



# STEAM FINAL TREND REPORT FOR 2013-2015

Final

## East Lindsey District Council

*Skegness and Ingoldmells*

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REPORT SECTIONS



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USER GUIDE



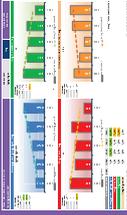
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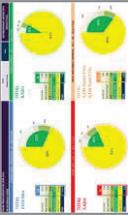
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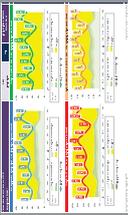
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## Report Section Design and Features

### Headers

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

The 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 2013-2015  
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

2013 to 2015  
Historic Prices

SERVICED  
ACCOMMODATION

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



## Unindexed Key Measures by Year and Visitor Type for the Period 2013 to 2015

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

**STEAM FINAL TREND REPORT FOR 2013-2015  
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

**2013 to 2015  
Historic Prices**

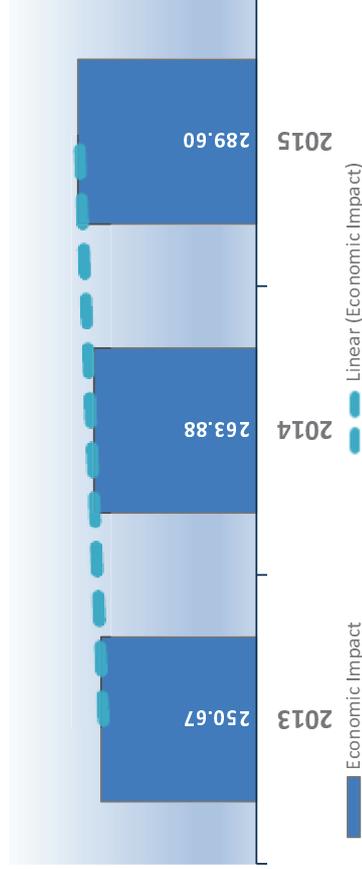
**TOTAL**

**KEY MEASURES  
Historic Prices**

**Economic Impact - Historic Prices - Total**

**Historic Prices £M**

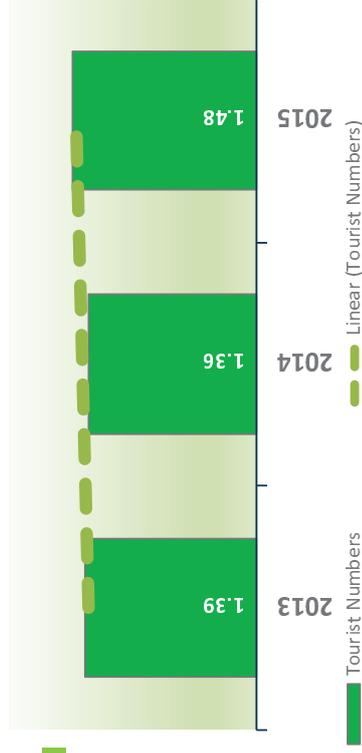
% Change Year on Year	2014	2015
	5.3%	9.7%



% Change Year on Year	2014	2015
	-2.0%	9.2%

**Visitor Numbers - Total**

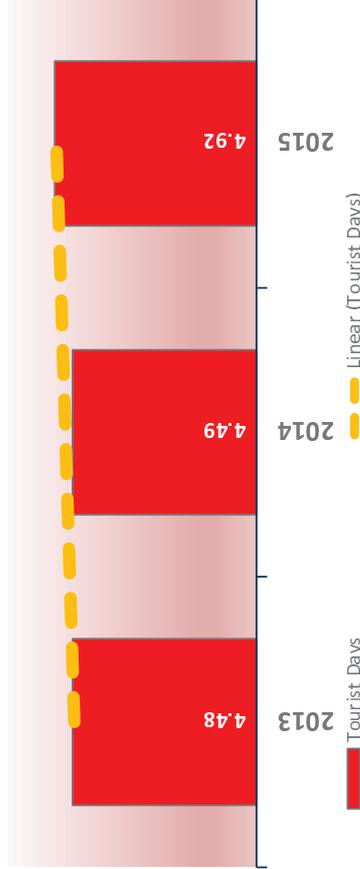
**M**



**Visitor Days - Total**

**M**

% Change Year on Year	2014	2015
	0.2%	9.6%

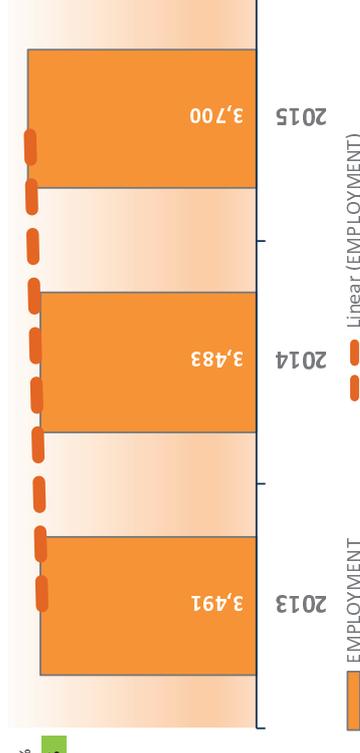


% Change Year on Year	2014	2015
	-0.2%	6.2%

**Total Employment Supported - Total**

**FTEs**

% Change Year on Year	2014	2015
	-0.2%	6.2%



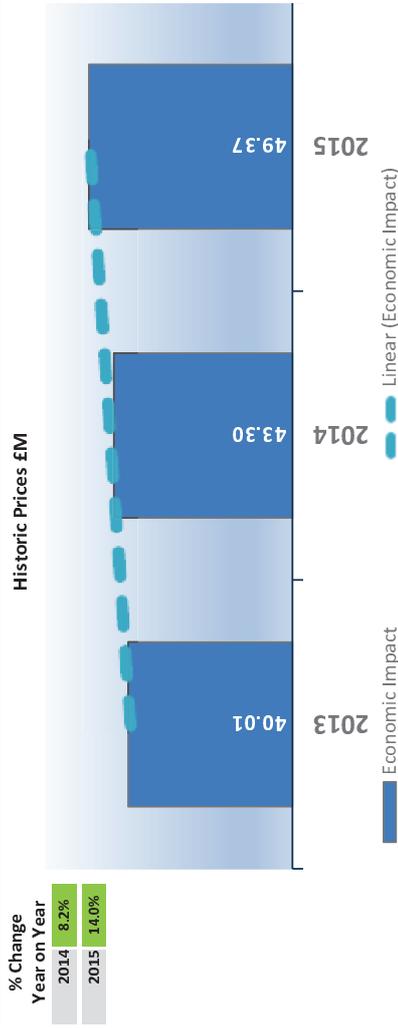
% Change from 2013	2013	2014	2015
<b>Economic Impact - Historic Prices</b>		5.3%	15.5%
<b>Visitor Numbers</b>		-2.0%	7.0%
<b>Visitor Days</b>		0.2%	9.8%
<b>Total Employment</b>		-0.2%	6.0%

"Linear" = Linear Trendline

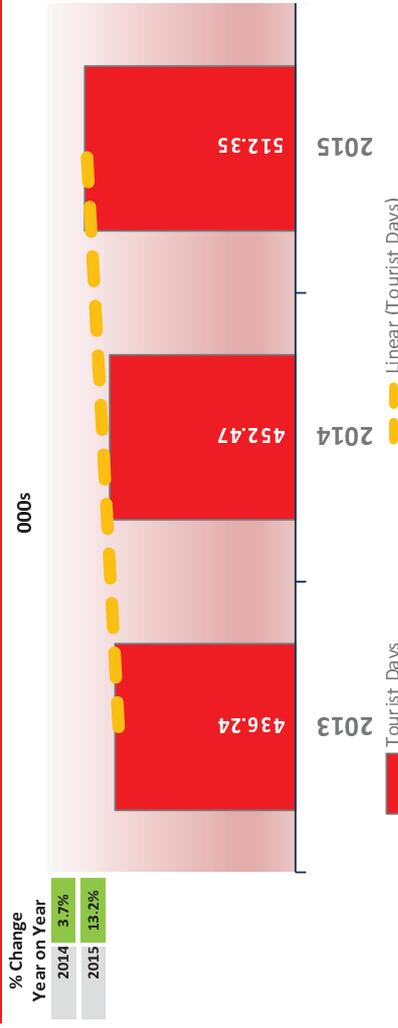
**STEAM FINAL TREND REPORT FOR 2013-2015**

**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

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



**Visitor Days - Serviced Accommodation**

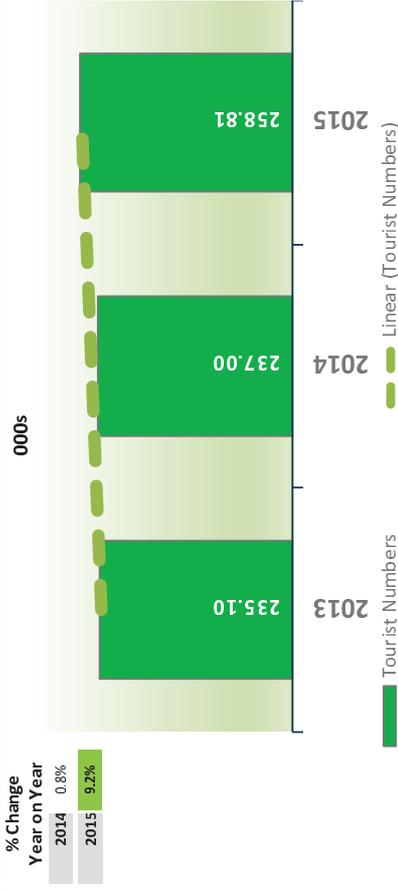


% Change from 2013	2014	2015
<b>Economic Impact - Historic Prices</b>	8.2%	23.4%
<b>Visitor Numbers</b>	0.8%	10.1%
<b>Visitor Days</b>	3.7%	17.4%
<b>Direct Employment</b>	0.7%	4.8%

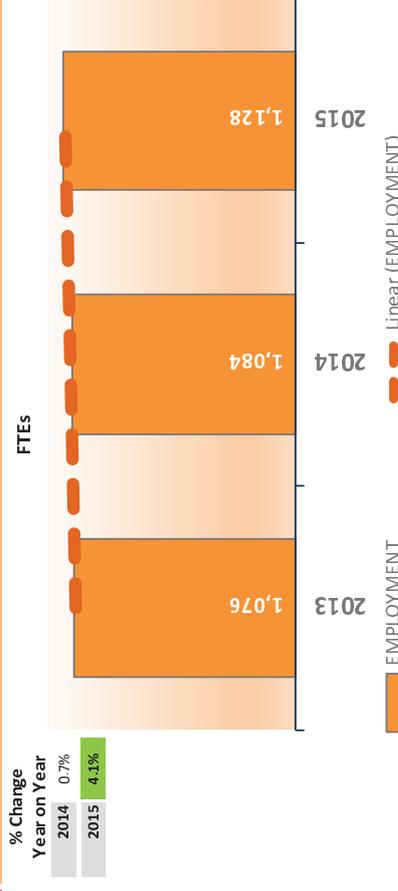
**2013 to 2015 Historic Prices**

**SERVICED ACCOMMODATION**

**Visitor Numbers - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**

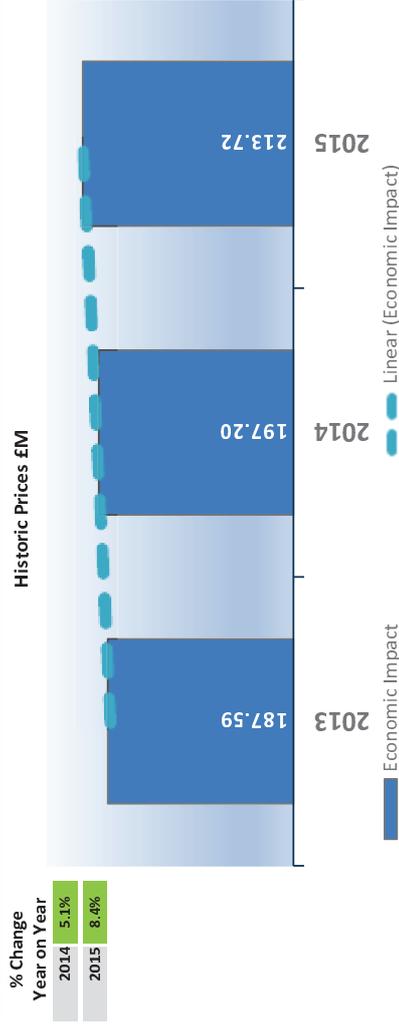


"Linear" = Linear Trendline

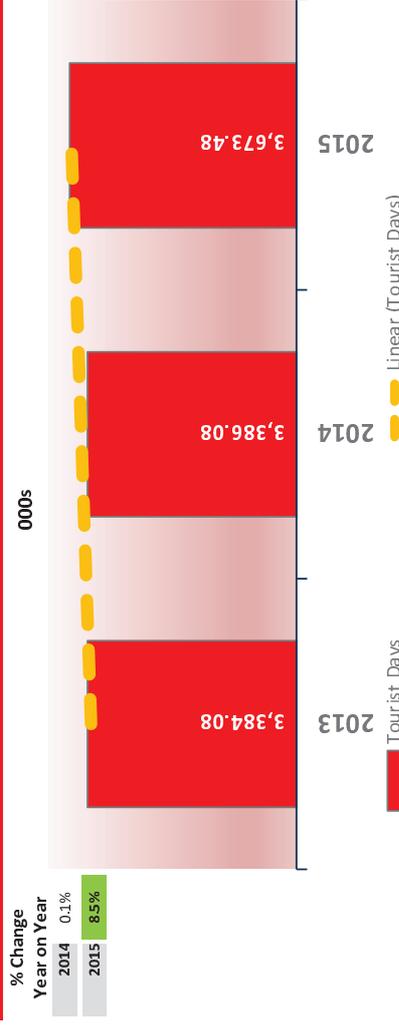
**STEAM FINAL TREND REPORT FOR 2013-2015**

**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

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



**Visitor Days - Non-Serviced Accommodation**



	2013	2014	2015
<b>% Change from 2013</b>			
<b>Economic Impact - Historic Prices</b>		5.1%	13.9%
<b>Visitor Numbers</b>		-3.9%	0.4%
<b>Visitor Days</b>		0.1%	8.6%
<b>Direct Employment</b>		-1.2%	5.6%

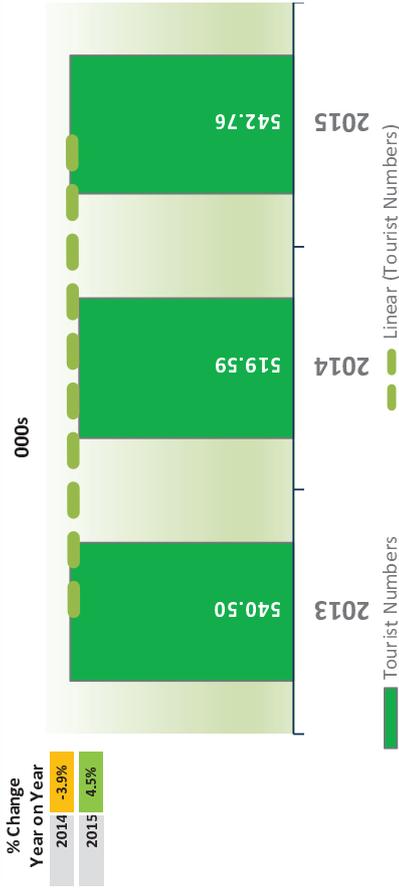
**2013 to 2015 Historic Prices**

**NON-SERVICED ACCOMMODATION**

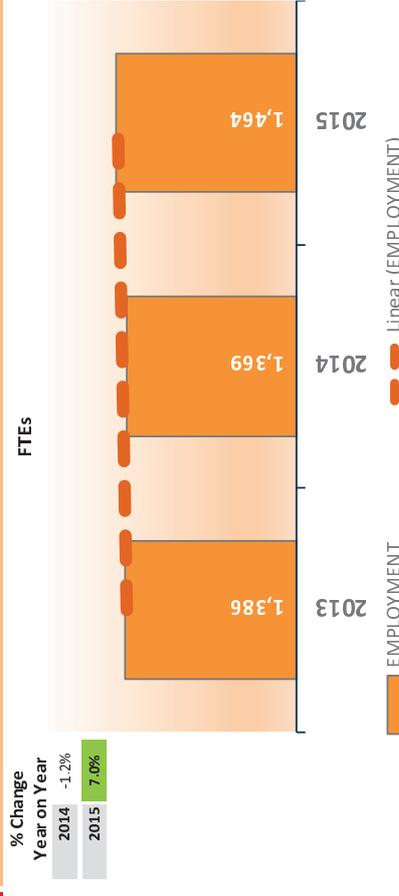
**KEY MEASURES**

**Historic Prices**

**Visitor Numbers - Non-Serviced Accommodation**



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



"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2013-2015

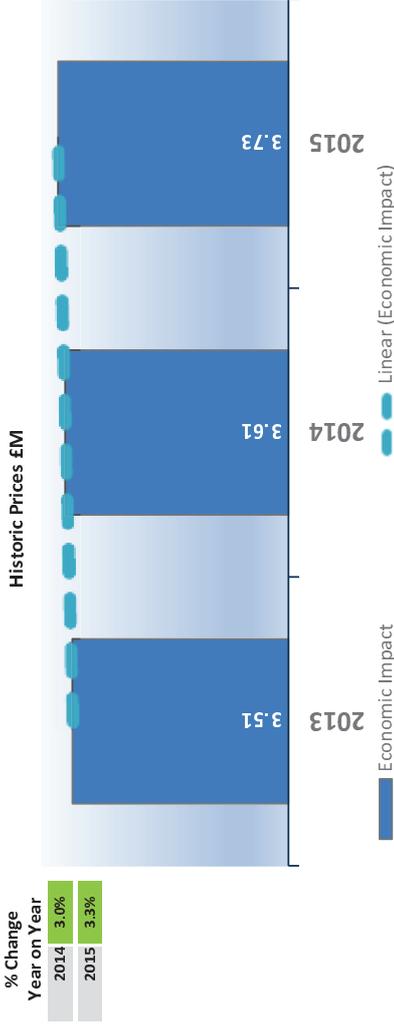
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

2013 to 2015  
Historic Prices

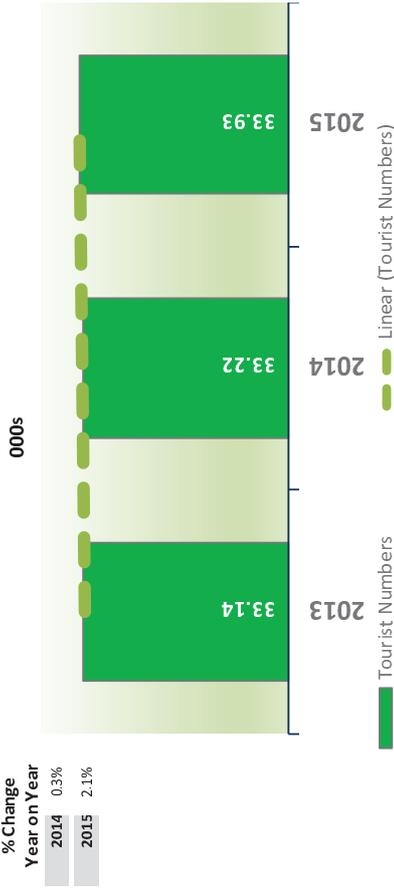
SFR

KEY MEASURES  
Historic Prices

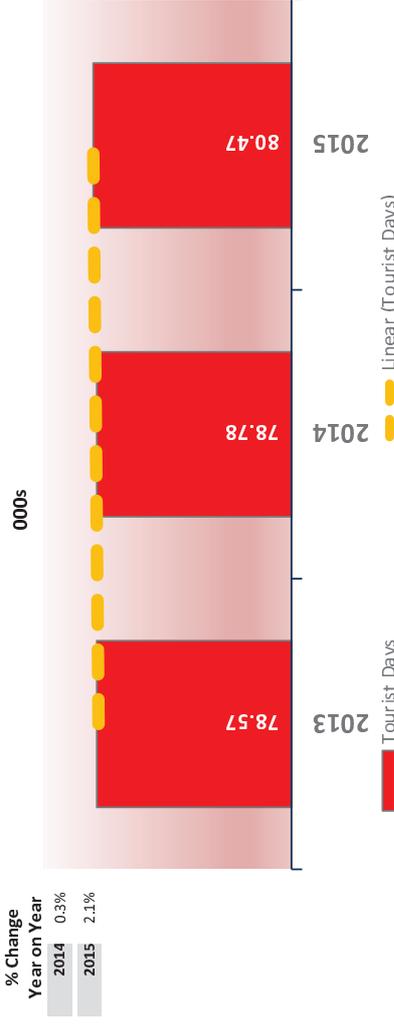
Economic Impact - Historic Prices - SFR



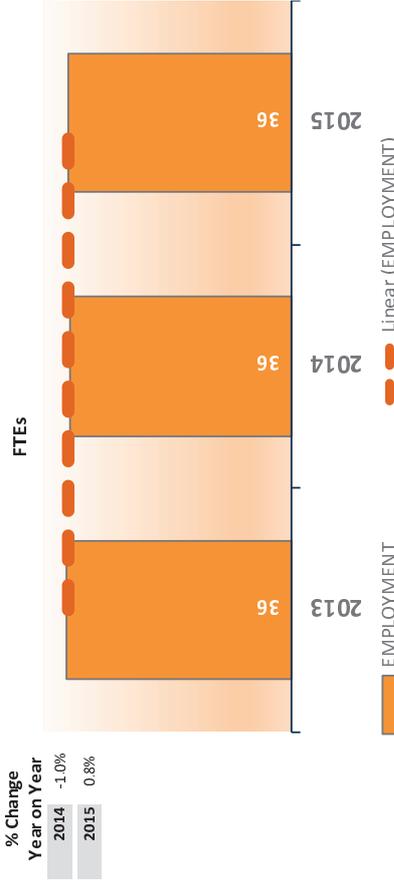
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



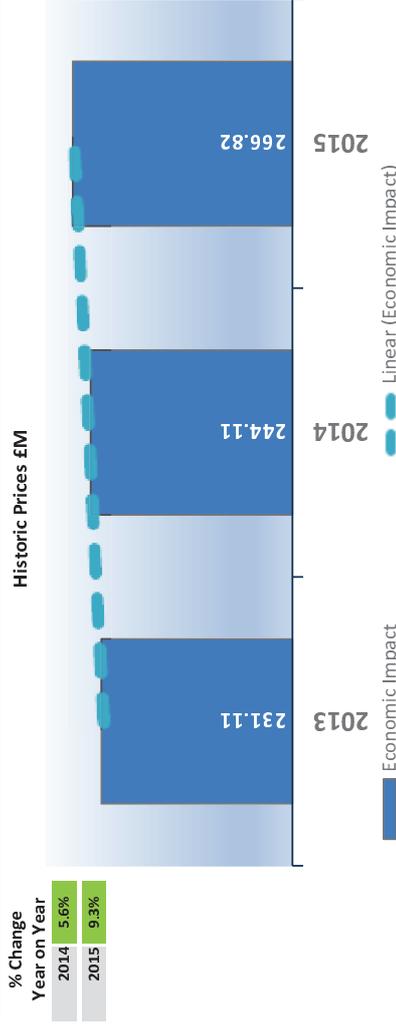
Year	2013	2014	2015
% Change from 2013		3.0%	6.4%
Economic Impact - Historic Prices		0.3%	2.4%
Visitor Numbers		0.3%	2.4%
Visitor Days		-1.0%	-0.2%
Direct Employment			

"Linear" = Linear Trendline

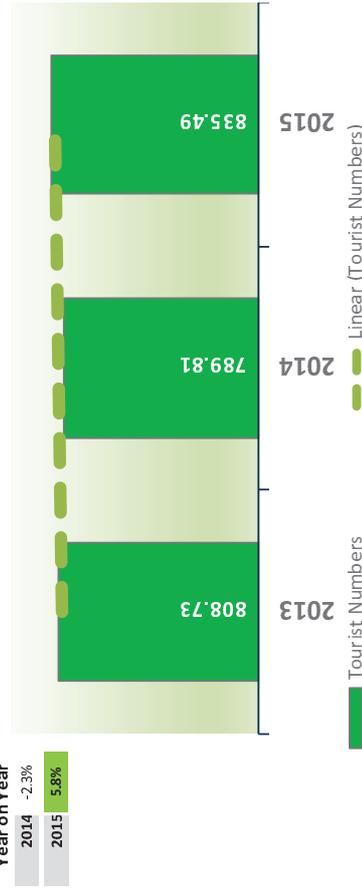
STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

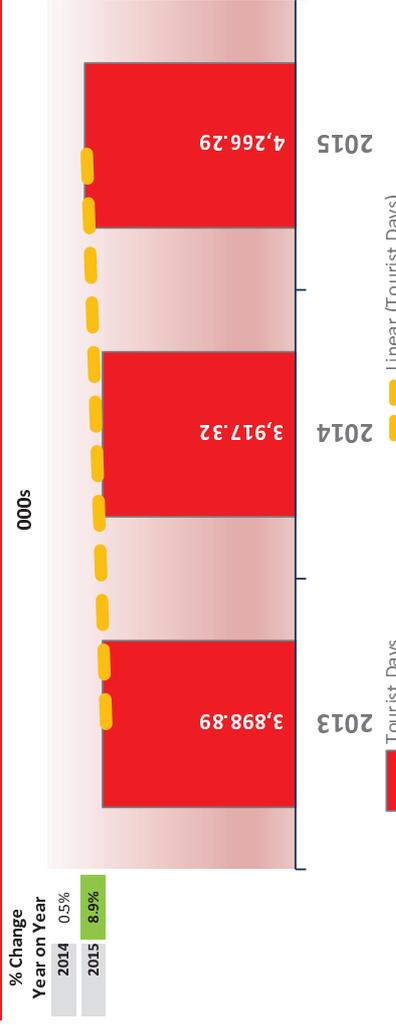
Economic Impact - Historic Prices - Staying Visitor



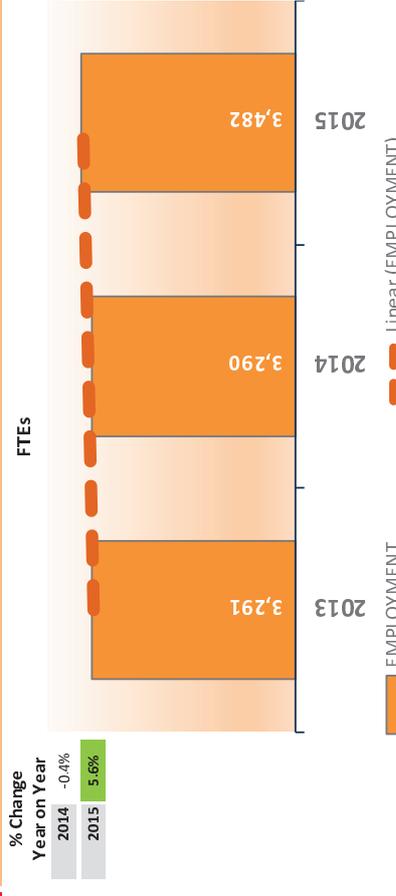
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



	2013	2014	2015
% Change from 2013		5.6%	15.5%
Economic Impact - Historic Prices		-2.3%	3.3%
Visitor Numbers		0.5%	9.4%
Visitor Days		0.0%	5.8%
Direct Employment			

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2013-2015

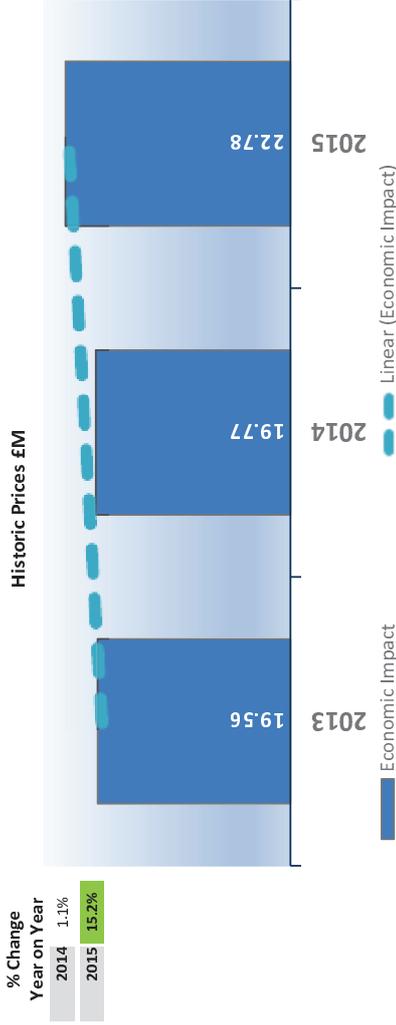
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

2013 to 2015  
Historic Prices

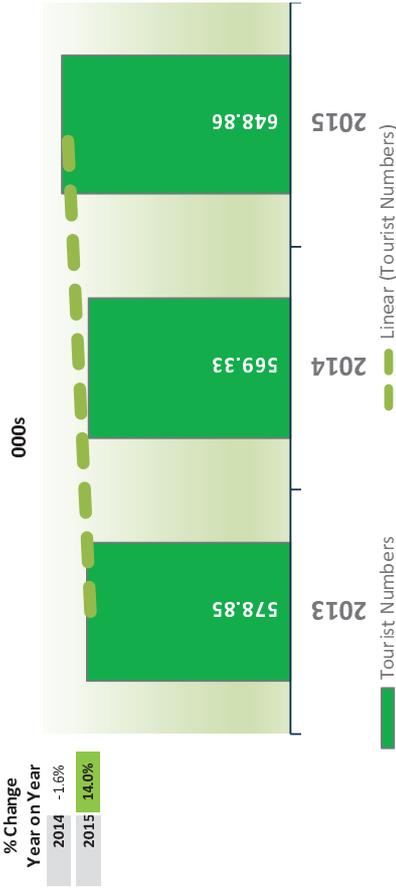
DAY VISITOR

KEY MEASURES  
Historic Prices

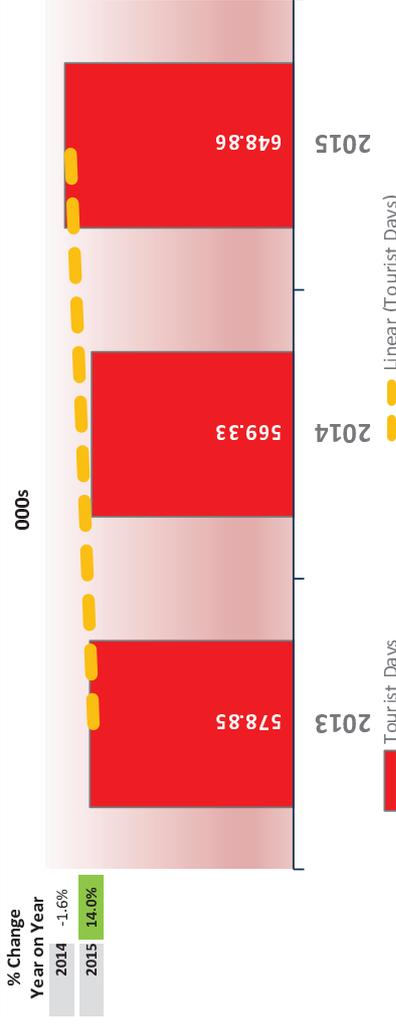
Economic Impact - Historic Prices - Day Visitor



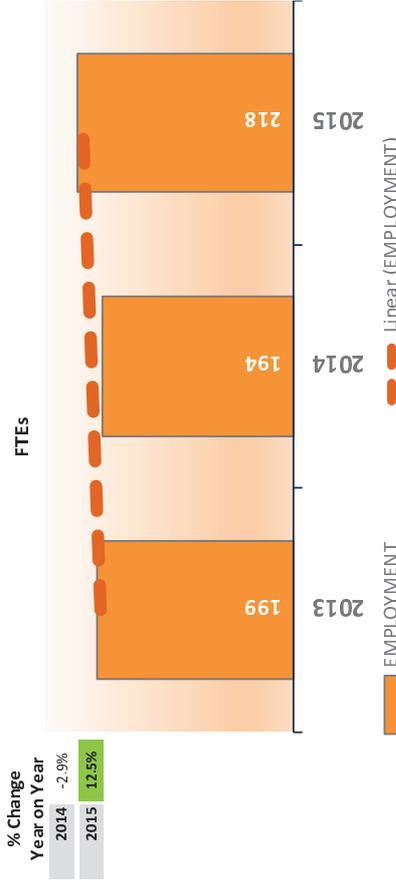
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



	2013	2014	2015
% Change from 2013			
Economic Impact - Historic Prices	1.1%	1.1%	16.5%
Visitor Numbers	-1.6%	-1.6%	12.1%
Visitor Days	-1.6%	-1.6%	12.1%
Direct Employment	-2.9%	-2.9%	9.2%

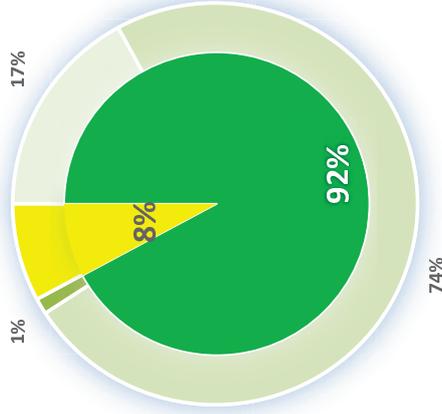
"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2013 to 2015

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

**TOTAL**  
**£289.60m**

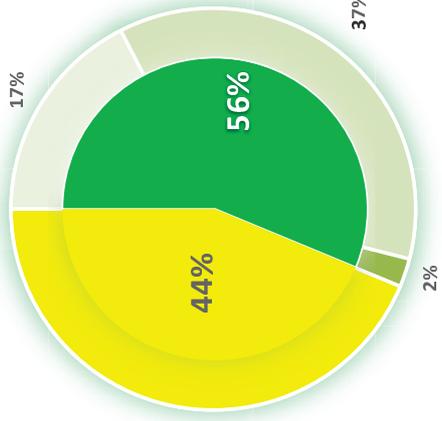
	£M
Serviced	49.37
Non-Serviced	213.72
SFR	3.73
Staying Visitor	266.82
Day Visitor	22.78
<b>Total</b>	<b>289.60</b>



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

**TOTAL**  
**1.48m**

	M
Serviced	0.26
Non-Serviced	0.54
SFR	0.03
Staying Visitor	0.84
Day Visitor	0.65
<b>Total</b>	<b>1.48</b>



Visitor Numbers - 2015 - M - Share of Total

TOTAL

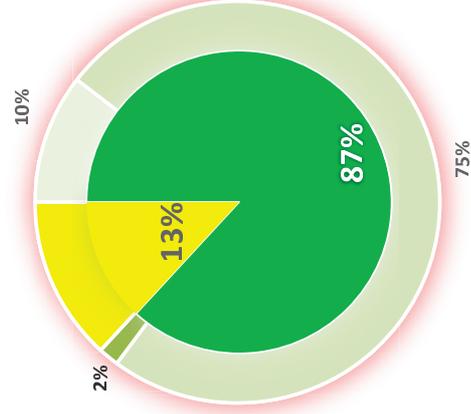
2015  
 Historic Prices

DISTRIBUTION BY VISITOR TYPE  
 Historic Prices

Visitor Days - 2015 - M - Share of Total

**TOTAL**  
**4.92m**

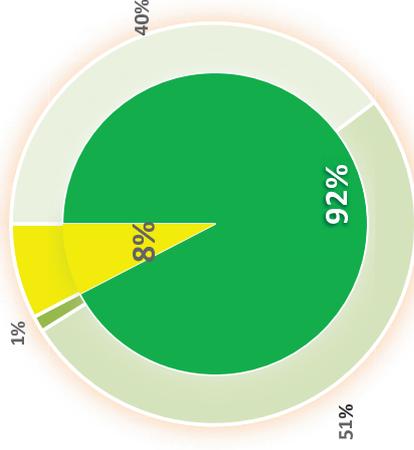
	M
Serviced	0.51
Non-Serviced	3.67
SFR	0.08
Staying Visitor	4.27
Day Visitor	0.65
<b>Total</b>	<b>4.92</b>



Direct Employment Supported - 2015 - FTEs - Share of Total

**TOTAL**  
**2,846 Direct FTEs**  
**3,700 Total FTEs**

	FTEs
Serviced	1,128
Non-Serviced	1,464
SFR	36
Staying Visitor	2,628
Day Visitor	218
<b>Total</b>	<b>2,846</b>



**STEAM FINAL TREND REPORT FOR 2013-2015**  
**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

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



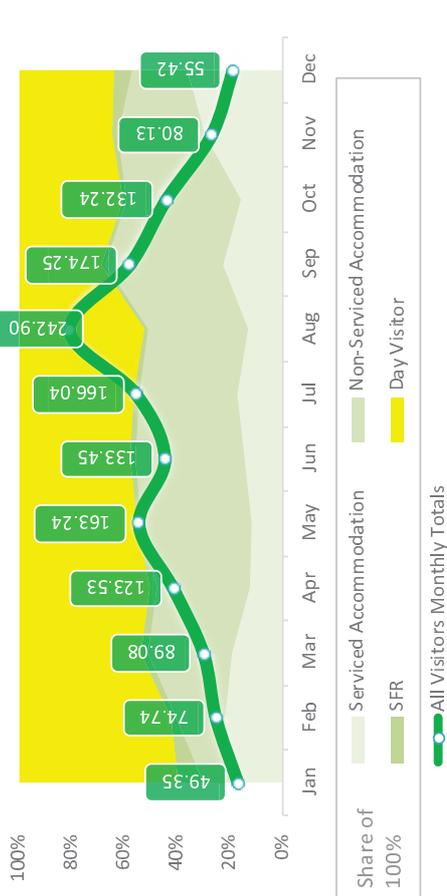
**2015**  
**Historic Prices**

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



**DISTRIBUTION BY MONTH**  
**Historic Prices**

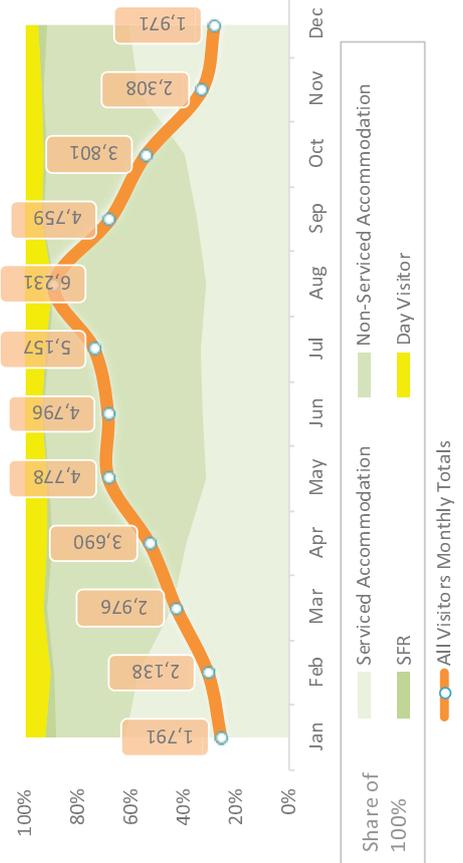
**Visitor Numbers - 2015 - 000s - Distribution of Impact by Month**



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



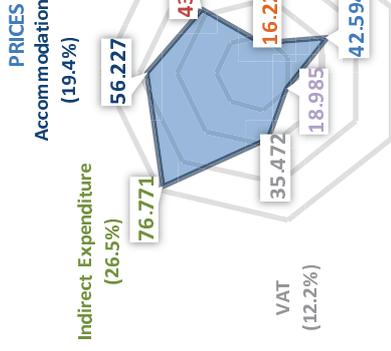
**Direct Employment Supported - 2015 - FTEs - Distribution of Impact by Month**



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

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

SECTOR / YEAR	2013	2014	2015
Accommodation	£M 47.51	52.35	56.23
Food & Drink	£M 37.82	39.09	43.33
Recreation	£M 14.13	14.59	16.22
Shopping	£M 37.03	38.12	42.59
Transport	£M 16.69	17.14	18.99
Direct Revenue	£M 153.17	161.28	177.36
VAT	£M 30.63	32.26	35.47
Direct Expenditure	£M 183.80	193.54	212.83
Indirect Expenditure	£M 66.87	70.34	76.77
TOTAL	£M 250.67	263.88	289.60



Transport (6.6%)  
Shopping (14.7%)

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

2015

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2013	2014	2015
Accommodation	FTEs 933	934	947
Food & Drink	FTEs 694	689	746
Recreation	FTEs 315	312	339
Shopping	FTEs 619	612	668
Transport	FTEs 137	135	146
Direct Employment	FTEs 2,698	2,682	2,846
Indirect Employment	FTEs 793	801	854
TOTAL	FTEs 3,491	3,483	3,700



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.

Shopping (18.1%)

## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2013 to 2015

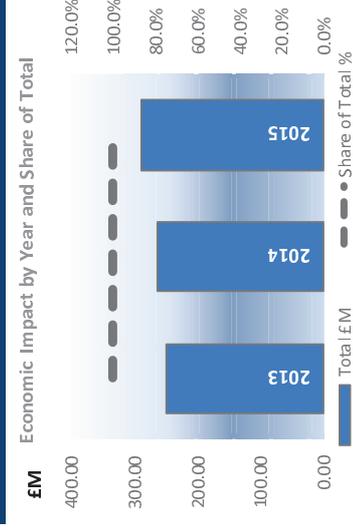
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

**STEAM FINAL TREND REPORT FOR 2013-2015  
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

ECONOMIC IMPACT BY: KEY	2013 to 2015 Historic Prices												TOTAL	ECONOMIC IMPACT Historic Prices			
	MONTH AND QUARTER													QUARTER			
	TOTAL													TOTAL			
	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													% Change			
	Q1			Q2			Q3			Q4				Q1	Q2	Q3	Q4
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		14.8%	14.0%	16.7%	16.2%
An increase of 3% or more	19.9%	12.8%	13.9%	14.9%	13.0%	14.2%	15.8%	15.0%	20.5%	19.8%	9.1%	16.9%	15.5%	14.8%	14.0%	16.7%	16.2%
Less than 3% change	17.4%	10.6%	9.0%	7.8%	10.3%	11.0%	9.5%	11.2%	7.9%	10.8%	2.7%	10.5%	9.7%	11.1%	9.9%	9.7%	8.5%
A Fall of 3% or more	9.9%	6.4%	7.0%	7.4%	6.5%	7.1%	7.9%	7.5%	10.3%	9.9%	4.6%	8.4%	7.8%	7.4%	7.0%	8.4%	8.1%
% Change 2013 to 2015	6.374	9.775	15.86	20.50	28.38	28.67	33.48	40.74	26.59	20.81	11.33	8.162	250.67	32.01	77.55	100.80	40.31
% Change 2014 to 2015	6.507	9.977	16.57	21.84	29.08	29.51	35.39	42.13	29.70	22.50	12.05	8.629	263.88	33.05	80.42	107.23	43.18
Average Annual Change	7.640	11.03	18.07	23.55	32.07	32.75	38.75	46.87	32.04	24.93	12.37	9.538	289.60	36.74	88.37	117.66	46.83
2013	£M																
2014	£M																
2015	£M																

**ECONOMIC IMPACT - IN HISTORIC PRICES**

SHARE OF MARKET	2013	2014	2015
Total	250.67	263.88	289.60
All Visitor Types	250.67	263.88	289.60
Share of Total	100.0%	100.0%	100.0%
Annual Change in Share			
Change in Share from 2013			
Avg Ann. Change in Share			



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 2013-2015**

**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

**ECONOMIC IMPACT BY:**

**KEY**

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 £M

2014 £M

2015 £M

**MONTH AND QUARTER**

**SERVICED ACCOMMODATION**

**ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES**

	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2013	73.7%	23.0%	19.1%	33.5%	30.8%	30.9%	23.9%	12.7%	23.6%	40.0%	-5.6%	25.3%
2014	60.8%	24.1%	21.9%	12.5%	21.9%	29.3%	13.1%	9.1%	-1.9%	22.1%	-7.3%	21.3%
2015	36.8%	11.5%	9.6%	16.7%	15.4%	15.5%	12.0%	6.4%	11.8%	20.0%	-2.8%	12.7%
Average Annual Change	1.042	1.994	2.351	2.821	3.149	3.578	4.855	7.016	4.628	3.075	3.569	1.933
2013	1.126	1.977	2.298	3.346	3.380	3.624	5.318	7.246	5.828	3.526	3.634	1.998
2014	1.810	2.454	2.801	3.765	4.120	4.685	6.015	7.907	5.719	4.305	3.368	2.423

**CALENDAR YEAR**

TOTAL	% Change
23.4%	23.4%
14.0%	14.0%
11.7%	11.7%
40.01	40.01
43.30	8.2%
49.37	14.0%

**QUARTER**

Q1	Q2	Q3	Q4
31.1%	31.6%	19.0%	17.7%
30.8%	21.5%	6.8%	10.2%
15.6%	15.8%	9.5%	8.9%
5.387	9.549	16.50	8.577
5.401	10.35	18.39	9.158
7.065	12.57	19.64	10.10

**2013 to 2015  
Historic Prices**

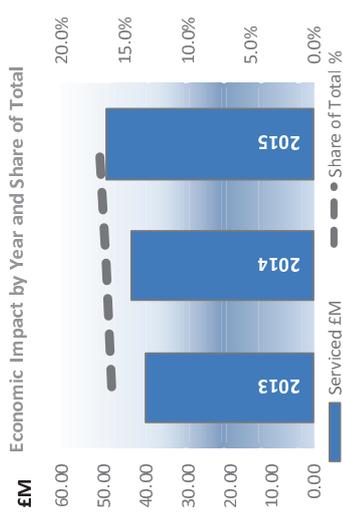
**SERVICED ACCOMMODATION**

**ECONOMIC IMPACT  
Historic Prices**

**ECONOMIC IMPACT - IN HISTORIC PRICES**

SHARE OF MARKET	2013	2014	2015
Serviced	40.01	43.30	49.37
All Visitor Types	250.67	263.88	289.60
Share of Total	16.0%	16.4%	17.0%
Annual Change in Share	2.8%	2.8%	3.9%
Change in Share from 2013	2.8%	2.8%	6.8%
Avg Ann. Change in Share	2.8%	2.8%	3.4%

**SERVICED ACCOMMODATION**



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Report Prepared by: David Calway, Date of Issue: 07/09/16

**STEAM FINAL TREND REPORT FOR 2013-2015**

**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

**ECONOMIC IMPACT BY:**

**KEY**

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

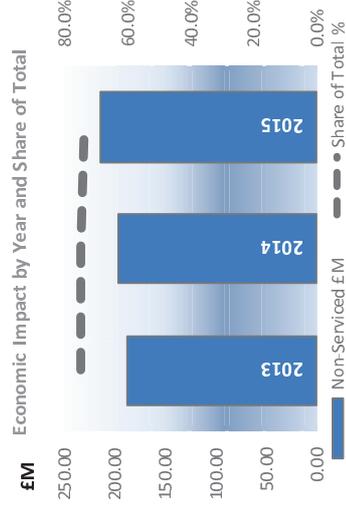
Average Annual Change

	2013	2014	2015	MONTH AND QUARTER												ECONOMIC IMPACT			
				NON-SERVED ACCOMMODATION												Historic Prices			
	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												NON-SERVED ACCOMMODATION						
	Q1			Q2			Q3			Q4			QUARTER						
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Annual Change				
2013	£M	3.938	6.384	12.21	15.45	22.62	23.07	25.94	29.94	20.07	16.05	5.214	187.59		22.53	61.14	75.95	27.97	
2014	£M	4.048	6.589	12.76	16.05	23.09	23.84	27.38	31.15	22.07	17.28	7.329	197.20	5.1%	23.40	62.98	80.60	30.23	
2015	£M	4.256	6.881	13.58	17.18	25.08	25.83	29.83	34.53	24.18	18.57	7.831	213.72	8.4%	24.72	68.09	88.54	32.36	

**ECONOMIC IMPACT - IN HISTORIC PRICES**

SHARE OF MARKET	2013	2014	2015	
Non-Serviced	£M	187.59	197.20	213.72
All Visitor Types	£M	250.67	263.88	289.60
Share of Total	%	74.8%	74.7%	73.8%
Annual Change in Share	%	-0.1%	-1.2%	
Change in Share from 2013	%	-0.1%	-1.4%	
Avg Ann. Change in Share	%	-0.1%	-0.7%	

**NON-SERVED ACCOMMODATION**



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Report Prepared by: David Calway, Date of Issue: 07/09/16

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

2013 to 2015 Historic Prices												2013 to 2015 Historic Prices			
MONTH AND QUARTER												ECONOMIC IMPACT			
SFR												SFR			
ECONOMIC IMPACT BY:												ECONOMIC IMPACT			
KEY												Historic Prices			

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES

CALENDAR YEAR

% Change

Annual Change

TOTAL

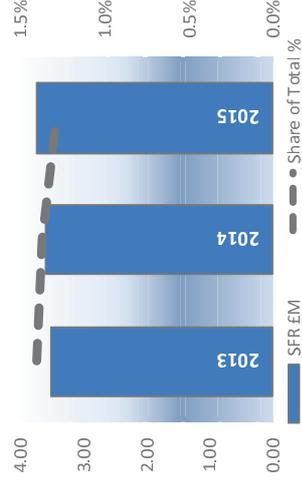
QUARTER

	MONTH AND QUARTER												2013 to 2015 Historic Prices			
	Q1			Q2			Q3			Q4			QUARTER			
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1	Q2	Q3	Q4
2013	7.9%	5.8%	6.1%	5.8%	5.4%	5.3%	5.8%	6.4%	7.3%	7.5%	5.2%	7.1%	7.0%	5.5%	6.4%	6.8%
2014	5.3%	3.7%	3.1%	2.5%	3.2%	3.3%	2.7%	2.9%	2.8%	2.9%	1.8%	3.5%	4.4%	2.9%	2.8%	3.0%
2015	3.9%	2.9%	3.0%	2.9%	2.7%	2.6%	2.9%	3.2%	3.7%	3.7%	2.6%	3.5%	3.5%	2.8%	3.2%	3.4%
Average Annual Change	0.484	0.174	0.212	0.424	0.290	0.229	0.347	0.365	0.199	0.200	0.162	0.419	0.870	0.943	0.911	0.781
2013	0.496	0.178	0.218	0.438	0.296	0.234	0.357	0.377	0.208	0.208	0.168	0.434	0.892	0.967	0.943	0.810
2015	0.522	0.185	0.225	0.449	0.305	0.241	0.367	0.388	0.214	0.214	0.171	0.449	0.931	0.996	0.969	0.834

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET	2013	2014	2015
SFR	3.505	3.612	3.730
All Visitor Types	250.67	263.88	289.60
Share of Total	1.4%	1.4%	1.3%
Annual Change in Share	-2.1%	-2.1%	-5.9%
Change in Share from 2013	-2.1%	-2.1%	-7.9%
Avg Ann. Change in Share	-2.1%	-2.1%	-3.9%

ECONOMIC IMPACT BY Year and Share of Total



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**STEAM FINAL TREND REPORT FOR 2013-2015**

**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

**2013 to 2015**  
Historic Prices

**ECONOMIC IMPACT**  
Historic Prices

**ECONOMIC IMPACT BY:** MONTH AND QUARTER

**KEY**

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

**STAYING VISITOR**

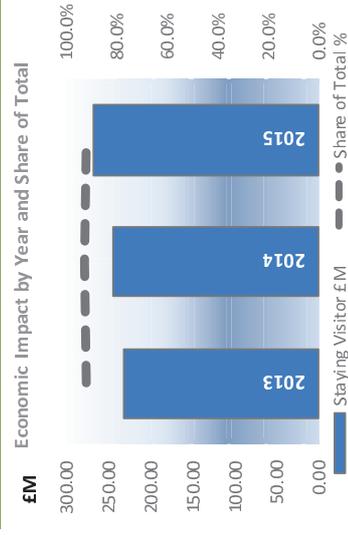
**ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES**

	MONTH AND QUARTER											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2013	5.464	8.552	14.77	18.69	26.06	26.87	31.14	37.32	24.90	19.33	10.44	7.566
2014	5.669	8.744	15.28	19.83	26.76	27.69	33.06	38.77	28.11	21.02	11.13	8.046
2015	6.588	9.519	16.61	21.40	29.50	30.76	36.22	42.82	30.11	23.09	11.37	8.832
<b>TOTAL</b>												
<b>% Change</b>												
<b>Annual Change</b>												
	10.3%	5.7%	6.2%	7.2%	6.6%	7.2%	8.2%	7.4%	10.5%	9.7%	4.5%	8.4%
	16.2%	8.9%	8.7%	7.9%	10.2%	11.1%	9.6%	10.5%	7.1%	9.9%	2.1%	9.8%
	20.6%	11.3%	12.4%	14.5%	13.2%	14.4%	16.3%	14.7%	20.9%	19.5%	8.9%	16.7%
<b>TOTAL</b>												
<b>% Change</b>												
<b>Annual Change</b>												
	10.3%	7.7%	7.7%	7.7%	7.7%	7.7%	7.7%	7.7%	7.7%	7.7%	7.7%	7.7%
	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%
	15.5%	15.5%	15.5%	15.5%	15.5%	15.5%	15.5%	15.5%	15.5%	15.5%	15.5%	15.5%
<b>TOTAL</b>												
<b>% Change</b>												
<b>Annual Change</b>												
	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%
	10.2%	10.2%	10.2%	10.2%	10.2%	10.2%	10.2%	10.2%	10.2%	10.2%	10.2%	10.2%
	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%
<b>TOTAL</b>												
<b>% Change</b>												
<b>Annual Change</b>												
	6.8%	6.8%	6.8%	6.8%	6.8%	6.8%	6.8%	6.8%	6.8%	6.8%	6.8%	6.8%
	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%
	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%
	14.0%	14.0%	14.0%	14.0%	14.0%	14.0%	14.0%	14.0%	14.0%	14.0%	14.0%	14.0%
<b>TOTAL</b>												
<b>% Change</b>												
<b>Annual Change</b>												
	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%
	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%
	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%
	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%
<b>TOTAL</b>												
<b>% Change</b>												
<b>Annual Change</b>												
	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%	5.6%
	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%	9.3%
	231.11	231.11	231.11	231.11	231.11	231.11	231.11	231.11	231.11	231.11	231.11	231.11
	244.11	244.11	244.11	244.11	244.11	244.11	244.11	244.11	244.11	244.11	244.11	244.11
	266.82	266.82	266.82	266.82	266.82	266.82	266.82	266.82	266.82	266.82	266.82	266.82

**ECONOMIC IMPACT - IN HISTORIC PRICES**

SHARE OF MARKET	2013	2014	2015
Staying Visitor	231.11	244.11	266.82
All Visitor Types	250.67	263.88	289.60
Share of Total	92.2%	92.5%	92.1%
Annual Change in Share		0.3%	-0.4%
Change in Share from 2013		0.3%	-0.1%
Avg Ann. Change in Share		0.3%	0.0%

**STAYING VISITOR**



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Report Prepared by: David Calway, Date of Issue: 07/09/16

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

ECONOMIC IMPACT  
Historic Prices

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

	2013	2014	2015	MONTH AND QUARTER												DAY VISITOR	ECONOMIC IMPACT
				Q1			Q2			Q3			Q4				
£M	£M	£M	£M	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change
	0.910	0.838	1.052	1.223	1.233	1.087	1.807	2.322	1.793	2.336	3.416	1.688	1.487	0.897	0.596	19.56	16.5%
	1.233	1.294	1.459	1.294	1.233	1.294	2.007	2.314	1.812	2.336	3.359	1.595	1.486	0.916	0.583	19.77	15.2%
	1.052	1.511	1.459	1.511	1.511	1.459	2.149	2.569	1.993	2.533	4.045	1.931	1.838	0.996	0.706	22.78	8.2%
	0.910	0.838	1.052	1.223	1.233	1.087	1.807	2.322	1.793	2.336	3.416	1.688	1.487	0.897	0.596	19.56	1.1%
	1.233	1.294	1.459	1.294	1.233	1.294	2.007	2.314	1.812	2.336	3.359	1.595	1.486	0.916	0.583	19.77	15.2%
	1.052	1.511	1.459	1.511	1.511	1.459	2.149	2.569	1.993	2.533	4.045	1.931	1.838	0.996	0.706	22.78	15.2%

2013 to 2015  
Historic Prices

DAY VISITOR

CALENDAR YEAR

% Change

Annual Change

TOTAL

Q1

Q2

Q3

Q4

2013

2014

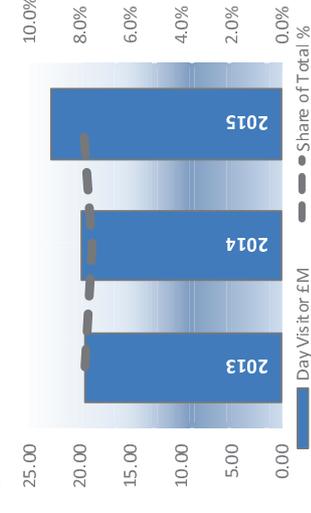
2015

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET	2013	2014	2015
Day Visitor	19.56	19.77	22.78
All Visitor Types	250.67	263.88	289.60
Share of Total	7.8%	7.5%	7.9%
Annual Change in Share		-4.0%	5.0%
Change in Share from 2013		-4.0%	0.8%
Avg Ann. Change in Share		-4.0%	0.4%

DAY VISITOR

Economic Impact by Year and Share of Total



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Report Prepared by: David Calway. Date of Issue: 07/09/16

## Visitor Numbers by Month, Year and Visitor Type for the Period 2013 to 2015

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

**STEAM FINAL TREND REPORT FOR 2013-2015**

**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

**VISITOR NUMBERS BY:**

**KEY**

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

**MONTH AND QUARTER**

**TOTAL**

**VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES**

	2013 to 2015												TOTAL	Annual Change
	Q1			Q2			Q3			Q4				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change
2013	0.046	0.069	0.083	0.122	0.166	0.143	0.162	0.212	0.146	0.114	0.076	0.051	1.388	7.0%
2014	0.042	0.064	0.083	0.121	0.153	0.131	0.162	0.209	0.150	0.116	0.077	0.051	1.359	9.2%
2015	0.049	0.075	0.089	0.124	0.163	0.133	0.166	0.243	0.174	0.132	0.080	0.055	1.484	9.2%

**VISITOR NUMBERS**

**TOTAL**

**CALENDAR YEAR**

**QUARTER**

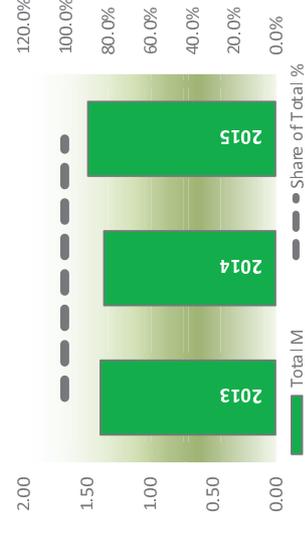
	Q1	Q2	Q3	Q4
2013	8.1%	-2.5%	12.3%	11.5%
2014	12.7%	3.7%	11.9%	9.8%
2015	4.0%	-1.2%	6.1%	5.7%

**VISITOR NUMBERS**

SHARE OF MARKET	2013	2014	2015
Total	1.388	1.359	1.484
All Visitor Types	1.388	1.359	1.484
Share of Total	100.0%	100.0%	100.0%
Annual Change in Share	%	%	%
Change in Share from 2013	%	%	%
Avg Ann. Change in Share	%	%	%

**TOTAL**

**Visitor No.s by Year and Share of Total**



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Report Prepared by: David Calway, Date of Issue: 07/09/16

**STEAM FINAL TREND REPORT FOR 2013-2015  
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

VISITOR NUMBERS BY: KEY	2013 to 2015												SERVICED	VISITOR NUMBERS
	MONTH AND QUARTER													
	SERVICED ACCOMMODATION													
	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES													
	Q1			Q2			Q3			Q4			TOTAL	% Change
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Annual Change
An increase of 3% or more	47.7%	9.7%	3.5%	10.5%	8.5%	-0.7%	12.5%	-3.9%	25.6%	26.8%	-4.9%	18.3%	10.1%	12.8%
Less than 3% change	57.0%	26.9%	20.3%	7.6%	16.8%	13.4%	6.3%	-4.5%	3.3%	13.8%	-3.5%	18.3%	9.2%	29.0%
A Fall of 3% or more	23.9%	4.8%	1.8%	5.3%	4.3%	-0.3%	6.2%	-2.0%	12.8%	13.4%	-2.5%	9.2%	5.0%	6.4%
% Change 2013 to 2015	5.7	14.9	16.5	14.0	17.8	19.7	25.4	32.2	30.8	16.6	24.7	16.8	235.1	37.1
% Change 2014 to 2015	5.3	12.8	14.2	14.3	16.6	17.2	26.9	32.4	37.5	18.5	24.3	16.8	237.0	32.4
Average Annual Change	8.4	16.3	17.1	15.4	19.4	19.5	28.6	30.9	38.7	21.1	23.5	19.9	258.8	41.8
2013 000s														51.5
2014 000s														48.1
2015 000s														54.3
														88.4
														96.8
														98.2
														64.5

SHARE OF MARKET				VISITOR NUMBERS			
	2013	2014	2015	2013	2014	2015	2015
Serviced 000s	235.1	237.0	258.8				
All Visitor Types M	1.4	1.4	1.5				
Share of Total	16.9%	17.4%	17.4%				
Annual Change in Share	2.9%	2.9%	0.0%				
Change in Share from 2013	2.9%	2.9%	2.9%				
Avg Ann. Change in Share	2.9%	2.9%	1.5%				

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Report Prepared by: David Calvey, Date of Issue: 07/09/16



**STEAM FINAL TREND REPORT FOR 2013-2015**

**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

**VISITOR NUMBERS BY:**

**KEY**

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 000s

2014 000s

2015 000s

**MONTH AND QUARTER**

**NON-SERVICED ACCOMMODATION**

**VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES**

	2013 to 2015											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2013 to 2015	-27.0%	-13.5%	-12.0%	-14.8%	-11.1%	-19.6%	-3.1%	24.4%	24.2%	11.2%	17.2%	-9.5%
% Change 2014 to 2015	-19.3%	-4.7%	-3.6%	-5.0%	1.9%	-7.9%	-3.3%	21.4%	21.0%	6.9%	10.0%	-13.9%
Average Annual Change	-13.5%	-6.8%	-6.0%	-7.4%	-5.6%	-9.8%	-1.6%	12.2%	12.1%	5.6%	8.6%	-4.8%
2013 000s	8.9	15.6	32.0	50.9	76.2	68.1	64.1	75.2	63.1	50.9	22.6	12.9
2014 000s	8.0	14.2	29.2	45.6	66.5	59.4	64.3	77.1	64.8	53.0	24.1	13.6
2015 000s	6.5	13.5	28.1	43.3	67.7	54.7	62.1	93.6	78.4	56.6	26.5	11.7

**NON-SERVICED**

**CALENDAR YEAR**

**% Change**

**TOTAL**

**Annual Change**

Q1	Q2	Q3	Q4
-14.8%	-15.1%	15.6%	9.7%
-6.3%	-3.3%	13.6%	4.6%
-7.4%	-7.5%	7.8%	4.8%
56.5	195.1	202.4	86.4
51.4	171.4	206.1	90.6
48.2	165.7	234.1	94.8
540.5			
519.6	-3.9%		
542.8	4.5%		

**VISITOR NUMBERS**

**QUARTER**

**% Change**

**TOTAL**

**Annual Change**

Q1	Q2	Q3	Q4
-14.8%	-15.1%	15.6%	9.7%
-6.3%	-3.3%	13.6%	4.6%
-7.4%	-7.5%	7.8%	4.8%
56.5	195.1	202.4	86.4
51.4	171.4	206.1	90.6
48.2	165.7	234.1	94.8
540.5			
519.6	-3.9%		
542.8	4.5%		

**VISITOR NUMBERS**

SHARE OF MARKET	2013	2014	2015
Non-Serviced 000s	540.5	519.6	542.8
All Visitor Types M	1.4	1.4	1.5
Share of Total	39.0%	38.2%	36.6%
Annual Change in Share	-1.9%	-4.4%	
Change in Share from 2013	-1.9%	-6.1%	
Avg Ann. Change in Share	-1.9%	-3.1%	

**NON-SERVICED ACCOMMODATION**

**Visitor No.s by Year and Share of Total**



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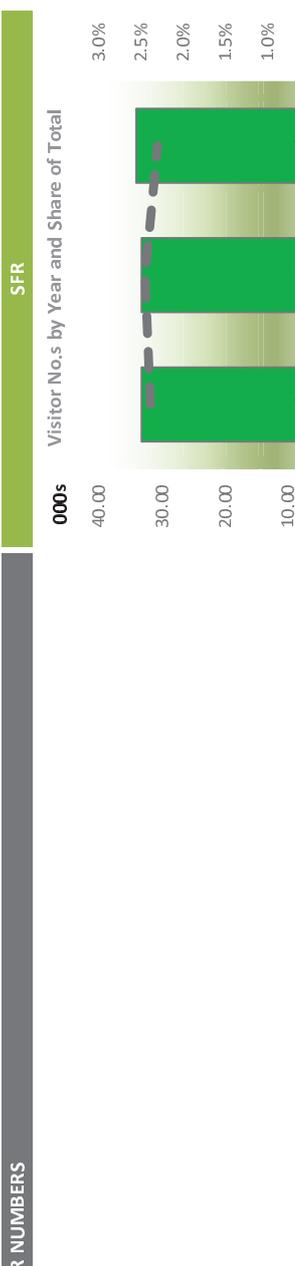
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Report Prepared by: David Calway, Date of Issue: 07/09/16

**STEAM FINAL TREND REPORT FOR 2013-2015  
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

VISITOR NUMBERS BY: KEY		MONTH AND QUARTER												2013 to 2015		SFR		VISITOR NUMBERS			
		SFR														CALENDAR YEAR		QUARTER			
		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES														TOTAL		% Change			
		Q1			Q2			Q3			Q4										
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
An increase of 3% or more		3.8%	1.8%	2.1%	1.9%	1.4%	1.3%	1.9%	2.4%	3.3%	3.4%	1.3%	3.0%					2.9%	1.5%	2.4%	2.7%
Less than 3% change		4.1%	2.6%	1.9%	1.4%	2.1%	2.2%	1.6%	1.8%	1.6%	1.8%	0.7%	2.4%					3.2%	1.8%	1.7%	1.8%
A Fall of 3% or more		1.9%	0.9%	1.0%	0.9%	0.7%	0.7%	0.9%	1.2%	1.7%	1.7%	0.6%	1.5%					1.5%	0.8%	1.2%	1.4%
Average Annual Change		4.3	1.9	2.2	3.5	2.9	2.4	3.1	3.1	2.1	2.1	1.8	3.6					8.4	8.9	8.3	7.5
2013 000s		4.3	1.8	2.2	3.5	2.9	2.4	3.1	3.2	2.1	2.1	1.8	3.6					8.4	8.9	8.4	7.6
2014 000s		4.5	1.9	2.3	3.6	3.0	2.5	3.2	3.2	2.1	2.2	1.8	3.7					8.7	9.1	8.5	7.7
2015 000s																					

SHARE OF MARKET		2013	2014	2015
SFR	000s	33.1	33.2	33.9
All Visitor Types	M	1.4	1.4	1.5
Share of Total	%	2.4%	2.4%	2.3%
Annual Change in Share	%			-6.5%
Change in Share from 2013	%			-4.3%
Avg Ann. Change in Share	%			-2.1%



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**STEAM FINAL TREND REPORT FOR 2013-2015**

**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

**VISITOR NUMBERS BY:**

**KEY**

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 000s

2014 000s

2015 000s

**MONTH AND QUARTER**

**STAYING VISITOR**

**VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES**

	MONTH AND QUARTER											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2013 to 2015	2.5%	-2.0%	-6.3%	-8.8%	-7.1%	-14.9%	1.3%	15.5%	24.2%	14.7%	5.5%	5.9%
% Change 2014 to 2015	9.4%	9.8%	4.1%	-1.8%	4.8%	-3.0%	-0.4%	13.4%	14.3%	8.5%	3.1%	3.8%
Average Annual Change	1.2%	-1.0%	-3.2%	-4.4%	-3.6%	-7.5%	0.7%	7.8%	12.1%	7.3%	2.7%	2.9%
2013 000s	18.9	32.3	50.7	68.3	97.0	90.2	92.7	110.5	96.0	69.7	49.1	33.3
2014 000s	17.7	28.9	45.6	63.5	86.0	79.0	94.3	112.6	104.3	73.7	50.2	34.0
2015 000s	19.4	31.7	47.5	62.3	90.1	76.7	93.9	127.7	119.2	79.9	51.8	35.3

2013 to 2015

**VISITOR NUMBERS**

**STAYING VISITOR**

**CALENDAR YEAR**

**% Change**

**TOTAL**

**Annual Change**

	Q1	Q2	Q3	Q4
% Change	-3.3%	-10.3%	13.9%	9.8%
Annual Change	6.9%	0.3%	9.5%	5.8%
Annual Change	-1.7%	-5.2%	7.0%	4.9%
TOTAL	102.0	255.5	299.2	152.1
Annual Change	92.2	228.5	311.2	157.9
Annual Change	98.6	229.1	340.8	167.0

**VISITOR NUMBERS**

SHARE OF MARKET	2013	2014	2015
Staying Visitor 000s	808.7	789.8	835.5
All Visitor Types M	1.4	1.4	1.5
Share of Total	58.3%	58.1%	56.3%
Annual Change in Share	-0.3%	-3.1%	-3.4%
Change in Share from 2013	-0.3%	-3.4%	-1.7%
Avg Ann. Change in Share	-0.3%	-1.7%	

**STAYING VISITOR**



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Report Prepared by: David Calvey, Date of Issue: 07/09/16

**STEAM FINAL TREND REPORT FOR 2013-2015**

**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

**VISITOR NUMBERS BY:**

**KEY**

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 000s

2014 000s

2015 000s

**MONTH AND QUARTER**

**DAY VISITOR**

**VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES**

	2013 to 2015											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2013 to 2015	11.4%	18.9%	29.2%	14.4%	6.5%	6.9%	4.4%	14.0%	10.1%	19.0%	6.9%	14.1%
% Change 2014 to 2015	24.2%	21.2%	11.5%	5.9%	9.8%	8.8%	7.3%	19.1%	19.8%	22.3%	7.6%	19.8%
Average Annual Change	5.7%	9.5%	14.6%	7.2%	3.2%	3.5%	2.2%	7.0%	5.0%	9.5%	3.5%	7.1%
2013 000s	26.9	36.2	32.2	53.5	68.7	53.1	69.1	101.1	50.0	44.0	26.5	17.6
2014 000s	24.1	35.5	37.3	57.8	66.6	52.2	67.3	96.7	45.9	42.8	26.4	16.8
2015 000s	30.0	43.0	41.6	61.2	73.2	56.7	72.1	115.2	55.0	52.3	28.4	20.1

**DAY VISITOR**

**CALENDAR YEAR**

**TOTAL**

**% Change**

**Annual Change**

**VISITOR NUMBERS**

**QUARTER**

Q1

Q2

Q3

Q4

20.3%

9.0%

10.1%

14.4%

18.2%

8.2%

15.5%

17.3%

10.1%

4.5%

5.0%

7.2%

95.3

175.3

220.2

88.2

96.9

176.6

209.9

86.0

114.6

191.1

242.4

100.8

**VISITOR NUMBERS**

SHARE OF MARKET	2013	2014	2015
Day Visitor 000s	578.9	569.3	648.9
All Visitor Types M	1.4	1.4	1.5
Share of Total	41.7%	41.9%	43.7%
Annual Change in Share		0.4%	4.4%
Change in Share from 2013		0.4%	4.8%
Avg Ann. Change in Share		0.4%	2.4%

**DAY VISITOR**

**Visitor No.s by Year and Share of Total**



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Report Prepared by: David Calway, Date of Issue: 07/09/16

## Visitor Days by Month, Year and Visitor Type for the Period 2013 to 2015

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

**STEAM FINAL TREND REPORT FOR 2013-2015**  
**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

VISITOR DAYS BY: KEY	2013 to 2015												TOTAL	VISITOR DAYS	
	MONTH AND QUARTER														
	TOTAL														
	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES														
	Q1			Q2			Q3			Q4			TOTAL	% Change	
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Annual Change	
An increase of 3% or more	11.9%	8.7%	10.3%	9.4%	7.0%	6.6%	8.4%	11.5%	12.8%	13.9%	6.8%	11.4%	10.2%	9.8%	
Less than 3% change	14.5%	10.0%	8.5%	7.6%	10.2%	10.2%	8.7%	10.8%	9.6%	10.6%	3.7%	9.4%	10.2%	9.6%	
A Fall of 3% or more	5.9%	4.4%	5.2%	4.7%	3.5%	3.3%	4.2%	5.7%	6.4%	6.9%	3.4%	5.7%	5.1%	4.9%	
% Change 2013 to 2015	0.115	0.165	0.275	0.378	0.547	0.542	0.560	0.695	0.505	0.374	0.186	0.136	0.555	4.478	
% Change 2014 to 2015	0.113	0.163	0.279	0.384	0.531	0.525	0.558	0.699	0.519	0.385	0.192	0.139	0.555	4.487	
Average Annual Change	0.129	0.179	0.303	0.414	0.585	0.578	0.607	0.775	0.569	0.426	0.199	0.152	0.612	4.915	
2013	M												1.467	1.759	0.696
2014	M												1.440	1.776	0.716
2015	M												1.577	1.950	0.776

SHARE OF MARKET				
	2013	2014	2015	TOTAL
Total	4.478	4.487	4.915	
All Visitor Types	4.478	4.487	4.915	
Share of Total	100.0%	100.0%	100.0%	
Annual Change in Share				
Change in Share from 2013				
Avg Ann. Change in Share				



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**STEAM FINAL TREND REPORT FOR 2013-2015**

**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

**VISITOR DAYS BY:**

**MONTH AND QUARTER**

**KEY**

**SERVICED ACCOMMODATION**

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

**VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES**

	MONTH AND QUARTER												2013 to 2015	SERVICED	VISITOR DAYS		
	Q1			Q2			Q3			Q4							
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					
% Change 2013 to 2015	65.1%	17.2%	13.5%	27.3%	24.9%	24.9%	17.2%	6.7%	17.8%	33.6%	-10.1%	19.2%	17.4%	24.9%	12.9%	12.2%	
% Change 2014 to 2015	59.1%	23.2%	21.0%	12.0%	21.1%	28.3%	12.1%	8.2%	-2.4%	21.3%	-8.0%	20.4%	13.2%	29.8%	20.7%	9.5%	
Average Annual Change	32.6%	8.6%	6.8%	13.7%	12.4%	12.4%	8.6%	3.3%	8.9%	16.8%	-5.1%	9.6%	8.7%	12.5%	12.8%	6.1%	
2013 000s	11.5	22.0	25.9	31.0	34.7	39.5	51.6	74.5	51.0	33.9	39.3	21.3	436.2	59.4	105.2	177.1	94.5
2014 000s	12.0	20.9	24.3	35.3	35.8	38.4	53.9	73.5	61.5	37.3	38.4	21.1	452.5	57.2	109.5	189.0	96.9
2015 000s	19.0	25.8	29.4	39.5	43.3	49.3	60.4	79.5	60.1	45.2	35.4	25.4	512.3	74.2	132.1	200.0	106.0

**TOTAL**

**% Change**

**Annual Change**

**CALENDAR YEAR**

**QUARTER**

**Q1**

**Q2**

**Q3**

**Q4**

**2013**

**2014**

**2015**

**000s**

**%**

**%**

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**VISITOR DAYS**

SHARE OF MARKET	2013	2014	2015
Serviced 000s	436.2	452.5	512.3
All Visitor Types M	4.5	4.5	4.9
Share of Total	9.7%	10.1%	10.4%
Annual Change in Share	3.5%	3.4%	3.4%
Change in Share from 2013	3.5%	3.5%	7.0%
Avg Ann. Change in Share	3.5%	3.5%	3.5%

**SERVICED ACCOMMODATION**



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Report Prepared by: David Calway, Date of Issue: 07/09/16

**STEAM FINAL TREND REPORT FOR 2013-2015**

**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

**VISITOR DAYS BY:**

**KEY**

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 000s

2014 000s

2015 000s

**MONTH AND QUARTER**

**NON-SERVICED ACCOMMODATION**

**VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES**

	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2013 to 2015	4.1%	3.6%	7.3%	6.8%	5.7%	5.1%	8.1%	11.8%	12.6%	11.0%	12.6%	9.9%
% Change 2014 to 2015	4.6%	3.7%	6.7%	7.6%	9.5%	8.8%	8.7%	9.8%	10.4%	7.7%	6.6%	5.6%
Average Annual Change	2.1%	1.8%	3.6%	3.4%	2.8%	2.5%	4.1%	5.9%	6.3%	5.5%	6.3%	5.0%
2013 000s	65.9	103.0	212.1	284.0	436.9	444.7	431.1	511.0	399.2	291.7	116.7	87.8
2014 000s	65.6	102.8	213.1	281.8	421.8	429.4	428.9	520.3	407.0	300.6	123.3	91.4
2015 000s	68.6	106.7	227.5	303.3	461.8	467.2	466.0	571.5	449.4	323.7	131.4	96.5

2013 to 2015

NON-SERVICED

VISITOR DAYS

**CALENDAR YEAR**

**% Change**

**TOTAL**

**Annual Change**

**Q1**

**Q2**

**Q3**

**Q4**

3,384.1

3,386.1

3,673.5

8.6%

8.5%

4.3%

381.0

381.6

402.8

1,165.6

1,133.1

1,232.2

1,341.3

1,356.2

1,486.8

496.2

515.2

551.6

0.1%

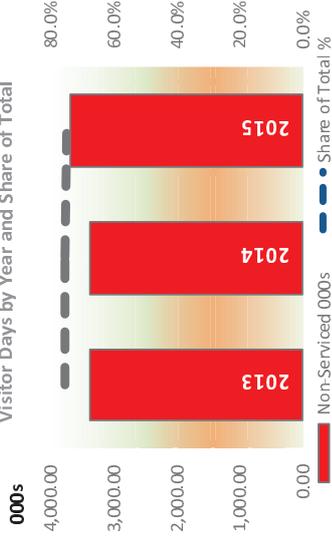
8.5%

**VISITOR DAYS**

SHARE OF MARKET	2013	2014	2015
Non-Serviced 000s	3,384.1	3,386.1	3,673.5
All Visitor Types M	4.5	4.5	4.9
Share of Total	75.6%	75.5%	74.7%
Annual Change in Share	-0.1%	-1.0%	-1.0%
Change in Share from 2013	-0.1%	-1.1%	-1.1%
Avg Ann. Change in Share	-0.1%	-0.6%	-0.6%

**NON-SERVICED ACCOMMODATION**

**Visitor Days by Year and Share of Total**



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Report Prepared by: David Calway, Date of Issue: 07/09/16

**STEAM FINAL TREND REPORT FOR 2013-2015**  
**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

VISITOR DAYS BY: KEY	2013 to 2015												SFR	VISITOR DAYS		
	MONTH AND QUARTER															
	SFR															
An increase of 3% or more Less than 3% change A Fall of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change		
	Q1			Q2			Q3			Q4						
% Change 2013 to 2015	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1	Q2	Q3	Q4
% Change 2014 to 2015	1.9%	0.9%	1.0%	0.9%	0.7%	0.7%	0.9%	1.2%	1.7%	1.7%	0.6%	1.5%	3.0%	1.6%	2.4%	2.8%
Average Annual Change	1.8%	2.6%	1.9%	1.4%	2.1%	2.2%	1.6%	1.8%	1.6%	1.8%	0.7%	2.4%	3.3%	1.8%	1.7%	1.9%
2013 000s	10.8	3.9	4.7	9.5	6.5	5.1	7.8	8.2	4.5	4.5	3.6	9.4	19.5	21.1	20.4	17.5
2014 000s	10.8	3.9	4.8	9.6	6.4	5.1	7.8	8.2	4.5	4.5	3.7	9.5	19.5	21.1	20.6	17.7
2015 000s	11.3	4.0	4.8	9.7	6.6	5.2	7.9	8.4	4.6	4.6	3.7	9.7	20.1	21.5	20.9	18.0

SHARE OF MARKET					VISITOR DAYS				
	2013	2014	2015		2013	2014	2015		
SFR 000s	78.6	78.8	80.5						
All Visitor Types	4.5	4.5	4.9						
Share of Total	1.8%	1.8%	1.6%						
Annual Change in Share		0.1%	-6.8%						
Change in Share from 2013		0.1%	-6.7%						
Avg Ann. Change in Share		0.1%	-3.4%						

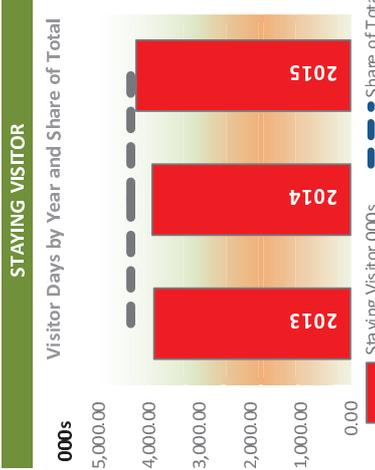


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**STEAM FINAL TREND REPORT FOR 2013-2015**  
**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

VISITOR DAYS BY: KEY	2013 to 2015												VISITOR DAYS					
	MONTH AND QUARTER												STAYING VISITOR					
	STAYING VISITOR												CALENDAR YEAR					
	VISITOR DAYS 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	12.1%	5.8%	7.8%	8.6%	7.0%	6.6%	9.0%	11.1%	13.1%	13.2%	6.8%	11.0%	3,898.9	9.4%	459.9	1,291.9	1,538.8	608.3
Less than 3% change	11.9%	6.9%	8.1%	7.9%	10.3%	10.3%	8.9%	9.5%	8.7%	9.1%	3.1%	7.9%	3,917.3	8.9%	458.3	1,263.6	1,565.7	629.7
A Fall of 3% or more	6.0%	2.9%	3.9%	4.3%	3.5%	3.3%	4.5%	5.5%	6.5%	6.6%	3.4%	5.5%	4,266.3	4.7%	497.1	1,385.8	1,707.7	675.7
% Change 2013 to 2015	88.3	128.9	242.7	324.6	478.1	489.3	490.4	593.7	454.6	330.1	159.7	118.6						
% Change 2014 to 2015	88.4	127.6	242.2	326.7	464.0	472.9	490.6	602.0	473.1	342.4	165.3	122.0						
Average Annual Change	98.9	136.4	261.7	352.5	511.7	521.7	534.4	659.3	514.0	373.5	170.5	131.7						
2013 000s													3,898.9					
2014 000s													3,917.3	0.5%				
2015 000s													4,266.3	8.9%				

SHARE OF MARKET					VISITOR DAYS		
	2013	2014	2015				
Staying Visitor 000s	3,898.9	3,917.3	4,266.3				
All Visitor Types M	4.5	4.5	4.9				
Share of Total	87.1%	87.3%	86.8%				
Annual Change in Share	0.3%	0.3%	-0.6%				
Change in Share from 2013	0.3%	0.3%	-0.3%				
Avg Ann. Change in Share	0.3%	0.3%	-0.2%				



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Report Prepared by: David Calvey, Date of Issue: 07/09/16

**STEAM FINAL TREND REPORT FOR 2013-2015**

**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

**VISITOR DAYS BY:**

**KEY**

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 000s

2014 000s

2015 000s

**MONTH AND QUARTER**

**DAY VISITOR**

**VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES**

	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2013 to 2015	11.4%	18.9%	29.2%	14.4%	6.5%	6.9%	4.4%	14.0%	10.1%	19.0%	6.9%	14.1%
% Change 2014 to 2015	24.2%	21.2%	11.5%	5.9%	9.8%	8.8%	7.3%	19.1%	19.8%	22.3%	7.6%	19.8%
Average Annual Change	5.7%	9.5%	14.6%	7.2%	3.2%	3.5%	2.2%	7.0%	5.0%	9.5%	3.5%	7.1%
2013 000s	26.9	36.2	32.2	53.5	68.7	53.1	69.1	101.1	50.0	44.0	26.5	17.6
2014 000s	24.1	35.5	37.3	57.8	66.6	52.2	67.3	96.7	45.9	42.8	26.4	16.8
2015 000s	30.0	43.0	41.6	61.2	73.2	56.7	72.1	115.2	55.0	52.3	28.4	20.1

**VISITOR DAYS**

2013 to 2015

**DAY VISITOR**

**CALENDAR YEAR**

**% Change**

**TOTAL**

**Annual Change**

	Q1	Q2	Q3	Q4
% Change	20.3%	9.0%	10.1%	14.4%
Annual Change	18.2%	8.2%	15.5%	17.3%
TOTAL	10.1%	4.5%	5.0%	7.2%
2013 000s	95.3	175.3	220.2	88.2
2014 000s	96.9	176.6	209.9	86.0
2015 000s	114.6	191.1	242.4	100.8

**VISITOR DAYS**

SHARE OF MARKET	2013	2014	2015
Day Visitor 000s	578.9	569.3	648.9
All Visitor Types M	4.5	4.5	4.9
Share of Total %	12.9%	12.7%	13.2%
Annual Change in Share %	-1.8%	4.0%	
Change in Share from 2013 %	-1.8%	2.1%	
Avg Ann. Change in Share %	-1.8%	1.1%	

**DAY VISITOR**



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Report Prepared by: David Calway, Date of Issue: 07/09/16

## Direct and Total Employment by Month, Year and Visitor Type for the Period 2013 to 2015

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

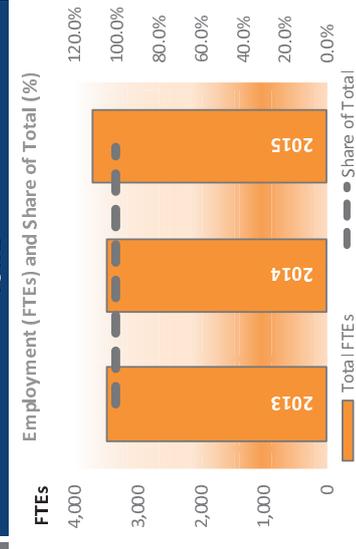
STEAM FINAL TREND REPORT FOR 2013-2015  
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

EMPLOYMENT BY: KEY	2013 to 2015												TOTAL	
	MONTH AND QUARTER													
	TOTAL													
	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													
	Q1			Q2			Q3			Q4			TOTAL	% Change
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Annual Change
An increase of 3% or more	6.3%	4.0%	5.5%	6.0%	4.5%	4.6%	5.9%	7.0%	9.1%	9.2%	1.5%	4.8%	2,188	5.2%
Less than 3% change	7.6%	5.5%	5.4%	4.9%	7.3%	7.6%	6.2%	7.7%	5.7%	7.2%	0.9%	5.0%	2,172	6.0%
A Fall of 3% or more	3.1%	2.0%	2.7%	3.0%	2.3%	2.3%	2.9%	3.5%	4.6%	4.6%	0.8%	2.4%	2,302	6.2%
% Change 2013 to 2015	1,686	2,056	2,822	3,481	4,572	4,584	4,872	5,821	4,362	3,481	2,274	1,881	3,491	2.6%
% Change 2014 to 2015	1,665	2,028	2,823	3,517	4,454	4,458	4,857	5,783	4,504	3,546	2,287	1,878	3,483	2.5%
Average Annual Change	1,791	2,138	2,976	3,690	4,778	4,796	5,157	6,231	4,759	3,801	2,308	1,971	3,700	3.0%
2013 FTEs													2,188	5.0%
2014 FTEs													2,172	7.3%
2015 FTEs													2,302	6.6%
													4,212	3.6%
													5,018	5.8%
													5,048	4.8%
													4,421	2.9%
													2,545	
													2,570	
													2,693	

EMPLOYMENT

SHARE OF MARKET	2013	2014	2015
Total FTEs	3,491	3,483	3,700
Total Employment FTEs	3,491	3,483	3,700
Share of Total	100.0%	100.0%	100.0%
Annual Change in Share	%	%	%
Change in Share from 2013	%	%	%
Avg Ann. Change in Share	%	%	%

TOTAL



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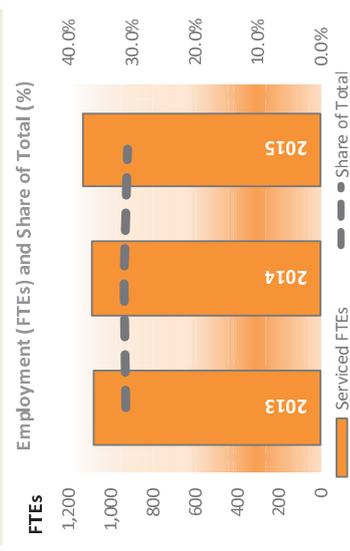
STEAM FINAL TREND REPORT FOR 2013-2015  
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

EMPLOYMENT BY: KEY	MONTH AND QUARTER												2013 to 2015				SERVICED	DIRECT EMPLOYMENT	
	SERVICED ACCOMMODATION												CALENDAR YEAR						QUARTER
	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												% Change						
	Q1			Q2			Q3			Q4			TOTAL	Annual Change					
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1	Q2	Q3	Q4	942	1,065	1,262	1,036
An increase of 3% or more	7.4%	3.5%	3.4%	7.2%	6.9%	7.4%	5.9%	6.3%	8.6%	-3.5%	2.6%	4.7%	7.2%	4.8%	4.7%	7.2%	4.8%	2.5%	
Less than 3% change	7.1%	4.7%	4.7%	3.7%	6.1%	8.3%	4.4%	-0.7%	6.3%	-1.8%	4.2%	5.4%	6.0%	2.4%	5.4%	6.0%	2.4%	2.8%	
A Fall of 3% or more	3.7%	1.8%	1.7%	3.6%	3.5%	3.7%	3.0%	3.1%	4.3%	-1.7%	1.3%	2.3%	3.6%	2.4%	2.3%	3.6%	2.4%	1.2%	
% Change 2013 to 2015	876	959	992	1,030	1,062	1,102	1,202	1,192	1,055	1,099	955	1,076	1,076	1,262	1,036	942	1,065	1,262	1,036
% Change 2014 to 2015	878	949	979	1,064	1,071	1,093	1,219	1,276	1,078	1,081	940	1,084	1,084	1,292	1,033	935	1,076	1,292	1,033
Average Annual Change	940	993	1,026	1,103	1,135	1,184	1,273	1,267	1,146	1,061	979	1,128	1,128	1,323	1,062	986	1,141	1,323	1,062
2013 FTEs																			
2014 FTEs																			
2015 FTEs																			

EMPLOYMENT

SHARE OF MARKET	2013	2014	2015
Serviced FTEs	1,076	1,084	1,128
Total Employment FTEs	3,491	3,483	3,700
Share of Total	30.8%	31.1%	30.5%
Annual Change in Share	%	0.9%	-2.0%
Change in Share from 2013	%	0.9%	-1.1%
Avg Ann. Change in Share	%	0.9%	-0.6%

SERVICED ACCOMMODATION



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STEAM FINAL TREND REPORT FOR 2013-2015  
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

EMPLOYMENT BY: KEY	2013 to 2015												NON-SERVICED	DIRECT EMPLOYMENT	
	MONTH AND QUARTER														
	NON-SERVICED 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		%	
An increase of 3% or more	1.6%	1.2%	4.6%	4.2%	3.1%	2.5%	5.3%	8.8%	9.3%	7.7%	8.7%	6.0%	661	3.1%	Q1
Less than 3% change	2.7%	2.2%	5.3%	6.2%	8.1%	7.4%	7.3%	8.4%	8.8%	6.2%	4.8%	3.7%	656	3.9%	Q2
A Fall of 3% or more	0.8%	0.6%	2.3%	2.1%	1.5%	1.3%	2.7%	4.4%	4.7%	3.9%	4.4%	3.0%	681	1.6%	Q3
% Change 2013 to 2015	390	543	1,049	1,388	2,116	2,150	2,073	2,447	1,954	1,413	621	488	1,386	7.8%	Q4
% Change 2014 to 2015	386	538	1,042	1,362	2,019	2,051	2,034	2,455	1,963	1,433	644	499	1,369	7.8%	
Average Annual Change	397	550	1,097	1,446	2,181	2,204	2,183	2,661	2,136	1,522	675	517	1,464	7.0%	
2013 FTEs															
2014 FTEs															
2015 FTEs															
Annual Change															
Change from 2013															
Avg Ann. Change															



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STEAM FINAL TREND REPORT FOR 2013-2015  
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

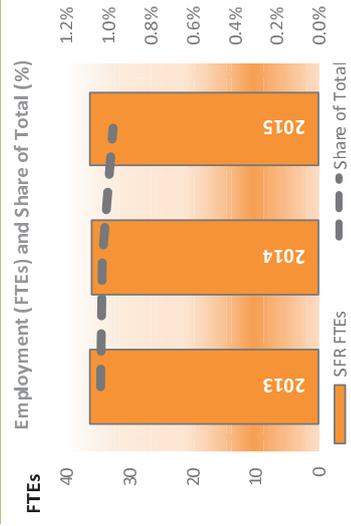
EMPLOYMENT BY: KEY	2013 to 2015												SFR	DIRECT EMPLOYMENT		
	MONTH AND QUARTER															
	SFR															
	CALENDAR YEAR															
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change		
	Q1			Q2			Q3			Q4						
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1	Q2	Q3	Q4
	1.2%	-0.8%	-0.5%	-0.8%	-1.2%	-1.3%	-0.7%	-0.2%	0.7%	0.8%	-1.3%	0.4%	0.4%	-1.0%	-0.2%	0.1%
Less than 3% change	% Change 2013 to 2015															
	% Change 2014 to 2015															
A Fall of 3% or more	Average Annual Change															
	Annual Change															
2013 FTEs	60	22	26	53	36	28	43	45	25	25	20	52	36	32		
2014 FTEs	59	21	26	52	35	28	43	45	25	25	20	52	36	32		
2015 FTEs	61	21	26	52	36	28	43	45	25	25	20	52	36	32		

EMPLOYMENT					SFR	
SHARE OF MARKET	2013	2014	2015	FTEs	Share of Total	Share of Total (%)
SFR FTEs	36	36	36			
Total Employment FTEs	3,491	3,483	3,700			
Share of Total	1.0%	1.0%	1.0%			
Annual Change in Share	-0.8%	-0.8%	-5.1%			
Change in Share from 2013	-0.8%	-0.8%	-5.8%			
Avg Ann. Change in Share	-0.8%	-0.8%	-2.9%			

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STEAM FINAL TREND REPORT FOR 2013-2015  
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

EMPLOYMENT BY: KEY	2013 to 2015												DIRECT EMPLOYMENT				
	MONTH AND QUARTER												QUARTER				
	STAYING VISITOR												CALENDAR YEAR				
	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												% Change				
	Q1			Q2			Q3			Q4			TOTAL	Annual Change			
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Q1	Q2	Q3	Q4
An increase of 3% or more	5.4%	2.6%	4.0%	5.3%	4.3%	4.1%	5.5%	6.5%	8.1%	8.0%	0.9%	3.6%	5.2%	3.9%	4.5%	6.6%	4.7%
Less than 3% change	5.6%	3.7%	5.0%	5.0%	7.3%	7.7%	6.2%	6.6%	5.0%	6.2%	0.6%	3.9%	5.6%	4.8%	6.8%	6.0%	3.9%
A Fall of 3% or more	2.7%	1.3%	2.0%	2.7%	2.2%	2.1%	2.7%	3.2%	4.1%	4.0%	0.5%	1.8%	2.6%	2.0%	2.3%	3.3%	2.4%
Average Annual Change	2.7%	1.3%	2.0%	2.7%	2.2%	2.1%	2.7%	3.2%	4.1%	4.0%	0.5%	1.8%	2.6%	2.0%	2.3%	3.3%	2.4%
2013 FTEs	1,326	1,524	2,067	2,470	3,214	3,281	3,318	3,884	3,171	2,493	1,740	1,494	2,499	1,639	2,988	3,458	1,909
2014 FTEs	1,324	1,508	2,048	2,478	3,125	3,172	3,296	3,880	3,264	2,536	1,745	1,490	2,489	1,626	2,925	3,480	1,924
2015 FTEs	1,398	1,564	2,149	2,602	3,352	3,416	3,499	4,135	3,428	2,693	1,756	1,548	2,628	1,704	3,123	3,687	1,999

SHARE OF MARKET	EMPLOYMENT				STAYING VISITOR			
	2013	2014	2015	FTEs	2013	2014	2015	Share of Total
Staying Visitor FTEs	3,291	3,290	3,482	3,482	2013	2014	2015	0.0%
Total Employment FTEs	3,491	3,483	3,700	3,700	2013	2014	2015	0.0%
Share of Total	94.3%	94.4%	94.1%	94.1%	2013	2014	2015	0.0%
Annual Change in Share	%	0.2%	-0.3%	-0.3%	2013	2014	2015	0.0%
Change in Share from 2013	%	0.2%	-0.2%	-0.2%	2013	2014	2015	0.0%
Avg Ann. Change in Share	%	0.2%	-0.1%	-0.1%	2013	2014	2015	0.0%

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STEAM FINAL TREND REPORT FOR 2013-2015  
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

EMPLOYMENT BY: KEY	MONTH AND QUARTER												2013 to 2015	DAY VISITOR	DIRECT EMPLOYMENT						
	DAY VISITOR																				
	CALENDAR YEAR																				
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change							
Less than 3% change																					
A Fall of 3% or more																					
% Change 2013 to 2015													9.2%	17.2%	6.3%	7.3%	11.4%				
% Change 2014 to 2015													12.5%	16.7%	6.9%	14.0%	15.8%				
Average Annual Change													4.6%	8.6%	3.1%	3.6%	5.7%				
2013 FTEs	JAN	FEB	MAR	Q1	APR	MAY	Q2	JUN	JUL	AUG	Q3	SEP	OCT	NOV	DEC	Q4	131	242	303	122	
2014 FTEs	98	145	152	236	272	213	219	284	221	284	219	286	418	207	182	110	73	199	240	286	117
2015 FTEs	121	173	167	247	295	229	229	291	291	464	222	222	211	114	81	114	81	218	257	326	135

EMPLOYMENT					DAY VISITOR				
SHARE OF MARKET		2013	2014	2015	SHARE OF MARKET		2013	2014	2015
Day Visitor	FTEs	199	194	218	Day Visitor	FTEs	199	194	218
Total Employment	FTEs	3,491	3,483	3,700	Total Employment	FTEs	3,491	3,483	3,700
Share of Total	%	5.7%	5.6%	5.9%	Share of Total	%	5.7%	5.6%	5.9%
Annual Change in Share	%	-2.7%	-2.7%	3.1%	Annual Change in Share	%	-2.7%	-2.7%	3.1%
Change in Share from 2013	%	-2.7%	-2.7%	1.5%	Change in Share from 2013	%	-2.7%	-2.7%	1.5%
Avg Ann. Change in Share	%	-2.7%	-2.7%	1.5%	Avg Ann. Change in Share	%	-2.7%	-2.7%	1.5%

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**STEAM FINAL TREND REPORT FOR 2013-2015**

**EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

SERVICED ACCOMMODATION	2015		Change on 2014		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	149	3,703	+2	+40	+3	+43
+50 Room	2	223	0	0	0	0
11-50 Room	54	1,929	+1	+22	+1	+23
<10 Room	93	1,551	+1	+18	+2	+20

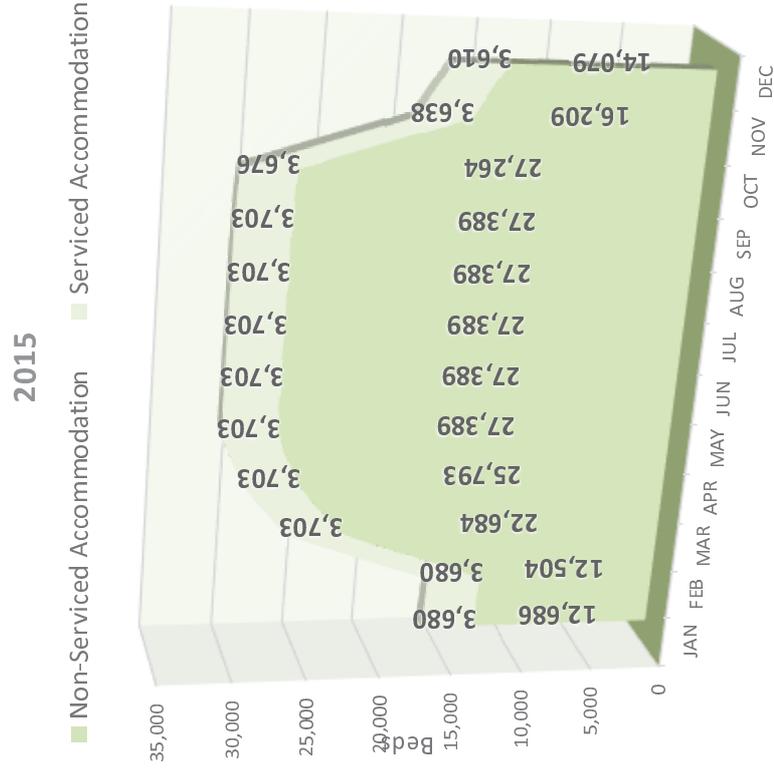
NON-SERVICED ACCOMMODATION	2015		Change on 2014		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	107	27,389	+4	+1,634	+3	+1,266
Self catering	72	1,796	+0	+8	+0	+8
Static caravans/chalets	0	9,414	0	+906	0	+793
Touring caravans/camping	34	7,479	+3	+720	+3	+465
Other Non-Serviced	1	8,700	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION	2015		Change on 2014		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	256	31,092	+5	+1,674	+6	+1,309
Serviced Accommodation Share of Total	58%	12%				
Non-Serviced Accommodation Share of Total	42%	88%				

SEASONAL AVAILABILITY OF BED SUPPLY	2015											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	16,366	16,184	26,387	29,496	31,092	31,092	31,092	31,092	30,941	19,847	17,689	
Serviced Accommodation	3,680	3,680	3,703	3,703	3,703	3,703	3,703	3,703	3,676	3,638	3,610	
Non-Serviced Accommodation	12,686	12,504	22,684	25,793	27,389	27,389	27,389	27,389	27,264	16,209	14,079	

**2015 STAYING VISITORS ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE**

**SEASONAL AVAILABILITY OF BED SUPPLY**



## Report Sections With Historic Financial Data Indexed to 2015 Prices

<b>Sections:</b>	<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>

<b>Indexation:</b>	<i>Indexation to: 2015</i>
<b>2013</b>	<b>1.04</b>
<b>2014</b>	<b>1.01</b>
<b>2015</b>	<b>1.00</b>

**STEAM FINAL TREND REPORT FOR 2013-2015  
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

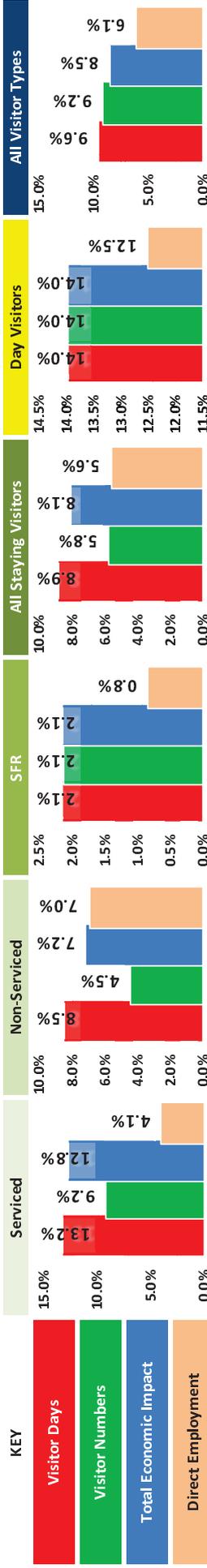
Comparing 2015 and 2014  
2014 in 2015 prices (1.011)

**COMPARATIVE HEADLINES**

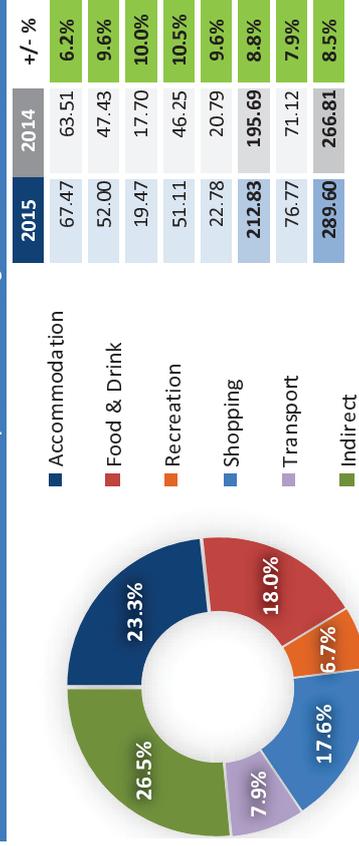
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2015 & 2014 - INDEXED TO 2015**

KEY	All Staying Visitors						Day Visitors			All Visitor Types			
	Staying with Friends and Relatives (SFR)			Staying in Paid Accommodation			Staying with Friends and Relatives (SFR)			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	4,266	3,917	8.9%	4,266	3,917	8.9%	0,649	0,569	14.0%	4,915	4,487	9.6%
Visitor Numbers	M	0,835	0,790	5.8%	0,835	0,790	5.8%	0,649	0,569	14.0%	1,484	1,359	9.2%
Direct Expenditure	£M	266.82	246.82	8.1%	266.82	246.82	8.1%	22.78	19.99	14.0%	289.60	266.81	8.5%
Economic Impact	£M	2,628	2,489	5.6%	2,628	2,489	5.6%	218	194	12.5%	2,846	2,682	6.1%
Direct Employment	FTEs	3,700	3,483	6.2%	3,700	3,483	6.2%						
Total Employment	FTEs												

**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 2013-2015  
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

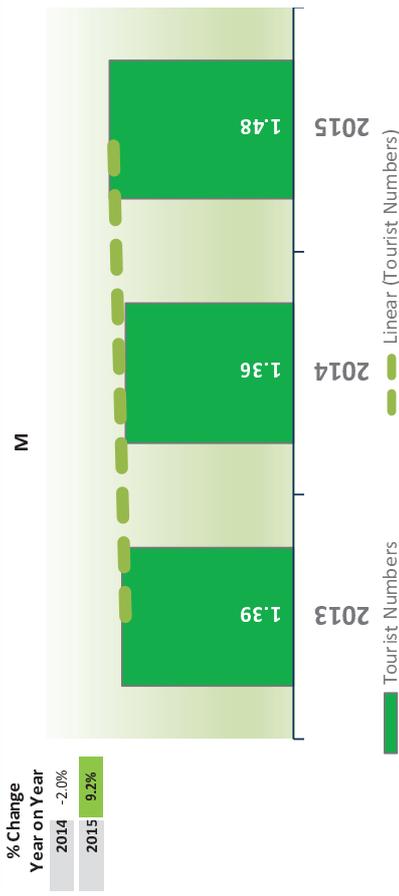
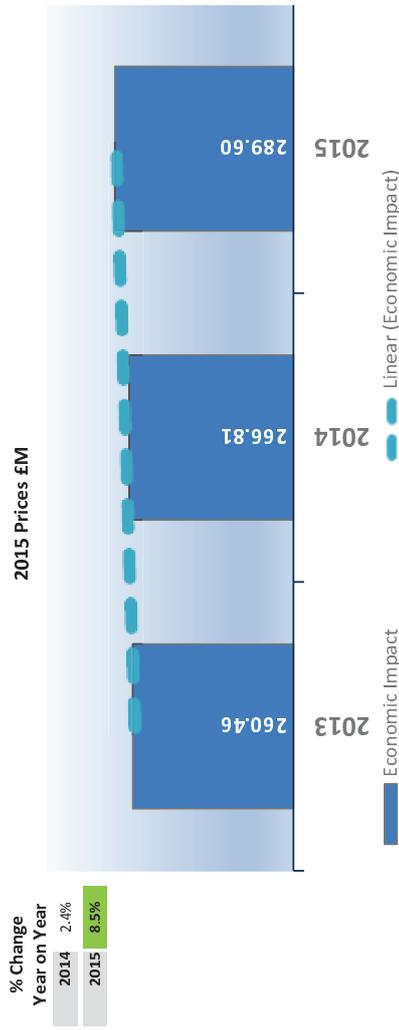
2013 to 2015  
2015 Prices

TOTAL

KEY MEASURES  
Indexed

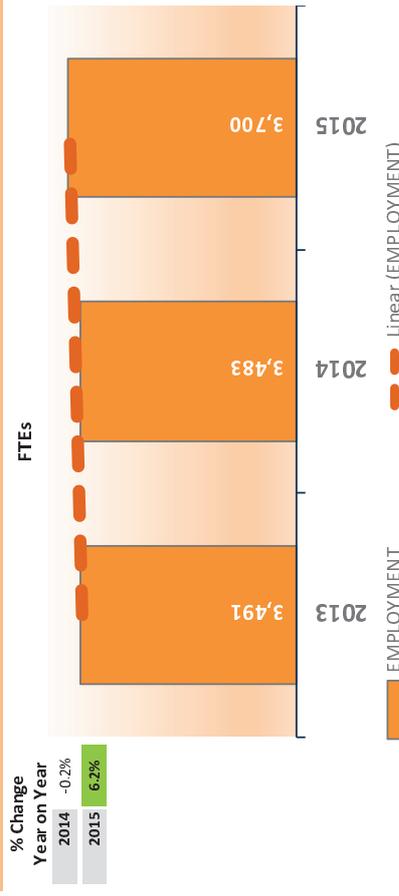
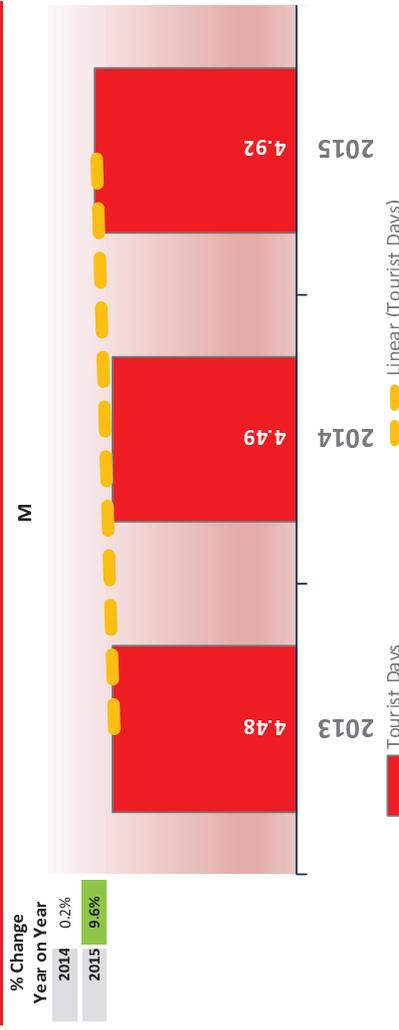
Economic Impact - Indexed - Total

Visitor Numbers - Total



Visitor Days - Total

Total Employment Supported - Total



% Change from 2013	2013	2014	2015
Economic Impact - Indexed		2.4%	11.2%
Visitor Numbers		-2.0%	7.0%
Visitor Days		0.2%	9.8%
Total Employment		-0.2%	6.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2013-2015

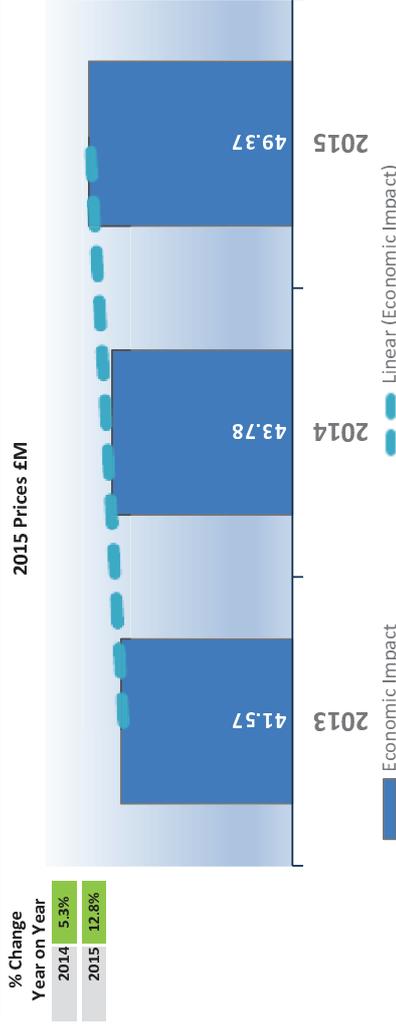
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

2013 to 2015  
2015 Prices

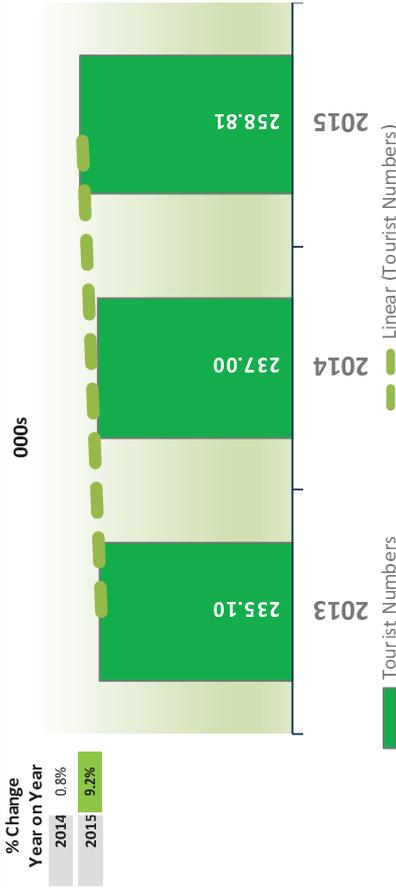
SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

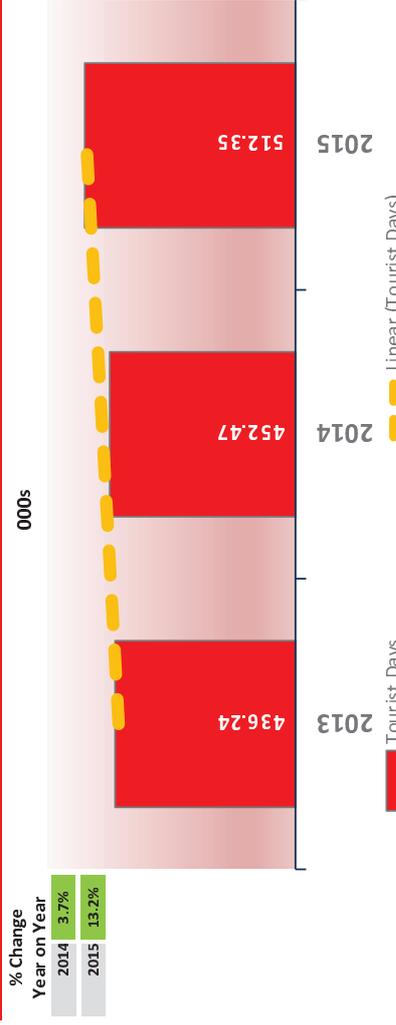
Economic Impact - Indexed - Serviced Accommodation



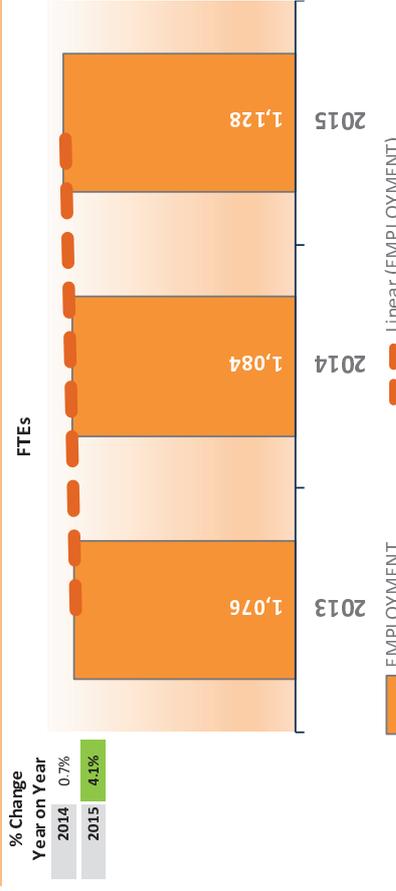
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



	2013	2014	2015
% Change from 2013			
Economic Impact - Indexed		5.3%	18.8%
Visitor Numbers		0.8%	10.1%
Visitor Days		3.7%	17.4%
Direct Employment		0.7%	4.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2013-2015

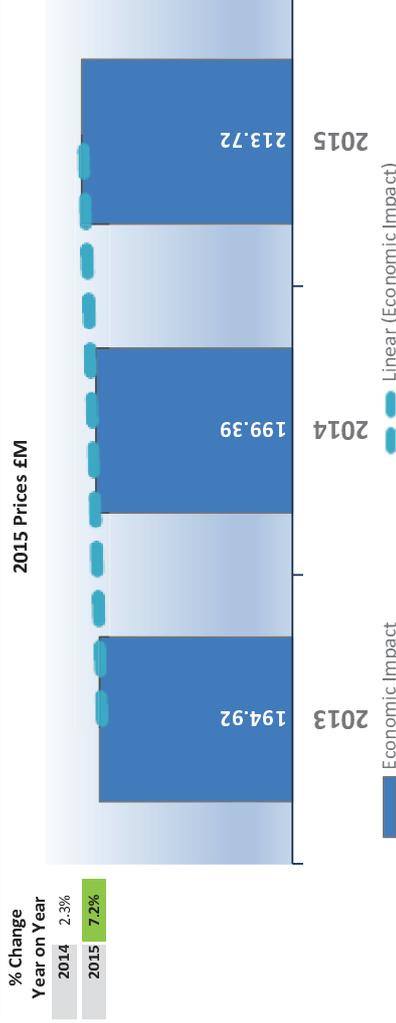
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

2013 to 2015  
2015 Prices

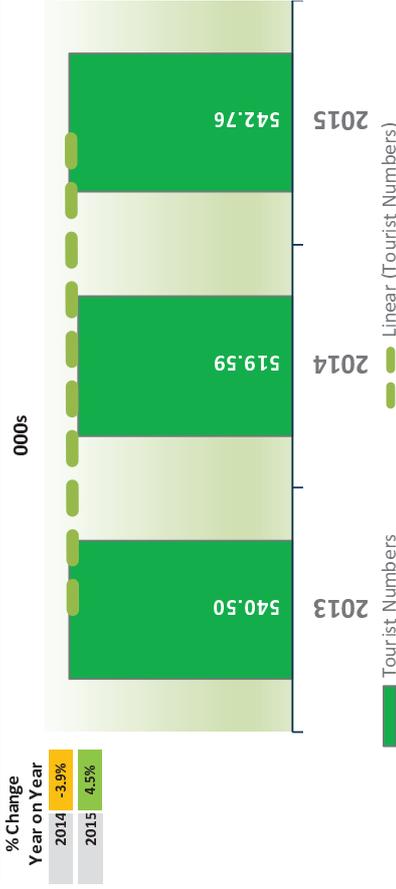
NON-SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

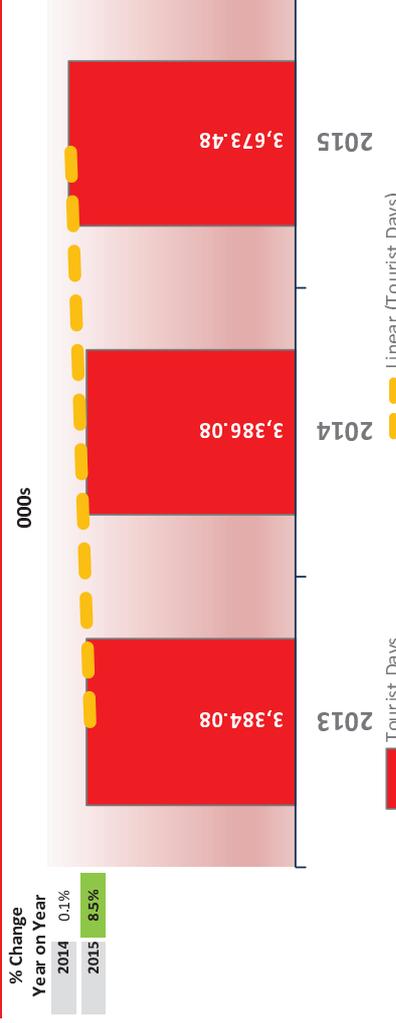
Economic Impact - Indexed - Non-Serviced Accommodation



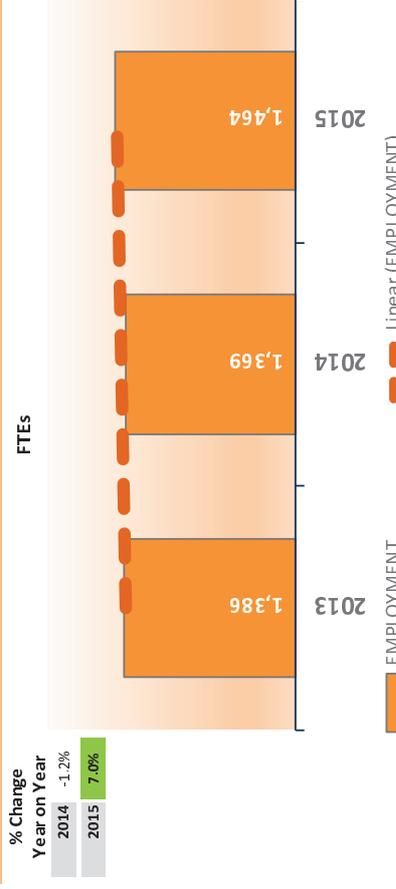
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



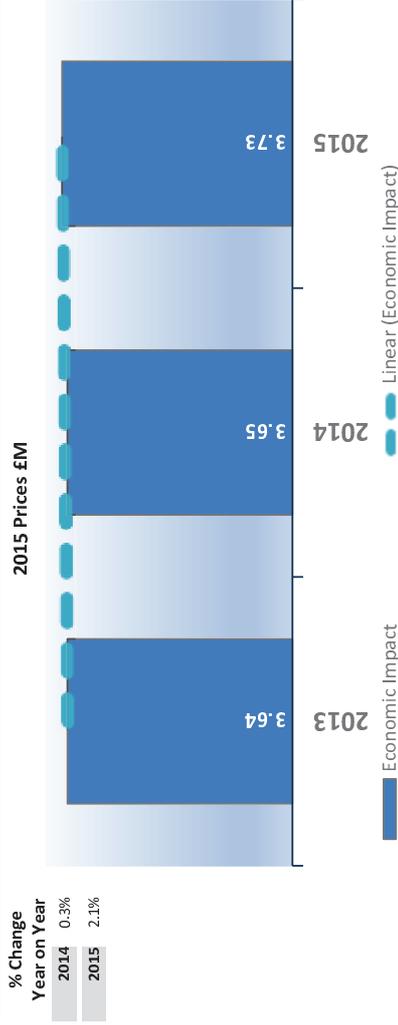
	2013	2014	2015
<b>% Change from 2013</b>			
Economic Impact - Indexed		2.3%	9.6%
Visitor Numbers		-3.9%	0.4%
Visitor Days		0.1%	8.6%
Direct Employment		-1.2%	5.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

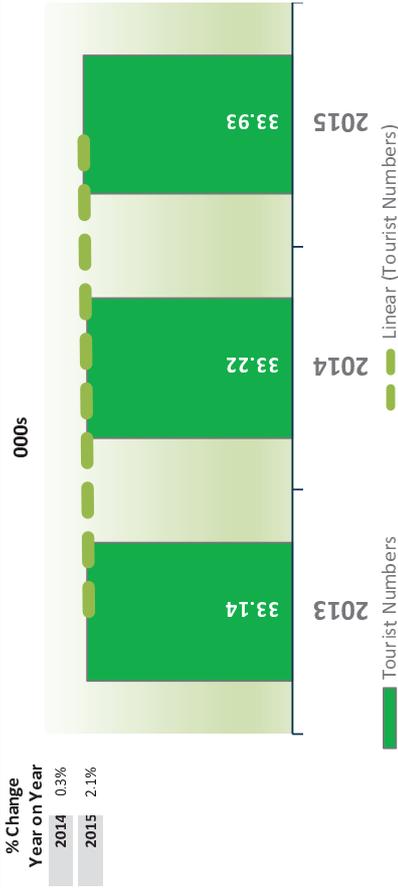
Economic Impact - Indexed - SFR



2013 to 2015  
2015 Prices

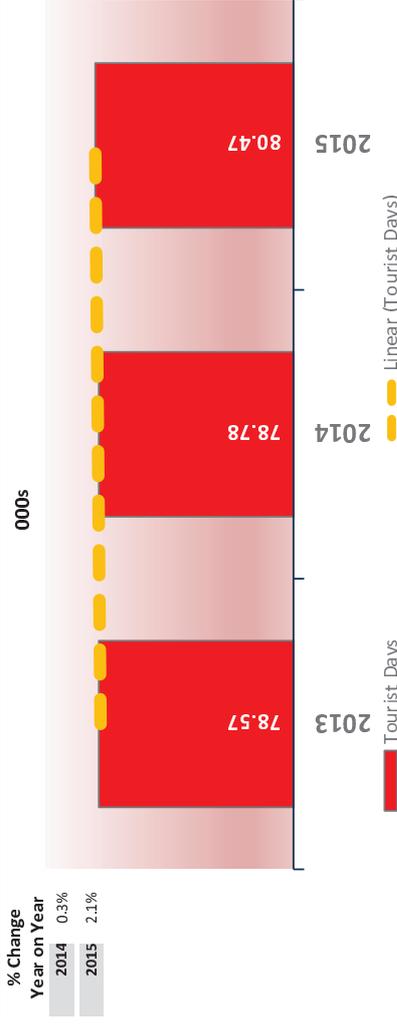
SFR

Visitor Numbers - SFR

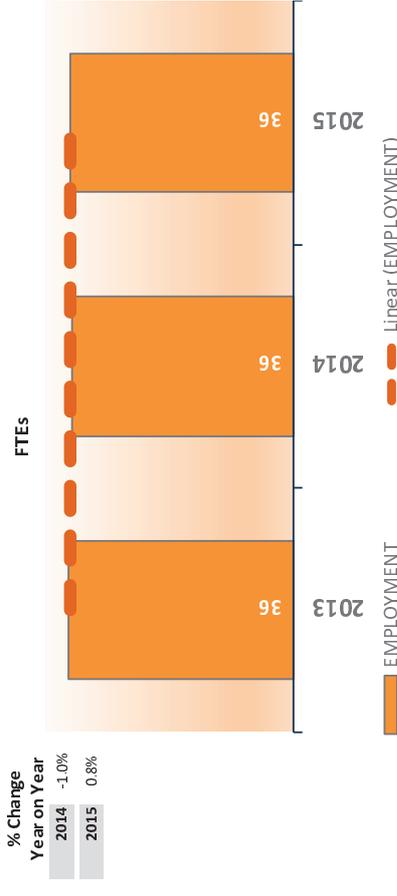


KEY MEASURES  
Indexed

Visitor Days - SFR



Direct Employment Supported - SFR



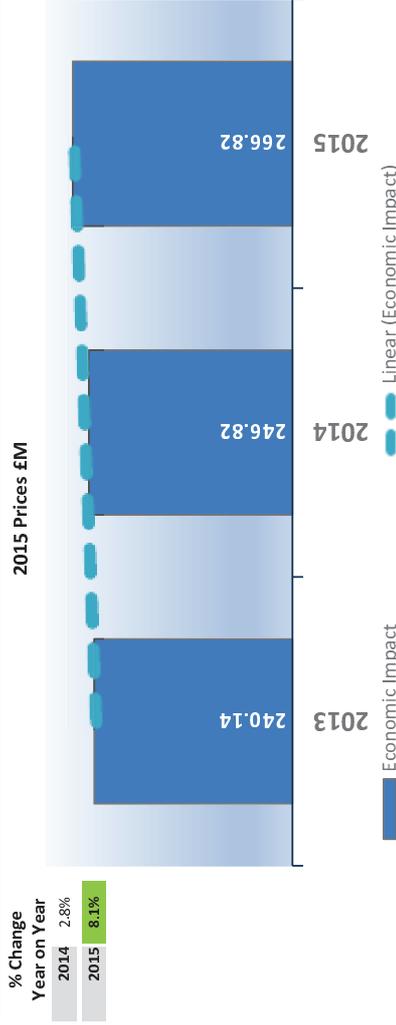
	2013	2014	2015
% Change from 2013			
Economic Impact - Indexed	0.3%	0.3%	2.4%
Visitor Numbers	0.3%	0.3%	2.4%
Visitor Days	0.3%	0.3%	2.4%
Direct Employment	-1.0%	-1.0%	-0.2%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2013-2015

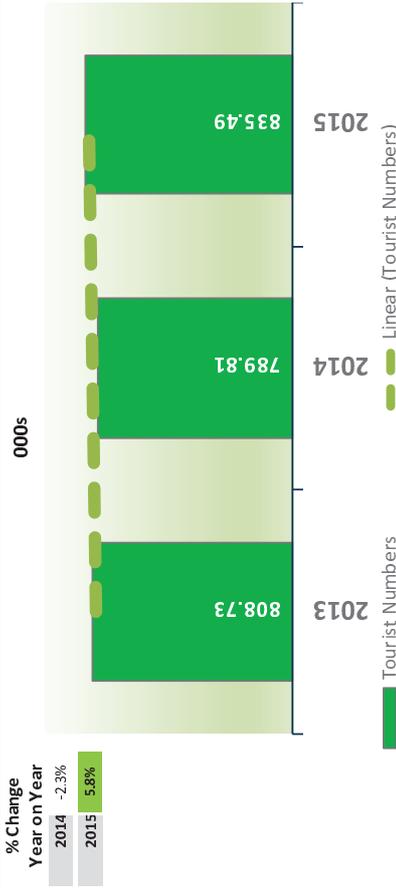
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

Economic Impact - Indexed - Staying Visitor



2013 to 2015  
2015 Prices

Visitor Numbers - Staying Visitor

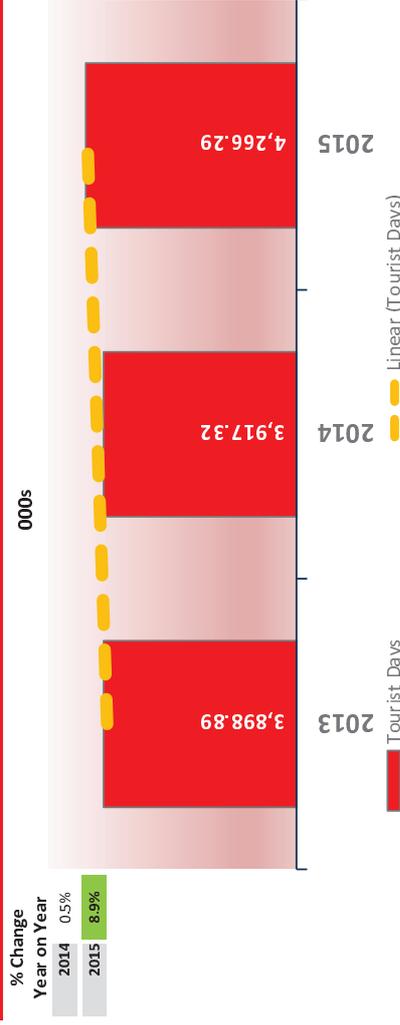


KEY MEASURES  
Indexed

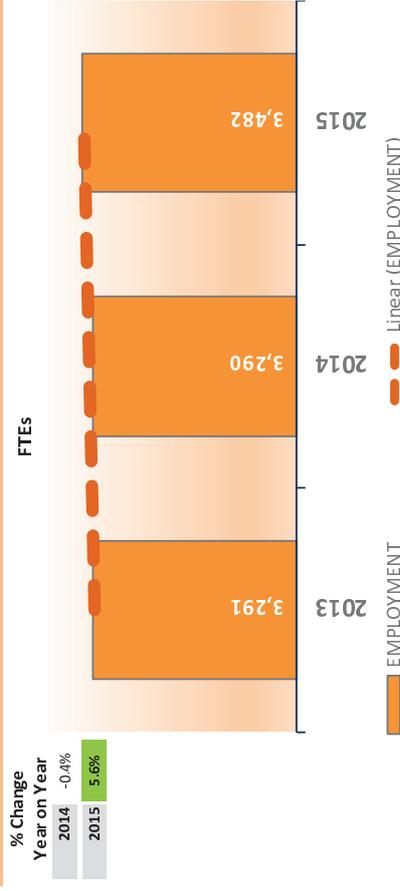
STAYING VISITOR

Visitor Numbers - Staying Visitor

Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



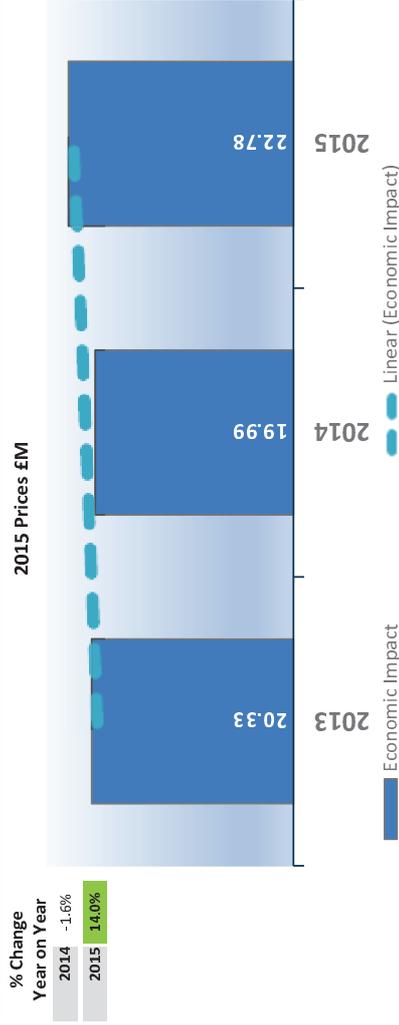
	2013	2014	2015
% Change from 2013		2.8%	11.1%
Economic Impact - Indexed		-2.3%	3.3%
Visitor Numbers		0.5%	9.4%
Visitor Days		0.0%	5.8%
Direct Employment			

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

Economic Impact - Indexed - Day Visitor

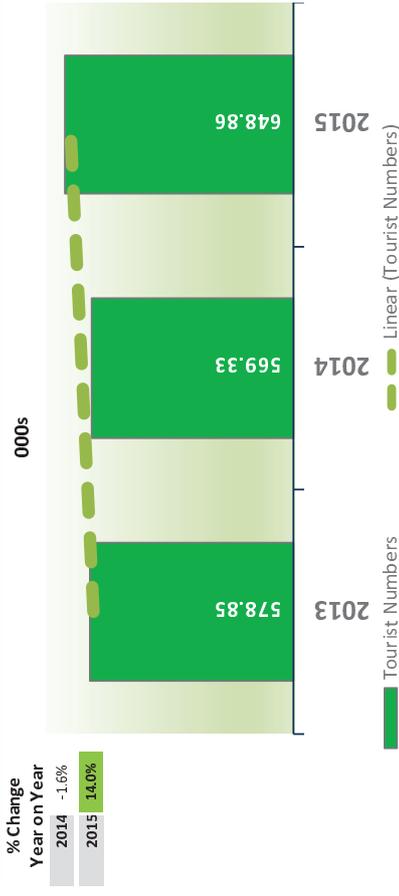


2013 to 2015  
2015 Prices

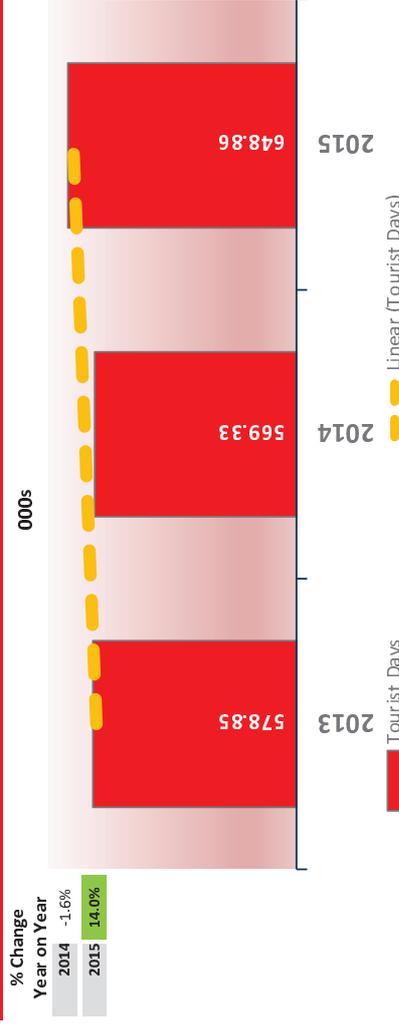
KEY MEASURES  
Indexed

DAY VISITOR

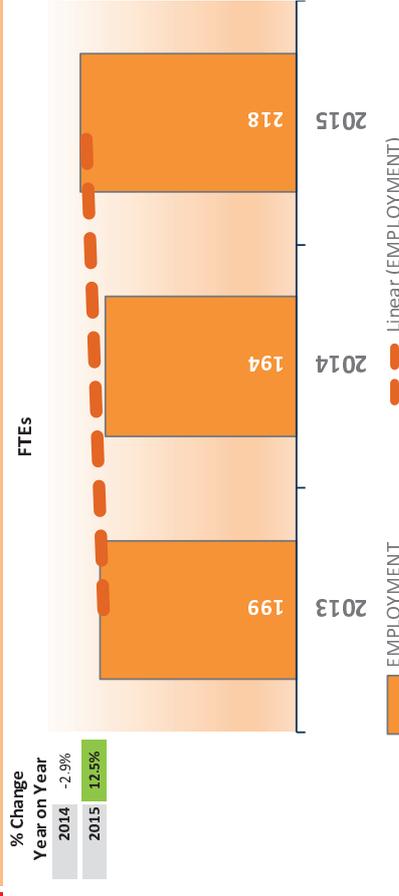
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



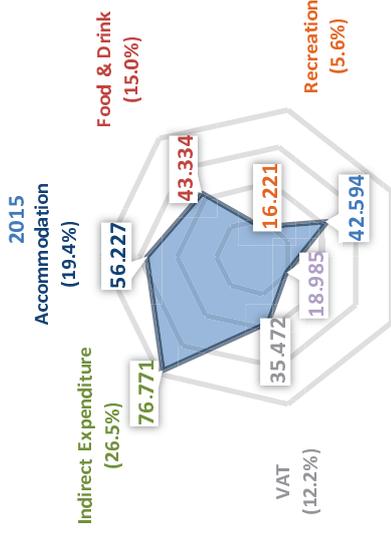
	2013	2014	2015
% Change from 2013			
Economic Impact - Indexed		-1.6%	12.1%
Visitor Numbers		-1.6%	12.1%
Visitor Days		-1.6%	12.1%
Direct Employment		-2.9%	9.2%

"Linear" = Linear Trendline

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

SECTOR / YEAR	2013	2014	2015
Accommodation	£M 49.36	52.93	56.23
Food & Drink	£M 39.29	39.53	43.33
Recreation	£M 14.68	14.75	16.22
Shopping	£M 38.48	38.54	42.59
Transport	£M 17.34	17.33	18.99
Direct Revenue	£M 159.15	163.07	177.36
VAT	£M 31.83	32.61	35.47
Direct Expenditure	£M 190.98	195.69	212.83
Indirect Expenditure	£M 69.48	71.12	76.77
TOTAL	£M 260.46	266.81	289.60

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



Transport (6.6%)  
Shopping (14.7%)

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2013	2014	2015
Accommodation	FTEs 933	934	947
Food & Drink	FTEs 694	689	746
Recreation	FTEs 315	312	339
Shopping	FTEs 619	612	668
Transport	FTEs 137	135	146
Direct Employment	FTEs 2,698	2,682	2,846
Indirect Employment	FTEs 793	801	854
TOTAL	FTEs 3,491	3,483	3,700

2015  
SECTORAL DISTRIBUTION OF  
EMPLOYMENT - FTES



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STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

2013 to 2015 2015 Prices		ECONOMIC IMPACT Indexed	
TOTAL		TOTAL	

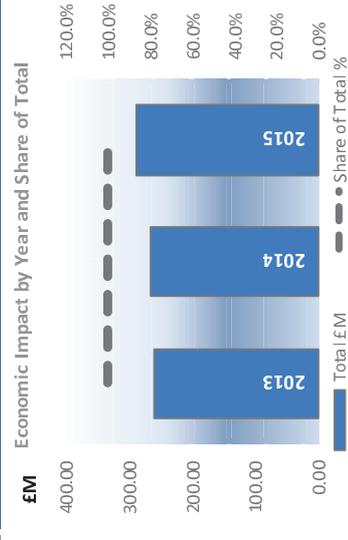
ECONOMIC IMPACT BY: MONTH AND QUARTER

KEY	TOTAL														
	ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES														
	Q1			Q2			Q3			Q4					
An increase of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Annual Change
Less than 3% change	15.4%	8.6%	9.6%	10.5%	8.8%	9.9%	11.4%	10.7%	16.0%	15.3%	5.0%	12.5%	11.2%	11.2%	
A Fall of 3% or more	16.1%	9.3%	7.8%	6.6%	9.1%	9.8%	8.3%	10.0%	6.7%	9.6%	1.5%	9.3%	8.5%	8.5%	
% Change 2013 to 2015	7.7%	4.3%	4.8%	5.3%	4.4%	5.0%	5.7%	5.4%	8.0%	7.6%	2.5%	6.2%	5.6%	5.6%	
% Change 2014 to 2015	6.623	10.16	16.48	21.30	29.49	29.79	34.78	42.33	27.63	21.63	11.78	8.481	260.46		
Average Annual Change	6.579	10.09	16.75	22.08	29.40	29.83	35.78	42.60	30.03	22.75	12.18	8.725	266.81	2.4%	
	7.640	11.03	18.07	23.55	32.07	32.75	38.75	46.87	32.04	24.93	12.37	9.538	289.60	8.5%	
2013 £M															
2014 £M															
2015 £M															

ECONOMIC IMPACT - INDEXED TO 2015

SHARE OF MARKET	2013	2014	2015
Total	260.46	266.81	289.60
All Visitor Types	260.46	266.81	289.60
Share of Total	100.0%	100.0%	100.0%
Annual Change in Share			
Change in Share from 2013			
Avg Ann. Change in Share			

TOTAL



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Report Prepared by: David Calway, Date of Issue: 07/09/16

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 £M

2014 £M

2015 £M

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 2013 to 2015	67.2%	18.4%	14.7%	28.4%	25.9%	26.0%	19.2%	8.5%	18.9%	34.8%	-9.2%	20.6%
% Change 2014 to 2015	59.1%	22.8%	20.5%	11.3%	20.6%	27.9%	11.9%	7.9%	-2.9%	20.8%	-8.3%	19.9%
Average Annual Change	33.6%	9.2%	7.3%	14.2%	13.0%	13.0%	9.6%	4.2%	9.5%	17.4%	-4.6%	10.3%
2013 £M	1.083	2.072	2.442	2.932	3.272	3.718	5.045	7.290	4.809	3.195	3.708	2.008
2014 £M	1.138	1.999	2.324	3.384	3.417	3.664	5.377	7.326	5.893	3.565	3.674	2.020
2015 £M	1.810	2.454	2.801	3.765	4.120	4.685	6.015	7.907	5.719	4.305	3.368	2.423

ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES

TOTAL	% Change
18.8%	18.8%
12.8%	12.8%
9.4%	9.4%
41.57	
43.78	5.3%
49.37	12.8%

CALENDAR YEAR

Q1	Q2	Q3	Q4
26.2%	26.7%	14.6%	13.3%
29.4%	20.1%	5.6%	9.0%
13.1%	13.3%	7.3%	6.6%
5.598	9.922	17.14	8.912
5.461	10.46	18.60	9.259
7.065	12.57	19.64	10.10

QUARTER

Q1	Q2	Q3	Q4
26.2%	26.7%	14.6%	13.3%
29.4%	20.1%	5.6%	9.0%
13.1%	13.3%	7.3%	6.6%
5.598	9.922	17.14	8.912
5.461	10.46	18.60	9.259
7.065	12.57	19.64	10.10

2013 to 2015  
2015 Prices

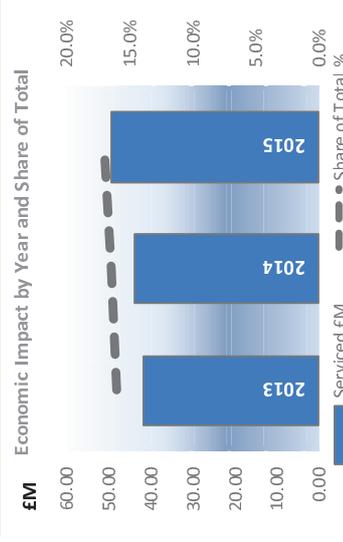
SERVICED ACCOMMODATION

ECONOMIC IMPACT Indexed

ECONOMIC IMPACT - INDEXED TO 2015

SHARE OF MARKET	2013	2014	2015
Serviced £M	41.57	43.78	49.37
All Visitor Types £M	260.46	266.81	289.60
Share of Total %	16.0%	16.4%	17.0%
Annual Change in Share %		2.8%	3.9%
Change in Share from 2013 %		2.8%	6.8%
Avg Ann. Change in Share %		2.8%	3.4%

SERVICED ACCOMMODATION



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Report Prepared by: David Calvey, Date of Issue: 07/09/16

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 £M

2014 £M

2015 £M

MONTH AND QUARTER

NON-SERVICED ACCOMMODATION

ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES

	MONTH AND QUARTER											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2013 to 2015	4.0%	3.7%	7.1%	7.1%	6.7%	7.8%	10.7%	11.0%	15.9%	11.3%	12.4%	10.0%
% Change 2014 to 2015	4.0%	3.3%	5.3%	5.9%	7.4%	7.2%	7.8%	9.6%	8.3%	6.3%	5.7%	5.0%
Average Annual Change	2.0%	1.9%	3.5%	3.5%	3.3%	3.9%	5.3%	5.5%	8.0%	5.7%	6.2%	5.0%
2013 £M	4.092	6.633	12.69	16.05	23.51	23.97	26.95	31.11	20.86	16.68	6.967	5.418
2014 £M	4.093	6.662	12.90	16.23	23.34	24.10	27.68	31.49	22.32	17.47	7.410	5.677
2015 £M	4.256	6.881	13.58	17.18	25.08	25.83	29.83	34.53	24.18	18.57	7.831	5.960

TOTAL	CALENDAR YEAR			
	Q1	Q2	Q3	Q4
% Change	5.6%	7.2%	12.2%	11.4%
Annual Change	4.5%	6.9%	8.6%	5.9%
	2.8%	3.6%	6.1%	5.7%
194.92	23.41	63.52	78.92	29.07
199.39	23.65	63.67	81.50	30.56
213.72	24.72	68.09	88.54	32.36

2013 to 2015  
2015 Prices

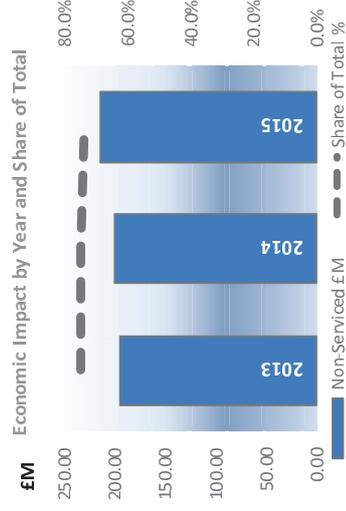
ECONOMIC IMPACT  
Indexed

NON-SERVICED  
ACCOMMODATION

ECONOMIC IMPACT - INDEXED TO 2015

SHARE OF MARKET	2013	2014	2015
Non-Serviced £M	194.92	199.39	213.72
All Visitor Types £M	260.46	266.81	289.60
Share of Total	74.8%	74.7%	73.8%
Annual Change in Share	-0.1%	-1.2%	-1.4%
Change in Share from 2013	-0.1%	-1.4%	-0.7%
Avg Ann. Change in Share	-0.1%	-0.7%	

NON-SERVICED ACCOMMODATION



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Report Prepared by: David Calway. Date of Issue: 07/09/16

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

ECONOMIC IMPACT Indexed

ECONOMIC IMPACT BY: MONTH AND QUARTER

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

CALENDAR YEAR

% Change

TOTAL

Annual Change

Q1

Q2

Q3

Q4

2013 to 2015  
2015 Prices

ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES

Q1

Q2

Q3

Q4

DEC

2013	2014	2015
£M	£M	£M
0.503	0.501	0.522
0.181	0.180	0.185
0.220	0.220	0.225
0.441	0.443	0.449
0.301	0.299	0.305
0.238	0.236	0.241
0.360	0.361	0.367
0.379	0.381	0.388
0.207	0.210	0.214
0.207	0.211	0.214
0.169	0.170	0.171
0.436	0.438	0.449
3.642	3.652	3.730

3.8%

1.8%

2.1%

1.8%

2.1%

1.0%

0.9%

0.7%

0.6%

0.9%

1.2%

1.7%

1.7%

1.8%

1.6%

2.2%

1.4%

1.8%

1.4%

2.1%

1.8%

1.9%

1.9%

2.6%

1.9%

3.8%

1.8%

1.8%

2.1%

1.4%

1.8%

1.4%

2.1%

1.9%

1.9%

4.1%

1.9%

2.6%

1.9%

1.0%

0.9%

0.7%

0.6%

0.9%

1.2%

1.7%

1.7%

1.8%

3.0%

2.4%

2.1%

1.2%

3.642

0.904

0.902

0.931

0.980

0.978

0.996

0.946

0.953

0.969

0.812

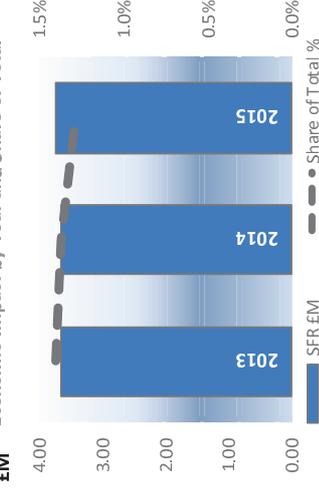
0.819

0.834

ECONOMIC IMPACT - INDEXED TO 2015

SHARE OF MARKET	2013	2014	2015
SFR £M	3.642	3.652	3.730
All Visitor Types	260.46	266.81	289.60
Share of Total	1.4%	1.4%	1.3%
Annual Change in Share	-2.1%	-2.1%	-5.9%
Change in Share from 2013	-2.1%	-2.1%	-7.9%
Avg Ann. Change in Share	-2.1%	-2.1%	-3.9%

Economic Impact by Year and Share of 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.

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

2013 to 2015  
2015 Prices

ECONOMIC IMPACT  
Indexed

ECONOMIC IMPACT BY: MONTH AND QUARTER

KEY

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

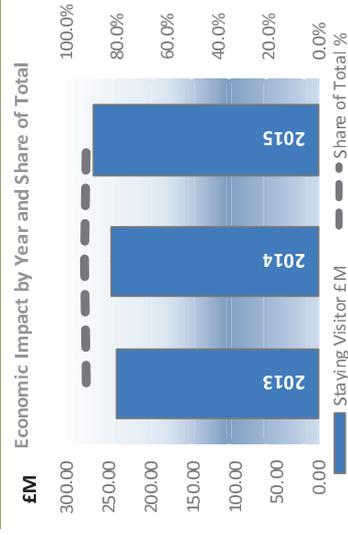
ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES

	MONTH AND QUARTER												TOTAL	% Change	ANNUAL Change	QUARTER			
	Q1						Q2			Q3							Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3
% Change 2013 to 2015	16.0%	7.1%	8.2%	10.2%	9.0%	10.1%	11.9%	10.4%	16.4%	15.0%	4.8%	12.3%	11.1%	9.4%	9.7%	12.5%	11.6%		
% Change 2014 to 2015	14.9%	7.7%	7.5%	6.7%	9.0%	9.8%	8.4%	9.2%	5.9%	8.7%	1.0%	8.6%	8.1%	9.0%	8.7%	8.0%	6.5%		
Average Annual Change	8.0%	3.6%	4.1%	5.1%	4.5%	5.1%	6.0%	5.2%	8.2%	7.5%	2.4%	6.2%	5.6%	4.7%	4.9%	6.3%	5.8%		
2013 £M	5.677	8.886	15.35	19.42	27.08	27.92	32.36	38.78	25.87	20.08	10.84	7.862	240.14	29.91	74.43	97.01	38.79		
2014 £M	5.732	8.841	15.44	20.05	27.06	28.00	33.42	39.20	28.42	21.25	11.25	8.136	246.82	30.02	75.12	101.05	40.64		
2015 £M	6.588	9.519	16.61	21.40	29.50	30.76	36.22	42.82	30.11	23.09	11.37	8.832	266.82	32.72	81.66	109.15	43.29		

ECONOMIC IMPACT - INDEXED TO 2015

SHARE OF MARKET	2013	2014	2015
Staying Visitor £M	240.14	246.82	266.82
All Visitor Types £M	260.46	266.81	289.60
Share of Total	92.2%	92.5%	92.1%
Annual Change in Share		0.3%	-0.4%
Change in Share from 2013		0.3%	-0.1%
Avg Ann. Change in Share		0.3%	0.0%

STAYING VISITOR



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STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

ECONOMIC IMPACT Indexed

ECONOMIC IMPACT BY: MONTH AND QUARTER

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

DAY VISITOR

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		
% Change 2013 to 2015	11.4%	18.9%	29.2%	14.4%	6.5%	6.9%	4.4%	14.0%	10.1%	19.0%	6.9%	14.1%	12.1%	
% Change 2014 to 2015	24.2%	21.2%	11.5%	5.9%	9.8%	8.8%	7.3%	19.1%	19.8%	22.3%	7.6%	19.8%	14.0%	Annual Change
Average Annual Change	5.7%	9.5%	14.6%	7.2%	3.2%	3.5%	2.2%	7.0%	5.0%	9.5%	3.5%	7.1%	6.0%	
2013 £M	0.945	1.271	1.129	1.878	2.413	1.863	2.427	3.549	1.754	1.545	0.932	0.619	20.33	
2014 £M	0.847	1.247	1.308	2.029	2.339	1.832	2.362	3.397	1.612	1.503	0.926	0.590	19.99	-1.6%
2015 £M	1.052	1.511	1.459	2.149	2.569	1.993	2.593	4.045	1.931	1.838	0.996	0.706	22.78	14.0%

CALENDAR YEAR

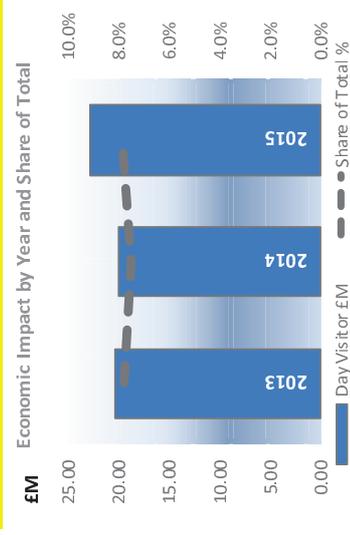
QUARTER	Q1	Q2	Q3	Q4
	20.3%	9.0%	10.1%	14.4%
	18.2%	8.2%	15.5%	17.3%
	10.1%	4.5%	5.0%	7.2%
	3.345	6.154	7.731	3.096
	3.403	6.200	7.371	3.018
	4.023	6.711	8.510	3.540

2013 to 2015  
2015 Prices

ECONOMIC IMPACT - INDEXED TO 2015

SHARE OF MARKET	2013	2014	2015
Day Visitor £M	20.33	19.99	22.78
All Visitor Types £M	260.46	266.81	289.60
Share of Total	7.8%	7.5%	7.9%
Annual Change in Share		-4.0%	5.0%
Change in Share from 2013		-4.0%	0.8%
Avg Ann. Change in Share		-4.0%	0.4%

DAY VISITOR



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Report Prepared by: David Calvey, Date of Issue: 07/09/16