



STEAM FINAL TREND REPORT FOR 2009-2015

Final

East Lindsey

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REPORT SECTIONS



Page

USER GUIDE



3

COMPARATIVE HEADLINES



4

KEY MEASURES



5-11

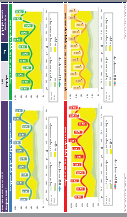
KEY IMPACT MEASURES:
MONTHLY DATA BY
VISITOR TYPE

DISTRIBUTION OF IMPACT: *by Visitor Type*



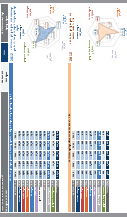
13

DISTRIBUTION OF IMPACT: *by Month*



14

DISTRIBUTION OF IMPACT: *by Sector*




15

UNINDEXED ECONOMIC IMPACT




16-22

VISITOR NUMBERS




23-29

VISITOR DAYS



30-36


DIRECT AND TOTAL EMPLOYMENT



37-43

APPENDICES

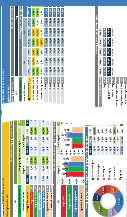
ACCOMMODATION SUPPLY



44


ANNEX

INDEXED FINANCIAL DATA



45-59

STEAM OVERVIEW



A-1



Report Section Design and Features Headers

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

The period covered by the report
The geographical/ administrative area covered by the report

The **Years** shown and **Indexation** being applied (if applicable)

The **Visitor Type** being presented. This will change in those report sections with **User Controls** relating to Visitor Type (Excel File)

The section of the report you are viewing

STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

2009 to 2015
Historic Prices

TOTAL

ECONOMIC IMPACT
Historic Prices

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.

REPORT CONTROLS - Please adjust the report outputs using the drop-down controls below

FOCUS YEAR: 2015

COMPARISON YEAR: 2014

INDEXATION: NO

HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO: 3%

home

A link back to the "Home" page, allowing navigation to each section of the report

Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

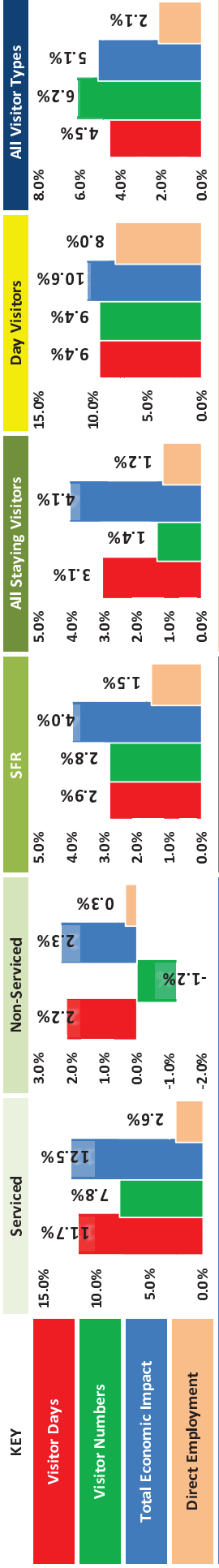
**Comparing 2015 and 2014
All £'s Historic Prices**

COMPARATIVE HEADLINES

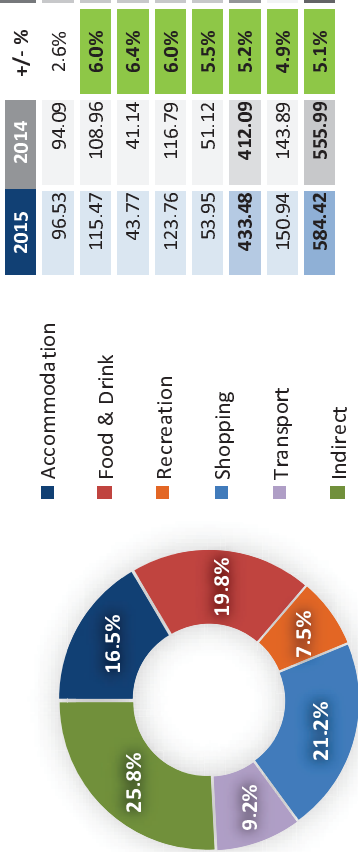
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2015 & 2014 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation		Staying with Friends and Relatives (SFR)		Day Visitors		All Visitor Types	
	2015	2014	2015	2014	2015	2014	2015	2014
An increase of 3% or more								
Less than 3% change								
A Fall of 3% or more								
Visitor Days	M	M	M	M	M	M	M	M
Visitor Numbers	M	M	M	M	M	M	M	M
Direct Expenditure	£M	£M	£M	£M	£M	£M	£M	£M
Economic Impact	£M	£M	£M	£M	£M	£M	£M	£M
Direct Employment	FTEs	FTEs	FTEs	FTEs	FTEs	FTEs	FTEs	FTEs
Total Employment	FTEs	FTEs	FTEs	FTEs	FTEs	FTEs	FTEs	FTEs

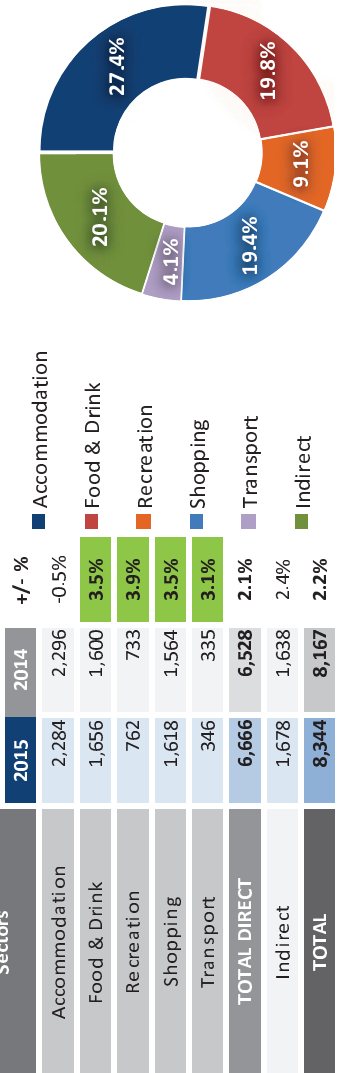
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2015 & 2014 - IN HISTORIC PRICES



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



Sectoral Distribution of Employment - FTEs



Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2015

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

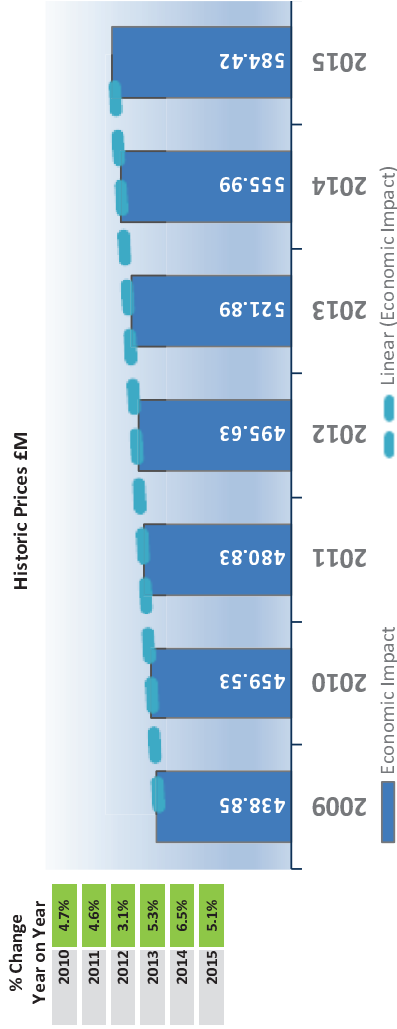
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

**2009 to 2015
Historic Prices**

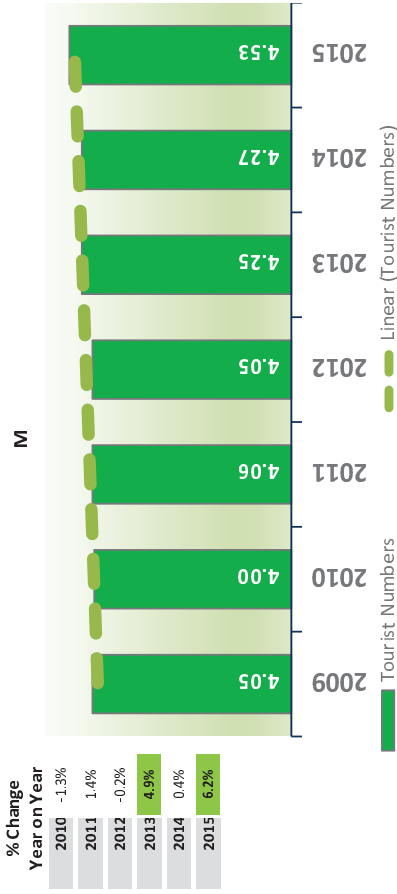
TOTAL

**KEY MEASURES
Historic Prices**

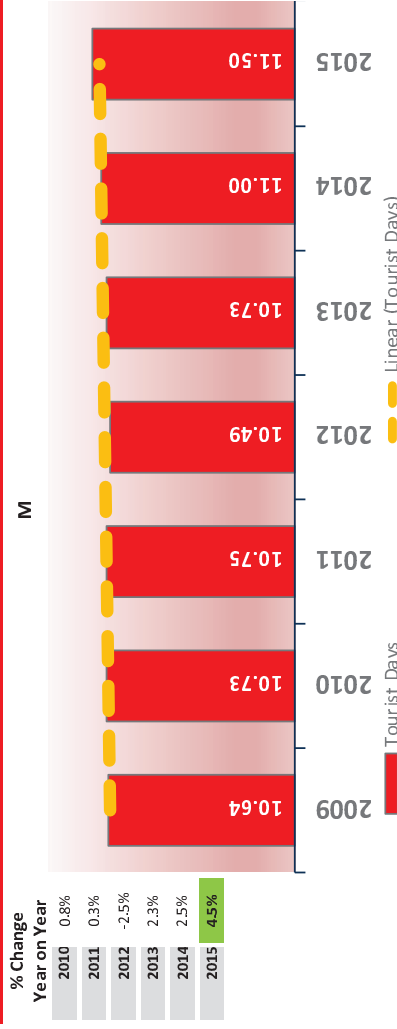
Economic Impact - Historic Prices - Total



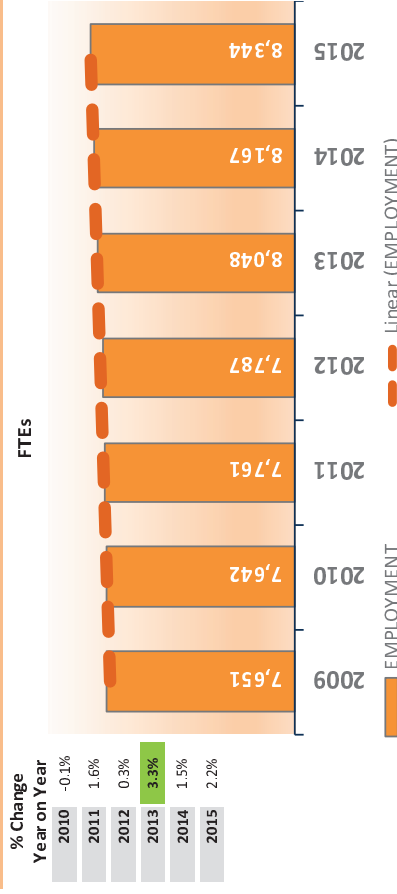
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



	2009	2010	2011	2012	2013	2014	2015
% Change from 2009							
Economic Impact - Historic Prices		4.7%	9.6%	12.9%	18.9%	26.7%	33.2%
Visitor Numbers		-1.3%	0.1%	-0.1%	4.8%	5.2%	11.8%
Visitor Days		0.8%	1.1%	-1.4%	0.9%	3.4%	8.1%
Total Employment		-0.1%	1.4%	1.8%	5.2%	6.7%	9.1%

"Linear" = Linear Trendline

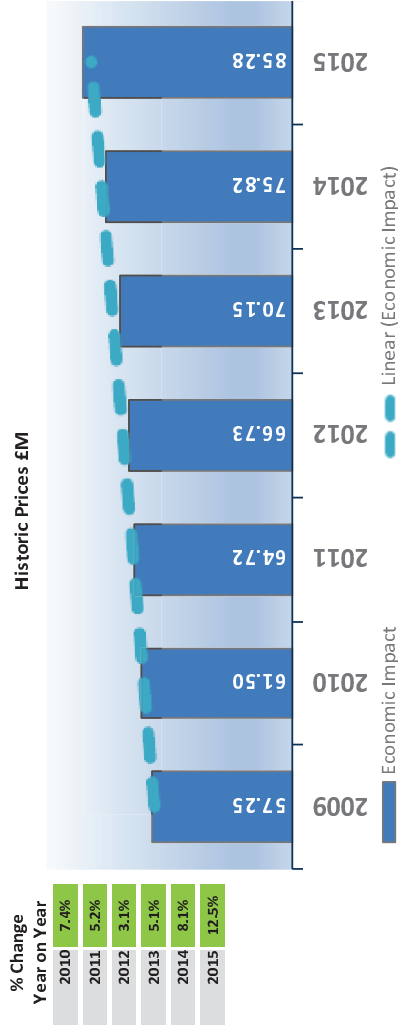
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

**2009 to 2015
Historic Prices**

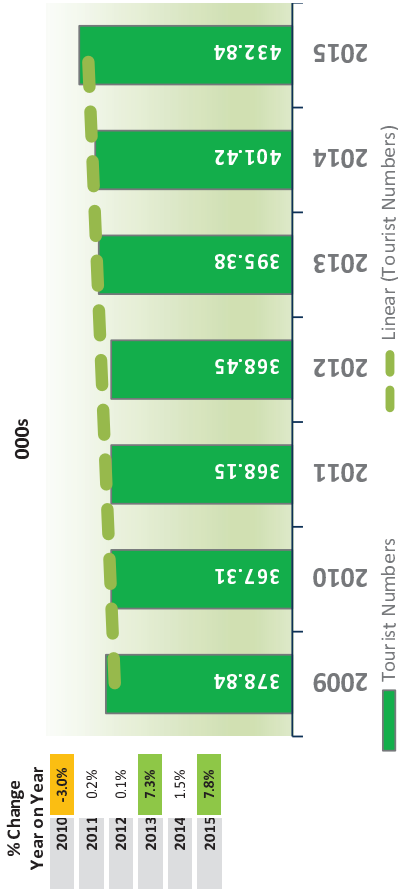
**SERVICED
ACCOMMODATION**

**KEY MEASURES
Historic Prices**

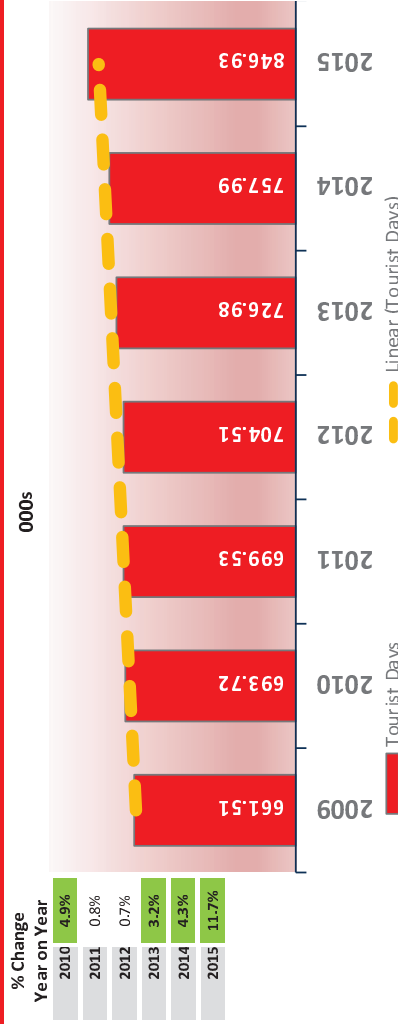
Economic Impact - Historic Prices - Serviced Accommodation



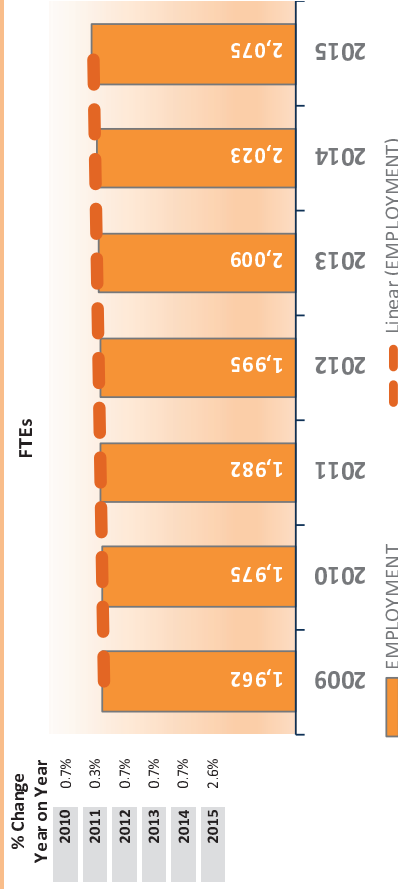
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Historic Prices		7.4%	13.0%	16.6%	22.5%	32.4%	48.9%
Visitor Numbers		-3.0%	-2.8%	-2.7%	4.4%	6.0%	14.3%
Visitor Days		4.9%	5.7%	6.5%	9.9%	14.6%	28.0%
Direct Employment		0.7%	1.0%	1.7%	2.4%	3.1%	5.8%

"Linear" = Linear Trendline

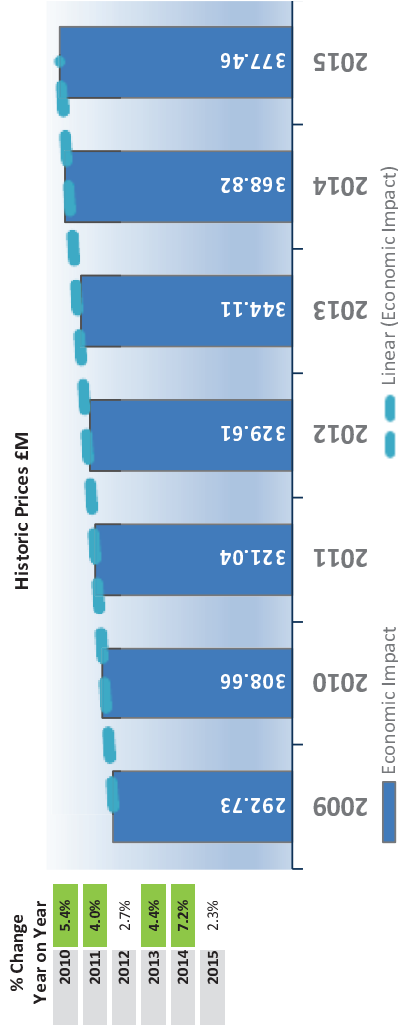
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

**2009 to 2015
Historic Prices**

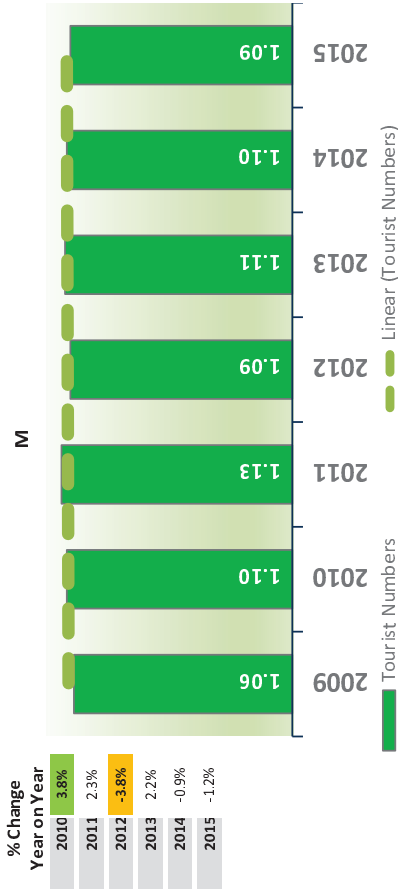
**NON-SERVICED
ACCOMMODATION**

**KEY MEASURES
Historic Prices**

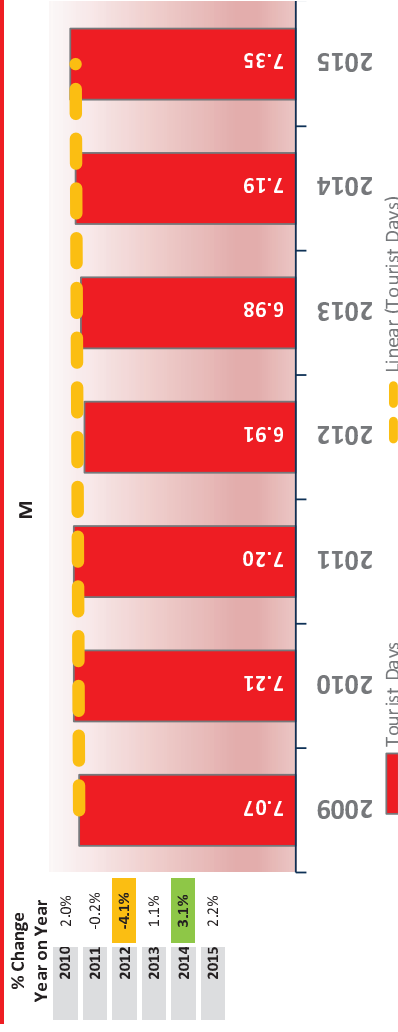
Economic Impact - Historic Prices - Non-Serviced Accommodation



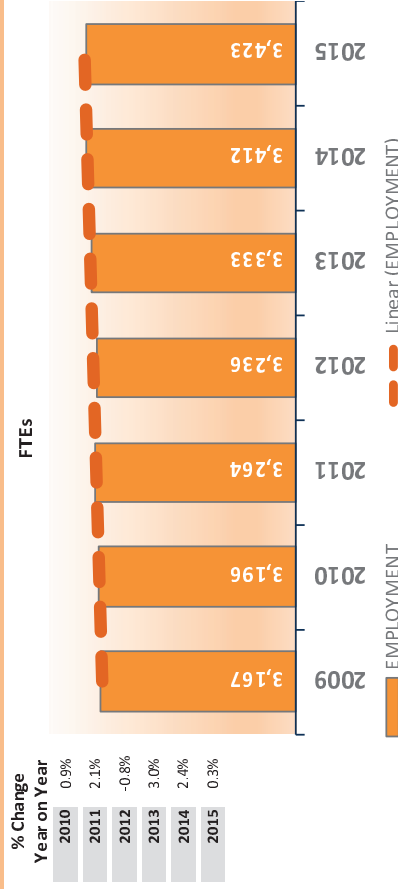
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Historic Prices		5.4%	9.7%	12.6%	17.6%	26.0%	28.9%
Visitor Numbers		3.8%	6.2%	2.1%	4.4%	3.4%	2.2%
Visitor Days		2.0%	1.9%	-2.3%	-1.2%	1.8%	4.0%
Direct Employment		0.9%	3.0%	2.2%	5.2%	7.7%	8.1%

% Change from 2009	2009	2010	2011	2012	2013	2014	2015
Visitor Numbers		3.8%	6.2%	2.1%	4.4%	3.4%	2.2%
Visitor Days		2.0%	1.9%	-2.3%	-1.2%	1.8%	4.0%
Direct Employment		0.9%	3.0%	2.2%	5.2%	7.7%	8.1%

"Linear" = Linear Trendline

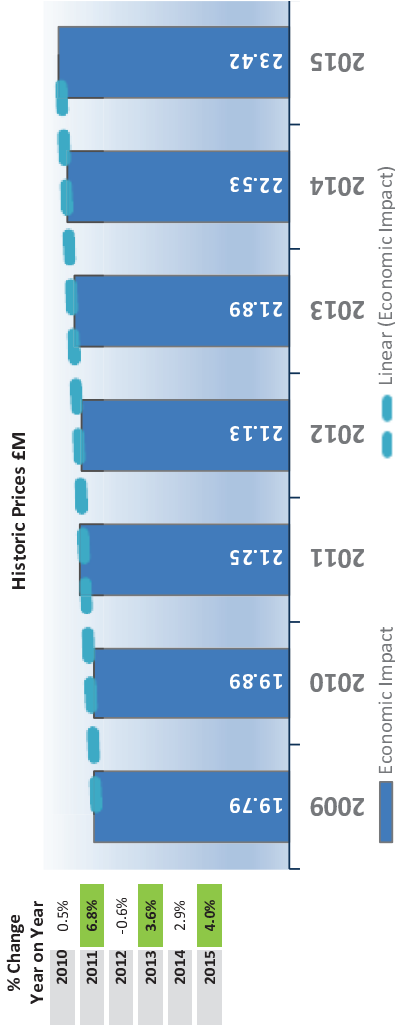
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

**2009 to 2015
Historic Prices**

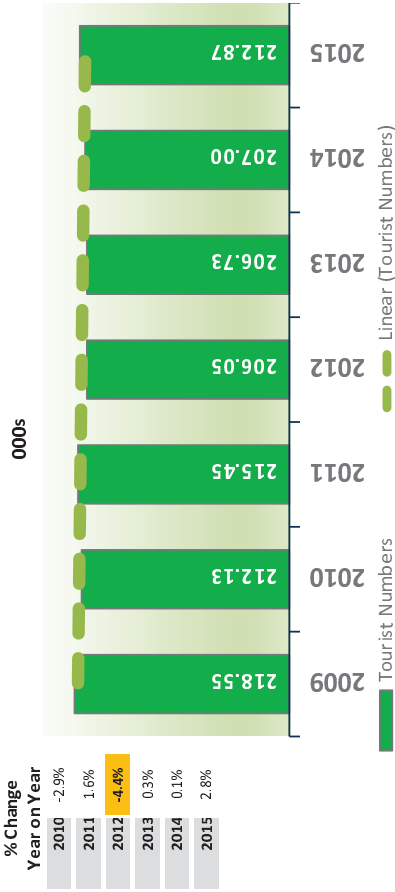
SFR

**KEY MEASURES
Historic Prices**

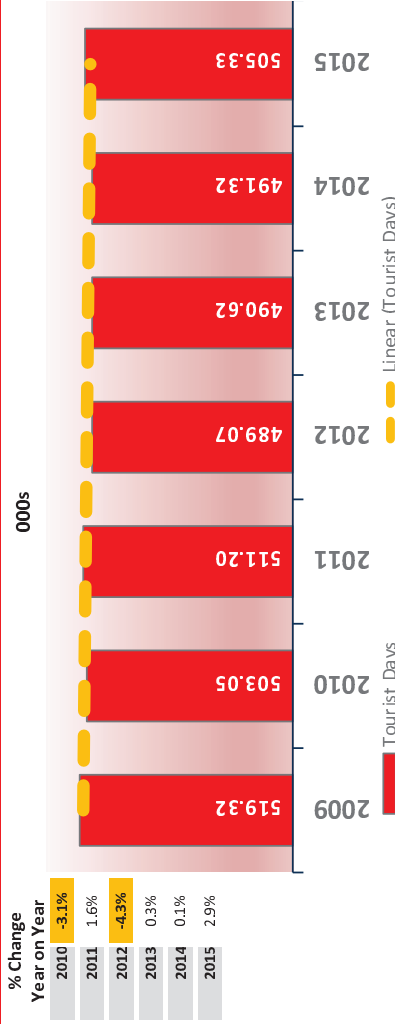
Economic Impact - Historic Prices - SFR



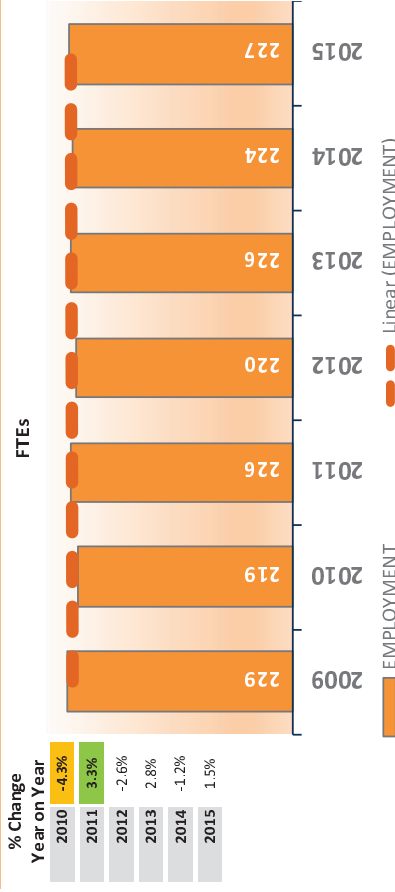
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Historic Prices	0.5%	6.8%	-0.6%	3.6%	2.9%	4.0%	
Visitor Numbers	-2.9%	1.6%	-4.4%	0.3%	0.1%	2.8%	
Visitor Days	-3.1%	1.6%	-4.3%	0.3%	0.1%	2.9%	
Direct Employment	-4.3%	3.3%	-2.6%	2.8%	-1.2%	1.5%	

% Change from 2009	2009	2010	2011	2012	2013	2014	2015
Visitor Numbers		0.5%	7.3%	6.7%	10.6%	13.8%	18.3%
Visitor Days		-2.9%	-1.4%	-5.7%	-5.4%	-5.3%	-2.6%
Direct Employment		-4.3%	-1.1%	-3.7%	-1.0%	-2.1%	-0.6%

"Linear" = Linear Trendline

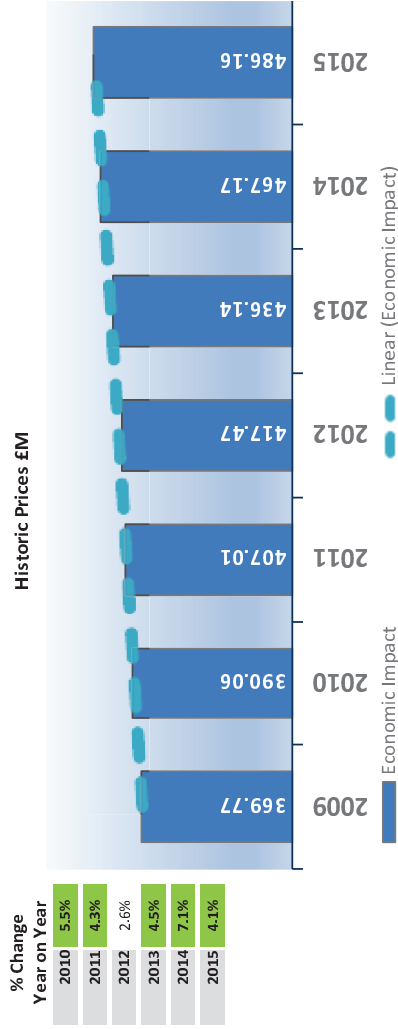
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

**2009 to 2015
Historic Prices**

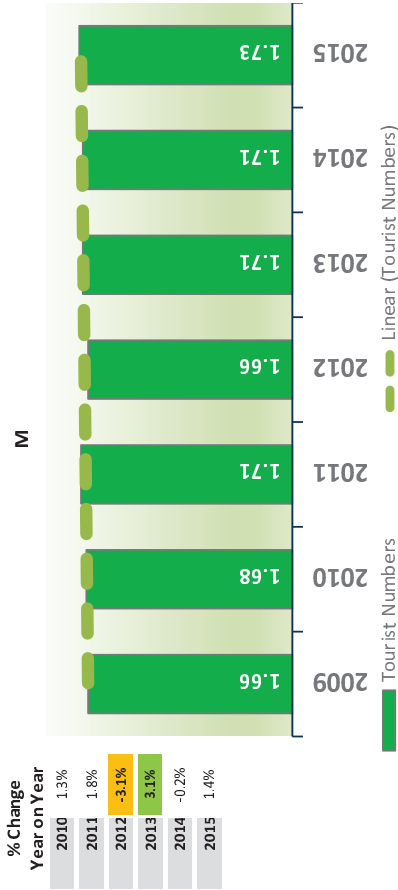
STAYING VISITOR

**KEY MEASURES
Historic Prices**

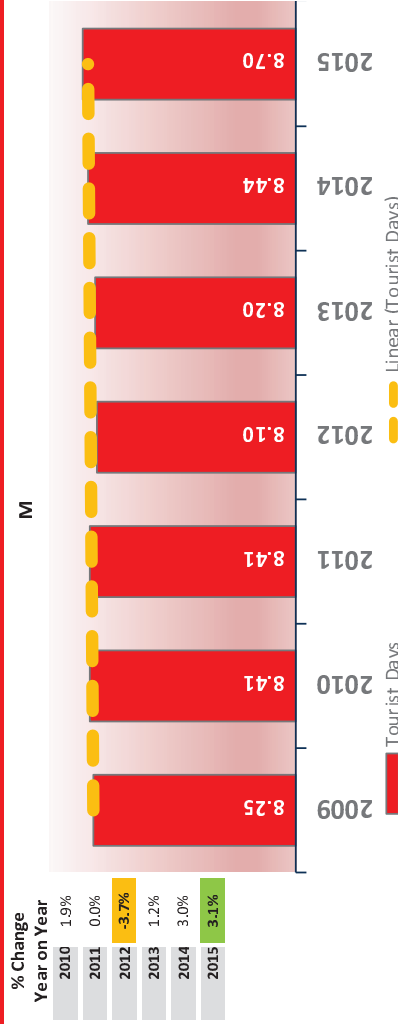
Economic Impact - Historic Prices - Staying Visitor



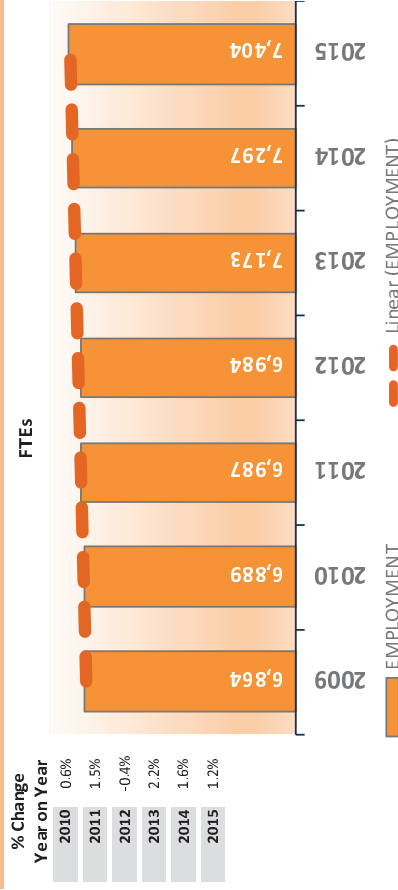
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



	2009	2010	2011	2012	2013	2014	2015
% Change from 2009		5.5%	10.1%	12.9%	17.9%	26.3%	31.5%
Economic Impact - Historic Prices		1.3%	3.1%	0.0%	3.1%	2.9%	4.3%
Visitor Numbers		1.9%	2.0%	-1.8%	-0.6%	2.4%	5.5%
Visitor Days		0.4%	1.8%	1.7%	4.5%	6.3%	7.9%
Direct Employment							

"Linear" = Linear Trendline

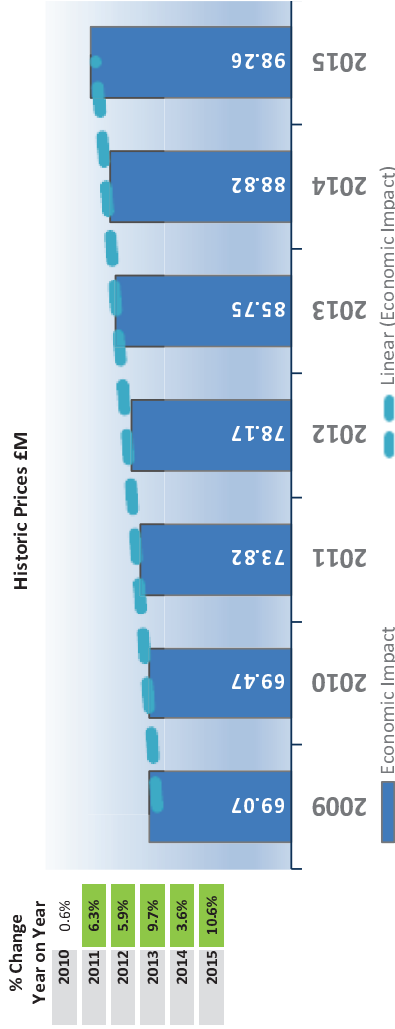
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

**2009 to 2015
Historic Prices**

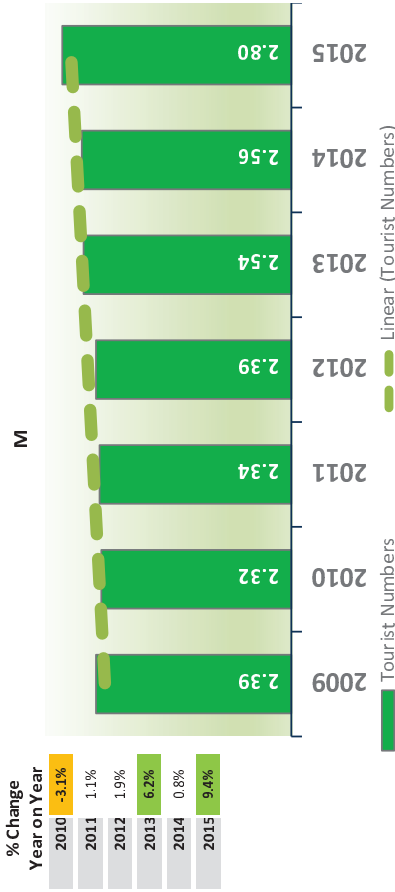
DAY VISITOR

**KEY MEASURES
Historic Prices**

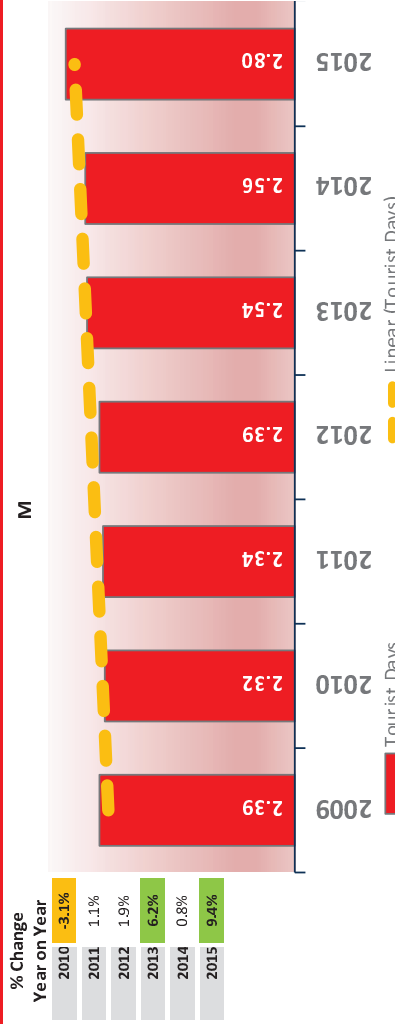
Economic Impact - Historic Prices - Day Visitor



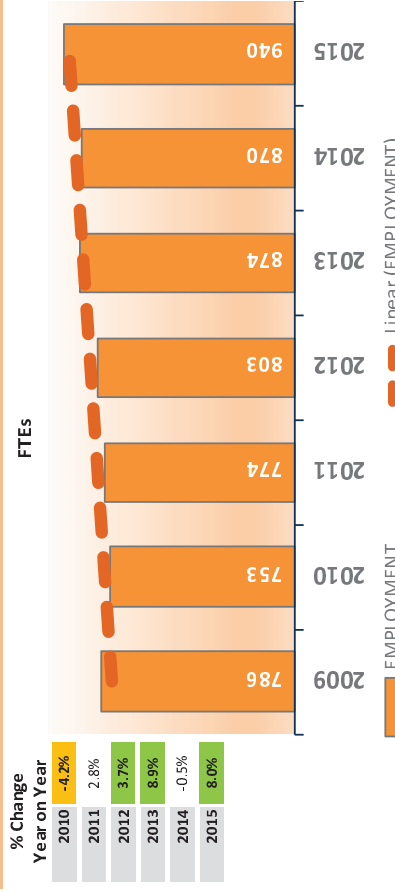
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



	2009	2010	2011	2012	2013	2014	2015
% Change from 2009		0.6%	6.9%	13.2%	24.1%	28.6%	42.3%
Economic Impact - Historic Prices							
Visitor Numbers		-3.1%	-2.0%	-0.1%	6.1%	6.9%	17.0%
Visitor Days		-3.1%	-2.0%	-0.1%	6.1%	6.9%	17.0%
Direct Employment		-4.2%	-1.5%	2.1%	11.2%	10.6%	19.5%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2015

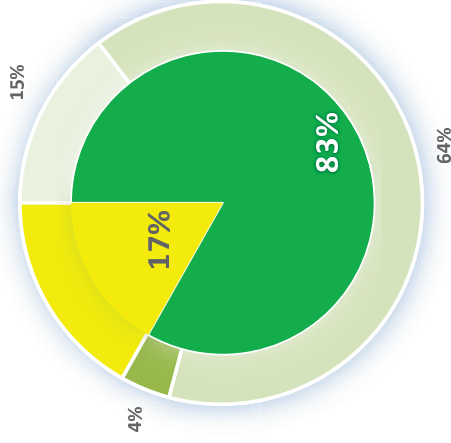
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

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

TOTAL
£584.42m

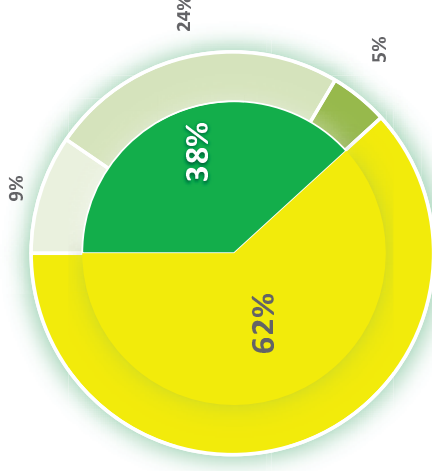
	£M
Serviced	85.28
Non-Serviced	377.46
SFR	23.42
Staying Visitor	486.16
Day Visitor	98.26
Total	584.42



Visitor Numbers - 2015 - M - Share of Total

TOTAL
4.53m

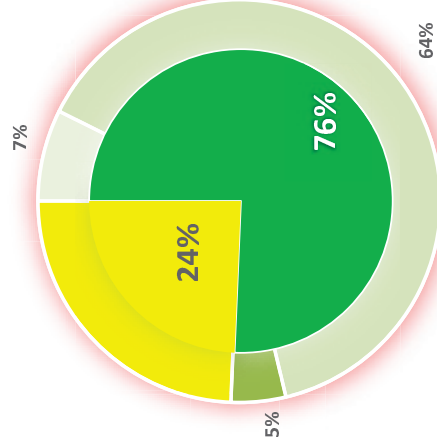
	M
Serviced	0.43
Non-Serviced	1.09
SFR	0.21
Staying Visitor	1.73
Day Visitor	2.80
Total	4.53



Visitor Days - 2015 - M - Share of Total

TOTAL
11.50m

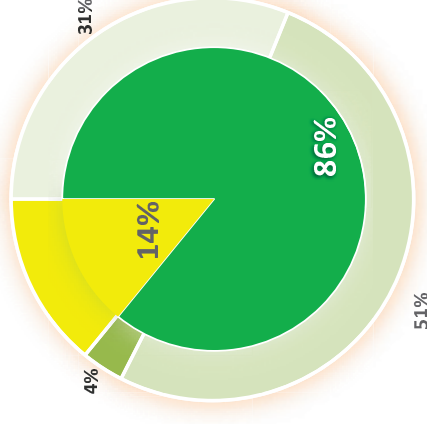
	M
Serviced	0.85
Non-Serviced	7.35
SFR	0.51
Staying Visitor	8.70
Day Visitor	2.80
Total	11.50



Direct Employment Supported - 2015 - FTEs - Share of Total

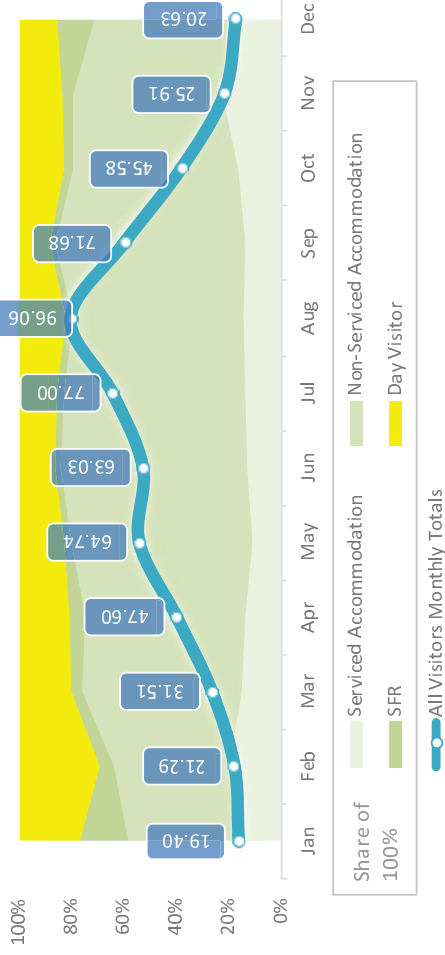
TOTAL
6,666 Direct FTEs
8,344 Total FTEs

	FTEs
Serviced	2,075
Non-Serviced	3,423
SFR	227
Staying Visitor	5,726
Day Visitor	940
Total	6,666



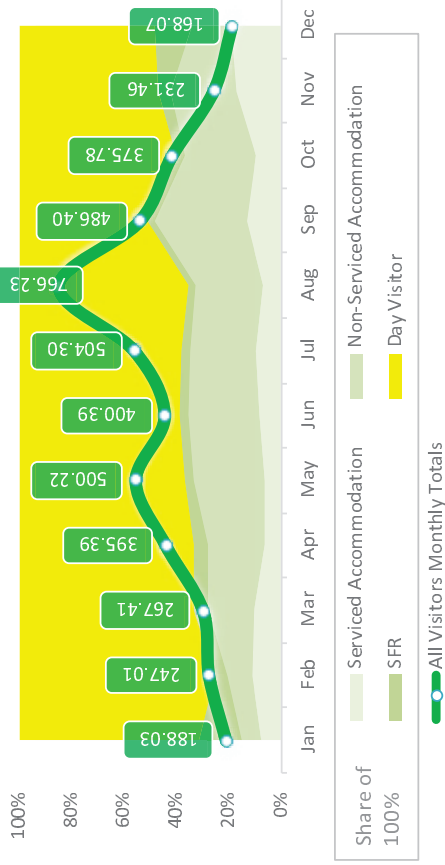
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

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



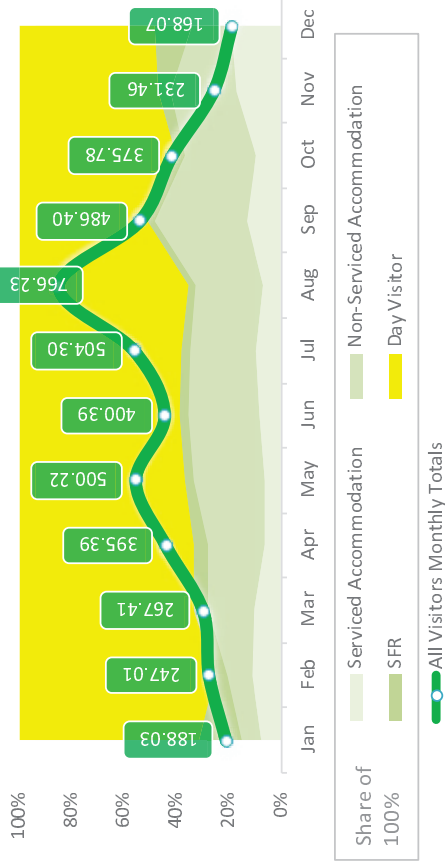
**2015
Historic Prices**

Visitor Numbers - 2015 - 000s - Distribution of Impact by Month

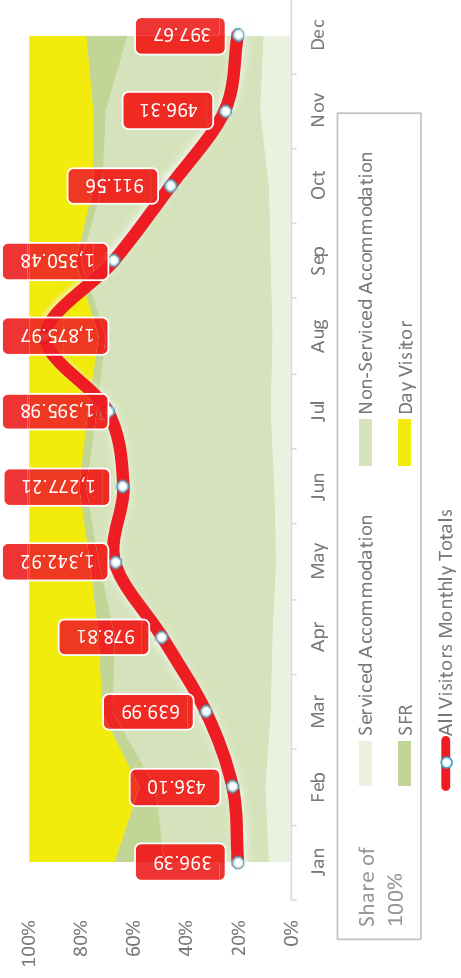


**DISTRIBUTION BY MONTH
Historic Prices**

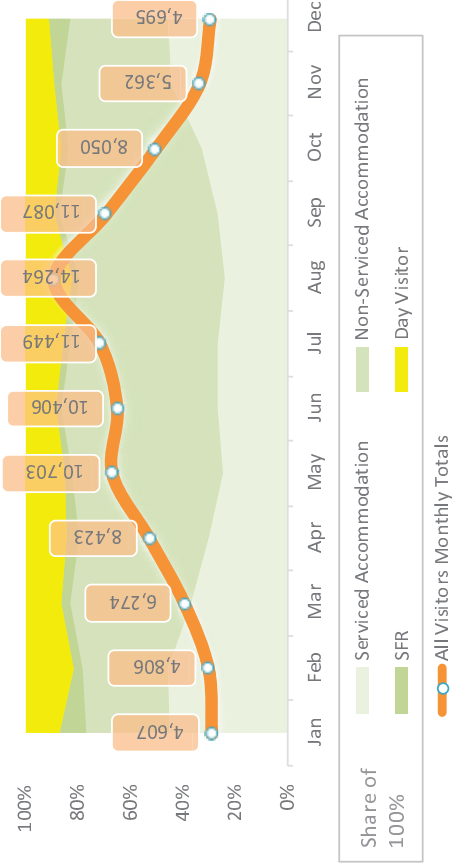
Visitor Numbers - 2015 - 000s - Distribution of Impact by Month



Visitor Days - 2015 - 000s - Distribution of Impact by Month



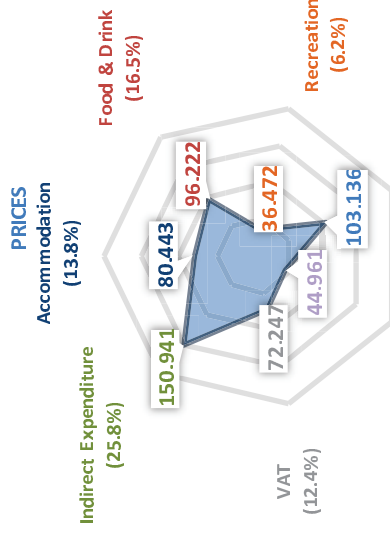
Direct Employment Supported - 2015 - FTEs - Distribution of Impact by Month



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

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015
Accommodation £M	61.13	62.35	61.98	67.92	70.74	78.41	80.44
Food & Drink £M	75.89	78.00	80.52	81.55	86.10	90.80	96.22
Recreation £M	28.52	29.37	30.44	30.80	32.53	34.28	36.47
Shopping £M	81.30	83.40	86.11	87.42	92.28	97.32	103.14
Transport £M	35.83	36.79	38.13	38.41	40.48	42.60	44.96
Direct Revenue £M	282.68	289.91	297.17	306.11	322.13	343.41	361.24
VAT £M	42.40	50.73	59.43	61.22	64.43	68.68	72.25
Direct Expenditure £M	325.08	340.64	356.60	367.33	386.56	412.09	433.48
Indirect Expenditure £M	113.77	118.89	124.23	128.30	135.34	143.89	150.94
TOTAL £M	438.85	459.53	480.83	495.63	521.89	555.99	584.42

2015
SECTORAL DISTRIBUTION OF ECONOMIC
IMPACT - £M INCLUDING VAT IN HISTORIC
PRICES



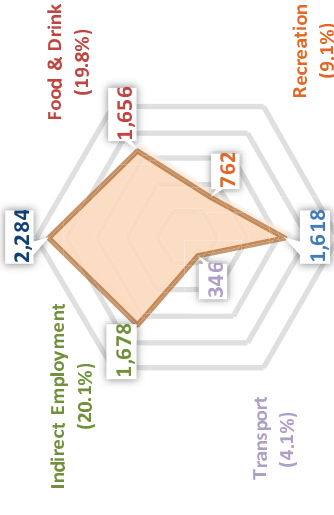
Transport (7.7%)
Shopping (17.6%)

2015

SECTORAL DISTRIBUTION OF
EMPLOYMENT - FTEs

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015
Accommodation FTEs	2,205	2,205	2,226	2,265	2,263	2,296	2,284
Food & Drink FTEs	1,490	1,490	1,520	1,508	1,580	1,600	1,656
Recreation FTEs	680	681	697	691	724	733	762
Shopping FTEs	1,455	1,453	1,482	1,473	1,544	1,564	1,618
Transport FTEs	314	314	322	317	332	335	346
Direct Employment FTEs	6,145	6,143	6,246	6,255	6,443	6,528	6,666
Indirect Employment FTEs	1,506	1,499	1,515	1,533	1,605	1,638	1,678
TOTAL FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344

Transport (4.1%)
Indirect Employment (20.1%)
Accommodation (27.4%)
Food & Drink (19.8%)
Recreation (9.1%)
Shopping (19.4%)



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

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2015

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

STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

ECONOMIC IMPACT BY: KEY	MONTH AND QUARTER												2009 to 2015 Historic Prices				TOTAL					
	TOTAL												TOTAL				TOTAL					
	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												CALENDAR YEAR				QUARTER					
	Q1			Q2			Q3			Q4			TOTAL		% Change		Annual Change					
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
An increase of 3% or more	22.3%	25.3%	67.3%	32.1%	24.5%	39.1%	27.9%	25.0%	48.0%	36.9%	44.3%	20.6%	39.7%	31.6%	31.9%	34.8%	39.7%	31.6%	31.9%	34.8%		
Less than 3% change	11.2%	7.1%	6.6%	4.4%	6.0%	6.3%	4.4%	6.3%	0.7%	8.8%	-1.9%	5.6%	8.0%	5.7%	4.0%	4.9%	8.0%	5.7%	4.0%	4.9%		
A Fall of 3% or more	3.7%	4.2%	11.2%	5.4%	4.1%	6.5%	4.6%	4.2%	8.0%	6.1%	7.4%	3.4%	6.6%	5.3%	5.3%	5.8%	6.6%	5.3%	5.3%	5.8%		
% Change 2009 to 2015	15.86	17.00	18.83	36.02	51.99	45.30	60.22	76.85	48.43	33.30	17.96	17.11	438.85	438.85	438.85	438.85	438.85	438.85	438.85	438.85	438.85	
Average Annual Change	11.88	17.05	18.83	36.04	51.23	55.61	64.29	82.99	56.48	32.43	18.04	14.66	459.53	459.53	459.53	459.53	47.76	142.88	203.76	65.13	65.13	
2009	15.04	16.98	21.60	42.00	55.73	55.57	65.62	80.56	56.18	35.70	20.50	15.35	480.83	480.83	480.83	480.83	53.61	153.30	202.36	71.55	71.55	
2010	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	495.63	495.63	495.63	57.77	153.27	208.81	75.78	75.78	
2011	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	521.89	521.89	521.89	63.46	158.42	218.27	81.74	81.74	
2012	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	555.99	555.99	555.99	66.87	165.93	235.34	87.85	87.85	
2013	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	584.42	584.42	584.42	72.20	175.37	244.73	92.12	92.12	
2014																						
2015																						



SHARE OF MARKET	ECONOMIC IMPACT - IN HISTORIC PRICES						
	2009	2010	2011	2012	2013	2014	2015
Total	438.85	459.53	480.83	495.63	521.89	555.99	584.42
All Visitor Types	438.85	459.53	480.83	495.63	521.89	555.99	584.42
Share of Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%	%	%	%	%	%	%
Change in Share from 2009	%	%	%	%	%	%	%
Avg Ann. Change in Share	%	%	%	%	%	%	%

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**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

ECONOMIC IMPACT BY:

KEY

- An increase of 3% or more
- Less than 3% change
- A Fall of 3% or more

MONTH AND QUARTER

SERVICED ACCOMMODATION

ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES

	2009 to 2015 Historic Prices											
	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2009 to 2015	198.6%	134.0%	109.9%	14.9%	33.9%	53.6%	41.8%	53.3%	43.6%	42.5%	34.5%	30.0%
% Change 2014 to 2015	53.7%	22.5%	20.4%	13.4%	20.0%	27.3%	10.5%	6.6%	-1.8%	20.6%	-8.7%	20.0%
Average Annual Change	33.1%	22.3%	18.3%	2.5%	5.6%	8.9%	7.0%	8.9%	7.3%	7.1%	5.8%	5.0%
2009	£M	1.052	1.794	2.293	5.527	5.326	7.416	9.056	6.797	5.208	4.285	3.189
2010	£M	1.771	2.956	2.898	4.913	4.948	7.509	10.64	7.806	5.507	4.745	2.456
2011	£M	2.095	3.266	3.281	5.700	5.142	7.893	11.04	7.401	5.577	4.886	2.815
2012	£M	1.789	3.075	3.471	5.390	5.101	7.924	11.61	8.498	5.613	5.331	2.736
2013	£M	1.881	3.447	4.143	4.755	5.563	8.697	12.59	7.937	5.326	6.140	3.301
2014	£M	2.043	3.428	3.997	5.604	5.941	9.518	13.02	9.940	6.153	6.311	3.455
2015	£M	3.141	4.199	4.813	6.353	7.131	10.52	13.88	9.761	7.419	5.763	4.147

**2009 to 2015
Historic Prices**

SERVICED ACCOMMODATION

CALENDAR YEAR

TOTAL	QUARTER			
	Q1	Q2	Q3	Q4
48.9%	136.5%	33.9%	46.8%	36.6%
12.5%	28.3%	20.5%	5.2%	8.9%
8.2%	22.7%	5.6%	7.8%	6.1%
57.25	5.139	16.17	23.27	12.68
61.50	7.626	15.21	25.96	12.71
64.72	8.643	16.47	26.33	13.28
66.73	8.335	16.69	28.03	13.68
70.15	9.471	16.68	29.23	14.77
75.82	9.468	17.96	32.48	15.92
85.28	12.15	21.64	34.16	17.33

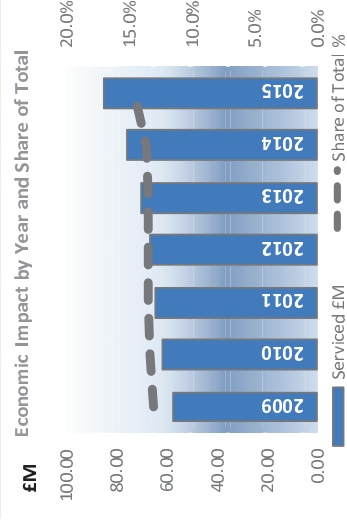
% Change

Annual

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Serviced	£M	57.25	61.50	64.72	66.73	70.15	75.82
All Visitor Types	£M	438.85	459.53	480.83	495.63	521.89	584.42
Share of Total	%	13.0%	13.4%	13.5%	13.5%	13.4%	13.6%
Annual Change in Share	%		2.6%	0.6%	0.0%	-0.2%	1.5%
Change in Share from 2009	%		2.6%	3.2%	3.0%	4.5%	11.8%
Avg Ann. Change in Share	%		2.6%	1.6%	1.1%	0.8%	2.0%

SERVICED ACCOMMODATION



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Report Prepared by: DC, Date of Issue: 09/08/16

**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

NON-SERVED ACCOMMODATION

ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES

	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2009	8.603	10.26	12.56	21.35	37.39	32.60	42.89	53.43	34.20	21.13	9.604	8.707
2010	4.436	9.024	11.89	21.72	36.47	41.65	47.18	58.42	41.32	19.91	9.153	7.501
2011	6.331	8.183	13.68	25.61	40.49	41.65	47.35	55.53	40.76	22.69	11.15	7.623
2012	7.171	8.691	15.39	26.55	39.45	41.41	47.59	57.32	40.73	24.14	12.23	8.946
2013	7.877	9.231	17.32	26.76	41.38	41.80	48.98	59.58	42.13	25.82	13.47	9.746
2014	8.386	9.848	18.47	28.28	42.88	43.29	51.52	59.91	52.76	27.81	14.92	10.74
2015	8.243	9.448	19.09	29.22	44.63	44.78	53.27	62.29	52.22	28.93	14.75	10.58

CALENDAR YEAR

TOTAL	% Change
28.9%	2.3%
2.3%	2.3%
4.8%	4.8%
292.73	2.7%
308.66	5.4%
321.04	4.0%
329.61	2.7%
344.11	4.4%
368.82	7.2%
377.46	2.3%

QUARTER

	Q1	Q2	Q3	Q4
17.1%	17.1%	29.9%	28.5%	37.6%
0.2%	0.2%	3.7%	2.2%	1.5%
2.8%	2.8%	5.0%	4.8%	6.3%
31.42	31.42	91.34	130.53	39.45
25.35	25.35	99.84	146.91	36.56
28.19	28.19	107.75	143.64	41.46
31.25	31.25	107.41	145.64	45.31
34.43	34.43	109.94	150.70	49.04
36.71	36.71	114.46	164.18	53.47
36.78	36.78	118.64	167.77	54.27

**2009 to 2015
Historic Prices**

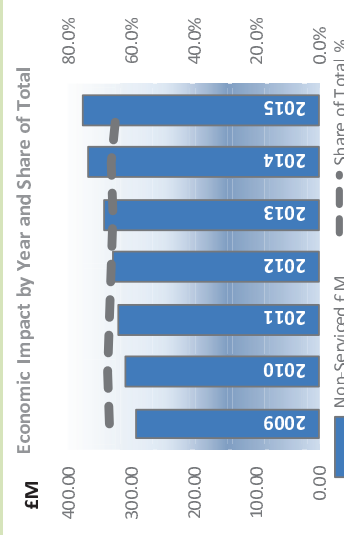
NON-SERVED ACCOMMODATION

**ECONOMIC IMPACT
Historic Prices**

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Non-Serviced	292.73	308.66	321.04	329.61	344.11	368.82	377.46
All Visitor Types	438.85	459.53	480.83	495.63	521.89	555.99	584.42
Share of Total	66.7%	67.2%	66.8%	66.5%	65.9%	66.3%	64.6%
Annual Change in Share	%	0.7%	-0.6%	-0.4%	-0.9%	0.6%	-2.6%
Change in Share from 2009	%	0.7%	0.1%	-0.3%	-1.2%	-0.6%	-3.2%
Avg Ann. Change in Share	%	0.7%	0.0%	-0.1%	-0.3%	-0.1%	-0.5%

NON-SERVED ACCOMMODATION



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**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

SFR

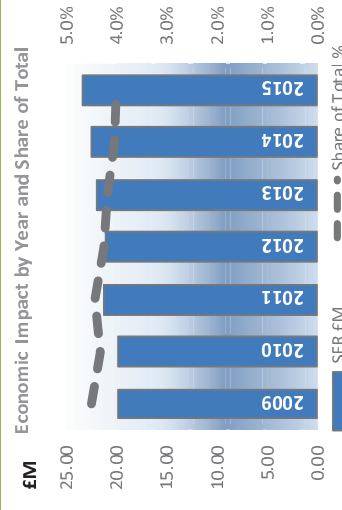
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES

	MONTH AND QUARTER												2009 to 2015 Historic Prices				SFR				ECONOMIC IMPACT			
	Q1			Q2			Q3			Q4			CALENDAR YEAR				QUARTER							
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change										
2009	12.7%	12.2%	26.1%	19.5%	15.3%	21.0%	18.0%	19.0%	21.9%	20.7%	26.2%	18.6%	18.3%	15.3%	18.5%	19.2%	20.6%							
2010	6.9%	6.0%	3.8%	2.9%	3.2%	3.2%	2.8%	2.8%	2.8%	3.4%	3.2%	5.0%	4.0%	6.0%	3.1%	2.8%	4.2%							
Average Annual Change	2.1%	2.0%	4.3%	3.2%	2.6%	3.5%	3.0%	3.2%	3.7%	3.5%	4.4%	3.1%	3.1%	2.6%	3.1%	3.2%	3.4%							
2009	£3,085	£1,004	£1,041	£2,308	£1,644	£1,236	£1,938	£2,055	£1,124	£1,078	£0,869	£2,411	£19,79	£5,129	£5,189	£5,117	£4,359							
2010	£2,631	£1,004	£1,058	£2,374	£1,670	£1,375	£2,041	£2,174	£1,233	£1,090	£0,886	£2,359	£19,89	£4,693	£5,418	£5,448	£4,335							
2011	£3,023	£1,017	£1,149	£2,587	£1,794	£1,426	£2,128	£2,231	£1,269	£1,176	£0,970	£2,478	£21,25	£5,188	£5,807	£5,628	£4,624							
2012	£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	£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	£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	£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							

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
SFR	19.79	19.89	21.25	21.13	21.89	22.53	23.42
All Visitor Types	438.85	459.53	480.83	495.63	521.89	555.99	584.42
Share of Total	4.5%	4.3%	4.4%	4.3%	4.2%	4.1%	4.0%
Annual Change in Share		-4.0%	2.1%	-3.5%	-1.6%	-3.4%	-1.1%
Change in Share from 2009		-4.0%	-2.0%	-5.5%	-7.0%	-10.2%	-11.1%
Avg Ann. Change in Share		-4.0%	-1.0%	-1.8%	-1.8%	-2.0%	-1.9%

SFR



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STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

Average Annual Change

2009 £M

2010 £M

2011 £M

2012 £M

2013 £M

2014 £M

2015 £M

MONTH AND QUARTER

STAYING VISITOR

ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES

Q1

Q2

Q3

Q4

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

2009 to 2015
Historic Prices

ECONOMIC IMPACT
Historic Prices

STAYING VISITOR

CALENDAR YEAR

% Change

TOTAL

Annual Change

Q1

Q2

Q3

Q4

31.6%

6.0%

5.3%

41.68

37.67

42.02

44.77

49.35

51.75

54.85

112.69

120.47

130.02

129.81

132.46

138.38

146.43

158.91

178.32

175.60

179.23

185.65

202.60

208.03

56.49

53.61

59.36

63.66

68.68

74.44

76.85

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET

2009 2010 2011 2012 2013 2014 2015

Staying Visitor £M 369.77 390.06 407.01 417.47 436.14 467.17 486.16

All Visitor Types £M 438.85 459.53 480.83 495.63 521.89 555.99 584.42

Share of Total % 84.3% 84.9% 84.6% 84.2% 83.6% 84.0% 83.2%

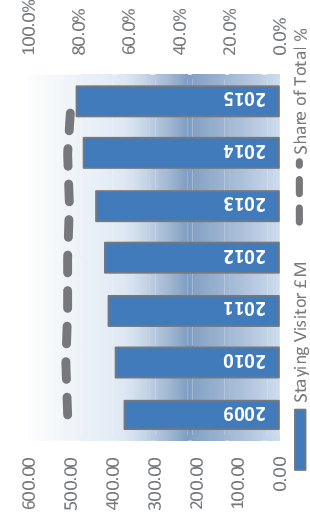
Annual Change in Share % 0.7% 0.7% 0.3% -0.5% -0.8% 0.5% -1.0%

Change in Share from 2009 % 0.7% 0.7% 0.5% 0.0% -0.8% -0.3% -1.3%

Avg Ann. Change in Share % 0.7% 0.7% 0.2% 0.0% -0.2% -0.1% -0.2%

STAYING VISITOR

Economic Impact by Year and Share of Total



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**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

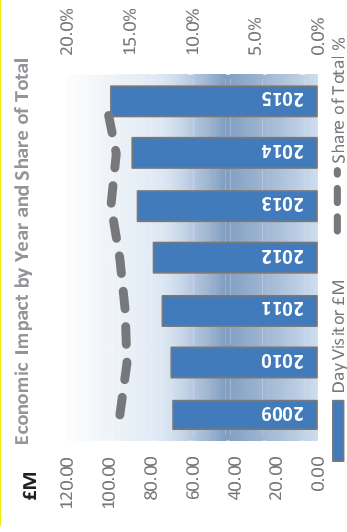
Average Annual Change

	2009 to 2015 Historic Prices	MONTH AND QUARTER												DAY VISITOR	ECONOMIC IMPACT Historic Prices	
		DAY VISITOR														
		Q1			Q2			Q3			Q4					
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	
		45.5%	65.3%	114.1%	35.5%	45.2%	39.8%	37.1%	41.8%	32.1%	34.9%	34.3%	8.8%	42.3%		
		20.6%	17.6%	8.3%	2.8%	6.6%	5.6%	4.1%	15.6%	16.3%	18.7%	4.5%	16.3%	10.6%	Annual Change	
		7.6%	10.9%	19.0%	5.9%	7.5%	6.6%	6.2%	7.0%	5.3%	5.8%	5.7%	1.5%	7.0%		
2009	£M	3.120	3.942	2.939	6.839	7.632	6.146	7.968	12.30	6.306	5.878	3.199	2.800	69.07		11.88
2010	£M	3.040	4.069	2.986	7.034	8.147	7.229	7.565	11.75	6.129	5.921	3.251	2.350	69.47	0.6%	11.52
2011	£M	3.587	4.511	3.494	8.103	8.304	6.871	8.257	11.76	6.746	6.258	3.494	2.437	73.82	6.3%	12.19
2012	£M	3.923	4.901	4.174	7.536	8.179	7.754	9.299	13.12	7.155	6.433	3.666	2.324	78.17	5.9%	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	9.7%	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	3.6%	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	10.6%	15.27

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Day Visitor	69.07	69.47	73.82	78.17	85.75	88.82	98.26
All Visitor Types	438.85	459.53	480.83	495.63	521.89	555.99	584.42
Share of Total	15.7%	15.1%	15.4%	15.8%	16.4%	16.0%	16.8%
Annual Change in Share		-3.9%	1.6%	2.7%	4.2%	-2.8%	5.2%
Change in Share from 2009		-3.9%	-2.5%	0.2%	4.4%	1.5%	6.8%
Avg Ann. Change in Share		-3.9%	-1.2%	0.1%	1.1%	0.3%	1.1%

DAY VISITOR



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Report Prepared by: DC, Date of Issue: 09/08/16

Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2015

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

**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

VISITOR NUMBERS BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

TOTAL

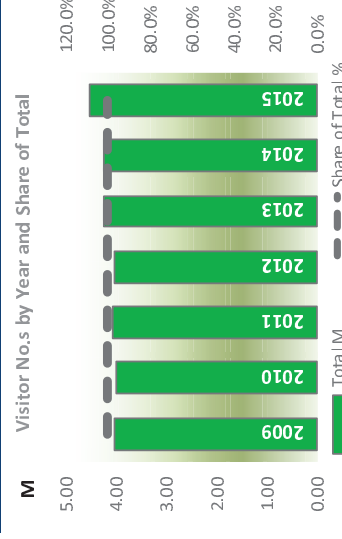
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES

	2009 to 2015												TOTAL	
	Q1			Q2			Q3			Q4				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change
2009	5.7%	23.9%	49.0%	-0.1%	6.5%	2.3%	7.3%	16.0%	21.7%	10.3%	19.8%	-4.7%	4.053	11.8%
2010	13.2%	13.0%	5.1%	-0.5%	3.2%	-0.5%	-0.1%	12.1%	12.4%	11.9%	1.2%	6.7%	4.002	6.2%
2011	1.0%	4.0%	8.2%	0.0%	1.1%	0.4%	1.2%	2.7%	3.6%	1.7%	3.3%	-0.8%	4.058	2.0%
2012	0.178	0.199	0.179	0.396	0.470	0.391	0.470	0.660	0.400	0.341	0.193	0.176	4.053	4.9%
2013	0.156	0.196	0.177	0.378	0.469	0.447	0.454	0.648	0.406	0.330	0.193	0.148	4.002	-1.3%
2014	0.176	0.204	0.199	0.417	0.470	0.417	0.463	0.614	0.415	0.333	0.201	0.150	4.058	1.4%
2015	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	-0.2%
Avg Ann. Change	0.178	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%
	0.188	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%

VISITOR NUMBERS

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Total	4.053	4.002	4.058	4.049	4.249	4.266	4.531
All Visitor Types	4.053	4.002	4.058	4.049	4.249	4.266	4.531
Share of Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%	%	%	%	%	%	%
Change in Share from 2009	%	%	%	%	%	%	%
Avg Ann. Change in Share	%	%	%	%	%	%	%

TOTAL



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

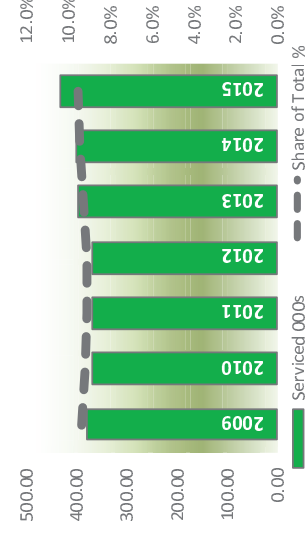
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Report Prepared by: DC: Date of Issue: 09/08/16

**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

VISITOR NUMBERS BY: KEY	2009 to 2015												SERVICED	VISITOR NUMBERS				
	MONTH AND QUARTER													QUARTER				
	SERVICED ACCOMMODATION													CALENDAR YEAR				
	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES													% Change				
	Q1			Q2			Q3			Q4			TOTAL	Annual Change	Q1	Q2	Q3	Q4
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		%				
An increase of 3% or more	72.2%	101.2%	79.5%	-39.6%	-9.5%	-5.5%	11.1%	4.5%	40.3%	-2.6%	28.4%	52.5%	14.3%	85.8%	-19.4%	18.0%	21.5%	
Less than 3% change	48.3%	25.1%	19.5%	9.2%	15.0%	11.9%	4.1%	-6.5%	3.7%	12.5%	-4.7%	17.5%	7.8%	26.7%	12.2%	0.2%	6.9%	
A Fall of 3% or more	12.0%	16.9%	13.3%	-6.6%	-1.6%	-0.9%	1.9%	0.8%	6.7%	-0.4%	4.7%	8.8%	2.4%	14.3%	-3.2%	3.0%	3.6%	
% Change 2009 to 2015	7.9	13.2	15.4	41.7	35.8	35.1	44.4	52.1	45.5	36.1	30.2	21.3	378.8	36.6	112.7	142.0	87.6	
% Change 2014 to 2015	11.9	19.4	18.2	29.6	29.0	30.9	41.2	56.4	45.9	35.9	32.8	16.0	367.3	49.5	89.6	143.5	84.8	
Average Annual Change	12.0	20.3	21.0	32.3	28.3	30.5	42.0	55.1	42.8	32.4	32.0	19.5	368.2	53.3	91.1	139.8	83.9	
2009 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	
2010 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	61.2	86.7	152.2	95.3	
2011 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	53.6	81.0	167.2	99.6	
2012 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	67.9	90.8	167.6	106.4	

SHARE OF MARKET	VISITOR NUMBERS										SERVICED ACCOMMODATION	
	2009	2010	2011	2012	2013	2014	2015	Visitor No.s by Year and Share of Total		000s		
Serviced 000s	378.8	367.3	368.2	368.5	395.4	401.4	432.8	500.00		0.00		
All Visitor Types M	4.1	4.0	4.1	4.0	4.2	4.3	4.5	400.00		0.00		
Share of Total %	9.3%	9.2%	9.1%	9.1%	9.3%	9.4%	9.6%	300.00		0.00		
Annual Change in Share %	-1.8%	-1.1%	-1.1%	0.3%	2.3%	1.1%	1.5%	200.00		0.00		
Change in Share from 2009 %	-1.8%	-1.8%	-2.9%	-2.6%	-0.5%	0.7%	2.2%	100.00		0.00		
Avg Ann. Change in Share %	-1.8%	-1.5%	-1.5%	-0.9%	-0.1%	0.1%	0.4%	0.00		0.00		



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Report Prepared by: DC, Date of Issue: 09/08/16

**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

VISITOR NUMBERS BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

NON-SERVED ACCOMMODATION

VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES

	VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2009 to 2015	-48.7%	-37.4%	-4.5%	-11.0%	-10.8%	-16.2%	-3.9%	20.7%	40.5%	15.8%	43.4%	-25.5%
% Change 2014 to 2015	-25.0%	-13.0%	-7.3%	-9.4%	-3.9%	-13.1%	-8.5%	14.0%	13.3%	2.5%	0.9%	-20.6%
Average Annual Change	-8.1%	-6.2%	-0.7%	-1.8%	-1.8%	-2.7%	-0.7%	3.4%	6.8%	2.6%	7.2%	-4.3%
2009	M	0.030	0.037	0.050	0.095	0.150	0.128	0.161	0.122	0.088	0.041	0.034
2010	M	0.016	0.029	0.046	0.091	0.149	0.158	0.179	0.141	0.083	0.041	0.031
2011	M	0.021	0.029	0.054	0.104	0.158	0.152	0.164	0.144	0.089	0.046	0.030
2012	M	0.022	0.028	0.054	0.103	0.147	0.142	0.158	0.135	0.089	0.048	0.030
2013	M	0.022	0.028	0.054	0.101	0.155	0.137	0.161	0.143	0.095	0.054	0.029
2014	M	0.020	0.027	0.051	0.093	0.139	0.123	0.171	0.151	0.099	0.058	0.032
2015	M	0.015	0.023	0.047	0.084	0.134	0.107	0.195	0.172	0.102	0.059	0.025

TOTAL

% Change

Annual

2009	1.064	2.2%
2010	1.104	3.8%
2011	1.129	2.3%
2012	1.086	-3.8%
2013	1.110	2.2%
2014	1.100	-0.9%
2015	1.087	-1.2%

VISITOR NUMBERS

2009 to 2015

NON-SERVED

CALENDAR YEAR

% Change

TOTAL

Annual

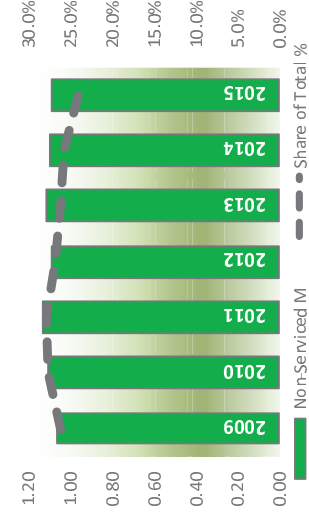
	QUARTER			
	Q1	Q2	Q3	Q4
% Change	-26.2%	-12.7%	18.8%	14.2%
Annual	-12.5%	-8.5%	7.1%	-1.9%
Average Annual Change	-4.4%	-2.1%	3.1%	2.4%
2009	0.116	0.372	0.413	0.162
2010	0.091	0.399	0.459	0.155
2011	0.104	0.415	0.446	0.165
2012	0.104	0.392	0.423	0.167
2013	0.104	0.392	0.436	0.177
2014	0.098	0.355	0.458	0.189
2015	0.086	0.325	0.490	0.186

VISITOR NUMBERS

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Non-Served	M	1.064	1.104	1.129	1.086	1.110	1.087
All Visitor Types	M	4.053	4.002	4.058	4.049	4.249	4.531
Share of Total	%	26.2%	27.6%	27.8%	26.8%	26.1%	24.0%
Annual Change in Share	%	5.1%	0.9%	-3.6%	-2.6%	-1.3%	-7.0%
Change in Share from 2009	%	5.1%	6.1%	2.2%	-0.5%	-1.7%	-8.6%
Avg Ann. Change in Share	%	5.1%	3.0%	0.7%	-0.1%	-0.3%	-1.4%

NON-SERVED ACCOMMODATION

Visitor No.s by Year and Share of Total



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**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

VISITOR NUMBERS BY:

KEY

An increase of 3% or more

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A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

SFR

VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES

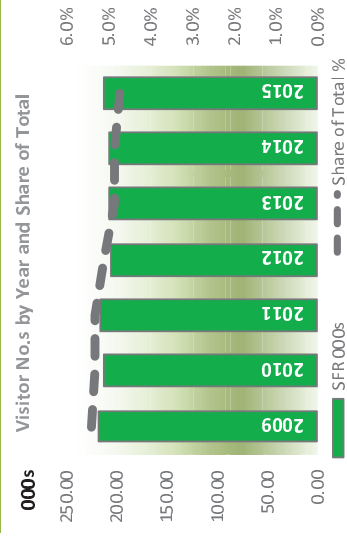
	2009 to 2015											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2009 to 2015	-7.3%	-7.8%	3.7%	-1.8%	-5.2%	-0.5%	-3.0%	-2.2%	0.3%	-0.7%	3.8%	-2.5%
% Change 2014 to 2015	5.7%	4.8%	2.7%	1.8%	2.0%	2.1%	1.7%	1.7%	1.7%	2.3%	2.1%	3.8%
Average Annual Change	-1.2%	-1.3%	0.6%	-0.3%	-0.9%	-0.1%	-0.5%	-0.4%	0.0%	-0.1%	0.6%	-0.4%
2009 000s	32.4	12.5	12.7	22.4	19.6	15.4	20.3	20.7	13.6	13.2	11.2	24.3
2010 000s	26.6	12.1	12.4	22.2	19.2	16.6	20.6	21.1	14.4	12.9	11.0	22.9
2011 000s	29.1	11.6	12.9	23.1	19.6	16.3	20.5	20.6	14.1	13.2	11.5	22.9
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
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
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
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

	CALENDAR YEAR		% Change
	TOTAL	%	
2009	218.6	218.6	
2010	212.1	212.1	-2.9%
2011	215.4	215.4	1.6%
2012	206.0	206.0	-4.4%
2013	206.7	206.7	0.3%
2014	207.0	207.0	0.1%
2015	212.9	212.9	2.8%

	VISITOR NUMBERS			
	Q1	Q2	Q3	Q4
2009	57.6	57.5	54.7	48.8
2010	51.1	58.0	56.2	46.9
2011	53.6	59.0	55.2	47.7
2012	51.6	55.8	52.4	46.3
2013	52.4	55.2	52.3	46.8
2014	52.2	54.9	52.8	47.1
2015	54.7	56.0	53.6	48.5

VISITOR NUMBERS

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
SFR 000s	218.6	212.1	215.4	206.0	206.7	207.0	212.9
All Visitor Types	4.1	4.0	4.1	4.0	4.2	4.3	4.5
Share of Total	5.4%	5.3%	5.3%	5.1%	4.9%	4.9%	4.7%
Annual Change in Share	-1.7%	0.2%	-4.2%	-4.4%	-0.3%	-3.2%	
Change in Share from 2009	-1.7%	-1.5%	-9.8%	-10.0%	-2.0%	-12.9%	
Avg Ann. Change in Share	-1.7%	-0.8%	-1.9%	-2.4%	-2.0%	-2.1%	



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**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

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Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

STAYING VISITOR

VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES

	2009 to 2015											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2009 to 2015	-15.8%	-2.3%	13.5%	-17.2%	-10.0%	-12.8%	-0.4%	15.1%	37.4%	9.4%	32.5%	2.5%
% Change 2014 to 2015	1.7%	4.1%	1.3%	-4.6%	-0.4%	-7.3%	-4.6%	8.2%	10.0%	4.6%	-1.0%	-1.0%
Average Annual Change	-2.6%	-0.4%	2.3%	-2.9%	-1.7%	-2.1%	-0.1%	2.5%	6.2%	1.6%	5.4%	0.4%
2009	M	0.070	0.063	0.078	0.159	0.205	0.178	0.194	0.234	0.181	0.137	0.079
2010	M	0.054	0.060	0.077	0.143	0.197	0.206	0.202	0.256	0.201	0.132	0.070
2011	M	0.063	0.061	0.088	0.159	0.206	0.199	0.200	0.240	0.201	0.134	0.072
2012	M	0.059	0.058	0.089	0.154	0.193	0.189	0.191	0.234	0.197	0.131	0.073
2013	M	0.060	0.064	0.094	0.145	0.203	0.186	0.196	0.238	0.206	0.135	0.079
2014	M	0.058	0.059	0.087	0.138	0.185	0.168	0.202	0.249	0.226	0.143	0.082
2015	M	0.059	0.061	0.088	0.131	0.185	0.156	0.193	0.269	0.249	0.150	0.081

TOTAL

% Change

Annual

2009	1.661	4.3%	0.7%	1.661	0.542	0.609	0.299
2010	1.683	1.3%	1.683	0.546	0.659	0.287	
2011	1.713	1.8%	1.713	0.565	0.641	0.296	
2012	1.661	-3.1%	1.661	0.536	0.622	0.297	
2013	1.712	3.1%	1.712	0.534	0.640	0.320	
2014	1.709	-0.2%	1.709	0.491	0.678	0.336	
2015	1.732	1.4%	1.732	0.472	0.712	0.340	

VISITOR NUMBERS

STAYING VISITOR

CALENDAR YEAR

QUARTER

Q1

Q2

Q3

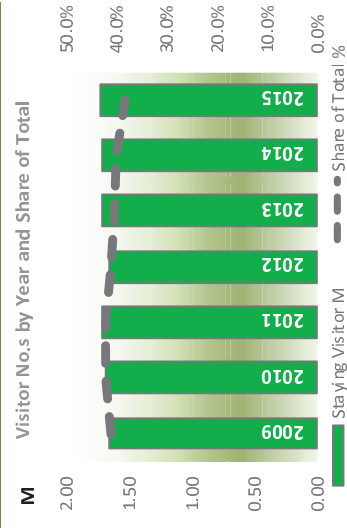
Q4

2009	-0.9%	-13.0%	16.8%	13.9%
2010	2.2%	-3.9%	5.0%	1.4%
2011	-0.2%	-2.2%	2.8%	2.3%

VISITOR NUMBERS

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Staying Visitor	M	1.661	1.713	1.661	1.712	1.709	1.732
All Visitor Types	M	4.053	4.002	4.049	4.249	4.266	4.531
Share of Total	%	41.0%	42.1%	42.2%	41.0%	40.3%	38.2%
Annual Change in Share	%	2.6%	0.4%	0.4%	-2.9%	-1.8%	-4.5%
Change in Share from 2009	%	2.6%	3.0%	0.1%	-2.9%	-2.3%	-6.7%
Avg Ann. Change in Share	%	2.6%	1.5%	0.0%	-0.4%	-0.5%	-1.1%

STAYING VISITOR



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% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

DAY VISITOR

VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES

	2009 to 2015											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2009 to 2015	19.6%	35.9%	76.0%	11.4%	19.4%	15.0%	12.8%	16.6%	8.6%	10.9%	10.4%	-10.5%
% Change 2014 to 2015	19.3%	16.3%	7.1%	1.7%	5.4%	4.4%	3.0%	14.3%	15.0%	17.4%	3.3%	15.0%
Average Annual Change	3.3%	6.0%	12.7%	1.9%	3.2%	2.5%	2.1%	2.8%	1.4%	1.8%	1.7%	-1.8%
2009	M	0.108	0.137	0.237	0.264	0.213	0.276	0.426	0.218	0.204	0.111	0.097
2010	M	0.101	0.136	0.100	0.235	0.272	0.241	0.253	0.392	0.198	0.109	0.078
2011	M	0.114	0.143	0.111	0.257	0.264	0.218	0.262	0.374	0.199	0.111	0.077
2012	M	0.120	0.150	0.128	0.230	0.250	0.237	0.284	0.401	0.187	0.112	0.071
2013	M	0.118	0.159	0.141	0.234	0.301	0.233	0.303	0.443	0.193	0.116	0.077
2014	M	0.108	0.160	0.167	0.260	0.299	0.234	0.302	0.435	0.192	0.118	0.075
2015	M	0.129	0.186	0.179	0.264	0.316	0.245	0.311	0.497	0.237	0.122	0.087

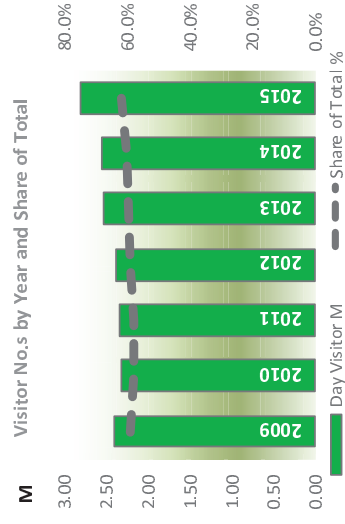
DAY VISITOR	CALENDAR YEAR			
	TOTAL	% Change	Annual Change	
2009	2.392			
2010	2.319	-3.1%		
2011	2.345	1.1%		
2012	2.389	1.9%		
2013	2.537	6.2%		
2014	2.558	0.8%		
2015	2.798	9.4%		

VISITOR NUMBERS	QUARTER			
	Q1	Q2	Q3	Q4
2009	42.6%	15.4%	13.5%	5.7%
2010	13.5%	3.9%	10.8%	12.6%
2011	7.1%	2.6%	2.3%	1.0%

VISITOR NUMBERS

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Day Visitor	M	2.392	2.319	2.389	2.537	2.558	2.798
All Visitor Types	M	4.053	4.002	4.049	4.249	4.266	4.531
Share of Total	%	59.0%	57.9%	59.0%	59.7%	60.0%	61.8%
Annual Change in Share	%	-1.8%	-1.8%	2.1%	1.2%	0.4%	3.0%
Change in Share from 2009	%		-1.8%	-0.1%	1.2%	1.6%	4.6%
Avg Ann. Change in Share	%		-1.8%	0.0%	0.3%	0.3%	0.8%

DAY VISITOR



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Report Prepared by: DC: Date of Issue: 09/08/16

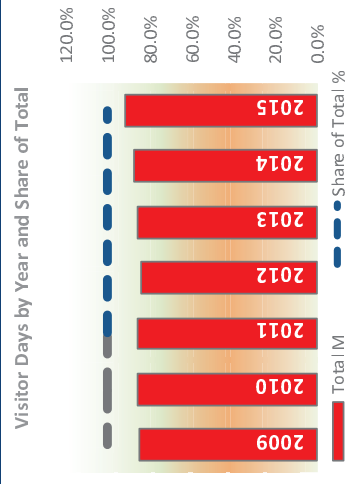
Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2015

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

STREAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

VISITOR DAYS BY: KEY	MONTH AND QUARTER												TOTAL	VISITOR DAYS		
	TOTAL															
	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES															
	Q1			Q2			Q3			Q4						
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change		
An increase of 3% or more																
Less than 3% change																
A Fall of 3% or more																
% Change 2009 to 2015	-4.2%	-0.3%	35.3%	8.2%	1.5%	12.2%	4.1%	7.6%	12.7%	10.1%	17.2%	-4.0%	8.1%	8.1%	8.4%	
% Change 2014 to 2015	8.4%	5.8%	4.9%	2.8%	4.5%	4.2%	3.2%	6.0%	4.7%	7.6%	-1.7%	3.7%	4.5%	4.5%	4.0%	
Average Annual Change	-0.7%	0.0%	5.9%	1.4%	0.3%	2.0%	0.7%	1.3%	2.1%	1.7%	2.9%	-0.7%	1.3%	1.3%	1.4%	
2009	M	0.414	0.437	0.473	0.905	1.323	1.138	1.744	1.198	0.828	0.423	0.414	10.64	3.366	4.283	1.666
2010	M	0.295	0.412	0.451	0.885	1.271	1.366	1.798	1.345	0.777	0.407	0.347	10.73	3.522	4.515	1.531
2011	M	0.355	0.391	0.495	0.984	1.320	1.298	1.667	1.288	0.821	0.446	0.343	10.75	3.602	4.300	1.610
2012	M	0.361	0.390	0.526	0.929	1.223	1.257	1.655	1.243	0.801	0.454	0.349	10.49	3.410	4.198	1.604
2013	M	0.369	0.406	0.575	0.908	1.289	1.230	1.720	1.235	0.819	0.483	0.371	10.73	3.427	4.285	1.672
2014	M	0.366	0.412	0.610	0.952	1.286	1.226	1.770	1.290	0.847	0.505	0.383	11.00	3.464	4.412	1.736
2015	M	0.396	0.436	0.640	0.979	1.343	1.277	1.876	1.350	0.912	0.496	0.398	11.50	3.599	4.622	1.806

SHARE OF MARKET	VISITOR DAYS											TOTAL
	2009	2010	2011	2012	2013	2014	2015					
Total	M	10.64	10.73	10.75	10.49	10.73	11.00	11.50				
All Visitor Types	M	10.64	10.73	10.75	10.49	10.73	11.00	11.50				
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%				
Annual Change in Share	%											
Change in Share from 2009	%											
Avg Ann. Change in Share	%											



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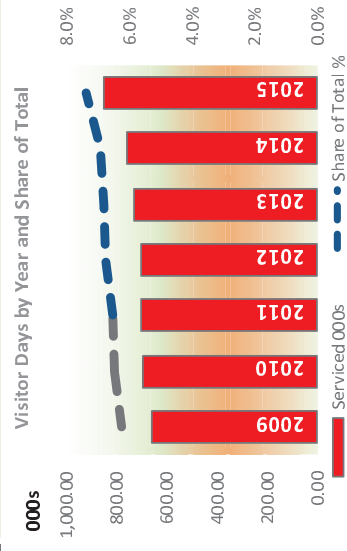
Report Prepared by: DC, Date of Issue: 09/08/16

**STREAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

VISITOR DAYS BY: KEY	MONTH AND QUARTER												2009 to 2015				SERVICED	VISITOR DAYS		
	SERVICED ACCOMMODATION												CALENDAR YEAR						TOTAL	% Change
	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												QUARTER							
	Q1			Q2			Q3			Q4			Q1	Q2	Q3	Q4				
An increase of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	103.8%	15.4%	25.6%	17.7%	59.8	188.2	265.8	147.6
Less than 3% change	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	27.3%	19.9%	4.3%	8.1%	87.3	172.3	290.0	144.1
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	17.3%	2.6%	4.3%	3.0%	94.7	179.4	280.7	144.7
% Change 2009 to 2015	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	28.0%	661.5	693.7	4.9%				
% Change 2014 to 2015	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	11.7%	699.5	704.5	0.8%				
Average Annual Change	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	4.7%	727.0	758.0	4.3%				
2009 000s	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	661.5	846.9	846.9	11.7%				
2010 000s	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	693.7	758.0	758.0	4.3%				
2011 000s	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	699.5	704.5	704.5	0.8%				
2012 000s	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	704.5	727.0	727.0	3.2%				
2013 000s	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	727.0	758.0	758.0	4.3%				
2014 000s	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	758.0	846.9	846.9	11.7%				
2015 000s	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	846.9							

SERVICED ACCOMMODATION

SHARE OF MARKET	VISITOR DAYS													
	2009	2010	2011	2012	2013	2014	2015	2009	2010	2011	2012	2013	2014	2015
Serviced 000s	661.5	693.7	699.5	704.5	727.0	758.0	846.9	661.5	693.7	699.5	704.5	727.0	758.0	846.9
All Visitor Types M	10.6	10.7	10.8	10.5	10.7	11.0	11.5	10.6	10.7	10.8	10.5	10.7	11.0	11.5
Share of Total %	6.2%	6.5%	6.5%	6.7%	6.8%	6.9%	7.4%	6.2%	6.5%	6.5%	6.7%	6.8%	6.9%	7.4%
Annual Change in Share %	4.0%	4.0%	0.6%	3.3%	0.8%	1.8%	6.9%	4.0%	4.0%	0.6%	3.3%	0.8%	1.8%	6.9%
Change in Share from 2009 %	4.0%	4.0%	4.6%	8.0%	8.9%	10.8%	18.5%	4.0%	4.0%	4.6%	8.0%	8.9%	10.8%	18.5%
Avg Ann. Change in Share %	4.0%	4.0%	2.3%	2.7%	2.2%	2.2%	3.1%	4.0%	4.0%	2.3%	2.7%	2.2%	2.2%	3.1%



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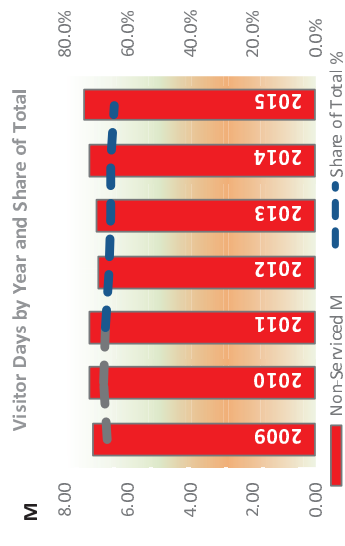
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Report Prepared by: DC, Date of Issue: 09/08/16

**STREAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

VISITOR DAYS BY: KEY	2009 to 2015												NON-SERVICED	VISITOR DAYS					
	MONTH AND QUARTER																		
	NON-SERVICED ACCOMMODATION																		
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change														Annual Change					
A Fall of 3% or more																			
% Change 2009 to 2015	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1	Q2	Q3	Q4			
% Change 2014 to 2015	-24.5%	-27.4%	21.2%	9.1%	-4.1%	10.5%	0.4%	2.6%	13.1%	8.8%	21.9%	-4.1%	-7.0%	4.2%	5.0%	9.2%			
Average Annual Change	-4.1%	-5.5%	2.5%	2.5%	3.2%	2.6%	2.7%	3.1%	3.3%	3.2%	-2.4%	-2.8%	-0.9%	2.8%	3.1%	0.4%			
2009	M	0.213	0.254	0.317	0.543	0.953	0.831	0.930	1.161	0.871	0.536	0.240	0.216	0.783	2.327	2.963	0.992	7.066	2.0%
2010	M	0.107	0.216	0.291	0.535	0.901	1.029	0.985	1.233	1.020	0.490	0.222	0.181	0.614	2.465	3.238	0.892	7.209	-0.2%
2011	M	0.145	0.188	0.320	0.602	0.957	0.984	0.948	1.123	0.963	0.533	0.259	0.175	0.653	2.544	3.034	0.967	7.198	-4.1%
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	0.670	2.382	2.874	0.980	6.906	1.1%
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	0.711	2.354	2.892	1.022	6.979	3.1%
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	0.735	2.359	3.019	1.079	7.192	2.2%
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	0.729	2.425	3.112	1.083	7.349	

NON-SERVICED ACCOMMODATION



Report Prepared by: DC, Date of Issue: 09/08/16

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**STREAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

VISITOR DAYS BY:

KEY

An increase of 3% or more
Less than 3% change
A Fall of 3% or more

% Change 2009 to 2015
% Change 2014 to 2015

Average Annual Change
2009 000s
2010 000s
2011 000s
2012 000s
2013 000s
2014 000s
2015 000s

**MONTH AND QUARTER
SFR**

VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES

	2009 to 2015											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2009 to 2015	-7.3%	-7.8%	3.7%	-1.8%	-5.2%	-0.5%	-3.0%	-2.2%	0.3%	-0.7%	3.8%	-2.5%
% Change 2014 to 2015	5.7%	4.8%	2.7%	1.8%	2.0%	2.1%	1.7%	1.7%	1.7%	2.3%	2.1%	3.8%
Average Annual Change	-1.2%	-1.3%	0.6%	-0.3%	-0.9%	-0.1%	-0.5%	-0.4%	0.0%	-0.1%	0.6%	-0.4%
2009 000s	80.9	26.3	27.3	60.6	43.1	32.4	50.9	53.9	29.5	28.3	22.8	63.3
2010 000s	66.5	25.4	26.8	60.0	42.2	34.8	51.6	55.0	31.2	27.6	22.4	59.6
2011 000s	72.7	24.5	27.6	62.2	43.2	34.3	51.2	53.7	30.5	28.3	23.3	59.6
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
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
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
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

TOTAL

CALENDAR YEAR	% Change	Annual Change
2009	-2.7%	-2.7%
2010	2.9%	2.9%
2011	-0.4%	-0.4%
2012	519.3	519.3
2013	503.1	503.1
2014	-3.1%	-3.1%
2015	1.6%	1.6%
Average	-4.3%	-4.3%
2012	0.3%	0.3%
2013	0.1%	0.1%
2014	2.9%	2.9%
2015	114.4	114.4
2016	134.2	134.2
2017	137.8	137.8
2018	135.4	135.4
2019	108.1	108.1
2020	109.3	109.3
2021	110.0	110.0
2022	131.6	131.6

VISITOR DAYS

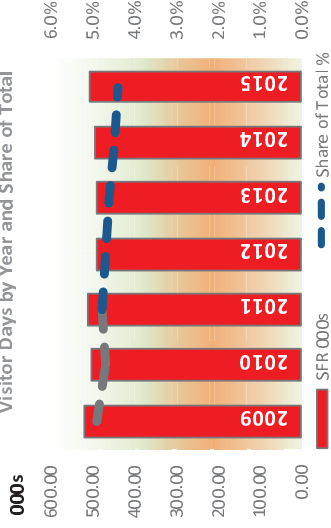
2009 to 2015

SFR

VISITOR DAYS

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
SFR 000s	519.3	503.1	511.2	489.1	490.6	491.3	505.3
All Visitor Types	10.6	10.7	10.8	10.5	10.7	11.0	11.5
Share of Total	4.9%	4.7%	4.8%	4.7%	4.6%	4.5%	4.4%
Annual Change in Share	%	-3.9%	1.4%	-1.9%	-2.0%	-2.3%	-1.6%
Change in Share from 2009	%	-3.9%	-2.6%	-4.5%	-6.4%	-8.5%	-10.0%
Avg Ann. Change in Share	%	-3.9%	-1.3%	-1.5%	-1.6%	-1.7%	-1.7%

Visitor Days by Year and Share of Total



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**STREAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

VISITOR DAYS BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

STAYING VISITOR

VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES

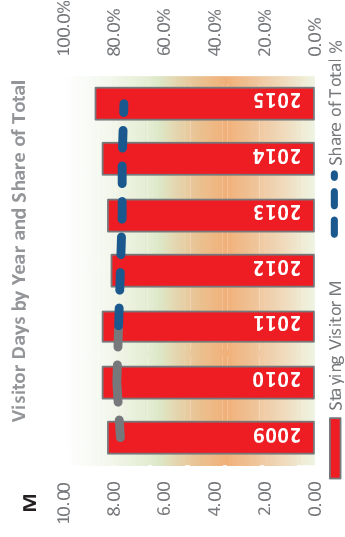
	2009 to 2015											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2009 to 2015	-12.7%	-16.7%	24.2%	7.1%	-2.9%	11.6%	1.9%	4.6%	13.6%	9.8%	19.7%	-2.0%
% Change 2014 to 2015	3.8%	-0.8%	4.1%	3.3%	4.2%	4.1%	3.2%	3.3%	2.8%	4.7%	-3.2%	0.9%
Average Annual Change	-2.1%	-2.8%	4.0%	1.2%	-0.5%	1.9%	0.3%	0.8%	2.3%	1.6%	3.3%	-0.3%

	2009 to 2015											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2009	0.306	0.301	0.371	0.668	1.058	0.925	1.065	1.318	0.980	0.625	0.313	0.317
2010	0.193	0.276	0.351	0.650	0.999	1.125	1.120	1.406	1.140	0.580	0.298	0.269
2011	0.241	0.248	0.384	0.727	1.056	1.080	1.083	1.294	1.074	0.622	0.335	0.266
2012	0.241	0.240	0.398	0.699	0.973	1.020	1.017	1.253	1.024	0.614	0.342	0.278
2013	0.251	0.247	0.434	0.673	0.988	0.998	1.027	1.277	1.016	0.626	0.366	0.293
2014	0.257	0.253	0.443	0.692	0.986	0.992	1.051	1.335	1.083	0.655	0.386	0.308
2015	0.267	0.250	0.461	0.715	1.027	1.032	1.085	1.379	1.113	0.686	0.374	0.311
TOTAL	8.247	8.406	8.409	8.099	8.197	8.442	8.701	8.701	8.701	8.701	8.701	8.701
% Change	0.1%	2.7%	0.0%	0.8%	0.8%	0.9%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%
Annual Change	0.978	2.652	3.363	3.665	3.665	3.665	3.665	3.665	3.665	3.665	3.665	3.665

VISITOR DAYS

SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015
Staying Visitor	M	8.247	8.406	8.409	8.099	8.197	8.442	8.701
All Visitor Types	M	10.64	10.73	10.75	10.49	10.73	11.00	11.50
Share of Total	%	77.5%	78.4%	78.2%	77.2%	76.4%	76.7%	75.7%
Annual Change in Share	%	1.1%	1.1%	-0.2%	-1.2%	-1.1%	0.5%	-1.4%
Change in Share from 2009	%	1.1%	1.1%	0.9%	-0.4%	-1.5%	-1.0%	-2.4%
Avg Ann. Change in Share	%	1.1%	1.1%	0.4%	-0.1%	-0.4%	-0.2%	-0.4%

STAYING VISITOR



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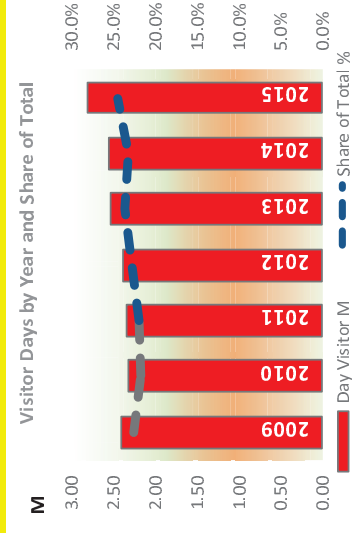
Report Prepared by: DC, Date of Issue: 09/08/16

**STREAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

VISITOR DAYS BY: KEY	2009 to 2015												DAY VISITOR	VISITOR DAYS					
	MONTH AND QUARTER																		
	DAY VISITOR																		
	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																		
	Q1			Q2			Q3			Q4			TOTAL	% Change	Annual Change	QUARTER			
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		%		Q1	Q2	Q3	Q4
An increase of 3% or more	19.6%	35.9%	76.0%	11.4%	19.4%	15.0%	12.8%	16.6%	8.6%	10.9%	10.4%	-10.5%	17.0%	17.0%	42.6%	15.4%	13.5%	5.7%	
Less than 3% change	19.3%	16.3%	7.1%	1.7%	5.4%	4.4%	3.0%	14.3%	15.0%	17.4%	3.3%	15.0%	9.4%	13.5%	3.9%	10.8%	12.6%		
A Fall of 3% or more	3.3%	6.0%	12.7%	1.9%	3.2%	2.5%	2.1%	2.8%	1.4%	1.8%	1.7%	-1.8%	2.8%	7.1%	2.6%	2.3%	1.0%		
Average Annual Change	M	0.108	0.137	0.102	0.237	0.264	0.213	0.276	0.426	0.218	0.204	0.111	0.097	2.392	0.346	0.714	0.921	0.411	
	M	0.101	0.136	0.100	0.235	0.272	0.241	0.253	0.392	0.205	0.198	0.109	0.078	2.319	0.337	0.748	0.849	0.385	
	M	0.114	0.143	0.111	0.257	0.264	0.218	0.262	0.374	0.214	0.199	0.111	0.077	2.345	0.368	0.739	0.850	0.387	
	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	
	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	0.418	0.768	0.965	0.386	
	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	0.435	0.793	0.943	0.386	
	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	0.494	0.824	1.045	0.435	

VISITOR DAYS

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Day Visitor	M	2.392	2.319	2.345	2.389	2.537	2.798
All Visitor Types	M	10.64	10.73	10.75	10.49	10.73	11.50
Share of Total	%	22.5%	21.6%	21.8%	22.8%	23.6%	24.3%
Annual Change in Share	%		-3.8%	0.8%	4.5%	3.8%	4.7%
Change in Share from 2009	%		-3.8%	-3.0%	1.3%	5.1%	8.2%
Avg Ann. Change in Share	%		-3.8%	-1.5%	0.4%	1.3%	1.4%



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Report Prepared by: DC, Date of Issue: 09/08/16

Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2015

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

STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

EMPLOYMENT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

TOTAL

TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES

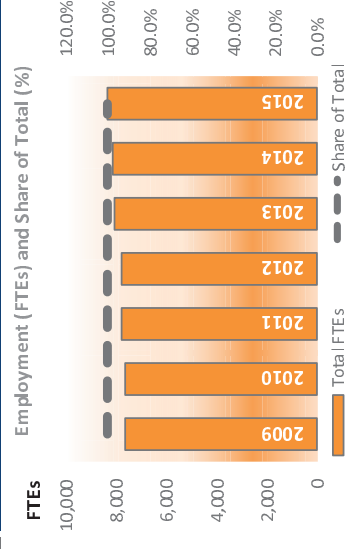
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2009 to 2015	1.8%	3.6%	23.8%	8.1%	4.1%	13.1%	6.3%	7.9%	15.2%	10.5%	12.6%	1.0%
% Change 2014 to 2015	1.9%	1.9%	2.5%	1.4%	2.7%	2.8%	1.6%	3.5%	1.2%	4.5%	-2.8%	1.0%
Average Annual Change	0.3%	0.6%	4.0%	1.4%	0.7%	2.2%	1.0%	1.3%	2.5%	1.8%	2.1%	0.2%

	2009 to 2015												TOTAL
	CALENDAR YEAR												
	Q1			Q2			Q3			Q4			Annual Change
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
2009 FTEs	4,527	4,639	5,066	7,791	10,280	9,203	10,773	13,213	9,621	7,284	4,764	4,649	7,651
2010 FTEs	3,843	4,522	4,931	7,546	9,842	10,433	10,868	13,498	10,447	6,936	4,650	4,192	7,642
2011 FTEs	4,236	4,446	5,255	8,249	10,292	10,226	10,849	12,897	10,230	7,282	4,942	4,232	7,761
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
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
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
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
	4,744	9,091	11,202	5,566									
	4,432	9,274	11,604	5,259									
	4,646	9,589	11,325	5,485									
	4,807	9,393	11,354	5,594									
	5,033	9,584	11,745	5,828									
	5,095	9,618	12,000	5,955									
	5,229	9,844	12,267	6,036									

EMPLOYMENT

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Total FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344
Total Employment FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344
Share of Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2009	%						
Avg Ann. Change in Share	%						

TOTAL



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STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

EMPLOYMENT BY:

KEY

An increase of 3% or more
Less than 3% change
A Fall of 3% or more

% Change 2009 to 2015
% Change 2014 to 2015
Average Annual Change

MONTH AND QUARTER
SERVICED ACCOMMODATION

DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES

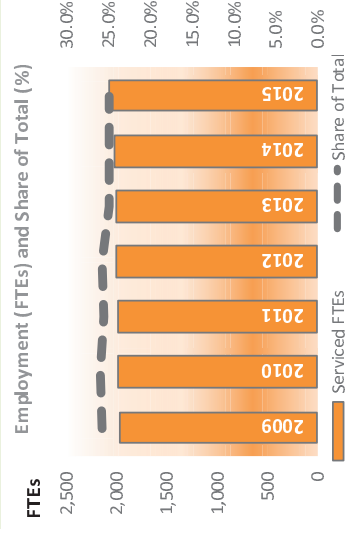
	2009 to 2015											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2009 FTEs	1,626	1,693	1,747	2,043	2,021	2,023	2,196	2,343	2,151	2,003	1,903	1,800
2010 FTEs	1,692	1,795	1,790	1,958	1,965	2,006	2,180	2,454	2,211	2,008	1,924	1,720
2011 FTEs	1,703	1,800	1,809	2,009	1,967	2,017	2,192	2,456	2,159	2,002	1,926	1,745
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
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
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
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

SERVICED	CALENDAR YEAR					
	TOTAL	% Change	QUARTER			
			Q1	Q2	Q3	Q4
% Change	5.8%	8.8%	8.8%	3.3%	8.0%	3.0%
Annual Change	2.6%	3.7%	4.5%	1.0%	1.5%	0.5%
	1.0%	1.5%	0.5%	1.3%	0.5%	0.5%
	1,962	1,689	2,029	2,230	1,902	1,902
	1,975	1,759	1,976	2,282	1,884	1,884
	1,982	1,771	1,998	2,269	1,891	1,891
	1,995	1,765	2,005	2,311	1,899	1,899
	2,009	1,786	1,995	2,337	1,919	1,919
	2,023	1,772	2,005	2,385	1,930	1,930
	2,075	1,837	2,095	2,409	1,959	1,959

EMPLOYMENT

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Serviced FTEs	1,962	1,975	1,982	1,995	2,009	2,023	2,075
Total Employment FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344
Share of Total %	25.6%	25.8%	25.5%	25.6%	25.0%	24.8%	24.9%
Annual Change in Share %		0.8%	-1.2%	0.3%	-2.6%	-0.8%	0.4%
Change in Share from 2009 %		0.8%	-0.4%	-0.1%	-2.7%	-3.4%	-3.0%
Avg Ann. Change in Share %		0.8%	-0.2%	0.0%	-0.7%	-0.7%	-0.5%

SERVICED ACCOMMODATION



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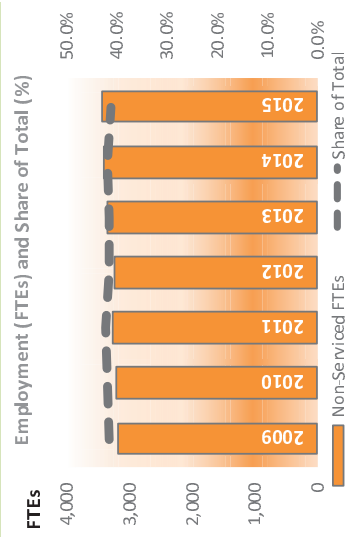
STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

EMPLOYMENT BY: KEY	2009 to 2015												NON-SERVED	DIRECT EMPLOYMENT					
	MONTH AND QUARTER																		
	NON-SERVED ACCOMMODATION																		
	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
	Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		% Change	Q1	Q2	Q3	Q4	
An increase of 3% or more																			
Less than 3% change																			
A Fall of 3% or more																			
% Change 2009 to 2015	-9.4%	-13.0%	20.9%	11.2%	0.8%	14.0%	4.0%	6.3%	16.3%	11.8%	20.4%	3.7%	8.1%	1.8%	8.1%	8.6%	12.1%		
% Change 2014 to 2015	-4.7%	-6.7%	0.5%	0.8%	1.6%	1.1%	1.2%	1.6%	1.7%	1.3%	-3.9%	-4.5%	0.3%	-2.8%	1.2%	1.5%	-1.5%		
Average Annual Change	-1.6%	-2.2%	3.5%	1.9%	0.1%	2.3%	0.7%	1.1%	2.7%	2.0%	3.4%	0.6%	1.3%	0.3%	1.3%	1.4%	2.0%		
2009 FTEs	1,369	1,534	1,982	3,024	4,866	4,317	4,751	5,755	4,476	2,946	1,565	1,421	3,167	1,628	4,069	4,994	1,978		
2010 FTEs	944	1,379	1,866	2,948	4,607	5,134	4,901	5,990	5,085	2,738	1,485	1,274	3,196	1,396	4,230	5,325	1,832		
2011 FTEs	1,120	1,296	2,031	3,296	4,960	5,078	4,854	5,645	4,956	2,978	1,677	1,276	3,264	1,482	4,445	5,151	1,977		
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	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	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	1,657	4,398	5,422	2,217		

EMPLOYMENT

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Non-Served FTEs	3,167	3,196	3,264	3,236	3,333	3,412	3,423
Total Employment FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344
Share of Total %	41.4%	41.8%	42.1%	41.6%	41.4%	41.8%	41.0%
Annual Change in Share %		1.0%	0.6%	-1.2%	-0.3%	0.9%	-1.8%
Change in Share from 2009 %		1.0%	1.6%	0.4%	0.0%	0.9%	-0.9%
Avg Ann. Change in Share %		1.0%	0.8%	0.1%	0.0%	0.2%	-0.1%

NON-SERVED ACCOMMODATION



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STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

EMPLOYMENT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

SFR

DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES

	2009 to 2015												TOTAL	% Change
	Q1			Q2			Q3			Q4				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		
2009 FTEs	427	139	144	320	228	171	269	285	156	149	120	334	229	
2010 FTEs	347	133	140	313	220	181	269	287	163	144	117	311	219	-4.3%
2011 FTEs	386	130	147	330	229	182	272	285	162	150	124	316	226	3.3%
2012 FTEs	379	124	146	321	219	175	262	277	156	147	122	315	220	-2.6%
2013 FTEs	394	130	153	323	224	177	268	285	158	150	128	328	226	2.8%
2014 FTEs	388	127	151	319	219	173	265	283	159	150	127	325	224	-1.2%
2015 FTEs	405	131	153	321	221	174	266	285	160	152	128	333	227	1.5%

DIRECT EMPLOYMENT

SFR

CALENDAR YEAR

% Change

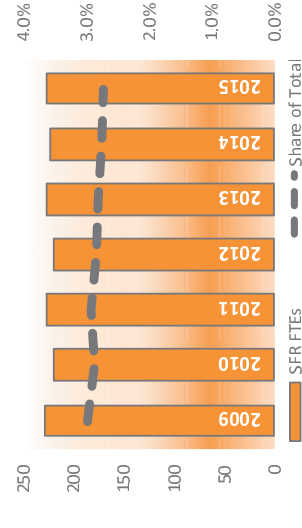
QUARTER	Q1	Q2	Q3	Q4
2009	-3.2%	-0.4%	0.2%	1.3%
2010	3.5%	0.6%	0.4%	1.8%
2011	-0.5%	-0.1%	0.0%	0.2%
2012	2.37	2.40	2.36	2.01
2013	2.07	2.38	2.40	1.91
2014	2.21	2.47	2.40	1.97
2015	2.16	2.38	2.32	1.95
2016	2.25	2.41	2.37	2.02
2017	2.22	2.37	2.36	2.00
2018	2.29	2.39	2.37	2.04

EMPLOYMENT

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
SFR FTEs	229	219	226	220	226	224	227
Total Employment FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344
Share of Total %	3.0%	2.9%	2.9%	2.8%	2.8%	2.7%	2.7%
Annual Change in Share %		-4.2%	1.7%	-2.9%	-0.5%	-2.6%	-0.6%
Change in Share from 2009 %		-4.2%	-2.5%	-5.4%	-5.8%	-8.3%	-8.9%
Avg Ann. Change in Share %		-4.2%	-1.3%	-1.8%	-1.5%	-1.7%	-1.5%

SFR

Employment (FTEs) and Share of Total (%)



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STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

EMPLOYMENT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

STAYING VISITOR

DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES

	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
FTEs	3,423	3,367	3,873	5,388	7,115	6,511	7,215	8,383	6,783	5,099	3,588	3,556
% Change	-0.4%	-1.6%	14.9%	5.9%	1.4%	11.7%	4.5%	7.4%	12.9%	8.8%	10.6%	1.9%
Annual Change	1.1%	-1.1%	1.7%	1.4%	2.3%	2.6%	1.6%	1.5%	0.8%	2.5%	-3.2%	-0.4%
Avg Ann. Change	-0.1%	-0.3%	2.5%	1.0%	0.2%	1.9%	0.8%	1.2%	2.2%	1.5%	1.8%	0.3%

2009 to 2015

DIRECT EMPLOYMENT

STAYING VISITOR

CALENDAR YEAR

TOTAL

% Change

Annual Change

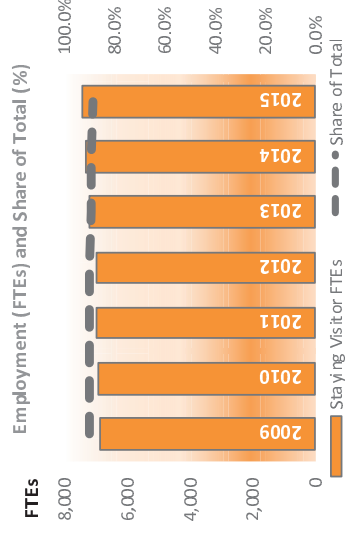
Q1	Q2	Q3	Q4
4.8%	6.2%	8.1%	7.3%
0.7%	2.2%	1.3%	-0.1%
0.8%	1.0%	1.4%	1.2%
3,554	6,338	7,460	4,081
3,362	6,444	7,847	3,907
3,474	6,690	7,660	4,064
3,545	6,543	7,570	4,148
3,663	6,583	7,748	4,280
3,699	6,589	7,964	4,382
3,724	6,732	8,068	4,380

	2009	2010	2011	2012	2013	2014	2015
SHARE OF MARKET	89.7%	90.1%	90.0%	89.7%	89.1%	89.3%	88.7%
Staying Visitor FTEs	6,864	6,889	6,987	6,984	7,173	7,297	7,404
Total Employment FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344
Share of Total %	89.7%	90.1%	90.0%	89.7%	89.1%	89.3%	88.7%
Annual Change in Share %	0.5%	0.5%	-0.1%	-0.4%	-0.6%	0.2%	-0.7%
Change in Share from 2009 %	0.5%	0.5%	0.3%	0.0%	-0.7%	-0.4%	-1.1%
Avg Ann. Change in Share %	0.5%	0.5%	0.2%	0.0%	-0.2%	-0.1%	-0.2%

EMPLOYMENT

	2009	2010	2011	2012	2013	2014	2015
SHARE OF MARKET	89.7%	90.1%	90.0%	89.7%	89.1%	89.3%	88.7%
Staying Visitor FTEs	6,864	6,889	6,987	6,984	7,173	7,297	7,404
Total Employment FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344
Share of Total %	89.7%	90.1%	90.0%	89.7%	89.1%	89.3%	88.7%
Annual Change in Share %	0.5%	0.5%	-0.1%	-0.4%	-0.6%	0.2%	-0.7%
Change in Share from 2009 %	0.5%	0.5%	0.3%	0.0%	-0.7%	-0.4%	-1.1%
Avg Ann. Change in Share %	0.5%	0.5%	0.2%	0.0%	-0.2%	-0.1%	-0.2%

STAYING VISITOR



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STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

EMPLOYMENT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

DAY VISITOR

DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES

	MONTH AND QUARTER											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2009 FTEs	426	539	402	934	1,043	840	1,089	1,681	862	803	437	383
2010 FTEs	396	530	389	915	1,060	941	984	1,529	798	771	423	306
2011 FTEs	452	568	440	1,020	1,045	865	1,039	1,481	849	788	440	307
2012 FTEs	484	604	515	929	1,008	956	1,146	1,618	882	756	452	286
2013 FTEs	488	656	583	969	1,246	962	1,253	1,832	906	798	481	319
2014 FTEs	442	651	683	1,059	1,221	956	1,233	1,774	842	785	483	308
2015 FTEs	521	748	722	1,064	1,272	986	1,254	2,002	956	910	493	350

DIRECT EMPLOYMENT

DAY VISITOR

2009 to 2015

CALENDAR YEAR

QUARTER

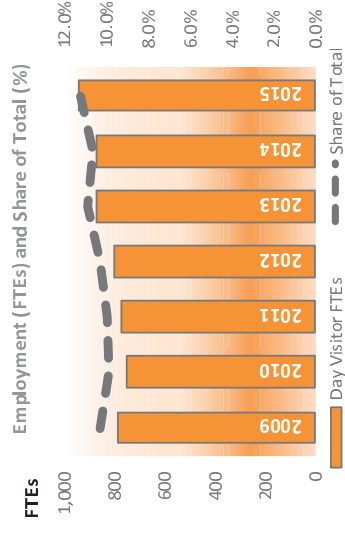
TOTAL	% Change
19.5%	19.5%
8.0%	8.0%
3.2%	3.2%
786	786
753	-4.2%
774	2.8%
803	3.7%
874	8.9%
870	-0.5%
940	8.0%

Q1	Q2	Q3	Q4
45.7%	17.9%	16.0%	8.0%
12.1%	2.6%	9.4%	11.2%
7.6%	3.0%	2.7%	1.3%
455	939	1,210	541
438	972	1,104	500
486	977	1,123	511
534	964	1,216	498
576	1,059	1,330	533
592	1,079	1,283	525
664	1,107	1,404	584

EMPLOYMENT

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Day Visitor FTEs	786	753	774	803	874	870	940
Total Employment FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344
Share of Total %	10.3%	9.9%	10.0%	10.3%	10.9%	10.7%	11.3%
Annual Change in Share %		-4.1%	1.2%	3.4%	5.4%	-2.0%	5.7%
Change in Share from 2009 %		-4.1%	-2.9%	0.3%	5.7%	3.6%	9.6%
Avg Ann. Change in Share %		-4.1%	-1.5%	0.1%	1.4%	0.7%	1.6%

DAY VISITOR



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

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Report Prepared by: DC, Date of Issue: 09/08/16

**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

SERVICED ACCOMMODATION	2015		Change on 2014		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	358	6,202	0	0	0	+13
+50 Room	3	334	0	0	0	+2
11-50 Room	76	2,830	0	0	-3	-74
<10 Room	279	3,038	0	0	+3	+85

NON-SERVICED ACCOMMODATION	2015		Change on 2014		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	515	54,106	0	+0	+68	+2,412
Self catering	334	13,655	0	0	+44	+76
Static caravans/chalets	0	20,997	0	+0	0	+1,025
Touring caravans/camping	180	19,437	0	0	+24	+1,311
Youth Hostels	1	17	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION	2015		Change on 2014		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	873	60,308	0	+0	+68	+2,425
Serviced Accommodation Share of Total	41%	10%				
Non-Serviced Accommodation Share of Total	59%	90%				

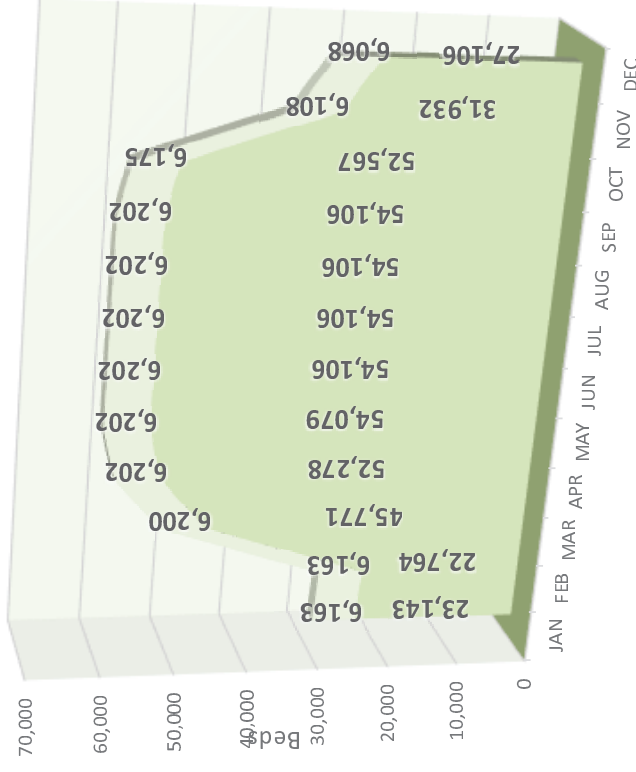
SEASONAL AVAILABILITY OF BED SUPPLY	2015											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	29,305	28,927	51,971	58,480	60,281	60,308	60,308	60,308	60,308	58,742	38,040	33,174
Serviced Accommodation	6,163	6,163	6,200	6,202	6,202	6,202	6,202	6,202	6,202	6,175	6,108	6,068
Non-Serviced Accommodation	23,143	22,764	45,771	52,278	54,079	54,106	54,106	54,106	54,106	52,567	31,932	27,106

2015 STAYING VISITORS ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE

SEASONAL AVAILABILITY OF BED SUPPLY

2015

■ Non-Serviced Accommodation ■ Serviced Accommodation



Report Sections With Historic Financial Data Indexed to 2015 Prices

Sections:	<i>Comparative Headlines</i>	<i>Visitor Types:</i>	<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:	<i>Indexation to: 2015</i>	
2009	1.22	
2010	1.17	
2011	1.12	
2012	1.07	
2013	1.04	
2014	1.01	
2015	1.00	

**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

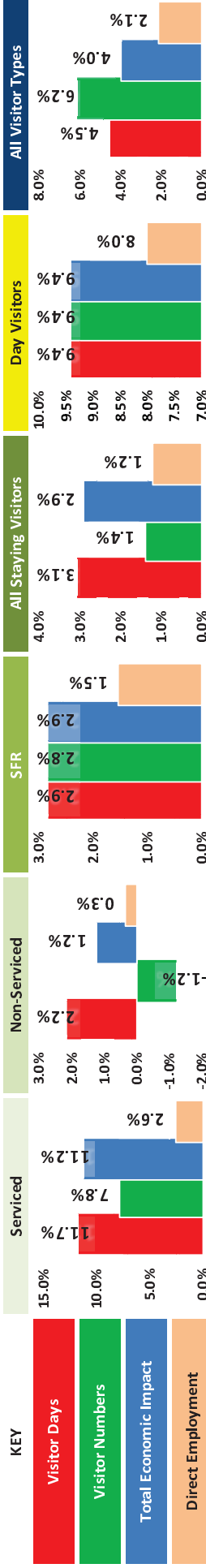
**Comparing 2015 and 2014
2014 in 2015 prices (1.011)**

COMPARATIVE HEADLINES

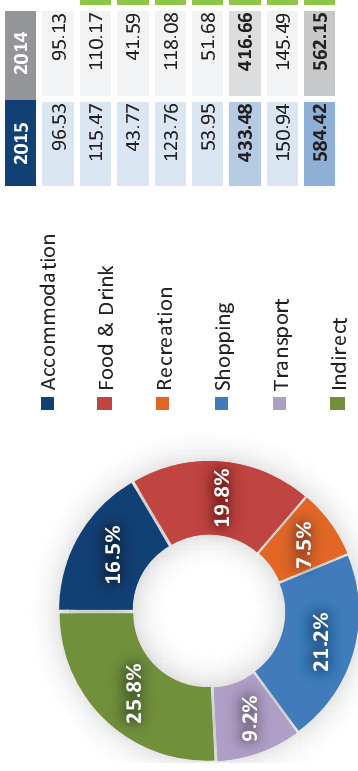
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2015 & 2014 - INDEXED TO 2015

KEY	Staying in Paid Accommodation		Staying with Friends and Relatives (SFR)		Day Visitors		All Visitor Types	
	2015	2014 +/- %	2015	2014 +/- %	2015	2014 +/- %	2015	2014 +/- %
An increase of 3% or more								
Less than 3% change								
A Fall of 3% or more								
Visitor Days	M	11.7%	M	3.1%	2,798	2,558	11.50	11.00
Visitor Numbers	M	7.8%	M	1.4%	2,798	2,558	4,531	4,266
Direct Expenditure	£M						433.48	416.66
Economic Impact	£M	11.2%		2.9%	98.26	89.80	584.42	562.15
Direct Employment	FTEs	2.6%		1.2%	940	870	6,666	6,528
Total Employment	FTEs						8,344	8,167

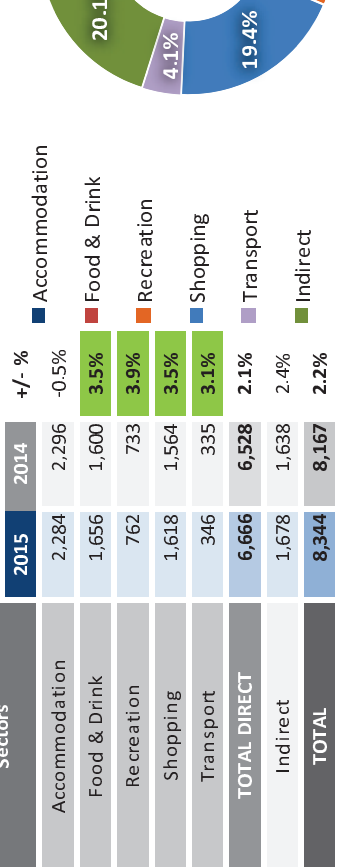
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2015 & 2014 - INDEXED TO 2015



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2015



Sectoral Distribution of Employment - FTEs



**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

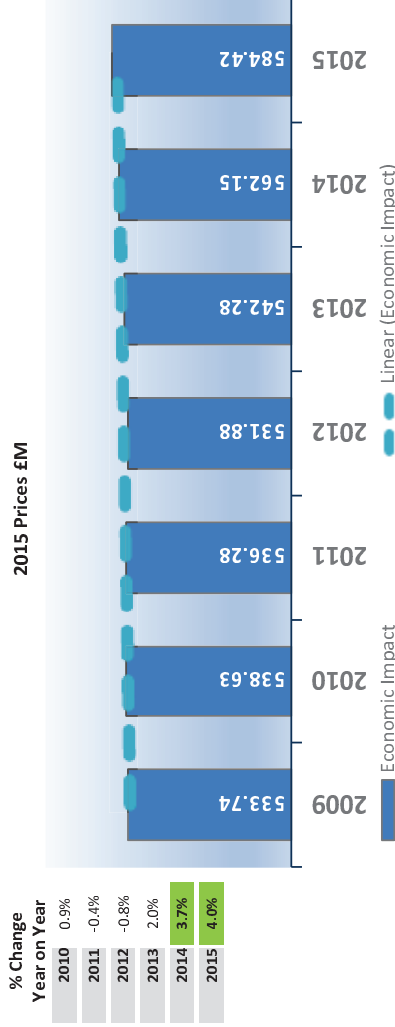
2009 to 2015
2015 Prices

TOTAL

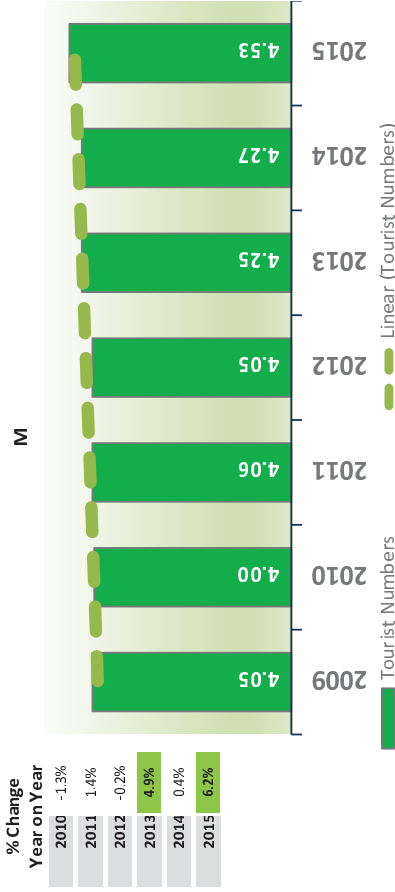
KEY MEASURES
Indexed

Economic Impact - Indexed - Total

2015 Prices £M

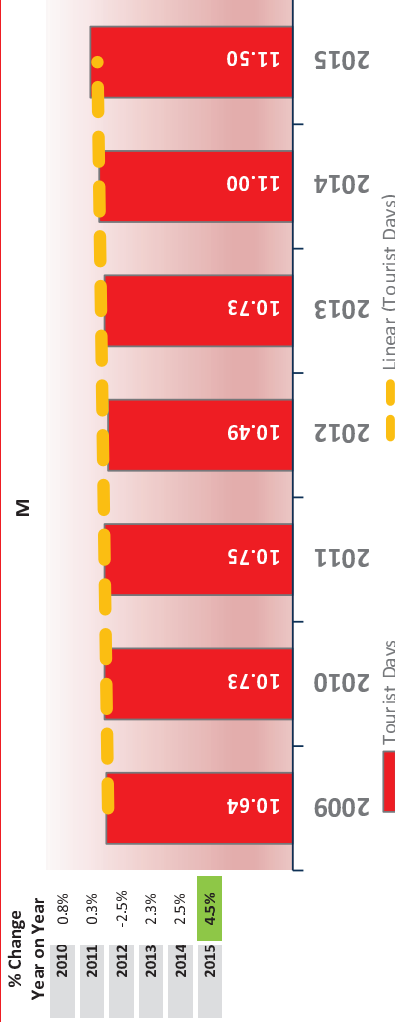


Visitor Numbers - Total



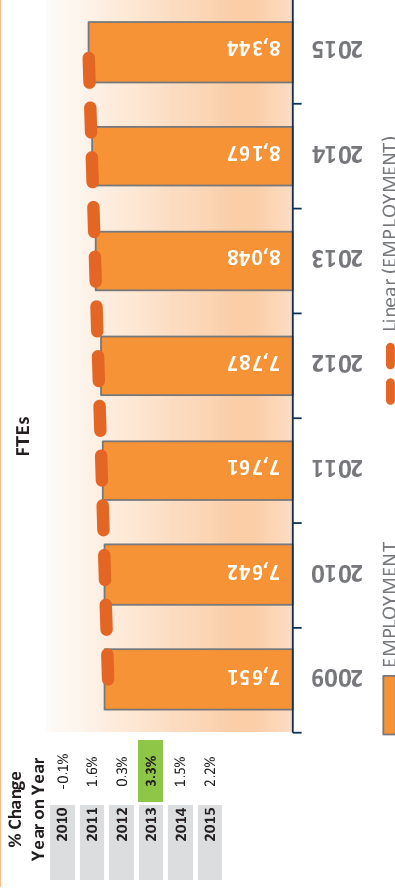
Visitor Days - Total

M



Total Employment Supported - Total

FTEs



	2009	2010	2011	2012	2013	2014	2015
% Change from 2009		0.9%	0.5%	-0.3%	1.6%	5.3%	9.5%
Economic Impact - Indexed		-1.3%	0.1%	-0.1%	4.8%	5.2%	11.8%
Visitor Numbers		0.8%	1.1%	-1.4%	0.9%	3.4%	8.1%
Visitor Days		-0.1%	1.4%	1.8%	5.2%	6.7%	9.1%
Total Employment							

"Linear" = Linear Trendline

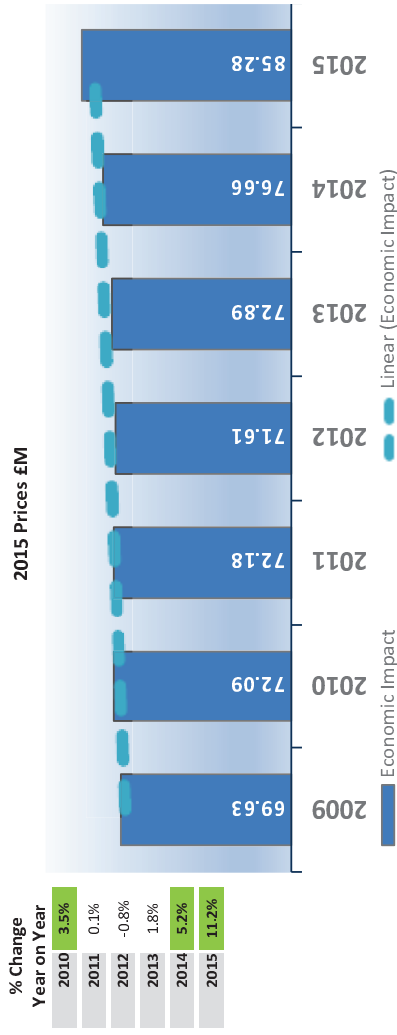
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

2009 to 2015
2015 Prices

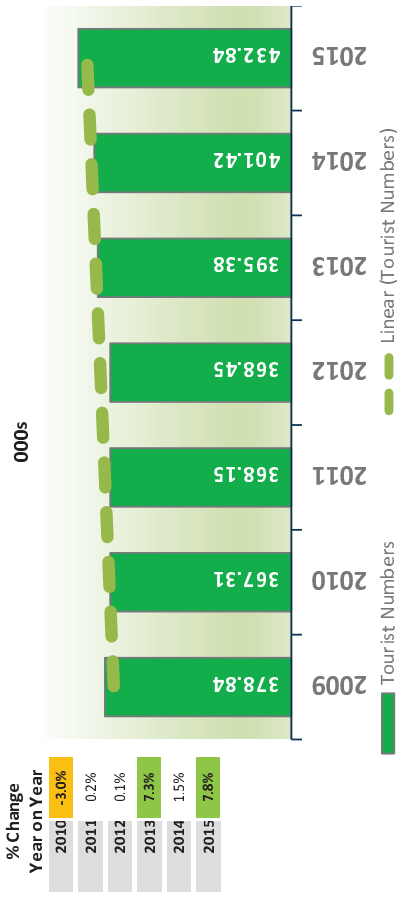
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

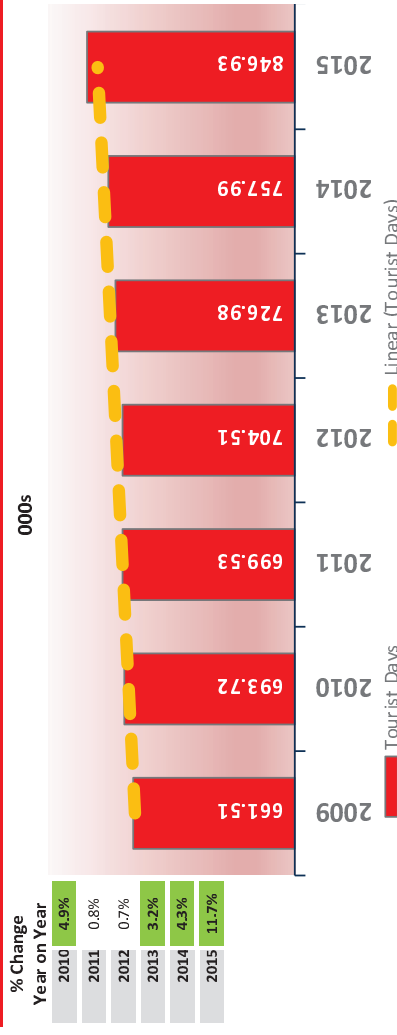
Economic Impact - Indexed - Serviced Accommodation



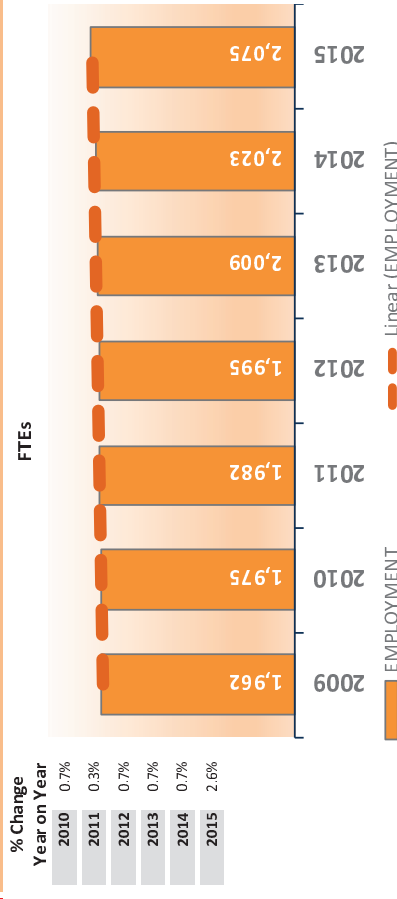
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Indexed		3.5%	3.7%	2.8%	4.7%	10.1%	22.5%
Visitor Numbers		-3.0%	-2.8%	-2.7%	4.4%	6.0%	14.3%
Visitor Days		4.9%	5.7%	6.5%	9.9%	14.6%	28.0%
Direct Employment		0.7%	1.0%	1.7%	2.4%	3.1%	5.8%

"Linear" = Linear Trendline

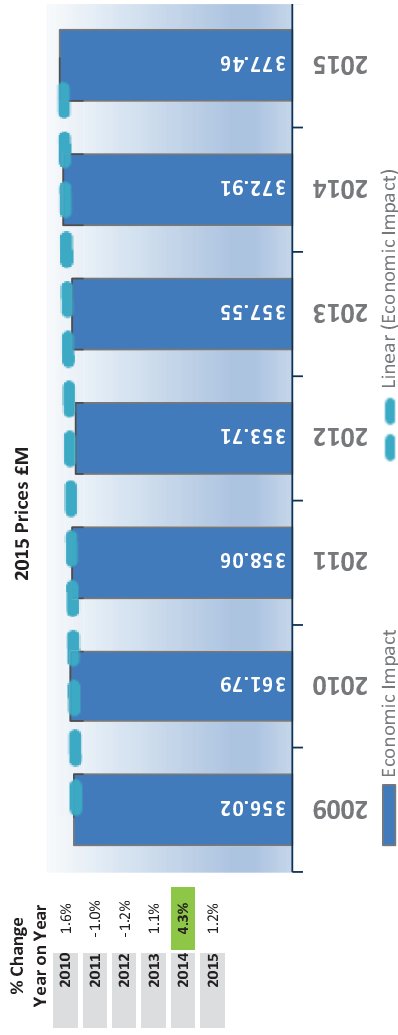
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

**2009 to 2015
2015 Prices**

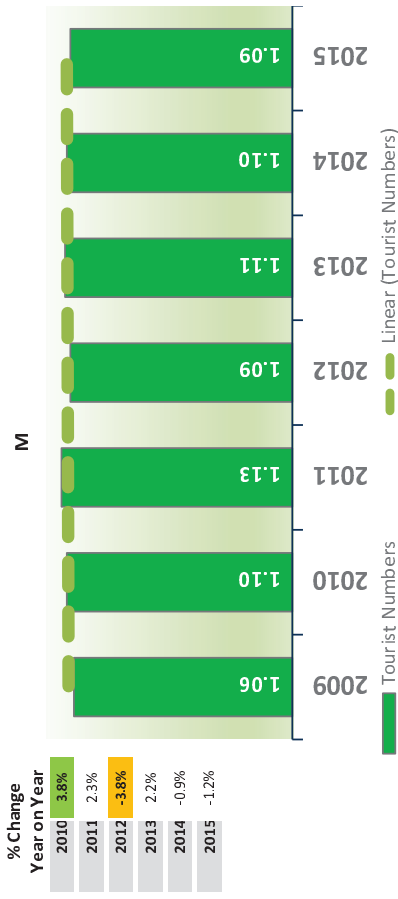
**NON-SERVICED
ACCOMMODATION**

**KEY MEASURES
Indexed**

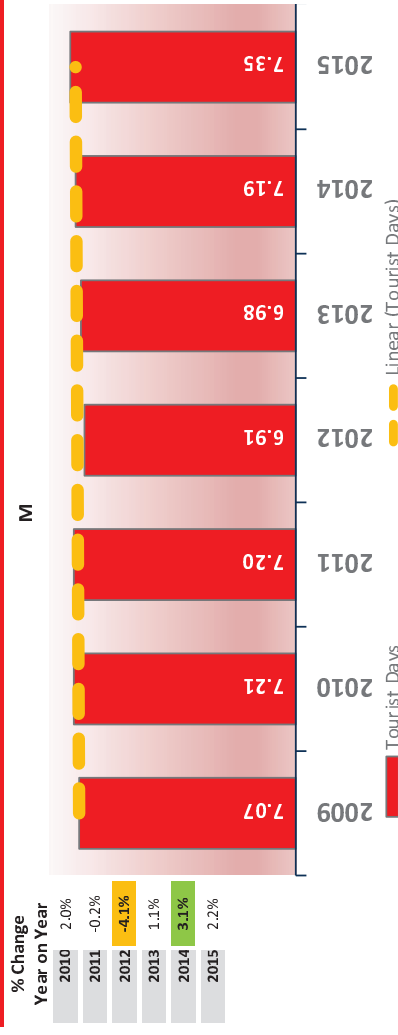
Economic Impact - Indexed - Non-Serviced Accommodation



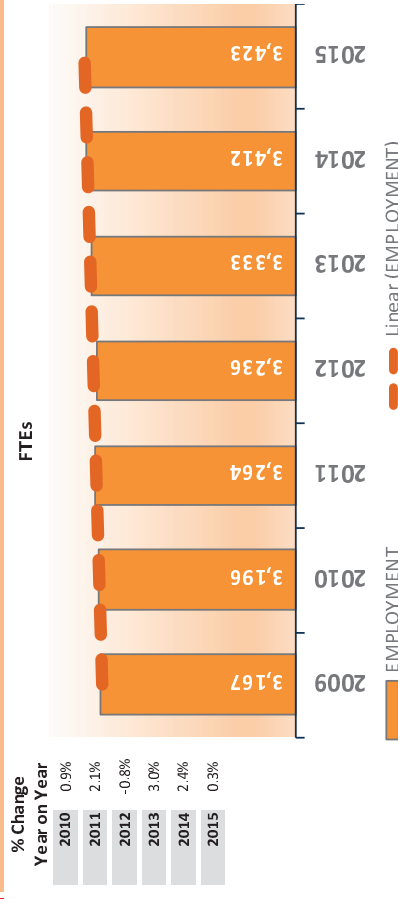
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Indexed	1.6%	0.6%	-0.6%	0.4%	4.4%	4.7%	6.0%
Visitor Numbers	3.8%	6.2%	2.1%	2.1%	4.4%	3.4%	2.2%
Visitor Days	2.0%	1.9%	-2.3%	-1.2%	1.8%	1.8%	4.0%
Direct Employment	0.9%	3.0%	2.2%	2.2%	5.2%	7.7%	8.1%

"Linear" = Linear Trendline

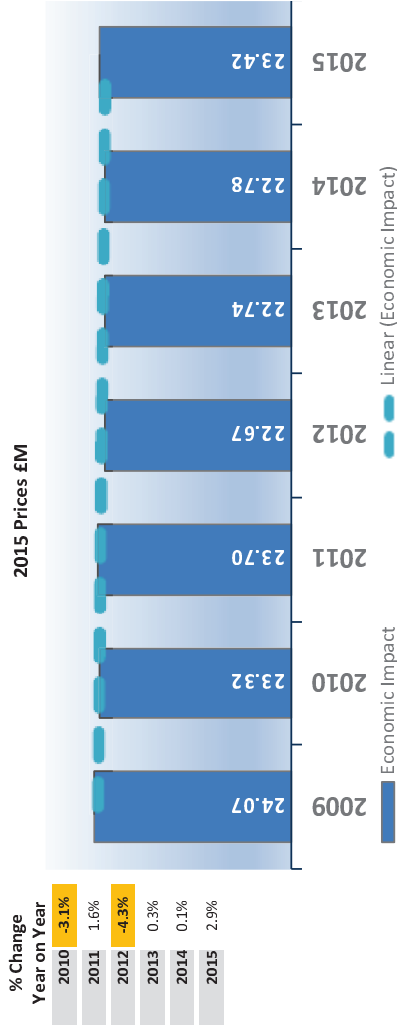
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

2009 to 2015
2015 Prices

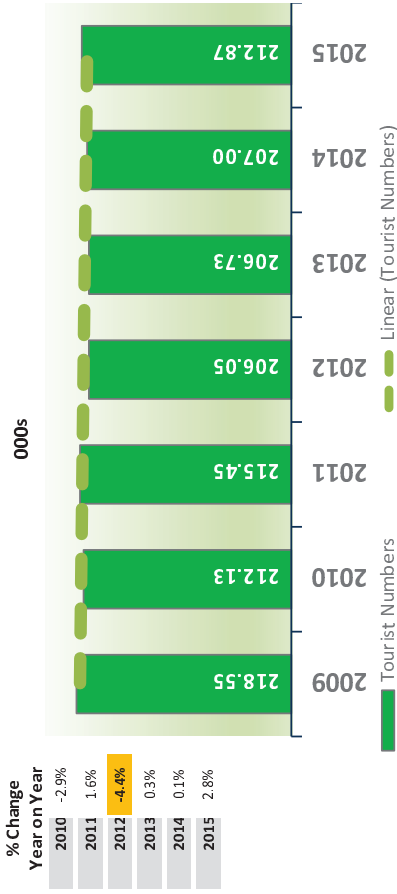
SFR

KEY MEASURES
Indexed

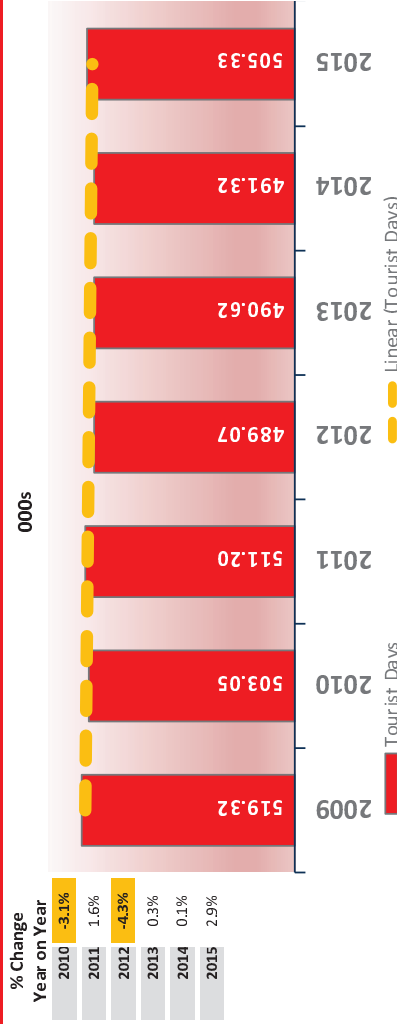
Economic Impact - Indexed - SFR



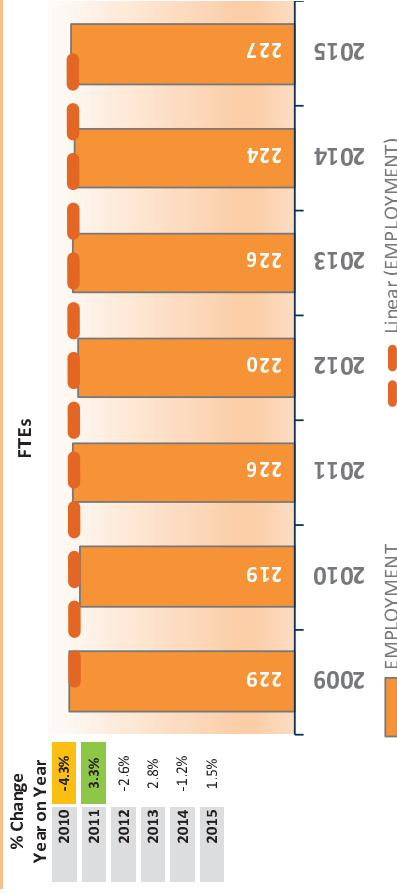
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Indexed		-3.1%	-1.6%	-5.8%	-5.5%	-5.4%	-2.7%
Visitor Numbers		-2.9%	-1.4%	-5.7%	-5.4%	-5.3%	-2.6%
Visitor Days		-3.1%	-1.6%	-5.8%	-5.5%	-5.4%	-2.7%
Direct Employment		-4.3%	-1.1%	-3.7%	-1.0%	-2.1%	-0.6%

"Linear" = Linear Trendline

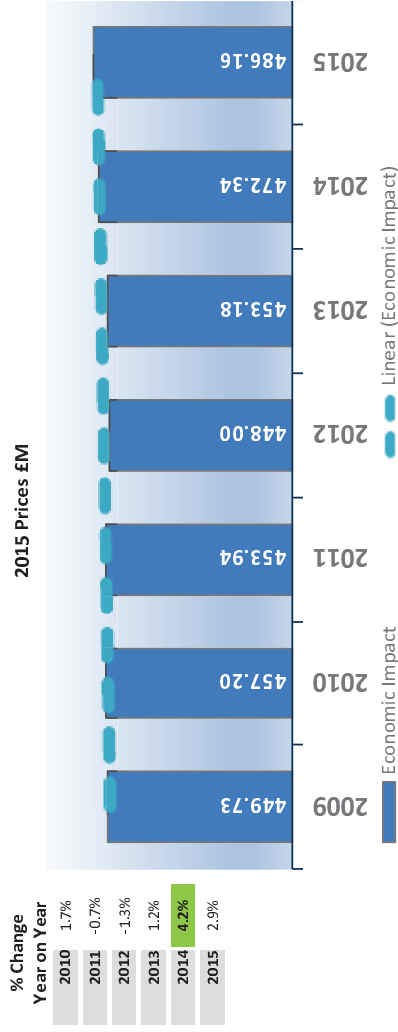
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

2009 to 2015
2015 Prices

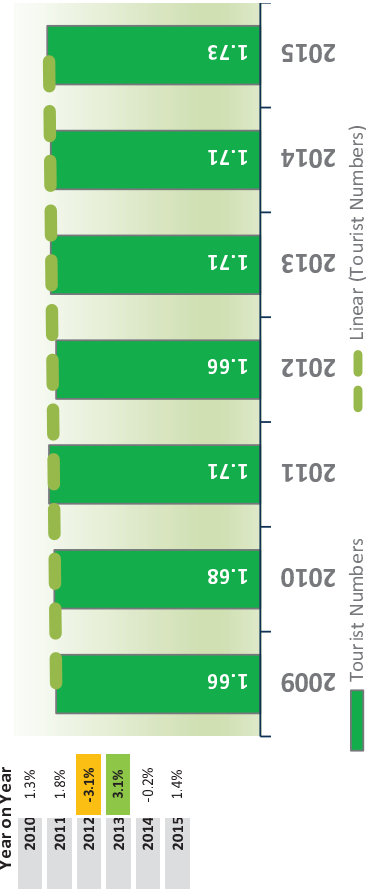
STAYING VISITOR

KEY MEASURES
Indexed

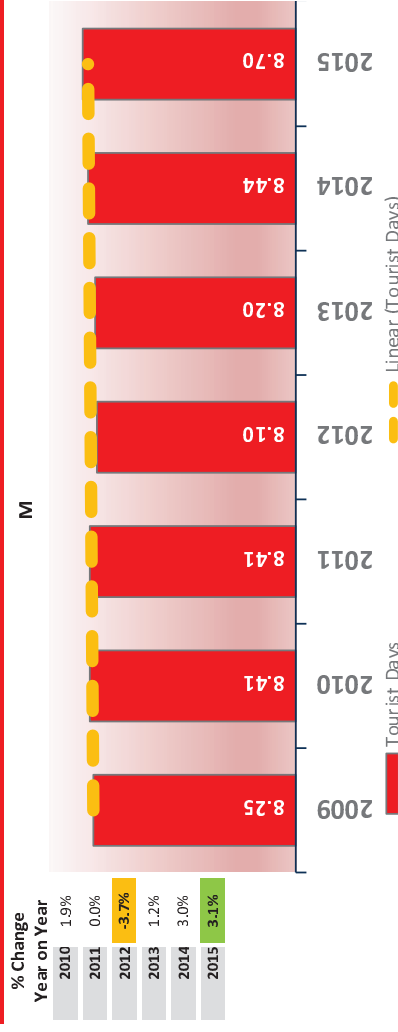
Economic Impact - Indexed - Staying Visitor



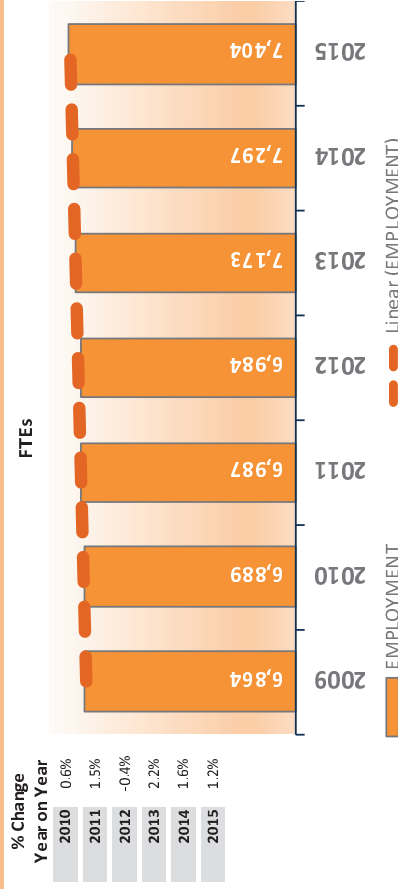
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Indexed	1.7%	0.9%	3.1%	0.0%	0.8%	5.0%	8.1%
Visitor Numbers	1.3%	1.7%	3.1%	0.0%	3.1%	2.9%	4.3%
Visitor Days	1.9%	2.0%	2.0%	-1.8%	-0.6%	2.4%	5.5%
Direct Employment	0.4%	1.8%	1.8%	1.7%	4.5%	6.3%	7.9%

"Linear" = Linear Trendline

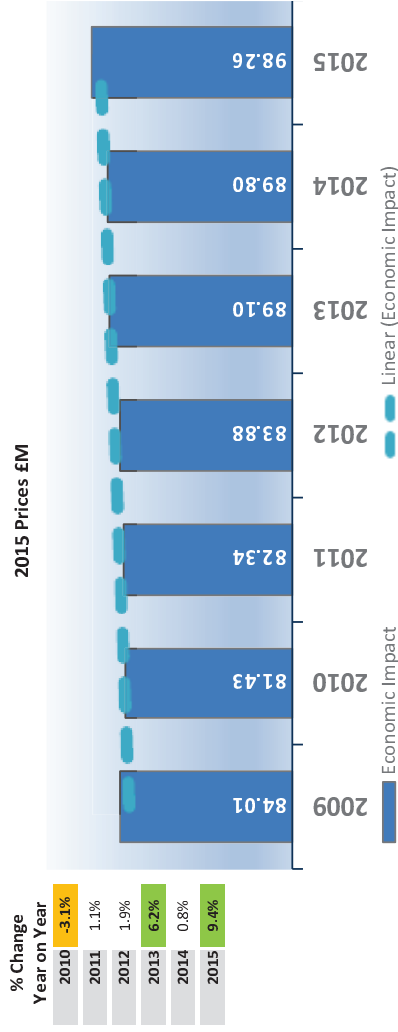
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

2009 to 2015
2015 Prices

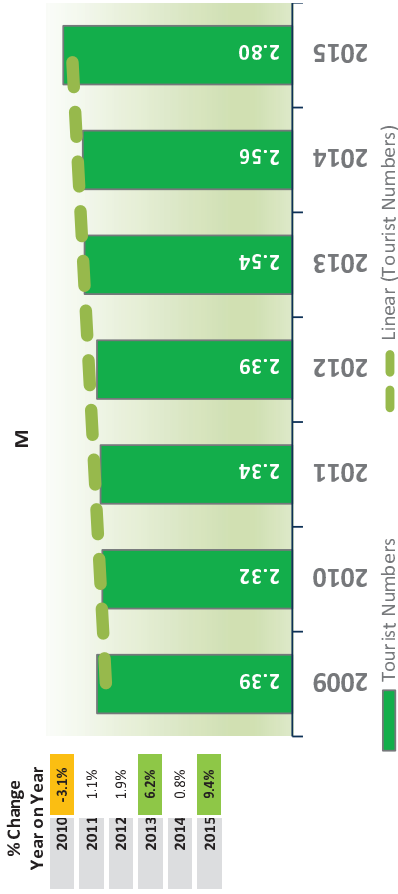
DAY VISITOR

KEY MEASURES
Indexed

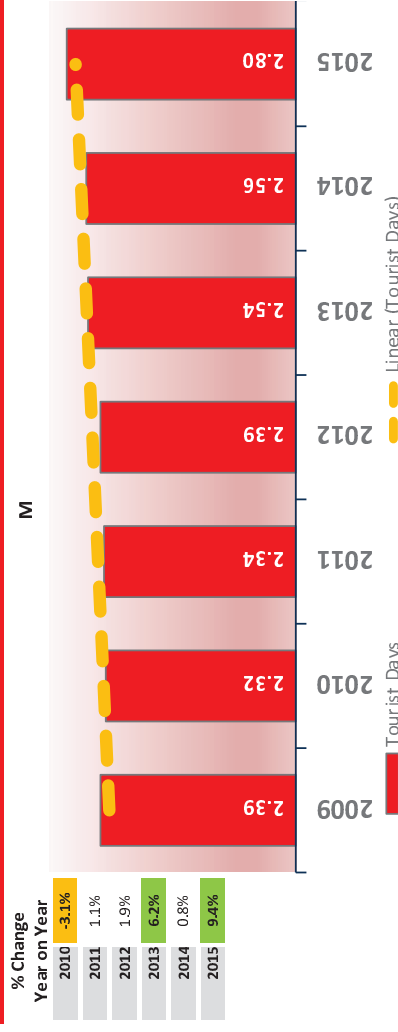
Economic Impact - Indexed - Day Visitor



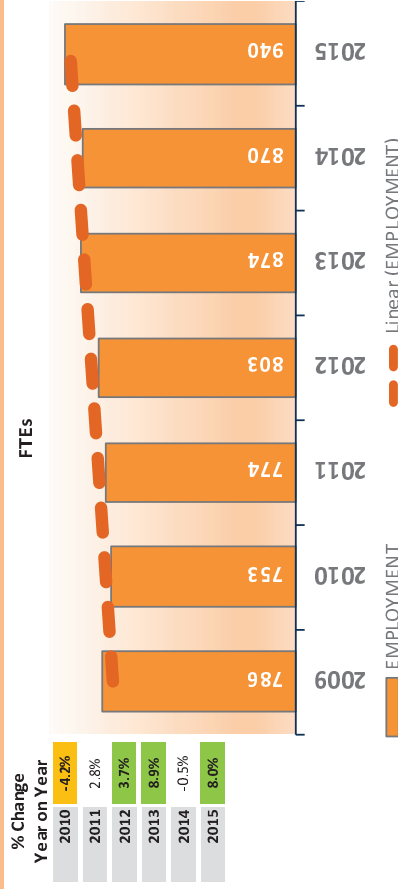
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



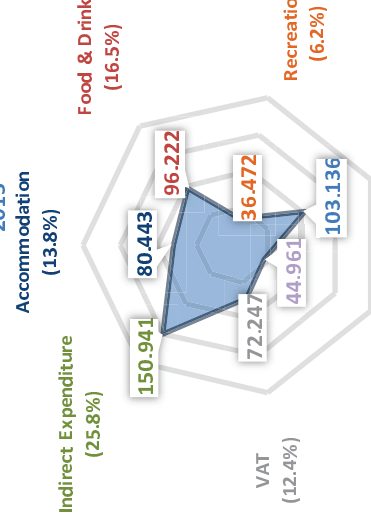
	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Indexed		-3.1%	-2.0%	-0.1%	6.1%	6.9%	17.0%
Visitor Numbers		-3.1%	-2.0%	-0.1%	6.1%	6.9%	17.0%
Visitor Days		-3.1%	-2.0%	-0.1%	6.1%	6.9%	17.0%
Direct Employment		-4.2%	-1.5%	2.1%	11.2%	10.6%	19.5%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2015

2015
SECTORAL DISTRIBUTION OF ECONOMIC
IMPACT - £M INCLUDING VAT INDEXED TO
2015

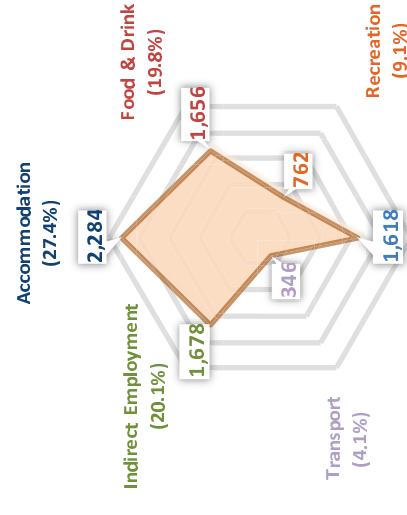
SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015
Accommodation £M	74.34	73.08	69.12	72.89	73.50	79.28	80.44
Food & Drink £M	92.30	91.43	89.80	87.52	89.47	91.81	96.22
Recreation £M	34.69	34.43	33.95	33.05	33.80	34.66	36.47
Shopping £M	98.88	97.75	96.04	93.82	95.88	98.40	103.14
Transport £M	43.58	43.12	42.53	41.22	42.06	43.07	44.96
Direct Revenue £M	343.80	339.81	331.44	328.49	334.71	347.22	361.24
VAT £M	51.57	59.47	66.29	65.70	66.94	69.44	72.25
Direct Expenditure £M	395.37	399.28	397.72	394.19	401.66	416.66	433.48
Indirect Expenditure £M	138.37	139.35	138.55	137.69	140.62	145.49	150.94
TOTAL £M	533.74	538.63	536.28	531.88	542.28	562.15	584.42



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

2015
SECTORAL DISTRIBUTION OF
EMPLOYMENT - FTES

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015
Accommodation FTES	2,205	2,205	2,226	2,265	2,263	2,296	2,284
Food & Drink FTES	1,490	1,490	1,520	1,508	1,580	1,600	1,656
Recreation FTES	680	681	697	691	724	733	762
Shopping FTES	1,455	1,453	1,482	1,473	1,544	1,564	1,618
Transport FTES	314	314	322	317	332	335	346
Direct Employment FTES	6,145	6,143	6,246	6,255	6,443	6,528	6,666
Indirect Employment FTES	1,506	1,499	1,515	1,533	1,605	1,638	1,678
TOTAL FTES	7,651	7,642	7,761	7,787	8,048	8,167	8,344



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

STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

TOTAL

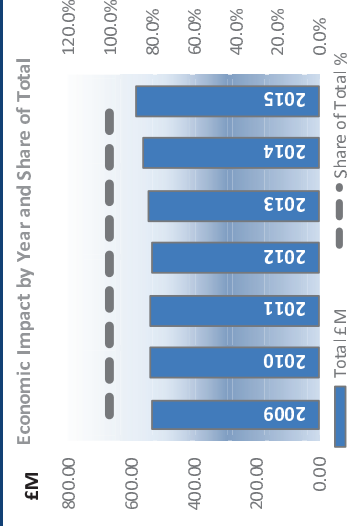
ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES

	2009 to 2015 2015 Prices												TOTAL	
	CALENDAR YEAR													
	Q1			Q2			Q3			Q4			TOTAL	% Change
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		
2009	19.29	20.67	22.90	43.81	63.23	55.09	73.24	93.46	58.90	40.50	21.84	20.81	533.74	
2010	13.92	19.99	22.07	42.24	60.05	65.18	75.36	97.27	66.21	38.01	21.14	17.19	538.63	0.9%
2011	16.77	18.93	24.09	46.84	62.16	61.98	73.19	89.85	62.65	39.82	22.86	17.12	536.28	-0.4%
2012	17.08	18.95	25.97	45.12	58.46	60.91	71.80	90.43	61.85	39.76	23.82	17.73	531.88	-0.8%
2013	17.58	19.83	28.53	43.69	61.23	59.69	72.82	92.94	61.04	40.40	25.52	19.01	542.28	2.0%
2014	17.64	20.10	29.87	46.09	61.73	59.95	74.57	91.40	71.98	42.36	26.70	19.76	562.15	3.7%
2015	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	4.0%

ECONOMIC IMPACT - INDEXED TO 2015

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Total	533.74	538.63	536.28	531.88	542.28	562.15	584.42
All Visitor Types	533.74	538.63	536.28	531.88	542.28	562.15	584.42
Share of Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2009	%						
Avg Ann. Change in Share	%						

TOTAL



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

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Report Prepared by: DC, Date of Issue: 09/08/16

**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

ECONOMIC IMPACT BY:

KEY

- An increase of 3% or more
- Less than 3% change
- A Fall of 3% or more

% Change 2009 to 2015
% Change 2014 to 2015
Average Annual Change

	2009	2010	2011	2012	2013	2014	2015
2009	1.279	2.182	2.788	6.722	6.478	6.461	9.020
2010	2.076	3.465	3.397	5.759	5.800	6.272	8.802
2011	2.337	3.643	3.660	6.357	5.734	6.275	8.803
2012	1.920	3.300	3.725	5.784	5.474	6.649	8.504
2013	1.955	3.582	4.305	4.940	5.780	6.614	9.036
2014	2.066	3.466	4.041	5.666	6.007	6.482	9.623
2015	3.141	4.199	4.813	6.353	7.131	8.158	10.52

MONTH AND QUARTER

SERVICED ACCOMMODATION

ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES

	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2009 to 2015	145.5%	92.4%	72.6%	-5.5%	10.1%	26.3%	16.6%	26.0%	18.1%	17.1%	10.6%	6.9%
% Change 2014 to 2015	52.0%	21.1%	19.1%	12.1%	18.7%	25.9%	9.3%	5.4%	-2.9%	19.2%	-9.7%	18.7%
Average Annual Change	24.3%	15.4%	12.1%	-0.9%	1.7%	4.4%	2.8%	4.3%	3.0%	2.9%	1.8%	1.2%
2009	1.279	2.182	2.788	6.722	6.478	6.461	9.020	11.01	8.267	6.334	5.211	3.878
2010	2.076	3.465	3.397	5.759	5.800	6.272	8.802	12.47	9.150	6.455	5.562	2.878
2011	2.337	3.643	3.660	6.357	5.734	6.275	8.803	12.31	8.254	6.220	5.449	3.140
2012	1.920	3.300	3.725	5.784	5.474	6.649	8.504	12.46	9.120	6.024	5.721	2.936
2013	1.955	3.582	4.305	4.940	5.780	6.614	9.036	13.08	8.247	5.534	6.379	3.430
2014	2.066	3.466	4.041	5.666	6.007	6.482	9.623	13.16	10.05	6.222	6.381	3.493
2015	3.141	4.199	4.813	6.353	7.131	8.158	10.52	13.88	9.761	7.419	5.763	4.147

TOTAL

	TOTAL	% Change	Annual Change
2009	69.63		
2010	72.09	3.5%	
2011	72.18	0.1%	
2012	71.61	-0.8%	
2013	72.89	1.8%	
2014	76.66	5.2%	
2015	85.28	11.2%	

CALENDAR YEAR

% Change

	Q1	Q2	Q3	Q4
2009	94.4%	10.1%	20.7%	12.4%
2010	26.9%	19.2%	4.0%	7.7%
2011	15.7%	1.7%	3.4%	2.1%
2012	6.250	19.66	28.30	15.42
2013	8.938	17.83	30.43	14.90
2014	9.639	18.37	29.37	14.81
2015	8.945	17.91	30.08	14.68
2016	9.841	17.33	30.37	15.34
2017	9.573	18.15	32.84	16.10
2018	12.15	21.64	34.16	17.33

**2009 to 2015
2015 Prices**

SERVICED ACCOMMODATION

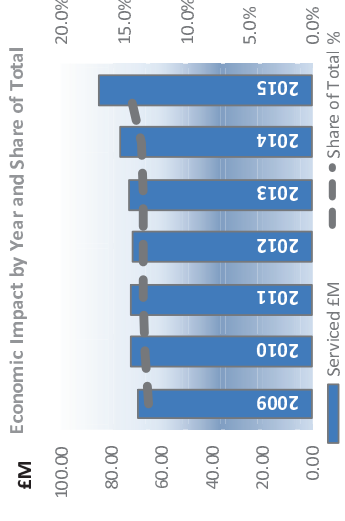
ECONOMIC IMPACT Indexed

	Q1	Q2	Q3	Q4
2009	94.4%	10.1%	20.7%	12.4%
2010	26.9%	19.2%	4.0%	7.7%
2011	15.7%	1.7%	3.4%	2.1%
2012	6.250	19.66	28.30	15.42
2013	8.938	17.83	30.43	14.90
2014	9.639	18.37	29.37	14.81
2015	8.945	17.91	30.08	14.68
2016	9.841	17.33	30.37	15.34
2017	9.573	18.15	32.84	16.10
2018	12.15	21.64	34.16	17.33

ECONOMIC IMPACT - INDEXED TO 2015

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Serviced	69.63	72.09	72.18	71.61	72.89	76.66	85.28
All Visitor Types	533.74	538.63	536.28	531.88	542.28	562.15	584.42
Share of Total	13.0%	13.4%	13.5%	13.5%	13.4%	13.6%	14.6%
Annual Change in Share	%	2.6%	0.6%	0.0%	-0.2%	1.5%	7.0%
Change in Share from 2009	%	2.6%	3.2%	3.0%	4.5%	11.8%	
Avg Ann. Change in Share	%	2.6%	1.1%	1.1%	0.8%	0.9%	2.0%

SERVICED ACCOMMODATION



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Report Prepared by: DC, Date of Issue: 09/08/16

STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

NON-SERVED ACCOMMODATION

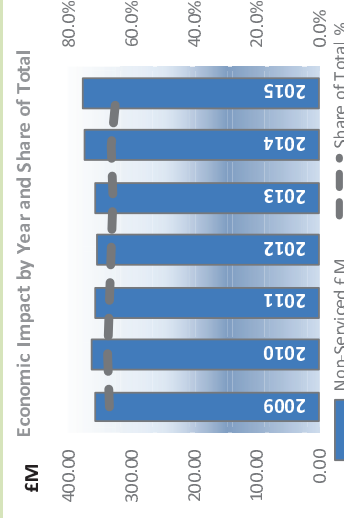
ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES

	2009 to 2015 2015 Prices												NON-SERVED ACCOMMODATION	ECONOMIC IMPACT Indexed					
	CALENDAR YEAR																		
	Q1			Q2			Q3			Q4			TOTAL	% Change	Annual Change				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
2009	£M	10.46	12.47	15.27	25.96	45.47	39.65	52.17	64.99	41.60	25.70	11.68	10.59	356.02		38.21	111.08	158.75	47.97
2010	£M	5.200	10.58	13.93	25.46	42.74	48.82	55.30	68.47	48.43	23.34	10.73	8.792	361.79	1.6%	29.71	117.02	172.20	42.86
2011	£M	7.061	9.127	15.25	28.56	45.16	46.45	52.80	61.94	45.46	25.31	12.43	8.502	358.06	-1.0%	31.44	120.17	160.20	46.24
2012	£M	7.695	9.327	16.51	28.49	42.33	44.44	51.07	61.51	43.71	25.90	13.12	9.600	359.71	-1.2%	33.53	115.26	156.29	48.62
2013	£M	8.185	9.592	18.00	27.81	43.00	43.43	50.90	61.91	43.78	26.83	13.99	10.13	357.55	1.1%	35.78	114.24	156.58	50.95
2014	£M	8.479	9.957	18.68	28.60	43.36	43.77	52.09	60.57	53.34	28.12	15.08	10.86	372.91	4.3%	37.11	115.73	166.00	54.06
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	1.2%	36.78	118.64	167.77	54.27

ECONOMIC IMPACT - INDEXED TO 2015

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Non-Served	£M	356.02	361.79	358.06	353.71	372.91	377.46
All Visitor Types	£M	533.74	538.63	536.28	531.88	562.15	584.42
Share of Total	%	66.7%	67.2%	66.8%	66.5%	66.3%	64.6%
Annual Change in Share	%	0.7%	0.7%	-0.6%	-0.4%	0.6%	-2.6%
Change in Share from 2009	%	0.7%	0.7%	-0.3%	-1.2%	-0.6%	-3.2%
Avg Ann. Change in Share	%	0.7%	0.7%	-0.1%	-0.3%	-0.1%	-0.5%

NON-SERVED ACCOMMODATION



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STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more
Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

SFR

ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES

	MONTH AND QUARTER												TOTAL	% Change
	Q1			Q2			Q3			Q4				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		
2009	3.752	1.221	1.266	2.807	2.000	1.504	2.357	2.499	1.367	1.311	1.057	2.932	24.07	6.239
2010	3.083	1.177	1.241	2.782	1.958	1.611	2.392	2.548	1.445	1.278	1.038	2.765	23.32	5.501
2011	3.371	1.134	1.281	2.885	2.001	1.591	2.373	2.488	1.415	1.311	1.082	2.764	23.70	5.786
2012	3.252	1.065	1.251	2.752	1.876	1.502	2.245	2.377	1.341	1.258	1.049	2.703	22.67	5.568
2013	3.295	1.084	1.281	2.706	1.874	1.480	2.245	2.384	1.325	1.256	1.069	2.743	22.74	5.660
2014	3.288	1.074	1.278	2.709	1.859	1.466	2.250	2.404	1.348	1.273	1.074	2.754	22.78	5.640
2015	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
Annual														
2009	-7.3%	-7.8%	3.7%	-1.8%	-5.2%	-0.5%	-3.0%	-2.2%	0.3%	-0.7%	3.7%	-2.5%	-2.7%	-5.2%
2010	5.7%	4.8%	2.7%	1.8%	2.0%	2.1%	1.7%	1.7%	1.7%	2.3%	2.1%	3.8%	2.9%	4.9%
2011	-1.2%	-1.3%	0.6%	-0.3%	-0.9%	-0.1%	-0.5%	-0.4%	0.0%	-0.1%	0.6%	-0.4%	-0.4%	-0.9%
2012														
2013														
2014														
2015														
Average														
2009	3.752	1.221	1.266	2.807	2.000	1.504	2.357	2.499	1.367	1.311	1.057	2.932	24.07	6.239
2010	3.083	1.177	1.241	2.782	1.958	1.611	2.392	2.548	1.445	1.278	1.038	2.765	23.32	5.501
2011	3.371	1.134	1.281	2.885	2.001	1.591	2.373	2.488	1.415	1.311	1.082	2.764	23.70	5.786
2012	3.252	1.065	1.251	2.752	1.876	1.502	2.245	2.377	1.341	1.258	1.049	2.703	22.67	5.568
2013	3.295	1.084	1.281	2.706	1.874	1.480	2.245	2.384	1.325	1.256	1.069	2.743	22.74	5.660
2014	3.288	1.074	1.278	2.709	1.859	1.466	2.250	2.404	1.348	1.273	1.074	2.754	22.78	5.640
2015	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
Annual														
2009	-7.3%	-7.8%	3.7%	-1.8%	-5.2%	-0.5%	-3.0%	-2.2%	0.3%	-0.7%	3.7%	-2.5%	-2.7%	-5.2%
2010	5.7%	4.8%	2.7%	1.8%	2.0%	2.1%	1.7%	1.7%	1.7%	2.3%	2.1%	3.8%	2.9%	4.9%
2011	-1.2%	-1.3%	0.6%	-0.3%	-0.9%	-0.1%	-0.5%	-0.4%	0.0%	-0.1%	0.6%	-0.4%	-0.4%	-0.9%
2012														
2013														
2014														
2015														
Average														

ECONOMIC IMPACT - INDEXED TO 2015

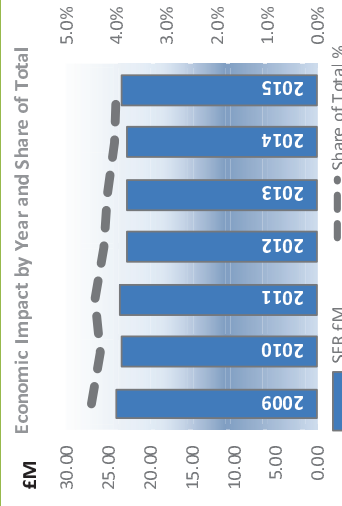
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
SFR £M	24.07	23.32	23.70	22.67	22.74	22.78	23.42
All Visitor Types £M	533.74	538.63	536.28	531.88	542.28	562.15	584.42
Share of Total	4.5%	4.3%	4.4%	4.3%	4.2%	4.1%	4.0%
Annual Change in Share		-4.0%	2.1%	-3.5%	-1.6%	-3.4%	-1.1%
Change in Share from 2009		-4.0%	-2.0%	-5.5%	-7.0%	-10.2%	-11.1%
Avg Ann. Change in Share		-4.0%	-1.0%	-1.8%	-1.8%	-2.0%	-1.9%

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**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2009 to 2015

% Change 2014 to 2015

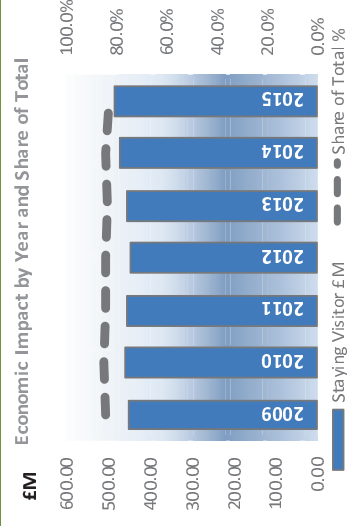
Average Annual Change

	2009 to 2015 2015 Prices	MONTH AND QUARTER												TOTAL	% Change	Annual Change	ECONOMIC IMPACT Indexed	
		STAYING VISITOR																
		Q1			Q2			Q3			Q4							
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					
2009	£M	15.49	15.88	19.33	35.49	53.95	47.62	63.55	78.50	51.23	33.35	17.95	17.40	449.73	50.70	137.06	193.28	68.70
2010	£M	10.36	15.22	18.57	34.00	50.50	56.71	66.49	83.50	59.02	31.07	17.33	14.43	457.20	44.15	141.20	209.01	62.83
2011	£M	12.77	13.90	20.20	37.80	52.90	54.32	63.98	76.74	55.13	32.84	18.96	14.41	453.94	46.87	145.02	195.85	66.21
2012	£M	12.87	13.69	21.49	37.03	49.68	52.59	61.82	76.35	54.17	33.18	19.89	15.24	448.00	48.05	139.30	192.34	68.31
2013	£M	13.44	14.26	23.58	35.46	50.65	51.52	62.18	77.38	53.35	33.62	21.44	16.30	453.18	51.28	137.63	192.91	71.36
2014	£M	13.83	14.50	24.00	36.97	51.22	51.72	63.96	76.14	64.74	35.61	22.54	17.11	472.34	52.33	139.92	204.84	75.26
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	54.85	146.43	208.03	76.85

ECONOMIC IMPACT - INDEXED TO 2015

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Staying Visitor	£M	449.73	457.20	453.94	448.00	453.18	472.34
All Visitor Types	£M	538.74	538.63	536.28	531.88	542.28	584.42
Share of Total	%	84.3%	84.9%	84.6%	84.2%	83.6%	84.0%
Annual Change in Share	%		0.7%	-0.3%	-0.5%	-0.8%	0.5%
Change in Share from 2009	%		0.7%	0.5%	0.0%	-0.8%	-1.3%
Avg Ann. Change in Share	%		0.7%	0.2%	0.0%	-0.2%	-0.2%

STAYING VISITOR



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**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

ECONOMIC IMPACT BY:

KEY

- An increase of 3% or more
- Less than 3% change
- A Fall of 3% or more

MONTH AND QUARTER

DAY VISITOR

ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES

	2009 to 2015 2015 Prices														
	Q1			Q2			Q3			Q4					
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Annual Change
% Change 2009 to 2015	19.6%	35.9%	76.0%	11.4%	19.4%	15.0%	12.8%	16.6%	8.6%	10.9%	10.4%	-10.5%	17.0%		
% Change 2014 to 2015	19.3%	16.3%	7.1%	1.7%	5.4%	4.4%	3.0%	14.3%	15.0%	17.4%	3.3%	15.0%	9.4%		
Average Annual Change	3.3%	6.0%	12.7%	1.9%	3.2%	2.5%	2.1%	2.8%	1.4%	1.8%	1.7%	-1.8%	2.8%		
2009	£M	3.794	4.794	8.318	9.282	7.475	9.690	14.97	7.670	7.149	3.890	3.405	84.01		
2010	£M	3.564	4.770	3.500	8.245	9.549	8.473	8.867	13.77	7.184	6.940	3.811	2.754	81.43	-3.1%
2011	£M	4.000	5.031	3.897	9.037	9.261	7.663	9.209	13.12	7.523	6.980	3.897	2.718	82.34	1.1%
2012	£M	4.210	5.259	4.480	8.087	8.321	9.979	10.64	14.08	7.679	6.581	3.934	2.493	83.88	1.9%
2013	£M	4.143	5.571	4.949	8.232	10.58	8.169	10.64	15.56	7.690	6.773	4.084	2.713	89.10	6.2%
2014	£M	3.806	5.602	5.877	9.114	10.51	8.228	10.61	15.26	7.242	6.751	4.158	2.648	89.80	0.8%
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	9.4%

DAY VISITOR

ECONOMIC IMPACT Indexed

CALENDAR YEAR

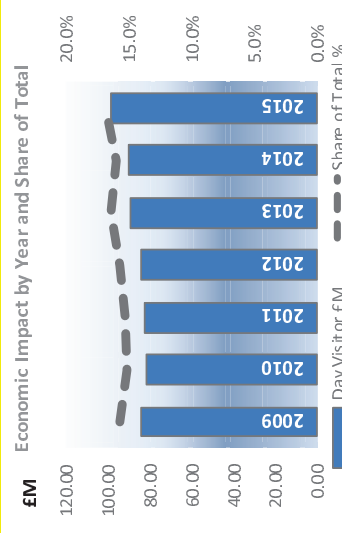
QUARTER

	Q1	Q2	Q3	Q4
2009	42.6%	15.4%	13.5%	5.7%
2010	13.5%	3.9%	10.8%	12.6%
2011	7.1%	2.6%	2.3%	1.0%
2012	12.16	25.07	32.33	14.44
2013	11.83	26.27	29.82	13.51
2014	12.93	25.96	29.85	13.59
2015	13.95	25.18	31.74	13.01
2016	14.66	26.98	33.89	13.57
2017	15.28	27.85	33.11	13.56
2018	17.35	28.94	36.70	15.27

ECONOMIC IMPACT - INDEXED TO 2015

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Day Visitor	£M	84.01	81.43	82.34	83.88	89.10	89.80
All Visitor Types	£M	538.74	538.63	536.28	531.88	542.28	562.15
Share of Total	%	15.7%	15.1%	15.4%	15.8%	16.4%	16.0%
Annual Change in Share	%		-3.9%	1.6%	2.7%	4.2%	-2.8%
Change in Share from 2009	%		-3.9%	-2.5%	0.2%	4.4%	1.5%
Avg Ann. Change in Share	%		-3.9%	-1.2%	0.1%	1.1%	0.3%

DAY VISITOR



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