



STEAM FINAL TREND REPORT FOR 2009-2020

Final

WEST LINDSEY DISTRICT COUNCIL

Global Tourism Solutions (UK) Ltd

Laneside House

Hackthorpe

Penrith

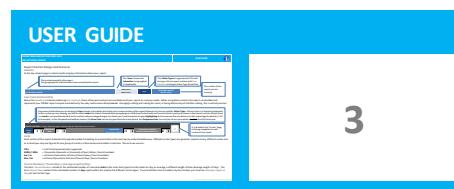
Cumbria

CA10 2HX

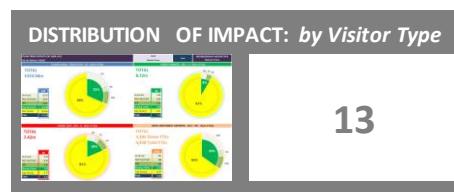
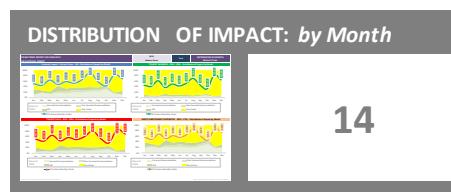
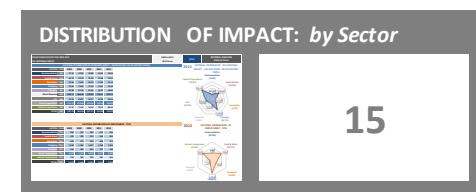
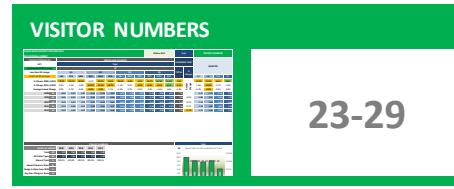
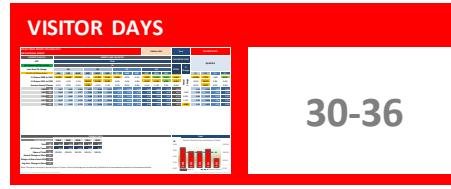
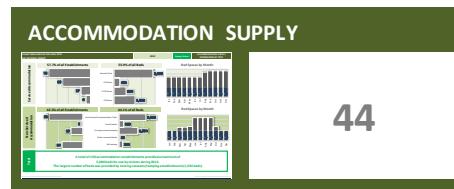
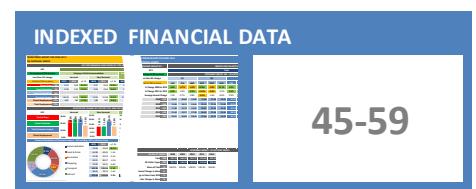
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**Page****3****4****5-11**

**KEY IMPACT MEASURES:
MONTHLY DATA BY
VISITOR TYPE**

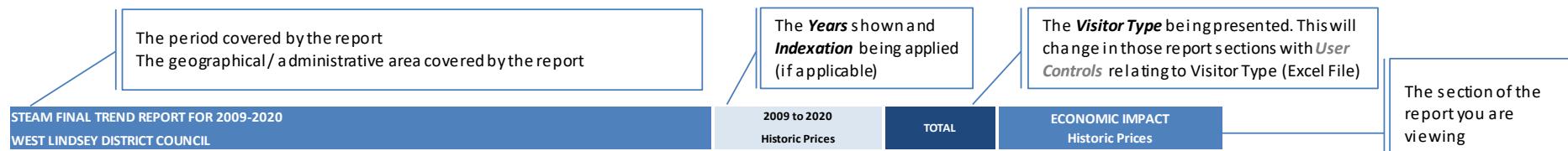
**13****14****15****16-22****23-29****30-36****37-43****44****45-59**



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 2009-2020

WEST LINDSEY DISTRICT COUNCIL

Comparing 2020 and 2019

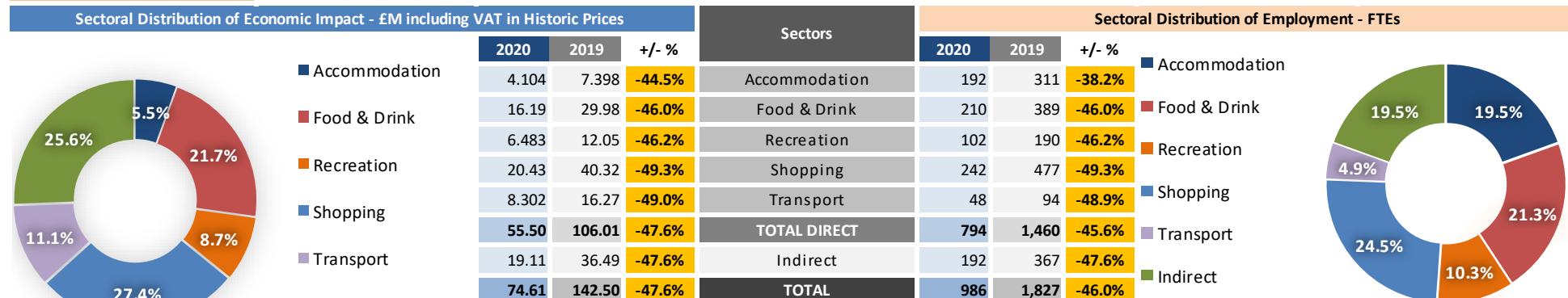
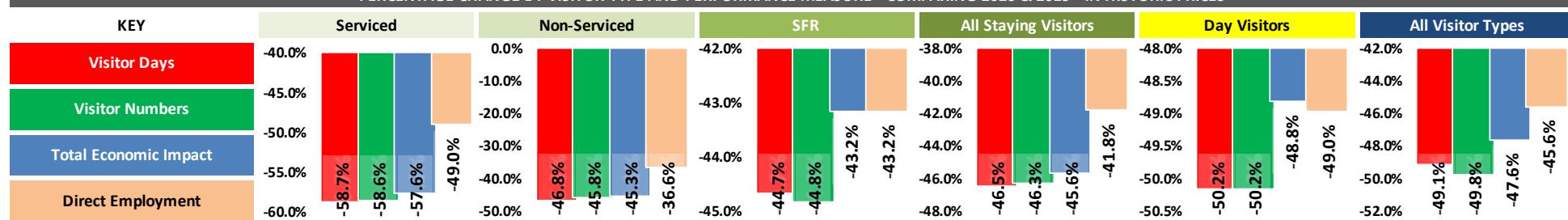
All £'s Historic Prices

COMPARATIVE HEADLINES

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

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types					
	An increase of 3% or more			Less than 3% change			A Fall of 3% or more			Serviced			Non-Serviced			Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %			
Visitor Days	M	0.016	-58.7%	0.266	0.499	-46.8%	0.198	0.358	-44.7%	0.480	0.896	-46.5%	1.146	2.300	-50.2%	1.626	3.197	-49.1%									
Visitor Numbers	M	0.009	-58.6%	0.039	0.072	-45.8%	0.083	0.151	-44.8%	0.131	0.243	-46.3%	1.146	2.300	-50.2%	1.277	2.544	-49.8%									
Direct Expenditure	£M																					55.50	106.01	-47.6%			
Economic Impact	£M	1.939	4.574	-57.6%	16.42	30.04	-45.3%	10.46	18.41	-43.2%	28.82	53.02	-45.6%	45.80	89.48	-48.8%	74.61	142.50	-47.6%								
Direct Employment	FTEs	103	202	-49.0%	204	322	-36.6%	92	161	-43.2%	399	686	-41.8%	395	774	-49.0%	794	1,460	-45.6%								
Total Employment	FTEs																					986	1,827	-46.0%			

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



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

Visitor Types: *Total*

Serviced Accommodation

Non-Serviced Accommodation

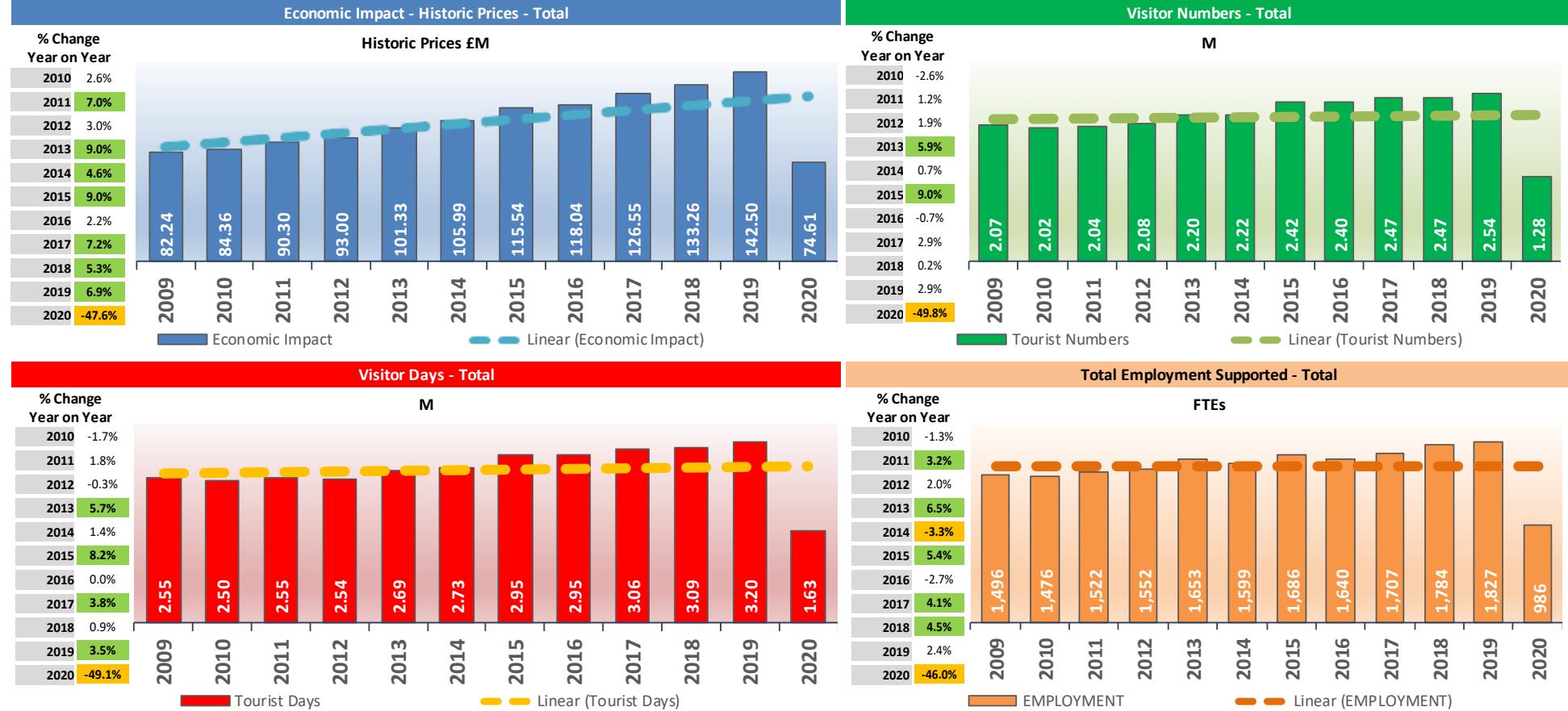
SFR

Staying Visitor

Day Visitor

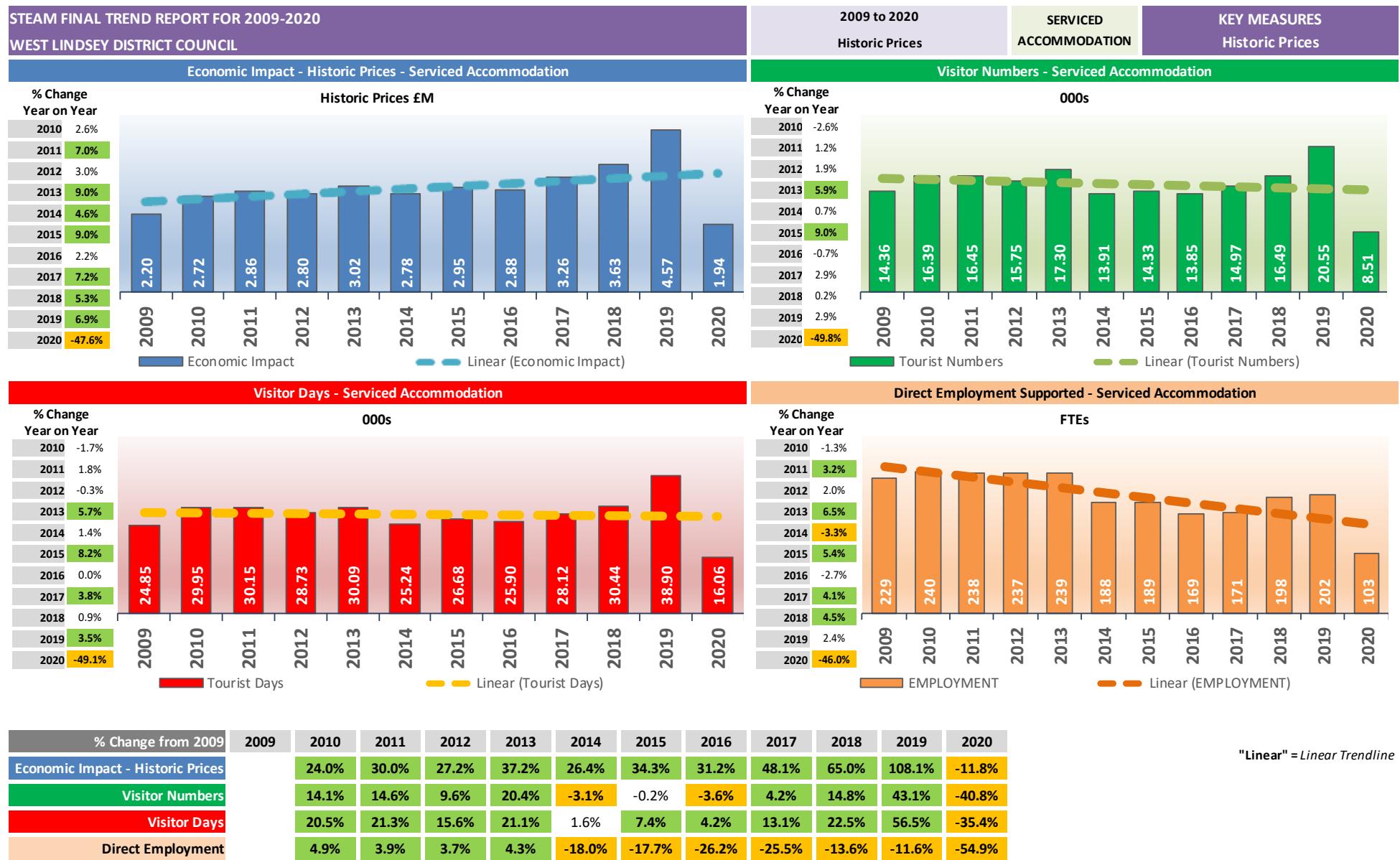
STEAM FINAL TREND REPORT FOR 2009-2020

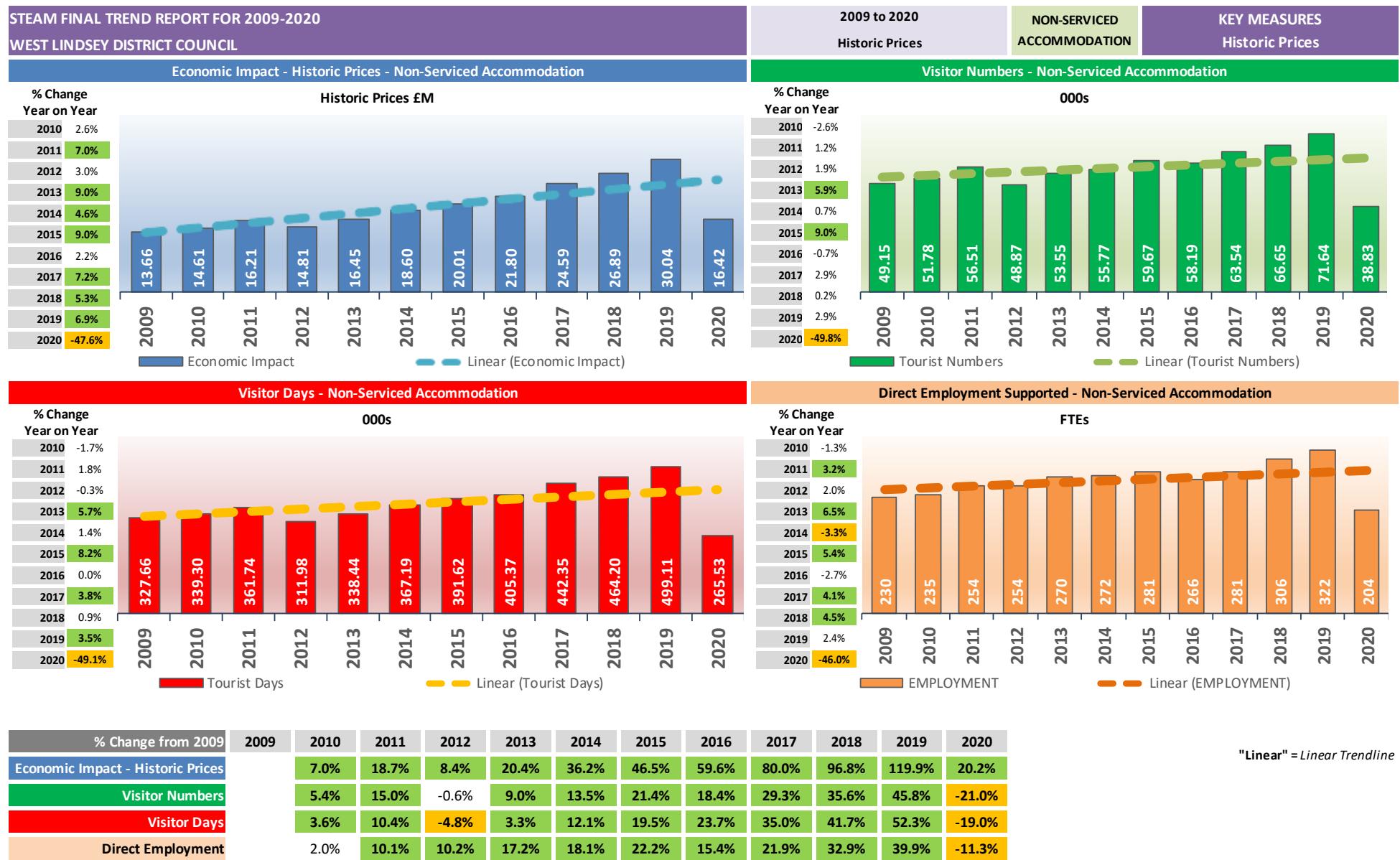
WEST LINDSEY DISTRICT COUNCIL



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		2.6%	9.8%	13.1%	23.2%	28.9%	40.5%	43.5%	53.9%	62.0%	73.3%	-9.3%
Visitor Numbers		-2.6%	-1.4%	0.5%	6.4%	7.1%	16.7%	15.9%	19.2%	19.4%	22.8%	-38.3%
Visitor Days		-1.7%	0.1%	-0.2%	5.5%	7.0%	15.8%	15.8%	20.2%	21.2%	25.5%	-36.2%
Total Employment		-1.3%	1.8%	3.8%	10.5%	6.9%	12.7%	9.7%	14.2%	19.3%	22.2%	-34.0%

"Linear" = *Linear Trendline*





STEAM FINAL TREND REPORT FOR 2009-2020

WEST LINDSEY DISTRICT COUNCIL

Economic Impact - Historic Prices - SFR

Historic Prices £M

% Change Year on Year

Year	% Change
2010	2.6%
2011	7.0%
2012	3.0%
2013	9.0%
2014	4.6%
2015	9.0%
2016	2.2%
2017	7.2%
2018	5.3%
2019	6.9%
2020	-47.6%

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

Visitor Numbers - SFR

000s

% Change Year on Year

Year	% Change
2010	-2.6%
2011	1.2%
2012	1.9%
2013	5.9%
2014	0.7%
2015	9.0%
2016	-0.7%
2017	2.9%
2018	0.2%
2019	2.9%
2020	-49.8%

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

Visitor Days - SFR

000s

% Change Year on Year

Year	% Change
2010	-1.7%
2011	1.8%
2012	-0.3%
2013	5.7%
2014	1.4%
2015	8.2%
2016	0.0%
2017	3.8%
2018	0.9%
2019	3.5%
2020	-49.1%

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

Direct Employment Supported - SFR

FTEs

% Change Year on Year

Year	% Change
2010	-1.3%
2011	3.2%
2012	2.0%
2013	6.5%
2014	-3.3%
2015	5.4%
2016	-2.7%
2017	4.1%
2018	4.5%
2019	2.4%
2020	-46.0%

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

Summary Table:

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices	2.6%	9.7%	12.1%	16.7%	18.8%	22.7%	25.3%	36.6%	43.7%	48.7%	-15.5%	
Visitor Numbers	-0.9%	0.7%	-0.9%	-0.1%	-1.1%	1.1%	1.9%	8.3%	9.5%	10.5%	-39.0%	
Visitor Days	-1.1%	0.6%	-1.1%	-0.3%	-1.2%	0.9%	1.7%	8.1%	9.4%	10.4%	-38.9%	
Direct Employment	-2.3%	1.0%	1.2%	4.5%	2.2%	3.1%	3.1%	10.3%	13.3%	12.9%	-35.8%	

"Linear" = Linear Trendline

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

STEAM FINAL TREND REPORT FOR 2009-2020

WEST LINDSEY DISTRICT COUNCIL

Economic Impact - Historic Prices - Staying Visitor

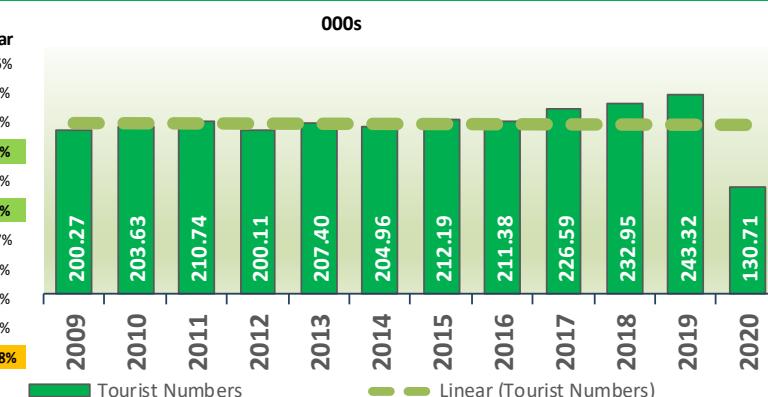


2009 to 2020
Historic Prices

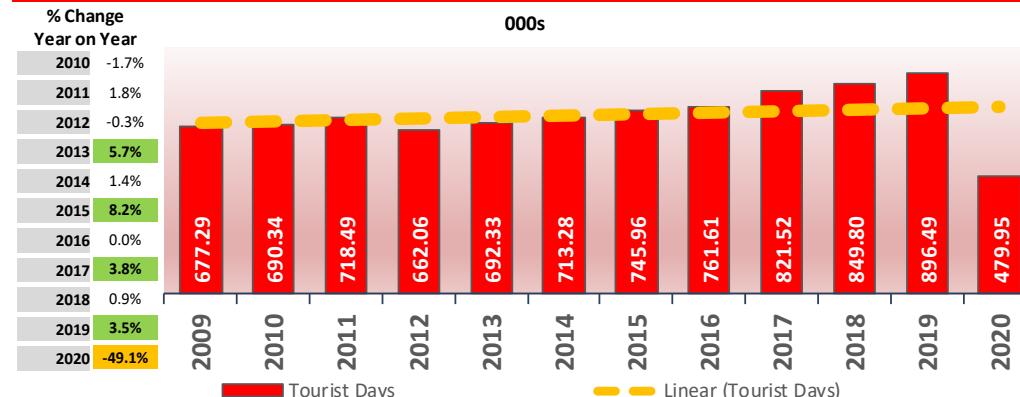
STAYING VISITOR

KEY MEASURES
Historic Prices

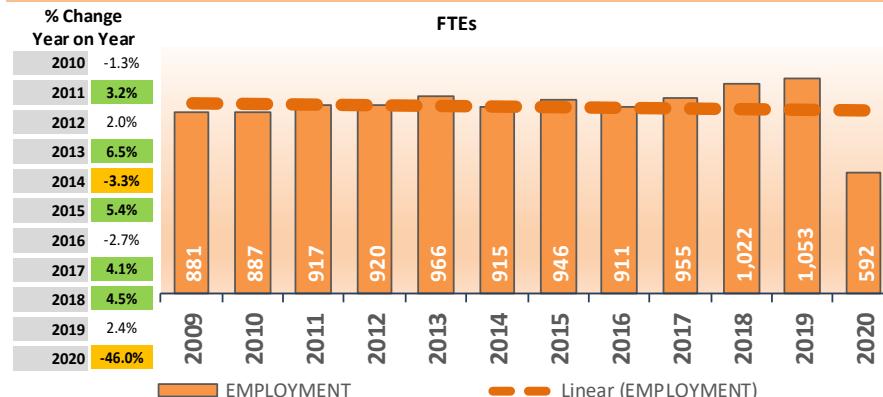
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		6.4%	15.6%	11.5%	20.1%	27.8%	35.1%	42.4%	58.5%	71.0%	87.8%	2.1%
Visitor Numbers		1.7%	5.2%	-0.1%	3.6%	2.3%	6.0%	5.6%	13.1%	16.3%	21.5%	-34.7%
Visitor Days		1.9%	6.1%	-2.2%	2.2%	5.3%	10.1%	12.4%	21.3%	25.5%	32.4%	-29.1%
Direct Employment		0.7%	4.2%	4.5%	9.7%	3.8%	7.4%	3.5%	8.5%	16.0%	19.6%	-32.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020

WEST LINDSEY DISTRICT COUNCIL

Economic Impact - Historic Prices - Day Visitor

Historic Prices £M

% Change Year on Year

Year	% Change
2010	2.6%
2011	7.0%
2012	3.0%
2013	9.0%
2014	4.6%
2015	9.0%
2016	2.2%
2017	7.2%
2018	5.3%
2019	6.9%
2020	-47.6%

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

Visitor Numbers - Day Visitor

M

% Change Year on Year

Year	% Change
2010	-2.6%
2011	1.2%
2012	1.9%
2013	5.9%
2014	0.7%
2015	9.0%
2016	-0.7%
2017	2.9%
2018	0.2%
2019	2.9%
2020	-49.8%

Tourist Numbers (Green bars) and **Linear (Tourist Numbers)** (Yellow-green line)

Visitor Days - Day Visitor

M

% Change Year on Year

Year	% Change
2010	-1.7%
2011	1.8%
2012	-0.3%
2013	5.7%
2014	1.4%
2015	8.2%
2016	0.0%
2017	3.8%
2018	0.9%
2019	3.5%
2020	-49.1%

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

Direct Employment Supported - Day Visitor

FTEs

% Change Year on Year

Year	% Change
2010	-1.3%
2011	3.2%
2012	2.0%
2013	6.5%
2014	-3.3%
2015	5.4%
2016	-2.7%
2017	4.1%
2018	4.5%
2019	2.4%
2020	-46.0%

EMPLOYMENT (Orange bars) and **Linear (EMPLOYMENT)** (Orange-red line)

Summary Table % Change from 2009

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		0.6%	6.8%	13.9%	24.8%	29.4%	43.3%	44.1%	51.4%	57.3%	65.7%	-15.2%
Visitor Numbers		-3.0%	-2.1%	0.5%	6.7%	7.6%	17.8%	17.0%	19.8%	19.7%	23.0%	-38.7%
Visitor Days		-3.0%	-2.1%	0.5%	6.7%	7.6%	17.8%	17.0%	19.8%	19.7%	23.0%	-38.7%
Direct Employment		-4.2%	-1.6%	2.8%	11.8%	11.3%	20.4%	18.5%	22.3%	24.0%	25.8%	-35.8%

"Linear" = Linear Trendline

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

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

Visitor Types: *Total*

Serviced Accommodation

Non-Serviced Accommodation

SFR

Staying Visitor

Day Visitor

STEAM FINAL TREND REPORT FOR 2009-2020

WEST LINDSEY DISTRICT COUNCIL

2020

Historic Prices

TOTAL

DISTRIBUTION BY VISITOR TYPE

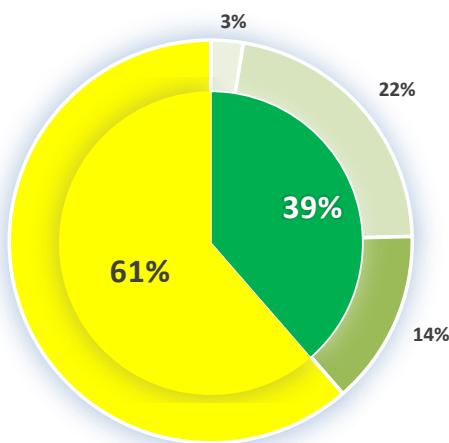
Historic Prices

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

Visitor Numbers - 2020 - M - Share of Total

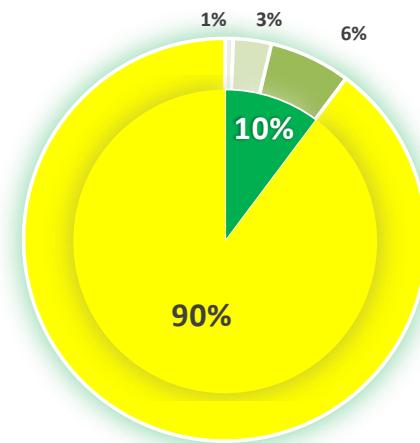
TOTAL
£74.61m

	£M
Serviced	1.94
Non-Serviced	16.42
SFR	10.46
Staying Visitor	28.82
Day Visitor	45.80
Total	74.61



TOTAL
1.28m

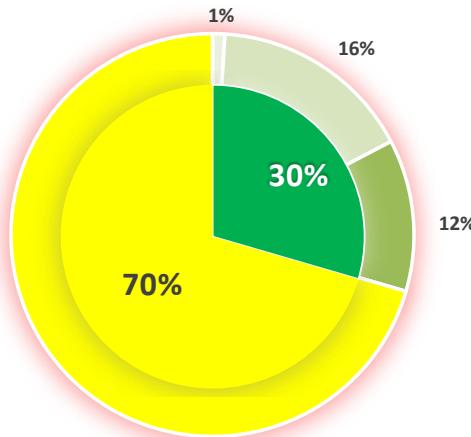
	M
Serviced	0.01
Non-Serviced	0.04
SFR	0.08
Staying Visitor	0.13
Day Visitor	1.15
Total	1.28



Visitor Days - 2020 - M - Share of Total

TOTAL
1.63m

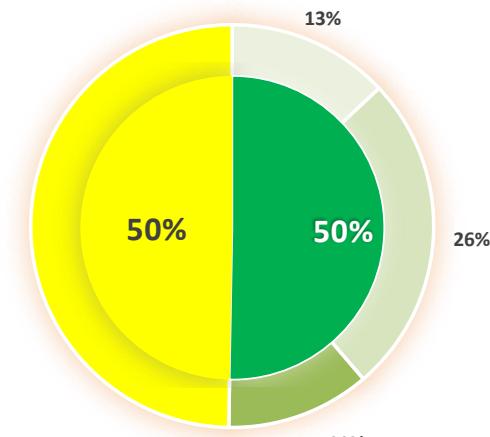
	M
Serviced	0.02
Non-Serviced	0.27
SFR	0.20
Staying Visitor	0.48
Day Visitor	1.15
Total	1.63



Direct Employment Supported - 2020 - FTEs - Share of Total

TOTAL
794 Direct FTEs
986 Total FTEs

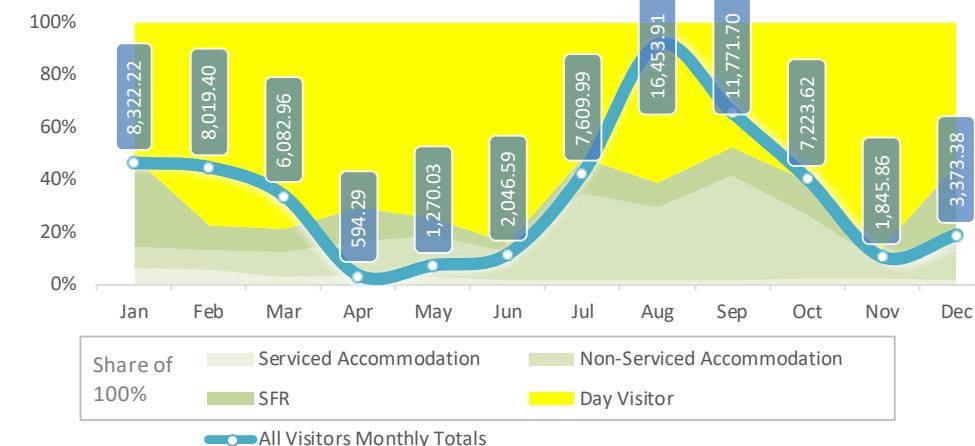
	FTEs
Serviced	103
Non-Serviced	204
SFR	92
Staying Visitor	399
Day Visitor	395
Total	794



STEAM FINAL TREND REPORT FOR 2009-2020

WEST LINDSEY DISTRICT COUNCIL

Economic Impact - Historic Prices - £000s - Distribution of Impact by Month



2020
Historic Prices

TOTAL

DISTRIBUTION BY MONTH
Historic Prices

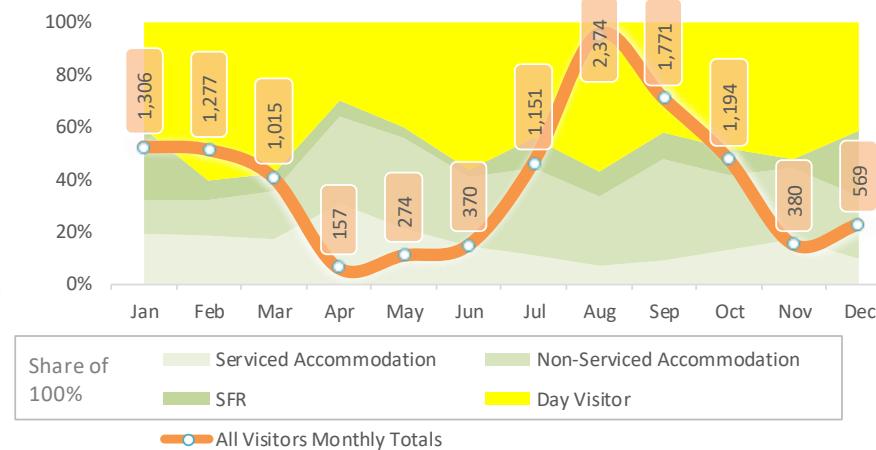
Visitor Numbers - 2020 - 000s - Distribution of Impact by Month



Visitor Days - 2020 - 000s - Distribution of Impact by Month



Direct Employment Supported - 2020 - FTEs - Distribution of Impact by Month



STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020		TOTAL	SECTORAL ANALYSIS		
WEST LINDSEY DISTRICT COUNCIL												Historic Prices			Historic Prices		
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES													2020		SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES		
SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020					
Accommodation	£M	2.553	2.730	2.797	2.649	2.865	3.359	3.578	4.152	4.790	5.256	6.165	3.525	19.110	Accommodation (4.7%)	13.903	Food & Drink (18.6%)
Food & Drink	£M	15.38	15.44	16.22	16.71	18.19	18.88	20.56	20.86	22.32	23.47	24.98	13.90	7.825	Indirect Expenditure (25.6%)	5.569	Recreation (7.5%)
Recreation	£M	6.134	6.161	6.482	6.718	7.317	7.560	8.242	8.371	8.946	9.416	10.04	5.569	7.132	VAT (10.5%)	17.549	Shopping (23.5%)
Shopping	£M	20.84	20.79	21.78	22.51	24.58	25.70	28.11	28.44	30.27	31.72	33.60	17.55	3.525	Transport (9.6%)	19.110	Transport (9.6%)
Transport	£M	8.322	8.332	8.772	9.080	9.882	10.25	11.16	11.35	12.13	12.76	13.56	7.132	13.903	Food & Drink (18.6%)	17.549	Shopping (23.5%)
Direct Revenue	£M	53.23	53.46	56.04	57.66	62.83	65.75	71.65	73.18	78.46	82.62	88.34	47.68	7.132	19.110	13.903	Recreation (7.5%)
VAT	£M	7.984	9.356	11.21	11.53	12.57	13.15	14.33	14.64	15.69	16.52	17.67	7.825	17.549	13.903	17.549	13.903
Direct Expenditure	£M	61.21	62.82	67.25	69.19	75.40	78.90	85.98	87.81	94.15	99.14	106.01	55.50	7.132	19.110	13.903	17.549
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	19.11	17.549	13.903	17.549	13.903
TOTAL	£M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	133.26	142.50	74.61	19.110	13.903	17.549	13.903

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES												2020		SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES			
SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020					
Accommodation	FTEs	323	333	338	354	357	303	305	266	266	306	311	192	192	Accommodation (19.5%)	192	Food & Drink (21.3%)
Food & Drink	FTEs	302	295	306	309	334	333	354	352	369	379	389	210	192	192	192	210
Recreation	FTEs	146	143	148	151	163	162	172	171	180	185	190	102	192	192	192	210
Shopping	FTEs	373	362	375	379	411	413	441	437	457	467	477	242	192	192	192	210
Transport	FTEs	73	71	74	75	81	81	86	85	90	92	94	48	192	192	192	210
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	794	192	192	192	210
Indirect Employment	FTEs	278	272	281	284	307	308	329	329	346	356	367	192	192	192	192	210
TOTAL	FTEs	1,496	1,476	1,522	1,552	1,653	1,599	1,686	1,640	1,707	1,784	1,827	986	192	192	192	210

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

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

Visitor Types: *Total*

Serviced Accommodation

Non-Serviced Accommodation

SFR

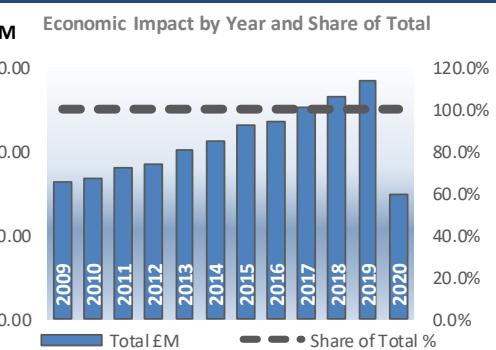
Staying Visitor

Day Visitor

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices			
WEST LINDSEY DISTRICT COUNCIL																			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
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 2020		78.9%	80.9%	38.1%	-91.2%	-85.0%	-74.5%	-23.4%	18.9%	48.8%	23.4%	-49.5%	-21.7%	-9.3%	Annual Change	66.2%	-83.2%	13.1%	-10.0%
% Change 2019 to 2020		5.0%	-5.9%	-46.0%	-94.5%	-91.4%	-86.4%	-51.8%	-31.0%	-11.9%	-22.7%	-67.4%	-44.2%	-47.6%		-19.1%	-90.4%	-32.4%	-40.9%
Average Annual Change		7.2%	7.4%	3.5%	-8.3%	-7.7%	-6.8%	-2.1%	1.7%	4.4%	2.1%	-4.5%	-2.0%	-0.8%		6.0%	-7.6%	1.2%	-0.9%
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	7.928	8.521	11.27	10.84	14.80	15.08	15.79	23.84	13.36	9.339	5.667	6.049	142.50	6.9%	27.72	40.73	53.00	21.06
2020	£M	8.322	8.019	6.083	0.594	1.270	2.047	7.610	16.45	11.77	7.224	1.846	3.373	74.61	-47.6%	22.42	3.911	35.84	12.44
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL					
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total				
Total	£M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	133.26	142.50	74.61	150.00	Total £M				
All Visitor Types	£M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	133.26	142.50	74.61	120.0%	Share of Total %				
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.00	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%													80.0%					
Change in Share from 2009	%													60.0%					
Avg Ann. Change in Share	%													40.0%					
														20.0%					
														0.0%					

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

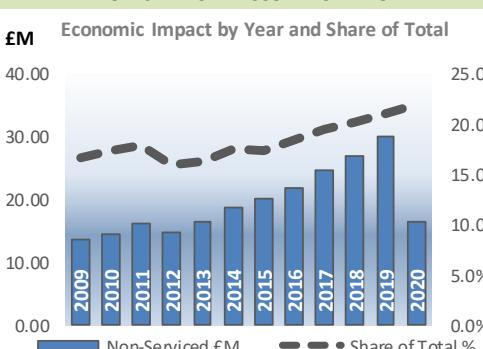


STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020		SERVICED ACCOMMODATION		ECONOMIC IMPACT						
WEST LINDSEY DISTRICT COUNCIL												Historic Prices				Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION												CALENDAR YEAR		QUARTER						
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL		QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		QUARTER						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		QUARTER						
% Change 2009 to 2020		205.0%	135.7%	-10.7%	-88.3%	-79.0%	-82.2%	-47.9%	27.2%	-11.5%	-24.2%	-75.8%	-82.9%	-11.8%	Annual Change		Q1 Q2 Q3 Q4					
% Change 2019 to 2020		2.0%	-4.2%	-58.3%	-91.8%	-90.0%	-91.3%	-76.7%	-51.7%	-52.9%	-56.0%	-87.3%	-88.7%	-57.6%			-18.7% -91.0% -60.9% -77.0%					
Average Annual Change		18.6%	12.3%	-1.0%	-8.0%	-7.2%	-7.5%	-4.4%	2.5%	-1.0%	-2.2%	-6.9%	-7.5%	-1.1%			9.4% -7.6% -1.1% -5.6%					
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	0.502	0.472	0.436	0.256	0.337	0.397	0.448	0.479	0.333	0.316	0.278	0.319	4.574	26.1%		1.410 0.990 1.260 0.914					
2020	£M	0.512	0.452	0.182	0.021	0.034	0.035	0.104	0.231	0.157	0.139	0.035	0.036	1.939	-57.6%		1.146 0.089 0.493 0.211					
ECONOMIC IMPACT - IN HISTORIC PRICES												SERVICED ACCOMMODATION										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M		Economic Impact by Year and Share of Total						
Serviced		£M	2.198	2.725	2.857	2.795	3.017	2.779	2.953	2.884	3.256	3.626	4.574	1.939			4.0% 3.0% 2.0% 1.0% 0.0%					
All Visitor Types		£M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	133.26	142.50	74.61			4.0% 3.0% 2.0% 1.0% 0.0%					
Share of Total		%	2.7%	3.2%	3.2%	3.0%	3.0%	2.6%	2.6%	2.4%	2.6%	2.7%	3.2%	2.6%			4.0% 3.0% 2.0% 1.0% 0.0%					
Annual Change in Share		%	20.8%	-2.0%	-5.0%	-0.9%	-11.9%	-2.5%	-4.4%	5.3%	5.8%	17.9%	-19.0%			4.0% 3.0% 2.0% 1.0% 0.0%						
Change in Share from 2009		%	20.8%	18.4%	12.5%	11.4%	-1.9%	-4.4%	-8.6%	-3.7%	1.8%	20.1%	-2.8%			4.0% 3.0% 2.0% 1.0% 0.0%						
Avg Ann. Change in Share		%	20.8%	9.2%	4.2%	2.8%	-0.4%	-0.7%	-1.2%	-0.5%	0.2%	2.0%	-0.3%			4.0% 3.0% 2.0% 1.0% 0.0%						

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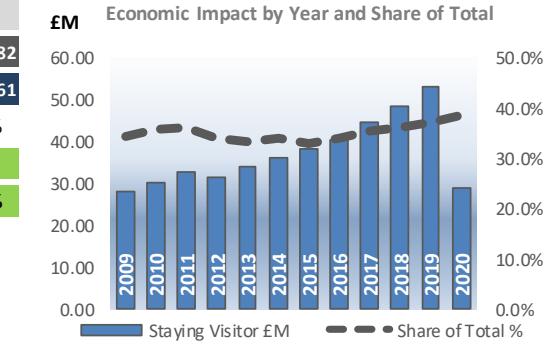
STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4					Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		54.4%	-89.3%	86.3%	48.4%			
% Change 2009 to 2020		118.4%	57.3%	12.6%	-92.5%	-89.5%	-87.2%	23.4%	76.8%	177.0%	107.3%	-68.1%	30.7%	20.2%	-21.0%	-95.0%	-17.7%	-36.6%			
% Change 2019 to 2020		11.9%	-17.3%	-43.5%	-96.6%	-94.8%	-94.2%	-44.0%	-20.5%	15.8%	-1.9%	-88.9%	-43.4%	-45.3%	4.9%	-8.1%	7.8%	4.4%			
Average Annual Change		10.8%	5.2%	1.1%	-8.4%	-8.1%	-7.9%	2.1%	7.0%	16.1%	9.8%	-6.2%	2.8%	1.8%	5.4%	-8.6%	10.9%	11.1%			
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	0.612	0.710	1.009	2.194	3.942	3.629	4.524	5.732	4.056	1.787	1.086	0.757	30.04	11.7%	2.332	9.765	14.31	3.629		
2020	£M	0.685	0.587	0.570	0.074	0.204	0.211	2.534	4.556	4.695	1.752	0.120	0.428	16.42	-45.3%	1.842	0.489	11.79	2.301		
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total						
Non-Serviced	£M	13.66	14.61	16.21	14.81	16.45	18.60	20.01	21.80	24.59	26.89	30.04	16.42								
All Visitor Types	£M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	133.26	142.50	74.61								
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%	22.0%	£M	Economic Impact by Year and Share of Total						
Annual Change in Share	%		4.3%	3.6%	-11.3%	1.9%	8.1%	-1.3%	6.6%	5.2%	3.8%	4.5%	4.4%								
Change in Share from 2009	%		4.3%	8.1%	-4.1%	-2.3%	5.7%	4.3%	11.2%	17.0%	21.5%	26.9%	32.5%								
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%	3.0%								



STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 Historic Prices		SFR		ECONOMIC IMPACT Historic Prices						
WEST LINDSEY DISTRICT COUNCIL																						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SFR																				
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			33.6%	-92.8%	21.4%	-22.7%			
% Change 2009 to 2020		57.2%	21.0%	-18.1%	-94.5%	-91.9%	-90.7%	-15.1%	22.8%	81.9%	39.0%	-81.9%	-29.6%	-15.5%		-7.0%	-95.2%	-20.5%	-47.8%			
% Change 2019 to 2020		10.1%	-12.9%	-45.7%	-96.3%	-94.6%	-94.0%	-43.4%	-19.0%	14.0%	-5.7%	-88.6%	-51.4%	-43.2%		3.1%	-8.4%	1.9%	-2.1%			
Average Annual Change		5.2%	1.9%	-1.6%	-8.6%	-8.4%	-8.2%	-1.4%	2.1%	7.4%	3.5%	-7.4%	-2.7%	-1.4%	Annual Change		3.106	3.275	3.255	2.743		
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	3.106	3.275	3.255	2.743				
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	2.579	0.876	1.008	2.136	1.573	1.204	1.852	1.971	1.146	1.004	0.840	2.219	18.41	3.5%	4.464	4.913	4.969	4.062			
2020	£M	2.840	0.764	0.547	0.079	0.085	0.072	1.048	1.597	1.307	0.947	0.096	1.079	10.46	-43.2%	4.151	0.237	3.952	2.122			
ECONOMIC IMPACT - IN HISTORIC PRICES												SFR										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total							
SFR		£M	12.38	12.70	13.57	13.88	14.45	14.71	15.19	15.52	16.91	17.79	18.41		20.00	20.0%	20.0%	20.0%	20.0%			
All Visitor Types		£M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	133.26	142.50	74.61	15.0%	15.0%	15.0%	15.0%	15.0%			
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%	14.0%	10.0%	10.0%	10.0%	10.0%	10.0%			
Annual Change in Share		%	0.0%	-0.1%	-0.7%	-4.5%	-2.7%	-5.3%	0.0%	1.7%	-0.1%	-3.2%	8.5%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%			
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%	-6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%			
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%	-0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%			

The chart displays two data series over 12 years. The blue bars show the economic impact in millions of pounds, starting at approximately 12.38 in 2009 and rising to about 10.46 in 2020. The black dashed lines show the share of total, which remains relatively stable around 15.0% throughout the period.

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices					
WEST LINDSEY DISTRICT COUNCIL																					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2.1%	Annual Change	Q1	Q2	Q3	Q4		
% Change 2009 to 2020		76.4%	50.7%	-5.8%	-93.3%	-89.8%	-87.9%	5.7%	57.3%	137.7%	66.0%	-76.1%	-25.5%			46.8%	-90.3%	60.1%	-4.2%		
% Change 2019 to 2020		9.3%	-12.4%	-47.0%	-96.2%	-94.5%	-93.9%	-46.0%	-22.0%	11.3%	-8.7%	-88.6%	-53.2%	-45.6%	-13.0%	-94.8%	-21.0%	-46.2%			
Average Annual Change		6.9%	4.6%	-0.5%	-8.5%	-8.2%	-8.0%	0.5%	5.2%	12.5%	6.0%	-6.9%	-2.3%	0.2%			4.3%	-8.2%	5.5%	-0.4%	
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			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	3.694	2.059	2.453	4.585	5.852	5.230	6.823	8.183	5.535	3.107	2.203	3.295	53.02	9.8%	8.206	15.67	20.54	8.606		
2020	£M	4.038	1.803	1.299	0.174	0.322	0.319	3.687	6.385	6.159	2.838	0.251	1.543	28.82	-45.6%	7.140	0.815	16.23	4.633		
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M Economic Impact by Year and Share of Total							
Staying Visitor	£M	28.24	30.04	32.64	31.49	33.91	36.09	38.15	40.20	44.76	48.30	53.02	28.82	50.0%							
All Visitor Types	£M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	133.26	142.50	74.61	40.0%							
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%	38.6%	30.0%							
Annual Change in Share	%				3.7%	1.5%	-6.3%	-1.1%	1.7%	-3.0%	3.1%	3.9%	2.5%	2.7%	3.8%						
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%	12.5%						
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%	1.1%						



STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices					
WEST LINDSEY DISTRICT COUNCIL																					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			QUARTER					
% Change 2009 to 2020		81.3%	92.0%	58.1%	-89.9%	-82.1%	-68.0%	-39.1%	3.0%	5.5%	5.8%	-38.8%	-18.1%	-15.2%							
% Change 2019 to 2020		1.2%	-3.8%	-45.7%	-93.3%	-89.4%	-82.5%	-56.3%	-35.7%	-28.3%	-29.6%	-54.0%	-33.6%	-48.8%	Annual Change	Q1	QUARTER				
Average Annual Change		7.4%	8.4%	5.3%	-8.2%	-7.5%	-6.2%	-3.6%	0.3%	0.5%	0.5%	-3.5%	-1.6%	-1.4%							
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	0.6%	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		
2020	£M	4.284	6.216	4.784	0.420	0.948	1.728	3.923	10.07	5.613	4.386	1.594	1.830	45.80	-48.8%	15.28	3.096	19.60	7.810		
ECONOMIC IMPACT - IN HISTORIC PRICES												DAY VISITOR									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total						
Day Visitor	£M	54.01	54.32	57.66	61.51	67.42	69.89	77.39	77.84	81.79	84.95	89.48	45.80	100.00	Economic Impact by Year and Share of Total						
All Visitor Types	£M	82.24	84.36	90.30	93.00	101.33	105.99	115.54	118.04	126.55	133.26	142.50	74.61	80.00							
Share of Total	%	65.7%	64.4%	63.9%	66.1%	66.5%	65.9%	67.0%	65.9%	64.6%	63.8%	62.8%	61.4%	80.00	Economic Impact by Year and Share of Total						
Annual Change in Share	%	-1.9%	-0.8%	3.6%	0.6%	-0.9%	1.6%	-1.5%	-2.0%	-1.4%	-1.5%	-2.3%	60.00								
Change in Share from 2009	%	-1.9%	-2.8%	0.7%	1.3%	0.4%	2.0%	0.4%	-1.6%	-2.9%	-4.4%	-6.5%	40.00	Economic Impact by Year and Share of Total							
Avg Ann. Change in Share	%	-1.9%	-1.4%	0.2%	0.3%	0.1%	0.3%	0.1%	-0.2%	-0.3%	-0.4%	-0.6%	20.00								
													0.00	Day Visitor £M	Share of Total %	80.00	60.00	40.00	20.00	0.00	

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

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

Visitor Types: *Total*

Serviced Accommodation

Non-Serviced Accommodation

SFR

Staying Visitor

Day Visitor

STEAM FINAL TREND REPORT FOR 2009-2020 WEST LINDSEY DISTRICT COUNCIL												2009 to 2020		TOTAL		VISITOR NUMBERS									
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER									
KEY		TOTAL																							
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL		% Change									
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2		Q3		Q4			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change		24.2%		-85.9%		-31.4%		-37.7%	
% Change 2009 to 2020		28.0%	35.5%	8.9%	-93.1%	-87.7%	-78.3%	-54.1%	-23.8%	-17.4%	-21.5%	-58.5%	-42.7%	-38.3%			-22.8%		-88.6%		-39.5%		-40.4%		
% Change 2019 to 2020		-0.1%	-6.9%	-47.2%	-93.8%	-90.2%	-83.8%	-56.3%	-36.4%	-26.4%	-29.8%	-59.4%	-39.9%	-49.8%			2.2%		-7.8%		-2.9%		-3.4%		
Average Annual Change		2.5%	3.2%	0.8%	-8.5%	-8.0%	-7.1%	-4.9%	-2.2%	-1.6%	-2.0%	-5.3%	-3.9%	-3.5%			Q1		Q2		Q3		Q4		
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	0.256	0.432	0.224	0.175	0.102	0.091	2.544	2.9%		0.550		0.712		0.913		0.368		
2020	M	0.132	0.166	0.127	0.011	0.025	0.045	0.112	0.275	0.165	0.123	0.041	0.055	1.277	-49.8%		0.425		0.081		0.552		0.219		
VISITOR NUMBERS														TOTAL											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	M	Visitor No.s by Year and Share of Total										
Total	M	2.071	2.017	2.042	2.080	2.202	2.218	2.416	2.399	2.468	2.472	2.544	1.277	3.00	120.0%										
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	1.277	2.50	100.0%										
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	2.00	80.0%										
Annual Change in Share	%													1.50	60.0%										
Change in Share from 2009	%													1.00	40.0%										
Avg Ann. Change in Share	%													0.50	20.0%										
														0.00	0.0%										

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

STEAM FINAL TREND REPORT FOR 2009-2020 WEST LINDSEY DISTRICT COUNCIL												2009 to 2020		SERVICED		VISITOR NUMBERS								
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER								
KEY		SERVICED ACCOMMODATION																						
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER								
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change		35.7%		-90.7%		-39.1%		-73.0%
% Change 2009 to 2020		63.0%	82.7%	-39.4%	-93.9%	-87.6%	-90.0%	-63.9%	-22.6%	-29.2%	-56.5%	-79.2%	-83.1%	-40.8%		-20.5%		-91.1%		-61.5%		-80.6%		
% Change 2019 to 2020		-0.9%	-6.3%	-59.6%	-91.9%	-90.2%	-91.4%	-77.2%	-52.5%	-54.1%	-57.1%	-87.6%	-89.0%	-58.6%			3.2%		-8.2%		-3.6%		-6.6%	
Average Annual Change		5.7%	7.5%	-3.6%	-8.5%	-8.0%	-8.2%	-5.8%	-2.1%	-2.7%	-5.1%	-7.2%	-7.6%	-3.7%			Q1		Q2		Q3		Q4	
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			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	1.4	1.8	1.6	1.8	1.2	1.6	2.2	20.6	24.7%		6.6		3.8		5.2		5.0	
2020 000s		1.9	2.5	0.8	0.1	0.1	0.1	0.4	0.8	0.8	0.5	0.2	0.2	8.5	-58.6%		5.2		0.3		2.0		1.0	
VISITOR NUMBERS														SERVICED ACCOMMODATION										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor No.s by Year and Share of Total									
Serviced 000s		14.4	16.4	16.5	15.7	17.3	13.9	14.3	13.8	15.0	16.5	20.6	8.5						1.0%					
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	1.3						0.8%					
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%	0.7%						0.6%					
Annual Change in Share %		17.1%	-0.8%	-6.0%	3.8%	-20.1%	-5.4%	-2.7%	5.1%	9.9%	21.1%	-17.5%						0.4%						
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%	-3.9%						0.2%						
Avg Ann. Change in Share %		17.1%	8.1%	3.0%	3.3%	-1.9%	-2.4%	-2.4%	-1.6%	-0.4%	1.6%	-0.4%						0.0%						

The chart displays two data series over a 12-year period. The 'Serviced 000s' series is represented by green bars, showing values starting at 14.4 in 2009 and peaking at 20.6 in 2019 before dropping to 8.5 in 2020. The 'Share of Total %' series is represented by a dashed black line, starting at 1.0% in 2009 and fluctuating between 0.6% and 0.8% until 2018, where it rises to 0.9%, before ending at 0.7% in 2020.

STEAM FINAL TREND REPORT FOR 2009-2020 WEST LINDSEY DISTRICT COUNCIL												2009 to 2020		NON-SERVICED		VISITOR NUMBERS									
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER									
KEY		NON-SERVICED ACCOMMODATION																							
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change										
Less than 3% change		Q1			Q2			Q3			Q4					Q1	Q2	Q3	Q4						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		-13.8%	-93.7%	39.4%	-11.4%							
% Change 2009 to 2020		19.3%	-6.3%	-36.4%	-95.9%	-93.4%	-92.5%	-16.0%	30.5%	112.0%	26.7%	-79.6%	-30.8%	-21.0%	-24.4%	-95.1%	-16.4%	-38.9%							
% Change 2019 to 2020		9.3%	-19.2%	-44.9%	-96.7%	-95.0%	-94.3%	-43.9%	-20.7%	12.7%	-4.3%	-89.2%	-44.7%	-45.8%	-1.3%	-8.5%	3.6%	-1.0%							
Average Annual Change		1.8%	-0.6%	-3.3%	-8.7%	-8.5%	-8.4%	-1.5%	2.8%	10.2%	2.4%	-7.2%	-2.8%	-1.9%	Annual Change										
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	71.6	7.5%	4.8	23.7	34.2	8.9						
2020 000s		1.2	1.2	1.2	0.2	0.5	0.5	5.4	10.6	12.6	4.3	0.3	0.8	38.8	-45.8%	3.7	1.2	28.6	5.4						
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION											
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor No.s by Year and Share of Total										
Non-Serviced 000s		49.2	51.8	56.5	48.9	53.6	55.8	59.7	58.2	63.5	66.7	71.6	38.8	80.00					4.0%						
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	1.3	80.00											
Share of Total %		2.4%	2.6%	2.8%	2.3%	2.4%	2.5%	2.5%	2.4%	2.6%	2.7%	2.8%	3.0%	60.00					3.0%						
Annual Change in Share %		8.2%	7.8%	-15.1%	3.5%	3.4%	-1.8%	-1.8%	6.1%	4.7%	4.5%	8.0%	4.0%	60.00					2.0%						
Change in Share from 2009 %		8.2%	16.6%	-1.0%	2.4%	6.0%	4.1%	2.2%	8.5%	13.6%	18.7%	28.1%	4.0%	40.00					1.0%						
Avg Ann. Change in Share %		8.2%	8.3%	-0.3%	0.6%	1.2%	0.7%	0.3%	1.1%	1.5%	1.9%	2.6%	2.6%	20.00					0.0%						

The chart displays two data series over a 12-year period. The first series, 'Non-Serviced 000s', is represented by green bars showing visitor numbers in thousands. The second series, 'Share of Total %', is represented by a black dashed line showing the percentage share of the total market. Both series show a general upward trend, with significant fluctuations and a notable dip around 2012.

STEAM FINAL TREND REPORT FOR 2009-2020 WEST LINDSEY DISTRICT COUNCIL												2009 to 2020			SFR		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SFR																				
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			-5.0%	-94.7%	-10.8%	-44.1%			
% Change 2009 to 2020		13.6%	-12.5%	-40.8%	-96.0%	-94.2%	-93.3%	-38.7%	-11.3%	31.4%	0.5%	-86.9%	-49.1%	-39.0%		-10.9%	-95.2%	-21.4%	-49.3%			
% Change 2019 to 2020		7.2%	-15.2%	-47.2%	-96.4%	-94.7%	-94.1%	-44.9%	-21.1%	11.0%	-8.1%	-88.9%	-52.7%	-44.8%		-0.5%	-8.6%	-1.0%	-4.0%			
Average Annual Change		1.2%	-1.1%	-3.7%	-8.7%	-8.6%	-8.5%	-3.5%	-1.0%	2.9%	0.0%	-7.9%	-4.5%	-3.5%		-0.5%	-8.6%	-1.0%	-4.0%			
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		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		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		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	151.1		37.3	40.5	39.5	33.8			
2020 000s		21.5	6.9	4.8	0.6	0.7	0.7	8.0	11.6	11.4	8.4	0.9	7.9	83.4		33.3	1.9	31.0	17.2			
VISITOR NUMBERS															SFR							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor No.s by Year and Share of Total							
SFR 000s		136.8	135.5	137.8	135.5	136.6	135.3	138.2	139.3	148.1	149.8	151.1	83.4	200.00	Visitor No.s by Year and Share of Total							
All Visitor Types M		2.1	2.0	2.0	2.1	2.2	2.2	2.4	2.4	2.5	2.5	2.5	1.3	200.00	Visitor No.s by Year and Share of Total							
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%	6.5%	150.00	Visitor No.s by Year and Share of Total							
Annual Change in Share %		1.7%	0.5%	-3.4%	-4.8%	-1.6%	-6.2%	1.5%	3.3%	1.0%	-2.0%	9.9%	1.0%	100.00	Visitor No.s by Year and Share of Total							
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%	-1.1%	-0.1%	50.00	Visitor No.s by Year and Share of Total							
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%	-0.1%	-0.1%	0.00	Visitor No.s by Year and Share of Total							

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



STEAM FINAL TREND REPORT FOR 2009-2020 WEST LINDSEY DISTRICT COUNCIL												2009 to 2020			STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																			
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4					Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			-2.2%	-94.1%	5.2%	-41.7%		
% Change 2009 to 2020		16.6%	0.8%	-39.9%	-95.9%	-93.6%	-92.8%	-32.9%	3.5%	57.2%	1.9%	-84.9%	-50.6%	-34.7%		-13.6%	-94.9%	-21.9%	-50.6%		
% Change 2019 to 2020		6.6%	-13.7%	-48.6%	-96.3%	-94.6%	-94.0%	-46.7%	-22.6%	6.7%	-11.1%	-88.8%	-55.9%	-46.3%		-0.2%	-8.6%	0.5%	-3.8%		
Average Annual Change		1.5%	0.1%	-3.6%	-8.7%	-8.5%	-8.4%	-3.0%	0.3%	5.2%	0.2%	-7.7%	-4.6%	-3.2%		Annual Change					
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	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	25.2	21.0	25.8	29.7	23.2	14.9	12.6	20.3	243.3	4.5%	48.7	68.0	78.8	47.8		
2020 000s		24.6	10.6	6.8	0.8	1.4	1.3	13.8	23.0	24.8	13.2	1.4	8.9	130.7	-46.3%	42.1	3.4	61.6	23.6		
VISITOR NUMBERS															STAYING VISITOR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor No.s by Year and Share of Total						
Staying Visitor		200.3	203.6	210.7	200.1	207.4	205.0	212.2	211.4	226.6	233.0	243.3	130.7	300.0	Visitor No.s by Year and Share of Total						
All Visitor Types		2.1	2.0	2.0	2.1	2.2	2.2	2.4	2.4	2.5	2.5	2.5	1.3	250.0	Visitor No.s by Year and Share of Total						
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%	10.2%	200.0	Visitor No.s by Year and Share of Total						
Annual Change in Share		%	4.4%	2.2%	-6.8%	-2.1%	-1.9%	-5.0%	0.3%	4.2%	2.6%	1.5%	7.0%	150.0	Visitor No.s by Year and Share of Total						
Change in Share from 2009		%	4.4%	6.7%	-0.5%	-2.6%	-4.4%	-9.2%	-8.9%	-5.1%	-2.6%	-1.1%	5.8%	100.0	Visitor No.s by Year and Share of Total						
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%	0.5%	50.0	Visitor No.s by Year and Share of Total						
														0.00	Visitor No.s by Year and Share of Total						

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

STEAM FINAL TREND REPORT FOR 2009-2020 WEST LINDSEY DISTRICT COUNCIL												2009 to 2020		DAY VISITOR		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																			
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1 Q2 Q3 Q4					
% Change 2009 to 2020		31.0%	38.8%	14.2%	-92.7%	-87.0%	-76.9%	-56.0%	-25.5%	-23.8%	-23.6%	-55.7%	-40.8%	-38.7%		28.0% -84.9% -34.2% -37.2%					
% Change 2019 to 2020		-1.5%	-6.4%	-47.2%	-93.5%	-89.7%	-82.9%	-57.4%	-37.4%	-30.2%	-31.5%	-55.2%	-35.3%	-50.2%	Annual Change		-23.7% -88.0% -41.2% -38.9%				
Average Annual Change		2.8%	3.5%	1.3%	-8.4%	-7.9%	-7.0%	-5.1%	-2.3%	-2.2%	-2.1%	-5.1%	-3.7%	-3.5%			2.5% -7.7% -3.1% -3.4%				
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	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		
2020	M	0.107	0.156	0.120	0.011	0.024	0.043	0.098	0.252	0.140	0.110	0.040	0.046	1.146	-50.2%	0.383	0.077	0.491	0.195		
VISITOR NUMBERS														DAY VISITOR							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	M	Visitor No.s by Year and Share of Total						
Day Visitor		1.871	1.813	1.831	1.880	1.995	2.013	2.204	2.188	2.241	2.239	2.300	1.146								
All Visitor Types		2.071	2.017	2.042	2.080	2.202	2.218	2.416	2.399	2.468	2.472	2.544	1.277								
Share of Total		90.3%	89.9%	89.7%	90.4%	90.6%	90.8%	91.2%	91.2%	90.8%	90.6%	90.4%	89.8%								
Annual Change in Share		%	-0.5%	-0.2%	0.8%	0.2%	0.2%	0.5%	0.0%	-0.4%	-0.3%	-0.2%	-0.7%								
Change in Share from 2009		%	-0.5%	-0.7%	0.1%	0.3%	0.5%	1.0%	1.0%	0.5%	0.3%	0.1%	-0.6%								
Avg Ann. Change in Share		%	-0.5%	-0.4%	0.0%	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.0%	-0.1%								

Day Visitor M

Share of Total %

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

Visitor Types: *Total*

Serviced Accommodation

Non-Serviced Accommodation

SFR

Staying Visitor

Day Visitor

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020			TOTAL		VISITOR DAYS						
WEST LINDSEY DISTRICT COUNCIL																							
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			TOTAL		Q1		Q2				
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q3		Q4				
% Change 2009 to 2020			27.0%	31.0%	2.7%	-93.6%	-88.8%	-80.7%	-48.0%	-17.8%	-0.1%	-14.8%	-61.7%	-42.7%	-36.2%	Annual Change	20.3%	-87.4%	-22.7%	-35.8%			
% Change 2019 to 2020			1.7%	-7.8%	-47.2%	-94.5%	-91.3%	-85.9%	-53.5%	-33.5%	-17.0%	-25.9%	-65.0%	-43.2%	-49.1%		-21.7%	-90.1%	-35.1%	-41.2%			
Average Annual Change			2.5%	2.8%	0.2%	-8.5%	-8.1%	-7.3%	-4.4%	-1.6%	0.0%	-1.3%	-5.6%	-3.9%	-3.3%	1.8%	1.8%	-7.9%	-2.1%	-3.3%			
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	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	-1.7%	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	1.8%	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	0.242	0.333	0.344	0.340	0.535	0.298	0.212	0.126	0.129	3.197	3.5%	0.638	0.919	1.173	0.466		
2020			M	0.176	0.183	0.141	0.013	0.029	0.049	0.158	0.356	0.247	0.157	0.044	0.073	1.626	-49.1%	0.500	0.091	0.761	0.274		
VISITOR DAYS															TOTAL								
SHARE OF MARKET			2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	M	Visitor Days by Year and Share of Total							
Total			M	2.548	2.504	2.550	2.542	2.687	2.726	2.950	2.949	3.063	3.089	3.197	1.626	4.00	120.0%						
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	1.626	4.00	100.0%						
Share of Total			%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	3.00	80.0%						
Annual Change in Share			%												2.00	60.0%							
Change in Share from 2009			%												1.00	40.0%							
Avg Ann. Change in Share			%												0.00	20.0%							
															Total M								
															Share of Total %								

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STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020		SERVICED		VISITOR DAYS								
WEST LINDSEY DISTRICT COUNCIL																								
VISITOR DAYS BY:			MONTH AND QUARTER										CALENDAR YEAR		QUARTER									
KEY			SERVICED ACCOMMODATION												TOTAL	% Change								
An increase of 3% or more			VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES														Q1	Q2	Q3	Q4				
Less than 3% change			Q1			Q2			Q3			Q4					Q1	Q2	Q3	Q4				
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			50.4%	-87.6%	-37.3%	-71.1%				
% Change 2009 to 2020			125.8%	74.2%	-33.9%	-91.4%	-84.3%	-86.8%	-63.6%	-11.4%	-34.5%	-43.6%	-82.1%	-87.3%	-35.4%	Annual Change	-20.8%	-91.2%	-61.9%	-77.6%				
% Change 2019 to 2020			-0.4%	-6.7%	-59.4%	-92.0%	-90.3%	-91.5%	-77.5%	-53.3%	-54.3%	-57.3%	-87.6%	-89.0%	-58.7%		4.6%	-8.0%	-3.4%	-6.5%				
Average Annual Change			11.4%	6.7%	-3.1%	-8.3%	-7.7%	-7.9%	-5.8%	-1.0%	-3.1%	-4.0%	-7.5%	-7.9%	-3.2%		6.4	6.1	6.1	6.2				
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									
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	0.7%	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	27.8%	12.2	8.7	10.0	8.0				
2020 000s			4.3	3.8	1.5	0.2	0.3	0.3	0.8	1.7	1.3	1.2	0.3	0.3	16.1	-58.7%	9.7	0.8	3.8	1.8				
VISITOR DAYS												SERVICED ACCOMMODATION						Visitor Days by Year and Share of Total						
SHARE OF MARKET			2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s									
Serviced 000s			24.9	29.9	30.2	28.7	30.1	25.2	26.7	25.9	28.1	30.4	38.9	16.1										
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	1.6										
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%	1.0%										
Annual Change in Share %				22.6%	-1.1%	-4.4%	-0.9%	-17.3%	-2.3%	-2.9%	4.6%	7.4%	23.5%	-18.8%										
Change in Share from 2009 %				22.6%	21.2%	15.9%	14.8%	-5.1%	-7.3%	-10.0%	-5.9%	1.0%	24.8%	1.3%										
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%	0.1%										

The chart displays two data series over a 12-year period. The Y-axis represents values from 0.00 to 50.00. The X-axis shows the years from 2009 to 2020. The red bars represent 'Serviced 000s', starting at approximately 24.9 in 2009 and ending at 16.1 in 2020. The blue dashed line represents 'Share of Total %', starting at 1.0% in 2009 and fluctuating between 0.5% and 1.5% until 2019, where it rises sharply to 4.0%.

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020		NON-SERVICED		VISITOR DAYS							
WEST LINDSEY DISTRICT COUNCIL																							
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER							
KEY		NON-SERVICED ACCOMMODATION																					
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER							
Less than 3% change		Q1			Q2			Q3			Q4						Q1		Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change		0.6%	-92.7%	30.4%	-2.4%		
% Change 2009 to 2020		42.6%	3.5%	-26.5%	-95.0%	-92.8%	-91.2%	-15.4%	23.2%	90.6%	35.7%	-78.7%	-14.9%	-19.0%		-23.1%		-95.1%	-17.3%	-38.1%			
% Change 2019 to 2020		9.3%	-19.2%	-44.9%	-96.7%	-95.0%	-94.3%	-43.8%	-20.5%	12.7%	-4.3%	-89.2%	-44.7%	-46.8%		0.1%		-8.4%	2.8%	-0.2%			
Average Annual Change		3.9%	0.3%	-2.4%	-8.6%	-8.4%	-8.3%	-1.4%	2.1%	8.2%	3.2%	-7.2%	-1.4%	-1.7%		28.5		114.4	147.2	37.5			
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		23.2		122.2	159.4	34.5			
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%	25.2		136.7	161.4	38.4			
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%	24.6		114.5	137.8	35.2			
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%	26.6		121.3	152.1	38.3			
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%	27.8		128.8	168.4	42.2			
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%	30.7		133.6	180.9	46.4			
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%	31.2		135.9	189.5	48.7			
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%	33.6		147.3	208.7	52.7			
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%	35.7		158.6	213.3	56.7			
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%	37.3		170.7	231.9	59.2			
2019 000s		9.6	11.3	16.4	36.9	69.6	64.1	69.9	90.6	71.4	29.3	17.8	12.0	499.1	7.5%	28.7		8.4	191.9	36.6			
VISITOR DAYS														NON-SERVICED ACCOMMODATION									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor Days by Year and Share of Total								
Non-Serviced 000s		327.7	339.3	361.7	312.0	338.4	367.2	391.6	405.4	442.4	464.2	499.1	265.5	600.00	20.0%								
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	1.6	500.00	15.0%								
Share of Total %		12.9%	13.6%	14.2%	12.3%	12.6%	13.5%	13.3%	13.7%	14.4%	15.0%	15.6%	16.3%	600.00	10.0%								
Annual Change in Share %		5.4%	4.7%	-13.5%	2.6%	7.0%	-1.4%	3.5%	5.1%	4.0%	3.9%	4.6%	2.5%	500.00	5.0%								
Change in Share from 2009 %		5.4%	10.3%	-4.6%	-2.1%	4.7%	3.2%	6.9%	12.3%	16.9%	21.4%	27.0%	0.0%										
Avg Ann. Change in Share %		5.4%	5.2%	-1.5%	-0.5%	0.9%	0.5%	1.0%	1.5%	1.9%	2.1%	2.5%	Non-Serviced 000s										

The chart displays two data series over a 12-year period. The Y-axis represents thousands of visitor days, ranging from 0.00 to 600.00. The X-axis shows the years from 2009 to 2020. The red line with square markers represents 'Non-Serviced 000s', starting at approximately 327.7 in 2009 and ending at 265.5 in 2020. The blue line with circular markers represents 'Share of Total %', starting at 12.9% in 2009 and ending at 16.3% in 2020.

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020		SFR		VISITOR DAYS					
WEST LINDSEY DISTRICT COUNCIL																					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SFR																			
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1		Q2	Q3	Q4	
% Change 2009 to 2020		13.6%	-12.5%	-40.8%	-96.0%	-94.2%	-93.3%	-38.7%	-11.3%	31.4%	0.5%	-86.9%	-49.1%	-38.9%	Annual Change	-3.4%	-94.8%	-12.2%	-44.1%		
% Change 2019 to 2020		7.2%	-15.2%	-47.2%	-96.4%	-94.7%	-94.1%	-44.9%	-21.1%	11.0%	-8.1%	-88.9%	-52.7%	-44.7%		-9.5%	-95.3%	-22.6%	-49.2%		
Average Annual Change		1.2%	-1.1%	-3.7%	-8.7%	-8.6%	-8.5%	-3.5%	-1.0%	2.9%	0.0%	-7.9%	-4.5%	-3.5%	-0.3%	-8.6%	-1.1%	-4.0%			
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		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	-1.1%	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	30.6	23.4	36.1	38.4	22.3	19.5	16.4	43.2	358.5	0.9%	86.9	95.7	96.8	79.1		
2020 000s		53.8	14.5	10.4	1.5	1.6	1.4	19.9	30.3	24.8	18.0	1.8	20.5	198.4	-44.7%	78.7	4.5	74.9	40.2		
VISITOR DAYS														SFR							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s		Visitor Days by Year and Share of Total					
SFR 000s		324.8	321.1	326.6	321.3	323.8	320.8	327.7	330.3	351.1	355.2	358.5	198.4	400.00		15.0%					
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	1.6	300.00		10.0%					
Share of Total %		12.7%	12.8%	12.8%	12.6%	12.0%	11.8%	11.1%	11.2%	11.5%	11.5%	11.2%	12.2%	200.00		5.0%					
Annual Change in Share %		0.6%	-0.1%	-1.3%	-4.7%	-2.3%	-5.6%	0.8%	2.3%	0.3%	-2.5%	8.8%	100.00		0.0%						
Change in Share from 2009 %		0.6%	0.5%	-0.8%	-5.5%	-7.7%	-12.9%	-12.1%	-10.1%	-9.8%	-12.0%	-4.3%	0.00		SFR 000s						
Avg Ann. Change in Share %		0.6%	0.2%	-0.3%	-1.4%	-1.5%	-2.1%	-1.7%	-1.3%	-1.1%	-1.2%	-0.4%	0.00		Share of Total %						

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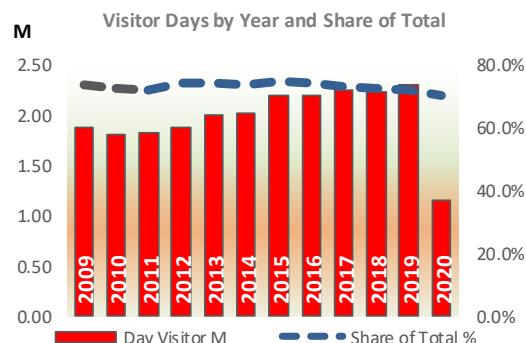
Report Prepared by: Aimee Towle Date of Issue: 20/07/21

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020		STAYING VISITOR		VISITOR DAYS							
WEST LINDSEY DISTRICT COUNCIL																							
VISITOR DAYS BY:			MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY			STAYING VISITOR																				
An increase of 3% or more			VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change			Q1			Q2			Q3			Q4						Q1	Q2	Q3	Q4		
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change						
% Change 2009 to 2020			21.2%	-0.5%	-34.9%	-95.5%	-93.1%	-91.7%	-26.0%	10.1%	68.9%	16.1%	-83.6%	-45.7%	-29.1%		0.5%	-93.4%	13.4%	-32.0%			
% Change 2019 to 2020			7.0%	-15.5%	-47.4%	-96.4%	-94.8%	-94.2%	-45.2%	-21.6%	10.3%	-8.6%	-89.0%	-52.8%	-46.5%		-14.2%	-95.1%	-20.1%	-46.2%			
Average Annual Change			1.9%	0.0%	-3.2%	-8.7%	-8.5%	-8.3%	-2.4%	0.9%	6.3%	1.5%	-7.6%	-4.2%	-2.6%		0.0%	-8.5%	1.2%	-2.9%			
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	1.9%		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			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			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			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			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			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			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			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			131.4	259.2	317.0	142.2		
2019 000s			64.2	32.4	39.9	80.8	103.2	91.0	109.4	132.7	96.7	51.7	36.6	58.0	896.5			136.5	275.0	338.7	146.2		
2020 000s			68.7	27.4	21.0	2.9	5.4	5.3	59.9	104.1	106.6	47.2	4.0	27.4	479.9			117.1	13.6	270.6	78.6		
VISITOR DAYS															STAYING VISITOR								
SHARE OF MARKET			2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor Days by Year and Share of Total							
Staying Visitor			677.3	690.3	718.5	662.1	692.3	713.3	746.0	761.6	821.5	849.8	896.5	479.9	1,000.00								
All Visitor Types			2.5	2.5	2.5	2.5	2.7	2.7	2.9	2.9	3.1	3.1	3.2	1.6	40.0%								
Share of Total			26.6%	27.6%	28.2%	26.0%	25.8%	26.2%	25.3%	25.8%	26.8%	27.5%	28.0%	29.5%	800.00								
Annual Change in Share			%	3.7%	2.2%	-7.6%	-1.1%	1.6%	-3.4%	2.1%	3.9%	2.6%	1.9%	5.2%	600.00								
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%	11.0%	400.00								
Avg Ann. Change in Share			%	3.7%	3.0%	-0.7%	-0.8%	-0.3%	-0.8%	-0.4%	0.1%	0.4%	0.5%	1.0%	200.00								
														0.00									
															Staying Visitor 000s								
															Share of Total %								

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020		DAY VISITOR		VISITOR DAYS				
WEST LINDSEY DISTRICT COUNCIL																				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER				
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2009 to 2020		31.0%	38.8%	14.2%	-92.7%	-87.0%	-76.9%	-56.0%	-25.5%	-23.8%	-23.6%	-55.7%	-40.8%	-38.7%		28.0%	-84.9%	-34.2%	-37.2%	
% Change 2019 to 2020		-1.5%	-6.4%	-47.2%	-93.5%	-89.7%	-82.9%	-57.4%	-37.4%	-30.2%	-31.5%	-55.2%	-35.3%	-50.2%		-23.7%	-88.0%	-41.2%	-38.9%	
Average Annual Change		2.8%	3.5%	1.3%	-8.4%	-7.9%	-7.0%	-5.1%	-2.3%	-2.2%	-2.1%	-5.1%	-3.7%	-3.5%		2.5%	-7.7%	-3.1%	-3.4%	
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	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
2020	M	0.107	0.156	0.120	0.011	0.024	0.043	0.098	0.252	0.140	0.110	0.040	0.046	1.146		-50.2%	0.383	0.077	0.491	0.195
VISITOR DAYS														DAY VISITOR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Visitor Days by Year and Share of Total						
Day Visitor	M	1.871	1.813	1.831	1.880	1.995	2.013	2.204	2.188	2.241	2.239	2.300	1.146	M						
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	1.626	Share of Total %						
Share of Total	%	73.4%	72.4%	71.8%	74.0%	74.2%	73.8%	74.7%	74.2%	73.2%	72.5%	72.0%	70.5%							
Annual Change in Share	%		-1.3%	-0.8%	3.0%	0.4%	-0.5%	1.2%	-0.7%	-1.3%	-0.9%	-0.7%	-2.0%							
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%	-4.0%							
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%	-0.4%							

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



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

Visitor Types: *Total*

Serviced Accommodation

Non-Serviced Accommodation

SFR

Staying Visitor

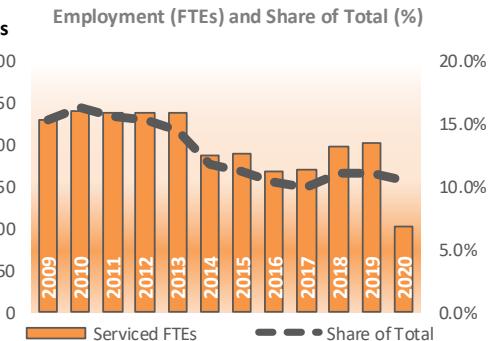
Day Visitor

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020		TOTAL		TOTAL EMPLOYMENT					
WEST LINDSEY DISTRICT COUNCIL																					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		TOTAL																			
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1		Q2	Q3	Q4	
% Change 2009 to 2020		18.4%	20.4%	-5.8%	-89.5%	-84.6%	-78.4%	-42.9%	-11.8%	4.9%	-10.7%	-59.4%	-45.5%	-34.0%	Annual Change	11.0%	-84.0%	-17.2%	-35.4%		
% Change 2019 to 2020		-0.3%	-8.1%	-42.8%	-90.8%	-87.7%	-83.7%	-49.7%	-29.0%	-12.5%	-21.3%	-62.5%	-46.4%	-46.0%		-19.6%	-87.1%	-30.8%	-40.3%		
Average Annual Change		1.7%	1.9%	-0.5%	-8.1%	-7.7%	-7.1%	-3.9%	-1.1%	0.4%	-1.0%	-5.4%	-4.1%	-3.1%	1.0%	-7.6%	-1.6%	-3.2%			
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		1,080	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	-1.3%	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		1,309	1,389	1,775	1,715	2,222	2,265	2,288	3,345	2,024	1,517	1,013	1,062	1,827	2.4%	1,491	2,068	2,552	1,197		
2020 FTEs		1,306	1,277	1,015	157	274	370	1,151	2,374	1,771	1,194	380	569	986	-46.0%	1,199	267	1,766	714		
EMPLOYMENT														TOTAL							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employment (FTEs) and Share of Total (%)						
Total FTEs		1,496	1,476	1,522	1,552	1,653	1,599	1,686	1,640	1,707	1,784	1,827	986	2,000	120.0%						
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	986		100.0%						
Share of Total %		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	1,500	80.0%						
Annual Change in Share %															60.0%						
Change in Share from 2009 %														1,000	40.0%						
Avg Ann. Change in Share %															20.0%						
														0	0.0%						
															Total FTEs						
															Share of Total						

STEAM FINAL TREND REPORT FOR 2009-2020

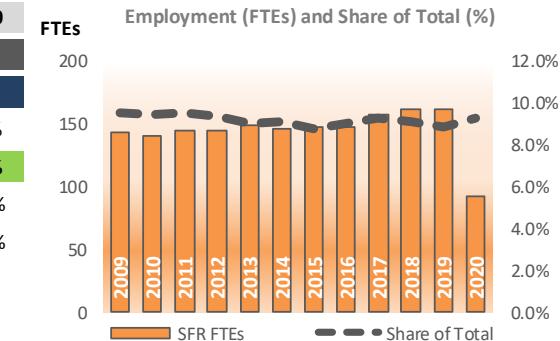
WEST LINDSEY DISTRICT COUNCIL

2009 to 2020												SERVICED		DIRECT EMPLOYMENT										
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER								
KEY		SERVICED ACCOMMODATION																						
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER								
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change		-23.2%		-80.0%		-48.9%		-67.6%
% Change 2009 to 2020		-12.5%	-18.6%	-38.5%	-81.5%	-77.9%	-80.7%	-57.0%	-44.7%	-44.9%	-46.1%	-76.2%	-80.7%	-54.9%		-15.8%		-77.1%		-42.5%		-62.5%		
% Change 2019 to 2020		-5.8%	-10.4%	-31.5%	-78.2%	-74.9%	-78.2%	-51.6%	-38.8%	-36.9%	-37.6%	-72.6%	-77.5%	-49.0%		-2.1%		-7.3%		-4.4%		-6.1%		
Average Annual Change		-1.1%	-1.7%	-3.5%	-7.4%	-7.1%	-7.3%	-5.2%	-4.1%	-4.1%	-4.2%	-6.9%	-7.3%	-5.0%										
2009 FTEs		228	230	231	229	227	230	230	228	228	230	226	231	229		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			
2012 FTEs		250	246	245	229	231	238	237	237	235	235	232	233	237	-0.3%		247		233		236			
2013 FTEs		252	248	251	228	233	238	239	239	234	234	235	236	239	0.6%		250		233		237			
2014 FTEs		200	194	195	179	183	187	188	188	186	184	184	186	188	-21.4%		196		183		187			
2015 FTEs		203	196	196	179	183	189	189	189	185	185	183	186	189	0.4%		198		184		188			
2016 FTEs		181	176	176	161	163	169	169	169	166	165	164	167	169	-10.4%		178		164		168			
2017 FTEs		181	177	175	164	167	171	172	172	168	166	165	168	171	1.0%		177		168		171			
2018 FTEs		208	204	201	190	194	198	198	199	194	193	196	199	198	16.0%		204		194		197			
2019 FTEs		212	209	207	194	200	204	204	206	200	199	196	199	202	2.3%		209		200		203			
2020 FTEs		199	188	142	42	50	44	99	126	126	124	54	45	103	-49.0%		176		46		117			
EMPLOYMENT														SERVICED ACCOMMODATION										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employment (FTEs) and Share of Total (%)									
Serviced		FTEs	229	240	238	237	239	188	189	169	171	198	202											
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	986										
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%	10.5%										
Annual Change in Share		%	6.4%		-4.0%		-2.2%		-5.5%		-18.7%		-4.8%		-7.9%		-3.0%		11.0%		-0.1%		-5.6%	
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%		-31.6%	
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%		-2.9%	



STEAM FINAL TREND REPORT FOR 2009-2020 WEST LINDSEY DISTRICT COUNCIL												2009 to 2020			NON-SERVICED		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		NON-SERVED ACCOMMODATION																				
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			9.7%	-76.1%	29.8%	2.2%			
% Change 2009 to 2020		20.9%	20.8%	-6.3%	-79.7%	-76.2%	-73.3%	-8.4%	27.5%	73.2%	32.3%	-32.5%	-11.3%	-11.3%		-12.5%	-82.9%	-11.9%	-24.8%			
% Change 2019 to 2020		-4.8%	-5.8%	-23.2%	-85.1%	-82.7%	-81.6%	-35.2%	-13.3%	12.6%	-0.4%	-53.8%	-31.9%	-36.6%		0.9%	-6.9%	2.7%	0.2%			
Average Annual Change		1.9%	1.9%	-0.6%	-7.2%	-6.9%	-6.7%	-0.8%	2.5%	6.7%	2.9%	-3.0%	-1.0%	-1.0%		132	293	343	154			
2009	FTEs	115	120	163	229	342	307	331	385	311	207	133	122	230		126	304	359	151			
2010	FTEs	103	116	161	222	333	356	331	397	349	202	132	119	235		2.0%	135	340	377	164		
2011	FTEs	111	117	176	251	381	387	353	407	371	223	147	121	254	8.0%	147	329	366	174			
2012	FTEs	123	128	191	254	362	371	341	397	359	229	157	135	254	0.1%	153	347	398	183			
2013	FTEs	126	130	202	261	389	391	371	437	385	244	165	139	270	6.3%	150	347	410	182			
2014	FTEs	120	126	202	262	388	391	374	455	400	245	165	136	272	0.8%	158	351	424	192			
2015	FTEs	135	142	198	269	392	393	392	476	404	251	179	147	281	3.4%	140	333	415	176			
2016	FTEs	121	127	172	248	374	376	378	470	396	233	164	131	266	-5.5%	125	340	446	182			
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	471	446	468	567	479	275	194	159	322	5.3%	166	410	505	209			
2020	FTEs	139	144	152	46	81	82	303	491	539	274	89	108	204	-36.6%	145	70	445	157			
EMPLOYMENT															NON-SERVED ACCOMMODATION							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employment (FTEs) and Share of Total (%)							
Non-Serviced	FTEs	230	235	254	254	270	272	281	266	281	306	322	204		400	25.0%	200	15.0%	10.0%	5.0%		
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	986		300	20.0%	150	10.0%	5.0%			
Share of Total	%	15.4%	15.9%	16.7%	16.4%	16.3%	17.0%	16.7%	16.2%	16.5%	17.2%	17.6%	20.7%		200	15.0%	10.0%	5.0%				
Annual Change in Share	%	3.4%	4.7%	-1.9%	-0.2%	4.2%	-1.9%	-2.9%	1.5%	4.3%	2.9%	17.3%	100		0.0%	0.0%	0.0%					
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%	34.4%	0		Non-Serviced FTEs	Share of Total						
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%	3.1%										

STEAM FINAL TREND REPORT FOR 2009-2020 WEST LINDSEY DISTRICT COUNCIL												2009 to 2020			SFR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SFR																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4					Q1 Q2 Q3 Q4					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			-1.5% -94.7% -6.1% -39.7%					
% Change 2009 to 2020		15.9%	-10.8%	-39.6%	-96.0%	-94.0%	-93.2%	-35.8%	-4.3%	41.8%	8.4%	-85.9%	-45.1%	-35.8%		-9.7% -95.3% -19.0% -46.4%					
% Change 2019 to 2020		6.9%	-15.4%	-47.3%	-96.4%	-94.8%	-94.2%	-43.6%	-16.9%	17.0%	-3.2%	-88.3%	-50.1%	-43.2%		Annual Change	-0.1% -8.6% -0.6% -3.6%				
Average Annual Change		1.4%	-1.0%	-3.6%	-8.7%	-8.5%	-8.5%	-3.3%	-0.4%	3.8%	0.8%	-7.8%	-4.1%	-3.3%			143 151 150 127				
2009	FTEs	250	87	93	200	146	108	171	180	100	94	73	212	143			143 151 150 127				
2010	FTEs	235	87	91	192	141	116	169	180	105	91	71	198	140		-2.3%	138 150 151 120				
2011	FTEs	256	86	95	202	149	118	172	180	106	95	76	199	144		3.4%	145 156 153 123				
2012	FTEs	256	85	97	202	146	117	170	181	105	94	77	206	145		0.2%	146 155 152 126				
2013	FTEs	264	89	102	204	150	119	176	188	107	96	81	216	149		3.3%	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	234	161		-0.3%	157 172 174 143				
2020	FTEs	290	78	56	8	9	7	110	173	141	102	10	117	92		-43.2%	141 8 141 76				
EMPLOYMENT															SFR						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020								
SFR	FTEs	143	140	144	145	149	146	147	147	158	162	161	92								
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	986								
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%	9.3%								
Annual Change in Share	%	-1.0%	0.2%	-1.8%	-3.0%	1.1%	-4.4%	2.8%	2.8%	-1.8%	-2.6%	5.3%									
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%	-2.7%									
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%	-0.2%									

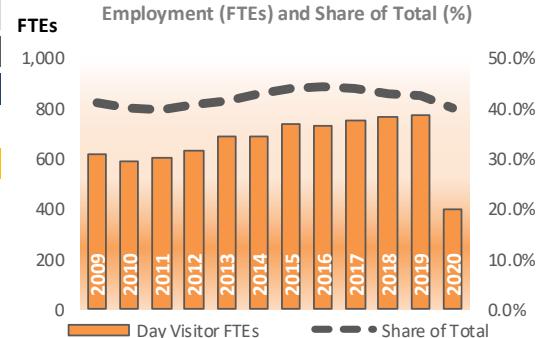


STEAM FINAL TREND REPORT FOR 2009-2020 WEST LINDSEY DISTRICT COUNCIL												2009 to 2020			STAYING VISITOR		DIRECT EMPLOYMENT										
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER											
KEY		STAYING VISITOR																									
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER											
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2	Q3	Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change		-8.4%		-81.6%		-2.6%	-39.6%				
% Change 2009 to 2020		6.0%	-6.3%	-28.0%	-85.3%	-80.4%	-79.3%	-30.1%	-0.4%	26.1%	-5.8%	-64.4%	-52.4%	-33.7%		-13.0%		-84.2%		-20.3%		-44.0%					
% Change 2019 to 2020		-0.1%	-9.9%	-31.6%	-86.7%	-83.2%	-82.8%	-40.9%	-19.4%	0.9%	-13.6%	-67.9%	-54.4%	-41.8%		-0.8%		-7.4%		-0.2%		-3.6%					
Average Annual Change		0.5%	-0.6%	-2.5%	-7.8%	-7.3%	-7.2%	-2.7%	0.0%	2.4%	-0.5%	-5.9%	-4.8%	-3.1%		Q1		Q2		Q3		Q4					
2009 FTEs		593	437	486	658	714	646	732	793	639	531	432	566	602		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						
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	837	777	867	980	799	579	478	592	686	3.1%	532		782		882		550					
2020 FTEs		629	410	350	97	140	134	512	790	806	500	154	270	399	-41.8%	463		124		703		308					
EMPLOYMENT															STAYING VISITOR												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employment (FTEs) and Share of Total (%)												
Staying Visitor		FTEs	881	887	917	920	966	915	946	911	955	1,022	1,053	592	Employment (FTEs) and Share of Total (%)												
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	986	Employment (FTEs) and Share of Total (%)												
Share of Total		%	58.9%	60.1%	60.3%	59.3%	58.4%	57.2%	56.1%	55.6%	56.0%	57.3%	57.6%	60.0%	Employment (FTEs) and Share of Total (%)												
Annual Change in Share		%	2.0%	0.3%	-1.6%	-1.5%	-2.1%	-1.9%	-1.0%	0.7%	2.3%	0.7%	4.0%	Employment (FTEs) and Share of Total (%)													
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%	1.8%	Employment (FTEs) and Share of Total (%)													
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%	0.2%	Employment (FTEs) and Share of Total (%)													

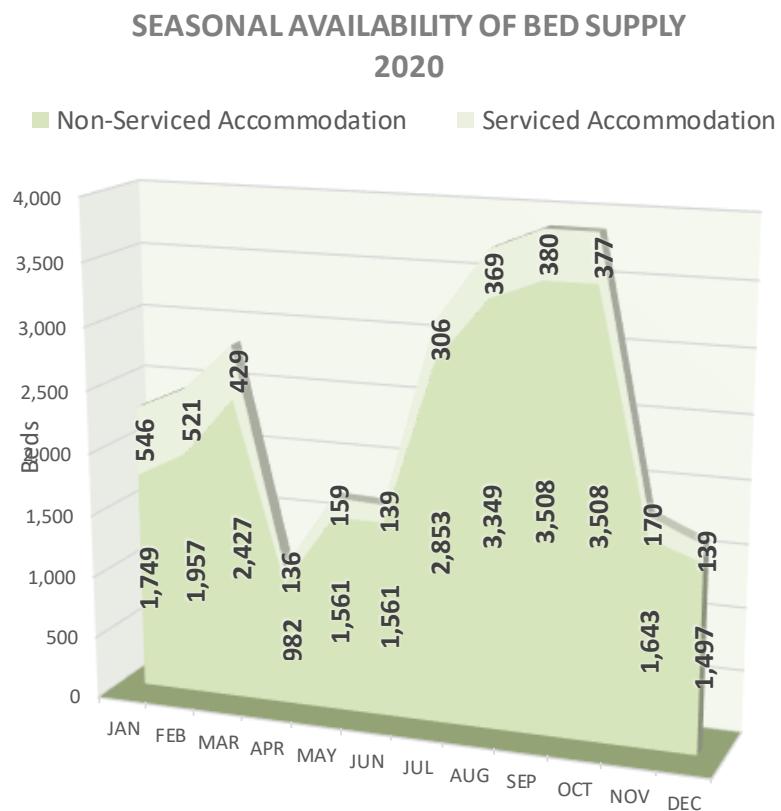
The chart displays two data series over 12 years. The orange bars represent the number of Staying Visitor FTEs, which starts at approximately 881 in 2009 and ends at 308 in 2020. The black line with circular markers represents the Share of Total, which starts at about 58.9% in 2009 and rises to 60.0% by 2020.

Year	Staying Visitor FTEs	Share of Total (%)
2009	881	58.9%
2010	887	60.1%
2011	917	60.3%
2012	920	59.3%
2013	966	58.4%
2014	915	57.2%
2015	946	56.1%
2016	911	55.6%
2017	955	56.0%
2018	1,022	57.3%
2019	1,053	57.6%
2020	592	60.0%

STEAM FINAL TREND REPORT FOR 2009-2020 WEST LINDSEY DISTRICT COUNCIL												2009 to 2020		DAY VISITOR		DIRECT EMPLOYMENT						
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR																				
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4											
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1		Q2		Q3		Q4
% Change 2009 to 2020		33.7%	41.6%	16.6%	-92.6%	-86.8%	-76.4%	-54.1%	-20.3%	-18.4%	-18.2%	-52.6%	-36.7%	-35.8%		30.6%	-84.6%	-30.0%	-32.8%			
% Change 2019 to 2020		-1.8%	-6.6%	-47.3%	-93.5%	-89.7%	-83.0%	-56.6%	-34.5%	-27.0%	-28.3%	-53.1%	-32.3%	-49.0%		-23.9%	-88.0%	-38.8%	-36.1%			
Average Annual Change		3.1%	3.8%	1.5%	-8.4%	-7.9%	-6.9%	-4.9%	-1.8%	-1.7%	-1.7%	-4.8%	-3.3%	-3.3%		2.8%	-7.7%	-2.7%	-3.0%			
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		378	706	895	377			
2011 FTEs		342	466	453	620	724	761	841	1,176	717	556	358	245	605		420	702	911	386			
2012 FTEs		366	496	530	565	698	841	928	1,285	744	533	368	229	632		464	702	986	377			
2013 FTEs		370	539	600	590	863	847	1,014	1,455	764	563	391	255	687		503	766	1,078	403			
2014 FTEs		335	535	703	644	846	842	998	1,409	710	554	393	246	685		524	777	1,039	398			
2015 FTEs		395	614	743	647	881	868	1,014	1,590	807	642	401	279	740		584	798	1,137	441			
2016 FTEs		393	600	806	622	906	951	937	1,551	742	592	374	273	729		600	826	1,076	413			
2017 FTEs		406	620	832	642	936	981	967	1,600	763	609	385	281	752		619	853	1,110	425			
2018 FTEs		422	630	850	644	950	967	968	1,644	793	620	381	280	762		634	853	1,135	427			
2019 FTEs		439	671	915	649	929	1,023	931	1,625	812	647	359	286	774		675	867	1,123	431			
2020 FTEs		432	626	482	42	95	174	404	1,064	593	463	168	193	395		513	104	687	275			
EMPLOYMENT														DAY VISITOR								
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Employment (FTEs) and Share of Total (%)								
Day Visitor FTEs		615	589	605	632	687	685	740	729	752	762	774	395									
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	986									
Share of Total %		41.1%	39.9%	39.7%	40.7%	41.6%	42.8%	43.9%	44.4%	44.0%	42.7%	42.4%	40.0%									
Annual Change in Share %		-2.9%	-0.5%	2.5%	2.1%	2.9%	2.5%	1.2%	-0.9%	-3.0%	-0.9%	-5.5%										
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%	-2.6%										
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%	-0.2%										



STEAM FINAL TREND REPORT FOR 2009-2020 WEST LINDSEY DISTRICT COUNCIL							2020	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE
SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2009		2020	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE
	Est.	Beds	Est.	Beds	Est.	Beds			
Serviced Accommodation Total	48	546	-2	-25	-19	-1			
+50 Room	1	118	-0	-0	+1	+118			
11-50 Room	2	90	-1	-23	-3	-47			
<10 Room	45	338	-1	-2	-17	-72			
NON-SERVICED ACCOMMODATION									
2020	2020		Change on 2019		Change on 2009		2020	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE
	Est.	Beds	Est.	Beds	Est.	Beds			
Non-Serviced Accommodation Total	85	3,508	-2	-177	+11	+853			
Self catering	46	472	-1	-162	-1	+42			
Static caravans/chalets	0	796	0	0	0	+100			
Touring caravans/camping	38	2,220	-1	-15	+12	+711			
Youth Hostels	1	20	+0	+0	+0	+0			
DISTRIBUTION BY TYPE OF ACCOMMODATION									
2020	2020		Change on 2019		Change on 2009		2020	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE
	Est.	Beds	Est.	Beds	Est.	Beds			
All Paid Accommodation Total	133	4,054	-4	-202	-8	+852			
Serviced Accommodation Share of Total	36%	13%							
Non-Serviced Accommodation Share of Total	64%	87%							
SEASONAL AVAILABILITY OF BED SUPPLY									
2020	2020								
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
All Paid Accommodation Total	2,295	2,479	2,856	1,118	1,720	1,701	3,159	3,718	3,888
Serviced Accommodation	546	521	429	136	159	139	306	369	380
Non-Serviced Accommodation	1,749	1,957	2,427	982	1,561	1,561	2,853	3,349	3,508
OCT	3,885	3,885	3,06	377	170	139			
NOV	1,813	1,813							
DEC	1,636	1,636							



Report Sections With Historic Financial Data Indexed to 2020 Prices

Sections:
Comparative Headlines
Key Measures
Economic Impact
Sectoral Analysis

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

Indexation: Indexation to: 2020

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

STEAM FINAL TREND REPORT FOR 2009-2020

WEST LINDSEY DISTRICT COUNCIL

Comparing 2020 and 2019

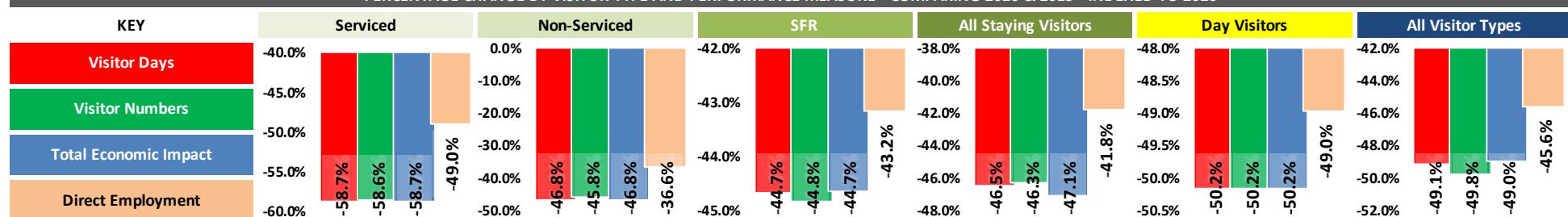
2019 in 2020 prices (1.027)

COMPARATIVE HEADLINES

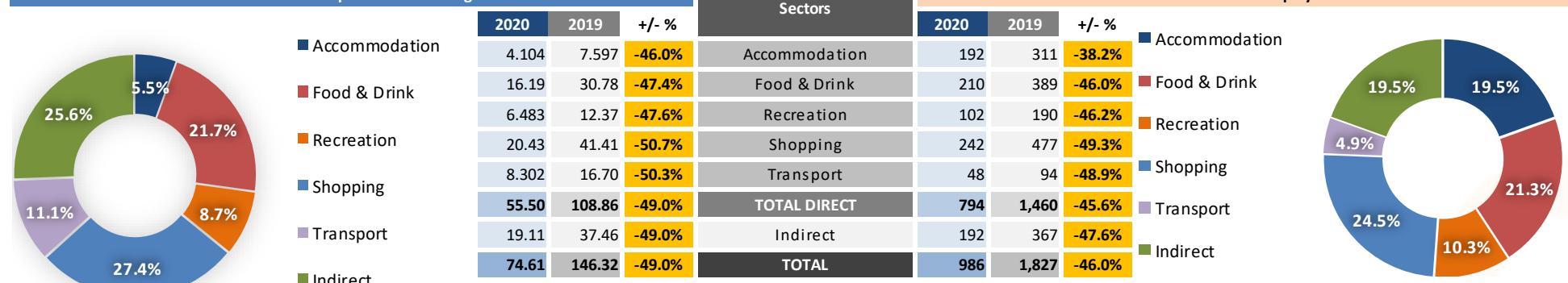
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - INDEXED TO 2020

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types				
	An increase of 3% or more			Less than 3% change			A Fall of 3% or more			Serviced			Non-Serviced			Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types	
	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %		
Visitor Days	M	0.016	-58.7%	0.266	0.499	-46.8%	0.198	0.358	-44.7%	0.480	0.896	-46.5%	1.146	2.300	-50.2%	1.626	3.197	-49.1%								
Visitor Numbers	M	0.009	-58.6%	0.039	0.072	-45.8%	0.083	0.151	-44.8%	0.131	0.243	-46.3%	1.146	2.300	-50.2%	1.277	2.544	-49.8%								
Direct Expenditure	£M																					55.50	108.86	-49.0%		
Economic Impact	£M	1.939	-58.7%	16.42	30.84	-46.8%	10.46	18.90	-44.7%	28.82	54.44	-47.1%	45.80	91.88	-50.2%	74.61	146.32	-49.0%								
Direct Employment	FTEs	103	-49.0%	202	322	-36.6%	92	161	-43.2%	399	686	-41.8%	395	774	-49.0%	794	1,460	-45.6%								
Total Employment	FTEs																					986	1,827	-46.0%		

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

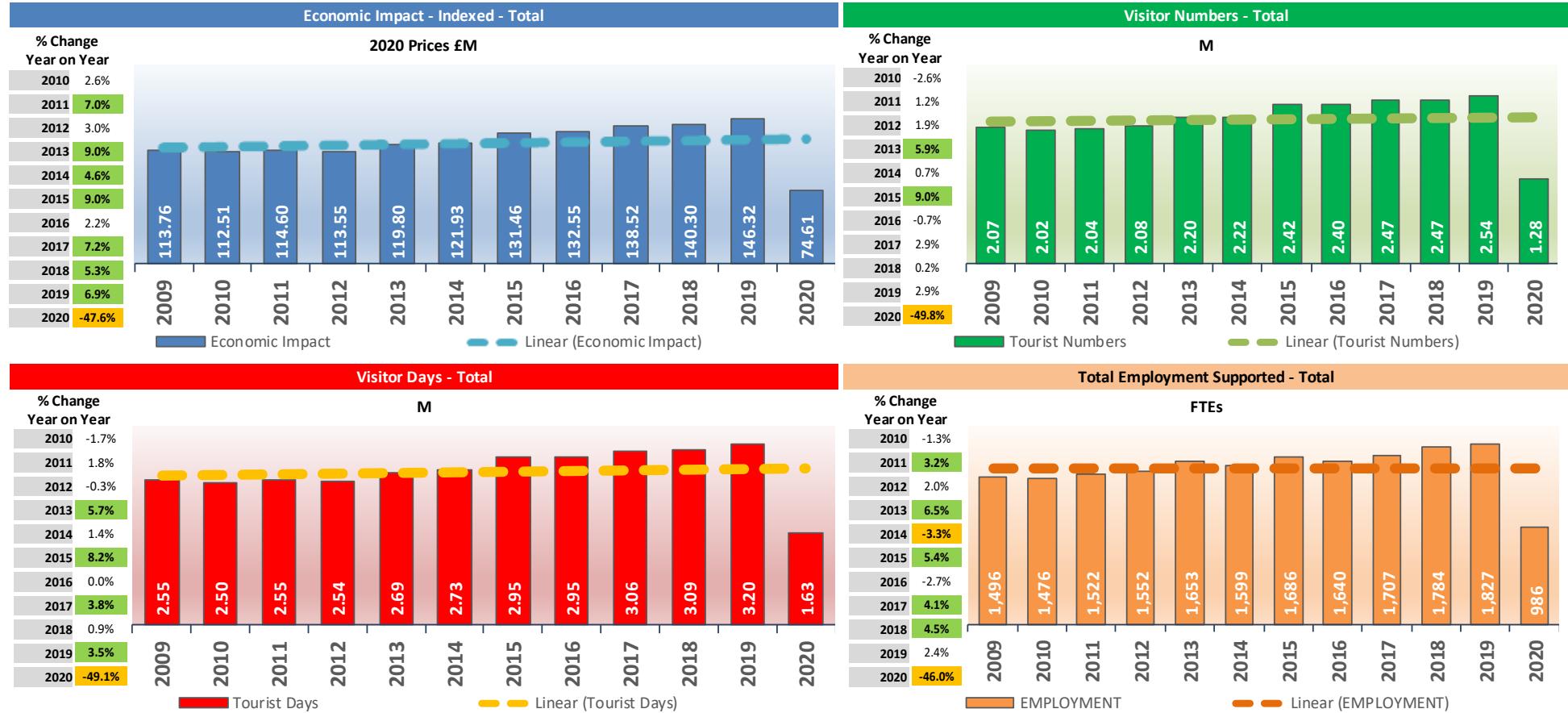


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2020



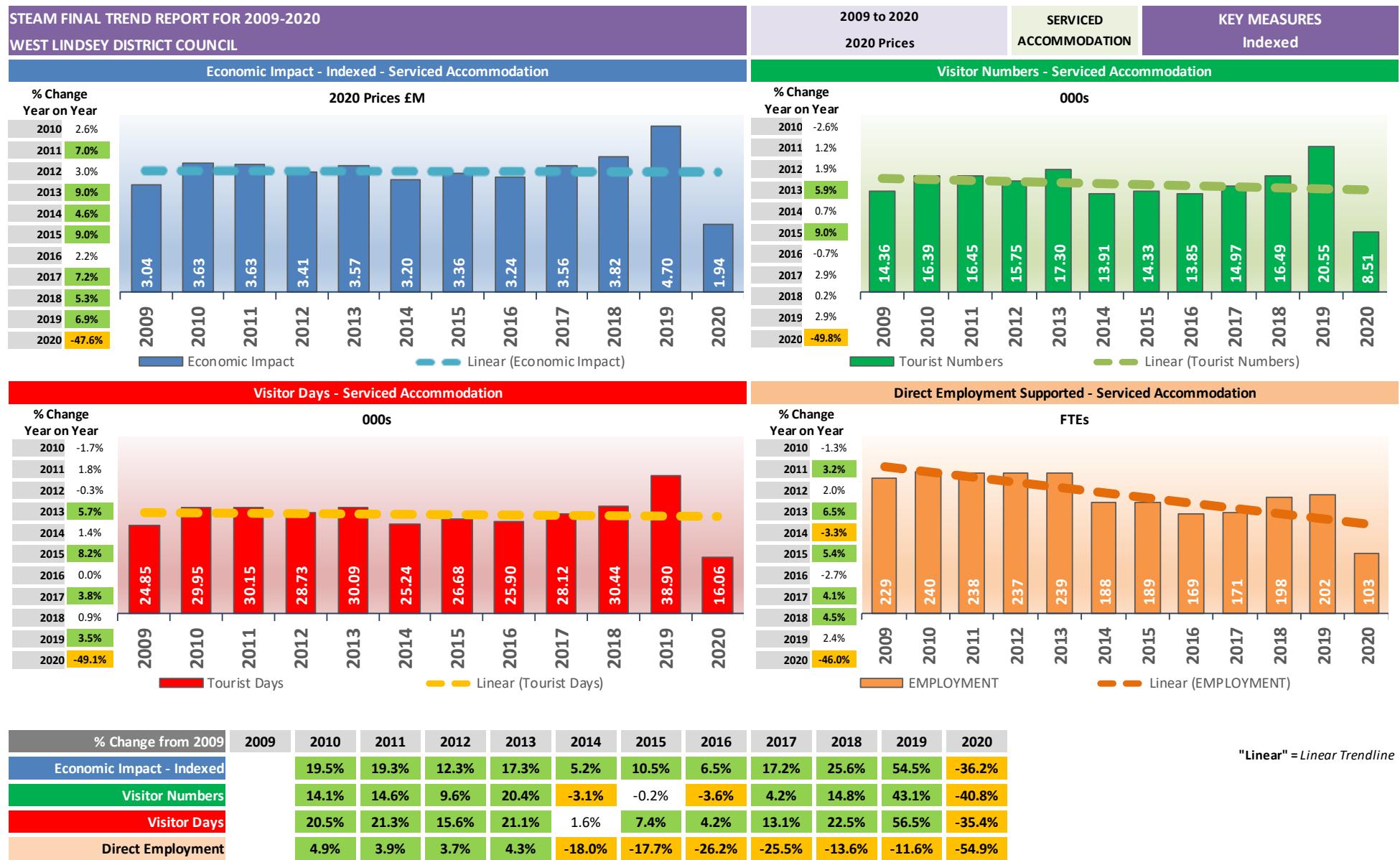
STEAM FINAL TREND REPORT FOR 2009-2020

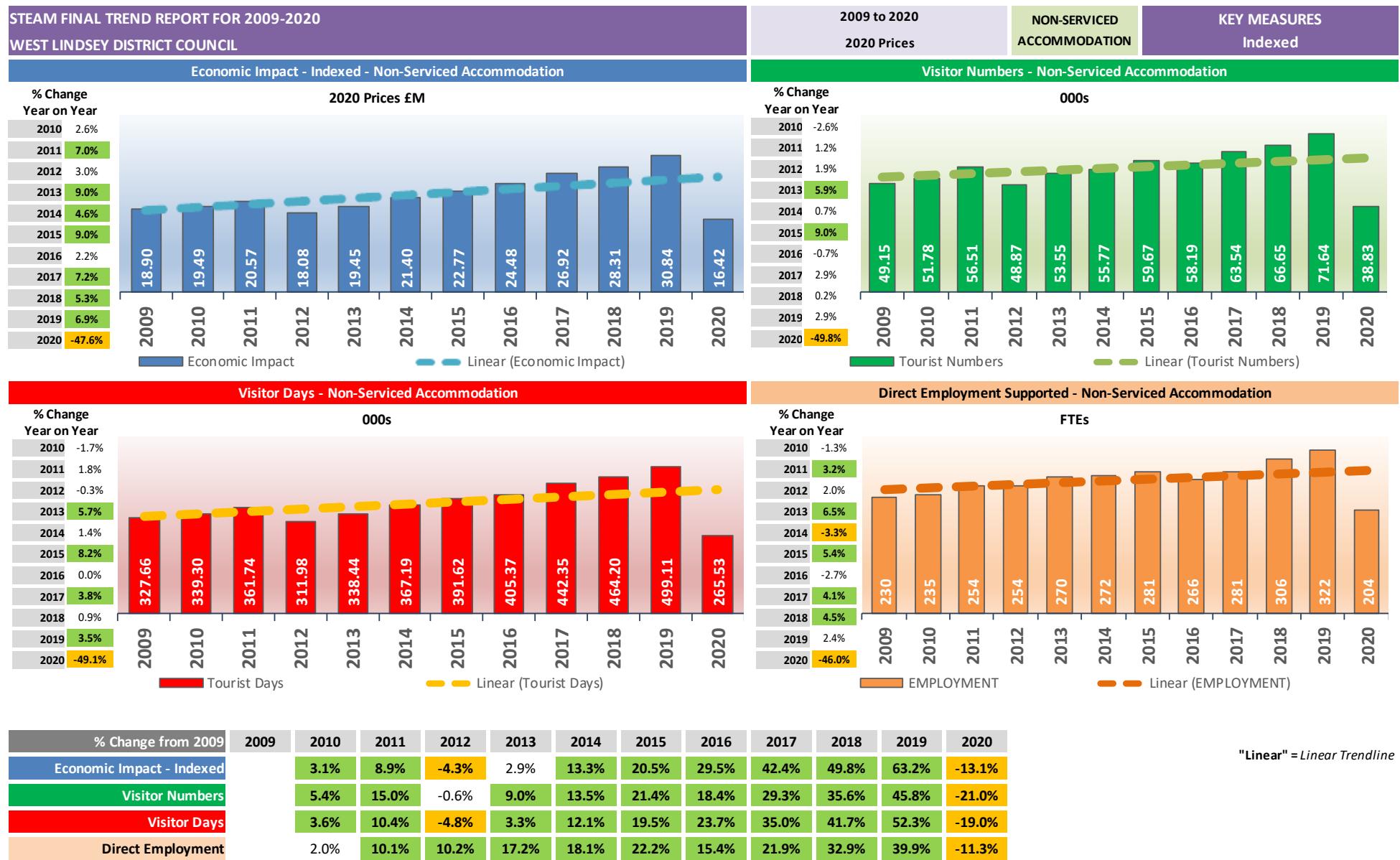
WEST LINDSEY DISTRICT COUNCIL



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed	-1.1%	0.7%	-0.2%	5.3%	7.2%	15.6%	16.5%	21.8%	23.3%	28.6%	-34.4%	
Visitor Numbers	-2.6%	-1.4%	0.5%	6.4%	7.1%	16.7%	15.9%	19.2%	19.4%	22.8%	-38.3%	
Visitor Days	-1.7%	0.1%	-0.2%	5.5%	7.0%	15.8%	15.8%	20.2%	21.2%	25.5%	-36.2%	
Total Employment	-1.3%	1.8%	3.8%	10.5%	6.9%	12.7%	9.7%	14.2%	19.3%	22.2%	-34.0%	

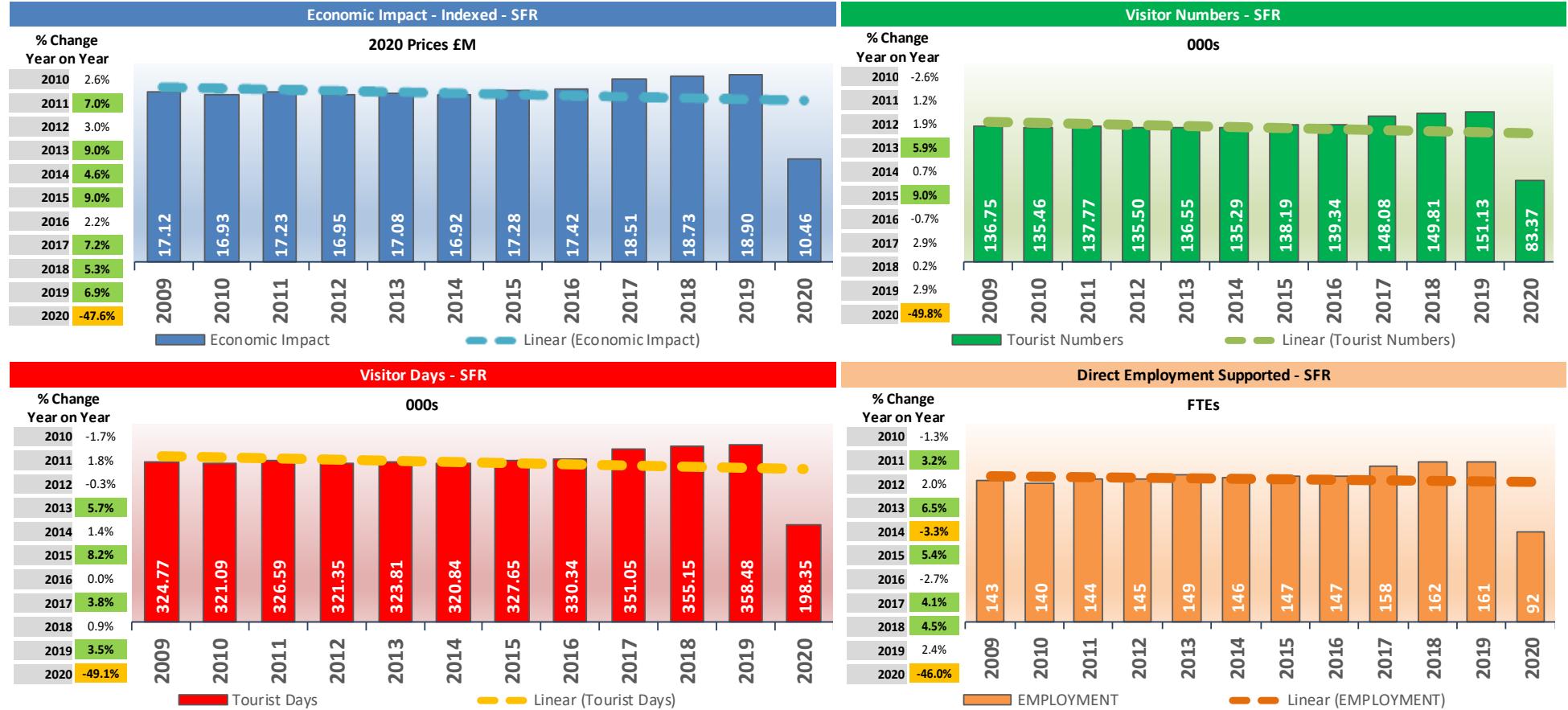
"Linear" = Linear Trendline





STEAM FINAL TREND REPORT FOR 2009-2020

WEST LINDSEY DISTRICT COUNCIL

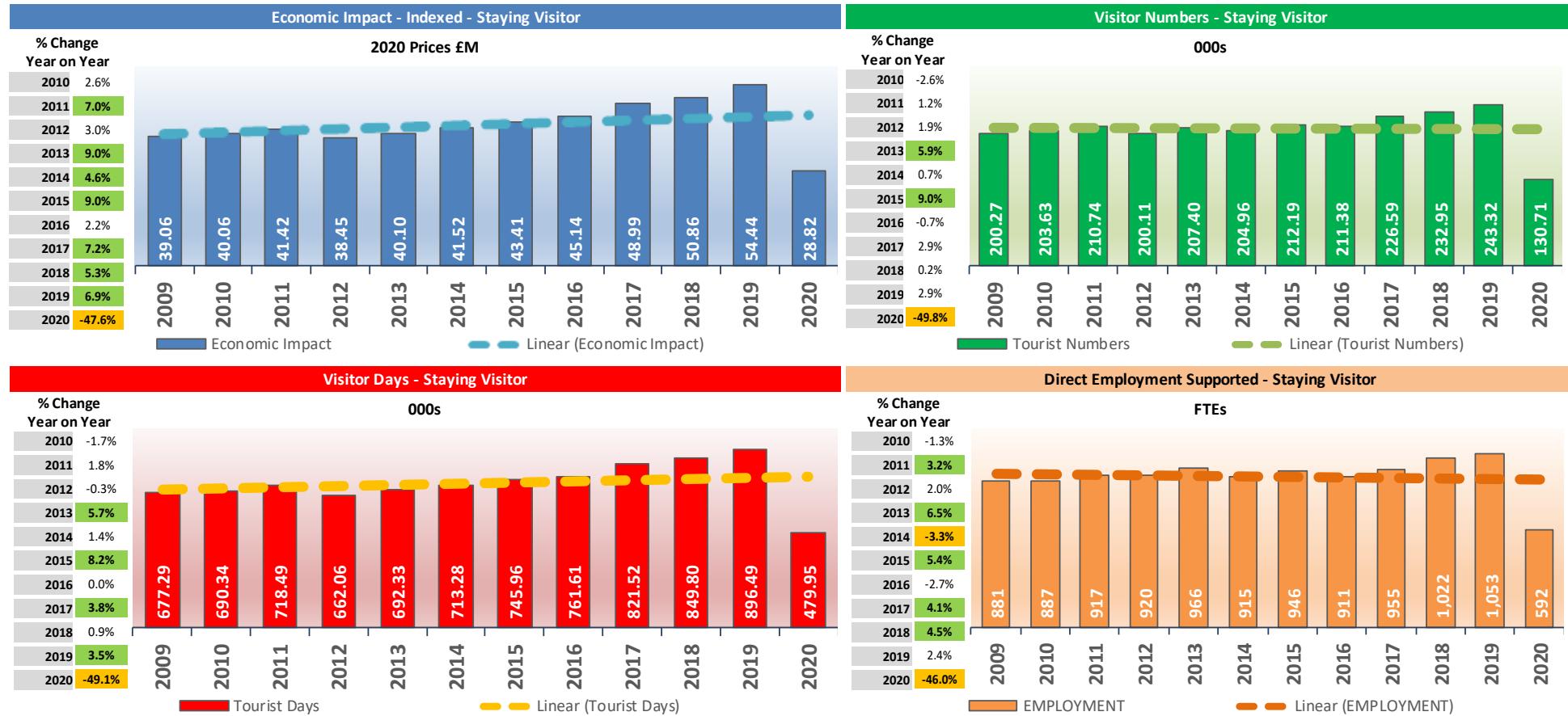


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed	-1.1%	0.6%	-1.0%	-0.2%	-1.2%	0.9%	1.8%	8.1%	9.4%	10.4%	-38.9%	
Visitor Numbers	-0.9%	0.7%	-0.9%	-0.1%	-1.1%	1.1%	1.9%	8.3%	9.5%	10.5%	-39.0%	
Visitor Days	-1.1%	0.6%	-1.1%	-0.3%	-1.2%	0.9%	1.7%	8.1%	9.4%	10.4%	-38.9%	
Direct Employment	-2.3%	1.0%	1.2%	4.5%	2.2%	3.1%	3.1%	10.3%	13.3%	12.9%	-35.8%	

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020

WEST LINDSEY DISTRICT COUNCIL



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		2.6%	6.1%	-1.6%	2.7%	6.3%	11.1%	15.6%	25.4%	30.2%	39.4%	-26.2%
Visitor Numbers		1.7%	5.2%	-0.1%	3.6%	2.3%	6.0%	5.6%	13.1%	16.3%	21.5%	-34.7%
Visitor Days		1.9%	6.1%	-2.2%	2.2%	5.3%	10.1%	12.4%	21.3%	25.5%	32.4%	-29.1%
Direct Employment		0.7%	4.2%	4.5%	9.7%	3.8%	7.4%	3.5%	8.5%	16.0%	19.6%	-32.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020

WEST LINDSEY DISTRICT COUNCIL

Economic Impact - Indexed - Day Visitor

2020 Prices £M

Visitor Numbers - Day Visitor

M

Visitor Days - Day Visitor

M

Direct Employment Supported - Day Visitor

FTEs

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
% Change Year on Year	2.6%	7.0%	3.0%	9.0%	4.6%	9.0%	2.2%	7.2%	5.3%	6.9%	-47.6%	
Economic Impact	74.70	72.45	73.17	75.11	79.71	80.41	88.05	87.40	89.52	89.45	91.88	45.80
Linear (Economic Impact)												
Tourist Numbers	1.87	1.81	1.83	1.88	1.99	2.01	2.20	2.19	2.24	2.24	2.30	1.15
Linear (Tourist Numbers)												
EMPLOYMENT	615	589	605	632	687	685	740	729	752	762	774	395
Linear (EMPLOYMENT)												

"Linear" = Linear Trendline

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

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020		TOTAL	SECTORAL ANALYSIS
WEST LINDSEY DISTRICT COUNCIL												2020 Prices		Indexed	
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020													2020	SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020	
SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020			
Accommodation	£M	3.531	3.641	3.549	3.234	3.387	3.865	4.071	4.662	5.243	5.534	6.331	3.525	19.110	Accommodation (4.7%)
Food & Drink	£M	21.28	20.60	20.58	20.40	21.50	21.72	23.39	23.43	24.43	24.71	25.65	13.90	13.903	Food & Drink (18.6%)
Recreation	£M	8.484	8.216	8.225	8.202	8.651	8.697	9.378	9.400	9.792	9.914	10.31	5.569	5.569	Recreation (7.5%)
Shopping	£M	28.82	27.73	27.63	27.48	29.06	29.57	31.98	31.94	33.14	33.40	34.50	17.55	17.549	Shopping (23.5%)
Transport	£M	11.51	11.11	11.13	11.09	11.68	11.79	12.70	12.74	13.28	13.43	13.92	7.132	7.132	Transport (9.6%)
Direct Revenue	£M	73.62	71.30	71.12	70.41	74.28	75.65	81.53	82.17	85.88	86.99	90.72	47.68	47.68	
VAT	£M	11.04	12.48	14.22	14.08	14.86	15.13	16.31	16.43	17.18	17.40	18.14	7.825	7.825	
Direct Expenditure	£M	84.67	83.77	85.34	84.49	89.14	90.77	97.83	98.60	103.05	104.39	108.86	55.50	55.50	
Indirect Expenditure	£M	29.09	28.73	29.25	29.07	30.66	31.16	33.63	33.94	35.47	35.92	37.46	19.11	19.11	
TOTAL	£M	113.76	112.51	114.60	113.55	119.80	121.93	131.46	132.55	138.52	140.30	146.32	74.61	74.61	

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													2020	SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES	
SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020			
Accommodation	FTEs	323	333	338	354	357	303	305	266	266	306	311	192	192	Accommodation (19.5%)
Food & Drink	FTEs	302	295	306	309	334	333	354	352	369	379	389	210	210	Food & Drink (21.3%)
Recreation	FTEs	146	143	148	151	163	162	172	171	180	185	190	102	102	Recreation (10.3%)
Shopping	FTEs	373	362	375	379	411	413	441	437	457	467	477	242	242	Shopping (24.5%)
Transport	FTEs	73	71	74	75	81	81	86	85	90	92	94	48	48	Transport (4.9%)
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	794	794	
Indirect Employment	FTEs	278	272	281	284	307	308	329	329	346	356	367	192	192	
TOTAL	FTEs	1,496	1,476	1,522	1,552	1,653	1,599	1,686	1,640	1,707	1,784	1,827	986	986	

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 2020 Prices		TOTAL		ECONOMIC IMPACT Indexed				
WEST LINDSEY DISTRICT COUNCIL																				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		29.3%	30.8%	-0.1%	-93.7%	-89.1%	-81.6%	-44.6%	-14.0%	7.6%	-10.8%	-63.5%	-43.4%	-34.4%	Annual Change		20.2%	-87.8%	-18.2%	-34.9%
% Change 2019 to 2020		2.2%	-8.4%	-47.4%	-94.7%	-91.6%	-86.8%	-53.1%	-32.8%	-14.2%	-24.7%	-68.3%	-45.7%	-49.0%			-21.2%	-90.6%	-34.1%	-42.5%
Average Annual Change		2.7%	2.8%	0.0%	-8.5%	-8.1%	-7.4%	-4.1%	-1.3%	0.7%	-1.0%	-5.8%	-3.9%	-3.1%			1.8%	-8.0%	-1.7%	-3.2%
2009	£M	6.434	6.132	6.092	9.369	11.68	11.12	13.74	19.13	10.94	8.100	5.057	5.957	113.76			18.66	32.16	43.82	19.11
2010	£M	6.176	6.237	6.069	9.112	11.74	12.82	13.08	18.33	11.02	7.839	4.960	5.115	112.51	-1.1%		18.48	33.67	42.44	17.91
2011	£M	6.862	6.400	6.638	9.950	11.94	12.16	13.46	17.59	11.37	7.997	5.168	5.054	114.60	1.9%		19.90	34.05	42.42	18.22
2012	£M	6.910	6.546	7.311	9.053	11.00	12.34	13.68	18.02	11.11	7.502	5.179	4.899	113.55	-0.9%		20.77	32.40	42.81	17.58
2013	£M	6.898	6.882	8.032	9.116	12.65	12.31	14.56	19.73	11.28	7.713	5.422	5.208	119.80	5.5%		21.81	34.07	45.57	18.34
2014	£M	6.466	6.805	9.084	9.870	12.75	12.50	14.80	19.94	11.25	7.859	5.513	5.101	121.93	1.8%		22.36	35.12	45.99	18.47
2015	£M	7.251	7.785	9.630	10.09	13.32	12.99	15.46	22.36	12.39	8.896	5.743	5.541	131.46	7.8%		24.67	36.40	50.22	20.18
2016	£M	7.266	7.734	10.32	9.981	13.79	14.03	15.05	22.50	12.09	8.570	5.602	5.611	132.55	0.8%		25.32	37.80	49.65	19.78
2017	£M	7.545	8.055	10.55	10.51	14.51	14.56	15.87	23.38	12.92	8.924	5.801	5.892	138.52	4.5%		26.15	39.57	52.18	20.62
2018	£M	7.742	8.145	10.68	10.57	14.87	14.57	15.64	23.80	13.27	9.126	5.855	6.030	140.30	1.3%		26.57	40.01	52.71	21.01
2019	£M	8.141	8.750	11.57	11.13	15.20	15.49	16.22	24.48	13.72	9.590	5.820	6.212	146.32	4.3%		28.46	41.82	54.42	21.62
2020	£M	8.322	8.019	6.083	0.594	1.270	2.047	7.610	16.45	11.77	7.224	1.846	3.373	74.61	-49.0%		22.42	3.911	35.84	12.44
ECONOMIC IMPACT - INDEXED TO 2020														TOTAL						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total					
Total	£M	113.76	112.51	114.60	113.55	119.80	121.93	131.46	132.55	138.52	140.30	146.32	74.61	200.00	120.0%					
All Visitor Types	£M	113.76	112.51	114.60	113.55	119.80	121.93	131.46	132.55	138.52	140.30	146.32	74.61	200.00	100.0%					
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	150.00	80.0%					
Annual Change in Share	%													100.00	60.0%					
Change in Share from 2009	%													50.00	40.0%					
Avg Ann. Change in Share	%													0.00	20.0%					
															0.0%					

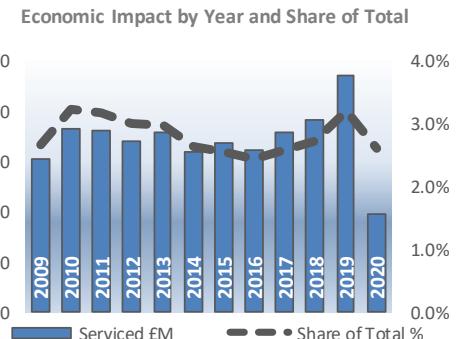
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Report Prepared by: Aimee Towle Date of Issue: 20/07/21

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 2020 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed					
WEST LINDSEY DISTRICT COUNCIL																					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																			
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			QUARTER					
% Change 2009 to 2020		120.5%	70.4%	-35.5%	-91.6%	-84.8%	-87.1%	-62.3%	-8.1%	-36.0%	-45.2%	-82.5%	-87.7%	-36.2%							
% Change 2019 to 2020		-0.6%	-6.7%	-59.4%	-92.0%	-90.3%	-91.5%	-77.3%	-53.0%	-54.1%	-57.2%	-87.6%	-89.0%	-58.7%	Annual Change	47.1% -20.8% 4.3%	QUARTER				
Average Annual Change		11.0%	6.4%	-3.2%	-8.3%	-7.7%	-7.9%	-5.7%	-0.7%	-3.3%	-4.1%	-7.5%	-8.0%	-3.3%							
2009	£M	0.232	0.265	0.282	0.250	0.221	0.269	0.277	0.252	0.245	0.254	0.202	0.293	3.041		0.779	0.739	0.774	0.749		
2010	£M	0.504	0.454	0.394	0.171	0.213	0.290	0.312	0.318	0.261	0.266	0.222	0.229	3.634	19.5%	1.352	0.673	0.892	0.717		
2011	£M	0.569	0.447	0.396	0.183	0.205	0.276	0.307	0.304	0.231	0.250	0.211	0.247	3.626	-0.2%	1.413	0.664	0.841	0.708		
2012	£M	0.457	0.398	0.402	0.166	0.193	0.288	0.289	0.304	0.252	0.235	0.206	0.223	3.413	-5.9%	1.257	0.646	0.845	0.665		
2013	£M	0.465	0.421	0.472	0.142	0.208	0.289	0.305	0.316	0.230	0.215	0.239	0.265	3.567	4.5%	1.358	0.639	0.851	0.718		
2014	£M	0.432	0.355	0.364	0.134	0.183	0.242	0.303	0.300	0.236	0.209	0.205	0.234	3.197	-10.4%	1.151	0.559	0.839	0.648		
2015	£M	0.488	0.390	0.383	0.134	0.189	0.274	0.315	0.321	0.227	0.218	0.191	0.229	3.360	5.1%	1.261	0.597	0.863	0.638		
2016	£M	0.439	0.374	0.370	0.140	0.180	0.259	0.316	0.316	0.219	0.201	0.187	0.238	3.238	-3.6%	1.183	0.579	0.850	0.627		
2017	£M	0.435	0.383	0.350	0.189	0.242	0.302	0.354	0.365	0.258	0.228	0.210	0.248	3.564	10.1%	1.168	0.732	0.977	0.686		
2018	£M	0.448	0.393	0.352	0.190	0.254	0.313	0.365	0.393	0.258	0.236	0.282	0.335	3.818	7.1%	1.193	0.757	1.015	0.853		
2019	£M	0.516	0.485	0.448	0.263	0.346	0.408	0.460	0.492	0.342	0.325	0.285	0.328	4.697	23.0%	1.448	1.016	1.294	0.938		
2020	£M	0.512	0.452	0.182	0.021	0.034	0.035	0.104	0.231	0.157	0.139	0.035	0.036	1.939	-58.7%	1.146	0.089	0.493	0.211		
ECONOMIC IMPACT - INDEXED TO 2020												SERVICED ACCOMMODATION									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total						
Serviced	£M	3.041	3.634	3.626	3.413	3.567	3.197	3.360	3.238	3.564	3.818	4.697	1.939		Economic Impact by Year and Share of Total						
All Visitor Types	£M	113.76	112.51	114.60	113.55	119.80	121.93	131.46	132.55	138.52	140.30	146.32	74.61		Economic Impact by Year and Share of Total						
Share of Total	%	2.7%	3.2%	3.2%	3.0%	3.0%	2.6%	2.6%	2.4%	2.6%	2.7%	3.2%	2.6%		Economic Impact by Year and Share of Total						
Annual Change in Share	%	20.8%	-2.0%	-5.0%	-0.9%	-11.9%	-2.5%	-4.4%	5.3%	5.8%	17.9%	-19.0%									
Change in Share from 2009	%	20.8%	18.4%	12.5%	11.4%	-1.9%	-4.4%	-8.6%	-3.7%	1.8%	20.1%	-2.8%									
Avg Ann. Change in Share	%	20.8%	9.2%	4.2%	2.8%	-0.4%	-0.7%	-1.2%	-0.5%	0.2%	2.0%	-0.3%									

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

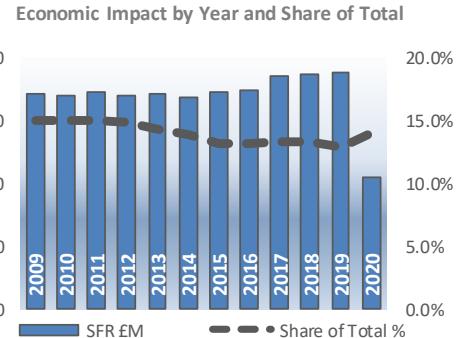


STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 2020 Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION																				
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4											
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1		Q2		Q3		Q4
% Change 2009 to 2020		57.9%	13.8%	-18.6%	-94.6%	-92.4%	-90.8%	-10.8%	27.8%	100.3%	49.9%	-76.9%	-5.5%	-13.1%		11.6%	-92.3%	34.7%	7.3%			
% Change 2019 to 2020		9.0%	-19.5%	-45.0%	-96.7%	-95.0%	-94.3%	-45.4%	-22.6%	12.7%	-4.5%	-89.2%	-44.9%	-46.8%		-23.0%	-95.1%	-19.8%	-38.3%			
Average Annual Change		5.3%	1.3%	-1.7%	-8.6%	-8.4%	-8.3%	-1.0%	2.5%	9.1%	4.5%	-7.0%	-0.5%	-1.2%		1.1%	-8.4%	3.2%	0.7%			
2009 £M		0.434	0.516	0.701	1.372	2.693	2.286	2.841	3.565	2.344	1.169	0.522	0.453	18.90		1.651	6.352	8.750	2.144			
2010 £M		0.229	0.446	0.653	1.293	2.578	2.878	2.901	3.748	2.807	1.084	0.488	0.386	19.49		3.1%	1.328	6.749	9.456	1.958		
2011 £M		0.304	0.399	0.733	1.505	2.959	3.036	2.971	3.639	2.864	1.205	0.596	0.361	20.57		5.5%	1.436	7.500	9.473	2.162		
2012 £M		0.327	0.401	0.710	1.321	2.469	2.583	2.545	3.225	2.461	1.066	0.580	0.398	18.08		-12.1%	1.438	6.373	8.230	2.043		
2013 £M		0.346	0.409	0.789	1.332	2.675	2.704	2.784	3.568	2.641	1.144	0.634	0.424	19.45		7.5%	1.544	6.710	8.993	2.202		
2014 £M		0.337	0.408	0.879	1.473	2.864	2.896	3.045	4.043	3.018	1.298	0.696	0.445	21.40		10.0%	1.625	7.233	10.11	2.439		
2015 £M		0.404	0.485	0.886	1.551	2.946	2.958	3.360	4.413	3.102	1.362	0.797	0.504	22.77		6.4%	1.776	7.455	10.88	2.663		
2016 £M		0.464	0.544	0.905	1.632	3.082	3.109	3.620	4.806	3.372	1.493	0.885	0.569	24.48		7.5%	1.913	7.823	11.80	2.947		
2017 £M		0.516	0.641	0.919	1.823	3.410	3.293	4.057	5.154	3.894	1.630	0.936	0.644	26.92		10.0%	2.076	8.526	13.10	3.211		
2018 £M		0.558	0.691	0.991	1.949	3.729	3.562	3.952	5.303	4.067	1.793	1.007	0.705	28.31		5.2%	2.241	9.240	13.32	3.505		
2019 £M		0.629	0.729	1.036	2.252	4.048	3.727	4.645	5.886	4.165	1.835	1.115	0.777	30.84		9.0%	2.394	10.03	14.70	3.727		
2020 £M		0.685	0.587	0.570	0.074	0.204	0.211	2.534	4.556	4.695	1.752	0.120	0.428	16.42		-46.8%	1.842	0.489	11.79	2.301		
ECONOMIC IMPACT - INDEXED TO 2020														NON-SERVICED ACCOMMODATION								
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total							
Non-Serviced		£M	18.90	19.49	20.57	18.08	19.45	21.40	22.77	24.48	26.92	28.31	30.84									
All Visitor Types		£M	113.76	112.51	114.60	113.55	119.80	121.93	131.46	132.55	138.52	140.30	146.32	74.61								
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%	22.0%								
Annual Change in Share		%																				
Change in Share from 2009		%																				
Avg Ann. Change in Share		%																				

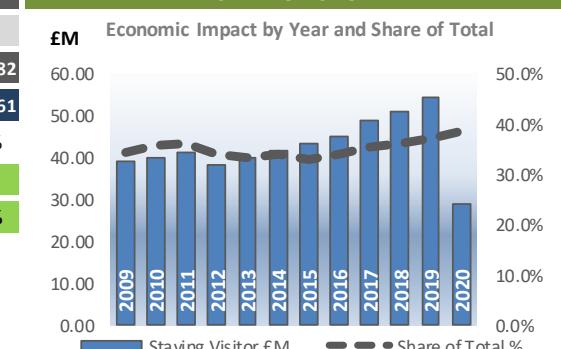
The chart displays two data series over a 12-year period. The Non-Serviced £M series (blue bars) starts at approximately 18.9 in 2009 and rises to about 30.8 in 2020. The Share of Total % series (black dashed line) starts at 25.0% in 2009, dips slightly to 24.0% in 2010, then generally trends upwards to 30.0% by 2020.

Year	Non-Serviced £M	Share of Total %
2009	18.90	25.0%
2010	19.49	24.0%
2011	20.57	24.5%
2012	18.08	23.5%
2013	19.45	24.5%
2014	21.40	25.5%
2015	22.77	26.5%
2016	24.48	27.0%
2017	26.92	27.5%
2018	28.31	28.0%
2019	30.84	29.0%
2020	16.42	30.0%

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 2020 Prices		SFR		ECONOMIC IMPACT Indexed										
WEST LINDSEY DISTRICT COUNCIL																										
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER										
KEY		SFR																								
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER										
Less than 3% change		Q1			Q2			Q3			Q4					Q1 Q2 Q3 Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change										
% Change 2009 to 2020		13.7%	-12.5%	-40.8%	-96.0%	-94.1%	-93.3%	-38.6%	-11.2%	31.5%	0.5%	-86.9%	-49.1%	-38.9%		-3.4%	-94.8%	-12.2%	-44.1%							
% Change 2019 to 2020		7.2%	-15.1%	-47.1%	-96.4%	-94.7%	-94.1%	-44.9%	-21.1%	11.0%	-8.1%	-88.9%	-52.6%	-44.7%		-9.4%	-95.3%	-22.5%	-49.1%							
Average Annual Change		1.2%	-1.1%	-3.7%	-8.7%	-8.6%	-8.5%	-3.5%	-1.0%	2.9%	0.0%	-7.9%	-4.5%	-3.5%		-0.3%	-8.6%	-1.1%	-4.0%							
2009	£M	2.499	0.873	0.924	1.994	1.453	1.082	1.709	1.799	0.994	0.942	0.732	2.120	17.12		4.296 4.529 4.502 3.794										
2010	£M	2.371	0.879	0.923	1.943	1.425	1.167	1.709	1.822	1.058	0.920	0.720	1.998	16.93		4.173 4.535 4.589 3.638										
2011	£M	2.541	0.852	0.944	2.009	1.479	1.177	1.710	1.793	1.051	0.939	0.753	1.978	17.23		4.337 4.664 4.554 3.671										
2012	£M	2.497	0.832	0.952	1.970	1.423	1.140	1.663	1.765	1.022	0.919	0.751	2.013	16.95		4.281 4.534 4.450 3.683										
2013	£M	2.515	0.846	0.973	1.946	1.433	1.134	1.681	1.788	1.021	0.919	0.767	2.055	17.08		4.335 4.513 4.490 3.741										
2014	£M	2.416	0.806	0.957	1.956	1.422	1.122	1.684	1.809	1.039	0.934	0.761	2.016	16.92		4.179 4.500 4.532 3.711										
2015	£M	2.447	0.819	0.991	1.990	1.457	1.150	1.731	1.858	1.067	0.954	0.777	2.042	17.28		4.256 4.598 4.656 3.772										
2016	£M	2.434	0.819	0.994	1.996	1.467	1.160	1.749	1.888	1.091	0.965	0.789	2.072	17.42		4.247 4.622 4.728 3.826										
2017	£M	2.568	0.883	1.026	2.124	1.571	1.223	1.869	1.990	1.194	1.025	0.832	2.207	18.51		4.476 4.919 5.053 4.064										
2018	£M	2.609	0.897	1.028	2.139	1.600	1.240	1.866	2.024	1.194	1.040	0.843	2.250	18.73		4.534 4.979 5.084 4.133										
2019	£M	2.649	0.900	1.035	2.193	1.616	1.236	1.901	2.024	1.177	1.031	0.862	2.278	18.90		4.584 5.044 5.103 4.172										
2020	£M	2.840	0.764	0.547	0.079	0.085	0.072	1.048	1.597	1.307	0.947	0.096	1.079	10.46		4.151 0.237 3.952 2.122										
ECONOMIC IMPACT - INDEXED TO 2020														SFR												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M		Economic Impact by Year and Share of Total										
SFR		17.12	16.93	17.23	16.95	17.08	16.92	17.28	17.42	18.51	18.73	18.90	10.46	£M												
All Visitor Types		113.76	112.51	114.60	113.55	119.80	121.93	131.46	132.55	138.52	140.30	146.32	74.61													
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%	14.0%													
Annual Change in Share		0.0%	-0.1%	-0.7%	-4.5%	-2.7%	-5.3%	0.0%	1.7%	-0.1%	-3.2%	8.5%														
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%	-6.8%														
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%	-0.6%														



STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 2020 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR																				
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4											
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1		Q2		Q3		Q4
% Change 2009 to 2020		27.6%	9.0%	-31.9%	-95.2%	-92.6%	-91.2%	-23.6%	13.7%	71.9%	20.0%	-82.7%	-46.1%	-26.2%		6.1%	-93.0%	15.7%	-30.7%			
% Change 2019 to 2020		6.4%	-14.7%	-48.4%	-96.3%	-94.6%	-94.1%	-47.4%	-24.0%	8.4%	-11.0%	-88.9%	-54.4%	-47.1%		-15.3%	-94.9%	-23.1%	-47.6%			
Average Annual Change		2.5%	0.8%	-2.9%	-8.7%	-8.4%	-8.3%	-2.1%	1.2%	6.5%	1.8%	-7.5%	-4.2%	-2.4%		0.6%	-8.5%	1.4%	-2.8%			
Annual Change		2009 £M	3.165	1.654	1.907	3.616	4.367	3.637	4.826	5.616	3.583	2.365	1.456	2.866	39.06	6.727	11.62	14.03	6.687			
2010		£M	3.104	1.779	1.969	3.407	4.215	4.335	4.922	5.888	4.126	2.269	1.431	2.613	40.06	2.6%	6.853	11.96	14.94	6.313		
2011		£M	3.414	1.698	2.073	3.696	4.642	4.489	4.987	5.736	4.146	2.395	1.560	2.586	41.42	3.4%	7.186	12.83	14.87	6.541		
2012		£M	3.281	1.632	2.063	3.457	4.084	4.011	4.497	5.294	3.735	2.221	1.537	2.634	38.45	-7.2%	6.977	11.55	13.53	6.391		
2013		£M	3.326	1.676	2.235	3.420	4.316	4.127	4.769	5.673	3.893	2.277	1.640	2.744	40.10	4.3%	7.238	11.86	14.33	6.661		
2014		£M	3.186	1.569	2.200	3.563	4.468	4.260	5.032	6.151	4.294	2.441	1.662	2.696	41.52	3.6%	6.956	12.29	15.48	6.799		
2015		£M	3.339	1.694	2.259	3.675	4.593	4.382	5.406	6.592	4.397	2.534	1.765	2.774	43.41	4.5%	7.293	12.65	16.39	7.073		
2016		£M	3.337	1.736	2.269	3.768	4.728	4.528	5.685	7.010	4.681	2.659	1.861	2.879	45.14	4.0%	7.342	13.02	17.38	7.399		
2017		£M	3.519	1.907	2.295	4.136	5.223	4.818	6.280	7.509	5.346	2.883	1.978	3.100	48.99	8.5%	7.721	14.18	19.14	7.961		
2018		£M	3.616	1.981	2.371	4.279	5.582	5.116	6.183	7.719	5.519	3.069	2.131	3.290	50.86	3.8%	7.968	14.98	19.42	8.490		
2019		£M	3.793	2.114	2.519	4.708	6.010	5.370	7.006	8.403	5.684	3.190	2.263	3.384	54.44	7.1%	8.426	16.09	21.09	8.837		
2020		£M	4.038	1.803	1.299	0.174	0.322	0.319	3.687	6.385	6.159	2.838	0.251	1.543	28.82	-47.1%	7.140	0.815	16.23	4.633		
ECONOMIC IMPACT - INDEXED TO 2020														STAYING VISITOR								
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total							
Staying Visitor		£M	39.06	40.06	41.42	38.45	40.10	41.52	43.41	45.14	48.99	50.86	54.44	28.82								
All Visitor Types		£M	113.76	112.51	114.60	113.55	119.80	121.93	131.46	132.55	138.52	140.30	146.32	74.61								
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%	38.6%								
Annual Change in Share		%		3.7%	1.5%	-6.3%	-1.1%	1.7%	-3.0%	3.1%	3.9%	2.5%	2.7%	3.8%								
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%	12.5%								
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%	1.1%								



The chart displays two data series: 'Staying Visitor £M' (blue bars) and 'Share of Total %' (black dashed line). The Y-axis represents £M from 0.00 to 60.00. The X-axis shows years from 2009 to 2020. The Staying Visitor £M shows a general upward trend with some fluctuations, starting around 39.06 in 2009 and ending around 28.82 in 2020. The Share of Total % starts at approximately 34.3% in 2009 and rises steadily to about 40.0% by 2020.

STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 2020 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed					
WEST LINDSEY DISTRICT COUNCIL																					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																			
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1 Q2 Q3 Q4					
% Change 2009 to 2020		31.1%	38.8%	14.3%	-92.7%	-87.0%	-76.9%	-56.0%	-25.5%	-23.7%	-23.5%	-55.7%	-40.8%	-38.7%		28.1%	-84.9%	-34.2%	-37.2%		
% Change 2019 to 2020		-1.4%	-6.3%	-47.1%	-93.5%	-89.7%	-82.9%	-57.4%	-37.4%	-30.2%	-31.5%	-55.2%	-35.3%	-50.2%		-23.7%	-88.0%	-41.2%	-38.9%		
Average Annual Change		2.8%	3.5%	1.3%	-8.4%	-7.9%	-7.0%	-5.1%	-2.3%	-2.2%	-2.1%	-5.1%	-3.7%	-3.5%		2.6%	-7.7%	-3.1%	-3.4%		
2009 £M		3.269	4.478	4.185	5.753	7.310	7.481	8.916	13.52	7.361	5.735	3.601	3.091	74.70		11.93	20.54	29.79	12.43		
2010 £M		3.072	4.457	4.100	5.705	7.524	8.485	8.162	12.45	6.897	5.570	3.529	2.502	72.45		11.63	21.71	27.51	11.60		
2011 £M		3.448	4.701	4.565	6.253	7.297	7.673	8.478	11.86	7.223	5.602	3.608	2.468	73.17		1.0%	12.71	21.22	27.56	11.68	
2012 £M		3.629	4.914	5.247	5.596	6.916	8.332	9.186	12.73	7.372	5.282	3.643	2.265	75.11		2.6%	13.79	20.84	29.29	11.19	
2013 £M		3.571	5.206	5.797	5.696	8.334	8.180	9.795	14.06	7.383	5.436	3.782	2.464	79.71		6.1%	14.57	22.21	31.24	11.68	
2014 £M		3.280	5.235	6.884	6.307	8.280	8.239	9.767	13.79	6.954	5.419	3.851	2.405	80.41		0.9%	15.40	22.83	30.51	11.67	
2015 £M		3.913	6.090	7.371	6.413	8.731	8.606	10.06	15.77	7.998	6.362	3.978	2.766	88.05		9.5%	17.37	23.75	33.82	13.11	
2016 £M		3.929	5.998	8.052	6.214	9.058	9.500	9.364	15.49	7.411	5.911	3.740	2.733	87.40		-0.7%	17.98	24.77	32.27	12.38	
2017 £M		4.026	6.148	8.254	6.371	9.287	9.737	9.594	15.88	7.575	6.041	3.823	2.793	89.52		2.4%	18.43	25.39	33.04	12.66	
2018 £M		4.126	6.164	8.311	6.293	9.285	9.455	9.460	16.08	7.756	6.058	3.723	2.739	89.45		-0.1%	18.60	25.03	33.29	12.52	
2019 £M		4.347	6.636	9.051	6.422	9.193	10.12	9.212	16.08	8.037	6.400	3.557	2.828	91.88		2.7%	20.03	25.73	33.33	12.78	
2020 £M		4.284	6.216	4.784	0.420	0.948	1.728	3.923	10.07	5.613	4.386	1.594	1.830	45.80		-50.2%	15.28	3.096	19.60	7.810	
ECONOMIC IMPACT - INDEXED TO 2020														DAY VISITOR							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	£M	Economic Impact by Year and Share of Total						
Day Visitor		74.70	72.45	73.17	75.11	79.71	80.41	88.05	87.40	89.52	89.45	91.88	45.80								
All Visitor Types		113.76	112.51	114.60	113.55	119.80	121.93	131.46	132.55	138.52	140.30	146.32	74.61								
Share of Total		65.7%	64.4%	63.9%	66.1%	66.5%	65.9%	67.0%	65.9%	64.6%	63.8%	62.8%	61.4%								
Annual Change in Share		-1.9%	-0.8%	3.6%	0.6%	-0.9%	1.6%	-1.5%	-2.0%	-1.4%	-1.5%	-2.3%									
Change in Share from 2009		-1.9%	-2.8%	0.7%	1.3%	0.4%	2.0%	0.4%	-1.6%	-2.9%	-4.4%	-6.5%									
Avg Ann. Change in Share		-1.9%	-1.4%	0.2%	0.3%	0.1%	0.3%	0.1%	-0.2%	-0.3%	-0.4%	-0.6%									

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