



STEAM REPORT FOR 2012-2023 - FINAL

Final

DUNDEE CITY COUNCIL

excluding Refugees

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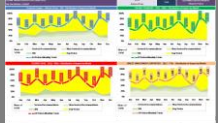
**KEY IMPACT MEASURES:
 MONTHLY DATA BY
 VISITOR TYPE**

DISTRIBUTION OF IMPACT: *by Visitor Type*



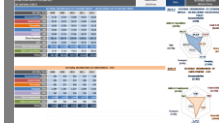
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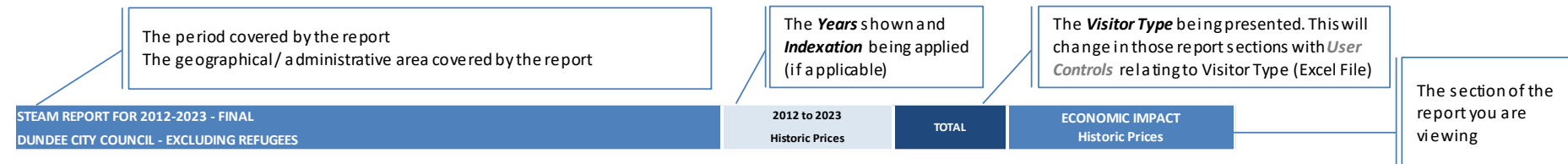
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Report Section Design and Features

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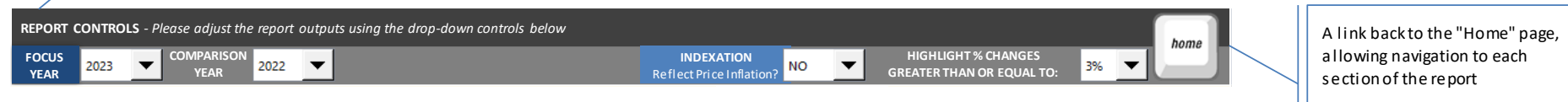
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

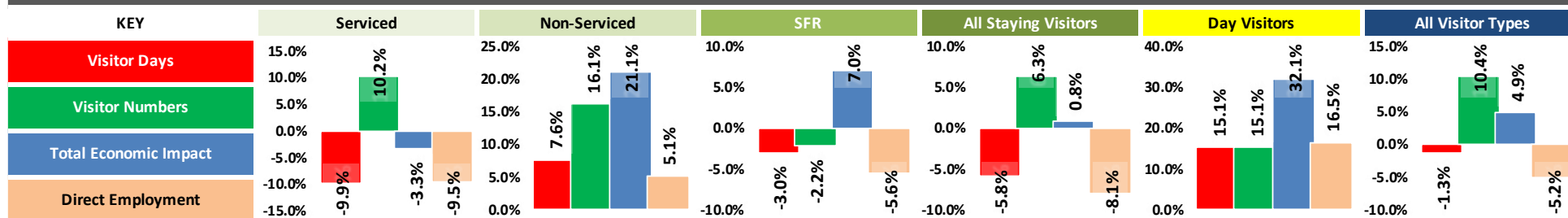
Visitor Numbers / Visitor Days / Average Length of Stay

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

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

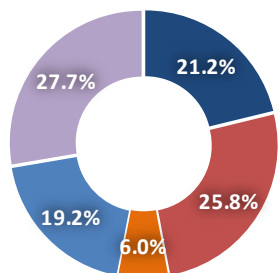
KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %
	2023	2022	+/- %	2023	2022	+/- %															
Visitor Days M	0.863	0.958	-9.9%	0.089	0.082	7.6%	0.936	0.965	-3.0%	1.888	2.006	-5.8%	0.646	0.561	15.1%	2.535	2.567	-1.3%			
Visitor Numbers M	0.477	0.433	10.2%	0.021	0.018	16.1%	0.212	0.217	-2.2%	0.710	0.668	6.3%	0.646	0.561	15.1%	1.357	1.229	10.4%			
Direct Expenditure £M																218.22	209.20	4.3%			
Economic Impact £M	150.15	155.20	-3.3%	8.364	6.908	21.1%	84.73	79.17	7.0%	243.24	241.28	0.8%	47.62	36.06	32.1%	290.86	277.34	4.9%			
Direct Employment FTEs	1,545	1,707	-9.5%	45	43	5.1%	682	723	-5.6%	2,273	2,473	-8.1%	387	332	16.5%	2,659	2,805	-5.2%			
Total Employment FTEs																3,499	3,698	-5.4%			

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



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

Sectoral Distribution of Employment - FTEs

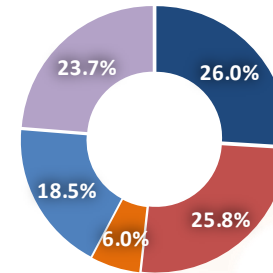


- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

	2023	2022	+/- %
Accommodation	46.25	46.56	-0.7%
Food & Drink	56.37	53.84	4.7%
Recreation	13.20	12.02	9.8%
Shopping	42.01	39.84	5.4%
Transport	60.40	56.94	6.1%
TOTAL DIRECT	218.22	209.20	4.3%
Indirect	72.64	68.14	6.6%
TOTAL	290.86	277.34	4.9%

Sectors	2023	2022	+/- %
Accommodation	690	693	-0.4%
Food & Drink	686	743	-7.7%
Recreation	159	165	-3.2%
Shopping	492	529	-7.0%
Transport	631	675	-6.5%
TOTAL DIRECT	2,659	2,805	-5.2%
Indirect	840	893	-6.0%
TOTAL	3,499	3,698	-5.4%

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



Direct Expenditure Categories

Direct Employment Categories

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

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

STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

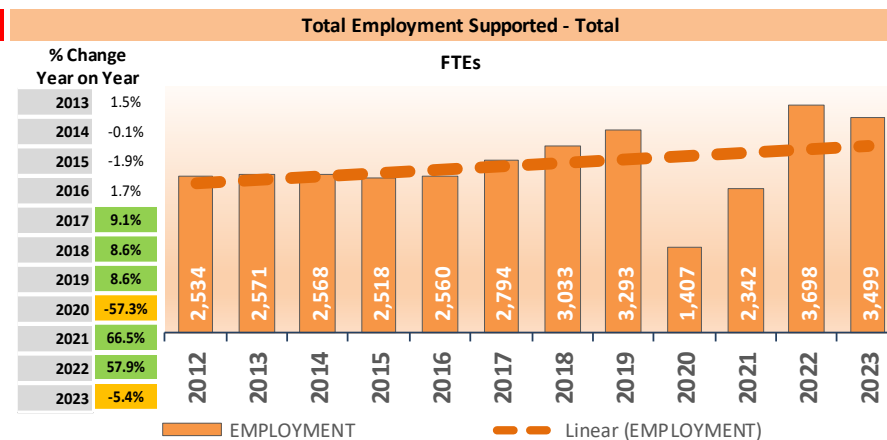
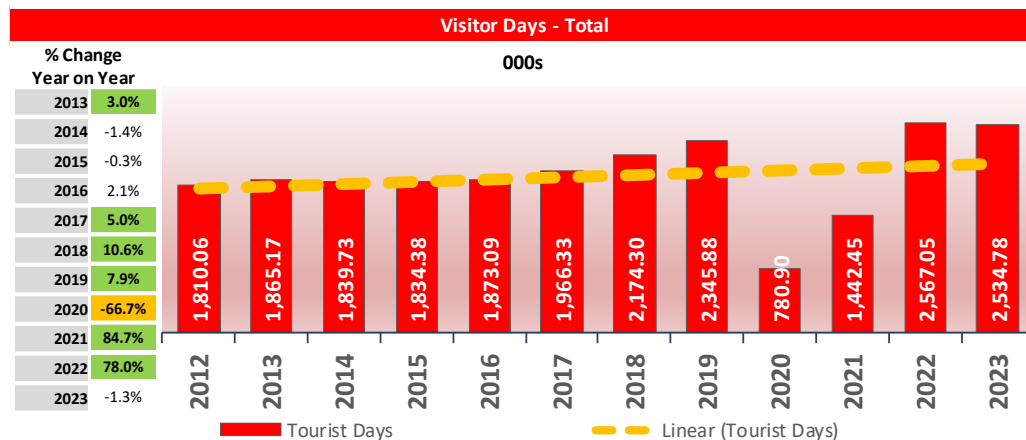
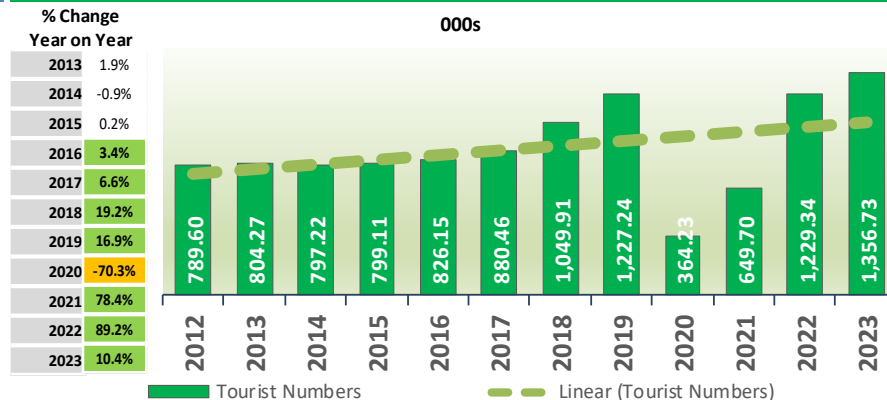
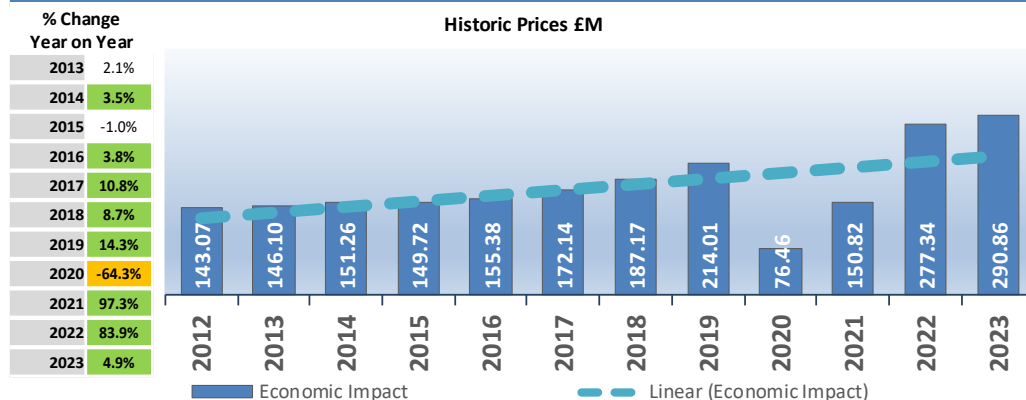
2012 to 2023
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

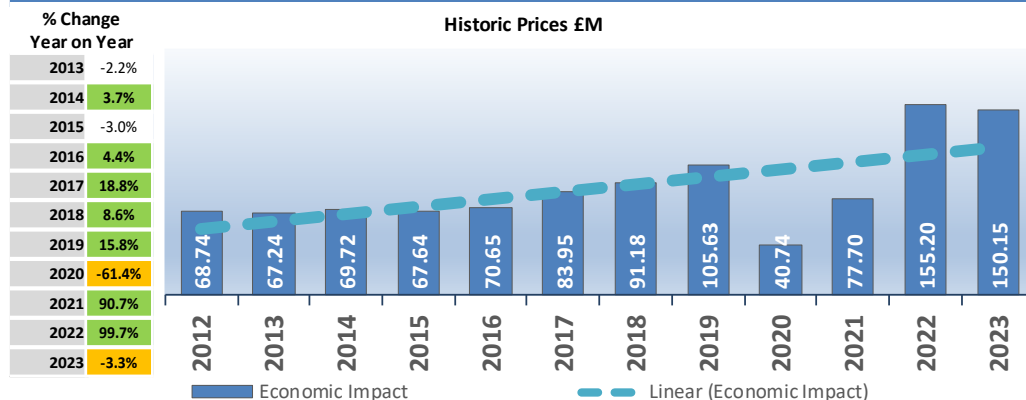
Visitor Numbers - Total



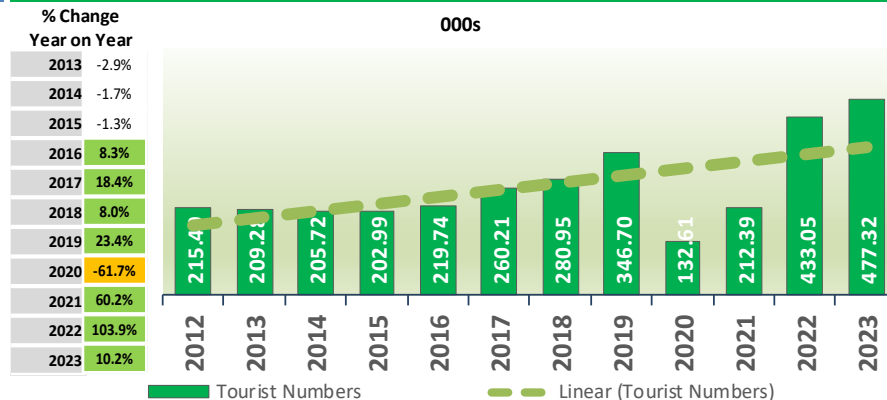
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		2.1%	5.7%	4.7%	8.6%	20.3%	30.8%	49.6%	-46.6%	5.4%	93.9%	103.3%
Visitor Numbers		1.9%	1.0%	1.2%	4.6%	11.5%	33.0%	55.4%	-53.9%	-17.7%	55.7%	71.8%
Visitor Days		3.0%	1.6%	1.3%	3.5%	8.6%	20.1%	29.6%	-56.9%	-20.3%	41.8%	40.0%
Total Employment		1.5%	1.4%	-0.6%	1.1%	10.3%	19.7%	30.0%	-44.5%	-7.6%	46.0%	38.1%

"Linear" = Linear Trendline

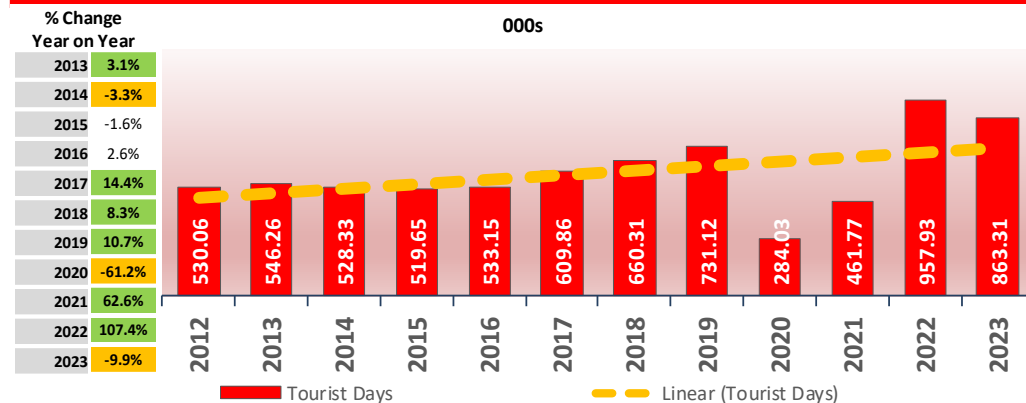
Economic Impact - Historic Prices - Serviced Accommodation



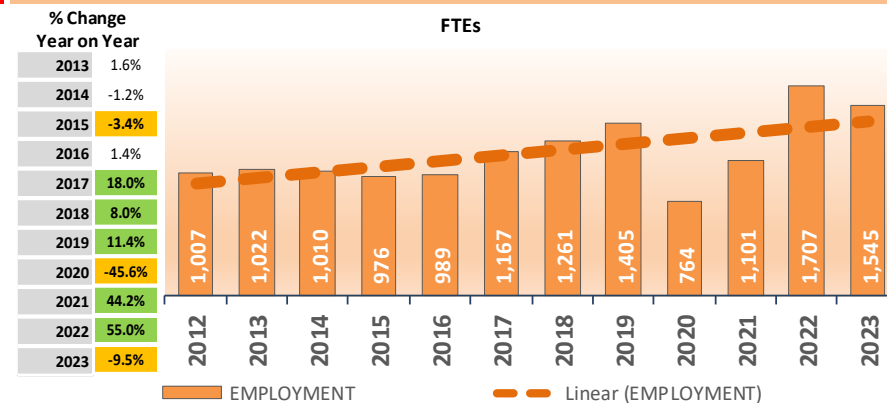
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



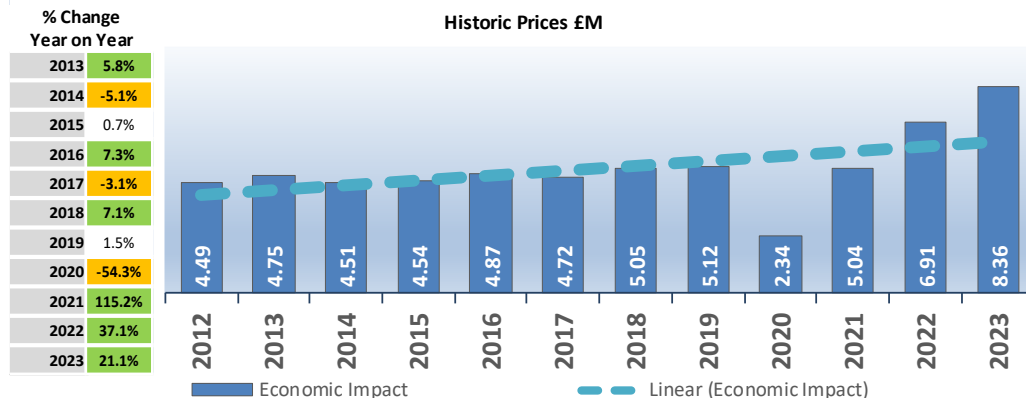
Direct Employment Supported - Serviced Accommodation



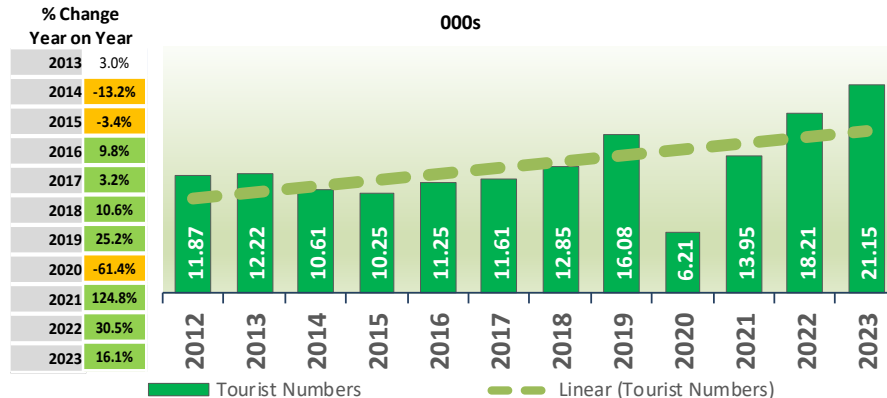
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices	-	-2.2%	1.4%	-1.6%	2.8%	22.1%	32.6%	53.7%	-40.7%	13.0%	125.8%	118.4%
Visitor Numbers	-	-2.9%	-4.5%	-5.8%	2.0%	20.8%	30.4%	60.9%	-38.5%	-1.4%	101.0%	121.5%
Visitor Days	-	3.1%	-0.3%	-2.0%	0.6%	15.1%	24.6%	37.9%	-46.4%	-12.9%	80.7%	62.9%
Direct Employment	-	1.6%	0.3%	-3.1%	-1.7%	16.0%	25.3%	39.5%	-24.1%	9.4%	69.6%	53.5%

"Linear" = Linear Trendline

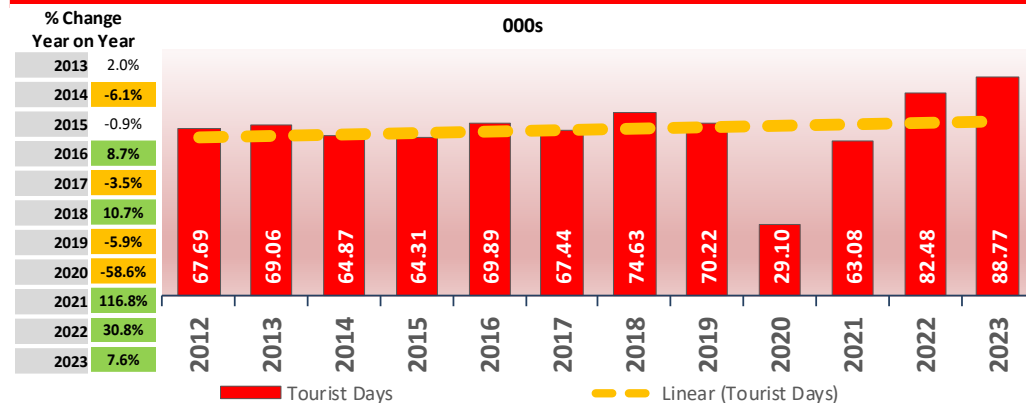
Economic Impact - Historic Prices - Non-Serviced Accommodation



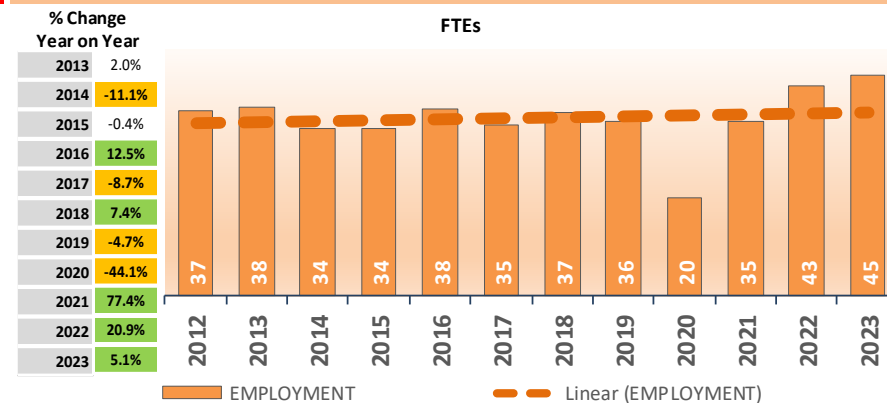
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



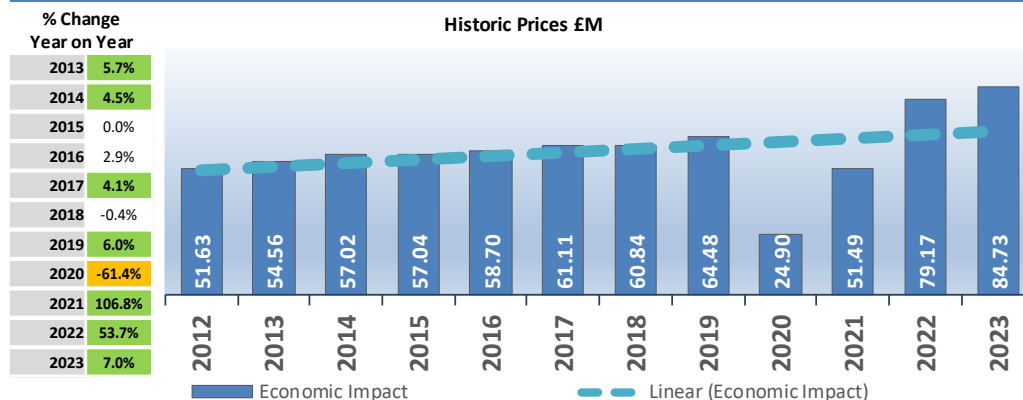
Direct Employment Supported - Non-Serviced Accommodation



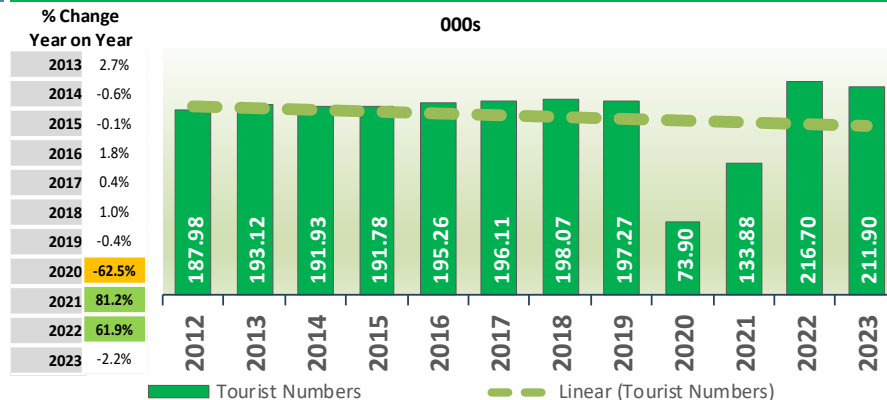
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		5.8%	0.4%	1.1%	8.5%	5.1%	12.6%	14.2%	-47.8%	12.3%	54.0%	86.4%
Visitor Numbers		3.0%	-10.6%	-13.7%	-5.2%	-2.2%	8.2%	35.5%	-47.7%	17.6%	53.4%	78.2%
Visitor Days		2.0%	-4.2%	-5.0%	3.2%	-0.4%	10.2%	3.7%	-57.0%	-6.8%	21.9%	31.1%
Direct Employment		2.0%	-9.3%	-9.7%	1.6%	-7.2%	-0.4%	-5.0%	-46.9%	-5.8%	13.9%	19.7%

"Linear" = Linear Trendline

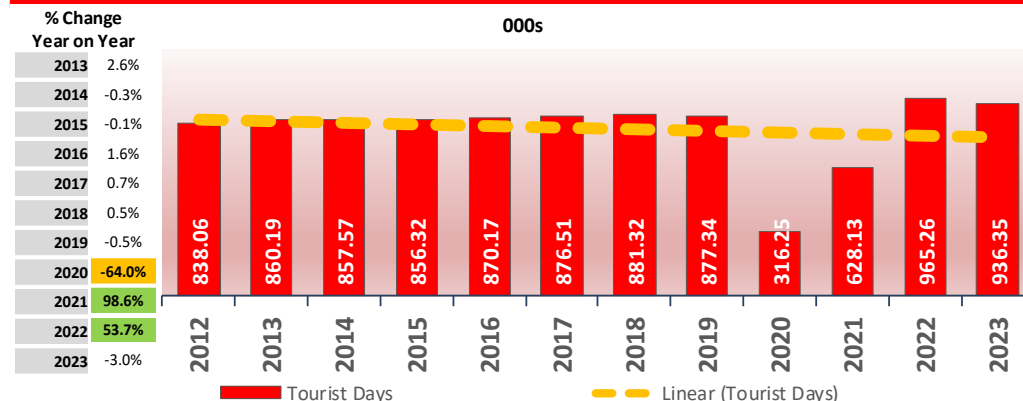
Economic Impact - Historic Prices - SFR



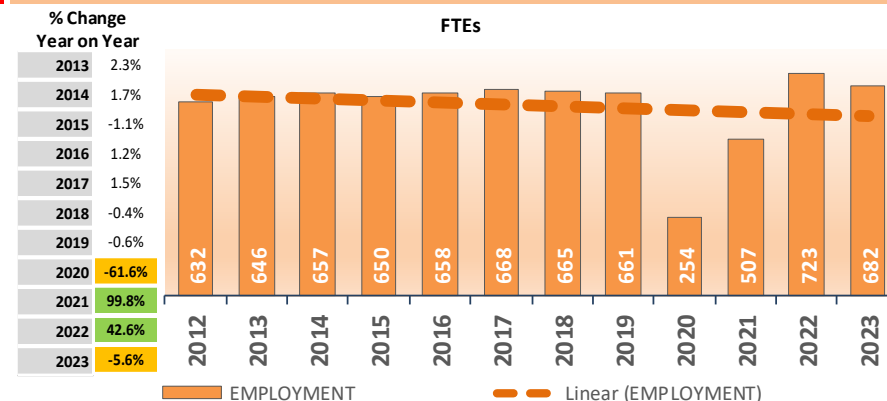
Visitor Numbers - SFR



Visitor Days - SFR



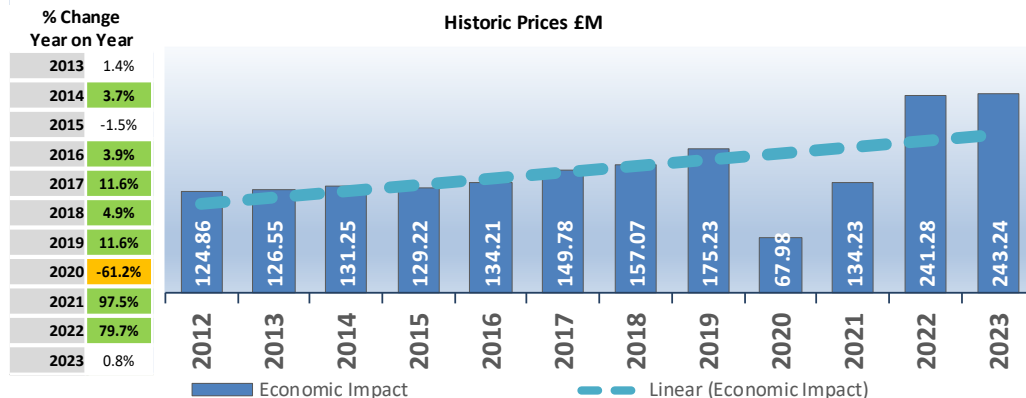
Direct Employment Supported - SFR



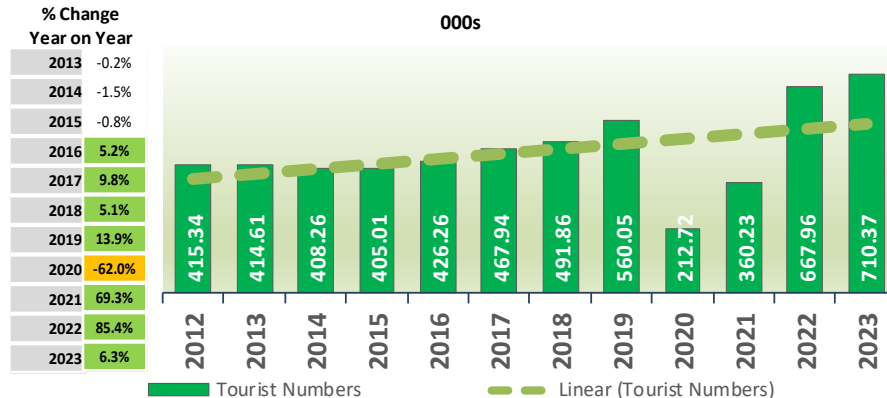
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		5.7%	10.4%	10.5%	13.7%	18.4%	17.8%	24.9%	-51.8%	-0.3%	53.3%	64.1%
Visitor Numbers		2.7%	2.1%	2.0%	3.9%	4.3%	5.4%	4.9%	-60.7%	-28.8%	15.3%	12.7%
Visitor Days		2.6%	2.3%	2.2%	3.8%	4.6%	5.2%	4.7%	-62.3%	-25.0%	15.2%	11.7%
Direct Employment		2.3%	4.0%	2.9%	4.2%	5.7%	5.2%	4.7%	-59.8%	-19.7%	14.5%	8.0%

"Linear" = Linear Trendline

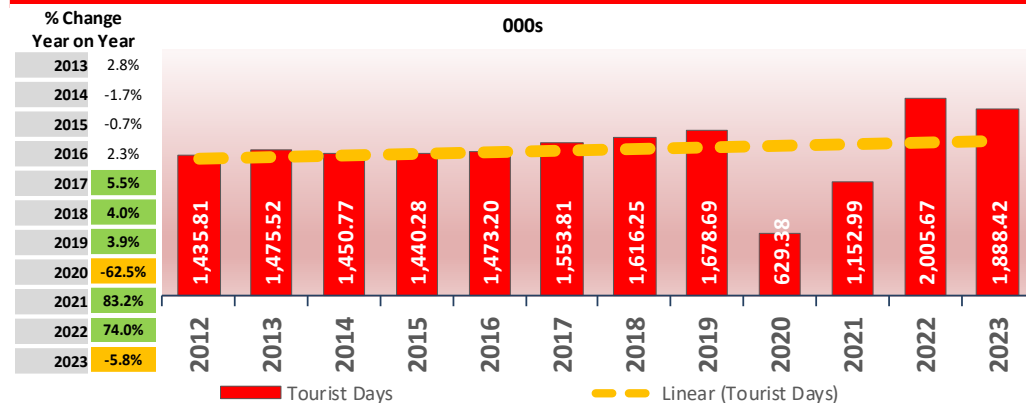
Economic Impact - Historic Prices - Staying Visitor



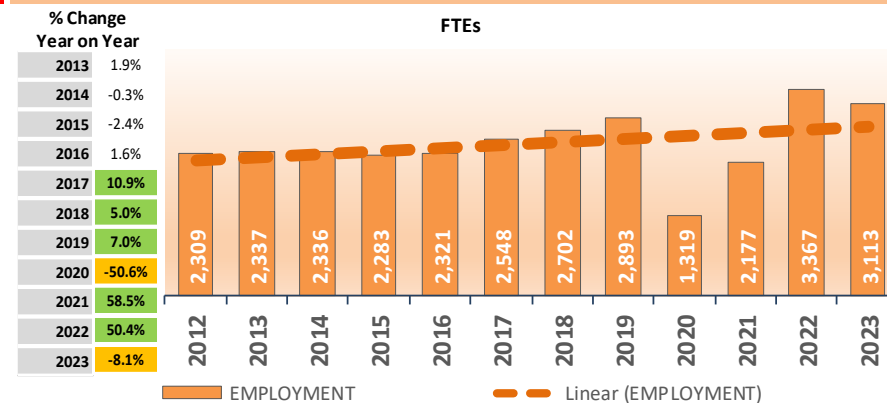
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



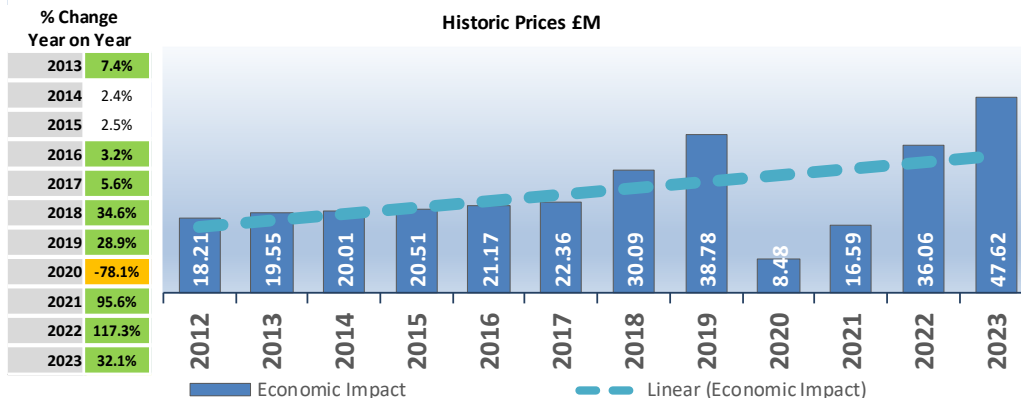
Direct Employment Supported - Staying Visitor



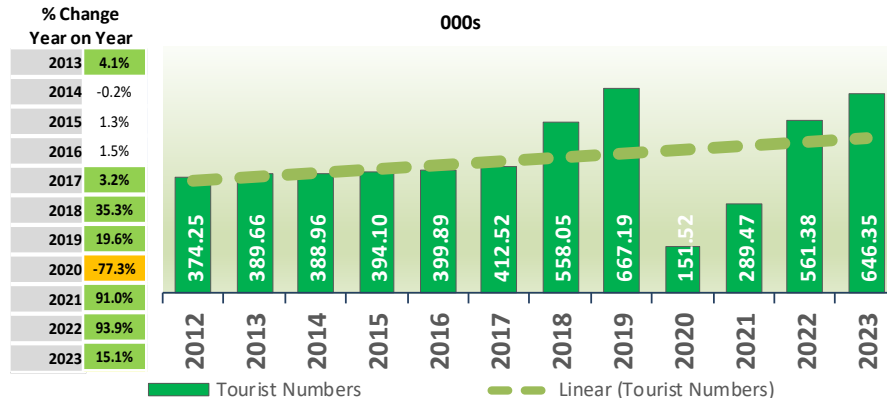
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		1.4%	5.1%	3.5%	7.5%	20.0%	25.8%	40.3%	-45.6%	7.5%	93.2%	94.8%
Visitor Numbers		-0.2%	-1.7%	-2.5%	2.6%	12.7%	18.4%	34.8%	-48.8%	-13.3%	60.8%	71.0%
Visitor Days		2.8%	1.0%	0.3%	2.6%	8.2%	12.6%	16.9%	-56.2%	-19.7%	39.7%	31.5%
Direct Employment		1.2%	1.1%	-1.2%	0.5%	10.4%	17.0%	25.3%	-42.9%	-5.7%	45.8%	34.8%

"Linear" = Linear Trendline

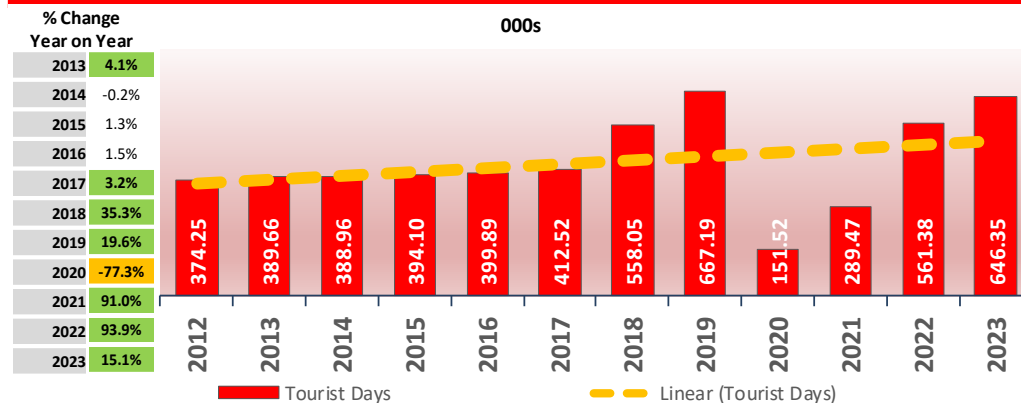
Economic Impact - Historic Prices - Day Visitor



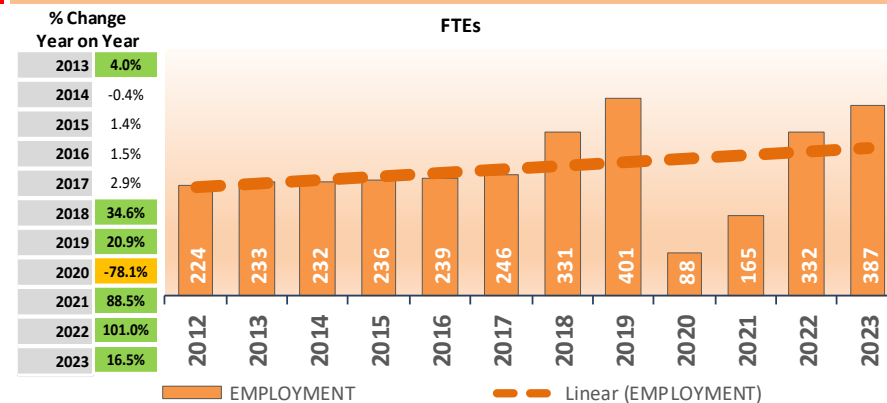
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		7.4%	9.9%	12.6%	16.3%	22.8%	65.3%	113.0%	-53.4%	-8.9%	98.1%	161.5%
Visitor Numbers		4.1%	3.9%	5.3%	6.9%	10.2%	49.1%	78.3%	-59.5%	-22.7%	50.0%	72.7%
Visitor Days		4.1%	3.9%	5.3%	6.9%	10.2%	49.1%	78.3%	-59.5%	-22.7%	50.0%	72.7%
Direct Employment		4.0%	3.6%	5.0%	6.6%	9.7%	47.6%	78.5%	-61.0%	-26.4%	47.9%	72.2%

"Linear" = Linear Trendline

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

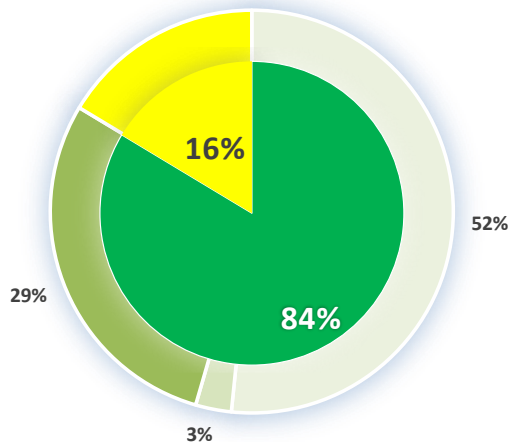
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2023 - M - Share of Total

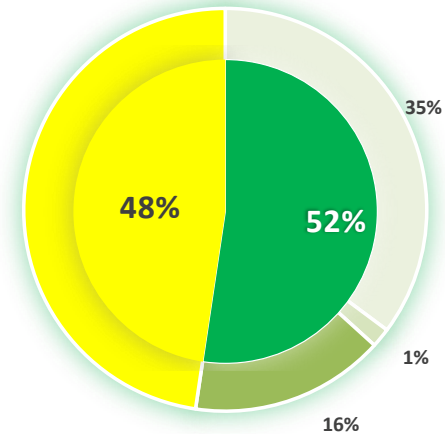
TOTAL
£290.86m

	£M
Serviced	150.15
Non-Serviced	8.36
SFR	84.73
Staying Visitor	243.24
Day Visitor	47.62
Total	290.86



TOTAL
1.36m

	M
Serviced	0.48
Non-Serviced	0.02
SFR	0.21
Staying Visitor	0.71
Day Visitor	0.65
Total	1.36

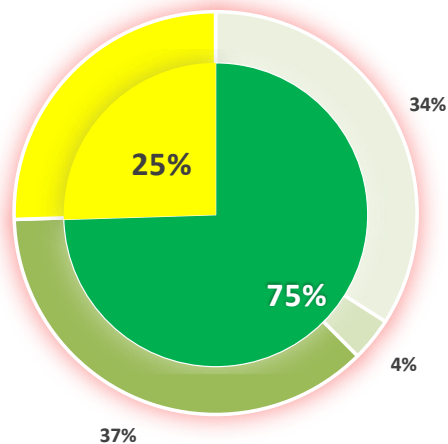


Visitor Days - 2023 - M - Share of Total

Direct Employment Supported - 2023 - FTEs - Share of Total

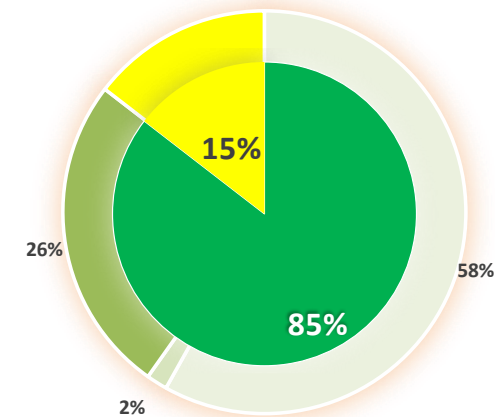
TOTAL
2.53m

	M
Serviced	0.86
Non-Serviced	0.09
SFR	0.94
Staying Visitor	1.89
Day Visitor	0.65
Total	2.53



TOTAL
2,659 Direct FTEs
3,499 Total FTEs

	FTEs
Serviced	1,545
Non-Serviced	45
SFR	682
Staying Visitor	2,273
Day Visitor	387
Total	2,659

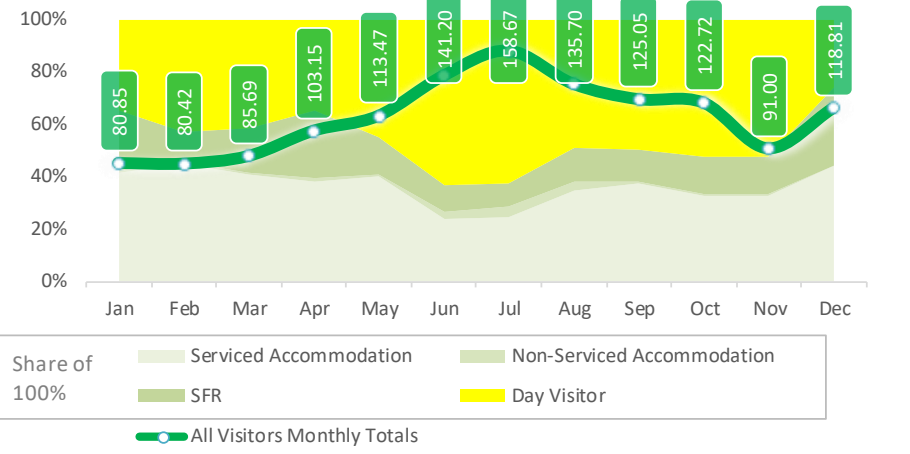
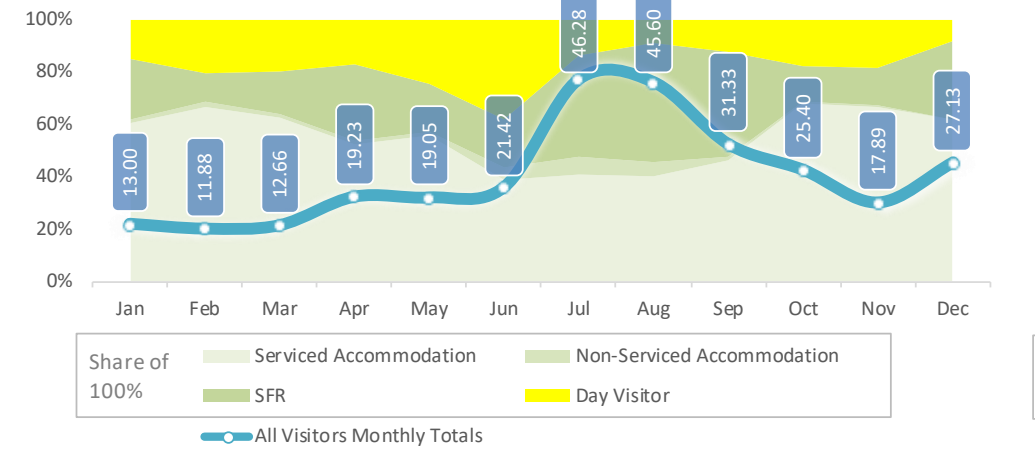


STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

2023
Historic Prices **TOTAL** **DISTRIBUTION BY MONTH**
Historic Prices

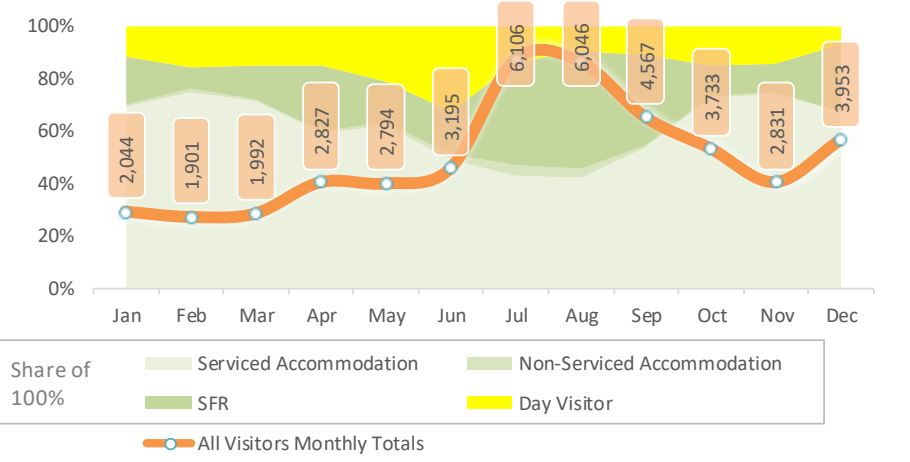
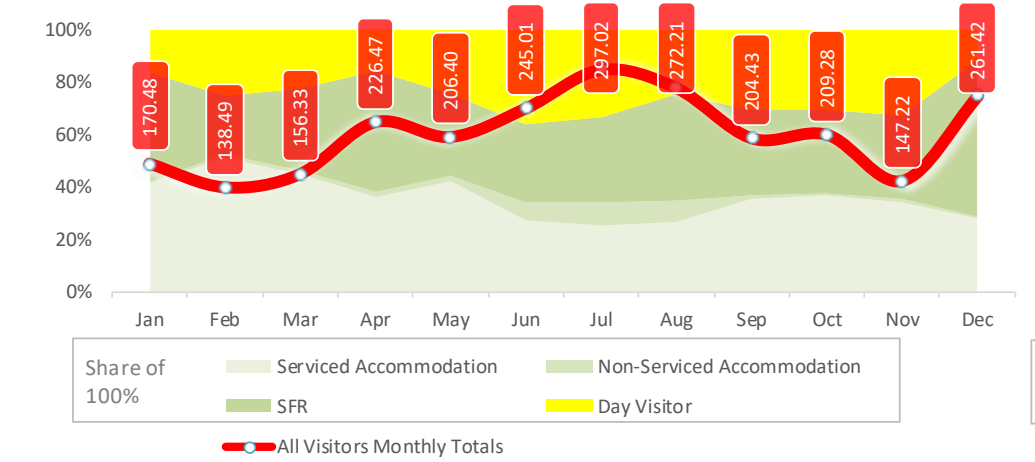
Economic Impact - Historic Prices - £M - Distribution of Impact by Month

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



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

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

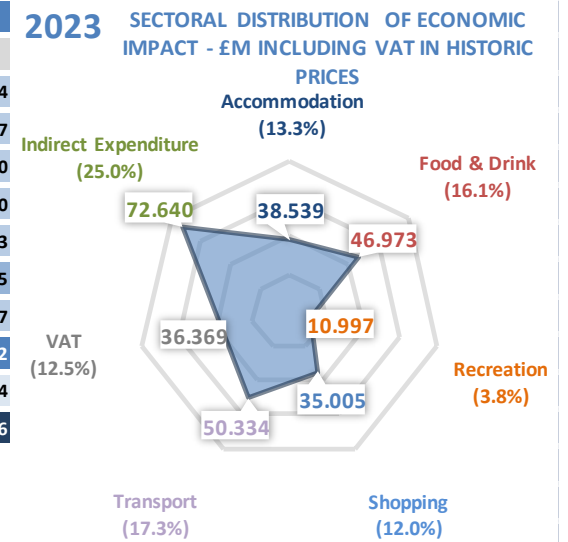


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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

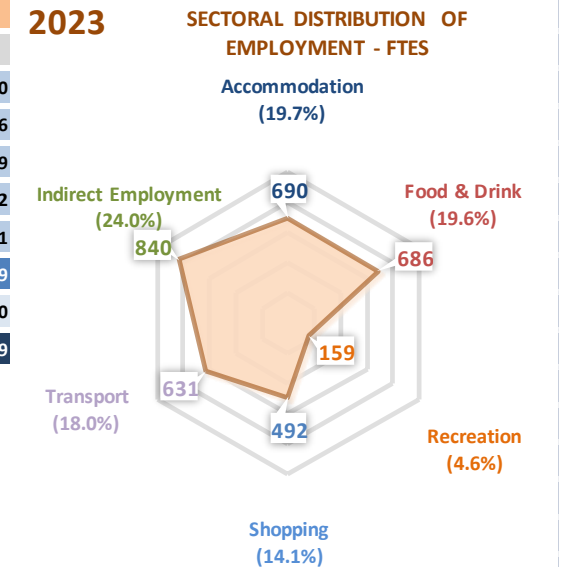
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation £M	20.32	18.07	18.92	18.67	19.42	22.18	23.27	26.80	11.17	18.22	38.80	38.54
Food & Drink £M	21.97	23.20	24.09	23.70	24.48	27.46	30.34	35.00	12.69	24.38	44.86	46.97
Recreation £M	4.987	5.288	5.340	5.391	5.679	6.074	6.947	8.126	2.828	5.477	10.02	11.00
Shopping £M	16.27	17.21	17.73	17.42	18.10	20.41	22.64	25.96	9.305	18.79	33.20	35.00
Transport £M	25.62	27.09	28.01	27.87	28.90	31.28	33.51	37.63	13.79	27.62	47.45	50.33
Direct Revenue £M	89.17	90.85	94.10	93.04	96.58	107.41	116.71	133.53	49.79	94.49	174.34	181.85
VAT £M	17.83	18.17	18.82	18.61	19.32	21.48	23.34	26.71	7.722	18.72	34.87	36.37
Direct Expenditure £M	107.00	109.02	112.92	111.65	115.89	128.89	140.05	160.23	57.51	113.20	209.20	218.22
Indirect Expenditure £M	36.07	37.08	38.34	38.07	39.49	43.25	47.11	53.77	18.95	37.62	68.14	72.64
TOTAL £M	143.07	146.10	151.26	149.72	155.38	172.14	187.17	214.01	76.46	150.82	277.34	290.86



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation FTEs	467	474	460	453	454	531	554	635	468	530	693	690
Food & Drink FTEs	487	498	503	490	498	544	601	651	230	435	743	686
Recreation FTEs	110	113	111	111	115	120	137	150	51	97	165	159
Shopping FTEs	348	356	357	347	354	389	432	465	162	323	529	492
Transport FTEs	488	500	503	495	504	532	570	601	214	424	675	631
Direct Employment FTEs	1,900	1,940	1,934	1,895	1,925	2,116	2,294	2,502	1,125	1,809	2,805	2,659
Indirect Employment FTEs	633	631	634	623	636	678	739	792	282	533	893	840
TOTAL FTEs	2,534	2,571	2,568	2,518	2,560	2,794	3,033	3,293	1,407	2,342	3,698	3,499

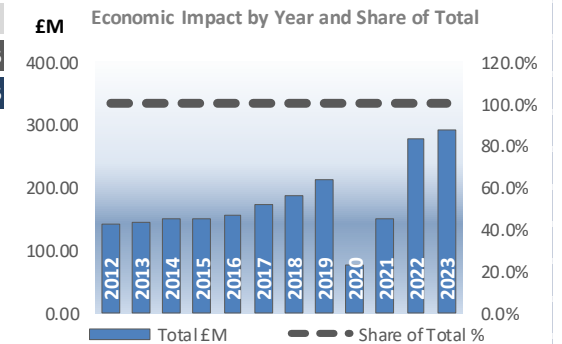


Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL DUNDEE CITY COUNCIL - EXCLUDING REFUGEES													2012 to 2023 Historic Prices		TOTAL	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		152.6%	117.8%	110.4%	117.5%	144.0%	105.7%	87.3%	65.4%	96.2%	123.6%	89.1%	162.9%	103.3%	Annual Change	125.9%	120.6%	80.5%	126.1%
% Change 2022 to 2023		50.9%	28.6%	17.4%	33.3%	12.4%	12.0%	-4.6%	-4.3%	1.6%	-11.1%	-4.6%	13.4%	4.9%		31.1%	18.2%	-3.0%	-1.2%
Average Annual Change		13.9%	10.7%	10.0%	10.7%	13.1%	9.6%	7.9%	5.9%	8.7%	11.2%	8.1%	14.8%	9.4%		11.4%	11.0%	7.3%	11.5%
2012	£M	5.146	5.452	6.014	8.840	7.806	10.42	24.71	27.57	15.97	11.36	9.465	10.32	143.07		16.61	27.06	68.25	31.14
2013	£M	5.308	5.265	6.769	8.566	7.989	10.40	25.15	28.40	16.09	11.57	9.523	11.06	146.10	2.1%	17.34	26.96	69.64	32.16
2014	£M	4.628	5.067	5.840	9.032	8.761	10.22	27.44	30.64	18.53	12.15	9.407	9.538	151.26	3.5%	15.54	28.02	76.61	31.09
2015	£M	5.381	5.434	5.861	8.476	8.492	10.68	27.17	30.17	17.28	12.11	8.798	9.871	149.72	-1.0%	16.68	27.65	74.62	30.78
2016	£M	5.097	5.168	6.874	9.117	8.392	10.60	27.75	30.93	18.42	12.20	9.551	11.27	155.38	3.8%	17.14	28.11	77.11	33.02
2017	£M	6.111	5.956	6.695	10.53	9.905	11.84	30.41	31.74	20.37	14.87	11.19	12.51	172.14	10.8%	18.76	32.28	82.52	38.57
2018	£M	6.307	6.513	7.647	10.23	10.46	12.76	31.40	33.20	22.50	18.27	13.79	14.09	187.17	8.7%	20.47	33.45	87.10	46.15
2019	£M	7.652	7.888	9.714	12.72	12.94	16.14	34.72	36.68	24.77	19.81	15.36	15.62	214.01	14.3%	25.25	41.79	96.17	50.79
2020	£M	6.811	6.582	6.071	0.139	0.182	1.017	7.806	17.38	12.69	8.922	4.893	3.972	76.46	-64.3%	19.46	1.338	37.87	17.79
2021	£M	1.135	0.904	1.262	1.403	6.826	11.02	26.37	30.07	19.84	17.62	14.05	20.33	150.82	97.3%	3.301	19.25	76.27	52.00
2022	£M	8.613	9.236	10.78	14.43	16.94	19.14	48.51	47.63	30.82	28.56	18.76	23.93	277.34	83.9%	28.63	50.51	126.96	71.24
2023	£M	13.00	11.88	12.66	19.23	19.05	21.42	46.28	45.60	31.33	25.40	17.89	27.13	290.86	4.9%	37.53	59.70	123.21	70.42

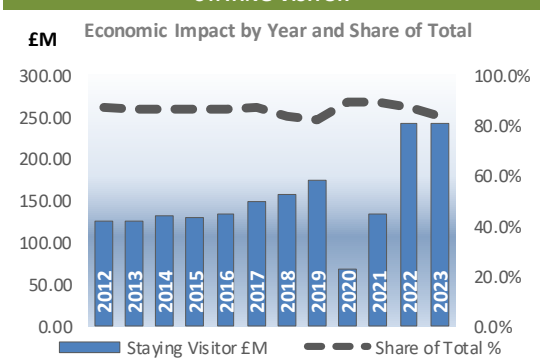
ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
Total	£M	143.07	146.10	151.26	149.72	155.38	172.14	187.17	214.01	76.46	150.82	277.34	290.86		
All Visitor Types	£M	143.07	146.10	151.26	149.72	155.38	172.14	187.17	214.01	76.46	150.82	277.34	290.86		
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%														
Change in Share from 2012	%														
Avg Ann. Change in Share	%														



STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

ECONOMIC IMPACT BY:													2012 to 2023 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices																	
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																			
STAYING VISITOR													TOTAL						% Change															
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																																		
KEY																																		
An increase of 3% or more																																		
Less than 3% change																																		
A Fall of 3% or more																																		
													Q1		Q2		Q3		Q4		TOTAL		Annual Change											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC										
% Change 2012 to 2023													166.3%	138.5%	129.6%	115.2%	145.9%	67.9%	74.9%	59.6%	82.7%	110.9%	86.6%	155.5%	94.8%									
% Change 2022 to 2023													49.3%	23.7%	17.3%	34.4%	6.5%	-7.4%	-6.2%	-7.3%	-2.5%	-14.8%	-9.2%	12.8%	0.8%									
Average Annual Change													15.1%	12.6%	11.8%	10.5%	13.3%	6.2%	6.8%	5.4%	7.5%	10.1%	7.9%	14.1%	8.6%									
2012 £M													4.137	3.960	4.423	7.400	5.847	7.896	22.87	25.91	14.98	9.901	7.784	9.755	124.86									
2013 £M													4.343	3.850	5.091	7.101	5.888	7.615	22.96	26.54	15.05	9.976	7.716	10.41	126.55	1.4%								
2014 £M													3.601	3.566	4.139	7.423	6.715	7.428	24.75	28.85	17.53	10.63	7.741	8.877	131.25	3.7%								
2015 £M													4.272	3.816	4.074	6.791	6.411	7.843	24.45	28.41	16.25	10.52	7.194	9.194	129.22	-1.5%								
2016 £M													4.162	3.673	5.061	7.357	6.135	7.631	24.73	29.03	17.37	10.61	7.942	10.51	134.21	3.9%								
2017 £M													5.062	4.415	4.867	8.569	7.609	8.838	27.40	29.56	19.04	13.21	9.474	11.73	149.78	11.6%								
2018 £M													5.253	4.924	5.922	8.312	7.413	8.419	27.01	30.76	20.22	14.90	11.23	12.71	157.07	4.9%								
2019 £M													5.983	5.623	7.181	9.766	8.803	9.824	29.76	33.54	22.00	16.42	12.45	13.88	175.23	11.6%								
2020 £M													5.891	5.282	5.073	0.053	0.022	0.621	7.048	16.65	11.79	7.510	4.340	3.696	67.98	-61.2%								
2021 £M													0.939	0.754	0.708	1.126	5.972	9.284	23.14	28.37	18.12	13.88	12.42	19.53	134.23	97.5%								
2022 £M													7.376	7.637	8.660	11.85	13.50	14.32	42.62	44.62	28.08	24.51	15.99	22.11	241.28	79.7%								
2023 £M													11.02	9.445	10.15	15.93	14.38	13.26	39.99	41.35	27.37	20.89	14.53	24.93	243.24	0.8%								

ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR															
SHARE OF MARKET																												
													2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023				
Staying Visitor £M													124.86	126.55	131.25	129.22	134.21	149.78	157.07	175.23	67.98	134.23	241.28	243.24				
All Visitor Types £M													143.07	146.10	151.26	149.72	155.38	172.14	187.17	214.01	76.46	150.82	277.34	290.86				
Share of Total %													87.3%	86.6%	86.8%	86.3%	86.4%	87.0%	83.9%	81.9%	88.9%	89.0%	87.0%	83.6%				
Annual Change in Share %														-0.8%	0.2%	-0.5%	0.1%	0.7%	-3.6%	-2.4%	8.6%	0.1%	-2.2%	-3.9%				
Change in Share from 2012 %														-0.8%	-0.6%	-1.1%	-1.0%	-0.3%	-3.8%	-6.2%	1.9%	2.0%	-0.3%	-4.2%				
Avg Ann. Change in Share %														-0.8%	-0.3%	-0.4%	-0.3%	-0.1%	-0.6%	-0.9%	0.2%	0.2%	0.0%	-0.4%				



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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

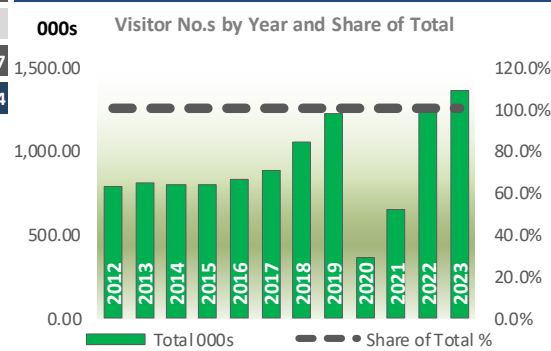
Visitor Numbers by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

VISITOR NUMBERS BY:													2012 to 2023		TOTAL	VISITOR NUMBERS					
MONTH AND QUARTER													CALENDAR YEAR		QUARTER						
TOTAL																					
VISITOR NUMBERS IN THOUSANDS / 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 2012 to 2023	69.4%	46.8%	33.3%	68.5%	82.7%	73.2%	90.7%	58.9%	98.7%	81.3%	41.5%	118.2%	71.8%								
% Change 2022 to 2023	41.3%	27.4%	10.3%	22.1%	13.4%	23.0%	-5.4%	10.8%	11.1%	-8.8%	2.0%	12.7%	10.4%	Annual Change	48.0%	74.7%	81.2%	78.4%			
Average Annual Change	6.3%	4.3%	3.0%	6.2%	7.5%	6.7%	8.2%	5.4%	9.0%	7.4%	3.8%	10.7%	6.5%		4.4%	6.8%	7.4%	7.1%			
2012	000s	47.7	54.8	64.3	61.2	62.1	81.5	83.2	85.4	62.9	67.7	64.3	54.4	789.6		166.8	204.8	231.5	186.4		
2013	000s	46.7	53.0	65.8	61.8	62.3	81.6	85.2	89.7	64.3	70.1	67.2	56.5	804.3	1.9%	165.5	205.7	239.2	193.9		
2014	000s	43.3	52.9	60.8	63.7	64.9	78.8	97.0	87.0	68.7	66.0	62.9	51.2	797.2	-0.9%	157.1	207.4	252.7	180.1		
2015	000s	48.1	54.6	61.8	62.2	64.4	80.3	97.2	84.3	64.2	67.6	60.4	54.1	799.1	0.2%	164.5	206.9	245.7	182.1		
2016	000s	43.9	50.4	67.1	66.8	66.6	81.0	105.1	87.4	67.1	69.0	61.8	60.0	826.2	3.4%	161.3	214.4	259.6	190.9		
2017	000s	52.7	54.8	63.5	72.6	72.9	85.1	109.2	94.5	75.4	74.8	64.4	60.6	880.5	6.6%	171.0	230.7	279.0	199.8		
2018	000s	54.5	59.2	67.1	71.3	83.6	103.4	137.6	101.7	99.4	111.7	85.3	75.1	1,049.9	19.2%	180.7	258.4	338.7	272.1		
2019	000s	65.7	73.6	87.5	89.8	101.0	132.6	149.8	120.9	110.8	115.4	92.9	87.3	1,227.2	16.9%	226.7	323.4	381.6	295.6		
2020	000s	50.4	53.0	45.0	1.4	2.3	7.2	26.3	41.5	45.5	49.5	22.7	19.4	364.2	-70.3%	148.4	10.9	113.3	91.6		
2021	000s	8.5	6.4	13.2	9.0	37.6	60.4	100.1	77.5	76.2	107.5	66.2	87.2	649.7	78.4%	28.0	106.9	253.8	260.9		
2022	000s	57.2	63.1	77.7	84.5	100.1	114.8	167.8	122.5	112.5	134.5	89.2	105.4	1,229.3	89.2%	198.1	299.4	402.8	329.1		
2023	000s	80.8	80.4	85.7	103.1	113.5	141.2	158.7	135.7	125.0	122.7	91.0	118.8	1,356.7	10.4%	247.0	357.8	419.4	332.5		

VISITOR NUMBERS													TOTAL		
SHARE OF MARKET													000s		
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023			
Total	000s	789.6	804.3	797.2	799.1	826.2	880.5	1,049.9	1,227.2	364.2	649.7	1,229.3	1,356.7	1,500.00	
All Visitor Types	M	0.8	0.8	0.8	0.8	0.8	0.9	1.0	1.2	0.4	0.6	1.2	1.4		
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%														
Change in Share from 2012	%														
Avg Ann. Change in Share	%														



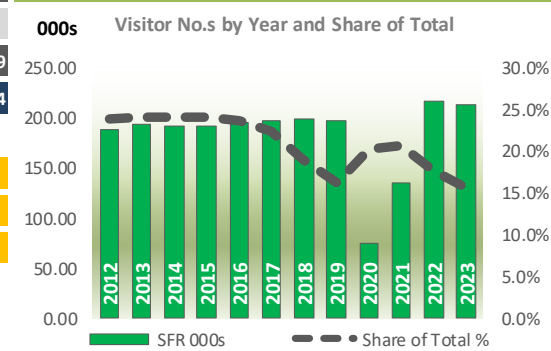
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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

VISITOR NUMBERS BY:													2012 to 2023		SFR	VISITOR NUMBERS																
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																	
KEY													SFR																			
An increase of 3% or more													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES		TOTAL				% Change													
Less than 3% change													Q1										Q2		Q3		Q4					
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1		Q2		Q3		Q4	
% Change 2012 to 2023													27.9%	18.3%	15.2%	15.6%	20.4%	2.8%	5.7%	0.4%	7.3%	7.2%	0.2%	23.8%	12.7%	21.2%	13.3%	4.2%	13.8%			
% Change 2022 to 2023													12.8%	3.0%	1.9%	10.6%	-2.0%	-8.4%	-8.7%	-9.1%	-7.7%	-12.5%	-9.3%	-0.2%	-2.2%	6.7%	1.5%	-8.5%	-5.7%			
Average Annual Change													2.5%	1.7%	1.4%	1.4%	1.9%	0.3%	0.5%	0.0%	0.7%	0.7%	0.0%	2.2%	1.2%	1.9%	1.2%	0.4%	1.3%			
2012	000s	14.5	7.7	12.6	22.9	13.5	14.1	13.4	17.0	14.6	16.8	12.7	28.1	188.0		34.8	50.5	45.1	57.6													
2013	000s	14.9	7.7	13.5	22.9	13.9	14.2	13.7	17.5	14.8	17.3	13.1	29.6	193.1	2.7%	36.1	51.1	45.9	60.0													
2014	000s	14.2	7.7	12.6	23.3	14.7	14.0	14.0	18.0	15.9	17.5	12.8	27.1	191.9	-0.6%	34.4	52.0	48.0	57.5													
2015	000s	15.4	7.9	12.5	22.1	14.3	14.4	13.9	17.7	15.2	17.6	12.7	28.1	191.8	-0.1%	35.7	50.8	46.9	58.4													
2016	000s	15.1	7.6	13.7	23.1	14.0	14.1	13.9	17.8	15.7	17.6	13.1	29.8	195.3	1.8%	36.4	51.1	47.3	60.4													
2017	000s	15.5	7.7	12.5	23.3	14.4	14.7	14.5	17.8	16.0	17.8	12.9	28.9	196.1	0.4%	35.7	52.4	48.4	59.6													
2018	000s	15.9	8.2	13.8	23.1	14.3	14.5	14.1	17.7	16.0	18.0	13.4	29.2	198.1	1.0%	37.8	51.9	47.8	60.6													
2019	000s	15.8	8.1	13.9	23.1	14.3	14.4	14.0	17.6	15.9	17.8	13.3	29.1	197.3	-0.4%	37.9	51.7	47.5	60.2													
2020	000s	15.3	7.5	9.6	0.2	0.0	0.9	3.3	8.8	8.3	7.9	4.6	7.4	73.9	-62.5%	32.4	1.1	20.5	20.0													
2021	000s	2.4	1.0	1.3	2.6	9.2	13.1	11.1	14.6	12.7	14.6	12.9	38.4	133.9	81.2%	4.7	24.9	38.4	65.8													
2022	000s	16.5	8.8	14.3	23.9	16.6	15.9	15.6	18.8	17.0	20.5	14.0	34.9	216.7	61.9%	39.6	56.4	51.4	69.4													
2023	000s	18.6	9.1	14.5	26.5	16.2	14.5	14.2	17.1	15.7	18.0	12.7	34.8	211.9	-2.2%	42.2	57.2	47.0	65.5													

VISITOR NUMBERS													SFR																
SHARE OF MARKET													000s				Visitor No.s by Year and Share of Total												
SFR													2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	SFR 000s		Share of Total %		
All Visitor Types													M	0.8	0.8	0.8	0.8	0.8	0.9	1.0	1.2	0.4	0.6	1.2	1.4				
Share of Total													%	23.8%	24.0%	24.1%	24.0%	23.6%	22.3%	18.9%	16.1%	20.3%	20.6%	17.6%	15.6%				
Annual Change in Share													%		0.9%	0.3%	-0.3%	-1.5%	-5.8%	-15.3%	-14.8%	26.2%	1.6%	-14.5%	-11.4%				
Change in Share from 2012													%		0.9%	1.1%	0.8%	-0.7%	-6.4%	-20.8%	-32.5%	-14.8%	-13.4%	-26.0%	-34.4%				
Avg Ann. Change in Share													%		0.9%	0.6%	0.3%	-0.2%	-1.3%	-3.5%	-4.6%	-1.8%	-1.5%	-2.6%	-3.1%				



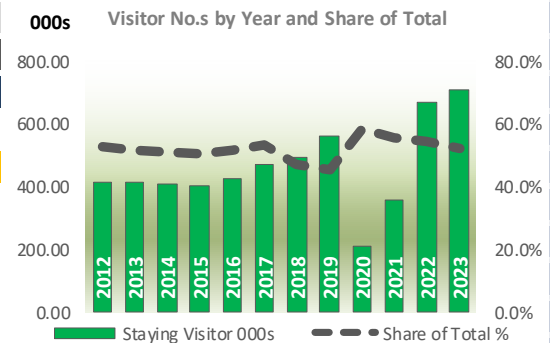
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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

VISITOR NUMBERS BY:													2012 to 2023		STAYING VISITOR		VISITOR NUMBERS																											
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																													
STAYING VISITOR													TOTAL						% Change																									
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																																												
KEY																																												
An increase of 3% or more																																												
Less than 3% change																																												
A Fall of 3% or more																																												
													Q1		Q2		Q3		Q4		TOTAL		Annual Change		Q1		Q2		Q3		Q4													
													JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC									
% Change 2012 to 2023													103.1%	103.3%	67.5%	79.8%	111.3%	30.8%	52.3%	50.9%	59.8%	61.9%	54.0%	107.2%	71.0%	89.6%	70.3%	54.2%	77.8%															
% Change 2022 to 2023													41.2%	22.8%	15.0%	27.8%	8.8%	-5.9%	-4.7%	-0.1%	-1.3%	-15.4%	-3.4%	15.2%	6.3%	25.8%	9.9%	-1.9%	-0.3%															
Average Annual Change													9.4%	9.4%	6.1%	7.3%	10.1%	2.8%	4.8%	4.6%	5.4%	5.6%	4.9%	9.7%	6.5%	8.1%	6.4%	4.9%	7.1%															
2012	000s	25.9	22.5	29.9	37.3	29.5	39.6	39.3	45.6	39.3	36.1	28.0	42.3	415.3	78.4	106.5	124.2	106.3																										
2013	000s	26.5	23.4	30.7	38.2	28.5	36.7	34.4	46.7	40.4	36.7	29.4	43.0	414.6	-0.2%	80.6	103.5	121.5	109.0																									
2014	000s	22.4	22.3	26.2	38.5	32.9	35.0	36.2	46.9	46.0	35.1	29.0	37.7	408.3	-1.5%	70.9	106.4	129.1	101.8																									
2015	000s	25.7	22.0	25.8	36.1	32.2	36.4	36.5	45.0	41.2	35.6	28.1	40.5	405.0	-0.8%	73.5	104.7	122.7	104.1																									
2016	000s	25.3	20.7	31.2	40.0	32.3	35.8	38.9	45.7	44.1	37.4	30.0	44.9	426.3	5.2%	77.2	108.0	128.7	112.3																									
2017	000s	32.4	25.1	28.2	43.5	38.8	40.5	45.0	47.7	47.1	42.7	31.2	45.6	467.9	9.8%	85.7	122.9	139.9	119.5																									
2018	000s	34.2	28.5	33.7	42.9	38.4	39.0	43.9	49.6	50.7	46.7	35.8	48.5	491.9	5.1%	96.4	120.3	144.3	131.0																									
2019	000s	35.4	32.5	41.5	48.6	43.5	44.7	50.3	58.1	55.4	54.1	40.2	55.8	560.1	13.9%	109.5	136.8	163.7	150.1																									
2020	000s	34.2	30.0	27.4	0.3	0.1	1.9	11.5	27.4	28.0	24.6	13.0	14.5	212.7	-62.0%	91.6	2.2	66.8	52.1																									
2021	000s	5.1	3.8	3.5	5.2	26.2	37.1	38.0	44.8	43.1	42.4	37.8	73.3	360.2	69.3%	12.4	68.5	125.9	153.4																									
2022	000s	37.3	37.3	43.5	52.4	57.4	55.1	62.8	68.8	63.7	69.1	44.6	76.0	668.0	85.4%	118.1	164.9	195.3	189.7																									
2023	000s	52.6	45.8	50.1	67.0	62.4	51.8	59.8	68.8	62.9	58.5	43.1	87.5	710.4	6.3%	148.5	181.3	191.5	189.1																									

VISITOR NUMBERS													STAYING VISITOR																							
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total																					
													2012		2013		2014		2015		2016		2017		2018		2019		2020		2021		2022		2023	
Staying Visitor													000s	415.3	414.6	408.3	405.0	426.3	467.9	491.9	560.1	212.7	360.2	668.0	710.4	800.00	400.00	200.00	0.00							
All Visitor Types													M	0.8	0.8	0.8	0.8	0.8	0.9	1.0	1.2	0.4	0.6	1.2	1.4	600.00	400.00	200.00	0.00							
Share of Total													%	52.6%	51.6%	51.2%	50.7%	51.6%	53.1%	46.8%	45.6%	58.4%	55.4%	54.3%	52.4%	400.00	200.00	0.00	0.00							
Annual Change in Share													%		-2.0%	-0.7%	-1.0%	1.8%	3.0%	-11.9%	-2.6%	28.0%	-5.1%	-2.0%	-3.6%	200.00	0.00	0.00	0.00							
Change in Share from 2012													%		-2.0%	-2.6%	-3.6%	-1.9%	1.0%	-10.9%	-13.2%	11.0%	5.4%	3.3%	-0.5%	0.00	0.00	0.00	0.00							
Avg Ann. Change in Share													%		-2.0%	-1.3%	-1.2%	-0.5%	0.2%	-1.8%	-1.9%	1.4%	0.6%	0.3%	0.0%	0.00	0.00	0.00	0.00							



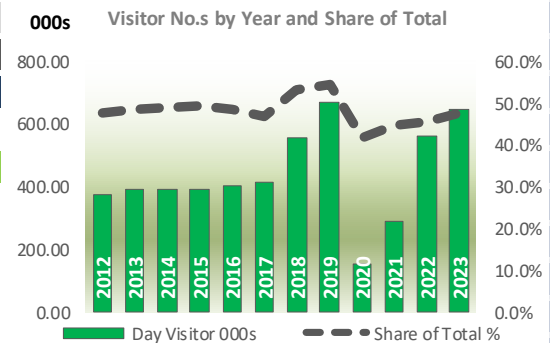
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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

VISITOR NUMBERS BY:													2012 to 2023		DAY VISITOR		VISITOR NUMBERS														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													DAY VISITOR																		
An increase of 3% or more													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES		TOTAL		% Change		QUARTER												
Less than 3% change													Q1										Q2		Q3		Q4				
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023													29.3%	7.3%	3.5%	51.0%	56.8%	113.3%	125.1%	68.0%	163.4%	103.6%	31.9%	156.4%	72.7%	Annual Change		11.3%	79.5%	112.3%	79.1%
% Change 2022 to 2023													41.3%	34.1%	4.2%	12.8%	19.5%	49.6%	-5.9%	24.7%	27.3%	-1.8%	7.4%	6.3%	15.1%			23.1%	31.3%	9.8%	2.9%
Average Annual Change													2.7%	0.7%	0.3%	4.6%	5.2%	10.3%	11.4%	6.2%	14.9%	9.4%	2.9%	14.2%	6.6%			1.0%	7.2%	10.2%	7.2%
2012	000s	21.8	32.3	34.4	23.9	32.6	41.9	43.9	39.8	23.6	31.5	36.3	12.2	374.3			88.5	98.4	107.3	80.1											
2013	000s	20.2	29.6	35.1	23.6	33.8	44.9	50.8	43.0	23.9	33.4	37.8	13.6	389.7	4.1%			84.9	102.2	117.6	84.8										
2014	000s	20.9	30.6	34.6	25.2	32.0	43.8	60.8	40.2	22.6	30.9	33.9	13.5	389.0	-0.2%			86.2	101.0	123.5	78.3										
2015	000s	22.3	32.6	36.0	26.1	32.2	43.9	60.6	39.3	23.0	32.0	32.3	13.6	394.1	1.3%			90.9	102.2	123.0	78.0										
2016	000s	18.5	29.6	35.9	26.8	34.4	45.3	66.1	41.7	23.0	31.6	31.9	15.1	399.9	1.5%			84.1	106.4	130.9	78.6										
2017	000s	20.3	29.7	35.3	29.1	34.1	44.6	64.2	46.7	28.2	32.1	33.2	15.0	412.5	3.2%			85.3	107.8	139.1	80.3										
2018	000s	20.4	30.7	33.3	28.5	45.2	64.5	93.7	52.1	48.6	65.0	49.5	26.7	558.1	35.3%			84.4	138.1	194.4	141.1										
2019	000s	30.3	41.0	45.9	41.1	57.5	87.9	99.5	62.9	55.5	61.3	52.7	31.5	667.2	19.6%			117.2	186.6	217.8	145.6										
2020	000s	16.2	22.9	17.6	1.2	2.2	5.4	14.8	14.1	17.6	24.9	9.8	4.9	151.5	-77.3%			56.8	8.7	46.5	39.5										
2021	000s	3.4	2.6	9.7	3.7	11.4	23.2	62.1	32.8	33.1	65.1	28.4	13.9	289.5	91.0%			15.7	38.3	128.0	107.5										
2022	000s	20.0	25.8	34.2	32.0	42.7	59.7	105.0	53.6	48.9	65.4	44.6	29.4	561.4	93.9%			79.9	134.5	207.5	139.4										
2023	000s	28.2	34.6	35.6	36.1	51.1	89.4	98.9	66.9	62.2	64.2	47.9	31.3	646.4	15.1%			98.4	176.5	228.0	143.4										

VISITOR NUMBERS													DAY VISITOR				
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total		
		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023				
Day Visitor	000s	374.3	389.7	389.0	394.1	399.9	412.5	558.1	667.2	151.5	289.5	561.4	646.4				
All Visitor Types	M	0.8	0.8	0.8	0.8	0.8	0.9	1.0	1.2	0.4	0.6	1.2	1.4				
Share of Total	%	47.4%	48.4%	48.8%	49.3%	48.4%	46.9%	53.2%	54.4%	41.6%	44.6%	45.7%	47.6%				
Annual Change in Share	%		2.2%	0.7%	1.1%	-1.9%	-3.2%	13.4%	2.3%	-23.5%	7.1%	2.5%	4.3%				
Change in Share from 2012	%		2.2%	2.9%	4.0%	2.1%	-1.2%	12.1%	14.7%	-12.2%	-6.0%	-3.7%	0.5%				
Avg Ann. Change in Share	%		2.2%	1.5%	1.3%	0.5%	-0.2%	2.0%	2.1%	-1.5%	-0.7%	-0.4%	0.0%				



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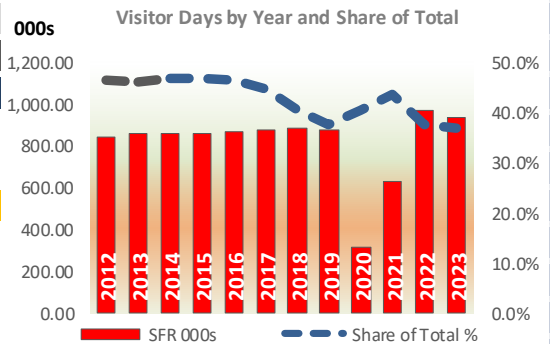
Visitor Days by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

VISITOR DAYS BY:													2012 to 2023		SFR	VISITOR DAYS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
KEY													TOTAL		QUARTER				
SFR													Annual Change		QUARTER				
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													Annual Change		QUARTER				
Less than 3% change													Annual Change		QUARTER				
An increase of 3% or more													Annual Change		QUARTER				
A Fall of 3% or more													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 2012 to 2023													Annual Change		QUARTER				
% Change 2022 to 2023													Annual Change		QUARTER				
Average Annual Change													Annual Change		QUARTER				
2012	000s	54.8	26.5	42.4	89.9	53.3	71.1	92.1	110.0	62.7	62.7	46.9	125.6	838.1	2.6%	123.7	214.3	264.9	235.2
2013	000s	56.2	26.6	45.4	90.1	55.2	71.3	93.6	112.9	63.5	64.8	48.3	132.3	860.2	-0.3%	128.1	216.7	270.0	245.4
2014	000s	53.4	26.4	42.4	91.5	58.4	70.6	96.1	116.3	68.3	65.6	47.2	121.3	857.6	-0.1%	122.2	220.4	280.8	234.2
2015	000s	57.9	27.2	41.9	86.8	56.8	72.2	95.2	114.7	65.3	65.9	46.7	125.8	856.3	1.6%	127.0	215.8	275.2	238.4
2016	000s	56.8	26.3	46.1	90.6	55.5	70.7	95.1	115.0	67.2	65.6	48.3	133.0	870.2	0.7%	129.1	216.8	277.3	246.9
2017	000s	58.3	26.7	42.2	91.4	57.0	74.1	99.5	115.3	68.6	66.6	47.5	129.3	876.5	0.5%	127.1	222.5	283.5	243.4
2018	000s	59.8	28.2	46.4	90.6	56.7	72.9	96.5	114.4	68.5	67.2	49.3	130.7	881.3	-0.5%	134.4	220.3	279.4	247.2
2019	000s	59.7	28.1	46.6	90.7	56.5	72.3	95.8	113.6	68.2	66.7	49.1	130.0	877.3	-64.0%	134.4	219.6	277.6	245.8
2020	000s	57.5	26.0	32.3	0.6	0.2	4.4	22.9	56.7	35.7	29.7	16.8	33.3	316.3	98.6%	115.8	5.2	115.4	79.8
2021	000s	8.9	3.5	4.4	10.1	36.6	66.0	76.2	94.4	54.5	54.5	47.5	171.7	628.1	53.7%	16.8	112.7	225.0	273.7
2022	000s	62.2	30.4	48.0	94.0	65.6	79.8	106.5	121.5	72.9	76.8	51.8	155.9	965.3	-3.0%	140.5	239.4	300.9	284.4
2023	000s	70.1	31.3	48.9	104.0	64.2	73.1	97.3	110.5	67.3	67.2	46.9	155.6	936.3		150.3	241.3	275.1	269.7

VISITOR DAYS													SFR						
SHARE OF MARKET													000s						
SFR													Share of Total %						
All Visitor Types	M	1.8	1.9	1.8	1.8	1.9	2.0	2.2	2.3	0.8	1.4	2.6	2.5						
Share of Total	%	46.3%	46.1%	46.6%	46.7%	46.5%	44.6%	40.5%	37.4%	40.5%	43.5%	37.6%	36.9%						
Annual Change in Share	%		-0.4%	1.1%	0.1%	-0.5%	-4.0%	-9.1%	-7.7%	8.3%	7.5%	-13.7%	-1.8%						
Change in Share from 2012	%		-0.4%	0.7%	0.8%	0.3%	-3.7%	-12.5%	-19.2%	-12.5%	-5.9%	-18.8%	-20.2%						
Avg Ann. Change in Share	%		-0.4%	0.3%	0.3%	0.1%	-0.7%	-2.1%	-2.7%	-1.6%	-0.7%	-1.9%	-1.8%						



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STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

2012 to 2023													STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		64.7%	58.3%	47.7%	38.2%	56.5%	15.9%	20.3%	8.9%	22.3%	27.4%	13.5%	43.9%	31.5%	Annual Change	57.0%	35.0%	16.2%	31.3%
% Change 2022 to 2023		25.6%	8.4%	3.0%	16.6%	-3.6%	-14.3%	-14.9%	-15.9%	-13.8%	-19.7%	-16.7%	-0.4%	-5.8%		12.4%	-0.9%	-15.0%	-10.6%
Average Annual Change		5.9%	5.3%	4.3%	3.5%	5.1%	1.4%	1.8%	0.8%	2.0%	2.5%	1.2%	4.0%	2.9%		5.2%	3.2%	1.5%	2.8%
2012	000s	86.4	65.6	81.8	137.7	99.3	134.3	164.7	188.5	116.3	113.9	87.5	159.9	1,435.8		233.7	371.3	469.5	361.2
2013	000s	91.2	66.3	94.0	135.5	102.6	132.8	166.5	193.6	116.7	117.1	89.6	169.6	1,475.5	2.8%	251.5	371.0	476.8	376.3
2014	000s	78.6	61.2	78.3	137.5	111.3	128.1	171.4	200.6	130.8	118.2	85.1	149.5	1,450.8	-1.7%	218.2	377.0	502.8	352.8
2015	000s	89.1	64.3	76.6	126.8	106.1	133.1	168.4	195.7	120.6	118.8	83.6	157.2	1,440.3	-0.7%	230.0	366.0	484.6	359.6
2016	000s	86.5	61.6	90.7	135.5	102.2	128.4	168.2	196.8	126.8	118.3	88.7	169.7	1,473.2	2.3%	238.7	366.1	491.8	376.6
2017	000s	95.4	67.7	83.1	144.3	114.7	140.7	184.1	199.7	133.7	129.6	92.1	168.6	1,553.8	5.5%	246.2	399.7	517.5	390.4
2018	000s	100.0	76.3	99.1	142.8	114.1	137.9	181.1	205.3	140.6	138.9	104.3	175.9	1,616.2	4.0%	275.4	394.9	527.0	419.0
2019	000s	104.8	81.0	109.6	152.3	123.3	146.0	184.5	207.6	143.9	141.7	106.7	177.2	1,678.7	3.9%	295.5	421.6	536.0	425.7
2020	000s	100.8	74.8	75.8	1.1	0.4	8.9	44.1	103.5	75.3	63.0	36.5	45.3	629.4	-62.5%	251.3	10.4	222.8	144.8
2021	000s	15.6	10.2	10.3	17.0	79.8	133.1	146.7	172.4	114.9	115.7	103.3	234.0	1,153.0	83.2%	36.0	229.9	434.0	452.9
2022	000s	113.3	95.8	117.3	163.3	161.1	181.6	233.0	244.2	165.1	180.6	119.2	231.2	2,005.7	74.0%	326.4	506.0	642.3	531.0
2023	000s	142.3	103.9	120.7	190.4	155.4	155.7	198.1	205.3	142.2	145.1	99.3	230.1	1,888.4	-5.8%	366.9	501.4	545.7	474.5

VISITOR DAYS													STAYING VISITOR								
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	Visitor Days by Year and Share of Total						
Staying Visitor	000s	1,435.8	1,475.5	1,450.8	1,440.3	1,473.2	1,553.8	1,616.2	1,678.7	629.4	1,153.0	2,005.7	1,888.4	2,500.00		100.0%	80.0%	60.0%	40.0%	20.0%	0.0%
All Visitor Types	M	1.8	1.9	1.8	1.8	1.9	2.0	2.2	2.3	0.8	1.4	2.6	2.5								
Share of Total	%	79.3%	79.1%	78.9%	78.5%	78.7%	79.0%	74.3%	71.6%	80.6%	79.9%	78.1%	74.5%								
Annual Change in Share	%		-0.3%	-0.3%	-0.4%	0.2%	0.5%	-5.9%	-3.7%	12.6%	-0.8%	-2.3%	-4.6%								
Change in Share from 2012	%		-0.3%	-0.6%	-1.0%	-0.8%	-0.4%	-6.3%	-9.8%	1.6%	0.8%	-1.5%	-6.1%								
Avg Ann. Change in Share	%		-0.3%	-0.3%	-0.3%	-0.2%	-0.1%	-1.0%	-1.4%	0.2%	0.1%	-0.2%	-0.6%								

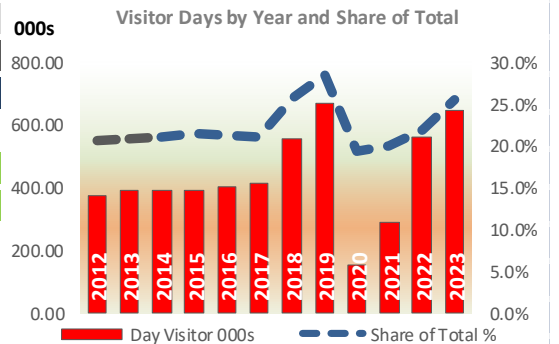
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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

2012 to 2023													DAY VISITOR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL	% Change	QUARTER				
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													Annual Change	Q1	Q2	Q3	Q4
Less than 3% change		Q1			Q2			Q3			Q4			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 2012 to 2023		29.3%	7.3%	3.5%	51.0%	56.8%	113.3%	125.1%	68.0%	163.4%	103.6%	31.9%	156.4%	72.7%		11.3%	79.5%	112.3%	79.1%
% Change 2022 to 2023		41.3%	34.1%	4.2%	12.8%	19.5%	49.6%	-5.9%	24.7%	27.3%	-1.8%	7.4%	6.3%	15.1%	23.1%	31.3%	9.8%	2.9%	
Average Annual Change		2.7%	0.7%	0.3%	4.6%	5.2%	10.3%	11.4%	6.2%	14.9%	9.4%	2.9%	14.2%	6.6%	1.0%	7.2%	10.2%	7.2%	
2012	000s	21.8	32.3	34.4	23.9	32.6	41.9	43.9	39.8	23.6	31.5	36.3	12.2	374.3	88.5	98.4	107.3	80.1	
2013	000s	20.2	29.6	35.1	23.6	33.8	44.9	50.8	43.0	23.9	33.4	37.8	13.6	389.7	4.1%	84.9	102.2	117.6	84.8
2014	000s	20.9	30.6	34.6	25.2	32.0	43.8	60.8	40.2	22.6	30.9	33.9	13.5	389.0	-0.2%	86.2	101.0	123.5	78.3
2015	000s	22.3	32.6	36.0	26.1	32.2	43.9	60.6	39.3	23.0	32.0	32.3	13.6	394.1	1.3%	90.9	102.2	123.0	78.0
2016	000s	18.5	29.6	35.9	26.8	34.4	45.3	66.1	41.7	23.0	31.6	31.9	15.1	399.9	1.5%	84.1	106.4	130.9	78.6
2017	000s	20.3	29.7	35.3	29.1	34.1	44.6	64.2	46.7	28.2	32.1	33.2	15.0	412.5	3.2%	85.3	107.8	139.1	80.3
2018	000s	20.4	30.7	33.3	28.5	45.2	64.5	93.7	52.1	48.6	65.0	49.5	26.7	558.1	35.3%	84.4	138.1	194.4	141.1
2019	000s	30.3	41.0	45.9	41.1	57.5	87.9	99.5	62.9	55.5	61.3	52.7	31.5	667.2	19.6%	117.2	186.6	217.8	145.6
2020	000s	16.2	22.9	17.6	1.2	2.2	5.4	14.8	14.1	17.6	24.9	9.8	4.9	151.5	-77.3%	56.8	8.7	46.5	39.5
2021	000s	3.4	2.6	9.7	3.7	11.4	23.2	62.1	32.8	33.1	65.1	28.4	13.9	289.5	91.0%	15.7	38.3	128.0	107.5
2022	000s	20.0	25.8	34.2	32.0	42.7	59.7	105.0	53.6	48.9	65.4	44.6	29.4	561.4	93.9%	79.9	134.5	207.5	139.4
2023	000s	28.2	34.6	35.6	36.1	51.1	89.4	98.9	66.9	62.2	64.2	47.9	31.3	646.4	15.1%	98.4	176.5	228.0	143.4

VISITOR DAYS													DAY VISITOR				
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s			
Day Visitor	000s	374.3	389.7	389.0	394.1	399.9	412.5	558.1	667.2	151.5	289.5	561.4	646.4	Visitor Days by Year and Share of Total			
All Visitor Types	M	1.8	1.9	1.8	1.8	1.9	2.0	2.2	2.3	0.8	1.4	2.6	2.5	800.00			
Share of Total	%	20.7%	20.9%	21.1%	21.5%	21.3%	21.0%	25.7%	28.4%	19.4%	20.1%	21.9%	25.5%	600.00			
Annual Change in Share	%		1.0%	1.2%	1.6%	-0.6%	-1.7%	22.3%	10.8%	-31.8%	3.4%	9.0%	16.6%	400.00			
Change in Share from 2012	%		1.0%	2.3%	3.9%	3.3%	1.5%	24.1%	37.6%	-6.2%	-2.9%	5.8%	23.3%	200.00			
Avg Ann. Change in Share	%		1.0%	1.1%	1.3%	0.8%	0.3%	4.0%	5.4%	-0.8%	-0.3%	0.6%	2.1%	0.00			



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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

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

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

STEAM REPORT FOR 2012-2023 - FINAL DUNDEE CITY COUNCIL - EXCLUDING REFUGEES												2012 to 2023		TOTAL	TOTAL EMPLOYMENT						
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL											TOTAL		QUARTER						
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		QUARTER						
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	TOTAL		% Change		Q1	Q2	Q3	Q4
% Change 2012 to 2023		59.0%	46.4%	41.0%	45.3%	59.6%	42.8%	27.3%	13.4%	33.0%	52.5%	33.2%	69.2%	38.1%	Annual Change	48.5%	48.6%	23.3%	52.2%		
% Change 2022 to 2023		24.2%	10.7%	2.7%	12.0%	0.3%	2.0%	-13.3%	-12.4%	-8.1%	-18.3%	-11.6%	0.0%	-5.4%		12.0%	4.4%	-11.6%	-10.3%		
Average Annual Change		5.4%	4.2%	3.7%	4.1%	5.4%	3.9%	2.5%	1.2%	3.0%	4.8%	3.0%	6.3%	3.5%		4.4%	4.4%	2.1%	4.7%		
2012	FTEs	1,286	1,299	1,413	1,946	1,751	2,237	4,795	5,333	3,433	2,449	2,126	2,336	2,534		1,332	1,978	4,520	2,303		
2013	FTEs	1,337	1,303	1,550	1,900	1,772	2,246	4,862	5,445	3,417	2,462	2,116	2,439	2,571	1.5%	1,397	1,973	4,575	2,339		
2014	FTEs	1,165	1,224	1,367	1,943	1,848	2,166	5,062	5,594	3,747	2,511	2,055	2,132	2,568	-0.1%	1,252	1,986	4,801	2,233		
2015	FTEs	1,254	1,263	1,357	1,841	1,787	2,212	4,978	5,472	3,501	2,471	1,924	2,159	2,518	-1.9%	1,291	1,947	4,650	2,185		
2016	FTEs	1,195	1,209	1,473	1,909	1,759	2,184	5,012	5,513	3,639	2,453	2,018	2,362	2,560	1.7%	1,292	1,951	4,721	2,277		
2017	FTEs	1,387	1,367	1,508	2,155	2,010	2,336	5,396	5,639	3,906	2,901	2,328	2,599	2,794	9.1%	1,421	2,167	4,981	2,609		
2018	FTEs	1,422	1,451	1,615	2,117	2,133	2,548	5,611	5,871	4,334	3,558	2,822	2,919	3,033	8.6%	1,496	2,266	5,272	3,100		
2019	FTEs	1,642	1,674	1,954	2,505	2,515	3,059	5,826	6,092	4,522	3,666	2,987	3,079	3,293	8.6%	1,757	2,693	5,480	3,244		
2020	FTEs	1,382	1,362	1,327	313	320	442	1,516	3,179	2,574	1,930	1,327	1,207	1,407	-57.3%	1,357	358	2,423	1,488		
2021	FTEs	519	480	592	688	1,453	2,064	4,410	4,884	3,554	3,201	2,623	3,633	2,342	66.5%	530	1,402	4,283	3,152		
2022	FTEs	1,646	1,717	1,940	2,523	2,787	3,133	7,046	6,902	4,967	4,567	3,201	3,952	3,698	57.9%	1,768	2,814	6,305	3,907		
2023	FTEs	2,044	1,901	1,992	2,827	2,794	3,195	6,106	6,046	4,567	3,733	2,831	3,953	3,499	-5.4%	1,979	2,939	5,573	3,506		

EMPLOYMENT													TOTAL		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs	Share of Total (%)
Total	FTEs	2,534	2,571	2,568	2,518	2,560	2,794	3,033	3,293	1,407	2,342	3,698	3,499		
Total Employment	FTEs	2,534	2,571	2,568	2,518	2,560	2,794	3,033	3,293	1,407	2,342	3,698	3,499		
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%														
Change in Share from 2012	%														
Avg Ann. Change in Share	%														

STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

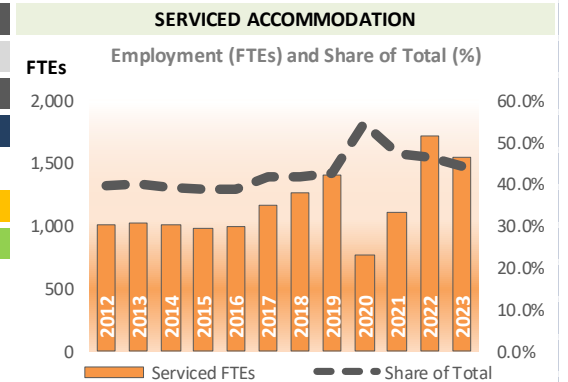
2012 to 2023

SERVICED

DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER			
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023	79.3%	68.7%	66.2%	66.0%	78.7%	31.1%	32.8%	24.8%	45.4%	60.0%	45.1%	91.6%	53.5%	Annual Change	71.2%	57.0%	33.8%	64.7%
% Change 2022 to 2023	22.2%	6.5%	2.5%	10.5%	-4.9%	-14.4%	-19.6%	-21.4%	-13.1%	-21.2%	-14.1%	-0.5%	-9.5%		9.7%	-3.7%	-18.2%	-12.8%
Average Annual Change	7.2%	6.2%	6.0%	6.0%	7.2%	2.8%	3.0%	2.3%	4.1%	5.5%	4.1%	8.3%	4.9%		6.5%	5.2%	3.1%	5.9%
2012 FTEs	623	669	671	767	744	893	1,422	1,485	1,273	1,321	1,144	1,068	1,007		654	801	1,393	1,178
2013 FTEs	683	708	760	750	743	890	1,421	1,520	1,257	1,314	1,123	1,101	1,022	1.6%	717	794	1,399	1,179
2014 FTEs	553	640	646	760	800	849	1,449	1,570	1,424	1,377	1,118	935	1,010	-1.2%	613	803	1,481	1,143
2015 FTEs	582	646	631	704	763	869	1,403	1,527	1,293	1,330	1,032	926	976	-3.4%	620	779	1,408	1,096
2016 FTEs	569	627	686	720	728	846	1,387	1,525	1,358	1,317	1,090	1,021	989	1.4%	627	765	1,423	1,143
2017 FTEs	710	764	765	893	922	945	1,623	1,625	1,503	1,665	1,344	1,249	1,167	18.0%	747	920	1,584	1,419
2018 FTEs	728	808	830	875	911	919	1,634	1,767	1,714	1,942	1,594	1,409	1,261	8.0%	789	902	1,705	1,648
2019 FTEs	838	919	1,014	1,068	1,106	1,106	1,785	1,891	1,831	2,069	1,713	1,514	1,405	11.4%	924	1,093	1,836	1,765
2020 FTEs	736	805	812	288	287	318	597	1,135	1,211	1,206	950	819	764	-45.6%	784	298	981	992
2021 FTEs	402	402	440	533	864	1,000	1,312	1,552	1,510	1,753	1,615	1,834	1,101	44.2%	415	799	1,458	1,734
2022 FTEs	914	1,061	1,088	1,152	1,398	1,368	2,349	2,358	2,131	2,682	1,932	2,056	1,707	55.0%	1,021	1,306	2,279	2,224
2023 FTEs	1,117	1,130	1,115	1,274	1,329	1,170	1,889	1,853	1,852	2,113	1,660	2,045	1,545	-9.5%	1,120	1,258	1,865	1,939

EMPLOYMENT													
SHARE OF MARKET	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Serviced FTEs	1,007	1,022	1,010	976	989	1,167	1,261	1,405	764	1,101	1,707	1,545	
Total Employment FTEs	2,534	2,571	2,568	2,518	2,560	2,794	3,033	3,293	1,407	2,342	3,698	3,499	
Share of Total %	39.7%	39.8%	39.3%	38.7%	38.6%	41.8%	41.6%	42.6%	54.3%	47.0%	46.2%	44.2%	
Annual Change in Share %		0.1%	-1.1%	-1.5%	-0.2%	8.1%	-0.5%	2.6%	27.3%	-13.4%	-1.8%	-4.3%	
Change in Share from 2012 %		0.1%	-1.0%	-2.5%	-2.7%	5.1%	4.6%	7.3%	36.6%	18.4%	16.2%	11.2%	
Avg Ann. Change in Share %		0.1%	-0.5%	-0.8%	-0.7%	1.0%	0.8%	1.0%	4.6%	2.0%	1.6%	1.0%	



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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

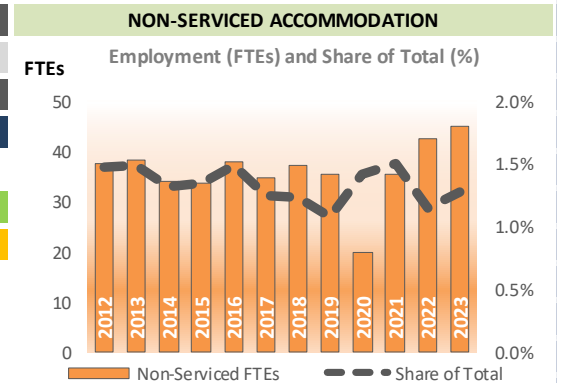
2012 to 2023

NON-SERVICED

DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION												TOTAL	% Change	Q1	Q2	Q3	Q4
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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 2012 to 2023	-18.8%	-11.0%	-24.4%	3.3%	-1.8%	54.1%	71.4%	25.3%	-23.4%	-53.6%	-10.6%	-29.6%	19.7%	-18.0%	27.1%	37.6%	-34.2%	
% Change 2022 to 2023	16.4%	12.2%	-10.2%		20.3%	11.4%		9.3%	6.0%	0.2%	5.3%	1.4%	5.1%	5.3%	10.5%	4.1%	2.6%	
Average Annual Change	-1.7%	-1.0%	-2.2%	0.3%	-0.2%	4.9%	6.5%	2.3%	-2.1%	-4.9%	-1.0%	-2.7%	1.8%	-1.6%	2.5%	3.4%	-3.1%	
2012 FTEs	17	17	17	18	18	36	108	122	35	27	19	16	37	17	24	88	21	
2013 FTEs	15	18	20	17	20	33	111	124	34	27	21	19	38	18	23	90	23	
2014 FTEs	14	15	16	15	16	28	102	116	29	21	17	17	34	15	20	82	18	
2015 FTEs	14	15	15	14	16	29	106	111	29	23	17	17	34	15	20	82	19	
2016 FTEs	17	21	20	17	18	31	113	118	32	27	22	22	38	19	22	88	23	
2017 FTEs	14	15	14	16	17	32	110	109	31	25	19	17	35	14	22	83	20	
2018 FTEs	15	18	15	18	18	38	123	117	28	18	22	18	37	16	25	89	19	
2019 FTEs	15	17	14	18	17	36	118	111	26	17	21	17	36	15	24	85	18	
2020 FTEs	13	20	13	4	3	7	47	87	16	10	12	6	20	15	5	50	9	
2021 FTEs	5	5	5	8	14	40	158	120	21	14	20	12	35	5	21	100	16	
2022 FTEs	12	14	14	19	15	49	184	140	25	12	16	11	43	13	28	116	13	
2023 FTEs	14	15	13	19	18	55	184	153	27	12	17	11	45	14	31	121	14	

EMPLOYMENT													
SHARE OF MARKET	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Non-Serviced FTEs	37	38	34	34	38	35	37	36	20	35	43	45	
Total Employment FTEs	2,534	2,571	2,568	2,518	2,560	2,794	3,033	3,293	1,407	2,342	3,698	3,499	
Share of Total %	1.5%	1.5%	1.3%	1.3%	1.5%	1.2%	1.2%	1.1%	1.4%	1.5%	1.2%	1.3%	
Annual Change in Share %		0.5%	-11.0%	1.6%	10.6%	-16.3%	-1.1%	-12.2%	30.9%	6.5%	-23.4%	11.1%	
Change in Share from 2012 %		0.5%	-10.5%	-9.1%	0.5%	-15.9%	-16.8%	-27.0%	-4.4%	1.9%	-22.0%	-13.3%	
Avg Ann. Change in Share %		0.5%	-5.3%	-3.0%	0.1%	-3.2%	-2.8%	-3.9%	-0.5%	0.2%	-2.2%	-1.2%	



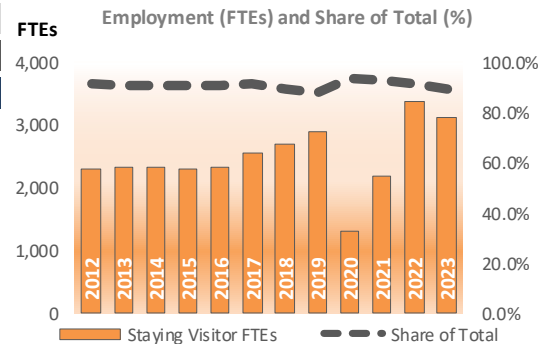
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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

EMPLOYMENT BY:													2012 to 2023		STAYING VISITOR		DIRECT EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
STAYING VISITOR													TOTAL	% Change						
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES															TOTAL	% Change	Q1	Q2	Q3	Q4
KEY													TOTAL	% Change						
An increase of 3% or more															TOTAL	% Change	Q1	Q2	Q3	Q4
Less than 3% change													TOTAL	% Change						
A Fall of 3% or more															TOTAL	% Change	Q1	Q2	Q3	Q4
Q1													TOTAL	% Change						
Q2															TOTAL	% Change	Q1	Q2	Q3	Q4
Q3													TOTAL	% Change						
Q4															TOTAL	% Change	Q1	Q2	Q3	Q4
JAN													TOTAL	% Change						
FEB															TOTAL	% Change	Q1	Q2	Q3	Q4
MAR													TOTAL	% Change						
APR															TOTAL	% Change	Q1	Q2	Q3	Q4
MAY													TOTAL	% Change						
JUN															TOTAL	% Change	Q1	Q2	Q3	Q4
JUL													TOTAL	% Change						
AUG															TOTAL	% Change	Q1	Q2	Q3	Q4
SEP													TOTAL	% Change						
OCT															TOTAL	% Change	Q1	Q2	Q3	Q4
NOV													TOTAL	% Change						
DEC															TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2012 to 2023													TOTAL	% Change						
% Change 2022 to 2023															TOTAL	% Change	Q1	Q2	Q3	Q4
Average Annual Change													TOTAL	% Change						
2012 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2013 FTEs													TOTAL	% Change						
2014 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2015 FTEs													TOTAL	% Change						
2016 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2017 FTEs													TOTAL	% Change						
2018 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2019 FTEs													TOTAL	% Change						
2020 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2021 FTEs													TOTAL	% Change						
2022 FTEs															TOTAL	% Change	Q1	Q2	Q3	Q4
2023 FTEs													TOTAL	% Change						

EMPLOYMENT													STAYING VISITOR						
SHARE OF MARKET													FTEs		Employment (FTEs) and Share of Total (%)				
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				
2023													2023		2023				
Staying Visitor	FTEs	2,309	2,337	2,336	2,283	2,321	2,548	2,702	2,893	1,319	2,177	3,367	3,113						
Total Employment	FTEs	2,534	2,571	2,568	2,518	2,560	2,794	3,033	3,293	1,407	2,342	3,698	3,499						
Share of Total	%	91.1%	90.9%	91.0%	90.6%	90.7%	91.2%	89.1%	87.8%	93.8%	92.9%	91.0%	89.0%						
Annual Change in Share	%		-0.2%	0.0%	-0.3%	0.0%	0.6%	-2.3%	-1.4%	6.8%	-0.9%	-2.1%	-2.3%						
Change in Share from 2012	%		-0.2%	-0.2%	-0.5%	-0.5%	0.1%	-2.3%	-3.6%	2.9%	2.0%	-0.1%	-2.4%						
Avg Ann. Change in Share	%		-0.2%	-0.1%	-0.2%	-0.1%	0.0%	-0.4%	-0.5%	0.4%	0.2%	0.0%	-0.2%						



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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

2023

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

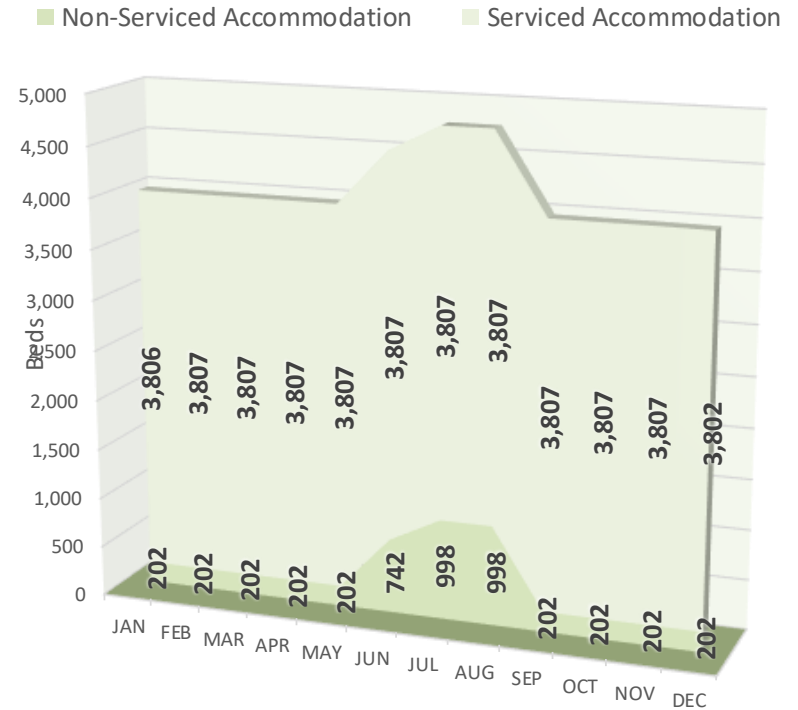
SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	49	3,807	0	0	-4	+696
+50 Room	15	2,663	0	0	+7	+839
26-50 Room	3	322	0	0	-2	-138
<26 Room	11	279	0	0	-4	+9
Guest Houses/B&Bs	20	543	0	0	-5	-14

NON-SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	8	998	0	0	0	+280
Self catering	8	998	0	0	0	+280
Touring/Camping	0	0	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	57	4,805	0	0	-4	+976
Serviced Accommodation Share of Total	86%	79%				
Non-Serviced Accommodation Share of Total	14%	21%				

SEASONAL AVAILABILITY OF BED SUPPLY 2023	2023											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	4,008	4,009	4,009	4,009	4,009	4,549	4,805	4,805	4,009	4,009	4,009	4,004
Serviced Accommodation	3,806	3,807	3,807	3,807	3,807	3,807	3,807	3,807	3,807	3,807	3,807	3,802
Non-Serviced Accommodation	202	202	202	202	202	742	998	998	202	202	202	202

SEASONAL AVAILABILITY OF BED SUPPLY
2023



Report Sections With Historic Financial Data Indexed to 2023 Prices

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

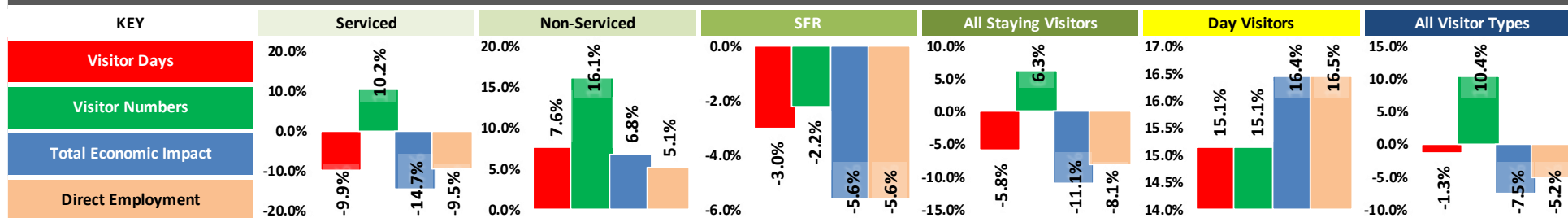
Indexation: *Indexation to: 2023*

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

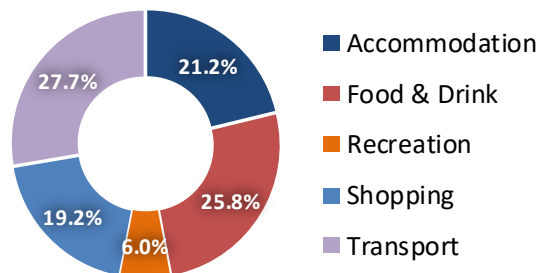
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - INDEXED TO 2023

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %
	2023	2022	+/- %	2023	2022	+/- %															
Visitor Days	M	0.863	0.958	-9.9%	0.089	0.082	7.6%	0.936	0.965	-3.0%	1.888	2.006	-5.8%	0.646	0.561	15.1%	2.535	2.567	-1.3%		
Visitor Numbers	M	0.477	0.433	10.2%	0.021	0.018	16.1%	0.212	0.217	-2.2%	0.710	0.668	6.3%	0.646	0.561	15.1%	1.357	1.229	10.4%		
Direct Expenditure	£M																218.22	237.26	-8.0%		
Economic Impact	£M	150.15	176.01	-14.7%	8.364	7.835	6.8%	84.73	89.79	-5.6%	243.24	273.63	-11.1%	47.62	40.90	16.4%	290.86	314.53	-7.5%		
Direct Employment	FTEs	1,545	1,707	-9.5%	45	43	5.1%	682	723	-5.6%	2,273	2,473	-8.1%	387	332	16.5%	2,659	2,805	-5.2%		
Total Employment	FTEs																3,499	3,698	-5.4%		

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



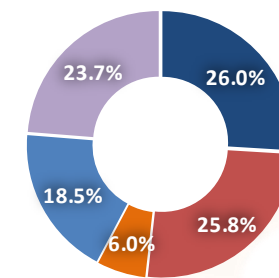
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2023



Sectors	2023	2022	+/- %
Accommodation	46.25	52.80	-12.4%
Food & Drink	56.37	61.05	-7.7%
Recreation	13.20	13.63	-3.2%
Shopping	42.01	45.18	-7.0%
Transport	60.40	64.58	-6.5%
TOTAL DIRECT	218.22	237.26	-8.0%
Indirect	72.64	77.27	-6.0%
TOTAL	290.86	314.53	-7.5%

Sectoral Distribution of Employment - FTEs

Sectors	2023	2022	+/- %
Accommodation	690	693	-0.4%
Food & Drink	686	743	-7.7%
Recreation	159	165	-3.2%
Shopping	492	529	-7.0%
Transport	631	675	-6.5%
TOTAL DIRECT	2,659	2,805	-5.2%
Indirect	840	893	-6.0%
TOTAL	3,499	3,698	-5.4%



Direct Expenditure Categories

Direct Employment Categories

STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

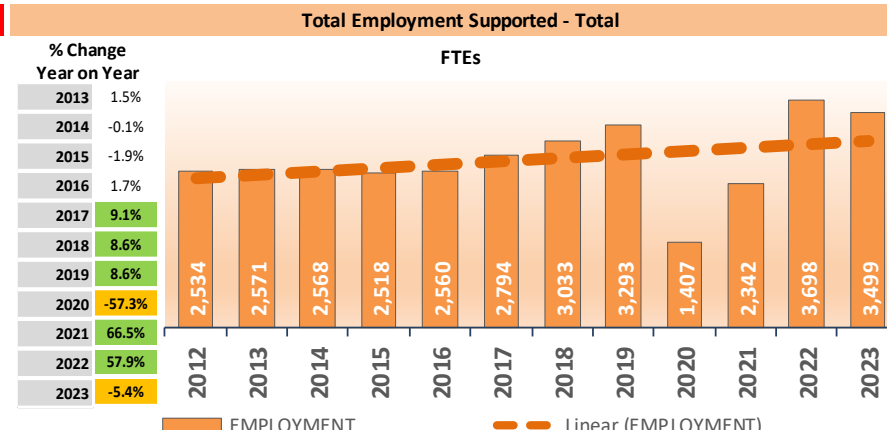
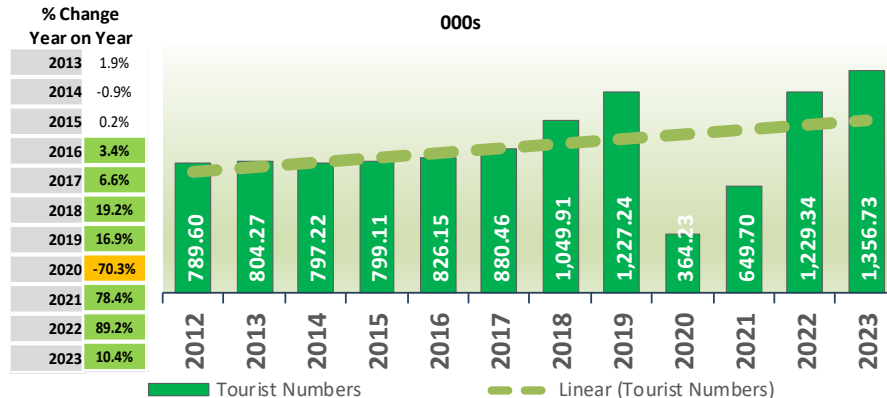
2012 to 2023
2023 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



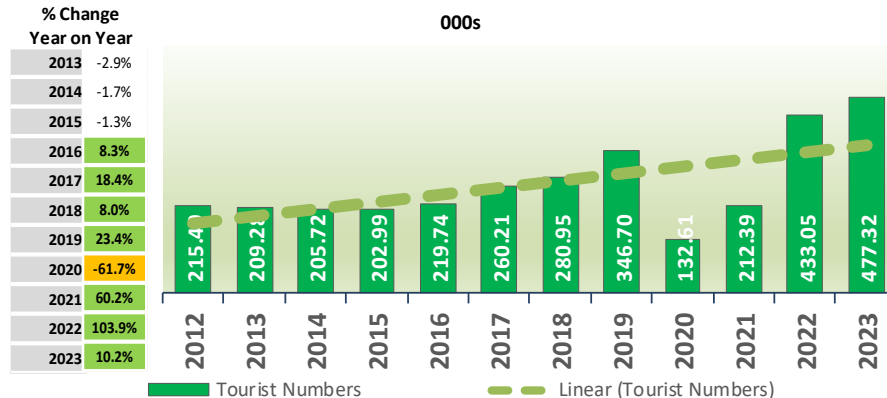
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed	-	-1.1%	-0.4%	-2.5%	-0.1%	7.8%	12.8%	25.8%	-56.2%	-14.8%	45.2%	34.3%
Visitor Numbers	-	1.9%	1.0%	1.2%	4.6%	11.5%	33.0%	55.4%	-53.9%	-17.7%	55.7%	71.8%
Visitor Days	-	3.0%	1.6%	1.3%	3.5%	8.6%	20.1%	29.6%	-56.9%	-20.3%	41.8%	40.0%
Total Employment	-	1.5%	1.4%	-0.6%	1.1%	10.3%	19.7%	30.0%	-44.5%	-7.6%	46.0%	38.1%

"Linear" = Linear Trendline

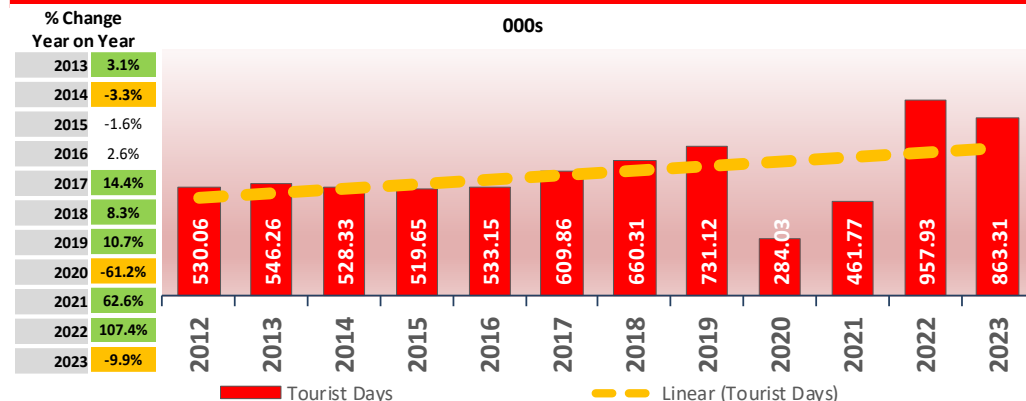
Economic Impact - Indexed - Serviced Accommodation



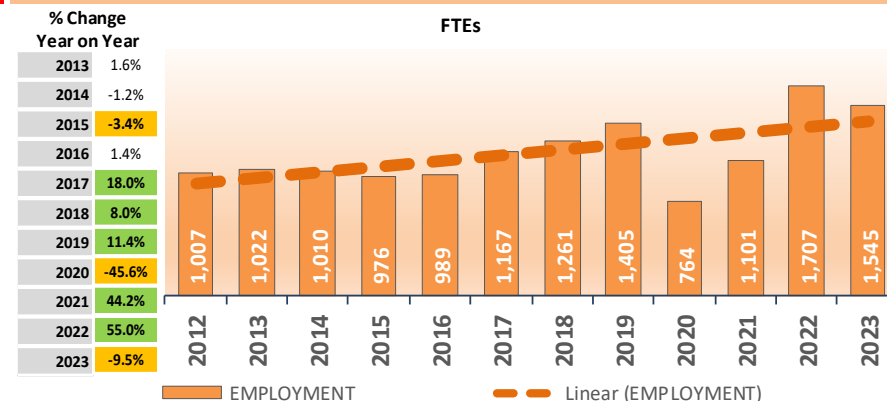
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



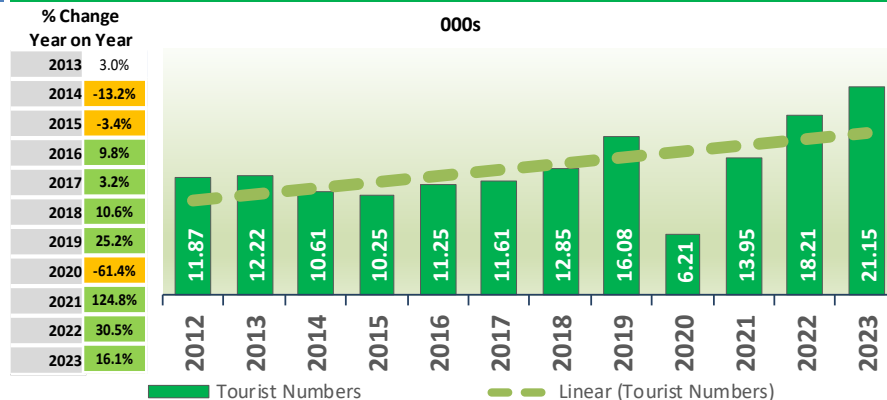
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		-5.3%	-4.4%	-8.3%	-5.5%	9.5%	14.4%	29.2%	-51.5%	-8.7%	69.1%	44.3%
Visitor Numbers		-2.9%	-4.5%	-5.8%	2.0%	20.8%	30.4%	60.9%	-38.5%	-1.4%	101.0%	121.5%
Visitor Days		3.1%	-0.3%	-2.0%	0.6%	15.1%	24.6%	37.9%	-46.4%	-12.9%	80.7%	62.9%
Direct Employment		1.6%	0.3%	-3.1%	-1.7%	16.0%	25.3%	39.5%	-24.1%	9.4%	69.6%	53.5%

"Linear" = Linear Trendline

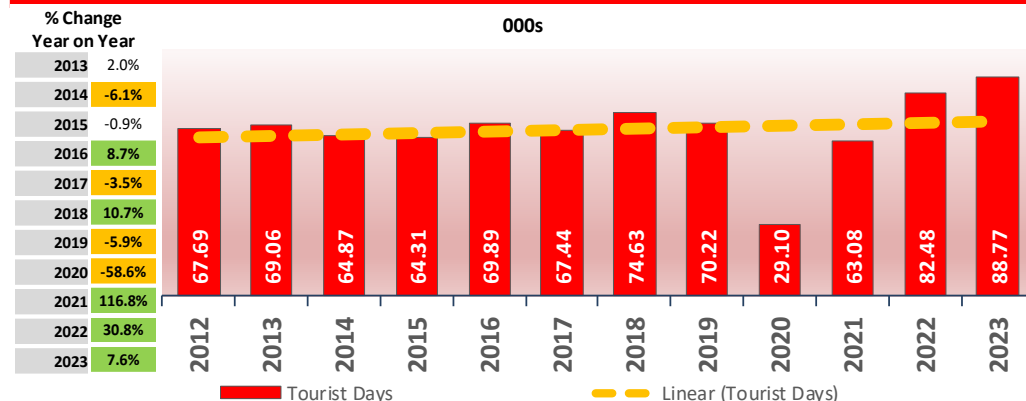
Economic Impact - Indexed - Non-Serviced Accommodation



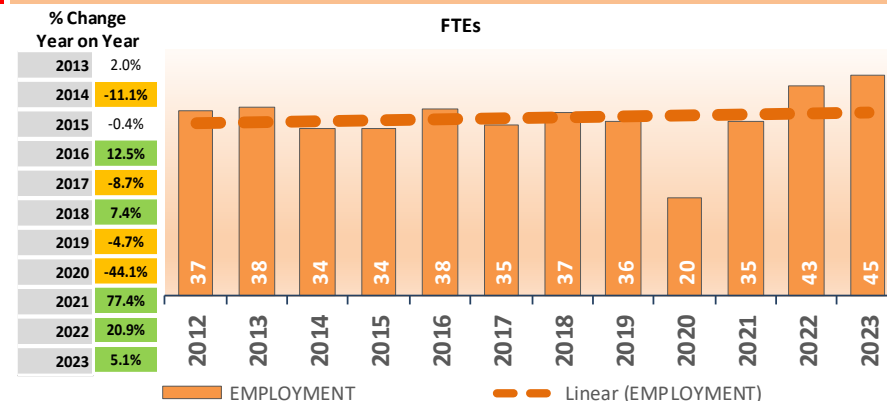
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

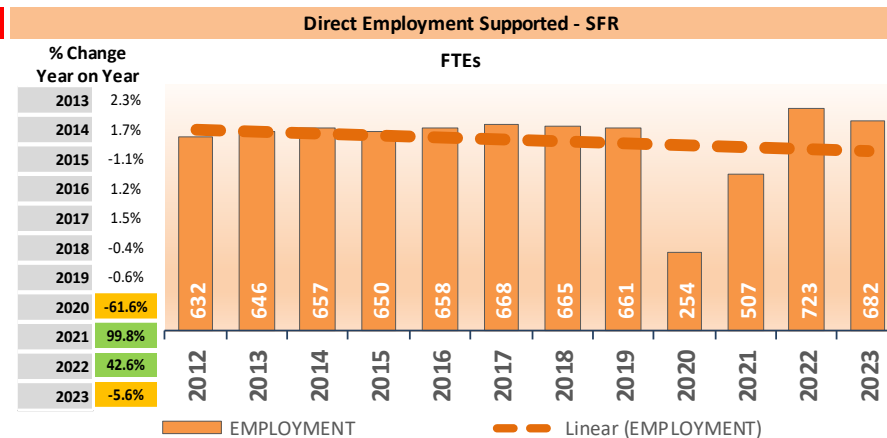
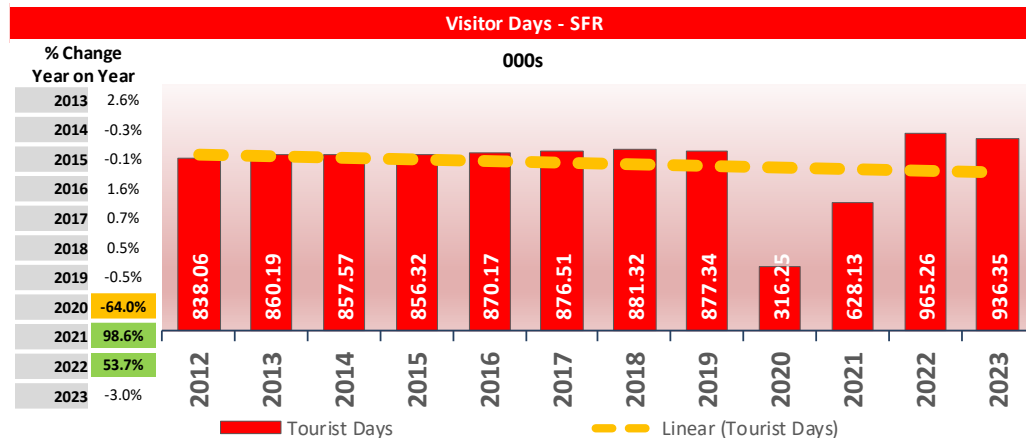
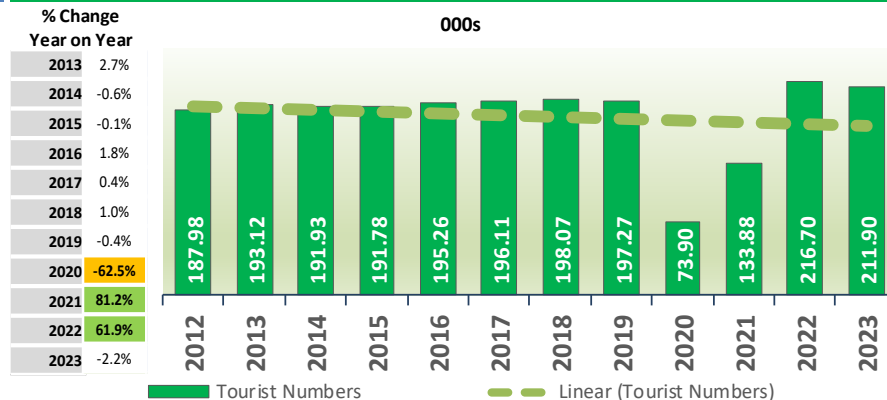


% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		2.5%	-5.4%	-5.8%	-0.2%	-5.8%	-2.9%	-3.9%	-57.3%	-9.3%	15.4%	23.1%
Visitor Numbers		3.0%	-10.6%	-13.7%	-5.2%	-2.2%	8.2%	35.5%	-47.7%	17.6%	53.4%	78.2%
Visitor Days		2.0%	-4.2%	-5.0%	3.2%	-0.4%	10.2%	3.7%	-57.0%	-6.8%	21.9%	31.1%
Direct Employment		2.0%	-9.3%	-9.7%	1.6%	-7.2%	-0.4%	-5.0%	-46.9%	-5.8%	13.9%	19.7%

"Linear" = Linear Trendline

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		2.3%	4.0%	2.9%	4.5%	6.1%	1.6%	5.0%	-60.5%	-19.4%	14.9%	8.4%
Visitor Numbers		2.7%	2.1%	2.0%	3.9%	4.3%	5.4%	4.9%	-60.7%	-28.8%	15.3%	12.7%
Visitor Days		2.6%	2.3%	2.2%	3.8%	4.6%	5.2%	4.7%	-62.3%	-25.0%	15.2%	11.7%
Direct Employment		2.3%	4.0%	2.9%	4.2%	5.7%	5.2%	4.7%	-59.8%	-19.7%	14.5%	8.0%

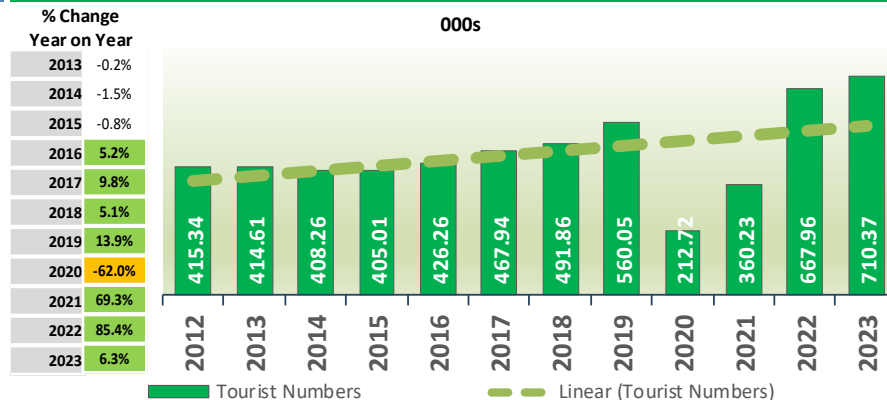
"Linear" = Linear Trendline

Economic Impact - Indexed - Staying Visitor



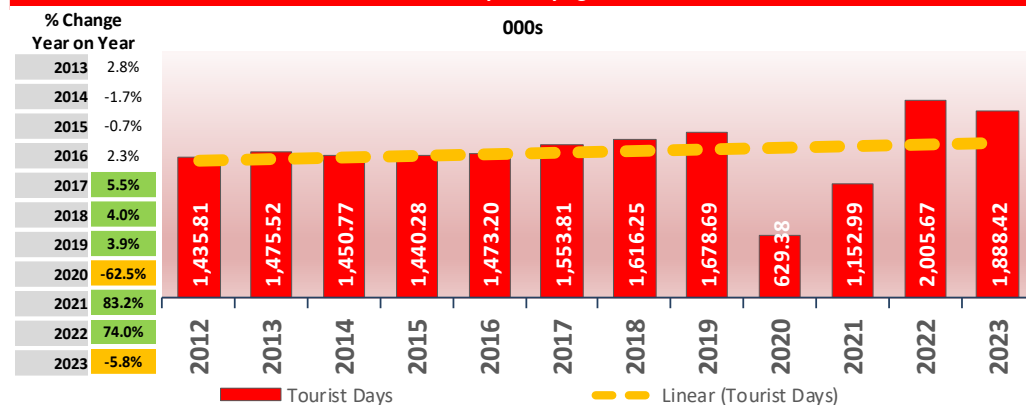
Year	% Change Year on Year
2013	-1.9%
2014	0.9%
2015	-2.6%
2016	2.5%
2017	8.8%
2018	0.9%
2019	8.8%
2020	-62.2%
2021	94.8%
2022	66.7%
2023	-11.1%

Visitor Numbers - Staying Visitor



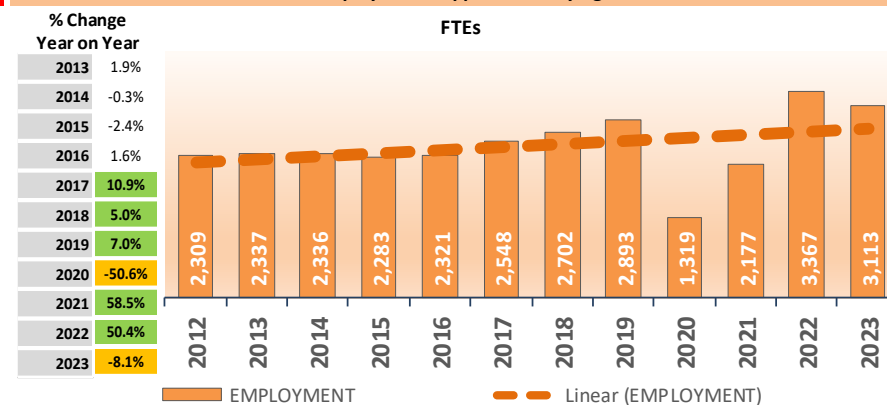
Year	% Change Year on Year
2013	-0.2%
2014	-1.5%
2015	-0.8%
2016	5.2%
2017	9.8%
2018	5.1%
2019	13.9%
2020	-62.0%
2021	69.3%
2022	85.4%
2023	6.3%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2013	2.8%
2014	-1.7%
2015	-0.7%
2016	2.3%
2017	5.5%
2018	4.0%
2019	3.9%
2020	-62.5%
2021	83.2%
2022	74.0%
2023	-5.8%

Direct Employment Supported - Staying Visitor



Year	% Change Year on Year
2013	1.9%
2014	-0.3%
2015	-2.4%
2016	1.6%
2017	10.9%
2018	5.0%
2019	7.0%
2020	-50.6%
2021	58.5%
2022	50.4%
2023	-8.1%

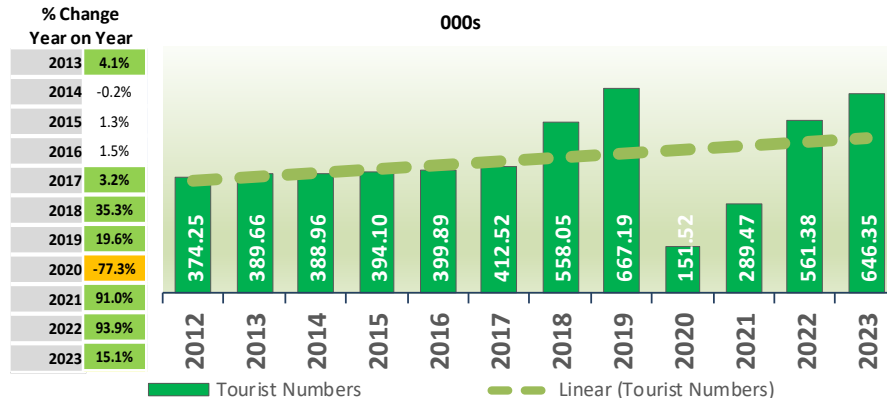
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		-1.9%	-1.0%	-3.6%	-1.2%	7.5%	8.5%	18.0%	-55.4%	-13.2%	44.8%	28.7%
Visitor Numbers		-0.2%	-1.7%	-2.5%	2.6%	12.7%	18.4%	34.8%	-48.8%	-13.3%	60.8%	71.0%
Visitor Days		2.8%	1.0%	0.3%	2.6%	8.2%	12.6%	16.9%	-56.2%	-19.7%	39.7%	31.5%
Direct Employment		1.2%	1.1%	-1.2%	0.5%	10.4%	17.0%	25.3%	-42.9%	-5.7%	45.8%	34.8%

"Linear" = Linear Trendline

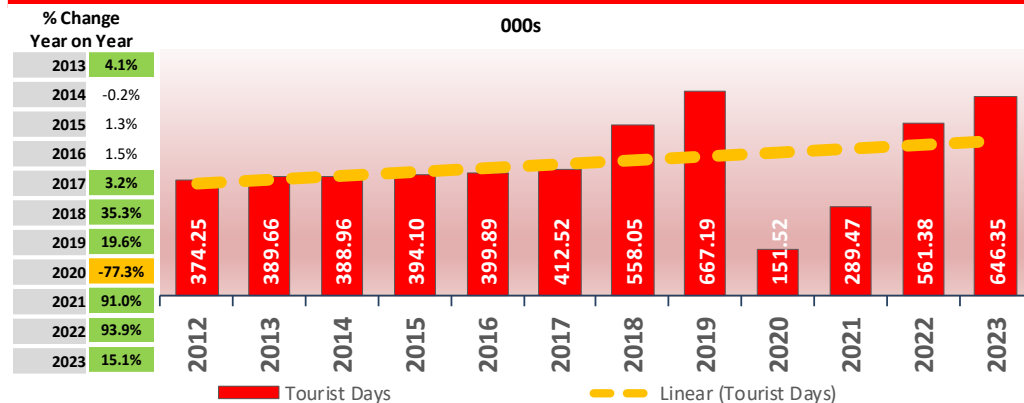
Economic Impact - Indexed - Day Visitor



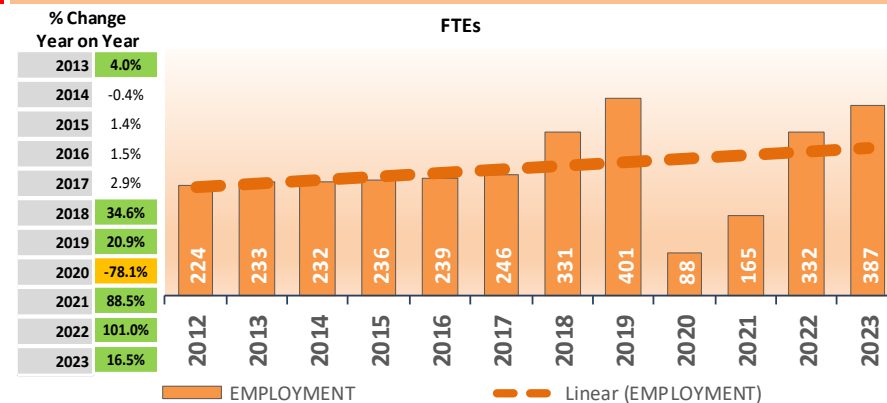
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



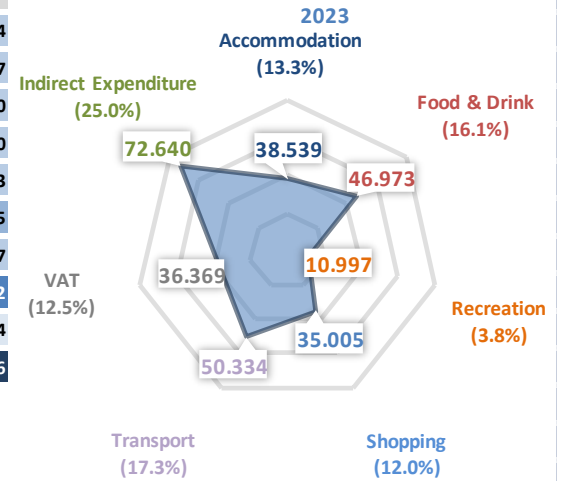
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		4.0%	3.5%	5.0%	6.9%	10.1%	42.5%	79.1%	-61.8%	-26.4%	48.4%	72.7%
Visitor Numbers		4.1%	3.9%	5.3%	6.9%	10.2%	49.1%	78.3%	-59.5%	-22.7%	50.0%	72.7%
Visitor Days		4.1%	3.9%	5.3%	6.9%	10.2%	49.1%	78.3%	-59.5%	-22.7%	50.0%	72.7%
Direct Employment		4.0%	3.6%	5.0%	6.6%	9.7%	47.6%	78.5%	-61.0%	-26.4%	47.9%	72.2%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2023

SECTOR / YEAR	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation £M	30.76	26.48	26.99	26.33	27.03	30.10	30.38	34.12	13.85	22.28	44.00	38.54
Food & Drink £M	33.27	34.00	34.36	33.43	34.08	37.27	39.61	44.56	15.73	29.82	50.88	46.97
Recreation £M	7.551	7.751	7.617	7.605	7.906	8.243	9.069	10.35	3.506	6.698	11.36	11.00
Shopping £M	24.63	25.23	25.29	24.58	25.20	27.70	29.56	33.06	11.54	22.98	37.65	35.00
Transport £M	38.79	39.71	39.96	39.31	40.23	42.45	43.75	47.91	17.10	33.78	53.82	50.33
Direct Revenue £M	135.00	133.17	134.22	131.26	134.45	145.76	152.36	170.00	61.73	115.56	197.71	181.85
VAT £M	27.00	26.63	26.84	26.25	26.89	29.15	30.47	34.00	9.574	22.89	39.54	36.37
Direct Expenditure £M	162.00	159.81	161.06	157.51	161.35	174.91	182.83	204.00	71.30	138.45	237.26	218.22
Indirect Expenditure £M	54.60	54.35	54.69	53.71	54.98	58.69	61.50	68.46	23.50	46.01	77.27	72.64
TOTAL £M	216.60	214.16	215.75	211.22	216.32	233.60	244.33	272.46	94.80	184.46	314.53	290.86

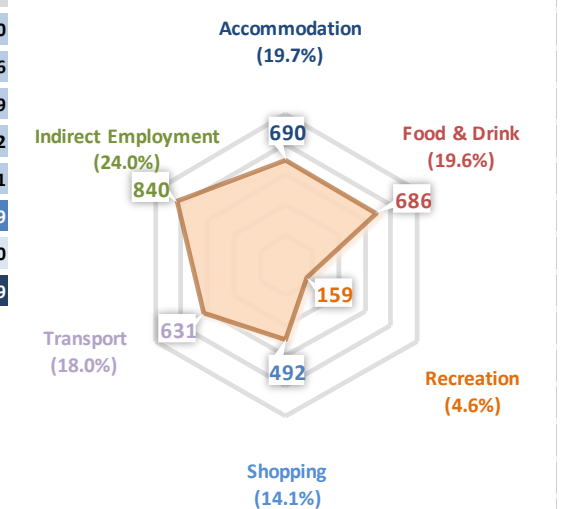
2023 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2023



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

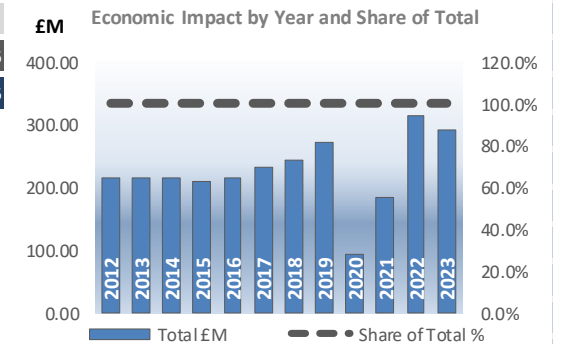
SECTOR / YEAR	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation FTEs	467	474	460	453	454	531	554	635	468	530	693	690
Food & Drink FTEs	487	498	503	490	498	544	601	651	230	435	743	686
Recreation FTEs	110	113	111	111	115	120	137	150	51	97	165	159
Shopping FTEs	348	356	357	347	354	389	432	465	162	323	529	492
Transport FTEs	488	500	503	495	504	532	570	601	214	424	675	631
Direct Employment FTEs	1,900	1,940	1,934	1,895	1,925	2,116	2,294	2,502	1,125	1,809	2,805	2,659
Indirect Employment FTEs	633	631	634	623	636	678	739	792	282	533	893	840
TOTAL FTEs	2,534	2,571	2,568	2,518	2,560	2,794	3,033	3,293	1,407	2,342	3,698	3,499

2023 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



STEAM REPORT FOR 2012-2023 - FINAL DUNDEE CITY COUNCIL - EXCLUDING REFUGEES													2012 to 2023 2023 Prices		TOTAL	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		66.8%	43.9%	39.0%	43.7%	61.2%	35.8%	23.7%	9.2%	29.6%	47.7%	24.9%	73.6%	34.3%	Annual Change	49.2%	45.7%	19.2%	49.3%
% Change 2022 to 2023		33.1%	13.4%	3.6%	17.5%	-0.9%	-1.3%	-15.9%	-15.6%	-10.4%	-21.6%	-15.9%	0.0%	-7.5%		15.6%	4.2%	-14.4%	-12.8%
Average Annual Change		6.1%	4.0%	3.5%	4.0%	5.6%	3.3%	2.2%	0.8%	2.7%	4.3%	2.3%	6.7%	3.1%		4.5%	4.2%	1.7%	4.5%
2012	£M	7.791	8.254	9.105	13.38	11.82	15.77	37.41	41.75	24.18	17.20	14.33	15.62	216.60		25.15	40.97	103.33	47.15
2013	£M	7.781	7.718	9.922	12.56	11.71	15.25	36.87	41.63	23.58	16.97	13.96	16.21	214.16	-1.1%	25.42	39.52	102.08	47.14
2014	£M	6.601	7.228	8.330	12.88	12.50	14.58	39.15	43.70	26.44	17.32	13.42	13.61	215.75	0.7%	22.16	39.96	109.28	44.35
2015	£M	7.591	7.666	8.268	11.96	11.98	15.06	38.33	42.57	24.38	17.08	12.41	13.93	211.22	-2.1%	23.53	39.00	105.27	43.42
2016	£M	7.096	7.195	9.569	12.69	11.68	14.76	38.64	43.07	25.65	16.98	13.30	15.69	216.32	2.4%	23.86	39.14	107.35	45.98
2017	£M	8.293	8.082	9.086	14.29	13.44	16.07	41.27	43.08	27.64	20.18	15.19	16.97	233.60	8.0%	25.46	43.81	111.99	52.35
2018	£M	8.234	8.503	9.983	13.36	13.65	16.66	41.00	43.34	29.37	23.85	18.01	18.39	244.33	4.6%	26.72	43.67	113.70	60.24
2019	£M	9.743	10.04	12.37	16.19	16.47	20.54	44.21	46.69	31.54	25.22	19.55	19.89	272.46	11.5%	32.15	53.21	122.44	64.66
2020	£M	8.444	8.160	7.527	0.173	0.226	1.261	9.678	21.54	15.73	11.06	6.067	4.925	94.80	-65.2%	24.13	1.659	46.96	22.05
2021	£M	1.388	1.105	1.544	1.716	8.348	13.48	32.25	36.77	24.26	21.55	17.19	24.86	184.46	94.6%	4.037	23.54	93.28	63.60
2022	£M	9.767	10.47	12.22	16.36	19.22	21.70	55.01	54.02	34.96	32.39	21.27	27.14	314.53	70.5%	32.46	57.28	143.99	80.80
2023	£M	13.00	11.88	12.66	19.23	19.05	21.42	46.28	45.60	31.33	25.40	17.89	27.13	290.86	-7.5%	37.53	59.70	123.21	70.42

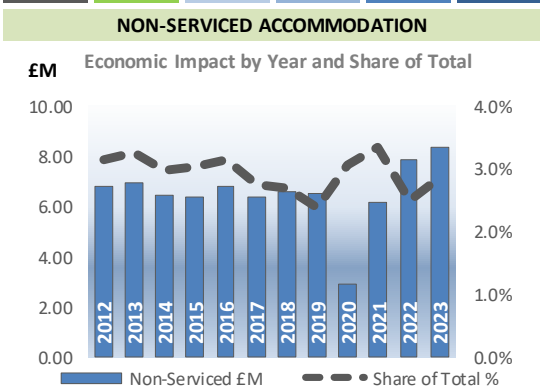
ECONOMIC IMPACT - INDEXED TO 2023													TOTAL		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
Total	£M	216.60	214.16	215.75	211.22	216.32	233.60	244.33	272.46	94.80	184.46	314.53	290.86		
All Visitor Types	£M	216.60	214.16	215.75	211.22	216.32	233.60	244.33	272.46	94.80	184.46	314.53	290.86		
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%														
Change in Share from 2012	%														
Avg Ann. Change in Share	%														



STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

ECONOMIC IMPACT BY:													2012 to 2023 2023 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed												
MONTH AND QUARTER													CALENDAR YEAR		QUARTER														
NON-SERVICED ACCOMMODATION													TOTAL						% Change										
ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES																													
KEY																													
An increase of 3% or more																													
Less than 3% change																													
A Fall of 3% or more																													
													TOTAL		% Change		Q1		Q2		Q3		Q4						
															Annual Change														
% Change 2012 to 2023													-15.7%	-2.1%	-26.0%	19.4%	10.1%	70.3%	67.5%	18.7%	-25.4%	-66.5%	-3.7%	-35.3%	23.1%	-14.6%	44.6%	34.0%	-41.6%
% Change 2022 to 2023													32.6%	21.3%	-17.0%	0.0%	33.0%	15.0%		10.5%	7.9%	0.4%	8.2%	3.0%	6.8%	9.4%	14.6%	4.7%	4.7%
Average Annual Change													-1.4%	-0.2%	-2.4%	1.8%	0.9%	6.4%	6.1%	1.7%	-2.3%	-6.0%	-0.3%	-3.2%	2.1%	-1.3%	4.1%	3.1%	-3.8%
2012	£M	0.184	0.193	0.193	0.259	0.269	0.613	1.780	2.058	0.475	0.381	0.224	0.163	6.792	0.569	1.141	4.313	0.768											
2013	£M	0.149	0.207	0.256	0.230	0.299	0.538	1.851	2.093	0.454	0.394	0.262	0.227	6.961	2.5%	0.612	1.067	4.399	0.883										
2014	£M	0.168	0.198	0.222	0.245	0.267	0.530	1.691	1.956	0.405	0.296	0.230	0.221	6.427	-7.7%	0.588	1.042	4.052	0.746										
2015	£M	0.169	0.199	0.184	0.217	0.249	0.550	1.769	1.862	0.415	0.347	0.217	0.221	6.398	-0.4%	0.551	1.016	4.046	0.786										
2016	£M	0.189	0.259	0.254	0.224	0.245	0.517	1.828	1.929	0.422	0.367	0.270	0.273	6.777	5.9%	0.702	0.986	4.179	0.911										
2017	£M	0.154	0.181	0.156	0.249	0.264	0.595	1.788	1.759	0.427	0.364	0.244	0.219	6.400	-5.6%	0.491	1.108	3.974	0.827										
2018	£M	0.163	0.211	0.163	0.260	0.270	0.650	1.969	1.855	0.342	0.212	0.291	0.205	6.592	3.0%	0.537	1.181	4.166	0.708										
2019	£M	0.179	0.215	0.163	0.284	0.277	0.677	1.900	1.765	0.347	0.219	0.289	0.208	6.524	-1.0%	0.557	1.239	4.012	0.717										
2020	£M	0.149	0.283	0.139	0.025	0.008	0.029	0.663	1.227	0.164	0.077	0.122	0.017	2.903	-55.5%	0.571	0.062	2.054	0.216										
2021	£M	0.008	0.009	0.009	0.047	0.202	0.670	2.537	1.855	0.259	0.163	0.281	0.122	6.161	112.2%	0.026	0.919	4.652	0.565										
2022	£M	0.117	0.156	0.172	0.309	0.223	0.908	2.981	2.212	0.329	0.127	0.199	0.102	7.835	27.2%	0.444	1.440	5.521	0.429										
2023	£M	0.155	0.189	0.143	0.309	0.297	1.044	2.981	2.444	0.354	0.128	0.216	0.105	8.364	6.8%	0.486	1.650	5.779	0.449										

ECONOMIC IMPACT - INDEXED TO 2023													
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Non-Serviced	£M	6.792	6.961	6.427	6.398	6.777	6.400	6.592	6.524	2.903	6.161	7.835	8.364
All Visitor Types	£M	216.60	214.16	215.75	211.22	216.32	233.60	244.33	272.46	94.80	184.46	314.53	290.86
Share of Total	%	3.1%	3.3%	3.0%	3.0%	3.1%	2.7%	2.7%	2.4%	3.1%	3.3%	2.5%	2.9%
Annual Change in Share	%		3.7%	-8.3%	1.7%	3.4%	-12.6%	-1.5%	-11.2%	27.9%	9.1%	-25.4%	15.4%
Change in Share from 2012	%		3.7%	-5.0%	-3.4%	-0.1%	-12.6%	-14.0%	-23.6%	-2.3%	6.5%	-20.6%	-8.3%
Avg Ann. Change in Share	%		3.7%	-2.5%	-1.1%	0.0%	-2.5%	-2.3%	-3.4%	-0.3%	0.7%	-2.1%	-0.8%



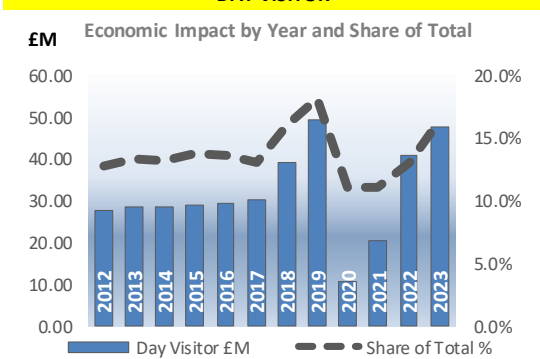
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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24

STEAM REPORT FOR 2012-2023 - FINAL
DUNDEE CITY COUNCIL - EXCLUDING REFUGEES

ECONOMIC IMPACT BY:													2012 to 2023 2023 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed																
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																		
DAY VISITOR													TOTAL						% Change														
ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES																																	
KEY																																	
An increase of 3% or more																																	
Less than 3% change																																	
A Fall of 3% or more																																	
													Q1		Q2		Q3		Q4		TOTAL		Annual Change										
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4			
% Change 2012 to 2023													29.7%	7.7%	3.9%	51.5%	57.3%	114.0%	125.8%	68.6%	164.3%	104.3%	32.3%	157.3%	72.7%			11.6%	80.1%	113.0%	79.7%		
% Change 2022 to 2023													41.3%	34.1%	4.2%	12.8%	19.5%	49.6%	-5.9%	24.7%	27.3%	-1.8%	7.4%	6.3%	16.4%			23.1%	31.3%	9.8%	2.9%		
Average Annual Change													2.7%	0.7%	0.4%	4.7%	5.2%	10.4%	11.4%	6.2%	14.9%	9.5%	2.9%	14.3%	6.6%			1.1%	7.3%	10.3%	7.2%		
2012	£M	1.528	2.259	2.408	2.179	2.967	3.817	2.783	2.522	1.495	2.209	2.545	0.854	27.57			6.195	8.963	6.800	5.608													
2013	£M	1.414	2.074	2.460	2.148	3.079	4.089	3.216	2.724	1.513	2.342	2.648	0.950	28.66	4.0%	5.949	9.316	7.453	5.941														
2014	£M	1.465	2.142	2.426	2.296	2.918	3.988	3.848	2.544	1.433	2.163	2.375	0.943	28.54	-0.4%	6.033	9.203	7.826	5.481														
2015	£M	1.564	2.283	2.521	2.378	2.935	4.000	3.840	2.491	1.460	2.241	2.263	0.955	28.93	1.4%	6.368	9.314	7.791	5.458														
2016	£M	1.302	2.081	2.523	2.449	3.142	4.138	4.204	2.653	1.460	2.220	2.240	1.060	29.47	1.9%	5.906	9.730	8.317	5.519														
2017	£M	1.423	2.090	2.481	2.664	3.117	4.078	4.079	2.970	1.794	2.254	2.334	1.054	30.34	2.9%	5.995	9.858	8.844	5.642														
2018	£M	1.376	2.075	2.252	2.505	3.975	5.671	5.731	3.186	2.973	4.392	3.345	1.803	39.28	29.5%	5.703	12.15	11.89	9.540														
2019	£M	2.126	2.884	3.226	3.761	5.262	8.036	6.323	3.996	3.526	4.309	3.704	2.214	49.37	25.7%	8.235	17.06	13.85	10.23														
2020	£M	1.140	1.611	1.238	0.106	0.199	0.491	0.939	0.898	1.117	1.750	0.686	0.342	10.52	-78.7%	3.989	0.796	2.954	2.778														
2021	£M	0.239	0.184	0.678	0.340	1.044	2.122	3.947	2.082	2.103	4.575	1.998	0.979	20.29	92.9%	1.101	3.506	8.133	7.552														
2022	£M	1.403	1.813	2.401	2.927	3.906	5.461	6.675	3.409	3.105	4.593	3.135	2.068	40.90	101.5%	5.616	12.29	13.19	9.797														
2023	£M	1.983	2.432	2.501	3.302	4.668	8.169	6.285	4.251	3.952	4.513	3.368	2.197	47.62	16.4%	6.916	16.14	14.49	10.08														

ECONOMIC IMPACT - INDEXED TO 2023													DAY VISITOR												
SHARE OF MARKET																									
													2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Day Visitor													£M	27.57	28.66	28.54	28.93	29.47	30.34	39.28	49.37	10.52	20.29	40.90	47.62
All Visitor Types													£M	216.60	214.16	215.75	211.22	216.32	233.60	244.33	272.46	94.80	184.46	314.53	290.86
Share of Total													%	12.7%	13.4%	13.2%	13.7%	13.6%	13.0%	16.1%	18.1%	11.1%	11.0%	13.0%	16.4%
Annual Change in Share													%		5.1%	-1.1%	3.5%	-0.5%	-4.7%	23.8%	12.7%	-38.8%	-0.8%	18.2%	25.9%
Change in Share from 2012													%		5.1%	4.0%	7.6%	7.1%	2.1%	26.3%	42.4%	-12.8%	-13.6%	2.2%	28.6%
Avg Ann. Change in Share													%		5.1%	2.0%	2.5%	1.8%	0.4%	4.4%	6.1%	-1.6%	-1.5%	0.2%	2.6%



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Report Prepared by: Alison Tipler. Date of Issue: 22/05/24