



## STEAM FINAL TREND REPORT FOR 2009-2020

Final

NORTH KESTEVEN DISTRICT COUNCIL

**Global Tourism Solutions (UK) Ltd**

Laneside House

Hackthorpe

Penrith

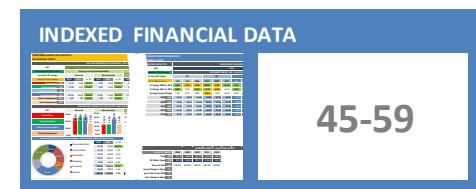
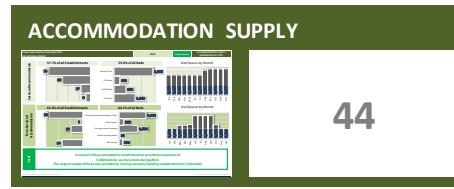
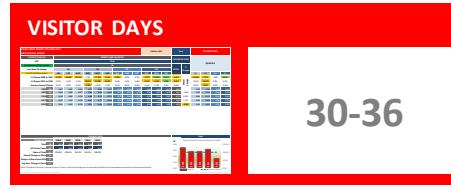
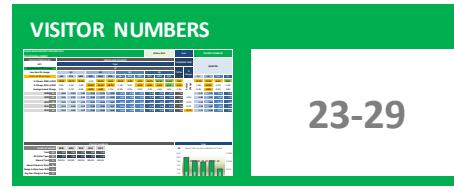
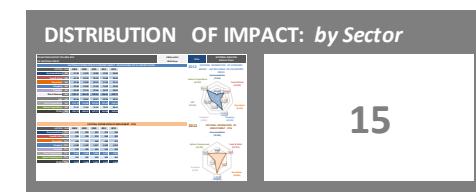
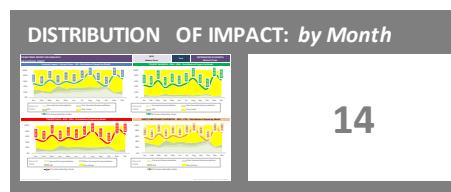
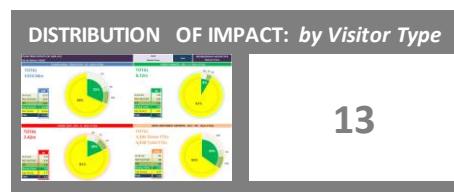
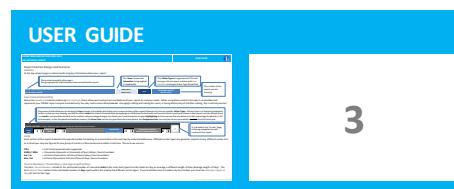
Cumbria

CA10 2HX

Telephone: 01931 712859

Email: [david.c@gtsuk.net](mailto:david.c@gtsuk.net)

Website: [www.globaltourismsolutions.co.uk](http://www.globaltourismsolutions.co.uk)





## Report Section Design and Features

### Headers

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



### User Controls (Excel File)

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

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

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

FOCUS YEAR: 2020 ▾ COMPARISON YEAR: 2019 ▾

INDEXATION: Reflect Price Inflation? NO ▾

HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO: 3% ▾

home

### Units

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

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

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

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

## STEAM FINAL TREND REPORT FOR 2009-2020

NORTH KESTEVEN DISTRICT COUNCIL

Comparing 2020 and 2019

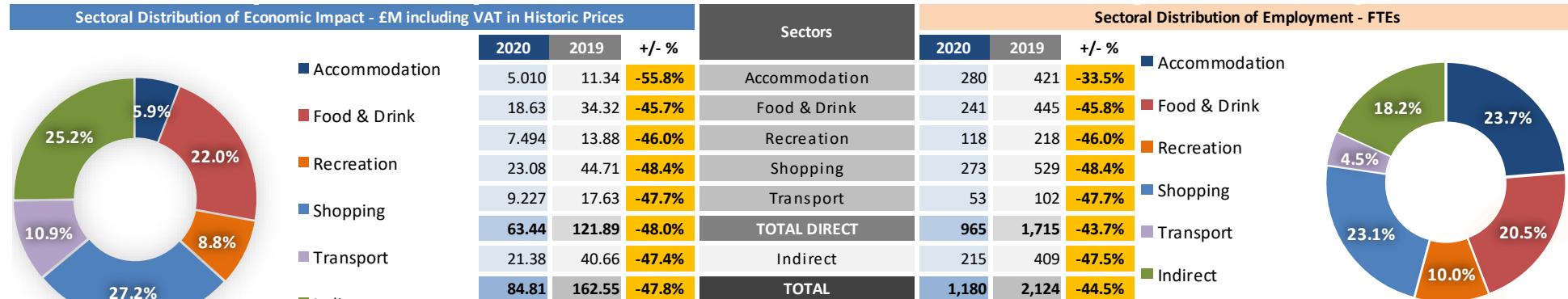
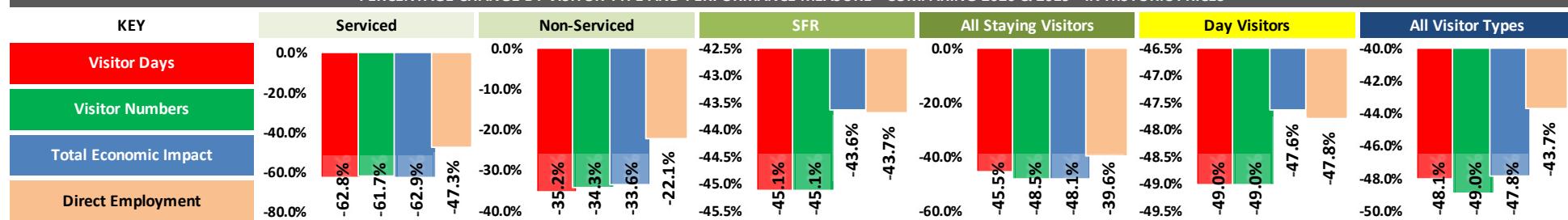
All £'s Historic Prices

COMPARATIVE HEADLINES

### KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types					
	An increase of 3% or more			Less than 3% change			A Fall of 3% or more			Serviced			Non-Serviced			SFR			All Staying Visitors			Day Visitors			All Visitor Types		
	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %			
Visitor Days	M	0.068	0.182	-62.8%	0.187	0.289	-35.2%	0.253	0.461	-45.1%	0.507	0.931	-45.5%	1.309	2.568	-49.0%	1.817	3.500	-48.1%	1.817	3.500	-48.1%	1.817	3.500	-48.1%		
Visitor Numbers	M	0.036	0.093	-61.7%	0.027	0.042	-34.3%	0.106	0.194	-45.1%	0.169	0.328	-48.5%	1.309	2.568	-49.0%	1.479	2.897	-49.0%	1.479	2.897	-49.0%	1.479	2.897	-49.0%		
Direct Expenditure	£M																					63.44	121.89	-48.0%			
Economic Impact	£M	8.489	22.90	-62.9%	10.68	16.09	-33.6%	13.33	23.66	-43.6%	32.51	62.65	-48.1%	52.31	99.91	-47.6%	84.81	162.55	-47.8%	84.81	162.55	-47.8%	84.81	162.55	-47.8%		
Direct Employment	FTEs	217	412	-47.3%	180	231	-22.1%	117	208	-43.7%	514	851	-39.6%	451	864	-47.8%	965	1,715	-43.7%	965	1,715	-43.7%	965	1,715	-43.7%		
Total Employment	FTEs																					1,180	2,124	-44.5%	1,180	2,124	-44.5%

### PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - IN HISTORIC PRICES



## Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2020

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

*Day Visitor*

STEAM FINAL TREND REPORT FOR 2009-2020

NORTH KESTEVEN DISTRICT COUNCIL

**Economic Impact - Historic Prices - Total**

**Historic Prices £M**

**% Change Year on Year**

Year	% Change
2010	2.5%
2011	6.4%
2012	5.4%
2013	8.5%
2014	6.3%
2015	4.0%
2016	5.6%
2017	8.0%
2018	11.0%
2019	7.0%
2020	-47.8%

**Economic Impact** (Blue bars) and **Linear (Economic Impact)** (Teal line)

**Visitor Numbers - Total**

**M**

**% Change Year on Year**

Year	% Change
2010	-2.7%
2011	1.0%
2012	2.5%
2013	6.3%
2014	1.1%
2015	3.3%
2016	5.5%
2017	4.4%
2018	8.9%
2019	5.0%
2020	-49.0%

**Tourist Numbers** (Green bars) and **Linear (Tourist Numbers)** (Olive line)

**Visitor Days - Total**

**M**

**% Change Year on Year**

Year	% Change
2010	-1.9%
2011	1.1%
2012	2.2%
2013	5.6%
2014	2.7%
2015	3.2%
2016	5.2%
2017	4.6%
2018	8.0%
2019	5.2%
2020	-48.1%

**Tourist Days** (Red bars) and **Linear (Tourist Days)** (Yellow line)

**Total Employment Supported - Total**

**FTEs**

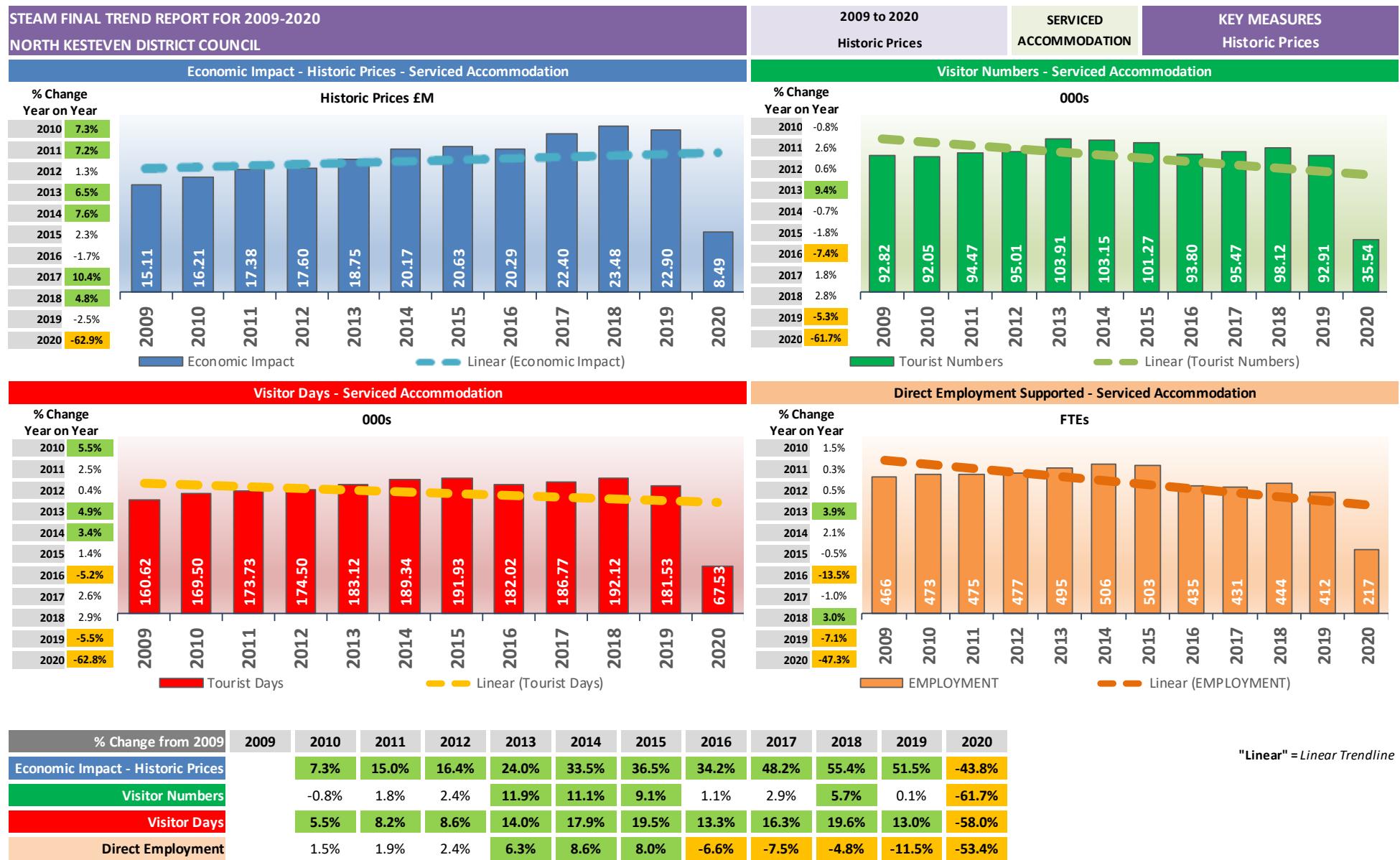
**% Change Year on Year**

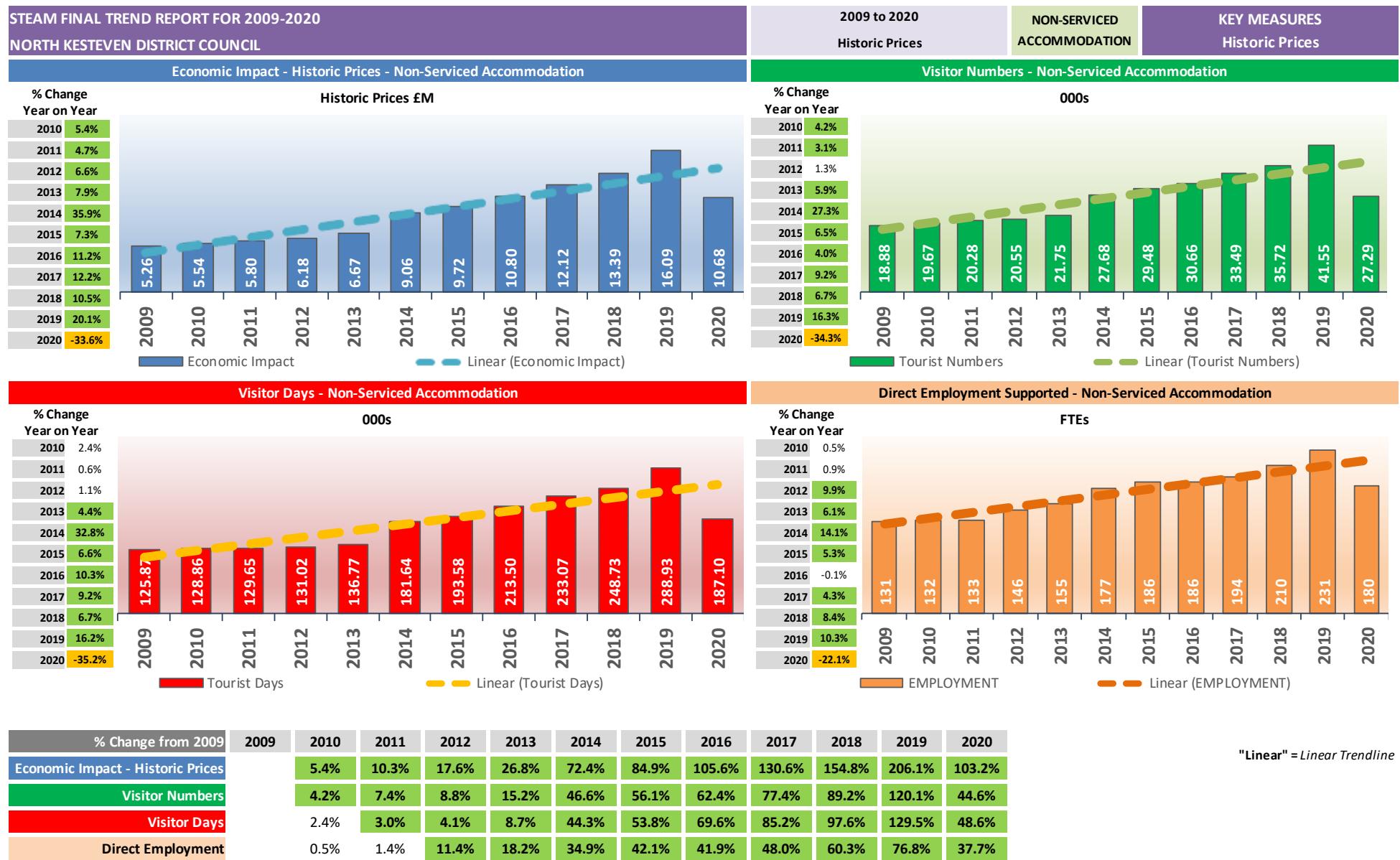
Year	% Change
2010	-1.7%
2011	1.9%
2012	3.4%
2013	6.7%
2014	1.9%
2015	1.4%
2016	-0.9%
2017	3.7%
2018	7.6%
2019	2.2%
2020	-44.5%

**EMPLOYMENT** (Orange bars) and **Linear (EMPLOYMENT)** (Dark Orange line)

This report is copyright © Global Tourism Solutions (UK) Ltd 2021

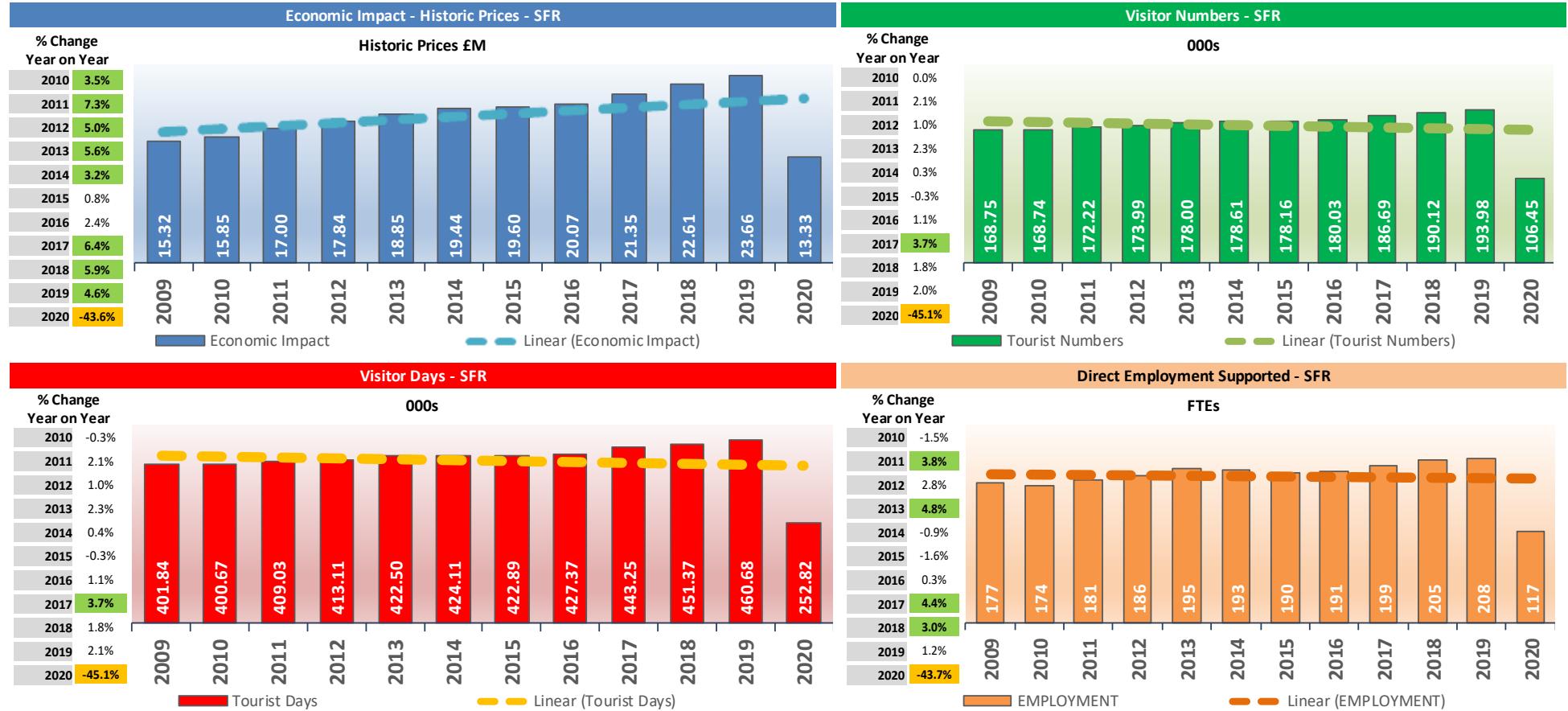
Report Prepared by: Aimee Towle, Date of Issue: 20/07/21





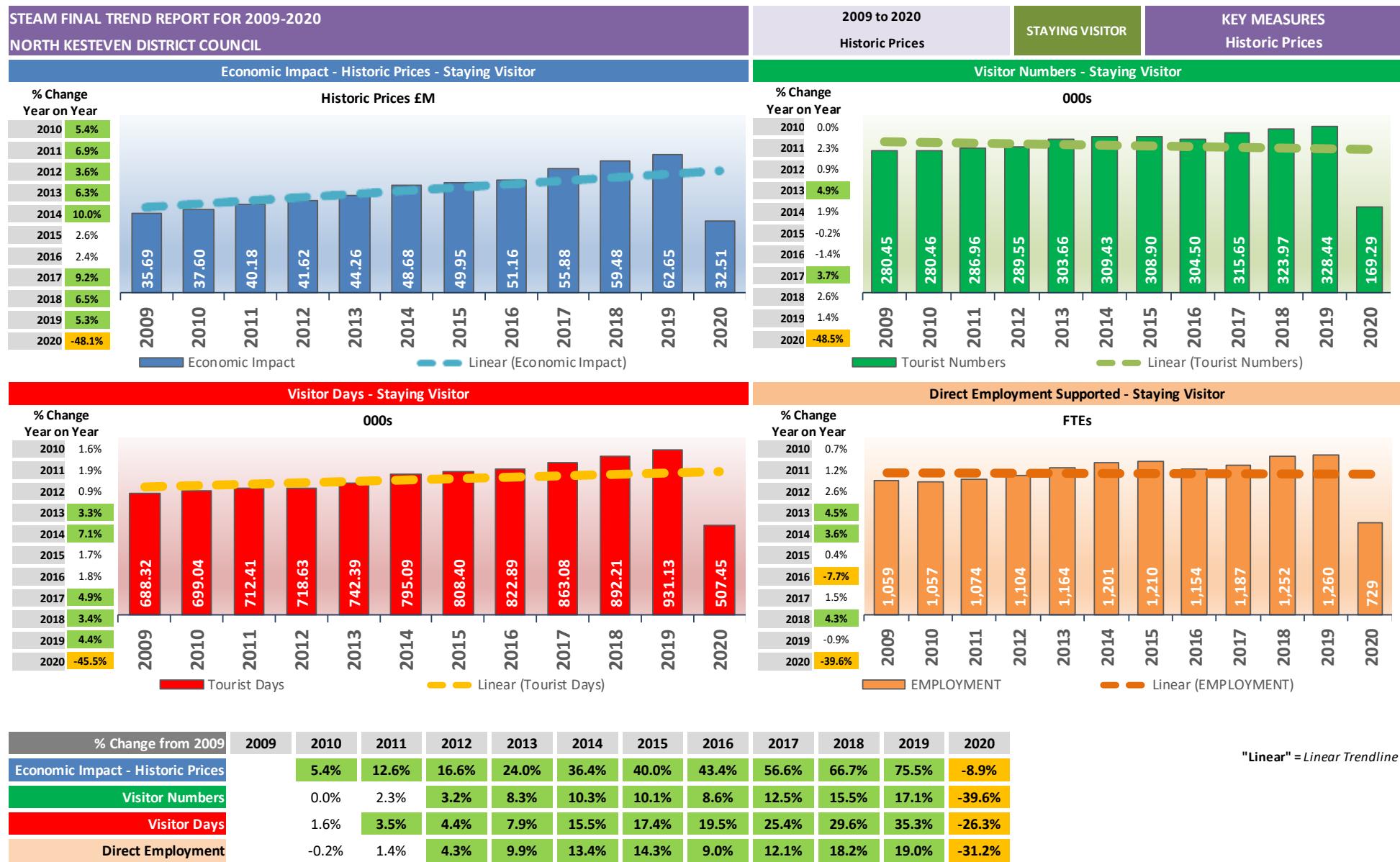
## STEAM FINAL TREND REPORT FOR 2009-2020

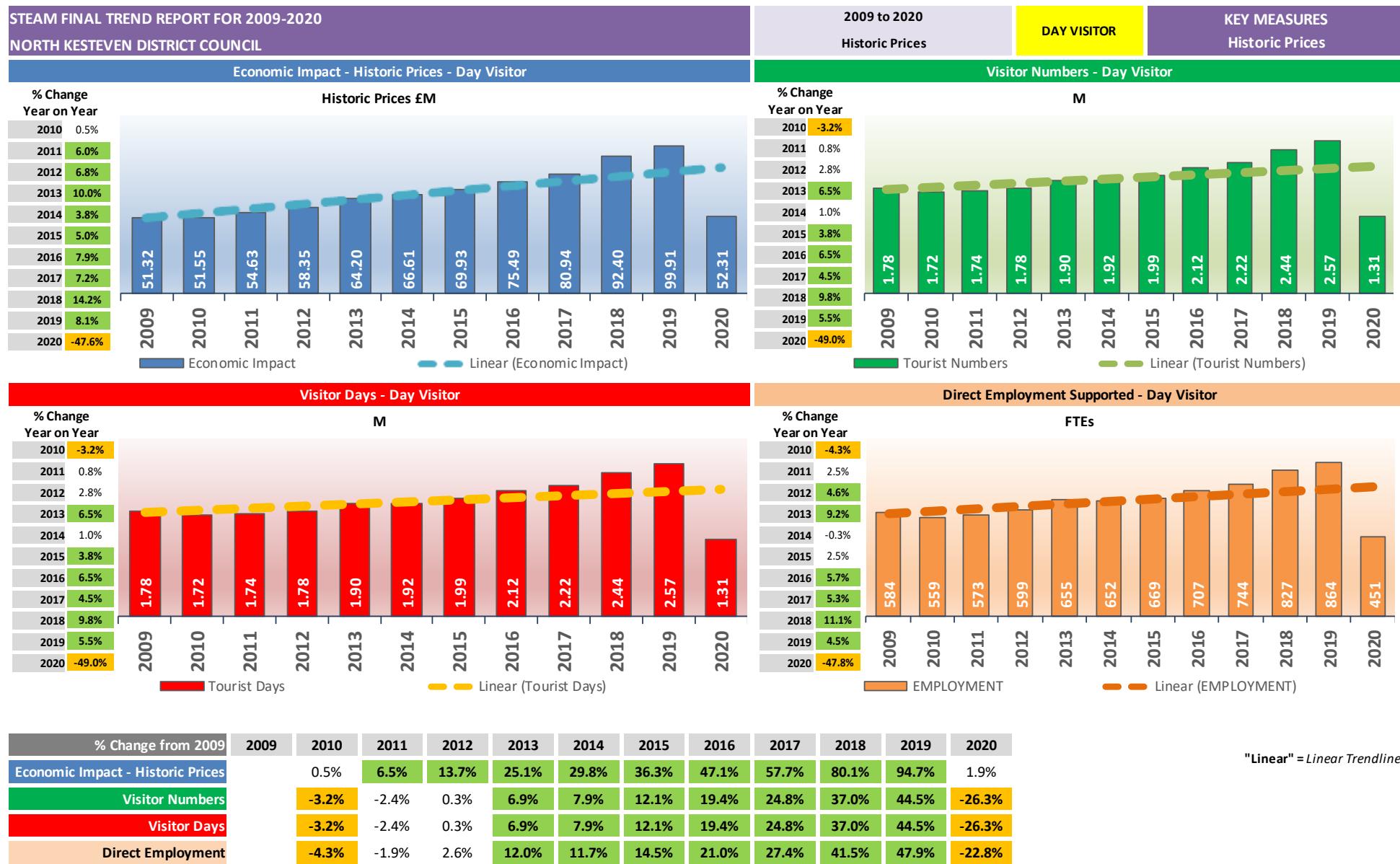
NORTH KESTEVEN DISTRICT COUNCIL



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		3.5%	11.0%	16.5%	23.1%	27.0%	28.0%	31.1%	39.4%	47.6%	54.5%	-12.9%
Visitor Numbers		0.0%	2.1%	3.1%	5.5%	5.8%	5.6%	6.7%	10.6%	12.7%	15.0%	-36.9%
Visitor Days		-0.3%	1.8%	2.8%	5.1%	5.5%	5.2%	6.4%	10.3%	12.3%	14.6%	-37.1%
Direct Employment		-1.5%	2.3%	5.1%	10.2%	9.2%	7.5%	7.8%	12.6%	16.0%	17.3%	-33.9%

"Linear" = Linear Trendline





## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2020

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

*Day Visitor*

STEAM FINAL TREND REPORT FOR 2009-2020

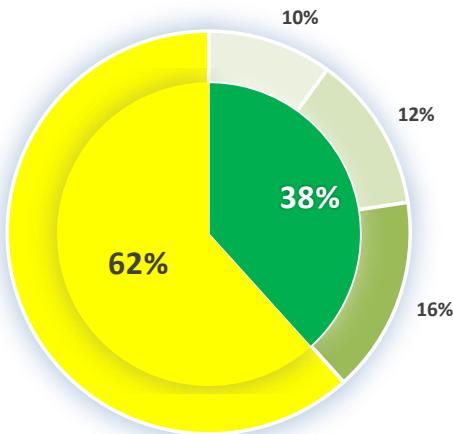
NORTH KESTEVEN DISTRICT COUNCIL

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

**TOTAL**

**£84.81m**

	£M
Serviced	8.49
Non-Serviced	10.68
SFR	13.33
Staying Visitor	32.51
Day Visitor	52.31
<b>Total</b>	<b>84.81</b>



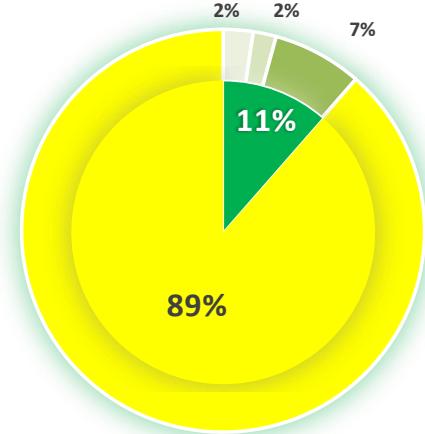
2020  
Historic Prices

TOTAL

Visitor Numbers - 2020 - M - Share of Total

**TOTAL**  
**1.48m**

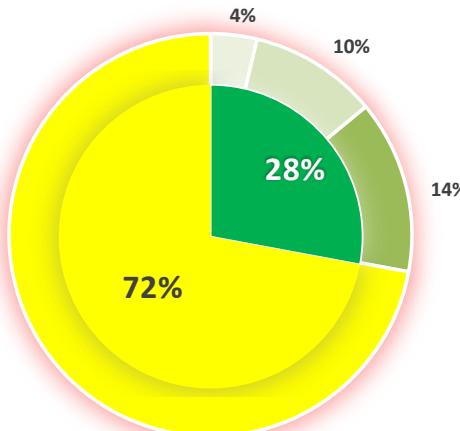
	M
Serviced	0.04
Non-Serviced	0.03
SFR	0.11
Staying Visitor	0.17
Day Visitor	1.31
<b>Total</b>	<b>1.48</b>



Visitor Days - 2020 - M - Share of Total

**TOTAL**  
**1.82m**

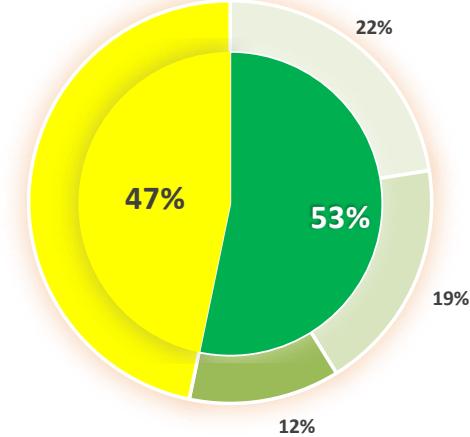
	M
Serviced	0.07
Non-Serviced	0.19
SFR	0.25
Staying Visitor	0.51
Day Visitor	1.31
<b>Total</b>	<b>1.82</b>



Direct Employment Supported - 2020 - FTEs - Share of Total

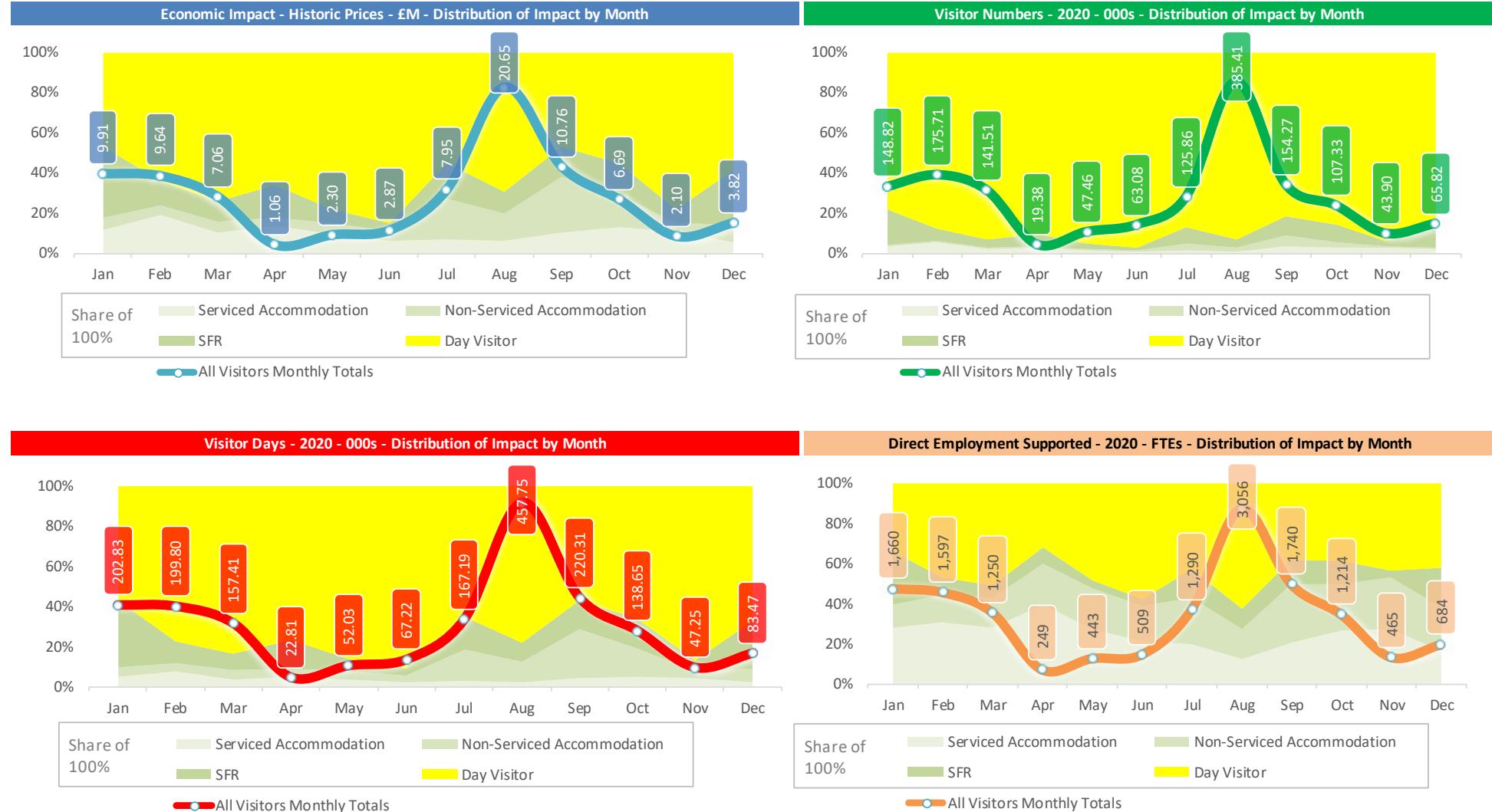
**TOTAL**  
**965 Direct FTEs**  
**1,180 Total FTEs**

	FTEs
Serviced	217
Non-Serviced	180
SFR	117
Staying Visitor	514
Day Visitor	451
<b>Total</b>	<b>965</b>



## STEAM FINAL TREND REPORT FOR 2009-2020

NORTH KESTEVEN DISTRICT COUNCIL



STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020 Historic Prices		TOTAL	SECTORAL ANALYSIS Historic Prices
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES												2020 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES			
SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		
Accommodation	£M	5.773	5.893	6.117	6.109	6.406	7.213	7.386	7.642	8.853	9.150	9.451	4.297	21.376	Accommodation (5.1%)
Food & Drink	£M	16.06	16.15	16.84	17.83	19.38	20.51	21.32	22.41	24.01	26.74	28.60	15.98	15.980	Food & Drink (18.8%)
Recreation	£M	6.461	6.502	6.780	7.176	7.804	8.263	8.598	9.051	9.699	10.83	11.56	6.427	6.427	Recreation (7.6%)
Shopping	£M	20.54	20.49	21.33	22.64	24.68	26.03	27.15	28.83	30.92	34.69	37.26	19.79	19.793	Shopping (23.3%)
Transport	£M	8.087	8.085	8.423	8.926	9.697	10.27	10.69	11.37	12.20	13.65	14.69	7.914	7.914	Transport (9.3%)
Direct Revenue	£M	56.92	57.12	59.49	62.68	67.97	72.28	75.13	79.31	85.69	95.06	101.57	54.41	54.41	
VAT	£M	8.538	9.995	11.90	12.54	13.59	14.46	15.03	15.86	17.14	19.01	20.31	9.027	9.027	
Direct Expenditure	£M	65.46	67.11	71.39	75.22	81.57	86.73	90.16	95.17	102.82	114.07	121.89	63.44	63.44	
Indirect Expenditure	£M	21.55	22.03	23.42	24.75	26.89	28.56	29.72	31.48	34.00	37.82	40.66	21.38	21.38	
<b>TOTAL</b>	<b>£M</b>	<b>87.00</b>	<b>89.15</b>	<b>94.81</b>	<b>99.97</b>	<b>108.46</b>	<b>115.29</b>	<b>119.88</b>	<b>126.65</b>	<b>136.82</b>	<b>151.88</b>	<b>162.55</b>	<b>84.81</b>		

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES												2020 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES			
SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		
Accommodation	FTEs	450	453	450	462	478	491	494	427	419	436	421	280	280	Accommodation (23.7%)
Food & Drink	FTEs	315	309	318	330	356	361	367	378	397	430	445	241	241	Food & Drink (20.5%)
Recreation	FTEs	154	151	155	161	174	177	180	185	195	211	218	118	118	Recreation (10.0%)
Shopping	FTEs	368	357	367	382	413	418	426	443	466	509	529	273	273	Shopping (23.1%)
Transport	FTEs	71	69	71	74	79	81	82	86	90	98	102	53	53	Transport (4.5%)
Direct Employment	FTEs	1,358	1,338	1,361	1,408	1,500	1,528	1,548	1,518	1,568	1,685	1,715	965	965	
Indirect Employment	FTEs	285	278	286	296	319	325	330	343	363	393	409	215	215	
<b>TOTAL</b>	<b>FTEs</b>	<b>1,643</b>	<b>1,616</b>	<b>1,647</b>	<b>1,704</b>	<b>1,818</b>	<b>1,853</b>	<b>1,879</b>	<b>1,861</b>	<b>1,931</b>	<b>2,079</b>	<b>2,124</b>	<b>1,180</b>		

## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2020

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

*Day Visitor*

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices							
NORTH KESTEVEN DISTRICT COUNCIL																							
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER							
KEY		TOTAL																					
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER							
Less than 3% change		Q1			Q2			Q3			Q4												
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1		Q2		Q3		Q4	
% Change 2009 to 2020		103.0%	102.2%	39.6%	-85.8%	-73.9%	-62.2%	-19.1%	37.7%	41.5%	15.7%	-47.8%	-38.1%	-2.5%	Annual Change	80.9%	-73.9%	21.4%	-21.1%				
% Change 2019 to 2020		7.9%	-5.7%	-45.4%	-91.6%	-87.0%	-80.8%	-54.6%	-31.9%	-16.3%	-27.5%	-67.8%	-55.3%	-47.8%		-17.7%	-86.2%	-35.1%	-48.1%				
Average Annual Change		9.4%	9.3%	3.6%	-7.8%	-6.7%	-5.7%	-1.7%	3.4%	3.8%	1.4%	-4.3%	-3.5%	-0.2%		7.4%	-6.7%	1.9%	-1.9%				
2009	£M	4.884	4.765	5.061	7.500	8.800	7.580	9.827	15.00	7.604	5.786	4.023	6.173	87.00		14.71	23.88	32.43	15.98				
2010	£M	5.132	5.417	5.354	7.592	9.125	8.685	9.585	14.86	7.950	5.903	4.199	5.343	89.15		15.90	25.40	32.40	15.44				
2011	£M	5.927	6.017	6.221	8.581	9.460	8.577	10.25	14.96	8.372	6.224	4.503	5.716	94.81		6.4%	18.16	26.62	33.58	16.44			
2012	£M	6.127	6.280	7.066	8.354	9.409	9.454	11.08	16.44	8.951	6.248	4.819	5.739	99.97		5.4%	19.47	27.22	36.48	16.81			
2013	£M	6.383	6.971	8.145	8.505	11.08	9.626	12.13	18.42	9.028	6.483	5.238	6.457	108.46		8.5%	21.50	29.21	39.57	18.18			
2014	£M	6.375	7.090	9.289	9.594	11.71	10.22	12.94	19.21	9.812	6.954	5.477	6.617	115.29		6.3%	22.75	31.53	41.96	19.05			
2015	£M	7.202	7.935	9.761	9.371	11.92	10.29	12.65	20.72	10.17	7.693	5.510	6.665	119.88		4.0%	24.90	31.58	43.53	19.87			
2016	£M	7.265	8.043	10.63	10.14	13.45	11.72	12.94	21.98	10.22	7.689	5.490	7.084	126.65		5.6%	25.93	35.32	45.14	20.26			
2017	£M	7.753	8.489	11.12	11.27	14.99	12.79	14.12	23.41	11.14	8.112	5.851	7.764	136.82		8.0%	27.37	39.06	48.67	21.73			
2018	£M	8.437	9.013	11.87	12.17	16.66	13.87	16.20	28.02	12.19	8.823	6.330	8.299	151.88		11.0%	29.32	42.70	56.41	23.45			
2019	£M	9.184	10.22	12.94	12.66	17.60	14.96	17.49	30.34	12.85	9.238	6.526	8.549	162.55		7.0%	32.34	45.22	60.68	24.31			
2020	£M	9.912	9.636	7.065	1.064	2.296	2.865	7.950	20.65	10.76	6.695	2.099	3.820	84.81		-47.8%	26.61	6.226	39.36	12.61			
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total								
Total	£M	87.00	89.15	94.81	99.97	108.46	115.29	119.88	126.65	136.82	151.88	162.55	84.81	200.00									
All Visitor Types	£M	87.00	89.15	94.81	99.97	108.46	115.29	119.88	126.65	136.82	151.88	162.55	84.81	120.0%									
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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	%																						

The chart displays the total economic impact in millions of pounds (£M) and the percentage share of the total market for each year from 2009 to 2020. The total impact shows a general upward trend peaking around 2019, while the share of the total market remains relatively stable around 100%.

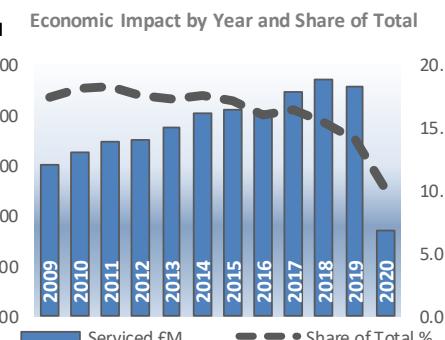
This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices																			
NORTH KESTEVEN DISTRICT COUNCIL																																			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER																			
KEY		SERVICED ACCOMMODATION																																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER																			
Less than 3% change		Q1			Q2			Q3			Q4																								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1 Q2 Q3 Q4																			
% Change 2009 to 2020		115.2%	101.0%	-25.4%	-88.4%	-83.9%	-85.6%	-69.2%	-22.7%	-29.0%	-33.1%	-78.6%	-87.2%	-43.8%		53.3%	-85.9%	-41.4%	-67.2%																
% Change 2019 to 2020		6.9%	0.8%	-56.6%	-91.6%	-90.0%	-91.2%	-76.8%	-51.8%	-50.4%	-54.0%	-86.5%	-88.0%	-62.9%	Annual Change		-18.8% -90.9% -59.7% -75.4%																		
Average Annual Change		10.5%	9.2%	-2.3%	-8.0%	-7.6%	-7.8%	-6.3%	-2.1%	-2.6%	-3.0%	-7.1%	-7.9%	-4.0%			4.8%	-7.8%	-3.8%	-6.1%															
2009	£M	0.541	0.908	0.976	1.238	1.331	1.176	1.841	1.694	1.549	1.264	1.037	1.560	15.11	2.425	3.744	5.084	3.861																	
2010	£M	0.791	1.374	1.173	1.207	1.279	1.165	1.808	1.887	1.785	1.344	1.151	1.248	16.21																					
2011	£M	0.933	1.586	1.390	1.346	1.320	1.251	1.886	1.960	1.731	1.379	1.204	1.393	17.38	7.2%	3.909	3.917	5.577	3.976																
2012	£M	0.809	1.517	1.415	1.305	1.310	1.360	1.862	2.063	1.922	1.380	1.310	1.347	17.60																					
2013	£M	0.863	1.743	1.723	1.183	1.432	1.397	2.055	2.231	1.768	1.315	1.453	1.582	18.75	6.5%	4.329	4.012	6.054	4.351																
2014	£M	0.930	1.717	1.701	1.388	1.524	1.403	2.266	2.324	2.234	1.525	1.490	1.671	20.17																					
2015	£M	1.035	1.799	1.660	1.360	1.565	1.590	2.356	2.581	2.126	1.596	1.391	1.571	20.63	2.3%	4.493	4.514	7.063	4.558																
2016	£M	0.913	1.740	1.651	1.442	1.569	1.539	2.320	2.512	2.070	1.538	1.407	1.583	20.29																					
2017	£M	1.066	1.799	1.688	1.727	2.047	1.844	2.344	2.545	2.285	1.755	1.596	1.706	22.40	10.4%	4.553	5.619	7.174	5.056																
2018	£M	1.117	1.889	1.727	1.789	2.180	1.966	2.420	2.718	2.330	1.867	1.679	1.795	23.48																					
2019	£M	1.088	1.811	1.676	1.720	2.135	1.924	2.449	2.719	2.216	1.839	1.650	1.670	22.90	-2.5%	4.576	5.779	7.385	5.159																
2020	£M	1.164	1.825	0.728	0.144	0.214	0.169	0.568	1.310	1.099	0.845	0.222	0.200	8.489																					
ECONOMIC IMPACT - IN HISTORIC PRICES												SERVICED ACCOMMODATION																							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total																				
Serviced	£M	15.11	16.21	17.38	17.60	18.75	20.17	20.63	20.29	22.40	23.48	22.90	8.489	2.425	Economic Impact by Year and Share of Total																				
All Visitor Types	£M	87.00	89.15	94.81	99.97	108.46	115.29	119.88	126.65	136.82	151.88	162.55	84.81																						
Share of Total	%	17.4%	18.2%	18.3%	17.6%	17.3%	17.5%	17.2%	16.0%	16.4%	15.5%	14.1%	10.0%																						
Annual Change in Share	%	4.7%	0.8%	-4.0%	-1.8%	1.2%	-1.7%	-6.9%	2.2%	-5.6%	-8.9%	-29.0%	-2.5%																						
Change in Share from 2009	%																																		
Avg Ann. Change in Share	%																																		

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21



STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4					Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		180.6%	-82.3%	212.0%	146.9%			
% Change 2009 to 2020		285.3%	179.2%	103.5%	-87.5%	-82.7%	-78.6%	108.5%	195.2%	358.7%	249.4%	-42.6%	133.4%	103.2%	-8.5%	-94.0%	4.2%	-31.3%			
% Change 2019 to 2020		25.5%	-6.8%	-34.9%	-96.1%	-93.8%	-93.0%	-27.5%	2.3%	39.1%	12.3%	-87.2%	-35.9%	-33.6%	16.4%	-7.5%	19.3%	13.4%			
Average Annual Change		25.9%	16.3%	9.4%	-8.0%	-7.5%	-7.1%	9.9%	17.7%	32.6%	22.7%	-3.9%	12.1%	9.4%	18.5%	1.9%	1.1%	1.1%			
2009	£M	0.147	0.175	0.197	0.375	0.744	0.629	0.760	0.957	0.646	0.317	0.161	0.146	5.256	Annual Change	0.520	1.749	2.362	0.625		
2010	£M	0.077	0.154	0.188	0.361	0.734	0.818	0.794	1.034	0.798	0.301	0.154	0.126	5.539		0.419	1.914	2.626	0.581		
2011	£M	0.108	0.141	0.215	0.422	0.824	0.846	0.801	0.985	0.800	0.340	0.190	0.125	5.797	4.7%	0.464	2.092	2.586	0.655		
2012	£M	0.134	0.163	0.258	0.460	0.820	0.858	0.841	1.059	0.824	0.383	0.222	0.160	6.180	6.6%	0.554	2.138	2.724	0.765		
2013	£M	0.158	0.185	0.303	0.478	0.864	0.872	0.915	1.151	0.863	0.430	0.259	0.188	6.666	7.9%	0.646	2.214	2.929	0.877		
2014	£M	0.178	0.211	0.383	0.628	1.189	1.201	1.248	1.651	1.258	0.559	0.329	0.224	9.059	35.9%	0.772	3.018	4.157	1.112		
2015	£M	0.244	0.291	0.415	0.665	1.240	1.243	1.292	1.716	1.312	0.591	0.420	0.288	9.717	7.3%	0.950	3.148	4.320	1.299		
2016	£M	0.272	0.319	0.442	0.714	1.363	1.373	1.440	1.950	1.491	0.646	0.472	0.321	10.80	11.2%	1.033	3.450	4.882	1.439		
2017	£M	0.308	0.383	0.458	0.813	1.543	1.488	1.642	2.126	1.760	0.718	0.509	0.370	12.12	12.2%	1.150	3.845	5.528	1.597		
2018	£M	0.323	0.405	0.479	0.880	1.764	1.700	1.790	2.412	1.921	0.786	0.544	0.390	13.39	10.5%	1.207	4.344	6.124	1.719		
2019	£M	0.453	0.526	0.616	1.188	2.068	1.920	2.184	2.759	2.130	0.987	0.725	0.533	16.09	20.1%	1.595	5.177	7.074	2.245		
2020	£M	0.568	0.490	0.401	0.047	0.128	0.135	1.584	2.824	2.963	1.108	0.093	0.342	10.68	-33.6%	1.459	0.310	7.371	1.542		
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total						
Non-Serviced	£M	5.256	5.539	5.797	6.180	6.666	9.059	9.717	10.80	12.12	13.39	16.09	10.68	£M	Economic Impact by Year and Share of Total						
All Visitor Types	£M	87.00	89.15	94.81	99.97	108.46	115.29	119.88	126.65	136.82	151.88	162.55	84.81								
Share of Total	%	6.0%	6.2%	6.1%	6.2%	6.1%	7.9%	8.1%	8.5%	8.9%	8.8%	9.9%	12.6%	£M	Economic Impact by Year and Share of Total						
Annual Change in Share	%	2.8%	-1.6%	1.1%	-0.6%	27.8%	3.2%	5.2%	3.8%	-0.4%	12.2%	27.2%									
Change in Share from 2009	%	2.8%	1.2%	2.3%	1.7%	30.1%	34.2%	41.2%	46.6%	46.0%	63.9%	108.5%	£M	Economic Impact by Year and Share of Total							
Avg Ann. Change in Share	%	2.8%	0.6%	0.8%	0.4%	6.0%	5.7%	5.9%	5.8%	5.1%	6.4%	9.9%									

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020 Historic Prices		SFR		ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SFR																				
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4											
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1		Q2		Q3		Q4
% Change 2009 to 2020		83.3%	53.6%	-14.4%	-91.0%	-87.8%	-87.3%	-7.1%	45.6%	86.5%	29.3%	-78.9%	-55.6%	-12.9%		54.4%	-89.1%	34.2%	-41.3%			
% Change 2019 to 2020		18.7%	0.3%	-45.5%	-94.2%	-92.5%	-92.3%	-41.8%	-11.1%	12.8%	-16.0%	-86.6%	-66.0%	-43.6%		-0.2%	-93.2%	-17.4%	-58.2%			
Average Annual Change		7.6%	4.9%	-1.3%	-8.3%	-8.0%	-7.9%	-0.6%	4.1%	7.9%	2.7%	-7.2%	-5.1%	-1.2%		4.9%	-8.1%	3.1%	-3.8%			
2009 £M		1.932	0.747	0.803	1.898	1.261	0.932	1.540	1.505	0.887	0.825	0.669	2.316	15.32		3.482	4.091	3.933	3.810			
2010 £M		2.057	0.860	0.859	1.921	1.280	1.005	1.585	1.587	0.973	0.853	0.703	2.164	15.85	3.5%	3.775	4.206	4.145	3.719			
2011 £M		2.283	0.932	0.948	2.087	1.371	1.065	1.670	1.653	1.005	0.906	0.754	2.327	17.00	7.3%	4.163	4.523	4.328	3.987			
2012 £M		2.338	0.952	1.013	2.193	1.425	1.126	1.746	1.754	1.075	0.959	0.817	2.447	17.84	5.0%	4.303	4.744	4.574	4.223			
2013 £M		2.469	1.052	1.120	2.224	1.495	1.162	1.847	1.846	1.090	0.989	0.876	2.682	18.85	5.6%	4.640	4.881	4.782	4.546			
2014 £M		2.535	1.037	1.105	2.321	1.560	1.204	1.933	1.940	1.184	1.030	0.886	2.710	19.44	3.2%	4.677	5.084	5.057	4.626			
2015 £M		2.524	0.999	1.118	2.371	1.610	1.258	1.997	2.018	1.207	1.063	0.869	2.569	19.60	0.8%	4.641	5.238	5.223	4.501			
2016 £M		2.510	1.001	1.131	2.449	1.669	1.300	2.070	2.101	1.256	1.079	0.892	2.616	20.07	2.4%	4.643	5.418	5.426	4.588			
2017 £M		2.680	1.047	1.159	2.630	1.818	1.387	2.206	2.218	1.359	1.144	0.942	2.766	21.35	6.4%	4.886	5.834	5.783	4.852			
2018 £M		2.831	1.108	1.211	2.765	1.946	1.484	2.328	2.373	1.427	1.211	0.998	2.926	22.61	5.9%	5.150	6.195	6.128	5.135			
2019 £M		2.983	1.144	1.261	2.949	2.040	1.540	2.458	2.465	1.467	1.271	1.054	3.024	23.66	4.6%	5.388	6.529	6.390	5.349			
2020 £M		3.541	1.148	0.687	0.171	0.154	0.119	1.431	2.191	1.655	1.067	0.141	1.029	13.33	-43.6%	5.376	0.444	5.277	2.238			
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR								
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020									
SFR £M		15.32	15.85	17.00	17.84	18.85	19.44	19.60	20.07	21.35	22.61	23.66	13.33									
All Visitor Types £M		87.00	89.15	94.81	99.97	108.46	115.29	119.88	126.65	136.82	151.88	162.55	84.81									
Share of Total %		17.6%	17.8%	17.9%	17.8%	17.4%	16.9%	16.4%	15.8%	15.6%	14.9%	14.6%	15.7%									
Annual Change in Share %		1.0%	0.9%	-0.5%	-2.6%	-3.0%	-3.0%	-3.1%	-1.5%	-4.6%	-2.2%	8.0%										
Change in Share from 2009 %		1.0%	1.9%	1.4%	-1.3%	-4.2%	-7.1%	-10.0%	-11.3%	-15.4%	-17.3%	-10.7%										
Avg Ann. Change in Share %		1.0%	0.9%	0.5%	-0.3%	-0.8%	-1.2%	-1.4%	-1.4%	-1.7%	-1.7%	-1.0%										

£M Economic Impact by Year and Share of Total

Year	SFR (£M)	Share of Total (%)
2009	15.32	20.0%
2010	15.85	19.5%
2011	17.00	18.5%
2012	17.84	17.5%
2013	18.85	16.5%
2014	19.44	15.5%
2015	19.60	14.5%
2016	20.07	13.5%
2017	21.35	12.5%
2018	22.61	11.5%
2019	23.66	10.5%
2020	13.33	11.0%

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices						
NORTH KESTEVEN DISTRICT COUNCIL																						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR																				
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4											
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			QUARTER						
% Change 2009 to 2020		101.2%	89.2%	-8.1%	-89.7%	-85.1%	-84.6%	-13.5%	52.2%	85.5%	25.5%	-75.6%	-60.9%	-8.9%								
% Change 2019 to 2020		16.6%	-0.5%	-48.9%	-93.8%	-92.0%	-92.2%	-49.5%	-20.4%	-1.7%	-26.3%	-86.7%	-69.9%	-48.1%	Annual Change		QUARTER					
Average Annual Change		9.2%	8.1%	-0.7%	-8.2%	-7.7%	-7.7%	-1.2%	4.7%	7.8%	2.3%	-6.9%	-5.5%	-0.8%								
2009	£M	2.620	1.831	1.976	3.511	3.336	2.737	4.141	4.156	3.082	2.406	1.867	4.022	35.69	6.426	9.584	11.38	8.296				
2010	£M	2.925	2.387	2.220	3.489	3.293	2.988	4.186	4.508	3.556	2.498	2.007	3.538	37.60	5.4%	7.532	9.770	12.25	8.043			
2011	£M	3.324	2.659	2.553	3.855	3.515	3.162	4.357	4.598	3.535	2.625	2.148	3.844	40.18	6.9%	8.537	10.53	12.49	8.617			
2012	£M	3.281	2.631	2.685	3.958	3.554	3.344	4.448	4.876	3.821	2.722	2.349	3.954	41.62	3.6%	8.597	10.86	13.14	9.025			
2013	£M	3.490	2.980	3.146	3.885	3.791	3.431	4.816	5.228	3.721	2.734	2.588	4.451	44.26	6.3%	9.615	11.11	13.77	9.774			
2014	£M	3.644	2.965	3.189	4.336	4.273	3.807	5.448	5.915	4.676	3.114	2.705	4.605	48.68	10.0%	9.797	12.42	16.04	10.42			
2015	£M	3.803	3.089	3.192	4.395	4.415	4.091	5.646	6.315	4.645	3.251	2.680	4.429	49.95	2.6%	10.08	12.90	16.61	10.36			
2016	£M	3.695	3.060	3.225	4.605	4.602	4.212	5.831	6.563	4.817	3.263	2.771	4.520	51.16	2.4%	9.980	13.42	17.21	10.55			
2017	£M	4.054	3.230	3.305	5.170	5.409	4.719	6.192	6.889	5.405	3.617	3.046	4.842	55.88	9.2%	10.59	15.30	18.49	11.50			
2018	£M	4.272	3.402	3.417	5.434	5.890	5.150	6.538	7.503	5.678	3.864	3.221	5.111	59.48	6.5%	11.09	16.47	19.72	12.20			
2019	£M	4.524	3.481	3.554	5.857	6.244	5.385	7.091	7.943	5.814	4.096	3.430	5.227	62.65	5.3%	11.56	17.49	20.85	12.75			
2020	£M	5.272	3.463	1.816	0.362	0.497	0.422	3.583	6.326	5.717	3.021	0.456	1.571	32.51	-48.1%	10.55	1.281	15.63	5.048			
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR								
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total							
Staying Visitor		£M	35.69	37.60	40.18	41.62	44.26	48.68	49.95	51.16	55.88	59.48	62.65		Economic Impact by Year and Share of Total							
All Visitor Types		£M	87.00	89.15	94.81	99.97	108.46	115.29	119.88	126.65	136.82	151.88	162.55	84.81	Economic Impact by Year and Share of Total							
Share of Total		%	41.0%	42.2%	42.4%	41.6%	40.8%	42.2%	41.7%	40.4%	40.8%	39.2%	38.5%	38.3%	Economic Impact by Year and Share of Total							
Annual Change in Share		%	2.8%	0.5%	-1.8%	-2.0%	3.5%	-1.3%	-3.0%	1.1%	-4.1%	-1.6%	-0.6%	Economic Impact by Year and Share of Total								
Change in Share from 2009		%	2.8%	3.3%	1.5%	-0.5%	2.9%	1.6%	-1.5%	-0.4%	-4.5%	-6.0%	-6.6%	Economic Impact by Year and Share of Total								
Avg Ann. Change in Share		%	2.8%	1.7%	0.5%	-0.1%	0.6%	0.3%	-0.2%	-0.1%	-0.5%	-0.6%	-0.6%	Economic Impact by Year and Share of Total								

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices					
NORTH KESTEVEN DISTRICT COUNCIL																					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2020		104.9%	110.4%	70.1%	-82.4%	-67.1%	-49.6%	-23.2%	32.1%	11.5%	8.7%	-23.8%	4.5%	1.9%		93.9%	-65.4%	12.8%	-1.6%		
% Change 2019 to 2020		-0.5%	-8.4%	-44.1%	-89.7%	-84.1%	-74.5%	-58.0%	-36.0%	-28.3%	-28.5%	-46.9%	-32.3%	-47.6%	Annual Change	-22.7%	-82.2%	-40.4%	-34.5%		
Average Annual Change		9.5%	10.0%	6.4%	-7.5%	-6.1%	-4.5%	-2.1%	2.9%	1.0%	0.8%	-2.2%	0.4%	0.2%		8.5%	-5.9%	1.2%	-0.1%		
2009	£M	2.264	2.935	3.085	3.989	5.464	4.843	5.687	10.84	4.522	3.380	2.156	2.151	51.32	8.283	14.30	21.05	7.687			
2010	£M	2.206	3.029	3.134	4.103	5.832	5.697	5.399	10.35	4.394	3.405	2.192	1.805	51.55		8.370	15.63	20.15	7.402		
2011	£M	2.603	3.358	3.667	4.726	5.944	5.415	5.893	10.36	4.837	3.599	2.355	1.872	54.63	6.0%	9.628	16.09	21.09	7.826		
2012	£M	2.847	3.648	4.381	4.395	5.855	6.110	6.637	11.56	5.131	3.526	2.471	1.785	58.35	6.8%	10.88	16.36	23.33	7.782		
2013	£M	2.893	3.992	4.999	4.621	7.287	6.195	7.309	13.19	5.306	3.748	2.650	2.006	64.20	10.0%	11.88	18.10	25.81	8.404		
2014	£M	2.731	4.125	6.100	5.258	7.440	6.413	7.489	13.30	5.136	3.840	2.772	2.012	66.61	3.8%	12.96	19.11	25.92	8.624		
2015	£M	3.400	4.846	6.569	4.976	7.503	6.203	7.001	14.40	5.524	4.443	2.830	2.237	69.93	5.0%	14.82	18.68	26.93	9.510		
2016	£M	3.570	4.983	7.400	5.540	8.853	7.505	7.114	15.41	5.403	4.426	2.719	2.564	75.49	7.9%	15.95	21.90	27.93	9.709		
2017	£M	3.700	5.259	7.818	6.104	9.585	8.076	7.931	16.52	5.733	4.495	2.804	2.922	80.94	7.2%	16.78	23.76	30.18	10.22		
2018	£M	4.165	5.611	8.451	6.737	10.77	8.719	9.660	20.52	6.512	4.958	3.109	3.188	92.40	14.2%	18.23	26.23	36.69	11.26		
2019	£M	4.661	6.740	9.386	6.800	11.35	9.576	10.40	22.39	7.035	5.142	3.096	3.321	99.91	8.1%	20.79	27.73	39.83	11.56		
2020	£M	4.639	6.173	5.248	0.701	1.800	2.443	4.368	14.33	5.042	3.674	1.643	2.249	52.31	-47.6%	16.06	4.944	23.74	7.566		
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total						
Day Visitor		£M	51.32	51.55	54.63	58.35	64.20	66.61	69.93	75.49	80.94	92.40	99.91	52.31	120.00	80.0%	60.0%	40.0%	20.0%		
All Visitor Types		£M	87.00	89.15	94.81	99.97	108.46	115.29	119.88	126.65	136.82	151.88	162.55	84.81	100.00	80.0%	60.0%	40.0%	20.0%		
Share of Total		%	59.0%	57.8%	57.6%	58.4%	59.2%	57.8%	58.3%	59.6%	59.2%	60.8%	61.5%	61.7%	100.00	80.0%	60.0%	40.0%	20.0%		
Annual Change in Share		%	-2.0%	-0.4%	1.3%	1.4%	-2.4%	1.0%	2.2%	-0.7%	2.8%	1.0%	0.3%	120.00	80.0%	60.0%	40.0%	20.0%			
Change in Share from 2009		%	-2.0%	-2.3%	-1.0%	0.4%	-2.0%	-1.1%	1.1%	0.3%	3.1%	4.2%	4.6%	120.00	80.0%	60.0%	40.0%	20.0%			
Avg Ann. Change in Share		%	-2.0%	-1.2%	-0.3%	0.1%	-0.4%	-0.2%	0.2%	0.0%	0.3%	0.4%	0.4%	120.00	80.0%	60.0%	40.0%	20.0%			

The chart displays two data series over a 12-year period. The blue bars represent the 'Day Visitor £M' (economic impact), which shows significant fluctuations, peaking around 2018 and then declining. The grey dashed line represents the 'Share of Total %', which remains relatively stable between 50% and 60% throughout the period.

## Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2020

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

*Day Visitor*

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020		TOTAL		VISITOR NUMBERS						
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		TOTAL																				
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL		% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL			Q1					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change	35.1%	-77.3%	-17.3%	-35.5%		
% Change 2009 to 2020		44.4%	49.0%	14.2%	-88.4%	-78.0%	-66.7%	-43.8%	-4.0%	-14.0%	-21.4%	-51.9%	-39.5%	-28.2%			-22.9%	-83.7%	-40.5%	-41.9%		
% Change 2019 to 2020		0.3%	-9.8%	-45.9%	-90.6%	-85.3%	-76.7%	-58.1%	-36.7%	-26.8%	-29.7%	-56.4%	-45.1%	-49.0%			3.2%	-7.0%	-1.6%	-3.2%		
Average Annual Change		4.0%	4.5%	1.3%	-8.0%	-7.1%	-6.1%	-4.0%	-0.4%	-1.3%	-1.9%	-4.7%	-3.6%	-2.6%			Q1	Q2	Q3	Q4		
2009	M	0.103	0.118	0.124	0.167	0.216	0.189	0.224	0.401	0.179	0.137	0.091	0.109	2.058			0.345	0.572	0.805	0.337		
2010	M	0.100	0.121	0.123	0.164	0.219	0.212	0.207	0.372	0.171	0.133	0.091	0.090	2.001			0.343	0.595	0.749	0.314		
2011	M	0.110	0.127	0.137	0.178	0.214	0.194	0.214	0.355	0.177	0.133	0.092	0.091	2.022			0.374	0.585	0.746	0.317		
2012	M	0.113	0.132	0.155	0.162	0.204	0.209	0.229	0.380	0.182	0.127	0.094	0.087	2.073			0.400	0.574	0.791	0.308		
2013	M	0.113	0.142	0.172	0.163	0.241	0.206	0.244	0.418	0.182	0.129	0.099	0.096	2.203			0.427	0.610	0.843	0.324		
2014	M	0.106	0.141	0.198	0.178	0.240	0.207	0.245	0.412	0.177	0.130	0.100	0.094	2.228			0.444	0.625	0.834	0.325		
2015	M	0.124	0.160	0.208	0.168	0.240	0.199	0.229	0.440	0.187	0.146	0.101	0.098	2.301			0.492	0.607	0.857	0.345		
2016	M	0.126	0.162	0.229	0.183	0.275	0.233	0.230	0.463	0.180	0.143	0.096	0.106	2.426			0.517	0.692	0.873	0.345		
2017	M	0.129	0.165	0.234	0.196	0.292	0.245	0.248	0.483	0.187	0.143	0.097	0.114	2.534			0.529	0.732	0.919	0.354		
2018	M	0.138	0.170	0.243	0.207	0.314	0.255	0.286	0.573	0.202	0.151	0.103	0.119	2.759			0.550	0.775	1.061	0.372		
2019	M	0.148	0.195	0.261	0.205	0.323	0.271	0.300	0.609	0.211	0.153	0.101	0.120	2.897			0.605	0.799	1.119	0.373		
2020	M	0.149	0.176	0.142	0.019	0.047	0.063	0.126	0.385	0.154	0.107	0.044	0.066	1.479			0.466	0.130	0.666	0.217		
VISITOR NUMBERS														TOTAL								
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	M	Visitor No.s by Year and Share of Total							
Total	M	2.058	2.001	2.022	2.073	2.203	2.228	2.301	2.426	2.534	2.759	2.897	1.479	4.00	120.0%							
All Visitor Types	M	2.058	2.001	2.022	2.073	2.203	2.228	2.301	2.426	2.534	2.759	2.897	1.479	4.00	100.0%							
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	3.00	80.0%							
Annual Change in Share	%													2.00	60.0%							
Change in Share from 2009	%													1.00	40.0%							
Avg Ann. Change in Share	%													0.00	20.0%							
														Total M	0.0%							

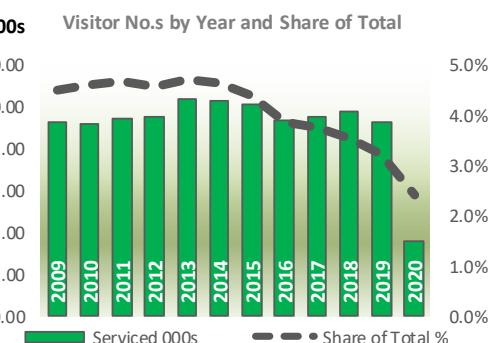
This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020		SERVICED		VISITOR NUMBERS						
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION																				
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			4.2%	-92.7%	-57.5%	-79.3%			
% Change 2009 to 2020		18.9%	52.1%	-51.9%	-94.4%	-91.0%	-92.7%	-76.4%	-50.2%	-46.6%	-64.4%	-84.0%	-87.7%	-61.7%		-18.0%	-90.8%	-58.5%	-79.3%			
% Change 2019 to 2020		5.6%	0.3%	-56.9%	-91.6%	-89.9%	-91.2%	-76.1%	-50.1%	-50.4%	-54.0%	-86.6%	-88.1%	-61.7%		0.4%	-8.4%	-5.2%	-7.2%			
Average Annual Change		1.7%	4.7%	-4.7%	-8.6%	-8.3%	-8.4%	-6.9%	-4.6%	-4.2%	-5.9%	-7.6%	-8.0%	-5.6%		16.8	24.5	25.8	25.8			
2009 000s		3.9	6.4	6.5	8.8	8.4	7.4	8.5	7.5	9.7	8.1	7.4	10.3	92.8		21.3	20.8	25.5	24.4			
2010 000s		5.2	8.8	7.3	7.1	7.2	6.5	7.8	7.8	10.0	8.1	7.9	8.4	92.1	Annual Change	-0.8%	23.6	20.8	25.0	25.2		
2011 000s		5.4	9.5	8.7	7.4	7.0	6.4	8.0	7.5	9.5	7.5	7.9	9.8	94.5		2.6%	22.5	20.5	26.1	25.9		
2012 000s		4.3	9.0	9.2	7.1	6.7	6.6	7.8	7.6	10.7	7.0	8.3	10.5	95.0		0.6%	28.0	20.0	27.0	28.9		
2013 000s		4.7	12.2	11.0	5.6	7.3	7.1	8.4	8.0	10.5	6.5	9.5	12.9	103.9		9.4%	24.4	18.6	30.1	29.9		
2014 000s		4.4	10.5	9.6	5.7	6.8	6.2	9.1	8.2	12.9	7.4	9.5	13.1	103.1		-0.7%	24.5	18.2	30.2	28.4		
2015 000s		4.5	11.0	9.0	5.3	6.8	6.1	9.2	8.2	12.8	7.1	9.2	12.1	101.3		-1.8%	22.8	17.6	27.3	26.0		
2016 000s		4.1	10.5	8.2	5.7	6.4	5.6	8.6	7.4	11.3	6.1	8.6	11.3	93.8		-7.4%	22.2	19.6	27.2	26.5		
2017 000s		4.6	10.0	7.7	6.2	7.4	6.0	8.5	7.4	11.3	6.2	8.8	11.4	95.5		1.8%	22.6	20.4	27.7	27.4		
2018 000s		4.7	10.3	7.7	6.3	7.8	6.3	8.7	7.8	11.3	6.5	9.1	11.8	98.1		2.8%	21.3	19.5	26.4	25.7		
2019 000s		4.4	9.7	7.2	5.9	7.5	6.1	8.4	7.5	10.5	6.3	8.8	10.7	92.9		-5.3%	17.5	1.8	11.0	5.3		
2020 000s		4.7	9.7	3.1	0.5	0.8	0.5	2.0	3.7	5.2	2.9	1.2	1.3	35.5		-61.7%						
VISITOR NUMBERS														SERVICED ACCOMMODATION								
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor No.s by Year and Share of Total							
Serviced 000s		92.8	92.1	94.5	95.0	103.9	103.1	101.3	93.8	95.5	98.1	92.9	35.5									
All Visitor Types M		2.1	2.0	2.0	2.1	2.2	2.2	2.3	2.4	2.5	2.8	2.9	1.5									
Share of Total %		4.5%	4.6%	4.7%	4.6%	4.7%	4.6%	4.4%	3.9%	3.8%	3.6%	3.2%	2.4%									
Annual Change in Share %		2.0%	1.6%	-1.9%	2.9%	-1.8%	-4.9%	-12.2%	-2.5%	-5.6%	-9.8%	-25.0%										
Change in Share from 2009 %		2.0%	3.6%	1.6%	4.5%	2.7%	-2.4%	-14.3%	-16.5%	-21.2%	-28.9%	-46.7%										
Avg Ann. Change in Share %		2.0%	1.8%	0.5%	1.1%	0.5%	-0.4%	-2.0%	-2.1%	-2.4%	-2.9%	-4.2%										

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21



STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020		NON-SERVICED		VISITOR NUMBERS									
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER									
KEY		NON-SERVICED ACCOMMODATION																							
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER									
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change		79.5%		-88.7%		148.5%		66.3%	
% Change 2009 to 2020		142.0%	90.0%	30.3%	-92.4%	-88.4%	-86.5%	51.8%	131.3%	276.9%	142.0%	-58.7%	42.2%	44.6%		-11.4%		-94.2%		4.4%		-33.6%			
% Change 2019 to 2020		23.5%	-8.3%	-35.9%	-96.1%	-93.9%	-93.1%	-28.5%	0.7%	35.9%	10.3%	-87.5%	-37.1%	-34.3%		7.2%		-8.1%		13.5%		6.0%			
Average Annual Change		12.9%	8.2%	2.8%	-8.4%	-8.0%	-7.9%	4.7%	11.9%	25.2%	12.9%	-5.3%	3.8%	4.1%		Q1		Q2		Q3		Q4			
2009 000s		0.5	0.6	0.7	1.6	2.9	2.4	2.4	3.1	2.2	1.3	0.7	0.5	18.9		1.8		6.9		7.7		2.4			
2010 000s		0.3	0.5	0.7	1.5	2.9	3.0	2.5	3.3	2.6	1.2	0.7	0.5	19.7		4.2%		1.4		7.4		8.5		2.4	
2011 000s		0.4	0.5	0.8	1.7	3.1	3.0	2.5	3.1	2.8	1.3	0.8	0.5	20.3		3.1%		1.6		7.8		8.3		2.5	
2012 000s		0.4	0.5	0.9	1.8	3.0	2.9	2.4	3.1	2.7	1.4	0.9	0.5	20.5		1.3%		1.8		7.7		8.3		2.8	
2013 000s		0.4	0.6	0.9	1.8	3.2	2.8	2.6	3.3	2.9	1.6	1.0	0.6	21.8		5.9%		1.9		7.8		8.8		3.2	
2014 000s		0.4	0.6	1.1	2.1	3.9	3.4	3.5	4.7	4.1	2.0	1.3	0.7	27.7		27.3%		2.1		9.3		12.3		4.0	
2015 000s		0.5	0.8	1.1	2.0	3.8	3.2	3.4	5.3	5.0	2.1	1.7	0.7	29.5		6.5%		2.3		9.0		13.6		4.5	
2016 000s		0.6	0.8	1.2	2.1	4.0	3.7	3.7	5.5	4.8	2.0	1.5	0.8	30.7		4.0%		2.6		9.8		13.9		4.3	
2017 000s		0.7	1.0	1.2	2.3	4.4	3.9	4.1	5.8	5.5	2.1	1.6	0.9	33.5		9.2%		2.9		10.6		15.4		4.6	
2018 000s		0.7	1.0	1.2	2.4	4.8	4.3	4.4	6.4	5.7	2.3	1.7	0.9	35.7		6.7%		2.9		11.5		16.5		4.8	
2019 000s		0.9	1.2	1.5	3.1	5.5	4.7	5.1	7.0	6.2	2.7	2.2	1.2	41.5		16.3%		3.7		13.4		18.4		6.1	
2020 000s		1.2	1.1	1.0	0.1	0.3	0.3	3.7	7.1	8.4	3.0	0.3	0.8	27.3		-34.3%		3.3		0.8		19.2		4.1	
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor No.s by Year and Share of Total										
Non-Serviced 000s		18.9	19.7	20.3	20.5	21.8	27.7	29.5	30.7	33.5	35.7	41.5	27.3	Visitor No.s by Year and Share of Total											
All Visitor Types M		2.1	2.0	2.0	2.1	2.2	2.2	2.3	2.4	2.5	2.8	2.9	1.5	Visitor No.s by Year and Share of Total											
Share of Total %		0.9%	1.0%	1.0%	1.0%	1.0%	1.2%	1.3%	1.3%	1.3%	1.3%	1.4%	1.8%	Visitor No.s by Year and Share of Total											
Annual Change in Share %		7.1%	2.0%	-1.1%	-0.4%	25.9%	3.1%	-1.4%	4.6%	-2.1%	10.8%	28.7%	Visitor No.s by Year and Share of Total												
Change in Share from 2009 %		7.1%	9.3%	8.0%	7.6%	35.4%	39.7%	37.8%	44.1%	41.1%	56.3%	101.2%	Visitor No.s by Year and Share of Total												
Avg Ann. Change in Share %		7.1%	4.6%	2.7%	1.9%	7.1%	6.6%	5.4%	5.5%	4.6%	5.6%	9.2%	Visitor No.s by Year and Share of Total												

The chart displays two data series over a 12-year period. The first series, 'Non-Serviced 000s', is represented by green bars showing visitor numbers increasing from 18.9 in 2009 to 27.3 in 2020. The second series, 'Share of Total %', is represented by a dashed black line showing the percentage share of total visitors, which starts at approximately 0.9% in 2009 and rises to about 1.8% in 2020.

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020			SFR		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SFR																				
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change		9.8%		-92.0%	-1.9%	-56.6%
% Change 2009 to 2020		32.5%	11.0%	-38.2%	-93.5%	-91.2%	-90.8%	-32.9%	5.2%	34.8%	-6.6%	-84.7%	-67.9%	-36.9%		-4.4%		-93.3%	-18.7%	-58.8%		
% Change 2019 to 2020		15.6%	-2.3%	-47.0%	-94.3%	-92.6%	-92.5%	-43.3%	-13.4%	9.9%	-18.2%	-86.9%	-66.9%	-45.1%		0.9%		-8.4%	-0.2%	-5.1%		
Average Annual Change		3.0%	1.0%	-3.5%	-8.5%	-8.3%	-8.3%	-3.0%	0.5%	3.2%	-0.6%	-7.7%	-6.2%	-3.4%				39.4		45.1	42.1	42.1
2009 000s		20.3	9.3	9.8	18.4	15.0	11.6	16.2	15.2	10.7	10.1	8.6	23.4	168.7		39.4		45.1	42.1	42.1		
2010 000s		20.8	10.4	10.1	18.0	14.7	12.1	16.0	15.4	11.3	10.1	8.8	21.0	168.7	0.0%	41.3		44.8	42.8	39.9		
2011 000s		22.0	10.7	10.6	18.6	15.0	12.2	16.1	15.3	11.1	10.2	8.9	21.5	172.2	2.1%	43.3		45.8	42.5	40.7		
2012 000s		21.7	10.5	10.9	18.8	15.0	12.4	16.2	15.6	11.5	10.4	9.3	21.8	174.0	1.0%	43.1		46.2	43.2	41.5		
2013 000s		22.1	11.2	11.7	18.5	15.2	12.4	16.6	15.9	11.3	10.4	9.7	23.1	178.0	2.3%	45.0		46.1	43.7	43.1		
2014 000s		22.1	10.8	11.2	18.7	15.5	12.5	16.9	16.3	11.9	10.5	9.5	22.7	178.6	0.3%	44.1		46.7	45.0	42.8		
2015 000s		21.8	10.3	11.2	18.9	15.8	12.9	17.2	16.7	12.0	10.7	9.2	21.3	178.2	-0.3%	43.3		47.6	46.0	41.3		
2016 000s		21.4	10.2	11.2	19.3	16.2	13.2	17.6	17.2	12.3	10.7	9.4	21.4	180.0	1.1%	42.7		48.6	47.1	41.5		
2017 000s		22.2	10.4	11.2	20.2	17.2	13.7	18.3	17.7	13.0	11.1	9.6	22.1	186.7	3.7%	43.8		51.1	49.0	42.8		
2018 000s		22.6	10.5	11.2	20.4	17.7	14.1	18.6	18.2	13.1	11.3	9.8	22.5	190.1	1.8%	44.4		52.2	49.9	43.6		
2019 000s		23.2	10.6	11.4	21.3	18.1	14.3	19.1	18.5	13.2	11.6	10.1	22.7	194.0	2.0%	45.3		53.6	50.8	44.3		
2020 000s		26.9	10.4	6.1	1.2	1.3	1.1	10.9	16.0	14.5	9.5	1.3	7.5	106.4	-45.1%	43.3		3.6	41.3	18.3		
VISITOR NUMBERS															SFR							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor No.s by Year and Share of Total							
SFR 000s		168.7	168.7	172.2	174.0	178.0	178.6	178.2	180.0	186.7	190.1	194.0	106.4	250.0								
All Visitor Types M		2.1	2.0	2.0	2.1	2.2	2.2	2.3	2.4	2.5	2.8	2.9	1.5	200.0								
Share of Total %		8.2%	8.4%	8.5%	8.4%	8.1%	8.0%	7.7%	7.4%	7.4%	6.9%	6.7%	7.2%	200.0								
Annual Change in Share %		2.8%	1.0%	-1.4%	-3.8%	-0.7%	-3.4%	-4.2%	-0.7%	-6.5%	-2.8%	7.5%	150.0									
Change in Share from 2009 %		2.8%	3.9%	2.4%	-1.5%	-2.2%	-5.6%	-9.5%	-10.1%	-16.0%	-18.3%	-12.2%	100.0									
Avg Ann. Change in Share %		2.8%	1.9%	0.8%	-0.4%	-0.4%	-0.9%	-1.4%	-1.3%	-1.8%	-1.8%	-1.1%	50.0									
													0.00									



STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020		STAYING VISITOR		VISITOR NUMBERS						
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR																				
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change						
% Change 2009 to 2020		32.4%	30.0%	-40.4%	-93.7%	-90.8%	-91.0%	-39.0%	4.0%	23.8%	-21.0%	-83.4%	-72.1%	-39.6%		10.4%		-91.9%	-5.5%	-60.7%		
% Change 2019 to 2020		14.3%	-1.5%	-49.7%	-94.0%	-92.2%	-92.3%	-49.5%	-18.8%	-5.8%	-25.3%	-86.9%	-72.4%	-48.5%		-8.9%		-92.9%	-25.3%	-63.7%		
Average Annual Change		2.9%	2.7%	-3.7%	-8.5%	-8.3%	-8.3%	-3.5%	0.4%	2.2%	-1.9%	-7.6%	-6.6%	-3.6%		0.9%		-8.4%	-0.5%	-5.5%		
2009 000s		24.7	16.3	17.0	28.8	26.3	21.4	27.1	25.8	22.7	19.5	16.7	34.2	280.5		58.0		76.5	75.6	70.3		
2010 000s		26.3	19.6	18.1	26.6	24.8	21.7	26.3	26.6	23.9	19.3	17.4	29.9	280.5		64.0		73.0	76.8	66.6		
2011 000s		27.7	20.7	20.1	27.6	25.1	21.7	26.5	25.9	23.4	19.0	17.6	31.8	287.0		68.5		74.4	75.8	68.3		
2012 000s		26.4	20.0	21.0	27.7	24.8	22.0	26.4	26.4	24.9	18.8	18.5	32.8	289.5		67.4		74.4	77.7	70.1		
2013 000s		27.3	24.0	23.7	25.8	25.8	22.3	27.6	27.2	24.7	18.4	20.2	36.6	303.7	4.9%		74.9		73.9	79.6	75.2	
2014 000s		26.9	21.8	21.8	26.5	26.1	22.1	29.4	29.1	28.9	19.9	20.3	36.5	309.4			70.6		74.7	87.5	76.7	
2015 000s		26.7	22.0	21.3	26.2	26.4	22.2	29.8	30.3	29.7	19.9	20.1	34.1	308.9			70.1		74.9	89.8	74.2	
2016 000s		26.1	21.5	20.6	27.1	26.5	22.5	29.9	30.1	28.4	18.8	19.5	33.6	304.5			68.2		76.1	88.4	71.9	
2017 000s		27.5	21.3	20.0	28.7	29.0	23.6	31.0	30.9	29.7	19.4	20.1	34.4	315.6	3.7%		68.8		81.3	91.6	73.9	
2018 000s		28.0	21.8	20.1	29.1	30.3	24.7	31.6	32.3	30.2	20.1	20.6	35.1	324.0			69.9		84.1	94.1	75.8	
2019 000s		28.6	21.5	20.2	30.4	31.0	25.1	32.7	33.0	29.8	20.6	21.1	34.5	328.4			70.3		86.4	95.5	76.2	
2020 000s		32.7	21.2	10.1	1.8	2.4	1.9	16.5	26.8	28.1	15.4	2.8	9.5	169.3	-48.5%		64.0		6.2	71.4	27.7	
VISITOR NUMBERS														STAYING VISITOR								
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor No.s by Year and Share of Total							
Staying Visitor		280.5	280.5	287.0	289.5	303.7	309.4	308.9	304.5	315.6	324.0	328.4	169.3	400.0	Visitor No.s by Year and Share of Total							
All Visitor Types		2.1	2.0	2.0	2.1	2.2	2.2	2.3	2.4	2.5	2.8	2.9	1.5	400.0	Visitor No.s by Year and Share of Total							
Share of Total		13.6%	14.0%	14.2%	14.0%	13.8%	13.9%	13.4%	12.6%	12.5%	11.7%	11.3%	11.4%	400.0	Visitor No.s by Year and Share of Total							
Annual Change in Share		2.8%	1.3%	-1.6%	-1.3%	0.8%	-3.3%	-6.5%	-0.7%	-5.8%	-3.4%	1.0%	1.0%	300.0	Visitor No.s by Year and Share of Total							
Change in Share from 2009		2.8%	4.1%	2.5%	1.1%	1.9%	-1.5%	-7.9%	-8.6%	-13.9%	-16.8%	-16.0%	-16.0%	200.0	Visitor No.s by Year and Share of Total							
Avg Ann. Change in Share		2.8%	2.1%	0.8%	0.3%	0.4%	-0.2%	-1.1%	-1.1%	-1.5%	-1.7%	-1.5%	-1.5%	100.0	Visitor No.s by Year and Share of Total							
														0.00	Visitor No.s by Year and Share of Total							

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020		DAY VISITOR		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																			
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1 Q2 Q3 Q4					
% Change 2009 to 2020		48.1%	52.0%	22.9%	-87.3%	-76.2%	-63.5%	-44.5%	-4.5%	-19.4%	-21.4%	-44.9%	-24.4%	-26.3%		40.1%	-75.0%	-18.5%	-28.9%		
% Change 2019 to 2020		-3.1%	-10.8%	-45.6%	-90.0%	-84.6%	-75.2%	-59.1%	-37.7%	-30.2%	-30.4%	-48.3%	-34.1%	-49.0%	Annual Change		-24.8%	-82.6%	-42.0%	-36.3%	
Average Annual Change		4.4%	4.7%	2.1%	-7.9%	-6.9%	-5.8%	-4.0%	-0.4%	-1.8%	-1.9%	-4.1%	-2.2%	-2.4%			3.6%	-6.8%	-1.7%	-2.6%	
2009	M	0.078	0.102	0.107	0.138	0.189	0.168	0.197	0.376	0.157	0.117	0.075	0.074	1.777	0.287	0.495	0.729	0.266			
2010	M	0.074	0.101	0.105	0.137	0.195	0.190	0.180	0.346	0.147	0.114	0.073	0.060	1.721	-3.2%	0.279	0.522	0.673	0.247		
2011	M	0.083	0.107	0.116	0.150	0.189	0.172	0.187	0.329	0.154	0.114	0.075	0.059	1.735	0.8%	0.306	0.511	0.670	0.249		
2012	M	0.087	0.112	0.134	0.134	0.179	0.187	0.203	0.353	0.157	0.108	0.076	0.055	1.783	2.8%	0.332	0.500	0.713	0.238		
2013	M	0.086	0.118	0.148	0.137	0.216	0.183	0.216	0.390	0.157	0.111	0.078	0.059	1.900	6.5%	0.352	0.536	0.764	0.249		
2014	M	0.079	0.119	0.176	0.151	0.214	0.185	0.216	0.383	0.148	0.111	0.080	0.058	1.918	1.0%	0.373	0.550	0.746	0.248		
2015	M	0.097	0.138	0.187	0.142	0.214	0.177	0.199	0.410	0.157	0.127	0.081	0.064	1.992	3.8%	0.422	0.532	0.767	0.271		
2016	M	0.100	0.140	0.208	0.156	0.249	0.211	0.200	0.433	0.152	0.124	0.076	0.072	2.122	6.5%	0.448	0.615	0.785	0.273		
2017	M	0.101	0.144	0.214	0.167	0.263	0.221	0.217	0.453	0.157	0.123	0.077	0.080	2.218	4.5%	0.460	0.651	0.827	0.280		
2018	M	0.110	0.148	0.223	0.178	0.284	0.230	0.255	0.541	0.172	0.131	0.082	0.084	2.435	9.8%	0.480	0.691	0.967	0.297		
2019	M	0.120	0.173	0.241	0.175	0.292	0.246	0.267	0.576	0.181	0.132	0.080	0.085	2.568	5.5%	0.534	0.713	1.024	0.297		
2020	M	0.116	0.155	0.131	0.018	0.045	0.061	0.109	0.359	0.126	0.092	0.041	0.056	1.309	-49.0%	0.402	0.124	0.594	0.189		
VISITOR NUMBERS														DAY VISITOR							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	M	Visitor No.s by Year and Share of Total						
Day Visitor		1.777	1.721	1.735	1.783	1.900	1.918	1.992	2.122	2.218	2.435	2.568	1.309	100.0%							
All Visitor Types		2.058	2.001	2.022	2.073	2.203	2.228	2.301	2.426	2.534	2.759	2.897	1.479	80.0%							
Share of Total		86.4%	86.0%	85.8%	86.0%	86.2%	86.1%	86.6%	87.4%	87.5%	88.3%	88.7%	88.6%	60.0%							
Annual Change in Share		-0.4%	-0.2%	0.3%	0.2%	-0.1%	0.5%	1.0%	0.1%	0.8%	0.5%	-0.1%	40.0%								
Change in Share from 2009		-0.4%	-0.7%	-0.4%	-0.2%	-0.3%	0.2%	1.2%	1.4%	2.2%	2.7%	2.5%	20.0%								
Avg Ann. Change in Share		-0.4%	-0.3%	-0.1%	0.0%	-0.1%	0.0%	0.2%	0.2%	0.2%	0.3%	0.2%	0.0%								

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21



## Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2020

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

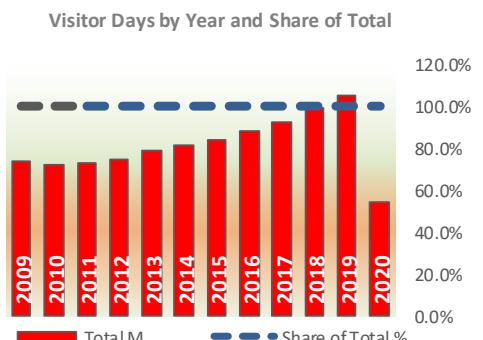
*Staying Visitor*

*Day Visitor*

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020		TOTAL		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			Q1		Q2				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q3		Q4		
% Change 2009 to 2020		46.4%	47.4%	9.7%	-89.2%	-79.6%	-69.6%	-38.3%	1.3%	3.4%	-13.6%	-56.1%	-46.5%	-26.3%	Annual Change	34.1%	-79.3%	-9.7%	-36.5%	
% Change 2019 to 2020		4.0%	-9.1%	-45.8%	-91.5%	-86.6%	-79.5%	-54.8%	-33.7%	-17.5%	-26.9%	-62.7%	-50.2%	-48.1%		-20.6%	-85.5%	-36.3%	-44.3%	
Average Annual Change		4.2%	4.3%	0.9%	-8.1%	-7.2%	-6.3%	-3.5%	0.1%	0.3%	-1.2%	-5.1%	-4.2%	-2.4%			3.1%	-7.2%	-0.9%	-3.3%
2009	M	0.139	0.136	0.144	0.211	0.256	0.221	0.271	0.452	0.213	0.161	0.108	0.156	2.466			0.418	0.688	0.936	0.424
2010	M	0.136	0.141	0.144	0.207	0.259	0.248	0.254	0.425	0.210	0.157	0.107	0.132	2.420	-1.9%	0.421	0.714	0.889	0.396	
2011	M	0.150	0.149	0.159	0.224	0.255	0.230	0.260	0.407	0.214	0.158	0.110	0.133	2.448		0.457	0.709	0.881	0.401	
2012	M	0.152	0.153	0.178	0.209	0.244	0.246	0.275	0.433	0.220	0.152	0.113	0.128	2.502	2.2%	0.483	0.698	0.928	0.394	
2013	M	0.153	0.163	0.197	0.209	0.282	0.242	0.292	0.473	0.218	0.155	0.118	0.139	2.642		0.513	0.733	0.983	0.413	
2014	M	0.147	0.162	0.224	0.228	0.288	0.250	0.299	0.475	0.222	0.159	0.120	0.138	2.713	2.7%	0.533	0.766	0.996	0.418	
2015	M	0.166	0.183	0.236	0.220	0.289	0.245	0.285	0.507	0.231	0.177	0.121	0.140	2.800		0.585	0.754	1.023	0.439	
2016	M	0.168	0.184	0.256	0.236	0.327	0.281	0.289	0.534	0.228	0.175	0.118	0.149	2.945	5.2%	0.608	0.844	1.052	0.441	
2017	M	0.172	0.189	0.261	0.252	0.348	0.295	0.311	0.557	0.240	0.176	0.120	0.159	3.081		0.622	0.896	1.108	0.455	
2018	M	0.182	0.193	0.270	0.264	0.375	0.308	0.351	0.652	0.256	0.185	0.126	0.165	3.328	8.0%	0.645	0.947	1.259	0.476	
2019	M	0.195	0.220	0.291	0.268	0.387	0.328	0.370	0.691	0.267	0.190	0.127	0.168	3.500		0.705	0.983	1.328	0.484	
2020	M	0.203	0.200	0.157	0.023	0.052	0.067	0.167	0.458	0.220	0.139	0.047	0.083	1.817	-48.1%	0.560	0.142	0.845	0.269	
VISITOR DAYS														TOTAL						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	M	Visitor Days by Year and Share of Total					
Total	M	2.466	2.420	2.448	2.502	2.642	2.713	2.800	2.945	3.081	3.328	3.500	1.817	4.00	120.0%					
All Visitor Types	M	2.466	2.420	2.448	2.502	2.642	2.713	2.800	2.945	3.081	3.328	3.500	1.817	4.00	100.0%					
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	3.00	80.0%					
Annual Change in Share	%													2.00	60.0%					
Change in Share from 2009	%													1.00	40.0%					
Avg Ann. Change in Share	%													0.00	20.0%					
														Total M						
														Share of Total %						

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21



STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020		SERVICED		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																			
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2020		58.8%	46.3%	-45.9%	-91.7%	-88.4%	-89.6%	-74.1%	-35.4%	-48.7%	-52.0%	-84.6%	-90.5%	-58.0%		12.0%	-89.9%	-53.1%	-76.3%		
% Change 2019 to 2020		6.5%	0.2%	-56.8%	-91.7%	-90.0%	-91.3%	-76.3%	-50.6%	-50.7%	-54.3%	-86.6%	-88.1%	-62.8%	Annual Change	-19.1%	-90.9%	-58.8%	-75.7%		
Average Annual Change		5.3%	4.2%	-4.2%	-8.3%	-8.0%	-8.1%	-6.7%	-3.2%	-4.4%	-4.7%	-7.7%	-8.2%	-5.3%			1.1%	-8.2%	-4.8%	-6.9%	
2009 000s		6.0	10.2	10.9	13.9	14.9	13.2	16.2	15.0	17.3	14.1	11.6	17.4	160.6	5.5%	27.1	41.9	48.4	43.2		
2010 000s		8.7	15.1	12.9	13.1	14.0	12.8	15.8	16.6	19.5	14.7	12.6	13.6	169.5		36.7	40.0	51.9	41.0		
2011 000s		9.8	16.5	14.6	13.9	13.9	13.1	15.8	16.5	18.1	14.4	12.6	14.5	173.7		2.5%	40.9	40.9	50.4	41.5	
2012 000s		8.4	15.7	14.7	13.5	13.6	14.1	15.5	17.2	19.9	14.3	13.6	13.9	174.5		0.4%	38.8	41.3	52.6	41.8	
2013 000s		8.8	17.8	17.6	12.1	14.6	14.3	17.0	18.5	18.0	13.4	14.8	16.1	183.1		4.9%	44.2	41.0	53.5	44.4	
2014 000s		9.1	16.8	16.7	13.6	15.0	13.8	18.0	18.5	21.9	15.0	14.6	16.3	189.3		3.4%	42.6	42.4	58.4	45.9	
2015 000s		10.1	17.5	16.2	13.2	15.3	15.5	18.6	20.4	20.7	15.6	13.6	15.2	191.9		1.4%	43.8	44.1	59.7	44.4	
2016 000s		8.5	16.3	15.4	13.5	14.7	14.4	18.0	19.5	19.4	14.4	13.2	14.7	182.0		-5.2%	40.2	42.7	56.9	42.3	
2017 000s		9.2	15.4	14.4	14.6	17.2	15.7	18.1	19.6	19.4	14.8	13.5	14.8	186.8		2.6%	39.0	47.5	57.1	43.1	
2018 000s		9.5	15.9	14.4	14.9	18.0	16.4	18.4	20.6	19.4	15.5	14.0	15.3	192.1		2.9%	39.8	49.3	58.4	44.7	
2019 000s		9.0	14.8	13.6	13.9	17.2	15.7	17.6	19.6	18.0	14.9	13.4	13.8	181.5		-5.5%	37.5	46.8	55.2	42.1	
2020 000s		9.6	14.9	5.9	1.2	1.7	1.4	4.2	9.7	8.9	6.8	1.8	1.6	67.5		-62.8%	30.3	4.2	22.7	10.2	
VISITOR DAYS														SERVICED ACCOMMODATION							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor Days by Year and Share of Total						
Serviced 000s		160.6	169.5	173.7	174.5	183.1	189.3	191.9	182.0	186.8	192.1	181.5	67.5	250.00							
All Visitor Types M		2.5	2.4	2.4	2.5	2.6	2.7	2.8	2.9	3.1	3.3	3.5	1.8	200.00							
Share of Total %		6.5%	7.0%	7.1%	7.0%	6.9%	7.0%	6.9%	6.2%	6.1%	5.8%	5.2%	3.7%	150.00							
Annual Change in Share %		7.5%	1.3%	-1.7%	-0.6%	0.7%	-1.8%	-9.8%	-1.9%	-4.8%	-10.2%	-28.3%	8.0%	100.00							
Change in Share from 2009 %		7.5%	9.0%	7.1%	6.4%	7.1%	5.2%	-5.1%	-6.9%	-11.4%	-20.4%	-42.9%		50.00							
Avg Ann. Change in Share %		7.5%	4.5%	2.4%	1.6%	1.4%	0.9%	-0.7%	-0.9%	-1.3%	-2.0%	-3.9%		0.00							

The chart displays two data series over a 12-year period. The red bars represent 'Serviced 000s', starting at approximately 160,000 in 2009 and ending at about 67,500 in 2020. The blue line with circular markers represents the 'Share of Total %', which starts around 6.5% in 2009 and shows a general downward trend, reaching about 3.7% by 2020.

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020			NON-SERVICED		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION																				
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change		109.2%		-87.0%	131.6%	83.0%
% Change 2009 to 2020		188.9%	109.9%	50.3%	-90.9%	-87.3%	-84.2%	52.2%	117.7%	237.8%	157.5%	-57.1%	74.4%	48.6%		-9.9%		-94.1%	3.4%	-32.4%		
% Change 2019 to 2020		23.7%	-8.2%	-35.9%	-96.1%	-93.9%	-93.1%	-28.3%	0.9%	36.2%	10.7%	-87.4%	-36.8%	-35.2%		9.9%		-7.9%	12.0%	7.5%		
Average Annual Change		17.2%	10.0%	4.6%	-8.3%	-7.9%	-7.7%	4.7%	10.7%	21.6%	14.3%	-5.2%	6.8%	4.4%		12.3		43.2	55.4	14.9		
2009 000s		3.5	4.1	4.7	9.2	18.5	15.6	17.4	22.0	15.9	7.6	3.8	3.5	125.9		12.3		43.2	55.4	14.9		
2010 000s		1.8	3.5	4.4	8.6	17.7	19.7	17.5	23.0	19.2	7.1	3.6	2.9	128.9		9.7		45.9	59.7	13.6		
2011 000s		2.4	3.1	4.8	9.6	19.0	19.5	17.0	21.1	18.4	7.7	4.3	2.8	129.7		10.3		48.1	56.5	14.7		
2012 000s		2.8	3.4	5.5	9.9	18.1	18.9	16.7	21.3	18.1	8.2	4.7	3.3	131.0		11.7		47.0	56.2	16.2		
2013 000s		3.2	3.8	6.3	10.0	18.5	18.6	17.6	22.4	18.4	8.9	5.3	3.8	136.8		13.2		47.1	58.4	18.1		
2014 000s		3.6	4.2	7.8	12.8	24.6	24.8	23.6	31.6	26.0	11.4	6.6	4.5	181.6		15.5		62.3	81.3	22.5		
2015 000s		4.9	5.9	8.4	13.5	25.4	25.5	24.3	32.6	26.9	11.9	8.5	5.8	193.6		19.1		64.4	83.8	26.2		
2016 000s		5.3	6.3	8.7	14.3	27.9	28.2	26.9	37.0	30.5	12.7	9.4	6.3	213.5		20.3		70.4	94.4	28.4		
2017 000s		5.9	7.4	8.8	15.8	30.7	29.7	29.8	39.2	35.0	13.8	9.9	7.1	233.1		22.1		76.2	104.0	30.8		
2018 000s		6.0	7.5	8.9	16.5	33.8	32.6	31.5	43.1	36.8	14.6	10.2	7.2	248.7		22.4		82.9	111.4	32.0		
2019 000s		8.1	9.4	11.1	21.6	38.4	35.7	37.1	47.5	39.5	17.8	13.1	9.5	288.9		28.6		95.7	124.1	40.4		
2020 000s		10.0	8.7	7.1	0.8	2.3	2.5	26.6	47.9	53.8	19.7	1.6	6.0	187.1		25.8		5.6	128.3	27.3		
VISITOR DAYS															NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor Days by Year and Share of Total							
Non-Serviced 000s		125.9	128.9	129.7	131.0	136.8	181.6	193.6	213.5	233.1	248.7	288.9	187.1	12.0%								
All Visitor Types M		2.5	2.4	2.4	2.5	2.6	2.7	2.8	2.9	3.1	3.3	3.5	1.8	10.0%								
Share of Total %		5.1%	5.3%	5.3%	5.2%	5.2%	6.7%	6.9%	7.3%	7.6%	7.5%	8.3%	10.3%	8.0%								
Annual Change in Share %		4.3%	-0.5%	-1.1%	-1.1%	29.3%	3.3%	4.9%	4.3%	-1.2%	10.5%	24.7%	6.0%									
Change in Share from 2009 %		4.3%	3.8%	2.6%	1.4%	31.1%	35.4%	42.0%	48.2%	46.4%	61.7%	101.7%	4.0%									
Avg Ann. Change in Share %		4.3%	1.9%	0.9%	0.4%	6.2%	5.9%	6.0%	6.0%	5.2%	6.2%	9.2%	2.0%									
															0.0%							
															Non-Serviced 000s							
															Share of Total %							

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020			SFR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SFR																			
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1 Q2 Q3 Q4					
% Change 2009 to 2020		32.5%	11.0%	-38.2%	-93.5%	-91.2%	-90.8%	-32.9%	5.2%	34.8%	-6.6%	-84.7%	-67.9%	-37.1%		11.6%	-92.2%	-3.0%	-57.6%		
% Change 2019 to 2020		15.6%	-2.3%	-47.0%	-94.3%	-92.6%	-92.5%	-43.3%	-13.4%	9.9%	-18.2%	-86.9%	-66.9%	-45.1%	Annual Change		-2.9%	-93.4%	-19.6%	-59.3%	
Average Annual Change		3.0%	1.0%	-3.5%	-8.5%	-8.3%	-8.3%	-3.0%	0.5%	3.2%	-0.6%	-7.7%	-6.2%	-3.4%			1.1%	-8.4%	-0.3%	-5.2%	
2009 000s		50.7	19.6	21.1	49.8	33.1	24.5	40.4	39.5	23.3	21.7	17.5	60.8	401.8	91.3 107.3 103.2 100.0						
2010 000s		52.0	21.7	21.7	48.6	32.4	25.4	40.1	40.1	24.6	21.6	17.8	54.7	400.7	-0.3%		95.5	106.3	104.8	94.0	
2011 000s		54.9	22.4	22.8	50.2	33.0	25.6	40.2	39.8	24.2	21.8	18.1	56.0	409.0			100.2	108.8	104.1	95.9	
2012 000s		54.1	22.0	23.4	50.8	33.0	26.1	40.4	40.6	24.9	22.2	18.9	56.7	413.1	1.0%		99.6	109.8	105.9	97.8	
2013 000s		55.3	23.6	25.1	49.8	33.5	26.0	41.4	41.4	24.4	22.2	19.6	60.1	422.5			104.0	109.4	107.2	101.9	
2014 000s		55.3	22.6	24.1	50.6	34.0	26.3	42.2	42.3	25.8	22.5	19.3	59.1	424.1	2.3%		102.0	110.9	110.3	100.9	
2015 000s		54.4	21.5	24.1	51.1	34.7	27.1	43.1	43.5	26.0	22.9	18.7	55.4	422.9			100.1	113.0	112.7	97.1	
2016 000s		53.4	21.3	24.1	52.1	35.5	27.7	44.1	44.7	26.7	23.0	19.0	55.7	427.4	0.4%		98.8	115.3	115.5	97.7	
2017 000s		55.6	21.7	24.1	54.6	37.7	28.8	45.8	46.0	28.2	23.7	19.5	57.4	443.2			101.4	121.1	120.0	100.7	
2018 000s		56.5	22.1	24.2	55.2	38.9	29.6	46.5	47.4	28.5	24.2	19.9	58.4	451.4	-0.3%		102.8	123.7	122.3	102.5	
2019 000s		58.1	22.3	24.6	57.4	39.7	30.0	47.9	48.0	28.6	24.7	20.5	58.9	460.7			104.9	127.2	124.4	104.2	
2020 000s		67.1	21.8	13.0	3.3	2.9	2.3	27.1	41.5	31.4	20.2	2.7	19.5	252.8	1.1%		101.9	8.4	100.1	42.4	
VISITOR DAYS															SFR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor Days by Year and Share of Total						
SFR 000s		401.8	400.7	409.0	413.1	422.5	424.1	422.9	427.4	443.2	451.4	460.7	252.8	500.00	M		20.0%				
All Visitor Types		2.5	2.4	2.4	2.5	2.6	2.7	2.8	2.9	3.1	3.3	3.5	1.8	400.00			15.0%				
Share of Total		%	16.3%	16.6%	16.7%	16.5%	16.0%	15.6%	15.1%	14.5%	14.4%	13.6%	13.2%	13.9%	300.00	%		10.0%			
Annual Change in Share		%	1.6%	0.9%	-1.2%	-3.2%	-2.2%	-3.4%	-3.9%	-0.9%	-5.7%	-3.0%	5.7%	200.00	5.0%						
Change in Share from 2009		%	1.6%	2.5%	1.3%	-1.9%	-4.1%	-7.3%	-10.9%	-11.7%	-16.8%	-19.2%	-14.6%	100.00	SFR 000s		0.0%				
Avg Ann. Change in Share		%	1.6%	1.3%	0.4%	-0.5%	-0.8%	-1.2%	-1.6%	-1.5%	-1.9%	-1.9%	-1.3%	0.00			Report Prepared by: Aimee Towle Date of Issue: 20/07/21				

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020		STAYING VISITOR		VISITOR DAYS						
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR																				
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			20.9%	-90.5%	21.3%	-49.4%			
% Change 2009 to 2020		44.1%	33.6%	-29.0%	-92.8%	-89.5%	-88.6%	-21.8%	29.7%	66.4%	7.5%	-81.5%	-66.7%	-26.3%		-7.6%	-93.2%	-17.3%	-57.1%			
% Change 2019 to 2020		15.4%	-2.7%	-47.2%	-94.4%	-92.7%	-92.5%	-43.6%	-13.8%	9.3%	-18.6%	-87.0%	-66.9%	-45.5%		1.9%	-8.2%	1.9%	-4.5%			
Average Annual Change		4.0%	3.1%	-2.6%	-8.4%	-8.1%	-8.1%	-2.0%	2.7%	6.0%	0.7%	-7.4%	-6.1%	-2.4%	Annual Change		20.9%	-90.5%	21.3%	-49.4%		
2009 000s		60.2	33.9	36.7	72.9	66.4	53.2	74.0	76.5	56.5	43.4	33.0	81.6	688.3	130.7	192.5	207.0	158.1				
2010 000s		62.5	40.3	39.0	70.3	64.1	57.9	73.4	79.7	63.3	43.4	34.0	71.3	699.0	1.6%	141.8	192.3	216.3	148.6			
2011 000s		67.1	42.1	42.2	73.7	65.9	58.3	73.0	77.3	60.6	43.9	35.0	73.2	712.4	1.9%	151.4	197.9	211.0	152.1			
2012 000s		65.4	41.2	43.6	74.2	64.7	59.1	72.6	79.1	62.9	44.7	37.2	73.9	718.6	0.9%	150.1	198.0	214.6	155.8			
2013 000s		67.4	45.1	49.0	71.9	66.6	59.0	75.9	82.3	60.9	44.5	39.8	80.0	742.4	3.3%	161.5	197.5	219.1	164.4			
2014 000s		68.0	43.6	48.6	77.0	73.6	64.9	83.8	92.5	73.7	48.8	40.6	79.9	795.1	7.1%	160.2	215.6	250.0	169.3			
2015 000s		69.4	44.9	48.7	77.9	75.5	68.2	86.0	96.6	73.6	50.5	40.8	76.4	808.4	1.7%	163.0	221.5	256.2	167.7			
2016 000s		67.3	43.8	48.3	79.9	78.2	70.2	89.0	101.2	76.6	50.1	41.6	76.7	822.9	1.8%	159.4	228.4	266.8	168.4			
2017 000s		70.7	44.5	47.2	85.0	85.7	74.1	93.7	104.8	82.7	52.4	42.9	79.3	863.1	4.9%	162.5	244.9	281.2	174.6			
2018 000s		72.0	45.5	47.5	86.6	90.7	78.6	96.4	111.1	84.7	54.3	44.1	80.9	892.2	3.4%	165.0	255.9	292.1	179.2			
2019 000s		75.2	46.5	49.3	93.0	95.4	81.3	102.6	115.1	86.1	57.4	47.0	82.3	931.1	4.4%	171.0	269.7	303.8	186.7			
2020 000s		86.7	45.3	26.0	5.2	7.0	6.1	57.9	99.2	94.1	46.7	6.1	27.2	507.5	-45.5%	158.0	18.3	251.1	80.0			
VISITOR DAYS														STAYING VISITOR								
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor Days by Year and Share of Total							
Staying Visitor		688.3	699.0	712.4	718.6	742.4	795.1	808.4	822.9	863.1	892.2	931.1	507.5	1,000.00	40.0%							
All Visitor Types		2.5	2.4	2.4	2.5	2.6	2.7	2.8	2.9	3.1	3.3	3.5	1.8	800.00	30.0%							
Share of Total		27.9%	28.9%	29.1%	28.7%	28.1%	29.3%	28.9%	27.9%	28.0%	26.8%	26.6%	27.9%	600.00	20.0%							
Annual Change in Share		%	3.5%	0.8%	-1.3%	-2.2%	4.3%	-1.5%	-3.2%	0.2%	-4.3%	-0.8%	5.0%	400.00	10.0%							
Change in Share from 2009		%	3.5%	4.3%	2.9%	0.7%	5.0%	3.4%	0.1%	0.3%	-4.0%	-4.7%	0.1%	200.00	0.0%							
Avg Ann. Change in Share		%	3.5%	2.1%	1.0%	0.2%	1.0%	0.6%	0.0%	0.0%	-0.4%	-0.5%	0.0%	0.00	Staying Visitor 000s							
																						

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020		DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4
% Change 2009 to 2020		48.1%	52.0%	22.9%	-87.3%	-76.2%	-63.5%	-44.5%	-4.5%	-19.4%	-21.4%	-44.9%	-24.4%	-26.3%		40.1%	-75.0%	-18.5%	-28.9%
% Change 2019 to 2020		-3.1%	-10.8%	-45.6%	-90.0%	-84.6%	-75.2%	-59.1%	-37.7%	-30.2%	-30.4%	-48.3%	-34.1%	-49.0%		-24.8%	-82.6%	-42.0%	-36.3%
Average Annual Change		4.4%	4.7%	2.1%	-7.9%	-6.9%	-5.8%	-4.0%	-0.4%	-1.8%	-1.9%	-4.1%	-2.2%	-2.4%		3.6%	-6.8%	-1.7%	-2.6%
2009	M	0.078	0.102	0.107	0.138	0.189	0.168	0.197	0.376	0.157	0.117	0.075	0.074	1.777		0.287	0.495	0.729	0.266
2010	M	0.074	0.101	0.105	0.137	0.195	0.190	0.180	0.346	0.147	0.114	0.073	0.060	1.721		-3.2%	0.279	0.522	0.673
2011	M	0.083	0.107	0.116	0.150	0.189	0.172	0.187	0.329	0.154	0.114	0.075	0.059	1.735	0.8%	0.306	0.511	0.670	0.249
2012	M	0.087	0.112	0.134	0.134	0.179	0.187	0.203	0.353	0.157	0.108	0.076	0.055	1.783	2.8%	0.332	0.500	0.713	0.238
2013	M	0.086	0.118	0.148	0.137	0.216	0.183	0.216	0.390	0.157	0.111	0.078	0.059	1.900	6.5%	0.352	0.536	0.764	0.249
2014	M	0.079	0.119	0.176	0.151	0.214	0.185	0.216	0.383	0.148	0.111	0.080	0.058	1.918	1.0%	0.373	0.550	0.746	0.248
2015	M	0.097	0.138	0.187	0.142	0.214	0.177	0.199	0.410	0.157	0.127	0.081	0.064	1.992	3.8%	0.422	0.532	0.767	0.271
2016	M	0.100	0.140	0.208	0.156	0.249	0.211	0.200	0.433	0.152	0.124	0.076	0.072	2.122	6.5%	0.448	0.615	0.785	0.273
2017	M	0.101	0.144	0.214	0.167	0.263	0.221	0.217	0.453	0.157	0.123	0.077	0.080	2.218	4.5%	0.460	0.651	0.827	0.280
2018	M	0.110	0.148	0.223	0.178	0.284	0.230	0.255	0.541	0.172	0.131	0.082	0.084	2.435	9.8%	0.480	0.691	0.967	0.297
2019	M	0.120	0.173	0.241	0.175	0.292	0.246	0.267	0.576	0.181	0.132	0.080	0.085	2.568	5.5%	0.534	0.713	1.024	0.297
2020	M	0.116	0.155	0.131	0.018	0.045	0.061	0.109	0.359	0.126	0.092	0.041	0.056	1.309	-49.0%	0.402	0.124	0.594	0.189
VISITOR DAYS														DAY VISITOR					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Visitor Days by Year and Share of Total					
Day Visitor	M	1.777	1.721	1.735	1.783	1.900	1.918	1.992	2.122	2.218	2.435	2.568	1.309	M					
All Visitor Types	M	2.466	2.420	2.448	2.502	2.642	2.713	2.800	2.945	3.081	3.328	3.500	1.817	Share of Total %					
Share of Total	%	72.1%	71.1%	70.9%	71.3%	71.9%	70.7%	71.1%	72.1%	72.0%	73.2%	73.4%	72.1%	80.0%					
Annual Change in Share	%	-1.3%	-0.3%	0.5%	0.9%	-1.7%	0.6%	1.3%	-0.1%	1.7%	0.3%	-1.8%		60.0%					
Change in Share from 2009	%	-1.3%	-1.7%	-1.1%	-0.3%	-1.9%	-1.3%	0.0%	-0.1%	1.5%	1.8%	0.0%		40.0%					
Avg Ann. Change in Share	%	-1.3%	-0.8%	-0.4%	-0.1%	-0.4%	-0.2%	0.0%	0.0%	0.2%	0.2%	0.0%		20.0%					
														Day Visitor M	Share of Total %	0.0%			

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21

## Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2020

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

*Day Visitor*

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020		TOTAL		TOTAL EMPLOYMENT											
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER											
KEY		TOTAL																									
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER											
Less than 3% change		Q1			Q2			Q3			Q4																
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1 Q2 Q3 Q4											
% Change 2009 to 2020		31.5%	31.0%	-2.7%	-85.4%	-77.0%	-70.4%	-36.6%	3.2%	2.5%	-13.0%	-57.1%	-52.2%	-28.2%		19.7% -77.5% -9.1% -39.6%											
% Change 2019 to 2020		4.3%	-5.8%	-39.6%	-87.7%	-83.3%	-78.0%	-50.3%	-29.0%	-13.6%	-21.9%	-61.1%	-53.6%	-44.5%	Annual Change	1.8% -7.0% -0.8% -3.6%	-15.8% -82.8% -31.7% -44.1%										
Average Annual Change		2.9%	2.8%	-0.2%	-7.8%	-7.0%	-6.4%	-3.3%	0.3%	0.2%	-1.2%	-5.2%	-4.7%	-2.6%			1.8% -7.0% -0.8% -3.6%										
2009	FTEs	1,262	1,219	1,285	1,704	1,923	1,719	2,035	2,960	1,698	1,396	1,084	1,432	1,643	1.256 1,782 2,231 1,304 1,273 1,809 2,141 1,240 1,356 1,824 2,147 1,261 1,423 1,841 2,275 1,276 1,530 1,952 2,438 1,354 1,562 2,014 2,469 1,367 1,651 1,975 2,493 1,395 1,609 2,053 2,459 1,324 1,636 2,165 2,570 1,352 1,708 2,300 2,886 1,420 1,785 2,332 2,970 1,409 1,503 400 2,028 788												
2010	FTEs	1,259	1,272	1,289	1,664	1,916	1,848	1,926	2,809	1,686	1,372	1,081	1,266	1,616	-1.7%	1,273 1,809 2,141 1,240 1,356 1,824 2,147 1,261 1,423 1,841 2,275 1,276 1,530 1,952 2,438 1,354 1,562 2,014 2,469 1,367 1,651 1,975 2,493 1,395 1,609 2,053 2,459 1,324 1,636 2,165 2,570 1,352 1,708 2,300 2,886 1,420 1,785 2,332 2,970 1,409 1,503 400 2,028 788											
2011	FTEs	1,351	1,329	1,388	1,775	1,918	1,778	1,981	2,744	1,716	1,389	1,104	1,290	1,647	1.9%	1,356 1,824 2,147 1,261 1,423 1,841 2,275 1,276 1,530 1,952 2,438 1,354 1,562 2,014 2,469 1,367 1,651 1,975 2,493 1,395 1,609 2,053 2,459 1,324 1,636 2,165 2,570 1,352 1,708 2,300 2,886 1,420 1,785 2,332 2,970 1,409 1,503 400 2,028 788											
2012	FTEs	1,382	1,370	1,518	1,728	1,895	1,900	2,097	2,938	1,789	1,388	1,148	1,291	1,704	3.4%	1,423 1,841 2,275 1,276 1,530 1,952 2,438 1,354 1,562 2,014 2,469 1,367 1,651 1,975 2,493 1,395 1,609 2,053 2,459 1,324 1,636 2,165 2,570 1,352 1,708 2,300 2,886 1,420 1,785 2,332 2,970 1,409 1,503 400 2,028 788											
2013	FTEs	1,429	1,478	1,682	1,765	2,160	1,932	2,255	3,241	1,817	1,437	1,220	1,405	1,818	6.7%	1,530 1,952 2,438 1,354 1,562 2,014 2,469 1,367 1,651 1,975 2,493 1,395 1,609 2,053 2,459 1,324 1,636 2,165 2,570 1,352 1,708 2,300 2,886 1,420 1,785 2,332 2,970 1,409 1,503 400 2,028 788											
2014	FTEs	1,398	1,468	1,820	1,880	2,191	1,970	2,299	3,246	1,864	1,470	1,235	1,398	1,853	1.9%	1,562 2,014 2,469 1,367 1,651 1,975 2,493 1,395 1,609 2,053 2,459 1,324 1,636 2,165 2,570 1,352 1,708 2,300 2,886 1,420 1,785 2,332 2,970 1,409 1,503 400 2,028 788											
2015	FTEs	1,510	1,582	1,862	1,814	2,177	1,935	2,205	3,386	1,888	1,552	1,234	1,400	1,879	1.4%	1,651 1,975 2,493 1,395 1,609 2,053 2,459 1,324 1,636 2,165 2,570 1,352 1,708 2,300 2,886 1,420 1,785 2,332 2,970 1,409 1,503 400 2,028 788											
2016	FTEs	1,433	1,506	1,887	1,823	2,294	2,043	2,142	3,439	1,794	1,459	1,144	1,370	1,861	-0.9%	1,609 2,053 2,459 1,324 1,636 2,165 2,570 1,352 1,708 2,300 2,886 1,420 1,785 2,332 2,970 1,409 1,503 400 2,028 788											
2017	FTEs	1,464	1,530	1,914	1,927	2,435	2,134	2,267	3,578	1,867	1,471	1,156	1,429	1,931	3.7%	1,636 2,165 2,570 1,352 1,708 2,300 2,886 1,420 1,785 2,332 2,970 1,409 1,503 400 2,028 788											
2018	FTEs	1,545	1,586	1,994	2,028	2,624	2,249	2,521	4,145	1,991	1,555	1,215	1,489	2,079	7.6%	1,708 2,300 2,886 1,420 1,785 2,332 2,970 1,409 1,503 400 2,028 788											
2019	FTEs	1,591	1,695	2,070	2,021	2,658	2,317	2,594	4,303	2,013	1,555	1,197	1,475	2,124	2.2%	1,785 2,332 2,970 1,409 1,503 400 2,028 788											
2020	FTEs	1,660	1,597	1,250	249	443	509	1,290	3,056	1,740	1,214	465	684	1,180	-44.5%	1,503 400 2,028 788											
EMPLOYMENT														TOTAL													
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employment (FTEs) and Share of Total (%)												
Total	FTEs	1,643	1,616	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180	2,500 2,000 1,500 1,000 500 0	120.0% 100.0% 80.0% 60.0% 40.0% 20.0% 0.0%												
Total Employment	FTEs	1,643	1,616	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180		100.0% 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%	100.0%	100.0%	100.0%	100.0%		80.0% 60.0% 40.0% 20.0% 0.0%												
Annual Change in Share	%														40.0% 20.0% 0.0%												
Change in Share from 2009	%														20.0% 0.0%												
Avg Ann. Change in Share	%														0.0%												

The chart displays two data series over 12 years. The orange bars represent 'Total FTEs', which show significant fluctuations, peaking around 2014-2015 and dropping sharply in 2020. The black dashed line represents the 'Share of Total', which remains relatively stable at approximately 100% throughout the period.

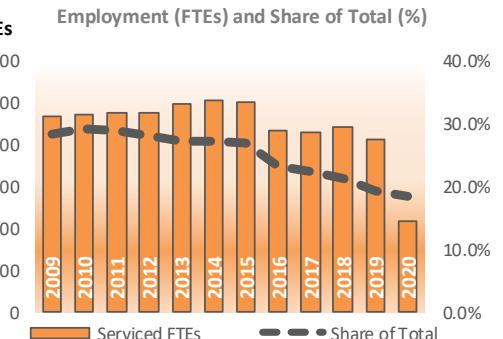
## STEAM FINAL TREND REPORT FOR 2009-2020

NORTH KESTEVEN DISTRICT COUNCIL

2009 to 2020												SERVICED		DIRECT EMPLOYMENT								
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION																				
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			-17.2%	-80.4%	-46.6%	-66.7%			
% Change 2009 to 2020		-7.0%	-7.7%	-35.8%	-81.8%	-78.5%	-80.8%	-57.7%	-40.0%	-42.1%	-42.9%	-75.5%	-81.4%	-53.4%		-8.7%	-77.7%	-40.6%	-61.0%			
% Change 2019 to 2020		4.0%	-0.8%	-28.5%	-78.8%	-76.0%	-78.6%	-52.3%	-35.7%	-34.0%	-34.3%	-72.2%	-77.0%	-47.3%		-1.6%	-7.3%	-4.2%	-6.1%			
Average Annual Change		-0.6%	-0.7%	-3.3%	-7.4%	-7.1%	-7.3%	-5.2%	-3.6%	-3.8%	-3.9%	-6.9%	-7.4%	-4.9%								
2009 FTEs		410	441	448	471	478	465	488	479	496	470	449	495	466		433	471	488	471			
2010 FTEs		434	481	465	466	472	465	487	493	513	476	458	466	473	Annual Change		460	468	498	467		
2011 FTEs		441	490	476	471	470	466	486	492	501	473	457	472	475			469	469	493	467		
2012 FTEs		431	486	479	469	470	475	486	499	518	473	466	470	477			465	471	501	470		
2013 FTEs		445	514	515	470	491	489	511	522	517	479	489	500	495	3.9%	492	483	517	489			
2014 FTEs		455	513	514	488	500	492	525	529	553	498	494	508	506	494	493	536	500				
2015 FTEs		459	515	506	482	498	501	525	539	540	498	481	495	503	493	494	534	492				
2016 FTEs		386	443	438	423	432	431	458	468	467	428	417	431	435	-13.5%	423	428	464	425			
2017 FTEs		383	430	423	424	443	433	451	463	460	423	412	423	431	412	433	458	420				
2018 FTEs		394	443	433	435	459	448	463	480	470	438	425	436	444	3.0%	423	447	471	433			
2019 FTEs		367	410	402	403	428	417	432	447	434	408	396	401	412	-7.1%	393	416	438	402			
2020 FTEs		381	407	288	86	103	89	206	288	287	268	110	92	217	-47.3%	359	93	260	157			
EMPLOYMENT														SERVICED ACCOMMODATION								
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employment (FTEs) and Share of Total (%)							
Serviced FTEs		466	473	475	477	495	506	503	435	431	444	412	217									
Total Employment FTEs		1,643	1,616	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180									
Share of Total %		28.4%	29.3%	28.8%	28.0%	27.2%	27.3%	26.8%	23.4%	22.3%	21.3%	19.4%	18.4%									
Annual Change in Share %		3.3%	-1.6%	-2.9%	-2.7%	0.2%	-1.8%	-12.7%	-4.6%	-4.3%	-9.1%	-5.2%										
Change in Share from 2009 %		3.3%	1.6%	-1.3%	-3.9%	-3.7%	-5.5%	-17.5%	-21.3%	-24.7%	-31.5%	-35.1%										
Avg Ann. Change in Share %		3.3%	0.8%	-0.4%	-1.0%	-0.7%	-0.9%	-2.5%	-2.7%	-2.7%	-3.2%	-3.2%										

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

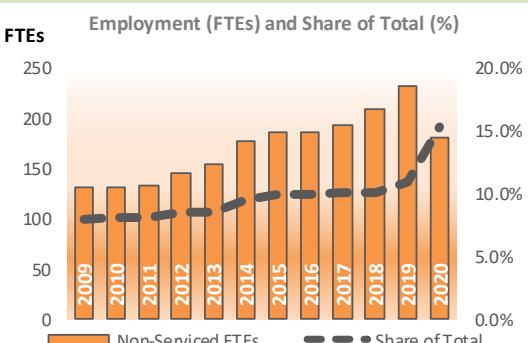
Report Prepared by: Aimee Towle Date of Issue: 20/07/21



## STEAM FINAL TREND REPORT FOR 2009-2020

NORTH KESTEVEN DISTRICT COUNCIL

2009 to 2020												NON-SERVICED		DIRECT EMPLOYMENT											
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER									
KEY		NON-SERVICED ACCOMMODATION																							
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change										
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2		Q3		Q4			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		77.2%		-58.4%		94.3%		52.2%			
% Change 2009 to 2020		94.2%	97.9%	46.8%	-66.3%	-57.2%	-53.3%	41.7%	94.1%	149.4%	89.4%	10.3%	43.4%	37.7%	1.9%		-76.1%		7.6%		-14.2%				
% Change 2019 to 2020		6.7%	8.1%	-8.1%	-80.0%	-75.3%	-74.0%	-18.0%	7.7%	32.1%	15.7%	-42.3%	-21.3%	-22.1%	7.0%		-5.3%		8.6%		4.7%				
Average Annual Change		8.6%	8.9%	4.3%	-6.0%	-5.2%	-4.8%	3.8%	8.6%	13.6%	8.1%	0.9%	3.9%	3.4%											
2009 FTEs		83	86	105	131	176	162	171	192	163	123	91	87	131	92		156		175		100				
2010 FTEs		77	84	104	127	171	180	169	195	177	121	90	84	132	0.5%		88		159		180		98		
2011 FTEs		79	82	106	132	179	181	168	188	176	124	94	84	133	0.9%		89		164		177		100		
2012 FTEs		92	95	121	147	188	192	180	203	188	139	107	98	146	9.9%		103		176		190		115		
2013 FTEs		100	102	131	153	197	198	192	216	197	148	116	106	155	6.1%		111		183		202		124		
2014 FTEs		106	109	143	171	230	232	225	263	237	163	127	113	177	14.1%		119		211		241		135		
2015 FTEs		130	135	147	175	233	233	226	266	239	166	147	134	186	5.3%		137		214		244		149		
2016 FTEs		125	129	142	170	236	237	230	277	248	162	143	129	186	-0.1%		132		214		252		145		
2017 FTEs		128	134	142	177	250	245	244	289	269	167	146	133	194	4.3%		135		224		267		148		
2018 FTEs		135	142	151	192	276	271	264	320	290	181	155	141	210	8.4%		143		246		291		159		
2019 FTEs		152	158	168	221	304	291	295	345	308	202	175	158	231	10.3%		159		272		316		178		
2020 FTEs		162	170	155	44	75	76	242	372	407	234	101	124	180	-22.1%		162		65		340		153		
EMPLOYMENT														NON-SERVICED ACCOMMODATION											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Employment (FTEs) and Share of Total (%)											
Non-Serviced FTEs		131	132	133	146	155	177	186	186	194	210	231	180	FTEs					20.0%						
Total Employment FTEs		1,643	1,616	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180	Share of Total					10.0%						
Share of Total %		8.0%	8.1%	8.1%	8.6%	8.5%	9.5%	9.9%	10.0%	10.0%	10.1%	10.9%	15.3%						5.0%						
Annual Change in Share %		2.2%	-1.0%	6.2%	-0.6%	12.0%	3.9%	0.8%	0.5%	0.7%	7.9%	40.2%						0.0%							
Change in Share from 2009 %		2.2%	1.2%	7.5%	6.8%	19.6%	24.2%	25.3%	25.9%	26.7%	36.8%	91.7%													
Avg Ann. Change in Share %		2.2%	0.6%	2.5%	1.7%	3.9%	4.0%	3.6%	3.2%	3.0%	3.7%	8.3%													



## STEAM FINAL TREND REPORT FOR 2009-2020

NORTH KESTEVEN DISTRICT COUNCIL

2009 to 2020												SFR		DIRECT EMPLOYMENT											
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER									
KEY		SFR																							
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												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												
% Change 2009 to 2020		35.1%	13.3%	-36.9%	-93.3%	-91.0%	-90.6%	-29.7%	13.5%	45.4%	0.8%	-83.5%	-65.4%	-33.9%											
% Change 2019 to 2020		15.2%	-2.6%	-47.1%	-94.4%	-92.7%	-92.5%	-42.0%	-8.8%	15.8%	-13.8%	-86.2%	-65.1%	-43.7%											
Average Annual Change		3.2%	1.2%	-3.4%	-8.5%	-8.3%	-8.2%	-2.7%	1.2%	4.1%	0.1%	-7.6%	-5.9%	-3.1%											
Annual Change																									
2009	FTEs	268	104	111	263	175	129	213	209	123	114	93	321	177	161	189	182	176							
2010	FTEs	271	113	113	254	169	133	209	209	128	113	93	286	174	-1.5%	166	185	182	164						
2011	FTEs	291	119	121	266	175	136	213	211	128	116	96	297	181	3.8%	177	193	184	170						
2012	FTEs	292	119	127	274	178	141	218	219	134	120	102	306	186	2.8%	179	198	191	176						
2013	FTEs	306	131	139	276	186	144	229	229	135	123	109	333	195	4.8%	192	202	198	188						
2014	FTEs	302	124	132	277	186	143	230	231	141	123	106	323	193	-0.9%	186	202	201	184						
2015	FTEs	294	116	130	276	187	146	232	235	140	124	101	299	190	-1.6%	180	203	203	175						
2016	FTEs	286	114	129	279	190	148	236	239	143	123	102	298	191	0.3%	176	206	206	174						
2017	FTEs	300	117	130	294	203	155	247	248	152	128	105	310	199	4.4%	182	218	216	181						
2018	FTEs	308	121	132	301	212	162	254	258	155	132	109	319	205	3.0%	187	225	222	186						
2019	FTEs	314	120	133	310	215	162	259	259	154	134	111	318	208	1.2%	189	229	224	188						
2020	FTEs	362	117	70	18	16	12	150	237	179	115	15	111	117	-43.7%	183	15	189	81						
EMPLOYMENT														SFR											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Employment (FTEs) and Share of Total (%)											
SFR	FTEs	177	174	181	186	195	193	190	191	199	205	208	117	FTEs											
Total Employment	FTEs	1,643	1,616	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180	Share of Total											
Share of Total	%	10.8%	10.8%	11.0%	10.9%	10.7%	10.4%	10.1%	10.2%	10.3%	9.9%	9.8%	9.9%	Employment (FTEs)											
Annual Change in Share	%													2009											
Change in Share from 2009	%													2010											
Avg Ann. Change in Share	%													2011											
														2012											
														2013											
														2014											
														2015											
														2016											
														2017											
														2018											
														2019											
														2020											

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21

## STEAM FINAL TREND REPORT FOR 2009-2020

NORTH KESTEVEN DISTRICT COUNCIL

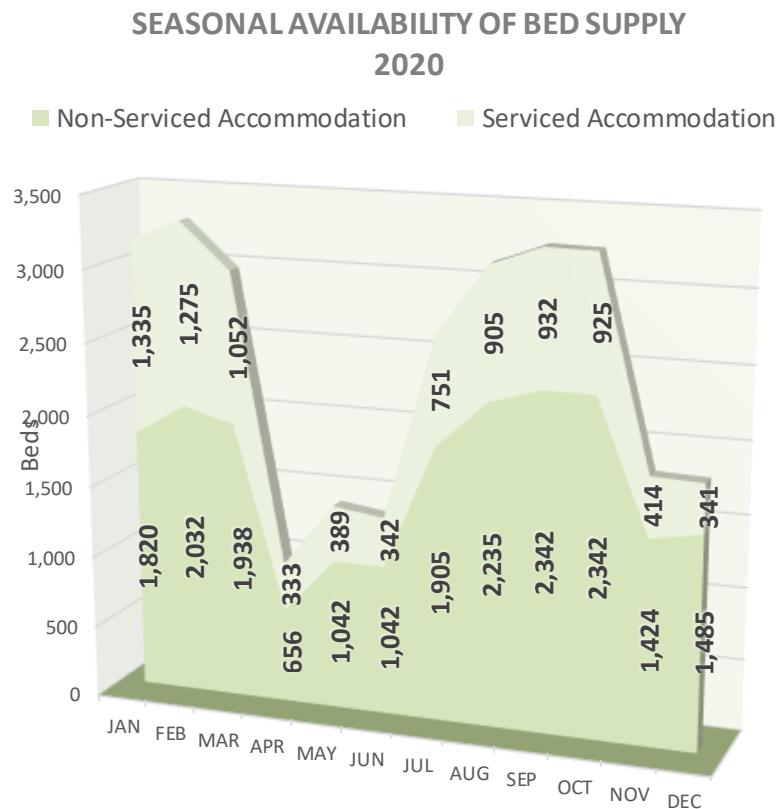
2009 to 2020												STAYING VISITOR		DIRECT EMPLOYMENT									
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER							
KEY		STAYING VISITOR																					
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change								
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2		Q3		Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		2.7%		-78.8%		-6.5%		-47.8%	
% Change 2009 to 2020		18.9%	10.1%	-22.9%	-83.0%	-76.6%	-76.6%	-31.4%	1.9%	11.6%	-12.8%	-64.3%	-63.7%	-33.5%	-5.0%		-81.2%		-19.3%		-49.2%		
% Change 2019 to 2020		8.8%	0.9%	-27.1%	-84.2%	-79.5%	-79.6%	-39.3%	-14.8%	-2.7%	-17.0%	-66.8%	-62.7%	-39.6%	0.2%		-7.2%		-0.6%		-4.3%		
Average Annual Change		1.7%	0.9%	-2.1%	-7.5%	-7.0%	-7.0%	-2.9%	0.2%	1.1%	-1.2%	-5.8%	-5.8%	-3.0%									
2009 FTEs		761	631	665	865	828	757	872	879	782	708	633	903	774	686		817		844		748		
2010 FTEs		782	678	682	847	813	777	865	897	818	709	641	836	779	714		812		860		729		
2011 FTEs		811	692	703	870	824	783	868	890	805	712	647	853	788	735		826		855		737		
2012 FTEs		815	700	727	890	837	808	885	921	840	732	676	873	809	747		845		882		760		
2013 FTEs		852	747	785	899	873	831	932	967	850	750	714	939	845	795		868		916		801		
2014 FTEs		863	746	788	936	917	867	980	1,023	931	784	726	944	876	799		907		978		818		
2015 FTEs		883	766	784	932	919	881	984	1,039	919	788	729	929	879	811		911		981		815		
2016 FTEs		798	687	709	872	858	816	924	985	858	712	663	858	812	731		849		922		744		
2017 FTEs		811	681	695	895	897	833	942	999	882	718	664	865	823	729		875		941		749		
2018 FTEs		838	706	716	928	947	880	980	1,058	916	750	689	896	859	753		918		985		778		
2019 FTEs		832	689	703	934	946	871	986	1,052	897	744	682	878	851	741		917		978		768		
2020 FTEs		905	695	512	147	194	177	598	896	873	617	226	328	514	704		173		789		390		
EMPLOYMENT														STAYING VISITOR									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs		Employment (FTEs) and Share of Total (%)							
Staying Visitor		1,059	1,057	1,074	1,104	1,164	1,201	1,210	1,154	1,187	1,252	1,260	729	1,500		80.0%							
Total Employment		1,643	1,616	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,000		60.0%							
Share of Total		64.4%	65.4%	65.2%	64.8%	64.0%	64.8%	64.4%	62.0%	61.5%	60.2%	59.3%	61.8%	500		40.0%							
Annual Change in Share		1.5%	-0.3%	-0.6%	-1.3%	1.2%	-0.6%	-3.7%	-0.9%	-2.0%	-1.5%	4.1%	0		20.0%								
Change in Share from 2009		1.5%	1.2%	0.6%	-0.7%	0.5%	-0.1%	-3.8%	-4.6%	-6.5%	-7.9%	-4.1%	80.9%		60.0%								
Avg Ann. Change in Share		1.5%	0.6%	0.2%	-0.2%	0.1%	0.0%	-0.5%	-0.6%	-0.7%	-0.8%	-0.4%	70.0%		40.0%								

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020		DAY VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER				
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2009 to 2020		51.1%	55.1%	25.4%	-87.0%	-75.7%	-62.8%	-42.1%	2.2%	-13.8%	-15.9%	-41.0%	-19.1%	-22.8%		43.0%	-74.5%	-13.2%	-23.9%	
% Change 2019 to 2020		-3.4%	-11.1%	-45.7%	-90.0%	-84.6%	-75.2%	-58.3%	-34.8%	-27.0%	-27.2%	-45.9%	-31.1%	-47.8%		-25.0%	-82.7%	-39.6%	-33.3%	
Average Annual Change		4.6%	5.0%	2.3%	-7.9%	-6.9%	-5.7%	-3.8%	0.2%	-1.3%	-1.4%	-3.7%	-1.7%	-2.1%		3.9%	-6.8%	-1.2%	-2.2%	
2009	FTEs	309	401	422	545	746	662	777	1,481	618	462	295	294	584		377	651	959	350	
2010	FTEs	287	394	408	534	759	741	703	1,347	572	443	285	235	559	-4.3%	363	678	874	321	
2011	FTEs	328	423	462	595	748	682	742	1,305	609	453	296	236	573	2.5%	404	675	885	328	
2012	FTEs	351	450	540	542	722	753	818	1,426	633	435	305	220	599	4.6%	447	672	959	320	
2013	FTEs	354	488	612	565	892	758	894	1,615	649	459	324	245	655	9.2%	485	738	1,053	343	
2014	FTEs	321	485	717	618	874	754	880	1,563	604	451	326	236	652	-0.3%	508	749	1,016	338	
2015	FTEs	390	556	754	571	861	712	803	1,653	634	510	325	257	669	2.5%	567	715	1,030	364	
2016	FTEs	401	560	832	623	995	843	799	1,732	607	497	306	288	707	5.7%	598	820	1,046	364	
2017	FTEs	408	580	863	673	1,057	891	875	1,822	632	496	309	322	744	5.3%	617	874	1,110	376	
2018	FTEs	447	602	907	723	1,156	936	1,037	2,203	699	532	334	342	827	11.1%	652	938	1,313	403	
2019	FTEs	484	699	974	706	1,178	994	1,079	2,324	730	534	321	345	864	4.5%	719	959	1,378	400	
2020	FTEs	467	622	529	71	181	246	450	1,514	533	388	174	238	451	-47.8%	539	166	832	267	
EMPLOYMENT														DAY VISITOR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employment (FTEs) and Share of Total (%)					
Day Visitor	FTEs	584	559	573	599	655	652	669	707	744	827	864	451		1,000	50.0%				
Total Employment	FTEs	1,643	1,616	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180		1,000	50.0%				
Share of Total	%	35.6%	34.6%	34.8%	35.2%	36.0%	35.2%	35.6%	38.0%	38.5%	39.8%	40.7%	38.2%		1,000	50.0%				
Annual Change in Share	%	-2.7%	0.6%	1.1%	2.3%	-2.2%	1.1%	6.7%	1.5%	3.2%	2.3%	-6.0%			1,000	50.0%				
Change in Share from 2009	%	-2.7%	-2.1%	-1.1%	1.2%	-1.0%	0.1%	6.8%	8.4%	11.8%	14.4%	7.5%	0.7%		1,000	50.0%				
Avg Ann. Change in Share	%	-2.7%	-1.1%	-0.4%	0.3%	-0.2%	0.0%	1.0%	1.0%	1.3%	1.4%	0.7%			1,000	50.0%				
														Day Visitor FTEs	0	10.0%	20.0%	30.0%	40.0%	50.0%

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL							2020	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE				
SERVICED ACCOMMODATION	2020		Change on 2019		Change on 2009		2020	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE				
	Est.	Beds	Est.	Beds	Est.	Beds							
Serviced Accommodation Total	67	1,335	+3	+31	-21	-145							
+50 Room	3	456	-0	-1	+1	+103							
11-50 Room	9	461	-0	-1	-4	-189							
<10 Room	55	417	+3	+32	-18	-60							
NON-SERVICED ACCOMMODATION	2020		Change on 2019		Change on 2009		2020	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE				
	Est.	Beds	Est.	Beds	Est.	Beds							
Non-Serviced Accommodation Total	85	2,344	+9	+401	+29	+1,343							
Self catering	51	468	-1	+16	+11	+236							
Static caravans/chalets	0	337	0	+112	0	+249							
Touring caravans/camping	34	1,539	+10	+273	+18	+858							
Youth Hostels	0	0	0	0	0	0							
DISTRIBUTION BY TYPE OF ACCOMMODATION	2020		Change on 2019		Change on 2009		2020	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE				
	Est.	Beds	Est.	Beds	Est.	Beds							
All Paid Accommodation Total	153	3,679	+13	+432	+9	+1,198							
Serviced Accommodation Share of Total	44%	36%											
Non-Serviced Accommodation Share of Total	56%	64%											
SEASONAL AVAILABILITY OF BED SUPPLY		2020											
2020		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total		3,155	3,307	2,991	989	1,431	1,384	2,656	3,141	3,274	3,267	1,839	1,826
Serviced Accommodation		1,335	1,275	1,052	333	389	342	751	905	932	925	414	341
Non-Serviced Accommodation		1,820	2,032	1,938	656	1,042	1,042	1,905	2,235	2,342	2,342	1,424	1,485



## Report Sections With Historic Financial Data Indexed to 2020 Prices

**Sections:**  
*Comparative Headlines*  
*Key Measures*  
*Economic Impact*  
*Sectoral Analysis*

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

**Indexation:** Indexation to: 2020

<b>2009</b>	<b>1.38</b>
<b>2010</b>	<b>1.33</b>
<b>2011</b>	<b>1.27</b>
<b>2012</b>	<b>1.22</b>
<b>2013</b>	<b>1.18</b>
<b>2014</b>	<b>1.15</b>
<b>2015</b>	<b>1.14</b>
<b>2016</b>	<b>1.12</b>
<b>2017</b>	<b>1.09</b>
<b>2018</b>	<b>1.05</b>
<b>2019</b>	<b>1.03</b>
<b>2020</b>	<b>1.00</b>

## STEAM FINAL TREND REPORT FOR 2009-2020

NORTH KESTEVEN DISTRICT COUNCIL

Comparing 2020 and 2019

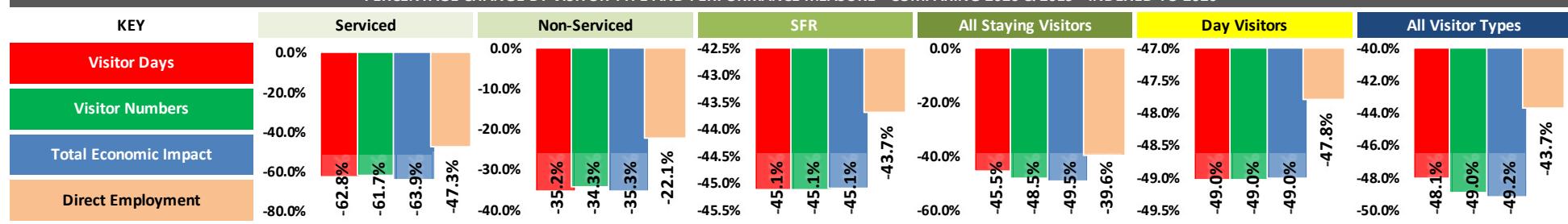
2019 in 2020 prices (1.027)

COMPARATIVE HEADLINES

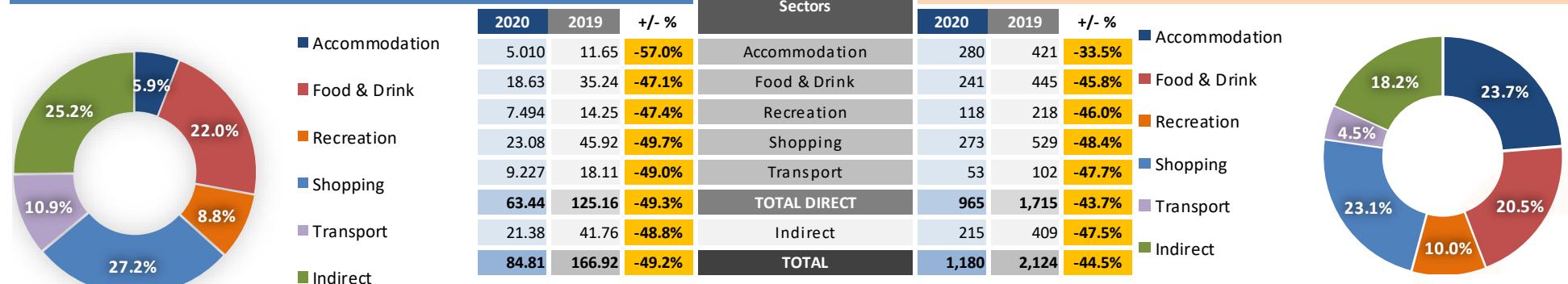
## KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 &amp; 2019 - INDEXED TO 2020

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types				
	An increase of 3% or more			Less than 3% change			A Fall of 3% or more			Serviced			Non-Serviced			Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types	
	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %		
Visitor Days	M	0.068	0.182	-62.8%	0.187	0.289	-35.2%	0.253	0.461	-45.1%	0.507	0.931	-45.5%	1.309	2.568	-49.0%	1.817	3.500	-48.1%							
Visitor Numbers	M	0.036	0.093	-61.7%	0.027	0.042	-34.3%	0.106	0.194	-45.1%	0.169	0.328	-48.5%	1.309	2.568	-49.0%	1.479	2.897	-49.0%							
Direct Expenditure	£M																						63.44	125.16	-49.3%	
Economic Impact	£M	8.489	23.51	-63.9%	10.68	16.52	-35.3%	13.33	24.29	-45.1%	32.51	64.33	-49.5%	52.31	102.59	-49.0%	84.81	166.92	-49.2%							
Direct Employment	FTEs	217	412	-47.3%	180	231	-22.1%	117	208	-43.7%	514	851	-39.6%	451	864	-47.8%	965	1,715	-43.7%							
Total Employment	FTEs																						1,180	2,124	-44.5%	

## PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 &amp; 2019 - INDEXED TO 2020

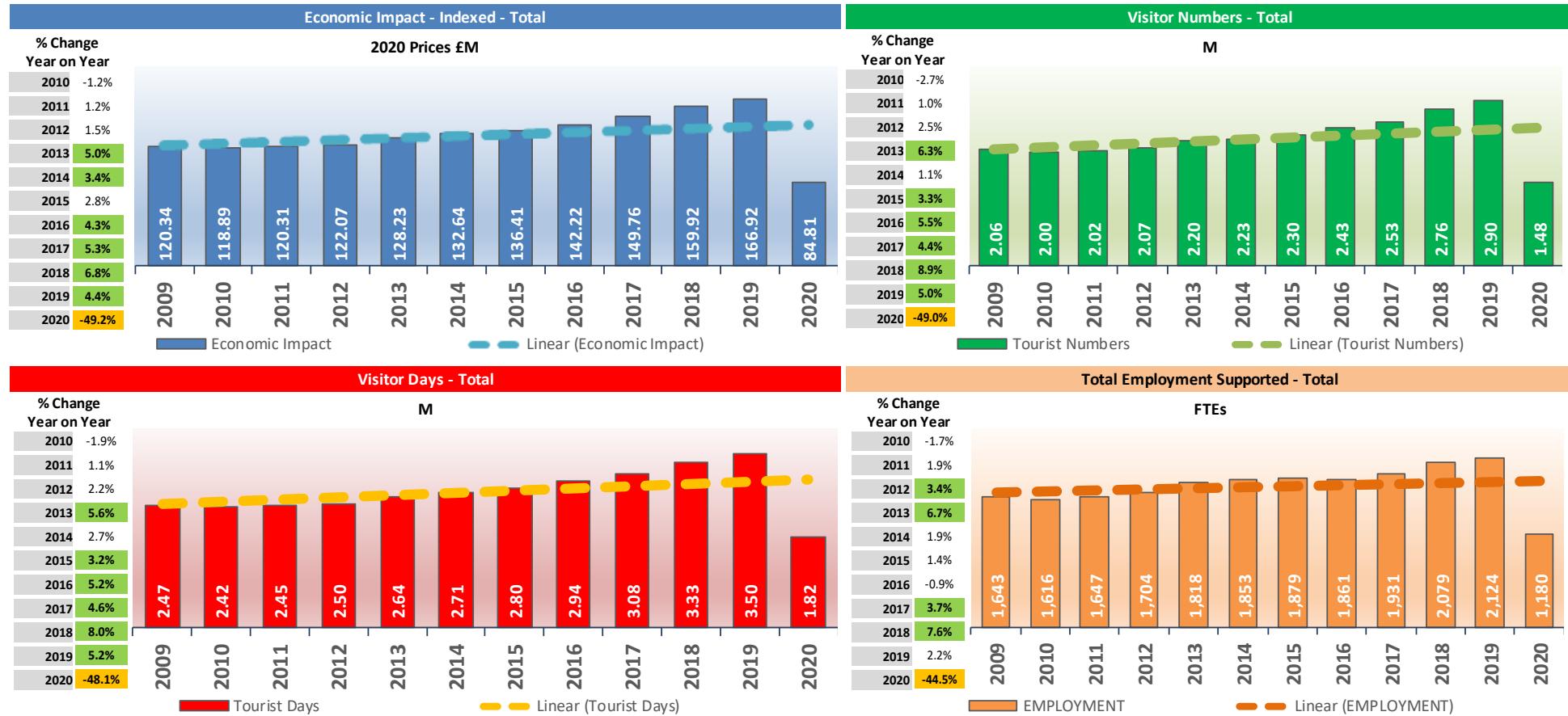


## Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2020



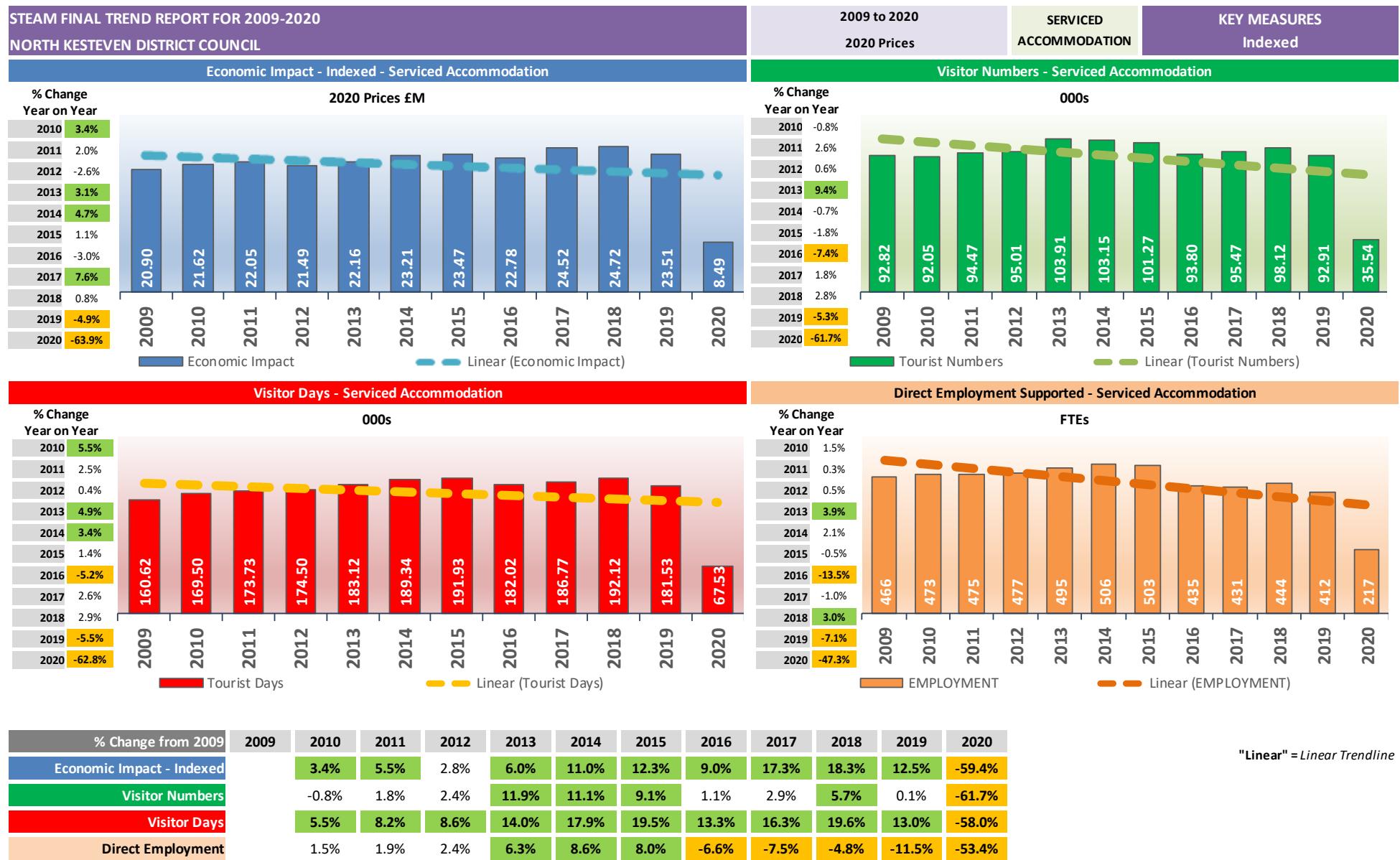
## STEAM FINAL TREND REPORT FOR 2009-2020

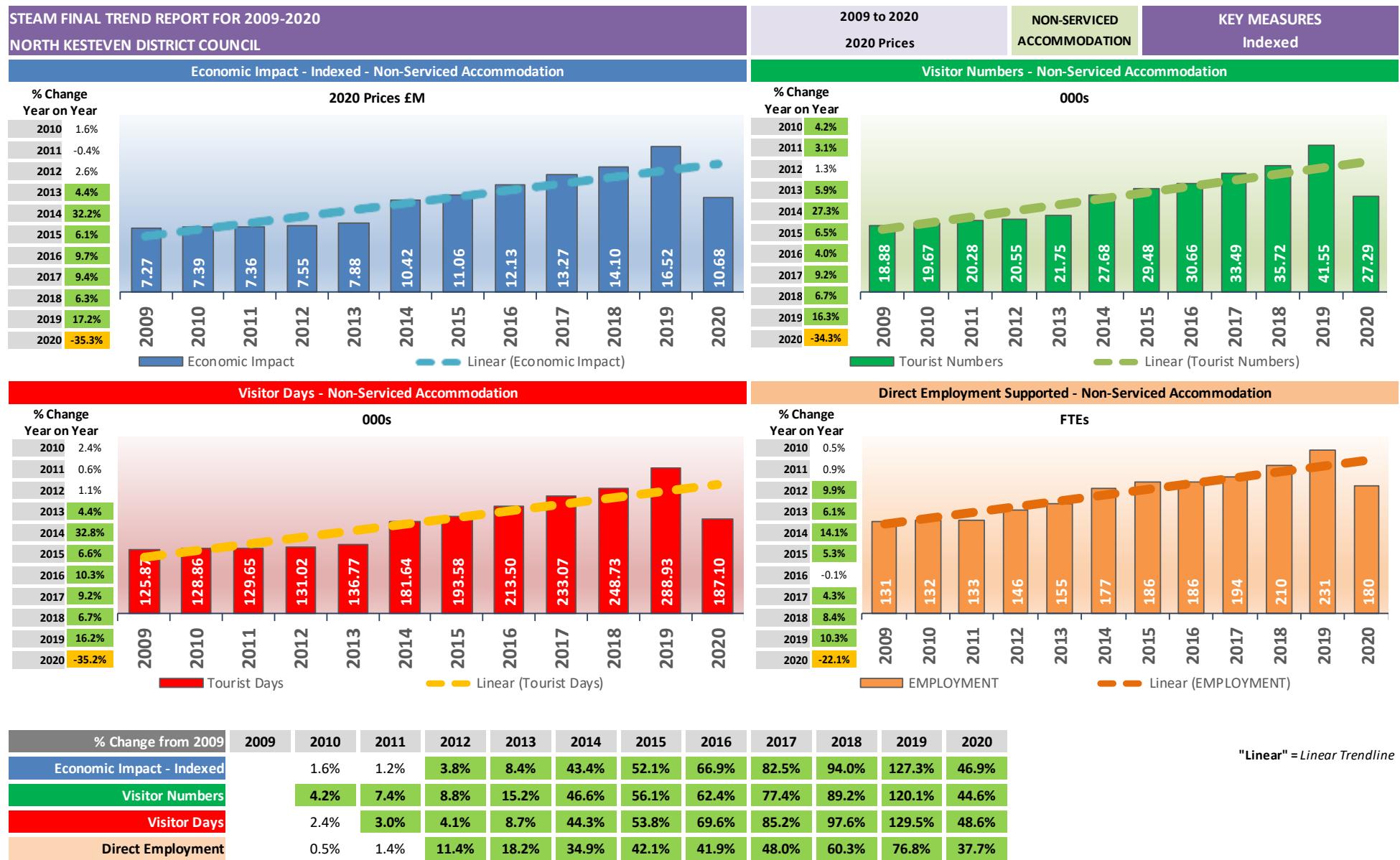
NORTH KESTEVEN DISTRICT COUNCIL



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed	-1.2%	0.0%	1.4%	6.6%	10.2%	13.4%	18.2%	24.4%	32.9%	38.7%	-29.5%	
Visitor Numbers	-2.7%	-1.7%	0.7%	7.1%	8.2%	11.8%	17.9%	23.1%	34.1%	40.8%	-28.2%	
Visitor Days	-1.9%	-0.7%	1.5%	7.2%	10.0%	13.6%	19.4%	25.0%	35.0%	41.9%	-26.3%	
Total Employment	-1.7%	0.2%	3.7%	10.7%	12.8%	14.3%	13.3%	17.5%	26.5%	29.3%	-28.2%	

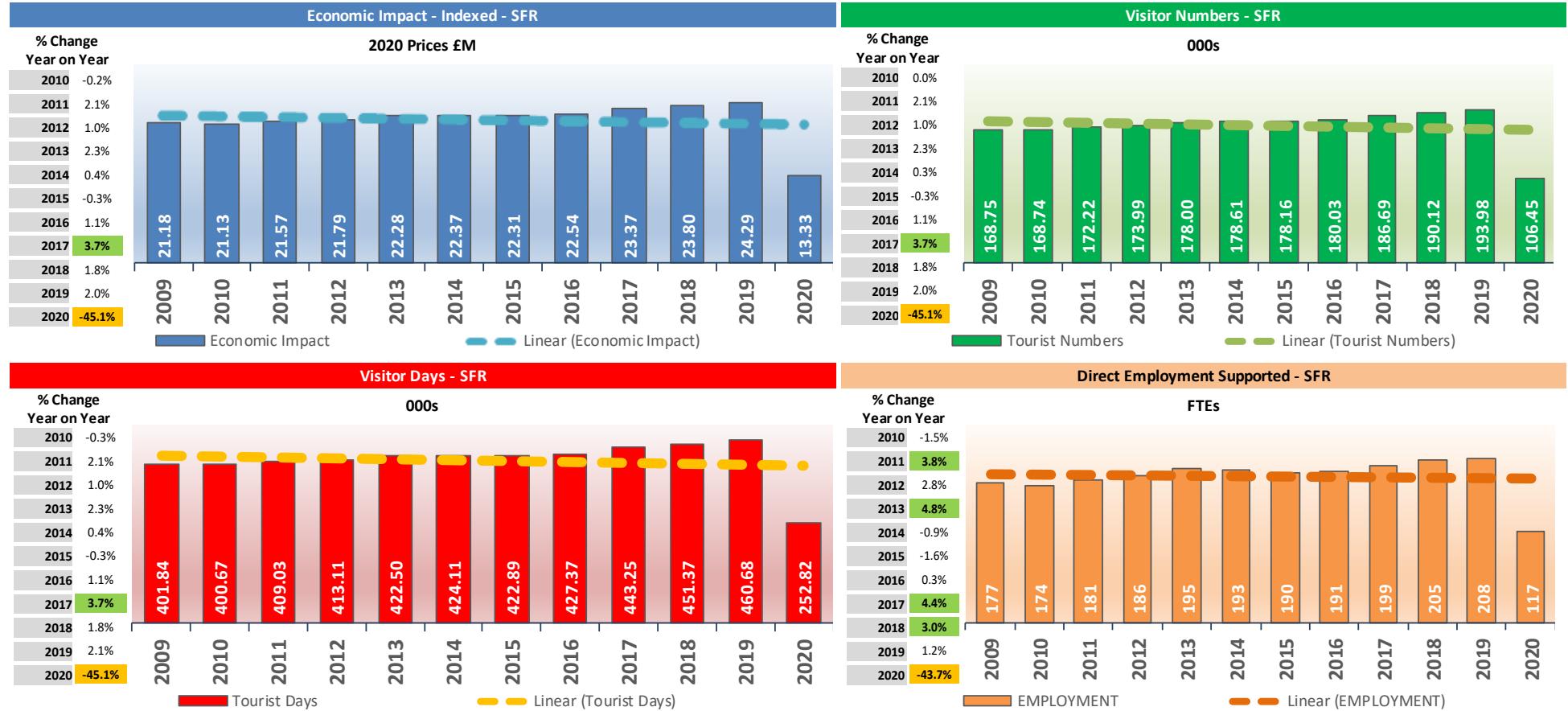
"Linear" = Linear Trendline





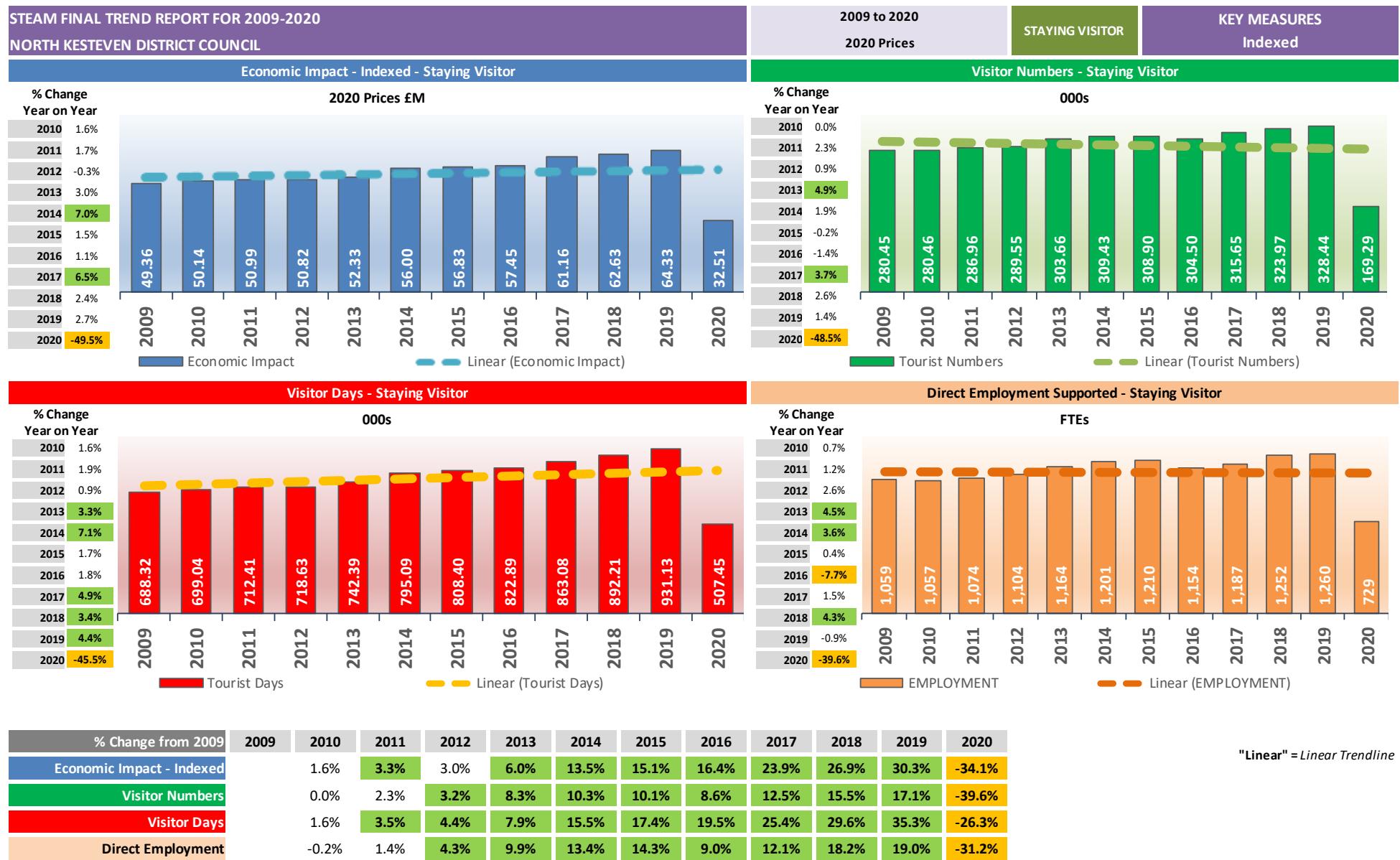
## STEAM FINAL TREND REPORT FOR 2009-2020

NORTH KESTEVEN DISTRICT COUNCIL



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Economic Impact - Indexed</b>	-0.2%	1.8%	2.8%	5.2%	5.6%	5.3%	6.4%	10.3%	12.4%	14.7%	-37.1%	
<b>Visitor Numbers</b>	0.0%	2.1%	3.1%	5.5%	5.8%	5.6%	6.7%	10.6%	12.7%	15.0%	-36.9%	
<b>Visitor Days</b>	-0.3%	1.8%	2.8%	5.1%	5.5%	5.2%	6.4%	10.3%	12.3%	14.6%	-37.1%	
<b>Direct Employment</b>	-1.5%	2.3%	5.1%	10.2%	9.2%	7.5%	7.8%	12.6%	16.0%	17.3%	-33.9%	

"Linear" = Linear Trendline



STEAM FINAL TREND REPORT FOR 2009-2020

NORTH KESTEVEN DISTRICT COUNCIL

2009 to 2020

2020 Prices

## **DAY VISITOR**

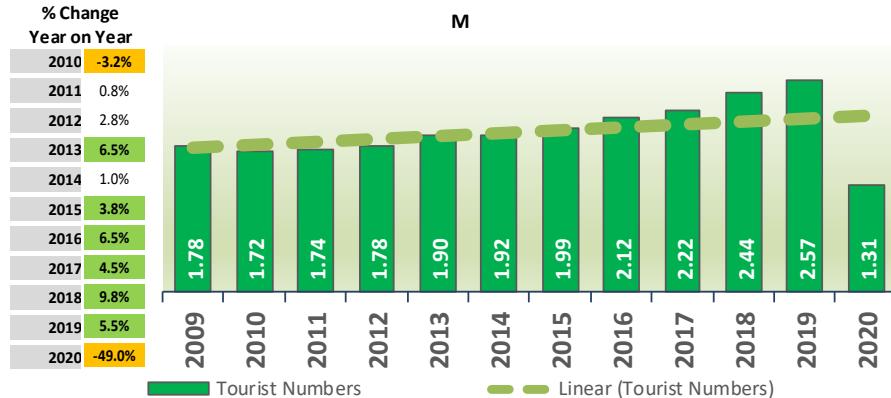
KEY MEASURES

Indexed

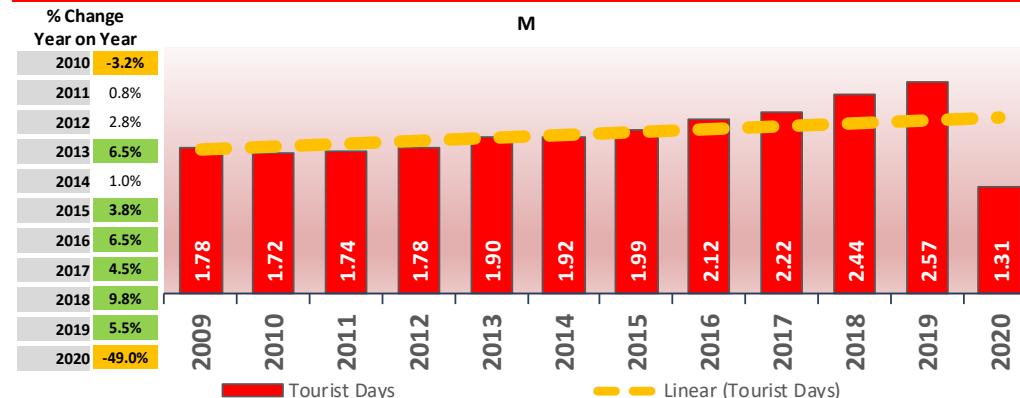
## Economic Impact - Indexed - Day Visitor



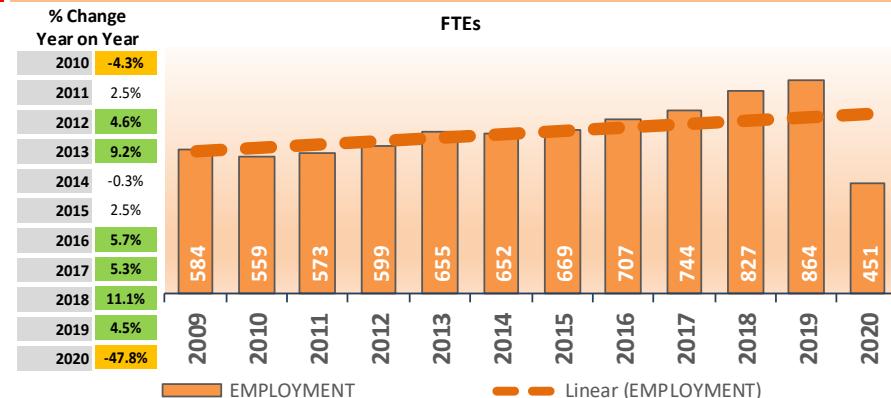
#### **Visitor Numbers - Day Visitor**



### **Visitor Days - Day Visitor**



### **Direct Employment Supported - Day Visitor**



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-3.1%	-2.3%	0.4%	6.9%	8.0%	12.1%	19.4%	24.8%	37.1%	44.5%	-26.3%
Visitor Numbers		-3.2%	-2.4%	0.3%	6.9%	7.9%	12.1%	19.4%	24.8%	37.0%	44.5%	-26.3%
Visitor Days		-3.2%	-2.4%	0.3%	6.9%	7.9%	12.1%	19.4%	24.8%	37.0%	44.5%	-26.3%
Direct Employment		-4.3%	-1.9%	2.6%	12.0%	11.7%	14.5%	21.0%	27.4%	41.5%	47.9%	-22.8%

"Linear" = *Linear Trendline*

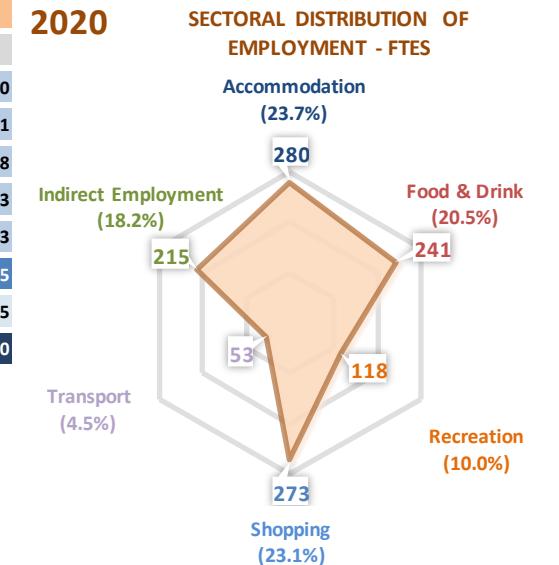
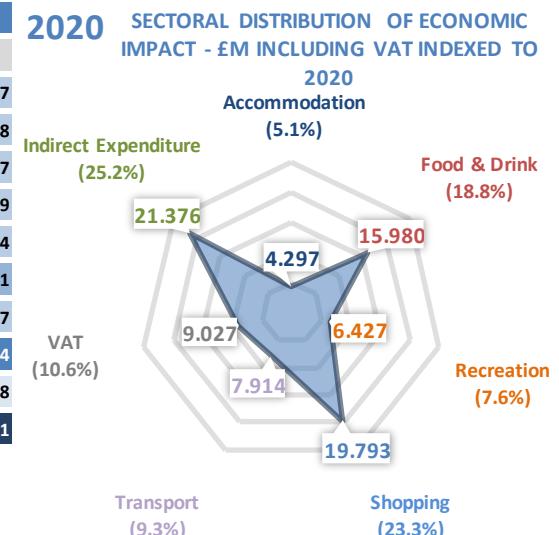
This report is copyright ©Global Tourism Solutions (UK) Ltd 2022

Report Prepared by: Aimee Towle. Date of Issue: 20/07/21

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020 2020 Prices		TOTAL	SECTORAL ANALYSIS Indexed	
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020												2020 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020				
SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020			
Accommodation	£M	7.985	7.859	7.762	7.459	7.574	8.298	8.404	8.582	9.690	9.634	9.704	4.297			
Food & Drink	£M	22.21	21.53	21.37	21.77	22.92	23.59	24.26	25.17	26.28	28.15	29.37	15.98			
Recreation	£M	8.937	8.671	8.603	8.762	9.226	9.505	9.783	10.16	10.62	11.40	11.87	6.427			
Shopping	£M	28.41	27.32	27.07	27.65	29.18	29.94	30.89	32.38	33.84	36.53	38.26	19.79			
Transport	£M	11.19	10.78	10.69	10.90	11.46	11.81	12.16	12.76	13.36	14.37	15.09	7.914			
Direct Revenue	£M	78.73	76.17	75.49	76.54	80.36	83.15	85.49	89.05	93.79	100.09	104.30	54.41			
VAT	£M	11.81	13.33	15.10	15.31	16.07	16.63	17.10	17.81	18.76	20.02	20.86	9.027			
Direct Expenditure	£M	90.54	89.50	90.59	91.85	96.43	99.78	102.59	106.86	112.54	120.10	125.16	63.44			
Indirect Expenditure	£M	29.80	29.39	29.72	30.22	31.79	32.86	33.82	35.35	37.21	39.82	41.76	21.38			
<b>TOTAL</b>	<b>£M</b>	<b>120.34</b>	<b>118.89</b>	<b>120.31</b>	<b>122.07</b>	<b>128.23</b>	<b>132.64</b>	<b>136.41</b>	<b>142.22</b>	<b>149.76</b>	<b>159.92</b>	<b>166.92</b>	<b>84.81</b>			

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES												2020 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES				
SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020			
Accommodation	FTEs	450	453	450	462	478	491	494	427	419	436	421	280			
Food & Drink	FTEs	315	309	318	330	356	361	367	378	397	430	445	241			
Recreation	FTEs	154	151	155	161	174	177	180	185	195	211	218	118			
Shopping	FTEs	368	357	367	382	413	418	426	443	466	509	529	273			
Transport	FTEs	71	69	71	74	79	81	82	86	90	98	102	53			
Direct Employment	FTEs	1,358	1,338	1,361	1,408	1,500	1,528	1,548	1,518	1,568	1,685	1,715	965			
Indirect Employment	FTEs	285	278	286	296	319	325	330	343	363	393	409	215			
<b>TOTAL</b>	<b>FTEs</b>	<b>1,643</b>	<b>1,616</b>	<b>1,647</b>	<b>1,704</b>	<b>1,818</b>	<b>1,853</b>	<b>1,879</b>	<b>1,861</b>	<b>1,931</b>	<b>2,079</b>	<b>2,124</b>	<b>1,180</b>			

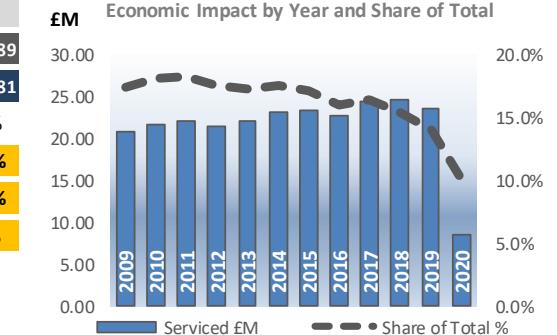


STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 2020 Prices		TOTAL		ECONOMIC IMPACT Indexed					
NORTH KESTEVEN DISTRICT COUNCIL																					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		TOTAL																			
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change	Q1	Q2	Q3	Q4	
% Change 2009 to 2020		46.7%	46.2%	0.9%	-89.7%	-81.1%	-72.7%	-41.5%	-0.4%	2.3%	-16.4%	-62.3%	-55.3%	-29.5%			30.8%	-81.2%	-12.2%	-42.9%	
% Change 2019 to 2020		5.1%	-8.2%	-46.8%	-91.8%	-87.3%	-81.3%	-55.7%	-33.7%	-18.5%	-29.4%	-68.7%	-56.5%	-49.2%			-19.9%	-86.6%	-36.8%	-49.5%	
Average Annual Change		4.2%	4.2%	0.1%	-8.2%	-7.4%	-6.6%	-3.8%	0.0%	0.2%	-1.5%	-5.7%	-5.0%	-2.7%			2.8%	-7.4%	-1.1%	-3.9%	
2009	£M	6.755	6.591	7.000	10.37	12.17	10.48	13.59	20.74	10.52	8.004	5.565	8.539	120.34			20.35	33.03	44.85	22.11	
2010	£M	6.844	7.224	7.140	10.12	12.17	11.58	12.78	19.82	10.60	7.872	5.600	7.126	118.89			21.21	33.88	43.21	20.60	
2011	£M	7.521	7.636	7.894	10.89	12.00	10.88	13.01	18.99	10.62	7.898	5.714	7.254	120.31			23.05	33.78	42.62	20.87	
2012	£M	7.482	7.668	8.628	10.20	11.49	11.54	13.53	20.07	10.93	7.629	5.885	7.007	122.07			23.78	33.23	44.54	20.52	
2013	£M	7.546	8.242	9.629	10.06	13.10	11.38	14.33	21.78	10.67	7.664	6.193	7.634	128.23			25.42	34.53	46.79	21.49	
2014	£M	7.334	8.156	10.69	11.04	13.48	11.76	14.88	22.10	11.29	8.000	6.301	7.613	132.64			26.18	36.27	48.27	21.91	
2015	£M	8.195	9.029	11.11	10.66	13.56	11.71	14.39	23.57	11.57	8.753	6.270	7.584	136.41			28.33	35.94	49.53	22.61	
2016	£M	8.158	9.032	11.93	11.39	15.11	13.16	14.54	24.68	11.48	8.633	6.165	7.954	142.22			29.12	39.66	50.69	22.75	
2017	£M	8.486	9.291	12.17	12.34	16.41	14.00	15.46	25.62	12.19	8.878	6.404	8.498	149.76			29.95	42.76	53.27	23.78	
2018	£M	8.883	9.490	12.50	12.82	17.54	14.60	17.05	29.51	12.84	9.289	6.665	8.738	159.92			30.87	44.96	59.40	24.69	
2019	£M	9.431	10.50	13.29	13.00	18.07	15.36	17.96	31.15	13.19	9.486	6.701	8.778	166.92			33.21	46.43	62.31	24.97	
2020	£M	9.912	9.636	7.065	1.064	2.296	2.865	7.950	20.65	10.76	6.695	2.099	3.820	84.81			26.61	6.226	39.36	12.61	
ECONOMIC IMPACT - INDEXED TO 2020														TOTAL							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total						
Total	£M	120.34	118.89	120.31	122.07	128.23	132.64	136.41	142.22	149.76	159.92	166.92	84.81	200.00							
All Visitor Types	£M	120.34	118.89	120.31	122.07	128.23	132.64	136.41	142.22	149.76	159.92	166.92	84.81	120.0%							
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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	%																				

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21

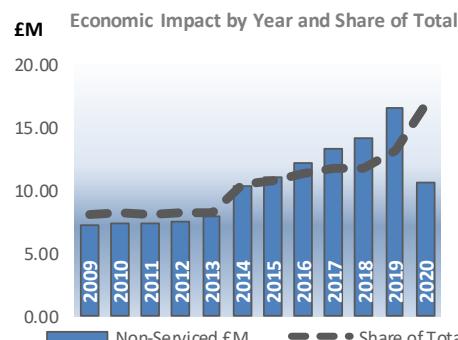
STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed					
NORTH KESTEVEN DISTRICT COUNCIL												2020 Prices									
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																			
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1 Q2 Q3 Q4					
% Change 2009 to 2020		55.6%	45.3%	-46.1%	-91.6%	-88.4%	-89.6%	-77.7%	-44.1%	-48.7%	-51.6%	-84.5%	-90.7%	-59.4%		10.8% -89.8% -57.7% -76.3%					
% Change 2019 to 2020		4.1%	-1.9%	-57.7%	-91.8%	-90.2%	-91.5%	-77.4%	-53.1%	-51.7%	-55.2%	-86.9%	-88.3%	-63.9%	Annual Change	3.4%	-20.9% -91.1% -60.7% -76.1%				
Average Annual Change		5.1%	4.1%	-4.2%	-8.3%	-8.0%	-8.1%	-7.1%	-4.0%	-4.4%	-4.7%	-7.7%	-8.2%	-5.4%			1.0% -8.2% -5.2% -6.9%				
2009	£M	0.748	1.256	1.350	1.712	1.840	1.626	2.546	2.343	2.142	1.748	1.434	2.158	20.90			3.354	5.178	7.031	5.340	
2010	£M	1.055	1.832	1.565	1.610	1.705	1.553	2.411	2.516	2.380	1.793	1.535	1.664	21.62			4.452	4.868	7.307	4.993	
2011	£M	1.183	2.013	1.765	1.708	1.675	1.588	2.394	2.488	2.196	1.749	1.528	1.767	22.05			4.961	4.971	7.077	5.045	
2012	£M	0.988	1.852	1.727	1.593	1.599	1.660	2.273	2.519	2.347	1.685	1.600	1.645	21.49			4.567	4.853	7.139	4.929	
2013	£M	1.020	2.060	2.037	1.398	1.693	1.652	2.430	2.638	2.090	1.555	1.718	1.870	22.16			5.118	4.743	7.158	5.144	
2014	£M	1.070	1.976	1.956	1.596	1.754	1.614	2.607	2.674	2.570	1.755	1.714	1.923	23.21			5.002	4.964	7.852	5.392	
2015	£M	1.178	2.047	1.888	1.547	1.781	1.809	2.681	2.936	2.419	1.816	1.582	1.788	23.47			5.113	5.136	8.037	5.186	
2016	£M	1.026	1.954	1.854	1.620	1.762	1.729	2.606	2.820	2.324	1.727	1.580	1.777	22.78			4.833	5.110	7.750	5.084	
2017	£M	1.167	1.969	1.848	1.891	2.241	2.018	2.565	2.786	2.501	1.920	1.747	1.867	24.52			4.983	6.150	7.853	5.534	
2018	£M	1.177	1.989	1.819	1.884	2.295	2.070	2.548	2.862	2.453	1.966	1.768	1.890	24.72			4.984	6.249	7.863	5.624	
2019	£M	1.118	1.860	1.721	1.766	2.192	1.976	2.514	2.792	2.276	1.888	1.695	1.715	23.51			4.698	5.934	7.583	5.298	
2020	£M	1.164	1.825	0.728	0.144	0.214	0.169	0.568	1.310	1.099	0.845	0.222	0.200	8.489			3.717	0.527	2.977	1.268	
ECONOMIC IMPACT - INDEXED TO 2020														SERVICED ACCOMMODATION							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020								
Serviced	£M	20.90	21.62	22.05	21.49	22.16	23.21	23.47	22.78	24.52	24.72	23.51	8.489								
All Visitor Types	£M	120.34	118.89	120.31	122.07	128.23	132.64	136.41	142.22	149.76	159.92	166.92	84.81								
Share of Total	%	17.4%	18.2%	18.3%	17.6%	17.3%	17.5%	17.2%	16.0%	16.4%	15.5%	14.1%	10.0%								
Annual Change in Share	%	4.7%	0.8%	-4.0%	-1.8%	1.2%	-1.7%														
Change in Share from 2009	%	4.7%	5.5%	1.3%	-0.5%	0.7%	-0.9%														
Avg Ann. Change in Share	%	4.7%	2.8%	0.4%	-0.1%	0.1%	-0.2%														



STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 2020 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																			
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4					Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			102.8%	-87.2%	125.6%	78.5%		
% Change 2009 to 2020		178.5%	101.9%	47.1%	-91.0%	-87.5%	-84.5%	50.8%	113.4%	231.6%	152.6%	-58.5%	68.8%	46.9%		-10.9%	-94.2%	1.5%	-33.1%		
% Change 2019 to 2020		22.2%	-9.3%	-36.6%	-96.2%	-94.0%	-93.2%	-29.4%	-0.3%	35.4%	9.4%	-87.6%	-37.6%	-35.3%		9.3%	-7.9%	11.4%	7.1%		
Average Annual Change		16.2%	9.3%	4.3%	-8.3%	-8.0%	-7.7%	4.6%	10.3%	21.1%	13.9%	-5.3%	6.3%	4.3%		Annual Change					
2009	£M	0.204	0.243	0.273	0.519	1.030	0.870	1.051	1.323	0.893	0.439	0.223	0.202	7.270		0.719	2.419	3.267	0.864		
2010	£M	0.103	0.205	0.250	0.482	0.979	1.091	1.058	1.379	1.065	0.401	0.205	0.168	7.387		0.558	2.552	3.502	0.774		
2011	£M	0.138	0.179	0.272	0.536	1.046	1.073	1.017	1.250	1.015	0.432	0.241	0.158	7.357		0.589	2.655	3.281	0.831		
2012	£M	0.163	0.198	0.315	0.562	1.001	1.048	1.026	1.293	1.006	0.468	0.271	0.195	7.546		0.676	2.611	3.326	0.934		
2013	£M	0.187	0.219	0.358	0.565	1.021	1.031	1.082	1.361	1.020	0.509	0.306	0.222	7.881		0.764	2.617	3.463	1.037		
2014	£M	0.205	0.242	0.441	0.722	1.368	1.381	1.436	1.899	1.448	0.643	0.378	0.257	10.42		0.888	3.472	4.783	1.279		
2015	£M	0.277	0.332	0.472	0.756	1.411	1.415	1.470	1.953	1.492	0.673	0.478	0.328	11.06		1.081	3.582	4.916	1.478		
2016	£M	0.306	0.358	0.497	0.802	1.530	1.542	1.617	2.190	1.674	0.725	0.530	0.360	12.13		1.160	3.874	5.482	1.616		
2017	£M	0.337	0.420	0.502	0.890	1.689	1.629	1.797	2.327	1.927	0.786	0.557	0.405	13.27		1.258	4.208	6.051	1.748		
2018	£M	0.340	0.426	0.504	0.926	1.857	1.790	1.885	2.540	2.023	0.828	0.572	0.410	14.10		1.270	4.574	6.448	1.810		
2019	£M	0.465	0.540	0.633	1.220	2.124	1.972	2.243	2.833	2.188	1.013	0.745	0.547	16.52		1.637	5.316	7.264	2.305		
2020	£M	0.568	0.490	0.401	0.047	0.128	0.135	1.584	2.824	2.963	1.108	0.093	0.342	10.68		1.459	0.310	7.371	1.542		
ECONOMIC IMPACT - INDEXED TO 2020														NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total						
Non-Serviced	£M	7.270	7.387	7.357	7.546	7.881	10.42	11.06	12.13	13.27	14.10	16.52	10.68								
All Visitor Types	£M	120.34	118.89	120.31	122.07	128.23	132.64	136.41	142.22	149.76	159.92	166.92	84.81								
Share of Total	%	6.0%	6.2%	6.1%	6.2%	6.1%	7.9%	8.1%	8.5%	8.9%	8.8%	9.9%	12.6%								
Annual Change in Share	%	2.8%	-1.6%	1.1%	-0.6%	27.8%	3.2%	5.2%	3.8%	-0.4%	12.2%	27.2%									
Change in Share from 2009	%	2.8%	1.2%	2.3%	1.7%	30.1%	34.2%	41.2%	46.6%	46.0%	63.9%	108.5%									
Avg Ann. Change in Share	%	2.8%	0.6%	0.8%	0.4%	6.0%	5.7%	5.9%	5.8%	5.1%	6.4%	9.9%									

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21



STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020 2020 Prices		SFR		ECONOMIC IMPACT Indexed						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SFR																				
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4											
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1		Q2		Q3		Q4
% Change 2009 to 2020		32.5%	11.1%	-38.1%	-93.5%	-91.2%	-90.8%	-32.8%	5.3%	34.8%	-6.5%	-84.7%	-67.9%	-37.1%		11.6%	-92.1%	-3.0%	-57.5%			
% Change 2019 to 2020		15.6%	-2.3%	-47.0%	-94.3%	-92.6%	-92.5%	-43.3%	-13.4%	9.9%	-18.2%	-86.9%	-66.9%	-45.1%	Annual Change		-2.8%	-93.4%	-19.6%	-59.3%		
Average Annual Change		3.0%	1.0%	-3.5%	-8.5%	-8.3%	-8.3%	-3.0%	0.5%	3.2%	-0.6%	-7.7%	-6.2%	-3.4%			1.1%	-8.4%	-0.3%	-5.2%		
2009	£M	2.672	1.034	1.110	2.625	1.744	1.290	2.130	2.082	1.227	1.142	0.925	3.203	21.18	SFR	4.816	5.659	5.440	5.270			
2010	£M	2.743	1.147	1.145	2.562	1.707	1.340	2.114	2.116	1.297	1.137	0.937	2.886	21.13		5.035	5.609	5.528	4.960			
2011	£M	2.897	1.183	1.203	2.648	1.740	1.352	2.119	2.098	1.275	1.150	0.956	2.952	21.57		5.283	5.740	5.492	5.059			
2012	£M	2.855	1.163	1.237	2.678	1.740	1.375	2.131	2.142	1.312	1.171	0.997	2.988	21.79		5.254	5.793	5.585	5.156			
2013	£M	2.919	1.243	1.324	2.629	1.768	1.373	2.183	2.182	1.289	1.169	1.035	3.170	22.28		5.486	5.770	5.654	5.375			
2014	£M	2.917	1.193	1.271	2.670	1.794	1.385	2.224	2.232	1.362	1.185	1.019	3.118	22.37		5.381	5.849	5.818	5.322			
2015	£M	2.872	1.136	1.272	2.697	1.832	1.431	2.273	2.297	1.373	1.210	0.989	2.923	22.31		5.280	5.960	5.943	5.122			
2016	£M	2.818	1.124	1.270	2.750	1.874	1.459	2.324	2.359	1.410	1.212	1.002	2.937	22.54		5.213	6.083	6.093	5.151			
2017	£M	2.933	1.146	1.268	2.878	1.990	1.518	2.415	2.427	1.487	1.252	1.031	3.028	23.37		5.348	6.386	6.330	5.311			
2018	£M	2.981	1.167	1.275	2.911	2.049	1.563	2.451	2.498	1.503	1.275	1.051	3.081	23.80		5.422	6.523	6.452	5.407			
2019	£M	3.063	1.175	1.295	3.028	2.095	1.582	2.524	2.531	1.506	1.305	1.082	3.105	24.29		5.533	6.705	6.562	5.493			
2020	£M	3.541	1.148	0.687	0.171	0.154	0.119	1.431	2.191	1.655	1.067	0.141	1.029	13.33		5.376	0.444	5.277	2.238			
ECONOMIC IMPACT - INDEXED TO 2020														SFR								
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	SFR	Economic Impact by Year and Share of Total							
SFR		£M	21.18	21.13	21.57	21.79	22.28	22.37	22.31	22.54	23.37	23.80	24.29		£M							
All Visitor Types		£M	120.34	118.89	120.31	122.07	128.23	132.64	136.41	142.22	149.76	159.92	166.92		£M							
Share of Total		%	17.6%	17.8%	17.9%	17.8%	17.4%	16.9%	16.4%	15.8%	15.6%	14.9%	14.6%		Economic Impact by Year and Share of Total							
Annual Change in Share		%			1.0%	0.9%	-0.5%	-2.6%	-3.0%	-3.0%	-3.1%	-1.5%	-4.6%		Share of Total %							
Change in Share from 2009		%			1.0%	1.9%	1.4%	-1.3%	-4.2%	-7.1%	-10.0%	-11.3%	-15.4%		Share of Total %							
Avg Ann. Change in Share		%			1.0%	0.9%	0.5%	-0.3%	-0.8%	-1.2%	-1.4%	-1.4%	-1.7%		Share of Total %							

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020 2020 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR																				
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			18.7%	-90.3%	-0.7%	-56.0%			
% Change 2009 to 2020		45.5%	36.8%	-33.5%	-92.5%	-89.2%	-88.8%	-37.4%	10.0%	34.1%	-9.2%	-82.3%	-71.8%	-34.1%		-11.1%	-92.9%	-27.0%	-61.5%			
% Change 2019 to 2020		13.5%	-3.1%	-50.2%	-94.0%	-92.3%	-92.4%	-50.8%	-22.4%	-4.2%	-28.2%	-87.1%	-70.7%	-49.5%		1.7%	-8.2%	-0.1%	-5.1%			
Average Annual Change		4.1%	3.3%	-3.0%	-8.4%	-8.1%	-8.1%	-3.4%	0.9%	3.1%	-0.8%	-7.5%	-6.5%	-3.1%		1.7%	-8.2%	-0.1%	-5.1%			
2009	£M	3.624	2.532	2.733	4.856	4.614	3.786	5.727	5.749	4.263	3.328	2.583	5.564	49.36	Annual Change	8.889	13.26	15.74	11.47			
2010	£M	3.901	3.183	2.961	4.653	4.391	3.985	5.583	6.012	4.742	3.331	2.677	4.718	50.14		10.05	13.03	16.34	10.73			
2011	£M	4.218	3.374	3.240	4.892	4.461	4.013	5.529	5.835	4.486	3.332	2.726	4.878	50.99	1.7%	10.83	13.37	15.85	10.94			
2012	£M	4.006	3.213	3.278	4.833	4.340	4.083	5.431	5.954	4.665	3.324	2.868	4.828	50.82	-0.3%	10.50	13.26	16.05	11.02			
2013	£M	4.126	3.523	3.719	4.593	4.482	4.056	5.694	6.181	4.399	3.233	3.060	5.263	52.33	3.0%	11.37	13.13	16.27	11.56			
2014	£M	4.192	3.411	3.668	4.988	4.916	4.380	6.267	6.805	5.380	3.583	3.112	5.298	56.00	7.0%	11.27	14.28	18.45	11.99			
2015	£M	4.327	3.515	3.632	5.001	5.024	4.654	6.424	7.186	5.285	3.699	3.049	5.039	56.83	1.5%	11.47	14.68	18.90	11.79			
2016	£M	4.150	3.436	3.621	5.171	5.167	4.730	6.547	7.369	5.409	3.664	3.112	5.075	57.45	1.1%	11.21	15.07	19.32	11.85			
2017	£M	4.437	3.535	3.618	5.659	5.920	5.165	6.777	7.540	5.915	3.958	3.335	5.300	61.16	6.5%	11.59	16.74	20.23	12.59			
2018	£M	4.498	3.582	3.598	5.722	6.202	5.423	6.884	7.900	5.979	4.069	3.391	5.382	62.63	2.4%	11.68	17.35	20.76	12.84			
2019	£M	4.645	3.574	3.649	6.014	6.411	5.530	7.282	8.157	5.970	4.206	3.522	5.368	64.33	2.7%	11.87	17.96	21.41	13.10			
2020	£M	5.272	3.463	1.816	0.362	0.497	0.422	3.583	6.326	5.717	3.021	0.456	1.571	32.51	-49.5%	10.55	1.281	15.63	5.048			
ECONOMIC IMPACT - INDEXED TO 2020														STAYING VISITOR								
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total							
Staying Visitor	£M	49.36	50.14	50.99	50.82	52.33	56.00	56.83	57.45	61.16	62.63	64.33	32.51		50.0%	40.0%	30.0%	20.0%	10.0%			
All Visitor Types	£M	120.34	118.89	120.31	122.07	128.23	132.64	136.41	142.22	149.76	159.92	166.92	84.81	Share of Total	50.0%	40.0%	30.0%	20.0%	10.0%			
Share of Total	%	41.0%	42.2%	42.4%	41.6%	40.8%	42.2%	41.7%	40.4%	40.8%	39.2%	38.5%	38.3%		50.0%	40.0%	30.0%	20.0%	10.0%			
Annual Change in Share	%		2.8%	0.5%	-1.8%	-2.0%	3.5%	-1.3%	-3.0%	1.1%	-4.1%	-1.6%	-0.6%	Change in Share from 2009	50.0%	40.0%	30.0%	20.0%	10.0%			
Change in Share from 2009	%		2.8%	3.3%	1.5%	-0.5%	2.9%	1.6%	-1.5%	-0.4%	-4.5%	-6.0%	-6.6%		50.0%	40.0%	30.0%	20.0%	10.0%			
Avg Ann. Change in Share	%		2.8%	1.7%	0.5%	-0.1%	0.6%	0.3%	-0.2%	-0.1%	-0.5%	-0.6%	-0.6%		50.0%	40.0%	30.0%	20.0%	10.0%			

This report is copyright ©Global Tourism Solutions (UK) Ltd 2021

Report Prepared by: Aimee Towle Date of Issue: 20/07/21

STEAM FINAL TREND REPORT FOR 2009-2020 NORTH KESTEVEN DISTRICT COUNCIL												2009 to 2020 2020 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																			
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1 Q2 Q3 Q4					
% Change 2009 to 2020		48.2%	52.1%	23.0%	-87.3%	-76.2%	-63.5%	-44.5%	-4.5%	-19.4%	-21.4%	-44.9%	-24.4%	-26.3%		40.2%	-75.0%	-18.5%	-28.8%		
% Change 2019 to 2020		-3.1%	-10.8%	-45.5%	-90.0%	-84.6%	-75.2%	-59.1%	-37.7%	-30.2%	-30.4%	-48.3%	-34.1%	-49.0%		-24.8%	-82.6%	-42.0%	-36.3%		
Average Annual Change		4.4%	4.7%	2.1%	-7.9%	-6.9%	-5.8%	-4.0%	-0.4%	-1.8%	-1.9%	-4.1%	-2.2%	-2.4%		3.7%	-6.8%	-1.7%	-2.6%		
2009 £M		3.131	4.059	4.267	5.517	7.557	6.699	7.865	15.00	6.254	4.675	2.982	2.975	70.98		11.46	19.77	29.12	10.63		
2010 £M		2.942	4.040	4.180	5.472	7.778	7.598	7.200	13.81	5.861	4.541	2.923	2.408	68.75	-3.1%	11.16	20.85	26.87	9.871		
2011 £M		3.303	4.262	4.654	5.998	7.543	6.871	7.479	13.15	6.138	4.567	2.989	2.376	69.33	0.8%	12.22	20.41	26.77	9.931		
2012 £M		3.476	4.455	5.349	5.367	7.149	7.461	8.103	14.12	6.264	4.306	3.017	2.180	71.25	2.8%	13.28	19.98	28.49	9.502		
2013 £M		3.421	4.719	5.910	5.463	8.615	7.325	8.641	15.60	6.274	4.432	3.133	2.371	75.90	6.5%	14.05	21.40	30.51	9.935		
2014 £M		3.142	4.746	7.018	6.049	8.559	7.378	8.616	15.30	5.909	4.417	3.189	2.315	76.64	1.0%	14.91	21.99	29.82	9.921		
2015 £M		3.868	5.514	7.475	5.662	8.537	7.058	7.965	16.39	6.285	5.055	3.220	2.545	79.57	3.8%	16.86	21.26	30.64	10.82		
2016 £M		4.008	5.596	8.310	6.221	9.941	8.427	7.989	17.31	6.067	4.970	3.053	2.879	84.77	6.5%	17.91	24.59	31.36	10.90		
2017 £M		4.050	5.756	8.557	6.681	10.49	8.839	8.680	18.08	6.275	4.920	3.070	3.198	88.60	4.5%	18.36	26.01	33.03	11.19		
2018 £M		4.386	5.908	8.899	7.094	11.34	9.180	10.17	21.61	6.856	5.221	3.274	3.356	97.29	9.8%	19.19	27.61	38.63	11.85		
2019 £M		4.786	6.921	9.638	6.983	11.66	9.833	10.68	22.99	7.224	5.280	3.179	3.410	102.59	5.4%	21.35	28.48	40.90	11.87		
2020 £M		4.639	6.173	5.248	0.701	1.800	2.443	4.368	14.33	5.042	3.674	1.643	2.249	52.31	-49.0%	16.06	4.944	23.74	7.566		
ECONOMIC IMPACT - INDEXED TO 2020														DAY VISITOR							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total						
Day Visitor		£M	70.98	68.75	69.33	71.25	75.90	76.64	79.57	84.77	88.60	97.29	102.59	52.31	120.00	80.0%					
All Visitor Types		£M	120.34	118.89	120.31	122.07	128.23	132.64	136.41	142.22	149.76	159.92	166.92	84.81	100.00	60.0%					
Share of Total		%	59.0%	57.8%	57.6%	58.4%	59.2%	57.8%	58.3%	59.6%	59.2%	60.8%	61.5%	61.7%	80.00	40.0%					
Annual Change in Share		%	-2.0%	-0.4%	1.3%	1.4%	-2.4%	1.0%	2.2%	-0.7%	2.8%	1.0%	0.3%	0.0%	60.00	20.0%					
Change in Share from 2009		%	-2.0%	-2.3%	-1.0%	0.4%	-2.0%	-1.1%	1.1%	0.3%	3.1%	4.2%	4.6%	0.0%	40.00	0.0%					
Avg Ann. Change in Share		%	-2.0%	-1.2%	-0.3%	0.1%	-0.4%	-0.2%	0.2%	0.0%	0.3%	0.4%	0.4%	0.4%	20.00	Day Visitor £M					

The chart displays two data series over 12 years. The blue bars represent the 'Day Visitor £M' value, which shows significant fluctuations, peaking around 2018 and declining towards 2020. The grey bars represent the 'Share of Total %', which remains relatively stable between 50% and 60% throughout the period.