2022		274.1%	635.1%	955.6%	368.5%	69.4%	41.4%	23.6%	21.2%	13.2%	-1.2%	2.0%	29.6%	57.9%		600.6%	113.0%	19.8%	6.7%	
Average Annual Change		2.3%	8.9%	16.7%	8.8%	4.0%	4.5%	9.4%	7.8%	6.7%	6.2%	10.6%	9.5%	7.6%		9.5%	5.8%	8.0%	8.2%	
2011		£M	9.143	7.652	9.757	19.30	18.63	18.28	20.63	23.07	17.31	15.75	8.351	8.107		175.98	26.55	56.22	61.01	32.20
2012		£M	7.952	8.298	10.73	16.79	17.24	19.71	21.03	25.02	19.29	16.39	10.03	9.432	181.91	3.4%	26.98	53.73	65.34	35.86
2013		£M	7.796	8.359	11.95	17.26	18.59	17.22	23.16	24.91	18.51	15.77	10.37	9.675	183.59	0.9%	28.11	53.08	66.59	35.82
2014		£M	8.627	8.607	11.53	19.31	18.56	16.95	24.28	25.68	18.32	15.13	10.40	10.04	187.44	2.1%	28.76	54.83	68.28	35.57
2015		£M	8.786	9.015	11.52	17.20	18.50	19.13	24.39	26.83	18.14	18.49	10.93	11.31	194.24	3.6%	29.32	54.83	69.36	40.73
2016		£M	9.100	10.00	14.08	17.73	19.88	19.18	25.72	28.88	20.79	18.29	10.21	10.37	204.23	5.1%	33.18	56.79	75.38	38.87
2017		£M	9.827	9.990	13.28	21.18	21.69	21.71	26.80	29.35	19.91	18.01	11.06	10.70	213.51	4.5%	33.10	64.58	76.06	39.77
2018		£M	10.55	10.70	14.75	21.37	22.52	21.53	26.49	29.85	19.87	19.12	12.46	10.96	220.16	3.1%	36.00	65.41	76.21	42.54
2019		£M	11.31	11.45	15.80	23.64	23.14	23.17	27.94	31.26	20.33	20.53	13.11	10.72	232.40	5.6%	38.56	69.95	79.53	44.36
2020		£M	11.53	10.85	9.821	0.017	0.028	0.094	5.111	20.17	16.98	14.91	7.141	4.608	101.26	-56.4%	32.20	0.139	42.26	26.66
2021		£M	3.068	2.055	2.623	8.120	15.84	19.36	33.99	35.32	26.53	26.75	17.76	12.82	204.24	101.7%	7.746	43.32	95.84	57.33
2022		£M	11.48	15.11	27.68	38.04	26.84	27.38	42.01	42.82	30.02	26.44	18.12	16.62	322.57	57.9%	54.27	92.27	114.85	61.18

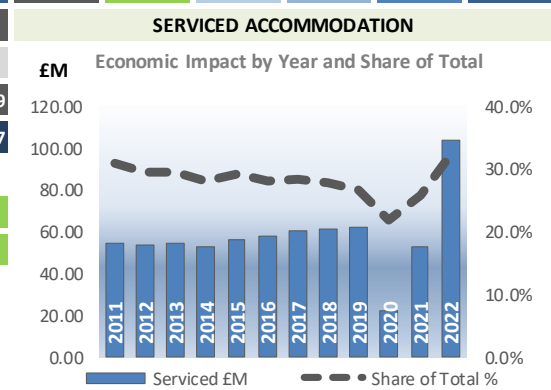
ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Total		£M	175.98	181.91	183.59	187.44	194.24	204.23	213.51	220.16	232.40	101.26	204.24	322.57	
All Visitor Types		£M	175.98	181.91	183.59	187.44	194.24	204.23	213.51	220.16	232.40	101.26	204.24	322.57	
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 2011		%													
Avg Ann. Change in Share		%													



STEAM REPORT FOR 2011-2022 - FINAL
SCOTTISH BORDERS COUNCIL

ECONOMIC IMPACT BY:													2011 to 2022 Historic Prices		SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
KEY													SERVICED ACCOMMODATION						
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													TOTAL	% Change					
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
															Q1	Q2	Q3	Q4	
															Q1	Q2	Q3	Q4	
% Change 2011 to 2022		4.0%	77.7%	75.1%	116.0%	98.3%	66.2%	99.0%	80.2%	77.0%	130.7%	77.4%	231.7%	90.9%	Annual Change	50.7%	92.0%	85.3%	136.9%
% Change 2021 to 2022		456.2%	1520.2%	1945.2%	668.8%	120.2%	13.4%	57.7%	45.5%	48.2%	113.6%	26.5%	88.5%	98.0%	1074.9%	108.5%	50.3%	77.9%	
Average Annual Change		0.4%	7.1%	6.8%	10.5%	8.9%	6.0%	9.0%	7.3%	7.0%	11.9%	7.0%	21.1%	8.3%	4.6%	8.4%	7.8%	12.4%	
2011	£M	3.393	2.753	3.462	4.752	5.574	5.796	5.915	7.227	5.302	4.785	3.140	2.283	54.38		9.608	16.12	18.44	10.21
2012	£M	2.295	2.814	3.863	3.732	5.359	5.741	6.228	7.910	5.250	4.720	2.809	2.849	53.57	-1.5%	8.972	14.83	19.39	10.38
2013	£M	2.321	3.061	4.401	4.439	5.393	5.519	7.102	7.592	4.675	4.374	2.959	2.434	54.27	1.3%	9.784	15.35	19.37	9.768
2014	£M	2.372	2.941	3.890	4.163	5.221	5.302	7.736	7.952	4.452	4.033	2.628	2.101	52.79	-2.7%	9.204	14.69	20.14	8.762
2015	£M	2.537	2.992	3.260	3.634	5.169	5.880	7.260	7.883	4.380	5.292	4.264	3.943	56.49	7.0%	8.789	14.68	19.52	13.50
2016	£M	2.092	2.832	3.764	4.042	5.592	5.288	8.124	8.778	6.439	4.938	3.143	2.461	57.49	1.8%	8.688	14.92	23.34	10.54
2017	£M	2.528	3.051	4.018	4.707	6.130	6.695	8.731	9.113	5.445	4.332	3.242	2.457	60.45	5.1%	9.597	17.53	23.29	10.03
2018	£M	2.687	3.400	4.179	4.380	6.181	6.852	8.239	9.139	4.999	5.176	3.170	2.723	61.12	1.1%	10.27	17.41	22.38	11.07
2019	£M	2.746	3.408	4.212	4.420	6.295	6.862	8.284	9.216	5.134	5.154	3.213	2.758	61.70	0.9%	10.37	17.58	22.63	11.12
2020	£M	3.008	2.949	3.040	0.015	0.026	0.086	0.743	4.688	3.213	2.074	1.085	1.086	22.01	-64.3%	8.997	0.128	8.644	4.245
2021	£M	0.634	0.302	0.296	1.335	5.019	8.493	7.464	8.954	6.331	5.168	4.403	4.017	52.42	138.1%	1.233	14.85	22.75	13.59
2022	£M	3.528	4.892	6.062	10.26	11.05	9.633	11.77	13.02	9.386	11.04	5.569	7.573	103.79	98.0%	14.48	30.95	34.18	24.18

ECONOMIC IMPACT - IN HISTORIC PRICES													SERVICED ACCOMMODATION				
SHARE OF MARKET																	
Serviced	£M	54.38	53.57	54.27	52.79	56.49	57.49	60.45	61.12	61.70	22.01	52.42	103.79				
All Visitor Types	£M	175.98	181.91	183.59	187.44	194.24	204.23	213.51	220.16	232.40	101.26	204.24	322.57				
Share of Total	%	30.9%	29.4%	29.6%	28.2%	29.1%	28.2%	28.3%	27.8%	26.5%	21.7%	25.7%	32.2%				
Annual Change in Share	%		-4.7%	0.4%	-4.7%	3.3%	-3.2%	0.6%	-1.9%	-4.4%	-18.1%	18.0%	25.4%				
Change in Share from 2011	%		-4.7%	-4.3%	-8.9%	-5.9%	-8.9%	-8.4%	-10.2%	-14.1%	-29.6%	-16.9%	4.1%				
Avg Ann. Change in Share	%		-4.7%	-2.2%	-3.0%	-1.5%	-1.8%	-1.4%	-1.5%	-1.8%	-3.3%	-1.7%	0.4%				

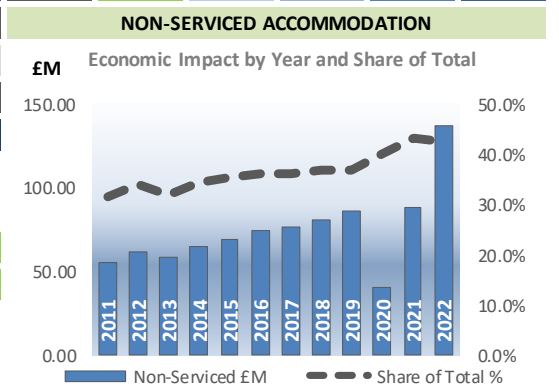


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Report Prepared by: Alison Tipler. Date of Issue: 04/08/23

STEAM REPORT FOR 2011-2022 - FINAL SCOTTISH BORDERS COUNCIL													2011 to 2022 Historic Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL	% Change					
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													Annual Change	Q1	Q2	Q3	Q4
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2011 to 2022		171.5%	246.4%	493.6%	168.2%	51.6%	60.7%	193.2%	148.2%	131.4%	54.3%	317.7%	116.2%	148.4%	341.5%	92.8%	160.0%	117.1%	
% Change 2021 to 2022		1611.1%	3969.6%	6434.5%	777.8%	58.6%	83.8%	19.9%	12.2%	0.4%	-43.4%	-0.6%	-13.2%	55.9%	4095.4%	169.5%	12.1%	-27.1%	
Average Annual Change		15.6%	22.4%	44.9%	15.3%	4.7%	5.5%	17.6%	13.5%	11.9%	4.9%	28.9%	10.6%	13.5%	31.0%	8.4%	14.5%	10.6%	
2011	£M	1.435	1.839	2.755	6.601	6.550	7.114	7.281	7.752	5.214	5.486	1.725	1.485	55.24	6.029	20.26	20.25	8.696	
2012	£M	1.427	2.271	3.072	5.697	5.228	8.440	7.480	9.062	6.986	6.601	3.458	2.066	61.79	11.9%	6.770	19.37	23.53	12.13
2013	£M	1.167	1.712	3.166	5.768	6.379	6.058	7.683	8.461	5.723	6.466	3.632	2.568	58.78	-4.9%	6.045	18.20	21.87	12.67
2014	£M	1.596	2.189	3.342	7.348	6.787	6.179	8.008	9.326	6.410	6.241	4.001	3.133	64.56	9.8%	7.127	20.31	23.74	13.38
2015	£M	1.947	2.509	4.222	6.045	6.958	7.823	9.114	10.18	6.393	7.817	2.795	2.902	68.71	6.4%	8.679	20.83	25.69	13.51
2016	£M	2.504	2.997	5.225	6.526	7.781	8.244	9.244	11.08	6.496	8.080	3.016	2.908	74.10	7.8%	10.73	22.55	26.82	14.00
2017	£M	2.335	2.688	4.530	7.683	8.566	9.243	9.626	10.92	6.659	8.439	3.456	2.910	77.06	4.0%	9.554	25.49	27.21	14.80
2018	£M	2.921	3.085	5.776	8.254	9.348	8.896	9.762	10.87	6.598	8.332	4.609	2.592	81.05	5.2%	11.78	26.50	27.23	15.53
2019	£M	3.159	3.418	6.314	8.805	9.578	9.896	10.53	11.61	6.653	8.401	4.676	2.682	85.72	5.8%	12.89	28.28	28.79	15.76
2020	£M	2.556	2.952	4.031				2.983	10.40	7.940	9.014	0.687	0.108	40.67	-52.6%	9.539		21.32	9.808
2021	£M	0.228	0.157	0.250	2.017	6.260	6.216	17.80	17.15	12.02	14.96	7.248	3.700	88.00	116.4%	0.634	14.49	46.97	25.91
2022	£M	3.896	6.370	16.35	17.71	9.929	11.43	21.35	19.24	12.07	8.464	7.204	3.211	137.21	55.9%	26.62	39.06	52.65	18.88

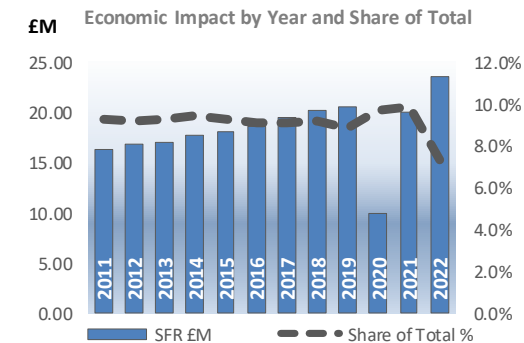
ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	Share of Total %
Non-Serviced	£M	55.24	61.79	58.78	64.56	68.71	74.10	77.06	81.05	85.72	40.67	88.00	137.21		
All Visitor Types	£M	175.98	181.91	183.59	187.44	194.24	204.23	213.51	220.16	232.40	101.26	204.24	322.57		
Share of Total	%	31.4%	34.0%	32.0%	34.4%	35.4%	36.3%	36.1%	36.8%	36.9%	40.2%	43.1%	42.5%		
Annual Change in Share	%		8.2%	-5.7%	7.6%	2.7%	2.6%	-0.5%	2.0%	0.2%	8.9%	7.3%	-1.3%		
Change in Share from 2011	%		8.2%	2.0%	9.7%	12.7%	15.6%	15.0%	17.3%	17.5%	28.0%	37.3%	35.5%		
Avg Ann. Change in Share	%		8.2%	1.0%	3.2%	3.2%	3.1%	2.5%	2.5%	2.2%	3.1%	3.7%	3.2%		



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ECONOMIC IMPACT BY:													2011 to 2022 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													SFR							
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													TOTAL	% Change						
An increase of 3% or more			Less than 3% change			A Fall of 3% or more														
			Q1			Q2			Q3			Q4								
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022			30.3%	50.1%	87.3%	53.7%	34.9%	34.3%	48.4%	39.1%	41.6%	36.6%	49.4%	48.1%	44.6%	Annual Change	55.1%	41.3%	42.9%	45.0%
% Change 2021 to 2022			590.2%	1707.2%	2680.6%	302.6%	38.6%	24.4%	-11.2%	-9.5%	-19.9%	-23.1%	-24.7%	-23.5%	17.3%		1202.5%	75.8%	-12.5%	-23.6%
Average Annual Change			2.8%	4.6%	7.9%	4.9%	3.2%	3.1%	4.4%	3.6%	3.8%	3.3%	4.5%	4.4%	4.1%		5.0%	3.8%	3.9%	4.1%
2011	£M	0.961	0.646	0.843	1.435	1.031	1.566	2.751	3.364	1.698	0.578	0.412	1.011	16.30	2.449		4.033	7.813	2.001	
2012	£M	0.903	0.672	0.874	1.354	1.015	1.649	2.795	3.417	1.916	0.627	0.452	1.073	16.75	2.8%	2.449	4.017	8.128	2.151	
2013	£M	0.899	0.680	0.922	1.407	1.068	1.591	2.951	3.529	1.749	0.614	0.488	1.122	17.02	1.7%	2.502	4.065	8.230	2.224	
2014	£M	0.981	0.727	0.938	1.509	1.105	1.618	3.003	3.635	1.841	0.626	0.508	1.185	17.67	3.8%	2.645	4.231	8.479	2.319	
2015	£M	1.043	0.753	0.975	1.452	1.103	1.703	3.045	3.677	1.846	0.667	0.499	1.277	18.04	2.1%	2.771	4.258	8.568	2.443	
2016	£M	1.070	0.772	1.054	1.491	1.138	1.729	3.156	3.826	1.932	0.673	0.483	1.210	18.53	2.7%	2.897	4.358	8.914	2.366	
2017	£M	1.141	0.810	1.068	1.635	1.230	1.865	3.295	3.962	1.990	0.691	0.522	1.265	19.47	5.1%	3.018	4.730	9.247	2.478	
2018	£M	1.216	0.848	1.160	1.677	1.281	1.902	3.402	4.081	2.008	0.724	0.555	1.279	20.13	3.4%	3.224	4.860	9.491	2.557	
2019	£M	1.226	0.851	1.175	1.732	1.309	1.970	3.486	4.180	2.059	0.741	0.554	1.295	20.58	2.2%	3.252	5.012	9.724	2.590	
2020	£M	1.124	0.744	0.779	0.001	0.001	0.006	0.660	3.634	1.891	0.551	0.132	0.320	9.844	-52.2%	2.647	0.009	6.186	1.003	
2021	£M	0.181	0.054	0.057	0.548	1.003	1.691	4.596	5.168	3.001	1.027	0.818	1.955	20.10	104.2%	0.292	3.242	12.77	3.801	
2022	£M	1.251	0.970	1.579	2.205	1.391	2.104	4.083	4.680	2.405	0.790	0.616	1.497	23.57	17.3%	3.800	5.699	11.17	2.902	

ECONOMIC IMPACT - IN HISTORIC PRICES													SFR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
SFR	£M	16.30	16.75	17.02	17.67	18.04	18.53	19.47	20.13	20.58	9.844	20.10	23.57		
All Visitor Types	£M	175.98	181.91	183.59	187.44	194.24	204.23	213.51	220.16	232.40	101.26	204.24	322.57		
Share of Total	%	9.3%	9.2%	9.3%	9.4%	9.3%	9.1%	9.1%	9.1%	8.9%	9.7%	9.8%	7.3%		
Annual Change in Share	%		-0.6%	0.7%	1.7%	-1.5%	-2.3%	0.5%	0.3%	-3.2%	9.8%	1.2%	-25.8%		
Change in Share from 2011	%		-0.6%	0.1%	1.8%	0.3%	-2.0%	-1.5%	-1.2%	-4.4%	5.0%	6.3%	-21.1%		
Avg Ann. Change in Share	%		-0.6%	0.1%	0.6%	0.1%	-0.4%	-0.3%	-0.2%	-0.5%	0.6%	0.6%	-1.9%		



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ECONOMIC IMPACT BY:													2011 to 2022 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													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	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2011 to 2022													49.9%	133.5%	239.8%	136.0%	70.1%	60.0%	133.3%	101.4%	95.3%	87.0%	153.7%	157.0%	110.1%		148.2%	87.3%	110.7%	119.8%
% Change 2021 to 2022													731.5%	2288.3%	3876.1%	673.7%	82.2%	41.2%	24.6%	18.1%	11.8%	-4.1%	7.4%	27.0%	64.8%	Annual Change	1979.8%	132.4%	18.8%	6.2%
Average Annual Change													4.5%	12.1%	21.8%	12.4%	6.4%	5.5%	12.1%	9.2%	8.7%	7.9%	14.0%	14.3%	10.0%		13.5%	7.9%	10.1%	10.9%
2011	£M	5.789	5.238	7.060	12.79	13.15	14.48	15.95	18.34	12.21	10.85	5.277	4.779	125.91		18.09	40.42	46.50	20.91											
2012	£M	4.624	5.758	7.810	10.78	11.60	15.83	16.50	20.39	14.15	11.95	6.720	5.988	132.11	4.9%	18.19	38.21	51.04	24.66											
2013	£M	4.387	5.453	8.490	11.61	12.84	13.17	17.74	19.58	12.15	11.45	7.079	6.125	130.08	-1.5%	18.33	37.62	49.47	24.66											
2014	£M	4.949	5.857	8.170	13.02	13.11	13.10	18.75	20.91	12.70	10.90	7.138	6.419	135.03	3.8%	18.98	39.23	52.36	24.46											
2015	£M	5.526	6.255	8.457	11.13	13.23	15.41	19.42	21.74	12.62	13.78	7.558	8.121	143.24	6.1%	20.24	39.77	53.78	29.45											
2016	£M	5.666	6.601	10.04	12.06	14.51	15.26	20.52	23.68	14.87	13.69	6.642	6.579	150.12	4.8%	22.31	41.83	59.07	26.91											
2017	£M	6.004	6.548	9.616	14.03	15.93	17.80	21.65	24.00	14.09	13.46	7.219	6.632	156.98	4.6%	22.17	47.75	59.75	27.31											
2018	£M	6.825	7.333	11.11	14.31	16.81	17.65	21.40	24.09	13.60	14.23	8.333	6.594	162.30	3.4%	25.27	48.77	59.10	29.16											
2019	£M	7.131	7.678	11.70	14.96	17.18	18.73	22.30	25.00	13.85	14.30	8.443	6.735	168.00	3.5%	26.51	50.87	61.15	29.47											
2020	£M	6.688	6.644	7.851	0.017	0.028	0.092	4.386	18.72	13.04	11.64	1.903	1.514	72.53	-56.8%	21.18	0.137	36.15	15.06											
2021	£M	1.043	0.512	0.603	3.900	12.28	16.40	29.86	31.27	21.35	21.16	12.47	9.672	160.52	121.3%	2.159	32.58	82.48	43.30											
2022	£M	8.675	12.23	23.99	30.17	22.37	23.17	37.20	36.94	23.86	20.29	13.39	12.28	264.57	64.8%	44.90	75.71	98.00	45.96											

ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Staying Visitor	£M	125.91	132.11	130.08	135.03	143.24	150.12	156.98	162.30	168.00	72.53	160.52	264.57		
All Visitor Types	£M	175.98	181.91	183.59	187.44	194.24	204.23	213.51	220.16	232.40	101.26	204.24	322.57		
Share of Total	%	71.5%	72.6%	70.9%	72.0%	73.7%	73.5%	73.5%	73.7%	72.3%	71.6%	78.6%	82.0%		
Annual Change in Share	%		1.5%	-2.4%	1.7%	2.4%	-0.3%	0.0%	0.3%	-1.9%	-0.9%	9.7%	4.4%		
Change in Share from 2011	%		1.5%	-1.0%	0.7%	3.1%	2.7%	2.8%	3.0%	1.0%	0.1%	9.8%	14.6%		
Avg Ann. Change in Share	%		1.5%	-0.5%	0.2%	0.8%	0.5%	0.5%	0.4%	0.1%	0.0%	1.0%	1.3%		



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Report Prepared by: Alison Tipler. Date of Issue: 04/08/23

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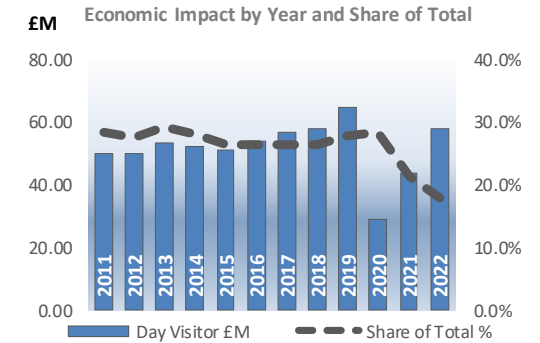
2011 to 2022
Historic Prices

DAY VISITOR

ECONOMIC IMPACT
Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR												TOTAL	% Change	QUARTER			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES														Annual Change	Q1	Q2	Q3
Less than 3% change		Q1			Q2			Q3			Q4			Annual 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 2011 to 2022		-16.5%	19.1%	36.9%	20.8%	-18.4%	10.9%	2.7%	24.3%	20.9%	25.6%	54.0%	30.3%	15.8%		10.7%	4.8%	16.2%	34.7%
% Change 2021 to 2022		38.4%	86.3%	82.9%	86.5%	25.5%	42.5%	16.6%	45.1%	19.0%	9.9%	-10.6%	37.8%	32.6%	67.7%	54.1%	26.2%	8.4%	
Average Annual Change		-1.5%	1.7%	3.4%	1.9%	-1.7%	1.0%	0.2%	2.2%	1.9%	2.3%	4.9%	2.8%	1.4%	1.0%	0.4%	1.5%	3.2%	
2011	£M	3.355	2.414	2.697	6.517	5.477	3.805	4.679	4.730	5.098	4.896	3.074	3.328	50.07	8.466	15.80	14.51	11.30	
2012	£M	3.328	2.540	2.919	6.005	5.635	3.876	4.525	4.636	5.136	4.445	3.312	3.445	49.80	-0.5%	8.788	15.52	14.30	11.20
2013	£M	3.408	2.906	3.462	5.651	5.754	4.052	5.426	5.328	6.366	4.317	3.291	3.551	53.51	7.4%	9.776	15.46	17.12	11.16
2014	£M	3.678	2.750	3.357	6.291	5.451	3.855	5.535	4.762	5.623	4.228	3.262	3.622	52.41	-2.1%	9.785	15.60	15.92	11.11
2015	£M	3.259	2.760	3.062	6.069	5.267	3.727	4.971	5.080	5.526	4.715	3.372	3.193	51.00	-2.7%	9.081	15.06	15.58	11.28
2016	£M	3.434	3.399	4.040	5.671	5.368	3.920	5.193	5.200	5.918	4.600	3.569	3.793	54.11	6.1%	10.87	14.96	16.31	11.96
2017	£M	3.823	3.442	3.664	7.154	5.761	3.911	5.150	5.347	5.820	4.548	3.841	4.069	56.53	4.5%	10.93	16.83	16.32	12.46
2018	£M	3.723	3.365	3.636	7.054	5.706	3.879	5.088	5.760	6.264	4.890	4.130	4.366	57.86	2.4%	10.72	16.64	17.11	13.39
2019	£M	4.178	3.777	4.100	8.684	5.963	4.439	5.643	6.256	6.482	6.230	4.666	3.988	64.41	11.3%	12.05	19.09	18.38	14.88
2020	£M	4.839	4.209	1.970			0.002	0.725	1.445	3.936	3.269	5.238	3.094	28.73	-55.4%	11.02	0.002	6.106	11.60
2021	£M	2.025	1.543	2.019	4.220	3.562	2.961	4.124	4.052	5.183	5.593	5.295	3.148	43.72	52.2%	5.587	10.74	13.36	14.04
2022	£M	2.802	2.874	3.692	7.869	4.470	4.219	4.807	5.880	6.166	6.148	4.733	4.338	58.00	32.6%	9.368	16.56	16.85	15.22

ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR			
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022				
Day Visitor	£M	50.07	49.80	53.51	52.41	51.00	54.11	56.53	57.86	64.41	28.73	43.72	58.00				
All Visitor Types	£M	175.98	181.91	183.59	187.44	194.24	204.23	213.51	220.16	232.40	101.26	204.24	322.57				
Share of Total	%	28.5%	27.4%	29.1%	28.0%	26.3%	26.5%	26.5%	26.3%	27.7%	28.4%	21.4%	18.0%				
Annual Change in Share	%		-3.8%	6.5%	-4.1%	-6.1%	0.9%	-0.1%	-0.7%	5.4%	2.4%	-24.5%	-16.0%				
Change in Share from 2011	%		-3.8%	2.4%	-1.7%	-7.7%	-6.9%	-6.9%	-7.6%	-2.6%	-0.3%	-24.8%	-36.8%				
Avg Ann. Change in Share	%		-3.8%	1.2%	-0.6%	-1.9%	-1.4%	-1.2%	-1.1%	-0.3%	0.0%	-2.5%	-3.3%				



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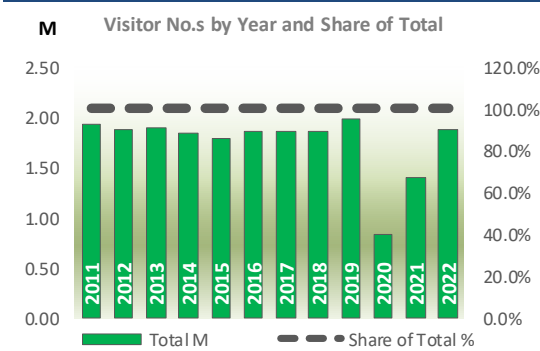
Visitor Numbers by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL
SCOTTISH BORDERS COUNCIL

VISITOR NUMBERS BY:													2011 to 2022		TOTAL	VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
TOTAL													TOTAL						
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL		% Change				
KEY													TOTAL		Annual Change				
An increase of 3% or more													TOTAL		Annual Change				
Less than 3% change													TOTAL		Annual Change				
A Fall of 3% or more													TOTAL		Annual Change				
Q1													Q2		Q3		Q4		
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC													TOTAL		Annual Change				
% Change 2011 to 2022													TOTAL		Annual Change				
% Change 2021 to 2022													TOTAL		Annual Change				
Average Annual Change													TOTAL		Annual Change				
2011	M	0.124	0.097	0.112	0.233	0.208	0.169	0.187	0.197	0.194	0.176	0.109	0.117	1.923		0.332	0.610	0.578	0.402
2012	M	0.113	0.098	0.118	0.206	0.198	0.168	0.177	0.194	0.199	0.167	0.112	0.122	1.872	-2.7%	0.329	0.572	0.570	0.402
2013	M	0.112	0.103	0.133	0.192	0.201	0.162	0.196	0.202	0.210	0.155	0.108	0.120	1.895	1.3%	0.348	0.555	0.608	0.384
2014	M	0.121	0.101	0.126	0.207	0.194	0.154	0.187	0.188	0.187	0.146	0.109	0.123	1.842	-2.8%	0.347	0.556	0.562	0.378
2015	M	0.113	0.102	0.116	0.190	0.190	0.156	0.174	0.184	0.177	0.159	0.111	0.115	1.788	-2.9%	0.332	0.536	0.535	0.385
2016	M	0.115	0.119	0.145	0.183	0.186	0.153	0.184	0.191	0.184	0.159	0.114	0.124	1.857	3.8%	0.378	0.522	0.559	0.398
2017	M	0.122	0.117	0.129	0.216	0.191	0.151	0.180	0.187	0.173	0.152	0.119	0.126	1.863	0.3%	0.368	0.558	0.539	0.397
2018	M	0.117	0.112	0.128	0.208	0.192	0.149	0.177	0.192	0.179	0.152	0.121	0.128	1.856	-0.3%	0.358	0.549	0.548	0.401
2019	M	0.125	0.120	0.137	0.244	0.191	0.164	0.183	0.200	0.185	0.183	0.128	0.117	1.975	6.4%	0.382	0.599	0.567	0.427
2020	M	0.135	0.124	0.072	0.000	0.000	0.000	0.025	0.080	0.121	0.099	0.109	0.071	0.837	-57.6%	0.331	0.000	0.227	0.279
2021	M	0.049	0.036	0.046	0.101	0.116	0.117	0.161	0.157	0.172	0.176	0.148	0.115	1.394	66.5%	0.130	0.334	0.490	0.439
2022	M	0.089	0.102	0.140	0.251	0.156	0.157	0.182	0.189	0.186	0.173	0.126	0.127	1.877	34.7%	0.330	0.563	0.557	0.427

VISITOR NUMBERS													TOTAL		
SHARE OF MARKET													TOTAL		
2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022													M		
Total	M	1.923	1.872	1.895	1.842	1.788	1.857	1.863	1.856	1.975	0.837	1.394	1.877		
All Visitor Types	M	1.923	1.872	1.895	1.842	1.788	1.857	1.863	1.856	1.975	0.837	1.394	1.877		
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 2011	%														
Avg Ann. Change in Share	%														



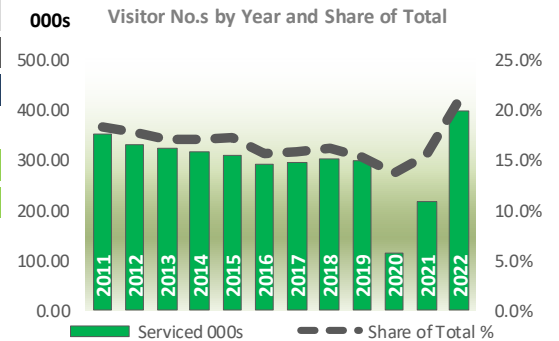
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Report Prepared by: Alison Tipler. Date of Issue: 04/08/23

STEAM REPORT FOR 2011-2022 - FINAL
SCOTTISH BORDERS COUNCIL

VISITOR NUMBERS BY:													2011 to 2022		SERVICED		VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													TOTAL						% Change	
SERVICED ACCOMMODATION													ANNUAL CHANGE							
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																				
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
Q1																				
Q2																				
Q3																				
Q4																				
JAN																				
FEB																				
MAR																				
APR																				
MAY																				
JUN																				
JUL																				
AUG																				
SEP																				
OCT																				
NOV																				
DEC																				
% Change 2011 to 2022																				
% Change 2021 to 2022																				
Average Annual Change																				
2011	000s	18.2	18.1	21.7	30.3	36.2	37.9	36.6	43.1	38.2	30.3	21.9	16.6	349.2		58.0	104.4	117.9	68.8	
2012	000s	12.1	17.4	23.2	21.1	30.7	35.9	37.3	47.2	36.2	29.8	18.8	20.5	330.2	-5.4%	52.7	87.7	120.7	69.2	
2013	000s	12.9	16.6	24.8	23.8	32.2	34.0	39.3	42.6	34.0	29.3	16.9	17.1	323.5	-2.0%	54.4	89.9	115.9	63.3	
2014	000s	15.4	18.8	23.3	26.8	34.3	31.6	32.1	42.4	27.0	26.3	18.9	17.1	314.0	-3.0%	57.6	92.7	101.5	62.2	
2015	000s	18.3	20.3	20.2	22.2	35.0	35.5	30.6	32.9	24.9	26.5	21.1	19.5	306.9	-2.3%	58.7	92.7	88.4	67.1	
2016	000s	14.2	19.3	22.0	22.0	29.8	28.4	31.9	34.6	23.5	26.5	20.4	16.7	289.3	-5.7%	55.5	80.2	90.1	63.5	
2017	000s	16.5	20.7	21.9	23.1	31.2	30.9	33.0	34.8	20.7	25.0	21.5	15.8	295.1	2.0%	59.1	85.2	88.5	62.3	
2018	000s	15.8	19.8	21.6	21.5	32.0	33.2	32.7	36.7	22.4	26.9	19.3	17.8	299.7	1.5%	57.2	86.7	91.8	64.0	
2019	000s	15.9	20.0	22.8	22.7	30.7	32.3	32.3	35.3	25.8	25.6	19.0	16.9	299.4	-0.1%	58.8	85.7	93.4	61.5	
2020	000s	16.1	18.7	15.2	0.0	0.1	0.2	2.8	17.8	18.0	10.5	6.8	7.7	114.0	-61.9%	50.0	0.3	38.7	25.0	
2021	000s	3.5	1.6	1.0	5.4	22.6	30.0	25.4	29.7	26.5	21.7	23.0	24.7	215.1	88.6%	6.1	57.9	81.6	69.5	
2022	000s	18.0	24.9	27.2	35.8	41.3	40.0	40.1	41.9	34.5	39.1	23.3	29.2	395.2	83.7%	70.1	117.1	116.4	91.6	

VISITOR NUMBERS													SERVICED ACCOMMODATION						
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total				
2011													2011		2011				
2012													2012		2012				
2013													2013		2013				
2014													2014		2014				
2015													2015		2015				
2016													2016		2016				
2017													2017		2017				
2018													2018		2018				
2019													2019		2019				
2020													2020		2020				
2021													2021		2021				
2022													2022		2022				
Serviced	000s	349.2	330.2	323.5	314.0	306.9	289.3	295.1	299.7	299.4	114.0	215.1	395.2						
All Visitor Types	M	1.9	1.9	1.9	1.8	1.8	1.9	1.9	1.9	2.0	0.8	1.4	1.9						
Share of Total	%	18.2%	17.6%	17.1%	17.0%	17.2%	15.6%	15.8%	16.1%	15.2%	13.6%	15.4%	21.1%						
Annual Change in Share	%		-2.9%	-3.2%	-0.1%	0.7%	-9.2%	1.7%	1.9%	-6.1%	-10.1%	13.3%	36.4%						
Change in Share from 2011	%		-2.9%	-6.0%	-6.1%	-5.5%	-14.2%	-12.8%	-11.1%	-16.5%	-25.0%	-15.0%	15.9%						
Avg Ann. Change in Share	%		-2.9%	-3.0%	-2.0%	-1.4%	-2.8%	-2.1%	-1.6%	-2.1%	-2.8%	-1.5%	1.4%						



STEAM REPORT FOR 2011-2022 - FINAL
SCOTTISH BORDERS COUNCIL

2011 to 2022													NON-SERVICED	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2011 to 2022		107.6%	162.1%	325.8%	131.9%	0.4%	27.2%	74.5%	19.2%	53.4%	-0.8%	179.5%	43.4%	62.6%	223.6%	54.6%	48.9%	36.6%	
% Change 2021 to 2022		1913.4%	3515.6%	6466.9%	565.7%	40.7%	51.7%	7.1%	-9.7%	-2.0%	-51.3%	-14.5%	-17.6%	41.0%	4176.2%	146.4%	-0.9%	-38.1%	
Average Annual Change		9.8%	14.7%	29.6%	12.0%	0.0%	2.5%	6.8%	1.7%	4.9%	-0.1%	16.3%	3.9%	5.7%	20.3%	5.0%	4.4%	3.3%	
2011	000s	3.0	4.7	6.2	24.6	23.5	22.8	27.3	26.8	22.3	16.6	4.2	3.6	185.5	13.9	70.9	76.4	24.4	
2012	000s	3.1	5.9	7.6	25.8	20.7	26.2	24.8	25.8	32.5	21.8	7.9	4.8	207.1	11.6%	16.7	72.8	83.1	34.5
2013	000s	2.9	4.6	9.0	22.0	23.8	21.9	24.5	27.0	23.2	17.9	7.8	6.2	190.8	-7.9%	16.5	67.7	74.7	31.9
2014	000s	3.8	5.6	8.6	23.3	25.4	22.9	23.4	28.2	27.4	16.3	9.3	8.4	202.6	6.2%	18.0	71.6	78.9	34.0
2015	000s	4.8	6.1	10.3	17.7	25.8	24.9	25.8	27.9	23.1	18.9	7.7	7.8	200.7	-0.9%	21.2	68.4	76.8	34.4
2016	000s	5.6	7.4	11.9	20.1	25.0	23.7	29.2	29.9	22.3	21.1	8.0	7.7	211.7	5.5%	24.9	68.8	81.3	36.7
2017	000s	5.0	6.6	9.7	23.7	24.8	23.4	29.1	27.7	21.5	21.3	8.8	7.3	208.9	-1.3%	21.3	72.0	78.2	37.5
2018	000s	6.4	7.2	13.1	25.5	30.7	23.1	32.6	27.2	21.6	16.0	10.6	5.1	219.1	4.9%	26.7	79.3	81.4	31.6
2019	000s	5.5	8.3	12.3	30.8	28.6	29.1	30.6	29.2	22.8	24.1	9.4	4.6	235.3	7.4%	26.1	88.5	82.7	38.1
2020	000s	4.2	7.2	7.4				6.5	23.5	19.9	17.9	1.2	0.2	88.0	-62.6%	18.8		49.9	19.3
2021	000s	0.3	0.3	0.4	8.6	16.8	19.1	44.4	35.4	34.9	33.9	13.7	6.2	213.9	143.1%	1.1	44.5	114.7	53.7
2022	000s	6.2	12.2	26.5	56.9	23.6	29.0	47.6	32.0	34.2	16.5	11.7	5.1	301.6	41.0%	45.0	109.6	113.7	33.3

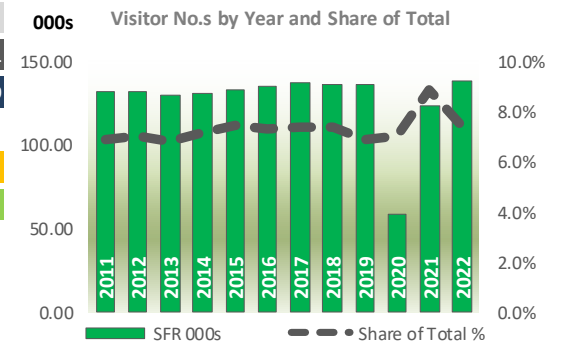
VISITOR NUMBERS													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s Visitor No.s by Year and Share of Total			
Non-Serviced	000s	185.5	207.1	190.8	202.6	200.7	211.7	208.9	219.1	235.3	88.0	213.9	301.6				
All Visitor Types	M	1.9	1.9	1.9	1.8	1.8	1.9	1.9	1.9	2.0	0.8	1.4	1.9				
Share of Total	%	9.6%	11.1%	10.1%	11.0%	11.2%	11.4%	11.2%	11.8%	11.9%	10.5%	15.4%	16.1%				
Annual Change in Share	%		14.7%	-9.0%	9.2%	2.0%	1.6%	-1.6%	5.2%	0.9%	-11.7%	46.0%	4.6%				
Change in Share from 2011	%		14.7%	4.4%	14.0%	16.3%	18.2%	16.2%	22.3%	23.5%	9.0%	59.1%	66.5%				
Avg Ann. Change in Share	%		14.7%	2.2%	4.7%	4.1%	3.6%	2.7%	3.2%	2.9%	1.0%	5.9%	6.0%				

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Report Prepared by: Alison Tipler. Date of Issue: 04/08/23

STEAM REPORT FOR 2011-2022 - FINAL SCOTTISH BORDERS COUNCIL													2011 to 2022	SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		-6.4%	7.8%	34.6%	10.4%	-3.1%	-3.5%	6.6%	-0.1%	1.7%	-1.9%	7.3%	6.4%	4.6%	12.3%	2.0%	2.5%	4.0%	
% Change 2021 to 2022		540.1%	1575.8%	2478.4%	273.3%	28.5%	15.4%	-17.6%	-16.0%	-25.7%	-28.7%	-30.2%	-29.0%	12.2%	1146.7%	69.3%	-19.6%	-29.2%	
Average Annual Change		-0.6%	0.7%	3.1%	0.9%	-0.3%	-0.3%	0.6%	0.0%	0.2%	-0.2%	0.7%	0.6%	0.4%	1.1%	0.2%	0.2%	0.4%	
2011	000s	8.9	6.5	8.8	13.8	9.8	11.8	10.8	14.0	10.7	11.6	8.4	17.0	132.1	24.2	35.4	35.5	36.9	
2012	000s	8.0	6.6	8.7	12.5	9.3	11.9	10.6	13.7	11.6	12.1	8.8	17.3	131.2	-0.6%	23.3	33.7	35.9	38.3
2013	000s	7.8	6.4	8.9	12.6	9.5	11.1	10.8	13.7	10.2	11.5	9.2	17.5	129.4	-1.4%	23.1	33.2	34.8	38.3
2014	000s	8.2	6.7	8.8	13.1	9.5	11.0	10.7	13.8	10.5	11.4	9.4	18.0	131.2	1.4%	23.7	33.7	35.0	38.8
2015	000s	8.7	6.8	9.1	12.5	9.4	11.5	10.7	13.8	10.4	12.0	9.1	19.2	133.2	1.6%	24.6	33.4	34.9	40.3
2016	000s	8.9	7.0	9.8	12.8	9.7	11.6	11.1	14.3	10.9	12.1	8.8	18.2	135.4	1.6%	25.7	34.2	36.4	39.1
2017	000s	9.1	7.0	9.5	13.5	10.1	12.0	11.1	14.2	10.8	11.9	9.1	18.3	136.7	0.9%	25.7	35.6	36.1	39.3
2018	000s	9.3	7.1	10.0	13.3	10.1	11.8	11.1	14.1	10.4	12.0	9.3	17.7	136.3	-0.3%	26.4	35.2	35.6	39.1
2019	000s	9.2	7.0	9.8	13.4	10.1	11.9	11.1	14.1	10.4	12.0	9.1	17.5	135.6	-0.5%	26.0	35.4	35.6	38.6
2020	000s	8.2	5.9	6.4	0.0	0.0	0.0	2.0	11.9	9.3	8.7	2.1	4.2	58.8	-56.6%	20.5	0.1	23.3	15.0
2021	000s	1.3	0.4	0.5	4.1	7.4	9.8	14.0	16.7	14.6	16.0	12.9	25.4	123.1	109.4%	2.2	21.3	45.3	54.3
2022	000s	8.3	7.1	11.8	15.2	9.5	11.3	11.5	14.0	10.9	11.4	9.0	18.0	138.1	12.2%	27.2	36.1	36.4	38.4

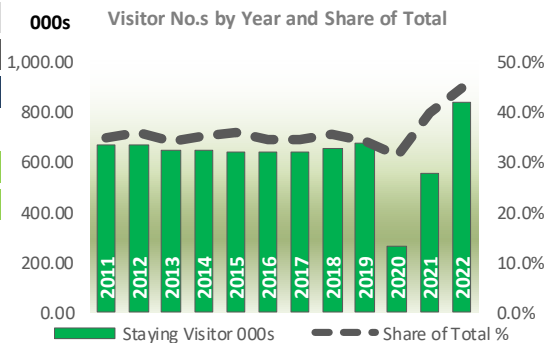
VISITOR NUMBERS													SFR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	
SFR	000s	132.1	131.2	129.4	131.2	133.2	135.4	136.7	136.3	135.6	58.8	123.1	138.1	Visitor No.s by Year and Share of Total	
All Visitor Types	M	1.9	1.9	1.9	1.8	1.8	1.9	1.9	1.9	2.0	0.8	1.4	1.9	150.00	
Share of Total	%	6.9%	7.0%	6.8%	7.1%	7.5%	7.3%	7.3%	7.3%	6.9%	7.0%	8.8%	7.4%	100.00	
Annual Change in Share	%		2.1%	-2.6%	4.3%	4.6%	-2.1%	0.6%	0.1%	-6.5%	2.4%	25.7%	-16.7%	50.00	
Change in Share from 2011	%		2.1%	-0.6%	3.7%	8.5%	6.2%	6.8%	6.9%	-0.1%	2.3%	28.6%	7.1%	100.00	
Avg Ann. Change in Share	%		2.1%	-0.3%	1.2%	2.1%	1.2%	1.1%	1.0%	0.0%	0.3%	2.9%	0.6%	50.00	



STEAM REPORT FOR 2011-2022 - FINAL
SCOTTISH BORDERS COUNCIL

VISITOR NUMBERS BY:													2011 to 2022		STAYING VISITOR		VISITOR NUMBERS																					
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																							
STAYING VISITOR													TOTAL						% Change																			
KEY													ANNUAL CHANGE		Q1		Q2		Q3		Q4																	
An increase of 3% or more													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES		TOTAL		% Change		Q1		Q2		Q3		Q4													
Less than 3% change													TOTAL		% Change		Q1		Q2		Q3		Q4															
A Fall of 3% or more													TOTAL		% Change		Q1		Q2		Q3		Q4															
Q1													Q2		Q3		Q4		Q1		Q2		Q3		Q4													
JAN													FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		TOTAL		% Change	
% Change 2011 to 2022													8.2%	50.7%	78.5%	57.3%	7.0%	10.9%	32.9%	4.7%	11.6%	14.4%	27.6%	41.0%	25.2%	Annual Change	48.0%	24.7%	16.0%	25.5%								
% Change 2021 to 2022													535.7%	1783.0%	3403.1%	499.3%	59.3%	36.4%	18.3%	7.5%	4.6%	-6.5%	-11.3%	-7.0%	51.2%	Annual Change	1422.6%	112.4%	10.3%	-8.0%								
Average Annual Change													0.7%	4.6%	7.1%	5.2%	0.6%	1.0%	3.0%	0.4%	1.1%	1.3%	2.5%	3.7%	2.3%	Annual Change	4.4%	2.2%	1.5%	2.3%								
2011	000s	30.1	29.3	36.7	68.7	69.6	72.5	74.6	83.9	71.2	58.5	34.5	37.1	666.8		96.2	210.7	229.8	130.1																			
2012	000s	23.3	29.9	39.5	59.4	60.7	74.1	72.7	86.7	80.2	63.7	35.6	42.7	668.5	0.3%	92.7	194.2	239.7	142.0																			
2013	000s	23.6	27.6	42.8	58.4	65.5	67.0	74.6	83.4	67.4	58.7	34.0	40.8	643.7	-3.7%	94.0	190.9	225.4	133.5																			
2014	000s	27.5	31.1	40.7	63.3	69.3	65.5	66.2	84.3	64.8	53.9	37.5	43.5	647.8	0.6%	99.4	198.1	215.3	135.0																			
2015	000s	31.7	33.2	39.5	52.3	70.3	71.8	67.1	74.6	58.4	57.4	37.9	46.5	640.8	-1.1%	104.5	194.4	200.1	141.8																			
2016	000s	28.7	33.8	43.7	54.9	64.5	63.8	72.2	78.8	56.7	59.7	37.1	42.5	636.4	-0.7%	106.2	183.2	207.8	139.4																			
2017	000s	30.6	34.4	41.1	60.3	66.1	66.4	73.3	76.6	52.9	58.2	39.4	41.4	640.7	0.7%	106.1	192.8	202.8	139.0																			
2018	000s	31.5	34.2	44.6	60.3	72.8	68.2	76.4	78.0	54.4	54.8	39.2	40.6	655.1	2.2%	110.3	201.3	208.8	134.7																			
2019	000s	30.6	35.3	45.0	66.9	69.3	73.3	74.0	78.6	59.1	61.6	37.5	39.1	670.3	2.3%	110.9	209.5	211.7	138.2																			
2020	000s	28.5	31.8	28.9	0.1	0.1	0.2	11.4	53.3	47.2	37.1	10.2	12.1	260.9	-61.1%	89.2	0.4	111.9	59.4																			
2021	000s	5.1	2.3	1.9	18.0	46.7	58.9	83.9	81.8	76.0	71.6	49.6	56.3	552.2	111.7%	9.3	123.7	241.7	177.5																			
2022	000s	32.6	44.2	65.5	108.0	74.4	80.4	99.2	87.9	79.5	66.9	44.0	52.4	834.9	51.2%	142.3	262.8	266.6	163.3																			

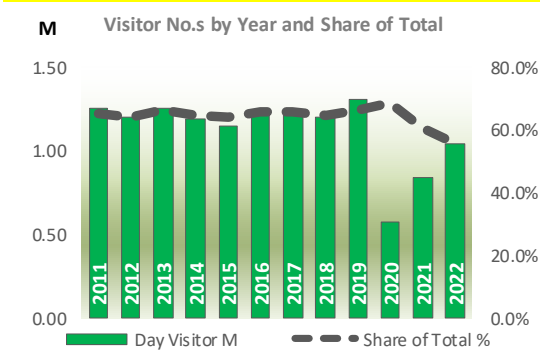
VISITOR NUMBERS													STAYING VISITOR																					
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total																			
2011													2012		2013		2014		2015		2016		2017		2018		2019		2020		2021		2022	
Staying Visitor	000s	666.8	668.5	643.7	647.8	640.8	636.4	640.7	655.1	670.3	260.9	552.2	834.9	1,000.00	Visitor No.s by Year and Share of Total																			
All Visitor Types	M	1.9	1.9	1.9	1.8	1.8	1.9	1.9	1.9	2.0	0.8	1.4	1.9	800.00	Visitor No.s by Year and Share of Total																			
Share of Total	%	34.7%	35.7%	34.0%	35.2%	35.8%	34.3%	34.4%	35.3%	33.9%	31.2%	39.6%	44.5%	600.00	Visitor No.s by Year and Share of Total																			
Annual Change in Share	%		3.0%	-4.9%	3.5%	1.9%	-4.4%	0.4%	2.6%	-3.8%	-8.1%	27.1%	12.2%	400.00	Visitor No.s by Year and Share of Total																			
Change in Share from 2011	%		3.0%	-2.0%	1.4%	3.3%	-1.2%	-0.8%	1.8%	-2.2%	-10.1%	14.3%	28.2%	200.00	Visitor No.s by Year and Share of Total																			
Avg Ann. Change in Share	%		3.0%	-1.0%	0.5%	0.8%	-0.2%	-0.1%	0.3%	-0.3%	-1.1%	1.4%	2.6%	0.00	Visitor No.s by Year and Share of Total																			



STEAM REPORT FOR 2011-2022 - FINAL
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VISITOR NUMBERS BY:													2011 to 2022		DAY VISITOR		VISITOR NUMBERS												
MONTH AND QUARTER													CALENDAR YEAR		QUARTER														
KEY													DAY VISITOR																
An increase of 3% or more													VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																
Less than 3% change													TOTAL																
A Fall of 3% or more													Annual Change																
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																													
Q1													Q2		Q3		Q4												
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																													
% Change 2011 to 2022													-40.0%	-14.5%	-1.6%	-13.3%	-41.4%	-20.4%	-26.2%	-10.7%	-13.1%	-9.8%	10.6%	-6.4%	-17.0%	-20.5%	-24.7%	-16.5%	-3.2%
% Change 2021 to 2022													28.3%	72.8%	69.6%	72.9%	16.4%	32.1%	8.1%	34.6%	10.3%	1.9%	-17.1%	27.8%	23.9%	55.5%	42.9%	17.0%	0.5%
Average Annual Change													-3.6%	-1.3%	-0.1%	-1.2%	-3.8%	-1.9%	-2.4%	-1.0%	-1.2%	-0.9%	1.0%	-0.6%	-1.5%	-1.9%	-2.2%	-1.5%	-0.3%
2011	M	0.094	0.067	0.075	0.165	0.138	0.096	0.112	0.114	0.122	0.118	0.074	0.080	1.256	0.236	0.399	0.348	0.272											
2012	M	0.089	0.068	0.078	0.146	0.137	0.094	0.105	0.107	0.119	0.103	0.077	0.080	1.203	-4.2%	0.236	0.377	0.330	0.260										
2013	M	0.089	0.076	0.090	0.133	0.136	0.095	0.121	0.119	0.142	0.097	0.074	0.080	1.251	4.0%	0.254	0.364	0.383	0.250										
2014	M	0.093	0.070	0.085	0.144	0.125	0.088	0.120	0.104	0.122	0.092	0.071	0.079	1.194	-4.6%	0.247	0.357	0.346	0.243										
2015	M	0.082	0.069	0.077	0.138	0.119	0.084	0.107	0.109	0.119	0.102	0.073	0.069	1.147	-3.9%	0.227	0.341	0.335	0.244										
2016	M	0.086	0.085	0.101	0.129	0.122	0.089	0.112	0.112	0.127	0.099	0.077	0.082	1.220	6.4%	0.272	0.339	0.351	0.258										
2017	M	0.092	0.083	0.088	0.155	0.125	0.085	0.106	0.110	0.120	0.094	0.079	0.084	1.222	0.1%	0.262	0.366	0.337	0.258										
2018	M	0.086	0.078	0.084	0.147	0.119	0.081	0.101	0.114	0.124	0.097	0.082	0.087	1.201	-1.7%	0.247	0.348	0.340	0.266										
2019	M	0.094	0.085	0.092	0.177	0.122	0.091	0.109	0.121	0.125	0.121	0.091	0.077	1.305	8.7%	0.271	0.389	0.356	0.289										
2020	M	0.106	0.092	0.043			0.000	0.014	0.027	0.074	0.062	0.099	0.059	0.576	-55.9%	0.241	0.000	0.115	0.219										
2021	M	0.044	0.033	0.044	0.083	0.070	0.058	0.077	0.075	0.096	0.104	0.099	0.059	0.841	46.1%	0.121	0.210	0.248	0.262										
2022	M	0.056	0.058	0.074	0.143	0.081	0.077	0.083	0.101	0.106	0.106	0.082	0.075	1.042	23.9%	0.188	0.301	0.291	0.263										

VISITOR NUMBERS													DAY VISITOR																							
SHARE OF MARKET													2011		2012		2013		2014		2015		2016		2017		2018		2019		2020		2021		2022	
Day Visitor													M	1.256	1.203	1.251	1.194	1.147	1.220	1.222	1.201	1.305	0.576	0.841	1.042											
All Visitor Types													M	1.923	1.872	1.895	1.842	1.788	1.857	1.863	1.856	1.975	0.837	1.394	1.877											
Share of Total													%	65.3%	64.3%	66.0%	64.8%	64.2%	65.7%	65.6%	64.7%	66.1%	68.8%	60.4%	55.5%											
Annual Change in Share													%		-1.6%	2.7%	-1.8%	-1.0%	2.4%	-0.2%	-1.4%	2.1%	4.2%	-12.3%	-8.0%											
Change in Share from 2011													%		-1.6%	1.1%	-0.8%	-1.8%	0.6%	0.4%	-0.9%	1.1%	5.4%	-7.6%	-15.0%											
Avg Ann. Change in Share													%		-1.6%	0.5%	-0.3%	-0.4%	0.1%	0.1%	-0.1%	0.1%	0.6%	-0.8%	-1.4%											



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Report Prepared by: Alison Tipler. Date of Issue: 04/08/23

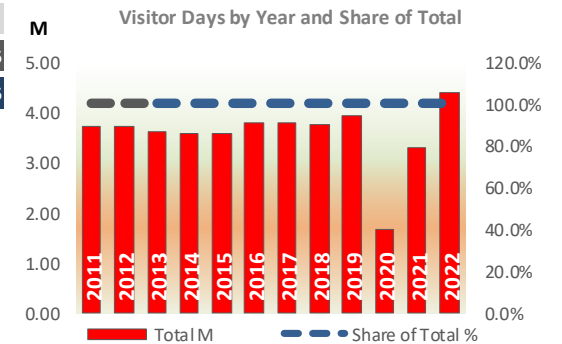
Visitor Days by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL
SCOTTISH BORDERS COUNCIL

VISITOR DAYS BY:													2011 to 2022	TOTAL	VISITOR DAYS				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
TOTAL																			
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													TOTAL	% Change					
Q1			Q2			Q3			Q4			Q1			Q2	Q3	Q4		
KEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
% Change 2011 to 2022	-14.9%	26.6%	76.2%	29.8%	-4.8%	3.9%	26.7%	16.1%	19.1%	4.5%	40.6%	23.1%	18.1%	Annual Change	29.5%	10.1%	20.5%	18.7%	
% Change 2021 to 2022	172.8%	374.8%	544.2%	253.2%	39.9%	33.5%	9.1%	8.8%	2.4%	-16.0%	-11.8%	-0.6%	33.9%		353.7%	82.9%	6.9%	-10.6%	
Average Annual Change	-1.4%	2.4%	6.9%	2.7%	-0.4%	0.4%	2.4%	1.5%	1.7%	0.4%	3.7%	2.1%	1.6%		2.7%	0.9%	1.9%	1.7%	
2011	M	0.184	0.148	0.184	0.415	0.388	0.380	0.434	0.485	0.390	0.333	0.172	0.209	3.722		0.516	1.183	1.309	0.714
2012	M	0.163	0.152	0.191	0.350	0.358	0.396	0.414	0.475	0.447	0.341	0.198	0.224	3.708	-0.4%	0.506	1.104	1.336	0.763
2013	M	0.158	0.152	0.207	0.339	0.367	0.340	0.444	0.473	0.393	0.308	0.196	0.225	3.603	-2.8%	0.517	1.047	1.310	0.729
2014	M	0.171	0.152	0.198	0.372	0.358	0.326	0.433	0.457	0.387	0.295	0.196	0.231	3.575	-0.8%	0.521	1.056	1.276	0.722
2015	M	0.168	0.157	0.197	0.337	0.345	0.353	0.423	0.467	0.374	0.337	0.194	0.240	3.590	0.4%	0.521	1.035	1.264	0.770
2016	M	0.175	0.179	0.241	0.341	0.367	0.364	0.448	0.502	0.416	0.340	0.191	0.235	3.799	5.8%	0.596	1.072	1.367	0.765
2017	M	0.183	0.174	0.218	0.391	0.386	0.379	0.439	0.487	0.390	0.321	0.200	0.235	3.803	0.1%	0.575	1.156	1.316	0.756
2018	M	0.182	0.171	0.224	0.379	0.385	0.364	0.431	0.486	0.377	0.329	0.210	0.230	3.769	-0.9%	0.577	1.128	1.294	0.769
2019	M	0.191	0.181	0.237	0.418	0.392	0.389	0.447	0.499	0.383	0.357	0.217	0.220	3.931	4.3%	0.608	1.199	1.330	0.794
2020	M	0.192	0.173	0.136	0.000	0.000	0.001	0.077	0.343	0.304	0.236	0.127	0.091	1.681	-57.2%	0.501	0.001	0.724	0.454
2021	M	0.058	0.039	0.050	0.153	0.264	0.296	0.504	0.518	0.453	0.414	0.275	0.258	3.282	95.3%	0.147	0.712	1.475	0.947
2022	M	0.157	0.187	0.324	0.539	0.369	0.395	0.550	0.564	0.464	0.348	0.242	0.257	4.396	33.9%	0.668	1.303	1.578	0.847

VISITOR DAYS													TOTAL	
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Total	M	3.722	3.708	3.603	3.575	3.590	3.799	3.803	3.769	3.931	1.681	3.282	4.396	
All Visitor Types	M	3.722	3.708	3.603	3.575	3.590	3.799	3.803	3.769	3.931	1.681	3.282	4.396	
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 2011	%													
Avg Ann. Change in Share	%													



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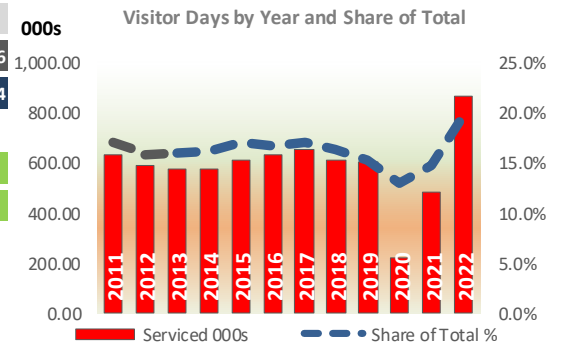
2011 to 2022

SERVICED

VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change	QUARTER				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2011 to 2022		-11.3%	42.2%	32.2%	49.0%	43.8%	24.5%	33.4%	22.2%	29.7%	61.4%	28.8%	131.4%	37.8%	20.3%	38.4%	28.1%	67.0%	
% Change 2021 to 2022		393.1%	1400.6%	1999.9%	581.5%	92.6%	11.7%	43.6%	34.6%	37.2%	89.1%	11.5%	51.7%	79.8%	972.9%	91.2%	38.2%	52.1%	
Average Annual Change		-1.0%	3.8%	2.9%	4.5%	4.0%	2.2%	3.0%	2.0%	2.7%	5.6%	2.6%	11.9%	3.4%	1.8%	3.5%	2.6%	6.1%	
2011	000s	36.1	30.7	39.0	53.6	63.4	65.6	62.9	76.5	72.2	60.4	40.3	29.1	629.7	105.9	182.6	211.5	129.8	
2012	000s	23.3	29.1	40.1	40.1	57.5	61.6	64.2	81.4	66.9	57.5	35.1	34.7	591.5	-6.1%	92.5	159.1	212.5	127.4
2013	000s	23.8	30.9	44.2	45.9	56.1	57.6	69.3	73.7	58.7	52.0	34.9	28.9	576.0	-2.6%	98.9	159.6	201.7	115.8
2014	000s	26.5	31.8	41.2	45.9	57.1	56.9	71.4	72.9	59.3	51.3	34.1	28.1	576.5	0.1%	99.5	159.9	203.5	113.6
2015	000s	29.4	32.7	36.2	40.5	56.4	62.2	65.4	70.9	57.2	63.2	49.2	44.9	608.3	5.5%	98.3	159.1	193.6	157.3
2016	000s	24.5	32.7	41.7	45.4	60.2	58.1	73.3	79.4	83.5	61.3	40.2	32.6	632.9	4.1%	98.9	163.7	236.2	134.1
2017	000s	29.1	35.1	42.9	51.0	65.0	69.5	76.9	80.4	70.8	54.8	41.4	31.8	648.7	2.5%	107.1	185.5	228.1	128.0
2018	000s	28.2	35.1	42.1	43.3	61.6	66.7	69.8	77.7	60.6	57.7	37.0	31.9	611.7	-5.7%	105.3	171.6	208.1	126.6
2019	000s	27.9	34.2	41.3	42.6	61.0	65.2	67.8	75.7	60.3	56.0	36.6	31.5	600.2	-1.9%	103.5	168.8	203.7	124.1
2020	000s	29.2	29.9	29.3	0.1	0.2	0.7	5.8	37.6	37.1	21.9	13.0	12.8	217.7	-63.7%	88.3	1.0	80.6	47.7
2021	000s	6.5	2.9	2.5	11.7	47.3	73.1	58.4	69.4	68.2	51.5	46.5	44.4	482.5	121.6%	11.9	132.1	196.1	142.5
2022	000s	32.0	43.7	51.6	79.9	91.1	81.7	83.9	93.4	93.6	97.5	51.8	67.4	867.6	79.8%	127.3	252.7	270.9	216.7

		VISITOR DAYS											SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	
Serviced	000s	629.7	591.5	576.0	576.5	608.3	632.9	648.7	611.7	600.2	217.7	482.5	867.6		
All Visitor Types	M	3.7	3.7	3.6	3.6	3.6	3.8	3.8	3.8	3.9	1.7	3.3	4.4		
Share of Total	%	16.9%	15.9%	16.0%	16.1%	16.9%	16.7%	17.1%	16.2%	15.3%	13.0%	14.7%	19.7%		
Annual Change in Share	%		-5.7%	0.2%	0.9%	5.1%	-1.7%	2.4%	-4.8%	-5.9%	-15.2%	13.5%	34.3%		
Change in Share from 2011	%		-5.7%	-5.5%	-4.7%	0.1%	-1.5%	0.8%	-4.1%	-9.7%	-23.4%	-13.1%	16.7%		
Avg Ann. Change in Share	%		-5.7%	-2.8%	-1.6%	0.0%	-0.3%	0.1%	-0.6%	-1.2%	-2.6%	-1.3%	1.5%		



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Report Prepared by: Alison Tipler. Date of Issue: 04/08/23

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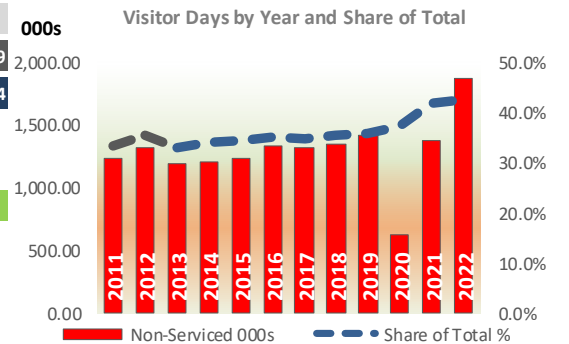
2011 to 2022

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	QUARTER				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2011 to 2022		77.5%	127.4%	295.9%	79.8%	8.3%	12.8%	64.7%	35.8%	45.7%	-8.6%	177.5%	43.2%	50.5%	192.2%	32.6%	48.4%	30.1%	
% Change 2021 to 2022		1482.3%	3646.2%	5910.9%	508.1%	35.6%	55.7%	11.4%	4.8%	-3.6%	-48.8%	-7.9%	-19.1%	36.2%	3777.5%	116.3%	4.7%	-34.6%	
Average Annual Change		7.0%	11.6%	26.9%	7.3%	0.8%	1.2%	5.9%	3.3%	4.2%	-0.8%	16.1%	3.9%	4.6%	17.5%	3.0%	4.4%	2.7%	
2011	000s	21.0	26.9	40.1	142.4	147.1	159.5	184.8	204.8	149.2	111.4	27.2	23.5	1,237.7	88.0	448.9	538.8	162.0	
2012	000s	20.0	32.0	43.0	114.5	126.1	180.5	172.5	197.9	211.9	135.7	53.2	31.8	1,319.2	6.6%	95.1	421.1	582.3	220.7
2013	000s	15.9	23.4	43.0	110.9	138.0	131.4	178.8	191.5	148.4	116.2	53.5	38.1	1,189.1	-9.9%	82.3	380.3	518.7	207.7
2014	000s	20.1	27.6	42.4	130.5	138.5	124.9	167.8	191.3	160.1	108.5	55.8	43.7	1,211.2	1.9%	90.1	394.0	519.2	207.9
2015	000s	24.4	31.5	53.2	109.4	132.1	148.2	177.3	197.9	152.8	126.8	38.3	39.9	1,232.0	1.7%	109.1	389.8	528.1	205.0
2016	000s	31.3	37.4	65.7	116.8	146.2	158.2	186.7	218.6	158.4	133.9	40.9	38.9	1,332.9	8.2%	134.3	421.2	563.7	213.7
2017	000s	28.2	32.4	55.0	131.7	155.9	163.9	179.5	204.1	153.5	127.2	45.3	37.7	1,314.5	-1.4%	115.5	451.6	537.1	210.3
2018	000s	32.5	34.3	64.9	135.6	164.4	156.9	184.8	202.6	147.7	129.4	56.0	31.8	1,341.1	2.0%	131.7	456.9	535.1	217.3
2019	000s	34.4	37.3	70.3	145.6	169.7	172.9	194.4	211.6	152.7	135.5	56.1	32.3	1,412.9	5.4%	142.0	488.2	558.7	223.9
2020	000s	26.4	30.4	41.9				43.7	200.7	152.8	119.3	7.7	1.2	624.0	-55.8%	98.7		397.2	128.1
2021	000s	2.4	1.6	2.6	42.1	117.5	115.5	273.2	265.3	225.7	198.6	81.9	41.6	1,368.0	119.2%	6.6	275.1	764.2	322.1
2022	000s	37.3	61.2	158.7	256.0	159.3	179.8	304.3	278.1	217.5	101.8	75.4	33.6	1,862.9	36.2%	257.1	595.1	799.8	210.8

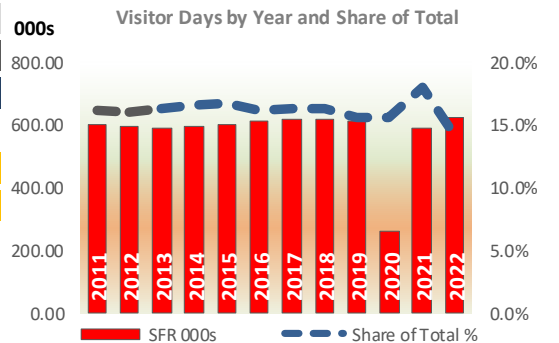
VISITOR DAYS													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor Days by Year and Share of Total
Non-Serviced	000s	1,237.7	1,319.2	1,189.1	1,211.2	1,232.0	1,332.9	1,314.5	1,341.1	1,412.9	624.0	1,368.0	1,862.9	2,000.00	
All Visitor Types	M	3.7	3.7	3.6	3.6	3.6	3.8	3.8	3.8	3.9	1.7	3.3	4.4	1,500.00	
Share of Total	%	33.3%	35.6%	33.0%	33.9%	34.3%	35.1%	34.6%	35.6%	35.9%	37.1%	41.7%	42.4%	1,000.00	
Annual Change in Share	%		7.0%	-7.2%	2.7%	1.3%	2.2%	-1.5%	3.0%	1.0%	3.3%	12.3%	1.7%	500.00	
Change in Share from 2011	%		7.0%	-0.8%	1.9%	3.2%	5.5%	3.9%	7.0%	8.1%	11.7%	25.3%	27.4%	500.00	
Avg Ann. Change in Share	%		7.0%	-0.4%	0.6%	0.8%	1.1%	0.7%	1.0%	1.0%	1.3%	2.5%	2.5%	500.00	
														0.00	



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VISITOR DAYS BY:													2011 to 2022		SFR	VISITOR DAYS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
KEY													SFR		QUARTER				
An increase of 3% or more													VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES		QUARTER				
Less than 3% change													TOTAL		QUARTER				
A Fall of 3% or more													Annual Change		QUARTER				
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													Annual Change		QUARTER				
Q1													Annual Change		QUARTER				
Q2													Annual Change		QUARTER				
Q3													Annual Change		QUARTER				
Q4													Annual Change		QUARTER				
JAN													Annual Change		QUARTER				
FEB													Annual Change		QUARTER				
MAR													Annual Change		QUARTER				
APR													Annual Change		QUARTER				
MAY													Annual Change		QUARTER				
JUN													Annual Change		QUARTER				
JUL													Annual Change		QUARTER				
AUG													Annual Change		QUARTER				
SEP													Annual Change		QUARTER				
OCT													Annual Change		QUARTER				
NOV													Annual Change		QUARTER				
DEC													Annual Change		QUARTER				
% Change 2011 to 2022													Annual Change		QUARTER				
% Change 2021 to 2022													Annual Change		QUARTER				
Average Annual Change													Annual Change		QUARTER				
2011	000s	33.6	22.6	29.4	54.2	38.9	59.1	74.2	90.7	45.8	43.4	30.9	75.8	598.7	-	85.6	152.3	210.7	150.1
2012	000s	30.3	22.6	29.4	49.2	36.9	59.9	72.5	88.7	49.7	45.2	32.6	77.4	594.5	-0.7%	82.3	145.9	210.9	155.3
2013	000s	29.3	22.1	30.0	49.5	37.6	56.0	74.2	88.7	44.0	42.9	34.1	78.4	586.7	-1.3%	81.4	143.0	206.8	155.5
2014	000s	31.1	23.0	29.7	51.6	37.8	55.4	73.4	88.9	45.0	42.6	34.5	80.6	593.6	1.2%	83.8	144.8	207.3	157.7
2015	000s	32.7	23.6	30.5	49.2	37.3	57.7	73.6	88.9	44.6	44.9	33.6	85.9	602.5	1.5%	86.8	144.2	207.2	164.4
2016	000s	33.5	24.2	33.0	50.5	38.5	58.5	76.3	92.5	46.7	45.3	32.5	81.4	613.0	1.7%	90.7	147.5	215.5	159.2
2017	000s	34.2	24.3	32.1	53.0	39.9	60.5	76.4	91.8	46.1	44.6	33.6	81.6	618.2	0.9%	90.6	153.5	214.3	159.8
2018	000s	35.1	24.5	33.5	52.4	40.0	59.4	75.8	91.0	44.8	44.9	34.4	79.3	615.1	-0.5%	93.1	151.7	211.6	158.6
2019	000s	34.5	24.0	33.1	52.7	39.9	60.0	75.8	90.9	44.8	44.8	33.5	78.4	612.5	-0.4%	91.6	152.6	211.5	156.7
2020	000s	30.8	20.4	21.4	0.0	0.0	0.2	14.0	77.0	40.1	32.5	7.8	18.8	263.0	-57.1%	72.6	0.3	131.0	59.1
2021	000s	4.9	1.5	1.5	16.0	29.3	49.5	96.0	108.0	62.7	59.7	47.6	113.7	590.4	124.5%	7.9	94.8	266.7	221.0
2022	000s	31.4	24.3	39.6	59.8	37.7	57.1	79.1	90.7	46.6	42.6	33.2	80.7	622.8	5.5%	95.4	154.6	216.4	156.4

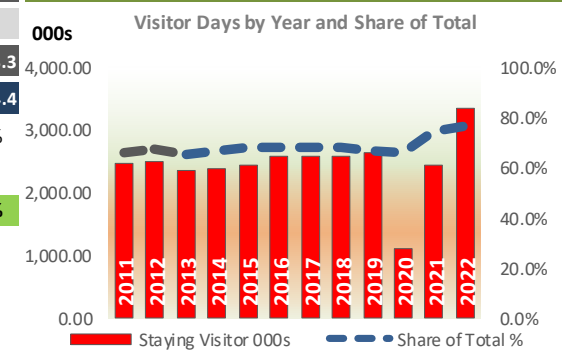
VISITOR DAYS													SFR		VISITOR DAYS				
SHARE OF MARKET													SFR		VISITOR DAYS				
2011													SFR		VISITOR DAYS				
2012													SFR		VISITOR DAYS				
2013													SFR		VISITOR DAYS				
2014													SFR		VISITOR DAYS				
2015													SFR		VISITOR DAYS				
2016													SFR		VISITOR DAYS				
2017													SFR		VISITOR DAYS				
2018													SFR		VISITOR DAYS				
2019													SFR		VISITOR DAYS				
2020													SFR		VISITOR DAYS				
2021													SFR		VISITOR DAYS				
2022													SFR		VISITOR DAYS				
SFR	000s	598.7	594.5	586.7	593.6	602.5	613.0	618.2	615.1	612.5	263.0	590.4	622.8	000s	800.00	600.00	400.00	200.00	0.00
All Visitor Types	M	3.7	3.7	3.6	3.6	3.6	3.8	3.8	3.8	3.9	1.7	3.3	4.4	000s	800.00	600.00	400.00	200.00	0.00
Share of Total	%	16.1%	16.0%	16.3%	16.6%	16.8%	16.1%	16.3%	16.3%	15.6%	15.6%	18.0%	14.2%	Share of Total %	20.0%	15.0%	10.0%	5.0%	0.0%
Annual Change in Share	%	-	-0.3%	1.6%	2.0%	1.1%	-3.9%	0.7%	0.4%	-4.5%	0.4%	14.9%	-21.2%	Share of Total %	20.0%	15.0%	10.0%	5.0%	0.0%
Change in Share from 2011	%	-	-0.3%	1.2%	3.2%	4.3%	0.3%	1.1%	1.5%	-3.1%	-2.7%	11.8%	-11.9%	Share of Total %	20.0%	15.0%	10.0%	5.0%	0.0%
Avg Ann. Change in Share	%	-	-0.3%	0.6%	1.1%	1.1%	0.1%	0.2%	0.2%	-0.4%	-0.3%	1.2%	-1.1%	Share of Total %	20.0%	15.0%	10.0%	5.0%	0.0%



STEAM REPORT FOR 2011-2022 - FINAL
SCOTTISH BORDERS COUNCIL

2011 to 2022													STAYING VISITOR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR											TOTAL	% Change	Q1	Q2	Q3	Q4
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					
% Change 2011 to 2022		11.1%	61.1%	130.2%	58.2%	15.5%	12.1%	45.2%	24.2%	33.9%	12.4%	63.1%	41.5%	36.0%	71.7%	27.9%	33.9%	32.1%
% Change 2021 to 2022		632.2%	2054.3%	3667.2%	466.5%	48.4%	33.8%	9.3%	4.4%	0.3%	-22.0%	-8.8%	-9.0%	37.4%	1718.0%	99.7%	4.9%	-14.8%
Average Annual Change		1.0%	5.6%	11.8%	5.3%	1.4%	1.1%	4.1%	2.2%	3.1%	1.1%	5.7%	3.8%	3.3%	6.5%	2.5%	3.1%	2.9%
2011	000s	90.7	80.2	108.5	250.2	249.4	284.2	321.8	372.0	267.2	215.1	98.3	128.5	2,466.1	279.4	783.8	961.0	441.9
2012	000s	73.7	83.7	112.5	203.7	220.5	302.0	309.2	368.0	328.5	238.5	120.9	143.9	2,505.2	269.9	726.2	1,005.7	503.3
2013	000s	69.0	76.4	117.2	206.3	231.6	245.0	322.3	353.9	251.0	211.1	122.5	145.4	2,351.8	262.7	682.9	927.2	479.1
2014	000s	77.6	82.4	113.3	228.1	233.4	237.2	312.6	353.1	264.4	202.4	124.4	152.4	2,381.3	273.3	698.7	930.0	479.2
2015	000s	86.4	87.8	120.0	199.1	225.9	268.1	316.4	357.7	254.7	234.8	121.1	170.7	2,442.7	294.2	693.1	928.8	526.7
2016	000s	89.3	94.3	140.4	212.7	244.9	274.8	336.4	390.4	288.7	240.5	113.7	152.9	2,578.8	324.0	732.4	1,015.5	507.0
2017	000s	91.5	91.7	129.9	235.8	260.8	293.9	332.7	376.4	270.4	226.6	120.3	151.2	2,581.4	313.2	790.5	979.6	498.1
2018	000s	95.8	93.9	140.5	231.3	266.0	283.0	330.5	371.3	253.1	232.1	127.4	143.0	2,567.8	330.2	780.3	954.9	502.5
2019	000s	96.9	95.6	144.7	240.9	270.6	298.1	338.0	378.2	257.7	236.4	126.2	142.1	2,625.6	337.2	809.7	974.0	504.8
2020	000s	86.4	80.7	92.5	0.2	0.3	0.9	63.6	315.3	230.0	173.7	28.4	32.9	1,104.8	259.6	1.3	608.9	235.0
2021	000s	13.8	6.0	6.6	69.9	194.1	238.1	427.7	442.7	356.6	309.9	175.9	199.7	2,440.9	26.4	502.1	1,226.9	685.5
2022	000s	100.8	129.2	249.9	395.8	288.1	318.6	467.3	462.1	357.7	241.8	160.4	181.7	3,353.3	479.8	1,002.4	1,287.1	583.9

VISITOR DAYS													STAYING VISITOR				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s			
Staying Visitor	000s	2,466.1	2,505.2	2,351.8	2,381.3	2,442.7	2,578.8	2,581.4	2,567.8	2,625.6	1,104.8	2,440.9	3,353.3	4,000.00			
All Visitor Types	M	3.7	3.7	3.6	3.6	3.6	3.8	3.8	3.8	3.9	1.7	3.3	4.4	3,000.00			
Share of Total	%	66.3%	67.6%	65.3%	66.6%	68.0%	67.9%	67.9%	68.1%	66.8%	65.7%	74.4%	76.3%	2,000.00			
Annual Change in Share	%		2.0%	-3.4%	2.0%	2.2%	-0.2%	0.0%	0.4%	-2.0%	-1.6%	13.1%	2.6%	1,000.00			
Change in Share from 2011	%		2.0%	-1.5%	0.5%	2.7%	2.4%	2.4%	2.8%	0.8%	-0.8%	12.2%	15.1%	0.00			
Avg Ann. Change in Share	%		2.0%	-0.7%	0.2%	0.7%	0.5%	0.4%	0.4%	0.1%	-0.1%	1.2%	1.4%	0.00			



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Report Prepared by: Alison Tipler. Date of Issue: 04/08/23

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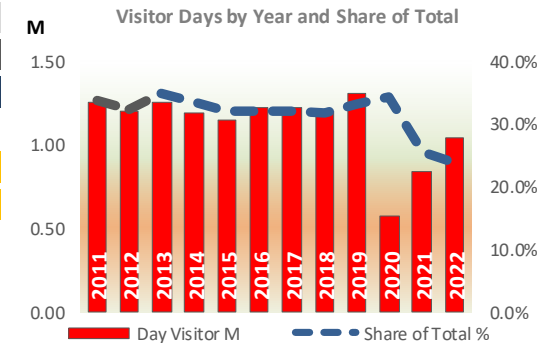
2011 to 2022

DAY VISITOR

VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		-40.0%	-14.5%	-1.6%	-13.3%	-41.4%	-20.4%	-26.2%	-10.7%	-13.1%	-9.8%	10.6%	-6.4%	-17.0%	-20.5%	-24.7%	-16.5%	-3.2%	
% Change 2021 to 2022		28.3%	72.8%	69.6%	72.9%	16.4%	32.1%	8.1%	34.6%	10.3%	1.9%	-17.1%	27.8%	23.9%	55.5%	42.9%	17.0%	0.5%	
Average Annual Change		-3.6%	-1.3%	-0.1%	-1.2%	-3.8%	-1.9%	-2.4%	-1.0%	-1.2%	-0.9%	1.0%	-0.6%	-1.5%	-1.9%	-2.2%	-1.5%	-0.3%	
2011	M	0.094	0.067	0.075	0.165	0.138	0.096	0.112	0.114	0.122	0.118	0.074	0.080	1.256	0.236	0.399	0.348	0.272	
2012	M	0.089	0.068	0.078	0.146	0.137	0.094	0.105	0.107	0.119	0.103	0.077	0.080	1.203	-4.2%	0.236	0.377	0.330	0.260
2013	M	0.089	0.076	0.090	0.133	0.136	0.095	0.121	0.119	0.142	0.097	0.074	0.080	1.251	4.0%	0.254	0.364	0.383	0.250
2014	M	0.093	0.070	0.085	0.144	0.125	0.088	0.120	0.104	0.122	0.092	0.071	0.079	1.194	-4.6%	0.247	0.357	0.346	0.243
2015	M	0.082	0.069	0.077	0.138	0.119	0.084	0.107	0.109	0.119	0.102	0.073	0.069	1.147	-3.9%	0.227	0.341	0.335	0.244
2016	M	0.086	0.085	0.101	0.129	0.122	0.089	0.112	0.112	0.127	0.099	0.077	0.082	1.220	6.4%	0.272	0.339	0.351	0.258
2017	M	0.092	0.083	0.088	0.155	0.125	0.085	0.106	0.110	0.120	0.094	0.079	0.084	1.222	0.1%	0.262	0.366	0.337	0.258
2018	M	0.086	0.078	0.084	0.147	0.119	0.081	0.101	0.114	0.124	0.097	0.082	0.087	1.201	-1.7%	0.247	0.348	0.340	0.266
2019	M	0.094	0.085	0.092	0.177	0.122	0.091	0.109	0.121	0.125	0.121	0.091	0.077	1.305	8.7%	0.271	0.389	0.356	0.289
2020	M	0.106	0.092	0.043			0.000	0.014	0.027	0.074	0.062	0.099	0.059	0.576	-55.9%	0.241	0.000	0.115	0.219
2021	M	0.044	0.033	0.044	0.083	0.070	0.058	0.077	0.075	0.096	0.104	0.099	0.059	0.841	46.1%	0.121	0.210	0.248	0.262
2022	M	0.056	0.058	0.074	0.143	0.081	0.077	0.083	0.101	0.106	0.106	0.082	0.075	1.042	23.9%	0.188	0.301	0.291	0.263

		VISITOR DAYS												DAY VISITOR	
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Day Visitor	M	1.256	1.203	1.251	1.194	1.147	1.220	1.222	1.201	1.305	0.576	0.841	1.042		
All Visitor Types	M	3.722	3.708	3.603	3.575	3.590	3.799	3.803	3.769	3.931	1.681	3.282	4.396		
Share of Total	%	33.7%	32.4%	34.7%	33.4%	32.0%	32.1%	32.1%	31.9%	33.2%	34.3%	25.6%	23.7%		
Annual Change in Share	%		-3.9%	7.0%	-3.8%	-4.3%	0.5%	0.0%	-0.8%	4.2%	3.2%	-25.2%	-7.5%		
Change in Share from 2011	%		-3.9%	2.9%	-1.0%	-5.3%	-4.8%	-4.8%	-5.6%	-1.6%	1.6%	-24.0%	-29.7%		
Avg Ann. Change in Share	%		-3.9%	1.5%	-0.3%	-1.3%	-1.0%	-0.8%	-0.8%	-0.2%	0.2%	-2.4%	-2.7%		

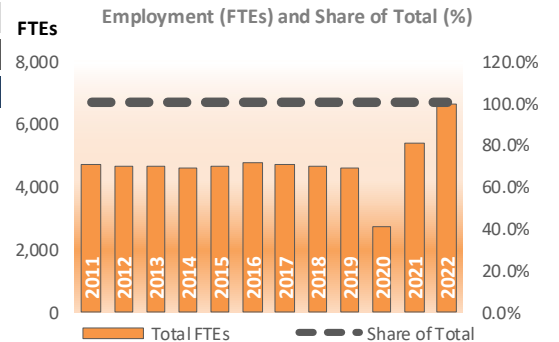


Direct and Total Employment by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL													2011 to 2022		TOTAL		TOTAL EMPLOYMENT				
SCOTTISH BORDERS 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 2011 to 2022		27.1%	49.2%	77.2%	43.9%	22.0%	27.0%	44.3%	36.2%	36.0%	38.0%	57.6%	50.2%	40.9%	Annual Change			51.5%	31.1%	38.8%	47.4%
% Change 2021 to 2022		58.3%	81.4%	128.5%	88.8%	23.0%	15.0%	6.9%	6.8%	2.4%	-3.7%	-2.1%	6.0%	23.5%				89.5%	38.2%	5.5%	-0.4%
Average Annual Change		2.5%	4.5%	7.0%	4.0%	2.0%	2.5%	4.0%	3.3%	3.3%	3.5%	5.2%	4.6%	3.7%				4.7%	2.8%	3.5%	4.3%
2011	FTEs	3,746	3,470	3,868	5,751	5,557	5,415	5,507	5,892	5,170	4,950	3,550	3,573	4,704			3,695	5,574	5,523	4,024	
2012	FTEs	3,507	3,516	3,962	5,171	5,151	5,489	5,379	5,911	5,331	4,905	3,787	3,685	4,650	-1.2%		3,662	5,271	5,540	4,126	
2013	FTEs	3,443	3,507	4,142	5,134	5,316	5,033	5,621	5,868	5,243	4,753	3,810	3,727	4,633	-0.4%		3,697	5,161	5,577	4,096	
2014	FTEs	3,533	3,484	4,013	5,379	5,183	4,889	5,565	5,707	5,053	4,562	3,758	3,735	4,572	-1.3%		3,676	5,150	5,442	4,018	
2015	FTEs	3,518	3,539	3,989	5,024	5,138	5,190	5,518	5,848	5,008	5,072	3,816	3,899	4,630	1.3%		3,682	5,117	5,458	4,262	
2016	FTEs	3,589	3,702	4,418	5,069	5,349	5,192	5,765	6,165	5,662	5,020	3,696	3,750	4,781	3.3%		3,903	5,203	5,864	4,156	
2017	FTEs	3,590	3,584	4,142	5,478	5,447	5,400	5,710	6,007	5,070	4,829	3,717	3,704	4,723	-1.2%		3,772	5,441	5,596	4,083	
2018	FTEs	3,576	3,562	4,198	5,310	5,351	5,162	5,454	5,868	4,910	4,813	3,814	3,633	4,637	-1.8%		3,778	5,274	5,411	4,087	
2019	FTEs	3,514	3,499	4,184	5,489	5,243	5,210	5,407	5,817	4,785	4,870	3,736	3,396	4,596	-0.9%		3,732	5,314	5,337	4,000	
2020	FTEs	3,374	3,272	3,127	968	957	962	1,785	4,323	4,232	4,015	2,932	2,473	2,702	-41.2%		3,258	963	3,447	3,140	
2021	FTEs	3,008	2,853	2,999	4,383	5,508	5,979	7,430	7,512	6,869	7,089	5,713	5,064	5,367	98.7%		2,953	5,290	7,270	5,955	
2022	FTEs	4,761	5,176	6,853	8,276	6,778	6,878	7,945	8,025	7,031	6,829	5,595	5,368	6,626	23.5%		5,597	7,311	7,667	5,931	

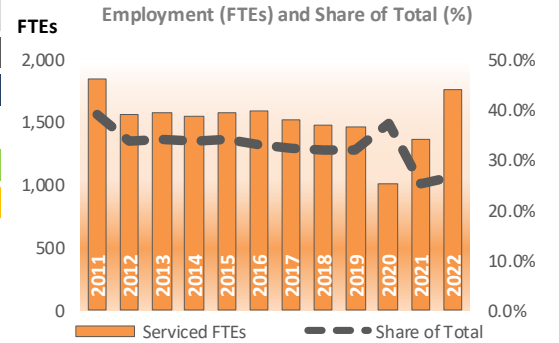
EMPLOYMENT													TOTAL						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs		Employment (FTEs) and Share of Total (%)			
Total	FTEs	4,704	4,650	4,633	4,572	4,630	4,781	4,723	4,637	4,596	2,702	5,367	6,626						
Total Employment	FTEs	4,704	4,650	4,633	4,572	4,630	4,781	4,723	4,637	4,596	2,702	5,367	6,626						
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 2011	%																		
Avg Ann. Change in Share	%																		



STEAM REPORT FOR 2011-2022 - FINAL
SCOTTISH BORDERS COUNCIL

EMPLOYMENT BY:													2011 to 2022		SERVICED		DIRECT EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													TOTAL		QUARTER					
SERVICED ACCOMMODATION													Annual Change		Annual Change					
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													Annual Change		Annual Change					
An increase of 3% or more													Annual Change		Annual Change					
Less than 3% change													Annual Change		Annual Change					
A Fall of 3% or more													Annual Change		Annual Change					
Q1													Annual Change		Annual Change					
Q2													Annual Change		Annual Change					
Q3													Annual Change		Annual Change					
Q4													Annual Change		Annual Change					
JAN													Annual Change		Annual Change					
FEB													Annual Change		Annual Change					
MAR													Annual Change		Annual Change					
APR													Annual Change		Annual Change					
MAY													Annual Change		Annual Change					
JUN													Annual Change		Annual Change					
JUL													Annual Change		Annual Change					
AUG													Annual Change		Annual Change					
SEP													Annual Change		Annual Change					
OCT													Annual Change		Annual Change					
NOV													Annual Change		Annual Change					
DEC													Annual Change		Annual Change					
% Change 2011 to 2022													Annual Change		Annual Change					
% Change 2021 to 2022													Annual Change		Annual Change					
Average Annual Change													Annual Change		Annual Change					
2011 FTEs													Annual Change		Annual Change					
2012 FTEs													Annual Change		Annual Change					
2013 FTEs													Annual Change		Annual Change					
2014 FTEs													Annual Change		Annual Change					
2015 FTEs													Annual Change		Annual Change					
2016 FTEs													Annual Change		Annual Change					
2017 FTEs													Annual Change		Annual Change					
2018 FTEs													Annual Change		Annual Change					
2019 FTEs													Annual Change		Annual Change					
2020 FTEs													Annual Change		Annual Change					
2021 FTEs													Annual Change		Annual Change					
2022 FTEs													Annual Change		Annual Change					

EMPLOYMENT													SERVICED ACCOMMODATION	
SHARE OF MARKET													FTEs	
Serviced													Employment (FTEs) and Share of Total (%)	
Total Employment													FTEs	
Share of Total													Share of Total (%)	
Annual Change in Share													Share of Total (%)	
Change in Share from 2011													Share of Total (%)	
Avg Ann. Change in Share													Share of Total (%)	



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Report Prepared by: Alison Tipler. Date of Issue: 04/08/23

STEAM REPORT FOR 2011-2022 - FINAL SCOTTISH BORDERS COUNCIL													2011 to 2022		NON-SERVICED	DIRECT EMPLOYMENT			
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 2011 to 2022		211.6%	212.6%	254.6%	149.6%	110.8%	108.8%	167.7%	136.9%	150.0%	120.5%	225.2%	197.3%	161.0%	Annual Change	228.1%	122.9%	151.3%	170.9%
% Change 2021 to 2022		42.7%	51.1%	100.1%	54.7%	9.0%	13.1%	6.8%	1.1%	-1.4%	-16.8%	0.2%	-1.2%	15.5%		64.8%	23.9%	2.2%	-7.1%
Average Annual Change		19.2%	19.3%	23.1%	13.6%	10.1%	9.9%	15.2%	12.4%	13.6%	11.0%	20.5%	17.9%	14.6%		20.7%	11.2%	13.8%	15.5%
2011	FTEs	775	835	971	1,419	1,418	1,485	1,295	1,358	1,203	1,302	824	795	1,140		860	1,441	1,285	973
2012	FTEs	993	1,096	1,213	1,519	1,477	1,816	1,491	1,625	1,579	1,621	1,227	1,063	1,393	22.2%	1,100	1,604	1,565	1,304
2013	FTEs	976	1,041	1,230	1,515	1,589	1,559	1,507	1,567	1,446	1,596	1,239	1,123	1,366	-2.0%	1,082	1,554	1,507	1,319
2014	FTEs	997	1,064	1,215	1,618	1,573	1,513	1,455	1,544	1,452	1,521	1,245	1,153	1,363	-0.2%	1,092	1,568	1,484	1,306
2015	FTEs	1,031	1,095	1,301	1,488	1,578	1,662	1,519	1,592	1,444	1,668	1,121	1,126	1,385	1.7%	1,142	1,576	1,518	1,305
2016	FTEs	1,089	1,145	1,403	1,536	1,659	1,705	1,627	1,729	1,454	1,696	1,142	1,120	1,442	4.1%	1,212	1,633	1,603	1,319
2017	FTEs	1,063	1,104	1,317	1,619	1,705	1,771	1,642	1,663	1,448	1,702	1,172	1,111	1,443	0.1%	1,161	1,698	1,584	1,328
2018	FTEs	1,095	1,119	1,392	1,614	1,716	1,677	1,547	1,575	1,399	1,633	1,248	1,069	1,424	-1.3%	1,202	1,669	1,507	1,317
2019	FTEs	965	997	1,307	1,530	1,604	1,630	1,423	1,465	1,275	1,505	1,107	928	1,311	-7.9%	1,090	1,588	1,387	1,180
2020	FTEs	898	937	1,069	407	398	390	645	1,402	1,336	1,534	715	651	865	-34.0%	968	398	1,128	967
2021	FTEs	1,692	1,729	1,720	2,290	2,744	2,741	3,244	3,181	3,051	3,450	2,674	2,393	2,576	197.7%	1,713	2,592	3,159	2,839
2022	FTEs	2,415	2,612	3,442	3,543	2,990	3,100	3,466	3,216	3,007	2,871	2,678	2,363	2,975	15.5%	2,823	3,211	3,230	2,637

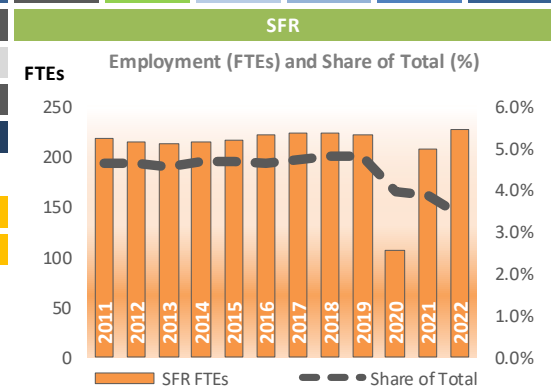
EMPLOYMENT													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs		Employment (FTEs) and Share of Total (%)	
Non-Serviced	FTEs	1,140	1,393	1,366	1,363	1,385	1,442	1,443	1,424	1,311	865	2,576	2,975				
Total Employment	FTEs	4,704	4,650	4,633	4,572	4,630	4,781	4,723	4,637	4,596	2,702	5,367	6,626				
Share of Total	%	24.2%	30.0%	29.5%	29.8%	29.9%	30.2%	30.6%	30.7%	28.5%	32.0%	48.0%	44.9%				
Annual Change in Share	%		23.7%	-1.6%	1.1%	0.4%	0.8%	1.3%	0.5%	-7.1%	12.3%	49.8%	-6.4%				
Change in Share from 2011	%		23.7%	21.6%	23.0%	23.5%	24.5%	26.1%	26.7%	17.7%	32.2%	98.0%	85.3%				
Avg Ann. Change in Share	%		23.7%	10.8%	7.7%	5.9%	4.9%	4.3%	3.8%	2.2%	3.6%	9.8%	7.8%				

The chart displays two data series from 2011 to 2022: Non-Serviced FTEs (represented by orange bars) and Share of Total (represented by a black dashed line). The left y-axis represents FTEs (0 to 4,000), and the right y-axis represents the Share of Total (0.0% to 60.0%). Non-Serviced FTEs start at 1,140 in 2011, peak at 1,393 in 2012, drop significantly to 865 in 2020, and then rise to 2,975 in 2022. The Share of Total starts at 24.2% in 2011, peaks at 48.0% in 2021, and ends at 44.9% in 2022.

STEAM REPORT FOR 2011-2022 - FINAL
SCOTTISH BORDERS COUNCIL

EMPLOYMENT BY:													2011 to 2022		SFR	DIRECT EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
KEY													SFR						
DIRECTIONS													TOTAL		Annual Change				
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													TOTAL		Annual Change				
Less than 3% change													TOTAL		Annual Change				
An increase of 3% or more													TOTAL		Annual Change				
A Fall of 3% or more													TOTAL		Annual Change				
Q1													TOTAL		Annual Change				
Q2													TOTAL		Annual Change				
Q3													TOTAL		Annual Change				
Q4													TOTAL		Annual Change				
JAN													TOTAL		Annual Change				
FEB													TOTAL		Annual Change				
MAR													TOTAL		Annual Change				
APR													TOTAL		Annual Change				
MAY													TOTAL		Annual Change				
JUN													TOTAL		Annual Change				
JUL													TOTAL		Annual Change				
AUG													TOTAL		Annual Change				
SEP													TOTAL		Annual Change				
OCT													TOTAL		Annual Change				
NOV													TOTAL		Annual Change				
DEC													TOTAL		Annual Change				
% Change 2011 to 2022													TOTAL		Annual Change				
% Change 2021 to 2022													TOTAL		Annual Change				
Average Annual Change													TOTAL		Annual Change				
2011	FTEs	157	106	138	227	163	248	442	540	273	92	65	160	218	-1.1%	134	213	418	106
2012	FTEs	142	106	138	206	155	251	432	528	296	96	69	164	215	-1.6%	129	204	418	109
2013	FTEs	137	104	141	207	158	235	442	528	262	91	72	166	212	1.0%	127	200	410	109
2014	FTEs	145	108	139	216	159	232	437	529	268	90	73	170	214	1.0%	131	202	411	111
2015	FTEs	153	111	143	206	157	242	439	529	266	95	71	181	216	2.8%	136	202	411	116
2016	FTEs	157	113	155	212	162	246	455	551	278	96	69	172	222	0.7%	142	215	425	112
2017	FTEs	160	114	150	222	167	254	455	547	275	94	71	172	223	-0.5%	145	212	420	112
2018	FTEs	165	115	157	220	168	249	452	542	267	95	73	167	222	-0.3%	143	213	420	110
2019	FTEs	162	112	155	221	167	252	452	541	266	95	71	165	222	-52.0%	113	0	269	43
2020	FTEs	144	96	100	0	0	1	85	476	247	71	17	41	106	94.8%	13	133	529	155
2021	FTEs	24	7	8	67	123	208	572	642	373	126	100	240	207	9.0%	149	216	429	110
2022	FTEs	147	114	186	251	158	239	471	540	277	90	70	170	226					

EMPLOYMENT													SFR		
SHARE OF MARKET													SFR		
SFR	FTEs	218	215	212	214	216	222	223	222	222	106	207	226		
Total Employment	FTEs	4,704	4,650	4,633	4,572	4,630	4,781	4,723	4,637	4,596	2,702	5,367	6,626		
Share of Total	%	4.6%	4.6%	4.6%	4.7%	4.7%	4.6%	4.7%	4.8%	4.8%	3.9%	3.9%	3.4%		
Annual Change in Share	%		0.0%	-1.2%	2.4%	-0.3%	-0.5%	1.9%	1.3%	0.6%	-18.3%	-1.9%	-11.7%		
Change in Share from 2011	%		0.0%	-1.2%	1.2%	0.9%	0.4%	2.3%	3.6%	4.3%	-14.8%	-16.4%	-26.2%		
Avg Ann. Change in Share	%		0.0%	-0.6%	0.4%	0.2%	0.1%	0.4%	0.5%	0.5%	-1.6%	-1.6%	-2.4%		



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Report Prepared by: Alison Tipler. Date of Issue: 04/08/23

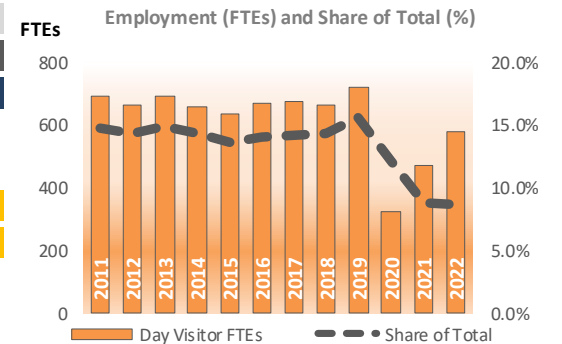
STEAM REPORT FOR 2011-2022 - FINAL
SCOTTISH BORDERS COUNCIL

EMPLOYMENT BY:													2011 to 2022		STAYING VISITOR		DIRECT EMPLOYMENT																							
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																									
KEY													TOTAL						% Change																					
STAYING VISITOR													DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																											
DIRECTIONS																																								
An increase of 3% or more																																								
Less than 3% change																																								
A Fall of 3% or more																																								
Q1													Q2		Q3		Q4																							
JAN													FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC							
% Change 2011 to 2022													47.1%	59.1%	81.4%	61.2%	43.9%	40.4%	57.4%	45.6%	51.0%	55.3%	65.9%	63.7%	55.1%	Annual Change	63.0%	48.3%	51.2%	61.1%										
% Change 2021 to 2022													53.2%	65.6%	101.2%	65.5%	18.8%	10.2%	5.0%	2.9%	1.2%	-1.7%	1.2%	2.6%	19.8%		73.4%	28.4%	3.1%	0.5%										
Average Annual Change													4.3%	5.4%	7.4%	5.6%	4.0%	3.7%	5.2%	4.1%	4.6%	5.0%	6.0%	5.8%	5.0%		5.7%	4.4%	4.7%	5.6%										
2011	FTEs	2,693	2,646	2,878	3,581	3,606	3,761	3,575	3,826	3,361	3,252	2,586	2,575	3,195		2,739	3,649	3,587	2,804																					
2012	FTEs	2,552	2,665	2,922	3,296	3,337	3,798	3,523	3,823	3,466	3,300	2,710	2,635	3,169	-0.8%	2,713	3,477	3,604	2,882																					
2013	FTEs	2,516	2,630	2,990	3,354	3,458	3,516	3,580	3,749	3,286	3,246	2,753	2,672	3,146	-0.7%	2,712	3,443	3,539	2,890																					
2014	FTEs	2,544	2,636	2,923	3,430	3,418	3,453	3,508	3,689	3,265	3,141	2,725	2,672	3,117	-0.9%	2,701	3,434	3,487	2,846																					
2015	FTEs	2,593	2,676	2,943	3,243	3,419	3,669	3,547	3,737	3,262	3,421	2,778	2,866	3,179	2.0%	2,737	3,443	3,515	3,022																					
2016	FTEs	2,613	2,688	3,091	3,319	3,542	3,632	3,703	3,935	3,742	3,392	2,652	2,662	3,248	2.1%	2,797	3,498	3,794	2,902																					
2017	FTEs	2,569	2,611	2,971	3,421	3,571	3,786	3,689	3,830	3,276	3,280	2,634	2,605	3,187	-1.9%	2,717	3,593	3,598	2,840																					
2018	FTEs	2,571	2,603	2,998	3,330	3,512	3,631	3,531	3,696	3,123	3,235	2,656	2,529	3,118	-2.2%	2,724	3,491	3,450	2,807																					
2019	FTEs	2,436	2,471	2,900	3,234	3,388	3,561	3,386	3,564	2,994	3,088	2,506	2,379	2,992	-4.0%	2,602	3,394	3,315	2,658																					
2020	FTEs	2,235	2,240	2,428	968	956	959	1,437	3,127	2,841	2,798	1,870	1,834	1,974	-34.0%	2,301	961	2,468	2,167																					
2021	FTEs	2,585	2,543	2,595	3,488	4,367	4,791	5,361	5,413	5,016	5,137	4,239	4,108	4,137	109.5%	2,574	4,215	5,263	4,494																					
2022	FTEs	3,960	4,212	5,221	5,773	5,188	5,279	5,628	5,571	5,076	5,051	4,289	4,215	4,955	19.8%	4,464	5,413	5,425	4,518																					

EMPLOYMENT													STAYING VISITOR																					
SHARE OF MARKET													FTEs		Employment (FTEs) and Share of Total (%)																			
2011													2012		2013		2014		2015		2016		2017		2018		2019		2020		2021		2022	
Staying Visitor													FTEs	4,012	3,987	3,944	3,915	3,998	4,110	4,051	3,976	3,878	2,377	4,895	6,050									
Total Employment													FTEs	4,704	4,650	4,633	4,572	4,630	4,781	4,723	4,637	4,596	2,702	5,367	6,626									
Share of Total													%	85.3%	85.8%	85.1%	85.6%	86.3%	86.0%	85.8%	85.7%	84.4%	88.0%	91.2%	91.3%									
Annual Change in Share													%		0.5%	-0.7%	0.6%	0.8%	-0.4%	-0.2%	0.0%	-1.6%	4.3%	3.7%	0.1%									
Change in Share from 2011													%		0.5%	-0.2%	0.4%	1.2%	0.8%	0.6%	0.5%	-1.1%	3.2%	6.9%	7.1%									
Avg Ann. Change in Share													%		0.5%	-0.1%	0.1%	0.3%	0.2%	0.1%	0.1%	-0.1%	0.4%	0.7%	0.6%									

STEAM REPORT FOR 2011-2022 - FINAL SCOTTISH BORDERS COUNCIL													2011 to 2022	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												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 2011 to 2022	-40.0%	-14.5%	-1.6%	-13.3%	-41.4%	-20.4%	-26.2%	-10.7%	-13.1%	-9.8%	10.6%	-6.4%		-16.8%	-20.5%	-24.7%	-16.5%	-3.2%	
% Change 2021 to 2022	19.5%	60.9%	57.9%	72.9%	16.4%	32.1%	8.1%	34.6%	10.3%	1.9%	-17.1%	27.8%		21.9%	44.8%	42.9%	17.0%	0.5%	
Average Annual Change	-3.6%	-1.3%	-0.1%	-1.2%	-3.8%	-1.9%	-2.4%	-1.0%	-1.2%	-0.9%	1.0%	-0.6%		-1.5%	-1.9%	-2.2%	-1.5%	-0.3%	
2011	FTEs	560	403	450	1,078	906	630	776	785	846	811	509	551	692	471	871	803	624	
2012	FTEs	535	408	469	956	897	617	722	740	820	708	528	549	663	-4.3%	471	824	761	595
2013	FTEs	530	452	539	871	887	625	839	824	985	666	508	548	689	4.0%	507	794	882	574
2014	FTEs	557	416	508	943	818	579	833	716	846	635	490	544	657	-4.7%	494	780	798	556
2015	FTEs	488	413	458	900	782	553	740	756	823	700	501	474	632	-3.8%	453	745	773	558
2016	FTEs	514	509	605	841	797	582	772	774	881	683	530	563	671	6.1%	543	740	809	592
2017	FTEs	549	494	526	1,017	819	557	734	763	830	647	547	579	672	0.1%	523	798	776	591
2018	FTEs	514	465	502	965	781	531	698	790	860	669	565	598	661	-1.5%	494	759	783	611
2019	FTEs	563	509	552	1,158	796	593	755	837	868	832	623	532	718	8.6%	541	849	820	662
2020	FTEs	635	552	258	-	-	0	97	201	548	453	725	428	325	-54.8%	482	0	282	535
2021	FTEs	281	214	280	541	457	380	530	521	667	718	679	404	473	45.5%	259	459	573	600
2022	FTEs	336	345	443	935	531	502	573	701	735	731	563	516	576	21.9%	375	656	670	603

EMPLOYMENT													DAY VISITOR	
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs	Share of Total (%)
Day Visitor	FTEs	692	663	689	657	632	671	672	661	718	325	473	576	
Total Employment	FTEs	4,704	4,650	4,633	4,572	4,630	4,781	4,723	4,637	4,596	2,702	5,367	6,626	
Share of Total	%	14.7%	14.2%	14.9%	14.4%	13.7%	14.2%	14.3%	15.6%	12.0%	8.8%	8.7%		
Annual Change in Share	%		-3.2%	4.4%	-3.4%	-5.0%	2.7%	1.4%	0.3%	9.6%	-23.0%	-26.8%	-1.3%	
Change in Share from 2011	%		-3.2%	1.1%	-2.3%	-7.2%	-4.6%	-3.3%	-3.1%	6.2%	-18.3%	-40.2%	-40.9%	
Avg Ann. Change in Share	%		-3.2%	0.6%	-0.8%	-1.8%	-0.9%	-0.6%	-0.4%	0.8%	-2.0%	-4.0%	-3.7%	



**STEAM REPORT FOR 2011-2022 - FINAL
SCOTTISH BORDERS COUNCIL**

2022

STAYING VISITORS

**ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE**

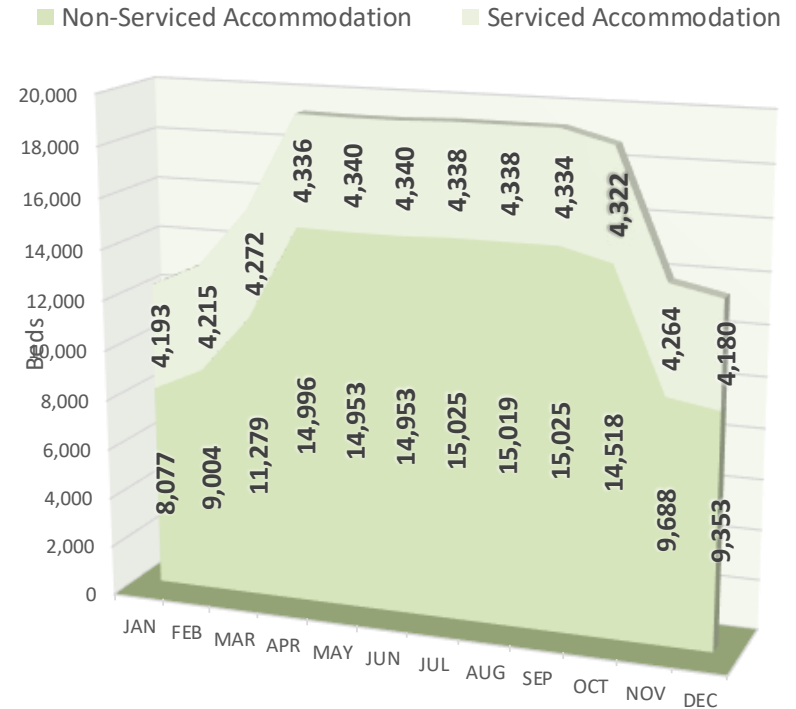
SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	333	4,344	+2	-6	-42	-302
+50 Room	4	833	-0	-22	0	+62
26-50 Room	5	318	-0	-5	0	+13
<26 Room	73	1,118	-1	-21	-31	-324
Guest Houses/B&Bs	251	2,075	+4	+43	-11	-53

NON-SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	1,126	15,025	-4	-252	+776	+6,242
Self catering	1,068	10,228	-4	-210	+746	+4,832
Touring/Camping	58	4,797	-0	-42	+30	+1,410

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	1,459	19,369	-2	-258	+734	+5,940
Serviced Accommodation Share of Total	23%	22%				
Non-Serviced Accommodation Share of Total	77%	78%				

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	12,270	13,219	15,551	19,332	19,293	19,293	19,363	19,357	19,359	18,840	13,952	13,533
Serviced Accommodation	4,193	4,215	4,272	4,336	4,340	4,340	4,338	4,338	4,334	4,322	4,264	4,180
Non-Serviced Accommodation	8,077	9,004	11,279	14,996	14,953	14,953	15,025	15,019	15,025	14,518	9,688	9,353

**SEASONAL AVAILABILITY OF BED SUPPLY
2022**



Report Sections With Historic Financial Data Indexed to 2022 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>

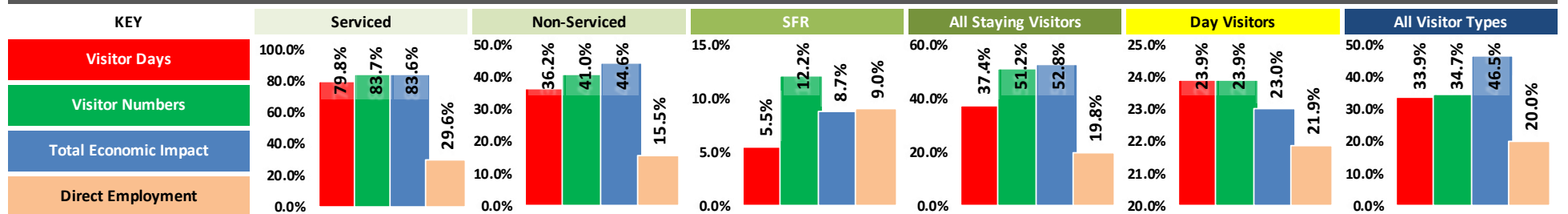
Indexation: *Indexation to: 2022*

2011	<i>1.39</i>
2012	<i>1.33</i>
2013	<i>1.29</i>
2014	<i>1.26</i>
2015	<i>1.24</i>
2016	<i>1.23</i>
2017	<i>1.20</i>
2018	<i>1.15</i>
2019	<i>1.12</i>
2020	<i>1.09</i>
2021	<i>1.08</i>
2022	<i>1.00</i>

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022

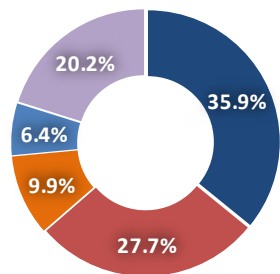
KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %						
An increase of 3% or more																								
Less than 3% change																								
A Fall of 3% or more																								
Visitor Days	M	0.868	0.483	79.8%	1.863	1.368	36.2%	0.623	0.590	5.5%	3.353	2.441	37.4%	1.042	0.841	23.9%	4.396	3.282	33.9%					
Visitor Numbers	M	0.395	0.215	83.7%	0.302	0.214	41.0%	0.138	0.123	12.2%	0.835	0.552	51.2%	1.042	0.841	23.9%	1.877	1.394	34.7%					
Direct Expenditure	£M																239.36	162.84	47.0%					
Economic Impact	£M	103.79	56.53	83.6%	137.21	94.90	44.6%	23.57	21.68	8.7%	264.57	173.10	52.8%	58.00	47.15	23.0%	322.57	220.26	46.5%					
Direct Employment	FTEs	1,754	1,354	29.6%	2,975	2,576	15.5%	226	207	9.0%	4,955	4,137	19.8%	576	473	21.9%	5,531	4,609	20.0%					
Total Employment	FTEs																6,626	5,367	23.5%					

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2021 - INDEXED TO 2022



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2022

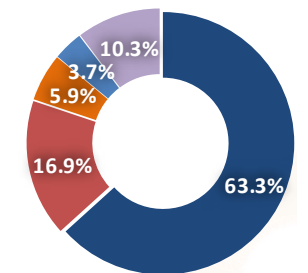
Sectoral Distribution of Employment - FTEs



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

Sectors	2022	2021	+/- %
Accommodation	85.85	55.13	55.7%
Food & Drink	66.40	43.56	52.4%
Recreation	23.67	16.91	39.9%
Shopping	15.21	11.01	38.1%
Transport	48.23	36.23	33.1%
TOTAL DIRECT	239.36	162.84	47.0%
Indirect	83.21	57.41	44.9%
TOTAL	322.57	220.26	46.5%

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



Direct Expenditure Categories

Direct Employment Categories

STEAM REPORT FOR 2011-2022 - FINAL
SCOTTISH BORDERS COUNCIL

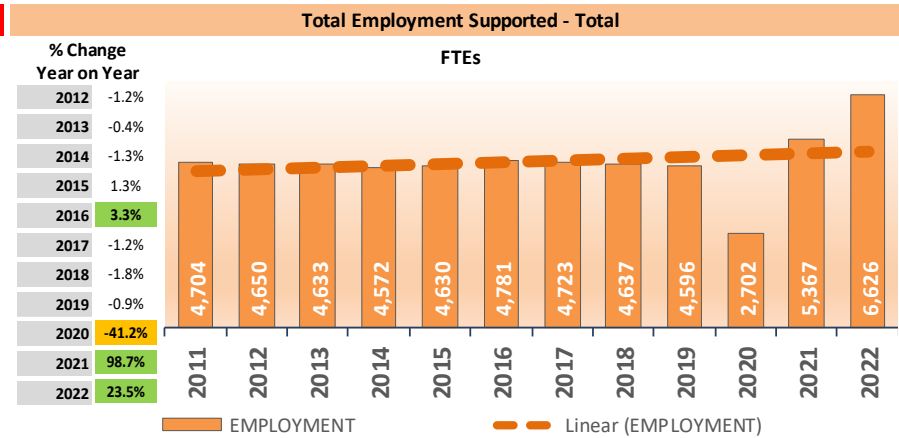
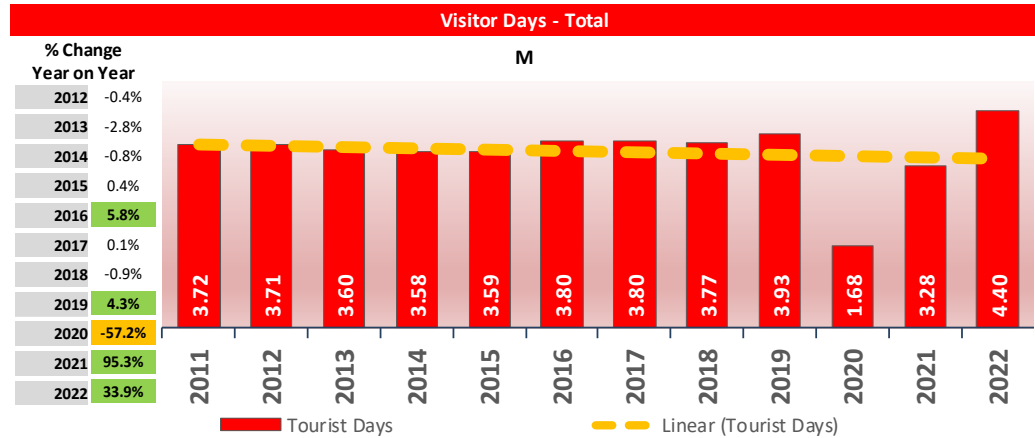
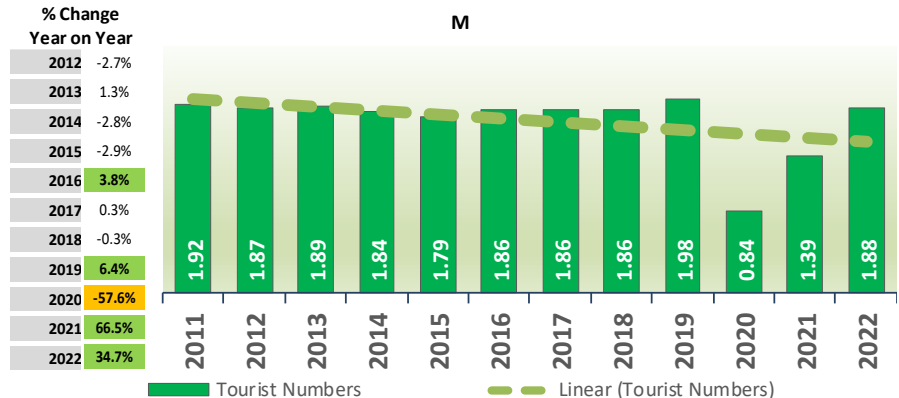
2011 to 2022
2022 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total

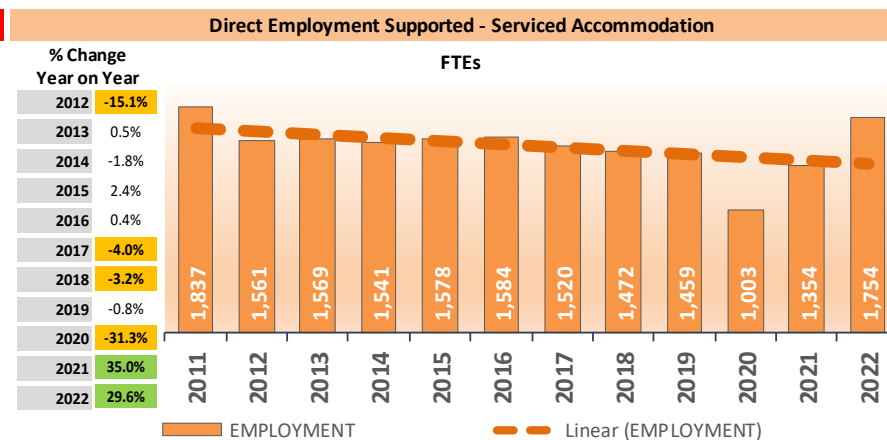
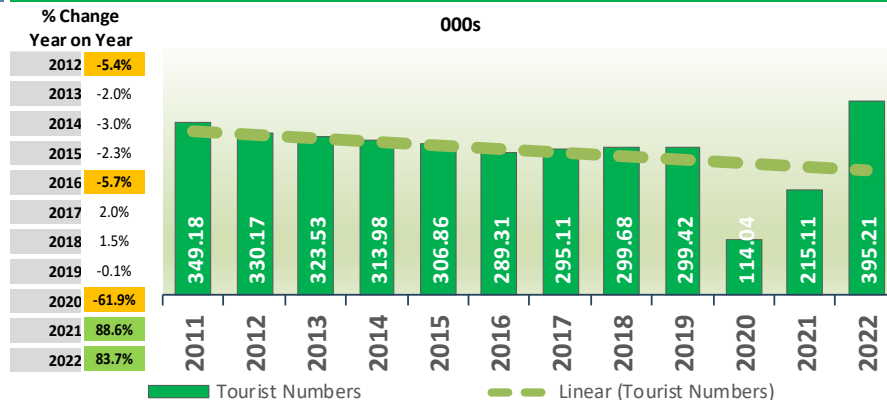


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-0.5%	-2.8%	-3.4%	-1.0%	2.7%	4.6%	3.8%	6.9%	-54.7%	-9.8%	32.1%
Visitor Numbers		-2.7%	-1.4%	-4.2%	-7.0%	-3.4%	-3.1%	-3.5%	2.7%	-56.5%	-27.5%	-2.4%
Visitor Days		-0.4%	-3.2%	-3.9%	-3.5%	2.1%	2.2%	1.3%	5.6%	-54.8%	-11.8%	18.1%
Total Employment		-1.2%	-1.5%	-2.8%	-1.6%	1.6%	0.4%	-1.4%	-2.3%	-42.6%	14.1%	40.9%

"Linear" = Linear Trendline

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation

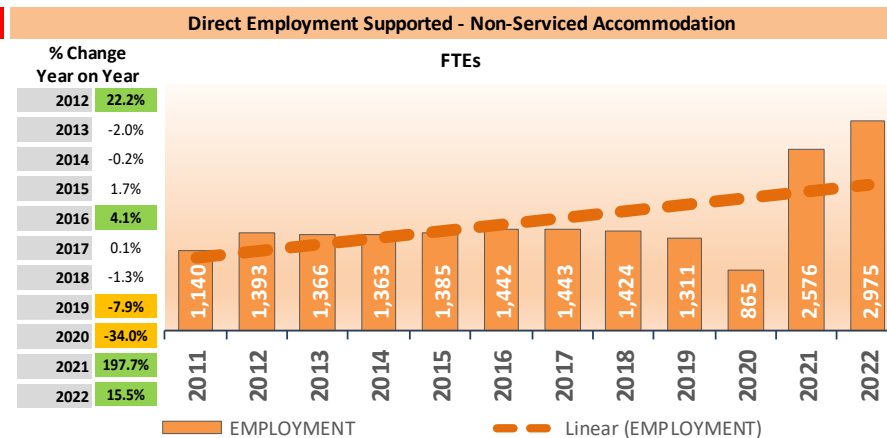
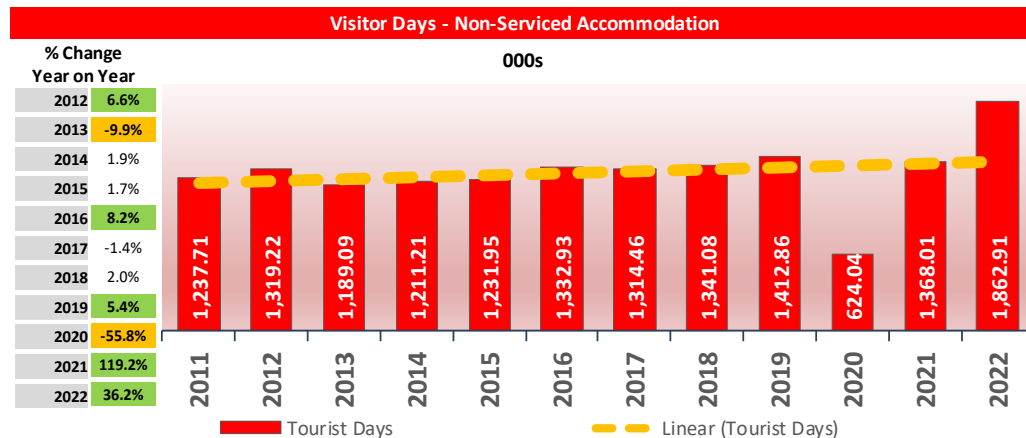
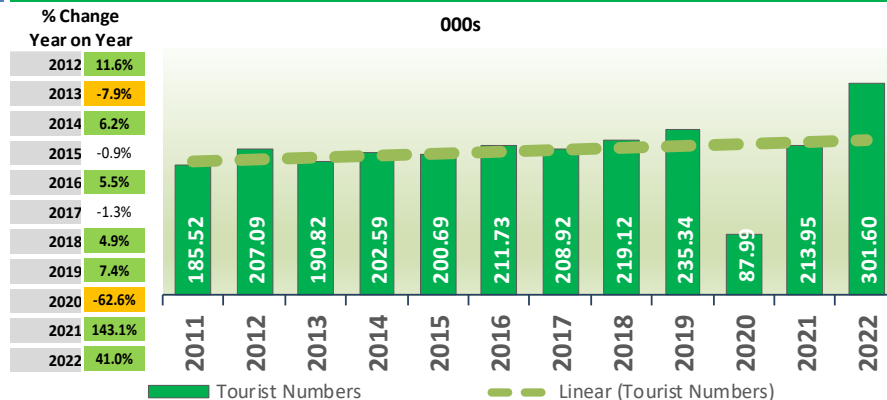


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-5.2%	-7.0%	-12.0%	-6.9%	-6.4%	-4.1%	-6.7%	-8.2%	-68.1%	-25.1%	37.6%
Visitor Numbers		-5.4%	-7.3%	-10.1%	-12.1%	-17.1%	-15.5%	-14.2%	-14.2%	-67.3%	-38.4%	13.2%
Visitor Days		-6.1%	-8.5%	-8.4%	-3.4%	0.5%	3.0%	-2.9%	-4.7%	-65.4%	-23.4%	37.8%
Direct Employment		-15.1%	-14.6%	-16.2%	-14.1%	-13.8%	-17.3%	-19.9%	-20.6%	-45.4%	-26.3%	-4.5%

"Linear" = Linear Trendline

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation

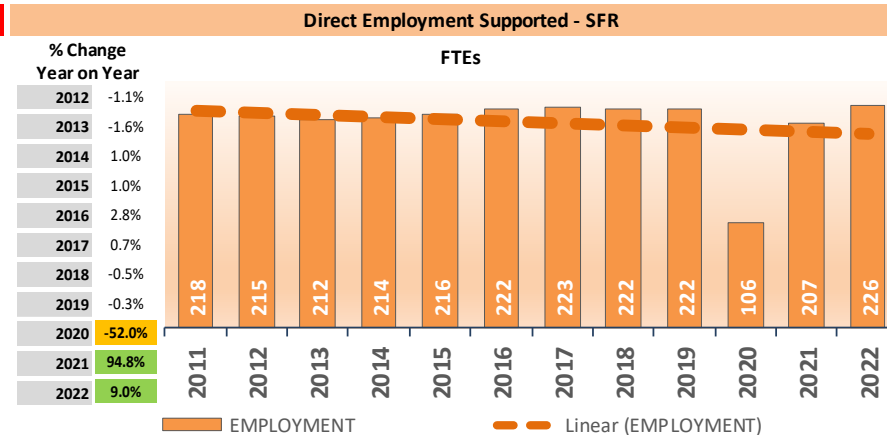
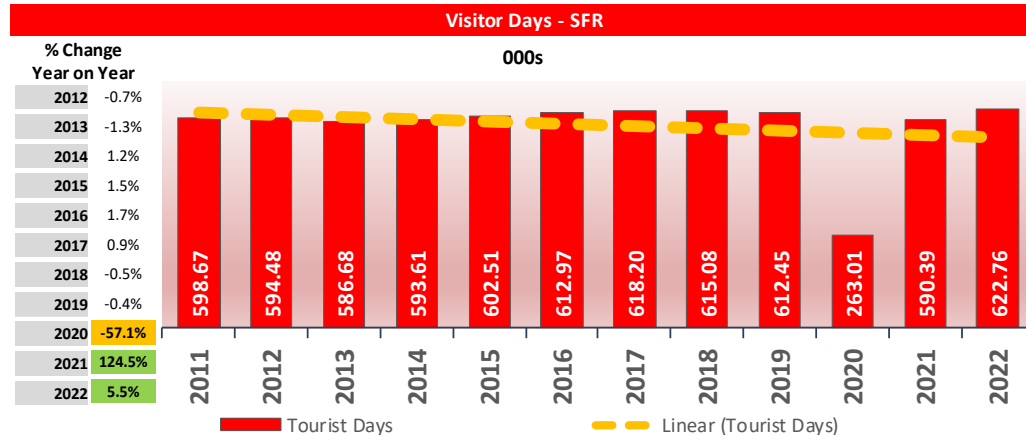
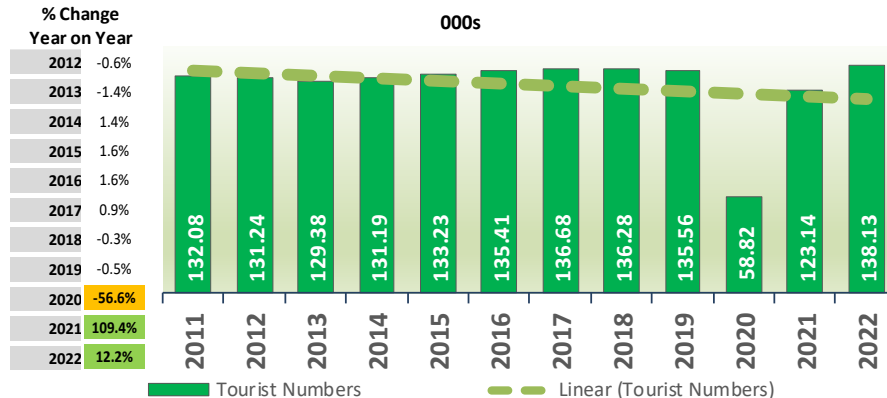


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		7.6%	-0.9%	6.0%	11.5%	18.7%	20.3%	21.7%	25.6%	-42.0%	23.8%	79.1%
Visitor Numbers		11.6%	2.9%	9.2%	8.2%	14.1%	12.6%	18.1%	26.9%	-52.6%	15.3%	62.6%
Visitor Days		6.6%	-3.9%	-2.1%	-0.5%	7.7%	6.2%	8.4%	14.2%	-49.6%	10.5%	50.5%
Direct Employment		22.2%	19.8%	19.5%	21.5%	26.5%	26.6%	24.9%	15.0%	-24.1%	126.0%	161.0%

"Linear" = Linear Trendline

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-1.1%	-2.7%	-1.7%	-0.7%	0.6%	3.1%	2.5%	2.2%	-52.4%	-4.1%	4.3%
Visitor Numbers		-0.6%	-2.0%	-0.7%	0.9%	2.5%	3.5%	3.2%	2.6%	-55.5%	-6.8%	4.6%
Visitor Days		-0.7%	-2.0%	-0.8%	0.6%	2.4%	3.3%	2.7%	2.3%	-56.1%	-1.4%	4.0%
Direct Employment		-1.1%	-2.7%	-1.7%	-0.7%	2.0%	2.7%	2.2%	1.9%	-51.1%	-4.6%	4.0%

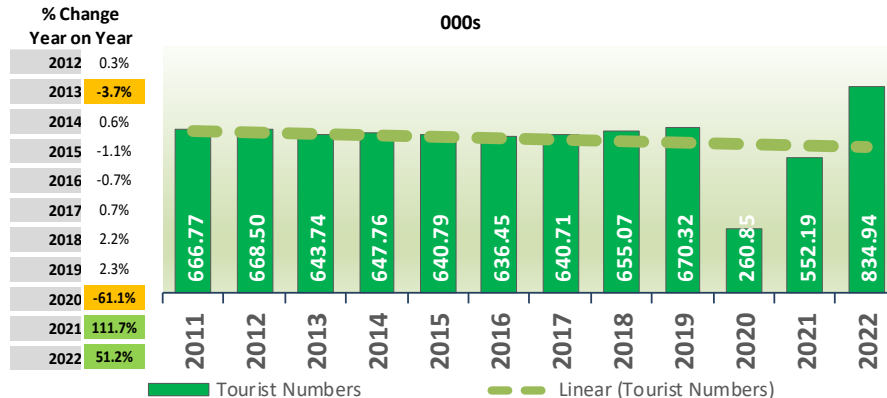
"Linear" = Linear Trendline

Economic Impact - Indexed - Staying Visitor



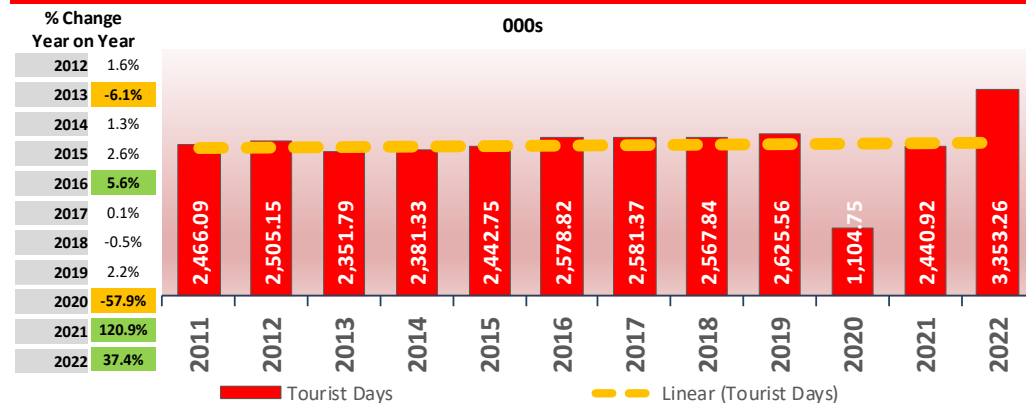
Year	% Change Year on Year
2012	1.0%
2013	-4.7%
2014	1.0%
2015	4.9%
2016	3.4%
2017	1.9%
2018	-0.5%
2019	0.9%
2020	-58.0%
2021	118.3%
2022	52.8%

Visitor Numbers - Staying Visitor



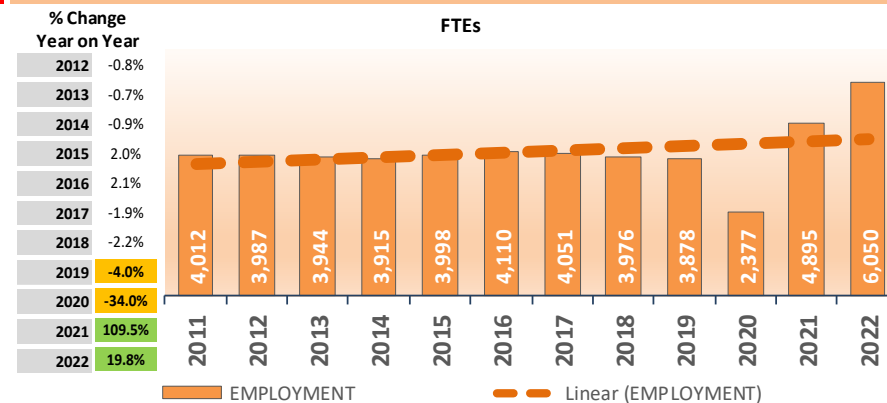
Year	% Change Year on Year
2012	0.3%
2013	-3.7%
2014	0.6%
2015	-1.1%
2016	-0.7%
2017	0.7%
2018	2.2%
2019	2.3%
2020	-61.1%
2021	111.7%
2022	51.2%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2012	1.6%
2013	-6.1%
2014	1.3%
2015	2.6%
2016	5.6%
2017	0.1%
2018	-0.5%
2019	2.2%
2020	-57.9%
2021	120.9%
2022	37.4%

Direct Employment Supported - Staying Visitor



Year	% Change Year on Year
2012	-0.8%
2013	-0.7%
2014	-0.9%
2015	2.0%
2016	2.1%
2017	-1.9%
2018	-2.2%
2019	-4.0%
2020	-34.0%
2021	109.5%
2022	19.8%

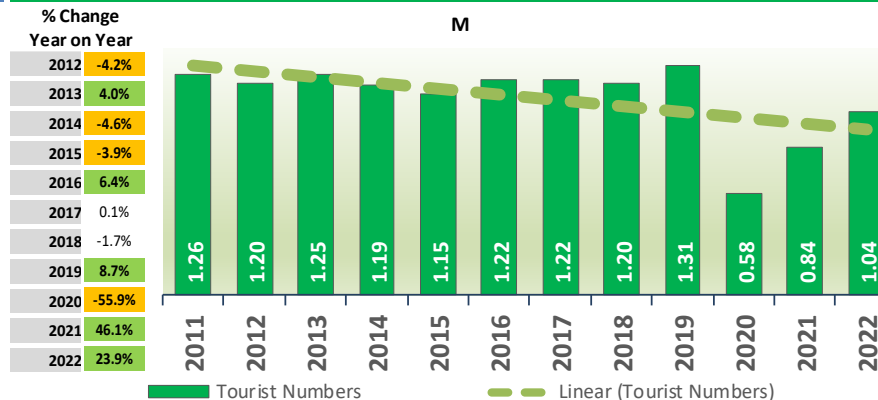
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		1.0%	-3.8%	-2.8%	2.0%	5.5%	7.5%	7.0%	8.0%	-54.6%	-0.9%	51.5%
Visitor Numbers		0.3%	-3.5%	-2.9%	-3.9%	-4.5%	-3.9%	-1.8%	0.5%	-60.9%	-17.2%	25.2%
Visitor Days		1.6%	-4.6%	-3.4%	-0.9%	4.6%	4.7%	4.1%	6.5%	-55.2%	-1.0%	36.0%
Direct Employment		-0.6%	-1.7%	-2.4%	-0.4%	2.5%	1.0%	-0.9%	-3.3%	-40.8%	22.0%	50.8%

"Linear" = Linear Trendline

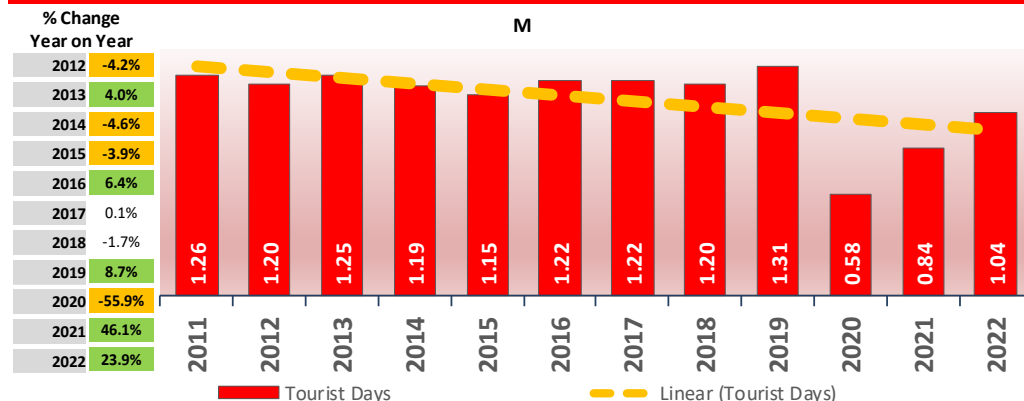
Economic Impact - Indexed - Day Visitor



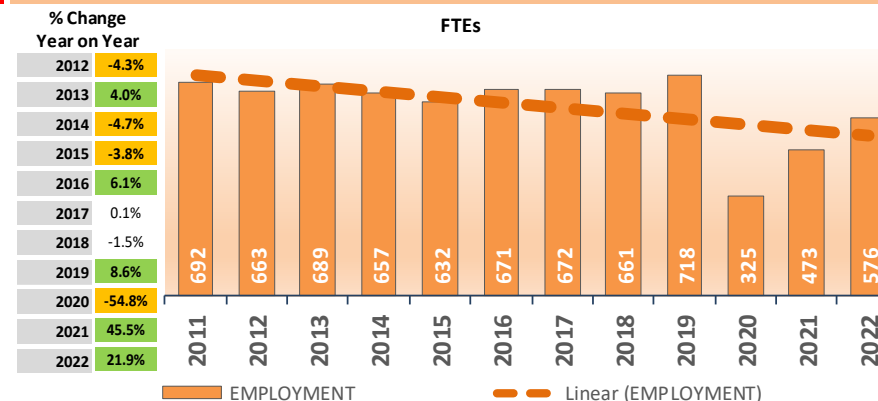
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



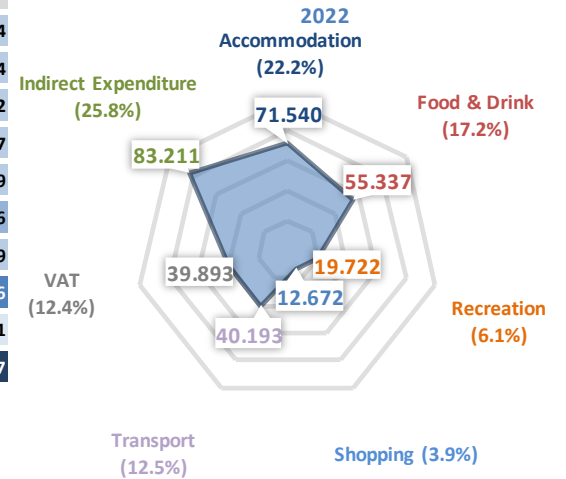
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-4.3%	-0.4%	-5.1%	-8.7%	-4.4%	-2.6%	-4.1%	4.1%	-54.8%	-32.1%	-16.5%
Visitor Numbers		-4.2%	-0.4%	-4.9%	-8.6%	-2.8%	-2.7%	-4.4%	3.9%	-54.1%	-33.0%	-17.0%
Visitor Days		-4.2%	-0.4%	-4.9%	-8.6%	-2.8%	-2.7%	-4.4%	3.9%	-54.1%	-33.0%	-17.0%
Direct Employment		-4.3%	-0.4%	-5.1%	-8.7%	-3.1%	-3.0%	-4.4%	3.7%	-53.1%	-31.7%	-16.8%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022

SECTOR / YEAR	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation £M	45.37	44.86	42.49	42.63	44.54	46.89	47.32	48.14	48.39	22.58	46.08	71.54
Food & Drink £M	44.47	43.76	43.41	42.83	43.97	44.91	46.16	44.96	46.30	20.09	36.41	55.34
Recreation £M	18.18	17.93	18.19	17.68	17.74	18.21	18.53	18.14	19.11	8.767	14.14	19.72
Shopping £M	11.33	11.22	11.22	10.97	11.00	11.42	11.65	11.47	12.11	5.331	9.203	12.67
Transport £M	32.58	32.97	32.11	32.02	32.50	33.78	34.53	34.14	35.46	15.02	30.28	40.19
Direct Revenue £M	151.92	150.74	147.42	146.13	149.74	155.21	158.18	156.86	161.36	71.79	136.11	199.46
VAT £M	30.38	30.15	29.48	29.23	29.95	31.04	31.64	31.37	32.27	9.909	26.73	39.89
Direct Expenditure £M	182.31	180.89	176.90	175.36	179.68	186.25	189.81	188.23	193.64	81.70	162.84	239.36
Indirect Expenditure £M	61.84	61.94	60.39	60.38	61.94	64.46	65.68	65.20	67.26	29.00	57.41	83.21
TOTAL £M	244.15	242.83	237.29	235.74	241.63	250.71	255.49	253.43	260.90	110.70	220.26	322.57

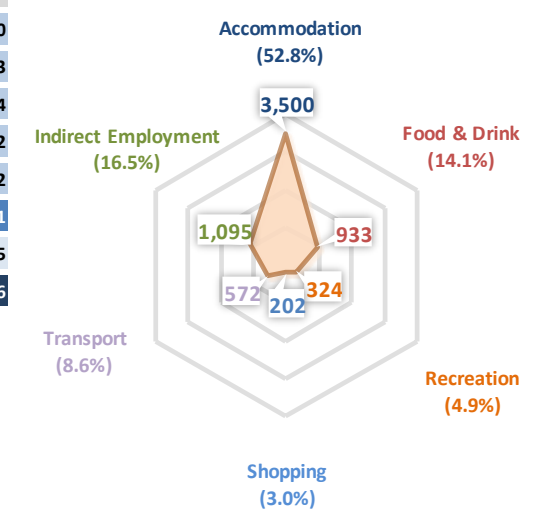
2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

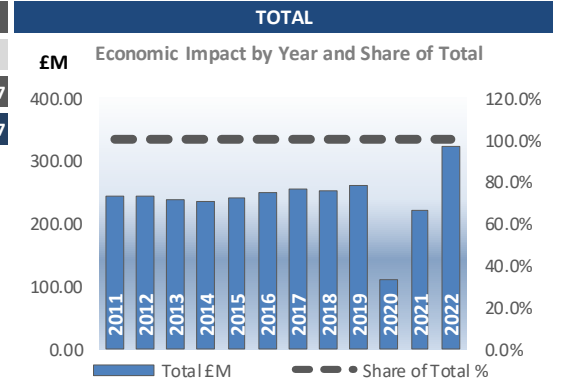
SECTOR / YEAR	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation FTEs	2,188	2,145	2,163	2,125	2,135	2,170	2,099	2,054	1,918	1,517	3,185	3,500
Food & Drink FTEs	753	740	735	725	744	770	779	759	781	339	614	933
Recreation FTEs	300	296	300	292	293	305	305	298	314	144	233	324
Shopping FTEs	181	180	179	175	176	185	186	183	193	85	147	202
Transport FTEs	465	470	458	457	464	488	491	485	504	214	431	572
Direct Employment FTEs	3,887	3,832	3,835	3,774	3,812	3,919	3,859	3,779	3,710	2,299	4,609	5,531
Indirect Employment FTEs	817	818	798	798	818	863	864	858	885	402	758	1,095
TOTAL FTEs	4,704	4,650	4,633	4,572	4,630	4,781	4,723	4,637	4,596	2,702	5,367	6,626

2022 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



STEAM REPORT FOR 2011-2022 - FINAL SCOTTISH BORDERS COUNCIL													2011 to 2022 2022 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 2022 / 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 2011 to 2022		-9.5%	42.3%	104.5%	42.0%	3.8%	8.0%	46.8%	33.8%	25.0%	21.0%	56.4%	47.8%	32.1%	Annual Change	47.3%	18.3%	35.7%	36.9%	
% Change 2021 to 2022		246.9%	581.7%	878.9%	334.4%	57.1%	31.2%	14.6%	12.4%	4.9%	-8.3%	-5.4%	20.2%	46.5%		549.7%	97.5%	11.1%	-1.0%	
Average Annual Change		-0.9%	3.8%	9.5%	3.8%	0.3%	0.7%	4.3%	3.1%	2.3%	1.9%	5.1%	4.3%	2.9%		4.3%	1.7%	3.2%	3.4%	
2011		£M	12.68	10.62	13.54	26.78	25.85	25.36	28.61	32.01	24.02	21.84	11.59	11.25		244.15	36.84	77.99	84.64	44.68
2012		£M	10.62	11.08	14.32	22.41	23.01	26.30	28.07	33.41	25.75	21.88	13.39	12.59	242.83	-0.5%	36.01	71.72	87.22	47.87
2013		£M	10.08	10.80	15.45	22.31	24.03	22.26	29.94	32.20	23.93	20.38	13.40	12.51	237.29	-2.3%	36.33	68.60	86.06	46.29
2014		£M	10.85	10.83	14.50	24.29	23.35	21.32	30.54	32.29	23.05	19.03	13.08	12.63	235.74	-0.7%	36.17	68.96	85.88	44.73
2015		£M	10.93	11.21	14.33	21.40	23.01	23.80	30.34	33.37	22.57	23.00	13.60	14.07	241.63	2.5%	36.47	68.21	86.28	50.67
2016		£M	11.17	12.28	17.29	21.77	24.40	23.55	31.57	35.45	25.52	22.45	12.54	12.73	250.71	3.8%	40.74	69.72	92.54	47.72
2017		£M	11.76	11.95	15.89	25.34	25.95	25.98	32.07	35.12	23.83	21.55	13.23	12.81	255.49	1.9%	39.60	77.28	91.02	47.59
2018		£M	12.14	12.31	16.98	24.59	25.92	24.78	30.49	34.36	22.87	22.01	14.35	12.62	253.43	-0.8%	41.43	75.29	87.73	48.97
2019		£M	12.70	12.86	17.74	26.54	25.98	26.01	31.37	35.09	22.82	23.04	14.72	12.04	260.90	2.9%	43.29	78.53	89.28	49.80
2020		£M	12.60	11.87	10.74	0.018	0.030	0.103	5.587	22.05	18.56	16.30	7.807	5.037	110.70	-57.6%	35.20	0.152	46.20	29.14
2021		£M	3.309	2.216	2.828	8.757	17.09	20.88	36.65	38.09	28.61	28.85	19.16	13.83	220.26	99.0%	8.353	46.72	103.35	61.83
2022		£M	11.48	15.11	27.68	38.04	26.84	27.38	42.01	42.82	30.02	26.44	18.12	16.62	322.57	46.5%	54.27	92.27	114.85	61.18

ECONOMIC IMPACT - INDEXED TO 2022													TOTAL		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Total		£M	244.15	242.83	237.29	235.74	241.63	250.71	255.49	253.43	260.90	110.70	220.26	322.57	
All Visitor Types		£M	244.15	242.83	237.29	235.74	241.63	250.71	255.49	253.43	260.90	110.70	220.26	322.57	
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 2011		%													
Avg Ann. Change in Share		%													

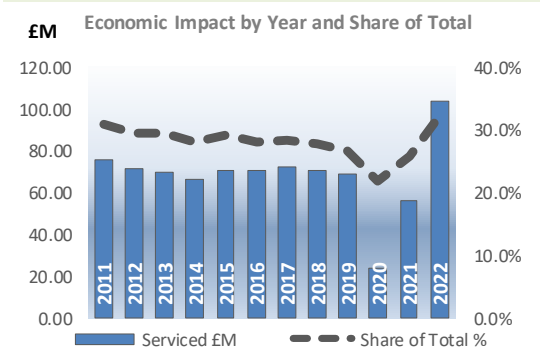


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Report Prepared by: Alison Tipler. Date of Issue: 04/08/23

ECONOMIC IMPACT BY:													2011 to 2022 2022 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES																														
An increase of 3% or more																														
Less than 3% change																														
A Fall of 3% or more																														
													Q1		Q2		Q3		Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2011 to 2022													-25.1%	28.1%	26.2%	55.7%	42.9%	19.8%	43.5%	29.9%	27.6%	66.3%	27.9%	139.1%	37.6%	Annual Change	8.6%	38.4%	33.6%	70.7%
% Change 2021 to 2022													415.7%	1402.3%	1796.5%	612.9%	104.2%	5.2%	46.3%	34.9%	37.5%	98.0%	17.3%	74.8%	83.6%		989.4%	93.3%	39.3%	65.0%
Average Annual Change													-2.3%	2.6%	2.4%	5.1%	3.9%	1.8%	4.0%	2.7%	2.5%	6.0%	2.5%	12.6%	3.4%		0.8%	3.5%	3.1%	6.4%
2011	£M	4.707	3.819	4.803	6.592	7.733	8.040	8.206	10.03	7.356	6.638	4.356	3.167	75.44		13.33	22.37	25.59	14.16											
2012	£M	3.063	3.757	5.157	4.982	7.154	7.663	8.314	10.56	7.008	6.301	3.750	3.803	71.51	-5.2%		11.98	19.80	25.88	13.85										
2013	£M	3.000	3.957	5.689	5.737	6.971	7.134	9.180	9.813	6.042	5.654	3.824	3.147	70.15	-1.9%		12.65	19.84	25.03	12.62										
2014	£M	2.984	3.700	4.893	5.235	6.566	6.668	9.730	10.00	5.599	5.072	3.306	2.642	66.40	-5.3%		11.58	18.47	25.33	11.02										
2015	£M	3.156	3.722	4.055	4.521	6.430	7.315	9.031	9.806	5.448	6.582	5.304	4.904	70.27	5.8%		10.93	18.27	24.29	16.79										
2016	£M	2.568	3.477	4.620	4.962	6.865	6.492	9.973	10.78	7.905	6.061	3.859	3.021	70.58	0.4%		10.66	18.32	28.65	12.94										
2017	£M	3.025	3.651	4.808	5.633	7.335	8.011	10.45	10.90	6.516	5.184	3.879	2.941	72.33	2.5%		11.48	20.98	27.87	12.00										
2018	£M	3.093	3.914	4.810	5.041	7.115	7.887	9.484	10.52	5.754	5.958	3.649	3.135	70.36	-2.7%		11.82	20.04	25.76	12.74										
2019	£M	3.082	3.826	4.729	4.962	7.066	7.703	9.300	10.35	5.764	5.786	3.607	3.096	69.27	-1.6%		11.64	19.73	25.41	12.49										
2020	£M	3.288	3.224	3.324	0.017	0.029	0.094	0.812	5.125	3.513	2.267	1.186	1.187	24.07	-65.3%		9.836	0.140	9.450	4.640										
2021	£M	0.684	0.326	0.320	1.439	5.412	9.159	8.049	9.656	6.828	5.573	4.748	4.332	56.53	134.9%		1.329	16.01	24.53	14.65										
2022	£M	3.528	4.892	6.062	10.26	11.05	9.633	11.77	13.02	9.386	11.04	5.569	7.573	103.79	83.6%		14.48	30.95	34.18	24.18										

ECONOMIC IMPACT - INDEXED TO 2022													SERVICED ACCOMMODATION																
SHARE OF MARKET																													
													2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022					
Serviced													£M	75.44	71.51	70.15	66.40	70.27	70.58	72.33	70.36	69.27	24.07	56.53	103.79				
All Visitor Types													£M	244.15	242.83	237.29	235.74	241.63	250.71	255.49	253.43	260.90	110.70	220.26	322.57				
Share of Total													%	30.9%	29.4%	29.6%	28.2%	29.1%	28.2%	28.3%	27.8%	26.5%	21.7%	25.7%	32.2%				
Annual Change in Share													%		-4.7%	0.4%	-4.7%	3.3%	-3.2%	0.6%	-1.9%	-4.4%	-18.1%	18.0%	25.4%				
Change in Share from 2011													%		-4.7%	-4.3%	-8.9%	-5.9%	-8.9%	-8.4%	-10.2%	-14.1%	-29.6%	-16.9%	4.1%				
Avg Ann. Change in Share													%		-4.7%	-2.2%	-3.0%	-1.5%	-1.8%	-1.4%	-1.5%	-1.8%	-3.3%	-1.7%	0.4%				

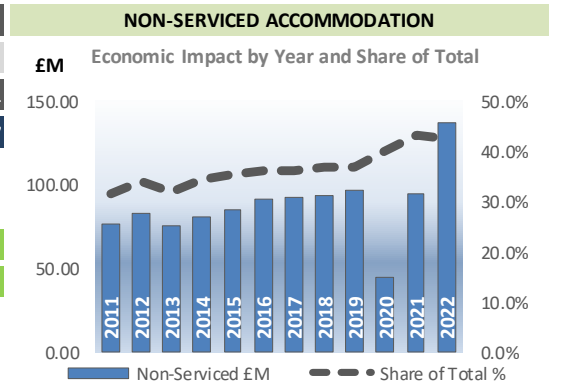


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Report Prepared by: Alison Tipler. Date of Issue: 04/08/23

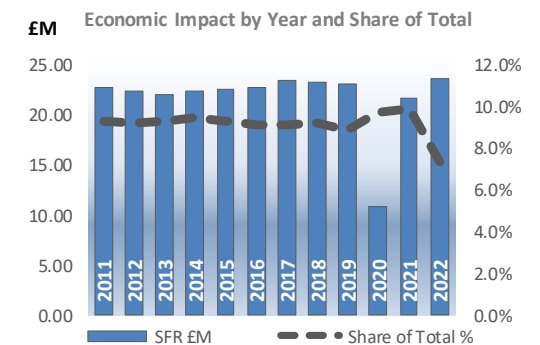
STEAM REPORT FOR 2011-2022 - FINAL SCOTTISH BORDERS COUNCIL													2011 to 2022 2022 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2011 to 2022		95.7%	149.7%	327.9%	93.3%	9.3%	15.8%	111.3%	78.9%	66.8%	11.2%	201.1%	55.8%	79.1%	218.2%		39.0%	87.4%	56.5%	
% Change 2021 to 2022		1486.7%	3673.7%	5959.4%	713.9%	47.1%	70.5%	11.2%	4.0%	-6.9%	-47.5%	-7.8%	-19.5%	44.6%	3790.3%		149.9%	4.0%	-32.4%	
Average Annual Change		8.7%	13.6%	29.8%	8.5%	0.8%	1.4%	10.1%	7.2%	6.1%	1.0%	18.3%	5.1%	7.2%	19.8%		3.5%	7.9%	5.1%	
2011	£M	1.991	2.551	3.822	9.157	9.087	9.869	10.10	10.75	7.234	7.612	2.393	2.060	76.63	8.364		28.11	28.09	12.06	
2012	£M	1.905	3.032	4.101	7.605	6.979	11.27	9.985	12.10	9.326	8.812	4.616	2.758	82.48	7.6%	9.038		25.85	31.41	16.19
2013	£M	1.508	2.213	4.092	7.456	8.244	7.830	9.930	10.94	7.397	8.357	4.694	3.319	75.98	-7.9%	7.813		23.53	28.26	16.37
2014	£M	2.008	2.753	4.203	9.242	8.536	7.771	10.07	11.73	8.062	7.849	5.033	3.941	81.20	6.9%	8.963		25.55	29.86	16.82
2015	£M	2.422	3.121	5.252	7.519	8.655	9.731	11.34	12.67	7.952	9.723	3.477	3.609	85.47	5.3%	10.80		25.90	31.96	16.81
2016	£M	3.074	3.679	6.414	8.012	9.552	10.12	11.35	13.60	7.975	9.919	3.702	3.569	90.96	6.4%	13.17		27.68	32.92	17.19
2017	£M	2.794	3.217	5.421	9.194	10.25	11.06	11.52	13.07	7.968	10.10	4.135	3.482	92.21	1.4%	11.43		30.50	32.56	17.72
2018	£M	3.363	3.551	6.649	9.502	10.76	10.24	11.24	12.52	7.594	9.591	5.305	2.984	93.29	1.2%	13.56		30.50	31.35	17.88
2019	£M	3.547	3.837	7.088	9.884	10.75	11.11	11.82	13.03	7.468	9.431	5.249	3.011	96.23	3.1%	14.47		31.75	32.32	17.69
2020	£M	2.794	3.227	4.407				3.261	11.37	8.681	9.854	0.751	0.118	44.46	-53.8%	10.43			23.31	10.72
2021	£M	0.246	0.169	0.270	2.175	6.751	6.704	19.20	18.49	12.96	16.13	7.816	3.990	94.90	113.4%	0.684		15.63	50.65	27.94
2022	£M	3.896	6.370	16.35	17.71	9.929	11.43	21.35	19.24	12.07	8.464	7.204	3.211	137.21	44.6%	26.62		39.06	52.65	18.88

ECONOMIC IMPACT - INDEXED TO 2022													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022				
Non-Serviced	£M	76.63	82.48	75.98	81.20	85.47	90.96	92.21	93.29	96.23	44.46	94.90	137.21				
All Visitor Types	£M	244.15	242.83	237.29	235.74	241.63	250.71	255.49	253.43	260.90	110.70	220.26	322.57				
Share of Total	%	31.4%	34.0%	32.0%	34.4%	35.4%	36.3%	36.1%	36.8%	36.9%	40.2%	43.1%	42.5%				
Annual Change in Share	%		8.2%	-5.7%	7.6%	2.7%	2.6%	-0.5%	2.0%	0.2%	8.9%	7.3%	-1.3%				
Change in Share from 2011	%		8.2%	2.0%	9.7%	12.7%	15.6%	15.0%	17.3%	17.5%	28.0%	37.3%	35.5%				
Avg Ann. Change in Share	%		8.2%	1.0%	3.2%	3.2%	3.1%	2.5%	2.5%	2.2%	3.1%	3.7%	3.2%				



STEAM REPORT FOR 2011-2022 - FINAL SCOTTISH BORDERS COUNCIL													2011 to 2022 2022 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 2022 / 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 2011 to 2022		-6.1%	8.2%	35.0%	10.8%	-2.8%	-3.2%	7.0%	0.3%	2.1%	-1.5%	7.7%	6.7%	4.3%	Annual Change	11.8%	1.9%	3.0%	4.5%
% Change 2021 to 2022		540.1%	1575.8%	2478.4%	273.3%	28.5%	15.4%	-17.6%	-16.0%	-25.7%	-28.7%	-30.2%	-29.0%	8.7%	Annual Change	1107.8%	63.0%	-18.9%	-29.2%
Average Annual Change		-0.6%	0.7%	3.2%	1.0%	-0.3%	-0.3%	0.6%	0.0%	0.2%	-0.1%	0.7%	0.6%	0.4%	Annual Change	1.1%	0.2%	0.3%	0.4%
2011	£M	1.333	0.896	1.169	1.991	1.431	2.173	3.816	4.666	2.356	0.802	0.572	1.402	22.61		3.398	5.594	10.84	2.776
2012	£M	1.205	0.898	1.167	1.807	1.355	2.201	3.730	4.562	2.558	0.837	0.603	1.432	22.35	-1.1%	3.269	5.362	10.85	2.872
2013	£M	1.162	0.879	1.192	1.818	1.380	2.057	3.815	4.562	2.261	0.794	0.631	1.450	22.00	-1.6%	3.233	5.255	10.64	2.875
2014	£M	1.233	0.914	1.179	1.897	1.390	2.035	3.777	4.572	2.315	0.787	0.639	1.491	22.23	1.0%	3.327	5.322	10.66	2.916
2015	£M	1.297	0.937	1.213	1.806	1.372	2.119	3.788	4.574	2.297	0.830	0.621	1.588	22.44	1.0%	3.447	5.297	10.66	3.039
2016	£M	1.314	0.948	1.294	1.830	1.397	2.123	3.875	4.696	2.371	0.826	0.593	1.485	22.75	1.4%	3.556	5.350	10.94	2.904
2017	£M	1.365	0.969	1.278	1.956	1.471	2.232	3.943	4.741	2.382	0.827	0.624	1.514	23.30	2.4%	3.611	5.660	11.07	2.965
2018	£M	1.400	0.976	1.335	1.931	1.474	2.190	3.916	4.697	2.312	0.833	0.638	1.472	23.17	-0.5%	3.711	5.595	10.93	2.943
2019	£M	1.376	0.956	1.319	1.944	1.470	2.212	3.913	4.693	2.311	0.832	0.622	1.454	23.10	-0.3%	3.651	5.626	10.92	2.908
2020	£M	1.229	0.813	0.852	0.001	0.002	0.007	0.722	3.973	2.068	0.603	0.144	0.350	10.76	-53.4%	2.893	0.010	6.763	1.096
2021	£M	0.196	0.058	0.061	0.591	1.082	1.824	4.957	5.573	3.236	1.108	0.882	2.109	21.68	101.4%	0.315	3.496	13.77	4.099
2022	£M	1.251	0.970	1.579	2.205	1.391	2.104	4.083	4.680	2.405	0.790	0.616	1.497	23.57	8.7%	3.800	5.699	11.17	2.902

ECONOMIC IMPACT - INDEXED TO 2022													SFR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
SFR	£M	22.61	22.35	22.00	22.23	22.44	22.75	23.30	23.17	23.10	10.76	21.68	23.57		
All Visitor Types	£M	244.15	242.83	237.29	235.74	241.63	250.71	255.49	253.43	260.90	110.70	220.26	322.57		
Share of Total	%	9.3%	9.2%	9.3%	9.4%	9.3%	9.1%	9.1%	9.1%	8.9%	9.7%	9.8%	7.3%		
Annual Change in Share	%		-0.6%	0.7%	1.7%	-1.5%	-2.3%	0.5%	0.3%	-3.2%	9.8%	1.2%	-25.8%		
Change in Share from 2011	%		-0.6%	0.1%	1.8%	0.3%	-2.0%	-1.5%	-1.2%	-4.4%	5.0%	6.3%	-21.1%		
Avg Ann. Change in Share	%		-0.6%	0.1%	0.6%	0.1%	-0.4%	-0.3%	-0.2%	-0.5%	0.6%	0.6%	-1.9%		



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ECONOMIC IMPACT BY:													2011 to 2022 2022 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER						
KEY													TOTAL						% Change		
ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES																					
An increase of 3% or more																					
Less than 3% change																					
A Fall of 3% or more																					
		Q1			Q2			Q3			Q4										
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2011 to 2022		8.0%	68.3%	145.0%	70.1%	22.6%	15.4%	68.2%	45.2%	40.8%	34.8%	82.9%	85.2%	51.5%	Annual Change		78.9%	35.0%	51.9%	58.5%	
% Change 2021 to 2022		671.1%	2114.7%	3587.0%	617.5%	68.9%	31.0%	15.5%	9.6%	3.6%	-11.1%	-0.4%	17.7%	52.8%			1828.6%	115.5%	10.2%	-1.6%	
Average Annual Change		0.7%	6.2%	13.2%	6.4%	2.1%	1.4%	6.2%	4.1%	3.7%	3.2%	7.5%	7.7%	4.7%			7.2%	3.2%	4.7%	5.3%	
2011	£M	8.031	7.266	9.794	17.74	18.25	20.08	22.12	25.45	16.95	15.05	7.321	6.630	174.68			25.09	56.07	64.52	29.00	
2012	£M	6.173	7.686	10.42	14.39	15.49	21.13	22.03	27.22	18.89	15.95	8.970	7.993	176.34	1.0%		24.28	51.01	68.14	32.91	
2013	£M	5.671	7.048	10.97	15.01	16.60	17.02	22.92	25.31	15.70	14.81	9.149	7.916	168.13	-4.7%		23.69	48.63	63.94	31.87	
2014	£M	6.225	7.366	10.28	16.37	16.49	16.47	23.58	26.30	15.98	13.71	8.977	8.074	169.82	1.0%		23.87	49.34	65.86	30.76	
2015	£M	6.874	7.780	10.52	13.85	16.46	19.16	24.16	27.05	15.70	17.14	9.402	10.10	178.18	4.9%		25.18	49.47	66.90	36.64	
2016	£M	6.956	8.104	12.33	14.80	17.81	18.73	25.20	29.07	18.25	16.81	8.154	8.076	184.29	3.4%		27.39	51.35	72.51	33.04	
2017	£M	7.185	7.836	11.51	16.78	19.06	21.30	25.91	28.72	16.87	16.11	8.638	7.937	187.85	1.9%		26.53	57.14	71.49	32.68	
2018	£M	7.856	8.441	12.79	16.47	19.35	20.32	24.64	27.73	15.66	16.38	9.592	7.590	186.82	-0.5%		29.09	56.14	68.03	33.56	
2019	£M	8.006	8.619	13.14	16.79	19.29	21.02	25.03	28.07	15.54	16.05	9.478	7.560	188.60	0.9%		29.76	57.10	68.65	33.09	
2020	£M	7.311	7.264	8.583	0.018	0.030	0.101	4.795	20.47	14.26	12.72	2.080	1.655	79.29	-58.0%		23.16	0.150	39.53	16.46	
2021	£M	1.125	0.552	0.651	4.205	13.25	17.69	32.20	33.72	23.02	22.81	13.45	10.43	173.10	118.3%		2.328	35.14	88.95	46.69	
2022	£M	8.675	12.23	23.99	30.17	22.37	23.17	37.20	36.94	23.86	20.29	13.39	12.28	264.57	52.8%		44.90	75.71	98.00	45.96	

ECONOMIC IMPACT - INDEXED TO 2022													STAYING VISITOR				
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022				
Staying Visitor	£M	174.68	176.34	168.13	169.82	178.18	184.29	187.85	186.82	188.60	79.29	173.10	264.57				
All Visitor Types	£M	244.15	242.83	237.29	235.74	241.63	250.71	255.49	253.43	260.90	110.70	220.26	322.57				
Share of Total	%	71.5%	72.6%	70.9%	72.0%	73.7%	73.5%	73.5%	73.7%	72.3%	71.6%	78.6%	82.0%				
Annual Change in Share	%		1.5%	-2.4%	1.7%	2.4%	-0.3%	0.0%	0.3%	-1.9%	-0.9%	9.7%	4.4%				
Change in Share from 2011	%		1.5%	-1.0%	0.7%	3.1%	2.7%	2.8%	3.0%	1.0%	0.1%	9.8%	14.6%				
Avg Ann. Change in Share	%		1.5%	-0.5%	0.2%	0.8%	0.5%	0.5%	0.4%	0.1%	0.0%	1.0%	1.3%				



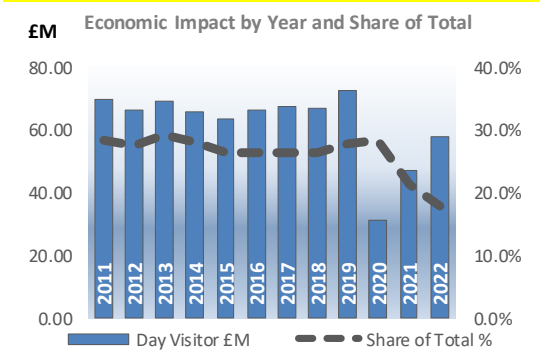
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Report Prepared by: Alison Tipler. Date of Issue: 04/08/23

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SCOTTISH BORDERS COUNCIL

ECONOMIC IMPACT BY:													2011 to 2022 2022 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
DAY VISITOR													TOTAL						% Change	
ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES													TOTAL		% Change					
KEY													TOTAL		% Change					
An increase of 3% or more													TOTAL		% Change					
Less than 3% change													TOTAL		% Change					
A Fall of 3% or more													TOTAL		% Change					
Q1													TOTAL		% Change					
Q2													TOTAL		% Change					
Q3													TOTAL		% Change					
Q4													TOTAL		% Change					
JAN													TOTAL		% Change					
FEB													TOTAL		% Change					
MAR													TOTAL		% Change					
APR													TOTAL		% Change					
MAY													TOTAL		% Change					
JUN													TOTAL		% Change					
JUL													TOTAL		% Change					
AUG													TOTAL		% Change					
SEP													TOTAL		% Change					
OCT													TOTAL		% Change					
NOV													TOTAL		% Change					
DEC													TOTAL		% Change					
Annual Change													TOTAL		% Change					
2011													TOTAL		% Change					
2012													TOTAL		% Change					
2013													TOTAL		% Change					
2014													TOTAL		% Change					
2015													TOTAL		% Change					
2016													TOTAL		% Change					
2017													TOTAL		% Change					
2018													TOTAL		% Change					
2019													TOTAL		% Change					
2020													TOTAL		% Change					
2021													TOTAL		% Change					
2022													TOTAL		% Change					
% Change 2011 to 2022	-39.8%	-14.2%	-1.3%	-13.0%	-41.2%	-20.1%	-25.9%	-10.4%	-12.8%	-9.5%	11.0%	-6.1%	-16.5%	69.47	11.74	21.92	20.13	15.67		
% Change 2021 to 2022	28.3%	72.8%	69.6%	72.9%	16.4%	32.1%	8.1%	34.6%	10.3%	1.9%	-17.1%	27.8%	23.0%	47.15	6.025	11.58	14.41	15.14		
Average Annual Change	-3.6%	-1.3%	-0.1%	-1.2%	-3.7%	-1.8%	-2.4%	-0.9%	-1.2%	-0.9%	1.0%	-0.6%	-1.5%	58.00	9.368	16.56	16.85	15.22		
2011	£M	4.654	3.349	3.742	9.041	7.599	5.279	6.491	6.563	7.073	6.792	4.265	4.618	69.47	11.74	21.92	20.13	15.67		
2012	£M	4.443	3.391	3.897	8.017	7.522	5.174	6.041	6.189	6.855	5.934	4.422	4.598	66.48	11.73	20.71	19.09	14.95		
2013	£M	4.405	3.756	4.474	7.303	7.437	5.237	7.014	6.886	8.228	5.580	4.254	4.589	69.16	12.64	19.98	22.13	14.42		
2014	£M	4.626	3.459	4.222	7.912	6.855	4.848	6.962	5.990	7.072	5.318	4.102	4.555	65.92	12.31	19.62	20.02	13.98		
2015	£M	4.054	3.433	3.809	7.550	6.552	4.637	6.184	6.320	6.874	5.865	4.194	3.972	63.44	11.30	18.74	19.38	14.03		
2016	£M	4.216	4.173	4.959	6.962	6.590	4.813	6.374	6.383	7.265	5.647	4.382	4.657	66.42	13.35	18.36	20.02	14.69		
2017	£M	4.575	4.118	4.384	8.560	6.894	4.680	6.162	6.399	6.964	5.442	4.596	4.870	67.64	13.08	20.13	19.52	14.91		
2018	£M	4.285	3.873	4.185	8.120	6.568	4.465	5.856	6.630	7.211	5.628	4.754	5.026	66.60	12.34	19.15	19.70	15.41		
2019	£M	4.690	4.240	4.602	9.749	6.694	4.983	6.335	7.023	7.277	6.993	5.238	4.477	72.30	13.53	21.43	20.64	16.71		
2020	£M	5.290	4.601	2.154			0.002	0.793	1.579	4.303	3.574	5.726	3.383	31.41	12.05	0.002	6.675	12.68		
2021	£M	2.184	1.664	2.177	4.551	3.841	3.193	4.448	4.370	5.589	6.032	5.710	3.395	47.15	6.025	11.58	14.41	15.14		
2022	£M	2.802	2.874	3.692	7.869	4.470	4.219	4.807	5.880	6.166	6.148	4.733	4.338	58.00	9.368	16.56	16.85	15.22		

ECONOMIC IMPACT - INDEXED TO 2022													DAY VISITOR												
SHARE OF MARKET													DAY VISITOR												
2011													DAY VISITOR												
2012													DAY VISITOR												
2013													DAY VISITOR												
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2019													DAY VISITOR												
2020													DAY VISITOR												
2021													DAY VISITOR												
2022													DAY VISITOR												
Day Visitor	£M	69.47	66.48	69.16	65.92	63.44	66.42	67.64	66.60	72.30	31.41	47.15	58.00	69.47	66.48	69.16	65.92	63.44	66.42	67.64	66.60	72.30	31.41	47.15	58.00
All Visitor Types	£M	244.15	242.83	237.29	235.74	241.63	250.71	255.49	253.43	260.90	110.70	220.26	322.57	244.15	242.83	237.29	235.74	241.63	250.71	255.49	253.43	260.90	110.70	220.26	322.57
Share of Total	%	28.5%	27.4%	29.1%	28.0%	26.3%	26.5%	26.5%	26.3%	27.7%	28.4%	21.4%	18.0%	28.5%	27.4%	29.1%	28.0%	26.3%	26.5%	26.5%	26.3%	27.7%	28.4%	21.4%	18.0%
Annual Change in Share	%		-3.8%	6.5%	-4.1%	-6.1%	0.9%	-0.1%	-0.7%	5.4%	2.4%	-24.5%	-16.0%		-3.8%	6.5%	-4.1%	-6.1%	0.9%	-0.1%	-0.7%	5.4%	2.4%	-24.5%	-16.0%
Change in Share from 2011	%		-3.8%	2.4%	-1.7%	-7.7%	-6.9%	-6.9%	-7.6%	-2.6%	-0.3%	-24.8%	-36.8%		-3.8%	2.4%	-1.7%	-7.7%	-6.9%	-6.9%	-7.6%	-2.6%	-0.3%	-24.8%	-36.8%
Avg Ann. Change in Share	%		-3.8%	1.2%	-0.6%	-1.9%	-1.4%	-1.2%	-1.1%	-0.3%	0.0%	-2.5%	-3.3%		-3.8%	1.2%	-0.6%	-1.9%	-1.4%	-1.2%	-1.1%	-0.3%	0.0%	-2.5%	-3.3%



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