



STEAM FINAL TREND REPORT FOR 2009-2015

Final

East Lindsey

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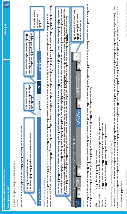
Website: www.globaltourismsolutions.co.uk

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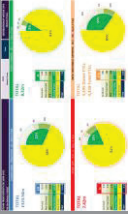
KEY MEASURES



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KEY IMPACT MEASURES:
MONTHLY DATA BY
VISITOR TYPE

DISTRIBUTION OF IMPACT: *by Visitor Type*



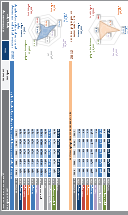
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DISTRIBUTION OF IMPACT: *by Month*



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DISTRIBUTION OF IMPACT: *by Sector*



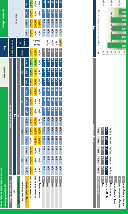
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UNINDEXED ECONOMIC IMPACT



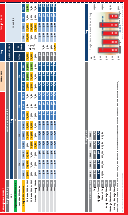
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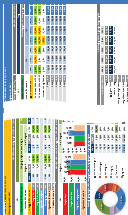
ACCOMMODATION SUPPLY



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ANNEX

INDEXED FINANCIAL DATA



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STEAM OVERVIEW



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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 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**

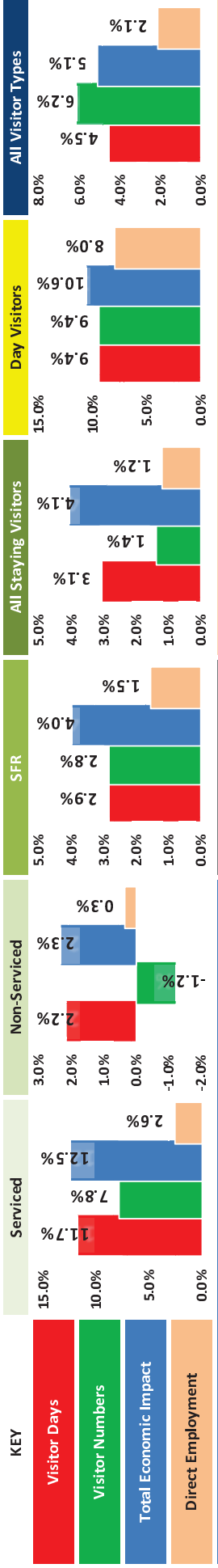
**Comparing 2015 and 2014
All £'s Historic Prices**

COMPARATIVE HEADLINES

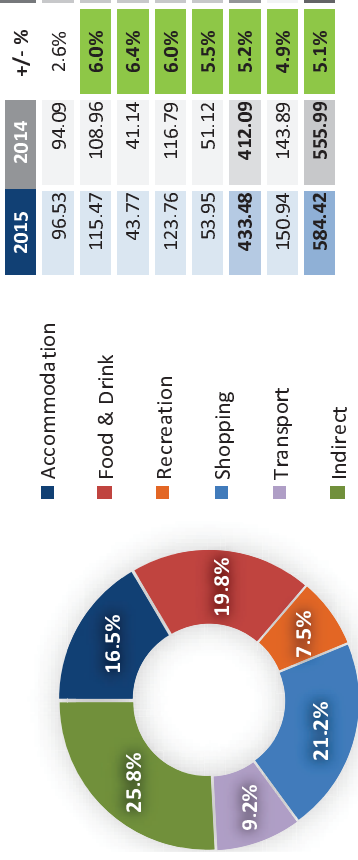
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2015 & 2014 - IN HISTORIC PRICES

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

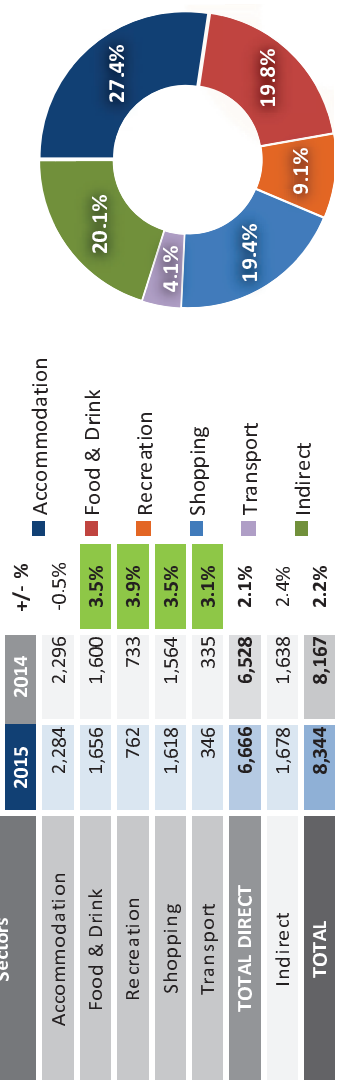
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2015 & 2014 - IN HISTORIC PRICES



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

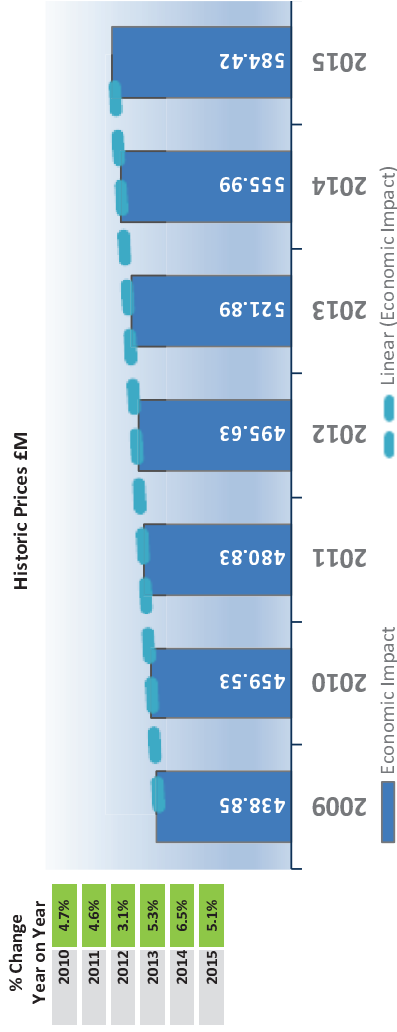
STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

2009 to 2015
Historic Prices

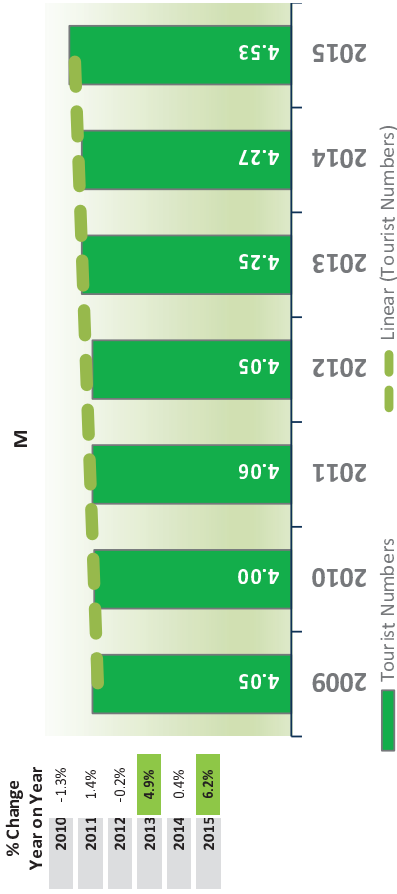
TOTAL

KEY MEASURES
Historic Prices

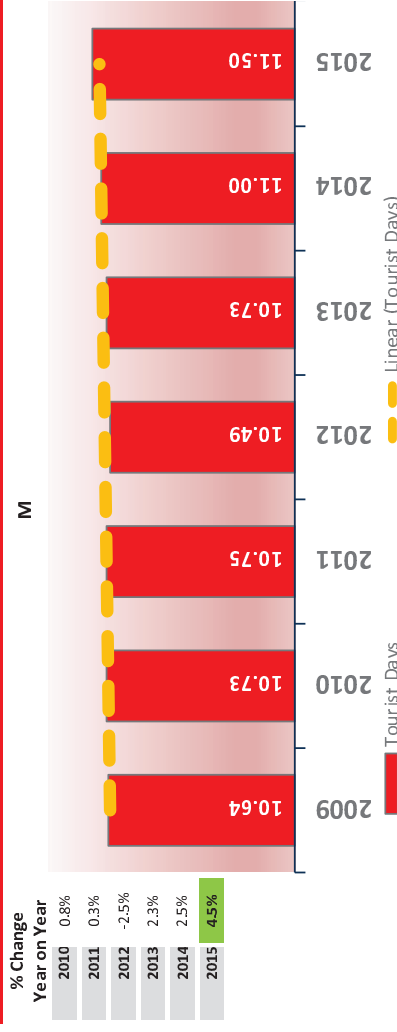
Economic Impact - Historic Prices - Total



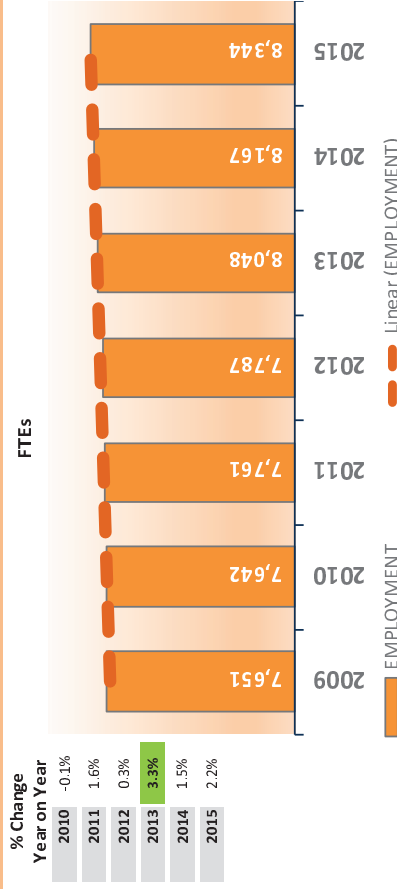
Visitor Numbers - Total



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

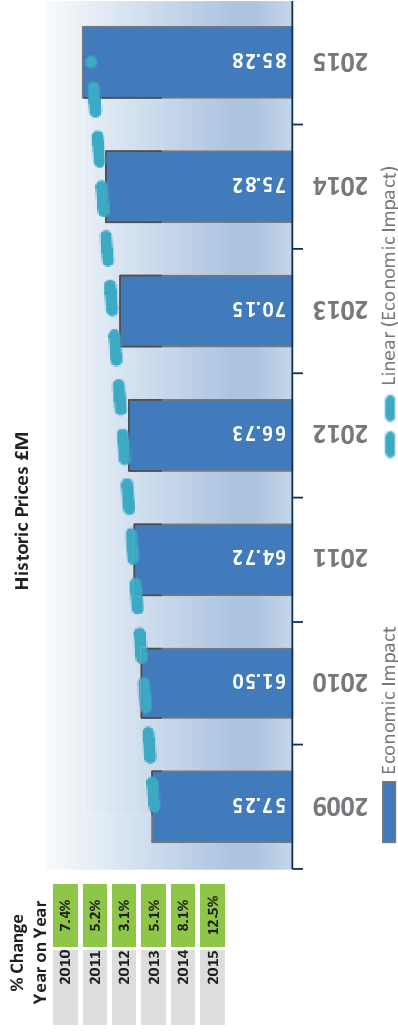
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

**2009 to 2015
Historic Prices**

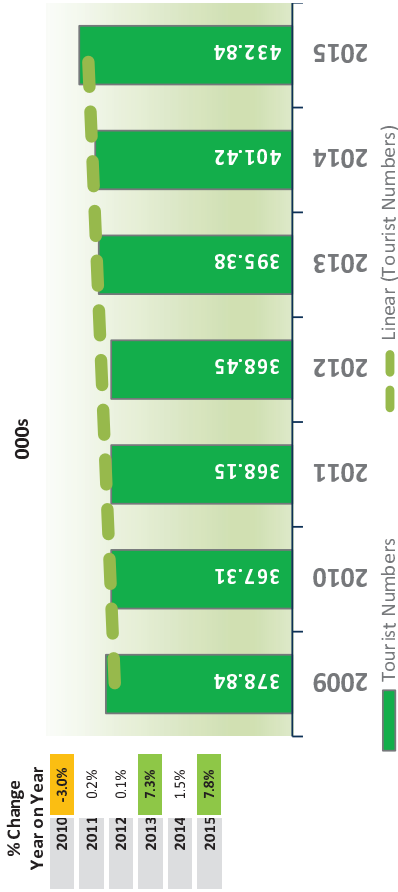
**SERVICED
ACCOMMODATION**

**KEY MEASURES
Historic Prices**

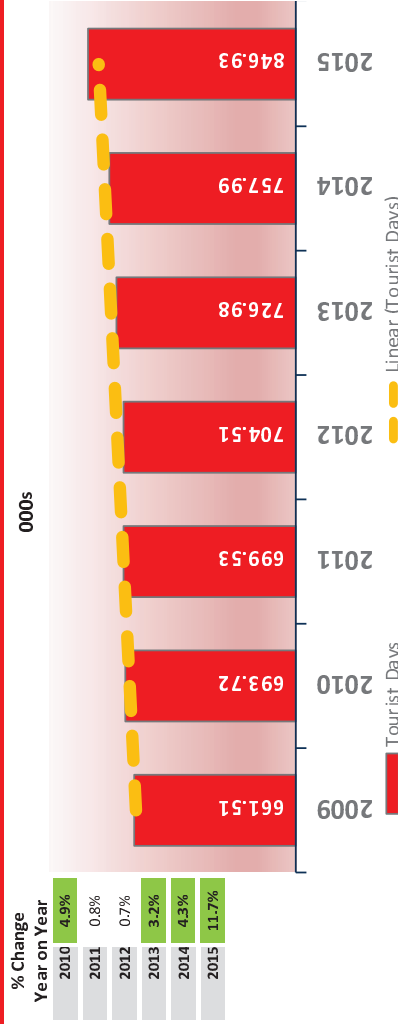
Economic Impact - Historic Prices - Serviced Accommodation



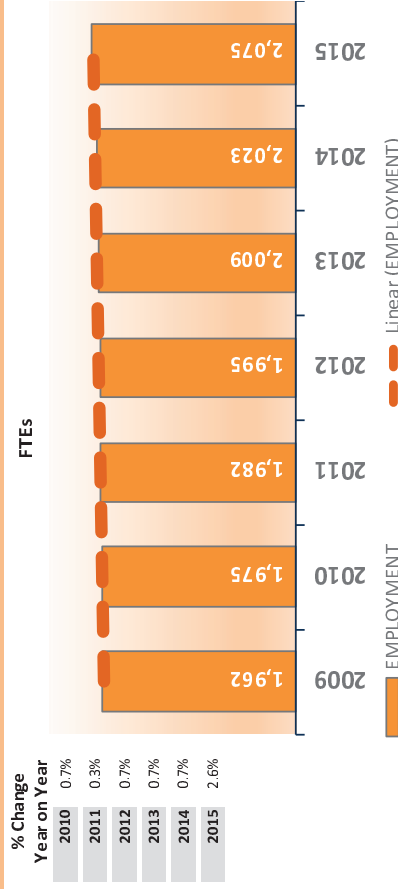
Visitor Numbers - Serviced Accommodation



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

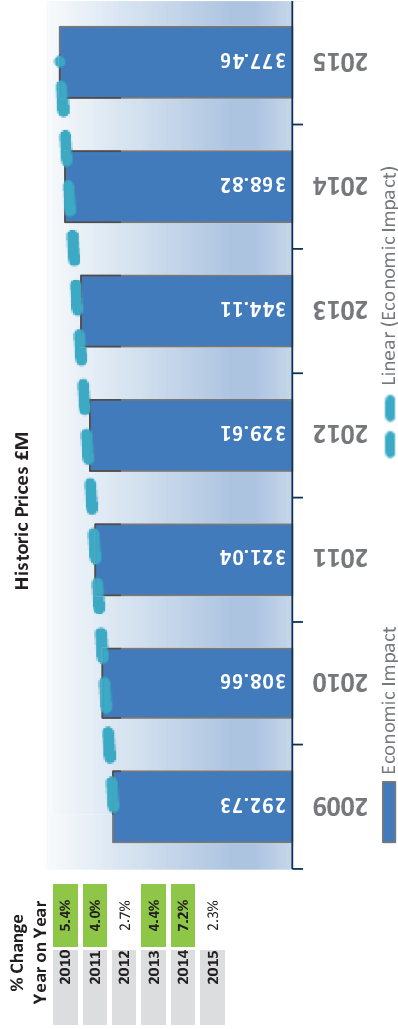
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

**2009 to 2015
Historic Prices**

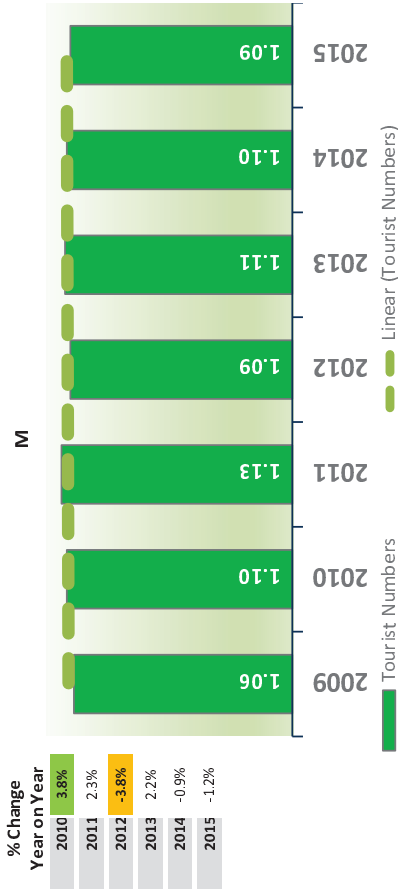
**NON-SERVICED
ACCOMMODATION**

**KEY MEASURES
Historic Prices**

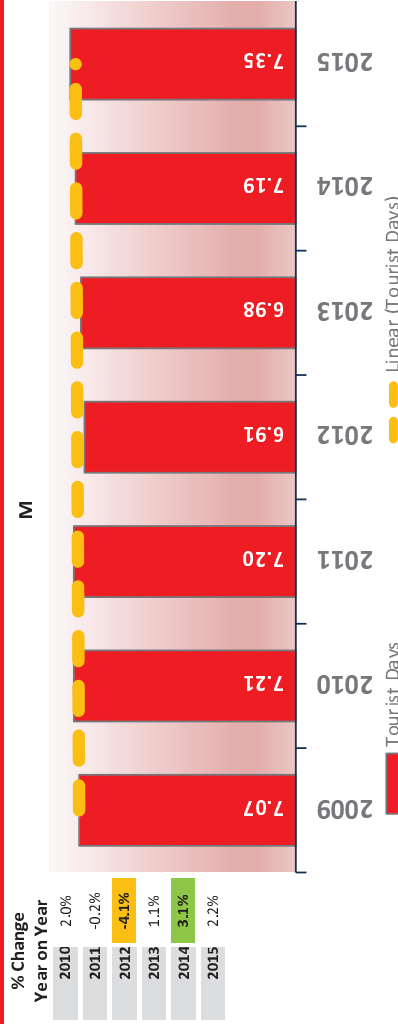
Economic Impact - Historic Prices - Non-Serviced Accommodation



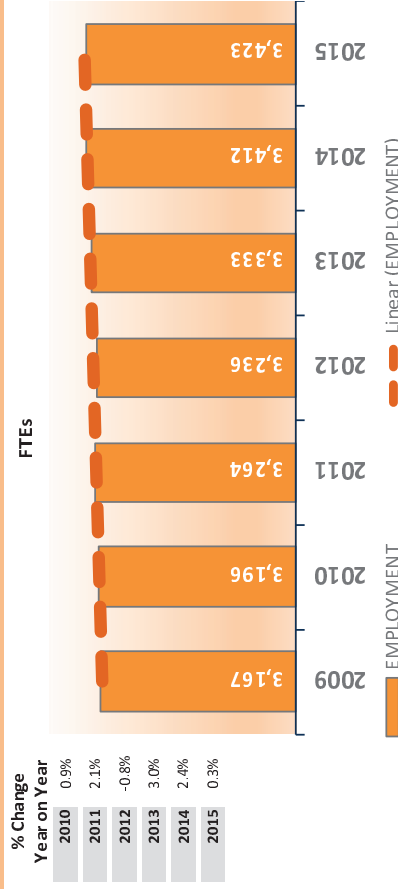
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



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

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

"Linear" = Linear Trendline

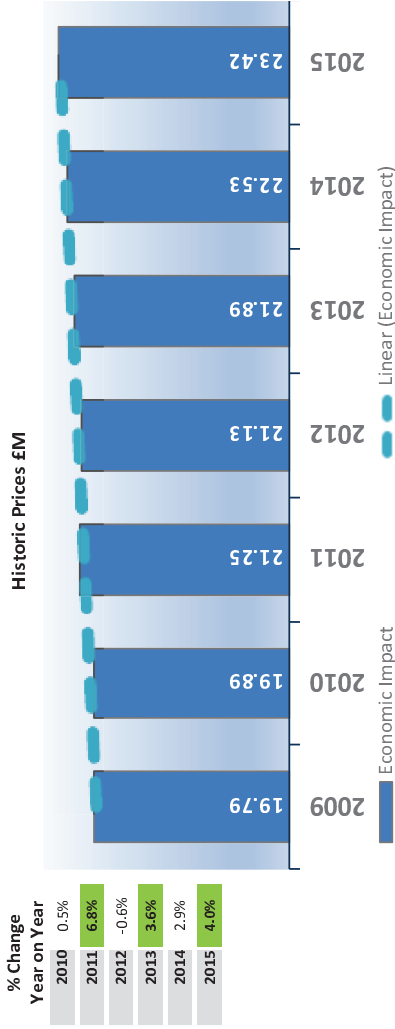
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

**2009 to 2015
Historic Prices**

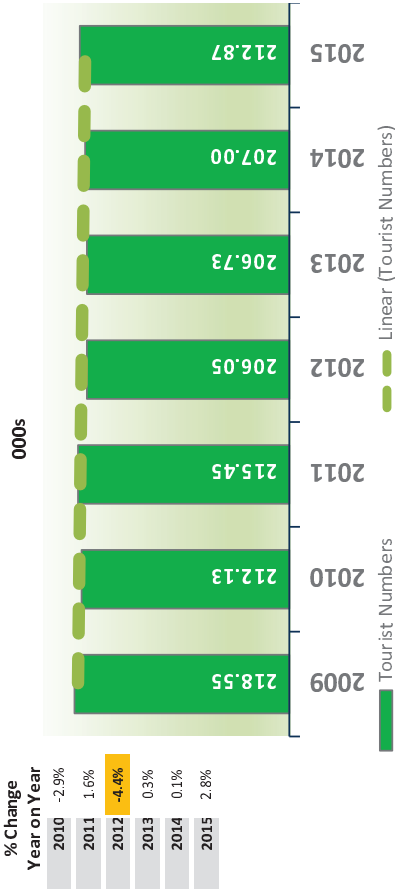
SFR

**KEY MEASURES
Historic Prices**

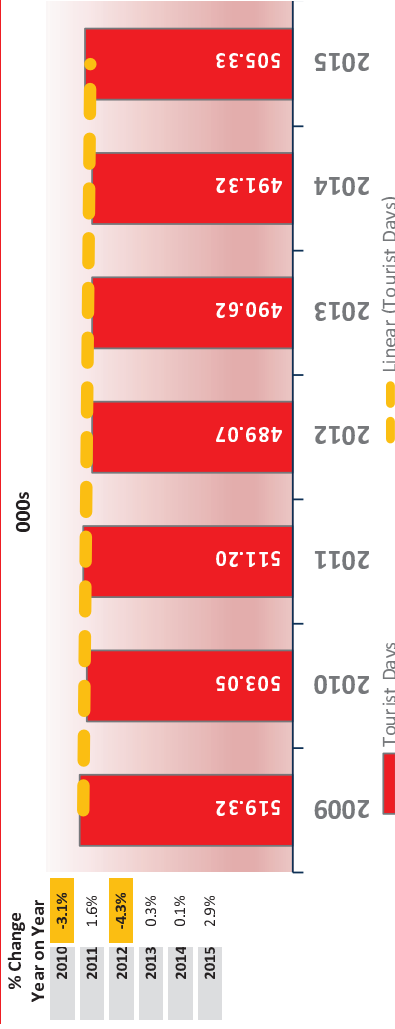
Economic Impact - Historic Prices - SFR



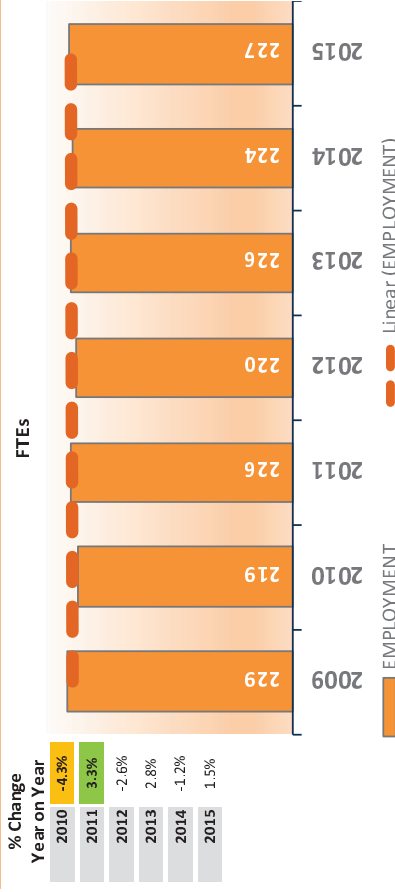
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



	2009	2010	2011	2012	2013	2014	2015
% Change from 2009		0.5%	7.3%	6.7%	10.6%	13.8%	18.3%
Economic Impact - Historic Prices		-2.9%	-1.4%	-5.7%	-5.4%	-5.3%	-2.6%
Visitor Numbers		-3.1%	-1.6%	-5.8%	-5.5%	-5.4%	-2.7%
Visitor Days		-4.3%	-1.1%	-3.7%	-1.0%	-2.1%	-0.6%
Direct Employment							

"Linear" = Linear Trendline

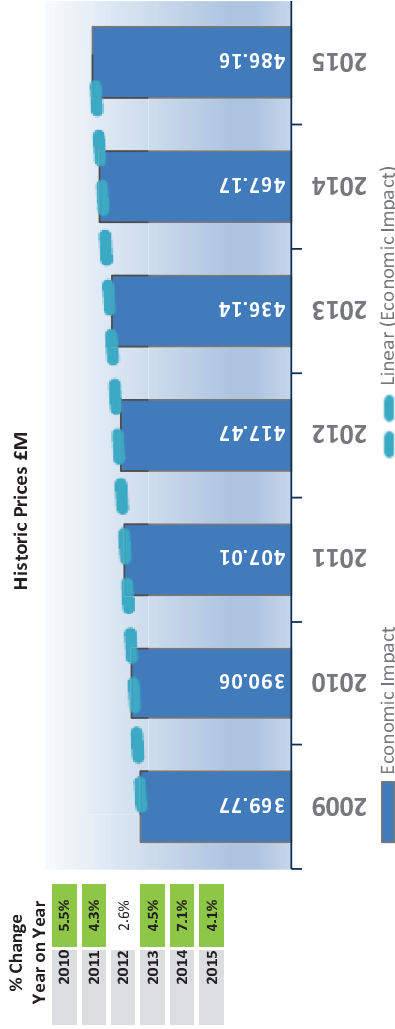
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

**2009 to 2015
Historic Prices**

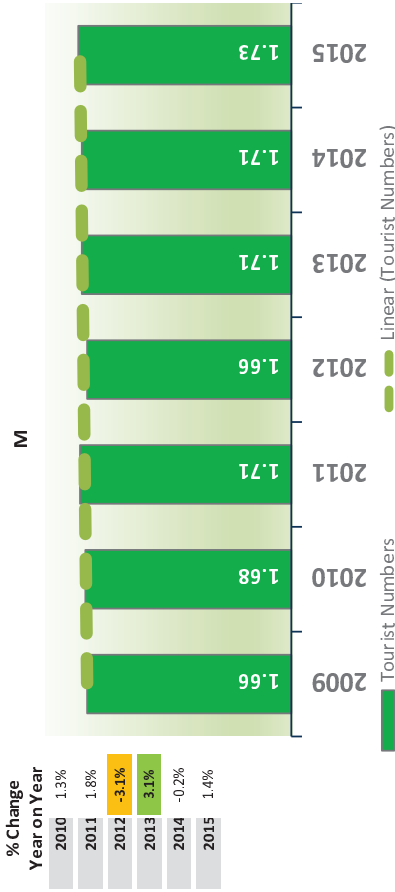
STAYING VISITOR

**KEY MEASURES
Historic Prices**

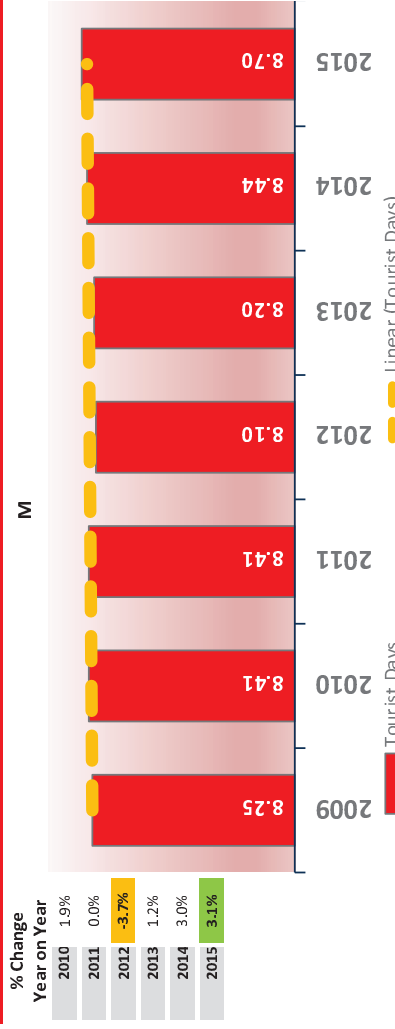
Economic Impact - Historic Prices - Staying Visitor



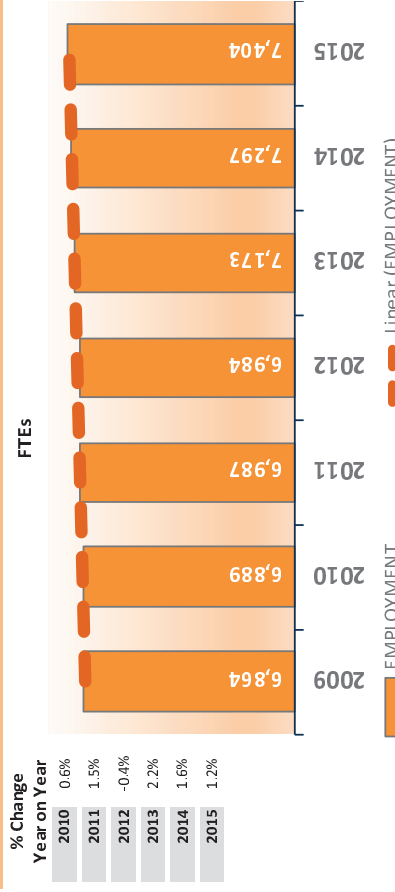
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



Year	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		0.4%	1.8%	1.7%	4.5%	6.3%	7.9%

"Linear" = Linear Trendline

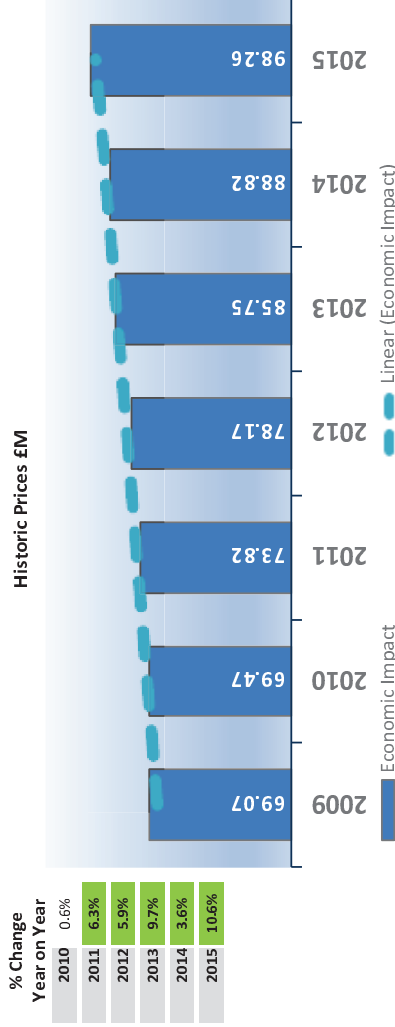
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

**2009 to 2015
Historic Prices**

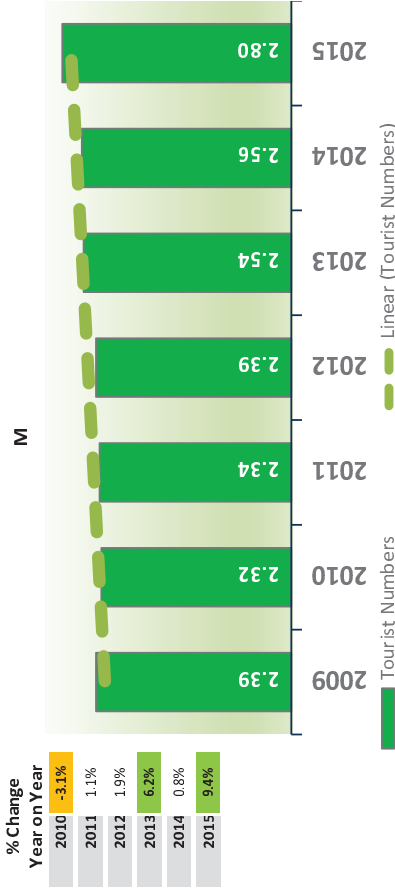
DAY VISITOR

**KEY MEASURES
Historic Prices**

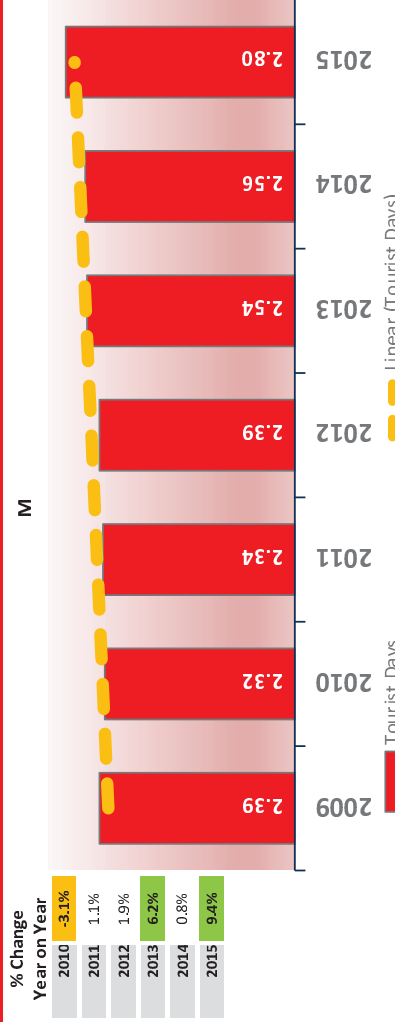
Economic Impact - Historic Prices - Day Visitor



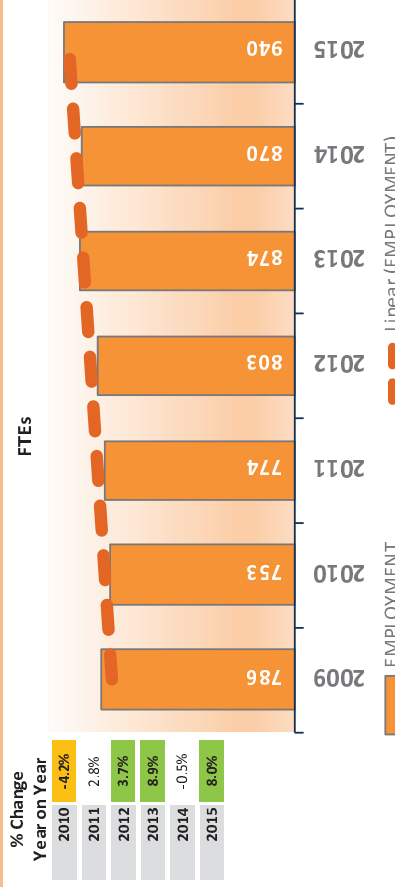
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



Year	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			-3.1%	-2.0%	6.1%	6.9%	17.0%
Visitor Numbers			-3.1%	-2.0%	6.1%	6.9%	17.0%
Visitor Days			-4.2%	-1.5%	11.2%	10.6%	19.5%
Direct Employment				2.1%			

"Linear" = Linear Trendline

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

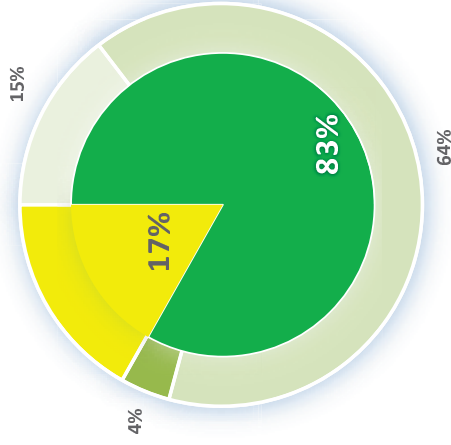
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY

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

TOTAL
£584.42m

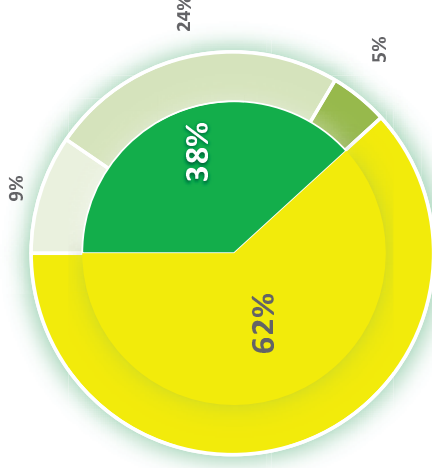
	£M
Serviced	85.28
Non-Serviced	377.46
SFR	23.42
Staying Visitor	486.16
Day Visitor	98.26
Total	584.42



Visitor Numbers - 2015 - M - Share of Total

TOTAL
4.53m

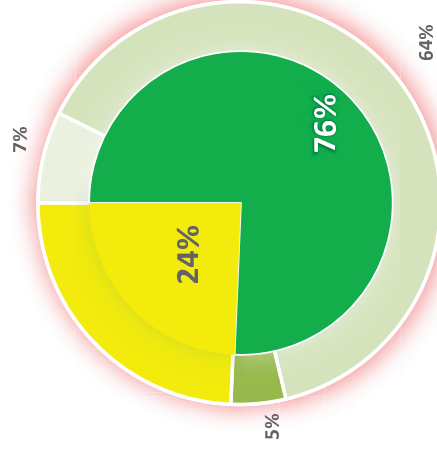
	M
Serviced	0.43
Non-Serviced	1.09
SFR	0.21
Staying Visitor	1.73
Day Visitor	2.80
Total	4.53



Visitor Days - 2015 - M - Share of Total

TOTAL
11.50m

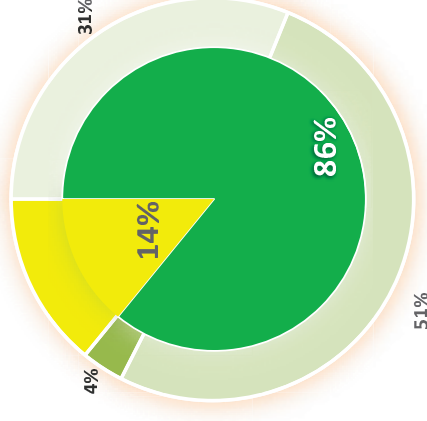
	M
Serviced	0.85
Non-Serviced	7.35
SFR	0.51
Staying Visitor	8.70
Day Visitor	2.80
Total	11.50



Direct Employment Supported - 2015 - FTEs - Share of Total

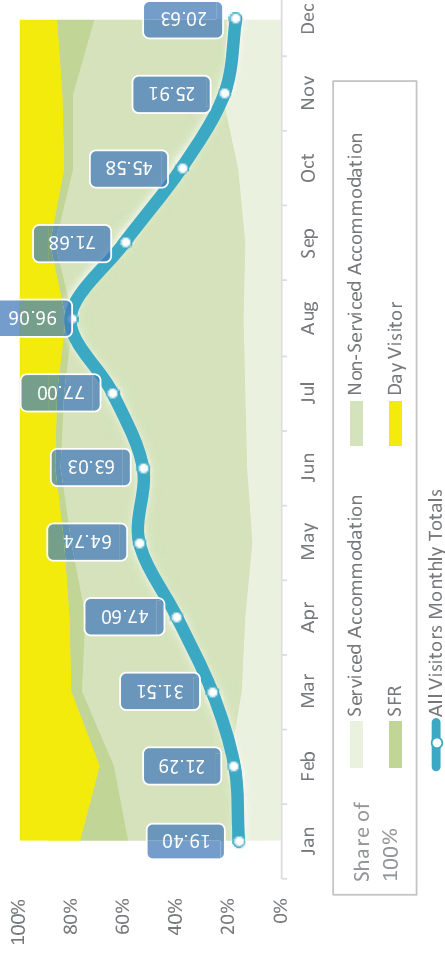
TOTAL
6,666 Direct FTEs
8,344 Total FTEs

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



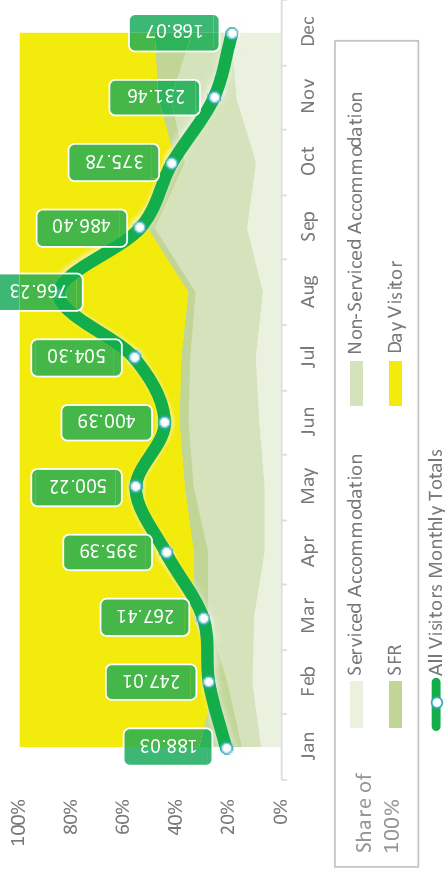
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

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



**2015
Historic Prices**

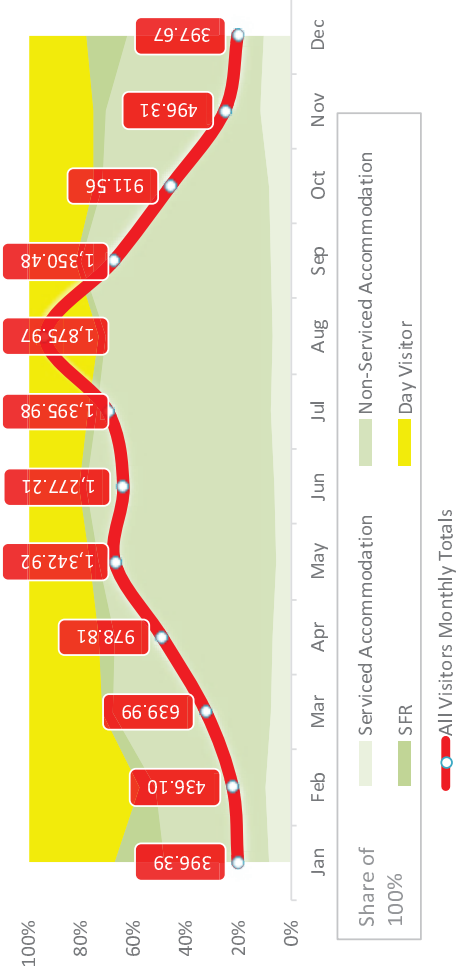
Visitor Numbers - 2015 - 000s - Distribution of Impact by Month



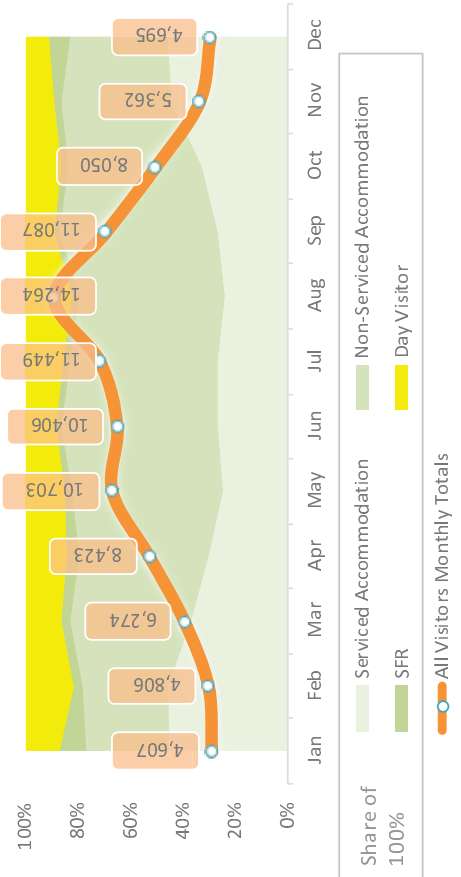
**TOTAL
Historic Prices**

**DISTRIBUTION BY MONTH
Historic Prices**

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



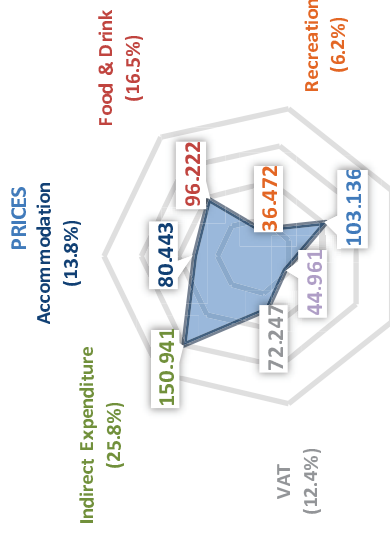
Direct Employment Supported - 2015 - FTEs - Distribution of Impact by Month



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

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



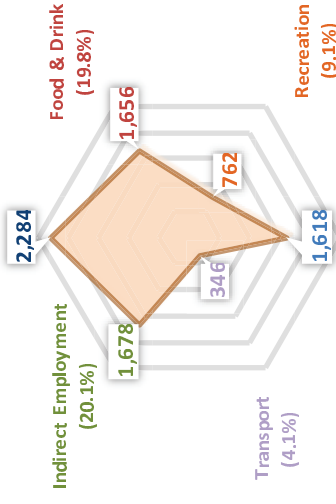
Transport (7.7%)
Shopping (17.6%)

2015

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

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

Accommodation (27.4%)
Indirect Employment (20.1%)
Transport (4.1%)
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.

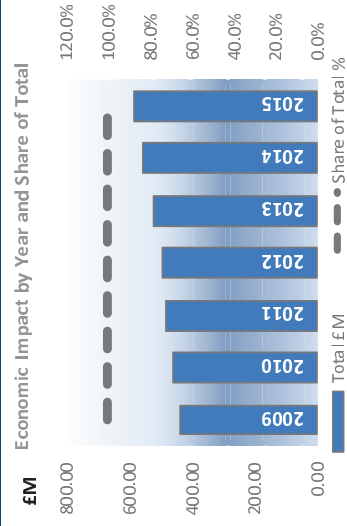
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2015

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				
	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL				TOTAL				
	Q1			Q2			Q3			Q4			CALENDAR YEAR				QUARTER				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1	Q2	Q3	Q4	TOTAL	% Change	Annual Change		
An increase of 3% or more	22.3%	25.3%	67.3%	32.1%	24.5%	39.1%	27.9%	48.0%	36.9%	44.3%	20.6%	48.43	76.85	60.22	33.30	17.96	438.85	4.7%	438.85	185.49	68.36
Less than 3% change	11.2%	7.1%	6.6%	4.4%	6.3%	6.3%	4.4%	0.7%	8.8%	-1.9%	5.6%	56.48	82.99	64.29	32.43	18.04	459.53	4.6%	459.53	203.76	65.13
A Fall of 3% or more	3.7%	4.2%	11.2%	5.4%	4.1%	6.5%	4.6%	8.0%	6.1%	7.4%	3.4%	48.43	76.85	60.22	33.30	17.96	480.83	3.1%	480.83	202.36	71.55
% Change 2009 to 2015	15.86	17.00	18.83	36.02	51.99	45.30	60.22	48.43	33.30	17.96	17.11	48.43	76.85	60.22	33.30	17.96	495.63	5.3%	495.63	208.81	75.78
% Change 2014 to 2015	11.88	17.05	18.83	36.04	51.23	55.61	64.29	56.48	32.43	18.04	14.66	56.48	82.99	64.29	32.43	18.04	521.89	5.1%	521.89	218.27	81.74
Average Annual Change	15.04	16.98	21.60	42.00	55.73	55.57	65.62	56.18	35.70	20.50	15.35	56.18	80.56	65.62	35.70	20.50	555.99	5.5%	555.99	235.34	87.85
2009	15.91	17.66	24.20	42.04	54.47	56.76	66.91	57.63	37.05	22.20	16.52	57.63	84.27	66.91	37.05	22.20	584.42	5.1%	584.42	244.73	92.12
2010	16.92	19.08	27.46	42.04	58.93	57.45	70.08	58.74	38.88	24.57	18.30	58.74	89.44	70.08	41.90	26.41					
2011	17.44	19.88	29.55	45.58	61.05	59.29	73.75	71.19	41.90	26.41	19.54	71.19	90.40	73.75	41.90	26.41					
2012	19.40	21.29	31.51	47.60	64.74	63.03	77.00	71.68	45.58	25.91	20.63	71.68	96.06	77.00	45.58	25.91					
2013																					
2014																					
2015																					

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



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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

SERVICED 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	198.6%	134.0%	109.9%	14.9%	33.9%	53.6%	41.8%	53.3%	43.6%	42.5%	34.5%	30.0%
2010	53.7%	22.5%	20.4%	13.4%	20.0%	27.3%	10.5%	6.6%	-1.8%	20.6%	-8.7%	20.0%
2011	33.1%	22.3%	18.3%	2.5%	5.6%	8.9%	7.0%	8.9%	7.3%	7.1%	5.8%	5.0%
2012	1.052	1.794	2.293	5.527	5.326	5.313	7.416	9.056	6.797	5.208	4.285	3.189
2013	1.771	2.956	2.898	4.913	4.948	5.351	7.509	10.64	7.806	5.507	4.745	2.456
2014	2.095	3.266	3.281	5.700	5.142	5.626	7.893	11.04	7.401	5.577	4.886	2.815
2015	1.789	3.075	3.471	5.390	5.101	6.196	7.924	11.61	8.498	5.613	5.331	2.736
	1.881	3.447	4.143	4.755	5.563	6.365	8.697	12.59	7.937	5.326	6.140	3.301
	2.043	3.428	3.997	5.604	5.941	6.411	9.518	13.02	9.940	6.153	6.311	3.455
	3.141	4.199	4.813	6.353	7.131	8.158	10.52	13.88	9.761	7.419	5.763	4.147

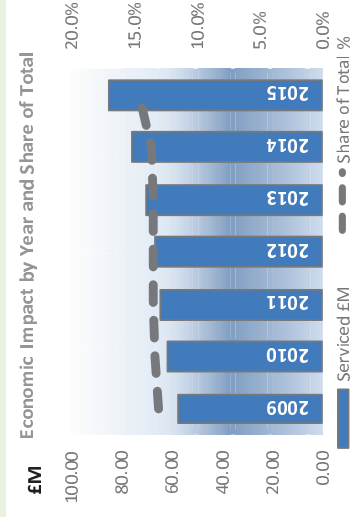
TOTAL	CALENDAR YEAR			
	Q1	Q2	Q3	Q4
57.25	136.5%	33.9%	46.8%	36.6%
61.50	28.3%	20.5%	5.2%	8.9%
64.72	22.7%	5.6%	7.8%	6.1%
66.73	5.139	16.17	23.27	12.68
70.15	7.626	15.21	25.96	12.71
75.82	8.643	16.47	26.33	13.28
85.28	8.335	16.69	28.03	13.68
	9.471	16.68	29.23	14.77
	9.468	17.96	32.48	15.92
	12.15	21.64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

SERVICED ACCOMMODATION	CALENDAR YEAR			
	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

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Serviced	57.25	61.50	64.72	66.73	70.15	75.82	85.28
All Visitor Types	438.85	459.53	480.83	495.63	521.89	555.99	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%	1.6%	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 - 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**

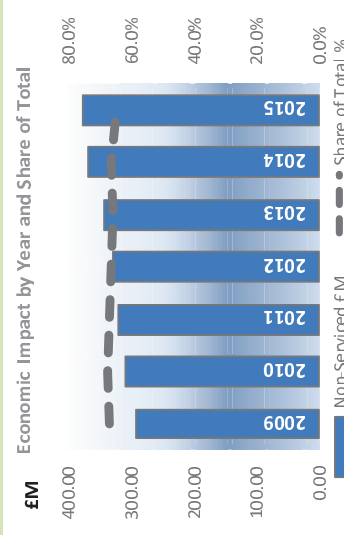
**ECONOMIC IMPACT
Historic Prices**

**NON-SERVED
ACCOMMODATION**

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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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

STAYING VISITOR

ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES

	2009 to 2015 Historic Prices											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2009 £M	12.74	13.05	15.89	29.18	44.36	39.15	52.25	64.54	42.12	27.42	14.76	14.31
2010 £M	8.838	12.99	15.84	29.01	43.08	48.38	56.73	71.23	50.35	26.51	14.78	12.32
2011 £M	11.45	12.47	18.11	33.89	47.43	48.70	57.37	68.80	49.43	29.44	17.00	12.92
2012 £M	11.99	12.76	20.02	34.51	46.29	49.01	57.61	71.14	50.48	30.92	18.54	14.20
2013 £M	12.93	13.72	22.70	34.12	48.75	49.59	59.84	74.47	51.34	32.36	20.63	15.69
2014 £M	13.68	14.34	23.73	36.57	50.66	51.15	63.26	75.31	64.03	35.22	22.29	16.92
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

STAYING VISITOR

CALENDAR YEAR

	2009 to 2015 Historic Prices			
	TOTAL	% Change	Annual Change	
2009	369.77	31.5%	5.5%	56.49
2010	390.06	4.1%	5.5%	53.61
2011	407.01	4.3%	4.3%	59.36
2012	417.47	2.6%	2.6%	63.66
2013	436.14	4.5%	4.5%	68.68
2014	467.17	7.1%	7.1%	74.44
2015	486.16	4.1%	4.1%	76.85

ECONOMIC IMPACT
Historic Prices

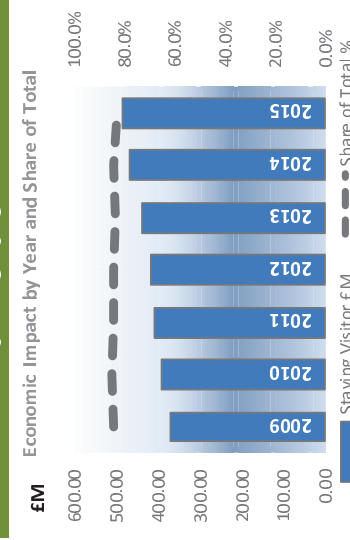
QUARTER

	Q1	Q2	Q3	Q4
2009	31.6%	29.9%	30.9%	36.1%
2010	6.0%	5.8%	2.7%	3.2%
2011	5.3%	5.0%	5.2%	6.0%
2012	41.68	112.69	158.91	56.49
2013	37.67	120.47	178.32	53.61
2014	42.02	130.02	175.60	59.36
2015	44.77	129.81	179.23	63.66
2016	49.35	132.46	185.65	68.68
2017	51.75	138.38	202.60	74.44
2018	54.85	146.43	208.03	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



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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

DAY VISITOR

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	TOTAL	% Change	
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	
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%
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%
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%
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%
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%
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%

**2009 to 2015
Historic Prices**

DAY VISITOR

CALENDAR YEAR

% Change

	Q1	Q2	Q3	Q4	TOTAL	% Change
2009	73.5%	40.4%	38.1%	28.6%	42.3%	
2010	14.8%	5.1%	12.1%	13.9%	10.6%	
2011	12.2%	6.7%	6.3%	4.8%	7.0%	
2012	10.00	20.62	26.58	11.88	69.07	
2013	10.10	22.41	25.44	11.52	69.47	0.6%
2014	11.59	23.28	26.77	12.19	73.82	6.3%
2015	13.00	23.47	29.58	12.12	78.17	5.9%
2016	14.11	25.96	32.62	13.06	85.75	9.7%
2017	15.12	27.55	32.75	13.41	88.82	3.6%
2018	17.35	28.94	36.70	15.27	98.26	10.6%

**ECONOMIC IMPACT
Historic Prices**

QUARTER

Q1

Q2

Q3

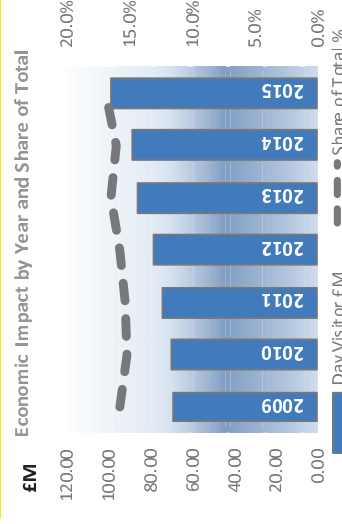
Q4

	Q1	Q2	Q3	Q4
2009	73.5%	40.4%	38.1%	28.6%
2010	14.8%	5.1%	12.1%	13.9%
2011	12.2%	6.7%	6.3%	4.8%

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Day Visitor	£M	69.07	69.47	73.82	78.17	85.75	88.82
All Visitor Types	£M	438.85	459.53	480.83	495.63	521.89	555.99
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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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	Annual Change
	Q1			Q2			Q3			Q4				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change
M	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	
M	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%
M	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%
M	0.179	0.207	0.217	0.385	0.443	0.426	0.475	0.635	0.416	0.319	0.205	0.144	4.049	-0.2%
M	0.178	0.223	0.235	0.379	0.504	0.419	0.499	0.681	0.425	0.328	0.222	0.156	4.249	4.9%
M	0.166	0.219	0.254	0.397	0.485	0.402	0.505	0.683	0.433	0.336	0.229	0.158	4.266	0.4%
M	0.188	0.247	0.267	0.395	0.500	0.400	0.504	0.766	0.486	0.376	0.231	0.168	4.531	6.2%

VISITOR NUMBERS

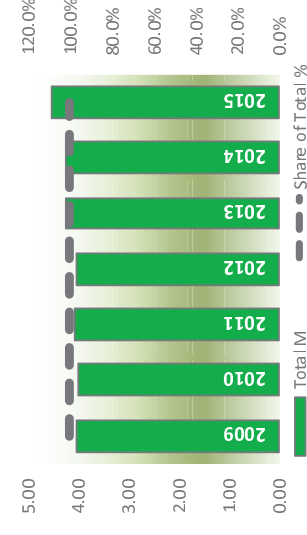
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Total	4.053	4.002	4.058	4.049	4.249	4.266	4.531
All Visitor Types	4.053	4.002	4.058	4.049	4.249	4.266	4.531
Share of Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2009	%						
Avg Ann. Change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

Annual Change in Share

Change in Share from 2009

Avg Ann. Change in Share

Visitor No.s by Year and Share of Total



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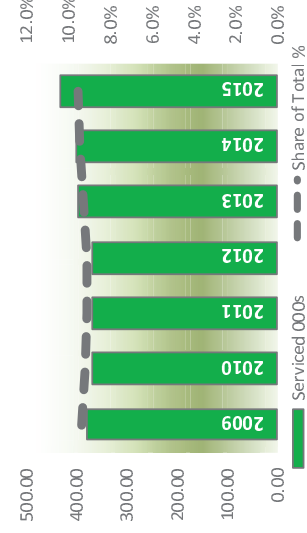
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Report Prepared by: DC: Date of Issue: 09/08/16

**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	2009	2015			
Serviced 000s	378.8	367.3	368.2	368.5	395.4	401.4	432.8	000s	0.00			
All Visitor Types M	4.1	4.0	4.1	4.0	4.2	4.3	4.5	Share of Total %	0.0%			
Share of Total %	9.3%	9.2%	9.1%	9.1%	9.3%	9.4%	9.6%	2009	12.0%			
Annual Change in Share %	-1.8%	-1.1%	-1.1%	0.3%	2.3%	1.1%	1.5%	2010	10.0%			
Change in Share from 2009 %	-1.8%	-2.9%	-2.9%	-2.6%	-0.5%	0.7%	2.2%	2011	8.0%			
Avg Ann. Change in Share %	-1.8%	-1.5%	-1.5%	-0.9%	-0.1%	0.1%	0.4%	2012	6.0%			
								2013	4.0%			
								2014	2.0%			
								2015	0.0%			



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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

	2009 to 2015											
	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	0.129	0.161	0.122	0.088	0.041
2010	M	0.016	0.029	0.046	0.091	0.149	0.158	0.140	0.179	0.141	0.083	0.041
2011	M	0.021	0.029	0.054	0.104	0.158	0.152	0.138	0.164	0.144	0.089	0.046
2012	M	0.022	0.028	0.054	0.103	0.147	0.142	0.130	0.158	0.135	0.089	0.048
2013	M	0.022	0.028	0.054	0.101	0.155	0.137	0.132	0.161	0.143	0.095	0.054
2014	M	0.020	0.027	0.051	0.093	0.139	0.123	0.136	0.171	0.151	0.099	0.058
2015	M	0.015	0.023	0.047	0.084	0.134	0.107	0.124	0.195	0.172	0.102	0.059

TOTAL

% Change

Annual

TOTAL	1.064
% Change	3.8%
Annual	2.2%
	-1.2%
	0.4%
	1.064
	1.104
	1.129
	1.086
	1.110
	1.100
	1.087

VISITOR NUMBERS

NON-SERVED

CALENDAR YEAR

% Change

Annual

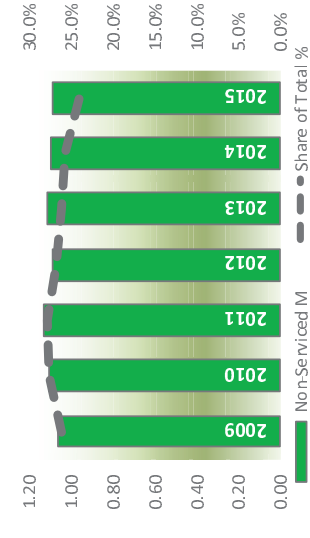
	2009 to 2015			
	Q1	Q2	Q3	Q4
% Change	-26.2%	-12.7%	18.8%	14.2%
Annual	-12.5%	-8.5%	7.1%	-1.9%
	-4.4%	-2.1%	3.1%	2.4%
	0.116	0.372	0.413	0.162
	0.091	0.399	0.459	0.155
	0.104	0.415	0.446	0.165
	0.104	0.392	0.423	0.167
	0.104	0.392	0.436	0.177
	0.098	0.355	0.458	0.189
	0.086	0.325	0.490	0.186

VISITOR NUMBERS

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Non-Served	M	1.064	1.129	1.086	1.110	1.100	1.087
All Visitor Types	M	4.053	4.002	4.049	4.249	4.266	4.531
Share of Total	%	26.2%	27.6%	27.8%	26.8%	26.1%	25.8%
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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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

SFR

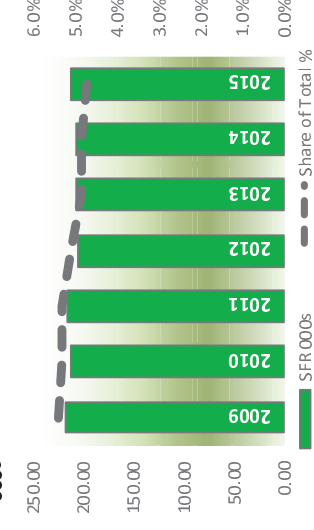
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES

	2009 to 2015												SFR	VISITOR NUMBERS
	MONTH AND 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		
% 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%	-2.6%	-5.0%
% 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%	2.8%	4.8%
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%	-0.4%	-0.8%
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	218.6	57.6
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	212.1	51.1
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	215.4	53.6
2012 000s	28.1	10.9	12.6	22.0	18.4	15.4	19.4	19.7	13.3	12.7	11.1	22.4	206.0	51.6
2013 000s	28.4	11.1	12.8	21.6	18.4	15.2	19.4	19.8	13.2	12.7	11.4	22.8	206.7	52.4
2014 000s	28.4	11.0	12.8	21.6	18.2	15.1	19.4	19.9	13.4	12.8	11.4	22.8	207.0	52.2
2015 000s	30.0	11.6	13.2	22.0	18.6	15.4	19.7	20.3	13.6	13.1	11.7	23.7	212.9	54.7

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 M	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%	

Visitor No.s by Year and Share of Total



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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

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

2009 to 2015

CALENDAR YEAR

QUARTER

Q1

Q2

Q3

Q4

SHARE OF MARKET

Staying Visitor

All Visitor Types

Share of Total

Annual Change in Share

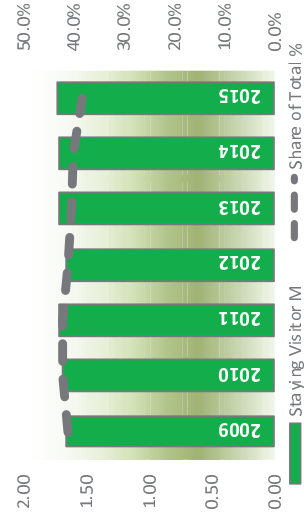
Change in Share from 2009

Avg Ann. Change in Share

	2009	2010	2011	2012	2013	2014	2015
Staying Visitor	1.661	1.683	1.713	1.661	1.712	1.709	1.732
All Visitor Types	4.053	4.002	4.058	4.049	4.249	4.266	4.531
Share of Total	41.0%	42.1%	42.2%	41.0%	40.3%	40.0%	38.2%
Annual Change in Share	2.6%	0.4%	3.0%	-2.9%	-1.8%	-0.6%	-4.5%
Change in Share from 2009	2.6%	2.6%	3.0%	0.1%	-1.7%	-2.3%	-6.7%
Avg Ann. Change in Share	2.6%	1.5%	0.0%	0.0%	-0.4%	-0.5%	-1.1%

STAYING VISITOR

Visitor No.s by Year and Share of Total



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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: MONTH AND QUARTER

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

VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES

	DAY VISITOR												Annual Change	
	Q1			Q2			Q3			Q4				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change
2009	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	
2010	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	-3.1%
2011	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	1.1%
2012	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	1.9%
2013	0.118	0.159	0.141	0.234	0.301	0.233	0.303	0.443	0.219	0.193	0.116	0.077	2.537	6.2%
2014	0.108	0.160	0.167	0.260	0.299	0.234	0.302	0.435	0.206	0.192	0.118	0.075	2.558	0.8%
2015	0.129	0.186	0.179	0.264	0.316	0.245	0.311	0.497	0.237	0.226	0.122	0.087	2.798	9.4%

VISITOR NUMBERS

CALENDAR YEAR

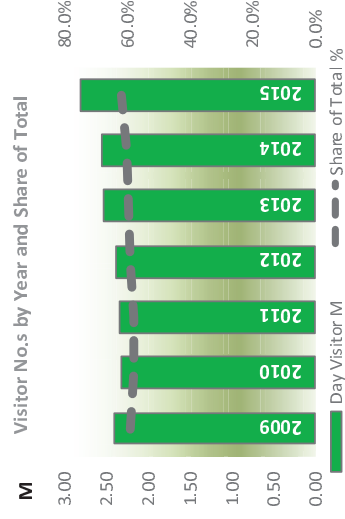
QUARTER

	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%

VISITOR NUMBERS

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Day Visitor	2.392	2.319	2.345	2.389	2.537	2.558	2.798
All Visitor Types	4.053	4.002	4.058	4.049	4.249	4.266	4.531
Share of Total	59.0%	57.9%	57.8%	59.0%	59.7%	60.0%	61.8%
Annual Change in Share		-1.8%	-0.3%	2.1%	1.2%	0.4%	3.0%
Change in Share from 2009		-1.8%	-2.1%	-0.1%	1.2%	1.6%	4.6%
Avg Ann. Change in Share		-1.8%	-1.0%	0.0%	0.3%	0.3%	0.8%

DAY VISITOR



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

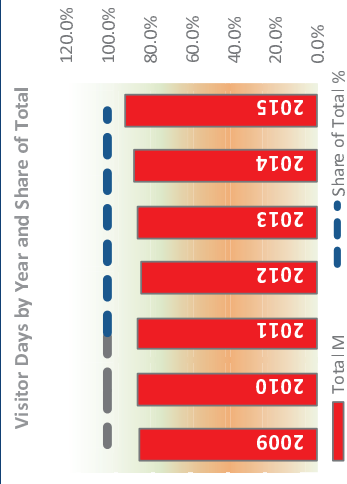
Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2015

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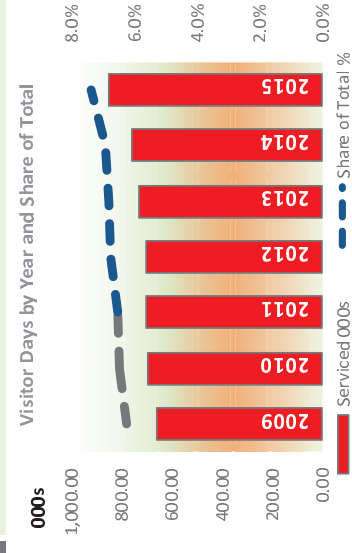
**STREAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

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	0.7%				
2013 000s	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	727.0	758.0	758.0	3.2%				
2014 000s	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	758.0	846.9	846.9	4.3%				
2015 000s	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	846.9	846.9	846.9	11.7%				

VISITOR DAYS

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Serviced 000s	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
Share of Total %	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%
Change in Share from 2009 %	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%

SERVICED ACCOMMODATION



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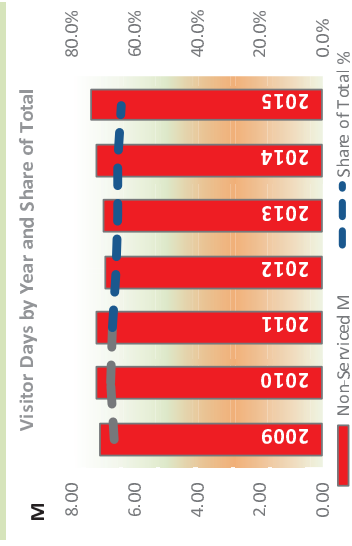
**STREAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

VISITOR DAYS BY: KEY	2009 to 2015												NON-SERVICED			
	MONTH AND QUARTER												CALENDAR YEAR			
	NON-SERVICED ACCOMMODATION												QUARTER			
	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												% Change			
	Q1			Q2			Q3			Q4			TOTAL	Annual Change		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC				
An increase of 3% or more																
Less than 3% change																
A Fall of 3% or more																
% Change 2009 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%	4.0%			
% Change 2014 to 2015	-3.0%	-5.5%	2.5%	2.5%	3.2%	2.6%	2.7%	3.1%	3.3%	3.2%	-2.4%	-2.8%	2.2%			
Average Annual Change	-4.1%	-4.6%	3.5%	1.5%	-0.7%	1.7%	0.1%	0.4%	2.2%	1.5%	3.6%	-0.7%	0.7%			
2009	M	0.213	0.254	0.317	0.543	0.953	0.831	0.930	1.161	0.871	0.536	0.240	7.066	2.327		
2010	M	0.107	0.216	0.291	0.535	0.901	1.029	0.985	1.233	1.020	0.490	0.222	7.209	2.465		
2011	M	0.145	0.188	0.320	0.602	0.957	0.984	0.948	1.123	0.963	0.533	0.259	7.198	2.544		
2012	M	0.152	0.184	0.334	0.582	0.878	0.922	0.886	1.083	0.905	0.527	0.263	6.906	2.382		
2013	M	0.160	0.188	0.363	0.566	0.890	0.899	0.890	1.098	0.904	0.543	0.279	6.979	2.354		
2014	M	0.166	0.195	0.375	0.578	0.886	0.895	0.909	1.156	0.954	0.565	0.300	7.192	2.359		
2015	M	0.161	0.184	0.384	0.592	0.915	0.918	0.934	1.192	0.986	0.583	0.293	7.349	2.425		

VISITOR DAYS

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Non-Serviced	M	7.066	7.209	7.198	6.906	6.979	7.349
All Visitor Types	M	10.64	10.73	10.75	10.49	10.73	11.50
Share of Total	%	66.4%	67.2%	66.9%	65.8%	65.0%	63.9%
Annual Change in Share	%		1.2%	-0.4%	-1.6%	0.6%	-2.3%
Change in Share from 2009	%		1.2%	0.8%	-0.9%	-1.5%	-3.8%
Avg Ann. Change in Share	%		1.2%	0.4%	-0.3%	-0.5%	-0.6%

NON-SERVICED ACCOMMODATION



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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

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

Q1 Q2 Q3 Q4

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
-7.3% -7.8% 3.7% -1.8% -5.2% -0.5% -3.0% -2.2% 0.3% -0.7% 3.8% -2.5%
5.7% 4.8% 2.7% 1.8% 2.0% 2.1% 1.7% 1.7% 1.7% 2.3% 2.1% 3.8%
-1.2% -1.3% 0.6% -0.3% -0.9% -0.1% -0.5% -0.4% 0.0% -0.1% 0.6% -0.4%

80.9 26.3 27.3 60.6 43.1 32.4 50.9 53.9 29.5 28.3 22.8 63.3 519.3
66.5 25.4 26.8 60.0 42.2 34.8 51.6 55.0 31.2 27.6 22.4 59.6 503.1
72.7 24.5 27.6 62.2 43.2 34.3 51.2 53.7 30.5 28.3 23.3 59.6 511.2
70.2 23.0 27.0 59.4 40.5 32.4 48.4 51.3 28.9 27.1 22.6 58.3 489.1
71.1 23.4 27.6 58.4 40.4 31.9 48.4 51.4 28.6 27.1 23.1 59.2 490.6
70.9 23.2 27.6 58.4 40.1 31.6 48.5 51.9 29.1 27.5 23.2 59.4 491.3
75.0 24.3 28.3 59.5 40.9 32.3 49.3 52.7 29.6 28.1 23.7 61.7 505.3

VISITOR DAYS

CALENDAR YEAR

% Change

TOTAL

Annual Change
-2.7%
2.9%
-0.4%

134.6 136.1 134.2 114.4
118.7 137.0 137.8 109.6
124.8 139.7 135.4 111.3
120.1 132.2 128.6 108.1
122.1 130.7 128.4 109.3
121.7 130.2 129.5 110.0
127.6 132.7 131.6 113.4

2009 to 2015

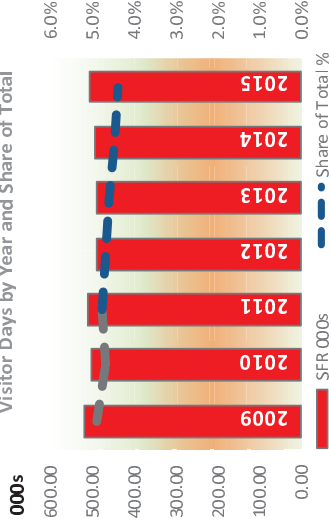
SHARE OF MARKET

SFR 000s
All Visitor Types M
Share of Total
Annual Change in Share
Change in Share from 2009
Avg Ann. Change in Share

2009 2010 2011 2012 2013 2014 2015
519.3 503.1 511.2 489.1 490.6 491.3 505.3
10.6 10.7 10.8 10.5 10.7 11.0 11.5
4.9% 4.7% 4.8% 4.7% 4.6% 4.5% 4.4%
-3.9% -3.9% -2.6% -4.5% -6.4% -8.5% -10.0%
-1.3% -1.5% -1.6% -1.7% -1.7%

VISITOR DAYS

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%

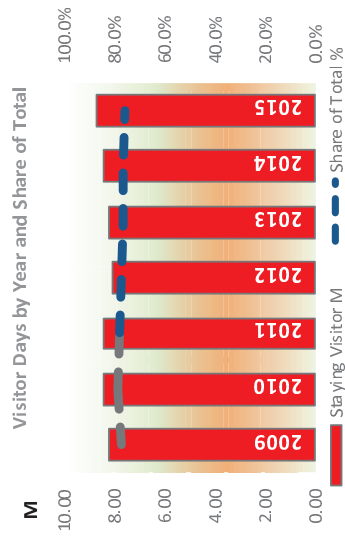
	2009 to 2015											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2009	0.306	0.301	0.371	0.668	1.058	0.925	1.065	1.318	0.980	0.625	0.313	0.317
2010	0.193	0.276	0.351	0.650	0.999	1.125	1.120	1.406	1.140	0.580	0.298	0.269
2011	0.241	0.248	0.384	0.727	1.056	1.080	1.083	1.294	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
2009	0.978	2.652	3.363	1.254								
2010	0.820	2.774	3.665	1.146								
2011	0.872	2.863	3.450	1.223								
2012	0.879	2.692	3.294	1.234								
2013	0.932	2.659	3.320	1.286								
2014	0.953	2.670	3.469	1.350								
2015	0.978	2.775	3.577	1.371								

TOTAL	% Change	Annual Change
8.247	5.5%	0.9%
8.406	1.9%	1.9%
8.409	0.0%	0.0%
8.099	-3.7%	-3.7%
8.197	1.2%	1.2%
8.442	3.0%	3.0%
8.701	3.1%	3.1%

VISITOR DAYS

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Staying Visitor	8.247	8.406	8.409	8.099	8.197	8.442	8.701
All Visitor Types	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%	-0.2%	-1.2%	-1.1%	0.5%	-1.4%
Change in Share from 2009	%	1.1%	0.9%	-0.4%	-1.5%	-1.0%	-2.4%
Avg Ann. Change in Share	%	1.1%	0.4%	-0.1%	-0.4%	-0.2%	-0.4%

STAYING VISITOR



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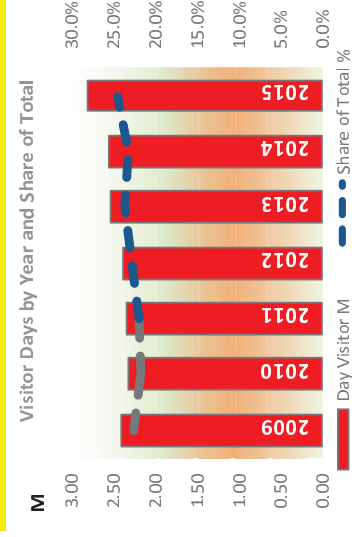
Report Prepared by: DC, Date of Issue: 09/08/16

**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%	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%	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

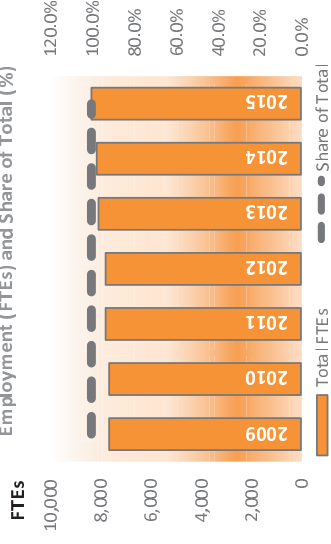
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2009 to 2015	1.8%	3.6%	23.8%	8.1%	4.1%	13.1%	6.3%	7.9%	15.2%	10.5%	12.6%	1.0%
% Change 2014 to 2015	3.7%	1.9%	2.5%	1.4%	2.7%	2.8%	1.6%	3.5%	1.2%	4.5%	-2.8%	1.0%
Average Annual Change	0.3%	0.6%	4.0%	1.4%	0.7%	2.2%	1.0%	1.3%	2.5%	1.8%	2.1%	0.2%

	2009 to 2015												TOTAL				
	CALENDAR YEAR																
	Q1			Q2			Q3			Q4			% Change				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		TOTAL			
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	4,744	9,091	11,202	5,566
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	4,432	9,274	11,604	5,259
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	4,646	9,589	11,325	5,485
2012 FTEs	4,348	4,523	5,551	8,089	9,909	10,181	10,776	13,083	10,204	7,318	5,106	4,358	7,787	4,807	9,393	11,354	5,594
2013 FTEs	4,457	4,690	5,953	8,057	10,486	10,210	11,171	13,751	10,313	7,531	5,387	4,566	8,048	5,033	9,584	11,745	5,828
2014 FTEs	4,444	4,716	6,124	8,310	10,419	10,125	11,267	13,782	10,950	7,703	5,514	4,648	8,167	5,095	9,618	12,000	5,955
2015 FTEs	4,607	4,806	6,274	8,423	10,703	10,406	11,449	14,264	11,087	8,050	5,362	4,695	8,344	5,229	9,844	12,267	6,036
Annual Change																	
2015 Annual Change																	

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



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

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
8.4%	9.0%	9.0%	-1.0%	3.4%	7.5%	2.023	2,196	2,343	2,151	2,003	1,903	1,800
4.8%	3.1%	3.2%	2.8%	4.3%	6.3%	2,017	2,192	2,456	2,159	2,002	1,926	1,745
1.4%	1.5%	1.5%	-0.2%	0.6%	1.2%	1,747	2,043	2,021	2,188	2,250	1,960	1,736
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
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
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
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
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
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
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	Annual Change	
1,689	2,029	2,230	1,902	1,902
1,759	1,976	2,282	1,884	1,884
1,771	1,998	2,269	1,891	1,891
1,765	2,005	2,311	1,899	1,899
1,786	1,995	2,337	1,919	1,919
1,772	2,005	2,385	1,930	1,930
1,837	2,095	2,409	1,959	1,959

DIRECT EMPLOYMENT

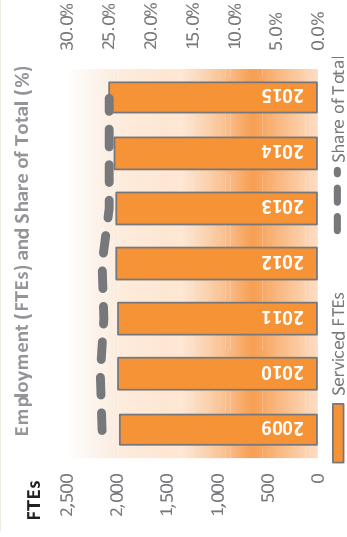
QUARTER

	Q1	Q2	Q3	Q4
8.8%	3.3%	8.0%	3.0%	
3.7%	4.5%	1.0%	1.5%	
1.5%	0.5%	1.3%	0.5%	

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%	0.8%	-1.2%	0.3%	-2.6%	-0.8%	0.4%
Change in Share from 2009 %	0.8%	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%	-0.7%	-0.5%

SERVICED ACCOMMODATION



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

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

NON-SERVICED ACCOMMODATION

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

2009 to 2015

NON-SERVICED

CALENDAR YEAR

QUARTER

2009 to 2015

NON-SERVICED

CALENDAR YEAR

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CALENDAR YEAR

QUARTER

2009 to 2015

NON-SERVICED

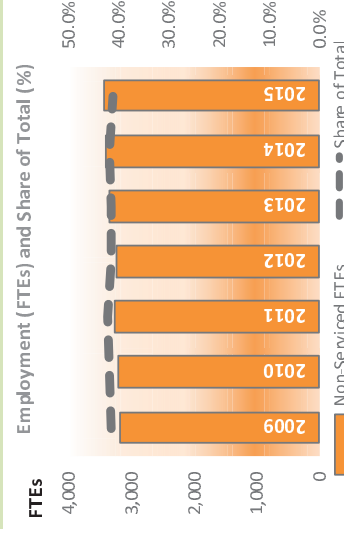
CALENDAR YEAR

QUARTER

EMPLOYMENT

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Non-Serviced 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-SERVICED 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				
% Change 2009 to 2015	-5.3%	-5.8%	5.9%	0.3%	-3.1%	1.6%	-0.9%	-0.1%	2.4%	1.4%	6.0%	-0.4%	-0.6%	-3.2%		
% Change 2014 to 2015	4.4%	3.5%	1.4%	0.5%	0.7%	0.8%	0.4%	0.4%	0.4%	1.0%	0.8%	2.5%	1.5%	3.5%		
Average Annual Change	-0.9%	-1.0%	1.0%	0.1%	-0.5%	0.3%	-0.2%	0.0%	0.4%	0.2%	1.0%	-0.1%	-0.1%	-0.5%		
2009 FTEs	427	139	144	320	228	171	269	285	156	149	120	334	229	237	201	
2010 FTEs	347	133	140	313	220	181	269	287	163	144	117	311	219	207	238	191
2011 FTEs	386	130	147	330	229	182	272	285	162	150	124	316	226	221	247	240
2012 FTEs	379	124	146	321	219	175	262	277	156	147	122	315	220	216	238	232
2013 FTEs	394	130	153	323	224	177	268	285	158	150	128	328	226	225	241	237
2014 FTEs	388	127	151	319	219	173	265	283	159	150	127	325	224	222	237	236
2015 FTEs	405	131	153	321	221	174	266	285	160	152	128	333	227	229	239	237

DIRECT EMPLOYMENT

SFR

CALENDAR YEAR

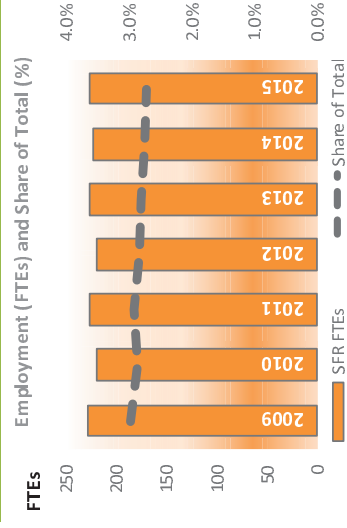
QUARTER

	2009 to 2015				TOTAL	% Change
	Q1	Q2	Q3	Q4		
% Change 2009 to 2015	-5.3%	-5.8%	5.9%	0.3%	-3.1%	-0.6%
% Change 2014 to 2015	4.4%	3.5%	1.4%	0.5%	0.7%	1.5%
Average Annual Change	-0.9%	-1.0%	1.0%	0.1%	-0.5%	-0.1%
2009 FTEs	427	139	144	320	228	229
2010 FTEs	347	133	140	313	220	219
2011 FTEs	386	130	147	330	229	226
2012 FTEs	379	124	146	321	219	220
2013 FTEs	394	130	153	323	224	226
2014 FTEs	388	127	151	319	219	224
2015 FTEs	405	131	153	321	221	227

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



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

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	0.7%	2.2%	1.0%	0.2%	1.9%	0.8%	1.2%	1.5%	2.2%	1.5%	1.8%	0.3%

	2009	2010	2011	2012	2013	2014	2015
FTEs	3,554	3,362	3,474	3,545	3,663	3,699	3,724
% Change	0.6%	1.5%	-0.4%	2.2%	1.6%	1.2%	
Total	5,358	5,390	5,472	5,452	5,569	5,659	5,726
Annual Change	0.6%	1.5%	-0.4%	2.2%	1.6%	1.2%	

DIRECT EMPLOYMENT

STAYING VISITOR

2009 to 2015

CALENDAR YEAR

QUARTER

Q1

Q2

Q3

Q4

Annual Change

Share of Total

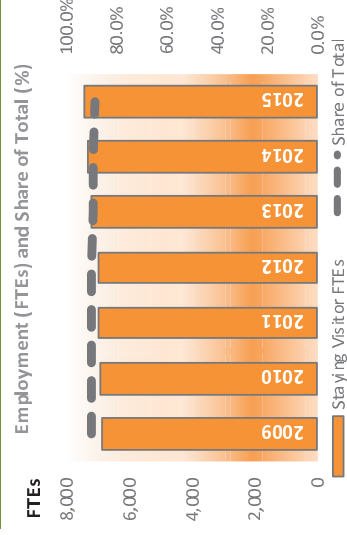
Share of Total

Share of Total

EMPLOYMENT

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
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%	0.2%	0.0%	-0.2%	-0.1%	-0.1%	-0.2%

STAYING VISITOR



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

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

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

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

DIRECT EMPLOYMENT

DAY VISITOR

CALENDAR YEAR

QUARTER

Q1

Q2

Q3

Q4

Q1

Q2

Q3

Q4

Q1

Q2

Q3

Q4

Q1

Q2

Q3

Q4

Q1

Q2

Q3

Q4

Q1

Q2

Q3

Q4

Q1

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Q4

Q1

Q2

Q3

Q4

Q1

EMPLOYMENT

SHARE OF MARKET

Day Visitor

Total Employment

Share of Total

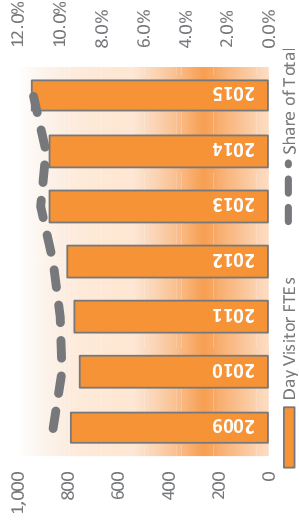
Annual Change in Share

Change in Share from 2009

Avg Ann. Change in Share

DAY VISITOR

Employment (FTEs) and Share of Total (%)



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

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**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

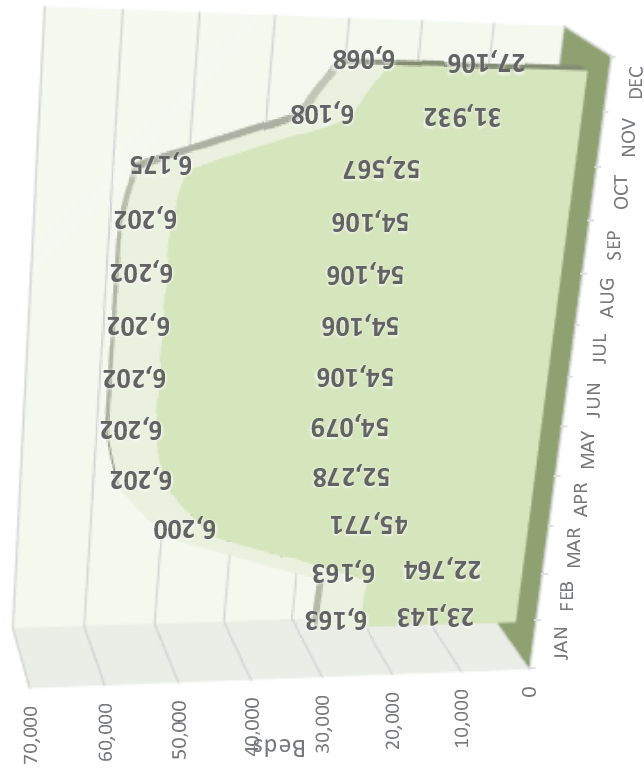
STAYING VISITORS

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**

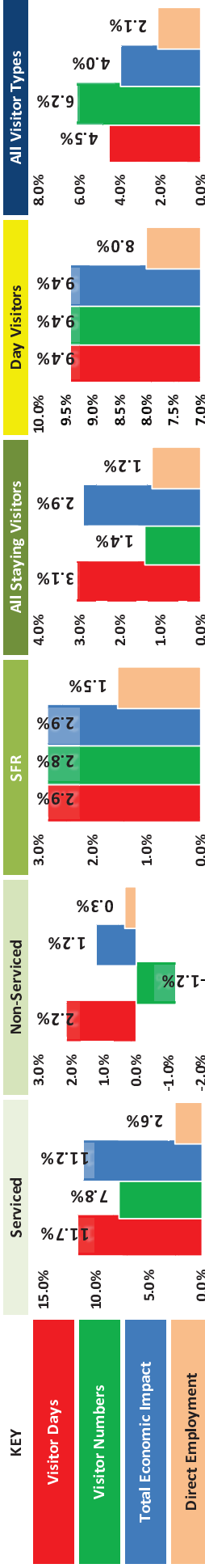
Comparing 2015 and 2014
2014 in 2015 prices (1.011)

COMPARATIVE HEADLINES

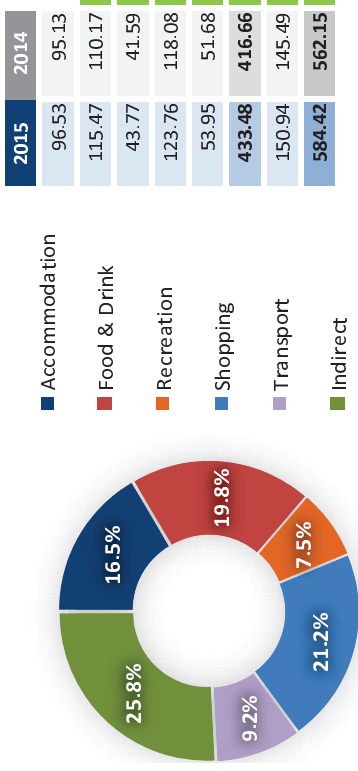
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2015 & 2014 - INDEXED TO 2015

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			1.5%			8,344	8,167

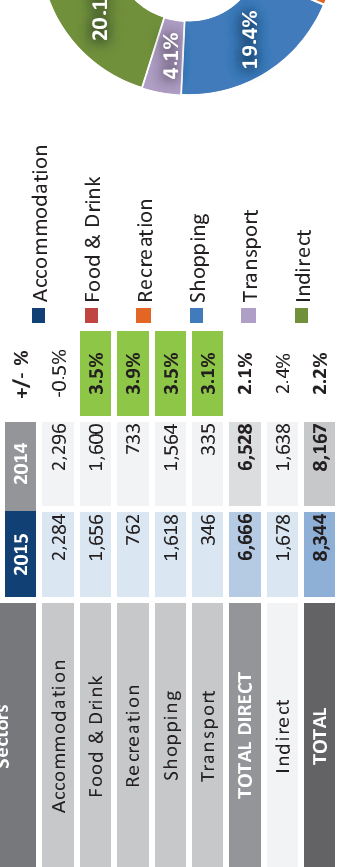
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2015 & 2014 - INDEXED TO 2015



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



Sectoral Distribution of Employment - FTEs



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

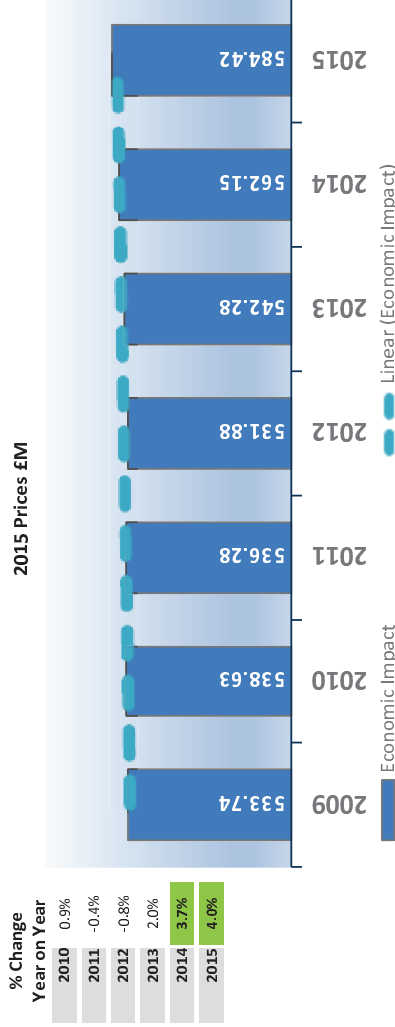
2009 to 2015
2015 Prices

TOTAL

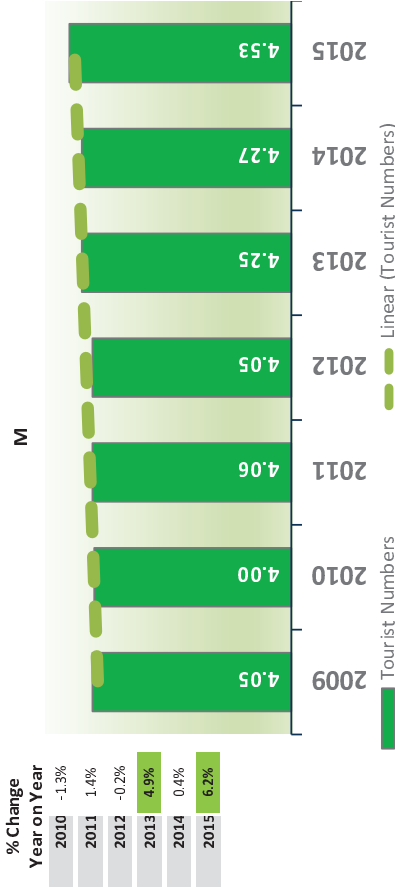
KEY MEASURES
Indexed

Economic Impact - Indexed - Total

2015 Prices £M

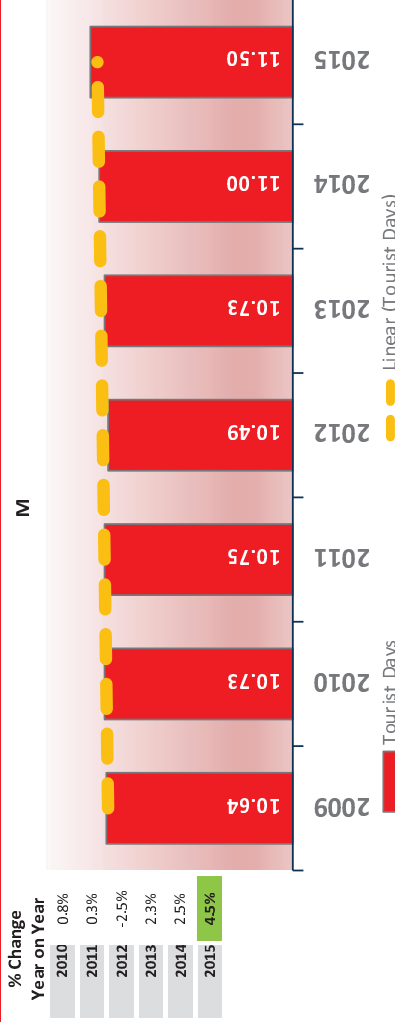


Visitor Numbers - Total



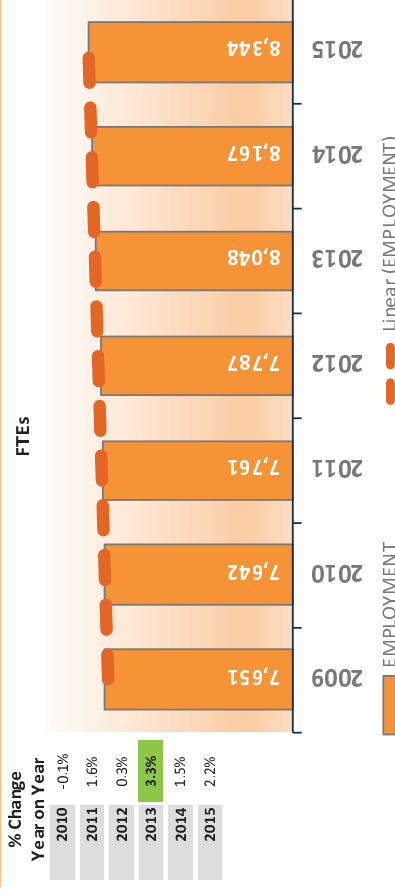
Visitor Days - Total

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

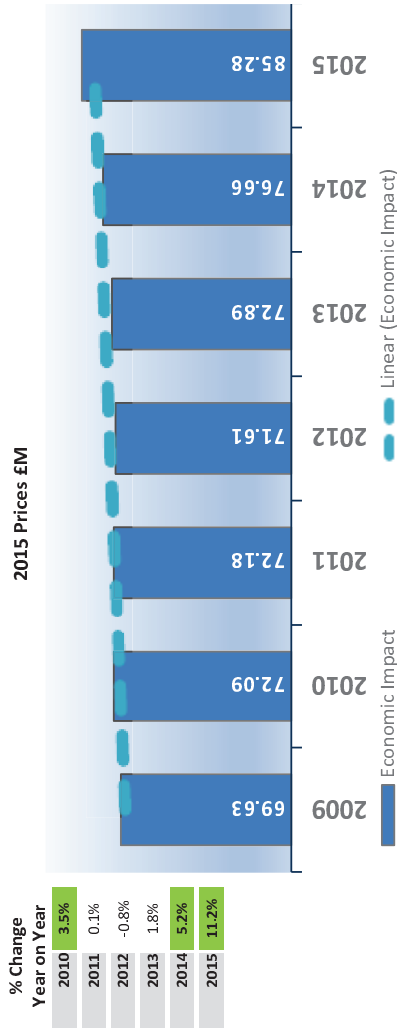
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

2009 to 2015
2015 Prices

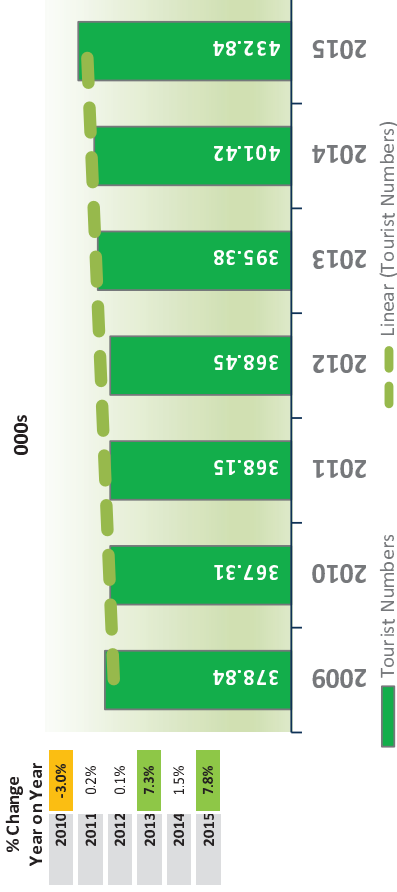
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

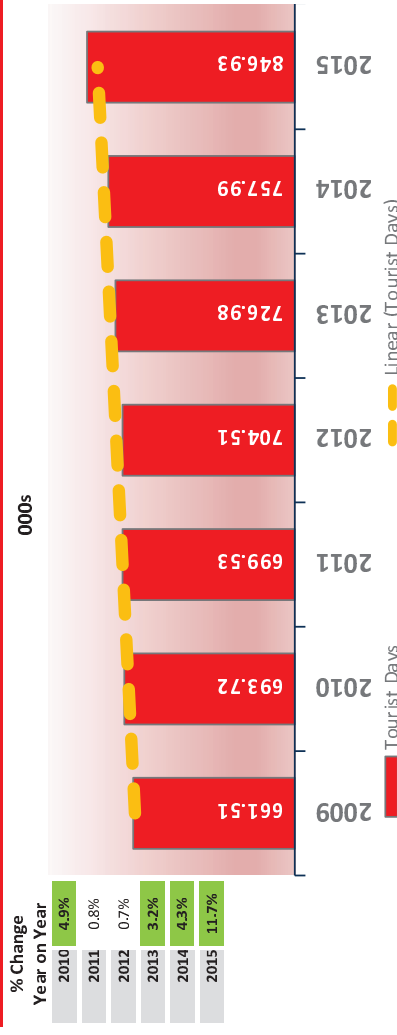
Economic Impact - Indexed - Serviced Accommodation



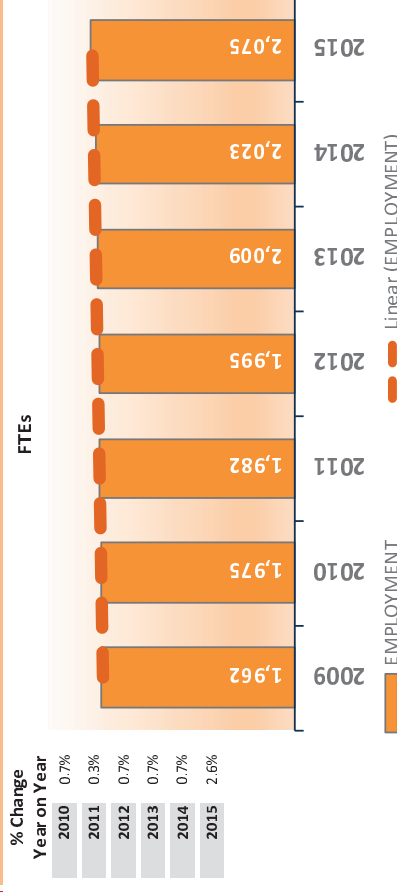
Visitor Numbers - Serviced Accommodation



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

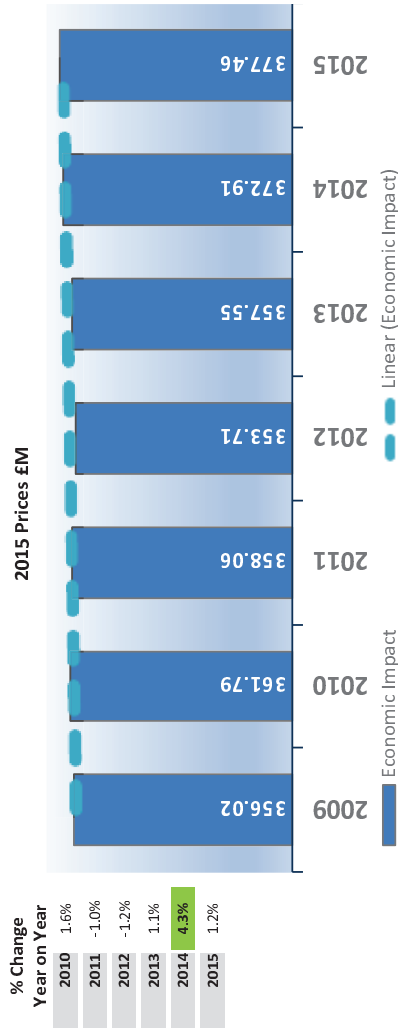
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

**2009 to 2015
2015 Prices**

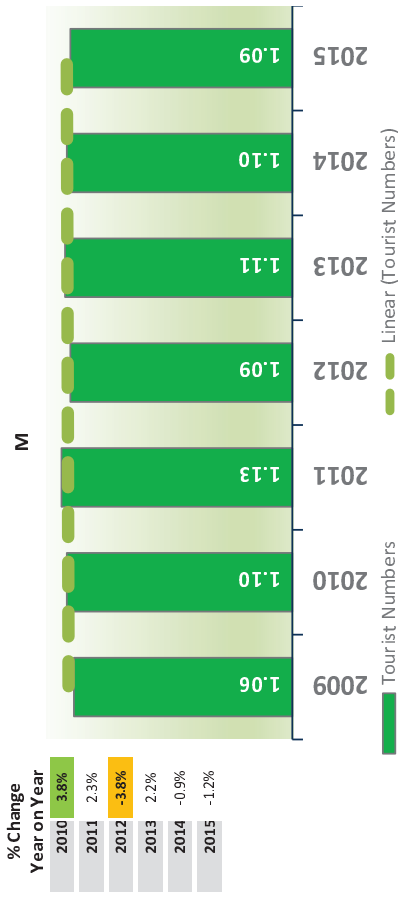
**NON-SERVICED
ACCOMMODATION**

**KEY MEASURES
Indexed**

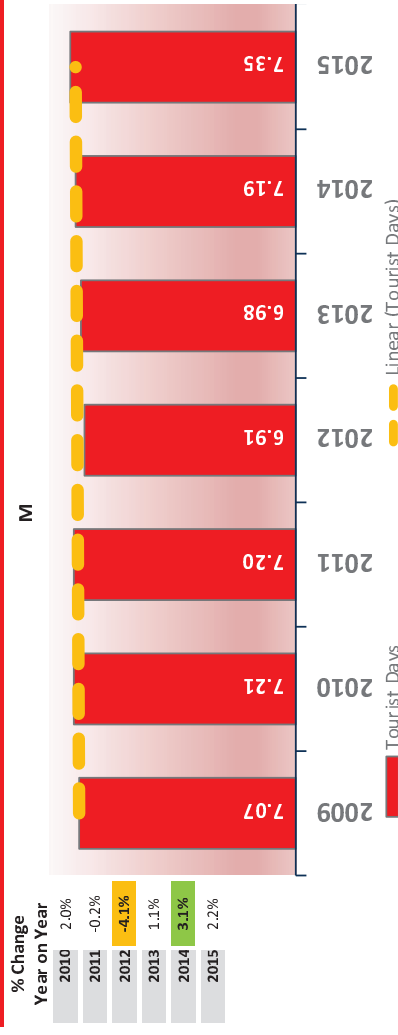
Economic Impact - Indexed - Non-Serviced Accommodation



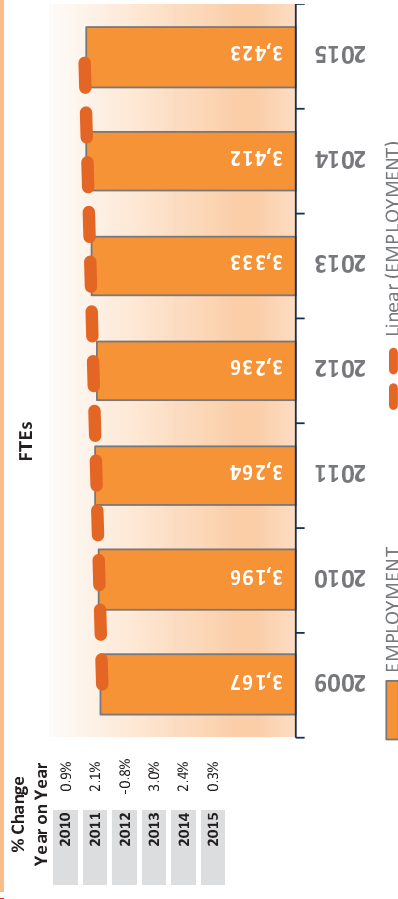
Visitor Numbers - Non-Serviced Accommodation



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

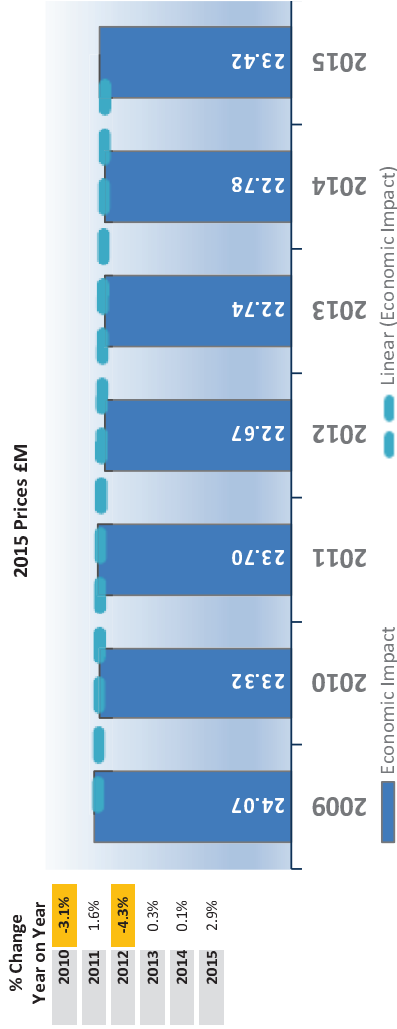
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

2009 to 2015
2015 Prices

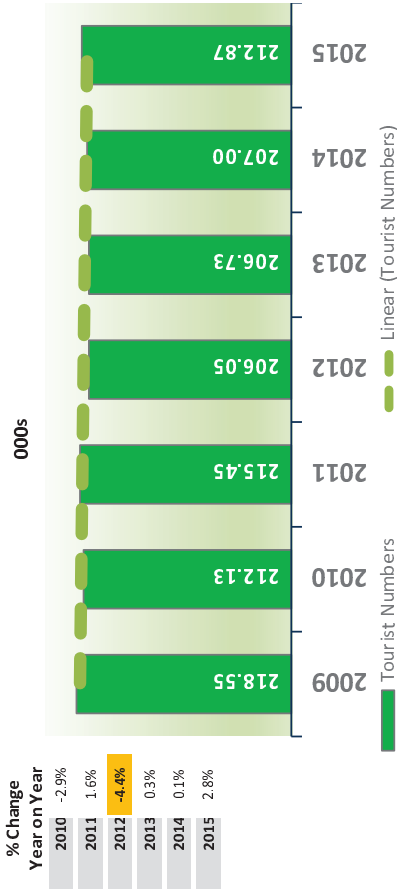
SFR

KEY MEASURES
Indexed

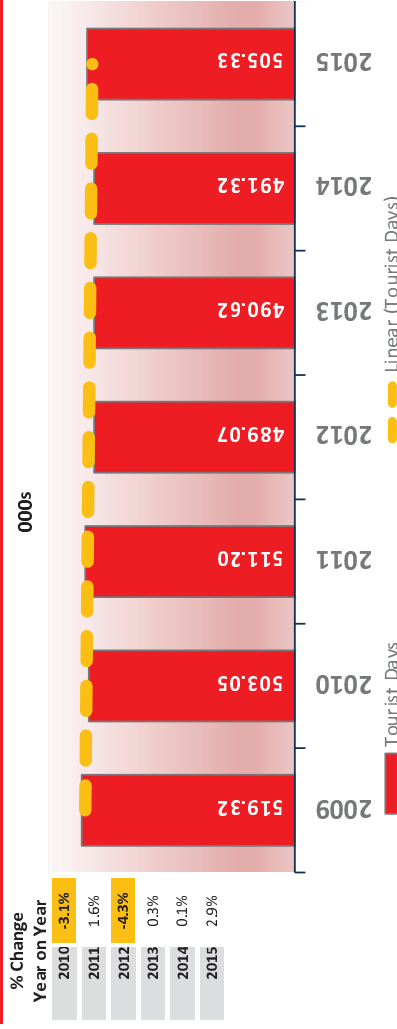
Economic Impact - Indexed - SFR



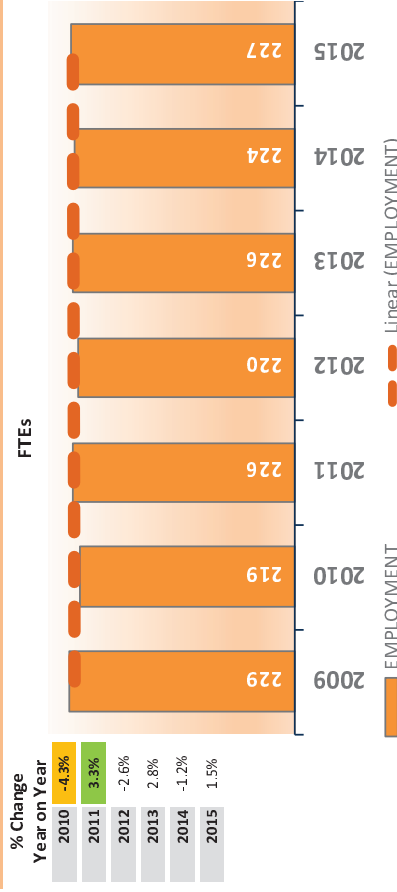
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



	2009	2010	2011	2012	2013	2014	2015
% Change from 2009							
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

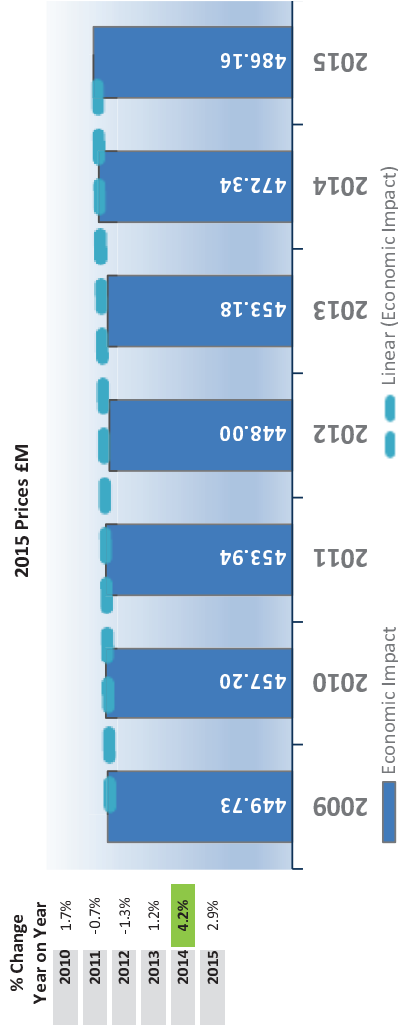
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

**2009 to 2015
2015 Prices**

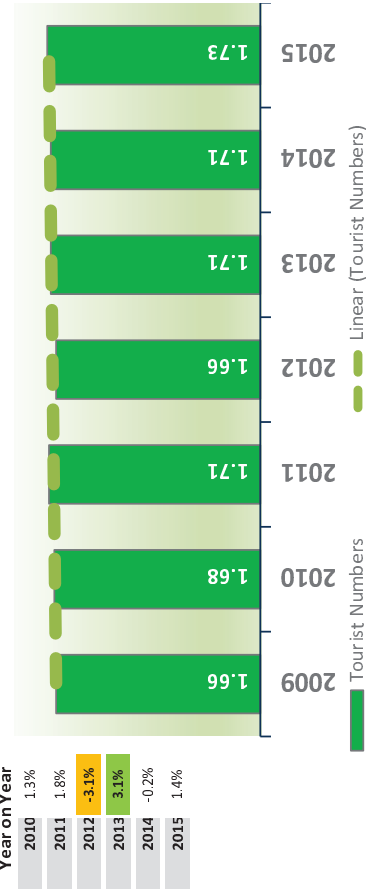
STAYING VISITOR

**KEY MEASURES
Indexed**

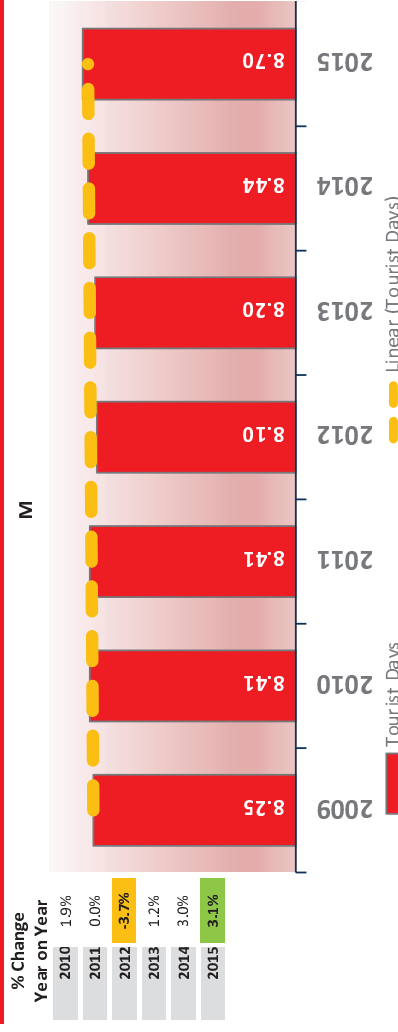
Economic Impact - Indexed - Staying Visitor



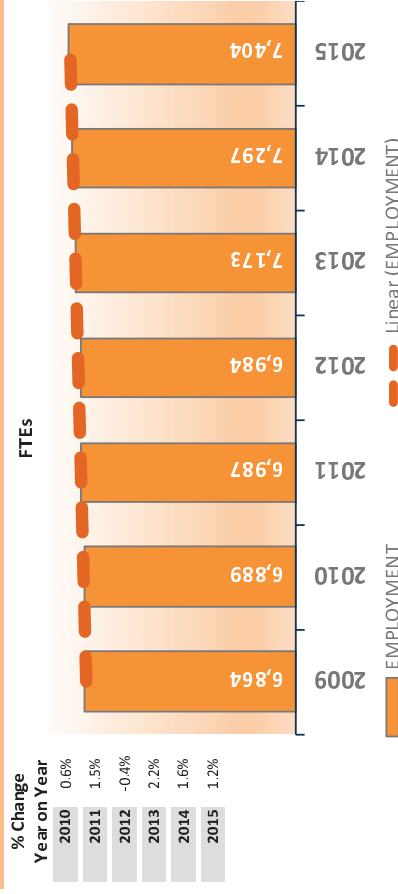
Visitor Numbers - Staying Visitor



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%	2.0%	-1.8%	-0.6%	2.4%	5.5%
Visitor Days	0.4%	1.8%	1.7%	1.7%	4.5%	6.3%	7.9%

"Linear" = Linear Trendline

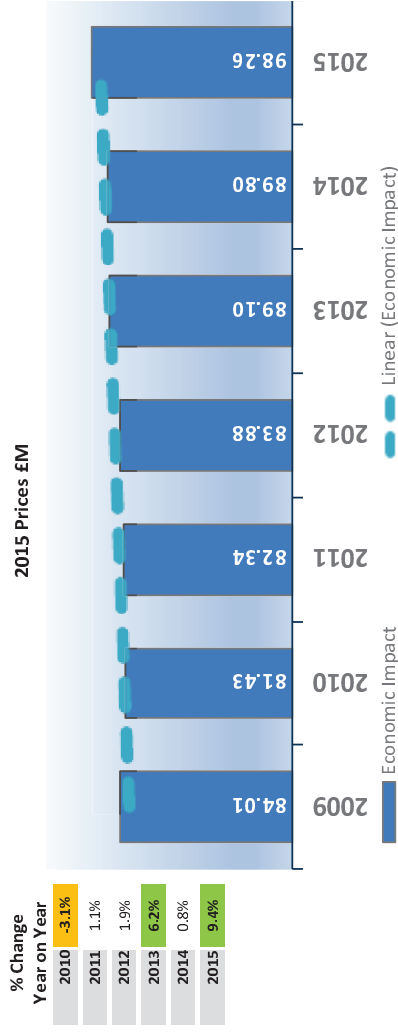
**STEAM FINAL TREND REPORT FOR 2009-2015
EAST LINDSEY**

2009 to 2015
2015 Prices

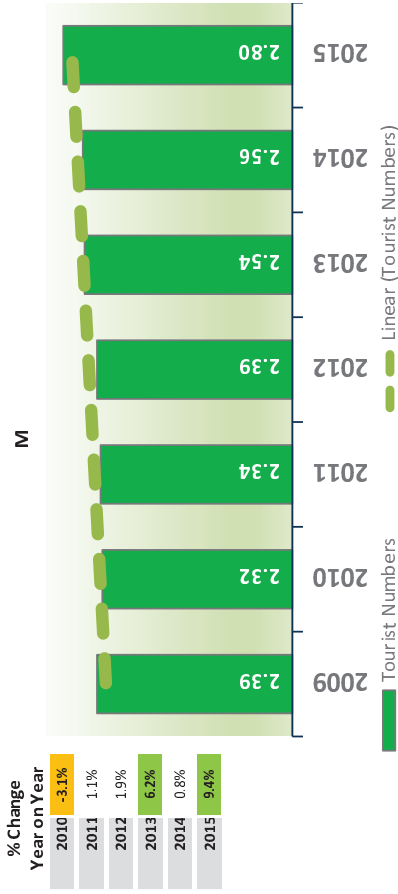
DAY VISITOR

KEY MEASURES
Indexed

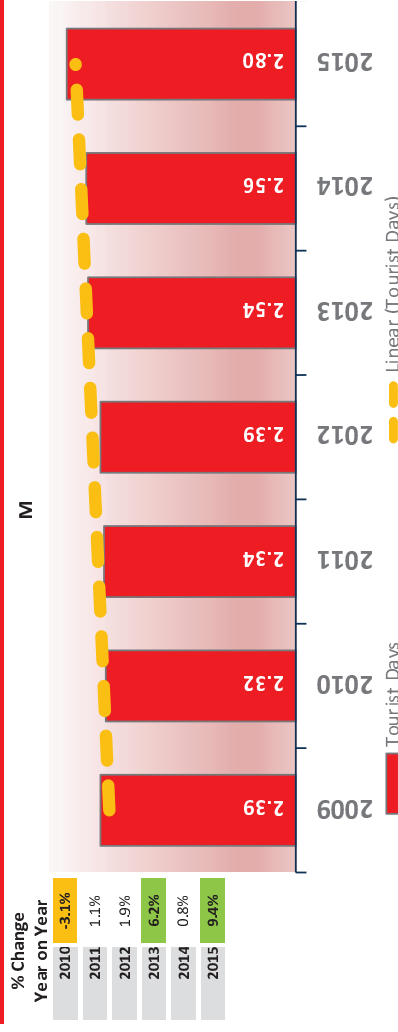
Economic Impact - Indexed - Day Visitor



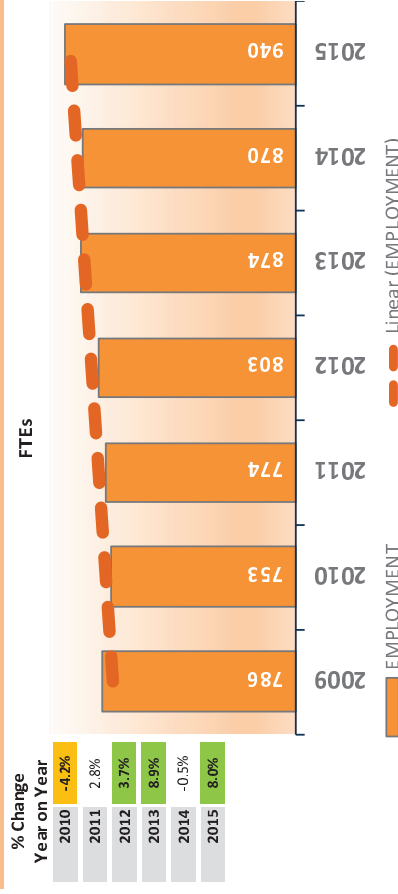
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



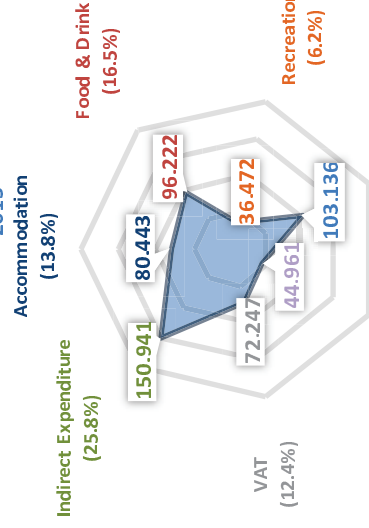
	2009	2010	2011	2012	2013	2014	2015
Economic Impact - Indexed		-3.1%	-2.0%	-0.1%	6.1%	6.9%	17.0%
Visitor Numbers		-3.1%	-2.0%	-0.1%	6.1%	6.9%	17.0%
Visitor Days		-3.1%	-2.0%	-0.1%	6.1%	6.9%	17.0%
Direct Employment		-4.2%	-1.5%	2.1%	11.2%	10.6%	19.5%

"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

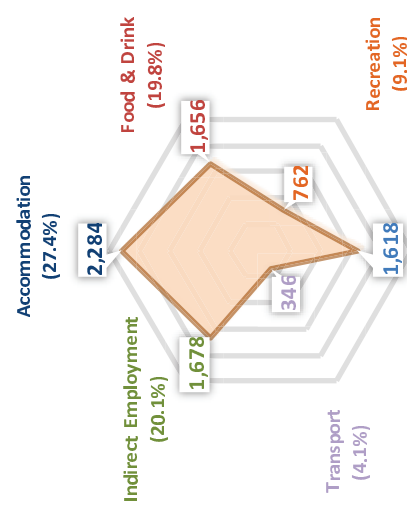
SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015
Accommodation £M	74.34	73.08	69.12	72.89	73.50	79.28	80.44
Food & Drink £M	92.30	91.43	89.80	87.52	89.47	91.81	96.22
Recreation £M	34.69	34.43	33.95	33.05	33.80	34.66	36.47
Shopping £M	98.88	97.75	96.04	93.82	95.88	98.40	103.14
Transport £M	43.58	43.12	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	2009 to 2015 2015 Prices	TOTAL	ECONOMIC IMPACT Indexed		
	Q1			Q2			Q3			Q4							CALENDAR YEAR	
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	QUARTER			
% Change 2009 to 2015	0.6%	3.0%	37.6%	8.6%	2.4%	14.4%	5.1%	2.8%	21.7%	12.5%	18.6%	-0.8%	9.5%	9.5%	14.9%	8.2%	8.5%	10.8%
% Change 2014 to 2015	10.0%	5.9%	5.5%	3.3%	4.9%	5.1%	3.3%	5.1%	-0.4%	7.6%	-3.0%	4.4%	4.0%	4.0%	6.8%	4.5%	2.8%	3.7%
Average Annual Change	0.1%	0.5%	6.3%	1.4%	0.4%	2.4%	0.9%	0.5%	3.6%	2.1%	3.1%	-0.1%	1.6%	1.6%	2.5%	1.4%	1.4%	1.8%
2009	£M	19.29	20.67	22.90	43.81	63.23	55.09	73.24	58.90	40.50	21.84	20.81	533.74		62.86	162.13	225.60	83.14
2010	£M	13.92	19.99	22.07	42.24	60.05	65.18	75.36	66.21	38.01	21.14	17.19	538.63	0.9%	55.99	167.47	238.83	76.34
2011	£M	16.77	18.93	24.09	46.84	62.16	61.98	73.19	89.85	39.82	22.86	17.12	536.28	-0.4%	59.80	170.98	225.70	79.80
2012	£M	17.08	18.95	25.97	45.12	58.46	60.91	71.80	61.85	39.76	23.82	17.73	531.88	-0.8%	61.99	164.48	224.08	81.32
2013	£M	17.58	19.83	28.53	43.69	61.23	59.69	72.82	61.04	40.40	25.52	19.01	542.28	2.0%	65.94	164.61	226.79	84.93
2014	£M	17.64	20.10	29.87	46.09	61.73	59.95	74.57	71.98	42.36	26.70	19.76	562.15	3.7%	67.61	167.77	237.95	88.82
2015	£M	19.40	21.29	31.51	47.60	64.74	63.03	77.00	71.68	45.58	25.91	20.63	584.42	4.0%	72.20	175.37	244.73	92.12

ECONOMIC IMPACT - INDEXED TO 2015

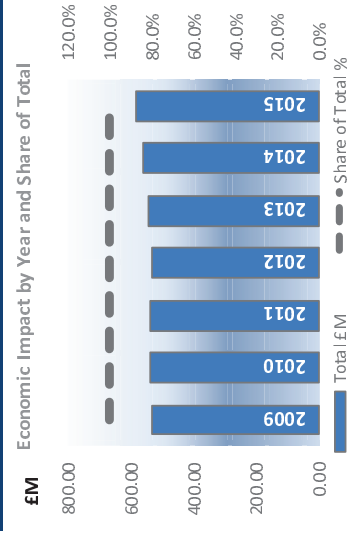
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Total	£M	533.74	538.63	536.28	531.88	542.28	584.42
All Visitor Types	£M	533.74	538.63	536.28	531.88	542.28	584.42
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

Year	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

2009	69.63	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

Year	2009	2010	2011	2012	2013	2014	2015
2009	15.7%	15.7%					
2010	26.9%	26.9%					
2011	94.4%	94.4%					
2012	19.2%	19.2%					
2013	10.1%	10.1%					
2014	19.2%	19.2%					
2015	1.7%	1.7%					

QUARTER

Year	Q1	Q2	Q3	Q4
2009	15.7%	1.7%	3.4%	2.1%
2010	26.9%	19.2%	4.0%	7.7%
2011	94.4%	10.1%	20.7%	12.4%
2012	19.2%	19.2%	4.0%	7.7%
2013	10.1%	10.1%	20.7%	12.4%
2014	19.2%	19.2%	4.0%	7.7%
2015	1.7%	1.7%	3.4%	2.1%

**2009 to 2015
2015 Prices**

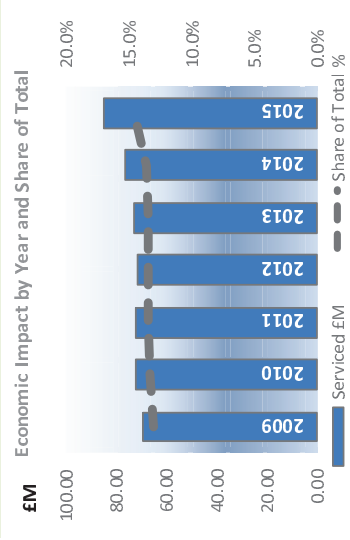
SERVICED ACCOMMODATION

ECONOMIC IMPACT Indexed

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%	1.6%	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

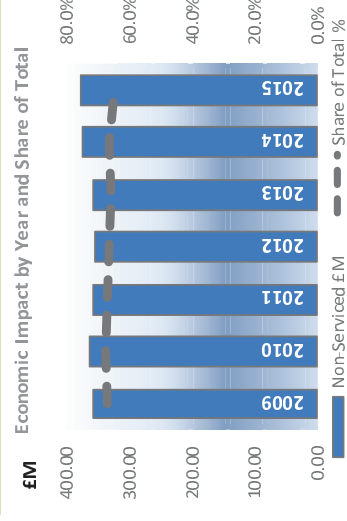
ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES

	2009 to 2015 2015 Prices												NON-SERVED ACCOMMODATION	ECONOMIC IMPACT Indexed
	CALENDAR YEAR													
	Q1			Q2			Q3			Q4			TOTAL	% Change
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Annual Change
2009	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	
2010	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%
2011	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%
2012	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%
2013	8.185	9.592	18.00	27.81	43.00	43.43	50.90	61.91	43.78	26.833	13.99	10.13	357.55	1.1%
2014	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%
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	377.46	1.2%

ECONOMIC IMPACT - INDEXED TO 2015

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
Non-Serviced	356.02	361.79	358.06	353.71	357.55	372.91	377.46
All Visitor Types	533.74	538.63	536.28	531.88	542.28	562.15	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

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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

SFR

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
% Change 2009 to 2015	-7.3%	-7.8%	3.7%	-1.8%	-5.2%	-0.5%	-3.0%	-2.2%	0.3%	-0.7%	3.7%	-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 to 2015 2015 Prices											
	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
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
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
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
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
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
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

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

ECONOMIC IMPACT

Indexed

CALENDAR YEAR

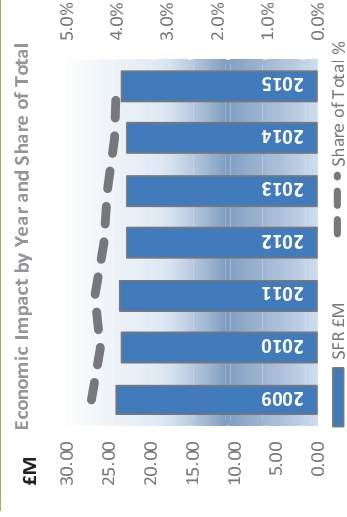
	2009 to 2015 2015 Prices											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
% Change 2009 to 2015	-5.2%	-7.8%	3.7%	-1.8%	-5.2%	-0.5%	-3.0%	-2.2%	0.3%	-0.7%	3.7%	-2.5%
% Change 2014 to 2015	4.9%	4.8%	2.7%	1.8%	2.0%	2.1%	1.7%	1.7%	1.7%	2.3%	2.1%	3.8%
Average Annual Change	-0.9%	-1.3%	0.6%	-0.3%	-0.9%	-0.1%	-0.5%	-0.4%	0.0%	-0.1%	0.6%	-0.4%

	2009 to 2015 2015 Prices											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2009	6.239	2.407	2.932	2.807	2.000	1.504	2.357	2.499	1.367	1.311	1.057	2.932
2010	5.501	2.332	2.765	2.782	1.958	1.611	2.392	2.548	1.445	1.278	1.038	2.765
2011	5.786	2.370	2.764	2.885	2.001	1.591	2.373	2.488	1.415	1.311	1.082	2.764
2012	5.568	2.267	2.703	2.752	1.876	1.502	2.245	2.377	1.341	1.258	1.049	2.703
2013	5.660	2.274	2.743	2.706	1.874	1.480	2.245	2.384	1.325	1.256	1.069	2.743
2014	5.640	2.278	2.754	2.709	1.859	1.466	2.250	2.404	1.348	1.273	1.074	2.754
2015	5.915	2.342	2.858	2.758	1.897	1.496	2.287	2.444	1.371	1.302	1.097	2.858

ECONOMIC IMPACT - INDEXED TO 2015

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015
SFR	24.07	23.32	23.70	22.67	22.74	22.78	23.42
All Visitor Types	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%	-4.0%	2.1%	-3.5%	-1.6%	-3.4%	-1.1%
Change in Share from 2009	-4.0%	-4.0%	-2.0%	-5.5%	-7.0%	-10.2%	-11.1%
Avg Ann. Change in Share	-4.0%	-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:

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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

MONTH AND QUARTER

STAYING VISITOR

ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES

Q1

Q2

Q3

Q4

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

STAYING VISITOR

CALENDAR YEAR

TOTAL

% Change

Annual

2009

2010

2011

2012

2013

2014

2015

2009 to 2015
2015 Prices

ECONOMIC IMPACT
Indexed

STAYING VISITOR

CALENDAR YEAR

Q1

Q2

Q3

Q4

2009

2010

2011

2012

2013

2014

2015

ECONOMIC IMPACT - INDEXED TO 2015

SHARE OF MARKET

2009 2010 2011 2012 2013 2014 2015

Staying Visitor £M 449.73 457.20 453.94 448.00 453.18 472.34 486.16

All Visitor Types £M 538.74 538.63 536.28 531.88 542.28 562.15 584.42

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

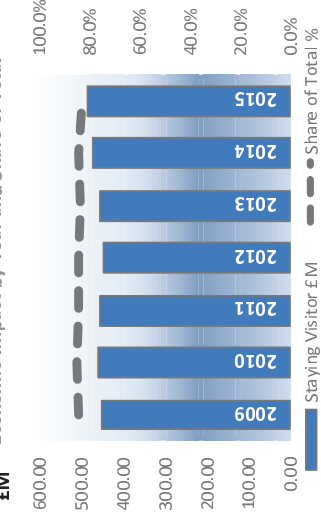
Annual Change in Share % 0.7% 0.7% -0.3% -0.5% -0.8% 0.5% -1.0%

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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% Change 2009 to 2015

% Change 2014 to 2015

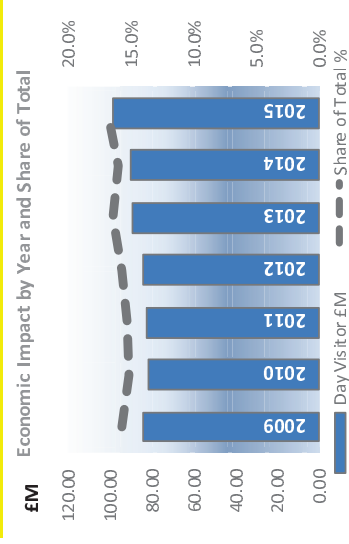
Average Annual Change

	MONTH AND QUARTER												DAY VISITOR	2009 to 2015 2015 Prices	ECONOMIC IMPACT Indexed			
	DAY VISITOR																	
	Q1			Q2			Q3			Q4								
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change				
	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%					
	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%					
	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%	Annual Change				
2009	£M	4,794	3,575	8,318	9,282	7,475	9,690	14,97	7,670	7,149	3,890	3,405	84.01		12.16	25.07	32.33	14.44
2010	£M	3,564	4,770	3,500	8,245	9,549	8,473	8,867	13,77	6,940	3,811	2,754	81.43		11.83	26.27	29.82	13.51
2011	£M	4,000	5,031	3,897	9,037	9,261	7,663	9,209	13,12	6,980	3,897	2,718	82.34		12.93	25.96	29.85	13.59
2012	£M	4,210	5,259	4,480	8,087	8,321	9,979	14,08	7,679	6,581	3,934	2,493	83.88		13.95	25.18	31.74	13.01
2013	£M	4,143	5,571	4,949	8,232	10,58	8,169	10,64	15,56	6,773	4,084	2,713	89.10		14.66	26.98	33.89	13.57
2014	£M	3,806	5,602	5,877	9,114	10,51	8,228	10,61	15,26	7,242	4,158	2,648	89.80		15.28	27.85	33.11	13.56
2015	£M	4,539	6,517	6,293	9,268	11,08	8,594	17,45	8,330	7,927	4,296	3,046	98.26		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	562.15	584.42
Share of Total	%	15.7%	15.1%	15.4%	15.8%	16.4%	16.8%
Annual Change in Share	%		-3.9%	1.6%	2.7%	4.2%	5.2%
Change in Share from 2009	%		-3.9%	-2.5%	0.2%	4.4%	6.8%
Avg Ann. Change in Share	%		-3.9%	-1.2%	0.1%	1.1%	1.1%

DAY VISITOR



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