



STEAM FINAL TREND REPORT FOR 2009-2019

Final

WEST LINDSEY

Global Tourism Solutions (UK) Ltd

Laneside House

Hackthorpe

Penrith


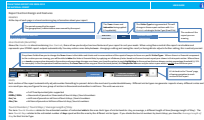











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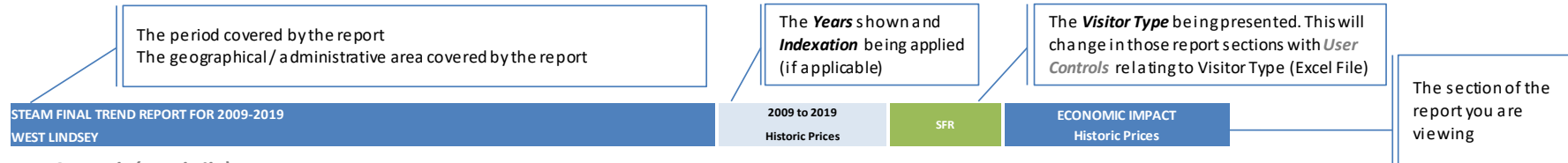
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
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Report Section Design and Features

Headers

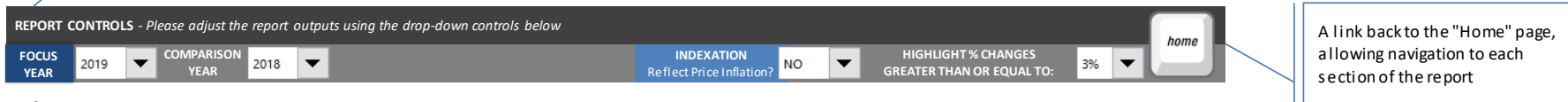
At the top of each page is a band containing key information about your report



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.



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 2009-2019

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Comparing 2019 and 2018

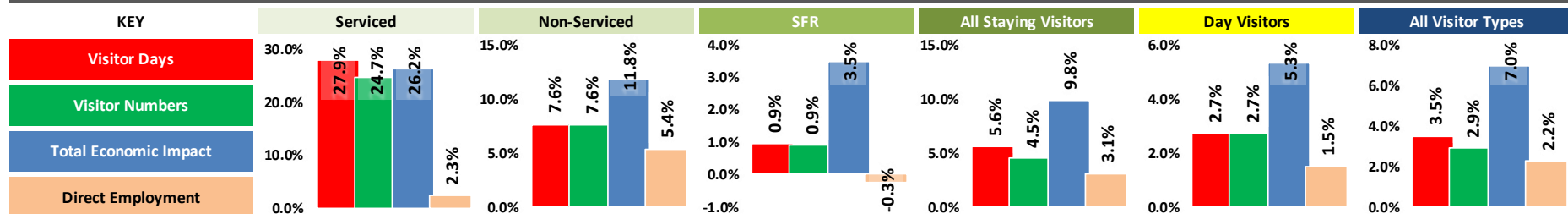
All £'s Historic Prices

COMPARATIVE HEADLINES

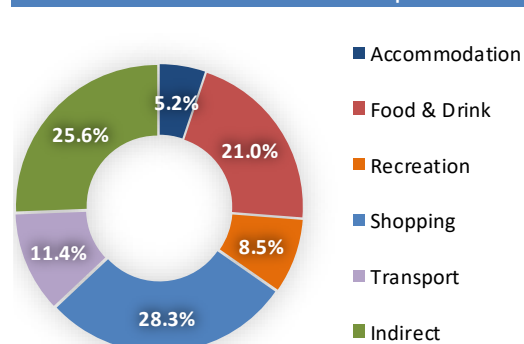
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - IN HISTORIC PRICES

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
Less than 3% change		2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %
A Fall of 3% or more		2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %
Visitor Days	M	0.039	0.030	27.9%	0.500	0.464	7.6%	0.359	0.355	0.9%	0.897	0.850	5.6%	2.300	2.239	2.7%	3.197	3.089	3.5%
Visitor Numbers	M	0.021	0.016	24.7%	0.072	0.067	7.6%	0.151	0.150	0.9%	0.243	0.233	4.5%	2.300	2.239	2.7%	2.544	2.472	2.9%
Direct Expenditure	£M																106.04	99.14	7.0%
Economic Impact	£M	4.578	3.626	26.2%	30.07	26.89	11.8%	18.41	17.79	3.5%	53.06	48.30	9.8%	89.48	84.95	5.3%	142.53	133.26	7.0%
Direct Employment	FTEs	203	198	2.3%	323	306	5.4%	161	162	-0.3%	687	666	3.1%	774	762	1.5%	1,460	1,428	2.2%
Total Employment	FTEs															1,827	1,784	2.4%	

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2018 - IN HISTORIC PRICES

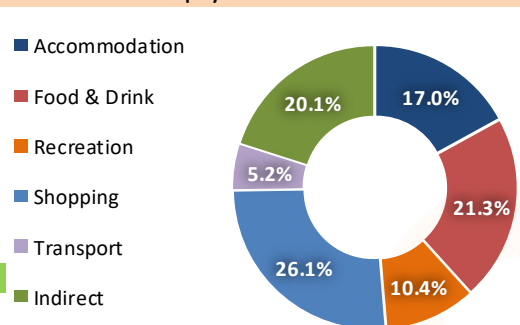


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2019	2018	+/- %
Accommodation	7.405	6.307	17.4%
Food & Drink	29.98	28.17	6.4%
Recreation	12.05	11.30	6.7%
Shopping	40.33	38.06	6.0%
Transport	16.27	15.31	6.3%
TOTAL DIRECT	106.04	99.14	7.0%
Indirect	36.49	34.11	7.0%
TOTAL	142.53	133.26	7.0%

Sectoral Distribution of Employment - FTEs

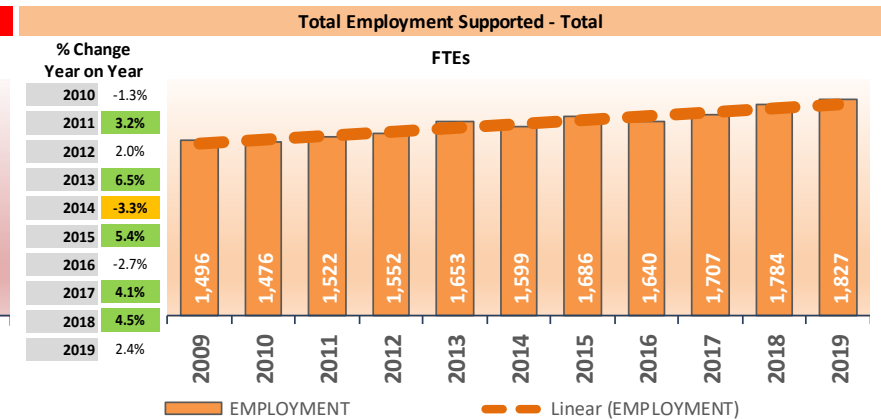
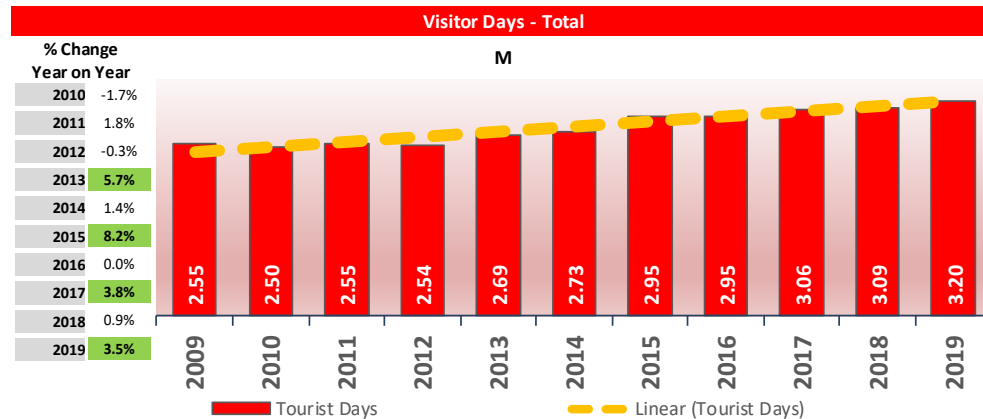
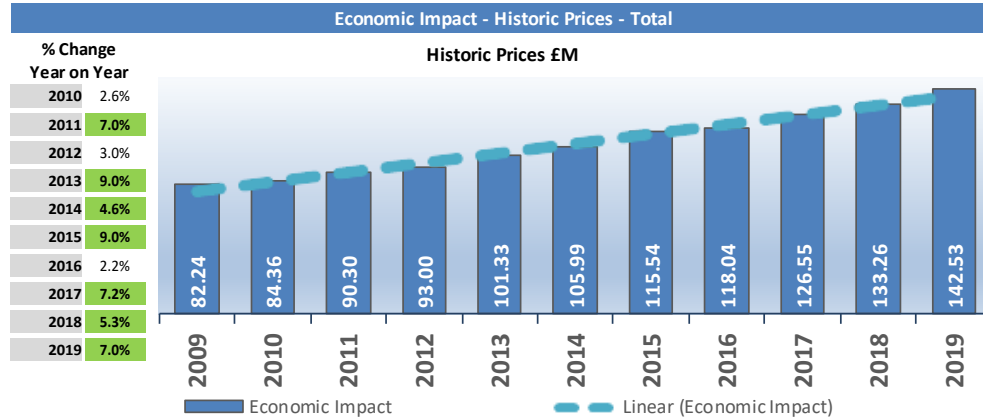


Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2019

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

STEAM FINAL TREND REPORT FOR 2009-2019

WEST LINDSEY



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		2.6%	9.8%	13.1%	23.2%	28.9%	40.5%	43.5%	53.9%	62.0%	73.3%
Visitor Numbers		-2.6%	-1.4%	0.5%	6.4%	7.1%	16.7%	15.9%	19.2%	19.4%	22.8%
Visitor Days		-1.7%	0.1%	-0.2%	5.5%	7.0%	15.8%	15.8%	20.2%	21.2%	25.5%
Total Employment		-1.3%	1.8%	3.8%	10.5%	6.9%	12.7%	9.7%	14.2%	19.3%	22.2%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

WEST LINDSEY

2009 to 2019

Historic Prices

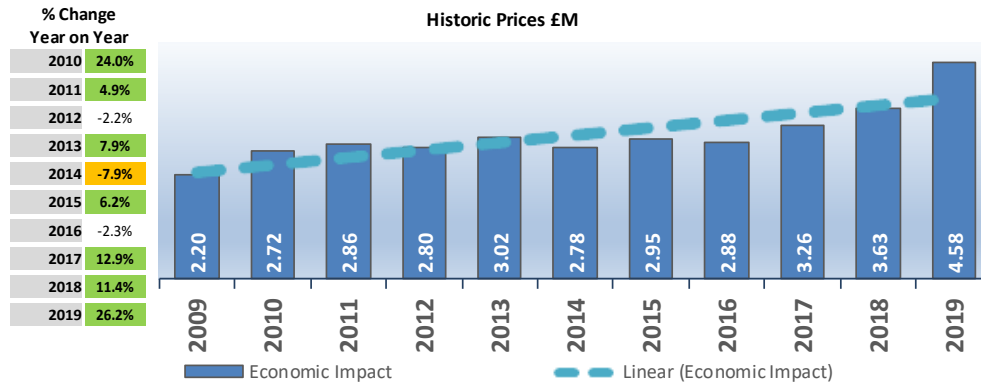
SERVICED

ACCOMMODATION

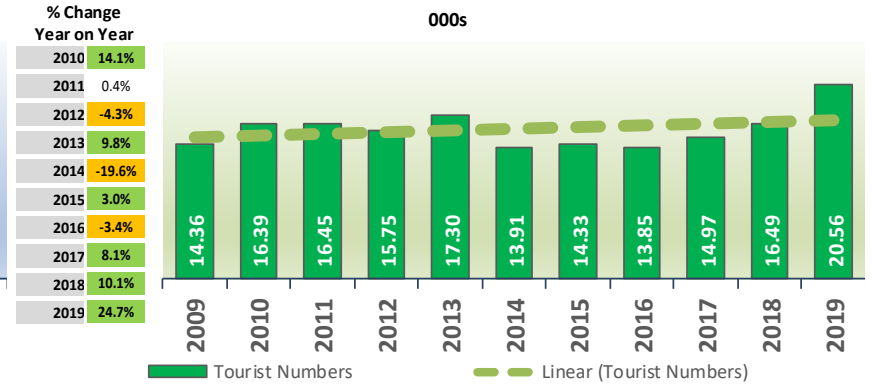
KEY MEASURES

Historic Prices

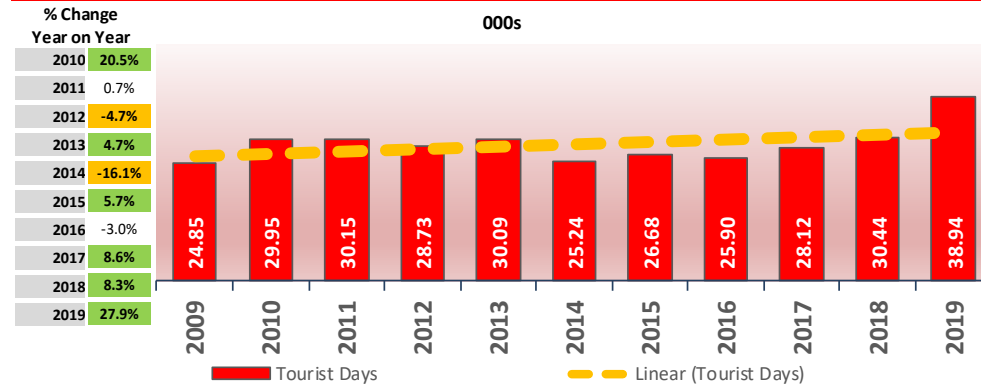
Economic Impact - Historic Prices - Serviced Accommodation



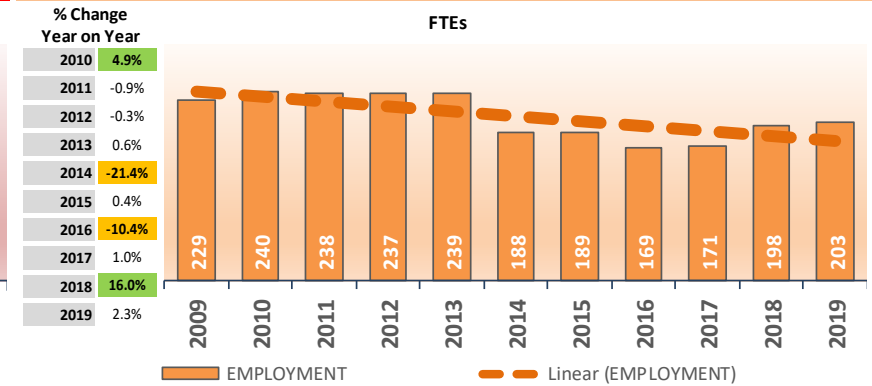
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		24.0%	30.0%	27.2%	37.2%	26.4%	34.3%	31.2%	48.1%	65.0%	108.3%
Visitor Numbers		14.1%	14.6%	9.6%	20.4%	-3.1%	-0.2%	-3.6%	4.2%	14.8%	43.2%
Visitor Days		20.5%	21.3%	15.6%	21.1%	1.6%	7.4%	4.2%	13.1%	22.5%	56.7%
Direct Employment		4.9%	3.9%	3.7%	4.3%	-18.0%	-17.7%	-26.2%	-25.5%	-13.6%	-11.6%

"Linear" = Linear Trendline

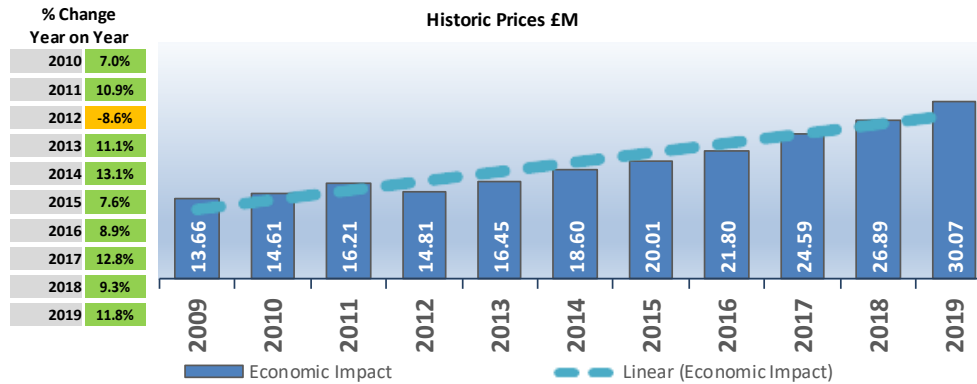
STEAM FINAL TREND REPORT FOR 2009-2019
WEST LINDSEY

2009 to 2019
Historic Prices

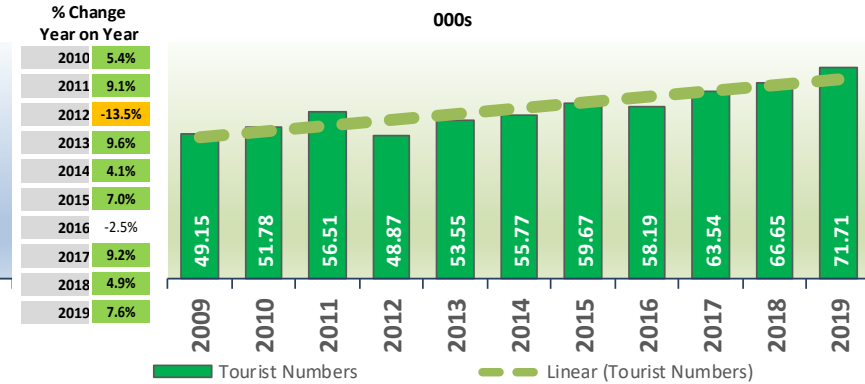
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

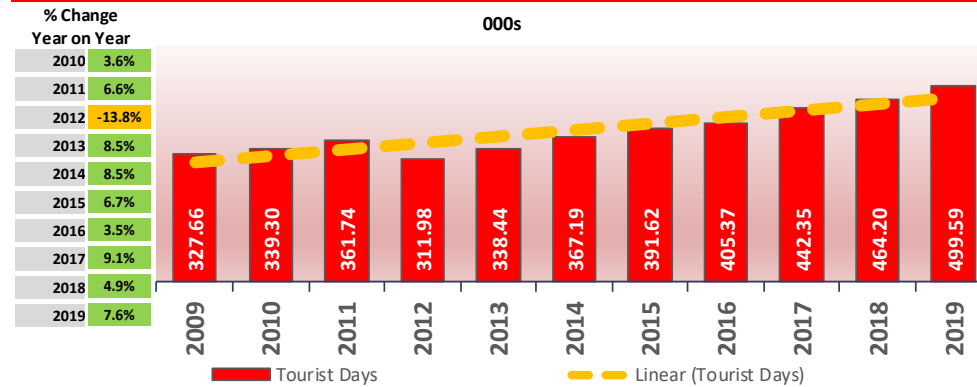
Economic Impact - Historic Prices - Non-Serviced Accommodation



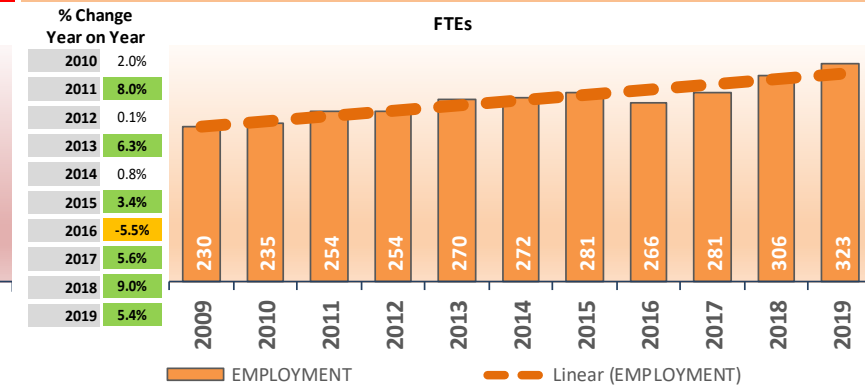
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

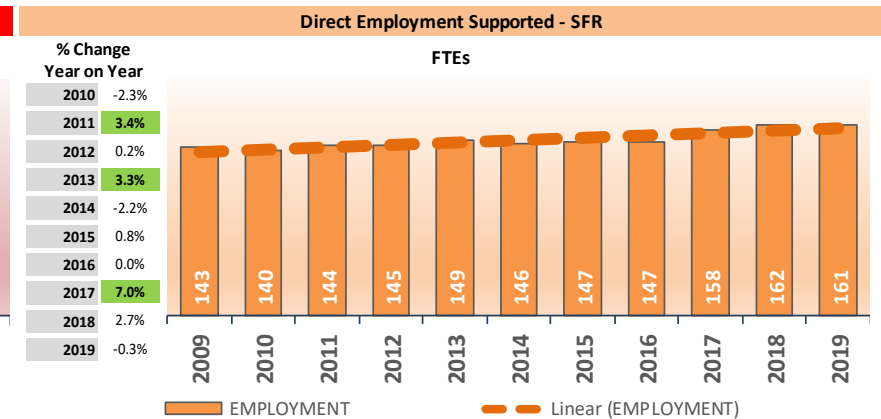
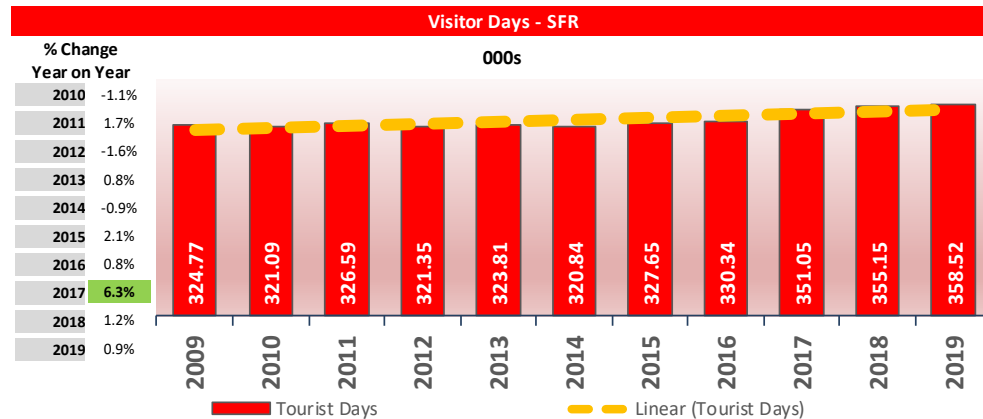
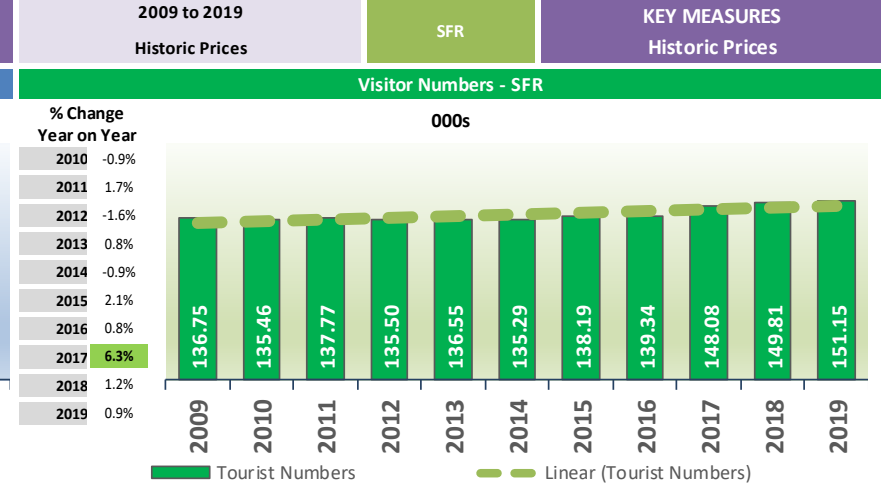
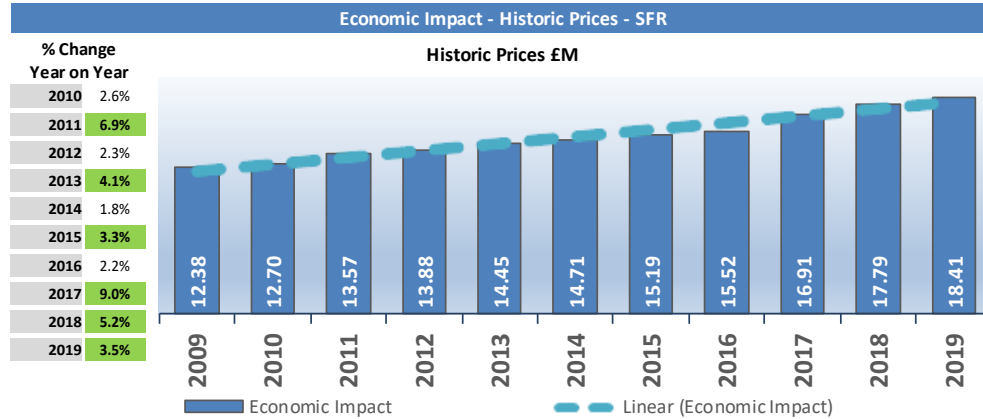


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		7.0%	18.7%	8.4%	20.4%	36.2%	46.5%	59.6%	80.0%	96.8%	120.1%
Visitor Numbers		5.4%	15.0%	-0.6%	9.0%	13.5%	21.4%	18.4%	29.3%	35.6%	45.9%
Visitor Days		3.6%	10.4%	-4.8%	3.3%	12.1%	19.5%	23.7%	35.0%	41.7%	52.5%
Direct Employment		2.0%	10.1%	10.2%	17.2%	18.1%	22.2%	15.4%	21.9%	32.9%	40.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

WEST LINDSEY

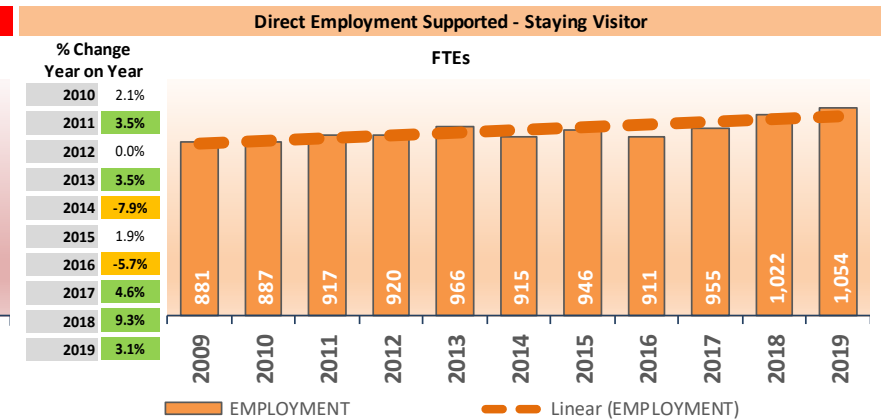
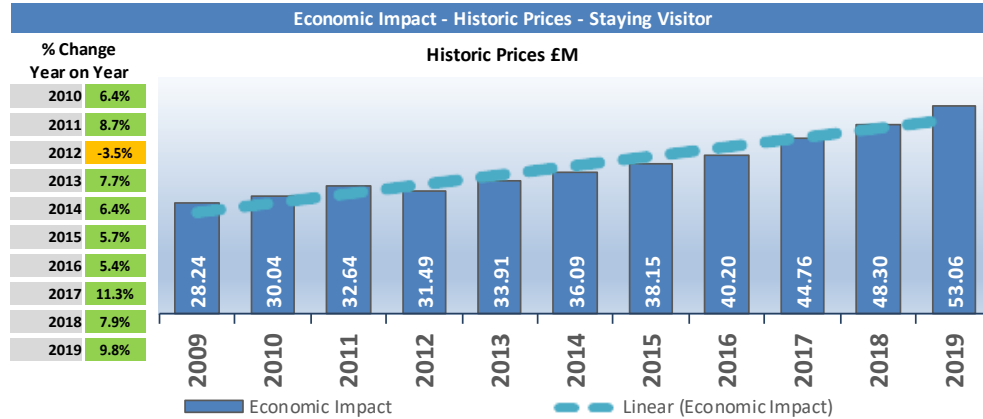


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		2.6%	9.7%	12.1%	16.7%	18.8%	22.7%	25.3%	36.6%	43.7%	48.7%
Visitor Numbers		-0.9%	0.7%	-0.9%	-0.1%	-1.1%	1.1%	1.9%	8.3%	9.5%	10.5%
Visitor Days		-1.1%	0.6%	-1.1%	-0.3%	-1.2%	0.9%	1.7%	8.1%	9.4%	10.4%
Direct Employment		-2.3%	1.0%	1.2%	4.5%	2.2%	3.1%	3.1%	10.3%	13.3%	13.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

WEST LINDSEY



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		6.4%	15.6%	11.5%	20.1%	27.8%	35.1%	42.4%	58.5%	71.0%	87.9%
Visitor Numbers		1.7%	5.2%	-0.1%	3.6%	2.3%	6.0%	5.6%	13.1%	16.3%	21.6%
Visitor Days		1.9%	6.1%	-2.2%	2.2%	5.3%	10.1%	12.4%	21.3%	25.5%	32.4%
Direct Employment		0.7%	4.2%	4.5%	9.7%	3.8%	7.4%	3.5%	8.5%	16.0%	19.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019
WEST LINDSEY

2009 to 2019
Historic Prices

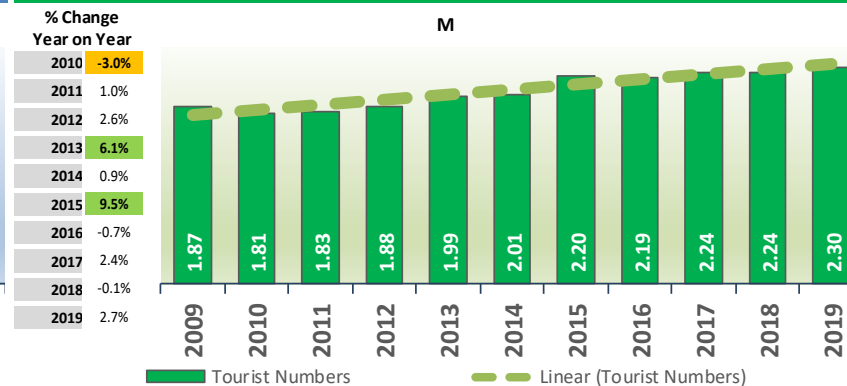
DAY VISITOR

KEY MEASURES
Historic Prices

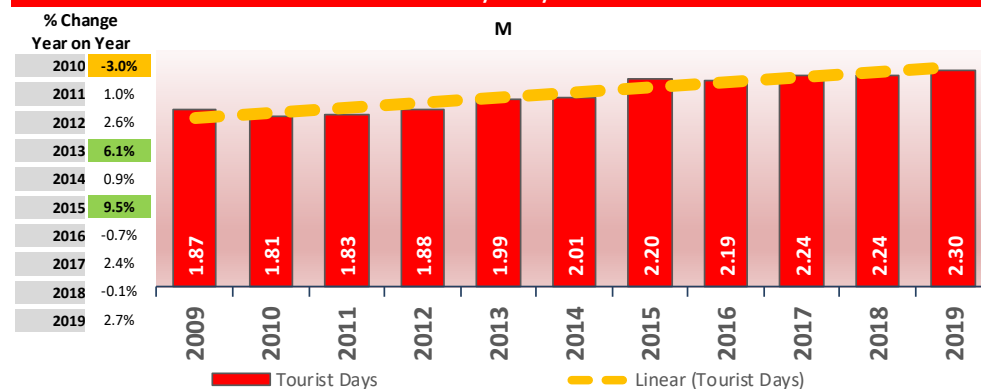
Economic Impact - Historic Prices - Day Visitor



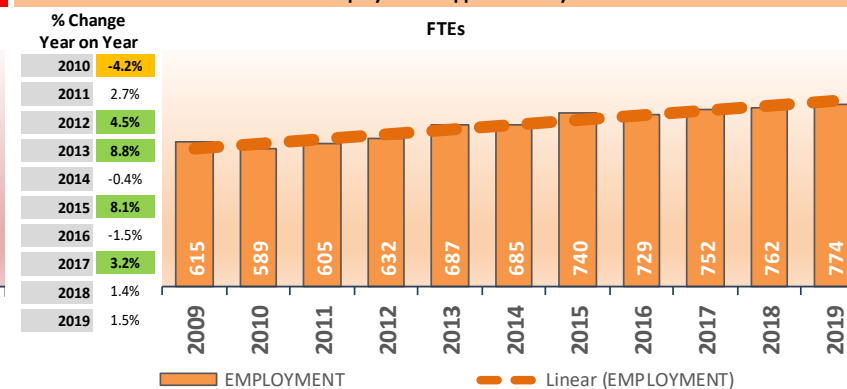
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		0.6%	6.8%	13.9%	24.8%	29.4%	43.3%	44.1%	51.4%	57.3%	65.7%
Visitor Numbers		-3.0%	-2.1%	0.5%	6.7%	7.6%	17.8%	17.0%	19.8%	19.7%	23.0%
Visitor Days		-3.0%	-2.1%	0.5%	6.7%	7.6%	17.8%	17.0%	19.8%	19.7%	23.0%
Direct Employment		-4.2%	-1.6%	2.8%	11.8%	11.3%	20.4%	18.5%	22.3%	24.0%	25.8%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2019

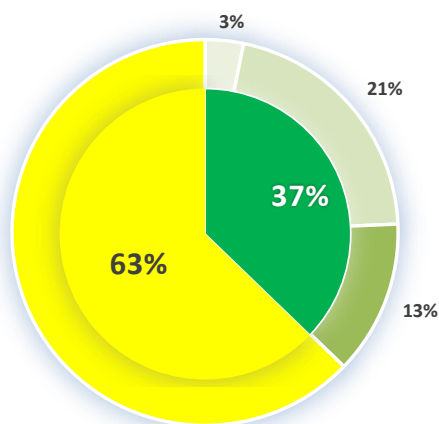
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM FINAL TREND REPORT FOR 2009-2019
WEST LINDSEY

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

TOTAL
£142.53m

	£M
Serviced	4.58
Non-Serviced	30.07
SFR	18.41
Staying Visitor	53.06
Day Visitor	89.48
Total	142.53



2019
Historic Prices

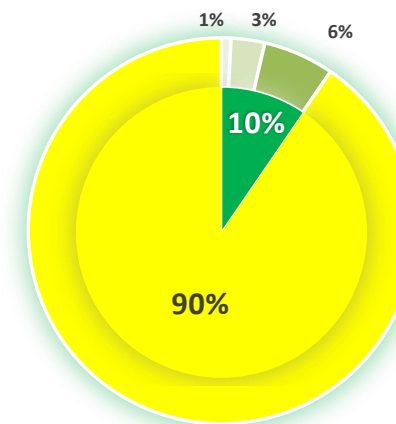
TOTAL

DISTRIBUTION BY VISITOR TYPE
Historic Prices

Visitor Numbers - 2019 - M - Share of Total

TOTAL
2.54m

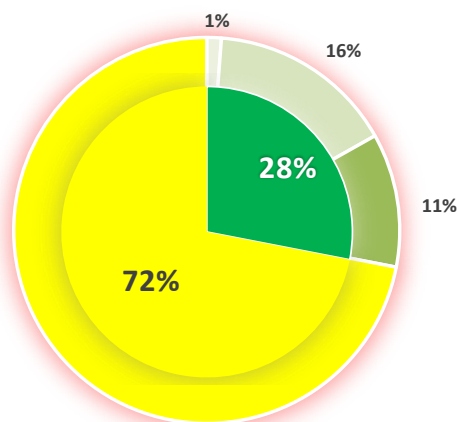
	M
Serviced	0.02
Non-Serviced	0.07
SFR	0.15
Staying Visitor	0.24
Day Visitor	2.30
Total	2.54



Visitor Days - 2019 - M - Share of Total

TOTAL
3.20m

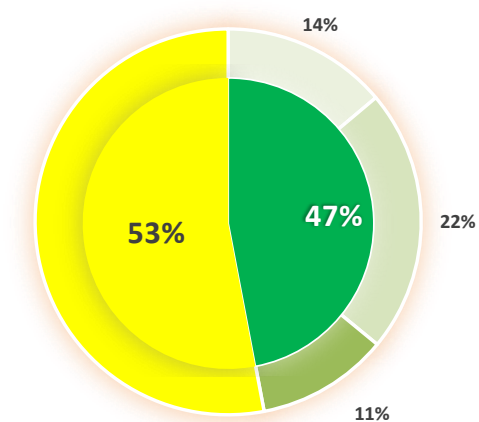
	M
Serviced	0.04
Non-Serviced	0.50
SFR	0.36
Staying Visitor	0.90
Day Visitor	2.30
Total	3.20



Direct Employment Supported - 2019 - FTEs - Share of Total

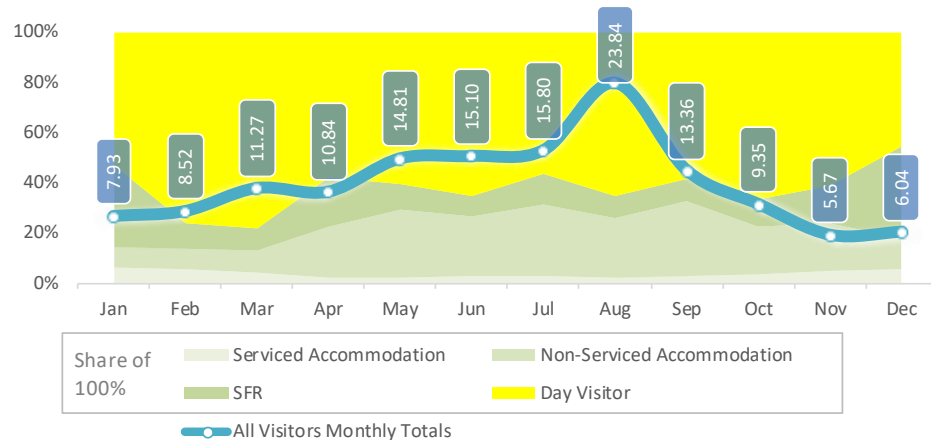
TOTAL
1,460 Direct FTEs
1,827 Total FTEs

	FTEs
Serviced	203
Non-Serviced	323
SFR	161
Staying Visitor	687
Day Visitor	774
Total	1,460



STEAM FINAL TREND REPORT FOR 2009-2019
WEST LINDSEY

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

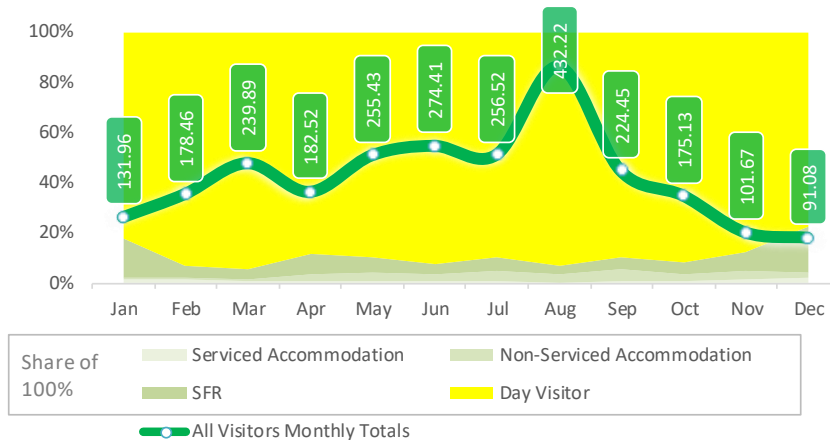


2019
Historic Prices

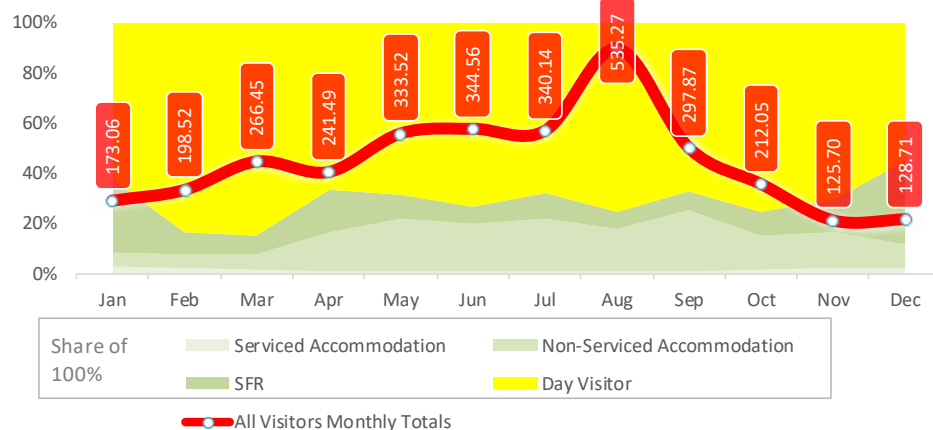
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

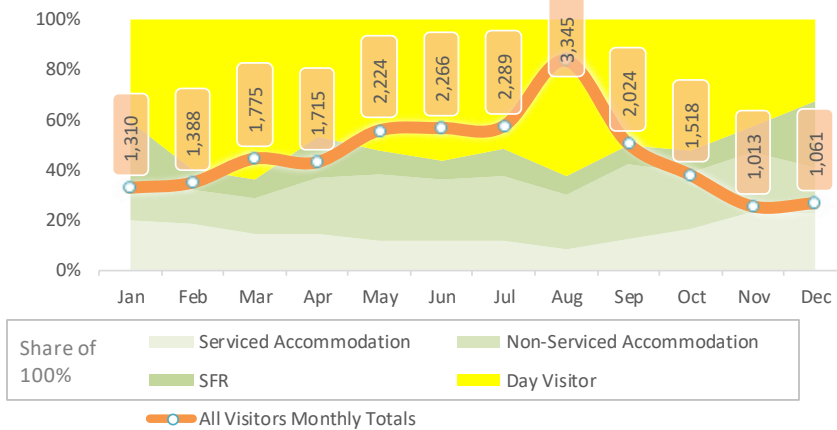
Visitor Numbers - 2019 - 000s - Distribution of Impact by Month



Visitor Days - 2019 - 000s - Distribution of Impact by Month



Direct Employment Supported - 2019 - FTEs - Distribution of Impact by Month



STEAM FINAL TREND REPORT FOR 2009-2019

WEST LINDSEY

2009 to 2019

Historic Prices

TOTAL

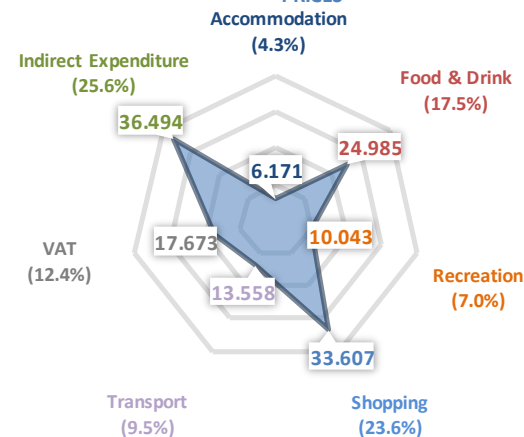
SECTORAL ANALYSIS

Historic Prices

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

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation £M	2.553	2.730	2.797	2.649	2.865	3.359	3.578	4.152	4.790	5.256	6.171
Food & Drink £M	15.38	15.44	16.22	16.71	18.19	18.88	20.56	20.86	22.32	23.47	24.99
Recreation £M	6.134	6.161	6.482	6.718	7.317	7.560	8.242	8.371	8.946	9.416	10.04
Shopping £M	20.84	20.79	21.78	22.51	24.58	25.70	28.11	28.44	30.27	31.72	33.61
Transport £M	8.322	8.332	8.772	9.080	9.882	10.25	11.16	11.35	12.13	12.76	13.56
Direct Revenue £M	53.23	53.46	56.04	57.66	62.83	65.75	71.65	73.18	78.46	82.62	88.37
VAT £M	7.984	9.356	11.21	11.53	12.57	13.15	14.33	14.64	15.69	16.52	17.67
Direct Expenditure £M	61.21	62.82	67.25	69.19	75.40	78.90	85.98	87.81	94.15	99.14	106.04
Indirect Expenditure £M	21.03	21.55	23.05	23.81	25.94	27.08	29.56	30.23	32.40	34.11	36.49
TOTAL £M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	133.26	142.53

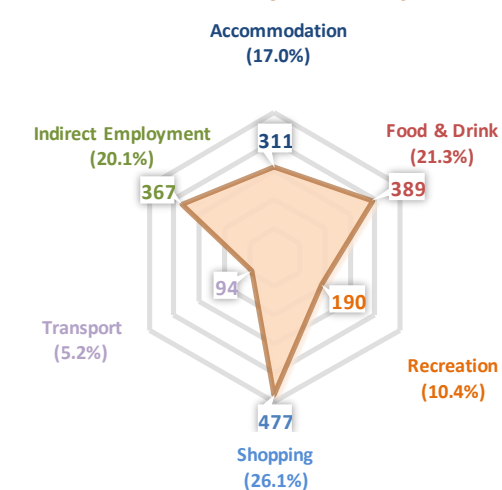
2019 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation FTEs	323	333	338	354	357	303	305	266	266	306	311
Food & Drink FTEs	302	295	306	309	334	333	354	352	369	379	389
Recreation FTEs	146	143	148	151	163	162	172	171	180	185	190
Shopping FTEs	373	362	375	379	411	413	441	437	457	467	477
Transport FTEs	73	71	74	75	81	81	86	85	90	92	94
Direct Employment FTEs	1,217	1,204	1,241	1,268	1,346	1,291	1,357	1,311	1,361	1,428	1,460
Indirect Employment FTEs	278	272	281	284	307	308	329	329	346	356	367
TOTAL FTEs	1,496	1,476	1,522	1,552	1,653	1,599	1,686	1,640	1,707	1,784	1,827

2019 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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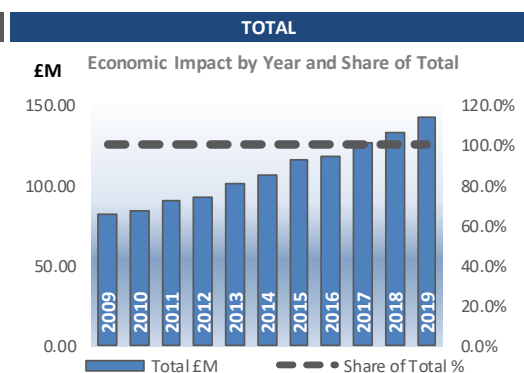
Report Prepared by: Alison Tipler. Date of Issue: 10/12/20

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2019

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

STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices					
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	
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 2019		70.4%	92.1%	155.8%	60.0%	75.5%	87.8%	59.1%	72.4%	68.9%	59.7%	55.1%	40.3%	73.3%	Annual Change	105.4%	75.2%	67.3%	52.4%		
% Change 2018 to 2019		7.8%	10.1%	11.0%	7.9%	4.9%	9.1%	6.4%	5.5%	6.0%	7.9%	2.0%	5.5%	7.0%		9.8%	7.2%	5.9%	5.6%		
Average Annual Change		7.0%	9.2%	15.6%	6.0%	7.5%	8.8%	5.9%	7.2%	6.9%	6.0%	5.5%	4.0%	7.3%		10.5%	7.5%	6.7%	5.2%		
2009	£M	4.652	4.434	4.404	6.774	8.443	8.038	9.936	13.83	7.912	5.856	3.656	4.307	82.24		13.49	23.25	31.68	13.82		
2010	£M	4.631	4.676	4.551	6.832	8.803	9.612	9.811	13.75	8.265	5.878	3.719	3.835	84.36		2.6%	13.86	25.25	31.82	13.43	
2011	£M	5.408	5.043	5.231	7.841	9.408	9.584	10.61	13.86	8.959	6.302	4.073	3.983	90.30		7.0%	15.68	26.83	33.43	14.36	
2012	£M	5.659	5.361	5.987	7.414	9.009	10.11	11.21	14.76	9.097	6.144	4.242	4.012	93.00		3.0%	17.01	26.53	35.06	14.40	
2013	£M	5.834	5.821	6.794	7.710	10.70	10.41	12.32	16.69	9.537	6.524	4.586	4.405	101.33		9.0%	18.45	28.82	38.55	15.52	
2014	£M	5.621	5.915	7.896	8.580	11.08	10.86	12.86	17.33	9.777	6.832	4.792	4.434	105.99		4.6%	19.43	30.53	39.97	16.06	
2015	£M	6.373	6.842	8.464	8.866	11.71	11.41	13.59	19.65	10.89	7.818	5.048	4.869	115.54		9.0%	21.68	31.99	44.13	17.74	
2016	£M	6.471	6.888	9.192	8.889	12.28	12.49	13.40	20.04	10.77	7.632	4.989	4.997	118.04	2.2%	22.55	33.66	44.21	17.62		
2017	£M	6.893	7.359	9.637	9.599	13.26	13.30	14.50	21.36	11.81	8.153	5.300	5.384	126.55	7.2%	23.89	36.15	47.67	18.84		
2018	£M	7.353	7.736	10.15	10.04	14.12	13.84	14.86	22.60	12.61	8.668	5.561	5.727	133.26	5.3%	25.23	38.00	50.07	19.95		
2019	£M	7.929	8.518	11.27	10.84	14.81	15.10	15.80	23.84	13.36	9.350	5.671	6.044	142.53	7.0%	27.71	40.75	53.01	21.06		

ECONOMIC IMPACT - IN HISTORIC PRICES												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total	£M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	133.26	142.53
All Visitor Types	£M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	133.26	142.53
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%
Annual Change in Share	%											
Change in Share from 2009	%											
Avg Ann. Change in Share	%											



Report Prepared by: Alison Tipler. Date of Issue: 10/12/20

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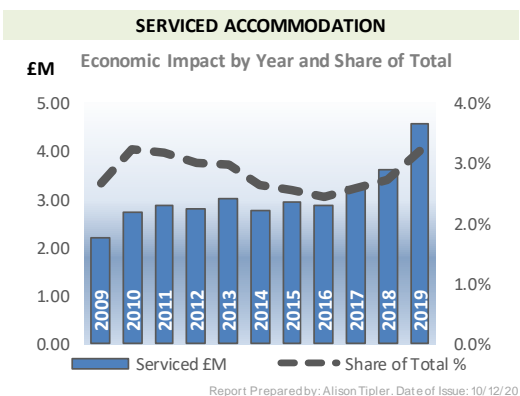
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STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL						% Change	
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 2019		199.2%	145.1%	114.1%	41.5%	112.0%	105.3%	124.3%	163.5%	87.8%	73.8%	91.3%	50.0%			108.3%	150.0%	85.7%	125.5%	69.2%	
% Change 2018 to 2019		18.1%	26.0%	30.4%	41.2%	40.3%	34.0%	29.6%	28.7%	36.0%	42.5%	4.3%	-0.3%			26.2%	24.3%	37.9%	30.9%	13.1%	
Average Annual Change		19.9%	14.5%	11.4%	4.1%	11.2%	10.5%	12.4%	16.4%	8.8%	7.4%	9.1%	5.0%			10.8%	15.0%	8.6%	12.5%	6.9%	
2009	£M	0.168	0.192	0.204	0.180	0.159	0.194	0.200	0.182	0.177	0.183	0.146	0.212			2.198	0.563	0.534	0.560	0.541	
2010	£M	0.378	0.340	0.296	0.128	0.159	0.217	0.234	0.239	0.196	0.199	0.167	0.172	2.725	24.0%	1.014	0.505	0.669	0.538		
2011	£M	0.449	0.352	0.312	0.144	0.161	0.217	0.242	0.239	0.182	0.197	0.166	0.194	2.857	4.9%	1.113	0.523	0.663	0.558		
2012	£M	0.375	0.326	0.329	0.136	0.158	0.236	0.237	0.249	0.207	0.193	0.169	0.183	2.795	-2.2%	1.030	0.529	0.692	0.544		
2013	£M	0.394	0.356	0.400	0.120	0.176	0.245	0.258	0.267	0.195	0.182	0.202	0.224	3.017	7.9%	1.149	0.540	0.720	0.608		
2014	£M	0.376	0.308	0.317	0.117	0.159	0.210	0.264	0.260	0.205	0.182	0.178	0.204	2.779	-7.9%	1.001	0.486	0.729	0.563		
2015	£M	0.429	0.343	0.336	0.118	0.166	0.241	0.277	0.282	0.200	0.192	0.168	0.201	2.953	6.2%	1.108	0.525	0.759	0.561		
2016	£M	0.391	0.333	0.329	0.124	0.160	0.231	0.281	0.281	0.195	0.179	0.167	0.212	2.884	-2.3%	1.053	0.515	0.757	0.558		
2017	£M	0.397	0.350	0.320	0.172	0.221	0.276	0.324	0.333	0.236	0.208	0.192	0.227	3.256	12.9%	1.067	0.669	0.893	0.627		
2018	£M	0.426	0.373	0.334	0.181	0.241	0.298	0.347	0.373	0.245	0.224	0.267	0.319	3.626	11.4%	1.133	0.719	0.964	0.810		
2019	£M	0.503	0.470	0.436	0.255	0.338	0.399	0.449	0.480	0.333	0.319	0.279	0.318	4.578	26.2%	1.409	0.992	1.262	0.916		

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Serviced	£M	2.198	2.725	2.857	2.795	3.017	2.779	2.953	2.884	3.256	4.578
All Visitor Types	£M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	142.53
Share of Total	%	2.7%	3.2%	3.2%	3.0%	3.0%	2.6%	2.6%	2.4%	2.6%	3.2%
Annual Change in Share	%		20.8%	-2.0%	-5.0%	-0.9%	-11.9%	-2.5%	-4.4%	5.3%	18.0%
Change in Share from 2009	%		20.8%	18.4%	12.5%	11.4%	-1.9%	-4.4%	-8.6%	-3.7%	20.2%
Avg Ann. Change in Share	%		20.8%	9.2%	4.2%	2.8%	-0.4%	-0.7%	-1.2%	-0.5%	2.0%

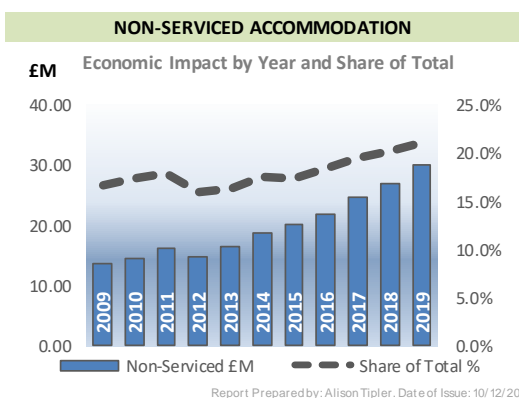
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STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED 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								
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 2019		95.3%	90.0%	99.2%	120.8%	102.8%	120.1%	120.6%	122.5%	139.3%	112.3%	188.2%	130.5%	120.1%	Annual Change	95.3%	112.9%	126.4%	134.6%
% Change 2018 to 2019		15.5%	8.0%	7.2%	18.3%	11.5%	7.5%	20.7%	13.9%	5.0%	5.4%	13.7%	12.8%	11.8%		9.5%	11.4%	13.2%	9.3%
Average Annual Change		9.5%	9.0%	9.9%	12.1%	10.3%	12.0%	12.1%	12.2%	13.9%	11.2%	18.8%	13.0%	12.0%		9.5%	11.3%	12.6%	13.5%
2009	£M	0.314	0.373	0.507	0.992	1.947	1.653	2.054	2.578	1.695	0.845	0.377	0.328	13.66		1.193	4.592	6.326	1.550
2010	£M	0.172	0.335	0.489	0.970	1.933	2.158	2.175	2.810	2.105	0.813	0.366	0.289	14.61	7.0%	0.996	5.060	7.090	1.468
2011	£M	0.239	0.314	0.577	1.186	2.331	2.393	2.341	2.868	2.257	0.950	0.469	0.285	16.21	10.9%	1.131	5.910	7.465	1.704
2012	£M	0.268	0.329	0.581	1.082	2.022	2.116	2.084	2.641	2.015	0.873	0.475	0.326	14.81	-8.6%	1.178	5.219	6.741	1.674
2013	£M	0.293	0.346	0.667	1.126	2.262	2.287	2.355	3.018	2.234	0.967	0.536	0.359	16.45	11.1%	1.306	5.676	7.607	1.862
2014	£M	0.293	0.355	0.764	1.281	2.489	2.517	2.647	3.514	2.624	1.128	0.605	0.387	18.60	13.1%	1.413	6.287	8.784	2.120
2015	£M	0.355	0.427	0.779	1.363	2.589	2.599	2.953	3.879	2.726	1.197	0.700	0.443	20.01	7.6%	1.561	6.552	9.558	2.340
2016	£M	0.413	0.484	0.806	1.454	2.744	2.769	3.224	4.280	3.003	1.330	0.788	0.506	21.80	8.9%	1.704	6.967	10.51	2.624
2017	£M	0.472	0.586	0.840	1.666	3.115	3.009	3.707	4.709	3.557	1.490	0.855	0.588	24.59	12.8%	1.897	7.790	11.97	2.933
2018	£M	0.530	0.656	0.942	1.851	3.541	3.383	3.754	5.036	3.863	1.703	0.956	0.670	26.89	9.3%	2.128	8.776	12.65	3.329
2019	£M	0.613	0.709	1.009	2.191	3.950	3.638	4.531	5.735	4.056	1.794	1.088	0.755	30.07	11.8%	2.330	9.778	14.32	3.637

ECONOMIC IMPACT - IN HISTORIC PRICES												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced	£M	13.66	14.61	16.21	14.81	16.45	18.60	20.01	21.80	24.59	26.89	30.07
	£M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	133.26	142.53
All Visitor Types	£M											
Share of Total	%	16.6%	17.3%	18.0%	15.9%	16.2%	17.6%	17.3%	18.5%	19.4%	20.2%	21.1%
Annual Change in Share	%		4.3%	3.6%	-11.3%	1.9%	8.1%	-1.3%	6.6%	5.2%	3.8%	4.6%
Change in Share from 2009	%		4.3%	8.1%	-4.1%	-2.3%	5.7%	4.3%	11.2%	17.0%	21.5%	27.0%
Avg Ann. Change in Share	%		4.3%	4.0%	-1.4%	-0.6%	1.1%	0.7%	1.6%	2.1%	2.4%	2.7%



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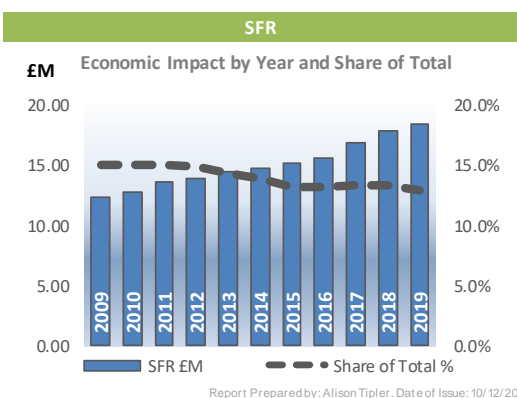
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STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
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 2019		42.8%	38.7%	50.8%	48.1%	49.9%	54.0%	50.0%	51.6%	59.5%	47.6%	58.8%	44.6%	48.7%	Annual Change	43.7%	50.1%	52.7%	48.1%
% Change 2018 to 2019		4.1%	2.8%	3.2%	5.1%	3.6%	2.3%	4.5%	2.6%	1.1%	1.7%	5.0%	3.7%	3.5%		3.7%	3.9%	2.9%	3.5%
Average Annual Change		4.3%	3.9%	5.1%	4.8%	5.0%	5.4%	5.0%	5.2%	6.0%	4.8%	5.9%	4.5%	4.9%		4.4%	5.0%	5.3%	4.8%
2009	£M	1.807	0.631	0.668	1.442	1.051	0.782	1.235	1.301	0.719	0.681	0.529	1.532	12.38		2.6%	3.106	3.275	3.255
2010	£M	1.778	0.659	0.692	1.457	1.069	0.875	1.281	1.366	0.793	0.690	0.540	1.498	12.70	2.6%	3.129	3.401	3.441	2.728
2011	£M	2.002	0.672	0.744	1.583	1.165	0.927	1.347	1.413	0.828	0.740	0.593	1.559	13.57	6.9%	3.418	3.675	3.589	2.893
2012	£M	2.045	0.682	0.780	1.614	1.165	0.934	1.362	1.446	0.837	0.753	0.615	1.649	13.88	2.3%	3.506	3.713	3.645	3.017
2013	£M	2.127	0.716	0.823	1.646	1.212	0.959	1.422	1.513	0.864	0.777	0.649	1.738	14.45	4.1%	3.667	3.818	3.798	3.164
2014	£M	2.100	0.701	0.832	1.700	1.236	0.975	1.463	1.573	0.903	0.812	0.662	1.753	14.71	1.8%	3.633	3.912	3.939	3.226
2015	£M	2.150	0.719	0.871	1.749	1.281	1.011	1.521	1.633	0.938	0.838	0.683	1.794	15.19	3.3%	3.741	4.041	4.092	3.315
2016	£M	2.168	0.729	0.885	1.778	1.306	1.033	1.558	1.681	0.972	0.859	0.703	1.845	15.52	2.2%	3.782	4.117	4.211	3.407
2017	£M	2.346	0.807	0.937	1.941	1.436	1.117	1.707	1.818	1.091	0.936	0.760	2.017	16.91	9.0%	4.090	4.494	4.617	3.713
2018	£M	2.478	0.852	0.976	2.032	1.520	1.178	1.772	1.922	1.134	0.988	0.800	2.137	17.79	5.2%	4.306	4.729	4.829	3.925
2019	£M	2.580	0.876	1.008	2.135	1.574	1.205	1.853	1.972	1.146	1.005	0.840	2.217	18.41	3.5%	4.464	4.914	4.971	4.062

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SFR £M	12.38	12.70	13.57	13.88	14.45	14.71	15.19	15.52	16.91	17.79	18.41
All Visitor Types £M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	133.26	142.53
Share of Total %	15.1%	15.1%	15.0%	14.9%	14.3%	13.9%	13.1%	13.1%	13.4%	13.3%	12.9%
Annual Change in Share %		0.0%	-0.1%	-0.7%	-4.5%	-2.7%	-5.3%	0.0%	1.7%	-0.1%	-3.2%
Change in Share from 2009 %		0.0%	-0.1%	-0.8%	-5.3%	-7.8%	-12.7%	-12.7%	-11.2%	-11.3%	-14.2%
Avg Ann. Change in Share %		0.0%	-0.1%	-0.3%	-1.3%	-1.6%	-2.1%	-1.8%	-1.4%	-1.3%	-1.4%

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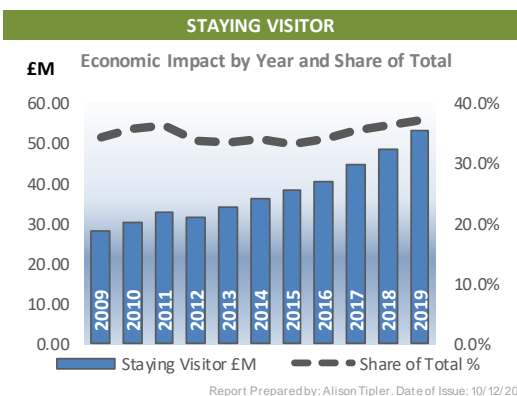


STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019 Historic Prices			STAYING VISITOR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
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 2019		61.5%	71.8%	78.0%	75.2%	85.7%	99.3%	95.8%	101.6%	113.6%	82.4%	109.7%	58.8%	87.9%	Annual Change	68.7%	86.7%	102.7%	78.2%
% Change 2018 to 2019		7.6%	9.2%	8.9%	12.7%	10.6%	7.9%	16.3%	11.7%	5.6%	7.0%	9.0%	5.3%	9.8%		8.4%	10.3%	11.4%	6.8%
Average Annual Change		6.1%	7.2%	7.8%	7.5%	8.6%	9.9%	9.6%	10.2%	11.4%	8.2%	11.0%	5.9%	8.8%		6.9%	8.7%	10.3%	7.8%
2009	£M	2.289	1.196	1.378	2.614	3.157	2.629	3.489	4.060	2.591	1.710	1.053	2.072	28.24		4.863	8.401	10.14	4.834
2010	£M	2.328	1.334	1.477	2.555	3.161	3.250	3.691	4.415	3.094	1.702	1.073	1.959	30.04	6.4%	5.139	8.966	11.20	4.734
2011	£M	2.690	1.338	1.634	2.913	3.658	3.537	3.930	4.520	3.267	1.887	1.229	2.038	32.64	8.7%	5.662	10.11	11.72	5.154
2012	£M	2.688	1.336	1.690	2.831	3.345	3.285	3.683	4.335	3.059	1.819	1.259	2.157	31.49	-3.5%	5.714	9.462	11.08	5.235
2013	£M	2.814	1.418	1.890	2.892	3.651	3.491	4.034	4.798	3.292	1.926	1.387	2.321	33.91	7.7%	6.122	10.03	12.12	5.634
2014	£M	2.769	1.364	1.912	3.098	3.884	3.703	4.374	5.347	3.732	2.122	1.445	2.343	36.09	6.4%	6.046	10.68	13.45	5.910
2015	£M	2.934	1.489	1.986	3.230	4.037	3.852	4.751	5.794	3.864	2.227	1.551	2.438	38.15	5.7%	6.409	11.12	14.41	6.216
2016	£M	2.972	1.546	2.020	3.356	4.211	4.032	5.063	6.243	4.169	2.368	1.658	2.564	40.20	5.4%	6.539	11.60	15.47	6.590
2017	£M	3.215	1.742	2.096	3.779	4.772	4.402	5.738	6.861	4.884	2.634	1.807	2.832	44.76	11.3%	7.054	12.95	17.48	7.273
2018	£M	3.434	1.881	2.252	4.064	5.302	4.859	5.872	7.331	5.242	2.914	2.024	3.125	48.30	7.9%	7.568	14.22	18.45	8.064
2019	£M	3.695	2.055	2.453	4.581	5.862	5.241	6.832	8.186	5.535	3.118	2.207	3.289	53.06	9.8%	8.203	15.68	20.55	8.614

ECONOMIC IMPACT - IN HISTORIC PRICES												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Staying Visitor	£M	28.24	30.04	32.64	31.49	33.91	36.09	38.15	40.20	44.76	48.30	53.06
All Visitor Types	£M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	133.26	142.53
Share of Total	%	34.3%	35.6%	36.1%	33.9%	33.5%	34.1%	33.0%	34.1%	35.4%	36.2%	37.2%
Annual Change in Share	%		3.7%	1.5%	-6.3%	-1.1%	1.7%	-3.0%	3.1%	3.9%	2.5%	2.7%
Change in Share from 2009	%		3.7%	5.3%	-1.4%	-2.5%	-0.8%	-3.8%	-0.8%	3.0%	5.6%	8.4%
Avg Ann. Change in Share	%		3.7%	2.6%	-0.5%	-0.6%	-0.2%	-0.6%	-0.1%	0.4%	0.6%	0.8%

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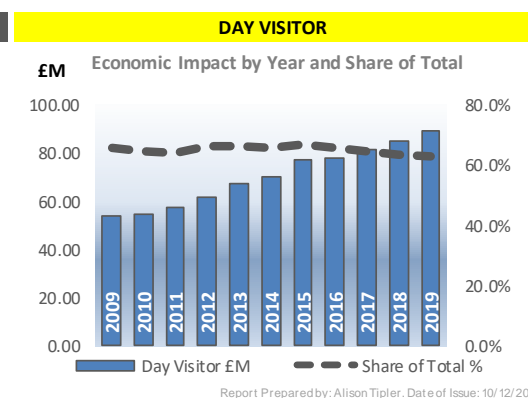


STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL % Change							
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 2019		79.1%	99.6%	191.3%	50.4%	69.4%	82.2%	39.2%	60.2%	47.1%	50.3%	33.1%	23.2%	65.7%	Annual Change	126.2%	68.7%	50.7%	38.6%	
% Change 2018 to 2019		8.0%	10.4%	11.7%	4.6%	1.5%	9.7%	-0.1%	2.5%	6.3%	8.3%	-2.0%	5.9%	5.3%		10.4%	5.4%	2.6%	4.7%	
Average Annual Change		7.9%	10.0%	19.1%	5.0%	6.9%	8.2%	3.9%	6.0%	4.7%	5.0%	3.3%	2.3%	6.6%		12.6%	6.9%	5.1%	3.9%	
2009	£M	2.363	3.237	3.026	4.159	5.285	5.409	6.446	9.772	5.322	4.146	2.603	2.235	54.01		8.627	14.85	21.54	8.984	
2010	£M	2.303	3.342	3.074	4.278	5.642	6.362	6.120	9.333	5.172	4.177	2.646	1.876	54.32		8.719	16.28	20.62	8.699	
2011	£M	2.717	3.705	3.597	4.928	5.751	6.047	6.681	9.342	5.692	4.414	2.843	1.945	57.66		6.1%	10.02	16.73	21.72	9.203
2012	£M	2.972	4.025	4.297	4.583	5.664	6.824	7.523	10.42	6.038	4.326	2.983	1.855	61.51		6.7%	11.29	17.07	23.98	9.164
2013	£M	3.021	4.403	4.903	4.818	7.049	6.919	8.285	11.89	6.245	4.598	3.199	2.084	67.42		9.6%	12.33	18.79	26.42	9.881
2014	£M	2.851	4.551	5.984	5.482	7.197	7.162	8.490	11.99	6.044	4.710	3.347	2.091	69.89		3.7%	13.39	19.84	26.52	10.15
2015	£M	3.439	5.353	6.478	5.636	7.673	7.563	8.840	13.86	7.029	5.591	3.497	2.431	77.39		10.7%	15.27	20.87	29.73	11.52
2016	£M	3.499	5.342	7.171	5.534	8.067	8.460	8.339	13.80	6.600	5.264	3.331	2.433	77.84	0.6%	16.01	22.06	28.74	11.03	
2017	£M	3.678	5.617	7.541	5.820	8.484	8.896	8.765	14.50	6.921	5.520	3.493	2.552	81.79	5.1%	16.84	23.20	30.19	11.56	
2018	£M	3.919	5.854	7.894	5.977	8.818	8.980	8.985	15.27	7.366	5.753	3.536	2.602	84.95	3.9%	17.67	23.78	31.62	11.89	
2019	£M	4.234	6.463	8.814	6.254	8.952	9.855	8.972	15.66	7.827	6.232	3.464	2.754	89.48	5.3%	19.51	25.06	32.45	12.45	

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor	£M	54.01	54.32	57.66	61.51	67.42	69.89	77.39	77.84	81.79	84.95
All Visitor Types	£M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	133.26
Share of Total	%	65.7%	64.4%	63.9%	66.1%	66.5%	65.9%	65.9%	64.6%	63.8%	62.8%
Annual Change in Share	%		-1.9%	-0.8%	3.6%	0.6%	-0.9%	1.6%	-1.5%	-2.0%	-1.4%
Change in Share from 2009	%		-1.9%	-2.8%	0.7%	1.3%	0.4%	2.0%	0.4%	-1.6%	-4.4%
Avg Ann. Change in Share	%		-1.9%	-1.4%	0.2%	0.3%	0.1%	0.3%	0.1%	-0.2%	-0.4%

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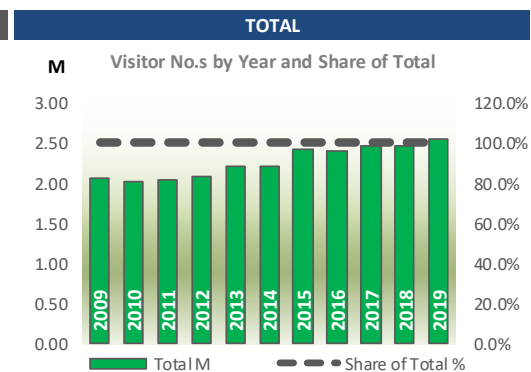


Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2019

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

STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			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					
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 2019	28.1%	45.4%	106.5%	11.5%	25.0%	34.1%	5.2%	19.8%	12.2%	11.8%	2.2%	-4.6%		22.8%	61.0%	24.4%	13.5%	4.6%	
% Change 2018 to 2019	5.1%	7.5%	8.7%	2.6%	-0.4%	6.7%	-1.6%	0.4%	3.5%	5.3%	-3.5%	2.8%		2.9%	7.4%	3.0%	0.6%	2.1%	
Average Annual Change	2.8%	4.5%	10.6%	1.2%	2.5%	3.4%	0.5%	2.0%	1.2%	1.2%	0.2%	-0.5%		2.3%	6.1%	2.4%	1.3%	0.5%	
2009	M	0.103	0.123	0.116	0.164	0.204	0.205	0.244	0.361	0.200	0.157	0.100		0.095	2.071	0.342	0.573	0.805	0.352
2010	M	0.098	0.123	0.114	0.161	0.209	0.232	0.225	0.335	0.190	0.152	0.098	0.079	2.017	-2.6%	0.335	0.603	0.750	0.329
2011	M	0.109	0.129	0.127	0.176	0.205	0.212	0.234	0.320	0.199	0.153	0.100	0.079	2.042	1.2%	0.364	0.594	0.752	0.332
2012	M	0.112	0.133	0.144	0.159	0.194	0.227	0.250	0.340	0.201	0.145	0.101	0.074	2.080	1.9%	0.390	0.580	0.791	0.319
2013	M	0.111	0.141	0.158	0.161	0.230	0.224	0.266	0.375	0.203	0.149	0.105	0.079	2.202	5.9%	0.411	0.615	0.843	0.333
2014	M	0.103	0.141	0.184	0.176	0.228	0.224	0.266	0.369	0.193	0.149	0.107	0.077	2.218	0.7%	0.428	0.629	0.828	0.333
2015	M	0.119	0.163	0.197	0.179	0.240	0.233	0.274	0.421	0.221	0.173	0.111	0.087	2.416	9.0%	0.478	0.652	0.915	0.370
2016	M	0.119	0.161	0.214	0.174	0.248	0.256	0.256	0.414	0.205	0.161	0.104	0.086	2.399	-0.7%	0.494	0.678	0.876	0.352
2017	M	0.123	0.165	0.219	0.180	0.255	0.263	0.264	0.425	0.212	0.165	0.107	0.089	2.468	2.9%	0.507	0.698	0.901	0.361
2018	M	0.126	0.166	0.221	0.178	0.256	0.257	0.261	0.431	0.217	0.166	0.105	0.089	2.472	0.2%	0.512	0.691	0.908	0.360
2019	M	0.132	0.178	0.240	0.183	0.255	0.274	0.257	0.432	0.224	0.175	0.102	0.091	2.544	2.9%	0.550	0.712	0.913	0.368

VISITOR NUMBERS												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total	M	2.071	2.017	2.042	2.080	2.202	2.218	2.416	2.399	2.468	2.472	2.544
All Visitor Types	M	2.071	2.017	2.042	2.080	2.202	2.218	2.416	2.399	2.468	2.472	2.544
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%
Annual Change in Share	%											
Change in Share from 2009	%											
Avg Ann. Change in Share	%											



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Report Prepared by: Alison Tipler. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			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					
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 2019		64.7%	94.1%	50.2%	-25.3%	27.7%	16.1%	58.8%	63.1%	54.5%	2.1%	68.2%	52.4%	43.2%	Annual Change	70.5%	4.3%	58.5%	39.5%	
% Change 2018 to 2019		27.8%	28.4%	31.4%	46.0%	37.5%	31.4%	35.9%	31.9%	27.7%	35.9%	2.4%	-2.1%	24.7%		29.1%	37.2%	31.7%	6.9%	
Average Annual Change		6.5%	9.4%	5.0%	-2.5%	2.8%	1.6%	5.9%	6.3%	5.4%	0.2%	6.8%	5.2%	4.3%		7.0%	0.4%	5.9%	3.9%	
2009	000s	1.2	1.4	1.3	1.3	1.1	1.3	1.1	1.0	1.2	1.2	1.0	1.4	14.4	Annual Change	3.8	3.6	3.3	3.6	
2010	000s	2.4	2.1	1.7	0.8	1.0	1.3	1.3	1.3	1.2	1.3	1.1	1.0	16.4		14.1%	6.2	3.0	3.7	3.5
2011	000s	2.4	2.1	1.9	0.8	0.9	1.2	1.3	1.2	1.1	1.2	1.1	1.2	16.5		0.4%	6.4	3.0	3.6	3.5
2012	000s	1.8	1.9	2.0	0.8	0.9	1.3	1.2	1.3	1.2	1.0	1.1	1.3	15.7		-4.3%	5.7	2.9	3.7	3.4
2013	000s	1.8	2.4	2.3	0.6	1.0	1.3	1.3	1.3	1.3	1.0	1.3	1.7	17.3		9.8%	6.6	2.9	3.8	4.0
2014	000s	1.5	1.8	1.5	0.5	0.8	1.0	1.2	1.1	1.2	0.9	1.1	1.5	13.9		-19.6%	4.7	2.2	3.5	3.4
2015	000s	1.5	2.0	1.7	0.4	0.7	1.0	1.2	1.1	1.3	0.9	1.1	1.4	14.3		3.0%	5.1	2.2	3.6	3.4
2016	000s	1.5	2.0	1.6	0.5	0.7	0.9	1.2	1.0	1.2	0.8	1.0	1.5	13.8		-3.4%	5.0	2.1	3.4	3.3
2017	000s	1.4	2.0	1.5	0.7	0.9	1.1	1.3	1.1	1.4	0.9	1.1	1.6	15.0		8.1%	4.9	2.7	3.8	3.6
2018	000s	1.5	2.1	1.5	0.7	1.0	1.1	1.3	1.2	1.4	0.9	1.6	2.2	16.5		10.1%	5.1	2.8	3.9	4.7
2019	000s	1.9	2.7	1.9	1.0	1.4	1.5	1.8	1.6	1.8	1.3	1.6	2.2	20.6		24.7%	6.5	3.8	5.2	5.0

VISITOR NUMBERS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Serviced 000s	14.4	16.4	16.5	15.7	17.3	13.9	14.3	13.8	15.0	16.5	20.6
All Visitor Types M	2.1	2.0	2.0	2.1	2.2	2.2	2.4	2.4	2.5	2.5	2.5
Share of Total %	0.7%	0.8%	0.8%	0.8%	0.8%	0.6%	0.6%	0.6%	0.6%	0.7%	0.8%
Annual Change in Share %		17.1%	-0.8%	-6.0%	3.8%	-20.1%	-5.4%	-2.7%	5.1%	9.9%	21.2%
Change in Share from 2009 %		17.1%	16.2%	9.1%	13.2%	-9.6%	-14.5%	-16.8%	-12.5%	-3.8%	16.5%
Avg Ann. Change in Share %		17.1%	8.1%	3.0%	3.3%	-1.9%	-2.4%	-2.4%	-1.6%	-0.4%	1.7%

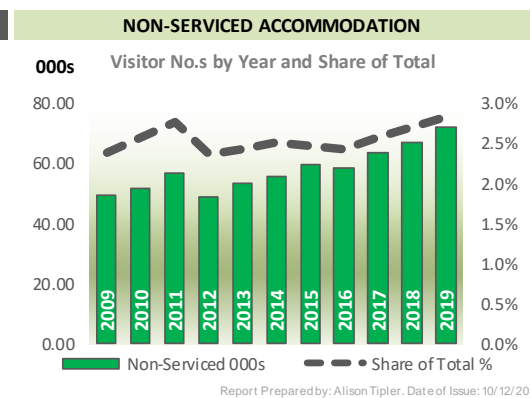


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STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			NON-SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
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 2019		9.2%	15.7%	15.4%	24.7%	30.6%	33.0%	49.9%	64.5%	88.2%	32.9%	89.0%	24.9%	45.9%	Annual Change	14.0%	30.1%	66.8%	45.4%
% Change 2018 to 2019		10.2%	3.2%	2.6%	13.9%	8.1%	4.2%	16.1%	9.8%	1.7%	0.9%	9.1%	7.7%	7.6%		4.5%	7.9%	8.6%	4.6%
Average Annual Change		0.9%	1.6%	1.5%	2.5%	3.1%	3.3%	5.0%	6.5%	8.8%	3.3%	8.9%	2.5%	4.6%		1.4%	3.0%	6.7%	4.5%
2009 000s		1.0	1.3	1.9	4.3	7.6	6.3	6.5	8.1	5.9	3.4	1.5	1.2	49.2		4.2	18.3	20.5	6.1
2010 000s		0.6	1.0	1.8	4.0	7.7	8.0	6.7	8.9	7.0	3.3	1.6	1.1	51.8	5.4%	3.4	19.7	22.6	6.0
2011 000s		0.8	1.1	2.2	4.7	9.0	8.6	7.1	8.8	7.8	3.6	1.9	1.1	56.5	9.1%	4.0	22.2	23.7	6.5
2012 000s		0.8	1.0	2.0	4.1	7.5	7.2	6.0	7.7	6.6	3.1	1.8	1.0	48.9	-13.5%	3.8	18.8	20.3	6.0
2013 000s		0.8	1.1	2.1	4.2	8.4	7.5	6.7	8.6	7.5	3.5	2.1	1.1	53.6	9.6%	3.9	20.1	22.9	6.7
2014 000s		0.7	0.9	2.1	4.2	8.0	7.1	7.2	9.7	8.5	4.0	2.3	1.1	55.8	4.1%	3.7	19.2	25.4	7.4
2015 000s		0.7	1.1	2.0	4.1	7.8	6.7	7.5	11.6	10.2	4.1	2.8	1.0	59.7	7.0%	3.8	18.6	29.3	8.0
2016 000s		0.9	1.2	2.0	4.0	7.7	7.1	7.7	11.1	9.2	3.8	2.4	1.2	58.2	-2.5%	4.1	18.8	27.9	7.4
2017 000s		1.0	1.4	2.0	4.4	8.5	7.5	8.5	11.8	10.5	4.1	2.5	1.3	63.5	9.2%	4.4	20.4	30.8	8.0
2018 000s		1.0	1.4	2.2	4.7	9.2	8.1	8.3	12.2	10.9	4.5	2.7	1.4	66.7	4.9%	4.6	22.0	31.5	8.5
2019 000s		1.1	1.5	2.2	5.3	10.0	8.4	9.7	13.4	11.1	4.5	2.9	1.5	71.7	7.6%	4.8	23.8	34.2	8.9

VISITOR NUMBERS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced	000s	49.2	51.8	56.5	48.9	53.6	55.8	59.7	58.2	63.5	71.7
All Visitor Types	M	2.1	2.0	2.0	2.1	2.2	2.2	2.4	2.4	2.5	2.5
Share of Total	%	2.4%	2.6%	2.8%	2.3%	2.4%	2.5%	2.5%	2.4%	2.7%	2.8%
Annual Change in Share	%		8.2%	7.8%	-15.1%	3.5%	3.4%	-1.8%	-1.8%	6.1%	4.7%
Change in Share from 2009	%		8.2%	16.6%	-1.0%	2.4%	6.0%	4.1%	2.2%	8.5%	13.6%
Avg Ann. Change in Share	%		8.2%	8.3%	-0.3%	0.6%	1.2%	0.7%	0.3%	1.1%	1.9%



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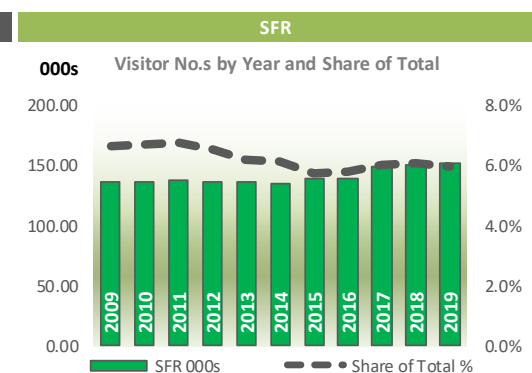
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STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			SFR	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY	SFR																			
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change							
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 2019	6.0%	3.0%	12.0%	9.9%	11.2%	14.3%	11.3%	12.5%	18.4%	9.5%	17.8%	7.4%	10.5%	Annual Change	6.7%	11.5%	13.5%	10.3%		
% Change 2018 to 2019	1.6%	0.3%	0.7%	2.5%	1.1%	-0.3%	2.0%	0.1%	-1.4%	-0.8%	2.4%	1.2%	0.9%		1.1%	1.2%	0.4%	0.9%		
Average Annual Change	0.6%	0.3%	1.2%	1.0%	1.1%	1.4%	1.1%	1.3%	1.8%	1.0%	1.8%	0.7%	1.1%		0.7%	1.2%	1.4%	1.0%		
2009	000s	19.0	7.9	8.2	14.0	12.5	9.8	13.0	13.1	8.7	8.4	6.8	15.5	136.8	-0.9%	35.0	36.3	34.8	30.7	
2010	000s	18.0	7.9	8.1	13.6	12.3	10.5	13.0	13.3	9.2	8.2	6.7	14.6	135.5		34.1	36.5	35.5	29.4	
2011	000s	19.3	7.7	8.3	14.1	12.7	10.6	13.0	13.1	9.2	8.3	7.0	14.4	137.8		35.3	37.5	35.2	29.8	
2012	000s	18.9	7.5	8.4	13.8	12.3	10.3	12.6	12.9	8.9	8.1	7.0	14.7	135.5		34.8	36.4	34.4	29.8	
2013	000s	19.1	7.6	8.6	13.7	12.4	10.2	12.7	13.0	8.9	8.1	7.2	15.0	136.6		35.3	36.3	34.7	30.3	
2014	000s	18.3	7.3	8.4	13.7	12.3	10.1	12.8	13.2	9.1	8.3	7.1	14.7	135.3		34.0	36.1	35.0	30.1	
2015	000s	18.6	7.4	8.7	14.0	12.6	10.4	13.1	13.5	9.3	8.4	7.3	14.9	138.2		34.7	36.9	36.0	30.6	
2016	000s	18.5	7.4	8.8	14.0	12.6	10.5	13.3	13.8	9.5	8.5	7.4	15.1	139.3		34.6	37.1	36.6	31.0	
2017	000s	19.5	8.0	9.0	14.9	13.5	11.0	14.2	14.5	10.4	9.1	7.8	16.1	148.1		6.3%	36.5	39.5	39.1	32.9
2018	000s	19.8	8.1	9.1	15.0	13.8	11.2	14.2	14.8	10.4	9.2	7.9	16.4	149.8		1.2%	37.0	40.0	39.3	33.5
2019	000s	20.1	8.1	9.1	15.4	13.9	11.2	14.4	14.8	10.3	9.1	8.1	16.6	151.2	0.9%	37.3	40.5	39.5	33.8	

VISITOR NUMBERS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SFR 000s	136.8	135.5	137.8	135.5	136.6	135.3	138.2	139.3	148.1	149.8	151.2
All Visitor Types M	2.1	2.0	2.0	2.1	2.2	2.2	2.4	2.4	2.5	2.5	2.5
Share of Total %	6.6%	6.7%	6.7%	6.5%	6.2%	6.1%	5.7%	5.8%	6.0%	6.1%	5.9%
Annual Change in Share %		1.7%	0.5%	-3.4%	-4.8%	-1.6%	-6.2%	1.5%	3.3%	1.0%	-1.9%
Change in Share from 2009 %		1.7%	2.2%	-1.4%	-6.1%	-7.6%	-13.4%	-12.1%	-9.1%	-8.2%	-10.0%
Avg Ann. Change in Share %		1.7%	1.1%	-0.5%	-1.5%	-1.5%	-2.2%	-1.7%	-1.1%	-0.9%	-1.0%

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Report Prepared by: Alison Tipler. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			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
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 2019		9.3%	16.6%	16.9%	10.8%	19.0%	21.3%	26.0%	33.7%	47.3%	14.9%	34.8%	12.1%	21.6%	Annual Change	13.1%	16.9%	34.7%	18.2%	
% Change 2018 to 2019		3.7%	5.7%	4.6%	6.6%	5.3%	3.2%	8.8%	5.6%	1.9%	2.1%	3.9%	1.3%	4.5%		4.5%	5.0%	5.5%	2.2%	
Average Annual Change		0.9%	1.7%	1.7%	1.1%	1.9%	2.1%	2.6%	3.4%	4.7%	1.5%	3.5%	1.2%	2.2%		1.3%	1.7%	3.5%	1.8%	
2009	000s	21.1	10.6	11.4	19.6	21.2	17.4	20.5	22.2	15.8	13.0	9.4	18.1	200.3	1.7%	43.1	58.2	58.5	40.4	
2010	000s	20.9	11.0	11.7	18.4	21.0	19.8	20.9	23.5	17.4	12.8	9.4	16.7	203.6		43.7	59.2	61.8	38.9	
2011	000s	22.5	10.9	12.4	19.6	22.6	20.4	21.3	23.1	18.1	13.1	10.0	16.7	210.7		3.5%	45.7	62.7	62.6	39.8
2012	000s	21.5	10.5	12.4	18.7	20.6	18.8	19.8	21.8	16.8	12.3	9.9	17.0	200.1		-5.0%	44.3	58.1	58.4	39.3
2013	000s	21.7	11.1	13.0	18.4	21.8	19.0	20.8	22.9	17.7	12.6	10.6	17.8	207.4		3.6%	45.8	59.2	61.4	41.0
2014	000s	20.5	10.0	12.0	18.3	21.0	18.2	21.2	24.0	18.8	13.1	10.5	17.3	205.0		-1.2%	42.5	57.5	64.0	40.9
2015	000s	20.8	10.4	12.4	18.5	21.1	18.0	21.8	26.2	20.8	13.5	11.2	17.4	212.2		3.5%	43.6	57.7	68.9	42.0
2016	000s	20.8	10.6	12.3	18.5	21.1	18.5	22.1	25.8	19.9	13.1	10.8	17.8	211.4		-0.4%	43.7	58.1	67.9	41.7
2017	000s	21.9	11.4	12.5	20.0	23.0	19.6	23.9	27.4	22.4	14.1	11.4	19.0	226.6		7.2%	45.8	62.6	73.7	44.5
2018	000s	22.3	11.6	12.7	20.4	24.0	20.4	23.8	28.1	22.8	14.6	12.1	20.0	233.0		2.8%	46.7	64.8	74.7	46.8
2019	000s	23.1	12.3	13.3	21.7	25.3	21.1	25.9	29.7	23.2	14.9	12.6	20.3	243.4	4.5%	48.7	68.1	78.8	47.8	

VISITOR NUMBERS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Staying Visitor 000s	200.3	203.6	210.7	200.1	207.4	205.0	212.2	211.4	226.6	233.0	243.4
All Visitor Types M	2.1	2.0	2.0	2.1	2.2	2.2	2.4	2.4	2.5	2.5	2.5
Share of Total %	9.7%	10.1%	10.3%	9.6%	9.4%	9.2%	8.8%	8.8%	9.2%	9.4%	9.6%
Annual Change in Share %		4.4%	2.2%	-6.8%	-2.1%	-1.9%	-5.0%	0.3%	4.2%	2.6%	1.6%
Change in Share from 2009 %		4.4%	6.7%	-0.5%	-2.6%	-4.4%	-9.2%	-8.9%	-5.1%	-2.6%	-1.0%
Avg Ann. Change in Share %		4.4%	3.4%	-0.2%	-0.7%	-0.9%	-1.5%	-1.3%	-0.6%	-0.3%	-0.1%



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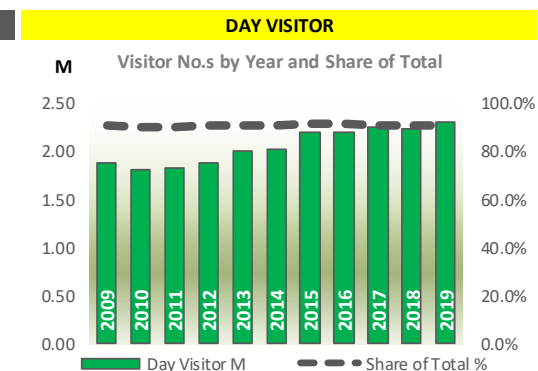
Report Prepared by: Alison Tipler. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			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				
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 2019		33.0%	48.2%	116.2%	11.6%	25.7%	35.2%	3.3%	18.9%	9.2%	11.6%	-1.2%	-8.5%	23.0%	Annual Change	67.9%	25.2%	11.8%	2.9%
% Change 2018 to 2019		5.4%	7.7%	8.9%	2.1%	-1.0%	7.0%	-2.6%	0.0%	3.6%	5.7%	-4.5%	3.3%	2.7%		7.7%	2.8%	0.1%	2.1%
Average Annual Change		3.3%	4.8%	11.6%	1.2%	2.6%	3.5%	0.3%	1.9%	0.9%	1.2%	-0.1%	-0.9%	2.3%		6.8%	2.5%	1.2%	0.3%
2009	M	0.082	0.112	0.105	0.144	0.183	0.187	0.223	0.338	0.184	0.144	0.090	0.077	1.871			0.299	0.514	0.746
2010	M	0.077	0.112	0.103	0.143	0.188	0.212	0.204	0.312	0.173	0.139	0.088	0.063	1.813	-3.0%	0.291	0.544	0.689	0.290
2011	M	0.086	0.118	0.114	0.157	0.183	0.192	0.212	0.297	0.181	0.140	0.090	0.062	1.831	1.0%	0.318	0.531	0.690	0.292
2012	M	0.091	0.123	0.131	0.140	0.173	0.209	0.230	0.319	0.185	0.132	0.091	0.057	1.880	2.6%	0.345	0.522	0.733	0.280
2013	M	0.089	0.130	0.145	0.143	0.209	0.205	0.245	0.352	0.185	0.136	0.095	0.062	1.995	6.1%	0.365	0.556	0.782	0.292
2014	M	0.082	0.131	0.172	0.158	0.207	0.206	0.244	0.345	0.174	0.136	0.096	0.060	2.013	0.9%	0.385	0.571	0.764	0.292
2015	M	0.098	0.152	0.184	0.161	0.219	0.215	0.252	0.395	0.200	0.159	0.100	0.069	2.204	9.5%	0.435	0.594	0.847	0.328
2016	M	0.098	0.150	0.202	0.156	0.227	0.238	0.234	0.388	0.186	0.148	0.094	0.068	2.188	-0.7%	0.450	0.620	0.808	0.310
2017	M	0.101	0.154	0.207	0.159	0.232	0.244	0.240	0.397	0.190	0.151	0.096	0.070	2.241	2.4%	0.461	0.636	0.827	0.317
2018	M	0.103	0.154	0.208	0.158	0.232	0.237	0.237	0.402	0.194	0.152	0.093	0.069	2.239	-0.1%	0.466	0.627	0.833	0.313
2019	M	0.109	0.166	0.227	0.161	0.230	0.253	0.231	0.403	0.201	0.160	0.089	0.071	2.300	2.7%	0.502	0.644	0.834	0.320

VISITOR NUMBERS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor	M	1.871	1.813	1.831	1.880	1.995	2.013	2.204	2.188	2.241	2.239
All Visitor Types	M	2.071	2.017	2.042	2.080	2.202	2.218	2.416	2.399	2.468	2.472
Share of Total	%	90.3%	89.9%	89.7%	90.4%	90.6%	90.8%	91.2%	91.2%	90.8%	90.4%
Annual Change in Share	%		-0.5%	-0.2%	0.8%	0.2%	0.2%	0.5%	0.0%	-0.4%	-0.3%
Change in Share from 2009	%		-0.5%	-0.7%	0.1%	0.3%	0.5%	1.0%	1.0%	0.5%	0.3%
Avg Ann. Change in Share	%		-0.5%	-0.4%	0.0%	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%

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Report Prepared by: Alison Tipler. Date of Issue: 10/12/20

Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2019

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

STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			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									
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 2019		24.9%	42.1%	94.5%	15.8%	27.7%	37.1%	11.8%	23.6%	20.4%	15.1%	9.5%	0.7%	25.5%	Annual Change	53.7%	27.6%	19.1%	9.3%	
% Change 2018 to 2019		4.8%	7.1%	8.1%	4.1%	1.3%	6.2%	1.5%	1.7%	3.0%	4.7%	-1.7%	2.8%	3.5%		6.9%	3.8%	2.0%	2.4%	
Average Annual Change		2.5%	4.2%	9.4%	1.6%	2.8%	3.7%	1.2%	2.4%	2.0%	1.5%	0.9%	0.1%	2.5%		5.4%	2.8%	1.9%	0.9%	
2009	M	0.139	0.140	0.137	0.209	0.261	0.251	0.304	0.433	0.247	0.184	0.115	0.128	2.548	-1.7%	0.415	0.721	0.985	0.427	
2010	M	0.130	0.140	0.135	0.204	0.264	0.289	0.286	0.410	0.246	0.178	0.112	0.109	2.504		0.405	0.757	0.942	0.400	
2011	M	0.145	0.144	0.149	0.223	0.267	0.272	0.296	0.393	0.255	0.182	0.117	0.108	2.550		0.438	0.762	0.944	0.406	
2012	M	0.148	0.149	0.165	0.202	0.246	0.279	0.305	0.407	0.250	0.170	0.117	0.103	2.542		-0.3%	0.462	0.728	0.962	0.391
2013	M	0.147	0.157	0.181	0.204	0.286	0.278	0.325	0.447	0.254	0.175	0.122	0.110	2.687		5.7%	0.485	0.768	1.026	0.408
2014	M	0.137	0.156	0.209	0.222	0.287	0.281	0.327	0.447	0.250	0.178	0.124	0.108	2.726		1.4%	0.502	0.790	1.024	0.410
2015	M	0.155	0.179	0.222	0.227	0.301	0.293	0.340	0.504	0.278	0.203	0.130	0.118	2.950		8.2%	0.557	0.820	1.122	0.451
2016	M	0.156	0.178	0.238	0.222	0.310	0.316	0.325	0.501	0.267	0.193	0.125	0.119	2.949		0.0%	0.571	0.848	1.093	0.436
2017	M	0.161	0.184	0.244	0.232	0.324	0.327	0.339	0.517	0.282	0.199	0.129	0.124	3.063		3.8%	0.589	0.882	1.139	0.452
2018	M	0.165	0.185	0.246	0.232	0.329	0.324	0.335	0.526	0.289	0.202	0.128	0.125	3.089		0.9%	0.597	0.886	1.150	0.456
2019	M	0.173	0.199	0.266	0.241	0.334	0.345	0.340	0.535	0.298	0.212	0.126	0.129	3.197	3.5%	0.638	0.920	1.173	0.466	

VISITOR DAYS												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total	M	2.548	2.504	2.550	2.542	2.687	2.726	2.950	2.949	3.063	3.089	3.197
All Visitor Types	M	2.548	2.504	2.550	2.542	2.687	2.726	2.950	2.949	3.063	3.089	3.197
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%
Annual Change in Share	%											
Change in Share from 2009	%											
Avg Ann. Change in Share	%											

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Report Prepared by: Alison Tipler. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			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					
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 2019		126.9%	86.0%	62.9%	7.9%	62.4%	56.5%	62.1%	89.9%	43.3%	33.0%	45.3%	14.4%	56.7%	Annual Change	89.8%	41.8%	64.7%	29.0%	
% Change 2018 to 2019		17.8%	26.7%	31.5%	44.0%	42.6%	35.5%	37.3%	36.5%	38.2%	44.9%	2.4%	-2.1%	27.9%		24.8%	40.0%	37.3%	12.1%	
Average Annual Change		12.7%	8.6%	6.3%	0.8%	6.2%	5.7%	6.2%	9.0%	4.3%	3.3%	4.5%	1.4%	5.7%		9.0%	4.2%	6.5%	2.9%	
2009	000s	1.9	2.2	2.3	2.1	1.8	2.2	2.1	1.9	2.0	2.1	1.7	2.4	24.9	0.7%	6.4	6.1	6.1	6.2	
2010	000s	4.2	3.8	3.3	1.4	1.8	2.4	2.4	2.5	2.2	2.2	1.9	1.9	29.9		20.5%	11.3	5.6	7.1	6.0
2011	000s	4.8	3.8	3.3	1.5	1.7	2.3	2.4	2.4	1.9	2.1	1.8	2.1	30.2		11.9	5.6	6.7	6.0	
2012	000s	3.9	3.4	3.4	1.4	1.6	2.5	2.3	2.4	2.1	2.0	1.8	1.9	28.7		-4.7%	10.7	5.5	6.8	5.7
2013	000s	4.0	3.6	4.0	1.2	1.8	2.5	2.4	2.5	2.0	1.8	2.0	2.3	30.1		4.7%	11.6	5.4	6.9	6.1
2014	000s	3.5	2.9	2.9	1.1	1.5	2.0	2.2	2.1	1.9	1.7	1.7	1.9	25.2		-16.1%	9.3	4.5	6.2	5.2
2015	000s	4.0	3.2	3.1	1.1	1.5	2.2	2.3	2.3	1.8	1.8	1.6	1.9	26.7		5.7%	10.3	4.8	6.4	5.2
2016	000s	3.6	3.1	3.0	1.1	1.5	2.1	2.2	2.2	1.8	1.7	1.5	2.0	25.9		-3.0%	9.7	4.8	6.2	5.2
2017	000s	3.6	3.1	2.8	1.5	2.0	2.5	2.5	2.5	2.1	1.8	1.7	2.0	28.1		8.6%	9.5	5.9	7.1	5.6
2018	000s	3.7	3.2	2.9	1.5	2.1	2.6	2.5	2.7	2.1	1.9	2.4	2.8	30.4		8.3%	9.8	6.2	7.3	7.1
2019	000s	4.3	4.1	3.8	2.2	3.0	3.5	3.4	3.7	2.9	2.8	2.4	2.8	38.9	27.9%	12.2	8.7	10.0	8.0	

VISITOR DAYS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Serviced 000s	24.9	29.9	30.2	28.7	30.1	25.2	26.7	25.9	28.1	30.4	38.9
All Visitor Types M	2.5	2.5	2.5	2.5	2.7	2.7	2.9	2.9	3.1	3.1	3.2
Share of Total %	1.0%	1.2%	1.2%	1.1%	1.1%	0.9%	0.9%	0.9%	0.9%	1.0%	1.2%
Annual Change in Share %		22.6%	-1.1%	-4.4%	-0.9%	-17.3%	-2.3%	-2.9%	4.6%	7.4%	23.6%
Change in Share from 2009 %		22.6%	21.2%	15.9%	14.8%	-5.1%	-7.3%	-10.0%	-5.9%	1.0%	24.9%
Avg Ann. Change in Share %		22.6%	10.6%	5.3%	3.7%	-1.0%	-1.2%	-1.4%	-0.7%	0.1%	2.5%

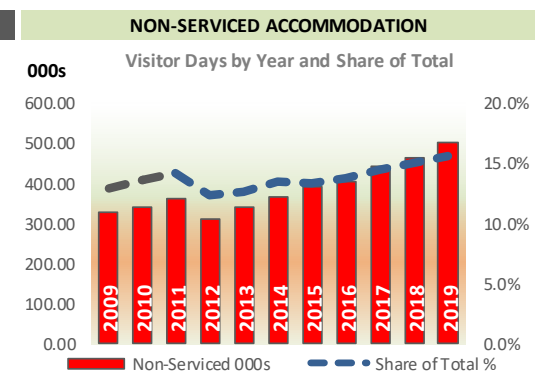


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STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			NON-SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
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 2019		30.4%	27.9%	33.3%	50.3%	43.3%	55.9%	50.6%	55.1%	69.2%	42.5%	96.7%	53.5%	52.5%	Annual Change	30.9%	49.4%	57.7%	57.9%
% Change 2018 to 2019		10.2%	3.2%	2.6%	13.9%	8.1%	4.2%	15.9%	9.6%	1.8%	1.0%	9.1%	7.7%	7.6%		4.6%	7.8%	8.8%	4.6%
Average Annual Change		3.0%	2.8%	3.3%	5.0%	4.3%	5.6%	5.1%	5.5%	6.9%	4.2%	9.7%	5.4%	5.2%		3.1%	4.9%	5.8%	5.8%
2009	000s	7.4	8.8	12.3	24.6	48.7	41.2	46.5	58.5	42.2	20.7	9.1	7.8	327.7		28.5	114.4	147.2	37.5
2010	000s	4.0	7.7	11.6	23.2	46.8	52.2	47.1	61.5	50.9	19.3	8.5	6.7	339.3	3.6%	23.2	122.2	159.4	34.5
2011	000s	5.3	6.9	13.1	27.1	54.1	55.5	48.7	60.4	52.3	21.6	10.5	6.3	361.7	6.6%	25.2	136.7	161.4	38.4
2012	000s	5.5	6.8	12.3	23.2	44.6	46.6	40.8	52.6	44.3	18.5	10.0	6.7	312.0	-13.8%	24.6	114.5	137.8	35.2
2013	000s	5.9	7.0	13.8	23.6	48.6	49.1	45.3	58.9	47.9	20.1	11.0	7.2	338.4	8.5%	26.6	121.3	152.1	38.3
2014	000s	5.7	6.9	15.3	25.9	51.2	51.8	48.8	65.7	53.9	22.6	12.0	7.5	367.2	8.5%	27.8	128.8	168.4	42.2
2015	000s	6.9	8.3	15.5	27.4	53.0	53.2	53.6	71.6	55.7	23.9	13.9	8.6	391.6	6.7%	30.7	133.6	180.9	46.4
2016	000s	7.5	8.8	14.9	27.6	53.9	54.4	55.4	75.2	58.9	24.8	14.7	9.2	405.4	3.5%	31.2	135.9	189.5	48.7
2017	000s	8.2	10.3	15.1	30.7	59.3	57.3	61.4	79.7	67.6	26.9	15.5	10.3	442.4	9.1%	33.6	147.3	208.7	52.7
2018	000s	8.7	10.9	16.0	32.4	64.5	61.7	60.4	82.7	70.2	29.2	16.4	11.1	464.2	4.9%	35.7	158.6	213.3	56.7
2019	000s	9.6	11.2	16.4	36.9	69.7	64.3	70.0	90.7	71.4	29.5	17.8	12.0	499.6	7.6%	37.3	170.9	232.1	59.3

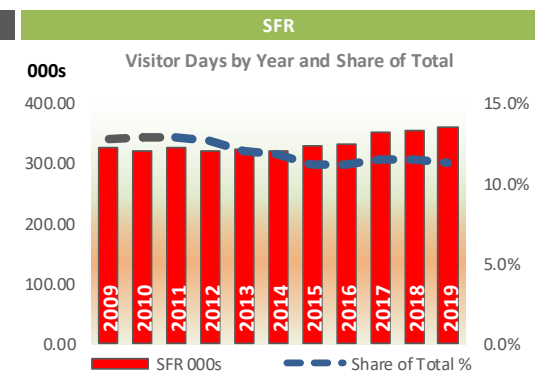
VISITOR DAYS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced	000s	327.7	339.3	361.7	312.0	338.4	367.2	391.6	405.4	442.4	464.2
All Visitor Types	M	2.5	2.5	2.5	2.5	2.7	2.7	2.9	2.9	3.1	3.2
Share of Total	%	12.9%	13.6%	14.2%	12.3%	12.6%	13.5%	13.3%	13.7%	14.4%	15.6%
Annual Change in Share	%		5.4%	4.7%	-13.5%	2.6%	7.0%	-1.4%	3.5%	5.1%	4.0%
Change in Share from 2009	%		5.4%	10.3%	-4.6%	-2.1%	4.7%	3.2%	6.9%	16.9%	21.5%
Avg Ann. Change in Share	%		5.4%	5.2%	-1.5%	-0.5%	0.9%	0.5%	1.0%	1.5%	2.1%



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STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			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						
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 2019	6.0%	3.0%	12.0%	9.9%	11.2%	14.3%	11.3%	12.5%	18.4%	9.5%	17.8%	7.4%	10.4%	Annual Change	6.7%	11.4%	13.4%	9.9%	
% Change 2018 to 2019	1.6%	0.3%	0.7%	2.5%	1.1%	-0.3%	2.0%	0.1%	-1.4%	-0.8%	2.4%	1.2%	0.9%		1.1%	1.4%	0.4%	0.9%	
Average Annual Change	0.6%	0.3%	1.2%	1.0%	1.1%	1.4%	1.1%	1.3%	1.8%	1.0%	1.8%	0.7%	1.0%		0.7%	1.1%	1.3%	1.0%	
2009	000s	47.4	16.6	17.5	37.8	27.6	20.5	32.4	34.1	18.9	17.9	13.9	40.2	324.8	-1.1%	81.5	85.9	85.4	72.0
2010	000s	45.0	16.7	17.5	36.8	27.0	22.1	32.4	34.5	20.1	17.4	13.6	37.9	321.1		79.1	86.0	87.0	69.0
2011	000s	48.2	16.2	17.9	38.1	28.0	22.3	32.4	34.0	19.9	17.8	14.3	37.5	326.6	1.7%	82.2	88.4	86.3	69.6
2012	000s	47.3	15.8	18.0	37.4	27.0	21.6	31.5	33.5	19.4	17.4	14.2	38.2	321.3	-1.6%	81.2	86.0	84.4	69.8
2013	000s	47.7	16.0	18.5	36.9	27.2	21.5	31.9	33.9	19.4	17.4	14.5	39.0	323.8	0.8%	82.2	85.6	85.1	70.9
2014	000s	45.8	15.3	18.1	37.1	27.0	21.3	31.9	34.3	19.7	17.7	14.4	38.2	320.8	-0.9%	79.2	85.3	85.9	70.4
2015	000s	46.4	15.5	18.8	37.7	27.6	21.8	32.8	35.2	20.2	18.1	14.7	38.7	327.7	2.1%	80.7	87.2	88.3	71.5
2016	000s	46.1	15.5	18.8	37.8	27.8	22.0	33.2	35.8	20.7	18.3	15.0	39.3	330.3	0.8%	80.5	87.6	89.6	72.5
2017	000s	48.7	16.7	19.5	40.3	29.8	23.2	35.4	37.7	22.6	19.4	15.8	41.9	351.1	6.3%	84.9	93.3	95.8	77.1
2018	000s	49.5	17.0	19.5	40.6	30.3	23.5	35.4	38.4	22.6	19.7	16.0	42.7	355.2	1.2%	86.0	94.4	96.4	78.4
2019	000s	50.2	17.1	19.6	41.6	30.7	23.5	36.1	38.4	22.3	19.6	16.4	43.2	358.5	0.9%	86.9	95.7	96.8	79.1

VISITOR DAYS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SFR 000s	324.8	321.1	326.6	321.3	323.8	320.8	327.7	330.3	351.1	355.2	358.5
All Visitor Types	M	2.5	2.5	2.5	2.5	2.7	2.7	2.9	2.9	3.1	3.2
Share of Total	%	12.7%	12.8%	12.8%	12.6%	12.0%	11.8%	11.1%	11.2%	11.5%	11.2%
Annual Change in Share	%		0.6%	-0.1%	-1.3%	-4.7%	-2.3%	-5.6%	0.8%	2.3%	0.3%
Change in Share from 2009	%		0.6%	0.5%	-0.8%	-5.5%	-7.7%	-12.9%	-12.1%	-10.1%	-9.8%
Avg Ann. Change in Share	%		0.6%	0.2%	-0.3%	-1.4%	-1.5%	-2.1%	-1.7%	-1.3%	-1.2%



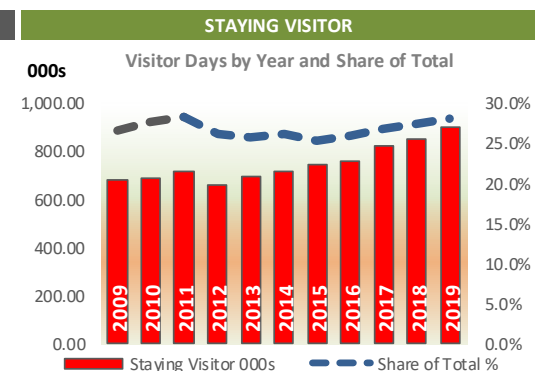
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Report Prepared by: Alison Tipler. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY												2009 to 2019			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					
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 2019			13.3%	17.5%	23.8%	25.2%	32.4%	42.6%	35.2%	40.4%	53.2%	27.5%	48.7%	14.8%		32.4%	17.2%	33.3%	42.0%	26.5%	
% Change 2018 to 2019			3.7%	4.1%	3.8%	8.3%	6.6%	4.0%	11.4%	7.2%	1.8%	2.0%	5.6%	2.3%		5.6%	3.8%	6.2%	6.9%	3.0%	
Average Annual Change			1.3%	1.8%	2.4%	2.5%	3.2%	4.3%	3.5%	4.0%	5.3%	2.8%	4.9%	1.5%		3.2%	1.7%	3.3%	4.2%	2.7%	
2009 000s			56.7	27.5	32.2	64.4	78.1	64.0	81.0	94.6	63.1	40.7	24.6	50.4		677.3	116.4	206.5	238.7	115.7	
2010 000s			53.1	28.1	32.3	61.4	75.6	76.7	81.9	98.6	73.1	38.9	24.0	46.5		690.3	113.6	213.8	253.5	109.5	
2011 000s			58.2	26.8	34.3	66.7	83.9	80.1	83.6	96.7	74.1	41.5	26.6	45.8		718.5	4.1%	119.4	230.7	254.4	114.0
2012 000s			56.8	25.9	33.8	62.0	73.2	70.7	74.7	88.5	65.8	37.9	26.0	46.8		662.1	-7.9%	116.5	205.9	229.0	110.7
2013 000s			57.5	26.6	36.3	61.7	77.5	73.1	79.6	95.4	69.2	39.3	27.6	48.5		692.3	4.6%	120.4	212.3	244.2	115.4
2014 000s			55.0	25.0	36.4	64.0	79.6	75.0	82.9	102.1	75.5	42.0	28.1	47.7		713.3	3.0%	116.4	218.7	260.5	117.7
2015 000s			57.3	27.0	37.4	66.2	82.1	77.2	88.7	109.1	77.8	43.7	30.2	49.2	746.0	4.6%	121.7	225.6	275.6	123.1	
2016 000s			57.2	27.4	36.8	66.6	83.2	78.5	90.8	113.2	81.4	44.8	31.2	50.4	761.6	2.1%	121.4	228.3	285.4	126.4	
2017 000s			60.5	30.2	37.4	72.5	91.1	83.0	99.3	120.0	92.3	48.2	32.9	54.2	821.5	7.9%	128.0	246.5	311.6	135.4	
2018 000s			61.9	31.1	38.4	74.5	96.9	87.8	98.3	123.8	94.9	50.8	34.7	56.6	849.8	3.4%	131.4	259.2	317.0	142.2	
2019 000s			64.2	32.4	39.9	80.7	103.4	91.2	109.5	132.8	96.7	51.8	36.6	57.9	897.1	5.6%	136.5	275.3	338.9	146.4	

VISITOR DAYS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Staying Visitor 000s	677.3	690.3	718.5	662.1	692.3	713.3	746.0	761.6	821.5	849.8	897.1
All Visitor Types M	2.5	2.5	2.5	2.5	2.7	2.7	2.9	2.9	3.1	3.1	3.2
Share of Total %	26.6%	27.6%	28.2%	26.0%	25.8%	26.2%	25.3%	25.8%	26.8%	27.5%	28.1%
Annual Change in Share %		3.7%	2.2%	-7.6%	-1.1%	1.6%	-3.4%	2.1%	3.9%	2.6%	2.0%
Change in Share from 2009 %		3.7%	6.0%	-2.0%	-3.1%	-1.6%	-4.9%	-2.9%	0.9%	3.5%	5.5%
Avg Ann. Change in Share %		3.7%	3.0%	-0.7%	-0.8%	-0.3%	-0.8%	-0.4%	0.1%	0.4%	0.6%



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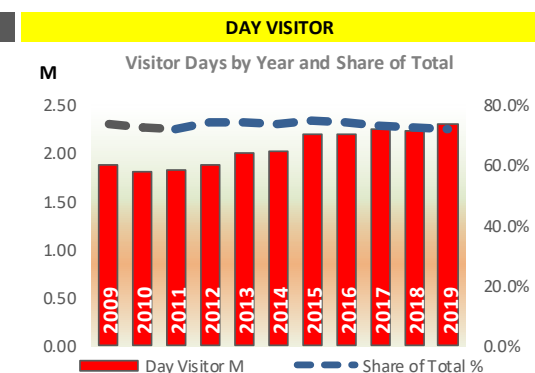
Report Prepared by: Alison Tipler. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			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					
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 2019		33.0%	48.2%	116.2%	11.6%	25.7%	35.2%	3.3%	18.9%	9.2%	11.6%	-1.2%	-8.5%	23.0%	Annual Change	67.9%	25.2%	11.8%	2.9%	
% Change 2018 to 2019		5.4%	7.7%	8.9%	2.1%	-1.0%	7.0%	-2.6%	0.0%	3.6%	5.7%	-4.5%	3.3%	2.7%		7.7%	2.8%	0.1%	2.1%	
Average Annual Change		3.3%	4.8%	11.6%	1.2%	2.6%	3.5%	0.3%	1.9%	0.9%	1.2%	-0.1%	-0.9%	2.3%		6.8%	2.5%	1.2%	0.3%	
2009	M	0.082	0.112	0.105	0.144	0.183	0.187	0.223	0.338	0.184	0.144	0.090	0.077	1.871	Annual Change	0.299	0.514	0.746	0.311	
2010	M	0.077	0.112	0.103	0.143	0.188	0.212	0.204	0.312	0.173	0.139	0.088	0.063	1.813		-3.0%	0.291	0.544	0.689	0.290
2011	M	0.086	0.118	0.114	0.157	0.183	0.192	0.212	0.297	0.181	0.140	0.090	0.062	1.831		1.0%	0.318	0.531	0.690	0.292
2012	M	0.091	0.123	0.131	0.140	0.173	0.209	0.230	0.319	0.185	0.132	0.091	0.057	1.880		2.6%	0.345	0.522	0.733	0.280
2013	M	0.089	0.130	0.145	0.143	0.209	0.205	0.245	0.352	0.185	0.136	0.095	0.062	1.995		6.1%	0.365	0.556	0.782	0.292
2014	M	0.082	0.131	0.172	0.158	0.207	0.206	0.244	0.345	0.174	0.136	0.096	0.060	2.013		0.9%	0.385	0.571	0.764	0.292
2015	M	0.098	0.152	0.184	0.161	0.219	0.215	0.252	0.395	0.200	0.159	0.100	0.069	2.204		9.5%	0.435	0.594	0.847	0.328
2016	M	0.098	0.150	0.202	0.156	0.227	0.238	0.234	0.388	0.186	0.148	0.094	0.068	2.188		-0.7%	0.450	0.620	0.808	0.310
2017	M	0.101	0.154	0.207	0.159	0.232	0.244	0.240	0.397	0.190	0.151	0.096	0.070	2.241		2.4%	0.461	0.636	0.827	0.317
2018	M	0.103	0.154	0.208	0.158	0.232	0.237	0.237	0.402	0.194	0.152	0.093	0.069	2.239		-0.1%	0.466	0.627	0.833	0.313
2019	M	0.109	0.166	0.227	0.161	0.230	0.253	0.231	0.403	0.201	0.160	0.089	0.071	2.300	2.7%	0.502	0.644	0.834	0.320	

VISITOR DAYS												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor	M	1.871	1.813	1.831	1.880	1.995	2.013	2.204	2.188	2.241	2.239	2.300
All Visitor Types	M	2.548	2.504	2.550	2.542	2.687	2.726	2.950	2.949	3.063	3.089	3.197
Share of Total	%	73.4%	72.4%	71.8%	74.0%	74.2%	73.8%	74.7%	74.2%	73.2%	72.5%	71.9%
Annual Change in Share	%		-1.3%	-0.8%	3.0%	0.4%	-0.5%	1.2%	-0.7%	-1.3%	-0.9%	-0.8%
Change in Share from 2009	%		-1.3%	-2.2%	0.7%	1.1%	0.6%	1.8%	1.0%	-0.3%	-1.3%	-2.0%
Avg Ann. Change in Share	%		-1.3%	-1.1%	0.2%	0.3%	0.1%	0.3%	0.1%	0.0%	-0.1%	-0.2%

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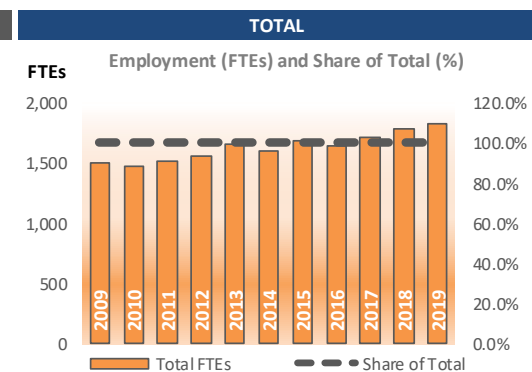
Report Prepared by: Alison Tipler. Date of Issue: 10/12/20

Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2019

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

STEAM FINAL TREND REPORT FOR 2009-2019											2009 to 2019			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						
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 2019			18.8%	30.9%	64.6%	14.3%	24.9%	32.4%	13.5%	24.2%	19.9%	13.5%	8.2%	1.7%	22.2%	Annual Change	38.0%	24.3%	19.7%	8.3%	
% Change 2018 to 2019			3.0%	4.8%	5.8%	3.0%	0.8%	4.5%	1.4%	1.1%	1.9%	3.2%	-1.4%	1.4%	2.4%		4.7%	2.7%	1.4%	1.4%	
Average Annual Change			1.9%	3.1%	6.5%	1.4%	2.5%	3.2%	1.3%	2.4%	2.0%	1.4%	0.8%	0.2%	2.2%		3.8%	2.4%	2.0%	0.8%	
2009 FTEs			1,102	1,060	1,078	1,500	1,780	1,712	2,017	2,693	1,689	1,337	936	1,043	1,496	-1.3%	1,080	1,664	2,133	1,106	
2010 FTEs			1,066	1,069	1,073	1,466	1,783	1,911	1,917	2,565	1,685	1,304	926	942	1,476		1,069	1,720	2,056	1,057	
2011 FTEs			1,163	1,105	1,163	1,596	1,837	1,862	2,002	2,520	1,762	1,346	965	946	1,522		3.2%	1,144	1,765	2,095	1,085
2012 FTEs			1,199	1,151	1,283	1,522	1,767	1,938	2,089	2,644	1,778	1,318	991	948	1,552		2.0%	1,211	1,743	2,170	1,085
2013 FTEs			1,219	1,217	1,403	1,564	2,025	1,975	2,250	2,929	1,839	1,376	1,039	1,004	1,653		6.5%	1,280	1,855	2,339	1,140
2014 FTEs			1,098	1,145	1,476	1,588	1,951	1,915	2,185	2,847	1,746	1,320	989	929	1,599		-3.3%	1,239	1,818	2,259	1,079
2015 FTEs			1,197	1,269	1,528	1,601	2,004	1,957	2,238	3,120	1,877	1,443	1,016	984	1,686		5.4%	1,331	1,854	2,412	1,148
2016 FTEs			1,155	1,217	1,563	1,530	2,003	2,031	2,112	3,055	1,774	1,344	950	947	1,640		-2.7%	1,312	1,855	2,314	1,080
2017 FTEs			1,196	1,262	1,602	1,600	2,099	2,106	2,214	3,174	1,879	1,393	978	986	1,707		4.1%	1,353	1,935	2,422	1,119
2018 FTEs			1,272	1,324	1,678	1,664	2,207	2,169	2,258	3,309	1,986	1,470	1,027	1,046	1,784		4.5%	1,425	2,013	2,518	1,181
2019 FTEs			1,310	1,388	1,775	1,715	2,224	2,266	2,289	3,345	2,024	1,518	1,013	1,061	1,827	2.4%	1,491	2,068	2,553	1,197	

EMPLOYMENT											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total FTEs	1,496	1,476	1,522	1,552	1,653	1,599	1,686	1,640	1,707	1,784	1,827
Total Employment FTEs	1,496	1,476	1,522	1,552	1,653	1,599	1,686	1,640	1,707	1,784	1,827
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%
Annual Change in Share %											
Change in Share from 2009 %											
Avg Ann. Change in Share %											



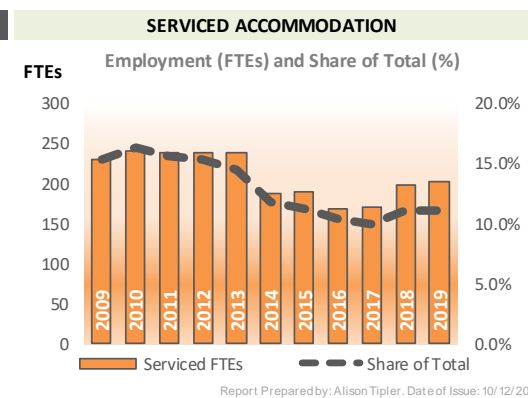
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Report Prepared by: Alison Tipler. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			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																		
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			Q1	Q2	Q3	Q4	
% Change 2009 to 2019		-7.1%	-9.2%	-10.3%	-15.1%	-11.9%	-11.2%	-11.2%	-9.5%	-12.6%	-13.4%	-13.2%	-14.1%	-11.6%	Annual Change	-8.8%	-12.7%	-11.1%	-13.6%	
% Change 2018 to 2019		2.0%	2.7%	3.0%	2.4%	3.0%	3.0%	3.1%	3.3%	2.7%	3.0%	0.1%	-0.4%	2.3%		2.6%	2.8%	3.0%	0.9%	
Average Annual Change		-0.7%	-0.9%	-1.0%	-1.5%	-1.2%	-1.1%	-1.1%	-1.0%	-1.3%	-1.3%	-1.3%	-1.4%	-1.2%		-0.9%	-1.3%	-1.1%	-1.4%	
2009	FTEs	228	230	231	229	227	230	230	228	228	230	226	231	229	Annual Change	230	229	229	229	
2010	FTEs	254	251	246	232	235	240	240	240	237	238	235	235	240		4.9%	250	235	239	236
2011	FTEs	257	248	244	230	232	236	238	237	233	235	232	234	238		-0.9%	250	233	236	234
2012	FTEs	250	246	245	229	231	238	237	237	235	235	232	233	237		-0.3%	247	233	236	233
2013	FTEs	252	248	251	228	233	238	239	239	234	234	235	236	239		0.6%	250	233	237	235
2014	FTEs	200	194	195	179	183	187	188	188	186	184	184	186	188		-21.4%	196	183	187	185
2015	FTEs	203	196	196	179	183	189	189	189	185	185	183	186	189		0.4%	198	184	188	184
2016	FTEs	181	176	176	161	163	169	169	169	166	165	164	167	169		-10.4%	178	164	168	165
2017	FTEs	181	177	175	164	167	171	172	172	168	166	165	168	171		1.0%	177	168	171	167
2018	FTEs	208	204	201	190	194	198	198	199	194	193	196	199	198		16.0%	204	194	197	196
2019	FTEs	212	209	207	194	200	204	204	206	200	199	196	199	203	2.3%	209	200	203	198	

EMPLOYMENT											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Serviced FTEs	229	240	238	237	239	188	189	169	171	198	203
Total Employment FTEs	1,496	1,476	1,522	1,552	1,653	1,599	1,686	1,640	1,707	1,784	1,827
Share of Total %	15.3%	16.3%	15.6%	15.3%	14.4%	11.7%	11.2%	10.3%	10.0%	11.1%	11.1%
Annual Change in Share %		6.4%	-4.0%	-2.2%	-5.5%	-18.7%	-4.8%	-7.9%	-3.0%	11.0%	-0.1%
Change in Share from 2009 %		6.4%	2.1%	-0.1%	-5.6%	-23.3%	-27.0%	-32.7%	-34.8%	-27.6%	-27.6%
Avg Ann. Change in Share %		6.4%	1.1%	0.0%	-1.4%	-4.7%	-4.5%	-4.7%	-4.3%	-3.1%	-2.8%

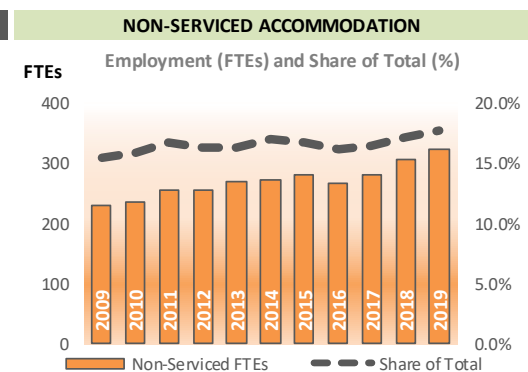


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STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			NON-SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2019		27.1%	28.2%	22.0%	36.3%	38.0%	45.3%	41.4%	47.1%	53.9%	33.0%	46.2%	30.2%	40.0%	Annual Change	25.3%	40.1%	47.3%	36.1%
% Change 2018 to 2019		4.7%	2.8%	2.2%	8.6%	6.2%	3.6%	11.1%	7.2%	1.9%	2.2%	4.8%	4.1%	5.4%		3.1%	5.8%	6.6%	3.5%
Average Annual Change		2.7%	2.8%	2.2%	3.6%	3.8%	4.5%	4.1%	4.7%	5.4%	3.3%	4.6%	3.0%	4.0%		2.5%	4.0%	4.7%	3.6%
2009	FTEs	115	120	163	229	342	307	331	385	311	207	133	122	230			132	293	343
2010	FTEs	103	116	161	222	333	356	331	397	349	202	132	119	235	2.0%	126	304	359	151
2011	FTEs	111	117	176	251	381	387	353	407	371	223	147	121	254	8.0%	135	340	377	164
2012	FTEs	123	128	191	254	362	371	341	397	359	229	157	135	254	0.1%	147	329	366	174
2013	FTEs	126	130	202	261	389	391	371	437	385	244	165	139	270	6.3%	153	347	398	183
2014	FTEs	120	126	202	262	388	391	374	455	400	245	165	136	272	0.8%	150	347	410	182
2015	FTEs	135	142	198	269	392	393	392	476	404	251	179	147	281	3.4%	158	351	424	192
2016	FTEs	121	127	172	248	374	376	378	470	396	233	164	131	266	-5.5%	140	333	415	176
2017	FTEs	125	134	174	262	400	391	406	493	438	243	168	136	281	5.6%	144	351	446	182
2018	FTEs	140	149	194	287	444	431	422	529	470	270	185	153	306	9.0%	161	388	474	202
2019	FTEs	146	153	199	312	472	446	469	567	479	276	194	159	323	5.4%	166	410	505	210

EMPLOYMENT											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced FTEs	230	235	254	254	270	272	281	266	281	306	323
Total Employment FTEs	1,496	1,476	1,522	1,552	1,653	1,599	1,686	1,640	1,707	1,784	1,827
Share of Total %	15.4%	15.9%	16.7%	16.4%	16.3%	17.0%	16.7%	16.2%	16.5%	17.2%	17.7%
Annual Change in Share %		3.4%	4.7%	-1.9%	-0.2%	4.2%	-1.9%	-2.9%	1.5%	4.3%	2.9%
Change in Share from 2009 %		3.4%	8.2%	6.2%	6.0%	10.5%	8.4%	5.2%	6.8%	11.4%	14.6%
Avg Ann. Change in Share %		3.4%	4.1%	2.1%	1.5%	2.1%	1.4%	0.7%	0.8%	1.3%	1.5%



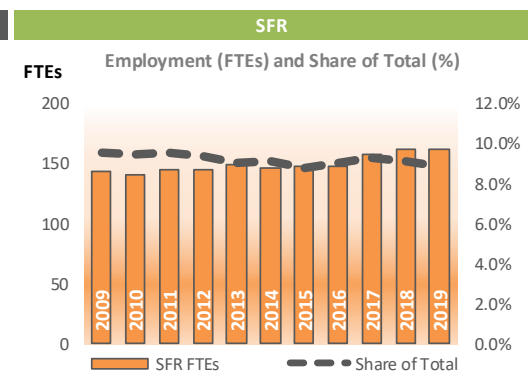
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Report Prepared by: Alison Tipler. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			SFR		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SFR												TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / 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								
% Change 2009 to 2019		8.5%	5.4%	14.6%	12.5%	13.8%	16.9%	13.9%	15.1%	21.2%	12.1%	20.6%	9.9%	13.0%	Annual Change	9.1%	14.0%	16.0%	12.5%		
% Change 2018 to 2019		0.3%	-0.9%	-0.5%	1.3%	-0.2%	-1.5%	0.7%	-1.1%	-2.6%	-2.0%	1.2%	0.0%	-0.3%		-0.1%	0.1%	-0.8%	-0.3%		
Average Annual Change		0.8%	0.5%	1.5%	1.2%	1.4%	1.7%	1.4%	1.5%	2.1%	1.2%	2.1%	1.0%	1.3%		0.9%	1.4%	1.6%	1.2%		
2009 FTEs		250	87	93	200	146	108	171	180	100	94	73	212	143	-2.3%	143	151	150	127		
2010 FTEs		235	87	91	192	141	116	169	180	105	91	71	198	140		138	150	151	120		
2011 FTEs		256	86	95	202	149	118	172	180	106	95	76	199	144		145	156	153	123		
2012 FTEs		256	85	97	202	146	117	170	181	105	94	77	206	145		146	155	152	126		
2013 FTEs		264	89	102	204	150	119	176	188	107	96	81	216	149		152	158	157	131		
2014 FTEs		250	84	99	203	147	116	174	187	108	97	79	209	146		-2.2%	144	155	157	128	
2015 FTEs		250	84	101	204	149	118	177	190	109	98	79	209	147		0.8%	145	157	159	129	
2016 FTEs		247	83	101	203	149	118	178	192	111	98	80	210	147		0.0%	144	156	160	129	
2017 FTEs		263	90	105	217	161	125	191	203	122	105	85	226	158		7.0%	153	168	172	138	
2018 FTEs		271	93	107	222	166	129	194	210	124	108	87	233	162		2.7%	157	172	176	143	
2019 FTEs		272	92	106	225	166	127	195	208	121	106	88	233	161		-0.3%	157	172	174	143	

EMPLOYMENT											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SFR FTEs	143	140	144	145	149	146	147	147	158	162	161
Total Employment FTEs	1,496	1,476	1,522	1,552	1,653	1,599	1,686	1,640	1,707	1,784	1,827
Share of Total %	9.6%	9.5%	9.5%	9.3%	9.0%	9.1%	8.7%	9.0%	9.2%	9.1%	8.8%
Annual Change in Share %		-1.0%	0.2%	-1.8%	-3.0%	1.1%	-4.4%	2.8%	2.8%	-1.8%	-2.6%
Change in Share from 2009 %		-1.0%	-0.7%	-2.5%	-5.4%	-4.4%	-8.6%	-6.0%	-3.4%	-5.1%	-7.5%
Avg Ann. Change in Share %		-1.0%	-0.4%	-0.8%	-1.4%	-0.9%	-1.4%	-0.9%	-0.4%	-0.6%	-0.8%



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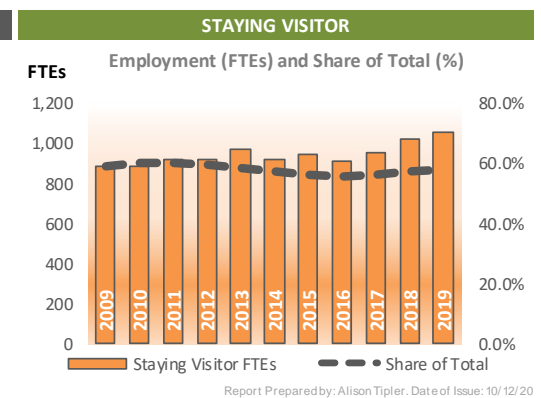
Report Prepared by: Alison Tipler. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			STAYING VISITOR		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR												TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
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 2019		6.1%	3.9%	5.3%	11.2%	17.2%	20.4%	18.5%	23.6%	25.0%	9.2%	10.8%	4.5%			14.0%	5.2%	16.3%	22.3%	7.9%	
% Change 2018 to 2019		1.9%	2.0%	1.9%	4.6%	4.1%	2.6%	6.7%	4.5%	1.4%	1.7%	2.2%	0.9%			3.1%	1.9%	3.7%	4.2%	1.6%	
Average Annual Change		0.6%	0.4%	0.5%	1.1%	1.7%	2.0%	1.8%	2.4%	2.5%	0.9%	1.1%	0.4%			1.4%	0.5%	1.6%	2.2%	0.8%	
2009	FTEs	593	437	486	658	714	646	732	793	639	531	432	566	602	2.1%	506	673	722	510		
2010	FTEs	591	454	498	646	709	711	740	817	691	532	438	552	615		515	688	749	507		
2011	FTEs	624	451	515	683	761	742	763	824	710	553	455	554	636		3.5%	530	729	766	521	
2012	FTEs	629	459	534	685	739	726	748	815	699	558	467	574	636		0.0%	541	716	754	533	
2013	FTEs	642	467	556	694	772	749	786	864	726	574	480	591	658		3.5%	555	738	792	548	
2014	FTEs	570	404	496	644	718	694	737	831	694	526	428	531	606		-7.9%	490	685	754	495	
2015	FTEs	589	422	495	652	724	699	758	856	698	533	442	541	617		1.9%	502	692	771	505	
2016	FTEs	549	387	449	611	686	662	725	831	673	496	408	509	582		-5.7%	462	653	743	471	
2017	FTEs	568	401	453	643	728	688	769	869	728	514	418	530	609		4.6%	474	686	789	487	
2018	FTEs	618	446	502	699	804	758	813	938	788	571	468	586	666		9.3%	522	754	847	541	
2019	FTEs	629	455	512	731	838	778	868	981	799	580	478	591	687	3.1%	532	782	882	550		

EMPLOYMENT											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Staying Visitor FTEs	881	887	917	920	966	915	946	911	955	1,022	1,054
Total Employment FTEs	1,496	1,476	1,522	1,552	1,653	1,599	1,686	1,640	1,707	1,784	1,827
Share of Total %	58.9%	60.1%	60.3%	59.3%	58.4%	57.2%	56.1%	55.6%	56.0%	57.3%	57.7%
Annual Change in Share %		2.0%	0.3%	-1.6%	-1.5%	-2.1%	-1.9%	-1.0%	0.7%	2.3%	0.7%
Change in Share from 2009 %		2.0%	2.3%	0.7%	-0.8%	-2.9%	-4.7%	-5.6%	-5.0%	-2.7%	-2.1%
Avg Ann. Change in Share %		2.0%	1.2%	0.2%	-0.2%	-0.6%	-0.8%	-0.8%	-0.6%	-0.3%	-0.2%

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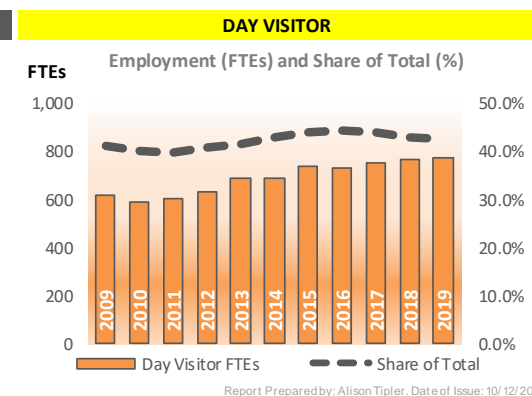


STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019			DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
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 2019		36.1%	51.6%	121.2%	14.2%	28.7%	38.4%	5.7%	21.7%	11.7%	14.2%	1.1%	-6.4%	25.8%	Annual Change	71.8%	28.2%	14.4%	5.3%
% Change 2018 to 2019		4.1%	6.4%	7.6%	0.8%	-2.2%	5.7%	-3.8%	-1.2%	2.4%	4.4%	-5.6%	2.0%	1.5%		6.4%	1.6%	-1.1%	0.9%
Average Annual Change		3.6%	5.2%	12.1%	1.4%	2.9%	3.8%	0.6%	2.2%	1.2%	1.4%	0.1%	-0.6%	2.6%		7.2%	2.8%	1.4%	0.5%
2009	FTEs	323	442	413	568	722	739	881	1,335	727	567	356	305	615		393	676	981	409
2010	FTEs	300	435	400	557	734	828	796	1,215	673	544	344	244	589	-4.2%	378	706	895	377
2011	FTEs	342	466	453	620	724	761	841	1,176	717	556	358	245	605	2.7%	420	702	911	386
2012	FTEs	366	496	530	565	698	841	928	1,285	744	533	368	229	632	4.5%	464	702	986	377
2013	FTEs	370	539	600	590	863	847	1,014	1,455	764	563	391	255	687	8.8%	503	766	1,078	403
2014	FTEs	335	535	703	644	846	842	998	1,409	710	554	393	246	685	-0.4%	524	777	1,039	398
2015	FTEs	395	614	743	647	881	868	1,014	1,590	807	642	401	279	740	8.1%	584	798	1,137	441
2016	FTEs	393	600	806	622	906	951	937	1,551	742	592	374	273	729	-1.5%	600	826	1,076	413
2017	FTEs	406	620	832	642	936	981	967	1,600	763	609	385	281	752	3.2%	619	853	1,110	425
2018	FTEs	422	630	850	644	950	967	968	1,644	793	620	381	280	762	1.4%	634	853	1,135	427
2019	FTEs	439	671	915	649	929	1,023	931	1,625	812	647	359	286	774	1.5%	675	867	1,123	431

EMPLOYMENT											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor FTEs	615	589	605	632	687	685	740	729	752	762	774
Total Employment FTEs	1,496	1,476	1,522	1,552	1,653	1,599	1,686	1,640	1,707	1,784	1,827
Share of Total %	41.1%	39.9%	39.7%	40.7%	41.6%	42.8%	43.9%	44.4%	44.0%	42.7%	42.3%
Annual Change in Share %		-2.9%	-0.5%	2.5%	2.1%	2.9%	2.5%	1.2%	-0.9%	-3.0%	-0.9%
Change in Share from 2009 %		-2.9%	-3.3%	-1.0%	1.1%	4.1%	6.8%	8.1%	7.1%	3.9%	3.0%
Avg Ann. Change in Share %		-2.9%	-1.7%	-0.3%	0.3%	0.8%	1.1%	1.2%	0.9%	0.4%	0.3%

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STEAM FINAL TREND REPORT FOR 2009-2019
WEST LINDSEY

2019

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

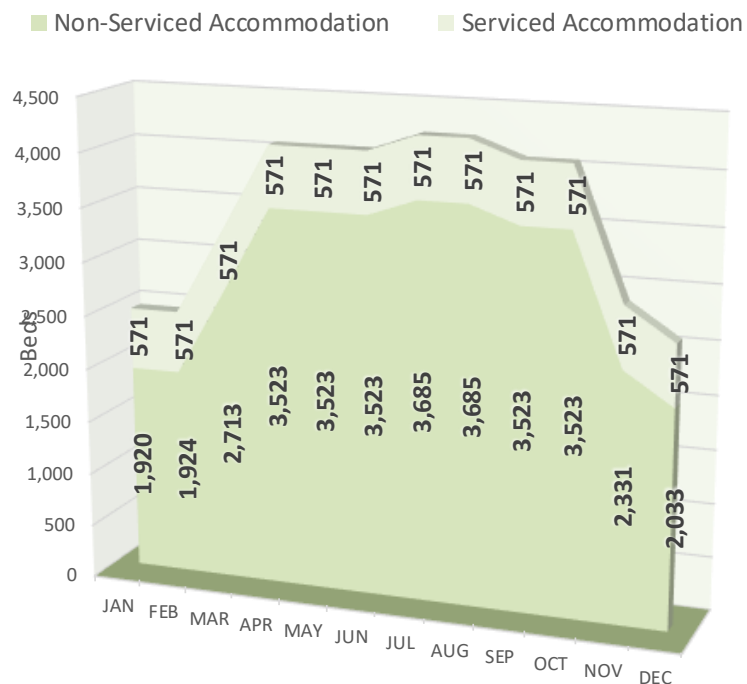
SERVICED ACCOMMODATION 2019	2019		Change on 2018		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	50	571	0	-1	-17	+24
+50 Room	1	118	0	0	+1	+118
11-50 Room	3	113	0	0	-2	-24
<10 Room	46	340	0	-1	-16	-70

NON-SERVICED ACCOMMODATION 2019	2019		Change on 2018		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	87	3,685	+4	+340	+13	+1,030
Self catering	47	634	+1	+166	0	+204
Static caravans/chalets	0	796	0	0	0	+100
Touring caravans/camping	39	2,235	+3	+174	+13	+726
Youth Hostels	1	20	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2019	2019		Change on 2018		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	137	4,256	+4	+339	-4	+1,054
Serviced Accommodation Share of Total	36%	13%				
Non-Serviced Accommodation Share of Total	64%	87%				

SEASONAL AVAILABILITY OF BED SUPPLY 2019	2019											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	2,491	2,495	3,284	4,094	4,094	4,094	4,256	4,256	4,094	4,094	2,902	2,604
Serviced Accommodation	571	571	571	571	571	571	571	571	571	571	571	571
Non-Serviced Accommodation	1,920	1,924	2,713	3,523	3,523	3,523	3,685	3,685	3,523	3,523	2,331	2,033

SEASONAL AVAILABILITY OF BED SUPPLY
2019



Report Sections With Historic Financial Data Indexed to 2019 Prices

Sections:	<i>Comparative Headlines</i>	Visitor Types:	<i>Total</i>
	<i>Key Measures</i>		<i>Serviced Accommodation</i>
	<i>Economic Impact</i>		<i>Non-Serviced Accommodation</i>
	<i>Sectoral Analysis</i>		<i>SFR</i>
			<i>Staying Visitor</i>
			<i>Day Visitor</i>

Indexation: *Indexation to: 2019*

2009	<i>1.35</i>
2010	<i>1.30</i>
2011	<i>1.24</i>
2012	<i>1.19</i>
2013	<i>1.15</i>
2014	<i>1.12</i>
2015	<i>1.11</i>
2016	<i>1.09</i>
2017	<i>1.07</i>
2018	<i>1.03</i>
2019	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2009-2019

WEST LINDSEY

Comparing 2019 and 2018

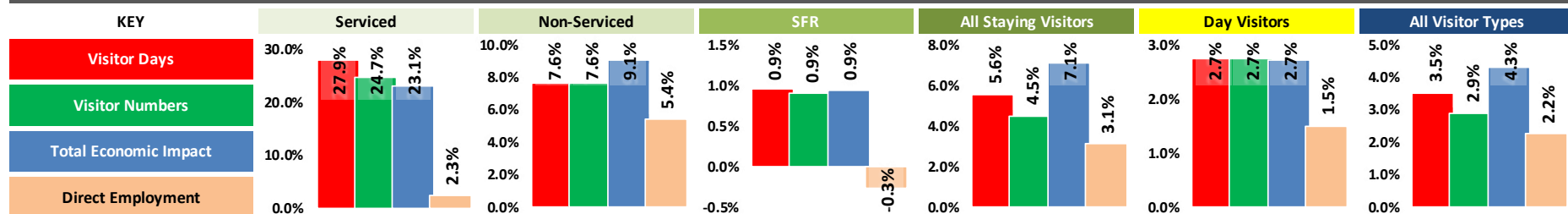
2018 in 2019 prices (1.025)

COMPARATIVE HEADLINES

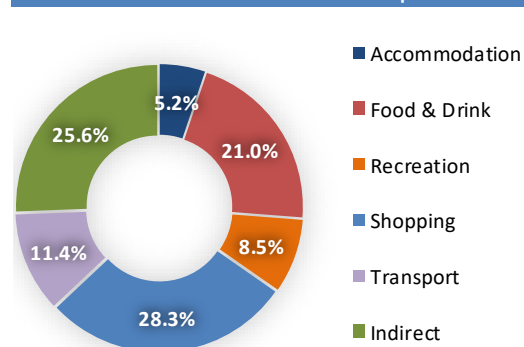
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - INDEXED TO 2019

KEY																						
An increase of 3% or more		Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Served			Non-Served																	
Less than 3% change		2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %			
A Fall of 3% or more		2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %			
Visitor Days	M	0.039	0.030	27.9%	0.500	0.464	7.6%	0.359	0.355	0.9%	0.897	0.850	5.6%	2.300	2.239	2.7%	3.197	3.089	3.5%			
Visitor Numbers	M	0.021	0.016	24.7%	0.072	0.067	7.6%	0.151	0.150	0.9%	0.243	0.233	4.5%	2.300	2.239	2.7%	2.544	2.472	2.9%			
Direct Expenditure	£M																106.04	101.66	4.3%			
Economic Impact	£M	4.578	3.718	23.1%	30.07	27.57	9.1%	18.41	18.24	0.9%	53.06	49.53	7.1%	89.48	87.11	2.7%	142.53	136.64	4.3%			
Direct Employment	FTEs	203	198	2.3%	323	306	5.4%	161	162	-0.3%	687	666	3.1%	774	762	1.5%	1,460	1,428	2.2%			
Total Employment	FTEs																1,827	1,784	2.4%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2018 - INDEXED TO 2019

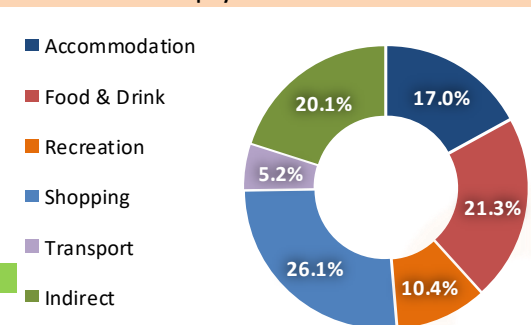


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2019

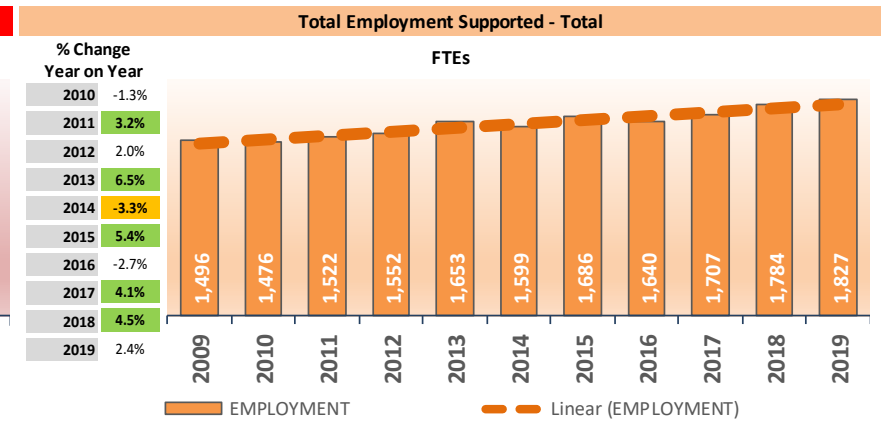
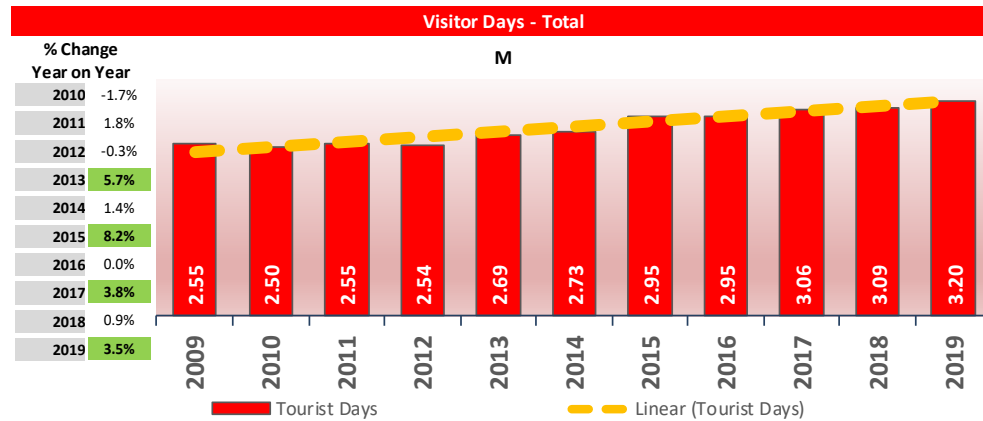
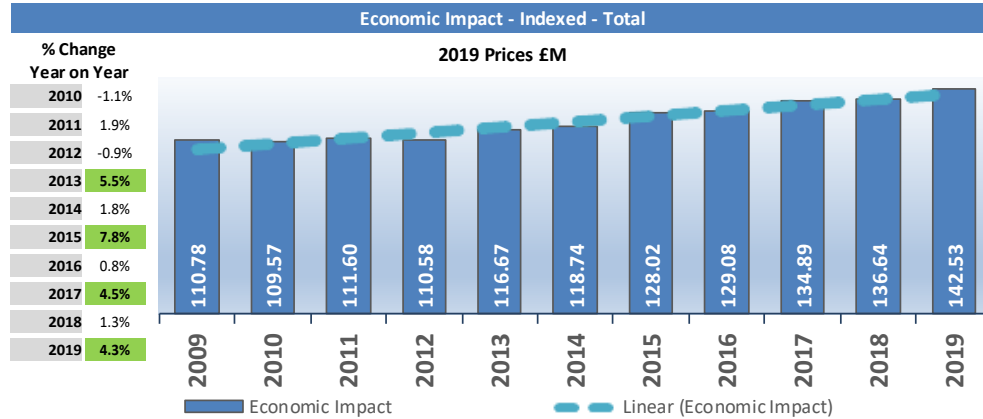


Sectors	2019	2018	+/- %
Accommodation	7.405	6.467	14.5%
Food & Drink	29.98	28.88	3.8%
Recreation	12.05	11.59	4.0%
Shopping	40.33	39.03	3.3%
Transport	16.27	15.70	3.6%
TOTAL DIRECT	106.04	101.66	4.3%
Indirect	36.49	34.98	4.3%
TOTAL	142.53	136.64	4.3%

Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2009-2019
WEST LINDSEY



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		-1.1%	0.7%	-0.2%	5.3%	7.2%	15.6%	16.5%	21.8%	23.3%	28.7%
Visitor Numbers		-2.6%	-1.4%	0.5%	6.4%	7.1%	16.7%	15.9%	19.2%	19.4%	22.8%
Visitor Days		-1.7%	0.1%	-0.2%	5.5%	7.0%	15.8%	15.8%	20.2%	21.2%	25.5%
Total Employment		-1.3%	1.8%	3.8%	10.5%	6.9%	12.7%	9.7%	14.2%	19.3%	22.2%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

WEST LINDSEY

2009 to 2019

2019 Prices

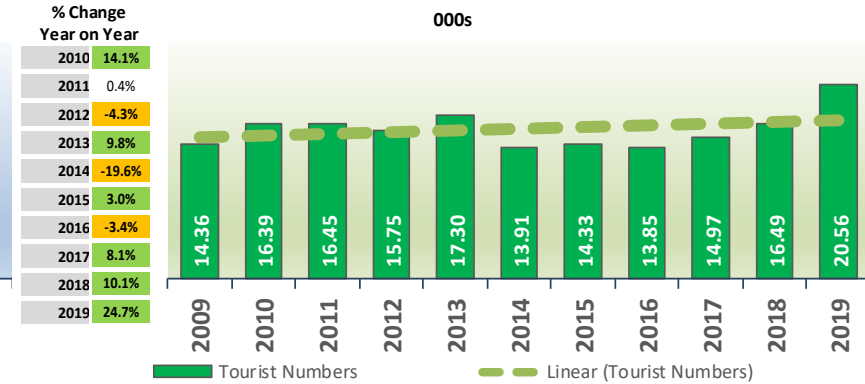
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

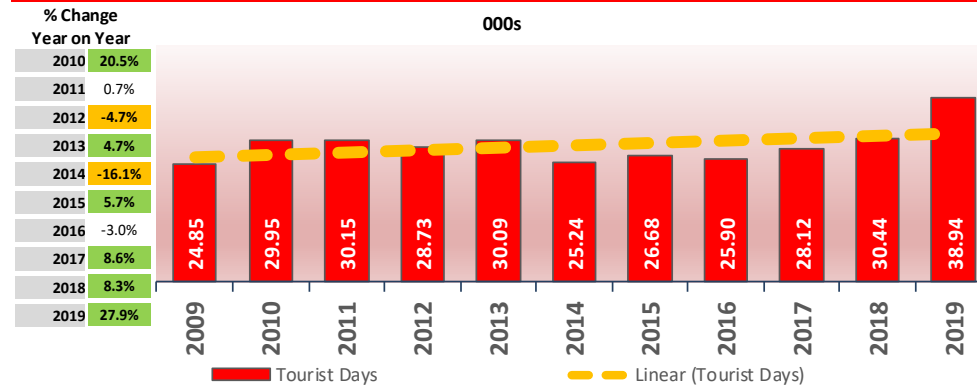
Economic Impact - Indexed - Serviced Accommodation



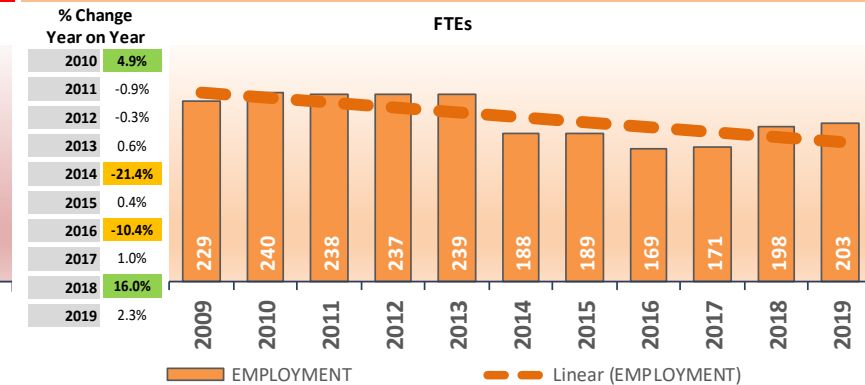
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation

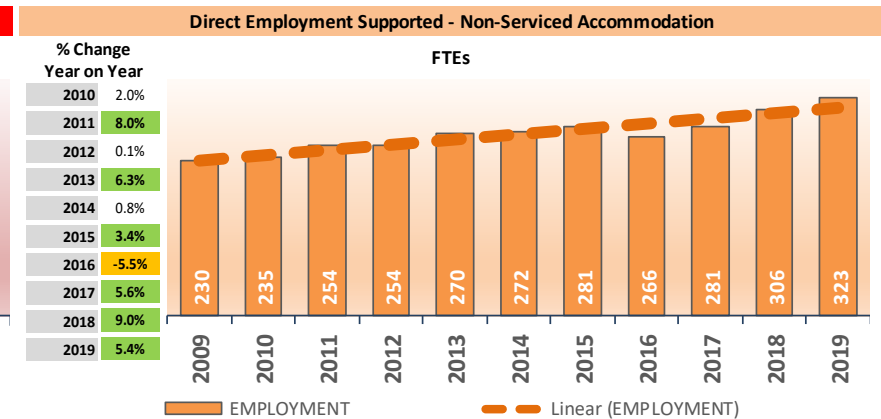
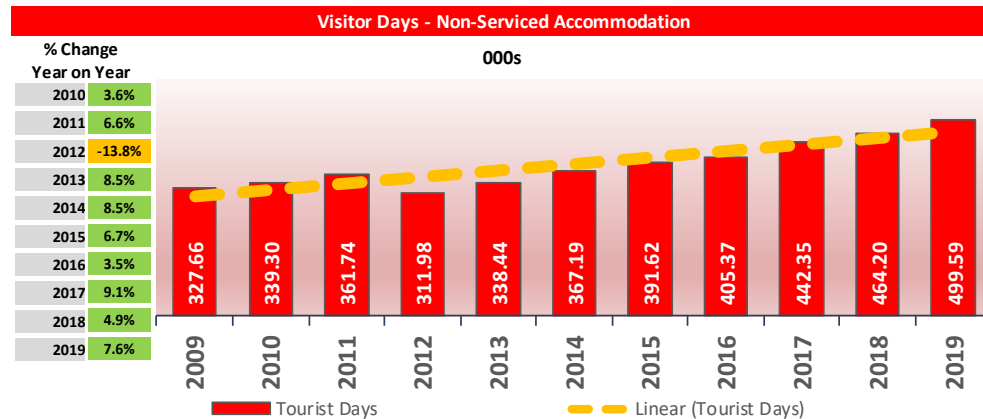
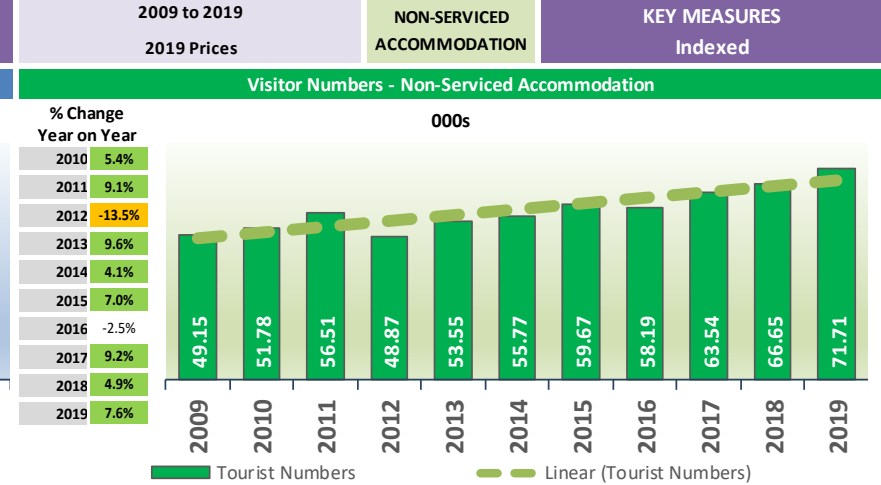
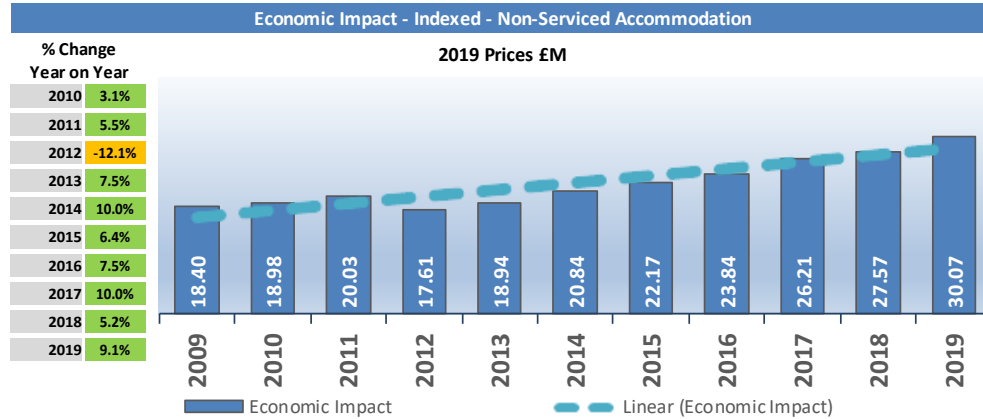


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		19.5%	19.3%	12.3%	17.3%	5.2%	10.5%	6.5%	17.2%	25.6%	54.6%
Visitor Numbers		14.1%	14.6%	9.6%	20.4%	-3.1%	-0.2%	-3.6%	4.2%	14.8%	43.2%
Visitor Days		20.5%	21.3%	15.6%	21.1%	1.6%	7.4%	4.2%	13.1%	22.5%	56.7%
Direct Employment		4.9%	3.9%	3.7%	4.3%	-18.0%	-17.7%	-26.2%	-25.5%	-13.6%	-11.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

WEST LINDSEY

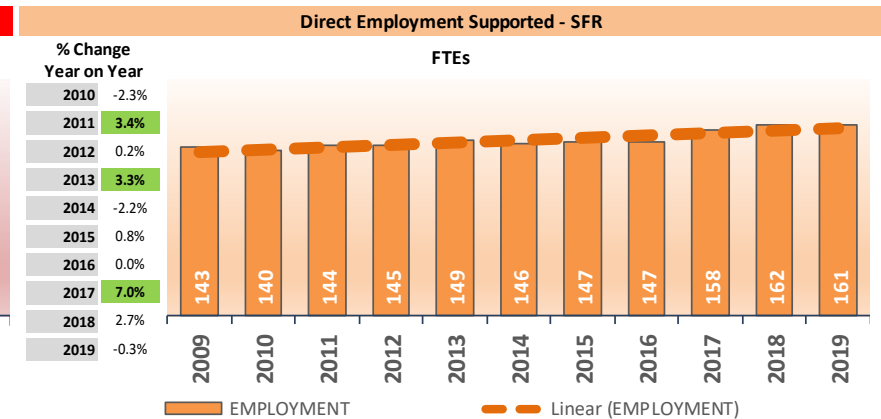
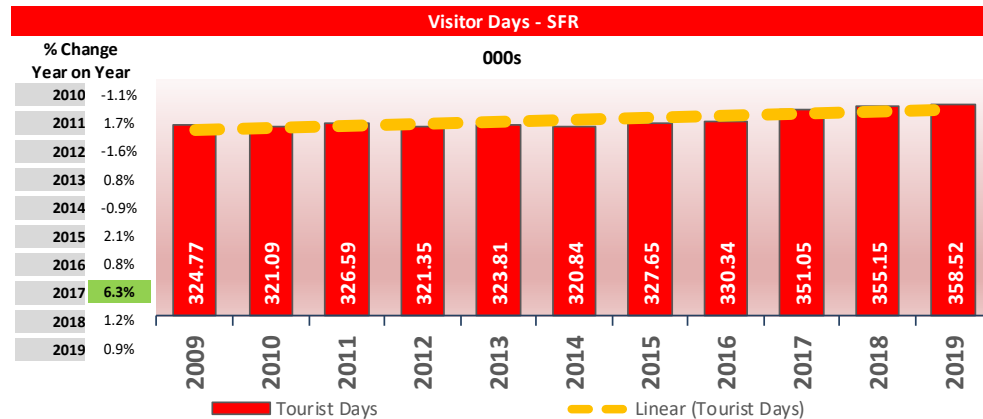
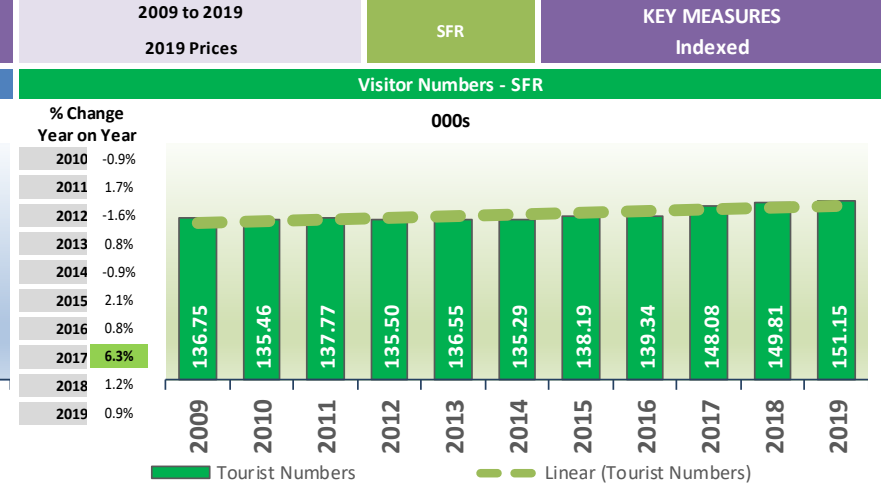
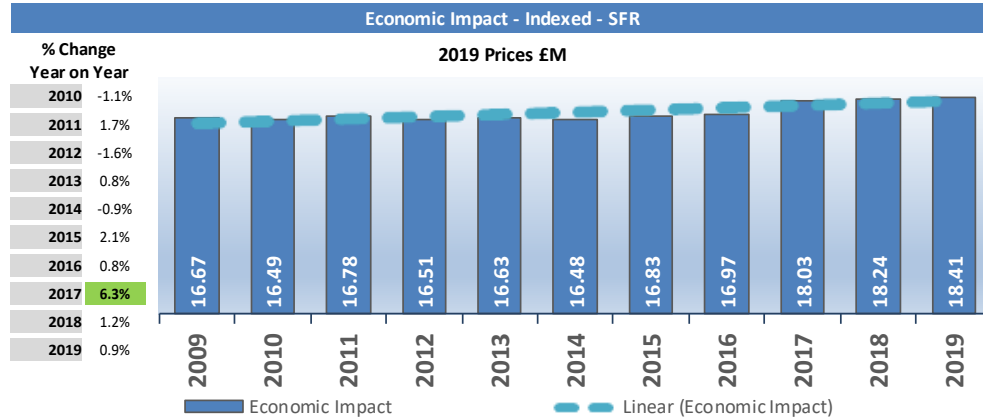


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		3.1%	8.9%	-4.3%	2.9%	13.3%	20.5%	29.5%	42.4%	49.8%	63.4%
Visitor Numbers		5.4%	15.0%	-0.6%	9.0%	13.5%	21.4%	18.4%	29.3%	35.6%	45.9%
Visitor Days		3.6%	10.4%	-4.8%	3.3%	12.1%	19.5%	23.7%	35.0%	41.7%	52.5%
Direct Employment		2.0%	10.1%	10.2%	17.2%	18.1%	22.2%	15.4%	21.9%	32.9%	40.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

WEST LINDSEY

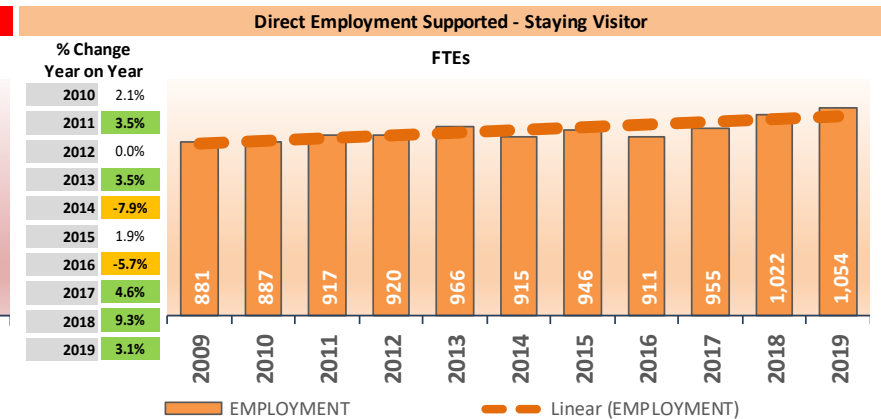
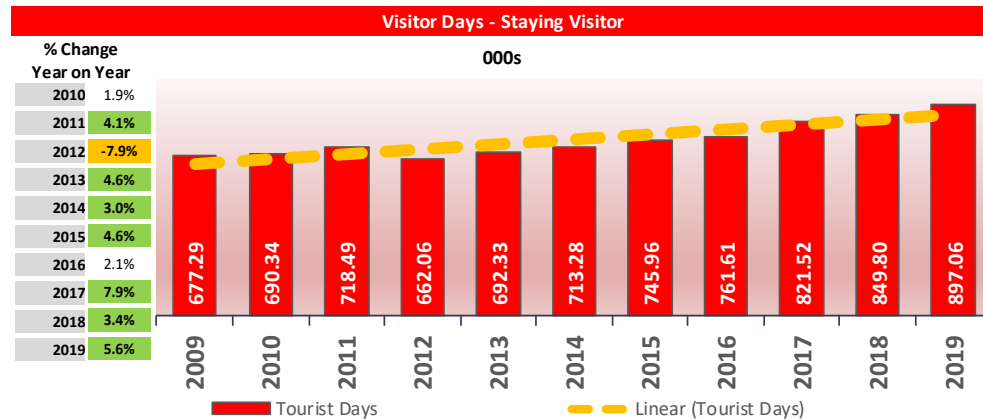
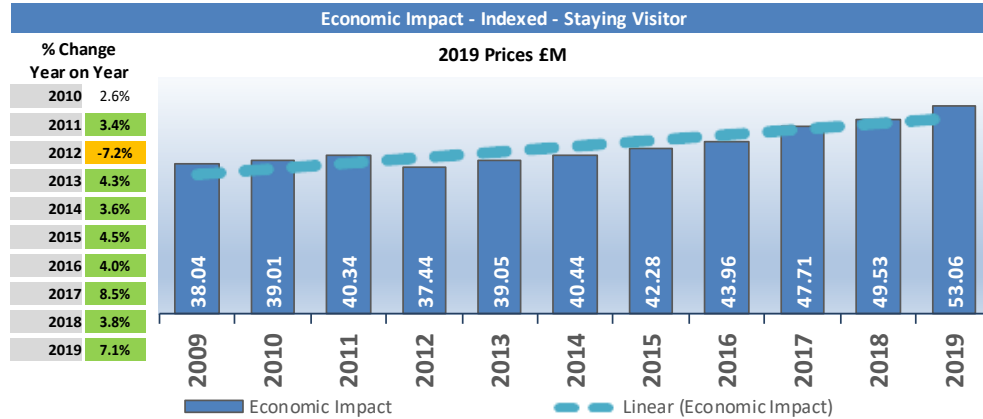


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		-1.1%	0.6%	-1.0%	-0.2%	-1.2%	0.9%	1.8%	8.1%	9.4%	10.4%
Visitor Numbers		-0.9%	0.7%	-0.9%	-0.1%	-1.1%	1.1%	1.9%	8.3%	9.5%	10.5%
Visitor Days		-1.1%	0.6%	-1.1%	-0.3%	-1.2%	0.9%	1.7%	8.1%	9.4%	10.4%
Direct Employment		-2.3%	1.0%	1.2%	4.5%	2.2%	3.1%	3.1%	10.3%	13.3%	13.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

WEST LINDSEY



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		2.6%	6.1%	-1.6%	2.7%	6.3%	11.1%	15.6%	25.4%	30.2%	39.5%
Visitor Numbers		1.7%	5.2%	-0.1%	3.6%	2.3%	6.0%	5.6%	13.1%	16.3%	21.6%
Visitor Days		1.9%	6.1%	-2.2%	2.2%	5.3%	10.1%	12.4%	21.3%	25.5%	32.4%
Direct Employment		0.7%	4.2%	4.5%	9.7%	3.8%	7.4%	3.5%	8.5%	16.0%	19.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

WEST LINDSEY

2009 to 2019

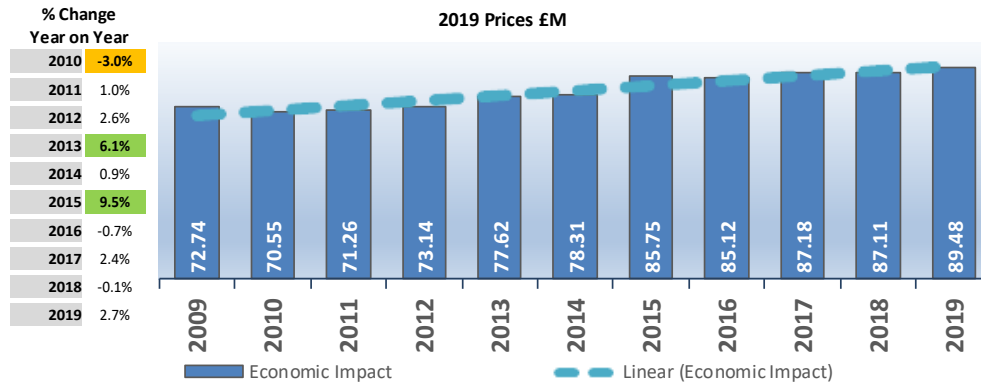
2019 Prices

DAY VISITOR

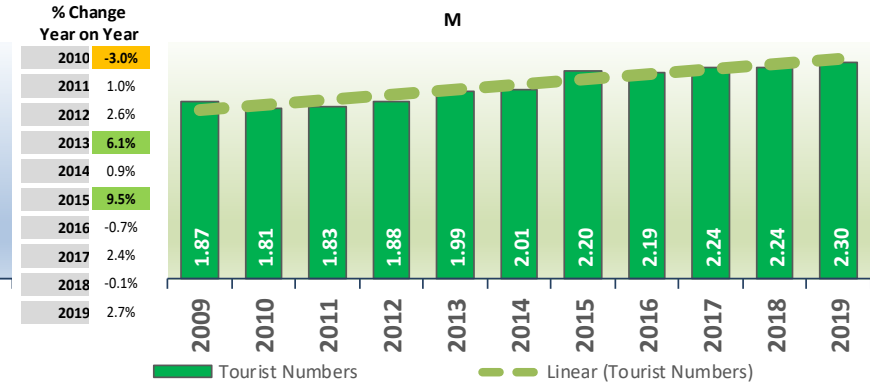
KEY MEASURES

Indexed

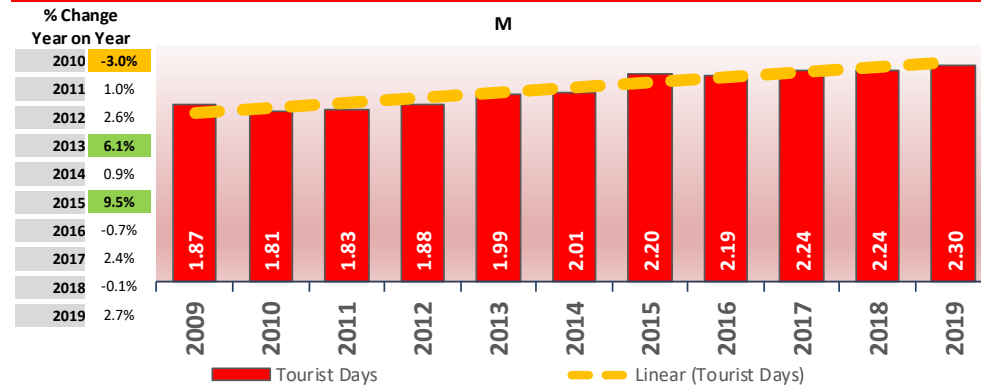
Economic Impact - Indexed - Day Visitor



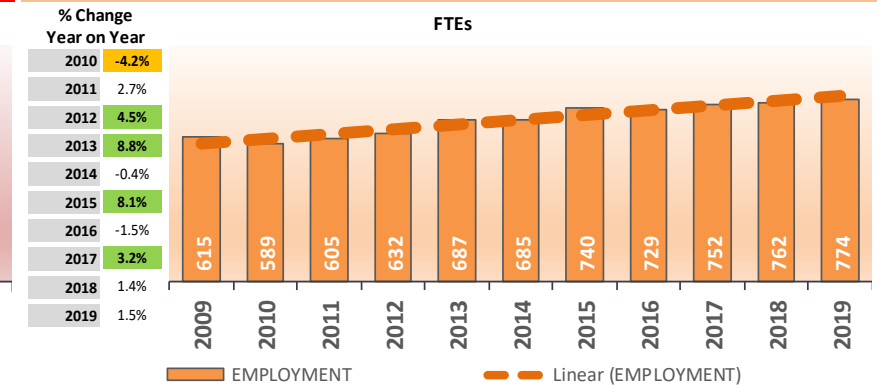
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		-3.0%	-2.0%	0.5%	6.7%	7.6%	17.9%	17.0%	19.8%	19.7%	23.0%
Visitor Numbers		-3.0%	-2.1%	0.5%	6.7%	7.6%	17.8%	17.0%	19.8%	19.7%	23.0%
Visitor Days		-3.0%	-2.1%	0.5%	6.7%	7.6%	17.8%	17.0%	19.8%	19.7%	23.0%
Direct Employment		-4.2%	-1.6%	2.8%	11.8%	11.3%	20.4%	18.5%	22.3%	24.0%	25.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019
WEST LINDSEY

2009 to 2019
2019 Prices

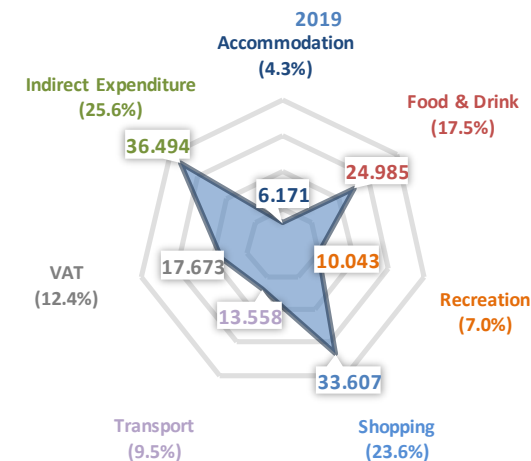
TOTAL

SECTORAL ANALYSIS
Indexed

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation £M	3.439	3.546	3.456	3.150	3.299	3.763	3.965	4.540	5.106	5.389	6.171
Food & Drink £M	20.72	20.06	20.04	19.87	20.94	21.15	22.78	22.82	23.79	24.07	24.99
Recreation £M	8.263	8.001	8.010	7.988	8.424	8.470	9.133	9.154	9.536	9.655	10.04
Shopping £M	28.07	27.01	26.91	26.77	28.30	28.80	31.15	31.10	32.27	32.52	33.61
Transport £M	11.21	10.82	10.84	10.80	11.38	11.48	12.37	12.41	12.93	13.08	13.56
Direct Revenue £M	71.70	69.43	69.26	68.57	72.34	73.67	79.39	80.02	83.63	84.71	88.37
VAT £M	10.75	12.15	13.85	13.71	14.47	14.73	15.88	16.00	16.73	16.94	17.67
Direct Expenditure £M	82.45	81.58	83.11	82.28	86.81	88.40	95.27	96.02	100.36	101.66	106.04
Indirect Expenditure £M	28.33	27.98	28.49	28.31	29.86	30.34	32.75	33.06	34.54	34.98	36.49
TOTAL £M	110.78	109.57	111.60	110.58	116.67	118.74	128.02	129.08	134.89	136.64	142.53

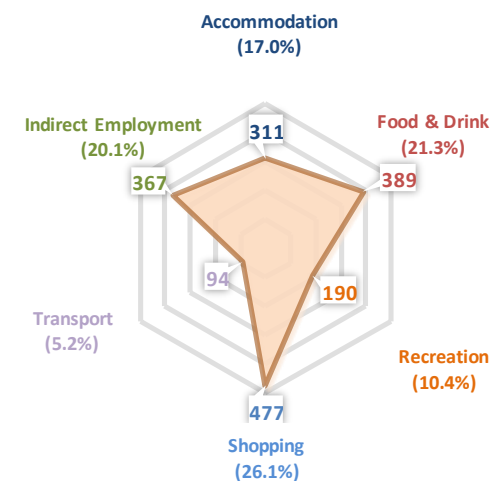
2019 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation FTEs	323	333	338	354	357	303	305	266	266	306	311
Food & Drink FTEs	302	295	306	309	334	333	354	352	369	379	389
Recreation FTEs	146	143	148	151	163	162	172	171	180	185	190
Shopping FTEs	373	362	375	379	411	413	441	437	457	467	477
Transport FTEs	73	71	74	75	81	81	86	85	90	92	94
Direct Employment FTEs	1,217	1,204	1,241	1,268	1,346	1,291	1,357	1,311	1,361	1,428	1,460
Indirect Employment FTEs	278	272	281	284	307	308	329	329	346	356	367
TOTAL FTEs	1,496	1,476	1,522	1,552	1,653	1,599	1,686	1,640	1,707	1,784	1,827

2019 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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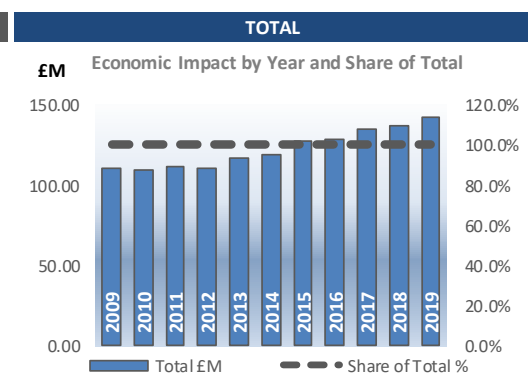
Report Prepared by: Alison Tipler. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019 2019 Prices			TOTAL		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES											TOTAL	% Change						
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 2019		26.5%	42.6%	89.9%	18.8%	30.3%	39.4%	18.1%	28.0%	25.4%	18.5%	15.2%	4.2%	28.7%	Annual Change	52.5%	30.1%	24.2%	13.2%	
% Change 2018 to 2019		5.2%	7.4%	8.3%	5.2%	2.3%	6.4%	3.7%	2.9%	3.4%	5.2%	-0.5%	2.9%	4.3%		7.1%	4.6%	3.3%	3.0%	
Average Annual Change		2.7%	4.3%	9.0%	1.9%	3.0%	3.9%	1.8%	2.8%	2.5%	1.9%	1.5%	0.4%	2.9%		5.3%	3.0%	2.4%	1.3%	
2009	£M	6.266	5.972	5.933	9.124	11.37	10.83	13.38	18.63	10.66	7.888	4.924	5.801	110.78		-1.1%	18.17	31.32	42.67	18.61
2010	£M	6.015	6.073	5.910	8.874	11.43	12.48	12.74	17.86	10.73	7.634	4.830	4.981	109.57		1.9%	18.00	32.79	41.33	17.45
2011	£M	6.683	6.232	6.464	9.690	11.63	11.84	13.11	17.13	11.07	7.788	5.033	4.922	111.60	-0.9%	19.38	33.16	41.32	17.74	
2012	£M	6.729	6.375	7.119	8.816	10.71	12.02	13.33	17.55	10.82	7.306	5.044	4.771	110.58	5.5%	20.22	31.55	41.69	17.12	
2013	£M	6.717	6.702	7.822	8.877	12.32	11.98	14.18	19.22	10.98	7.512	5.280	5.072	116.67	1.8%	21.24	33.18	44.38	17.86	
2014	£M	6.297	6.627	8.847	9.612	12.42	12.17	14.41	19.42	10.95	7.654	5.368	4.968	118.74	7.8%	21.77	34.20	44.78	17.99	
2015	£M	7.062	7.581	9.379	9.824	12.98	12.65	15.06	21.77	12.07	8.663	5.593	5.396	128.02	0.8%	24.02	35.45	48.90	19.65	
2016	£M	7.076	7.532	10.05	9.720	13.43	13.66	14.66	21.92	11.78	8.346	5.455	5.465	129.08	4.5%	24.66	36.81	48.35	19.27	
2017	£M	7.347	7.844	10.27	10.23	14.13	14.17	15.46	22.77	12.58	8.691	5.650	5.738	134.89	1.3%	25.46	38.54	50.81	20.08	
2018	£M	7.539	7.932	10.40	10.30	14.48	14.19	15.23	23.17	12.93	8.888	5.702	5.872	136.64	4.3%	25.87	38.96	51.34	20.46	
2019	£M	7.929	8.518	11.27	10.84	14.81	15.10	15.80	23.84	13.36	9.350	5.671	6.044	142.53		27.71	40.75	53.01	21.06	

ECONOMIC IMPACT - INDEXED TO 2019											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total	£M	110.78	109.57	111.60	110.58	116.67	118.74	128.02	129.08	134.89	142.53
All Visitor Types	£M	110.78	109.57	111.60	110.58	116.67	118.74	128.02	129.08	134.89	142.53
Share of Total	%	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	%										

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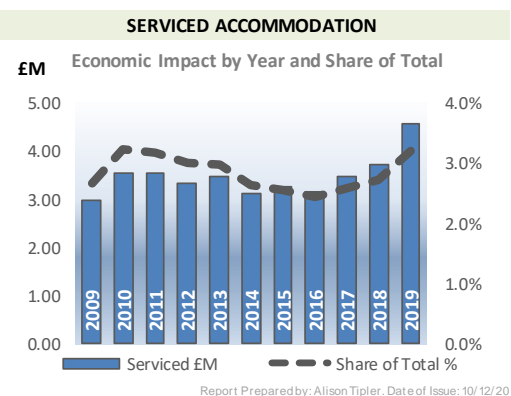
Report Prepared by: Alison Tipler. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019 2019 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES												TOTAL	% Change				
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 2019		122.1%	82.0%	59.0%	5.0%	57.4%	52.4%	66.5%	95.6%	39.4%	29.0%	42.0%	11.3%	54.6%	Annual Change	85.6%	37.9%	67.4%	25.6%
% Change 2018 to 2019		15.2%	22.9%	27.2%	37.7%	36.9%	30.7%	26.4%	25.5%	32.6%	38.9%	1.7%	-2.7%	23.1%		21.3%	34.5%	27.6%	10.3%
Average Annual Change		12.2%	8.2%	5.9%	0.5%	5.7%	5.2%	6.6%	9.6%	3.9%	2.9%	4.2%	1.1%	5.5%		8.6%	3.8%	6.7%	2.6%
2009	£M	0.226	0.258	0.274	0.243	0.215	0.262	0.270	0.245	0.239	0.247	0.196	0.285	2.961			0.759	0.720	0.754
2010	£M	0.491	0.442	0.384	0.166	0.207	0.282	0.304	0.310	0.254	0.259	0.216	0.223	3.539	19.5%	1.317	0.655	0.868	0.698
2011	£M	0.555	0.435	0.386	0.178	0.199	0.269	0.299	0.296	0.225	0.244	0.206	0.240	3.531	-0.2%	1.376	0.646	0.819	0.690
2012	£M	0.445	0.388	0.392	0.162	0.188	0.280	0.281	0.296	0.246	0.229	0.201	0.217	3.324	-5.9%	1.225	0.630	0.823	0.647
2013	£M	0.453	0.410	0.460	0.138	0.202	0.282	0.297	0.308	0.224	0.209	0.233	0.258	3.474	4.5%	1.323	0.622	0.829	0.700
2014	£M	0.421	0.346	0.355	0.131	0.178	0.236	0.295	0.292	0.230	0.203	0.200	0.228	3.114	-10.4%	1.121	0.545	0.817	0.631
2015	£M	0.475	0.380	0.373	0.130	0.184	0.267	0.307	0.313	0.221	0.212	0.186	0.223	3.272	5.1%	1.228	0.582	0.841	0.622
2016	£M	0.428	0.364	0.360	0.136	0.175	0.252	0.307	0.308	0.213	0.196	0.182	0.232	3.154	-3.6%	1.152	0.564	0.828	0.610
2017	£M	0.424	0.373	0.341	0.184	0.235	0.294	0.345	0.355	0.252	0.222	0.205	0.242	3.471	10.1%	1.138	0.713	0.952	0.668
2018	£M	0.436	0.383	0.343	0.185	0.247	0.305	0.355	0.382	0.251	0.230	0.274	0.327	3.718	7.1%	1.162	0.738	0.989	0.830
2019	£M	0.503	0.470	0.436	0.255	0.338	0.399	0.449	0.480	0.333	0.319	0.279	0.318	4.578	23.1%	1.409	0.992	1.262	0.916

ECONOMIC IMPACT - INDEXED TO 2019											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Serviced	£M	2.961	3.539	3.531	3.324	3.474	3.114	3.272	3.154	3.471	4.578
All Visitor Types	£M	110.78	109.57	111.60	110.58	116.67	118.74	128.02	129.08	134.89	142.53
Share of Total	%	2.7%	3.2%	3.2%	3.0%	3.0%	2.6%	2.6%	2.4%	2.6%	3.2%
Annual Change in Share	%		20.8%	-2.0%	-5.0%	-0.9%	-11.9%	-2.5%	-4.4%	5.3%	18.0%
Change in Share from 2009	%		20.8%	18.4%	12.5%	11.4%	-1.9%	-4.4%	-8.6%	-3.7%	20.2%
Avg Ann. Change in Share	%		20.8%	9.2%	4.2%	2.8%	-0.4%	-0.7%	-1.2%	-0.5%	2.0%

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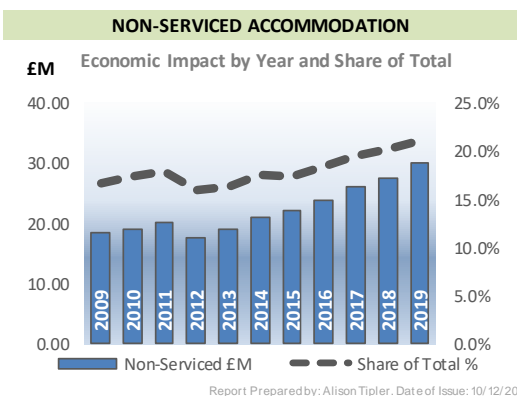


STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019 2019 Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES											TOTAL	% Change					
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 2019		45.0%	41.0%	47.9%	63.9%	50.6%	63.4%	63.8%	65.2%	77.7%	57.6%	114.0%	71.1%	63.4%	Annual Change	45.0%	58.1%	68.1%	74.2%
% Change 2018 to 2019		12.6%	5.3%	4.5%	15.4%	8.8%	4.9%	17.7%	11.1%	2.4%	2.8%	10.9%	10.0%	9.1%		6.8%	8.7%	10.4%	6.6%
Average Annual Change		4.5%	4.1%	4.8%	6.4%	5.1%	6.3%	6.4%	6.5%	7.8%	5.8%	11.4%	7.1%	6.3%		4.5%	5.8%	6.8%	7.4%
2009	£M	0.423	0.503	0.682	1.336	2.623	2.226	2.766	3.472	2.283	1.138	0.508	0.441	18.40		1.607	6.186	8.521	2.088
2010	£M	0.223	0.435	0.636	1.260	2.510	2.802	2.825	3.650	2.734	1.055	0.476	0.376	18.98	3.1%	1.294	6.572	9.209	1.907
2011	£M	0.296	0.389	0.714	1.465	2.881	2.957	2.893	3.544	2.789	1.174	0.580	0.352	20.03	5.5%	1.398	7.303	9.225	2.106
2012	£M	0.319	0.391	0.691	1.286	2.404	2.516	2.478	3.140	2.396	1.038	0.564	0.387	17.61	-12.1%	1.400	6.206	8.015	1.990
2013	£M	0.337	0.399	0.768	1.297	2.605	2.633	2.711	3.475	2.572	1.114	0.617	0.413	18.94	7.5%	1.504	6.535	8.758	2.144
2014	£M	0.329	0.398	0.856	1.435	2.789	2.820	2.965	3.937	2.940	1.264	0.678	0.434	20.84	10.0%	1.583	7.044	9.842	2.375
2015	£M	0.394	0.473	0.863	1.511	2.869	2.880	3.272	4.298	3.021	1.327	0.776	0.490	22.17	6.4%	1.729	7.260	10.59	2.593
2016	£M	0.452	0.529	0.882	1.589	3.001	3.028	3.525	4.680	3.283	1.454	0.862	0.554	23.84	7.5%	1.863	7.618	11.49	2.870
2017	£M	0.503	0.624	0.895	1.775	3.321	3.207	3.951	5.019	3.792	1.588	0.912	0.627	26.21	10.0%	2.022	8.303	12.76	3.127
2018	£M	0.544	0.673	0.965	1.898	3.631	3.469	3.849	5.164	3.961	1.746	0.981	0.687	27.57	5.2%	2.182	8.999	12.97	3.413
2019	£M	0.613	0.709	1.009	2.191	3.950	3.638	4.531	5.735	4.056	1.794	1.088	0.755	30.07	9.1%	2.330	9.778	14.32	3.637

ECONOMIC IMPACT - INDEXED TO 2019											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced	£M	18.40	18.98	20.03	17.61	18.94	20.84	22.17	23.84	26.21	30.07
All Visitor Types	£M	110.78	109.57	111.60	110.58	116.67	118.74	128.02	129.08	134.89	142.53
Share of Total	%	16.6%	17.3%	18.0%	15.9%	16.2%	17.6%	17.3%	18.5%	19.4%	21.1%
Annual Change in Share	%		4.3%	3.6%	-11.3%	1.9%	8.1%	-1.3%	6.6%	5.2%	4.6%
Change in Share from 2009	%		4.3%	8.1%	-4.1%	-2.3%	5.7%	4.3%	11.2%	21.5%	27.0%
Avg Ann. Change in Share	%		4.3%	4.0%	-1.4%	-0.6%	1.1%	0.7%	1.6%	2.4%	2.7%

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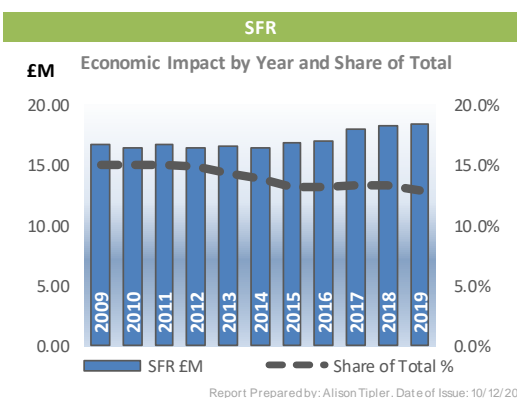


STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019 2019 Prices			SFR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES											TOTAL % Change Annual Change							
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 2019		6.0%	3.0%	12.0%	9.9%	11.3%	14.3%	11.3%	12.5%	18.4%	9.6%	17.9%			7.4%	10.4%	6.7%	11.4%	13.4%	9.9%
% Change 2018 to 2019		1.5%	0.3%	0.7%	2.5%	1.0%	-0.3%	2.0%	0.0%	-1.4%	-0.8%	2.4%			1.2%	0.9%	1.1%	1.3%	0.4%	0.9%
Average Annual Change		0.6%	0.3%	1.2%	1.0%	1.1%	1.4%	1.1%	1.3%	1.8%	1.0%	1.8%	0.7%	1.0%	0.7%	1.1%	1.3%	1.0%		
2009	£M	2.434	0.850	0.900	1.942	1.415	1.054	1.664	1.752	0.968	0.918	0.713	2.064	16.67	-1.1% 1.7% -1.6% 0.8% -0.9% 2.1% 0.8% 6.3% 1.2% 0.9%	4.184	4.411	4.384	3.695	
2010	£M	2.309	0.856	0.898	1.892	1.388	1.137	1.664	1.774	1.030	0.896	0.701	1.946	16.49		4.063	4.417	4.469	3.543	
2011	£M	2.474	0.830	0.919	1.956	1.440	1.146	1.665	1.746	1.024	0.915	0.733	1.927	16.78		4.224	4.542	4.435	3.575	
2012	£M	2.432	0.811	0.927	1.919	1.386	1.110	1.620	1.719	0.995	0.895	0.731	1.960	16.51		4.169	4.415	4.334	3.587	
2013	£M	2.449	0.824	0.948	1.895	1.396	1.104	1.637	1.742	0.994	0.895	0.747	2.001	16.63		4.222	4.395	4.373	3.643	
2014	£M	2.353	0.785	0.932	1.905	1.385	1.093	1.640	1.762	1.012	0.909	0.741	1.963	16.48		4.070	4.382	4.413	3.614	
2015	£M	2.383	0.797	0.965	1.938	1.419	1.120	1.686	1.809	1.039	0.929	0.756	1.988	16.83		4.145	4.478	4.534	3.673	
2016	£M	2.370	0.798	0.968	1.944	1.428	1.129	1.703	1.838	1.063	0.939	0.769	2.018	16.97		4.136	4.501	4.605	3.726	
2017	£M	2.501	0.860	0.999	2.069	1.530	1.191	1.820	1.938	1.163	0.998	0.810	2.150	18.03		4.359	4.790	4.921	3.957	
2018	£M	2.541	0.873	1.001	2.083	1.558	1.208	1.817	1.971	1.163	1.013	0.821	2.191	18.24		4.415	4.849	4.951	4.025	
2019	£M	2.580	0.876	1.008	2.135	1.574	1.205	1.853	1.972	1.146	1.005	0.840	2.217	18.41		4.464	4.914	4.971	4.062	

ECONOMIC IMPACT - INDEXED TO 2019											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SFR £M	16.67	16.49	16.78	16.51	16.63	16.48	16.83	16.97	18.03	18.24	18.41
All Visitor Types £M	110.78	109.57	111.60	110.58	116.67	118.74	128.02	129.08	134.89	136.64	142.53
Share of Total %	15.1%	15.1%	15.0%	14.9%	14.3%	13.9%	13.1%	13.1%	13.4%	13.3%	12.9%
Annual Change in Share %		0.0%	-0.1%	-0.7%	-4.5%	-2.7%	-5.3%	0.0%	1.7%	-0.1%	-3.2%
Change in Share from 2009 %		0.0%	-0.1%	-0.8%	-5.3%	-7.8%	-12.7%	-12.7%	-11.2%	-11.3%	-14.2%
Avg Ann. Change in Share %		0.0%	-0.1%	-0.3%	-1.3%	-1.6%	-2.1%	-1.8%	-1.4%	-1.3%	-1.4%

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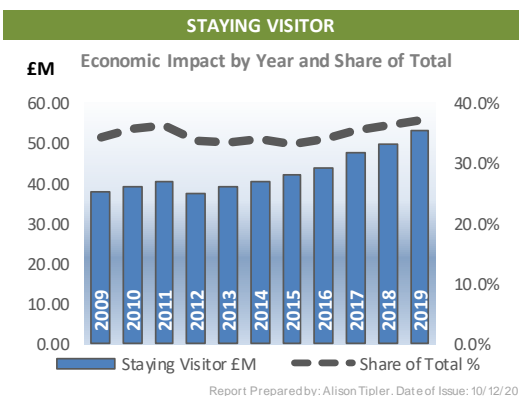


STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019 2019 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES											TOTAL	% Change					
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 2019		19.9%	27.5%	32.1%	30.1%	37.8%	48.0%	45.4%	49.7%	58.6%	35.4%	55.7%	17.9%	39.5%	Annual Change	25.2%	38.6%	50.5%	32.3%
% Change 2018 to 2019		4.9%	6.5%	6.2%	9.9%	7.8%	5.2%	13.5%	8.9%	3.0%	4.3%	6.3%	2.7%	7.1%		5.7%	7.5%	8.7%	4.2%
Average Annual Change		2.0%	2.8%	3.2%	3.0%	3.8%	4.8%	4.5%	5.0%	5.9%	3.5%	5.6%	1.8%	3.9%		2.5%	3.9%	5.0%	3.2%
2009	£M	3.083	1.611	1.857	3.521	4.253	3.542	4.700	5.469	3.490	2.303	1.418	2.791	38.04		6.551	11.32	13.66	6.512
2010	£M	3.023	1.733	1.918	3.318	4.105	4.221	4.794	5.734	4.018	2.210	1.393	2.545	39.01		2.6%	6.674	11.64	14.55
2011	£M	3.325	1.654	2.019	3.600	4.520	4.371	4.857	5.586	4.037	2.332	1.519	2.518	40.34	3.4%	6.998	12.49	14.48	6.370
2012	£M	3.196	1.589	2.009	3.367	3.978	3.907	4.379	5.155	3.637	2.162	1.497	2.565	37.44	-7.2%	6.794	11.25	13.17	6.224
2013	£M	3.239	1.632	2.176	3.330	4.203	4.019	4.645	5.524	3.791	2.218	1.597	2.672	39.05	4.3%	7.048	11.55	13.96	6.487
2014	£M	3.103	1.528	2.143	3.470	4.352	4.149	4.900	5.991	4.181	2.377	1.619	2.625	40.44	3.6%	6.774	11.97	15.07	6.621
2015	£M	3.251	1.650	2.200	3.579	4.473	4.268	5.265	6.420	4.282	2.468	1.719	2.702	42.28	4.5%	7.102	12.32	15.97	6.888
2016	£M	3.250	1.691	2.209	3.669	4.605	4.409	5.536	6.826	4.559	2.590	1.813	2.804	43.96	4.0%	7.150	12.68	16.92	7.206
2017	£M	3.427	1.857	2.235	4.028	5.086	4.692	6.116	7.313	5.206	2.807	1.926	3.019	47.71	8.5%	7.519	13.81	18.64	7.753
2018	£M	3.521	1.929	2.309	4.167	5.436	4.982	6.021	7.517	5.375	2.988	2.076	3.204	49.53	3.8%	7.759	14.59	18.91	8.268
2019	£M	3.695	2.055	2.453	4.581	5.862	5.241	6.832	8.186	5.535	3.118	2.207	3.289	53.06	7.1%	8.203	15.68	20.55	8.614

ECONOMIC IMPACT - INDEXED TO 2019											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Staying Visitor	£M	38.04	39.01	40.34	37.44	39.05	40.44	42.28	43.96	47.71	53.06
All Visitor Types	£M	110.78	109.57	111.60	110.58	116.67	118.74	128.02	129.08	134.89	142.53
Share of Total	%	34.3%	35.6%	36.1%	33.9%	33.5%	34.1%	33.0%	34.1%	35.4%	37.2%
Annual Change in Share	%		3.7%	1.5%	-6.3%	-1.1%	1.7%	-3.0%	3.1%	3.9%	2.7%
Change in Share from 2009	%		3.7%	5.3%	-1.4%	-2.5%	-0.8%	-3.8%	-0.8%	3.0%	8.4%
Avg Ann. Change in Share	%		3.7%	2.6%	-0.5%	-0.6%	-0.2%	-0.6%	-0.1%	0.4%	0.8%

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STEAM FINAL TREND REPORT FOR 2009-2019 WEST LINDSEY											2009 to 2019 2019 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 2019 / PERCENTAGE CHANGES												TOTAL	% Change				
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 2019		33.0%	48.2%	116.2%	11.6%	25.7%	35.3%	3.3%	18.9%	9.2%	11.6%	-1.2%	-8.5%	23.0%	Annual Change	67.9%	25.3%	11.9%	2.9%
% Change 2018 to 2019		5.4%	7.7%	8.9%	2.1%	-1.0%	7.0%	-2.6%	0.0%	3.6%	5.6%	-4.5%	3.2%	2.7%		7.7%	2.8%	0.1%	2.1%
Average Annual Change		3.3%	4.8%	11.6%	1.2%	2.6%	3.5%	0.3%	1.9%	0.9%	1.2%	-0.1%	-0.9%	2.3%		6.8%	2.5%	1.2%	0.3%
2009	£M	3.183	4.361	4.076	5.602	7.119	7.285	8.683	13.16	7.168	5.585	3.507	3.010	72.74		11.62	20.01	29.01	12.10
2010	£M	2.991	4.340	3.992	5.556	7.327	8.263	7.949	12.12	6.717	5.424	3.437	2.436	70.55	-3.0%	11.32	21.15	26.79	11.30
2011	£M	3.358	4.578	4.445	6.090	7.107	7.473	8.256	11.55	7.034	5.455	3.514	2.404	71.26	1.0%	12.38	20.67	26.84	11.37
2012	£M	3.534	4.786	5.110	5.449	6.735	8.114	8.946	12.39	7.180	5.144	3.547	2.205	73.14	2.6%	13.43	20.30	28.52	10.90
2013	£M	3.478	5.070	5.646	5.547	8.116	7.966	9.539	13.69	7.190	5.294	3.683	2.399	77.62	6.1%	14.19	21.63	30.42	11.38
2014	£M	3.195	5.099	6.704	6.142	8.064	8.024	9.512	13.43	6.772	5.277	3.750	2.342	78.31	0.9%	15.00	22.23	29.71	11.37
2015	£M	3.810	5.931	7.178	6.245	8.503	8.380	9.796	15.35	7.788	6.196	3.874	2.694	85.75	9.5%	16.92	23.13	32.94	12.76
2016	£M	3.826	5.841	7.842	6.051	8.821	9.252	9.119	15.09	7.217	5.756	3.643	2.661	85.12	-0.7%	17.51	24.12	31.43	12.06
2017	£M	3.921	5.987	8.038	6.204	9.044	9.482	9.343	15.46	7.377	5.883	3.723	2.720	87.18	2.4%	17.95	24.73	32.18	12.33
2018	£M	4.018	6.003	8.094	6.129	9.042	9.208	9.213	15.66	7.553	5.899	3.626	2.668	87.11	-0.1%	18.12	24.38	32.42	12.19
2019	£M	4.234	6.463	8.814	6.254	8.952	9.855	8.972	15.66	7.827	6.232	3.464	2.754	89.48	2.7%	19.51	25.06	32.45	12.45

ECONOMIC IMPACT - INDEXED TO 2019											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor	£M	72.74	70.55	71.26	73.14	77.62	78.31	85.75	85.12	87.18	89.48
All Visitor Types	£M	110.78	109.57	111.60	110.58	116.67	118.74	128.02	129.08	134.89	142.53
Share of Total	%	65.7%	64.4%	63.9%	66.1%	66.5%	65.9%	67.0%	65.9%	64.6%	63.8%
Annual Change in Share	%		-1.9%	-0.8%	3.6%	0.6%	-0.9%	1.6%	-1.5%	-2.0%	-1.4%
Change in Share from 2009	%		-1.9%	-2.8%	0.7%	1.3%	0.4%	2.0%	0.4%	-1.6%	-4.4%
Avg Ann. Change in Share	%		-1.9%	-1.4%	0.2%	0.3%	0.1%	0.3%	0.1%	-0.2%	-0.4%

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