



STEAM FINAL TREND REPORT FOR 2013-2015

Final

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Skegness and Ingoldmells

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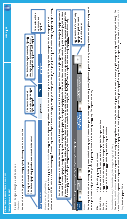
Website: www.globaltourismsolutions.co.uk

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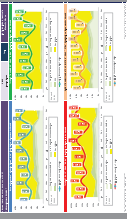
KEY IMPACT MEASURES:
MONTHLY DATA BY
VISITOR TYPE

DISTRIBUTION OF IMPACT: *by Visitor Type*



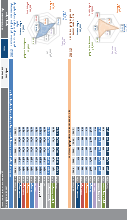
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Report Section Design and Features

Headers

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

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

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

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

The section of the report you are viewing

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

2013 to 2015
Historic Prices

SERVICED ACCOMMODATION

ECONOMIC IMPACT
Historic Prices

User Controls (Excel File)

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

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

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

FOCUS YEAR: 2015

COMPARISON YEAR: 2014

INDEXATION: NO

HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO: 3%

home

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

Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

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

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

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

2013 to 2015
Historic Prices

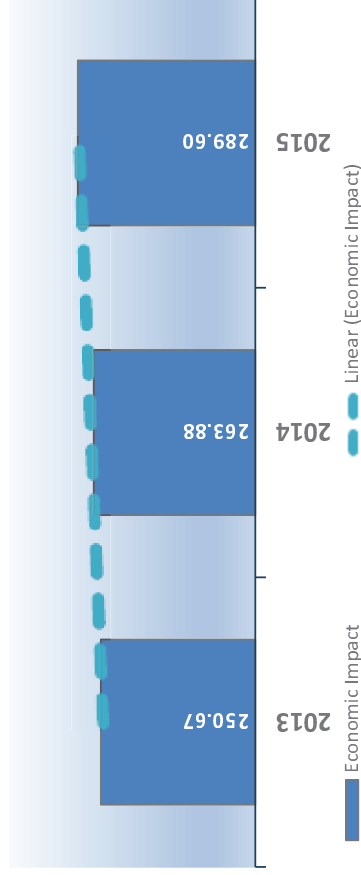
TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Historic Prices £M

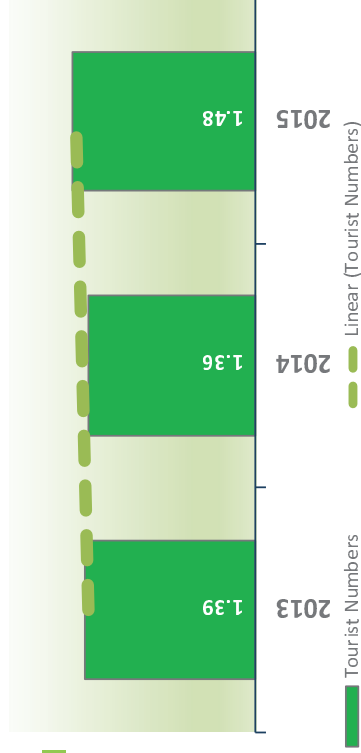
% Change Year on Year	2014	2015
	5.3%	9.7%



Visitor Numbers - Total

M

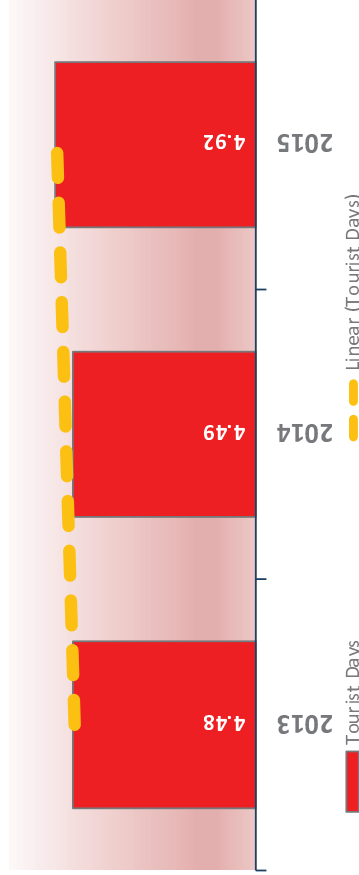
% Change Year on Year	2014	2015
	-2.0%	9.2%



Visitor Days - Total

M

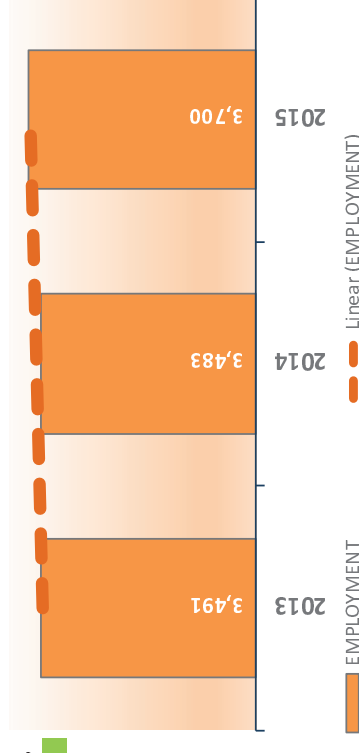
% Change Year on Year	2014	2015
	0.2%	9.6%



Total Employment Supported - Total

FTEs

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



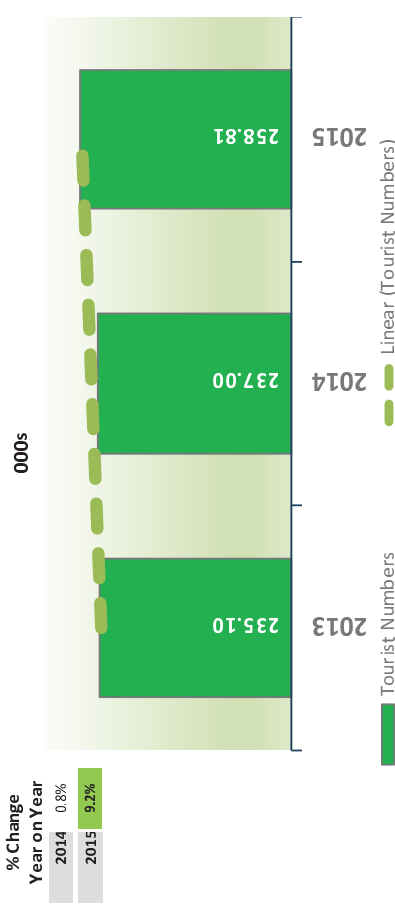
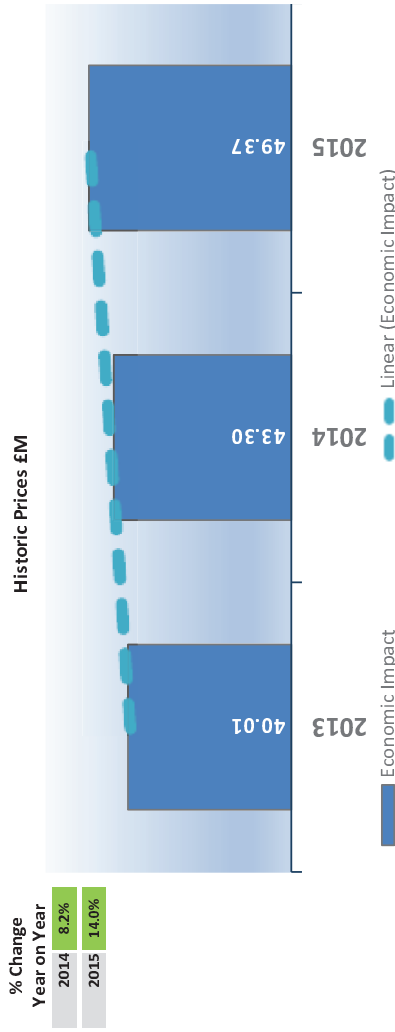
% Change from 2013	2014	2015
Economic Impact - Historic Prices	5.3%	15.5%
Visitor Numbers	-2.0%	7.0%
Visitor Days	0.2%	9.8%
Total Employment	-0.2%	6.0%

"Linear" = Linear Trendline

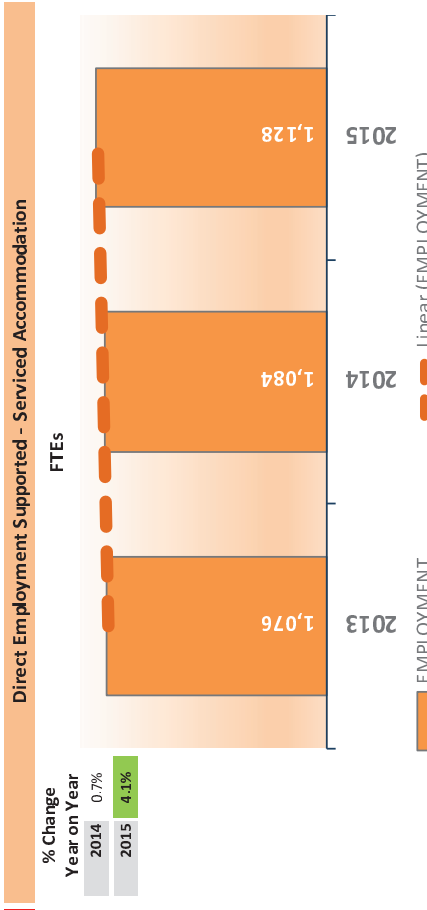
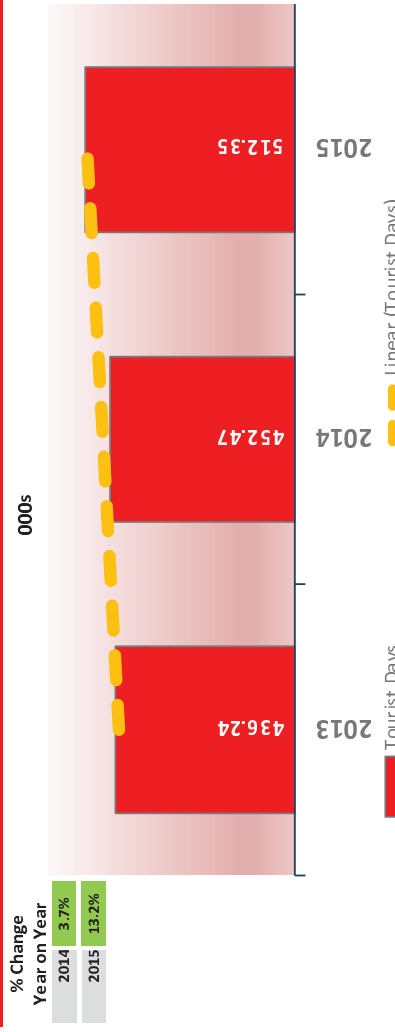
STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

Economic Impact - Historic Prices - Serviced Accommodation



Visitor Days - Serviced Accommodation



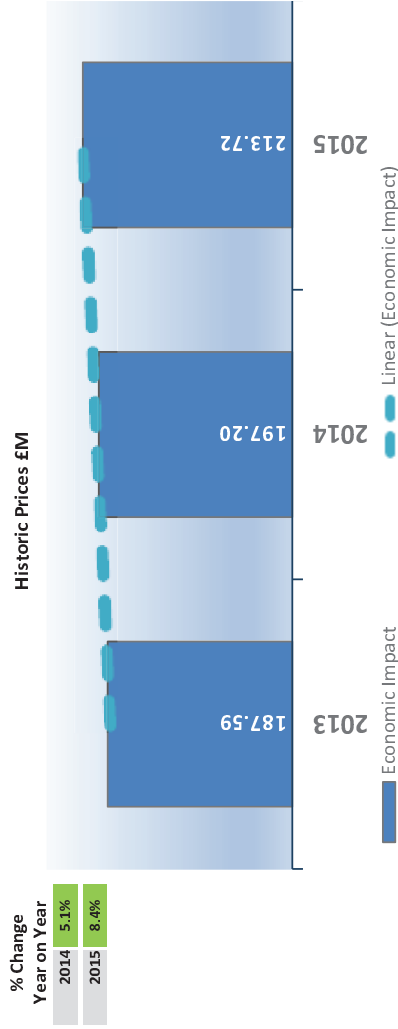
% Change from 2013	2013	2014	2015
Economic Impact - Historic Prices		8.2%	23.4%
Visitor Numbers		0.8%	10.1%
Visitor Days		3.7%	17.4%
Direct Employment		0.7%	4.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

Economic Impact - Historic Prices - Non-Serviced Accommodation

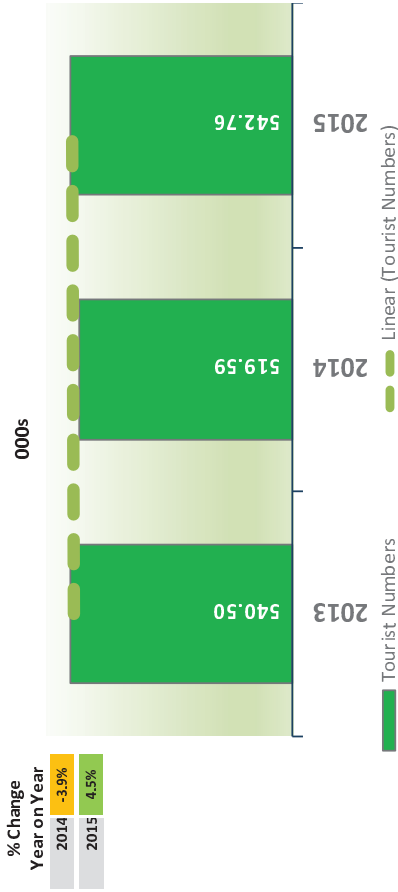


Historic Prices EM

Economic Impact Linear (Economic Impact)

2013 to 2015 Historic Prices

Visitor Numbers - Non-Serviced Accommodation



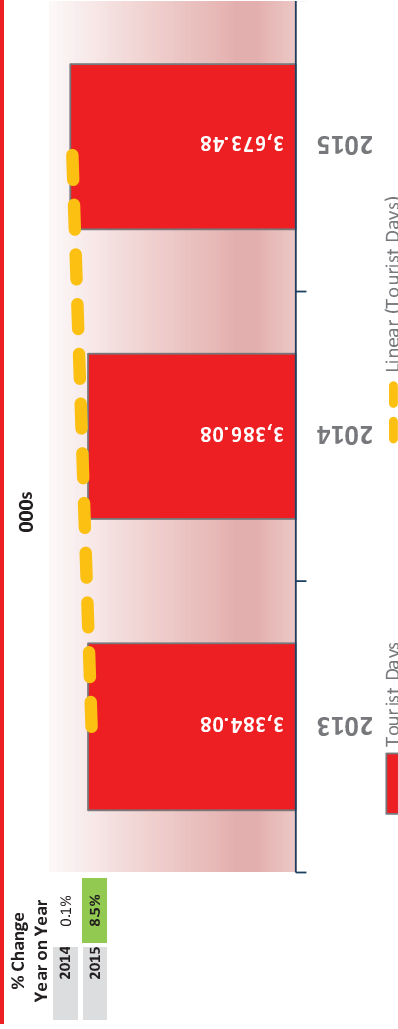
Visitor Numbers

Tourist Numbers Linear (Tourist Numbers)

NON-SERVICED ACCOMMODATION

KEY MEASURES Historic Prices

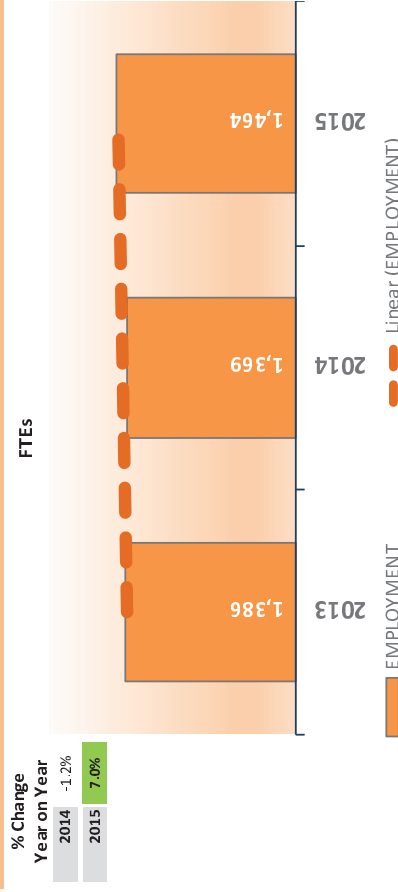
Visitor Days - Non-Serviced Accommodation



Visitor Days

Tourist Days Linear (Tourist Days)

Direct Employment Supported - Non-Serviced Accommodation



FTEs

EMPLOYMENT Linear (EMPLOYMENT)

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

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2013-2015

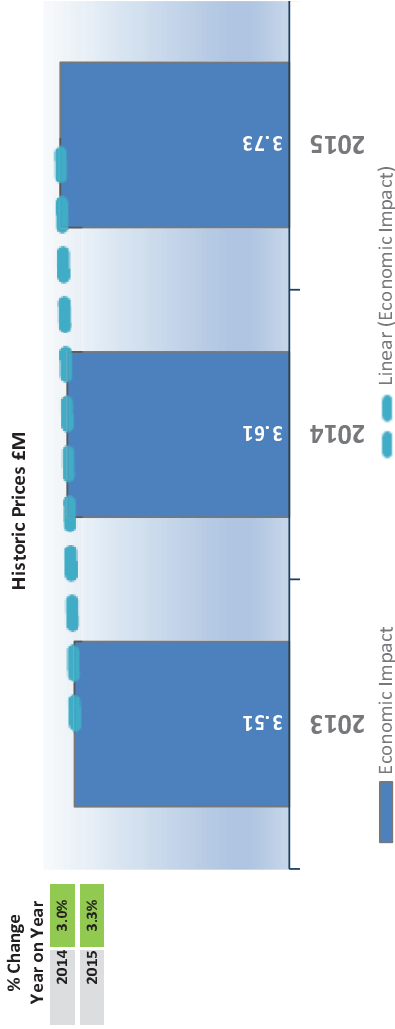
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

2013 to 2015
Historic Prices

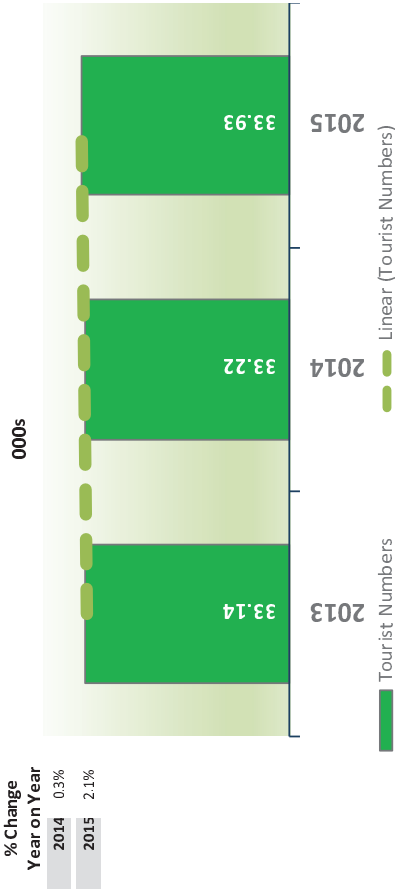
SFR

KEY MEASURES
Historic Prices

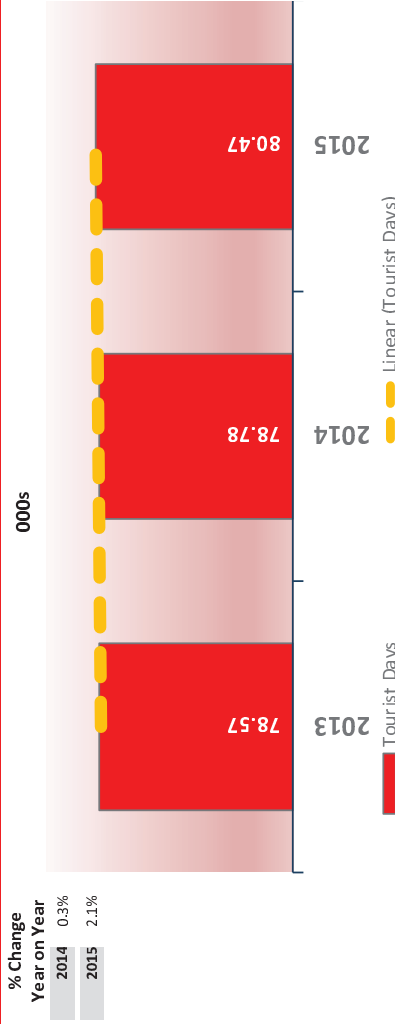
Economic Impact - Historic Prices - SFR



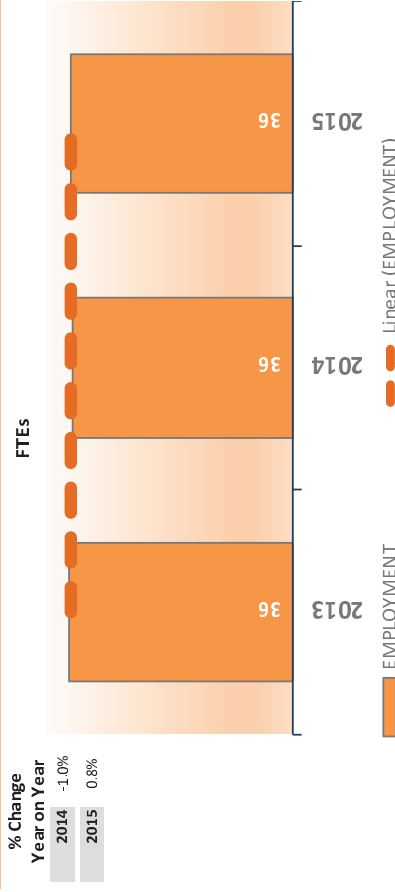
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



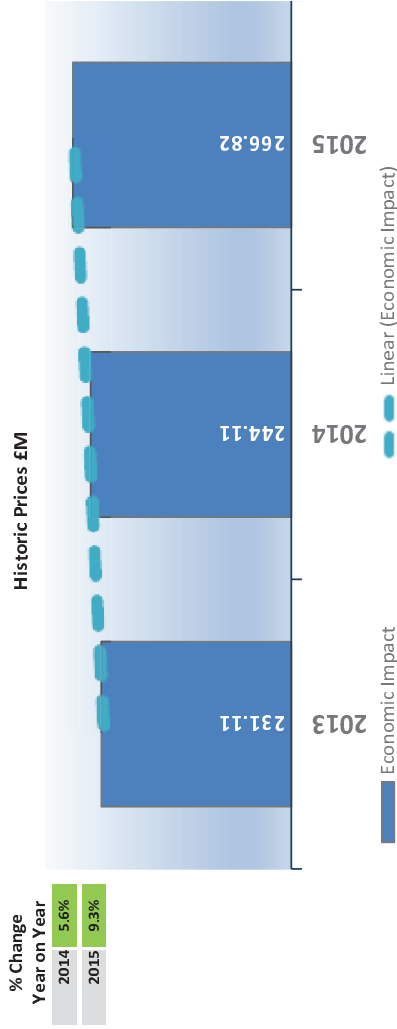
	2013	2014	2015
% Change from 2013		3.0%	6.4%
Economic Impact - Historic Prices		0.3%	2.4%
Visitor Numbers		0.3%	2.4%
Visitor Days		-1.0%	-0.2%
Direct Employment			

"Linear" = Linear Trendline

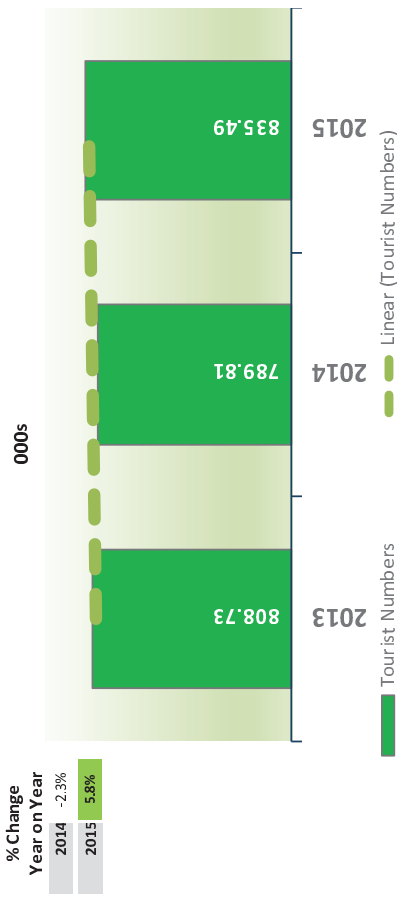
STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

Economic Impact - Historic Prices - Staying Visitor



2013 to 2015 Historic Prices



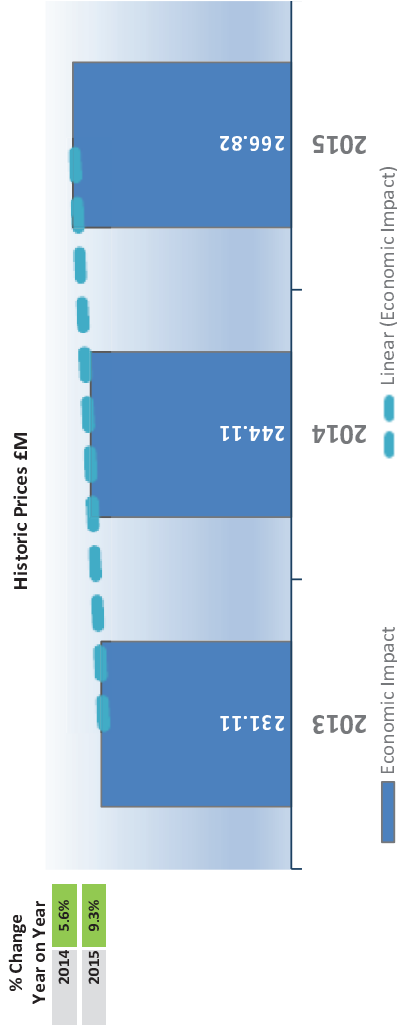
KEY MEASURES

STAYING VISITOR

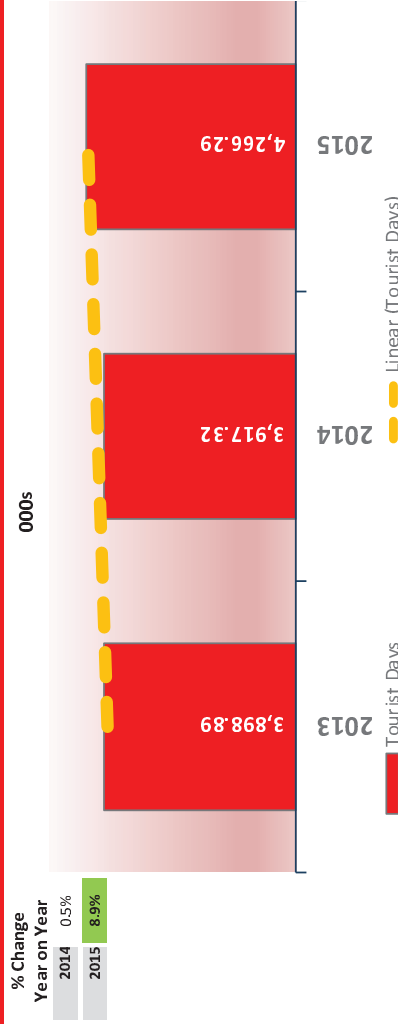
Historic Prices

Historic Prices EM

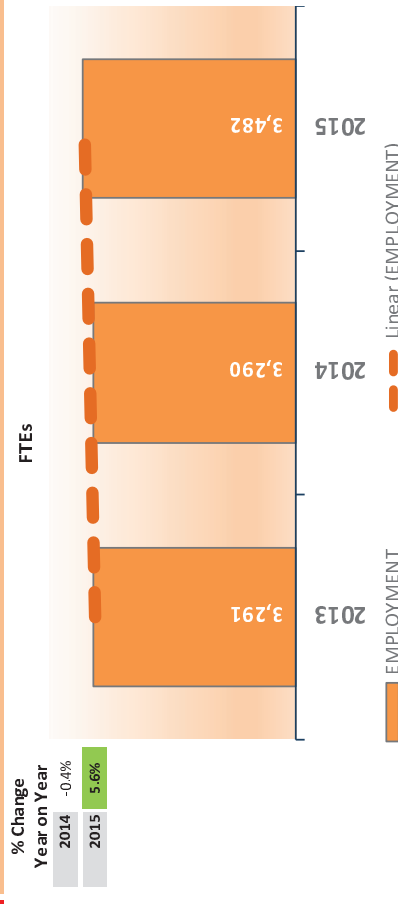
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



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

"Linear" = Linear Trendline

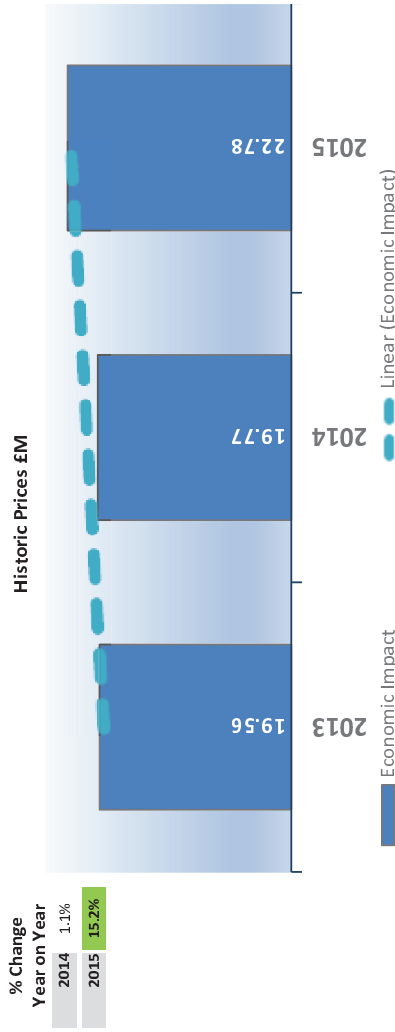
STEAM FINAL TREND REPORT FOR 2013-2015
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

2013 to 2015
Historic Prices

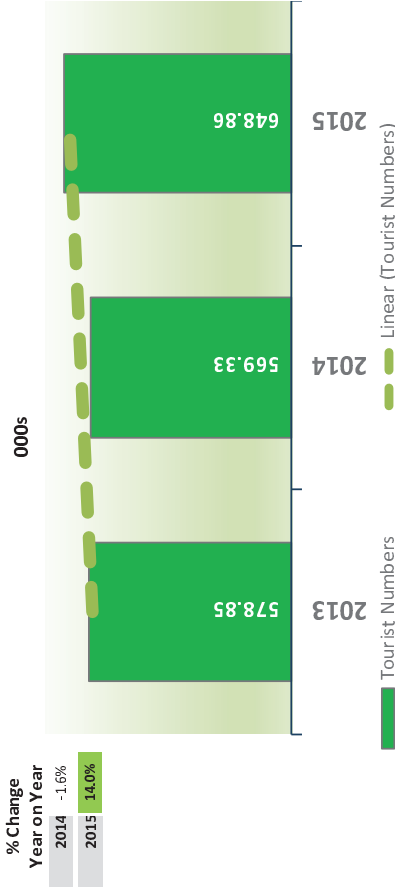
DAY VISITOR

KEY MEASURES
Historic Prices

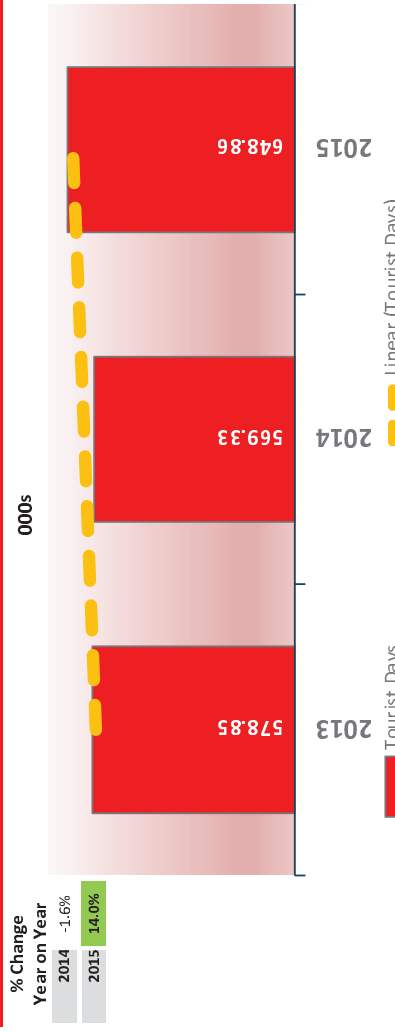
Economic Impact - Historic Prices - Day Visitor



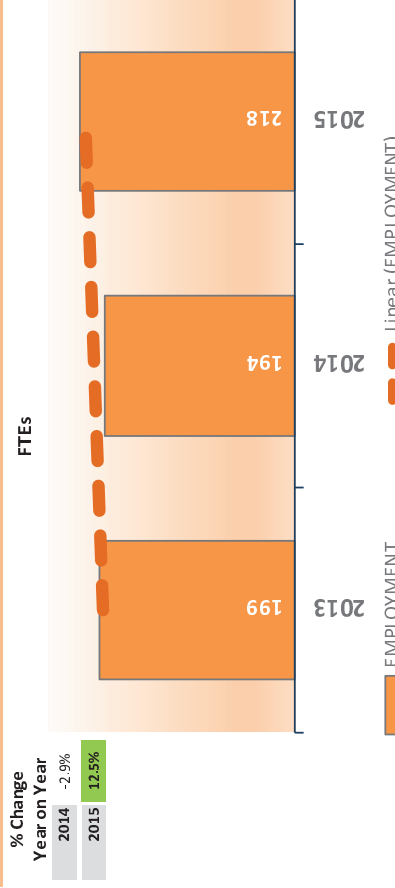
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



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

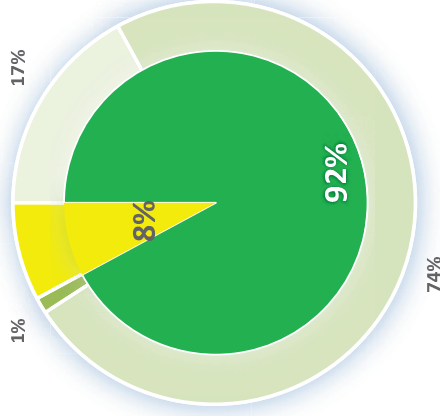
"Linear" = Linear Trendline

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

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

TOTAL
£289.60m

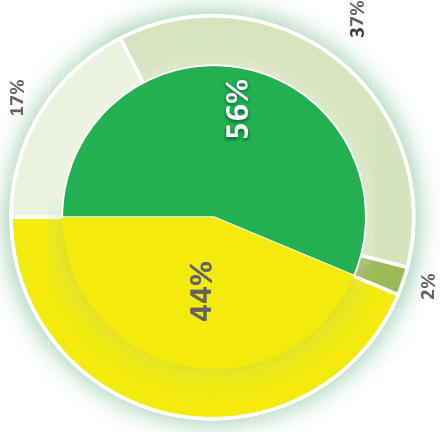
	£M
Serviced	49.37
Non-Serviced	213.72
SFR	3.73
Staying Visitor	266.82
Day Visitor	22.78
Total	289.60



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

TOTAL
1.48m

	M
Serviced	0.26
Non-Serviced	0.54
SFR	0.03
Staying Visitor	0.84
Day Visitor	0.65
Total	1.48



Visitor Numbers - 2015 - M - Share of Total

TOTAL

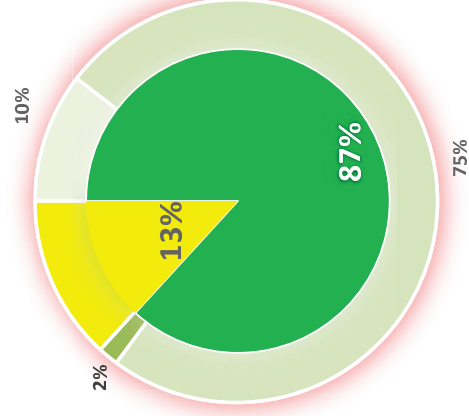
2015
 Historic Prices

DISTRIBUTION BY VISITOR TYPE
 Historic Prices

Visitor Days - 2015 - M - Share of Total

TOTAL
4.92m

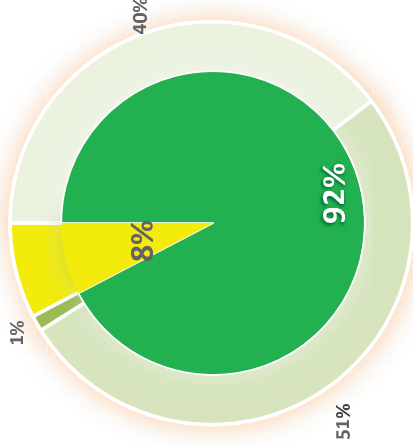
	M
Serviced	0.51
Non-Serviced	3.67
SFR	0.08
Staying Visitor	4.27
Day Visitor	0.65
Total	4.92



Direct Employment Supported - 2015 - FTEs - Share of Total

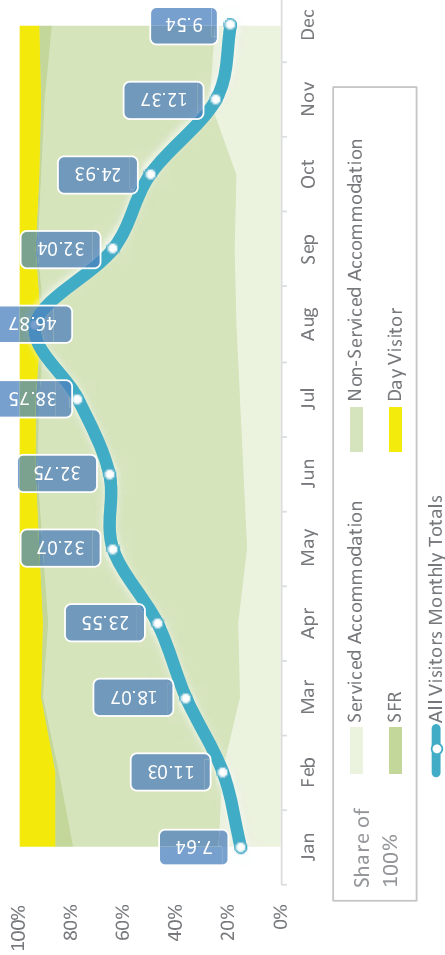
TOTAL
2,846 Direct FTEs
3,700 Total FTEs

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



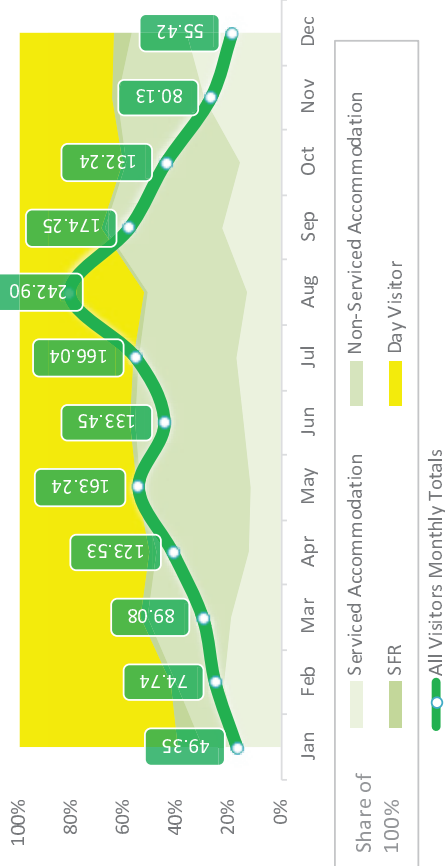
STEAM FINAL TREND REPORT FOR 2013-2015
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

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



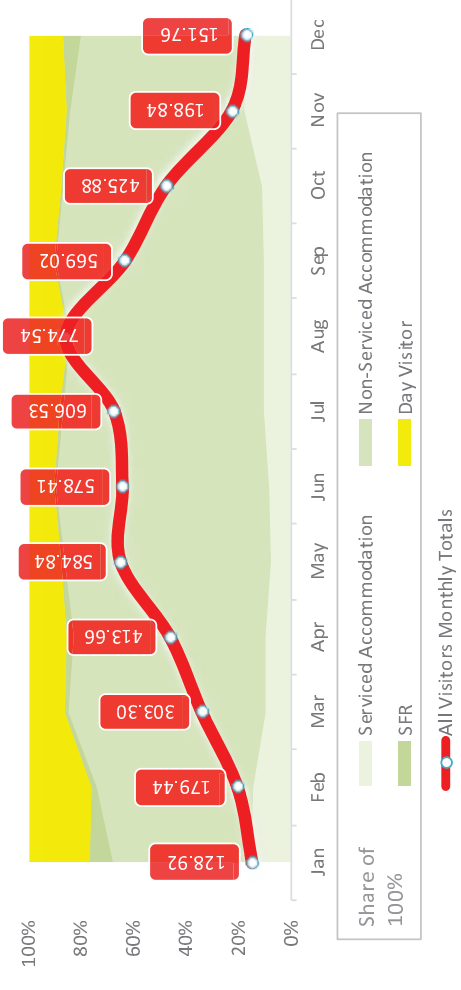
2015
Historic Prices

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

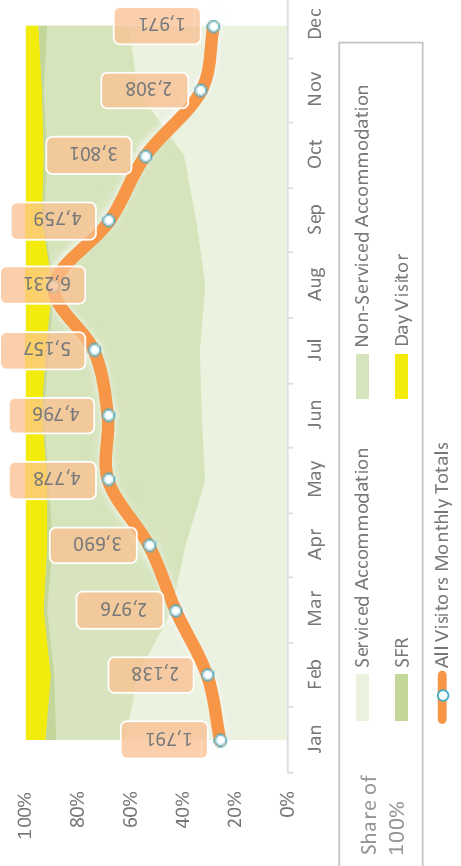


DISTRIBUTION BY MONTH
Historic Prices

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



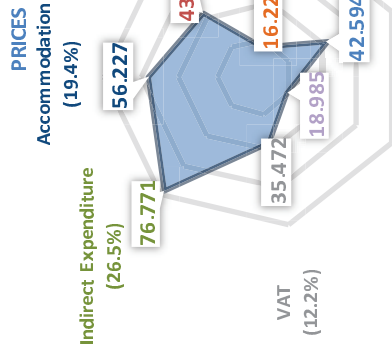
Direct Employment Supported - 2015 - FTEs - Distribution of Impact by Month



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

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

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



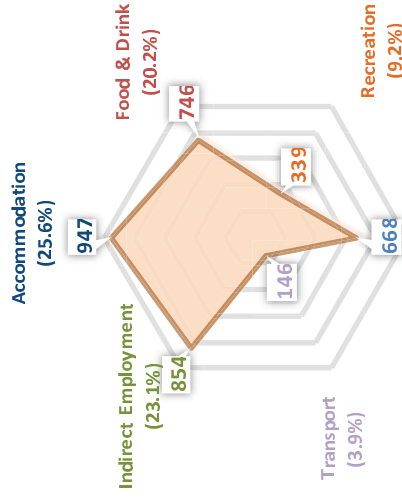
Transport (6.6%)
Shopping (14.7%)

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

2015

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

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



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

Shopping (18.1%)

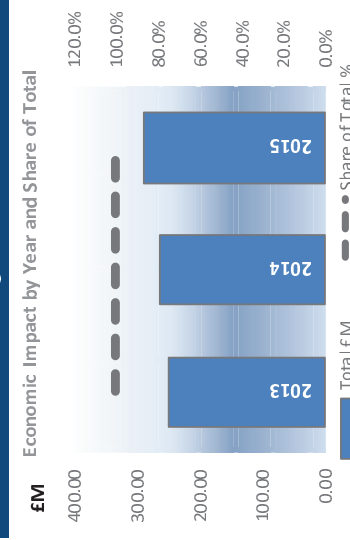
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2013 to 2015

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

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

ECONOMIC IMPACT BY: KEY	MONTH AND QUARTER												2013 to 2015 Historic Prices		ECONOMIC IMPACT		
	TOTAL												TOTAL		Historic Prices		
	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												CALENDAR YEAR		QUARTER		
	Q1			Q2			Q3			Q4			TOTAL	% Change	Q1	Q2	Q3
An increase of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	15.5%	14.8%	14.0%	16.7%	16.2%
Less than 3% change	19.9%	12.8%	13.9%	14.9%	13.0%	14.2%	15.8%	15.0%	20.5%	19.8%	9.1%	16.9%	9.7%	11.1%	9.9%	9.7%	8.5%
A Fall of 3% or more	17.4%	10.6%	9.0%	7.8%	10.3%	11.0%	9.5%	11.2%	7.9%	10.8%	2.7%	10.5%	7.8%	7.4%	7.0%	7.0%	8.1%
% Change 2013 to 2015	9.9%	6.4%	7.0%	7.4%	6.5%	7.1%	7.9%	7.5%	10.3%	9.9%	4.6%	8.4%	Annual Change	32.01	77.55	100.80	40.31
% Change 2014 to 2015	6.374	9.775	15.86	20.50	28.38	28.67	33.48	40.74	26.59	20.81	11.33	8.162	250.67	33.05	80.42	107.23	43.18
Average Annual Change	6.507	9.977	16.57	21.84	29.08	29.51	35.39	42.13	29.70	22.50	12.05	8.629	263.88	36.74	88.37	117.66	46.83
	2013	£M	7.640	11.03	18.07	32.75	38.75	46.87	32.04	24.93	12.37	9.538	289.60	9.7%			
	2014	£M	6.507	9.977	16.57	29.51	35.39	42.13	29.70	22.50	12.05	8.629	263.88	5.3%			
	2015	£M	7.640	11.03	18.07	32.75	38.75	46.87	32.04	24.93	12.37	9.538	289.60	9.7%			

ECONOMIC IMPACT - IN HISTORIC PRICES				TOTAL	
SHARE OF MARKET	2013	2014	2015	Economic Impact by Year and Share of Total	
Total	£M	250.67	263.88	289.60	£M
All Visitor Types	£M	250.67	263.88	289.60	
Share of Total	%	100.0%	100.0%	100.0%	
Annual Change in Share	%				
Change in Share from 2013	%				
Avg Ann. Change in Share	%				



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

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 £M

2014 £M

2015 £M

MONTH AND QUARTER

SERVICED ACCOMMODATION

ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES

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

TOTAL

	% Change	
2013 to 2015	23.4%	11.7%
2014 to 2015	14.0%	11.7%
Average Annual Change	11.7%	11.7%
2013 £M	40.01	
2014 £M	43.30	8.2%
2015 £M	49.37	14.0%

2013 to 2015

Historic Prices

SERVICED ACCOMMODATION

Historic Prices

CALENDAR YEAR

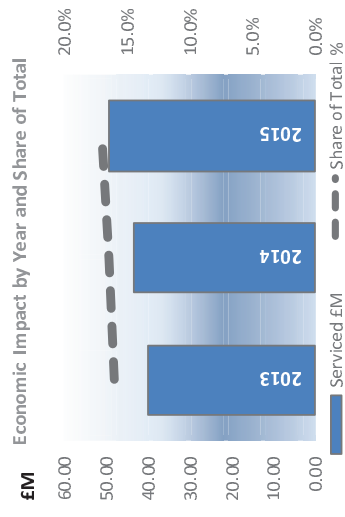
QUARTER

	Q1	Q2	Q3	Q4
% Change	31.1%	31.6%	19.0%	17.7%
Annual Change	30.8%	21.5%	6.8%	10.2%
2013 £M	5.387	9.549	16.50	8.577
2014 £M	5.401	10.35	18.39	9.158
2015 £M	7.065	12.57	19.64	10.10

ECONOMIC IMPACT - IN HISTORIC PRICES

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

SERVICED ACCOMMODATION



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

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 £M

2014 £M

2015 £M

MONTH AND QUARTER

NON-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
% Change 2013 to 2015	8.1%	7.8%	11.2%	11.2%	10.9%	12.0%	15.0%	15.3%	20.5%	15.7%	16.8%	14.3%
% Change 2014 to 2015	5.1%	4.4%	6.5%	7.1%	8.6%	8.4%	9.0%	10.9%	9.5%	7.5%	6.9%	6.2%
Average Annual Change	4.0%	3.9%	5.6%	5.6%	5.4%	6.0%	7.5%	7.7%	10.2%	7.8%	8.4%	7.2%
2013 £M	3.938	6.384	12.21	15.45	22.62	23.07	25.94	29.94	20.07	16.05	6.705	5.214
2014 £M	4.048	6.589	12.76	16.05	23.09	23.84	27.38	31.15	22.07	17.28	7.329	5.615
2015 £M	4.256	6.881	13.58	17.18	25.08	25.83	29.83	34.53	24.18	18.57	7.831	5.960

CALENDAR YEAR

% Change

TOTAL

Annual Change

Q1	Q2	Q3	Q4
9.7%	11.4%	16.6%	15.7%
5.7%	8.1%	9.8%	7.1%
4.9%	5.7%	8.3%	7.8%
22.53	61.14	75.95	27.97
23.40	62.98	80.60	30.23
24.72	68.09	88.54	32.36

**2013 to 2015
Historic Prices**

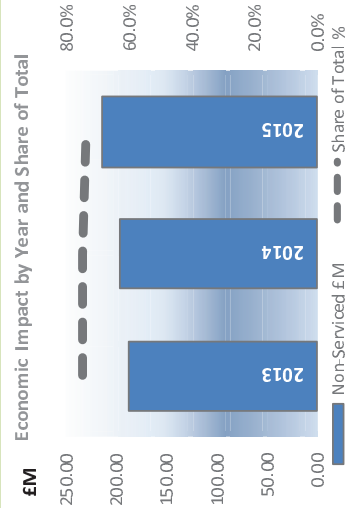
NON-SERVICED ACCOMMODATION

**ECONOMIC IMPACT
Historic Prices**

ECONOMIC IMPACT - IN HISTORIC PRICES

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

NON-SERVICED ACCOMMODATION



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STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

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

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

SFR

ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES

	MONTH AND QUARTER												TOTAL	% Change
	Q1			Q2			Q3			Q4				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		
% Change 2013 to 2015	7.9%	5.8%	6.1%	5.8%	5.4%	5.3%	5.8%	6.4%	7.3%	7.5%	5.2%	7.1%	6.4%	7.0%
% Change 2014 to 2015	5.3%	3.7%	3.1%	2.5%	3.2%	3.3%	2.7%	2.9%	2.8%	2.9%	1.8%	3.5%	3.3%	4.4%
Average Annual Change	3.9%	2.9%	3.0%	2.9%	2.7%	2.6%	2.9%	3.2%	3.7%	3.7%	2.6%	3.5%	3.2%	3.5%
2013	£M	0.484	0.174	0.212	0.424	0.290	0.347	0.365	0.199	0.200	0.162	0.419	3.505	0.870
2014	£M	0.496	0.178	0.218	0.438	0.296	0.357	0.377	0.208	0.208	0.168	0.434	3.612	0.892
2015	£M	0.522	0.185	0.225	0.449	0.305	0.241	0.388	0.214	0.214	0.171	0.449	3.730	0.931

CALENDAR YEAR

SFR

% Change

Q1	Q2	Q3	Q4
7.0%	5.5%	6.4%	6.8%
4.4%	2.9%	2.8%	3.0%
3.5%	2.8%	3.2%	3.4%
0.870	0.943	0.911	0.781
0.892	0.967	0.943	0.810
0.931	0.996	0.969	0.834

QUARTER

SFR

% Change

Q1	Q2	Q3	Q4
7.0%	5.5%	6.4%	6.8%
4.4%	2.9%	2.8%	3.0%
3.5%	2.8%	3.2%	3.4%
0.870	0.943	0.911	0.781
0.892	0.967	0.943	0.810
0.931	0.996	0.969	0.834

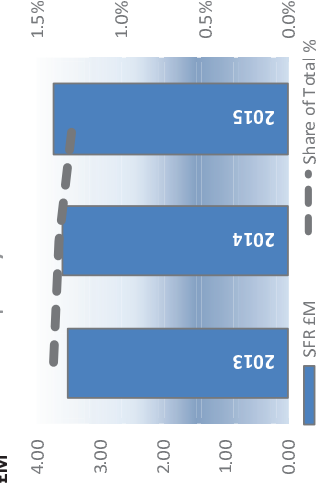
ECONOMIC IMPACT

Historic Prices

ECONOMIC IMPACT - IN HISTORIC PRICES

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

Economic Impact by Year and Share of Total



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STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

2013 to 2015
Historic Prices

2013 to 2015
Historic Prices

ECONOMIC IMPACT BY:

MONTH AND QUARTER

STAYING VISITOR

ECONOMIC IMPACT

KEY

CALENDAR YEAR

STAYING VISITOR

STAYING VISITOR

Historic Prices

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES

TOTAL

QUARTER

% Change

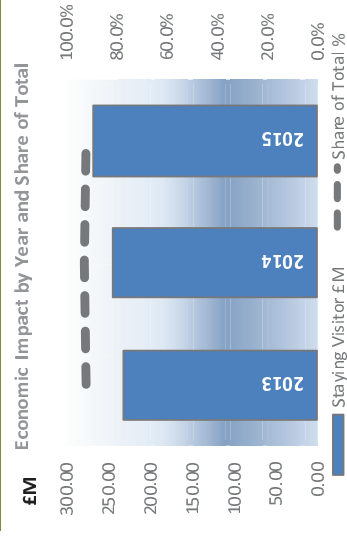
Annual Change

	2013	2014	2015	MONTH AND QUARTER												2013	2014	2015					
				Q1			Q2			Q3			Q4						Q1	Q2	Q3	Q4	
	£M	£M	£M	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Annual Change	Q1	Q2	Q3	Q4	
	5.464	8.552	14.77	18.69	26.06	26.87	31.14	37.32	24.90	19.33	10.44	7.566	231.11	15.5%	15.5%	28.79	71.63	93.36	37.33	13.6%	14.0%	16.9%	16.0%
	5.669	8.744	15.28	19.83	26.76	27.69	33.06	38.77	28.11	21.02	11.13	8.046	244.11	9.3%	9.3%	29.69	74.29	99.94	40.19	10.2%	9.9%	9.2%	7.7%
	6.588	9.519	16.61	21.40	29.50	30.76	36.22	42.82	30.11	23.09	11.37	8.832	266.82	7.7%	7.7%	32.72	81.66	109.15	43.29	6.8%	7.0%	8.5%	8.0%

ECONOMIC IMPACT - IN HISTORIC PRICES

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

STAYING VISITOR



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STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

ECONOMIC IMPACT
Historic Prices

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

	2013	2014	2015	MONTH AND QUARTER												DAY VISITOR	ECONOMIC IMPACT					
				Q1			Q2			Q3			Q4									
2013	£M	£M	£M	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1	Q2	Q3	Q4	TOTAL	% Change	
2014	15.7%	23.5%	34.3%	18.9%	10.6%	11.1%	11.1%	10.6%	11.1%	8.4%	18.4%	14.4%	23.6%	11.1%	18.6%	16.5%	19.5%	13.3%	14.4%	18.8%	19.5%	13.3%
2015	25.6%	22.5%	12.8%	7.1%	11.0%	10.0%	10.0%	11.0%	10.0%	8.5%	20.4%	21.1%	23.6%	8.8%	21.1%	15.2%	19.5%	9.4%	16.7%	18.6%	12.5%	6.7%
Average Annual Change	7.9%	11.8%	17.1%	9.4%	5.3%	5.6%	5.6%	5.3%	5.6%	4.2%	9.2%	7.2%	11.8%	5.5%	9.3%	8.2%	12.5%	6.7%	7.2%	9.4%	12.5%	6.7%
2013	0.910	1.223	1.087	1.807	2.322	1.793	2.336	3.416	1.688	1.487	0.897	0.596	0.596	0.897	0.596	19.56	3.219	5.923	7.440	2.979	3.219	5.923
2014	0.838	1.233	1.294	2.007	2.314	1.812	2.336	3.359	1.595	1.486	0.916	0.583	0.583	0.916	0.583	19.77	3.365	6.132	7.290	2.985	3.365	6.132
2015	1.052	1.511	1.459	2.149	2.569	1.993	2.533	4.045	1.931	1.838	0.996	0.706	0.706	0.996	0.706	22.78	4.023	6.711	8.510	3.540	4.023	6.711

MONTH AND QUARTER
DAY VISITOR

ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES

CALENDAR YEAR

% Change

Annual Change

TOTAL

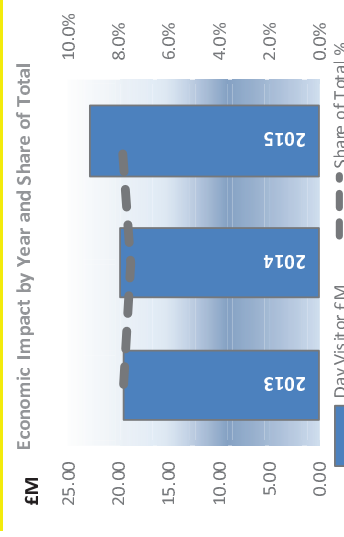
% Change

2013	2014	2015
19.56	19.77	22.78
1.1%	1.1%	15.2%

ECONOMIC IMPACT - IN HISTORIC PRICES

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

DAY VISITOR



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

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

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

VISITOR NUMBERS BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 M

2014 M

2015 M

MONTH AND QUARTER

TOTAL

VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES

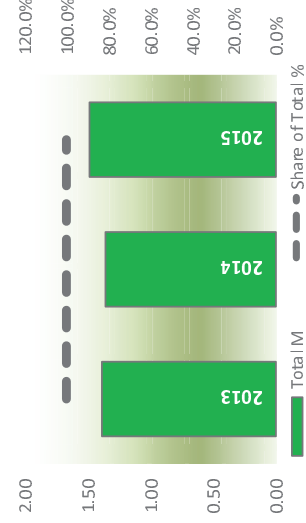
	2013 to 2015												TOTAL	Annual Change
	Q1			Q2			Q3			Q4				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change
	7.7%	9.0%	7.5%	1.4%	-1.5%	-6.8%	2.6%	14.8%	19.4%	16.3%	6.0%	8.7%	1.388	7.0%
	18.0%	16.1%	7.5%	1.9%	7.0%	1.7%	2.8%	16.0%	16.0%	13.5%	4.7%	9.1%	1.359	9.2%
	3.9%	4.5%	3.7%	0.7%	-0.7%	-3.4%	1.3%	7.4%	9.7%	8.2%	3.0%	4.4%	1.484	9.2%
	0.046	0.069	0.083	0.122	0.166	0.143	0.162	0.212	0.146	0.114	0.076	0.051	1.388	
	0.042	0.064	0.083	0.121	0.153	0.131	0.162	0.209	0.150	0.116	0.077	0.051	1.359	-2.0%
	0.049	0.075	0.089	0.124	0.163	0.133	0.166	0.243	0.174	0.132	0.080	0.055	1.484	9.2%

VISITOR NUMBERS

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

TOTAL

Visitor No.s by Year and Share of Total



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

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

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

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STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

VISITOR NUMBERS BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 000s

2014 000s

2015 000s

MONTH AND QUARTER

NON-SERVICED ACCOMMODATION

VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES

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

2013 to 2015

NON-SERVICED

VISITOR NUMBERS

CALENDAR YEAR

% Change

TOTAL

Annual Change

Q1

Q2

Q3

Q4

540.5

519.6

542.8

0.4%

4.5%

0.2%

56.5

195.1

202.4

86.4

51.4

171.4

206.1

90.6

48.2

165.7

234.1

94.8

2013

2014

2015

Non-Serviced

All Visitor Types

Share of Total

Annual Change in Share

Change in Share from 2013

Avg Ann. Change in Share

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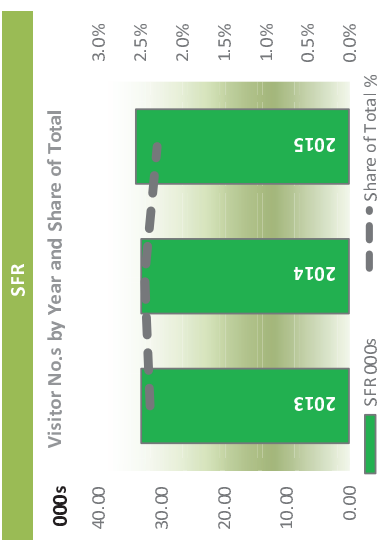
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**STEAM FINAL TREND REPORT FOR 2013-2015
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

VISITOR NUMBERS BY: KEY	2013 to 2015												VISITOR NUMBERS					
	MONTH AND QUARTER												SFR					
	SFR												CALENDAR YEAR					
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES													QUARTER					
	Q1			Q2			Q3			Q4			TOTAL	% Change				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		%	Q1	Q2	Q3	Q4
An increase of 3% or more	3.8%	1.8%	2.1%	1.9%	1.4%	1.3%	1.9%	2.4%	3.3%	3.4%	1.3%	3.0%	2.4%	2.9%	2.9%	1.5%	2.4%	2.7%
Less than 3% change	4.1%	2.6%	1.9%	1.4%	2.1%	2.2%	1.6%	1.8%	1.6%	1.8%	0.7%	2.4%	2.1%	3.2%	1.8%	1.7%	1.8%	1.8%
A Fall of 3% or more	1.9%	0.9%	1.0%	0.9%	0.7%	0.7%	0.9%	1.2%	1.7%	1.7%	0.6%	1.5%	1.2%	1.5%	0.8%	1.2%	1.4%	1.4%
% Change 2013 to 2015	4.3	1.9	2.2	3.5	2.9	2.4	3.1	3.1	2.1	2.1	1.8	3.6	33.1	8.4	8.9	8.3	7.5	7.5
% Change 2014 to 2015	4.3	1.8	2.2	3.5	2.9	2.4	3.1	3.2	2.1	2.1	1.8	3.6	33.2	8.4	8.9	8.4	7.6	7.6
Average Annual Change	4.5	1.9	2.3	3.6	3.0	2.5	3.2	3.2	2.1	2.2	1.8	3.7	33.9	8.7	9.1	8.5	7.7	7.7

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



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STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

VISITOR NUMBERS BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 000s

2014 000s

2015 000s

MONTH AND QUARTER

STAYING VISITOR

VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES

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

2013 to 2015

VISITOR NUMBERS

STAYING VISITOR

CALENDAR YEAR

% Change

TOTAL

Annual Change

%

Change

Annual

Change

1.7%

5.8%

3.3%

808.7

789.8

835.5

5.8%

-2.3%

228.5

229.1

255.5

299.2

311.2

157.9

152.1

98.6

340.8

7.0%

9.5%

13.9%

9.8%

0.3%

9.5%

0.3%

10.3%

6.9%

6.9%

-3.3%

-3.3%

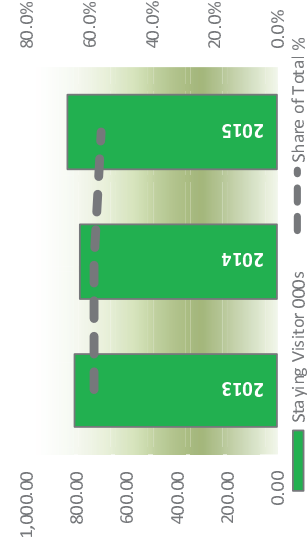
-1.7%

VISITOR NUMBERS

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

STAYING VISITOR

Visitor No.s by Year and Share of Total



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

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

VISITOR NUMBERS BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 000s

2014 000s

2015 000s

MONTH AND QUARTER

DAY VISITOR

VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES

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

2013 to 2015

DAY VISITOR

CALENDAR YEAR

TOTAL	% Change
12.1%	
14.0%	
6.0%	
578.9	
569.3	-1.6%
648.9	14.0%

VISITOR NUMBERS

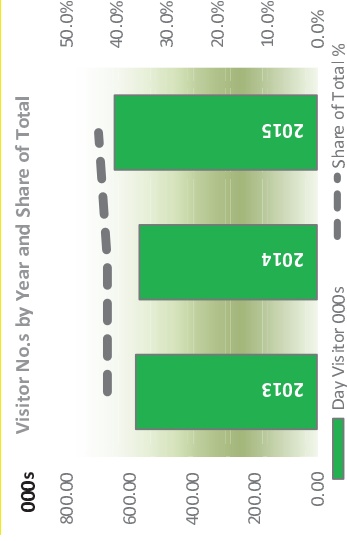
QUARTER

	Q1	Q2	Q3	Q4
20.3%	9.0%	10.1%	14.4%	
18.2%	8.2%	15.5%	17.3%	
10.1%	4.5%	5.0%	7.2%	
95.3	175.3	220.2	88.2	
96.9	176.6	209.9	86.0	
114.6	191.1	242.4	100.8	

VISITOR NUMBERS

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

DAY VISITOR



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

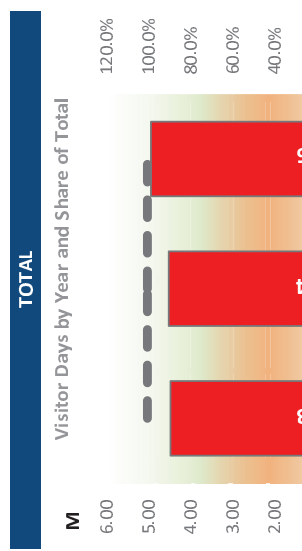
Visitor Days by Month, Year and Visitor Type for the Period 2013 to 2015

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

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

		2013 to 2015												TOTAL	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	QUARTER				
		Q1			Q2			Q3			Q4			TOTAL	% Change	Q1	Q2	Q3	Q4
An increase of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	4.478	9.8%	0.555	1.467	1.759	0.696
Less than 3% change		11.9%	8.7%	10.3%	9.4%	7.0%	6.6%	8.4%	11.5%	12.8%	13.9%	6.8%	11.4%	4.487	0.2%	0.555	1.440	1.776	0.716
A Fall of 3% or more		14.5%	10.0%	8.5%	7.6%	10.2%	10.2%	8.7%	10.8%	9.6%	10.6%	3.7%	9.4%	4.915	9.6%	0.612	1.577	1.950	0.776
% Change 2013 to 2015		5.9%	4.4%	5.2%	4.7%	3.5%	3.3%	4.2%	5.7%	6.4%	6.9%	3.4%	5.7%	4.478	4.9%	0.555	1.467	1.759	0.696
Average Annual Change		0.115	0.165	0.275	0.378	0.547	0.542	0.560	0.695	0.505	0.374	0.186	0.136	4.487	9.8%	0.555	1.440	1.776	0.716
2013		M	0.115	0.165	0.275	0.378	0.547	0.542	0.560	0.695	0.374	0.186	0.136	4.478	9.8%	0.555	1.467	1.759	0.696
2014		M	0.113	0.163	0.279	0.384	0.531	0.525	0.558	0.699	0.385	0.192	0.139	4.487	0.2%	0.555	1.440	1.776	0.716
2015		M	0.129	0.179	0.303	0.414	0.585	0.578	0.775	0.569	0.426	0.199	0.152	4.915	9.6%	0.612	1.577	1.950	0.776

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



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STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

VISITOR DAYS BY:

MONTH AND QUARTER

KEY

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

SERVICED ACCOMMODATION

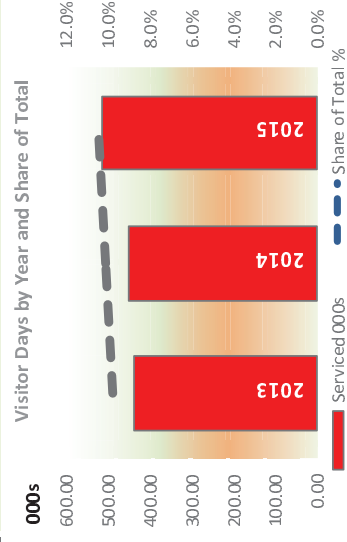
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES

KEY	MONTH AND QUARTER												SERVICED	VISITOR DAYS				
	SERVICED ACCOMMODATION																	
	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
	Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		% Change	Q1	Q2	Q3	Q4
% Change 2013 to 2015	65.1%	17.2%	13.5%	27.3%	24.9%	24.9%	17.2%	6.7%	17.8%	33.6%	-10.1%	19.2%	17.4%	24.9%	25.6%	12.9%	12.2%	
% Change 2014 to 2015	59.1%	23.2%	21.0%	12.0%	21.1%	28.3%	12.1%	8.2%	-2.4%	21.3%	-8.0%	20.4%	13.2%	29.8%	20.7%	5.8%	9.5%	
Average Annual Change	32.6%	8.6%	6.8%	13.7%	12.4%	12.4%	8.6%	3.3%	8.9%	16.8%	-5.1%	9.6%	8.7%	12.5%	12.8%	6.5%	6.1%	
2013 000s	11.5	22.0	25.9	31.0	34.7	39.5	51.6	74.5	51.0	33.9	39.3	21.3	436.2	59.4	105.2	177.1	94.5	
2014 000s	12.0	20.9	24.3	35.3	35.8	38.4	53.9	73.5	61.5	37.3	38.4	21.1	452.5	57.2	109.5	189.0	96.9	
2015 000s	19.0	25.8	29.4	39.5	43.3	49.3	60.4	79.5	60.1	45.2	35.4	25.4	512.3	74.2	132.1	200.0	106.0	

VISITOR DAYS

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

SERVICED ACCOMMODATION



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STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

VISITOR DAYS BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

NON-SERVICED ACCOMMODATION

VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES

	MONTH AND QUARTER												Annual Change	
	Q1			Q2			Q3			Q4				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change
2013 000s	65.9	103.0	212.1	284.0	436.9	444.7	431.1	511.0	399.2	291.7	116.7	87.8	3,384.1	8.6%
2014 000s	65.6	102.8	213.1	281.8	421.8	429.4	428.9	520.3	407.0	300.6	123.3	91.4	3,386.1	8.5%
2015 000s	68.6	106.7	227.5	303.3	461.8	467.2	466.0	571.5	449.4	323.7	131.4	96.5	3,673.5	4.3%

2013 to 2015

VISITOR DAYS

NON-SERVICED

CALENDAR YEAR

% Change

Annual Change

	Q1	Q2	Q3	Q4
2013	5.7%	5.7%	10.9%	11.2%
2014	5.5%	8.8%	9.6%	7.1%
2015	2.9%	2.9%	5.4%	5.6%
2013	381.0	1,165.6	1,341.3	496.2
2014	381.6	1,133.1	1,356.2	515.2
2015	402.8	1,232.2	1,486.8	551.6

VISITOR DAYS

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

NON-SERVICED ACCOMMODATION



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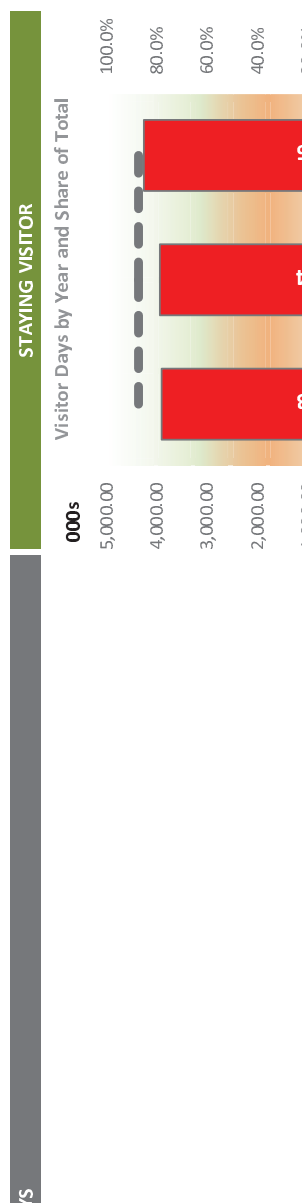
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STEAM FINAL TREND REPORT FOR 2013-2015
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

VISITOR DAYS BY: KEY	MONTH AND QUARTER												VISITOR DAYS			
	STAYING VISITOR															
	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES															
	Q1			Q2			Q3			Q4						
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1	Q2	Q3	Q4
An increase of 3% or more	12.1%	5.8%	7.8%	8.6%	7.0%	6.6%	9.0%	11.1%	13.1%	13.2%	6.8%	11.0%	8.1%	7.3%	11.0%	11.1%
Less than 3% change	11.9%	6.9%	8.1%	7.9%	10.3%	10.3%	8.9%	9.5%	8.7%	9.1%	3.1%	7.9%	8.5%	9.7%	9.1%	7.3%
A Fall of 3% or more	6.0%	2.9%	3.9%	4.3%	3.5%	3.3%	4.5%	5.5%	6.5%	6.6%	3.4%	5.5%	4.0%	3.6%	5.5%	5.5%
% Change 2013 to 2015	88.3	128.9	242.7	324.6	478.1	489.3	490.4	593.7	454.6	330.1	159.7	118.6	459.9	1,291.9	1,538.8	608.3
% Change 2014 to 2015	88.4	127.6	242.2	326.7	464.0	472.9	490.6	602.0	473.1	342.4	165.3	122.0	458.3	1,263.6	1,565.7	629.7
Average Annual Change	98.9	136.4	261.7	352.5	511.7	521.7	534.4	659.3	514.0	373.5	170.5	131.7	497.1	1,385.8	1,707.7	675.7
2013 000s																
2014 000s																
2015 000s																
TOTAL																
% Change																
Annual Change																

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



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STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

VISITOR DAYS BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 000s

2014 000s

2015 000s

MONTH AND QUARTER

DAY VISITOR

VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES

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

2013 to 2015

VISITOR DAYS

DAY VISITOR

CALENDAR YEAR

% Change

TOTAL

Annual Change

12.1%

14.0%

6.0%

578.9

569.3

648.9

20.3%

18.2%

10.1%

95.3

96.9

114.6

9.0%

8.2%

4.5%

175.3

176.6

191.1

10.1%

15.5%

5.0%

220.2

209.9

242.4

14.4%

17.3%

7.2%

88.2

86.0

100.8

QUARTER

Q1

Q2

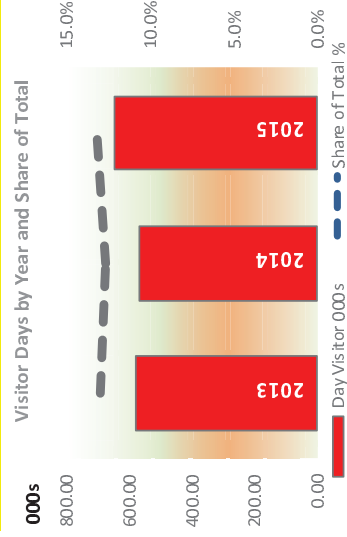
Q3

Q4

VISITOR DAYS

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

DAY VISITOR



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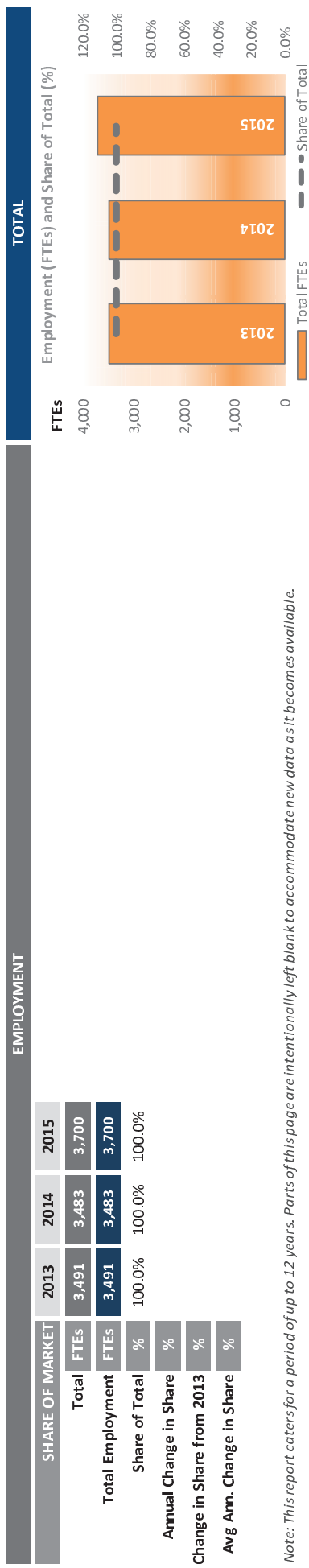
Report Prepared by: David Calway, Date of Issue: 07/09/16

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

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

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

EMPLOYMENT BY: KEY	2013 to 2015												TOTAL		
	MONTH AND QUARTER														
	TOTAL														
	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES														
	Q1			Q2			Q3			Q4			TOTAL	% Change	
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Annual Change	
An increase of 3% or more	6.3%	4.0%	5.5%	6.0%	4.5%	4.6%	5.9%	7.0%	9.1%	9.2%	1.5%	4.8%	2,188	5.2%	
Less than 3% change	7.6%	5.5%	5.4%	4.9%	7.3%	7.6%	6.2%	7.7%	5.7%	7.2%	0.9%	5.0%	2,172	6.0%	
A Fall of 3% or more	3.1%	2.0%	2.7%	3.0%	2.3%	2.3%	2.9%	3.5%	4.6%	4.6%	0.8%	2.4%	2,302	6.2%	
% Change 2013 to 2015	1,686	2,056	2,822	3,481	4,572	4,584	4,872	5,821	4,362	3,481	2,274	1,881	3,491	3.0%	
% Change 2014 to 2015	1,665	2,028	2,823	3,517	4,454	4,458	4,857	5,783	4,504	3,546	2,287	1,878	3,483	-0.2%	
Average Annual Change	1,791	2,138	2,976	3,690	4,778	4,796	5,157	6,231	4,759	3,801	2,308	1,971	3,700	6.2%	
2013 FTEs													2,188	5.018	2,545
2014 FTEs													2,172	5.048	2,570
2015 FTEs													2,302	5.382	2,693



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

EMPLOYMENT BY: KEY	2013 to 2015												NON-SERVICED				
	MONTH AND QUARTER												CALENDAR YEAR				
	NON-SERVICED ACCOMMODATION												QUARTER				
	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change			
	Q1			Q2			Q3			Q4				Annual Change			
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Q1	Q2	Q3	Q4
An increase of 3% or more	1.6%	1.2%	4.6%	4.2%	3.1%	2.5%	5.3%	8.8%	9.3%	7.7%	8.7%	6.0%		3.1%	3.1%	7.8%	7.6%
Less than 3% change	2.7%	2.2%	5.3%	6.2%	8.1%	7.4%	7.3%	8.4%	8.8%	6.2%	4.8%	3.7%		3.9%	7.4%	8.2%	5.4%
A Fall of 3% or more	0.8%	0.6%	2.3%	2.1%	1.5%	1.3%	2.7%	4.4%	4.7%	3.9%	4.4%	3.0%		1.5%	1.6%	3.9%	3.8%
Average Annual Change	0.8%	0.6%	2.3%	2.1%	1.5%	1.3%	2.7%	4.4%	4.7%	3.9%	4.4%	3.0%		1.5%	1.6%	3.9%	3.8%
2013 FTEs	390	543	1,049	1,388	2,116	2,150	2,073	2,447	1,954	1,413	621	488		661	1,885	2,158	841
2014 FTEs	386	538	1,042	1,362	2,019	2,051	2,034	2,455	1,963	1,433	644	499		656	1,810	2,151	859
2015 FTEs	397	550	1,097	1,446	2,181	2,204	2,183	2,661	2,136	1,522	675	517		681	1,944	2,327	905

EMPLOYMENT					NON-SERVICED ACCOMMODATION				
SHARE OF MARKET					Employment (FTEs) and Share of Total (%)				
	2013	2014	2015		2013	2014	2015		
Non-Serviced FTEs	1,386	1,369	1,464		1,386	1,369	1,464		
Total Employment FTEs	3,491	3,483	3,700		3,491	3,483	3,700		
Share of Total	39.7%	39.3%	39.6%		39.7%	39.3%	39.6%		
Annual Change in Share	%	-1.0%	0.7%		%	-1.0%	0.7%		
Change in Share from 2013	%	-1.0%	-0.3%		%	-1.0%	-0.3%		
Avg Ann. Change in Share	%	-1.0%	-0.2%		%	-1.0%	-0.2%		

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

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

EMPLOYMENT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

MONTH AND QUARTER

SFR

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

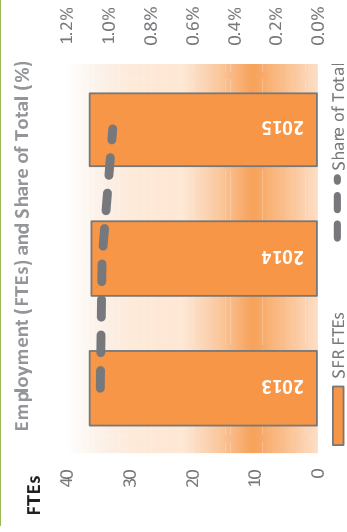
	2013 to 2015												SFR	DIRECT EMPLOYMENT				
	CALENDAR YEAR																	
	Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC				Q1	Q2	Q3
% Change 2013 to 2015	1.2%	-0.8%	-0.5%	-0.8%	-1.2%	-1.3%	-0.7%	-0.2%	0.7%	0.8%	-1.3%	0.4%	0.4%	-0.2%	0.4%	-1.0%	-0.2%	0.1%
% Change 2014 to 2015	2.8%	1.3%	0.6%	0.1%	0.8%	0.9%	0.3%	0.5%	0.3%	0.5%	-0.6%	1.1%	0.8%	2.0%	0.5%	0.4%	0.6%	
Average Annual Change	0.6%	-0.4%	-0.3%	-0.4%	-0.6%	-0.6%	-0.4%	-0.1%	0.3%	0.4%	-0.7%	0.2%	-0.1%	0.2%	-0.5%	-0.1%	0.1%	
2013 FTEs	60	22	26	53	36	28	43	45	25	25	20	52	36	36	39	38	32	
2014 FTEs	59	21	26	52	35	28	43	45	25	25	20	52	36	35	38	37	32	
2015 FTEs	61	21	26	52	36	28	43	45	25	25	20	52	36	36	39	38	32	

Annual Change

EMPLOYMENT

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

SFR



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

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

SHARE OF MARKET	EMPLOYMENT				STAYING VISITOR			
	2013	2014	2015	FTEs	2013	2014	2015	Share of Total
Staying Visitor FTEs	3,291	3,290	3,482	4,000	2013	2014	2015	0.0%
Total Employment FTEs	3,491	3,483	3,700	3,000	2013	2014	2015	0.0%
Share of Total	94.3%	94.4%	94.1%	2,000	2013	2014	2015	0.0%
Annual Change in Share	%	0.2%	-0.3%	1,000	2013	2014	2015	0.0%
Change in Share from 2013	%	0.2%	-0.2%	0	2013	2014	2015	0.0%
Avg Ann. Change in Share	%	0.2%	-0.1%	0	2013	2014	2015	0.0%

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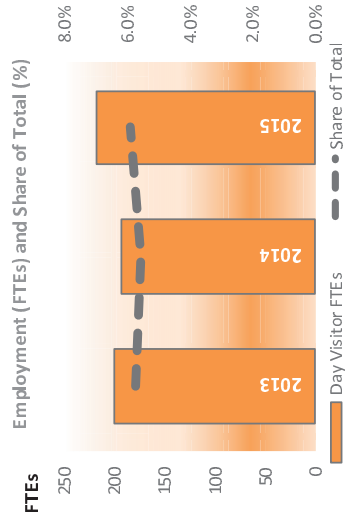
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Report Prepared by: David Calway, Date of Issue: 07/09/16

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

EMPLOYMENT BY: KEY	MONTH AND QUARTER												2013 to 2015	DAY VISITOR	DIRECT EMPLOYMENT			
	DAY VISITOR																	
	CALENDAR YEAR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4
Less than 3% change	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
A Fall of 3% or more	8.5%	15.9%	25.9%	11.5%	3.8%	4.2%	1.7%	11.1%	7.3%	15.9%	4.2%	11.2%	17.2%	6.3%	7.3%	11.4%		
% Change 2013 to 2015	22.7%	19.6%	10.1%	4.6%	8.4%	7.4%	5.9%	17.6%	18.3%	20.7%	6.2%	18.3%	16.7%	6.9%	14.0%	15.8%		
% Change 2014 to 2015	4.3%	7.9%	13.0%	5.8%	1.9%	2.1%	0.9%	5.5%	3.6%	8.0%	2.1%	5.6%	8.6%	3.1%	3.6%	5.7%		
Average Annual Change																		
2013 FTEs	111	150	133	221	284	219	286	418	207	182	110	73	131	242	303	122		
2014 FTEs	98	145	152	236	272	213	275	395	187	175	108	69	132	240	286	117		
2015 FTEs	121	173	167	247	295	229	291	464	222	211	114	81	154	257	326	135		

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



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STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

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

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

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

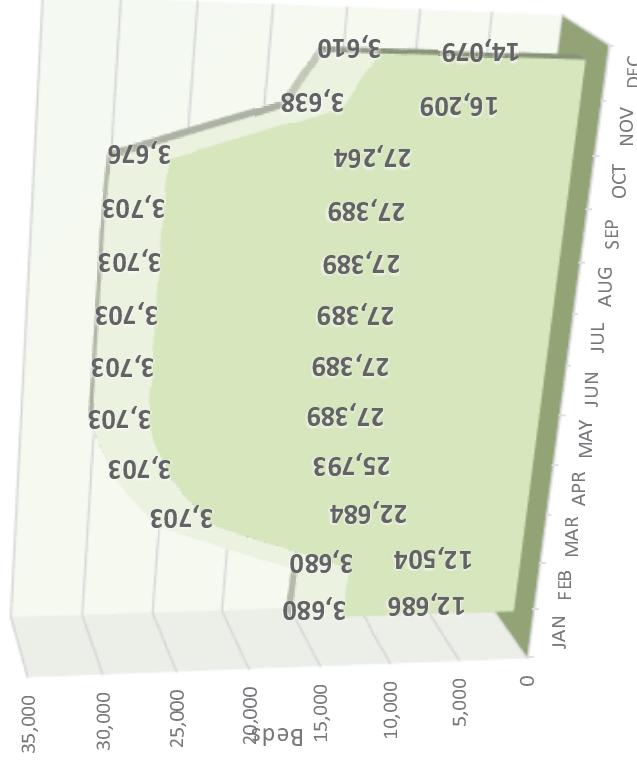
SEASONAL AVAILABILITY OF BED SUPPLY	2015											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	16,366	16,184	26,387	29,496	31,092	31,092	31,092	31,092	30,941	19,847	17,689	
Serviced Accommodation	3,680	3,680	3,703	3,703	3,703	3,703	3,703	3,703	3,676	3,638	3,610	
Non-Serviced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

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

SEASONAL AVAILABILITY OF BED SUPPLY

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>
2013	1.04
2014	1.01
2015	1.00

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

2013 to 2015
2015 Prices

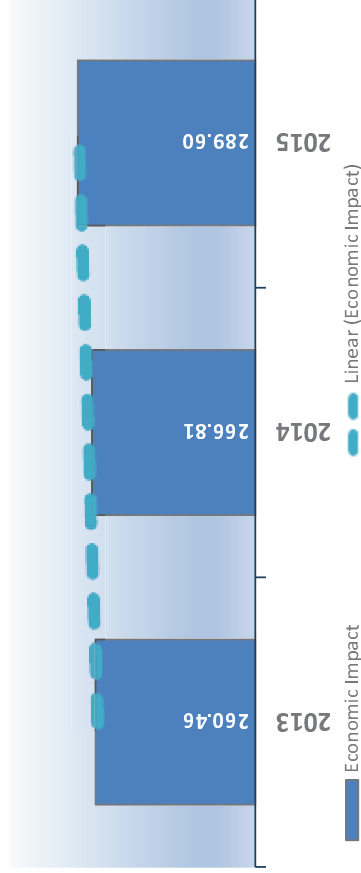
TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

2015 Prices £M

% Change Year on Year	2014	2015
	2.4%	8.5%

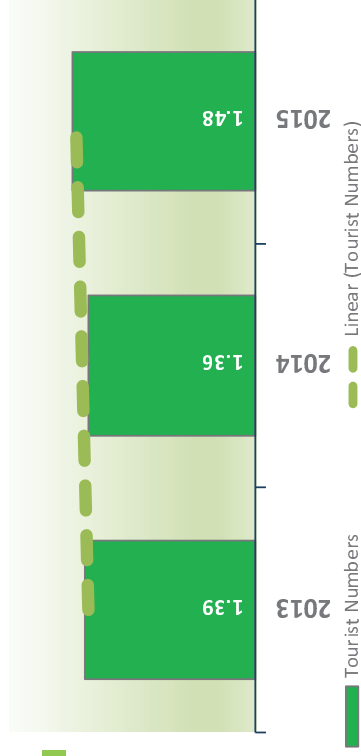


% Change Year on Year	2014	2015
	-2.0%	9.2%

Visitor Numbers - Total

M

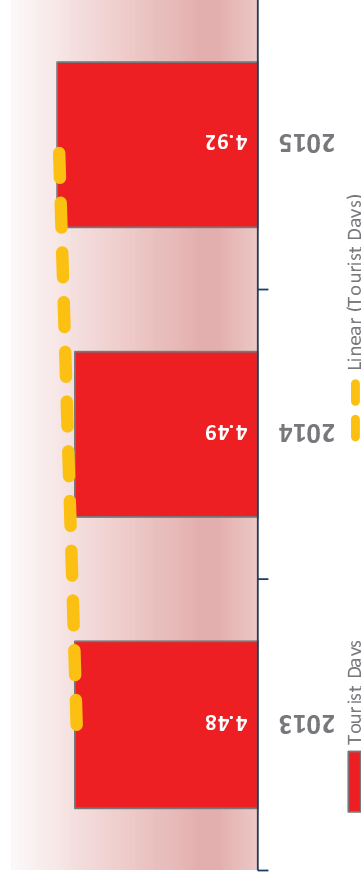
% Change Year on Year	2014	2015
	-2.0%	9.2%



Visitor Days - Total

M

% Change Year on Year	2014	2015
	0.2%	9.6%

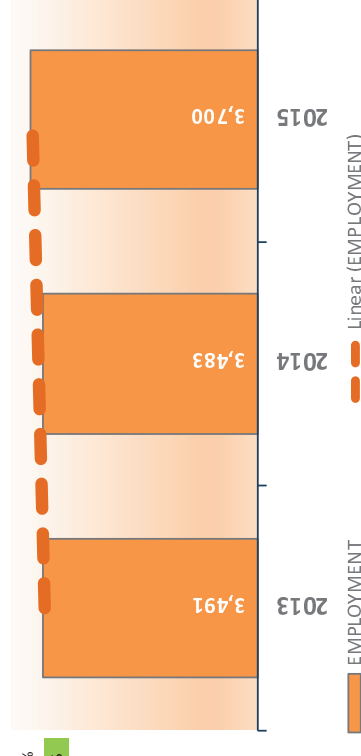


% Change Year on Year	2014	2015
	-0.2%	6.2%

Total Employment Supported - Total

FTEs

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



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

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

2013 to 2015
2015 Prices

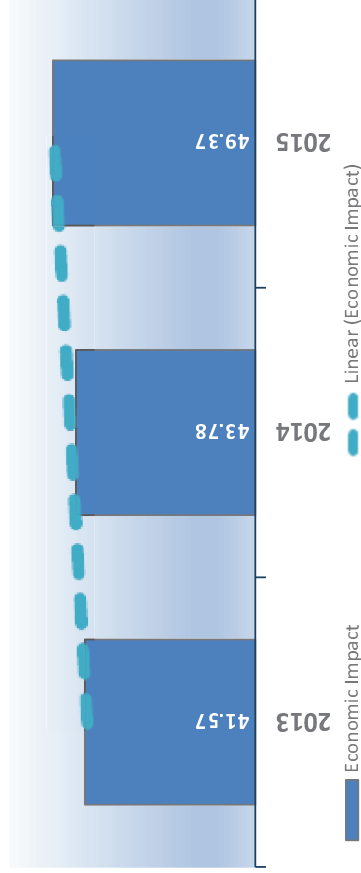
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

2015 Prices £M

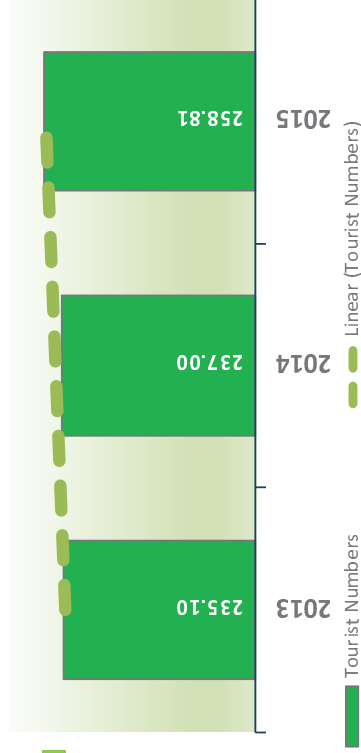
% Change Year on Year	2014	2015
	5.3%	12.8%



Visitor Numbers - Serviced Accommodation

000s

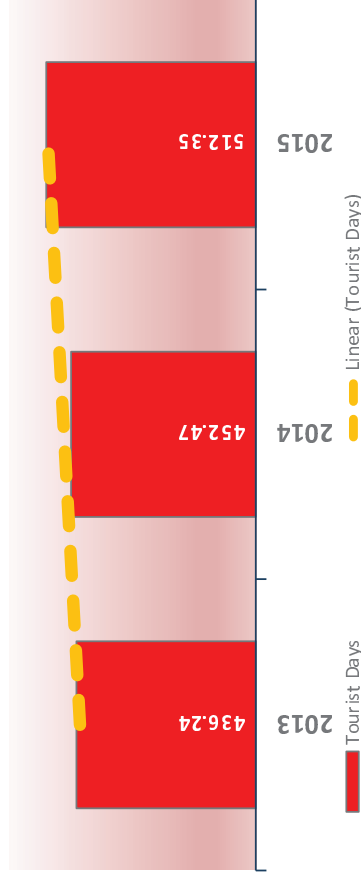
% Change Year on Year	2014	2015
	0.8%	9.2%



Visitor Days - Serviced Accommodation

000s

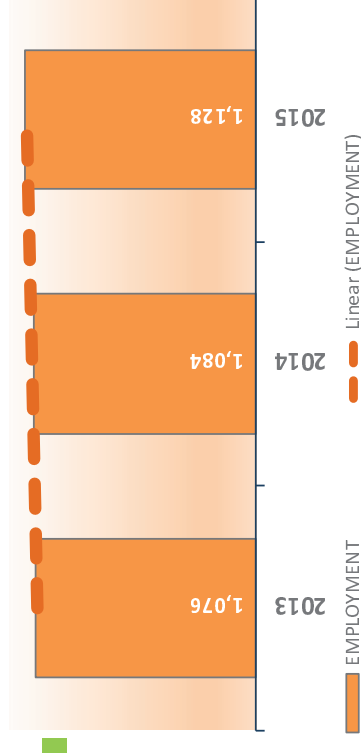
% Change Year on Year	2014	2015
	3.7%	13.2%



Direct Employment Supported - Serviced Accommodation

FTEs

% Change Year on Year	2014	2015
	0.7%	4.1%



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

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2013-2015

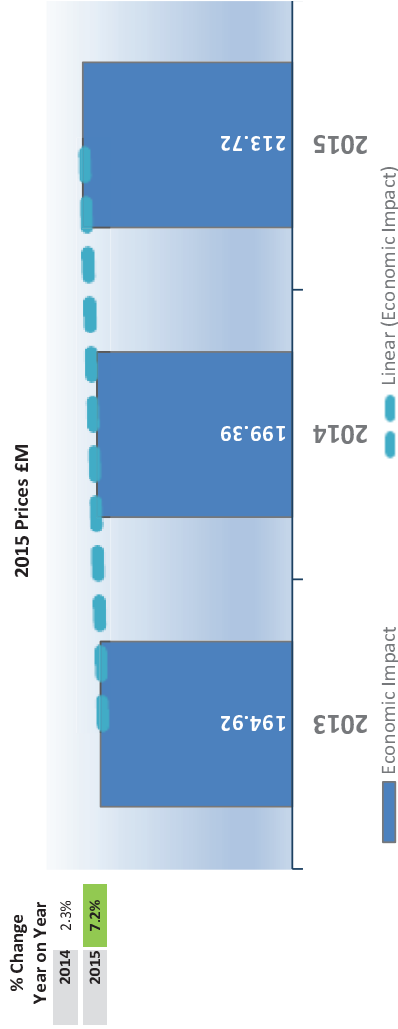
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

2013 to 2015
2015 Prices

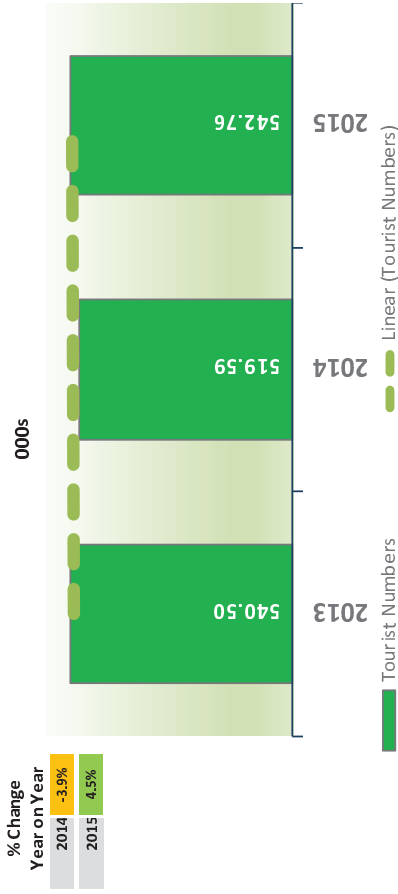
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

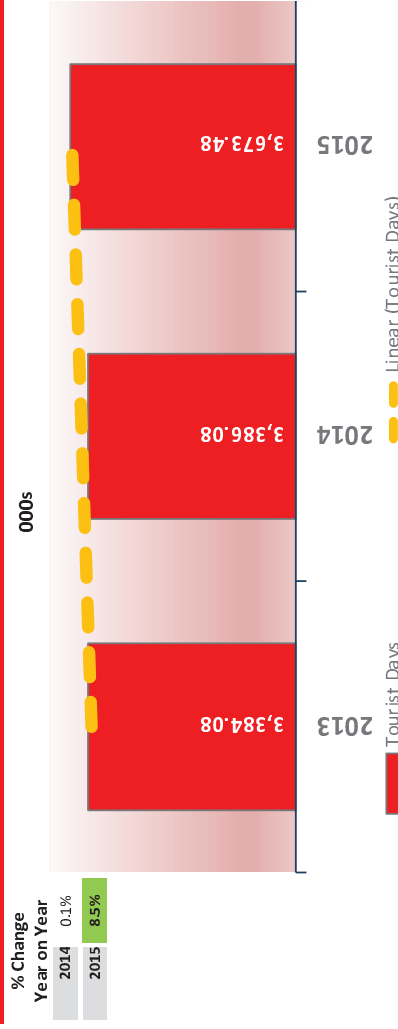
Economic Impact - Indexed - Non-Serviced Accommodation



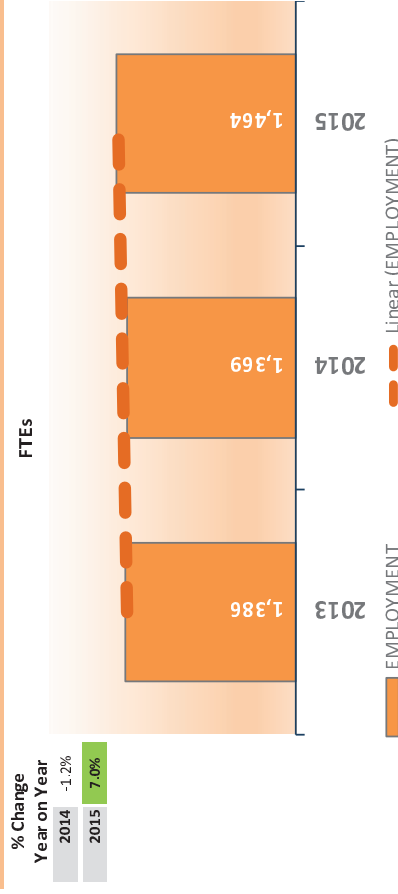
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



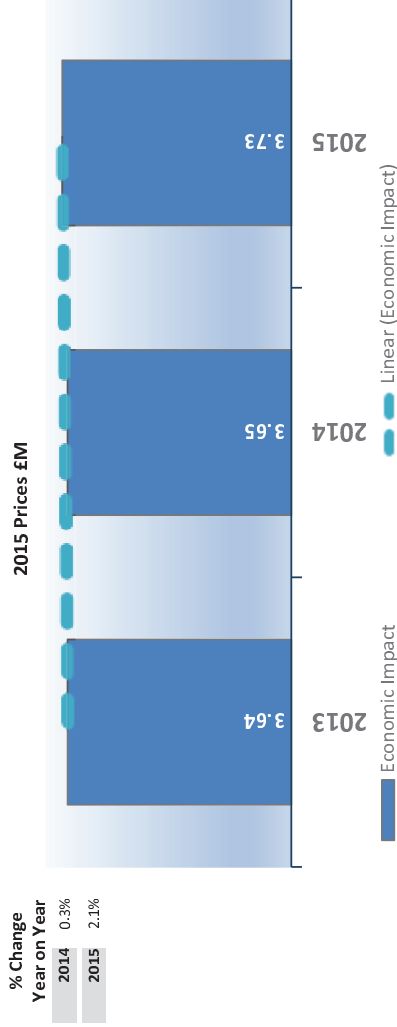
	2013	2014	2015
% Change from 2013			
Economic Impact - Indexed		2.3%	9.6%
Visitor Numbers		-3.9%	0.4%
Visitor Days		0.1%	8.6%
Direct Employment		-1.2%	5.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

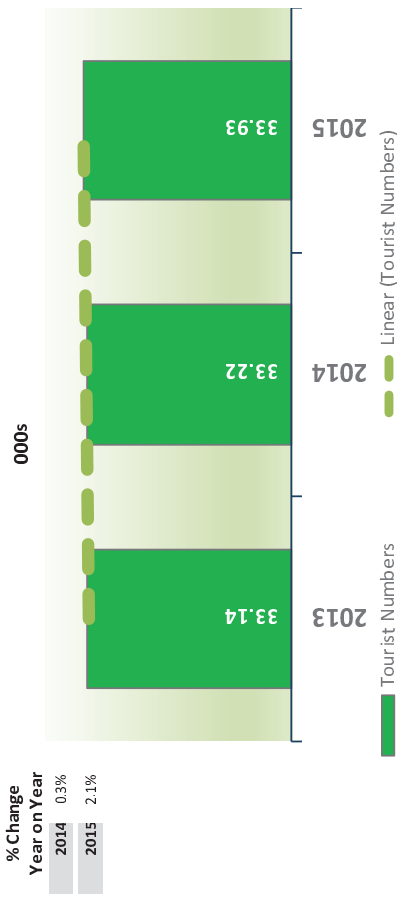
Economic Impact - Indexed - SFR



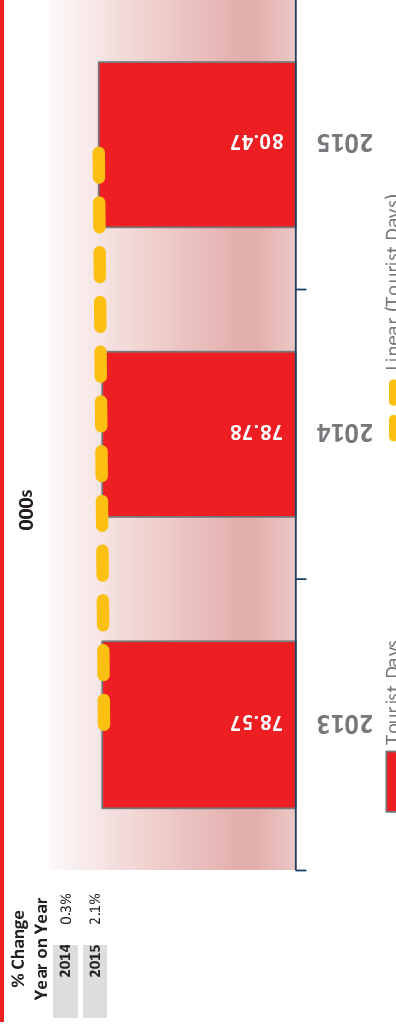
2013 to 2015
2015 Prices

SFR

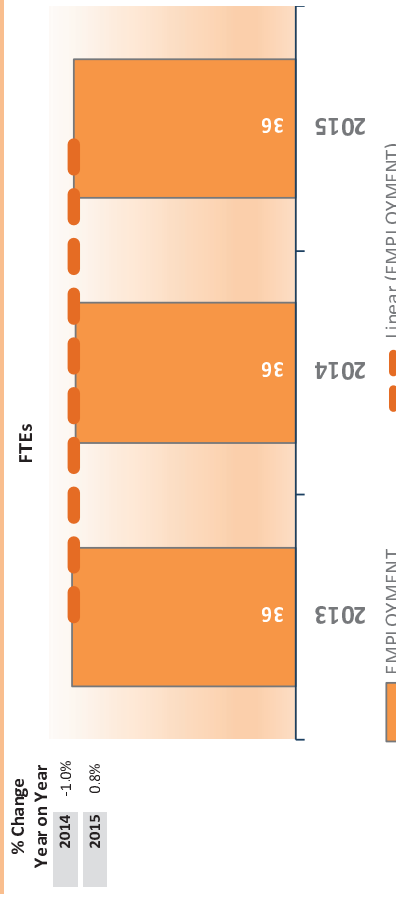
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



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

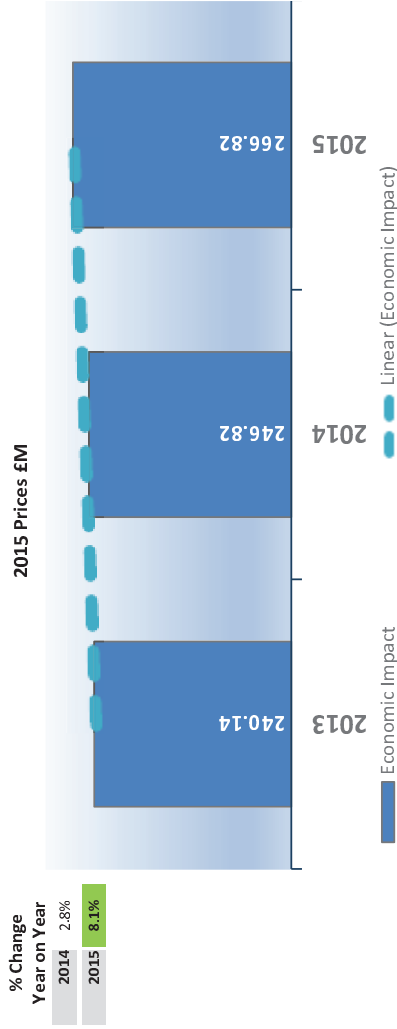
"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

Economic Impact - Indexed - Staying Visitor

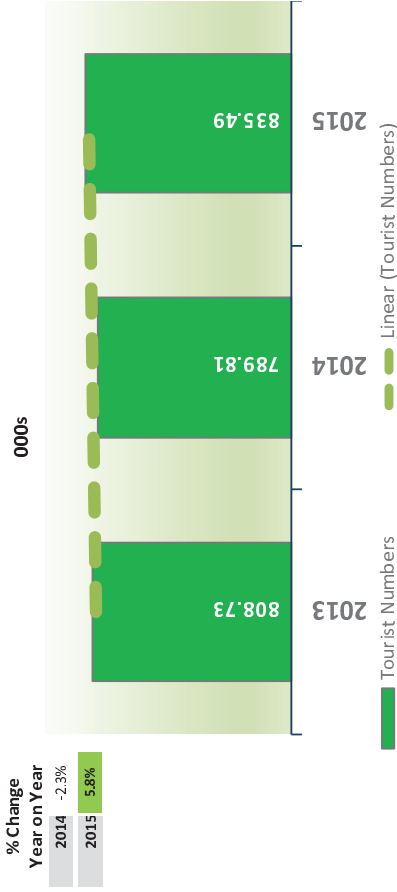
2015 Prices £M



2013 to 2015
2015 Prices

Visitor Numbers - Staying Visitor

000s

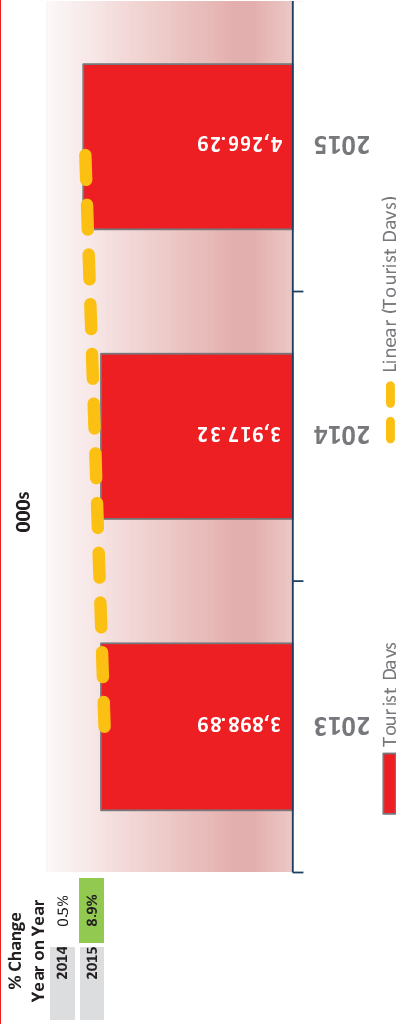


KEY MEASURES
Indexed

STAYING VISITOR

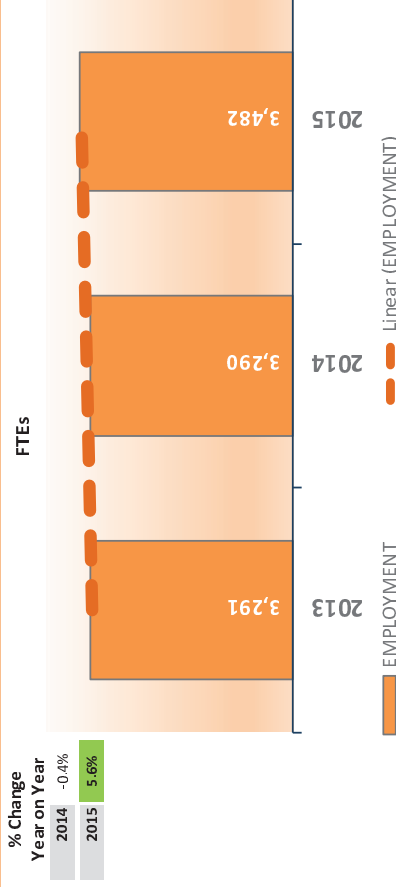
Visitor Days - Staying Visitor

000s



Direct Employment Supported - Staying Visitor

FTEs



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

"Linear" = Linear Trendline

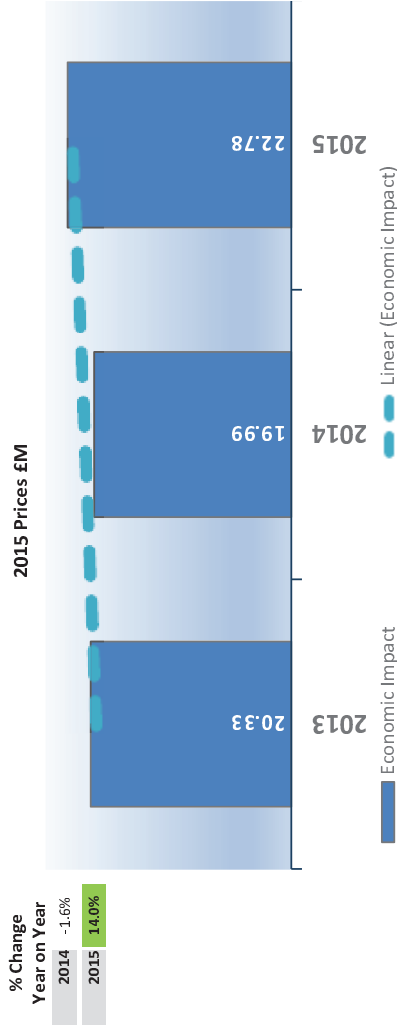
**STEAM FINAL TREND REPORT FOR 2013-2015
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS**

2013 to 2015
2015 Prices

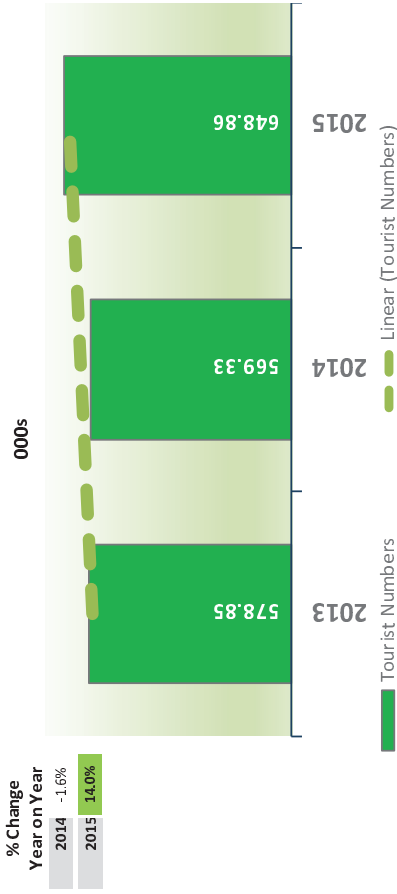
DAY VISITOR

KEY MEASURES
Indexed

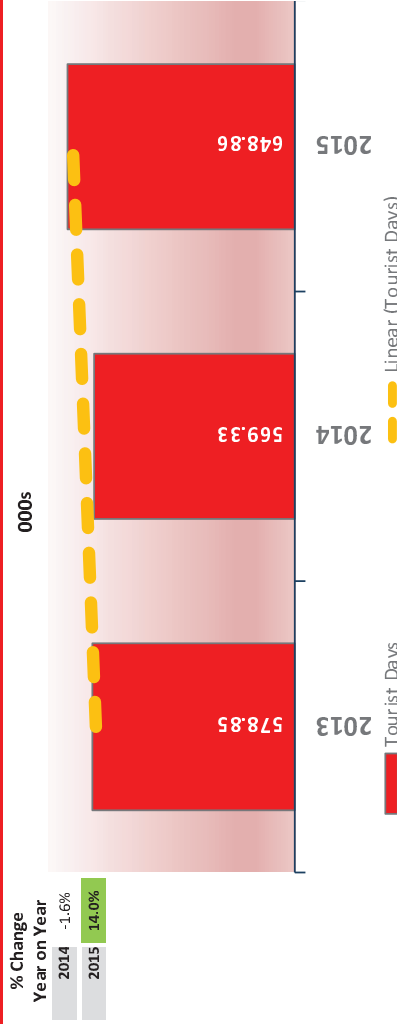
Economic Impact - Indexed - Day Visitor



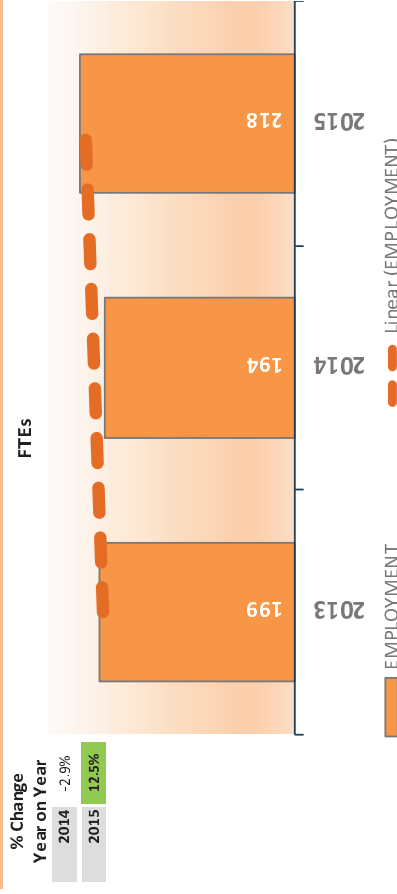
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



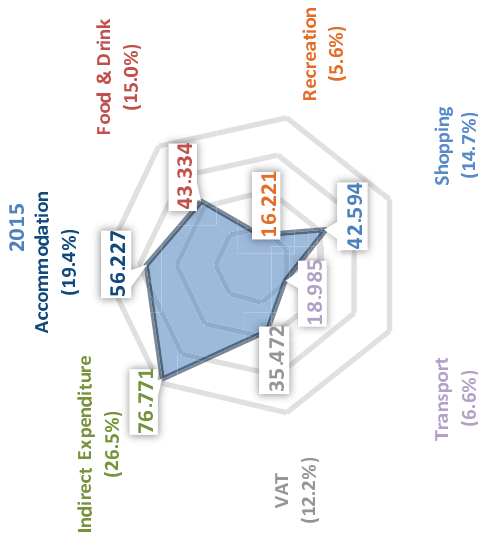
	2013	2014	2015
% Change from 2013		-1.6%	12.1%
Economic Impact - Indexed		-1.6%	12.1%
Visitor Numbers		-1.6%	12.1%
Visitor Days		-1.6%	12.1%
Direct Employment		-2.9%	9.2%

"Linear" = Linear Trendline

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

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

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

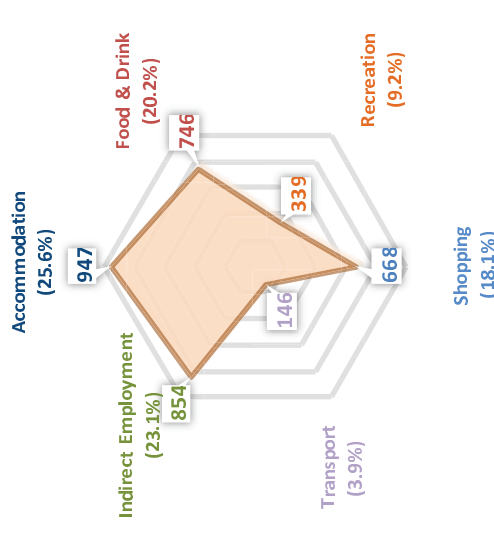


SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

2015

SECTORAL DISTRIBUTION OF
EMPLOYMENT - FTES

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



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

STEAM FINAL TREND REPORT FOR 2013-2015

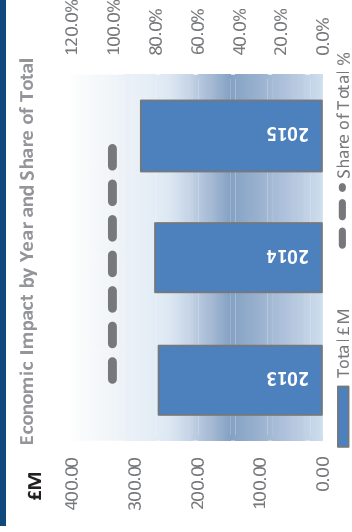
EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

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

ECONOMIC IMPACT - INDEXED TO 2015

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

TOTAL



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: David Calway, Date of Issue: 07/09/16

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

ECONOMIC IMPACT BY:

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

2013 £M

2014 £M

2015 £M

MONTH AND QUARTER

NON-SERVICED ACCOMMODATION

ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES

	MONTH AND QUARTER												TOTAL	% Change
	Q1			Q2			Q3			Q4				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		
% Change 2013 to 2015	4.0%	3.7%	7.1%	7.1%	6.7%	7.8%	10.7%	11.0%	15.9%	11.3%	12.4%	10.0%	9.6%	9.6%
% Change 2014 to 2015	4.0%	3.3%	5.3%	5.9%	7.4%	7.2%	7.8%	9.6%	8.3%	6.3%	5.7%	5.0%	7.2%	7.2%
Average Annual Change	2.0%	1.9%	3.5%	3.5%	3.3%	3.9%	5.3%	5.5%	8.0%	5.7%	6.2%	5.0%	4.8%	4.8%
2013 £M	4,092	6,633	12,69	16,05	23,51	23,97	26,95	31,11	20,86	16,68	6,967	5,418	194,92	194,92
2014 £M	4,093	6,662	12,90	16,23	23,34	24,10	27,68	31,49	22,32	17,47	7,410	5,677	199,39	199,39
2015 £M	4,256	6,881	13,58	17,18	25,08	25,83	29,83	34,53	24,18	18,57	7,831	5,960	213,72	213,72

CALENDAR YEAR

% Change

Annual Change

Year	2013	2014	2015
Annual Change	2.8%	4.5%	5.6%
2013	23.41	63.52	78.92
2014	23.65	63.67	81.50
2015	24.72	68.09	88.54

ECONOMIC IMPACT Indexed

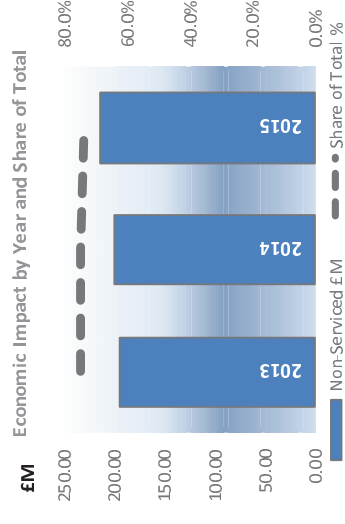
QUARTER

Year	Q1	Q2	Q3	Q4
2013	5.6%	7.2%	12.2%	11.4%
2014	4.5%	6.9%	8.6%	5.9%
2015	2.8%	3.6%	6.1%	5.7%

ECONOMIC IMPACT - INDEXED TO 2015

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

NON-SERVICED ACCOMMODATION



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

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

ECONOMIC IMPACT Indexed

ECONOMIC IMPACT BY: MONTH AND QUARTER

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

CALENDAR YEAR

% Change

TOTAL

Annual Change

Q1

Q2

Q3

Q4

2013 to 2015
2015 Prices

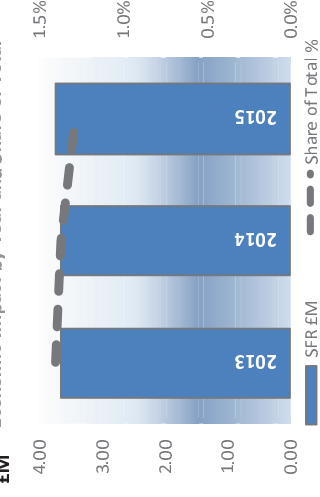
ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1	Q2	Q3	Q4	2013 to 2015 2015 Prices		
% Change 2013 to 2015	3.8%	1.8%	2.1%	1.8%	1.4%	1.3%	1.9%	2.4%	3.3%	3.4%	1.3%	3.0%	3.0%	1.4%	1.3%	1.9%	1.3%	3.0%	
% Change 2014 to 2015	4.1%	2.6%	1.9%	1.4%	2.1%	2.2%	1.6%	1.8%	1.6%	1.8%	0.7%	2.4%	2.1%	2.1%	1.8%	0.7%	2.4%	2.4%	
Average Annual Change	1.9%	0.9%	1.0%	0.9%	0.7%	0.6%	0.9%	1.2%	1.7%	1.7%	0.6%	1.5%	1.2%	0.7%	0.9%	0.6%	1.5%	1.4%	
2013 £M	0.503	0.181	0.220	0.441	0.301	0.238	0.360	0.379	0.207	0.207	0.169	0.436	0.904	0.980	0.946	0.812	0.904	0.946	0.812
2014 £M	0.501	0.180	0.220	0.443	0.299	0.236	0.361	0.381	0.210	0.211	0.170	0.438	0.902	0.978	0.953	0.819	0.902	0.978	0.819
2015 £M	0.522	0.185	0.225	0.449	0.305	0.241	0.367	0.388	0.214	0.214	0.171	0.449	0.931	0.996	0.969	0.834	0.931	0.996	0.834

ECONOMIC IMPACT - INDEXED TO 2015

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

Economic Impact by Year and Share of Total



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STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

2013 to 2015
2015 Prices

ECONOMIC IMPACT
Indexed

ECONOMIC IMPACT BY: MONTH AND QUARTER

KEY

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

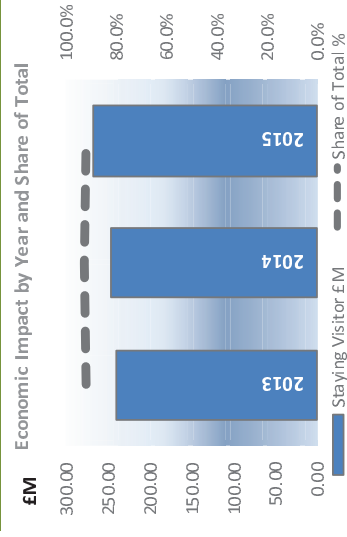
ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES

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

ECONOMIC IMPACT - INDEXED TO 2015

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

STAYING VISITOR



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

STEAM FINAL TREND REPORT FOR 2013-2015

EAST LINDSEY DISTRICT COUNCIL - SKEGNESS AND INGOLDMELLS

ECONOMIC IMPACT Indexed

ECONOMIC IMPACT BY: MONTH AND QUARTER

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

% Change 2013 to 2015

% Change 2014 to 2015

Average Annual Change

	ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES												Annual Change	TOTAL	% Change		
	Q1			Q2			Q3			Q4							
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					
2013 £M	0.945	1.271	1.129	1.878	2.413	1.863	2.427	3.549	1.754	1.545	0.932	0.619	20.33	3.345	6.154	7.731	3.096
2014 £M	0.847	1.247	1.308	2.029	2.339	1.832	2.362	3.397	1.612	1.503	0.926	0.590	19.99	3.403	6.200	7.371	3.018
2015 £M	1.052	1.511	1.459	2.149	2.569	1.993	2.593	4.045	1.931	1.838	0.996	0.706	22.78	4.023	6.711	8.510	3.540

DAY VISITOR

ECONOMIC IMPACT £M - INDEXED TO 2015 / PERCENTAGE CHANGES

MONTH AND QUARTER											
DAY VISITOR											
Q1			Q2			Q3			Q4		
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
11.4%	18.9%	29.2%	14.4%	6.5%	6.9%	4.4%	14.0%	10.1%	19.0%	6.9%	14.1%
24.2%	21.2%	11.5%	5.9%	9.8%	8.8%	7.3%	19.1%	19.8%	22.3%	7.6%	19.8%
5.7%	9.5%	14.6%	7.2%	3.2%	3.5%	2.2%	7.0%	5.0%	9.5%	3.5%	7.1%

2013 to 2015
2015 Prices

DAY VISITOR

CALENDAR YEAR

% Change

TOTAL

Annual Change

12.1%

14.0%

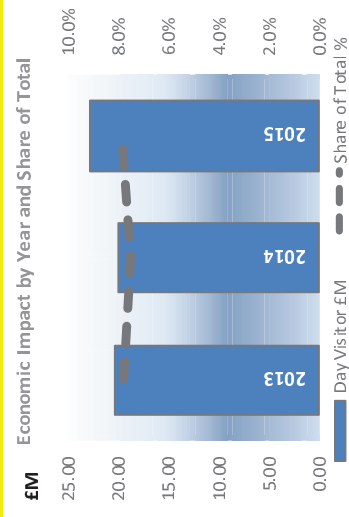
6.0%

20.33	3.345	6.154	7.731	3.096
19.99	3.403	6.200	7.371	3.018
22.78	4.023	6.711	8.510	3.540

ECONOMIC IMPACT - INDEXED TO 2015

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

DAY VISITOR



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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