



**STEAM REPORT FOR 2012-2023 - FINAL**

Final

**EAST LINDSEY DISTRICT COUNCIL**


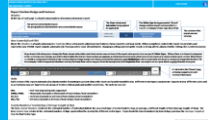



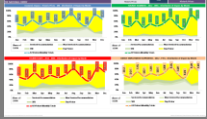
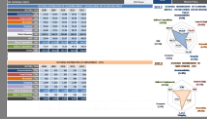






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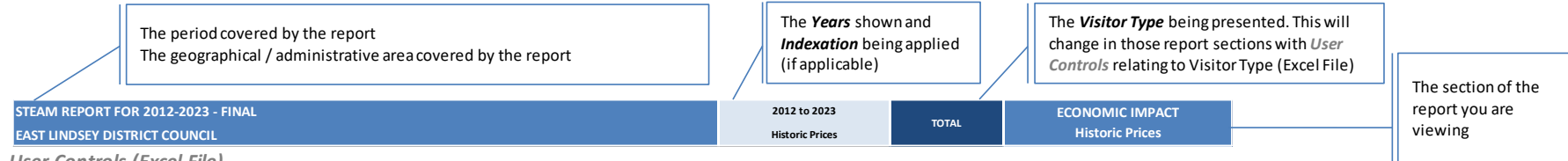
<b>REPORT SECTIONS</b>  Page	<b>USER GUIDE</b>  3	<b>COMPARATIVE HEADLINES</b>  4	<b>KEY MEASURES</b>  5-11
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## Report Section Design and Features

### Headers

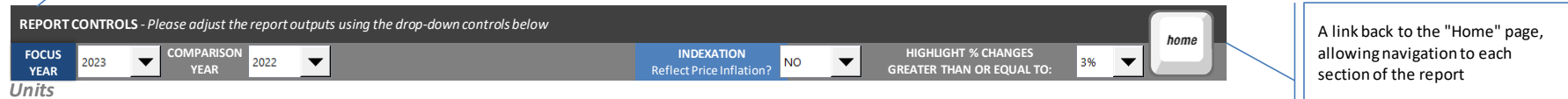
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

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

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



### Units

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

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

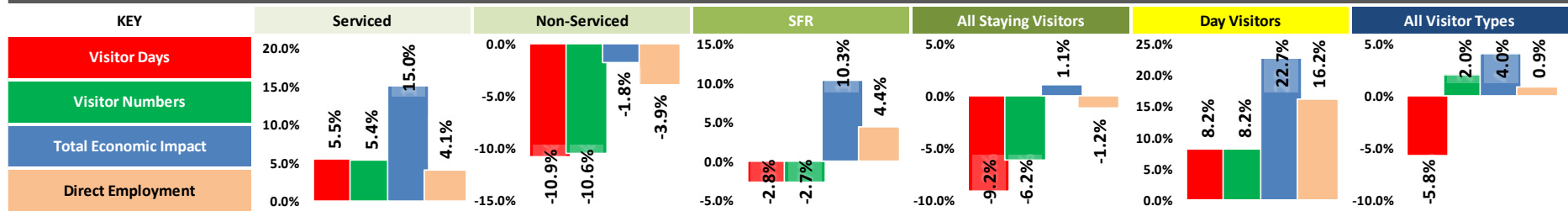
### Visitor Numbers / Visitor Days / Average Length of Stay

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

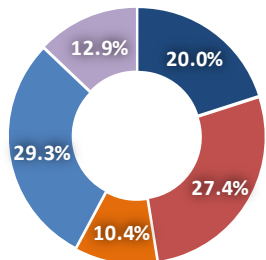
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									All Staying Visitors	Day Visitors			All Visitor Types					
	Staying in Paid Accommodation			Staying with Friends and Relatives (SFR)															
	Serviced			Non-Serviced															
	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %				
Visitor Days	M	0.856	0.812	5.5%	8.145	9.142	-10.9%	0.554	0.570	-2.8%	9.555	10.52	-9.2%	2.770	2.560	8.2%	12.32	13.08	-5.8%
Visitor Numbers	M	0.436	0.413	5.4%	1.135	1.269	-10.6%	0.233	0.240	-2.7%	1.804	1.922	-6.2%	2.770	2.560	8.2%	4.574	4.482	2.0%
Direct Expenditure	£M																635.52	609.79	4.2%
Economic Impact	£M	113.15	98.36	15.0%	570.90	581.16	-1.8%	36.26	32.88	10.3%	720.30	712.40	1.1%	137.19	111.80	22.7%	857.49	824.20	4.0%
Direct Employment	FTEs	1,873	1,799	4.1%	3,949	4,110	-3.9%	266	254	4.4%	6,088	6,163	-1.2%	991	853	16.2%	7,079	7,016	0.9%
Total Employment	FTEs																8,943	8,918	0.3%

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

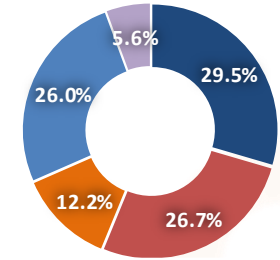


- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

	2023	2022	+/- %
Accommodation	127.35	135.00	-5.7%
Food & Drink	174.26	163.14	6.8%
Recreation	65.85	61.38	7.3%
Shopping	186.13	172.99	7.6%
Transport	81.93	77.29	6.0%
<b>TOTAL DIRECT</b>	<b>635.52</b>	<b>609.79</b>	<b>4.2%</b>
Indirect	221.97	214.41	3.5%
<b>TOTAL</b>	<b>857.49</b>	<b>824.20</b>	<b>4.0%</b>

Sectoral Distribution of Employment - FTEs

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



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*

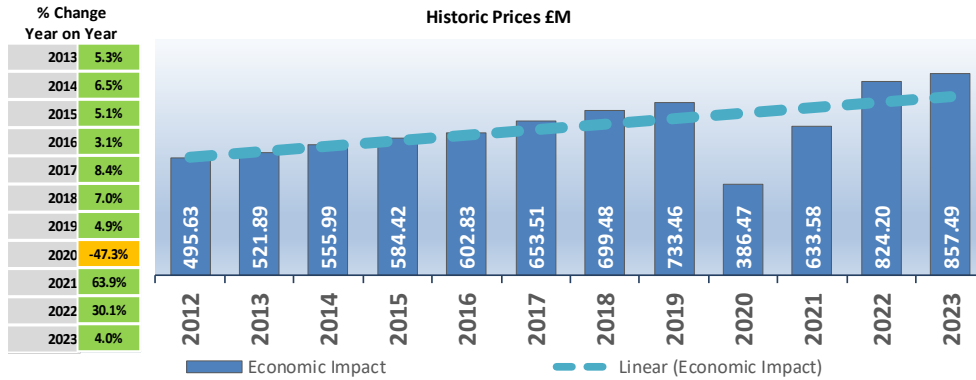
**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023  
 Historic Prices

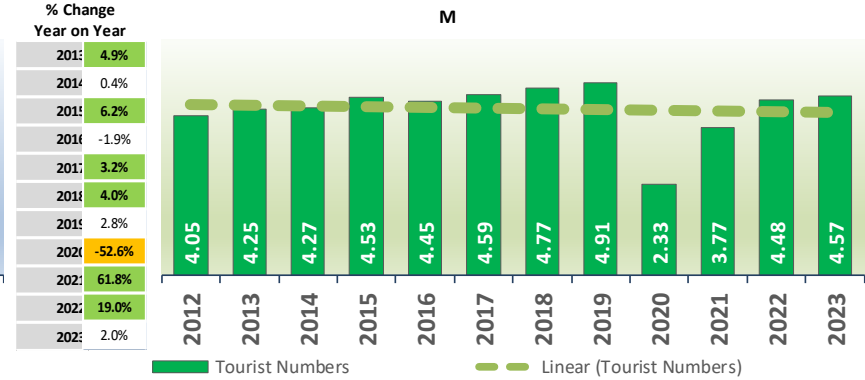
TOTAL

KEY MEASURES  
 Historic Prices

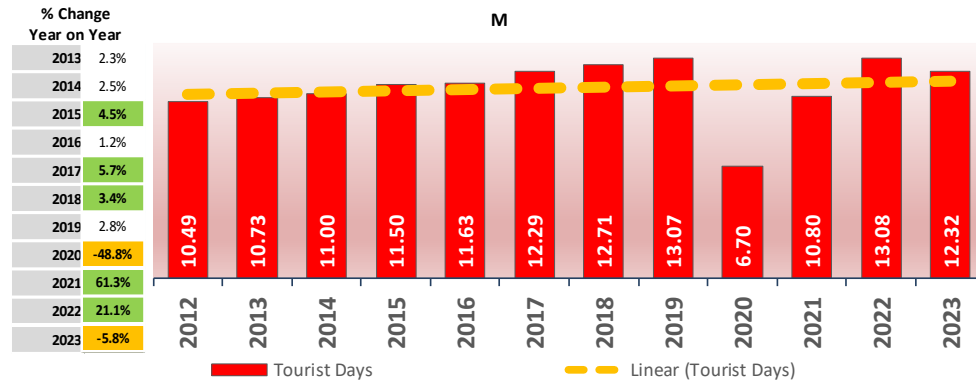
**Economic Impact - Historic Prices - Total**



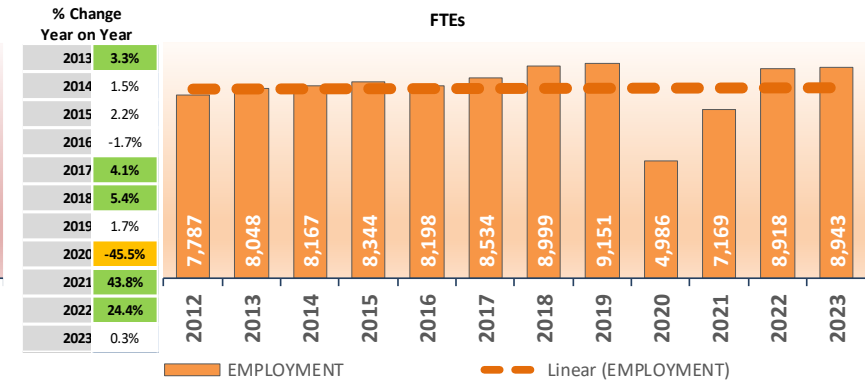
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		5.3%	12.2%	17.9%	21.6%	31.9%	41.1%	48.0%	-22.0%	27.8%	66.3%	73.0%
Visitor Numbers		4.9%	5.3%	11.9%	9.8%	13.4%	17.9%	21.2%	-42.5%	-7.0%	10.7%	12.9%
Visitor Days		2.3%	4.9%	9.6%	10.9%	17.2%	21.2%	24.6%	-36.1%	3.0%	24.7%	17.5%
Total Employment		3.3%	4.9%	7.1%	5.3%	9.6%	15.6%	17.5%	-36.0%	-7.9%	14.5%	14.8%

"Linear" = Linear Trendline

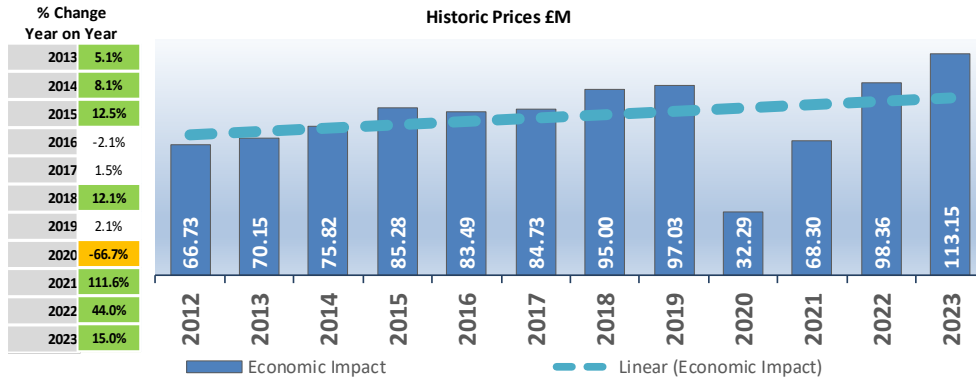
**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023  
 Historic Prices

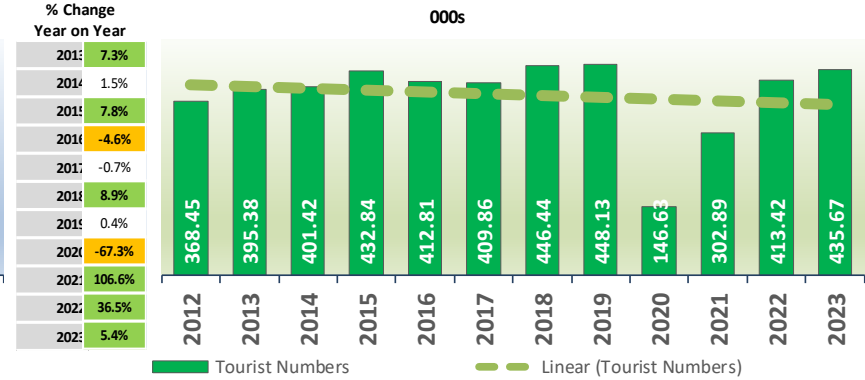
SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

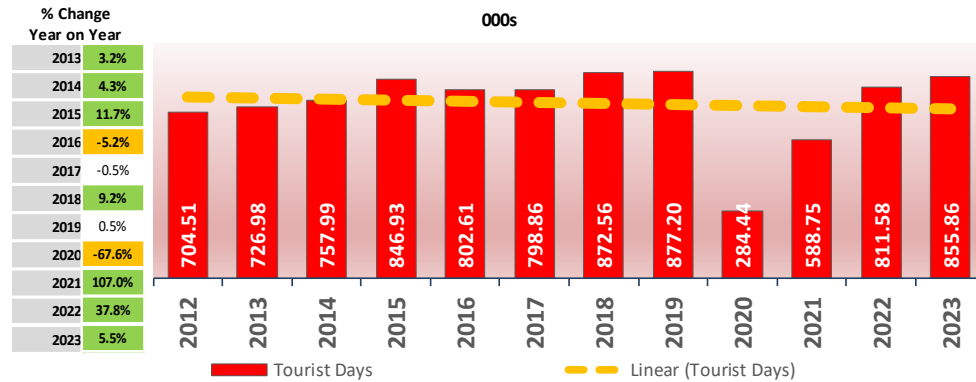
**Economic Impact - Historic Prices - Serviced Accommodation**



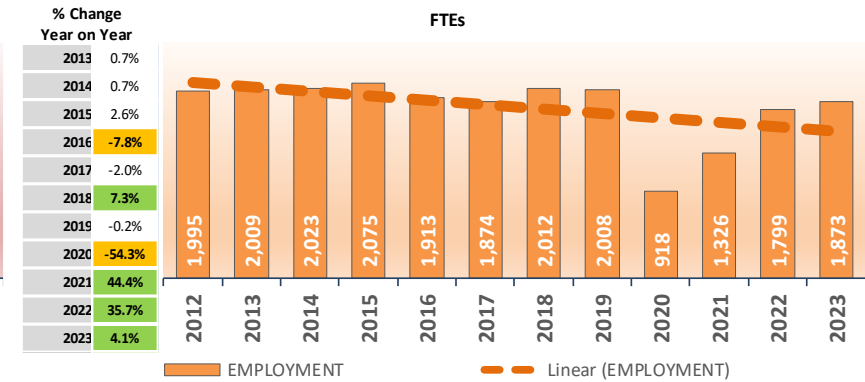
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		5.1%	13.6%	27.8%	25.1%	27.0%	42.4%	45.4%	-51.6%	2.3%	47.4%	69.5%
Visitor Numbers		7.3%	8.9%	17.5%	12.0%	11.2%	21.2%	21.6%	-60.2%	-17.8%	12.2%	18.2%
Visitor Days		3.2%	7.6%	20.2%	13.9%	13.4%	23.9%	24.5%	-59.6%	-16.4%	15.2%	21.5%
Direct Employment		0.7%	1.4%	4.0%	-4.1%	-6.1%	0.8%	0.7%	-54.0%	-33.6%	-9.8%	-6.1%

"Linear" = Linear Trendline

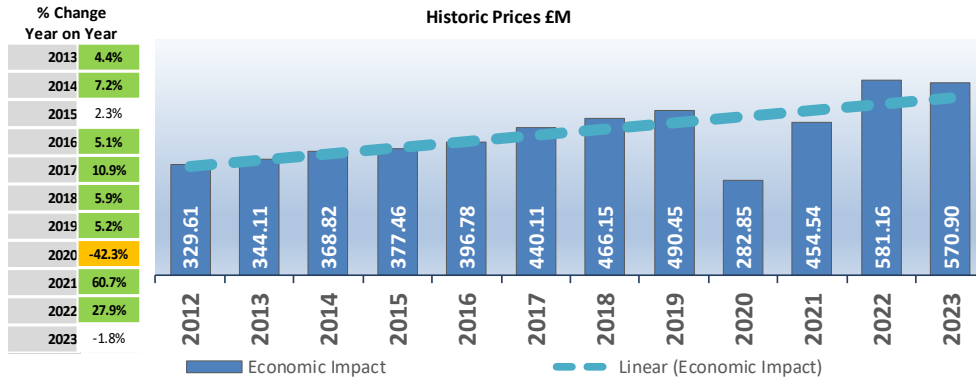
**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023  
 Historic Prices

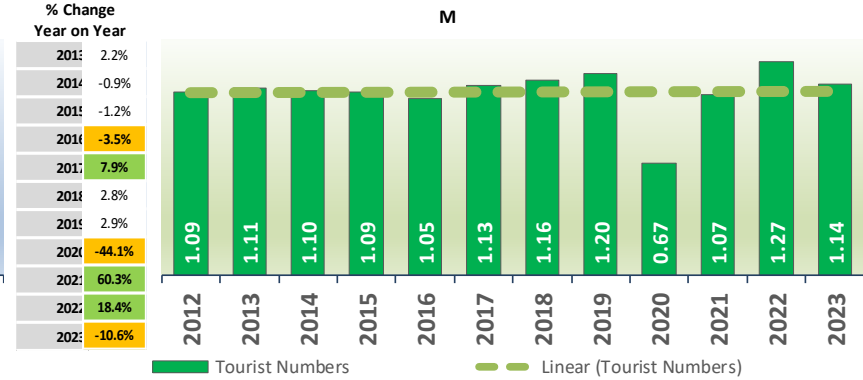
NON-SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

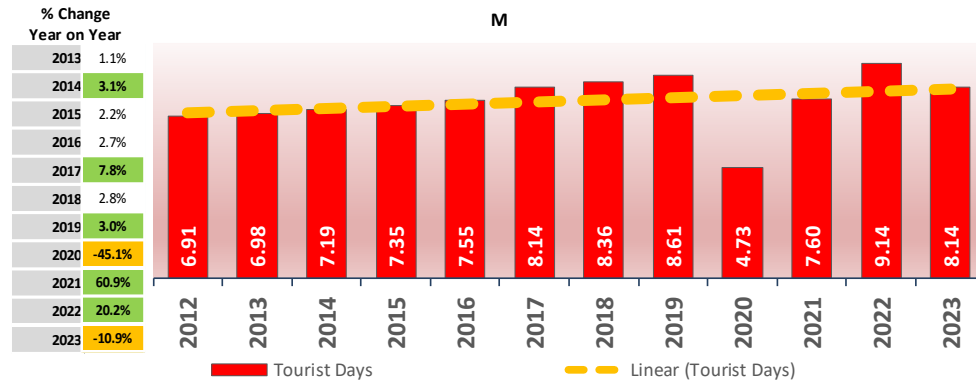
**Economic Impact - Historic Prices - Non-Serviced Accommodation**



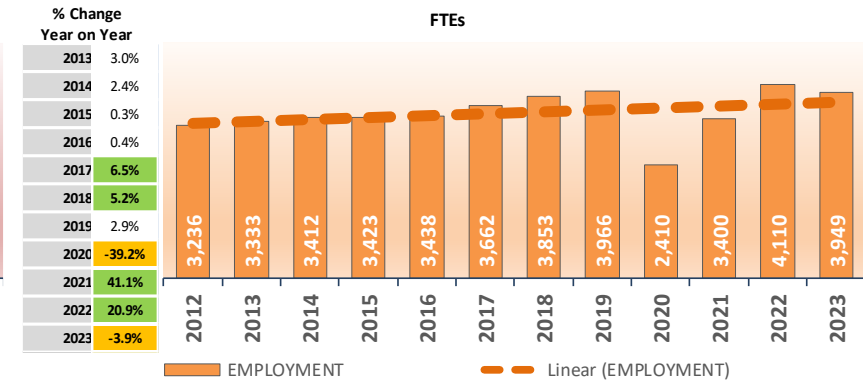
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



**Direct Employment Supported - Non-Serviced Accommodation**



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		4.4%	11.9%	14.5%	20.4%	33.5%	41.4%	48.8%	-14.2%	37.9%	76.3%	73.2%
Visitor Numbers		2.2%	1.3%	0.0%	-3.4%	4.1%	7.1%	10.2%	-38.4%	-1.3%	16.9%	4.5%
Visitor Days		1.1%	4.1%	6.4%	9.3%	17.8%	21.1%	24.7%	-31.6%	10.1%	32.4%	17.9%
Direct Employment		3.0%	5.4%	5.8%	6.2%	13.2%	19.1%	22.6%	-25.5%	5.1%	27.0%	22.0%

"Linear" = Linear Trendline



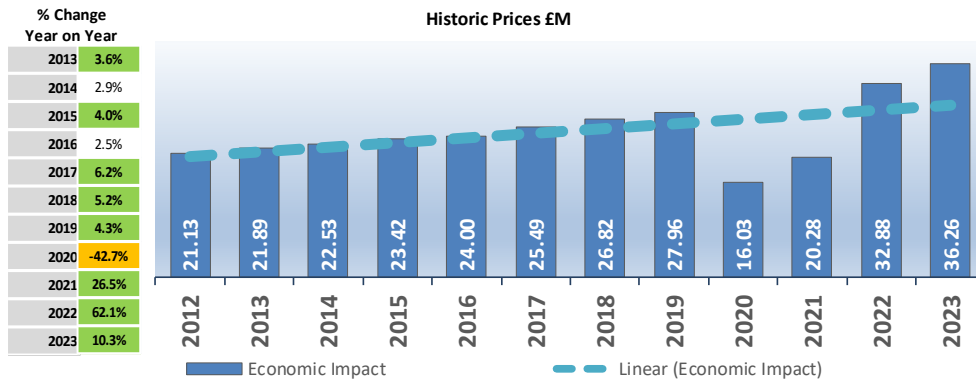
**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023  
 Historic Prices

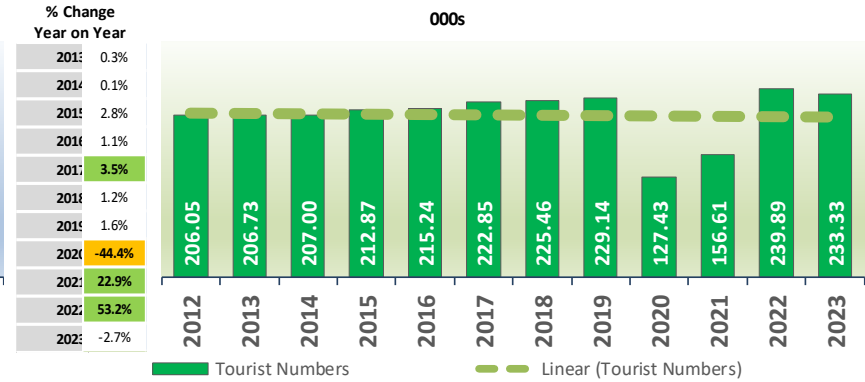
SFR

**KEY MEASURES**  
 Historic Prices

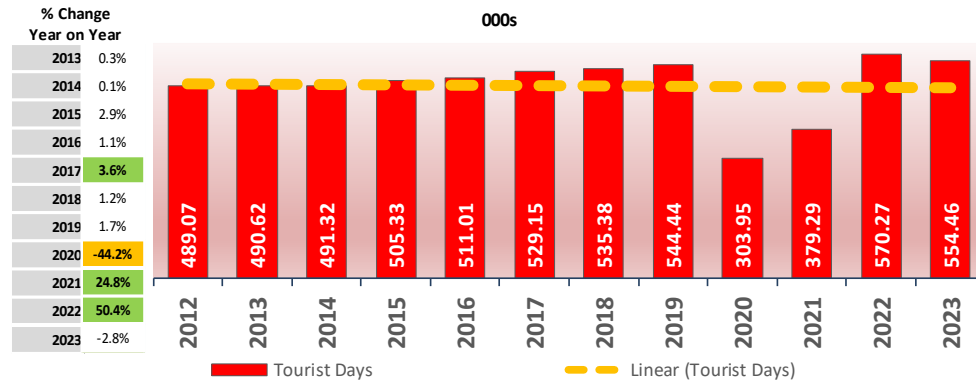
**Economic Impact - Historic Prices - SFR**



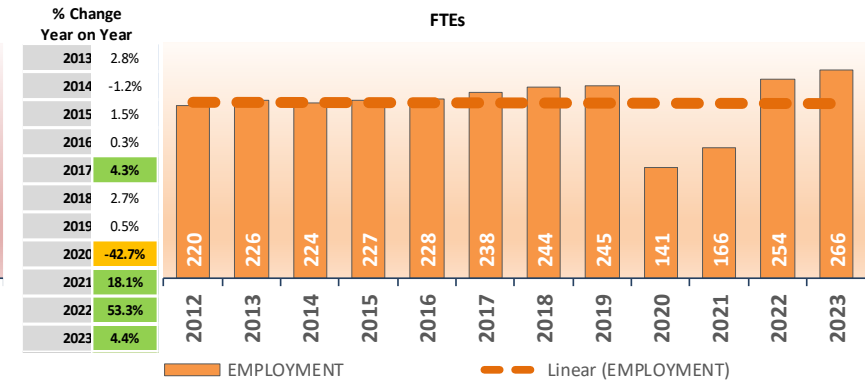
**Visitor Numbers - SFR**



**Visitor Days - SFR**



**Direct Employment Supported - SFR**



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		3.6%	6.6%	10.9%	13.6%	20.7%	26.9%	32.3%	-24.1%	-4.0%	55.7%	71.6%
Visitor Numbers		0.3%	0.5%	3.3%	4.5%	8.2%	9.4%	11.2%	-38.2%	-24.0%	16.4%	13.2%
Visitor Days		0.3%	0.5%	3.3%	4.5%	8.2%	9.5%	11.3%	-37.9%	-22.4%	16.6%	13.4%
Direct Employment		2.8%	1.6%	3.2%	3.6%	8.0%	10.9%	11.4%	-36.2%	-24.6%	15.6%	20.7%

"Linear" = Linear Trendline

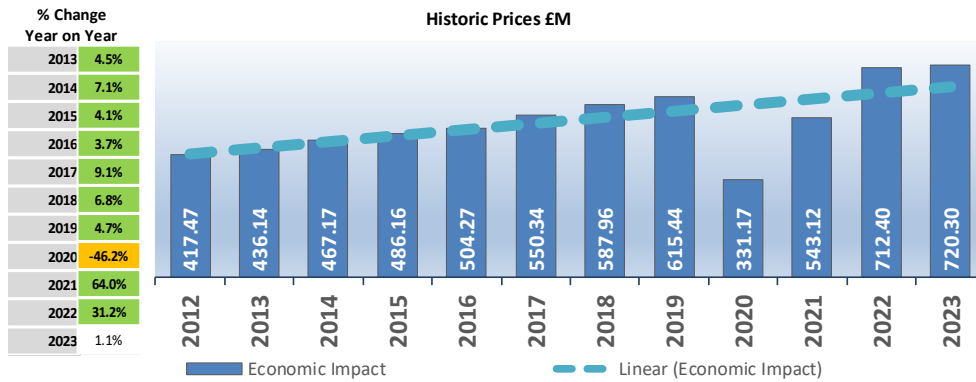
**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023  
 Historic Prices

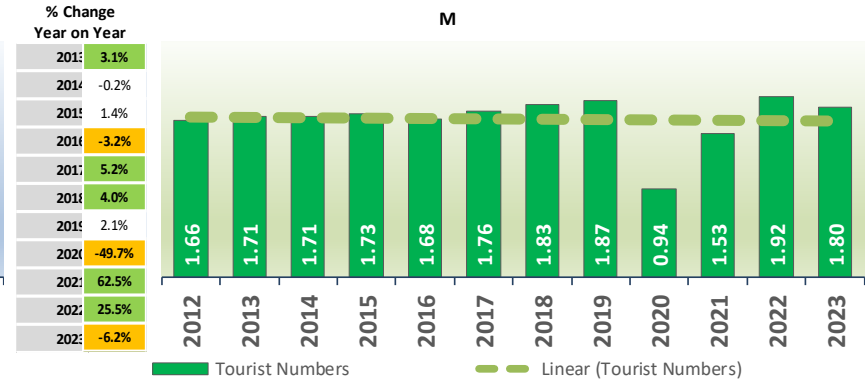
STAYING VISITOR

KEY MEASURES  
 Historic Prices

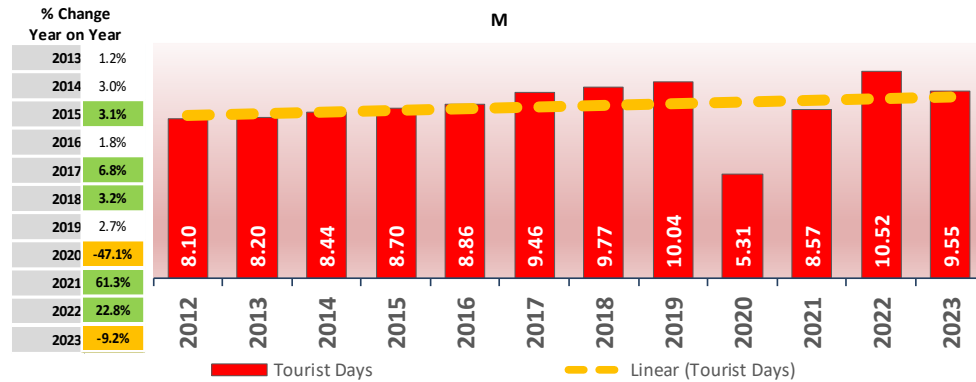
**Economic Impact - Historic Prices - Staying Visitor**



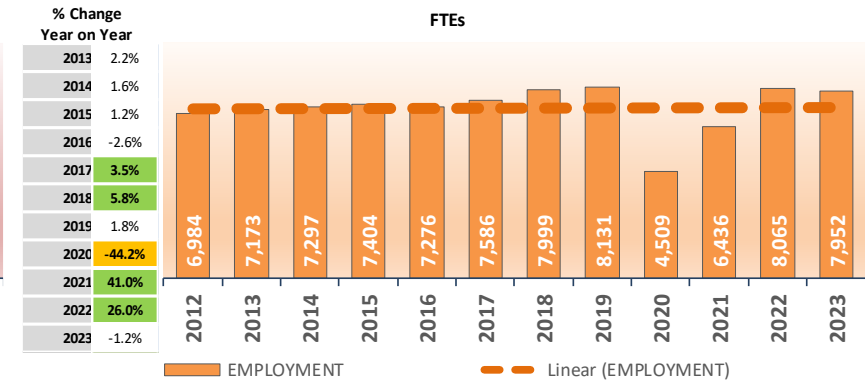
**Visitor Numbers - Staying Visitor**



**Visitor Days - Staying Visitor**



**Direct Employment Supported - Staying Visitor**



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		4.5%	11.9%	16.5%	20.8%	31.8%	40.8%	47.4%	-20.7%	30.1%	70.6%	72.5%
Visitor Numbers		3.1%	2.9%	4.3%	1.0%	6.2%	10.5%	12.9%	-43.2%	-7.8%	15.8%	8.6%
Visitor Days		1.2%	4.2%	7.4%	9.4%	16.8%	20.6%	23.9%	-34.4%	5.8%	29.9%	18.0%
Direct Employment		2.7%	4.5%	6.0%	4.2%	8.6%	14.5%	16.4%	-35.4%	-7.8%	15.5%	13.9%

"Linear" = Linear Trendline

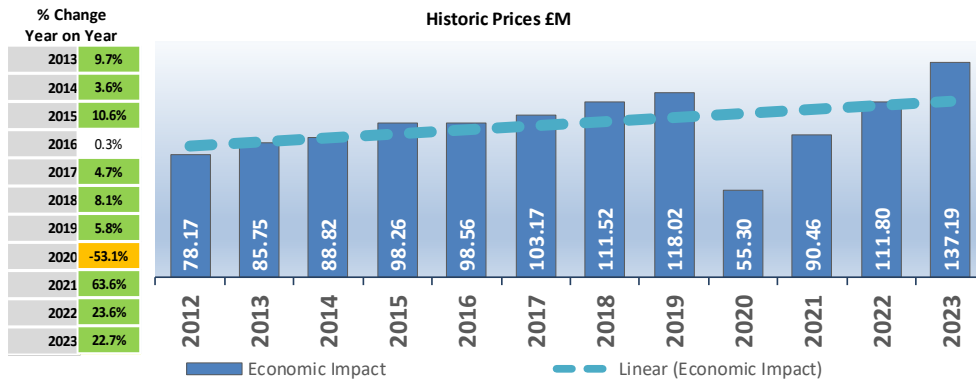
STEAM REPORT FOR 2012-2023 - FINAL  
EAST LINDSEY DISTRICT COUNCIL

2012 to 2023  
Historic Prices

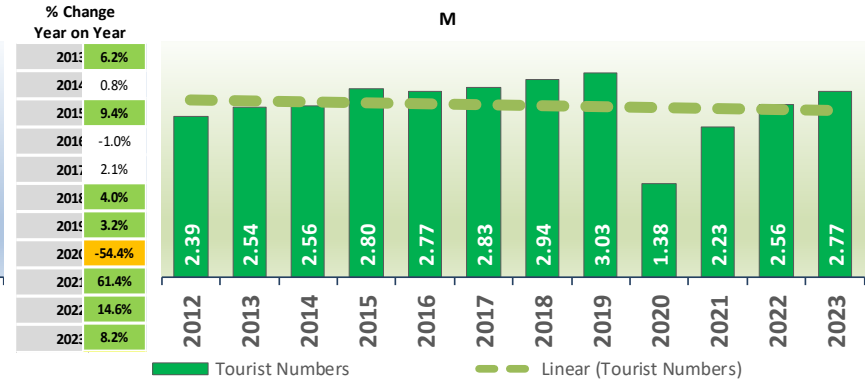
DAY VISITOR

KEY MEASURES  
Historic Prices

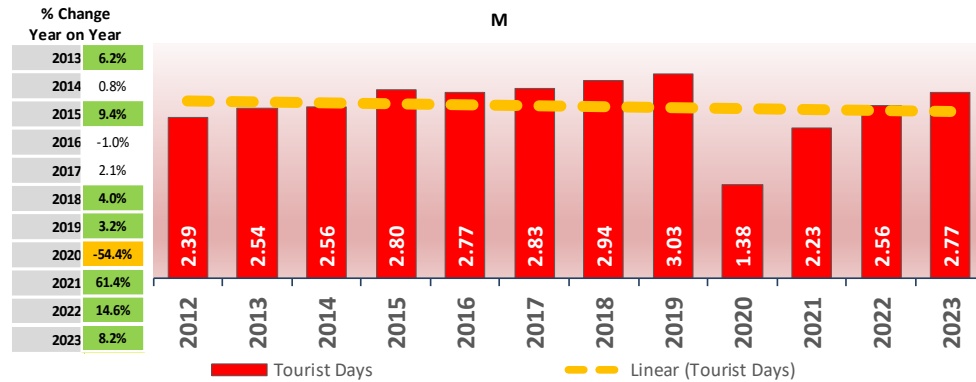
Economic Impact - Historic Prices - Day Visitor



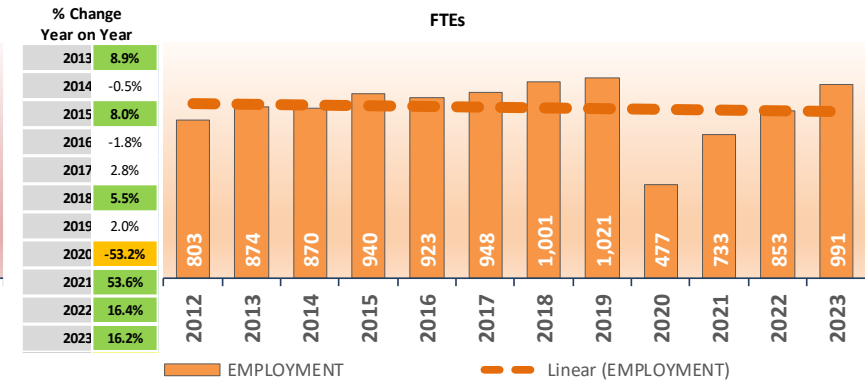
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		9.7%	13.6%	25.7%	26.1%	32.0%	42.7%	51.0%	-29.3%	15.7%	43.0%	75.5%
Visitor Numbers		6.2%	7.1%	17.1%	16.0%	18.3%	23.0%	27.0%	-42.1%	-6.5%	7.1%	15.9%
Visitor Days		6.2%	7.1%	17.1%	16.0%	18.3%	23.0%	27.0%	-42.1%	-6.5%	7.1%	15.9%
Direct Employment		8.9%	8.3%	17.0%	14.9%	18.1%	24.6%	27.1%	-40.6%	-8.7%	6.2%	23.4%

"Linear" = Linear Trendline

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

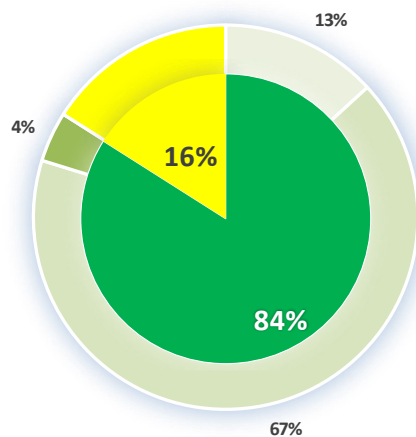
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2023 - M - Share of Total

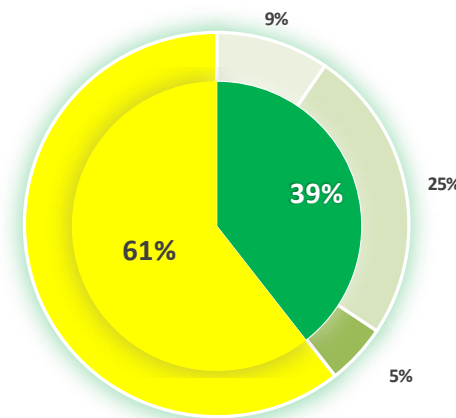
**TOTAL**  
**£857.49m**

	£M
Serviced	113.15
Non-Serviced	570.90
SFR	36.26
Staying Visitor	720.30
Day Visitor	137.19
<b>Total</b>	<b>857.49</b>



**TOTAL**  
**4.57m**

	M
Serviced	0.44
Non-Serviced	1.14
SFR	0.23
Staying Visitor	1.80
Day Visitor	2.77
<b>Total</b>	<b>4.57</b>

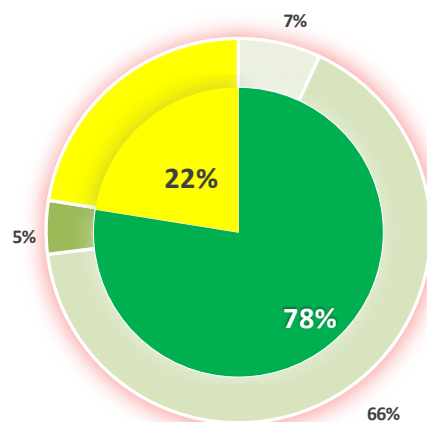


Visitor Days - 2023 - M - Share of Total

Direct Employment Supported - 2023 - FTEs - Share of Total

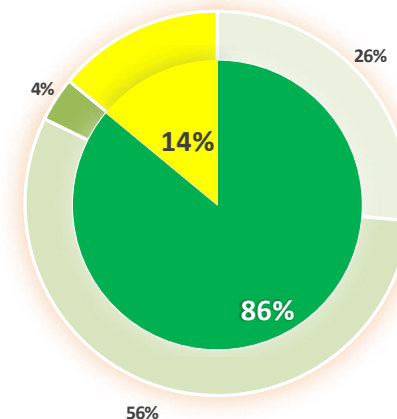
**TOTAL**  
**12.32m**

	M
Serviced	0.86
Non-Serviced	8.14
SFR	0.55
Staying Visitor	9.55
Day Visitor	2.77
<b>Total</b>	<b>12.32</b>



**TOTAL**  
**7,079 Direct FTEs**  
**8,943 Total FTEs**

	FTEs
Serviced	1,873
Non-Serviced	3,949
SFR	266
Staying Visitor	6,088
Day Visitor	991
<b>Total</b>	<b>7,079</b>



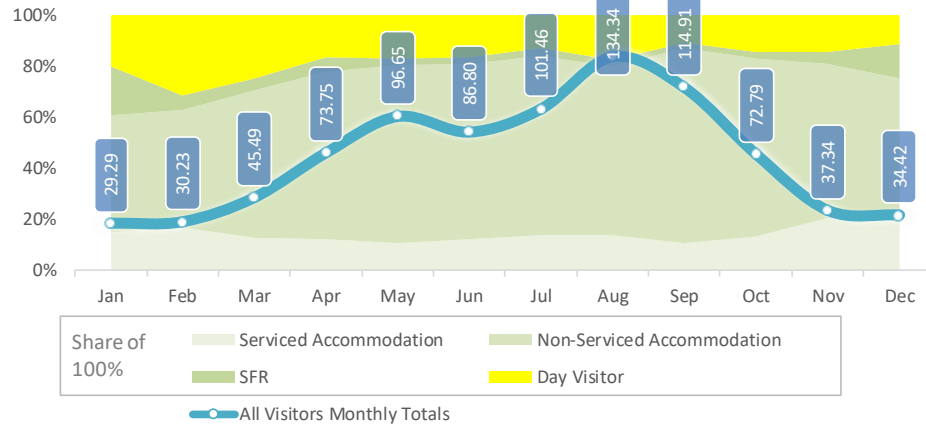
**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

**2023**  
 Historic Prices

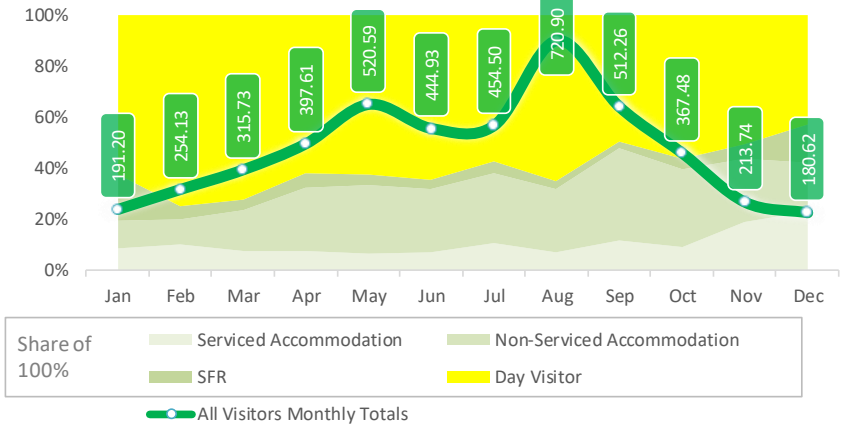
**TOTAL**

**DISTRIBUTION BY MONTH**  
 Historic Prices

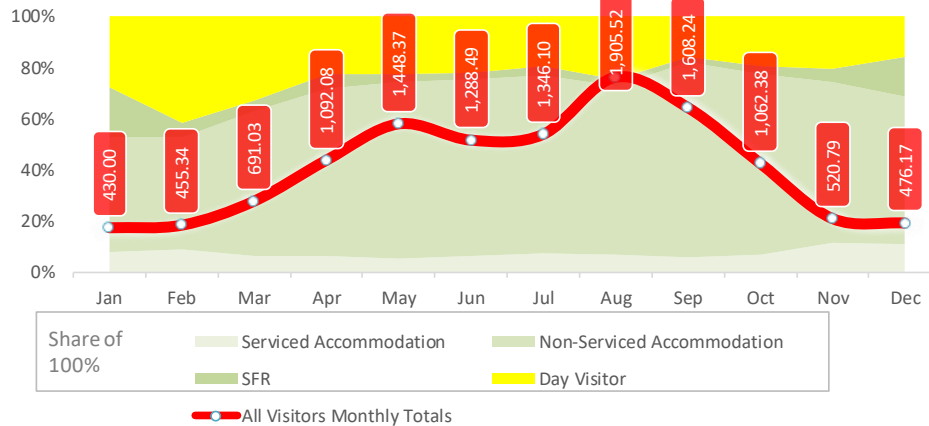
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**



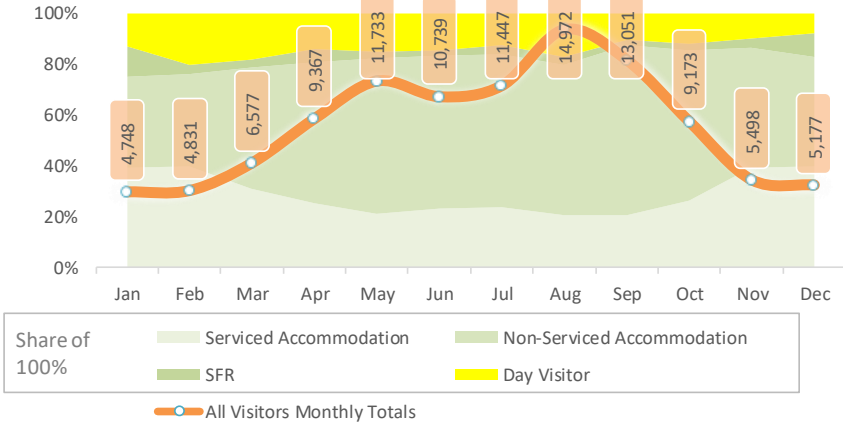
**Visitor Numbers - 2023 - 000s - Distribution of Impact by Month**



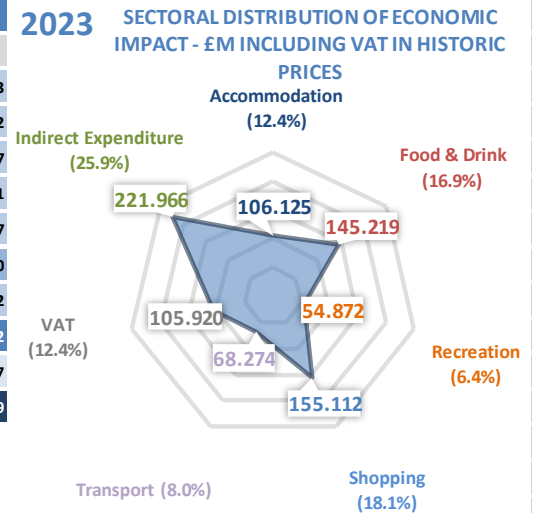
**Visitor Days - 2023 - 000s - Distribution of Impact by Month**



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



STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL										2012 to 2023 Historic Prices			TOTAL	SECTORAL ANALYSIS Historic Prices
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES														
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Accommodation	£M	67.92	70.74	78.41	80.44	85.22	92.91	97.36	100.29	60.44	88.76	112.50	106.13	
Food & Drink	£M	81.55	86.10	90.80	96.22	98.25	106.21	114.55	120.59	66.79	102.99	135.95	145.22	
Recreation	£M	30.80	32.53	34.28	36.47	37.17	40.08	43.44	45.79	24.98	39.09	51.15	54.87	
Shopping	£M	87.42	92.28	97.32	103.14	105.65	114.01	122.58	129.09	67.03	110.77	144.16	155.11	
Transport	£M	38.41	40.48	42.60	44.96	46.17	50.10	54.03	57.09	30.20	49.70	64.40	68.27	
Direct Revenue	£M	306.11	322.13	343.41	361.24	372.47	403.32	431.95	452.83	249.44	391.31	508.16	529.60	
VAT	£M	61.22	64.43	68.68	72.25	74.49	80.66	86.39	90.57	35.57	77.75	101.63	105.92	
Direct Expenditure	£M	367.33	386.56	412.09	433.48	446.96	483.99	518.35	543.40	285.01	469.06	609.79	635.52	
Indirect Expenditure	£M	128.30	135.34	143.89	150.94	155.87	169.52	181.13	190.05	101.46	164.52	214.41	221.97	
TOTAL	£M	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49	



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	2,265	2,263	2,296	2,284	2,115	2,071	2,214	2,271	1,352	1,653	2,097	2,090
Food & Drink	FTEs	1,508	1,580	1,600	1,656	1,656	1,757	1,850	1,877	1,009	1,495	1,867	1,888
Recreation	FTEs	691	724	733	762	760	805	851	865	458	688	852	866
Shopping	FTEs	1,473	1,544	1,564	1,618	1,623	1,719	1,805	1,831	923	1,466	1,805	1,838
Transport	FTEs	317	332	335	346	348	370	390	397	204	322	395	397
Direct Employment	FTEs	6,255	6,443	6,528	6,666	6,502	6,723	7,110	7,240	3,946	5,625	7,016	7,079
Indirect Employment	FTEs	1,533	1,605	1,638	1,678	1,697	1,812	1,890	1,911	1,040	1,544	1,902	1,864
TOTAL	FTEs	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943

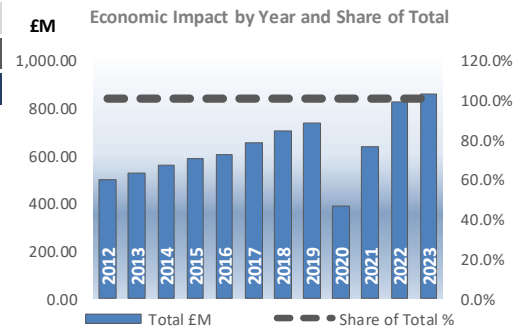


## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2012 to 2023

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



STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2012 to 2023		84.1%	71.2%	88.0%	75.4%	77.4%	52.9%	51.6%	59.4%	99.4%	96.4%	68.2%	108.3%	73.0%	81.8%	67.8%	68.0%	90.8%		
% Change 2022 to 2023		9.1%	19.3%	1.7%	12.3%	4.2%	-2.6%	-6.1%	1.5%	6.6%	17.2%	7.9%	-0.9%	4.0%	8.4%	3.9%	0.7%	10.0%		
Average Annual Change		7.6%	6.5%	8.0%	6.9%	7.0%	4.8%	4.7%	5.4%	9.0%	8.8%	6.2%	9.8%	6.6%	7.4%	6.2%	6.2%	8.3%		
2012	£M	15.91	17.66	24.20	42.04	54.47	56.76	66.91	84.27	57.63	37.05	22.20	16.52	495.63	57.77	153.27	208.81	75.78		
2013	£M	16.92	19.08	27.46	42.04	58.93	57.45	70.08	89.44	58.74	38.88	24.57	18.30	521.89	63.46	158.42	218.27	81.74		
2014	£M	17.44	19.88	29.55	45.58	61.05	59.29	73.75	90.40	71.19	41.90	26.41	19.54	555.99	66.87	165.93	235.34	87.85		
2015	£M	19.40	21.29	31.51	47.60	64.74	63.03	77.00	96.06	71.68	45.58	25.91	20.63	584.42	72.20	175.37	244.73	92.12		
2016	£M	19.91	21.55	32.45	48.02	66.68	65.49	79.51	100.66	74.34	46.30	26.40	21.53	602.83	73.91	180.19	254.51	94.22		
2017	£M	21.69	23.65	33.03	53.15	72.09	69.11	86.37	106.74	85.36	50.21	27.89	24.22	653.51	78.37	194.34	278.47	102.33		
2018	£M	23.03	25.36	34.79	55.75	79.12	74.74	90.31	116.68	89.50	54.49	29.97	25.75	699.48	83.18	209.61	296.48	110.21		
2019	£M	24.96	26.78	36.79	61.57	83.62	77.40	96.16	120.06	90.54	55.99	32.24	27.35	733.46	88.53	222.60	306.76	115.57		
2020	£M	26.18	23.13	19.35	2.986	5.852	6.631	51.15	90.98	94.02	47.94	5.230	13.03	386.47	68.66	15.47	236.15	66.20		
2021	£M	2.719	4.122	5.509	20.48	64.13	81.09	95.84	122.91	111.96	67.04	32.18	25.60	633.58	12.35	165.70	330.71	124.82		
2022	£M	26.84	25.35	44.71	65.66	92.80	89.13	108.08	132.41	107.78	62.11	34.60	34.74	824.20	96.91	247.58	348.27	131.44		
2023	£M	29.29	30.23	45.49	73.75	96.65	86.80	101.46	134.34	114.91	72.79	37.34	34.42	857.49	105.02	257.20	350.71	144.56		
ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total						
Total	£M	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49	1,000.00						
All Visitor Types	£M	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49	800.00						
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%	600.00						
Annual Change in Share	%													400.00						
Change in Share from 2012	%													200.00						
Avg Ann. Change in Share	%													0.00						

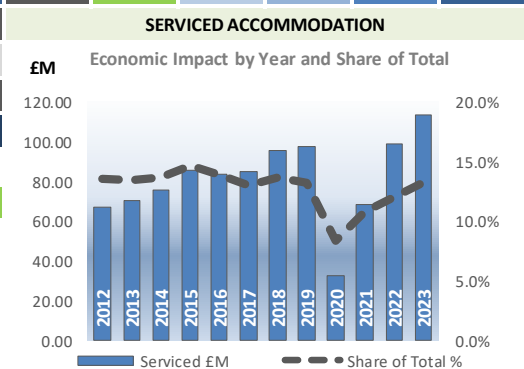


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Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

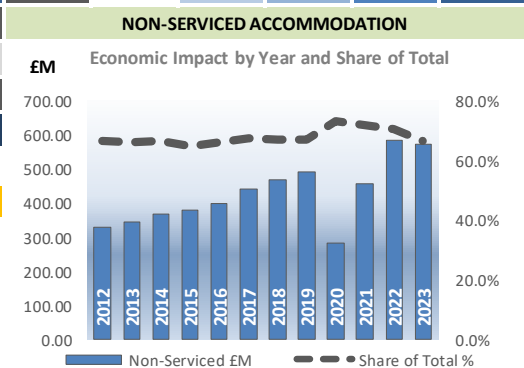
STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2012 to 2023		143.5%	67.2%	63.8%	66.6%	99.3%	71.9%	75.4%	56.7%	43.2%	68.8%	44.2%	146.7%	69.5%	82.2%	78.6%	57.9%	74.8%		
% Change 2022 to 2023		34.8%	19.1%	15.1%	15.4%	14.5%	14.4%	11.4%	13.9%	16.9%	13.0%	12.0%	16.4%	15.0%	21.6%	14.7%	13.9%	13.6%		
Average Annual Change		13.0%	6.1%	5.8%	6.1%	9.0%	6.5%	6.9%	5.2%	3.9%	6.3%	4.0%	13.3%	6.3%	7.5%	7.1%	5.3%	6.8%		
2012	£M	1.789	3.075	3.471	5.390	5.101	6.196	7.924	11.61	8.498	5.613	5.331	2.736	66.73	8.335	16.69	28.03	13.68		
2013	£M	1.881	3.447	4.143	4.755	5.563	6.365	8.697	12.59	7.937	5.326	6.140	3.301	70.15	5.1%	9.471	16.68	29.23	14.77	
2014	£M	2.043	3.428	3.997	5.604	5.941	6.411	9.518	13.02	9.940	6.153	6.311	3.455	75.82	8.1%	9.468	17.96	32.48	15.92	
2015	£M	3.141	4.199	4.813	6.353	7.131	8.158	10.52	13.88	9.761	7.419	5.763	4.147	85.28	12.5%	12.15	21.64	34.16	17.33	
2016	£M	2.902	4.011	4.661	6.054	6.979	7.832	10.75	14.17	9.388	6.820	5.580	4.338	83.49	-2.1%	11.57	20.86	34.32	16.74	
2017	£M	3.147	3.869	4.320	6.516	7.574	7.976	10.60	13.78	9.466	6.991	5.662	4.835	84.73	1.5%	11.34	22.07	33.84	17.49	
2018	£M	3.514	4.292	4.718	7.190	8.638	8.957	11.73	15.94	10.28	7.902	6.389	5.448	95.00	12.1%	12.52	24.79	37.95	19.74	
2019	£M	3.574	4.335	4.827	7.340	8.847	9.180	12.09	16.19	10.39	8.204	6.643	5.421	97.03	2.1%	12.74	25.37	38.66	20.27	
2020	£M	3.571	4.091	1.993	0.605	0.861	0.776	2.742	7.605	4.953	3.623	0.848	0.617	32.29	-66.7%	9.656	2.242	15.30	5.088	
2021	£M	0.670	0.754	0.977	1.532	2.329	7.375	10.57	15.43	9.783	7.954	6.153	4.770	68.30	111.6%	2.401	11.24	35.79	18.88	
2022	£M	3.232	4.316	4.939	7.776	8.880	9.310	12.48	15.97	10.41	8.387	6.864	5.799	98.36	44.0%	12.49	25.97	38.86	21.05	
2023	£M	4.357	5.140	5.687	8.977	10.16	10.65	13.90	18.19	12.17	9.477	7.685	6.750	113.15	15.0%	15.18	29.79	44.26	23.91	

ECONOMIC IMPACT - IN HISTORIC PRICES													SERVICED ACCOMMODATION		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	
Serviced	£M	66.73	70.15	75.82	85.28	83.49	84.73	95.00	97.03	32.29	68.30	98.36	113.15	Economic Impact by Year and Share of Total	
All Visitor Types	£M	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49		
Share of Total	%	13.5%	13.4%	13.6%	14.6%	13.9%	13.0%	13.6%	13.2%	8.4%	10.8%	11.9%	13.2%		
Annual Change in Share	%		-0.2%	1.5%	7.0%	-5.1%	-6.4%	4.7%	-2.6%	-36.9%	29.0%	10.7%	10.6%		
Change in Share from 2012	%		-0.2%	1.3%	8.4%	2.9%	-3.7%	0.9%	-1.7%	-38.0%	-19.9%	-11.4%	-2.0%		
Avg Ann. Change in Share	%		-0.2%	0.6%	2.8%	0.7%	-0.7%	0.1%	-0.2%	-4.7%	-2.2%	-1.1%	-0.2%		



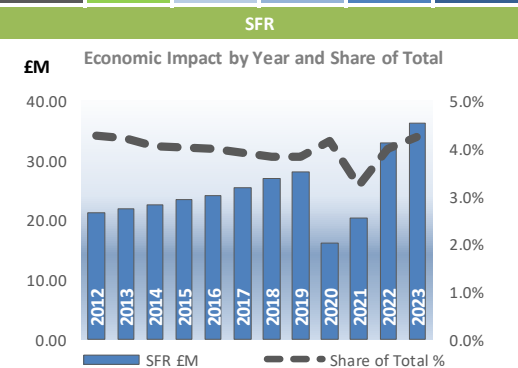
STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						Annual 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		87.7%	60.5%	72.8%	82.0%	71.0%	44.3%	49.7%	55.8%	116.2%	111.3%	85.0%	114.1%	73.2%		72.8%	63.4%	70.7%	104.8%
% Change 2022 to 2023		-2.7%	9.9%	-8.8%	9.3%	-1.0%	-9.8%	-12.7%	-4.9%	3.1%	17.7%	4.7%	-8.9%	-1.8%		-3.0%	-1.7%	-4.7%	7.9%
Average Annual Change		8.0%	5.5%	6.6%	7.5%	6.5%	4.0%	4.5%	5.1%	10.6%	10.1%	7.7%	10.4%	6.7%		6.6%	5.8%	6.4%	9.5%
2012	£M	7.171	8.691	15.39	26.55	39.45	41.41	47.59	57.32	40.73	24.14	12.23	8.946	329.61		31.25	107.41	145.64	45.31
2013	£M	7.877	9.231	17.32	26.76	41.38	41.80	48.98	59.58	42.13	25.82	13.47	9.746	344.11	4.4%	34.43	109.94	150.70	49.04
2014	£M	8.386	9.848	18.47	28.28	42.88	43.29	51.52	59.91	52.76	27.81	14.92	10.74	368.82	7.2%	36.71	114.46	164.18	53.47
2015	£M	8.243	9.448	19.09	29.22	44.63	44.78	53.27	62.29	52.22	28.93	14.75	10.58	377.46	2.3%	36.78	118.64	167.77	54.27
2016	£M	8.811	9.882	19.49	30.06	46.12	46.51	56.11	66.60	55.71	30.68	15.60	11.20	396.78	5.1%	38.19	122.70	178.41	57.48
2017	£M	10.03	11.75	19.95	33.87	50.57	49.57	63.10	71.55	65.74	34.26	16.66	13.08	440.11	10.9%	41.73	134.00	200.38	64.00
2018	£M	10.49	12.26	20.62	35.26	55.01	53.34	65.24	77.72	67.90	36.94	17.67	13.70	466.15	5.9%	43.36	143.60	210.87	68.31
2019	£M	11.78	12.88	21.61	40.19	58.74	54.92	70.12	79.97	68.04	37.56	19.60	15.04	490.45	5.2%	46.27	153.85	218.13	72.20
2020	£M	12.88	10.55	12.32	1.383	3.099	3.265	42.89	68.50	80.17	37.15	2.161	8.491	282.85	-42.3%	35.74	7.747	191.56	47.80
2021	£M	0.325	0.318	0.621	11.94	49.41	61.13	72.57	84.90	89.77	48.58	20.44	14.53	454.54	60.7%	1.264	122.48	247.24	83.56
2022	£M	13.83	12.70	29.13	44.20	68.17	66.26	81.64	93.87	85.41	43.32	21.60	21.03	581.16	27.9%	55.66	178.63	260.93	85.95
2023	£M	13.46	13.95	26.58	48.32	67.46	59.76	71.26	89.30	88.05	51.00	22.62	19.16	570.90	-1.8%	53.98	175.54	248.60	92.77

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	
Non-Serviced	£M	329.61	344.11	368.82	377.46	396.78	440.11	466.15	490.45	282.85	454.54	581.16	570.90	Economic Impact by Year and Share of Total	
All Visitor Types	£M	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49		
Share of Total	%	66.5%	65.9%	66.3%	64.6%	65.8%	67.3%	66.6%	66.9%	73.2%	71.7%	70.5%	66.6%		
Annual Change in Share	%		-0.9%	0.6%	-2.6%	1.9%	2.3%	-1.0%	0.3%	9.5%	-2.0%	-1.7%	-5.6%		
Change in Share from 2012	%		-0.9%	-0.2%	-2.9%	-1.0%	1.3%	0.2%	0.5%	10.1%	7.9%	6.0%	0.1%		
Avg Ann. Change in Share	%		-0.9%	-0.1%	-1.0%	-0.3%	0.3%	0.0%	0.1%	1.3%	0.9%	0.6%	0.0%		



STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2012 to 2023		82.9%	72.1%	66.7%	67.7%	65.1%	56.1%	61.4%	65.1%	75.0%	76.6%	74.3%	86.5%	71.6%	77.2%	64.1%	65.9%	81.5%	
% Change 2022 to 2023		10.6%	15.0%	7.1%	14.0%	9.9%	6.6%	6.7%	9.2%	11.2%	16.7%	12.7%	7.8%	10.3%	10.6%	10.9%	8.7%	10.8%	
Average Annual Change		7.5%	6.6%	6.1%	6.2%	5.9%	5.1%	5.6%	5.9%	6.8%	7.0%	6.8%	7.9%	6.5%	7.0%	5.8%	6.0%	7.4%	
2012	£M	3.030	0.993	1.166	2.564	1.748	1.400	2.092	2.215	1.250	1.172	0.977	2.519	21.13	5.189	5.712	5.556	4.668	
2013	£M	3.172	1.044	1.232	2.604	1.804	1.425	2.161	2.294	1.276	1.209	1.029	2.640	21.89	5.448	5.833	5.730	4.878	
2014	£M	3.252	1.063	1.264	2.679	1.838	1.450	2.225	2.377	1.333	1.259	1.063	2.723	22.53	5.578	5.967	5.935	5.045	
2015	£M	3.476	1.126	1.312	2.758	1.897	1.496	2.287	2.444	1.371	1.302	1.097	2.858	23.42	5.915	6.151	6.102	5.257	
2016	£M	3.578	1.152	1.331	2.803	1.935	1.528	2.343	2.516	1.414	1.333	1.125	2.944	24.00	6.061	6.266	6.272	5.403	
2017	£M	3.821	1.241	1.373	2.978	2.048	1.602	2.485	2.633	1.540	1.418	1.185	3.168	25.49	6.436	6.629	6.658	5.772	
2018	£M	4.020	1.305	1.428	3.115	2.170	1.691	2.597	2.793	1.603	1.490	1.251	3.352	26.82	6.754	6.976	6.993	6.093	
2019	£M	4.246	1.345	1.478	3.301	2.262	1.741	2.716	2.878	1.636	1.530	1.320	3.504	27.96	7.069	7.305	7.230	6.354	
2020	£M	4.609	1.134	0.819	0.127	0.125	0.106	1.589	2.386	1.825	1.428	0.149	1.733	16.03	6.562	0.358	5.800	3.311	
2021	£M	0.113	0.032	0.038	1.003	1.999	1.984	2.867	3.088	2.245	2.021	1.410	3.480	20.28	0.183	4.987	8.199	6.911	
2022	£M	5.009	1.486	1.814	3.772	2.628	2.050	3.163	3.350	1.966	1.774	1.512	4.358	32.88	8.309	8.450	8.479	7.644	
2023	£M	5.542	1.709	1.943	4.299	2.887	2.186	3.376	3.657	2.186	2.071	1.703	4.698	36.26	9.194	9.371	9.220	8.472	

ECONOMIC IMPACT - IN HISTORIC PRICES													SFR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	SFR	
SFR	£M	21.13	21.89	22.53	23.42	24.00	25.49	26.82	27.96	16.03	20.28	32.88	36.26		
All Visitor Types	£M	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49		
Share of Total	%	4.3%	4.2%	4.1%	4.0%	4.0%	3.9%	3.8%	3.8%	4.1%	3.2%	4.0%	4.2%		
Annual Change in Share	%		-1.6%	-3.4%	-1.1%	-0.7%	-2.0%	-1.7%	-0.6%	8.8%	-22.8%	24.6%	6.0%		
Change in Share from 2012	%		-1.6%	-4.9%	-6.0%	-6.6%	-8.5%	-10.1%	-10.6%	-2.7%	-24.9%	-6.4%	-0.8%		
Avg Ann. Change in Share	%		-1.6%	-2.5%	-2.0%	-1.6%	-1.7%	-1.7%	-1.5%	-0.3%	-2.8%	-0.6%	-0.1%		



STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
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		94.8%	63.0%	70.9%	78.5%	73.9%	48.1%	53.7%	56.2%	102.9%	102.3%	72.7%	115.5%	72.5%	Annual Change	75.0%	65.4%	68.5%	96.6%	
% Change 2022 to 2023		5.8%	12.4%	-4.7%	10.5%	1.1%	-6.5%	-9.0%	-1.8%	4.7%	17.0%	6.8%	-1.9%	1.1%		2.5%	0.8%	-2.0%	9.2%	
Average Annual Change		8.6%	5.7%	6.4%	7.1%	6.7%	4.4%	4.9%	5.1%	9.4%	9.3%	6.6%	10.5%	6.6%		6.8%	5.9%	6.2%	8.8%	
2012	£M	11.99	12.76	20.02	34.51	46.29	49.01	57.61	71.14	50.48	30.92	18.54	14.20	417.47		44.77	129.81	179.23	63.66	
2013	£M	12.93	13.72	22.70	34.12	48.75	49.59	59.84	74.47	51.34	32.36	20.63	15.69	436.14	4.5%	49.35	132.46	185.65	68.68	
2014	£M	13.68	14.34	23.73	36.57	50.66	51.15	63.26	75.31	64.03	35.22	22.29	16.92	467.17	7.1%	51.75	138.38	202.60	74.44	
2015	£M	14.86	14.77	25.21	38.33	53.66	54.44	66.07	78.61	63.35	37.65	21.61	17.59	486.16	4.1%	54.85	146.43	208.03	76.85	
2016	£M	15.29	15.04	25.49	38.92	55.04	55.87	69.21	83.29	66.51	38.84	22.30	18.48	504.27	3.7%	55.82	149.83	219.00	79.62	
2017	£M	17.00	16.86	25.65	43.37	60.19	59.14	76.18	87.96	76.74	42.67	23.51	21.08	550.34	9.1%	59.50	162.70	240.88	87.26	
2018	£M	18.03	17.85	26.76	45.56	65.81	63.99	79.57	96.45	79.78	46.33	25.31	22.50	587.96	6.8%	62.64	175.36	255.81	94.15	
2019	£M	19.60	18.56	27.91	50.83	69.85	65.84	84.93	99.04	80.06	47.29	27.56	23.97	615.44	4.7%	66.07	186.52	264.02	98.82	
2020	£M	21.06	15.77	15.13	2.114	4.086	4.147	47.22	78.49	86.95	42.20	3.159	10.84	331.17	-46.2%	51.96	10.35	212.66	56.20	
2021	£M	1.108	1.104	1.636	14.47	53.74	70.49	86.01	103.42	101.79	58.56	28.00	22.79	543.12	64.0%	3.847	138.70	291.23	109.35	
2022	£M	22.07	18.50	35.89	55.75	79.67	77.62	97.29	113.19	97.78	53.48	29.98	31.19	712.40	31.2%	76.45	213.04	308.26	114.64	
2023	£M	23.36	20.79	34.21	61.60	80.51	72.59	88.53	111.15	102.40	62.54	32.01	30.61	720.30	1.1%	78.36	214.70	302.08	125.16	

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	417.47	436.14	467.17	486.16	504.27	550.34	587.96	615.44	331.17	543.12	712.40	720.30		
All Visitor Types	£M	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49		
Share of Total	%	84.2%	83.6%	84.0%	83.2%	83.7%	84.2%	84.1%	83.9%	85.7%	85.7%	86.4%	84.0%		
Annual Change in Share	%		-0.8%	0.5%	-1.0%	0.6%	0.7%	-0.2%	-0.2%	2.1%	0.0%	0.8%	-2.8%		
Change in Share from 2012	%		-0.8%	-0.2%	-1.2%	-0.7%	0.0%	-0.2%	-0.4%	1.7%	1.8%	2.6%	-0.3%		
Avg Ann. Change in Share	%		-0.8%	-0.1%	-0.4%	-0.2%	0.0%	0.0%	-0.1%	0.2%	0.2%	0.3%	0.0%		



STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2012 to 2023		51.2%	92.6%	170.3%	61.2%	97.4%	83.2%	39.0%	76.7%	74.9%	67.1%	45.6%	64.3%	75.5%	105.1%	81.1%	64.4%	60.0%		
% Change 2022 to 2023		24.3%	37.7%	27.9%	22.6%	23.0%	23.4%	19.8%	20.7%	25.1%	18.7%	15.5%	7.6%	22.7%	30.3%	23.0%	21.6%	15.5%		
Average Annual Change		4.7%	8.4%	15.5%	5.6%	8.9%	7.6%	3.5%	7.0%	6.8%	6.1%	4.1%	5.8%	6.9%	9.6%	7.4%	5.9%	5.5%		
2012	£M	3.923	4.901	4.174	7.536	8.179	7.754	9.299	13.12	7.155	6.133	3.666	2.324	78.17	13.00	23.47	29.58	12.12		
2013	£M	3.987	5.361	4.763	7.922	10.18	7.862	10.24	14.97	7.401	6.519	3.931	2.611	85.75	14.11	25.96	32.62	13.06		
2014	£M	3.764	5.541	5.813	9.014	10.39	8.138	10.49	15.09	7.163	6.677	4.113	2.619	88.82	15.12	27.55	32.75	13.41		
2015	£M	4.539	6.517	6.293	9.268	11.08	8.594	10.93	17.45	8.330	7.927	4.296	3.046	98.26	17.35	28.94	36.70	15.27		
2016	£M	4.618	6.504	6.966	9.099	11.65	9.614	10.31	17.37	7.822	7.463	4.093	3.049	98.56	18.09	30.36	35.50	14.60		
2017	£M	4.693	6.797	7.384	9.779	11.90	9.963	10.19	18.78	8.616	7.541	4.383	3.142	103.17	18.87	31.64	37.59	15.07		
2018	£M	5.000	7.504	8.032	10.18	13.31	10.75	10.74	20.22	9.716	8.163	4.654	3.242	111.52	20.54	34.25	40.68	16.06		
2019	£M	5.362	8.221	8.873	10.74	13.77	11.57	11.23	21.02	10.48	8.692	4.676	3.383	118.02	22.46	36.08	42.73	16.75		
2020	£M	5.122	7.355	4.219	0.872	1.765	2.484	3.924	12.49	7.070	5.743	2.071	2.188	55.30	16.70	5.121	23.48	10.00		
2021	£M	1.611	3.018	3.873	6.012	10.39	10.60	9.825	19.49	10.16	8.485	4.175	2.814	90.46	8.502	27.00	39.48	15.47		
2022	£M	4.774	6.855	8.824	9.912	13.12	11.51	10.79	19.22	9.999	8.629	4.618	3.548	111.80	20.45	34.54	40.01	16.80		
2023	£M	5.932	9.439	11.28	12.15	16.14	14.21	12.93	23.20	12.51	10.25	5.336	3.817	137.19	26.65	42.50	48.64	19.40		

ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Economic Impact by Year and Share of Total	
Day Visitor	£M	78.17	85.75	88.82	98.26	98.56	103.17	111.52	118.02	55.30	90.46	111.80	137.19		
All Visitor Types	£M	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49		
Share of Total	%	15.8%	16.4%	16.0%	16.8%	16.3%	15.8%	15.9%	16.1%	14.3%	14.3%	13.6%	16.0%		
Annual Change in Share	%		4.2%	-2.8%	5.2%	-2.8%	-3.4%	1.0%	0.9%	-11.1%	-0.2%	-5.0%	18.0%		
Change in Share from 2012	%		4.2%	1.3%	6.6%	3.7%	0.1%	1.1%	2.0%	-9.3%	-9.5%	-14.0%	1.4%		
Avg Ann. Change in Share	%		4.2%	0.6%	2.2%	0.9%	0.0%	0.2%	0.3%	-1.2%	-1.1%	-1.4%	0.1%		

## 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 EAST LINDSEY DISTRICT COUNCIL													2012 to 2023		TOTAL	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2012 to 2023		7.0%	22.6%	45.7%	3.4%	17.6%	4.4%	-4.3%	13.5%	23.1%	15.2%	4.5%	25.7%	12.9%	26.2%	8.8%	10.6%	14.2%	
% Change 2022 to 2023		5.8%	16.5%	5.2%	5.0%	1.8%	-0.4%	-3.9%	-0.1%	2.8%	5.1%	0.1%	-5.1%	2.0%	8.9%	2.0%	-0.3%	1.1%	
Average Annual Change		0.6%	2.1%	4.2%	0.3%	1.6%	0.4%	-0.4%	1.2%	2.1%	1.4%	0.4%	2.3%	1.2%	2.4%	0.8%	1.0%	1.3%	
2012	M	0.179	0.207	0.217	0.385	0.443	0.426	0.475	0.635	0.416	0.319	0.205	0.144	4.049	0.603	1.253	1.526	0.667	
2013	M	0.178	0.223	0.235	0.379	0.504	0.419	0.499	0.681	0.425	0.328	0.222	0.156	4.249	4.9%	0.636	1.303	1.605	0.706
2014	M	0.166	0.219	0.254	0.397	0.485	0.402	0.505	0.683	0.433	0.336	0.229	0.158	4.266	0.4%	0.639	1.284	1.621	0.722
2015	M	0.188	0.247	0.267	0.395	0.500	0.400	0.504	0.766	0.486	0.376	0.231	0.168	4.531	6.2%	0.702	1.296	1.757	0.775
2016	M	0.192	0.243	0.283	0.385	0.506	0.432	0.488	0.742	0.448	0.344	0.213	0.170	4.447	-1.9%	0.718	1.323	1.678	0.727
2017	M	0.195	0.250	0.287	0.408	0.516	0.440	0.487	0.773	0.487	0.350	0.220	0.178	4.591	3.2%	0.732	1.363	1.747	0.748
2018	M	0.200	0.264	0.298	0.411	0.552	0.458	0.495	0.808	0.512	0.366	0.228	0.182	4.774	4.0%	0.762	1.421	1.815	0.776
2019	M	0.209	0.278	0.316	0.430	0.562	0.473	0.510	0.817	0.521	0.374	0.231	0.186	4.908	2.8%	0.804	1.465	1.848	0.791
2020	M	0.203	0.241	0.150	0.028	0.056	0.073	0.210	0.523	0.419	0.269	0.064	0.090	2.327	-52.6%	0.594	0.158	1.152	0.423
2021	M	0.045	0.080	0.102	0.190	0.403	0.439	0.453	0.756	0.546	0.385	0.209	0.158	3.765	61.8%	0.227	1.031	1.755	0.752
2022	M	0.181	0.218	0.300	0.379	0.511	0.447	0.473	0.721	0.498	0.350	0.214	0.190	4.482	19.0%	0.699	1.337	1.692	0.754
2023	M	0.191	0.254	0.316	0.398	0.521	0.445	0.454	0.721	0.512	0.367	0.214	0.181	4.574	2.0%	0.761	1.363	1.688	0.762
VISITOR NUMBERS													TOTAL						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M					
Total	M	4.049	4.249	4.266	4.531	4.447	4.591	4.774	4.908	2.327	3.765	4.482	4.574	Visitor No.s by Year and Share of Total					
All Visitor Types	M	4.049	4.249	4.266	4.531	4.447	4.591	4.774	4.908	2.327	3.765	4.482	4.574						
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 EAST LINDSEY DISTRICT COUNCIL													2012 to 2023		SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2012 to 2023		84.9%	38.2%	2.6%	-0.6%	30.1%	0.1%	18.7%	-12.7%	24.0%	12.0%	22.4%	100.2%	18.2%	30.3%	8.9%	8.4%	38.0%		
% Change 2022 to 2023		26.4%	9.6%	4.7%	6.1%	5.0%	4.4%	1.3%	3.4%	6.3%	3.0%	2.4%	7.7%	5.4%	11.5%	5.1%	3.8%	4.5%		
Average Annual Change		7.7%	3.5%	0.2%	-0.1%	2.7%	0.0%	1.7%	-1.2%	2.2%	1.1%	2.0%	9.1%	1.7%	2.8%	0.8%	0.8%	3.5%		
2012	000s	9.0	18.4	23.1	29.5	26.8	32.1	41.2	56.1	49.0	29.4	33.2	20.7	368.5	50.5	88.3	146.3	83.4		
2013	000s	9.6	24.3	27.2	22.5	30.4	33.8	44.4	57.2	50.6	27.6	40.6	27.1	395.4	7.3%	61.2	86.7	152.2	95.3	
2014	000s	9.2	21.3	23.2	23.1	28.2	29.7	47.4	58.2	61.6	31.2	40.7	27.7	401.4	1.5%	53.6	81.0	167.2	99.6	
2015	000s	13.6	26.6	27.7	25.2	32.5	33.2	49.3	54.4	63.9	35.1	38.8	32.5	432.8	7.8%	67.9	90.8	167.6	106.4	
2016	000s	13.3	24.8	24.5	24.6	30.3	30.4	51.1	52.4	60.1	30.5	37.7	33.0	412.8	-4.6%	62.6	85.4	163.6	101.2	
2017	000s	14.3	23.6	22.5	26.4	32.4	30.3	48.0	48.2	59.7	30.6	37.5	36.2	409.9	-0.7%	60.5	89.1	155.9	104.4	
2018	000s	15.9	25.7	23.9	28.5	36.1	33.2	51.2	53.7	63.1	33.7	41.4	40.2	446.4	8.9%	65.5	97.8	167.9	115.2	
2019	000s	15.9	25.5	24.1	28.7	36.4	33.5	51.6	53.3	62.8	34.5	42.3	39.4	448.1	0.4%	65.6	98.5	167.8	116.2	
2020	000s	15.6	23.6	9.8	2.3	3.5	2.8	11.4	24.2	29.1	14.8	5.2	4.4	146.6	-67.3%	49.0	8.5	64.7	24.4	
2021	000s	2.9	4.3	4.7	5.7	9.1	25.7	43.0	48.1	56.6	32.0	37.5	33.3	302.9	106.6%	11.9	40.5	147.6	102.8	
2022	000s	13.2	23.2	22.6	27.6	33.2	30.7	48.3	47.3	57.1	32.0	39.7	38.5	413.4	36.5%	59.0	91.5	152.7	110.2	
2023	000s	16.7	25.5	23.7	29.3	34.8	32.1	48.9	48.9	60.7	33.0	40.7	41.5	435.7	5.4%	65.8	96.2	158.6	115.1	

VISITOR NUMBERS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	
Serviced	000s	368.5	395.4	401.4	432.8	412.8	409.9	446.4	448.1	146.6	302.9	413.4	435.7		
All Visitor Types	M	4.0	4.2	4.3	4.5	4.4	4.6	4.8	4.9	2.3	3.8	4.5	4.6		
Share of Total	%	9.1%	9.3%	9.4%	9.6%	9.3%	8.9%	9.4%	9.1%	6.3%	8.0%	9.2%	9.5%		
Annual Change in Share	%		2.3%	1.1%	1.5%	-2.8%	-3.8%	4.7%	-2.4%	-31.0%	27.7%	14.7%	3.3%		
Change in Share from 2012	%		2.3%	3.4%	5.0%	2.0%	-1.9%	2.8%	0.3%	-30.7%	-11.6%	1.4%	4.7%		
Avg Ann. Change in Share	%		2.3%	1.7%	1.7%	0.5%	-0.4%	0.5%	0.0%	-3.8%	-1.3%	0.1%	0.4%		



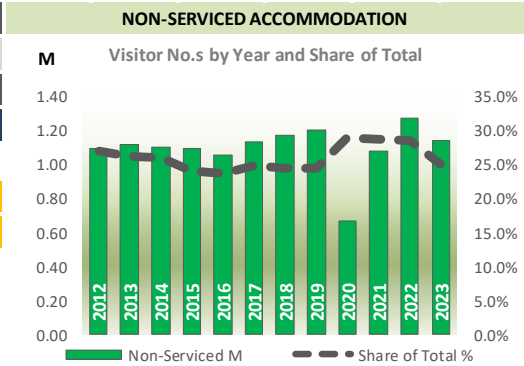
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Report Prepared by: GARETHREYNOLDS. Date of Issue: 11/07/24

**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023													NON-SERVICED	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		-4.3%	-9.0%	-5.8%	-4.0%	-5.2%	-22.4%	-4.6%	15.2%	35.8%	26.3%	8.9%	16.6%	4.5%	Annual Change	-6.3%	-11.1%	15.7%	19.6%
% Change 2022 to 2023		-11.4%	0.0%	-17.3%	-1.1%	-11.0%	-18.9%	-20.3%	-13.9%	-6.6%	6.7%	-5.0%	-17.1%	-10.6%		-12.0%	-11.2%	-13.1%	-1.4%
Average Annual Change		-0.4%	-0.8%	-0.5%	-0.4%	-0.5%	-2.0%	-0.4%	1.4%	3.3%	2.4%	0.8%	1.5%	0.4%		-0.6%	-1.0%	1.4%	1.8%
2012	M	0.022	0.028	0.054	0.103	0.147	0.142	0.130	0.158	0.135	0.089	0.048	0.030	1.086		0.104	0.392	0.423	0.167
2013	M	0.022	0.028	0.054	0.101	0.155	0.137	0.132	0.161	0.143	0.095	0.054	0.029	1.110	2.2%	0.104	0.392	0.436	0.177
2014	M	0.020	0.027	0.051	0.093	0.139	0.123	0.136	0.171	0.151	0.099	0.058	0.032	1.100	-0.9%	0.098	0.355	0.458	0.189
2015	M	0.015	0.023	0.047	0.084	0.134	0.107	0.124	0.195	0.172	0.102	0.059	0.025	1.087	-1.2%	0.086	0.325	0.490	0.186
2016	M	0.018	0.024	0.050	0.082	0.130	0.116	0.127	0.181	0.154	0.091	0.048	0.027	1.049	-3.5%	0.092	0.328	0.463	0.166
2017	M	0.020	0.028	0.049	0.090	0.138	0.120	0.139	0.189	0.177	0.099	0.050	0.031	1.131	7.9%	0.097	0.349	0.505	0.180
2018	M	0.020	0.028	0.049	0.091	0.145	0.125	0.141	0.200	0.178	0.103	0.052	0.031	1.163	2.8%	0.098	0.362	0.518	0.185
2019	M	0.022	0.029	0.050	0.101	0.152	0.126	0.149	0.202	0.174	0.102	0.056	0.033	1.197	2.9%	0.102	0.379	0.525	0.191
2020	M	0.024	0.023	0.028	0.003	0.008	0.007	0.089	0.168	0.197	0.098	0.006	0.018	0.669	-44.1%	0.075	0.018	0.454	0.122
2021	M	0.001	0.001	0.001	0.029	0.122	0.134	0.147	0.204	0.220	0.127	0.056	0.031	1.072	60.3%	0.003	0.285	0.571	0.213
2022	M	0.024	0.026	0.061	0.100	0.157	0.136	0.156	0.212	0.196	0.106	0.055	0.042	1.269	18.4%	0.110	0.393	0.564	0.203
2023	M	0.021	0.026	0.050	0.099	0.140	0.110	0.124	0.182	0.184	0.113	0.053	0.034	1.135	-10.6%	0.097	0.349	0.490	0.200

VISITOR NUMBERS													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023				
Non-Serviced	M	1.086	1.110	1.100	1.087	1.049	1.131	1.163	1.197	0.669	1.072	1.269	1.135				
All Visitor Types	M	4.049	4.249	4.266	4.531	4.447	4.591	4.774	4.908	2.327	3.765	4.482	4.574				
Share of Total	%	26.8%	26.1%	25.8%	24.0%	23.6%	24.6%	24.4%	24.4%	28.7%	28.5%	28.3%	24.8%				
Annual Change in Share	%		-2.6%	-1.3%	-7.0%	-1.7%	4.5%	-1.1%	0.1%	17.9%	-0.9%	-0.6%	-12.4%				
Change in Share from 2012	%		-2.6%	-3.8%	-10.6%	-12.1%	-8.1%	-9.2%	-9.1%	7.2%	6.2%	5.6%	-7.5%				
Avg Ann. Change in Share	%		-2.6%	-1.9%	-3.5%	-3.0%	-1.6%	-1.5%	-1.3%	0.9%	0.7%	0.6%	-0.7%				

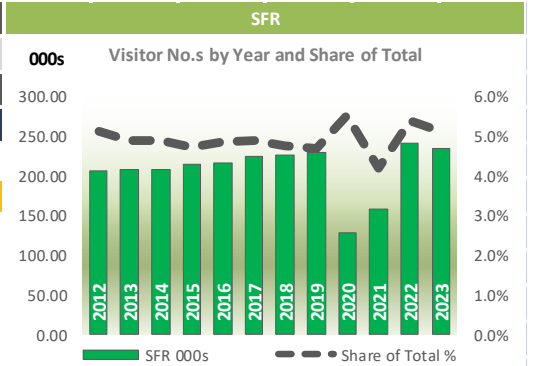


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Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023	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 2012 to 2023		20.8%	13.7%	10.1%	10.7%	9.1%	3.1%	6.6%	9.1%	15.6%	16.7%	15.1%	23.2%	13.2%	16.7%	8.1%	9.8%	19.5%	
% Change 2022 to 2023		-2.4%	1.4%	-5.6%	0.5%	-3.1%	-6.0%	-5.9%	-3.7%	-1.9%	2.9%	-0.6%	-5.0%	-2.7%	-2.4%	-2.5%	-4.0%	-2.0%	
Average Annual Change		1.9%	1.2%	0.9%	1.0%	0.8%	0.3%	0.6%	0.8%	1.4%	1.5%	1.4%	2.1%	1.2%	1.5%	0.7%	0.9%	1.8%	
2012	000s	28.1	10.9	12.6	22.0	18.4	15.4	19.4	19.7	13.3	12.7	11.1	22.4	206.0		51.6	55.8	52.4	46.3
2013	000s	28.4	11.1	12.8	21.6	18.4	15.2	19.4	19.8	13.2	12.7	11.4	22.8	206.7	0.3%	52.4	55.2	52.3	46.8
2014	000s	28.4	11.0	12.8	21.6	18.2	15.1	19.4	19.9	13.4	12.8	11.4	22.8	207.0	0.1%	52.2	54.9	52.8	47.1
2015	000s	30.0	11.6	13.2	22.0	18.6	15.4	19.7	20.3	13.6	13.1	11.7	23.7	212.9	2.8%	54.7	56.0	53.6	48.5
2016	000s	30.5	11.7	13.2	22.1	18.7	15.5	20.0	20.6	13.9	13.3	11.8	24.1	215.2	1.1%	55.3	56.3	54.4	49.2
2017	000s	31.7	12.3	13.3	22.9	19.3	15.8	20.6	21.0	14.7	13.8	12.1	25.3	222.8	3.5%	57.3	58.1	56.4	51.2
2018	000s	32.1	12.4	13.3	23.0	19.7	16.1	20.7	21.4	14.8	13.9	12.3	25.7	225.5	1.2%	57.8	58.8	56.9	51.9
2019	000s	33.1	12.5	13.4	23.8	20.0	16.1	21.2	21.6	14.7	13.9	12.7	26.2	229.1	1.6%	58.9	60.0	57.4	52.8
2020	000s	35.0	10.2	7.2	0.9	1.1	1.0	12.1	17.4	15.9	12.7	1.4	12.6	127.4	-44.4%	52.4	2.9	45.4	26.7
2021	000s	1.6	0.6	0.6	6.7	15.5	17.0	20.8	21.9	18.3	17.0	12.6	24.2	156.6	22.9%	2.8	39.1	61.0	53.7
2022	000s	34.7	12.3	14.6	24.2	20.7	16.9	21.9	22.3	15.7	14.4	12.9	29.1	239.9	53.2%	61.7	61.9	60.0	56.4
2023	000s	33.9	12.4	13.8	24.3	20.1	15.9	20.7	21.5	15.4	14.8	12.8	27.6	233.3	-2.7%	60.2	60.3	57.6	55.3

VISITOR NUMBERS													SFR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	%
SFR	000s	206.0	206.7	207.0	212.9	215.2	222.8	225.5	229.1	127.4	156.6	239.9	233.3		
All Visitor Types	M	4.0	4.2	4.3	4.5	4.4	4.6	4.8	4.9	2.3	3.8	4.5	4.6		
Share of Total	%	5.1%	4.9%	4.9%	4.7%	4.8%	4.9%	4.7%	4.7%	5.5%	4.2%	5.4%	5.1%		
Annual Change in Share	%		-4.4%	-0.3%	-3.2%	3.0%	0.3%	-2.7%	-1.1%	17.3%	-24.0%	28.7%	-4.7%		
Change in Share from 2012	%		-4.4%	-4.6%	-7.7%	-4.9%	-4.6%	-7.2%	-8.2%	7.6%	-18.3%	5.2%	0.3%		
Avg Ann. Change in Share	%		-4.4%	-2.3%	-2.6%	-1.2%	-0.9%	-1.2%	-1.2%	1.0%	-2.0%	0.5%	0.0%		



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Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023		STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2012 to 2023		21.3%	10.4%	-1.4%	-1.2%	1.1%	-16.5%	1.6%	8.0%	31.5%	22.2%	14.5%	42.4%	8.6%	8.4%	-5.8%	13.5%	24.7%		
% Change 2022 to 2023		-0.1%	3.9%	-10.5%	0.5%	-7.7%	-13.8%	-14.3%	-10.2%	-3.6%	5.6%	-1.7%	-5.1%	-6.2%	-3.4%	-7.5%	-9.1%	0.3%		
Average Annual Change		1.9%	0.9%	-0.1%	-0.1%	0.1%	-1.5%	0.1%	0.7%	2.9%	2.0%	1.3%	3.9%	0.8%	0.8%	-0.5%	1.2%	2.2%		
2012	M	0.059	0.058	0.089	0.154	0.193	0.189	0.191	0.234	0.197	0.131	0.093	0.073	1.661		0.206	0.536	0.622	0.297	
2013	M	0.060	0.064	0.094	0.145	0.203	0.186	0.196	0.238	0.206	0.135	0.106	0.079	1.712	3.1%	0.218	0.534	0.640	0.320	
2014	M	0.058	0.059	0.087	0.138	0.185	0.168	0.202	0.249	0.226	0.143	0.110	0.082	1.709	-0.2%	0.204	0.491	0.678	0.336	
2015	M	0.059	0.061	0.088	0.131	0.185	0.156	0.193	0.269	0.249	0.150	0.109	0.081	1.732	1.4%	0.208	0.472	0.712	0.340	
2016	M	0.062	0.061	0.087	0.129	0.179	0.162	0.198	0.254	0.228	0.135	0.098	0.084	1.677	-3.2%	0.210	0.470	0.681	0.316	
2017	M	0.066	0.064	0.085	0.140	0.190	0.167	0.208	0.258	0.251	0.143	0.100	0.092	1.764	5.2%	0.215	0.496	0.717	0.335	
2018	M	0.068	0.066	0.086	0.143	0.201	0.175	0.212	0.275	0.255	0.151	0.105	0.097	1.835	4.0%	0.221	0.518	0.743	0.353	
2019	M	0.071	0.067	0.088	0.154	0.208	0.176	0.221	0.276	0.252	0.151	0.111	0.099	1.874	2.1%	0.226	0.537	0.750	0.361	
2020	M	0.074	0.057	0.045	0.007	0.012	0.011	0.112	0.210	0.242	0.125	0.013	0.035	0.943	-49.7%	0.176	0.030	0.564	0.173	
2021	M	0.005	0.006	0.007	0.041	0.147	0.177	0.211	0.274	0.295	0.176	0.106	0.088	1.532	62.5%	0.017	0.365	0.780	0.370	
2022	M	0.071	0.061	0.098	0.152	0.211	0.183	0.226	0.281	0.269	0.152	0.108	0.109	1.922	25.5%	0.231	0.546	0.776	0.369	
2023	M	0.071	0.064	0.088	0.152	0.195	0.158	0.194	0.253	0.260	0.161	0.106	0.104	1.804	-6.2%	0.223	0.505	0.706	0.370	

VISITOR NUMBERS													STAYING VISITOR	
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Staying Visitor	M	1.661	1.712	1.709	1.732	1.677	1.764	1.835	1.874	0.943	1.532	1.922	1.804	
All Visitor Types	M	4.049	4.249	4.266	4.531	4.447	4.591	4.774	4.908	2.327	3.765	4.482	4.574	
Share of Total	%	41.0%	40.3%	40.0%	38.2%	37.7%	38.4%	38.4%	38.2%	40.5%	40.7%	42.9%	39.4%	
Annual Change in Share	%		-1.8%	-0.6%	-4.5%	-1.4%	1.9%	0.0%	-0.6%	6.1%	0.4%	5.4%	-8.0%	
Change in Share from 2012	%		-1.8%	-2.3%	-6.8%	-8.0%	-6.3%	-6.3%	-6.9%	-1.2%	-0.8%	4.6%	-3.8%	
Avg Ann. Change in Share	%		-1.8%	-1.2%	-2.3%	-2.0%	-1.3%	-1.0%	-1.0%	-0.1%	-0.1%	0.5%	-0.3%	

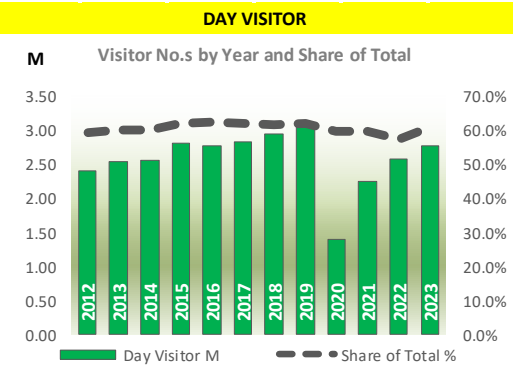


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Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023		DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2012 to 2023		-0.1%	27.2%	78.6%	6.5%	30.4%	21.0%	-8.2%	16.8%	15.5%	10.4%	-3.8%	8.5%	15.9%	35.5%	19.6%	8.6%	5.7%		
% Change 2022 to 2023		9.6%	21.4%	12.8%	8.1%	8.5%	8.9%	5.6%	6.4%	10.3%	4.7%	1.9%	-5.1%	8.2%	14.9%	8.5%	7.2%	1.8%		
Average Annual Change		0.0%	2.5%	7.1%	0.6%	2.8%	1.9%	-0.7%	1.5%	1.4%	0.9%	-0.3%	0.8%	1.4%	3.2%	1.8%	0.8%	0.5%		
2012	M	0.120	0.150	0.128	0.230	0.250	0.237	0.284	0.401	0.219	0.187	0.112	0.071	2.389		0.397	0.717	0.904	0.370	
2013	M	0.118	0.159	0.141	0.234	0.301	0.233	0.303	0.443	0.219	0.193	0.116	0.077	2.537	6.2%	0.418	0.768	0.965	0.386	
2014	M	0.108	0.160	0.167	0.260	0.299	0.234	0.302	0.435	0.206	0.192	0.118	0.075	2.558	0.8%	0.435	0.793	0.943	0.386	
2015	M	0.129	0.186	0.179	0.264	0.316	0.245	0.311	0.497	0.237	0.226	0.122	0.087	2.798	9.4%	0.494	0.824	1.045	0.435	
2016	M	0.130	0.183	0.196	0.256	0.327	0.270	0.290	0.488	0.220	0.210	0.115	0.086	2.770	-1.0%	0.508	0.853	0.998	0.410	
2017	M	0.129	0.186	0.202	0.268	0.326	0.273	0.279	0.515	0.236	0.207	0.120	0.086	2.827	2.1%	0.517	0.867	1.030	0.413	
2018	M	0.132	0.198	0.212	0.268	0.351	0.283	0.283	0.533	0.256	0.215	0.123	0.085	2.939	4.0%	0.541	0.903	1.072	0.423	
2019	M	0.138	0.211	0.228	0.276	0.354	0.297	0.289	0.540	0.269	0.223	0.120	0.087	3.034	3.2%	0.577	0.927	1.099	0.431	
2020	M	0.128	0.184	0.106	0.022	0.044	0.062	0.098	0.313	0.177	0.144	0.052	0.055	1.384	-54.4%	0.418	0.128	0.588	0.250	
2021	M	0.040	0.075	0.096	0.148	0.257	0.262	0.243	0.481	0.251	0.209	0.103	0.069	2.234	61.4%	0.210	0.667	0.975	0.382	
2022	M	0.109	0.157	0.202	0.227	0.300	0.264	0.247	0.440	0.229	0.198	0.106	0.081	2.560	14.6%	0.468	0.791	0.916	0.385	
2023	M	0.120	0.191	0.228	0.245	0.326	0.287	0.261	0.468	0.253	0.207	0.108	0.077	2.770	8.2%	0.538	0.858	0.982	0.392	

VISITOR NUMBERS													DAY VISITOR	
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Day Visitor	M	2.389	2.537	2.558	2.798	2.770	2.827	2.939	3.034	1.384	2.234	2.560	2.770	
All Visitor Types	M	4.049	4.249	4.266	4.531	4.447	4.591	4.774	4.908	2.327	3.765	4.482	4.574	
Share of Total	%	59.0%	59.7%	60.0%	61.8%	62.3%	61.6%	61.6%	61.8%	59.5%	59.3%	57.1%	60.6%	
Annual Change in Share	%		1.2%	0.4%	3.0%	0.9%	-1.1%	0.0%	0.4%	-3.8%	-0.3%	-3.7%	6.0%	
Change in Share from 2012	%		1.2%	1.6%	4.7%	5.6%	4.4%	4.4%	4.8%	0.8%	0.6%	-3.2%	2.6%	
Avg Ann. Change in Share	%		1.2%	0.8%	1.6%	1.4%	0.9%	0.7%	0.7%	0.1%	0.1%	-0.3%	0.2%	



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Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

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

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

STEAM REPORT FOR 2012-2023 - FINAL											2012 to 2023		TOTAL	VISITOR DAYS					
EAST LINDSEY DISTRICT COUNCIL	VISITOR DAYS BY:												TOTAL	VISITOR DAYS					
KEY	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% 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 2012 to 2023	19.2%	16.9%	31.4%	17.5%	18.4%	2.5%	3.5%	15.2%	29.4%	32.6%	14.7%	36.5%	17.5%	Annual Change	23.5%	12.3%	15.8%	28.4%	
% Change 2022 to 2023	-2.2%	9.0%	-7.4%	1.4%	-6.2%	-12.3%	-14.4%	-8.3%	-3.4%	6.0%	-2.6%	-11.4%	-5.8%	Annual Change	-1.7%	-6.4%	-8.5%	-0.7%	
Average Annual Change	1.7%	1.5%	2.9%	1.6%	1.7%	0.2%	0.3%	1.4%	2.7%	3.0%	1.3%	3.3%	1.6%	Annual Change	2.1%	1.1%	1.4%	2.6%	
2012	M	0.361	0.390	0.526	0.929	1.223	1.257	1.301	1.655	1.243	0.801	0.454	0.349	10.49		1.276	3.410	4.198	1.604
2013	M	0.369	0.406	0.575	0.908	1.289	1.230	1.330	1.720	1.235	0.819	0.483	0.371	10.73	2.3%	1.350	3.427	4.285	1.672
2014	M	0.366	0.412	0.610	0.952	1.286	1.226	1.353	1.770	1.290	0.847	0.505	0.383	11.00	2.5%	1.388	3.464	4.412	1.736
2015	M	0.396	0.436	0.640	0.979	1.343	1.277	1.396	1.876	1.350	0.912	0.496	0.398	11.50	4.5%	1.472	3.599	4.622	1.806
2016	M	0.401	0.434	0.652	0.969	1.362	1.313	1.400	1.919	1.373	0.909	0.495	0.405	11.63	1.2%	1.486	3.644	4.692	1.808
2017	M	0.423	0.466	0.653	1.044	1.429	1.351	1.475	1.993	1.542	0.959	0.513	0.442	12.29	5.7%	1.542	3.824	5.010	1.914
2018	M	0.432	0.483	0.665	1.054	1.514	1.409	1.497	2.100	1.573	1.004	0.529	0.450	12.71	3.4%	1.580	3.977	5.169	1.983
2019	M	0.459	0.502	0.691	1.139	1.563	1.430	1.565	2.120	1.565	1.010	0.556	0.470	13.07	2.8%	1.653	4.132	5.250	2.036
2020	M	0.466	0.422	0.354	0.054	0.109	0.129	0.821	1.579	1.574	0.853	0.100	0.238	6.698	-48.8%	1.241	0.292	3.973	1.191
2021	M	0.053	0.087	0.116	0.389	1.187	1.444	1.490	2.071	1.852	1.161	0.533	0.422	10.80	61.3%	0.256	3.019	5.413	2.115
2022	M	0.440	0.418	0.746	1.077	1.544	1.470	1.572	2.077	1.665	1.002	0.534	0.538	13.08	21.1%	1.604	4.091	5.314	2.074
2023	M	0.430	0.455	0.691	1.092	1.448	1.288	1.346	1.906	1.608	1.062	0.521	0.476	12.32	-5.8%	1.576	3.829	4.860	2.059
VISITOR DAYS													TOTAL						
SHARE OF MARKET	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M						
Total	M	10.49	10.73	11.00	11.50	11.63	12.29	12.71	13.07	6.698	10.80	13.08	12.32	Visitor Days by Year and Share of Total					
All Visitor Types	M	10.49	10.73	11.00	11.50	11.63	12.29	12.71	13.07	6.698	10.80	13.08	12.32						
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**  
**EAST LINDSEY DISTRICT COUNCIL**

VISITOR DAYS BY:													MONTH AND QUARTER		CALENDAR YEAR		VISITOR DAYS													
KEY													SERVICED ACCOMMODATION		TOTAL		QUARTER													
An increase of 3% or more													VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES		Annual Change															
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2012 to 2023													76.0%	21.6%	19.1%	21.9%	45.4%	24.9%	19.9%	7.0%	4.5%	23.2%	5.3%	79.3%	21.5%	32.3%	30.2%	9.8%	27.5%	
% Change 2022 to 2023													23.8%	9.2%	5.7%	6.0%	5.1%	4.9%	1.6%	3.9%	7.3%	3.8%	2.8%	6.9%	5.5%	11.6%	5.3%	4.1%	4.3%	
Average Annual Change													6.9%	2.0%	1.7%	2.0%	4.1%	2.3%	1.8%	0.6%	0.4%	2.1%	0.5%	7.2%	2.0%	2.9%	2.7%	0.9%	2.5%	
2012	000s	19.2	32.8	37.1	57.2	54.3	66.2	81.7	119.7	90.4	59.8	56.7	29.3	704.5		89.2	177.8	291.8	145.8											
2013	000s	19.8	36.0	43.4	49.5	58.2	66.7	88.2	127.8	82.9	55.7	64.2	34.6	727.0	3.2%	99.2	174.5	298.8	154.4											
2014	000s	20.8	34.6	40.4	56.2	60.0	64.9	92.9	127.2	100.1	62.1	63.7	35.0	758.0	4.3%	95.8	181.1	320.3	160.8											
2015	000s	31.6	42.1	48.3	63.6	71.6	82.0	101.7	134.3	97.9	74.4	57.8	41.6	846.9	11.7%	122.0	217.2	334.0	173.8											
2016	000s	28.4	39.1	45.4	58.8	68.1	76.6	99.9	131.7	91.5	66.4	54.3	42.3	802.6	-5.2%	112.9	203.5	323.2	163.1											
2017	000s	30.3	37.3	41.6	62.7	72.9	76.9	94.7	123.2	91.1	67.2	54.4	46.5	798.9	-0.5%	109.1	212.5	309.1	168.1											
2018	000s	33.1	40.5	44.4	67.7	81.4	84.5	101.2	137.5	96.8	74.3	60.1	51.3	872.6	9.2%	117.9	233.5	335.4	185.7											
2019	000s	33.1	40.3	44.8	68.1	82.1	85.3	102.2	137.0	96.4	76.1	61.6	50.3	877.2	0.5%	118.2	235.5	335.6	187.9											
2020	000s	32.4	37.1	18.1	5.5	7.8	7.0	22.7	62.8	44.9	32.8	7.7	5.6	284.4	-67.6%	87.5	20.3	130.4	46.1											
2021	000s	6.0	6.7	8.7	13.7	20.8	65.9	85.9	125.4	87.3	70.9	54.9	42.6	588.8	107.0%	21.4	100.3	298.6	168.4											
2022	000s	27.4	36.6	41.8	65.8	75.2	78.8	96.4	123.3	88.1	71.0	58.1	49.1	811.6	37.8%	105.7	219.8	307.8	178.2											
2023	000s	33.9	39.9	44.2	69.8	79.0	82.7	97.9	128.1	94.5	73.7	59.7	52.5	855.9	5.5%	118.0	231.5	320.5	185.9											

VISITOR DAYS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	
Serviced	000s	704.5	727.0	758.0	846.9	802.6	798.9	872.6	877.2	284.4	588.8	811.6	855.9		
All Visitor Types	M	10.5	10.7	11.0	11.5	11.6	12.3	12.7	13.1	6.7	10.8	13.1	12.3		
Share of Total	%	6.7%	6.8%	6.9%	7.4%	6.9%	6.5%	6.9%	6.7%	4.2%	5.4%	6.2%	6.9%		
Annual Change in Share	%		0.8%	1.8%	6.9%	-6.3%	-5.8%	5.6%	-2.3%	-36.7%	28.3%	13.8%	11.9%		
Change in Share from 2012	%		0.8%	2.6%	9.6%	2.7%	-3.2%	2.2%	-0.1%	-36.8%	-18.9%	-7.6%	3.4%		
Avg Ann. Change in Share	%		0.8%	1.3%	3.2%	0.7%	-0.6%	0.4%	0.0%	-4.6%	-2.1%	-0.8%	0.3%		



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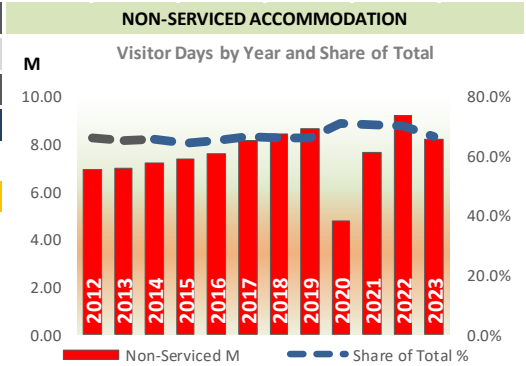
Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24



**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023													NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2012 to 2023		26.4%	8.0%	16.4%	22.1%	13.8%	-3.9%	5.5%	15.8%	35.7%	42.4%	24.5%	44.5%	17.9%	16.4%	9.0%	18.9%	38.0%	
% Change 2022 to 2023		-11.4%	0.0%	-17.3%	-1.1%	-11.0%	-18.9%	-20.3%	-13.9%	-6.5%	6.7%	-5.0%	-17.1%	-10.9%	-12.0%	-11.5%	-13.4%	-1.9%	
Average Annual Change		2.4%	0.7%	1.5%	2.0%	1.3%	-0.4%	0.5%	1.4%	3.2%	3.9%	2.2%	4.0%	1.6%	1.5%	0.8%	1.7%	3.5%	
2012	M	0.152	0.184	0.334	0.582	0.878	0.922	0.886	1.083	0.905	0.527	0.263	0.190	6.906		0.670	2.382	2.874	0.980
2013	M	0.160	0.188	0.363	0.566	0.890	0.899	0.890	1.098	0.904	0.543	0.279	0.200	6.979	1.1%	0.711	2.354	2.892	1.022
2014	M	0.166	0.195	0.375	0.578	0.886	0.895	0.909	1.156	0.954	0.565	0.300	0.214	7.192	3.1%	0.735	2.359	3.019	1.079
2015	M	0.161	0.184	0.384	0.592	0.915	0.918	0.934	1.192	0.986	0.583	0.293	0.208	7.349	2.2%	0.729	2.425	3.112	1.083
2016	M	0.167	0.187	0.382	0.594	0.926	0.934	0.961	1.245	1.032	0.604	0.302	0.214	7.548	2.7%	0.736	2.454	3.238	1.120
2017	M	0.185	0.217	0.381	0.652	0.987	0.968	1.049	1.300	1.183	0.656	0.314	0.243	8.135	7.8%	0.782	2.607	3.533	1.213
2018	M	0.187	0.218	0.380	0.656	1.039	1.008	1.060	1.374	1.188	0.685	0.321	0.246	8.361	2.8%	0.785	2.702	3.622	1.252
2019	M	0.206	0.225	0.390	0.730	1.083	1.013	1.122	1.386	1.167	0.680	0.349	0.264	8.615	3.0%	0.820	2.827	3.675	1.293
2020	M	0.218	0.179	0.215	0.024	0.055	0.058	0.670	1.158	1.318	0.650	0.037	0.145	4.725	-45.1%	0.612	0.136	3.145	0.832
2021	M	0.005	0.005	0.011	0.208	0.872	1.079	1.108	1.407	1.471	0.842	0.348	0.245	7.602	60.9%	0.021	2.159	3.986	1.436
2022	M	0.216	0.199	0.471	0.719	1.123	1.092	1.174	1.456	1.314	0.703	0.344	0.332	9.142	20.2%	0.886	2.934	3.943	1.379
2023	M	0.192	0.199	0.389	0.711	0.999	0.885	0.936	1.253	1.228	0.750	0.327	0.275	8.145	-10.9%	0.780	2.596	3.416	1.352

VISITOR DAYS													NON-SERVICED ACCOMMODATION	
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Non-Serviced	M	6.906	6.979	7.192	7.349	7.548	8.135	8.361	8.615	4.725	7.602	9.142	8.145	
All Visitor Types	M	10.49	10.73	11.00	11.50	11.63	12.29	12.71	13.07	6.698	10.80	13.08	12.32	
Share of Total	%	65.8%	65.0%	65.4%	63.9%	64.9%	66.2%	65.8%	65.9%	70.5%	70.4%	69.9%	66.1%	
Annual Change in Share	%		-1.3%	0.6%	-2.3%	1.5%	2.0%	-0.6%	0.2%	7.0%	-0.3%	-0.7%	-5.4%	
Change in Share from 2012	%		-1.3%	-0.7%	-2.9%	-1.4%	0.5%	-0.1%	0.1%	7.1%	6.9%	6.1%	0.4%	
Avg Ann. Change in Share	%		-1.3%	-0.3%	-1.0%	-0.4%	0.1%	0.0%	0.0%	0.9%	0.8%	0.6%	0.0%	



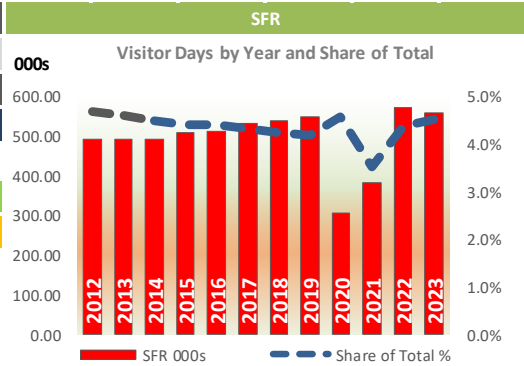
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Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023													SFR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2012 to 2023		20.8%	13.7%	10.1%	10.7%	9.1%	3.1%	6.6%	9.1%	15.6%	16.7%	15.1%	23.2%	13.4%	17.0%	8.4%	9.6%	19.9%	
% Change 2022 to 2023		-2.4%	1.4%	-5.6%	0.5%	-3.1%	-6.0%	-5.9%	-3.7%	-1.9%	2.9%	-0.6%	-5.0%	-2.8%	-2.4%	-2.2%	-4.1%	-2.3%	
Average Annual Change		1.9%	1.2%	0.9%	1.0%	0.8%	0.3%	0.6%	0.8%	1.4%	1.5%	1.4%	2.1%	1.2%	1.5%	0.8%	0.9%	1.8%	
2012	000s	70.2	23.0	27.0	59.4	40.5	32.4	48.4	51.3	28.9	27.1	22.6	58.3	489.1		120.1	132.2	128.6	108.1
2013	000s	71.1	23.4	27.6	58.4	40.4	31.9	48.4	51.4	28.6	27.1	23.1	59.2	490.6	0.3%	122.1	130.7	128.4	109.3
2014	000s	70.9	23.2	27.6	58.4	40.1	31.6	48.5	51.9	29.1	27.5	23.2	59.4	491.3	0.1%	121.7	130.2	129.5	110.0
2015	000s	75.0	24.3	28.3	59.5	40.9	32.3	49.3	52.7	29.6	28.1	23.7	61.7	505.3	2.9%	127.6	132.7	131.6	113.4
2016	000s	76.2	24.5	28.3	59.7	41.2	32.5	49.9	53.6	30.1	28.4	24.0	62.7	511.0	1.1%	129.0	133.4	133.5	115.0
2017	000s	79.3	25.8	28.5	61.8	42.5	33.2	51.6	54.6	32.0	29.4	24.6	65.8	529.1	3.6%	133.6	137.6	138.2	119.8
2018	000s	80.3	26.1	28.5	62.2	43.3	33.8	51.9	55.8	32.0	29.7	25.0	66.9	535.4	1.2%	134.8	139.3	139.6	121.6
2019	000s	82.7	26.2	28.8	64.3	44.1	33.9	52.9	56.1	31.9	29.8	25.7	68.2	544.4	1.7%	137.7	142.2	140.8	123.7
2020	000s	87.4	21.5	15.5	2.4	2.4	2.0	30.1	45.2	34.6	27.1	2.8	32.9	304.0	-44.2%	124.4	6.8	110.0	62.8
2021	000s	2.1	0.6	0.7	18.8	37.4	37.1	53.6	57.8	42.0	37.8	26.4	65.1	379.3	24.8%	3.4	93.3	153.4	129.3
2022	000s	86.9	25.8	31.5	65.4	45.6	35.6	54.9	58.1	34.1	30.8	26.2	75.6	570.3	50.4%	144.1	146.6	147.0	132.6
2023	000s	84.8	26.1	29.7	65.7	44.1	33.4	51.6	55.9	33.4	31.7	26.0	71.8	554.5	-2.8%	140.6	143.3	141.0	129.6

VISITOR DAYS													SFR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	
SFR	000s	489.1	490.6	491.3	505.3	511.0	529.1	535.4	544.4	304.0	379.3	570.3	554.5		
All Visitor Types	M	10.5	10.7	11.0	11.5	11.6	12.3	12.7	13.1	6.7	10.8	13.1	12.3		
Share of Total	%	4.7%	4.6%	4.5%	4.4%	4.4%	4.3%	4.2%	4.2%	4.5%	3.5%	4.4%	4.5%		
Annual Change in Share	%		-2.0%	-2.3%	-1.6%	0.0%	-2.0%	-2.2%	-1.1%	8.9%	-22.6%	24.2%	3.2%		
Change in Share from 2012	%		-2.0%	-4.2%	-5.8%	-5.8%	-7.7%	-9.7%	-10.7%	-2.7%	-24.7%	-6.5%	-3.5%		
Avg Ann. Change in Share	%		-2.0%	-2.1%	-1.9%	-1.4%	-1.5%	-1.6%	-1.5%	-0.3%	-2.7%	-0.7%	-0.3%		



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Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023													STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2012 to 2023		28.8%	10.4%	16.2%	21.1%	15.4%	-1.8%	6.7%	14.7%	32.4%	39.4%	20.7%	43.7%	18.0%	18.1%	10.3%	17.7%	35.2%	
% Change 2022 to 2023		-6.1%	1.5%	-14.9%	-0.4%	-9.7%	-17.0%	-18.1%	-12.2%	-5.6%	6.3%	-3.7%	-12.5%	-9.2%	-8.6%	-10.0%	-11.8%	-1.3%	
Average Annual Change		2.6%	0.9%	1.5%	1.9%	1.4%	-0.2%	0.6%	1.3%	2.9%	3.6%	1.9%	4.0%	1.6%	1.6%	0.9%	1.6%	3.2%	
2012	M	0.241	0.240	0.398	0.699	0.973	1.020	1.017	1.253	1.024	0.614	0.342	0.278	8.099	0.879	2.692	3.294	1.234	
2013	M	0.251	0.247	0.434	0.673	0.988	0.998	1.027	1.277	1.016	0.626	0.366	0.293	8.197	1.2%	0.932	2.659	3.320	1.286
2014	M	0.257	0.253	0.443	0.692	0.986	0.992	1.051	1.335	1.083	0.655	0.386	0.308	8.442	3.0%	0.953	2.670	3.469	1.350
2015	M	0.267	0.250	0.461	0.715	1.027	1.032	1.085	1.379	1.113	0.686	0.374	0.311	8.701	3.1%	0.978	2.775	3.577	1.371
2016	M	0.271	0.251	0.456	0.713	1.035	1.043	1.111	1.431	1.153	0.699	0.380	0.319	8.862	1.8%	0.978	2.791	3.694	1.398
2017	M	0.295	0.280	0.451	0.776	1.103	1.078	1.196	1.478	1.306	0.753	0.393	0.356	9.463	6.8%	1.025	2.957	3.980	1.501
2018	M	0.300	0.285	0.453	0.785	1.163	1.126	1.213	1.567	1.316	0.789	0.407	0.364	9.769	3.2%	1.038	3.074	4.097	1.559
2019	M	0.321	0.291	0.463	0.863	1.209	1.132	1.277	1.579	1.295	0.786	0.436	0.383	10.04	2.7%	1.076	3.204	4.151	1.605
2020	M	0.338	0.237	0.248	0.032	0.065	0.067	0.722	1.266	1.397	0.710	0.048	0.183	5.313	-47.1%	0.824	0.164	3.386	0.941
2021	M	0.014	0.013	0.020	0.240	0.930	1.182	1.248	1.590	1.601	0.951	0.430	0.352	8.570	61.3%	0.046	2.353	4.438	1.733
2022	M	0.330	0.261	0.544	0.850	1.244	1.206	1.325	1.637	1.436	0.805	0.429	0.456	10.52	22.8%	1.135	3.300	4.398	1.690
2023	M	0.310	0.265	0.463	0.847	1.122	1.002	1.085	1.437	1.356	0.856	0.413	0.399	9.555	-9.2%	1.038	2.971	3.878	1.668

VISITOR DAYS													STAYING VISITOR	
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Staying Visitor	M	8.099	8.197	8.442	8.701	8.862	9.463	9.769	10.04	5.313	8.570	10.52	9.555	
All Visitor Types	M	10.49	10.73	11.00	11.50	11.63	12.29	12.71	13.07	6.698	10.80	13.08	12.32	
Share of Total	%	77.2%	76.4%	76.7%	75.7%	76.2%	77.0%	76.9%	76.8%	79.3%	79.3%	80.4%	77.5%	
Annual Change in Share	%		-1.1%	0.5%	-1.4%	0.7%	1.1%	-0.2%	-0.1%	3.3%	0.0%	1.4%	-3.6%	
Change in Share from 2012	%		-1.1%	-0.6%	-2.0%	-1.3%	-0.3%	-0.5%	-0.6%	2.7%	2.7%	4.2%	0.4%	
Avg Ann. Change in Share	%		-1.1%	-0.3%	-0.7%	-0.3%	-0.1%	-0.1%	-0.1%	0.3%	0.3%	0.4%	0.0%	



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**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023													DAY VISITOR		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2012 to 2023		-0.1%	27.2%	78.6%	6.5%	30.4%	21.0%	-8.2%	16.8%	15.5%	10.4%	-3.8%	8.5%	15.9%	35.5%	19.6%	8.6%	5.7%		
% Change 2022 to 2023		9.6%	21.4%	12.8%	8.1%	8.5%	8.9%	5.6%	6.4%	10.3%	4.7%	1.9%	-5.1%	8.2%	14.9%	8.5%	7.2%	1.8%		
Average Annual Change		0.0%	2.5%	7.1%	0.6%	2.8%	1.9%	-0.7%	1.5%	1.4%	0.9%	-0.3%	0.8%	1.4%	3.2%	1.8%	0.8%	0.5%		
2012	M	0.120	0.150	0.128	0.230	0.250	0.237	0.284	0.401	0.219	0.187	0.112	0.071	2.389	0.397	0.717	0.904	0.370		
2013	M	0.118	0.159	0.141	0.234	0.301	0.233	0.303	0.443	0.219	0.193	0.116	0.077	2.537	6.2%	0.418	0.768	0.965	0.386	
2014	M	0.108	0.160	0.167	0.260	0.299	0.234	0.302	0.435	0.206	0.192	0.118	0.075	2.558	0.8%	0.435	0.793	0.943	0.386	
2015	M	0.129	0.186	0.179	0.264	0.316	0.245	0.311	0.497	0.237	0.226	0.122	0.087	2.798	9.4%	0.494	0.824	1.045	0.435	
2016	M	0.130	0.183	0.196	0.256	0.327	0.270	0.290	0.488	0.220	0.210	0.115	0.086	2.770	-1.0%	0.508	0.853	0.998	0.410	
2017	M	0.129	0.186	0.202	0.268	0.326	0.273	0.279	0.515	0.236	0.207	0.120	0.086	2.827	2.1%	0.517	0.867	1.030	0.413	
2018	M	0.132	0.198	0.212	0.268	0.351	0.283	0.283	0.533	0.256	0.215	0.123	0.085	2.939	4.0%	0.541	0.903	1.072	0.423	
2019	M	0.138	0.211	0.228	0.276	0.354	0.297	0.289	0.540	0.269	0.223	0.120	0.087	3.034	3.2%	0.577	0.927	1.099	0.431	
2020	M	0.128	0.184	0.106	0.022	0.044	0.062	0.098	0.313	0.177	0.144	0.052	0.055	1.384	-54.4%	0.418	0.128	0.588	0.250	
2021	M	0.040	0.075	0.096	0.148	0.257	0.262	0.243	0.481	0.251	0.209	0.103	0.069	2.234	61.4%	0.210	0.667	0.975	0.382	
2022	M	0.109	0.157	0.202	0.227	0.300	0.264	0.247	0.440	0.229	0.198	0.106	0.081	2.560	14.6%	0.468	0.791	0.916	0.385	
2023	M	0.120	0.191	0.228	0.245	0.326	0.287	0.261	0.468	0.253	0.207	0.108	0.077	2.770	8.2%	0.538	0.858	0.982	0.392	

VISITOR DAYS													DAY VISITOR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M	
Day Visitor	M	2.389	2.537	2.558	2.798	2.770	2.827	2.939	3.034	1.384	2.234	2.560	2.770	Visitor Days by Year and Share of Total	
All Visitor Types	M	10.49	10.73	11.00	11.50	11.63	12.29	12.71	13.07	6.698	10.80	13.08	12.32		
Share of Total	%	22.8%	23.6%	23.3%	24.3%	23.8%	23.0%	23.1%	23.2%	20.7%	20.7%	19.6%	22.5%		
Annual Change in Share	%		3.8%	-1.6%	4.7%	-2.1%	-3.4%	0.5%	0.4%	-11.0%	0.0%	-5.4%	14.9%		
Change in Share from 2012	%		3.8%	2.1%	6.8%	4.6%	1.0%	1.5%	1.9%	-9.3%	-9.2%	-14.1%	-1.3%		
Avg Ann. Change in Share	%		3.8%	1.0%	2.3%	1.1%	0.2%	0.3%	0.3%	-1.2%	-1.0%	-1.4%	-0.1%		

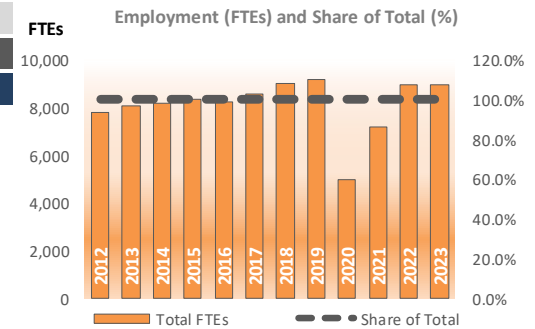
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Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

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

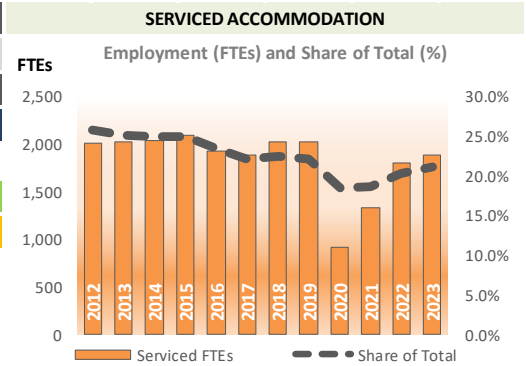
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		TOTAL		TOTAL EMPLOYMENT													
EMPLOYMENT BY:													MONTH AND QUARTER		CALENDAR YEAR		QUARTER													
KEY													TOTAL																	
An increase of 3% or more													TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change													Q1		Q2		Q3		Q4		TOTAL		% Change							
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023													9.2%	6.8%	18.5%	15.8%	18.4%	5.5%	6.2%	14.4%	27.9%	25.3%	7.7%	18.8%	14.8%		12.0%	13.0%	15.9%	18.3%
% Change 2022 to 2023													3.1%	9.1%	-0.9%	6.2%	0.2%	-5.0%	-7.2%	-2.7%	2.5%	9.6%	2.7%	-2.8%	0.3%		3.1%	0.0%	-2.4%	4.2%
Average Annual Change													0.8%	0.6%	1.7%	1.4%	1.7%	0.5%	0.6%	1.3%	2.5%	2.3%	0.7%	1.7%	1.3%		1.1%	1.2%	1.4%	1.7%
2012	FTEs	4,348	4,523	5,551	8,089	9,909	10,181	10,776	13,083	10,204	7,318	5,106	4,358	7,787		4,807	9,393	11,354	5,594											
2013	FTEs	4,457	4,690	5,953	8,057	10,486	10,210	11,171	13,751	10,313	7,531	5,387	4,566	8,048	3.3%	5,033	9,584	11,745	5,828											
2014	FTEs	4,444	4,716	6,124	8,310	10,419	10,125	11,267	13,782	10,950	7,703	5,514	4,648	8,167	1.5%	5,095	9,618	12,000	5,955											
2015	FTEs	4,607	4,806	6,274	8,423	10,703	10,406	11,449	14,264	11,087	8,050	5,362	4,695	8,344	2.2%	5,229	9,844	12,267	6,036											
2016	FTEs	4,434	4,595	6,132	8,146	10,580	10,366	11,286	14,304	11,002	7,812	5,166	4,560	8,198	-1.7%	5,053	9,697	12,197	5,846											
2017	FTEs	4,561	4,761	6,098	8,609	11,026	10,610	11,783	14,747	12,070	8,118	5,245	4,784	8,534	4.1%	5,140	10,082	12,867	6,049											
2018	FTEs	4,781	5,025	6,376	8,930	11,849	11,266	12,213	15,800	12,543	8,655	5,542	5,012	8,999	5.4%	5,394	10,682	13,518	6,403											
2019	FTEs	4,941	5,126	6,532	9,429	12,110	11,345	12,587	15,810	12,412	8,680	5,714	5,128	9,151	1.7%	5,533	10,962	13,603	6,507											
2020	FTEs	4,774	4,431	3,938	918	1,467	1,523	6,897	12,239	12,428	7,363	1,520	2,338	4,986	-45.5%	4,381	1,302	10,522	3,740											
2021	FTEs	884	1,035	1,243	3,306	8,521	10,963	11,653	14,984	14,001	9,554	5,302	4,582	7,169	43.8%	1,054	7,597	13,546	6,479											
2022	FTEs	4,605	4,430	6,637	8,823	11,715	11,306	12,335	15,388	12,729	8,369	5,354	5,325	8,918	24.4%	5,224	10,615	13,484	6,350											
2023	FTEs	4,748	4,831	6,577	9,367	11,733	10,739	11,447	14,972	13,051	9,173	5,498	5,177	8,943	0.3%	5,385	10,613	13,157	6,616											
EMPLOYMENT													TOTAL																	
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023																	
Total	FTEs	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943																	
Total Employment	FTEs	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943																	
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 EAST LINDSEY DISTRICT COUNCIL													2012 to 2023		SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2012 to 2023		-7.7%	-10.1%	-9.7%	-6.1%	-1.2%	-4.2%	-3.8%	-5.2%	-7.9%	-5.6%	-10.0%	-2.6%	-6.1%	-9.2%	-3.9%	-5.7%	-6.2%		
% Change 2022 to 2023		5.1%	3.5%	3.0%	4.1%	4.1%	4.2%	3.4%	5.0%	5.6%	3.9%	3.2%	4.0%	4.1%	3.8%	4.1%	4.7%	3.7%		
Average Annual Change		-0.7%	-0.9%	-0.9%	-0.6%	-0.1%	-0.4%	-0.3%	-0.5%	-0.7%	-0.5%	-0.9%	-0.2%	-0.6%	-0.8%	-0.4%	-0.5%	-0.6%		
2012	FTEs	1,680	1,786	1,830	1,985	1,966	2,063	2,188	2,496	2,250	2,002	1,960	1,736	1,995	1,765	2,005	2,311	1,899		
2013	FTEs	1,676	1,806	1,876	1,920	1,996	2,068	2,245	2,574	2,193	1,967	2,020	1,771	2,009	1,786	1,995	2,337	1,919		
2014	FTEs	1,681	1,790	1,845	1,968	2,003	2,045	2,273	2,557	2,324	2,012	2,009	1,770	2,023	1,772	2,005	2,385	1,930		
2015	FTEs	1,763	1,845	1,904	2,022	2,089	2,174	2,333	2,599	2,297	2,104	1,955	1,818	2,075	1,837	2,095	2,409	1,959		
2016	FTEs	1,600	1,687	1,750	1,853	1,929	1,998	2,184	2,444	2,113	1,909	1,797	1,689	1,913	1,679	1,927	2,247	1,798		
2017	FTEs	1,577	1,637	1,683	1,849	1,932	1,965	2,108	2,341	2,075	1,879	1,762	1,685	1,874	1,632	1,915	2,175	1,775		
2018	FTEs	1,684	1,748	1,791	1,976	2,088	2,114	2,250	2,551	2,210	2,023	1,894	1,809	2,012	1,741	2,059	2,337	1,909		
2019	FTEs	1,682	1,743	1,791	1,974	2,086	2,113	2,250	2,534	2,199	2,031	1,901	1,798	2,008	1,739	2,058	2,328	1,910		
2020	FTEs	1,537	1,520	1,162	366	439	387	913	1,410	1,282	1,169	463	371	918	1,406	397	1,202	667		
2021	FTEs	510	493	513	580	743	1,798	1,954	2,265	1,955	1,823	1,690	1,583	1,326	506	1,040	2,058	1,698		
2022	FTEs	1,476	1,552	1,604	1,790	1,865	1,895	2,035	2,254	1,961	1,820	1,709	1,626	1,799	1,544	1,850	2,083	1,718		
2023	FTEs	1,550	1,605	1,652	1,863	1,942	1,975	2,104	2,366	2,071	1,890	1,764	1,691	1,873	1,603	1,927	2,180	1,781		

EMPLOYMENT													SERVICED ACCOMMODATION		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs	
Serviced	FTEs	1,995	2,009	2,023	2,075	1,913	1,874	2,012	2,008	918	1,326	1,799	1,873	Employment (FTEs) and Share of Total (%)	
Total Employment	FTEs	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943	FTEs	
Share of Total	%	25.6%	25.0%	24.8%	24.9%	23.3%	22.0%	22.4%	21.9%	18.4%	18.5%	20.2%	20.9%	Share of Total (%)	
Annual Change in Share	%		-2.6%	-0.8%	0.4%	-6.2%	-5.9%	1.8%	-1.8%	-16.1%	0.4%	9.1%	3.8%	FTEs	
Change in Share from 2012	%		-2.6%	-3.3%	-2.9%	-8.9%	-14.3%	-12.8%	-14.3%	-28.1%	-27.8%	-21.3%	-18.3%	Share of Total (%)	
Avg Ann. Change in Share	%		-2.6%	-1.7%	-1.0%	-2.2%	-2.9%	-2.1%	-2.0%	-3.5%	-3.1%	-2.1%	-1.7%	FTEs	



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STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		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	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2012 to 2023													17.9%	8.3%	19.7%	25.7%	19.7%	4.2%	12.9%	22.3%	39.5%	41.6%	22.2%	31.0%	22.0%	Annual Change	16.0%	15.3%	24.8%	33.7%
% Change 2022 to 2023													-3.1%	4.1%	-8.0%	4.7%	-3.8%	-10.9%	-12.2%	-8.5%	0.3%	11.1%	1.1%	-7.8%	-3.9%	Annual Change	-3.8%	-4.2%	-6.7%	3.7%
Average Annual Change													1.6%	0.8%	1.8%	2.3%	1.8%	0.4%	1.2%	2.0%	3.6%	3.8%	2.0%	2.8%	2.0%	Annual Change	1.5%	1.4%	2.3%	3.1%
2012	FTEs	1,203	1,339	2,148	3,286	4,711	4,903	4,687	5,586	4,807	3,021	1,748	1,396	3,236		1,564	4,300	5,027	2,055											
2013	FTEs	1,262	1,381	2,313	3,277	4,861	4,904	4,818	5,792	4,912	3,158	1,854	1,464	3,333	3.0%	1,652	4,347	5,174	2,158											
2014	FTEs	1,302	1,431	2,384	3,339	4,830	4,870	4,885	6,024	5,120	3,250	1,961	1,544	3,412	2.4%	1,705	4,346	5,343	2,252											
2015	FTEs	1,241	1,335	2,395	3,364	4,907	4,922	4,942	6,118	5,205	3,293	1,885	1,474	3,423	0.3%	1,657	4,398	5,422	2,217											
2016	FTEs	1,223	1,303	2,336	3,317	4,885	4,924	4,993	6,278	5,339	3,325	1,878	1,456	3,438	0.4%	1,621	4,375	5,537	2,219											
2017	FTEs	1,305	1,428	2,333	3,569	5,177	5,095	5,400	6,548	6,029	3,552	1,928	1,581	3,662	6.5%	1,688	4,614	5,992	2,354											
2018	FTEs	1,360	1,483	2,420	3,697	5,550	5,413	5,596	7,046	6,206	3,797	2,028	1,642	3,853	5.2%	1,754	4,887	6,283	2,489											
2019	FTEs	1,459	1,529	2,499	4,051	5,767	5,458	5,882	7,102	6,124	3,812	2,168	1,741	3,966	2.9%	1,829	5,092	6,369	2,574											
2020	FTEs	1,436	1,339	1,667	362	664	677	3,780	6,316	7,100	3,823	653	1,102	2,410	-39.2%	1,480	567	5,732	1,860											
2021	FTEs	118	109	168	1,439	4,698	5,595	5,664	7,001	7,557	4,712	2,115	1,625	3,400	41.1%	131	3,911	6,740	2,817											
2022	FTEs	1,464	1,394	2,796	3,945	5,862	5,729	6,031	7,462	6,686	3,851	2,112	1,984	4,110	20.9%	1,885	5,179	6,726	2,649											
2023	FTEs	1,418	1,451	2,572	4,132	5,641	5,106	5,292	6,830	6,704	4,279	2,135	1,829	3,949	-3.9%	1,814	4,960	6,275	2,748											
EMPLOYMENT													NON-SERVICED ACCOMMODATION																	
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs Employment (FTEs) and Share of Total (%)																
Non-Serviced	FTEs	3,236	3,333	3,412	3,423	3,438	3,662	3,853	3,966	2,410	3,400	4,110	3,949	60.0%																
Total Employment	FTEs	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943	50.0%																
Share of Total	%	41.6%	41.4%	41.8%	41.0%	41.9%	42.9%	42.8%	43.3%	48.3%	47.4%	46.1%	44.2%	40.0%																
Annual Change in Share	%		-0.3%	0.9%	-1.8%	2.2%	2.3%	-0.2%	1.2%	11.5%	-1.9%	-2.8%	-4.2%	30.0%																
Change in Share from 2012	%		-0.3%	0.5%	-1.3%	0.9%	3.2%	3.0%	4.3%	16.3%	14.1%	10.9%	6.3%	20.0%																
Avg Ann. Change in Share	%		-0.3%	0.3%	-0.4%	0.2%	0.6%	0.5%	0.6%	2.0%	1.6%	1.1%	0.6%	10.0%																

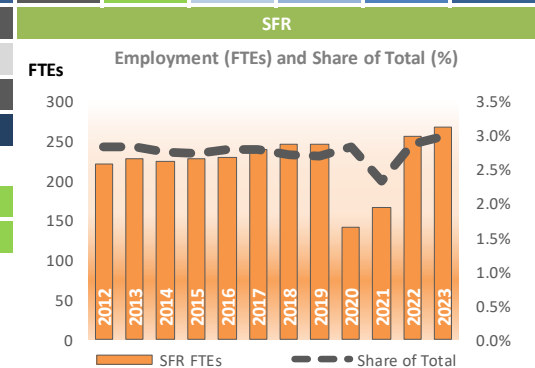
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Report Prepared by: GARETHREYNOLDS. Date of Issue: 11/07/24



STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023		SFR	DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		28.6%	21.0%	17.2%	17.9%	16.1%	9.8%	13.5%	16.1%	23.0%	24.2%	22.5%	31.1%	20.7%		24.6%	15.4%	16.7%	27.6%
% Change 2022 to 2023		4.8%	8.9%	1.4%	7.9%	4.0%	0.9%	1.1%	3.3%	5.3%	10.5%	6.7%	2.0%	4.4%		4.8%	5.0%	2.9%	4.9%
Average Annual Change		2.6%	1.9%	1.6%	1.6%	1.5%	0.9%	1.2%	1.5%	2.1%	2.2%	2.0%	2.8%	1.9%		2.2%	1.4%	1.5%	2.5%
2012	FTEs	379	124	146	321	219	175	262	277	156	147	122	315	220		216	238	232	195
2013	FTEs	394	130	153	323	224	177	268	285	158	150	128	328	226	2.8%	225	241	237	202
2014	FTEs	388	127	151	319	219	173	265	283	159	150	127	325	224	-1.2%	222	237	236	200
2015	FTEs	405	131	153	321	221	174	266	285	160	152	128	333	227	1.5%	229	239	237	204
2016	FTEs	408	131	152	320	221	174	267	287	161	152	128	336	228	0.3%	230	238	238	205
2017	FTEs	428	139	154	333	229	179	278	295	172	159	133	355	238	4.3%	240	247	248	215
2018	FTEs	439	143	156	340	237	185	284	305	175	163	137	366	244	2.7%	246	254	255	222
2019	FTEs	447	142	156	348	238	183	286	303	172	161	139	369	245	0.5%	248	256	254	223
2020	FTEs	471	116	84	13	13	11	167	258	197	154	16	187	141	-42.7%	224	12	207	119
2021	FTEs	12	3	4	99	196	195	281	303	220	198	138	342	166	18.1%	6	163	268	226
2022	FTEs	465	138	168	350	244	190	294	311	183	165	140	405	254	53.3%	257	262	262	237
2023	FTEs	487	150	171	378	254	192	297	322	192	182	150	413	266	4.4%	269	275	270	248

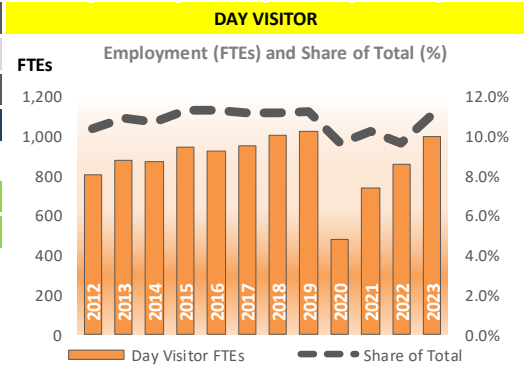
EMPLOYMENT													SFR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
SFR	FTEs	220	226	224	227	228	238	244	245	141	166	254	266		
Total Employment	FTEs	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943		
Share of Total	%	2.8%	2.8%	2.7%	2.7%	2.8%	2.8%	2.7%	2.7%	2.8%	2.3%	2.9%	3.0%		
Annual Change in Share	%		-0.5%	-2.6%	-0.6%	2.1%	0.2%	-2.6%	-1.2%	5.2%	-17.8%	23.2%	4.1%		
Change in Share from 2012	%		-0.5%	-3.1%	-3.7%	-1.6%	-1.5%	-4.1%	-5.2%	-0.3%	-18.1%	0.9%	5.1%		
Avg Ann. Change in Share	%		-0.5%	-1.5%	-1.2%	-0.4%	-0.3%	-0.7%	-0.7%	0.0%	-2.0%	0.1%	0.5%		



STEAM REPORT FOR 2012-2023 - FINAL											2012 to 2023		STAYING VISITOR		DIRECT EMPLOYMENT														
EMPLOYMENT BY:											MONTH AND QUARTER		CALENDAR YEAR		QUARTER														
KEY											STAYING VISITOR																		
An increase of 3% or more											DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change											Q1		Q2		Q3		Q4		TOTAL		% Change								
A Fall of 3% or more											JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023											5.9%	-1.3%	6.6%	14.0%	13.6%	1.9%	7.8%	13.9%	24.3%	22.9%	5.7%	14.1%	11.7%			4.0%	9.5%	15.3%	15.2%
% Change 2022 to 2023											1.5%	4.0%	-3.8%	4.7%	-1.7%	-6.9%	-8.0%	-5.1%	1.6%	8.8%	2.2%	-2.0%	-1.2%	Annual Change	0.0%	-1.8%	-3.8%	3.8%	
Average Annual Change											0.5%	-0.1%	0.6%	1.3%	1.2%	0.2%	0.7%	1.3%	2.2%	2.1%	0.5%	1.3%	1.1%		0.4%	0.9%	1.4%	1.4%	
2012	FTEs	3,262	3,250	4,124	5,591	6,896	7,141	7,137	8,359	7,213	5,169	3,829	3,447	5,452			3,545	6,543	7,570	4,148									
2013	FTEs	3,332	3,316	4,342	5,520	7,081	7,149	7,331	8,651	7,263	5,275	4,001	3,562	5,569	2.2%		3,663	6,583	7,748	4,280									
2014	FTEs	3,371	3,347	4,379	5,626	7,052	7,088	7,424	8,865	7,603	5,413	4,096	3,638	5,659	1.6%		3,699	6,589	7,964	4,382									
2015	FTEs	3,409	3,312	4,452	5,708	7,217	7,270	7,541	9,002	7,661	5,549	3,967	3,625	5,726	1.2%		3,724	6,732	8,068	4,380									
2016	FTEs	3,230	3,121	4,238	5,489	7,035	7,096	7,444	9,008	7,612	5,386	3,803	3,481	5,579	-2.6%		3,530	6,540	8,022	4,223									
2017	FTEs	3,309	3,204	4,169	5,751	7,339	7,239	7,786	9,184	8,276	5,589	3,822	3,621	5,774	3.5%		3,561	6,776	8,415	4,344									
2018	FTEs	3,483	3,373	4,367	6,013	7,875	7,712	8,130	9,902	8,592	5,982	4,058	3,818	6,109	5.8%		3,741	7,200	8,875	4,619									
2019	FTEs	3,589	3,414	4,445	6,372	8,092	7,755	8,417	9,939	8,495	6,003	4,207	3,908	6,220	1.8%		3,816	7,406	8,951	4,706									
2020	FTEs	3,444	2,975	2,913	741	1,115	1,075	4,860	7,985	8,579	5,147	1,132	1,660	3,469	-44.2%		3,110	977	7,141	2,646									
2021	FTEs	639	606	685	2,118	5,637	7,588	7,899	9,569	9,733	6,734	3,943	3,549	4,892	41.0%		643	5,114	9,067	4,742									
2022	FTEs	3,405	3,084	4,568	6,086	7,972	7,815	8,360	10,026	8,829	5,836	3,961	4,014	6,163	26.0%		3,686	7,291	9,072	4,604									
2023	FTEs	3,456	3,206	4,395	6,374	7,837	7,274	7,693	9,517	8,967	6,350	4,048	3,933	6,088	-1.2%		3,686	7,161	8,726	4,777									
EMPLOYMENT													STAYING VISITOR																
SHARE OF MARKET											2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Employment (FTEs) and Share of Total (%)						
Staying Visitor											FTEs	6,984	7,173	7,297	7,404	7,276	7,586	7,999	8,131	4,509	6,436	8,065	7,952	FTEs					
Total Employment											FTEs	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943	Share of Total					
Share of Total											%	89.7%	89.1%	89.3%	88.7%	88.7%	88.9%	88.9%	88.8%	90.4%	89.8%	90.4%	88.9%	FTEs					
Annual Change in Share											%		-0.6%	0.2%	-0.7%	0.0%	0.2%	0.0%	0.0%	1.8%	-0.7%	0.7%	-1.7%	Share of Total					
Change in Share from 2012											%		-0.6%	-0.4%	-1.1%	-1.1%	-0.9%	-0.9%	-0.9%	0.8%	0.1%	0.8%	-0.9%	Share of Total					
Avg Ann. Change in Share											%		-0.6%	-0.2%	-0.4%	-0.3%	-0.2%	-0.2%	-0.1%	0.1%	0.0%	0.1%	-0.1%	Share of Total					

STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023		DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2012 to 2023		6.3%	35.4%	90.1%	13.4%	38.8%	28.9%	-2.3%	24.3%	23.0%	17.5%	2.4%	15.5%	23.4%	44.2%	27.3%	15.6%	12.5%		
% Change 2022 to 2023		17.6%	30.4%	21.1%	16.0%	16.5%	16.9%	13.4%	14.3%	18.5%	12.4%	9.4%	1.8%	16.2%	23.4%	16.5%	15.1%	9.3%		
Average Annual Change		0.6%	3.2%	8.2%	1.2%	3.5%	2.6%	-0.2%	2.2%	2.1%	1.6%	0.2%	1.4%	2.1%	4.0%	2.5%	1.4%	1.1%		
2012	FTEs	484	604	515	929	1,008	956	1,146	1,618	882	756	452	286	803	534	964	1,216	498		
2013	FTEs	488	656	583	969	1,246	962	1,253	1,832	906	798	481	319	874	576	1,059	1,330	533		
2014	FTEs	442	651	683	1,059	1,221	956	1,233	1,774	842	785	483	308	870	592	1,079	1,283	525		
2015	FTEs	521	748	722	1,064	1,272	986	1,254	2,002	956	910	493	350	940	664	1,107	1,404	584		
2016	FTEs	519	731	783	1,022	1,309	1,080	1,158	1,952	879	839	460	343	923	678	1,137	1,330	547		
2017	FTEs	518	750	815	1,079	1,313	1,099	1,124	2,072	951	832	484	347	948	694	1,164	1,382	554		
2018	FTEs	538	808	865	1,097	1,433	1,158	1,156	2,178	1,046	879	501	349	1,001	737	1,229	1,460	576		
2019	FTEs	556	853	921	1,115	1,429	1,200	1,166	2,182	1,088	902	485	351	1,021	777	1,248	1,478	579		
2020	FTEs	516	741	425	88	178	250	404	1,320	747	607	219	231	477	561	172	824	352		
2021	FTEs	164	306	393	582	1,006	1,026	951	1,887	984	821	404	272	733	288	871	1,274	499		
2022	FTEs	437	628	808	908	1,201	1,054	988	1,760	916	790	423	325	853	624	1,054	1,221	513		
2023	FTEs	514	818	978	1,053	1,399	1,232	1,121	2,011	1,085	888	463	331	991	770	1,228	1,405	561		

EMPLOYMENT													DAY VISITOR	
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Day Visitor	FTEs	803	874	870	940	923	948	1,001	1,021	477	733	853	991	
Total Employment	FTEs	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943	
Share of Total	%	10.3%	10.9%	10.7%	11.3%	11.3%	11.1%	11.1%	11.2%	9.6%	10.2%	9.6%	11.1%	
Annual Change in Share	%		5.4%	-2.0%	5.7%	0.0%	-1.3%	0.1%	0.3%	-14.2%	6.8%	-6.4%	15.9%	
Change in Share from 2012	%		5.4%	3.3%	9.2%	9.2%	7.8%	7.8%	8.1%	-7.2%	-0.9%	-7.2%	7.5%	
Avg Ann. Change in Share	%		5.4%	1.6%	3.1%	2.3%	1.6%	1.3%	1.2%	-0.9%	-0.1%	-0.7%	0.7%	



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Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

**2023**

**STAYING VISITORS**

**ACCOMMODATION SUPPLY**  
**DISTRIBUTION BY TYPE**

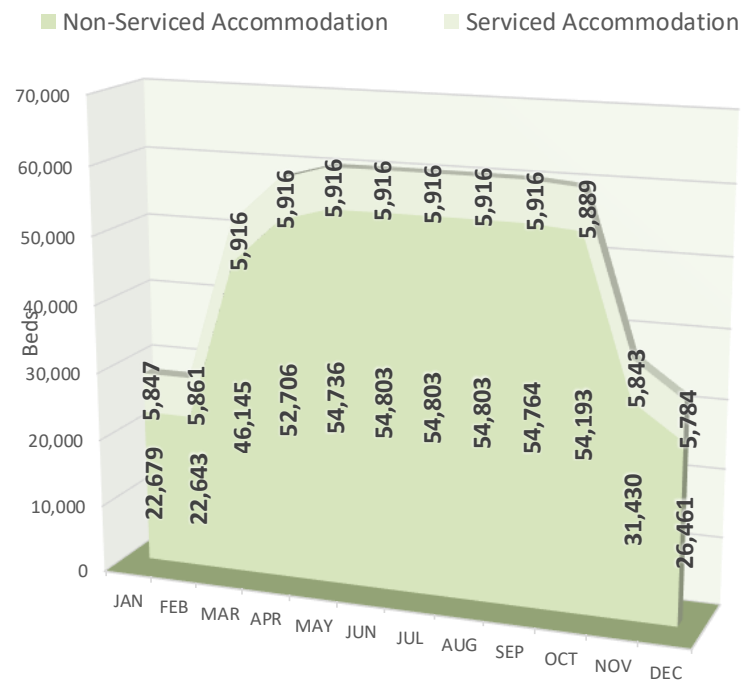
SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Serviced Accommodation Total</b>	<b>284</b>	<b>5,916</b>	<b>-6</b>	<b>+151</b>	<b>-72</b>	<b>-281</b>
+50 Room	5	754	+1	+240	+2	+422
11-50 Room	63	2,499	0	0	-16	-418
<10 Room	216	2,663	-7	-89	-58	-285

NON-SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Non-Serviced Accommodation Total</b>	<b>544</b>	<b>54,807</b>	<b>-2</b>	<b>+558</b>	<b>+57</b>	<b>+2,347</b>
Self catering	324	13,594	-4	-90	+5	-37
Static caravans/chalets	0	20,956	0	+452	0	+660
Touring caravans/camping	219	20,235	+1	+174	+52	+1,719
Youth Hostels	1	22	+1	+22	0	+5

DISTRIBUTION BY TYPE OF ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>All Paid Accommodation Total</b>	<b>828</b>	<b>60,723</b>	<b>-8</b>	<b>+709</b>	<b>-15</b>	<b>+2,066</b>
Serviced Accommodation Share of Total	34%	10%				
Non-Serviced Accommodation Share of Total	66%	90%				

SEASONAL AVAILABILITY OF BED SUPPLY 2023	2023											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>All Paid Accommodation Total</b>	<b>28,525</b>	<b>28,504</b>	<b>52,061</b>	<b>58,622</b>	<b>60,652</b>	<b>60,719</b>	<b>60,719</b>	<b>60,719</b>	<b>60,680</b>	<b>60,082</b>	<b>37,273</b>	<b>32,245</b>
Serviced Accommodation	5,847	5,861	5,916	5,916	5,916	5,916	5,916	5,916	5,916	5,889	5,843	5,784
Non-Serviced Accommodation	22,679	22,643	46,145	52,706	54,736	54,803	54,803	54,803	54,764	54,193	31,430	26,461

**SEASONAL AVAILABILITY OF BED SUPPLY**  
**2023**



## Report Sections With Historic Financial Data Indexed to 2023 Prices

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

### **Indexation:** *Indexation to: 2023*

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

**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

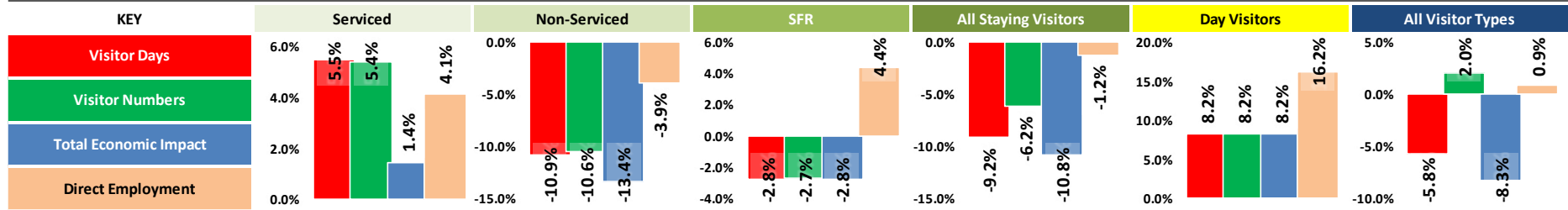
**Comparing 2023 and 2022**  
 2022 in 2023 prices (1.134)

**COMPARATIVE HEADLINES**

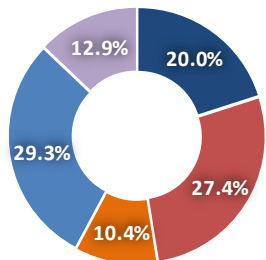
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - INDEXED TO 2023**

KEY	Staying in Paid Accommodation									All Staying Visitors	Day Visitors			All Visitor Types					
	Staying in Paid Accommodation			Staying with Friends and Relatives (SFR)			Day Visitors				All Visitor Types								
	Serviced			Non-Serviced			SFR				Day Visitors			All Visitor Types					
	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	
<b>Visitor Days</b>	M	0.856	0.812	5.5%	8.145	9.142	-10.9%	0.554	0.570	-2.8%	9.555	10.52	-9.2%	2.770	2.560	8.2%	12.32	13.08	-5.8%
<b>Visitor Numbers</b>	M	0.436	0.413	5.4%	1.135	1.269	-10.6%	0.233	0.240	-2.7%	1.804	1.922	-6.2%	2.770	2.560	8.2%	4.574	4.482	2.0%
<b>Direct Expenditure</b>	£M																635.52	691.56	-8.1%
<b>Economic Impact</b>	£M	113.15	111.55	1.4%	570.90	659.09	-13.4%	36.26	37.29	-2.8%	720.30	807.93	-10.8%	137.19	126.79	8.2%	857.49	934.71	-8.3%
<b>Direct Employment</b>	FTEs	1,873	1,799	4.1%	3,949	4,110	-3.9%	266	254	4.4%	6,088	6,163	-1.2%	991	853	16.2%	7,079	7,016	0.9%
<b>Total Employment</b>	FTEs																8,943	8,918	0.3%

**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**



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

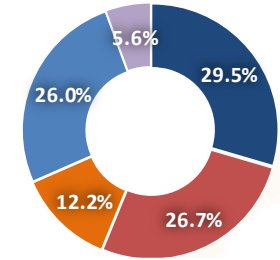
	2023	2022	+/- %
Accommodation	127.35	153.10	-16.8%
Food & Drink	174.26	185.01	-5.8%
Recreation	65.85	69.61	-5.4%
Shopping	186.13	196.19	-5.1%
Transport	81.93	87.65	-6.5%
<b>TOTAL DIRECT</b>	<b>635.52</b>	<b>691.56</b>	<b>-8.1%</b>
Indirect	221.97	243.16	-8.7%
<b>TOTAL</b>	<b>857.49</b>	<b>934.71</b>	<b>-8.3%</b>

**Sectors**

	2023	2022	+/- %
Accommodation	2,090	2,097	-0.3%
Food & Drink	1,888	1,867	1.1%
Recreation	866	852	1.6%
Shopping	1,838	1,805	1.9%
Transport	397	395	0.4%
<b>TOTAL DIRECT</b>	<b>7,079</b>	<b>7,016</b>	<b>0.9%</b>
Indirect	1,864	1,902	-2.0%
<b>TOTAL</b>	<b>8,943</b>	<b>8,918</b>	<b>0.3%</b>

**Sectoral Distribution of Employment - FTEs**

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



**Direct Employment Categories**

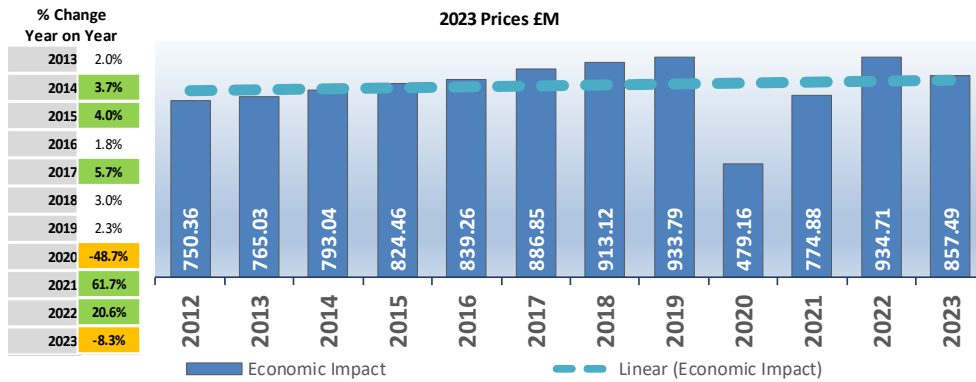
**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023  
2023 Prices

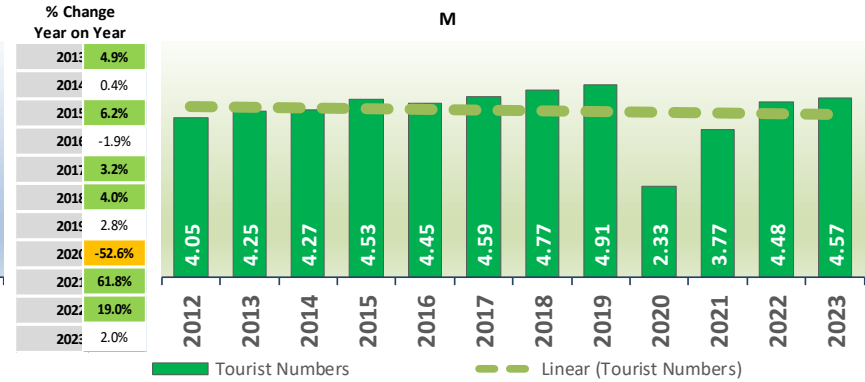
TOTAL

**KEY MEASURES**  
Indexed

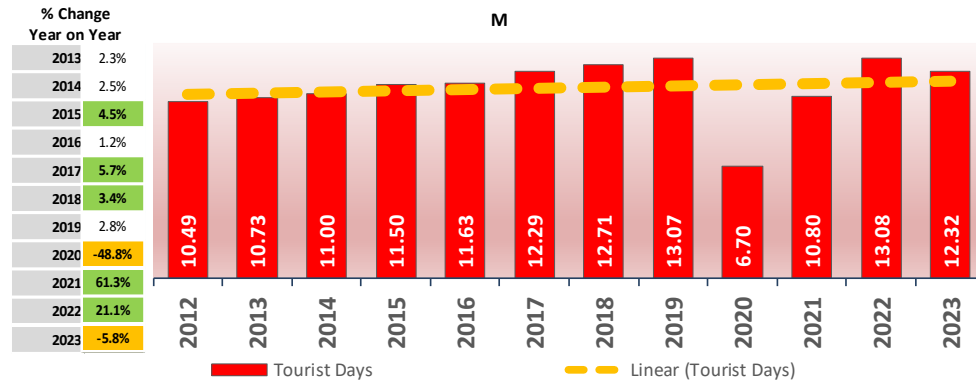
**Economic Impact - Indexed - Total**



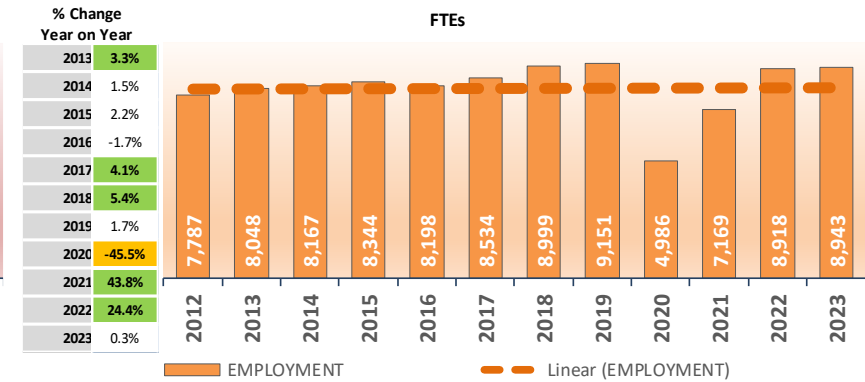
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		2.0%	5.7%	9.9%	11.8%	18.2%	21.7%	24.4%	-36.1%	3.3%	24.6%	14.3%
Visitor Numbers		4.9%	5.3%	11.9%	9.8%	13.4%	17.9%	21.2%	-42.5%	-7.0%	10.7%	12.9%
Visitor Days		2.3%	4.9%	9.6%	10.9%	17.2%	21.2%	24.6%	-36.1%	3.0%	24.7%	17.5%
Total Employment		3.3%	4.9%	7.1%	5.3%	9.6%	15.6%	17.5%	-36.0%	-7.9%	14.5%	14.8%

"Linear" = Linear Trendline

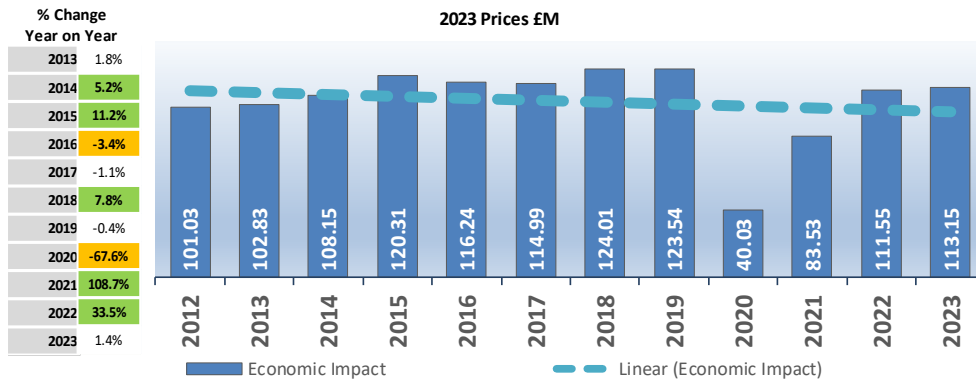
**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023  
 2023 Prices

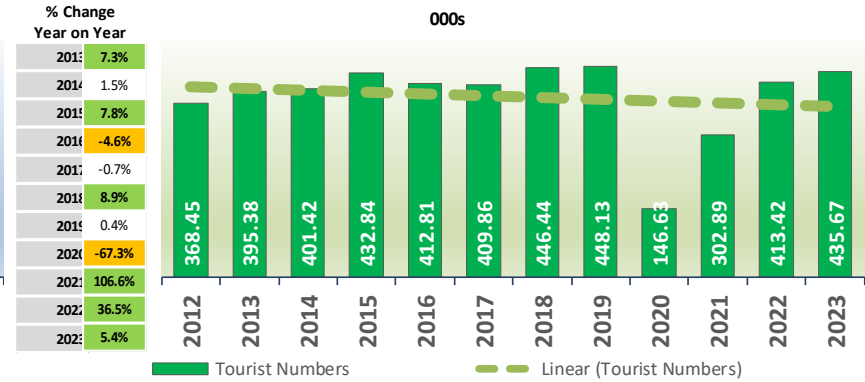
SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Indexed

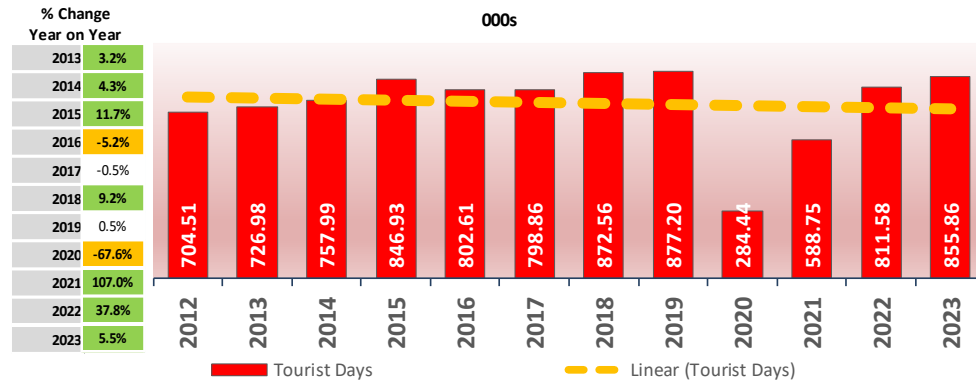
**Economic Impact - Indexed - Serviced Accommodation**



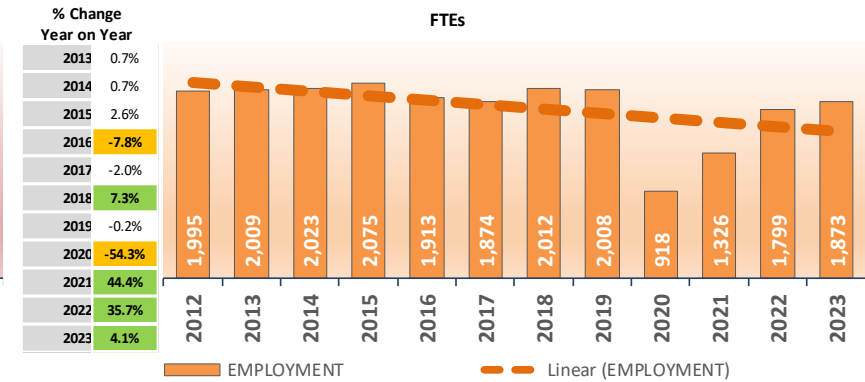
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		1.8%	7.0%	19.1%	15.1%	13.8%	22.7%	22.3%	-60.4%	-17.3%	10.4%	12.0%
Visitor Numbers		7.3%	8.9%	17.5%	12.0%	11.2%	21.2%	21.6%	-60.2%	-17.8%	12.2%	18.2%
Visitor Days		3.2%	7.6%	20.2%	13.9%	13.4%	23.9%	24.5%	-59.6%	-16.4%	15.2%	21.5%
Direct Employment		0.7%	1.4%	4.0%	-4.1%	-6.1%	0.8%	0.7%	-54.0%	-33.6%	-9.8%	-6.1%

"Linear" = Linear Trendline



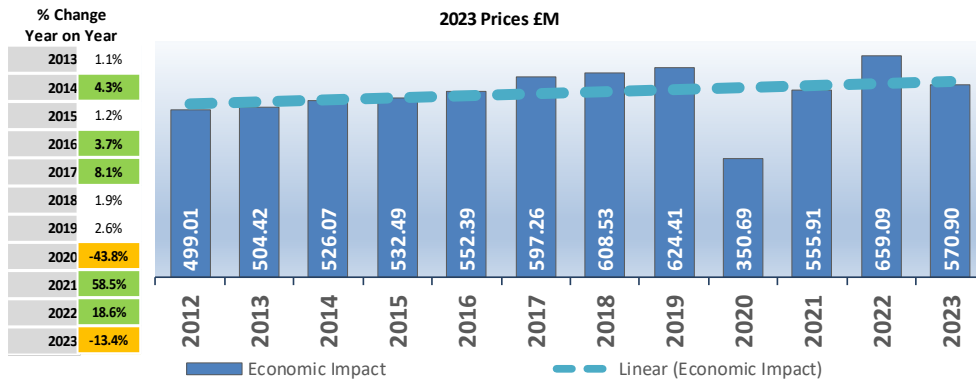
**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023  
 2023 Prices

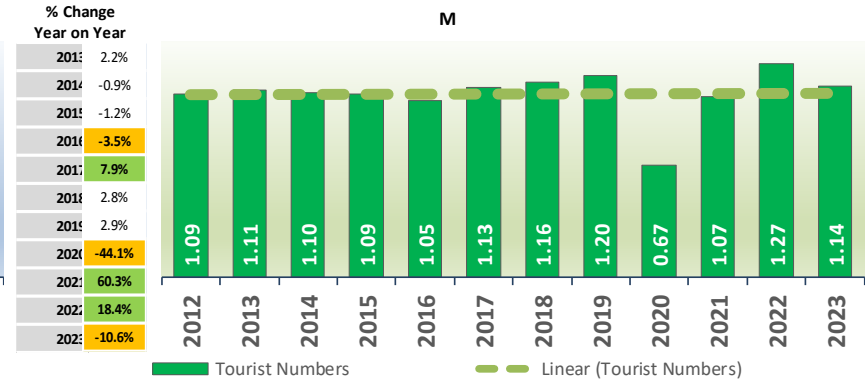
NON-SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Indexed

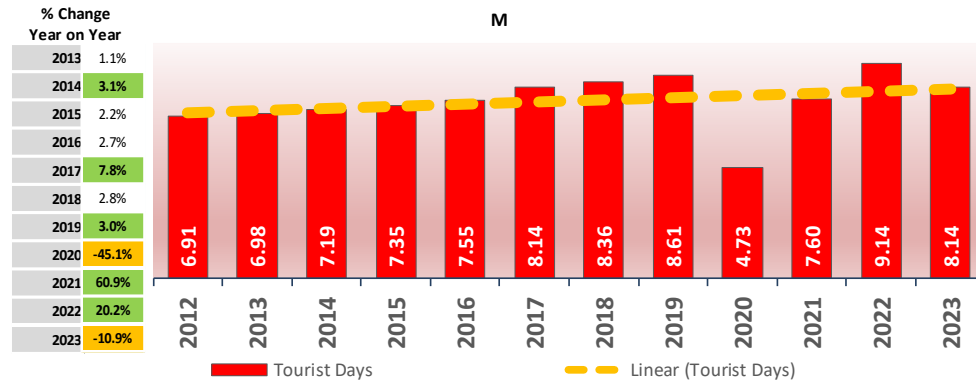
**Economic Impact - Indexed - Non-Serviced Accommodation**



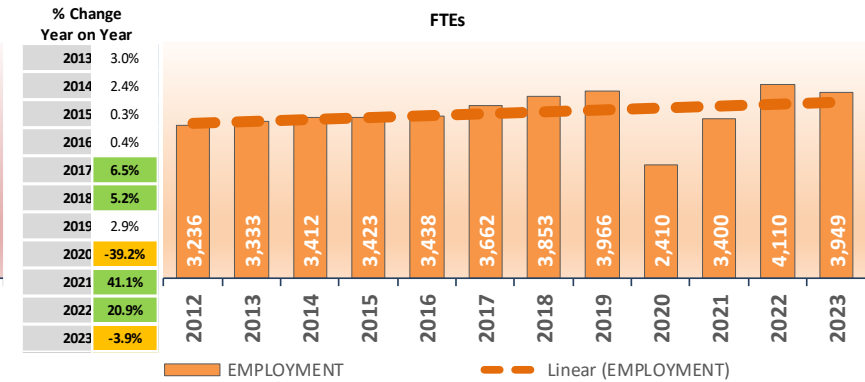
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



**Direct Employment Supported - Non-Serviced Accommodation**



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		1.1%	5.4%	6.7%	10.7%	19.7%	21.9%	25.1%	-29.7%	11.4%	32.1%	14.4%
Visitor Numbers		2.2%	1.3%	0.0%	-3.4%	4.1%	7.1%	10.2%	-38.4%	-1.3%	16.9%	4.5%
Visitor Days		1.1%	4.1%	6.4%	9.3%	17.8%	21.1%	24.7%	-31.6%	10.1%	32.4%	17.9%
Direct Employment		3.0%	5.4%	5.8%	6.2%	13.2%	19.1%	22.6%	-25.5%	5.1%	27.0%	22.0%

"Linear" = Linear Trendline

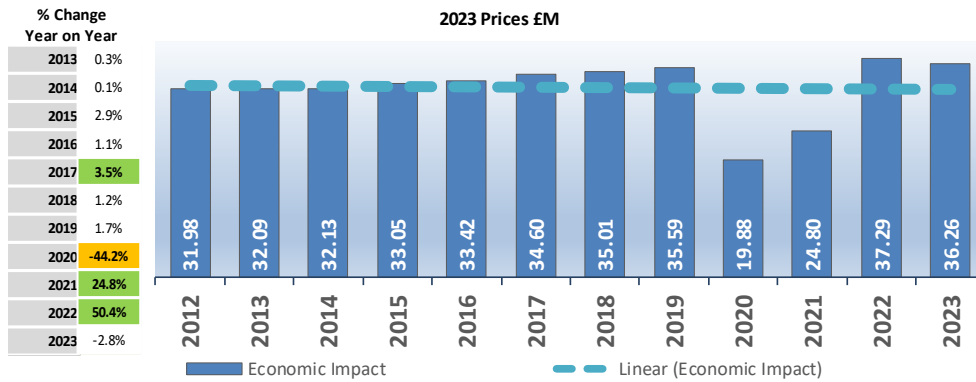
**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023  
2023 Prices

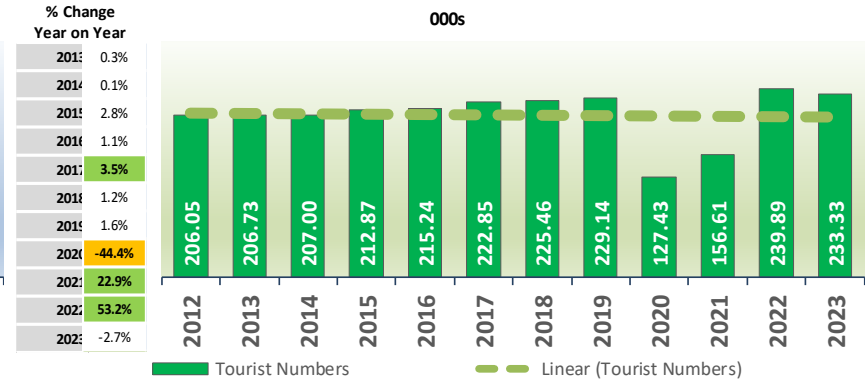
SFR

**KEY MEASURES**  
Indexed

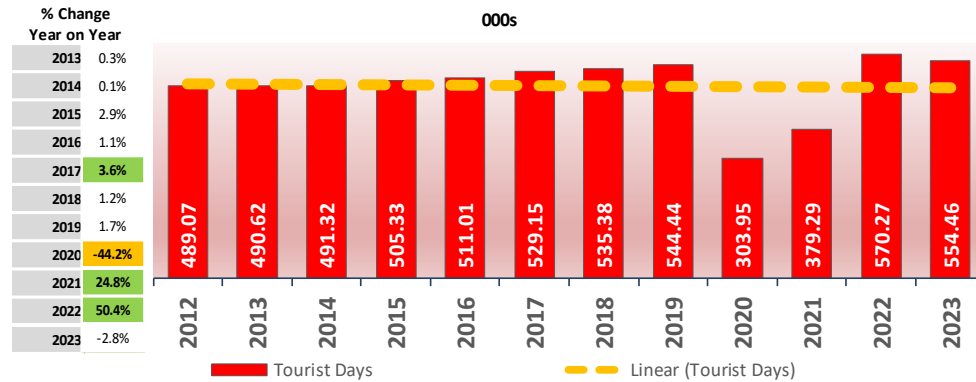
**Economic Impact - Indexed - SFR**



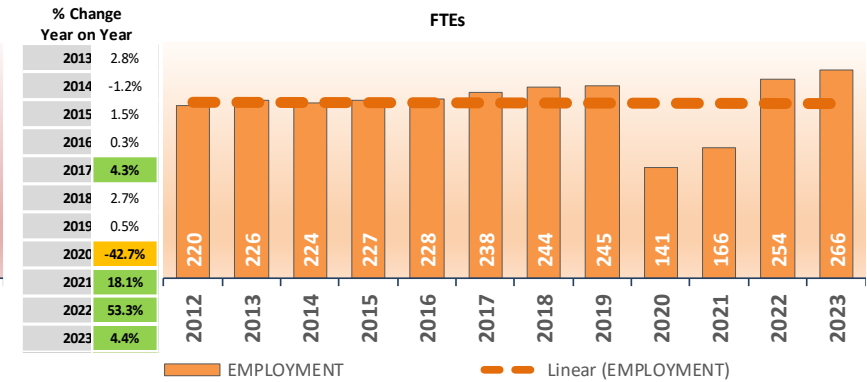
**Visitor Numbers - SFR**



**Visitor Days - SFR**



**Direct Employment Supported - SFR**



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		0.3%	0.5%	3.3%	4.5%	8.2%	9.5%	11.3%	-37.9%	-22.5%	16.6%	13.4%
Visitor Numbers		0.3%	0.5%	3.3%	4.5%	8.2%	9.4%	11.2%	-38.2%	-24.0%	16.4%	13.2%
Visitor Days		0.3%	0.5%	3.3%	4.5%	8.2%	9.5%	11.3%	-37.9%	-22.4%	16.6%	13.4%
Direct Employment		2.8%	1.6%	3.2%	3.6%	8.0%	10.9%	11.4%	-36.2%	-24.6%	15.6%	20.7%

"Linear" = Linear Trendline

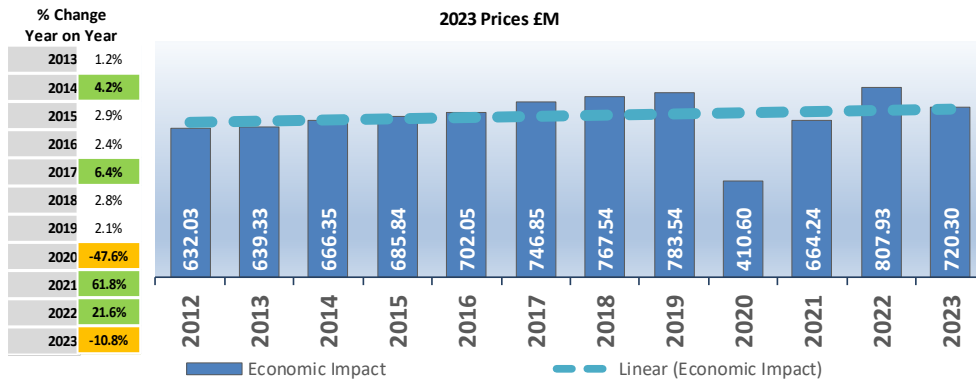
**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023  
 2023 Prices

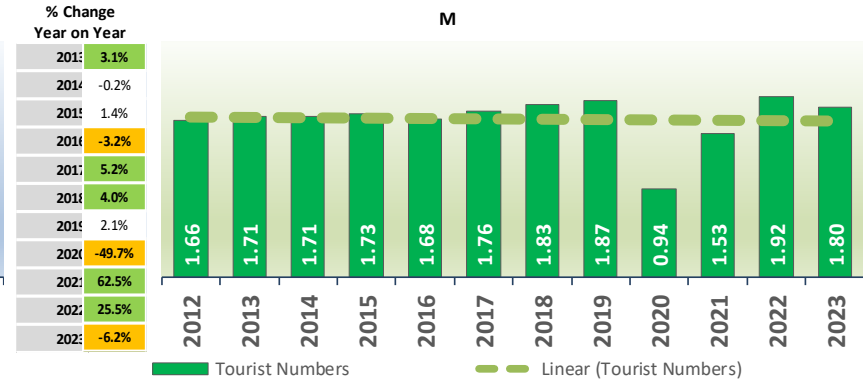
STAYING VISITOR

KEY MEASURES  
 Indexed

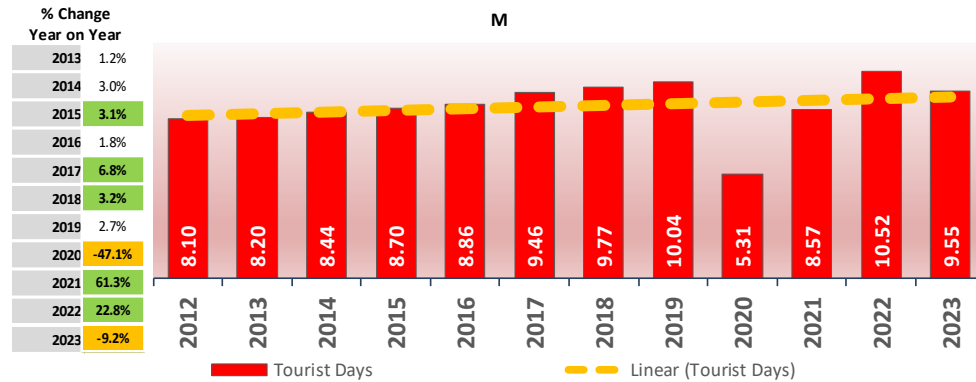
**Economic Impact - Indexed - Staying Visitor**



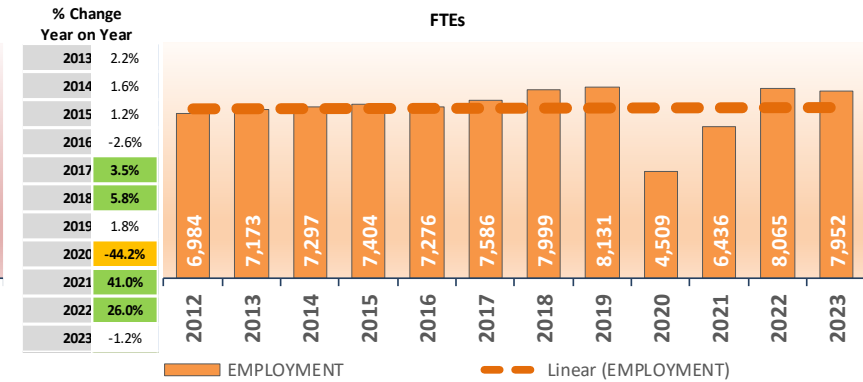
**Visitor Numbers - Staying Visitor**



**Visitor Days - Staying Visitor**



**Direct Employment Supported - Staying Visitor**



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		1.2%	5.4%	8.5%	11.1%	18.2%	21.4%	24.0%	-35.0%	5.1%	27.8%	14.0%
Visitor Numbers		3.1%	2.9%	4.3%	1.0%	6.2%	10.5%	12.9%	-43.2%	-7.8%	15.8%	8.6%
Visitor Days		1.2%	4.2%	7.4%	9.4%	16.8%	20.6%	23.9%	-34.4%	5.8%	29.9%	18.0%
Direct Employment		2.7%	4.5%	6.0%	4.2%	8.6%	14.5%	16.4%	-35.4%	-7.8%	15.5%	13.9%

"Linear" = Linear Trendline

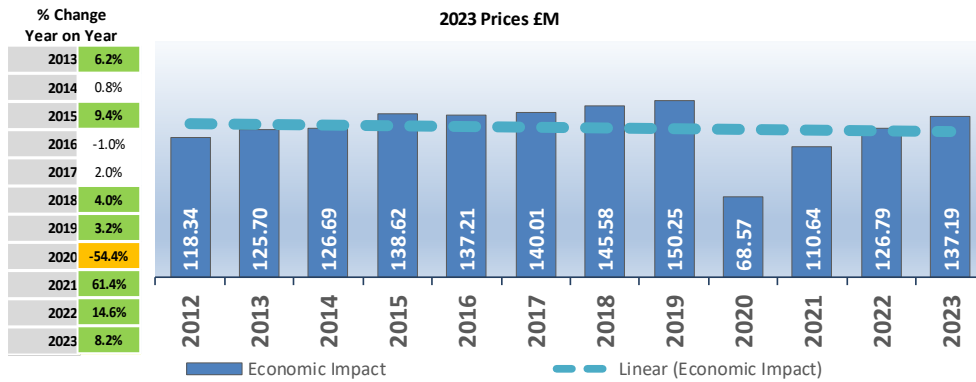
**STEAM REPORT FOR 2012-2023 - FINAL**  
**EAST LINDSEY DISTRICT COUNCIL**

2012 to 2023  
 2023 Prices

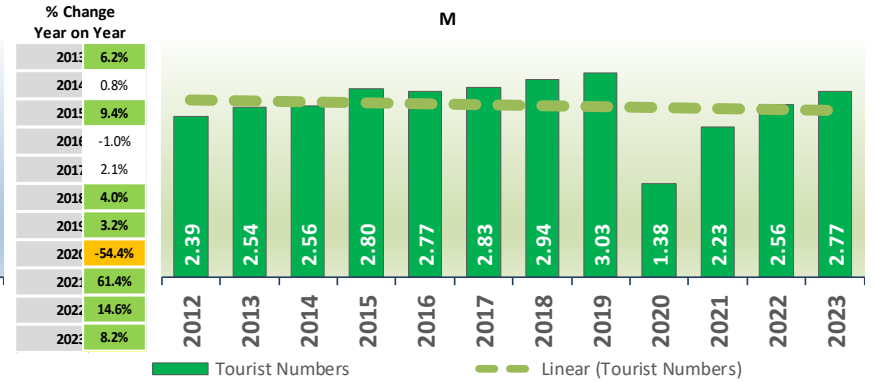
**DAY VISITOR**

**KEY MEASURES**  
 Indexed

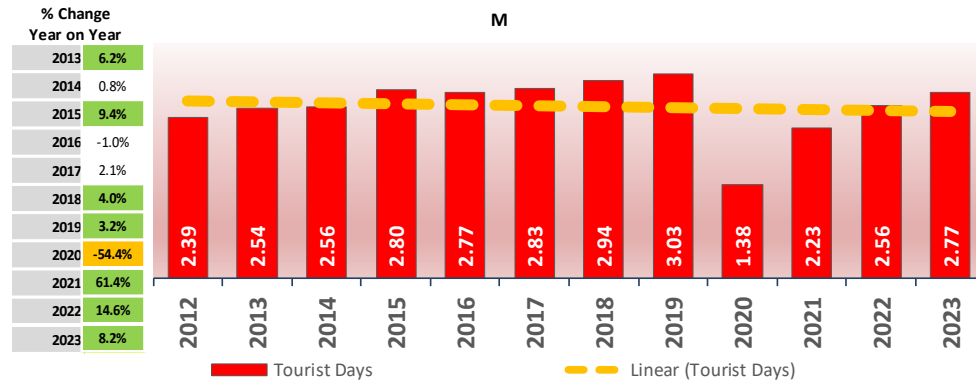
**Economic Impact - Indexed - Day Visitor**



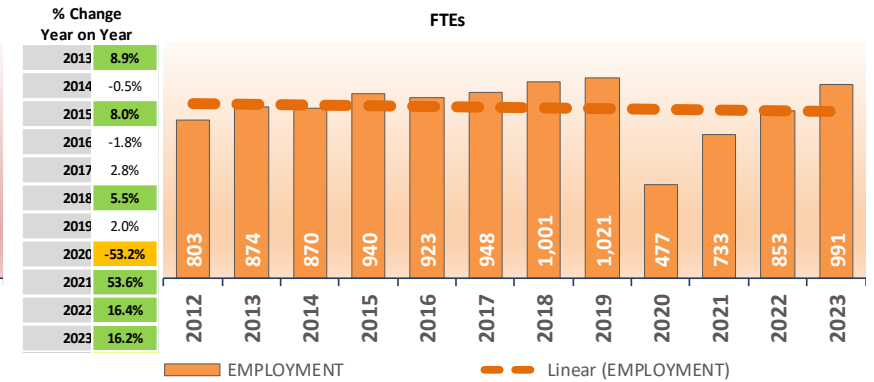
**Visitor Numbers - Day Visitor**



**Visitor Days - Day Visitor**



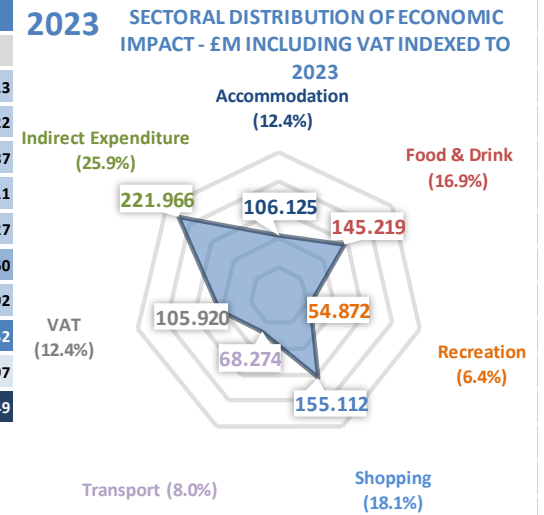
**Direct Employment Supported - Day Visitor**



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		6.2%	7.1%	17.1%	15.9%	18.3%	23.0%	27.0%	-42.1%	-6.5%	7.1%	15.9%
Visitor Numbers		6.2%	7.1%	17.1%	16.0%	18.3%	23.0%	27.0%	-42.1%	-6.5%	7.1%	15.9%
Visitor Days		6.2%	7.1%	17.1%	16.0%	18.3%	23.0%	27.0%	-42.1%	-6.5%	7.1%	15.9%
Direct Employment		8.9%	8.3%	17.0%	14.9%	18.1%	24.6%	27.1%	-40.6%	-8.7%	6.2%	23.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL											2012 to 2023		TOTAL	SECTORAL ANALYSIS Indexed
EAST LINDSEY DISTRICT COUNCIL											2023 Prices			
2023 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2023														
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Accommodation	£M	102.83	103.69	111.84	113.48	118.64	126.09	127.10	127.68	74.94	108.56	127.58	106.13	
Food & Drink	£M	123.47	126.22	129.52	135.74	136.78	144.14	149.54	153.53	82.81	125.96	154.18	145.22	
Recreation	£M	46.62	47.68	48.90	51.45	51.75	54.39	56.70	58.29	30.97	47.81	58.01	54.87	
Shopping	£M	132.36	135.27	138.82	145.50	147.09	154.72	160.02	164.35	83.11	135.48	163.49	155.11	
Transport	£M	58.15	59.34	60.76	63.43	64.28	67.99	70.53	72.68	37.44	60.79	73.04	68.27	
Direct Revenue	£M	463.43	472.20	489.83	509.60	518.55	547.33	563.89	576.52	309.26	478.58	576.30	529.60	
VAT	£M	92.69	94.44	97.97	101.92	103.71	109.47	112.78	115.30	44.10	95.09	115.26	105.92	
Direct Expenditure	£M	556.12	566.65	587.80	611.53	622.26	656.80	676.67	691.83	353.37	573.67	691.56	635.52	
Indirect Expenditure	£M	194.25	198.39	205.24	212.94	217.00	230.05	236.46	241.97	125.80	201.21	243.16	221.97	
TOTAL	£M	750.36	765.03	793.04	824.46	839.26	886.85	913.12	933.79	479.16	774.88	934.71	857.49	



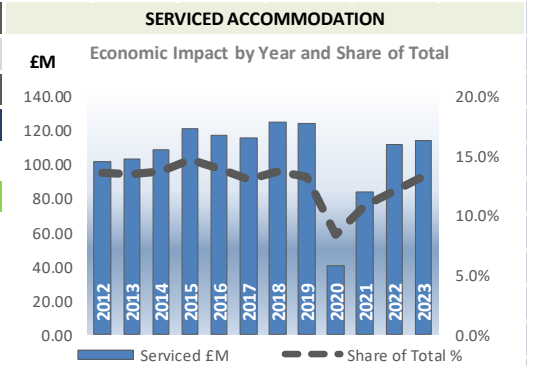
2023 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	2,265	2,263	2,296	2,284	2,115	2,071	2,214	2,271	1,352	1,653	2,097	2,090
Food & Drink	FTEs	1,508	1,580	1,600	1,656	1,656	1,757	1,850	1,877	1,009	1,495	1,867	1,888
Recreation	FTEs	691	724	733	762	760	805	851	865	458	688	852	866
Shopping	FTEs	1,473	1,544	1,564	1,618	1,623	1,719	1,805	1,831	923	1,466	1,805	1,838
Transport	FTEs	317	332	335	346	348	370	390	397	204	322	395	397
Direct Employment	FTEs	6,255	6,443	6,528	6,666	6,502	6,723	7,110	7,240	3,946	5,625	7,016	7,079
Indirect Employment	FTEs	1,533	1,605	1,638	1,678	1,697	1,812	1,890	1,911	1,040	1,544	1,902	1,864
TOTAL	FTEs	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943



STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL											2012 to 2023 2023 Prices		TOTAL		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2012 to 2023		21.6%	13.1%	24.2%	15.9%	17.2%	1.0%	0.2%	5.3%	31.7%	29.8%	11.1%	37.6%	14.3%	20.1%	10.8%	10.9%	26.0%	
% Change 2022 to 2023		-3.8%	5.2%	-10.3%	-1.0%	-8.2%	-14.1%	-17.2%	-10.5%	-6.0%	3.3%	-4.8%	-12.6%	-8.3%	-4.4%	-8.4%	-11.2%	-3.0%	
Average Annual Change		2.0%	1.2%	2.2%	1.4%	1.6%	0.1%	0.0%	0.5%	2.9%	2.7%	1.0%	3.4%	1.3%	1.8%	1.0%	1.0%	2.4%	
2012	£M	24.09	26.74	36.63	63.65	82.47	85.93	101.30	127.58	87.25	56.10	33.61	25.02	750.36	87.46	232.05	316.13	114.73	
2013	£M	24.80	27.97	40.25	61.63	86.38	84.21	102.73	131.11	86.11	56.99	36.01	26.82	765.03	2.0%	93.03	232.23	319.96	119.82
2014	£M	24.88	28.36	42.14	65.02	87.08	84.57	105.20	128.94	101.55	59.76	37.66	27.87	793.04	3.7%	95.38	236.67	335.69	125.30
2015	£M	27.37	30.03	44.45	67.15	91.33	88.92	108.62	135.51	101.12	64.30	36.55	29.11	824.46	4.0%	101.85	247.40	345.25	129.96
2016	£M	27.72	30.00	45.18	66.85	92.84	91.17	110.70	140.14	103.49	64.46	36.75	29.97	839.26	1.8%	102.90	250.86	354.32	131.18
2017	£M	29.43	32.10	44.82	72.12	97.83	93.78	117.21	144.85	115.84	68.14	37.85	32.87	886.85	5.7%	106.36	263.73	377.90	138.86
2018	£M	30.06	33.10	45.42	72.77	103.29	97.57	117.89	152.31	116.83	71.14	39.12	33.61	913.12	3.0%	108.58	273.63	387.04	143.87
2019	£M	31.78	34.09	46.83	78.39	106.46	98.55	122.42	152.85	115.27	71.28	41.04	34.82	933.79	2.3%	112.71	283.40	390.55	147.14
2020	£M	32.46	28.68	23.99	3.702	7.255	8.221	63.42	112.80	116.57	59.44	6.484	16.15	479.16	-48.7%	85.12	19.18	292.79	82.08
2021	£M	3.325	5.041	6.737	25.05	78.43	99.17	117.21	150.32	136.93	82.00	39.35	31.31	774.88	61.7%	15.10	202.66	404.46	152.66
2022	£M	30.44	28.75	50.71	74.46	105.24	101.08	122.57	150.16	122.23	70.44	39.23	39.39	934.71	20.6%	109.90	280.78	394.97	149.07
2023	£M	29.29	30.23	45.49	73.75	96.65	86.80	101.46	134.34	114.91	72.79	37.34	34.42	857.49	-8.3%	105.02	257.20	350.71	144.56
ECONOMIC IMPACT - INDEXED TO 2023													TOTAL						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total					
Total	£M	750.36	765.03	793.04	824.46	839.26	886.85	913.12	933.79	479.16	774.88	934.71	857.49	1,000.00					
All Visitor Types	£M	750.36	765.03	793.04	824.46	839.26	886.85	913.12	933.79	479.16	774.88	934.71	857.49	800.00					
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%	600.00					
Annual Change in Share	%													400.00					
Change in Share from 2012	%													200.00					
Avg Ann. Change in Share	%													0.00					

STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023 2023 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2012 to 2023		60.9%	10.4%	8.2%	10.0%	31.6%	13.6%	15.9%	3.5%	-5.4%	11.5%	-4.8%	62.9%	12.0%	20.3%	17.9%	4.3%	15.5%		
% Change 2022 to 2023		18.9%	5.0%	1.5%	1.8%	0.9%	0.9%	-1.8%	0.4%	3.1%	-0.4%	-1.3%	2.6%	1.4%	7.2%	1.2%	0.4%	0.2%		
Average Annual Change		5.5%	0.9%	0.7%	0.9%	2.9%	1.2%	1.4%	0.3%	-0.5%	1.0%	-0.4%	5.7%	1.1%	1.8%	1.6%	0.4%	1.4%		
2012	£M	2.709	4.655	5.255	8.160	7.722	9.380	12.00	17.58	12.87	8.499	8.071	4.143	101.03	12.62	25.26	42.44	20.71		
2013	£M	2.758	5.053	6.073	6.970	8.155	9.330	12.75	18.46	11.63	7.807	9.000	4.838	102.83	13.88	24.46	42.84	21.65		
2014	£M	2.915	4.890	5.701	7.993	8.474	9.144	13.58	18.57	14.18	8.777	9.002	4.928	108.15	5.2%	13.51	25.61	46.32	22.71	
2015	£M	4.431	5.923	6.790	8.962	10.06	11.51	14.83	19.58	13.77	10.47	8.131	5.850	120.31	11.2%	17.14	30.53	48.19	24.45	
2016	£M	4.040	5.585	6.489	8.429	9.716	10.90	14.97	19.73	13.07	9.494	7.768	6.039	116.24	-3.4%	16.11	29.05	47.78	23.30	
2017	£M	4.271	5.251	5.863	8.843	10.28	10.82	14.38	18.70	12.85	9.487	7.683	6.561	114.99	-1.1%	15.38	29.95	45.92	23.73	
2018	£M	4.588	5.603	6.160	9.386	11.28	11.69	15.31	20.80	13.42	10.32	8.341	7.112	124.01	7.8%	16.35	32.36	49.54	25.77	
2019	£M	4.550	5.519	6.145	9.345	11.26	11.69	15.39	20.61	13.22	10.45	8.457	6.901	123.54	-0.4%	16.21	32.30	49.22	25.80	
2020	£M	4.428	5.073	2.471	0.750	1.068	0.962	3.400	9.429	6.140	4.492	1.052	0.765	40.03	-67.6%	11.97	2.780	18.97	6.309	
2021	£M	0.820	0.922	1.195	1.873	2.848	9.020	12.93	18.87	11.97	9.727	7.525	5.834	83.53	108.7%	2.936	13.74	43.77	23.09	
2022	£M	3.666	4.895	5.601	8.819	10.07	10.56	14.16	18.11	11.80	9.511	7.784	6.577	111.55	33.5%	14.16	29.45	44.07	23.87	
2023	£M	4.357	5.140	5.687	8.977	10.16	10.65	13.90	18.19	12.17	9.477	7.685	6.750	113.15	1.4%	15.18	29.79	44.26	23.91	

ECONOMIC IMPACT - INDEXED TO 2023													SERVICED ACCOMMODATION		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	SERVICED ACCOMMODATION	
Serviced	£M	101.03	102.83	108.15	120.31	116.24	114.99	124.01	123.54	40.03	83.53	111.55	113.15	Economic Impact by Year and Share of Total	
All Visitor Types	£M	750.36	765.03	793.04	824.46	839.26	886.85	913.12	933.79	479.16	774.88	934.71	857.49	£M	
Share of Total	%	13.5%	13.4%	13.6%	14.6%	13.9%	13.0%	13.6%	13.2%	8.4%	10.8%	11.9%	13.2%	-	
Annual Change in Share	%		-0.2%	1.5%	7.0%	-5.1%	-6.4%	4.7%	-2.6%	-36.9%	29.0%	10.7%	10.6%	-	
Change in Share from 2012	%		-0.2%	1.3%	8.4%	2.9%	-3.7%	0.9%	-1.7%	-38.0%	-19.9%	-11.4%	-2.0%	-	
Avg Ann. Change in Share	%		-0.2%	0.6%	2.8%	0.7%	-0.7%	0.1%	-0.2%	-4.7%	-2.2%	-1.1%	-0.2%	-	



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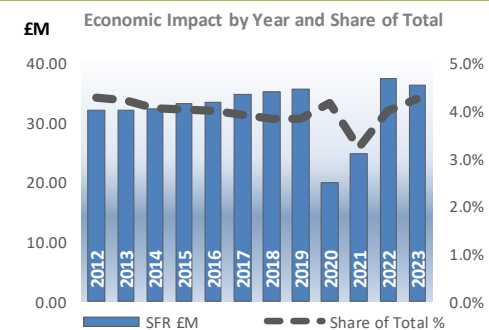
Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023 2023 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2012 to 2023		24.0%	6.0%	14.1%	20.2%	13.0%	-4.7%	-1.1%	2.9%	42.8%	39.6%	22.2%	41.4%	14.4%	14.1%	7.9%	12.7%	35.2%		
% Change 2022 to 2023		-14.2%	-3.1%	-19.6%	-3.6%	-12.7%	-20.5%	-23.0%	-16.1%	-9.1%	3.8%	-7.7%	-19.7%	-13.4%	-14.5%	-13.3%	-16.0%	-4.8%		
Average Annual Change		2.2%	0.5%	1.3%	1.8%	1.2%	-0.4%	-0.1%	0.3%	3.9%	3.6%	2.0%	3.8%	1.3%	1.3%	0.7%	1.2%	3.2%		
2012	£M	10.86	13.16	23.29	40.20	59.72	62.69	72.05	86.78	61.66	36.54	18.51	13.54	499.01	47.31	162.61	220.49	68.60		
2013	£M	11.55	13.53	25.39	39.23	60.66	61.27	71.80	87.34	61.76	37.85	19.74	14.29	504.42	50.47	161.16	220.90	71.88		
2014	£M	11.96	14.05	26.35	40.34	61.16	61.75	73.48	85.45	75.25	39.67	21.28	15.33	526.07	52.36	163.26	234.19	76.27		
2015	£M	11.63	13.33	26.93	41.22	62.97	63.18	75.15	87.87	73.66	40.82	20.81	14.93	532.49	51.89	167.37	236.68	76.56		
2016	£M	12.27	13.76	27.14	41.85	64.21	64.76	78.11	92.71	77.56	42.72	21.71	15.59	552.39	53.16	170.82	248.39	80.02		
2017	£M	13.61	15.94	27.08	45.97	68.62	67.26	85.63	97.09	89.21	46.49	22.61	17.75	597.26	56.62	181.85	271.93	86.85		
2018	£M	13.70	16.00	26.91	46.02	71.81	69.63	85.17	101.46	88.64	48.22	23.07	17.89	608.53	56.61	187.47	275.27	89.18		
2019	£M	15.00	16.40	27.51	51.17	74.79	69.92	89.28	101.81	86.62	47.82	24.95	19.15	624.41	58.91	195.87	277.71	91.92		
2020	£M	15.97	13.08	15.27	1.714	3.843	4.048	53.18	84.93	99.40	46.06	2.680	10.53	350.69	44.31	9.605	237.51	59.26		
2021	£M	0.398	0.389	0.759	14.60	60.43	74.76	88.76	103.84	109.78	59.42	25.00	17.78	555.91	1.546	149.79	302.38	102.19		
2022	£M	15.68	14.40	33.04	50.12	77.31	75.15	92.59	106.46	96.86	49.13	24.50	23.85	659.09	63.12	202.58	295.91	97.48		
2023	£M	13.46	13.95	26.58	48.32	67.46	59.76	71.26	89.30	88.05	51.00	22.62	19.16	570.90	53.98	175.54	248.60	92.77		
ECONOMIC IMPACT - INDEXED TO 2023													NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total						
Non-Serviced	£M	499.01	504.42	526.07	532.49	552.39	597.26	608.53	624.41	350.69	555.91	659.09	570.90							
All Visitor Types	£M	750.36	765.03	793.04	824.46	839.26	886.85	913.12	933.79	479.16	774.88	934.71	857.49							
Share of Total	%	66.5%	65.9%	66.3%	64.6%	65.8%	67.3%	66.6%	66.9%	73.2%	71.7%	70.5%	66.6%							
Annual Change in Share	%		-0.9%	0.6%	-2.6%	1.9%	2.3%	-1.0%	0.3%	9.5%	-2.0%	-1.7%	-5.6%							
Change in Share from 2012	%		-0.9%	-0.2%	-2.9%	-1.0%	1.3%	0.2%	0.5%	10.1%	7.9%	6.0%	0.1%							
Avg Ann. Change in Share	%		-0.9%	-0.1%	-1.0%	-0.3%	0.3%	0.0%	0.1%	1.3%	0.9%	0.6%	0.0%							



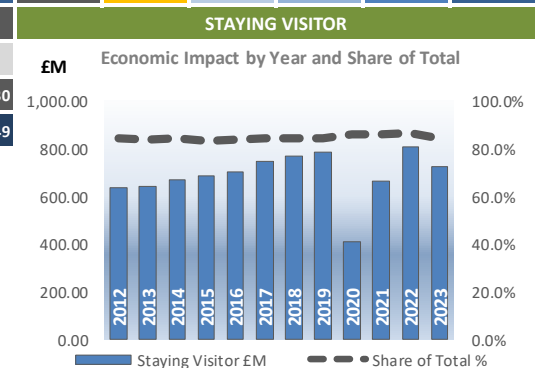
STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023 2023 Prices		SFR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SFR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES											TOTAL		% Change						
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change					
% Change 2012 to 2023		20.8%	13.7%	10.1%	10.7%	9.1%	3.1%	6.6%	9.1%	15.6%	16.7%	15.1%	23.2%	13.4%	Annual Change		17.0%	8.4%	9.6%	19.9%	
% Change 2022 to 2023		-2.4%	1.4%	-5.6%	0.5%	-3.1%	-6.0%	-5.9%	-3.7%	-1.9%	2.9%	-0.6%	-5.0%	-2.8%	Annual Change		-2.4%	-2.2%	-4.1%	-2.3%	
Average Annual Change		1.9%	1.2%	0.9%	1.0%	0.8%	0.3%	0.6%	0.8%	1.4%	1.5%	1.4%	2.1%	1.2%	Annual Change		1.5%	0.8%	0.9%	1.8%	
2012	£M	4.588	1.503	1.765	3.882	2.647	2.119	3.167	3.353	1.892	1.775	1.480	3.813	31.98	Annual Change		7.856	8.648	8.412	7.068	
2013	£M	4.649	1.530	1.807	3.817	2.644	2.089	3.168	3.363	1.870	1.772	1.508	3.869	32.09	0.3%	Annual Change		7.986	8.550	8.400	7.150
2014	£M	4.638	1.516	1.802	3.821	2.622	2.068	3.173	3.391	1.902	1.795	1.516	3.885	32.13	0.1%	Annual Change		7.956	8.512	8.466	7.195
2015	£M	4.904	1.589	1.851	3.891	2.676	2.111	3.226	3.448	1.933	1.836	1.548	4.032	33.05	2.9%	Annual Change		8.344	8.677	8.608	7.417
2016	£M	4.982	1.604	1.853	3.903	2.694	2.127	3.262	3.502	1.968	1.856	1.567	4.098	33.42	1.1%	Annual Change		8.438	8.724	8.732	7.522
2017	£M	5.186	1.684	1.863	4.042	2.780	2.174	3.372	3.573	2.090	1.925	1.608	4.299	34.60	3.5%	Annual Change		8.734	8.995	9.035	7.832
2018	£M	5.248	1.704	1.865	4.066	2.833	2.207	3.390	3.646	2.093	1.945	1.633	4.376	35.01	1.2%	Annual Change		8.817	9.106	9.130	7.954
2019	£M	5.406	1.713	1.882	4.203	2.880	2.217	3.458	3.665	2.082	1.948	1.680	4.461	35.59	1.7%	Annual Change		9.000	9.300	9.205	8.089
2020	£M	5.715	1.407	1.015	0.157	0.156	0.131	1.970	2.959	2.263	1.771	0.185	2.149	19.88	-44.2%	Annual Change		8.136	0.444	7.191	4.105
2021	£M	0.138	0.039	0.046	1.227	2.445	2.426	3.506	3.777	2.745	2.471	1.725	4.256	24.80	24.8%	Annual Change		0.223	6.099	10.03	8.452
2022	£M	5.680	1.685	2.057	4.278	2.980	2.325	3.587	3.799	2.229	2.012	1.714	4.942	37.29	50.4%	Annual Change		9.423	9.584	9.616	8.669
2023	£M	5.542	1.709	1.943	4.299	2.887	2.186	3.376	3.657	2.186	2.071	1.703	4.698	36.26	-2.8%	Annual Change		9.194	9.371	9.220	8.472

ECONOMIC IMPACT - INDEXED TO 2023													SFR	
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
SFR	£M	31.98	32.09	32.13	33.05	33.42	34.60	35.01	35.59	19.88	24.80	37.29	36.26	
All Visitor Types	£M	750.36	765.03	793.04	824.46	839.26	886.85	913.12	933.79	479.16	774.88	934.71	857.49	
Share of Total	%	4.3%	4.2%	4.1%	4.0%	4.0%	3.9%	3.8%	3.8%	4.1%	3.2%	4.0%	4.2%	
Annual Change in Share	%		-1.6%	-3.4%	-1.1%	-0.7%	-2.0%	-1.7%	-0.6%	8.8%	-22.8%	24.6%	6.0%	
Change in Share from 2012	%		-1.6%	-4.9%	-6.0%	-6.6%	-8.5%	-10.1%	-10.6%	-2.7%	-24.9%	-6.4%	-0.8%	
Avg Ann. Change in Share	%		-1.6%	-2.5%	-2.0%	-1.6%	-1.7%	-1.7%	-1.5%	-0.3%	-2.8%	-0.6%	-0.1%	



STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023 2023 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES													TOTAL		% Change			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2012 to 2023		28.7%	7.7%	12.9%	17.9%	14.9%	-2.2%	1.5%	3.2%	34.0%	33.6%	14.1%	42.4%	14.0%	15.6%	9.3%	11.3%	29.9%		
% Change 2022 to 2023		-6.7%	-0.9%	-15.9%	-2.6%	-10.9%	-17.5%	-19.8%	-13.4%	-7.7%	3.1%	-5.9%	-13.5%	-10.8%	-9.6%	-11.1%	-13.6%	-3.7%		
Average Annual Change		2.6%	0.7%	1.2%	1.6%	1.4%	-0.2%	0.1%	0.3%	3.1%	3.1%	1.3%	3.9%	1.3%	1.4%	0.8%	1.0%	2.7%		
2012	£M	18.15	19.32	30.31	52.24	70.09	74.19	87.22	107.71	76.42	46.81	28.06	21.50	632.03	67.78	196.52	271.35	96.38		
2013	£M	18.95	20.11	33.27	50.02	71.46	72.69	87.72	109.16	75.26	47.43	30.25	22.99	639.33	72.34	194.17	272.15	100.68		
2014	£M	19.51	20.45	33.85	52.16	72.26	72.96	90.23	107.42	91.33	50.24	31.80	24.14	666.35	73.82	197.38	288.98	106.17		
2015	£M	20.96	20.84	35.57	54.07	75.70	76.80	93.21	110.90	89.37	53.12	30.49	24.81	685.84	77.37	206.57	293.47	108.42		
2016	£M	21.29	20.95	35.48	54.18	76.62	77.79	96.35	115.95	92.60	54.07	31.05	25.73	702.05	77.71	208.59	304.90	110.85		
2017	£M	23.06	22.88	34.80	58.85	81.68	80.26	103.38	119.36	104.15	57.90	31.90	28.61	746.85	80.74	220.79	326.89	118.42		
2018	£M	23.53	23.31	34.94	59.48	85.92	83.53	103.87	125.91	104.15	60.48	33.04	29.38	767.54	81.77	228.93	333.94	122.90		
2019	£M	24.96	23.63	35.54	64.71	88.93	83.82	108.12	126.09	101.93	60.21	35.09	30.51	783.54	84.12	237.47	336.14	125.82		
2020	£M	26.11	19.56	18.76	2.621	5.066	5.142	58.55	97.32	107.80	52.32	3.917	13.44	410.60	64.42	12.83	263.67	69.68		
2021	£M	1.355	1.350	2.000	17.70	65.72	86.21	105.19	126.49	124.49	71.62	34.24	27.87	664.24	4.706	169.63	356.18	133.73		
2022	£M	25.03	20.98	40.70	63.22	90.36	88.03	110.34	128.37	110.89	60.65	34.00	35.37	807.93	86.71	241.61	349.60	130.02		
2023	£M	23.36	20.79	34.21	61.60	80.51	72.59	88.53	111.15	102.40	62.54	32.01	30.61	720.30	78.36	214.70	302.08	125.16		

ECONOMIC IMPACT - INDEXED TO 2023													STAYING VISITOR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	
Staying Visitor	£M	632.03	639.33	666.35	685.84	702.05	746.85	767.54	783.54	410.60	664.24	807.93	720.30	Economic Impact by Year and Share of Total	
All Visitor Types	£M	750.36	765.03	793.04	824.46	839.26	886.85	913.12	933.79	479.16	774.88	934.71	857.49	£M	
Share of Total	%	84.2%	83.6%	84.0%	83.2%	83.7%	84.2%	84.1%	83.9%	85.7%	85.7%	86.4%	84.0%	Share of Total %	
Annual Change in Share	%		-0.8%	0.5%	-1.0%	0.6%	0.7%	-0.2%	-0.2%	2.1%	0.0%	0.8%	-2.8%		
Change in Share from 2012	%		-0.8%	-0.2%	-1.2%	-0.7%	0.0%	-0.2%	-0.4%	1.7%	1.8%	2.6%	-0.3%		
Avg Ann. Change in Share	%		-0.8%	-0.1%	-0.4%	-0.2%	0.0%	0.0%	-0.1%	0.2%	0.2%	0.3%	0.0%		



STEAM REPORT FOR 2012-2023 - FINAL EAST LINDSEY DISTRICT COUNCIL													2012 to 2023 2023 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2012 to 2023		-0.1%	27.2%	78.5%	6.5%	30.4%	21.0%	-8.2%	16.7%	15.5%	10.3%	-3.9%	8.5%	15.9%	35.5%	19.6%	8.6%	5.7%		
% Change 2022 to 2023		9.6%	21.4%	12.8%	8.1%	8.5%	8.9%	5.6%	6.4%	10.3%	4.7%	1.9%	-5.1%	8.2%	14.9%	8.5%	7.2%	1.8%		
Average Annual Change		0.0%	2.5%	7.1%	0.6%	2.8%	1.9%	-0.7%	1.5%	1.4%	0.9%	-0.4%	0.8%	1.4%	3.2%	1.8%	0.8%	0.5%		
2012	£M	5,939	7,419	6,320	11,41	12,38	11,74	14,08	19,87	10,83	9,285	5,549	3,518	118.34	19.68	35.53	44.78	18.35		
2013	£M	5,845	7,859	6,982	11,61	14,92	11,52	15,01	21,95	10,85	9,555	5,762	3,827	125.70	6.2%	20.69	38.06	47.81	19.14	
2014	£M	5,369	7,903	8,291	12,86	14,82	11,61	14,97	21,53	10,22	9,524	5,866	3,736	126.69	0.8%	21.56	39.29	46.71	19.13	
2015	£M	6,403	9,194	8,877	13,07	15,63	12,12	15,41	24,61	11,75	11,18	6,061	4,297	138.62	9.4%	24.47	40.83	51.78	21.54	
2016	£M	6,429	9,055	9,698	12,67	16,22	13,38	14,35	24,19	10,89	10,39	5,698	4,244	137.21	-1.0%	25.18	42.27	49.43	20.33	
2017	£M	6,369	9,223	10,02	13,27	16,15	13,52	13,83	25,49	11,69	10,23	5,949	4,264	140.01	2.0%	25.61	42.94	51.01	20.45	
2018	£M	6,528	9,796	10,48	13,30	17,37	14,04	14,02	26,40	12,68	10,66	6,076	4,232	145.58	4.0%	26.81	44.71	53.10	20.96	
2019	£M	6,827	10,47	11,30	13,67	17,53	14,73	14,30	26,76	13,34	11,07	5,954	4,307	150.25	3.2%	28.59	45.93	54.41	21.33	
2020	£M	6,351	9,118	5,231	1,081	2,189	3,079	4,866	15,48	8,766	7,120	2,567	2,713	68.57	-54.4%	20.70	6.349	29.12	12.40	
2021	£M	1,970	3,691	4,737	7,353	12,71	12,96	12,02	23,84	12,43	10,38	5,107	3,442	110.64	61.4%	10.40	33.03	48.29	18.93	
2022	£M	5,414	7,774	10,01	11,24	14,88	13,05	12,24	21,79	11,34	9,786	5,238	4,024	126.79	14.6%	23.19	39.17	45.37	19.05	
2023	£M	5,932	9,439	11,28	12,15	16,14	14,21	12,93	23,20	12,51	10,25	5,336	3,817	137.19	8.2%	26.65	42.50	48.64	19.40	

ECONOMIC IMPACT - INDEXED TO 2023													DAY VISITOR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	Economic Impact by Year and Share of Total
Day Visitor	£M	118.34	125.70	126.69	138.62	137.21	140.01	145.58	150.25	68.57	110.64	126.79	137.19	150.00	
All Visitor Types	£M	750.36	765.03	793.04	824.46	839.26	886.85	913.12	933.79	479.16	774.88	934.71	857.49	150.00	
Share of Total	%	15.8%	16.4%	16.0%	16.8%	16.3%	15.8%	15.9%	16.1%	14.3%	14.3%	13.6%	16.0%	15.00	
Annual Change in Share	%		4.2%	-2.8%	5.2%	-2.8%	-3.4%	1.0%	0.9%	-11.1%	-0.2%	-5.0%	18.0%	10.00	
Change in Share from 2012	%		4.2%	1.3%	6.6%	3.7%	0.1%	1.1%	2.0%	-9.3%	-9.5%	-14.0%	1.4%	5.00	
Avg Ann. Change in Share	%		4.2%	0.6%	2.2%	0.9%	0.0%	0.2%	0.3%	-1.2%	-1.1%	-1.4%	0.1%	0.00	