



## STEAM REPORT FOR 2010-2021 - FINAL

Final

LINCOLNSHIRE

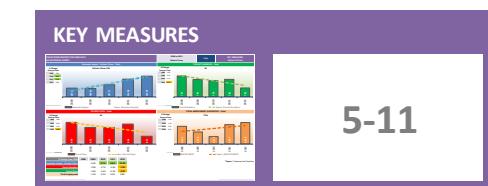
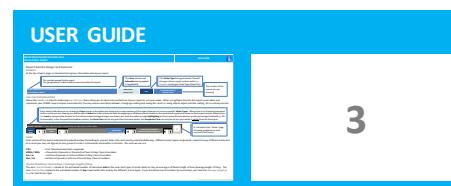
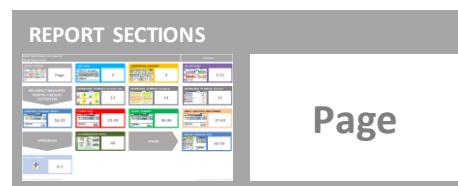
**Global Tourism Solutions (UK) Ltd**

Laneside House  
Hackthorpe  
Penrith  
Cumbria  
CA10 2HX

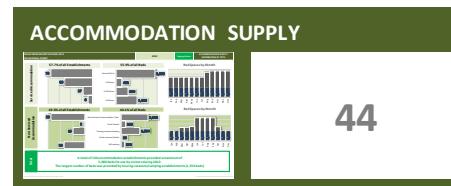
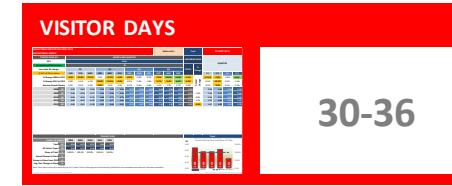
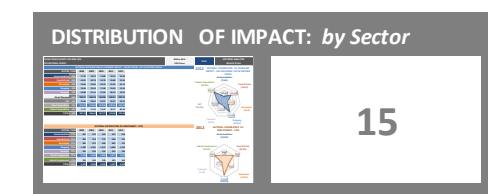
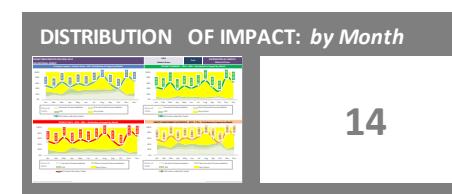
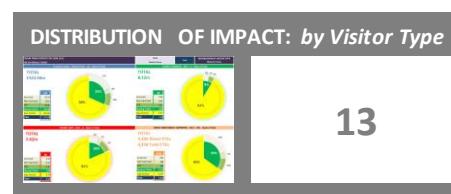
Telephone: 01931 712859

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KEY IMPACT MEASURES:  
MONTHLY DATA BY  
VISITOR TYPE



ANNEX





## Report Section Design and Features

### Headers

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



### User Controls (Excel File)

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

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

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

FOCUS YEAR: 2021 ▾ COMPARISON YEAR: 2020 ▾ INDEXATION: NO Reflect Price Inflation? HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO: 3% ▾ home

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

### Units

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

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

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

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

## STEAM REPORT FOR 2010-2021 - FINAL

LINCOLNSHIRE

Comparing 2021 and 2020

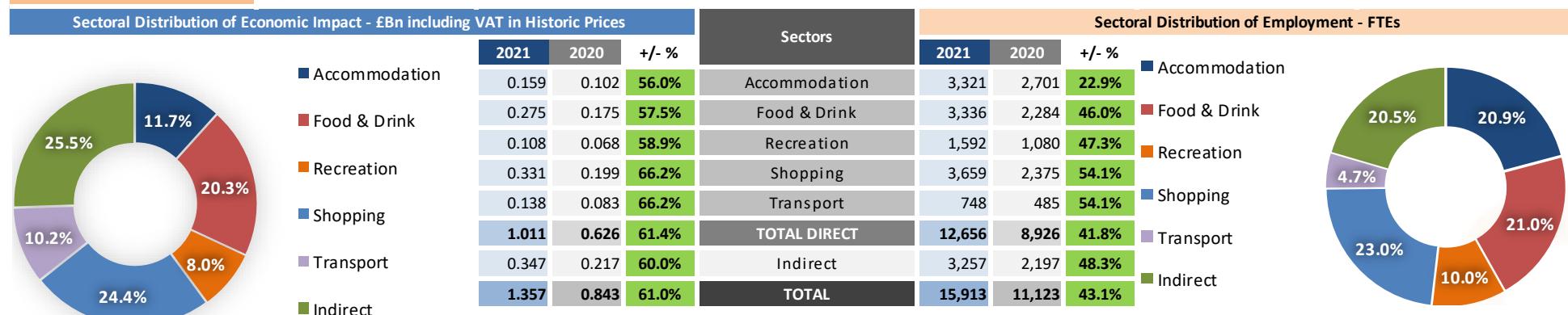
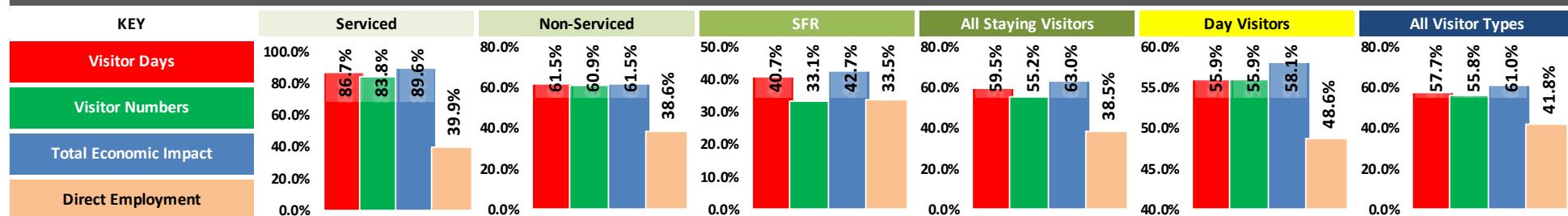
All £s Historic Prices

COMPARATIVE HEADLINES

## KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 &amp; 2020 - 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	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %		
Visitor Days	M	1.206	0.646	86.7%	9.293	5.755	61.5%	2.153	1.530	40.7%	12.65	7.930	59.5%	13.15	8.434	55.9%	25.80	16.36	57.7%							
Visitor Numbers	M	0.622	0.339	83.8%	1.316	0.818	60.9%	0.856	0.643	33.1%	2.794	1.800	55.2%	13.15	8.434	55.9%	15.94	10.23	55.8%							
Direct Expenditure	£Bn																						1.011	0.626	61.4%	
Economic Impact	£Bn	0.152	0.080	89.6%	0.557	0.345	61.5%	0.115	0.081	42.7%	0.825	0.506	63.0%	0.533	0.337	58.1%	1.357	0.843	61.0%							
Direct Employment	FTEs	2,920	2,087	39.9%	4,473	3,226	38.6%	943	706	33.5%	8,337	6,020	38.5%	4,319	2,906	48.6%	12,656	8,926	41.8%							
Total Employment	FTEs																						15,913	11,123	43.1%	

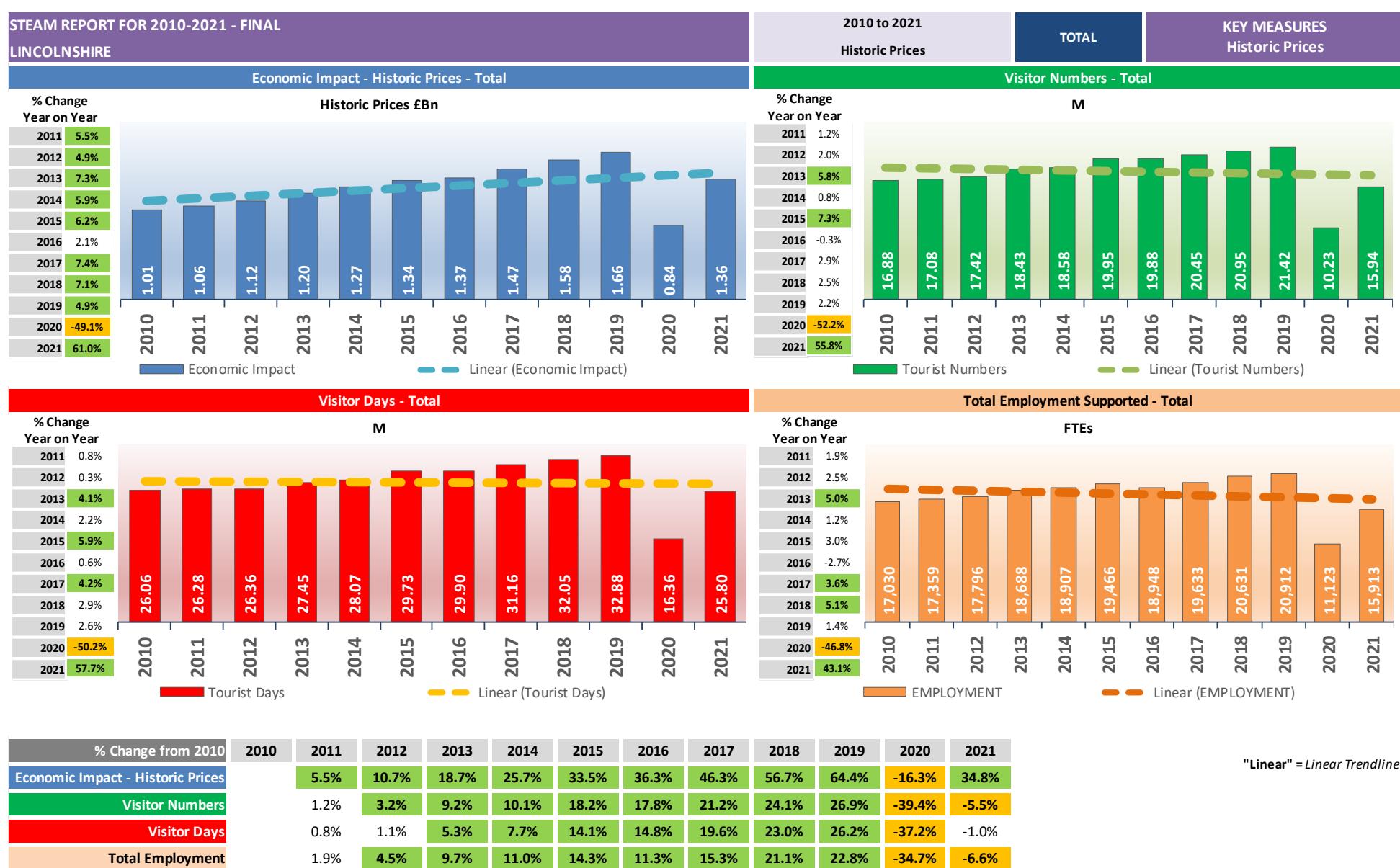
## PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 &amp; 2020 - IN HISTORIC PRICES



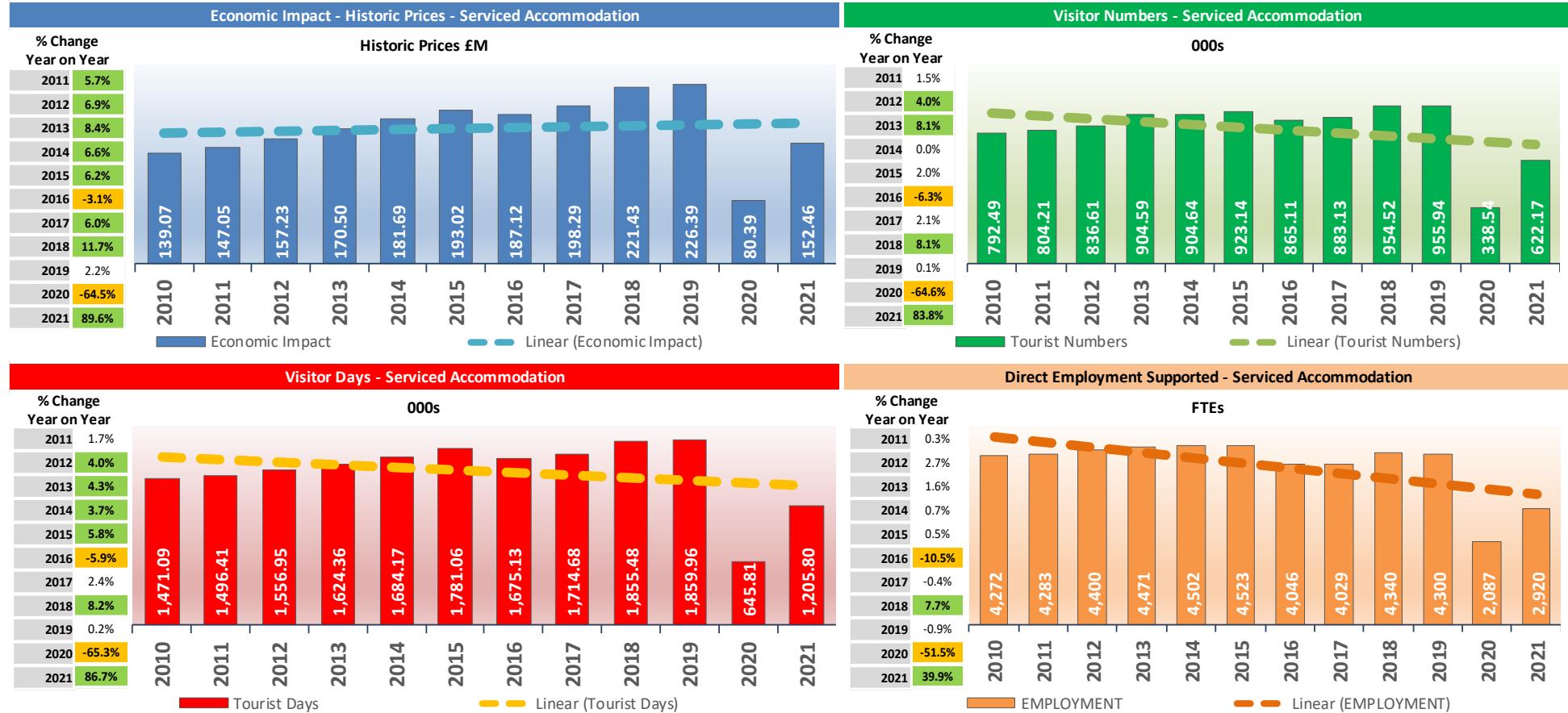
## Unindexed Key Measures by Year and Visitor Type for the Period 2010 to 2021

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

**STEAM REPORT FOR 2010-2021 - FINAL**  
**LINCOLNSHIRE**



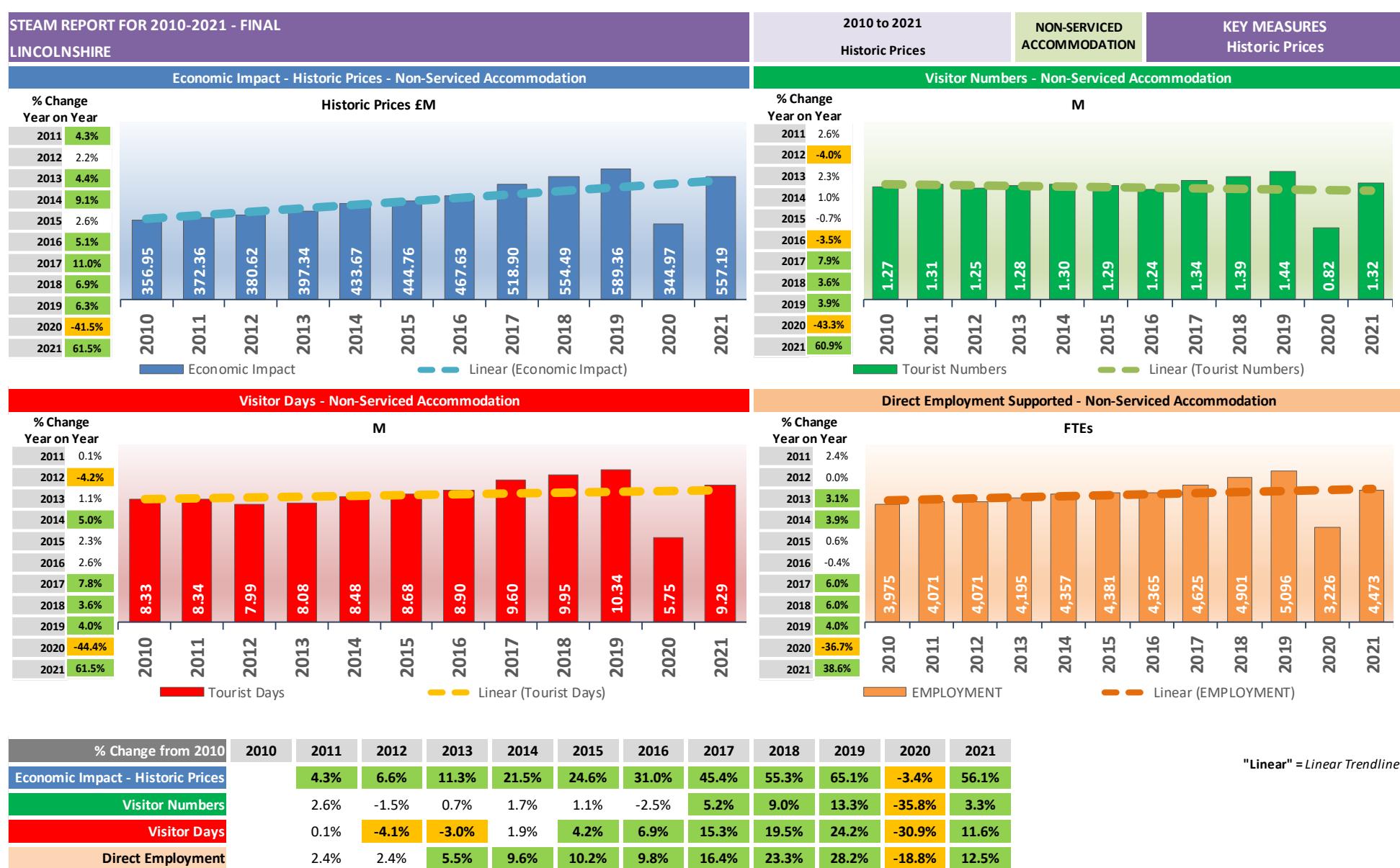
**STEAM REPORT FOR 2010-2021 - FINAL**  
**LINCOLNSHIRE**

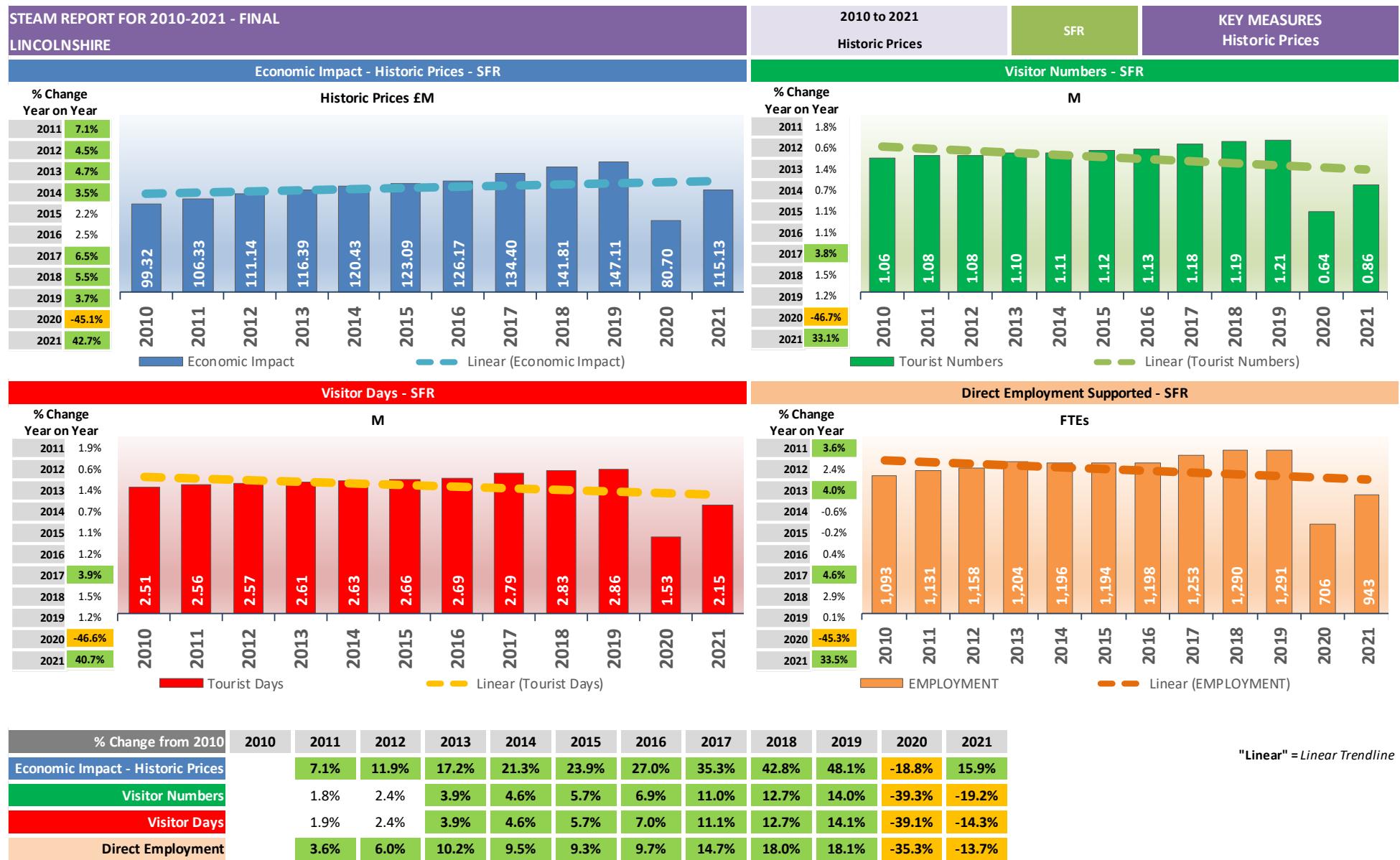


% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Historic Prices		5.7%	13.1%	22.6%	30.6%	38.8%	34.5%	42.6%	59.2%	62.8%	-42.2%	9.6%
Visitor Numbers		1.5%	5.6%	14.1%	14.2%	16.5%	9.2%	11.4%	20.4%	20.6%	-57.3%	-21.5%
Visitor Days		1.7%	5.8%	10.4%	14.5%	21.1%	13.9%	16.6%	26.1%	26.4%	-56.1%	-18.0%
Direct Employment		0.3%	3.0%	4.7%	5.4%	5.9%	-5.3%	-5.7%	1.6%	0.7%	-51.1%	-31.6%

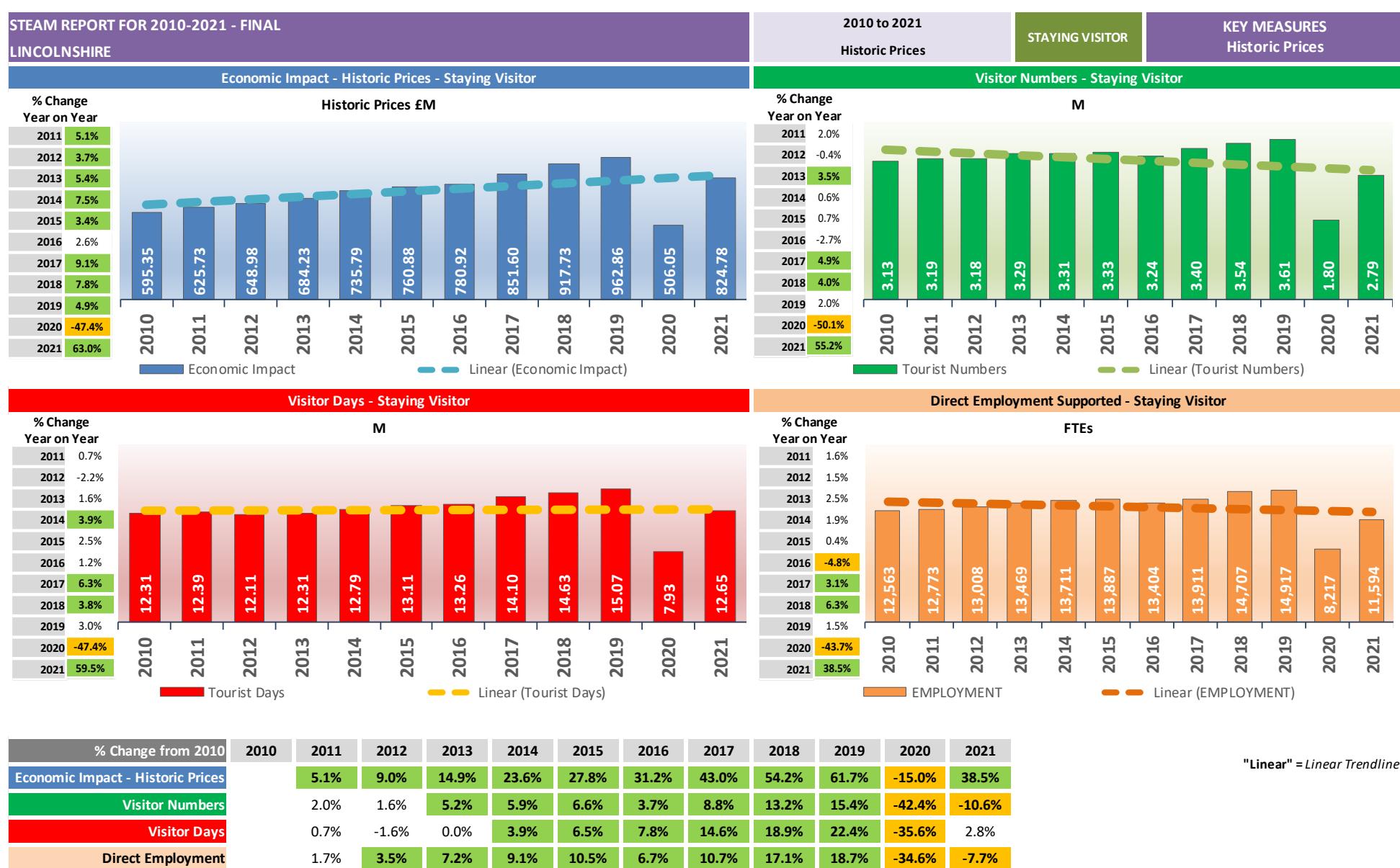
"Linear" = Linear Trendline

**STEAM REPORT FOR 2010-2021 - FINAL**  
**LINCOLNSHIRE**



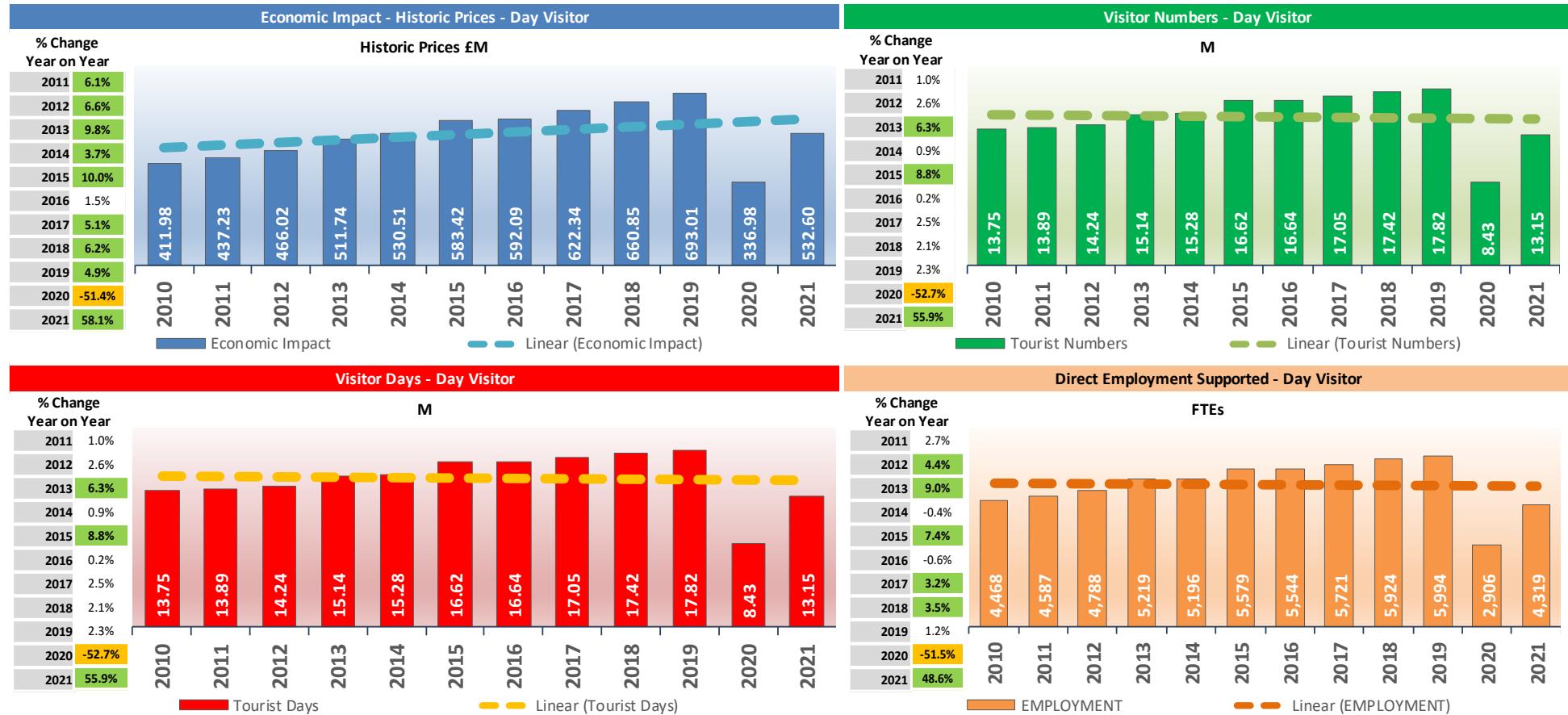


**STEAM REPORT FOR 2010-2021 - FINAL**  
**LINCOLNSHIRE**



## STEAM REPORT FOR 2010-2021 - FINAL

LINCOLNSHIRE



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
<b>Economic Impact - Historic Prices</b>		6.1%	13.1%	24.2%	28.8%	41.6%	43.7%	51.1%	60.4%	68.2%	-18.2%	29.3%
<b>Visitor Numbers</b>		1.0%	3.6%	10.1%	11.1%	20.8%	21.0%	24.0%	26.6%	29.5%	-38.7%	-4.4%
<b>Visitor Days</b>		1.0%	3.6%	10.1%	11.1%	20.8%	21.0%	24.0%	26.6%	29.5%	-38.7%	-4.4%
<b>Direct Employment</b>		2.7%	7.2%	16.8%	16.3%	24.9%	24.1%	28.1%	32.6%	34.2%	-35.0%	-3.3%

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2010 to 2021

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

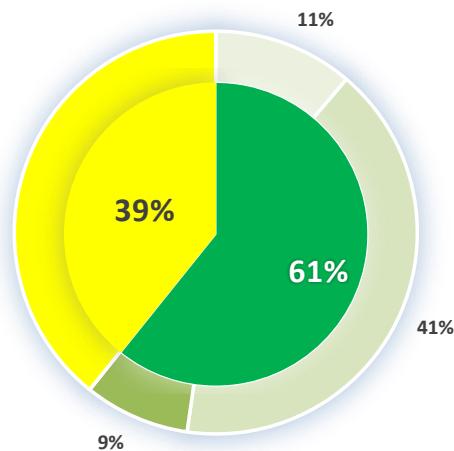
*Day Visitor*

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

Visitor Numbers - 2021 - M - Share of Total

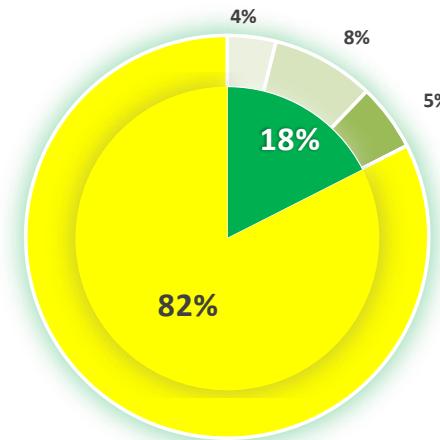
**TOTAL**  
**£1,357.38m**

	£M
Serviced	152.46
Non-Serviced	557.19
SFR	115.13
Staying Visitor	824.78
Day Visitor	532.60
<b>Total</b>	<b>1,357.38</b>



**TOTAL**  
**15.94m**

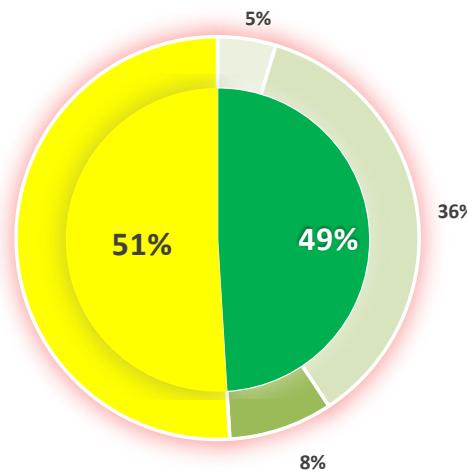
	M
Serviced	0.62
Non-Serviced	1.32
SFR	0.86
Staying Visitor	2.79
Day Visitor	13.15
<b>Total</b>	<b>15.94</b>



Visitor Days - 2021 - M - Share of Total

**TOTAL**  
**25.80m**

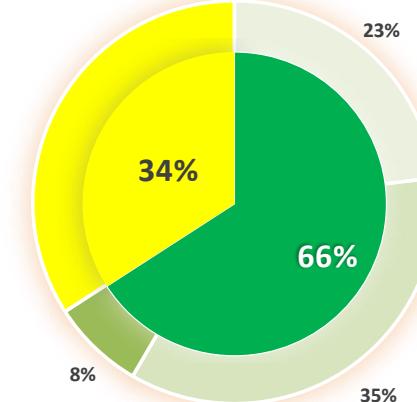
	M
Serviced	1.21
Non-Serviced	9.29
SFR	2.15
Staying Visitor	12.65
Day Visitor	13.15
<b>Total</b>	<b>25.80</b>



Direct Employment Supported - 2021 - FTEs - Share of Total

**TOTAL**  
**12,656 Direct FTEs**  
**15,913 Total FTEs**

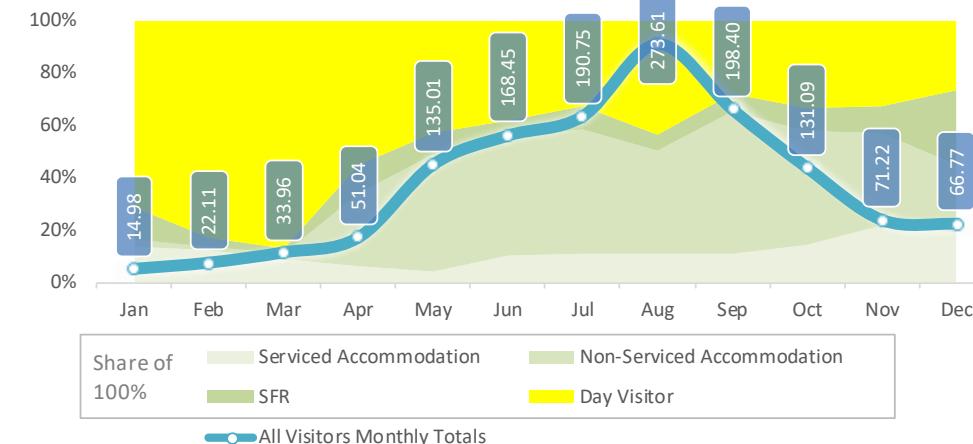
	FTEs
Serviced	2,920
Non-Serviced	4,473
SFR	943
Staying Visitor	8,337
Day Visitor	4,319
<b>Total</b>	<b>12,656</b>



## STEAM REPORT FOR 2010-2021 - FINAL

LINCOLNSHIRE

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



2021

Historic Prices

TOTAL

DISTRIBUTION BY MONTH

Historic Prices

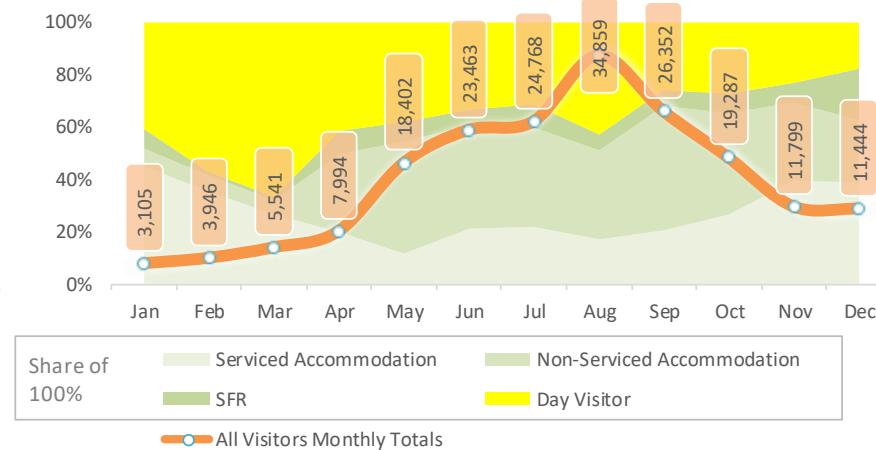
### Visitor Numbers - 2021 - 000s - Distribution of Impact by Month



### Visitor Days - 2021 - 000s - Distribution of Impact by Month

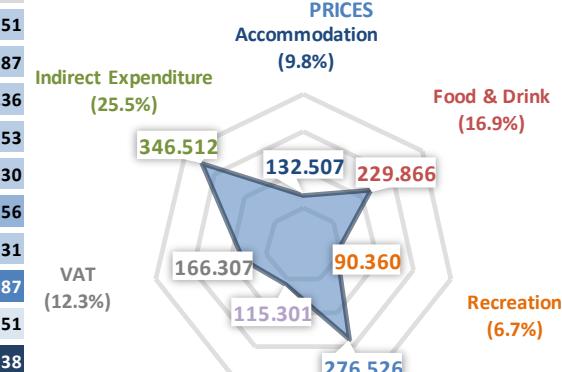


### Direct Employment Supported - 2021 - FTEs - Distribution of Impact by Month



STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021 Historic Prices		TOTAL	SECTORAL ANALYSIS Historic Prices
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES												2021 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES			
SECTOR / YEAR		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Accommodation	£M	94.89	95.20	103.75	110.59	121.76	124.53	129.72	142.68	152.72	158.04	88.01	132.51		
Food & Drink	£M	176.22	182.98	190.52	204.26	215.07	229.19	232.71	248.93	267.21	280.75	151.22	229.87		
Recreation	£M	68.99	71.78	74.82	80.31	84.50	90.28	91.57	97.81	105.16	110.59	58.92	90.36		
Shopping	£M	212.48	220.58	230.25	247.71	260.35	279.17	284.21	303.04	324.13	340.46	172.45	276.53		
Transport	£M	87.12	90.63	94.11	100.86	106.03	113.11	115.49	123.62	132.37	139.48	71.89	115.30		
Direct Revenue	£M	639.70	661.16	693.44	743.72	787.71	836.28	853.70	916.08	981.59	1,029.32	542.48	844.56		
VAT	£M	111.95	132.23	138.69	148.74	157.54	167.26	170.74	183.22	196.32	205.86	84.00	166.31		
Direct Expenditure	£M	751.64	793.40	832.13	892.47	945.25	1,003.54	1,024.45	1,099.30	1,177.91	1,235.18	626.48	1,010.87		
Indirect Expenditure	£M	255.68	269.56	282.88	303.51	321.06	340.76	348.56	374.64	400.67	420.70	216.55	346.51		
<b>TOTAL</b>	<b>£M</b>	<b>1,007.32</b>	<b>1,062.96</b>	<b>1,115.00</b>	<b>1,195.98</b>	<b>1,266.30</b>	<b>1,344.30</b>	<b>1,373.01</b>	<b>1,473.94</b>	<b>1,578.58</b>	<b>1,655.88</b>	<b>843.03</b>	<b>1,357.38</b>		

## 2021 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES

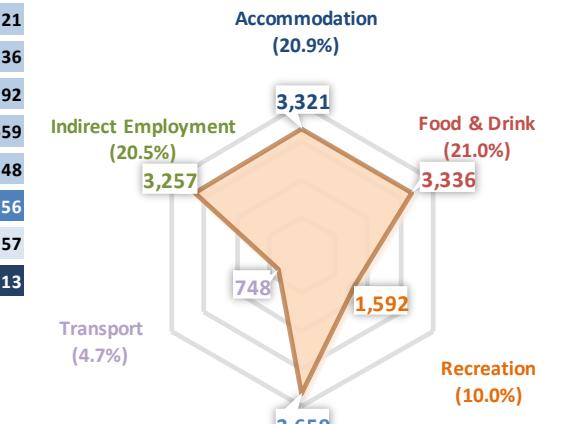


## 2021

### SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													2021 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES			
SECTOR / YEAR		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021			
Accommodation	FTEs	4,395	4,413	4,559	4,581	4,635	4,599	4,125	4,063	4,361	4,423	2,701	3,321			
Food & Drink	FTEs	3,367	3,454	3,522	3,748	3,790	3,944	3,921	4,118	4,312	4,370	2,284	3,336			
Recreation	FTEs	1,600	1,644	1,678	1,788	1,807	1,885	1,872	1,964	2,059	2,089	1,080	1,592			
Shopping	FTEs	3,701	3,796	3,881	4,144	4,183	4,380	4,366	4,570	4,768	4,831	2,375	3,659			
Transport	FTEs	744	764	777	827	835	870	869	914	954	970	485	748			
Direct Employment	FTEs	13,807	14,072	14,417	15,089	15,251	15,678	15,154	15,628	16,454	16,681	8,926	12,656			
Indirect Employment	FTEs	3,224	3,288	3,379	3,599	3,656	3,789	3,795	4,004	4,177	4,230	2,197	3,257			
<b>TOTAL</b>	<b>FTEs</b>	<b>17,030</b>	<b>17,359</b>	<b>17,796</b>	<b>18,688</b>	<b>18,907</b>	<b>19,466</b>	<b>18,948</b>	<b>19,633</b>	<b>20,631</b>	<b>20,912</b>	<b>11,123</b>	<b>15,913</b>			

### SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2010 to 2021

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

*Day Visitor*

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		TOTAL																				
An increase of 3% or more		ECONOMIC IMPACT £Bn - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4											
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1		Q2		Q3		Q4
% Change 2010 to 2021		-65.4%	-55.4%	-32.8%	-35.9%	24.2%	48.7%	50.7%	59.3%	85.0%	84.2%	62.6%	59.0%	34.8%		-50.4%	17.6%	63.4%	71.4%			
% Change 2020 to 2021		-82.0%	-72.0%	-40.0%	566.2%	745.1%	709.2%	109.0%	41.0%	26.4%	47.0%	326.2%	112.1%	61.0%		-67.6%	697.5%	49.9%	95.9%			
Average Annual Change		-5.9%	-5.0%	-3.0%	-3.3%	2.2%	4.4%	4.6%	5.4%	7.7%	7.7%	5.7%	5.4%	3.2%		-4.6%	1.6%	5.8%	6.5%			
2010	£Bn	0.043	0.050	0.051	0.080	0.109	0.113	0.127	0.172	0.107	0.071	0.044	0.042	1.007		0.143	0.302	0.406	0.157			
2011	£Bn	0.051	0.053	0.058	0.091	0.115	0.112	0.132	0.170	0.110	0.077	0.048	0.044	1.063		0.162	0.319	0.412	0.169			
2012	£Bn	0.054	0.056	0.067	0.090	0.114	0.120	0.140	0.183	0.115	0.078	0.052	0.046	1.115		0.177	0.324	0.438	0.177			
2013	£Bn	0.057	0.062	0.077	0.092	0.130	0.122	0.150	0.199	0.118	0.082	0.057	0.051	1.196		0.195	0.343	0.467	0.191			
2014	£Bn	0.057	0.064	0.086	0.101	0.135	0.126	0.157	0.204	0.134	0.088	0.061	0.053	1.266		0.206	0.363	0.495	0.202			
2015	£Bn	0.064	0.071	0.091	0.104	0.142	0.133	0.163	0.224	0.139	0.097	0.061	0.056	1.344		0.225	0.379	0.526	0.214			
2016	£Bn	0.064	0.071	0.096	0.105	0.147	0.142	0.164	0.230	0.140	0.096	0.060	0.058	1.373		0.231	0.394	0.533	0.214			
2017	£Bn	0.069	0.075	0.100	0.115	0.159	0.150	0.175	0.243	0.157	0.103	0.064	0.064	1.474		0.244	0.424	0.575	0.231			
2018	£Bn	0.074	0.080	0.105	0.121	0.173	0.161	0.185	0.264	0.166	0.112	0.069	0.069	1.579		0.260	0.455	0.614	0.250			
2019	£Bn	0.079	0.086	0.113	0.130	0.182	0.169	0.195	0.272	0.170	0.116	0.073	0.071	1.656		0.278	0.481	0.637	0.261			
2020	£Bn	0.083	0.079	0.057	0.008	0.016	0.021	0.091	0.194	0.157	0.089	0.017	0.031	0.843		0.219	0.044	0.442	0.137			
2021	£Bn	0.015	0.022	0.034	0.051	0.135	0.168	0.191	0.274	0.198	0.131	0.071	0.067	1.357		0.071	0.354	0.663	0.269			
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL								
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021									
Total	£Bn	1.007	1.063	1.115	1.196	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357									
All Visitor Types	£Bn	1.007	1.063	1.115	1.196	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357									
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%									
Annual Change in Share	%																					
Change in Share from 2010	%																					
Avg Ann. Change in Share	%																					

£Bn

Economic Impact by Year and Share of Total

Report Prepared by: Alison Tipler. Date of Issue: 27/05/22.

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION																				
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	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 2010 to 2021		-68.0%	-72.6%	-66.6%	-67.6%	-51.1%	42.0%	37.9%	50.4%	35.7%	52.6%	45.2%	65.8%	9.6%		-69.3%	-21.7%	42.0%	53.3%			
% Change 2020 to 2021		-81.8%	-82.1%	-52.7%	148.6%	169.6%	828.3%	284.3%	103.9%	100.2%	123.3%	616.8%	671.1%	89.6%		-76.4%	402.7%	135.1%	283.3%			
Average Annual Change		-6.2%	-6.6%	-6.1%	-6.1%	-4.6%	3.8%	3.4%	4.6%	3.2%	4.8%	4.1%	6.0%	0.9%		-6.3%	-2.0%	3.8%	4.8%			
2010	£M	6.311	9.823	8.766	9.713	10.90	12.03	15.33	19.36	15.86	12.52	10.77	7.692	139.07		24.90	32.65	50.55	30.98			
2011	£M	7.385	11.05	10.11	10.91	11.18	12.69	16.07	20.11	15.18	12.73	11.14	8.507	147.05	5.7%	28.54	34.78	51.36	32.37			
2012	£M	6.759	11.25	10.89	10.92	11.65	14.49	16.68	22.06	17.84	13.42	12.67	8.598	157.23	6.9%	28.90	37.07	56.59	34.68			
2013	£M	7.332	13.45	13.73	10.14	13.08	15.25	18.42	23.92	16.98	13.16	14.66	10.39	170.50	8.4%	34.51	38.47	59.31	38.21			
2014	£M	7.762	13.01	13.25	11.80	13.79	15.14	20.14	24.70	21.25	15.15	14.87	10.82	181.69	6.6%	34.02	40.73	66.08	40.85			
2015	£M	9.448	14.13	13.77	12.40	15.12	17.99	21.46	26.80	20.43	16.77	13.72	10.99	193.02	6.2%	37.34	45.51	68.69	41.48			
2016	£M	8.560	13.46	13.31	12.18	14.65	17.08	21.52	26.76	19.48	15.33	13.37	11.43	187.12	-3.1%	35.33	43.90	67.76	40.13			
2017	£M	9.518	13.54	13.10	13.61	17.18	18.42	21.57	26.44	20.84	16.79	14.37	12.92	198.29	6.0%	36.16	49.21	68.85	44.08			
2018	£M	10.63	15.16	14.32	14.95	19.57	20.83	23.55	30.05	22.57	19.04	16.24	14.52	221.43	11.7%	40.11	55.35	76.18	49.80			
2019	£M	10.87	15.37	14.67	15.24	20.05	21.42	24.37	30.69	22.79	19.70	16.81	14.40	226.39	2.2%	40.92	56.72	77.85	50.91			
2020	£M	11.11	15.09	6.187	1.266	1.978	1.840	5.498	14.28	10.74	8.557	2.181	1.654	80.39	-64.5%	32.39	5.085	30.52	12.39			
2021	£M	2.022	2.696	2.926	3.149	5.332	17.08	21.13	29.11	21.51	19.11	15.63	12.75	152.46	89.6%	7.644	25.56	71.76	47.50			
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION								
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic Impact by Year and Share of Total							
Serviced		£M	139.07	147.05	157.23	170.50	181.69	193.02	187.12	198.29	221.43	226.39	80.39	152.46	250.00					20.0%		
All Visitor Types		£Bn	1.007	1.063	1.115	1.196	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	200.00					15.0%		
Share of Total		%	13.8%	13.8%	14.1%	14.3%	14.3%	14.4%	13.6%	13.5%	14.0%	13.7%	9.5%	11.2%	150.00					10.0%		
Annual Change in Share		%	0.2%	1.9%	1.1%	0.6%	0.1%	-5.1%	-1.3%	4.3%	-2.5%	-30.3%	17.8%		100.00					5.0%		
Change in Share from 2010		%	0.2%	2.1%	3.3%	3.9%	4.0%	-1.3%	-2.6%	1.6%	-1.0%	-30.9%	-18.6%		50.00					0.0%		
Avg Ann. Change in Share		%	0.2%	1.1%	1.1%	1.0%	0.8%	-0.2%	-0.4%	0.2%	-0.1%	-3.1%	-1.7%		0.00	Serviced £M				Serviced £M		

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Report Prepared by: Alison Tipler. Date of Issue: 27/05/22

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices										
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER									
KEY		NON-SERVICED ACCOMMODATION												CALENDAR YEAR											
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		-94.7%	30.0%	78.2%	141.1%							
% Change 2010 to 2021		-92.1%	-96.2%	-94.5%	-42.4%	43.3%	55.3%	63.6%	56.6%	126.1%	153.7%	141.3%	107.2%	56.1%	Annual Change	-96.5%	1492.2%	29.4%	76.4%						
% Change 2020 to 2021		-97.5%	-97.0%	-95.0%	766.6%	1502.7%	1779.4%	69.1%	24.0%	12.3%	31.1%	844.8%	71.1%	61.5%		-8.6%	2.7%	7.1%	12.8%						
Average Annual Change		-8.4%	-8.7%	-8.6%	-3.9%	3.9%	5.0%	5.8%	5.1%	11.5%	14.0%	12.8%	9.7%	5.1%											
2010	£M	4.960	10.04	13.37	24.69	42.58	48.46	55.24	68.66	47.94	22.37	10.27	8.378	356.95		28.37	115.73	171.84	41.02						
2011	£M	7.064	9.149	15.41	29.15	47.53	48.88	55.59	65.44	47.57	25.52	12.57	8.490	372.36	4.3%	31.62	125.56	168.60	46.59						
2012	£M	8.014	9.731	17.28	30.10	46.11	48.38	55.62	67.27	47.37	27.01	13.76	9.981	380.62	2.2%	35.02	124.58	170.26	50.75						
2013	£M	8.786	10.31	19.41	30.27	48.35	48.66	57.46	70.19	49.03	28.88	15.14	10.87	397.34	4.4%	38.50	127.28	176.67	54.89						
2014	£M	9.429	11.10	21.03	32.56	51.18	51.68	61.56	72.95	61.51	31.57	17.00	12.10	433.67	9.1%	41.55	135.41	196.02	60.68						
2015	£M	9.457	10.99	21.66	33.51	52.99	53.17	63.92	76.10	61.01	32.58	17.20	12.16	444.76	2.6%	42.11	139.68	201.03	61.94						
2016	£M	10.14	11.52	22.10	34.47	54.72	55.19	67.29	81.29	65.11	34.63	18.24	12.92	467.63	5.1%	43.76	144.38	213.70	65.79						
2017	£M	11.51	13.68	22.62	38.84	60.16	58.86	75.81	87.50	76.76	38.63	19.48	15.04	518.90	11.0%	47.81	157.86	240.08	73.15						
2018	£M	12.13	14.39	23.63	40.90	66.10	64.00	78.95	95.61	80.02	42.08	20.81	15.88	554.49	6.9%	50.15	170.99	254.58	78.77						
2019	£M	13.76	15.27	24.97	47.00	71.33	66.55	85.97	99.67	80.94	43.07	23.26	17.57	589.36	6.3%	54.00	184.88	266.58	83.90						
2020	£M	15.46	12.85	14.49	1.640	3.807	4.005	53.43	86.70	96.51	43.30	2.623	10.15	344.97	-41.5%	42.81	9.452	236.64	56.07						
2021	£M	0.390	0.386	0.730	14.21	61.02	75.27	90.36	107.54	108.39	56.75	24.78	17.36	557.19	61.5%	1.506	150.50	306.29	98.90						
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION											
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic Impact by Year and Share of Total										
Non-Serviced	£M	356.95	372.36	380.62	397.34	433.67	444.76	467.63	518.90	554.49	589.36	344.97	557.19	800.00	50.0%										
All Visitor Types	£Bn	1.007	1.063	1.115	1.196	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	500.00	40.0%										
Share of Total	%	35.4%	35.0%	34.1%	33.2%	34.2%	33.1%	34.1%	35.2%	35.1%	35.6%	40.9%	41.0%	600.00	30.0%										
Annual Change in Share	%	-1.1%	-2.6%	-2.7%	3.1%	-3.4%	2.9%	3.4%	-0.2%	1.3%	15.0%	0.3%		400.00	20.0%										
Change in Share from 2010	%	-1.1%	-3.7%	-6.2%	-3.4%	-6.6%	-3.9%	-0.7%	-0.9%	0.4%	15.5%	15.8%		200.00	10.0%										
Avg Ann. Change in Share	%	-1.1%	-1.8%	-2.1%	-0.8%	-1.3%	-0.6%	-0.1%	-0.1%	0.0%	1.5%	1.4%		0.00	0.0%										

The chart displays two data series over a 12-year period. The blue bars represent the 'Non-Serviced £M' economic impact, which shows significant growth from 2010 to 2021. The black line with circular markers represents the 'Share of Total %', which remains relatively stable around 35% until 2019, after which it begins to rise sharply, reaching approximately 50% by 2021.

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021 Historic Prices		SFR		ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SFR																				
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4					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 2010 to 2021		-86.4%	-88.0%	-87.5%	-52.9%	34.9%	68.2%	67.1%	68.9%	108.9%	99.4%	68.8%	53.8%	15.9%		-87.0%	4.8%	77.4%	68.2%			
% Change 2020 to 2021		-92.0%	-90.9%	-83.9%	498.9%	1205.8%	1554.7%	103.4%	40.5%	38.8%	65.4%	780.6%	189.1%	42.7%		-90.8%	1037.8%	57.1%	165.8%			
Average Annual Change		-7.9%	-8.0%	-8.0%	-4.8%	3.2%	6.2%	6.1%	6.3%	9.9%	9.0%	6.3%	4.9%	1.4%		-7.9%	0.4%	7.0%	6.2%			
2010	£M	13.78	5.096	5.339	11.61	8.223	6.641	9.954	10.49	6.103	5.514	4.386	12.18	99.32		24.22	26.47	26.55	22.08			
2011	£M	15.44	5.401	5.837	12.59	8.840	7.015	10.45	10.87	6.326	5.892	4.745	12.92	106.33	7.1%	26.68	28.44	27.65	23.55			
2012	£M	15.86	5.553	6.217	13.17	9.126	7.333	10.85	11.42	6.663	6.194	5.081	13.67	111.14	4.5%	27.63	29.63	28.93	24.94			
2013	£M	16.66	6.023	6.742	13.41	9.515	7.527	11.34	11.94	6.794	6.369	5.409	14.66	116.39	4.7%	29.43	30.45	30.07	26.44			
2014	£M	17.13	6.031	6.823	14.00	9.829	7.730	11.81	12.48	7.279	6.707	5.548	15.06	120.43	3.5%	29.98	31.56	31.57	27.32			
2015	£M	17.55	6.045	6.963	14.32	10.13	8.048	12.19	12.94	7.442	6.928	5.561	14.97	123.09	2.2%	30.56	32.50	32.57	27.46			
2016	£M	17.75	6.139	7.073	14.68	10.40	8.248	12.56	13.38	7.703	7.036	5.721	15.50	126.17	2.5%	30.96	33.32	33.63	28.26			
2017	£M	18.92	6.489	7.305	15.66	11.21	8.742	13.39	14.10	8.390	7.514	6.056	16.63	134.40	6.5%	32.71	35.61	35.88	30.20			
2018	£M	20.01	6.879	7.651	16.43	11.89	9.257	14.01	14.95	8.729	7.955	6.409	17.64	141.81	5.5%	34.54	37.57	37.69	32.00			
2019	£M	20.86	7.073	7.888	17.26	12.39	9.547	14.65	15.42	8.916	8.168	6.708	18.23	147.11	3.7%	35.82	39.20	38.99	33.11			
2020	£M	23.46	6.705	4.144	0.913	0.850	0.675	8.180	12.61	9.184	6.650	0.841	6.480	80.70	-45.1%	34.31	2.438	29.98	13.97			
2021	£M	1.876	0.610	0.666	5.467	11.10	11.17	16.64	17.72	12.75	11.00	7.402	18.73	115.13	42.7%	3.151	27.74	47.11	37.13			
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR								
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic Impact by Year and Share of Total							
SFR		99.32	106.33	111.14	116.39	120.43	123.09	126.17	134.40	141.81	147.11	80.70	115.13									
All Visitor Types		1.007	1.063	1.115	1.196	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357									
Share of Total		9.9%	10.0%	10.0%	9.7%	9.5%	9.2%	9.2%	9.1%	9.0%	8.9%	9.6%	8.5%									
Annual Change in Share		%	1.4%	-0.4%	-2.4%	-2.3%	-3.7%	0.4%	-0.8%	-1.5%	-1.1%	7.7%	-11.4%									
Change in Share from 2010		%	1.4%	1.1%	-1.3%	-3.5%	-7.1%	-6.8%	-7.5%	-8.9%	-9.9%	-2.9%	-14.0%									
Avg Ann. Change in Share		%	1.4%	0.5%	-0.4%	-0.9%	-1.4%	-1.1%	-1.1%	-1.1%	-1.1%	-0.3%	-1.3%									

The chart displays the economic impact in millions of pounds (£M) and the share of total for each year from 2010 to 2021. The blue bars show a general upward trend in SFR (£M), starting at approximately 99.32 in 2010 and reaching about 115.13 in 2021. The grey line shows the share of total, which starts at 9.9% in 2010 and fluctuates between 8.5% and 12.0% throughout the period.

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices							
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER							
KEY		STAYING VISITOR																					
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	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 2010 to 2021		-82.9%	-85.2%	-84.3%	-50.4%	25.5%	54.2%	59.1%	56.7%	104.1%	115.0%	88.1%	72.9%	38.5%		-84.1%	16.6%	70.8%	95.1%				
% Change 2020 to 2021		-91.4%	-89.3%	-82.6%	497.7%	1067.2%	1487.7%	90.9%	35.9%	22.5%	48.5%	747.1%	167.2%	63.0%		-88.8%	1100.6%	43.1%	122.6%				
Average Annual Change		-7.5%	-7.7%	-7.7%	-4.6%	2.3%	4.9%	5.4%	5.2%	9.5%	10.5%	8.0%	6.6%	3.5%		-7.6%	1.5%	6.4%	8.6%				
2010	£M	25.05	24.96	27.48	46.01	61.71	67.13	80.52	98.52	69.90	40.40	25.43	28.25	595.35		77.49	174.84	248.93	94.08				
2011	£M	29.89	25.60	31.35	52.64	67.56	68.58	82.12	96.42	69.07	44.14	28.45	29.91	625.73		86.84	188.78	247.61	102.51				
2012	£M	30.64	26.53	34.39	54.19	66.88	70.21	83.15	100.75	71.88	46.62	31.51	32.25	648.98		91.55	191.28	255.77	110.38				
2013	£M	32.78	29.78	39.88	53.82	70.94	71.44	87.22	106.04	72.80	48.41	35.21	35.92	684.23		102.44	196.20	266.06	119.53				
2014	£M	34.32	30.14	41.10	58.36	74.80	74.55	93.51	110.13	90.04	53.44	37.43	37.99	735.79		105.56	207.71	293.68	128.85				
2015	£M	36.46	31.16	42.39	60.23	78.24	79.22	97.57	115.83	88.88	56.28	36.48	38.12	760.88		110.01	217.69	302.29	130.89				
2016	£M	36.45	31.12	42.48	61.32	79.77	80.52	101.37	121.42	92.30	57.00	37.33	39.85	780.92		110.05	221.61	315.09	134.17				
2017	£M	39.95	33.71	43.02	68.11	88.54	86.03	110.77	128.05	105.99	62.93	39.90	44.59	851.60		116.68	242.68	344.80	147.43				
2018	£M	42.77	36.43	45.59	72.27	97.56	94.09	116.52	140.61	111.32	69.08	43.46	48.03	917.73		124.80	263.92	368.45	160.57				
2019	£M	45.48	37.72	47.53	79.51	103.78	97.51	124.99	145.77	112.65	70.94	46.78	50.20	962.86		130.73	280.80	383.41	167.92				
2020	£M	50.04	34.65	24.82	3.819	6.635	6.520	67.11	113.59	116.44	58.51	5.645	18.28	506.05		109.51	16.97	297.13	82.43				
2021	£M	4.287	3.692	4.322	22.83	77.44	103.53	128.13	154.38	142.65	86.86	47.82	48.85	824.78		12.30	203.80	425.15	183.53				
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR									
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic Impact by Year and Share of Total								
Staying Visitor		£M	595.35	625.73	648.98	684.23	735.79	760.88	780.92	851.60	917.73	962.86	506.05	824.78	1,200.00								
All Visitor Types		£Bn	1.007	1.063	1.115	1.196	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	1,000.00								
Share of Total		%	59.1%	58.9%	58.2%	57.2%	58.1%	56.6%	56.9%	57.8%	58.1%	58.1%	60.0%	60.8%	80.0%								
Annual Change in Share		%	-0.4%	-1.1%	-1.7%	1.6%	-2.6%	0.5%	1.6%	0.6%	0.0%	3.2%	1.2%		60.0%								
Change in Share from 2010		%	-0.4%	-1.5%	-3.2%	-1.7%	-4.2%	-3.8%	-2.2%	-1.6%	-1.6%	1.6%	2.8%		40.0%								
Avg Ann. Change in Share		%	-0.4%	-0.8%	-1.1%	-0.4%	-0.8%	-0.6%	-0.3%	-0.2%	-0.2%	0.2%	0.3%		20.0%								
														0.00	Staying Visitor £M								
														800.00	Share of Total %								
														600.00	2010								
														400.00									
														200.00									
														0.00									

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Report Prepared by: Alison Tipler. Date of Issue: 27/05/22

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	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 2010 to 2021		-41.2%	-25.1%	28.7%	-15.9%	22.5%	40.7%	36.0%	62.8%	49.3%	43.7%	27.4%	30.4%	29.3%		-10.7%	19.0%	51.7%	36.0%		
% Change 2020 to 2021		-68.0%	-58.4%	-6.9%	634.4%	516.3%	354.1%	159.4%	48.3%	37.6%	44.3%	111.4%	35.8%	58.1%		-46.3%	448.4%	63.8%	55.8%		
Average Annual Change		-3.7%	-2.3%	2.6%	-1.4%	2.0%	3.7%	3.3%	5.7%	4.5%	4.0%	2.5%	2.8%	2.7%		-1.0%	1.7%	4.7%	3.3%		
2010	£M	18.17	24.60	23.03	33.56	46.98	46.14	46.04	73.24	37.35	30.77	18.37	13.75	411.98	Annual Change	65.80	126.67	156.63	62.88		
2011	£M	21.43	27.27	26.95	38.66	47.88	43.85	50.26	73.31	41.11	32.52	19.74	14.25	437.23		6.1%	75.65	130.39	164.67	66.51	
2012	£M	23.44	29.62	32.20	35.95	47.16	49.49	56.60	81.79	43.60	31.87	20.71	13.59	466.02	6.6%	85.26	132.60	181.99	66.17		
2013	£M	23.83	32.41	36.74	37.79	58.70	50.18	62.33	93.32	45.10	33.88	22.20	15.27	511.74	9.8%	92.97	146.67	200.75	71.35		
2014	£M	22.49	33.49	44.83	43.00	59.93	51.94	63.87	94.05	43.65	34.70	23.23	15.32	530.51	3.7%	100.82	154.87	201.57	73.25		
2015	£M	27.23	39.39	48.50	43.78	63.46	54.28	65.70	107.76	50.31	41.08	24.20	17.71	583.42	10.0%	115.12	161.53	223.78	83.00		
2016	£M	27.81	39.46	53.82	43.64	67.68	61.29	62.49	108.38	47.46	38.92	23.08	18.05	592.09	1.5%	121.09	172.61	218.34	80.05		
2017	£M	28.80	41.37	56.71	46.51	70.65	64.23	64.70	115.21	50.67	40.11	24.32	19.05	622.34	5.1%	126.88	181.40	230.59	83.48		
2018	£M	31.16	43.97	59.84	48.24	75.94	66.57	68.45	123.22	54.32	42.82	25.83	20.50	660.85	6.2%	134.97	190.74	245.99	89.15		
2019	£M	33.39	48.14	65.29	50.40	78.10	71.22	70.16	126.28	57.45	45.26	26.02	21.30	693.01	4.9%	146.82	199.72	253.89	92.58		
2020	£M	33.39	44.29	31.82	3.841	9.340	14.30	24.15	80.40	40.53	30.65	11.07	13.21	336.98	-51.4%	109.49	27.48	145.08	54.92		
2021	£M	10.69	18.42	29.64	28.21	57.56	64.92	62.62	119.23	55.76	44.23	23.39	17.93	532.60	58.1%	58.75	150.69	237.61	85.55		
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic Impact by Year and Share of Total						
Day Visitor	£M	411.98	437.23	466.02	511.74	530.51	583.42	592.09	622.34	660.85	693.01	336.98	532.60	800.00	50.0%	40.0%	30.0%	20.0%	10.0%	0.0%	
All Visitor Types	£Bn	1.007	1.063	1.115	1.196	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357								
Share of Total	%	40.9%	41.1%	41.8%	42.8%	41.9%	43.4%	43.1%	42.2%	41.9%	41.9%	40.0%	39.2%								
Annual Change in Share	%		0.6%	1.6%	2.4%	-2.1%	3.6%	-0.6%	-2.1%	-0.9%	0.0%	-4.5%	-1.8%								
Change in Share from 2010	%		0.6%	2.2%	4.6%	2.4%	6.1%	5.4%	3.2%	2.4%	2.3%	-2.3%	-4.1%								
Avg Ann. Change in Share	%		0.6%	1.1%	1.5%	0.6%	1.2%	0.9%	0.5%	0.3%	0.3%	-0.2%	-0.4%								

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Report Prepared by: Alison Tipler Date of Issue: 27/05/22

## Visitor Numbers by Month, Year and Visitor Type for the Period 2010 to 2021

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

*Day Visitor*

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021			TOTAL		VISITOR NUMBERS						
VISITOR NUMBERS BY:												MONTH AND QUARTER			CALENDAR YEAR		QUARTER						
KEY		TOTAL																					
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER							
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2		Q3		Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		-44.0%		-15.5%		14.1%		6.2%	
% Change 2010 to 2021		-63.9%	-51.1%	-19.5%	-44.1%	-12.1%	2.4%	2.6%	19.6%	18.2%	10.6%	1.1%	3.9%			-44.0%	-53.3%	483.2%	58.1%	70.8%			
% Change 2020 to 2021		-73.3%	-62.6%	-15.6%	599.2%	547.3%	405.5%	141.1%	44.5%	33.3%	43.8%	161.2%	67.7%	55.8%			-53.3%	483.2%	58.1%	70.8%			
Average Annual Change		-5.8%	-4.6%	-1.8%	-4.0%	-1.1%	0.2%	0.2%	1.8%	1.7%	1.0%	0.1%	0.4%	-0.5%			-4.0%	-1.4%	1.3%	0.6%			
2010	M	0.804	0.975	0.937	1.389	1.897	1.870	1.877	2.850	1.570	1.262	0.786	0.662	16.88		2.715	5.157	6.297	2.709				
2011	M	0.895	1.025	1.043	1.518	1.862	1.717	1.936	2.713	1.627	1.268	0.806	0.664	17.08		2.963	5.097	6.277	2.739				
2012	M	0.923	1.063	1.179	1.386	1.769	1.830	2.060	2.882	1.660	1.208	0.823	0.635	17.42		3.164	4.985	6.602	2.667				
2013	M	0.916	1.142	1.300	1.389	2.080	1.799	2.185	3.152	1.670	1.238	0.868	0.691	18.43		3.359	5.268	7.007	2.797				
2014	M	0.855	1.132	1.488	1.505	2.049	1.788	2.194	3.118	1.632	1.251	0.886	0.685	18.58		3.476	5.342	6.944	2.822				
2015	M	0.984	1.293	1.577	1.505	2.130	1.825	2.218	3.507	1.834	1.428	0.904	0.740	19.95		3.854	5.460	7.559	3.072				
2016	M	0.992	1.277	1.704	1.484	2.216	2.006	2.107	3.464	1.706	1.329	0.848	0.747	19.88		3.972	5.707	7.277	2.924				
2017	M	1.010	1.305	1.741	1.550	2.273	2.054	2.140	3.583	1.795	1.349	0.872	0.778	20.45		4.057	5.877	7.519	2.999				
2018	M	1.049	1.339	1.769	1.553	2.358	2.063	2.181	3.699	1.846	1.391	0.897	0.808	20.95		4.157	5.974	7.726	3.097				
2019	M	1.092	1.419	1.873	1.594	2.376	2.143	2.195	3.704	1.888	1.428	0.894	0.817	21.42		4.383	6.112	7.787	3.139				
2020	M	1.087	1.275	0.893	0.111	0.258	0.379	0.798	2.357	1.392	0.971	0.304	0.410	10.23		-52.2%	3.254	0.747	4.548	1.685			
2021	M	0.291	0.476	0.754	0.776	1.668	1.915	1.925	3.407	1.855	1.396	0.794	0.688	15.94		1.521	4.359	7.188	2.878				
VISITOR NUMBERS												TOTAL											
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M	Visitor No.s by Year and Share of Total								
Total	M	16.88	17.08	17.42	18.43	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94		25.00	120.0%							
All Visitor Types	M	16.88	17.08	17.42	18.43	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94		20.00	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%		15.00	80.0%							
Annual Change in Share	%														10.00	60.0%							
Change in Share from 2010	%														5.00	40.0%							
Avg Ann. Change in Share	%														0.00	20.0%							
Total M												Share of Total %											

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STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021		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													
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			QUARTER								
% Change 2010 to 2021		-80.3%	-77.3%	-76.1%	-80.8%	-69.1%	-19.2%	4.6%	-8.8%	22.6%	-10.9%	16.5%	61.5%	-21.5%										
% Change 2020 to 2021		-82.1%	-82.3%	-53.0%	144.4%	164.1%	809.4%	277.6%	99.9%	96.7%	119.3%	607.4%	660.4%	83.8%	Annual Change		QUARTER							
Average Annual Change		-7.3%	-7.0%	-6.9%	-7.3%	-6.3%	-1.7%	0.4%	-0.8%	2.1%	-1.0%	1.5%	5.6%	-2.0%			QUARTER							
2010 000s		40.6	60.6	52.8	56.6	60.9	66.5	75.0	92.2	89.2	76.0	72.3	50.0	792.5			QUARTER							
2011 000s		41.6	65.3	61.6	60.1	59.2	65.6	76.6	89.9	84.2	69.8	71.5	58.8	804.2	1.5%									
2012 000s		35.0	64.7	67.9	58.3	59.1	70.8	77.3	93.7	98.8	67.4	78.2	65.4	836.6	4.0%	QUARTER								
2013 000s		37.7	87.4	81.6	45.6	65.1	74.7	82.6	96.3	99.6	62.6	91.1	80.3	904.6	8.1%									
2014 000s		35.2	75.2	70.1	46.5	60.2	65.0	88.5	98.0	121.9	71.0	90.8	82.3	904.6	0.0%	QUARTER								
2015 000s		39.6	81.9	71.7	46.8	64.5	68.0	90.5	94.2	123.0	73.2	87.2	82.5	923.1	2.0%									
2016 000s		37.7	77.5	64.7	47.0	59.4	61.5	89.6	87.8	113.3	62.8	82.7	81.2	865.1	-6.3%	QUARTER								
2017 000s		40.9	74.8	61.0	50.9	66.4	63.3	87.3	83.9	116.0	65.3	84.7	88.6	883.1	2.1%									
2018 000s		44.2	81.2	64.4	54.4	73.3	69.3	92.8	92.8	121.3	71.3	92.5	96.9	954.5	8.1%	QUARTER								
2019 000s		44.5	81.0	64.8	54.6	73.8	70.0	93.8	92.6	120.2	72.4	94.1	94.2	955.9	0.1%									
2020 000s		44.5	77.9	26.8	4.5	7.1	5.9	20.8	42.1	55.6	30.9	11.9	10.6	338.5	-64.6%	QUARTER								
2021 000s		8.0	13.7	12.6	10.9	18.8	53.7	78.4	84.1	109.4	67.7	84.1	80.7	622.2	83.8%									
VISITOR NUMBERS												SERVICED ACCOMMODATION												
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor No.s by Year and Share of Total									
Serviced 000s		792.5	804.2	836.6	904.6	904.6	923.1	865.1	883.1	954.5	955.9	338.5	622.2	1,200.00	Visitor No.s by Year and Share of Total									
All Visitor Types M		16.9	17.1	17.4	18.4	18.6	19.9	19.9	20.5	21.0	21.4	10.2	15.9	1,000.00										
Share of Total %		4.7%	4.7%	4.8%	4.9%	4.9%	4.6%	4.4%	4.3%	4.6%	4.5%	3.3%	3.9%	800.00	Visitor No.s by Year and Share of Total									
Annual Change in Share %		0.3%	2.0%	2.2%	-0.8%	-4.9%	-6.0%	-0.8%	5.5%	-2.0%	-25.9%	18.0%	-16.9%	600.00										
Change in Share from 2010 %		0.3%	2.3%	4.5%	3.7%	-1.4%	-7.3%	-8.0%	-3.0%	-5.0%	-29.5%	-16.9%	Visitor No.s by Year and Share of Total											
Avg Ann. Change in Share %		0.3%	1.1%	1.5%	0.9%	-0.3%	-1.2%	-1.1%	-0.4%	-0.6%	-3.0%	-1.5%	Visitor No.s by Year and Share of Total											
VISITOR NUMBERS												SERVICED ACCOMMODATION												
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor No.s by Year and Share of Total									
Serviced 000s		792.5	804.2	836.6	904.6	904.6	923.1	865.1	883.1	954.5	955.9	338.5	622.2	1,200.00	Visitor No.s by Year and Share of Total									
All Visitor Types M		16.9	17.1	17.4	18.4	18.6	19.9	19.9	20.5	21.0	21.4	10.2	15.9	1,000.00										
Share of Total %		4.7%	4.7%	4.8%	4.9%	4.9%	4.6%	4.4%	4.3%	4.6%	4.5%	3.3%	3.9%	800.00	Visitor No.s by Year and Share of Total									
Annual Change in Share %		0.3%	2.0%	2.2%	-0.8%	-4.9%	-6.0%	-0.8%	5.5%	-2.0%	-25.9%	18.0%	-16.9%	600.00										
Change in Share from 2010 %		0.3%	2.3%	4.5%	3.7%	-1.4%	-7.3%	-8.0%	-3.0%	-5.0%	-29.5%	-16.9%	Visitor No.s by Year and Share of Total											
Avg Ann. Change in Share %		0.3%	1.1%	1.5%	0.9%	-0.3%	-1.2%	-1.1%	-0.4%	-0.6%	-3.0%	-1.5%	Visitor No.s by Year and Share of Total											

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STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021		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 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 2010 to 2021		-95.9%	-97.4%	-96.9%	-66.9%	-13.1%	-9.7%	12.1%	21.7%	65.4%	57.8%	48.6%	5.9%	3.3%	Annual Change	-96.9%	-23.8%	32.0%	45.0%		
% Change 2020 to 2021		-97.5%	-97.0%	-95.0%	759.2%	1498.1%	1774.1%	65.5%	21.6%	11.7%	29.7%	833.1%	68.5%	60.9%		-96.5%	1475.3%	26.0%	76.4%		
Average Annual Change		-8.7%	-8.9%	-8.8%	-6.1%	-1.2%	-0.9%	1.1%	2.0%	5.9%	5.3%	4.4%	0.5%	0.3%		-8.8%	-2.2%	2.9%	4.1%		
2010	M	0.017	0.032	0.052	0.104	0.173	0.184	0.164	0.211	0.163	0.093	0.046	0.034	1.274	M	0.101	0.461	0.538	0.174		
2011	M	0.024	0.032	0.060	0.118	0.186	0.178	0.162	0.194	0.167	0.099	0.052	0.033	1.306		0.116	0.482	0.524	0.184		
2012	M	0.024	0.032	0.060	0.116	0.172	0.166	0.153	0.187	0.157	0.100	0.054	0.033	1.255	-4.0%	0.116	0.455	0.497	0.187		
2013	M	0.024	0.032	0.061	0.114	0.181	0.160	0.156	0.191	0.166	0.106	0.060	0.033	1.283	2.3%	0.117	0.454	0.513	0.199		
2014	M	0.023	0.030	0.058	0.107	0.166	0.147	0.163	0.207	0.180	0.113	0.066	0.036	1.296	1.0%	0.111	0.420	0.550	0.215		
2015	M	0.018	0.027	0.054	0.097	0.159	0.128	0.151	0.236	0.204	0.115	0.069	0.029	1.287	-0.7%	0.099	0.384	0.592	0.212		
2016	M	0.021	0.028	0.056	0.095	0.154	0.139	0.155	0.220	0.183	0.103	0.057	0.031	1.242	-3.5%	0.106	0.388	0.558	0.190		
2017	M	0.023	0.033	0.056	0.104	0.165	0.144	0.169	0.230	0.210	0.111	0.059	0.035	1.340	7.9%	0.112	0.413	0.609	0.206		
2018	M	0.024	0.033	0.057	0.106	0.175	0.151	0.172	0.244	0.213	0.117	0.061	0.036	1.388	3.6%	0.114	0.432	0.629	0.214		
2019	M	0.026	0.035	0.058	0.119	0.184	0.154	0.184	0.249	0.211	0.117	0.067	0.039	1.443	3.9%	0.119	0.457	0.644	0.223		
2020	M	0.029	0.028	0.033	0.004	0.009	0.009	0.111	0.211	0.242	0.114	0.007	0.022	0.818	-43.3%	0.090	0.022	0.564	0.143		
2021	M	0.001	0.001	0.002	0.034	0.151	0.166	0.184	0.256	0.270	0.147	0.068	0.037	1.316	60.9%	0.003	0.351	0.710	0.252		
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M	Visitor No.s by Year and Share of Total						
Non-Serviced	M	1.274	1.306	1.255	1.283	1.296	1.287	1.242	1.340	1.388	1.443	0.818	1.316	2.00	10.0%						
All Visitor Types	M	16.88	17.08	17.42	18.43	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	2.00	8.0%						
Share of Total	%	7.5%	7.7%	7.2%	7.0%	7.0%	6.5%	6.2%	6.6%	6.6%	6.7%	8.0%	8.3%	1.50	6.0%						
Annual Change in Share	%	1.4%	-5.9%	-3.3%	0.2%	-7.5%	-3.2%	4.9%	1.1%	1.6%	18.7%	3.3%	1.50	0.50	4.0%						
Change in Share from 2010	%	1.4%	-4.6%	-7.8%	-7.6%	-14.5%	-17.2%	-13.2%	-12.2%	-10.8%	5.9%	9.4%	1.50	0.00	2.0%						
Avg Ann. Change in Share	%	1.4%	-2.3%	-2.6%	-1.9%	-2.9%	-2.9%	-1.9%	-1.5%	-1.2%	0.6%	0.9%	1.50	0.00	0.0%						

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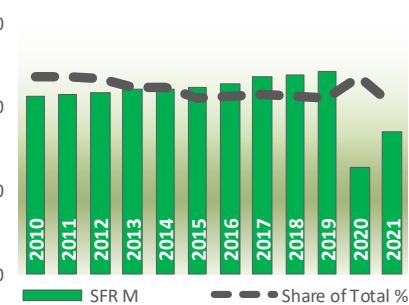
Report Prepared by: Alison Tipler. Date of Issue: 27/05/22



STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021		SFR	VISITOR NUMBERS						
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SFR																			
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4		
% Change 2010 to 2021		-87.1%	-88.7%	-87.8%	-68.4%	-18.5%	14.8%	15.6%	20.2%	40.1%	36.6%	18.2%	8.0%	-19.2%	Annual Change	-87.6%	-28.2%	23.6%	18.1%		
% Change 2020 to 2021		-89.9%	-88.5%	-79.0%	436.4%	951.9%	1405.7%	87.6%	33.3%	24.2%	51.0%	722.2%	170.6%	33.1%		-88.2%	924.8%	44.6%	146.8%		
Average Annual Change		-7.9%	-8.1%	-8.0%	-6.2%	-1.7%	1.3%	1.4%	1.8%	3.6%	3.3%	1.7%	0.7%	-1.7%		-8.0%	-2.6%	2.1%	1.6%		
2010	M	0.139	0.061	0.063	0.109	0.095	0.080	0.101	0.102	0.071	0.065	0.055	0.118	1.059	0.264	0.283	0.274	0.238			
2011	M	0.149	0.062	0.065	0.112	0.097	0.080	0.101	0.101	0.070	0.066	0.056	0.120	1.078	0.276	0.289	0.271	0.242			
2012	M	0.147	0.061	0.067	0.113	0.096	0.081	0.100	0.102	0.071	0.067	0.058	0.122	1.085	0.275	0.290	0.273	0.247			
2013	M	0.149	0.064	0.070	0.111	0.097	0.080	0.102	0.103	0.070	0.067	0.060	0.126	1.100	0.284	0.289	0.275	0.253			
2014	M	0.149	0.063	0.069	0.113	0.097	0.080	0.103	0.105	0.073	0.068	0.060	0.126	1.107	0.281	0.291	0.281	0.254			
2015	M	0.151	0.062	0.070	0.114	0.099	0.083	0.105	0.107	0.074	0.070	0.059	0.124	1.120	0.283	0.296	0.287	0.253			
2016	M	0.151	0.062	0.070	0.116	0.101	0.084	0.107	0.110	0.076	0.070	0.060	0.127	1.132	0.283	0.300	0.292	0.257			
2017	M	0.157	0.064	0.071	0.120	0.106	0.086	0.111	0.113	0.080	0.073	0.062	0.133	1.176	3.8%	0.292	0.313	0.304	0.268		
2018	M	0.160	0.065	0.071	0.121	0.108	0.088	0.112	0.115	0.080	0.074	0.063	0.135	1.193	1.5%	0.296	0.317	0.307	0.273		
2019	M	0.162	0.066	0.071	0.124	0.110	0.089	0.114	0.115	0.080	0.074	0.064	0.137	1.207	1.2%	0.299	0.323	0.310	0.275		
2020	M	0.178	0.061	0.037	0.006	0.007	0.006	0.062	0.092	0.080	0.059	0.008	0.047	0.643	-46.7%	0.275	0.020	0.234	0.114		
2021	M	0.018	0.007	0.008	0.034	0.077	0.092	0.116	0.123	0.100	0.089	0.065	0.128	0.856	33.1%	0.033	0.203	0.339	0.281		
VISITOR NUMBERS														SFR							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M	Visitor No.s by Year and Share of Total						
SFR		1.059	1.078	1.085	1.100	1.107	1.120	1.132	1.176	1.193	1.207	0.643	0.856	1.50	Share of Total %						
All Visitor Types		16.88	17.08	17.42	18.43	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	1.00	8.0%						
Share of Total		6.3%	6.3%	6.2%	6.0%	6.0%	5.6%	5.7%	5.7%	5.7%	5.6%	6.3%	5.4%	1.00	6.0%						
Annual Change in Share		0.7%	-1.4%	-4.1%	-0.2%	-5.8%	1.5%	0.9%	-0.9%	-1.1%	11.5%	-14.6%	0.2%	1.00	4.0%						
Change in Share from 2010		0.7%	-0.7%	-4.9%	-5.0%	-10.5%	-9.2%	-8.4%	-9.2%	-10.2%	0.2%	-14.4%	0.0%	0.00	2.0%						
Avg Ann. Change in Share		0.7%	-0.4%	-1.6%	-1.3%	-2.1%	-1.5%	-1.2%	-1.2%	-1.1%	0.0%	-1.3%	0.0%	0.00	0.0%						

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Report Prepared by: Alison Tipler. Date of Issue: 27/05/22



STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021			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 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			QUARTER					
% Change 2010 to 2021		-86.5%	-86.0%	-86.9%	-70.4%	-25.0%	-5.7%	11.4%	14.4%	48.1%	29.7%	25.5%	20.8%	-10.6%							
% Change 2020 to 2021		-89.4%	-87.1%	-77.2%	435.7%	932.2%	1393.2%	95.2%	34.3%	26.9%	49.5%	701.4%	208.2%	55.2%							
Average Annual Change		-7.9%	-7.8%	-7.9%	-6.4%	-2.3%	-0.5%	1.0%	1.3%	4.4%	2.7%	2.3%	1.9%	-1.0%							
2010 M		0.197	0.154	0.168	0.269	0.329	0.330	0.340	0.405	0.323	0.235	0.172	0.203	3.125	Annual Change	QUARTER					
2011 M		0.214	0.159	0.187	0.290	0.341	0.324	0.340	0.385	0.322	0.235	0.180	0.212	3.189		QUARTER					
2012 M		0.206	0.157	0.195	0.288	0.327	0.317	0.331	0.382	0.327	0.234	0.190	0.220	3.176	-0.4%	QUARTER					
2013 M		0.211	0.183	0.213	0.271	0.343	0.315	0.340	0.390	0.336	0.235	0.211	0.239	3.288	3.5%	QUARTER					
2014 M		0.207	0.168	0.198	0.267	0.324	0.292	0.355	0.409	0.375	0.252	0.217	0.244	3.308	0.6%	QUARTER					
2015 M		0.209	0.171	0.196	0.258	0.323	0.279	0.347	0.438	0.401	0.258	0.215	0.236	3.330	0.7%	QUARTER					
2016 M		0.210	0.168	0.191	0.258	0.314	0.284	0.351	0.417	0.372	0.235	0.199	0.239	3.239	-2.7%	QUARTER					
2017 M		0.221	0.172	0.188	0.275	0.337	0.294	0.367	0.426	0.406	0.250	0.206	0.257	3.399	4.9%	QUARTER					
2018 M		0.228	0.180	0.192	0.282	0.356	0.309	0.377	0.452	0.414	0.263	0.216	0.268	3.536	4.0%	QUARTER					
2019 M		0.233	0.181	0.195	0.298	0.368	0.312	0.392	0.457	0.411	0.264	0.225	0.270	3.606	2.0%	QUARTER					
2020 M		0.251	0.167	0.096	0.015	0.024	0.021	0.194	0.345	0.377	0.204	0.027	0.080	1.800	-50.1%	QUARTER					
2021 M		0.027	0.022	0.022	0.080	0.247	0.312	0.379	0.463	0.479	0.304	0.216	0.245	2.794	55.2%	QUARTER					
VISITOR NUMBERS												STAYING VISITOR									
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M	Visitor No.s by Year and Share of Total						
Staying Visitor		M	3.125	3.189	3.176	3.288	3.308	3.330	3.239	3.399	3.536	3.606	1.800	2.794	M	Visitor No.s by Year and Share of Total					
All Visitor Types		M	16.88	17.08	17.42	18.43	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	M	Visitor No.s by Year and Share of Total					
Share of Total		%	18.5%	18.7%	18.2%	17.8%	17.8%	16.7%	16.3%	16.6%	16.9%	16.8%	17.6%	17.5%	M	Visitor No.s by Year and Share of Total					
Annual Change in Share		%	0.9%	-2.4%	-2.2%	-0.2%	-6.2%	-2.4%	2.0%	1.6%	-0.3%	4.5%	-0.4%		M	Visitor No.s by Year and Share of Total					
Change in Share from 2010		%	0.9%	-1.5%	-3.7%	-3.9%	-9.8%	-12.0%	-10.2%	-8.9%	-9.1%	-5.0%	-5.4%		M	Visitor No.s by Year and Share of Total					
Avg Ann. Change in Share		%	0.9%	-0.8%	-1.2%	-1.0%	-2.0%	-2.0%	-1.5%	-1.1%	-1.0%	-0.5%	-0.5%		M	Visitor No.s by Year and Share of Total					

The chart displays two data series over 12 years. The green bars represent the number of staying visitors (M), starting at 3.125 in 2010 and ending at 2.794 in 2021. The grey bars represent the share of total visitors (%), starting at 18.5% in 2010 and ending at 17.5% in 2021.

Year	Staying Visitor (M)	Share of Total (%)
2010	3.125	18.5%
2011	3.189	18.7%
2012	3.176	18.2%
2013	3.288	17.8%
2014	3.308	17.8%
2015	3.330	16.7%
2016	3.239	16.3%
2017	3.399	16.6%
2018	3.536	16.9%
2019	3.606	16.8%
2020	1.800	17.6%
2021	2.794	17.5%

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021			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 2010 to 2021		-56.5%	-44.6%	-4.8%	-37.8%	-9.4%	4.1%	0.6%	20.4%	10.4%	6.3%	-5.8%	-3.5%	-4.4%		-34.0%	-12.0%	12.2%	0.6%		
% Change 2020 to 2021		-68.4%	-59.0%	-8.1%	624.5%	508.0%	347.9%	155.8%	46.3%	35.7%	42.3%	108.6%	33.9%	55.9%		-47.1%	441.0%	61.6%	53.6%		
Average Annual Change		-5.1%	-4.1%	-0.4%	-3.4%	-0.9%	0.4%	0.1%	1.9%	0.9%	0.6%	-0.5%	-0.3%	-0.4%		-3.1%	-1.1%	1.1%	0.1%		
2010 M		0.606	0.821	0.769	1.120	1.568	1.540	1.537	2.445	1.247	1.027	0.613	0.459	13.75	Annual Change		2.196	4.229	5.229	2.099	
2011 M		0.681	0.866	0.856	1.228	1.521	1.393	1.596	2.328	1.306	1.033	0.627	0.453	13.89	1.0%	2.403	4.142	5.230	2.113		
2012 M		0.716	0.905	0.984	1.099	1.441	1.512	1.730	2.500	1.333	0.974	0.633	0.415	14.24	2.6%		2.606	4.053	5.562	2.022	
2013 M		0.705	0.959	1.087	1.118	1.737	1.485	1.844	2.762	1.335	1.002	0.657	0.452	15.14	6.3%	2.751	4.340	5.940	2.111		
2014 M		0.648	0.964	1.291	1.238	1.726	1.496	1.839	2.708	1.257	0.999	0.669	0.441	15.28	0.9%		2.903	4.460	5.804	2.109	
2015 M		0.775	1.122	1.381	1.247	1.807	1.546	1.871	3.069	1.433	1.170	0.689	0.504	16.62	8.8%	3.278	4.600	6.373	2.364		
2016 M		0.782	1.109	1.513	1.227	1.902	1.723	1.756	3.046	1.334	1.094	0.649	0.507	16.64	0.2%		3.403	4.851	6.137	2.250	
2017 M		0.789	1.134	1.554	1.275	1.936	1.760	1.773	3.157	1.389	1.099	0.666	0.522	17.05	2.5%	3.477	4.971	6.319	2.287		
2018 M		0.821	1.159	1.577	1.271	2.001	1.754	1.804	3.248	1.432	1.129	0.681	0.540	17.42	2.1%		3.557	5.027	6.483	2.350	
2019 M		0.858	1.238	1.678	1.296	2.008	1.831	1.804	3.246	1.477	1.164	0.669	0.548	17.82	2.3%	3.774	5.134	6.527	2.380		
2020 M		0.836	1.108	0.796	0.096	0.234	0.358	0.604	2.012	1.014	0.767	0.277	0.331	8.434	-52.7%		2.741	0.688	3.631	1.375	
2021 M		0.264	0.455	0.732	0.697	1.421	1.603	1.546	2.944	1.377	1.092	0.578	0.443	13.15	55.9%	1.450	3.721	5.867	2.112		
VISITOR NUMBERS												DAY VISITOR									
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M	Visitor No.s by Year and Share of Total						
Day Visitor		13.75	13.89	14.24	15.14	15.28	16.62	16.64	17.05	17.42	17.82	8.434	13.15	20.00	Share of Total %						
All Visitor Types		16.88	17.08	17.42	18.43	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	20.00	100.0%						
Share of Total		81.5%	81.3%	81.8%	82.2%	82.2%	83.3%	83.7%	83.4%	83.1%	83.2%	82.4%	82.5%	15.00	80.0%						
Annual Change in Share		-0.2%		0.5%		0.5%		0.0%		1.3%		0.5%		-0.4%		-0.3%		0.1%		-0.9%	
Change in Share from 2010		-0.2%		0.3%		0.8%		0.9%		2.2%		2.7%		2.3%		2.0%		2.1%		1.1%	
Avg Ann. Change in Share		-0.2%		0.2%		0.3%		0.2%		0.4%		0.5%		0.3%		0.3%		0.2%		0.1%	
												Day Visitor M							0.0%		

The chart displays two data series over 12 years. The green bars represent 'Day Visitor M', which starts at approximately 13.8 million in 2010 and rises to about 13.15 million in 2021. The grey bars represent the 'Share of Total %', which starts at 81.5% in 2010 and ends at 82.5% in 2021.

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Report Prepared by: Alison Tipler Date of Issue: 27/05/22

## Visitor Days by Month, Year and Visitor Type for the Period 2010 to 2021

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

*Day Visitor*

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021			TOTAL		VISITOR DAYS																							
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER																								
KEY		TOTAL																																						
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL		% Change																								
Less than 3% change		Q1			Q2			Q3			Q4					Q1		Q2		Q3		Q4																		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change																								
% Change 2010 to 2021		-71.8%	-61.9%	-41.1%	-49.6%	-6.7%	8.0%	9.7%	20.6%	30.1%	31.3%	16.0%	13.0%			-1.0%		-57.6%		-12.5%		19.9%		22.3%																
% Change 2020 to 2021		-80.3%	-68.6%	-33.7%	601.6%	723.8%	617.7%	107.7%	38.0%	24.3%	41.4%	254.8%	85.7%			57.7%		-63.6%		652.6%		46.9%		79.8%																
Average Annual Change		-6.5%	-5.6%	-3.7%	-4.5%	-0.6%	0.7%	0.9%	1.9%	2.7%	2.8%	1.5%	1.2%			-0.1%		-5.2%		-1.1%		1.8%		2.0%																
2010	M	1.142	1.295	1.324	2.125	2.944	3.033	3.095	4.357	2.755	1.851	1.088	1.051	26.06		3.762		8.102		10.21		3.989																		
2011	M	1.291	1.319	1.460	2.329	2.971	2.846	3.116	4.110	2.737	1.905	1.147	1.046	26.28		0.8%		4.070		8.146		9.963		4.099																
2012	M	1.322	1.352	1.613	2.175	2.798	2.907	3.175	4.247	2.722	1.843	1.174	1.030	26.36		0.3%		4.287		7.880		10.14		4.048																
2013	M	1.328	1.431	1.777	2.158	3.118	2.850	3.315	4.549	2.707	1.881	1.234	1.104	27.45		4.1%		4.536		8.126		10.57		4.219																
2014	M	1.281	1.436	1.990	2.321	3.129	2.877	3.366	4.597	2.754	1.931	1.272	1.112	28.07		2.2%		4.707		8.328		10.72		4.316																
2015	M	1.428	1.598	2.097	2.353	3.257	2.981	3.446	5.027	2.955	2.135	1.280	1.170	29.73		5.9%		5.123		8.591		11.43		4.585																
2016	M	1.431	1.579	2.217	2.332	3.358	3.164	3.361	5.064	2.899	2.065	1.246	1.189	29.90		0.6%		5.227		8.854		11.32		4.501																
2017	M	1.478	1.638	2.251	2.468	3.496	3.255	3.493	5.244	3.147	2.142	1.285	1.261	31.16		4.2%		5.367		9.218		11.88		4.688																
2018	M	1.527	1.680	2.286	2.488	3.654	3.326	3.558	5.461	3.216	2.227	1.325	1.302	32.05		2.9%		5.493		9.468		12.23		4.854																
2019	M	1.595	1.768	2.403	2.614	3.732	3.424	3.655	5.495	3.246	2.265	1.353	1.332	32.88		2.6%		5.766		9.771		12.40		4.950																
2020	M	1.632	1.574	1.177	0.153	0.333	0.457	1.635	3.807	2.885	1.718	0.356	0.640	16.36		-50.2%		4.383		0.942		8.326		2.713																
2021	M	0.322	0.494	0.780	1.071	2.746	3.277	3.395	5.253	3.585	2.429	1.262	1.188	25.80		57.7%		1.596		7.093		12.23		4.879																
VISITOR DAYS																TOTAL																								
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M	Visitor Days by Year and Share of Total																									
Total	M	26.06	26.28	26.36	27.45	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80	40.00																										
All Visitor Types	M	26.06	26.28	26.36	27.45	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80	40.00																										
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																										
Annual Change in Share	%																																							
Change in Share from 2010	%																																							
Avg Ann. Change in Share	%																																							

Report Prepared by: Alison Tipler. Date of Issue: 27/05/22.

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021		SERVICED		VISITOR DAYS						
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION																				
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL		% Change						
Less than 3% change		Q1			Q2			Q3			Q4						Q1	Q2	Q3	Q4		
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change	-77.1%	-41.1%	7.3%	14.5%		
% Change 2010 to 2021		-76.1%	-79.6%	-75.0%	-75.4%	-63.3%	6.6%	5.6%	13.5%	1.7%	13.3%	7.9%	25.9%	-18.0%			-76.6%	396.2%	130.4%	277.3%		
% Change 2020 to 2021		-82.0%	-82.3%	-53.2%	146.1%	165.7%	817.3%	279.2%	100.9%	96.7%	119.2%	607.1%	660.2%	86.7%			-7.0%	-3.7%	0.7%	1.3%		
Average Annual Change		-6.9%	-7.2%	-6.8%	-6.9%	-5.8%	0.6%	0.5%	1.2%	0.2%	1.2%	0.7%	2.4%	-1.6%								
2010	000s	68.3	105.1	94.0	105.2	117.7	130.4	150.8	193.9	172.3	135.3	115.9	82.2	1,471.1			267.3	353.4	516.9	333.5		
2011	000s	77.1	113.6	104.2	114.2	116.8	132.5	151.4	192.2	158.5	132.5	115.6	87.8	1,496.4			295.0	363.4	502.1	335.9		
2012	000s	68.7	112.5	109.8	111.4	118.6	147.6	151.7	203.3	182.3	136.3	128.2	86.6	1,557.0			291.0	377.7	537.3	351.0		
2013	000s	71.1	127.2	131.7	99.1	127.6	148.8	164.7	216.9	166.8	127.8	142.2	100.4	1,624.4			330.1	375.5	548.4	370.4		
2014	000s	73.6	120.5	123.6	112.0	130.9	143.9	174.3	216.8	202.7	143.2	140.6	102.0	1,684.2			317.7	386.9	593.8	385.8		
2015	000s	89.3	130.6	128.5	117.6	143.3	170.3	185.1	232.4	194.0	157.9	128.7	103.4	1,781.1			348.3	431.3	611.5	390.0		
2016	000s	78.6	121.0	120.9	112.1	135.1	157.3	179.2	224.1	179.9	140.6	121.9	104.5	1,675.1			320.5	404.4	583.2	367.0		
2017	000s	83.9	116.9	113.9	120.9	151.5	163.0	176.2	217.2	184.8	147.1	125.4	113.9	1,714.7			314.7	435.4	578.2	386.4		
2018	000s	90.4	126.6	120.6	129.1	167.1	178.4	187.3	240.2	193.7	160.8	137.1	124.3	1,855.5			337.6	474.6	621.1	422.2		
2019	000s	90.7	126.0	121.4	129.4	168.2	180.1	189.1	239.4	192.0	163.5	139.2	120.9	1,860.0			338.2	477.7	620.5	423.6		
2020	000s	90.8	121.1	50.2	10.5	16.2	15.2	42.0	109.6	89.0	69.9	17.7	13.6	645.8			262.0	41.9	240.6	101.2		
2021	000s	16.3	21.4	23.5	25.9	43.2	139.0	159.2	220.2	175.1	153.2	125.1	103.6	1,205.8			61.2	208.1	554.5	382.0		
VISITOR DAYS														SERVICED ACCOMMODATION								
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	000s	Visitor Days by Year and Share of Total							
Serviced	000s	1,471.1	1,496.4	1,557.0	1,624.4	1,684.2	1,781.1	1,675.1	1,714.7	1,855.5	1,860.0	645.8	1,205.8	2,000.00	8.0%							
All Visitor Types	M	26.1	26.3	26.4	27.5	28.1	29.7	29.9	31.2	32.1	32.9	16.4	25.8	2,000.00	6.0%							
Share of Total	%	5.6%	5.7%	5.9%	5.9%	6.0%	6.0%	5.6%	5.5%	5.8%	5.7%	3.9%	4.7%	1,500.00	4.0%							
Annual Change in Share	%	0.9%	3.7%	0.2%	1.4%	-0.2%	-6.5%	-1.8%	5.2%	-2.3%	-30.2%	18.4%	-30.1%	1,000.00	2.0%							
Change in Share from 2010	%	0.9%	4.6%	4.8%	6.3%	6.1%	-0.8%	-2.5%	2.6%	0.2%	-30.1%	-17.2%	-3.0%	500.00	0.0%							
Avg Ann. Change in Share	%	0.9%	2.3%	1.6%	1.6%	1.2%	-0.1%	-0.4%	0.3%	0.0%	-3.0%	-1.6%	-1.6%	0.00	0.0%							

The chart displays two data series over a 12-year period. The red bars represent 'Serviced 000s', starting at approximately 1,471.1 in 2010 and ending at 1,205.8 in 2021. The blue line with circular markers represents the 'Share of Total %', which starts at about 8.0% in 2010 and shows a general downward trend to around 4.0% by 2021.

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021		NON-SERVICED		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																			
An increase of 3% or more		VISITOR DAYS IN 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 2010 to 2021		-94.5%	-97.3%	-96.2%	-59.4%	2.3%	11.0%	19.3%	21.0%	51.9%	78.4%	69.4%	44.4%	11.6%	Annual Change	-96.3%	-7.2%	30.1%	69.3%		
% Change 2020 to 2021		-97.5%	-97.0%	-95.0%	759.2%	1498.1%	1774.2%	65.5%	21.6%	11.7%	29.7%	833.5%	68.6%	61.5%		-96.5%	1488.3%	26.9%	73.9%		
Average Annual Change		-8.6%	-8.8%	-8.7%	-5.4%	0.2%	1.0%	1.8%	1.9%	4.7%	7.1%	6.3%	4.0%	1.1%		-8.8%	-0.7%	2.7%	6.3%		
2010	M	0.119	0.240	0.327	0.606	1.050	1.194	1.156	1.453	1.181	0.549	0.248	0.202	8.325	0.1%	0.685	2.851	3.791	0.998		
2011	M	0.161	0.209	0.359	0.684	1.121	1.152	1.116	1.328	1.121	0.598	0.291	0.195	8.335		0.730	2.957	3.565	1.083		
2012	M	0.169	0.206	0.375	0.660	1.027	1.077	1.043	1.279	1.052	0.589	0.296	0.212	7.985		-4.2%	0.750	2.763	3.374	1.097	
2013	M	0.179	0.210	0.407	0.640	1.040	1.048	1.052	1.303	1.053	0.608	0.314	0.223	8.075		1.1%	0.795	2.728	3.408	1.144	
2014	M	0.186	0.220	0.427	0.665	1.058	1.069	1.095	1.400	1.136	0.642	0.342	0.241	8.480		5.0%	0.833	2.793	3.630	1.225	
2015	M	0.185	0.215	0.437	0.680	1.087	1.091	1.127	1.446	1.167	0.658	0.342	0.239	8.675		2.3%	0.837	2.858	3.741	1.239	
2016	M	0.192	0.219	0.433	0.681	1.099	1.109	1.158	1.509	1.221	0.681	0.354	0.247	8.902		2.6%	0.844	2.889	3.887	1.282	
2017	M	0.213	0.253	0.432	0.747	1.175	1.151	1.266	1.577	1.399	0.740	0.367	0.280	9.599		7.8%	0.897	3.073	4.242	1.387	
2018	M	0.216	0.257	0.435	0.760	1.248	1.209	1.287	1.675	1.416	0.779	0.379	0.285	9.947		3.6%	0.909	3.217	4.378	1.443	
2019	M	0.240	0.267	0.450	0.853	1.315	1.227	1.377	1.709	1.404	0.779	0.414	0.309	10.34		4.0%	0.956	3.396	4.490	1.501	
2020	M	0.261	0.217	0.252	0.029	0.067	0.071	0.833	1.446	1.607	0.754	0.045	0.173	5.755		-44.4%	0.730	0.167	3.886	0.972	
2021	M	0.006	0.006	0.013	0.246	1.074	1.326	1.379	1.758	1.795	0.978	0.421	0.291	9.293		61.5%	0.025	2.646	4.931	1.690	
VISITOR DAYS														NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M	Visitor Days by Year and Share of Total						
Non-Serviced		M	8.325	8.335	7.985	8.075	8.480	8.675	8.902	9.599	9.947	10.34	5.755	9.293	Visitor Days by Year and Share of Total						
All Visitor Types		M	26.06	26.28	26.36	27.45	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80							
Share of Total		%	31.9%	31.7%	30.3%	29.4%	30.2%	29.2%	29.8%	30.8%	31.0%	31.5%	35.2%	36.0%							
Annual Change in Share		%	-0.7%	-4.5%	-2.9%	2.7%	-3.4%	2.0%	3.5%	0.7%	1.4%	11.8%	2.4%								
Change in Share from 2010		%	-0.7%	-5.2%	-7.9%	-5.4%	-8.6%	-6.8%	-3.6%	-2.9%	-1.5%	10.1%	12.7%								
Avg Ann. Change in Share		%	-0.7%	-2.6%	-2.6%	-1.4%	-1.7%	-1.1%	-0.5%	-0.4%	-0.2%	1.0%	1.2%								
NON-SERVICED ACCOMMODATION																					
Visitor Days by Year and Share of Total																					
Non-Serviced M																					
Share of Total %																					

The chart displays two data series over 12 years. The red bars represent 'Non-Serviced M', which starts at approximately 8.3 million in 2010 and shows significant fluctuations, peaking around 10.3 million in 2019 and ending at 9.293 million in 2021. The blue dashed line represents the 'Share of Total %', which starts at 31.9% in 2010 and generally declines to about 25.8% by 2021.

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021		SFR		VISITOR DAYS						
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SFR																				
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			Q1		Q2		Q3		Q4
% Change 2010 to 2021		-89.9%	-91.2%	-90.8%	-65.2%	-0.2%	24.4%	23.6%	24.9%	54.5%	47.5%	24.8%	13.8%	-14.3%		-90.4%	-22.5%	31.2%	24.4%			
% Change 2020 to 2021		-92.1%	-91.0%	-84.2%	490.8%	1188.2%	1532.3%	100.6%	38.6%	36.9%	63.1%	768.6%	185.2%	40.7%		-90.9%	1022.4%	55.0%	162.2%			
Average Annual Change		-8.2%	-8.3%	-8.3%	-5.9%	0.0%	2.2%	2.1%	2.3%	5.0%	4.3%	2.3%	1.3%	-1.3%		-8.2%	-2.0%	2.8%	2.2%			
2010	M	0.349	0.129	0.135	0.294	0.208	0.168	0.252	0.265	0.154	0.139	0.111	0.308	2.512		0.612	0.669	0.671	0.558			
2011	M	0.372	0.130	0.140	0.303	0.213	0.169	0.251	0.262	0.152	0.142	0.114	0.311	2.558		0.642	0.684	0.665	0.567			
2012	M	0.367	0.129	0.144	0.305	0.211	0.170	0.251	0.264	0.154	0.143	0.118	0.316	2.573		0.640	0.686	0.670	0.577			
2013	M	0.374	0.135	0.151	0.300	0.213	0.169	0.254	0.268	0.152	0.143	0.121	0.329	2.609		0.660	0.682	0.674	0.593			
2014	M	0.374	0.132	0.149	0.305	0.214	0.169	0.258	0.272	0.159	0.146	0.121	0.328	2.627		0.654	0.688	0.689	0.596			
2015	M	0.379	0.130	0.150	0.309	0.219	0.174	0.263	0.279	0.161	0.149	0.120	0.323	2.655		0.659	0.701	0.703	0.592			
2016	M	0.378	0.131	0.151	0.312	0.221	0.176	0.267	0.285	0.164	0.150	0.122	0.330	2.686		0.659	0.709	0.716	0.602			
2017	M	0.393	0.135	0.152	0.325	0.233	0.181	0.278	0.293	0.174	0.156	0.126	0.345	2.790	3.9%	0.679	0.739	0.745	0.627			
2018	M	0.399	0.137	0.153	0.328	0.237	0.185	0.280	0.298	0.174	0.159	0.128	0.352	2.831	1.5%	0.690	0.750	0.752	0.639			
2019	M	0.406	0.138	0.154	0.336	0.241	0.186	0.285	0.300	0.174	0.159	0.131	0.355	2.865	1.2%	0.697	0.763	0.759	0.645			
2020	M	0.445	0.127	0.079	0.017	0.016	0.013	0.155	0.239	0.174	0.126	0.016	0.123	1.530	-46.6%	0.651	0.046	0.568	0.265			
2021	M	0.035	0.011	0.012	0.102	0.208	0.209	0.311	0.331	0.238	0.206	0.138	0.350	2.153	40.7%	0.059	0.519	0.881	0.694			
VISITOR DAYS														SFR								
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021									
SFR	M	2.512	2.558	2.573	2.609	2.627	2.655	2.686	2.790	2.831	2.865	1.530	2.153									
All Visitor Types	M	26.06	26.28	26.36	27.45	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80									
Share of Total	%	9.6%	9.7%	9.8%	9.5%	9.4%	8.9%	9.0%	9.0%	8.8%	8.7%	9.3%	8.3%									
Annual Change in Share	%	1.0%	0.3%	-2.6%	-1.5%	-4.6%	0.6%	-0.3%	-1.3%	-1.4%	7.3%	-10.7%										
Change in Share from 2010	%	1.0%	1.3%	-1.4%	-2.9%	-7.3%	-6.8%	-7.1%	-8.3%	-9.6%	-3.0%	-13.4%										
Avg Ann. Change in Share	%	1.0%	0.6%	-0.5%	-0.7%	-1.5%	-1.1%	-1.0%	-1.0%	-1.1%	-0.3%	-1.2%										

Visitor Days by Year and Share of Total

Year	SFR M (Red)	Share of Total % (Blue)
2010	~2.5	~1.2
2011	~2.5	~1.0
2012	~2.5	~0.9
2013	~2.5	~0.8
2014	~2.5	~0.7
2015	~2.5	~0.6
2016	~2.5	~0.5
2017	~2.5	~0.4
2018	~2.5	~0.3
2019	~2.5	~0.2
2020	~2.0	~0.1
2021	~2.0	~0.0

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021			STAYING VISITOR		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR																				
An increase of 3% or more		VISITOR DAYS IN MILLIONS / 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			-90.7%	-12.9%	27.9%	46.4%			
% Change 2010 to 2021		-89.2%	-91.7%	-91.3%	-62.8%	-3.7%	12.1%	18.6%	20.8%	46.5%	62.4%	44.0%	25.9%	2.8%		-91.1%	1224.0%	35.6%	106.8%			
% Change 2020 to 2021		-92.7%	-91.6%	-87.3%	562.6%	1230.5%	1595.9%	79.5%	28.7%	18.1%	40.7%	769.4%	141.1%	59.5%		-8.2%	-1.2%	2.5%	4.2%			
Average Annual Change		-8.1%	-8.3%	-8.3%	-5.7%	-0.3%	1.1%	1.7%	1.9%	4.2%	5.7%	4.0%	2.4%	0.3%		1.565	3.874	4.979	1.890			
2010 M		0.536	0.474	0.556	1.005	1.376	1.493	1.558	1.912	1.508	0.823	0.475	0.592	12.31		1.667	4.005	4.732	1.986			
2011 M		0.610	0.453	0.604	1.101	1.450	1.454	1.519	1.782	1.431	0.872	0.521	0.593	12.39	0.7%	1.681	3.827	4.581	2.025			
2012 M		0.605	0.447	0.629	1.076	1.356	1.394	1.445	1.747	1.389	0.869	0.542	0.615	12.11	-2.2%	1.785	3.786	4.630	2.107			
2013 M		0.623	0.472	0.689	1.040	1.381	1.365	1.471	1.787	1.372	0.878	0.577	0.652	12.31	1.6%	1.804	3.868	4.913	2.206			
2014 M		0.633	0.472	0.699	1.083	1.404	1.382	1.527	1.889	1.497	0.932	0.603	0.671	12.79	3.9%	1.844	3.991	5.055	2.222			
2015 M		0.653	0.476	0.715	1.106	1.449	1.435	1.575	1.958	1.522	0.965	0.591	0.666	13.11	2.5%	1.824	4.003	5.186	2.251			
2016 M		0.649	0.470	0.705	1.106	1.455	1.442	1.604	2.017	1.565	0.972	0.597	0.682	13.26	1.2%	1.891	4.248	5.565	2.400			
2017 M		0.689	0.504	0.697	1.193	1.560	1.495	1.720	2.087	1.758	1.043	0.618	0.739	14.10	6.3%	1.936	4.441	5.751	2.505			
2018 M		0.706	0.521	0.709	1.217	1.652	1.572	1.754	2.213	1.784	1.099	0.644	0.762	14.63	3.8%	1.992	4.637	5.870	2.570			
2019 M		0.737	0.530	0.725	1.319	1.725	1.593	1.851	2.249	1.770	1.101	0.684	0.785	15.07	3.0%	1.642	0.255	4.695	1.338			
2020 M		0.797	0.465	0.380	0.056	0.100	0.099	1.030	1.795	1.870	0.950	0.079	0.309	7.930	-47.4%	0.146	3.373	6.367	2.767			
2021 M		0.058	0.039	0.048	0.374	1.325	1.674	1.849	2.309	2.209	1.337	0.684	0.745	12.65	59.5%	0.146	3.373	6.367	2.767			
VISITOR DAYS														STAYING VISITOR								
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M	Visitor Days by Year and Share of Total							
Staying Visitor		12.31	12.39	12.11	12.31	12.79	13.11	13.26	14.10	14.63	15.07	7.930	12.65		20.00	15.00	10.00	5.00	0.00			
All Visitor Types		26.06	26.28	26.36	27.45	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80		50.00	45.00	40.00	35.00	30.00			
Share of Total		47.2%	47.2%	46.0%	44.8%	45.6%	44.1%	44.4%	45.3%	45.7%	45.8%	48.5%	49.0%		60.0%	55.00	50.00	45.00	40.00			
Annual Change in Share		-0.2%	-2.5%	-2.5%	1.6%	-3.2%	0.6%	2.1%	0.9%	0.4%	5.8%	1.2%	50.00	45.00	40.00	35.00	30.00					
Change in Share from 2010		-0.2%	-2.7%	-5.1%	-3.5%	-6.6%	-6.1%	-4.2%	-3.3%	-3.0%	2.6%	3.8%	60.00	55.00	50.00	45.00	40.00					
Avg Ann. Change in Share		-0.2%	-1.3%	-1.7%	-0.9%	-1.3%	-1.0%	-0.6%	-0.4%	-0.3%	0.3%	0.3%	60.00	55.00	50.00	45.00	40.00					
VISITOR DAYS															STAYING VISITOR							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	20.00	15.00	10.00	5.00	0.00				
Staying Visitor		12.31	12.39	12.11	12.31	12.79	13.11	13.26	14.10	14.63	15.07	7.930	12.65	50.00	45.00	40.00	35.00	30.00				
All Visitor Types		26.06	26.28	26.36	27.45	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80	60.00	55.00	50.00	45.00	40.00				
Share of Total		47.2%	47.2%	46.0%	44.8%	45.6%	44.1%	44.4%	45.3%	45.7%	45.8%	48.5%	49.0%	60.00	55.00	50.00	45.00	40.00				
Annual Change in Share		-0.2%	-2.5%	-2.5%	1.6%	-3.2%	0.6%	2.1%	0.9%	0.4%	5.8%	1.2%	60.00	55.00	50.00	45.00	40.00					
Change in Share from 2010		-0.2%	-2.7%	-5.1%	-3.5%	-6.6%	-6.1%	-4.2%	-3.3%	-3.0%	2.6%	3.8%	60.00	55.00	50.00	45.00	40.00					
Avg Ann. Change in Share		-0.2%	-1.3%	-1.7%	-0.9%	-1.3%	-1.0%	-0.6%	-0.4%	-0.3%	0.3%	0.3%	60.00	55.00	50.00	45.00	40.00					

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Report Prepared by: Alison Tipler Date of Issue: 27/05/22

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021		DAY VISITOR		VISITOR DAYS						
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR																				
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4											
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4			
% Change 2010 to 2021		-56.5%	-44.6%	-4.8%	-37.8%	-9.4%	4.1%	0.6%	20.4%	10.4%	6.3%	-5.8%	-3.5%	-4.4%		-34.0%	-12.0%	12.2%	0.6%			
% Change 2020 to 2021		-68.4%	-59.0%	-8.1%	624.5%	508.0%	347.9%	155.8%	46.3%	35.7%	42.3%	108.6%	33.9%	55.9%			-47.1%	441.0%	61.6%	53.6%		
Average Annual Change		-5.1%	-4.1%	-0.4%	-3.4%	-0.9%	0.4%	0.1%	1.9%	0.9%	0.6%	-0.5%	-0.3%	-0.4%			-3.1%	-1.1%	1.1%	0.1%		
2010	M	0.606	0.821	0.769	1.120	1.568	1.540	1.537	2.445	1.247	1.027	0.613	0.459	13.75		2.196	4.229	5.229	2.099			
2011	M	0.681	0.866	0.856	1.228	1.521	1.393	1.596	2.328	1.306	1.033	0.627	0.453	13.89		2.403	4.142	5.230	2.113			
2012	M	0.716	0.905	0.984	1.099	1.441	1.512	1.730	2.500	1.333	0.974	0.633	0.415	14.24		2.606	4.053	5.562	2.022			
2013	M	0.705	0.959	1.087	1.118	1.737	1.485	1.844	2.762	1.335	1.002	0.657	0.452	15.14		2.751	4.340	5.940	2.111			
2014	M	0.648	0.964	1.291	1.238	1.726	1.496	1.839	2.708	1.257	0.999	0.669	0.441	15.28		2.903	4.460	5.804	2.109			
2015	M	0.775	1.122	1.381	1.247	1.807	1.546	1.871	3.069	1.433	1.170	0.689	0.504	16.62		3.278	4.600	6.373	2.364			
2016	M	0.782	1.109	1.513	1.227	1.902	1.723	1.756	3.046	1.334	1.094	0.649	0.507	16.64		3.403	4.851	6.137	2.250			
2017	M	0.789	1.134	1.554	1.275	1.936	1.760	1.773	3.157	1.389	1.099	0.666	0.522	17.05		3.477	4.971	6.319	2.287			
2018	M	0.821	1.159	1.577	1.271	2.001	1.754	1.804	3.248	1.432	1.129	0.681	0.540	17.42		3.557	5.027	6.483	2.350			
2019	M	0.858	1.238	1.678	1.296	2.008	1.831	1.804	3.246	1.477	1.164	0.669	0.548	17.82		3.774	5.134	6.527	2.380			
2020	M	0.836	1.108	0.796	0.096	0.234	0.358	0.604	2.012	1.014	0.767	0.277	0.331	8.434		2.741	0.688	3.631	1.375			
2021	M	0.264	0.455	0.732	0.697	1.421	1.603	1.546	2.944	1.377	1.092	0.578	0.443	13.15		1.450	3.721	5.867	2.112			
VISITOR DAYS												DAY VISITOR										
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	M	Visitor Days by Year and Share of Total							
Day Visitor	M	13.75	13.89	14.24	15.14	15.28	16.62	16.64	17.05	17.42	17.82	8.434	13.15		20.00	60.0%	50.0%	40.0%	30.0%	20.0%	10.0%	0.0%
All Visitor Types	M	26.06	26.28	26.36	27.45	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80		15.00	50.0%	40.0%	30.0%	20.0%	10.0%	0.0%	
Share of Total	%	52.8%	52.8%	54.0%	55.2%	54.4%	55.9%	55.6%	54.7%	54.3%	54.2%	51.5%	51.0%		10.00	50.0%	40.0%	30.0%	20.0%	10.0%	0.0%	
Annual Change in Share	%		0.1%	2.2%	2.1%	-1.3%	2.7%	-0.4%	-1.6%	-0.7%	-0.3%	-4.9%	-1.1%		5.00	50.0%	40.0%	30.0%	20.0%	10.0%	0.0%	
Change in Share from 2010	%		0.1%	2.4%	4.5%	3.1%	5.9%	5.4%	3.7%	3.0%	2.7%	-2.3%	-3.4%		0.00	50.0%	40.0%	30.0%	20.0%	10.0%	0.0%	
Avg Ann. Change in Share	%		0.1%	1.2%	1.5%	0.8%	1.2%	0.9%	0.5%	0.4%	0.3%	-0.2%	-0.3%		Day Visitor M	Day Visitor M	Day Visitor M	Day Visitor M	Day Visitor M	Day Visitor M	Day Visitor M	Day Visitor M

## Direct and Total Employment by Month, Year and Visitor Type for the Period 2010 to 2021

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

*SFR*

*Staying Visitor*

*Day Visitor*

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021		TOTAL		TOTAL EMPLOYMENT						
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		TOTAL																				
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER						
Less than 3% change		Q1			Q2			Q3			Q4											
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1		Q2		Q3		Q4
% Change 2010 to 2021		-71.7%	-66.2%	-54.2%	-52.3%	-13.6%	7.3%	8.8%	17.1%	27.7%	26.7%	9.8%	8.1%	-6.6%		-63.8%	-16.8%	17.5%	16.4%			
% Change 2020 to 2021		-77.7%	-70.1%	-46.5%	286.5%	430.8%	486.5%	87.3%	28.1%	18.6%	34.4%	203.4%	105.9%	43.1%		-66.4%	422.9%	37.2%	78.7%			
Average Annual Change		-6.5%	-6.0%	-4.9%	-4.8%	-1.2%	0.7%	0.8%	1.6%	2.5%	2.4%	0.9%	0.7%	-0.6%	Annual Change		-5.8%	-1.5%	1.6%	1.5%		
2010	FTEs	10,972	11,686	12,086	16,756	21,296	21,866	22,766	29,757	20,631	15,218	10,745	10,586	17,030	11,581	19,972	24,385	12,183				
2011	FTEs	11,957	11,941	13,006	18,141	21,796	21,204	23,150	28,764	20,710	15,722	11,210	10,708	17,359	1.9%	12,301	20,380	24,208	12,547			
2012	FTEs	12,376	12,410	14,182	17,721	21,291	22,004	23,908	30,130	21,159	15,770	11,693	10,909	17,796	2.5%	12,990	20,339	25,066	12,791			
2013	FTEs	12,670	13,159	15,494	17,890	23,525	22,141	25,241	32,510	21,433	16,254	12,334	11,600	18,688	5.0%	13,774	21,186	26,395	13,396			
2014	FTEs	12,371	13,082	16,504	18,752	23,453	22,127	25,413	32,395	22,108	16,545	12,502	11,627	18,907	1.2%	13,986	21,444	26,639	13,558			
2015	FTEs	13,110	13,846	16,903	18,746	23,934	22,574	25,635	34,404	22,773	17,515	12,345	11,808	19,466	3.0%	14,620	21,751	27,604	13,889			
2016	FTEs	12,530	13,163	16,931	18,050	23,826	22,881	24,599	33,964	21,871	16,524	11,626	11,413	18,948	-2.7%	14,208	21,586	26,812	13,188			
2017	FTEs	12,861	13,499	17,098	18,923	24,809	23,511	25,503	35,096	23,488	17,048	11,863	11,891	19,633	3.6%	14,486	22,414	28,029	13,601			
2018	FTEs	13,557	14,176	17,805	19,602	26,410	24,615	26,515	37,215	24,482	18,113	12,534	12,547	20,631	5.1%	15,179	23,542	29,404	14,398			
2019	FTEs	13,869	14,558	18,351	20,264	26,734	25,013	26,969	37,145	24,463	18,245	12,675	12,651	20,912	1.4%	15,593	24,004	29,526	14,524			
2020	FTEs	13,918	13,213	10,360	2,068	3,467	4,001	13,220	27,208	22,225	14,349	3,889	5,558	11,123	-46.8%	12,497	3,179	20,884	7,932			
2021	FTEs	3,105	3,946	5,541	7,994	18,402	23,463	24,768	34,859	26,352	19,287	11,799	11,444	15,913	43.1%	4,197	16,620	28,660	14,177			
EMPLOYMENT														TOTAL								
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employment (FTEs) and Share of Total (%)							
Total	FTEs	17,030	17,359	17,796	18,688	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	25,000	120.0%							
Total Employment	FTEs	17,030	17,359	17,796	18,688	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	20,000	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%	20,000	80.0%							
Annual Change in Share	%													15,000	60.0%							
Change in Share from 2010	%													10,000	40.0%							
Avg Ann. Change in Share	%													5,000	20.0%							
														0	0.0%							
														Total FTEs								
														Share of Total								

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Lincolnshire																									
Employment by:		Month and Quarter												Calendar Year		Quarter									
Key		Serviced Accommodation														Quarter									
An increase of 3% or more		Direct Employment in Full Time Equivalents (FTEs) / Percentage Changes														Quarter									
Less than 3% change		Q1			Q2			Q3			Q4			Total		% Change		Q1		Q2		Q3		Q4	
A Fall of 3% or more		Jan		Feb		Mar		Apr		May		Jun		Jul		Aug		Sep		Oct		Nov		Dec	
% Change 2010 to 2021		-69.4%	-71.7%	-70.6%	-69.2%	-61.1%	-8.3%	-8.1%	-4.7%	-8.6%	-6.7%	-8.3%	-6.5%	-31.6%	Annual Change		-70.6%		-45.7%		-7.1%		-7.2%		
% Change 2020 to 2021		-67.5%	-68.7%	-56.1%	55.8%	67.1%	355.0%	106.8%	58.0%	51.8%	55.4%	262.6%	326.6%	39.9%	Annual Change		-64.9%		157.6%		68.4%		155.3%		
Average Annual Change		-6.3%	-6.5%	-6.4%	-6.3%	-5.6%	-0.8%	-0.7%	-0.4%	-0.8%	-0.6%	-0.8%	-0.6%	-2.9%	Annual Change		-6.4%		-4.2%		-0.6%		-0.7%		
2010 FTEs		3,869	4,143	4,059	4,138	4,237	4,340	4,501	4,835	4,649	4,362	4,196	3,931	4,272	Annual Change		4,024		4,238		4,662		4,163		
2011 FTEs		3,915	4,184	4,120	4,197	4,219	4,349	4,513	4,834	4,552	4,345	4,195	3,975	4,283	Annual Change		4,073		4,255		4,633		4,172		
2012 FTEs		3,931	4,260	4,254	4,257	4,316	4,547	4,590	5,000	4,815	4,445	4,359	4,032	4,400	Annual Change		4,148		4,373		4,802		4,278		
2013 FTEs		3,965	4,395	4,448	4,178	4,412	4,588	4,724	5,152	4,725	4,402	4,501	4,161	4,471	Annual Change		4,269		4,393		4,867		4,355		
2014 FTEs		3,979	4,333	4,365	4,273	4,428	4,538	4,786	5,133	5,021	4,516	4,479	4,167	4,502	Annual Change		4,226		4,413		4,980		4,387		
2015 FTEs		4,066	4,374	4,368	4,282	4,486	4,702	4,824	5,204	4,894	4,591	4,343	4,141	4,523	Annual Change		4,269		4,490		4,974		4,358		
2016 FTEs		3,570	3,888	3,904	3,835	4,017	4,193	4,369	4,729	4,371	4,049	3,887	3,745	4,046	Annual Change		3,787		4,015		4,490		3,894		
2017 FTEs		3,563	3,814	3,804	3,861	4,098	4,193	4,302	4,632	4,379	4,057	3,869	3,770	4,029	Annual Change		3,727		4,051		4,438		3,899		
2018 FTEs		3,829	4,107	4,074	4,142	4,440	4,536	4,612	5,045	4,668	4,384	4,176	4,067	4,340	Annual Change		4,003		4,373		4,775		4,209		
2019 FTEs		3,794	4,062	4,040	4,104	4,405	4,504	4,580	4,986	4,607	4,361	4,153	4,002	4,300	Annual Change		3,965		4,337		4,724		4,172		
2020 FTEs		3,650	3,746	2,715	819	987	875	2,001	2,917	2,799	2,619	1,061	862	2,087	Annual Change		3,370		893		2,572		1,514		
2021 FTEs		1,186	1,171	1,192	1,275	1,648	3,981	4,138	4,609	4,250	4,071	3,846	3,676	2,920	Annual Change		1,183		2,301		4,332		3,864		
Employment															Serviced Accommodation										
Share of Market		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employment (FTEs) and Share of Total (%)										
Serviced		4,272	4,283	4,400	4,471	4,502	4,523	4,046	4,029	4,340	4,300	2,087	2,920	Employment (FTEs) and Share of Total (%)					30.0%						
Total Employment		17,030	17,359	17,796	18,688	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	Employment (FTEs) and Share of Total (%)					25.0%						
Share of Total		%	25.1%	24.7%	24.7%	23.9%	23.8%	23.2%	21.4%	20.5%	21.0%	20.6%	18.8%	18.4%	Employment (FTEs) and Share of Total (%)					20.0%					
Annual Change in Share		%	-1.6%	0.2%	-3.2%	-0.5%	-2.4%	-8.1%	-3.9%	2.5%	-2.3%	-8.7%	-2.2%	Employment (FTEs) and Share of Total (%)					15.0%						
Change in Share from 2010		%	-1.6%	-1.4%	-4.6%	-5.1%	-7.4%	-14.9%	-18.2%	-16.1%	-18.0%	-25.2%	-26.8%	Employment (FTEs) and Share of Total (%)					10.0%						
Avg Ann. Change in Share		%	-1.6%	-0.7%	-1.5%	-1.3%	-1.5%	-2.5%	-2.6%	-2.0%	-2.0%	-2.5%	-2.4%	Employment (FTEs) and Share of Total (%)					5.0%						
														Employment (FTEs) and Share of Total (%)					0.0%						
														Employment (FTEs) and Share of Total (%)					0.0%						

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Report Prepared by: Alison Tipler. Date of Issue: 27/05/22

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021			NON-SERVICED		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION																				
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	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 2010 to 2021		-84.8%	-89.6%	-89.4%	-46.1%	8.8%	15.9%	22.8%	24.1%	56.8%	78.7%	52.4%	37.8%	12.5%		-88.4%	-1.2%	34.0%	61.7%			
% Change 2020 to 2021		-90.4%	-90.8%	-89.0%	262.6%	531.2%	630.9%	48.3%	10.7%	7.1%	24.2%	180.8%	45.7%	38.6%		-90.0%	512.7%	17.7%	50.5%			
Average Annual Change		-7.7%	-8.1%	-8.1%	-4.2%	0.8%	1.4%	2.1%	2.2%	5.2%	7.2%	4.8%	3.4%	1.1%		-8.0%	-0.1%	3.1%	5.6%			
2010	FTEs	1,290	1,770	2,392	3,661	5,684	6,282	6,057	7,369	6,210	3,391	1,922	1,670	3,975		1,817	5,209	6,545	2,328			
2011	FTEs	1,491	1,688	2,588	4,070	6,132	6,269	6,026	6,986	6,097	3,673	2,153	1,675	4,071		1,922	5,490	6,370	2,500			
2012	FTEs	1,619	1,773	2,758	4,093	5,871	6,094	5,863	6,953	5,960	3,753	2,267	1,846	4,071		2,050	5,353	6,258	2,622			
2013	FTEs	1,691	1,825	2,951	4,089	6,059	6,096	6,049	7,233	6,100	3,921	2,396	1,931	4,195	3.1%	2,155	5,415	6,461	2,749			
2014	FTEs	1,753	1,902	3,073	4,224	6,133	6,182	6,231	7,649	6,464	4,078	2,551	2,044	4,357	3.9%	2,243	5,513	6,781	2,891			
2015	FTEs	1,742	1,877	3,078	4,238	6,189	6,207	6,302	7,764	6,525	4,094	2,535	2,026	4,381	0.6%	2,232	5,545	6,864	2,885			
2016	FTEs	1,694	1,812	2,969	4,142	6,125	6,170	6,322	7,917	6,649	4,098	2,499	1,978	4,365	-0.4%	2,158	5,479	6,963	2,858			
2017	FTEs	1,780	1,951	2,958	4,426	6,481	6,373	6,814	8,247	7,460	4,345	2,551	2,112	4,625	6.0%	2,230	5,760	7,507	3,003			
2018	FTEs	1,863	2,039	3,101	4,637	7,001	6,827	7,106	8,909	7,744	4,680	2,694	2,205	4,901	6.0%	2,334	6,155	7,920	3,193			
2019	FTEs	2,008	2,125	3,233	5,106	7,353	6,962	7,552	9,094	7,733	4,746	2,895	2,351	5,096	4.0%	2,455	6,474	8,126	3,330			
2020	FTEs	2,035	1,985	2,314	544	980	996	5,013	8,262	9,089	4,877	1,043	1,580	3,226	-36.7%	2,111	840	7,455	2,500			
2021	FTEs	196	183	254	1,972	6,186	7,282	7,435	9,142	9,738	6,059	2,929	2,302	4,473	38.6%	211	5,147	8,772	3,763			
EMPLOYMENT												NON-SERVICED ACCOMMODATION										
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021									
Non-Serviced	FTEs	3,975	4,071	4,071	4,195	4,357	4,381	4,365	4,625	4,901	5,096	3,226	4,473									
Total Employment	FTEs	17,030	17,359	17,796	18,688	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913									
Share of Total	%	23.3%	23.4%	22.9%	22.4%	23.0%	22.5%	23.0%	23.6%	23.8%	24.4%	29.0%	28.1%									
Annual Change in Share	%	0.5%	-2.5%	-1.9%	2.7%	-2.3%	2.3%	2.3%	0.8%	2.6%	19.0%	-3.1%										
Change in Share from 2010	%	0.5%	-2.0%	-3.8%	-1.3%	-3.6%	-1.3%	0.9%	1.8%	4.4%	24.3%	20.4%										
Avg Ann. Change in Share	%	0.5%	-1.0%	-1.3%	-0.3%	-0.7%	-0.2%	0.1%	0.2%	0.5%	2.4%	1.9%										

Employment (FTEs) and Share of Total (%)

Year	Non-Serviced FTEs	Share of Total (%)
2010	~3,975	~23.3%
2011	~4,071	~23.4%
2012	~4,071	~22.9%
2013	~4,195	~22.4%
2014	~4,357	~23.0%
2015	~4,381	~22.5%
2016	~4,365	~23.0%
2017	~4,625	~23.6%
2018	~4,901	~23.8%
2019	~5,096	~24.4%
2020	~3,226	~29.0%
2021	~4,473	~28.1%

Year	Share of Total (%)
2010	~23.3%
2011	~23.4%
2012	~22.9%
2013	~22.4%
2014	~23.0%
2015	~22.5%
2016	~23.0%
2017	~23.6%
2018	~23.8%
2019	~24.4%
2020	~29.0%
2021	~28.1%

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021		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							
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			-89.8%	-22.1%	32.0%	25.1%				
% Change 2010 to 2021		-89.3%	-90.6%	-90.2%	-65.0%	0.4%	25.1%	24.3%	25.6%	55.3%	48.3%	25.5%	14.4%	-13.7%	-90.7%	993.1%	44.0%	141.6%					
% Change 2020 to 2021		-91.9%	-90.8%	-83.7%	475.4%	1154.6%	1489.8%	90.4%	27.7%	26.1%	50.3%	700.3%	162.7%	33.5%	-8.2%	-2.0%	2.9%	2.3%					
Average Annual Change		-8.1%	-8.2%	-8.2%	-5.9%	0.0%	2.3%	2.2%	2.3%	5.0%	4.4%	2.3%	1.3%	-1.2%									
2010 FTEs		1,819	673	705	1,532	1,085	877	1,314	1,385	806	728	579	1,608	1,093	1,066	1,165	1,168	971					
2011 FTEs		1,972	690	745	1,607	1,129	896	1,335	1,388	808	752	606	1,649	1,131	3.6%	1,136	1,211	1,177	1,002				
2012 FTEs		1,984	694	777	1,647	1,141	917	1,356	1,428	833	775	635	1,709	1,158	2.4%	1,152	1,235	1,206	1,040				
2013 FTEs		2,068	748	837	1,664	1,181	934	1,408	1,482	843	791	671	1,820	1,204	4.0%	1,218	1,260	1,244	1,094				
2014 FTEs		2,042	719	813	1,669	1,172	921	1,408	1,488	868	800	661	1,795	1,196	-0.6%	1,191	1,254	1,255	1,085				
2015 FTEs		2,043	704	810	1,666	1,179	937	1,419	1,506	866	806	647	1,743	1,194	-0.2%	1,186	1,261	1,264	1,066				
2016 FTEs		2,023	700	806	1,673	1,185	940	1,431	1,524	878	802	652	1,766	1,198	0.4%	1,176	1,266	1,278	1,073				
2017 FTEs		2,117	726	817	1,752	1,254	978	1,498	1,578	939	841	678	1,861	1,253	4.6%	1,220	1,328	1,338	1,127				
2018 FTEs		2,184	751	835	1,792	1,298	1,010	1,529	1,631	953	868	699	1,925	1,290	2.9%	1,256	1,367	1,371	1,164				
2019 FTEs		2,196	745	830	1,817	1,305	1,005	1,542	1,623	939	860	706	1,919	1,291	0.1%	1,257	1,376	1,368	1,162				
2020 FTEs		2,397	685	423	93	87	69	858	1,363	992	718	91	700	706	-45.3%	1,169	83	1,071	503				
2021 FTEs		195	63	69	537	1,089	1,097	1,633	1,740	1,251	1,080	727	1,839	943	33.5%	109	908	1,542	1,215				
EMPLOYMENT														SFR									
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021										
SFR FTEs		1,093	1,131	1,158	1,204	1,196	1,194	1,198	1,253	1,290	1,291	706	943										
Total Employment FTEs		17,030	17,359	17,796	18,688	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913										
Share of Total %		6.4%	6.5%	6.5%	6.4%	6.3%	6.1%	6.3%	6.4%	6.3%	6.2%	6.4%	5.9%										
Annual Change in Share %		1.6%	-0.1%	-1.0%	-1.8%	-3.1%	3.1%	0.9%	-2.1%	-1.3%	2.9%	-6.7%											
Change in Share from 2010 %		1.6%	1.4%	0.4%	-1.4%	-4.4%	-1.4%	-0.5%	-2.6%	-3.8%	-1.0%	-7.6%											
Avg Ann. Change in Share %		1.6%	0.7%	0.1%	-0.3%	-0.9%	-0.2%	-0.1%	-0.3%	-0.4%	-0.1%	-0.7%											

Employment (FTEs) and Share of Total (%)

Year	SFR FTEs	Share of Total (%)
2010	1,000	6.4%
2011	1,050	6.5%
2012	1,100	6.5%
2013	1,150	6.3%
2014	1,200	6.1%
2015	1,180	6.3%
2016	1,150	6.4%
2017	1,180	6.2%
2018	1,250	6.4%
2019	1,300	5.9%
2020	800	5.9%
2021	1,000	5.9%

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Report Prepared by: Alison Tipler. Date of Issue: 27/05/22.

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021			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			-78.2%		-21.3%	18.3%	18.5%		
% Change 2010 to 2021		-77.4%	-78.5%	-78.8%	-59.4%	-18.9%	7.5%	11.2%	14.0%	30.6%	32.2%	12.0%	8.4%	-10.7%		-77.4%	360.0%	32.0%	95.8%			
% Change 2020 to 2021		-80.5%	-77.9%	-72.2%	159.9%	334.6%	537.0%	67.8%	23.5%	18.3%	36.5%	241.8%	148.8%	38.5%		-7.1%	-1.9%	1.7%	1.7%			
Average Annual Change		-7.0%	-7.1%	-7.2%	-5.4%	-1.7%	0.7%	1.0%	1.3%	2.8%	2.9%	1.1%	0.8%	-1.0%	Annual Change		Q1		Q2	Q3	Q4	
2010 FTEs		6,978	6,585	7,156	9,331	11,006	11,498	11,872	13,589	11,665	8,481	6,697	7,209	9,339			6,906	10,612	12,376	7,462		
2011 FTEs		7,378	6,561	7,453	9,874	11,480	11,514	11,873	13,208	11,457	8,771	6,953	7,300	9,485	1.6%	7,130	10,956	12,179	7,675			
2012 FTEs		7,533	6,727	7,790	9,997	11,328	11,558	11,809	13,381	11,608	8,973	7,261	7,587	9,629	1.5%	7,350	10,961	12,266	7,940			
2013 FTEs		7,724	6,967	8,236	9,931	11,652	11,618	12,180	13,867	11,668	9,113	7,569	7,912	9,870	2.5%	7,642	11,067	12,572	8,198			
2014 FTEs		7,774	6,954	8,252	10,166	11,733	11,642	12,425	14,270	12,353	9,394	7,691	8,005	10,055	1.9%	7,660	11,180	13,016	8,363			
2015 FTEs		7,851	6,954	8,256	10,186	11,854	11,846	12,545	14,474	12,285	9,491	7,525	7,910	10,098	0.4%	7,687	11,295	13,101	8,309			
2016 FTEs		7,287	6,399	7,679	9,650	11,327	11,303	12,123	14,171	11,897	8,948	7,039	7,490	9,609	-4.8%	7,122	10,760	12,730	7,825			
2017 FTEs		7,459	6,491	7,580	10,040	11,834	11,545	12,614	14,457	12,778	9,243	7,097	7,744	9,907	3.1%	7,177	11,140	13,283	8,028			
2018 FTEs		7,876	6,897	8,010	10,572	12,739	12,373	13,247	15,584	13,365	9,932	7,569	8,197	10,530	6.3%	7,594	11,895	14,066	8,566			
2019 FTEs		7,998	6,931	8,103	11,027	13,063	12,471	13,674	15,704	13,279	9,967	7,754	8,272	10,687	1.5%	7,677	12,187	14,219	8,664			
2020 FTEs		8,083	6,416	5,452	1,456	2,054	1,940	7,871	12,542	12,880	8,214	2,194	3,142	6,020	-43.7%	6,650	1,816	11,098	4,517			
2021 FTEs		1,576	1,417	1,515	3,784	8,924	12,359	13,207	15,491	15,240	11,210	7,502	7,817	8,337	38.5%	1,503	8,356	14,646	8,843			
EMPLOYMENT															STAYING VISITOR							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	FTEs	Employment (FTEs) and Share of Total (%)							
Staying Visitor		12,563	12,773	13,008	13,469	13,711	13,887	13,404	13,911	14,707	14,917	8,217	11,594	80.0%								
Total Employment		17,030	17,359	17,796	18,688	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	60.0%								
Share of Total		73.8%	73.6%	73.1%	72.1%	72.5%	71.3%	70.7%	70.9%	71.3%	71.3%	73.9%	72.9%	40.0%								
Annual Change in Share		-0.3%	-0.7%	-1.4%	0.6%	-1.6%	-0.8%	0.2%	0.6%	0.1%	3.6%	-1.4%	20.0%									
Change in Share from 2010		-0.3%	-0.9%	-2.3%	-1.7%	-3.3%	-4.1%	-3.9%	-3.4%	-3.3%	0.1%	-1.2%	0.0%									
Avg Ann. Change in Share		-0.3%	-0.5%	-0.8%	-0.4%	-0.7%	-0.7%	-0.6%	-0.4%	-0.4%	0.0%	-0.1%	Report Prepared by: Alison Tipler. Date of Issue: 27/05/22.									

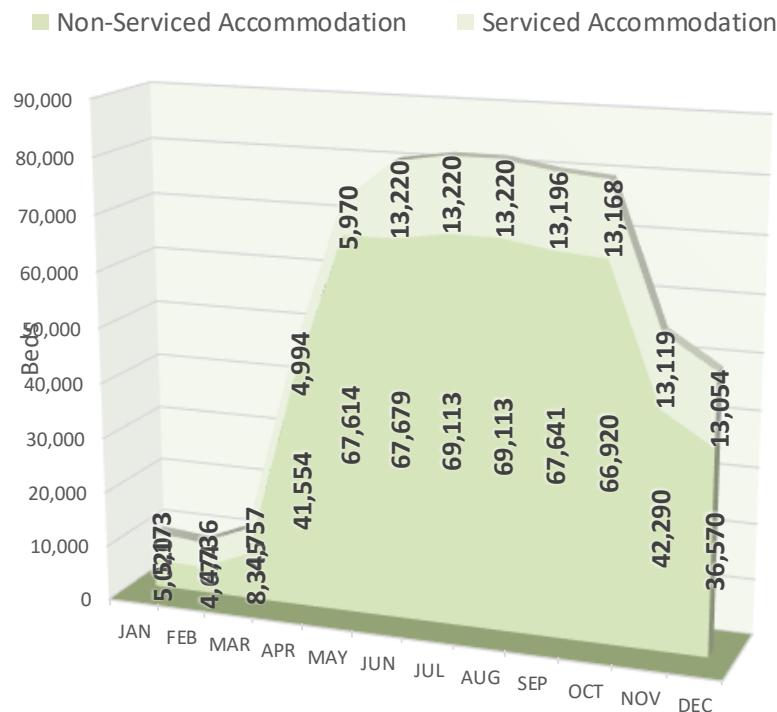
The chart displays two data series over 12 years. The orange bars represent 'Staying Visitor FTEs', which show significant fluctuations, peaking around 2014-2015 and declining towards 2021. The black bars represent the 'Share of Total', which remains relatively stable between 70% and 75% throughout the period.

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021		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						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 2010 to 2021		-54.1%	-41.6%	0.4%	-37.5%	-8.9%	4.7%	1.2%	21.1%	11.0%	6.9%	-5.3%	-3.0%	-3.3%		-30.3%	-11.5%	12.8%	1.2%			
% Change 2020 to 2021		-67.7%	-58.1%	-6.1%	605.6%	492.2%	336.3%	143.7%	35.8%	26.0%	32.1%	93.6%	24.3%	48.6%		-45.9%	426.9%	50.6%	42.7%			
Average Annual Change		-4.9%	-3.8%	0.0%	-3.4%	-0.8%	0.4%	0.1%	1.9%	1.0%	0.6%	-0.5%	-0.3%	-0.3%		-2.8%						
2010	FTEs	2,364	3,201	2,997	4,367	6,113	6,004	5,992	9,531	4,860	4,005	2,390	1,789	4,468		2,854	5,495	6,794	2,728			
2011	FTEs	2,698	3,432	3,393	4,866	6,028	5,520	6,326	9,228	5,175	4,094	2,484	1,794	4,587		3,174	5,471	6,910	2,791			
2012	FTEs	2,890	3,652	3,970	4,432	5,814	6,101	6,978	10,084	5,376	3,929	2,553	1,676	4,788		3,504	5,449	7,479	2,719			
2013	FTEs	2,916	3,966	4,496	4,625	7,183	6,140	7,628	11,421	5,519	4,146	2,717	1,869	5,219		3,793	5,983	8,189	2,911			
2014	FTEs	2,643	3,936	5,269	5,054	7,043	6,104	7,506	11,054	5,130	4,079	2,730	1,801	5,196		3,950	6,067	7,897	2,870			
2015	FTEs	3,125	4,520	5,566	5,024	7,283	6,229	7,540	12,367	5,774	4,714	2,777	2,033	5,579		4,404	6,179	8,560	3,175			
2016	FTEs	3,125	4,434	6,047	4,904	7,605	6,887	7,022	12,179	5,333	4,373	2,593	2,029	5,544		4,535	6,465	8,178	2,998			
2017	FTEs	3,177	4,564	6,256	5,132	7,794	7,086	7,138	12,710	5,590	4,425	2,683	2,101	5,721		4,666	6,671	8,480	3,070			
2018	FTEs	3,351	4,730	6,436	5,189	8,168	7,160	7,363	13,254	5,843	4,606	2,779	2,204	5,924		4,839	6,839	8,820	3,196			
2019	FTEs	3,466	4,997	6,777	5,231	8,106	7,393	7,282	13,108	5,963	4,698	2,701	2,211	5,994		5,080	6,910	8,784	3,203			
2020	FTEs	3,363	4,462	3,206	387	941	1,440	2,487	8,497	4,283	3,239	1,169	1,396	2,906		3,677	923	5,089	1,935			
2021	FTEs	1,085	1,870	3,009	2,730	5,572	6,284	6,061	11,540	5,397	4,281	2,264	1,735	4,319		1,988	4,862	7,666	2,760			
EMPLOYMENT												DAY VISITOR										
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Employment (FTEs) and Share of Total (%)								
Day Visitor	FTEs	4,468	4,587	4,788	5,219	5,196	5,579	5,544	5,721	5,924	5,994	2,906	4,319									
Total Employment	FTEs	17,030	17,359	17,796	18,688	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913									
Share of Total	%	26.2%	26.4%	26.9%	27.9%	27.5%	28.7%	29.3%	29.1%	28.7%	28.7%	26.1%	27.1%									
Annual Change in Share	%				0.7%	1.8%	3.8%	-1.6%	4.3%	2.1%	-0.4%	-1.5%	-0.2%								-8.9%	3.9%
Change in Share from 2010	%				0.7%	2.6%	6.5%	4.8%	9.3%	11.5%	11.1%	9.4%	9.3%								-0.4%	3.5%
Avg Ann. Change in Share	%				0.7%	1.3%	2.2%	1.2%	1.9%	1.9%	1.6%	1.2%	1.0%								0.0%	0.3%

The chart displays two data series over 12 years. The orange bars represent 'Day Visitor FTEs', starting at approximately 4,500 in 2010 and ending at about 4,300 in 2021. The grey line with circular markers represents the 'Share of Total', which starts at 26.2% in 2010 and fluctuates between 20.0% and 30.0% throughout the period.

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE							2021		STAYING VISITORS		ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE		
SERVICED ACCOMMODATION 2021		2021		Change on 2020		Change on 2010							
		Est.	Beds	Est.	Beds	Est.	Beds						
Serviced Accommodation Total		660	13,220	+1	-46	-139	-297						
+50 Room		18	2,979	-1	-96	+4	+737						
11-50 Room		116	5,069	+1	+33	-22	-467						
<10 Room		526	5,172	+1	+16	-121	-567						
NON-SERVICED ACCOMMODATION 2021		2021		Change on 2020		Change on 2010							
		Est.	Beds	Est.	Beds	Est.	Beds						
Non-Serviced Accommodation Total		898	69,117	-4	+101	+199	+7,954						
Self catering		541	17,042	-4	+58	+81	+1,132						
Static caravans/chalets		0	23,297	0	+21	0	+1,375						
Touring caravans/camping		355	28,737	+0	+22	+119	+5,475						
Youth Hostels		2	41	-0	-0	-1	-28						
DISTRIBUTION BY TYPE OF ACCOMMODATION 2021		2021		Change on 2020		Change on 2010							
		Est.	Beds	Est.	Beds	Est.	Beds						
All Paid Accommodation Total		1,558	82,337	-3	+55	+60	+7,657						
Serviced Accommodation Share of Total		42%	16%										
Non-Serviced Accommodation Share of Total		58%	84%										
SEASONAL AVAILABILITY OF BED SUPPLY 2021		2021											
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total		10,192	9,409	13,103	46,548	73,584	80,899	82,333	82,333	80,837	80,088	55,409	49,624
Serviced Accommodation		5,173	4,736	4,757	4,994	5,970	13,220	13,220	13,220	13,196	13,168	13,119	13,054
Non-Serviced Accommodation		5,020	4,674	8,345	41,554	67,614	67,679	69,113	69,113	67,641	66,920	42,290	36,570

## SEASONAL AVAILABILITY OF BED SUPPLY 2021



## Report Sections With Historic Financial Data Indexed to 2021 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: 2021

<b>2010</b>	<b>1.35</b>
<b>2011</b>	<b>1.29</b>
<b>2012</b>	<b>1.24</b>
<b>2013</b>	<b>1.20</b>
<b>2014</b>	<b>1.17</b>
<b>2015</b>	<b>1.15</b>
<b>2016</b>	<b>1.14</b>
<b>2017</b>	<b>1.11</b>
<b>2018</b>	<b>1.07</b>
<b>2019</b>	<b>1.04</b>
<b>2020</b>	<b>1.01</b>
<b>2021</b>	<b>1.00</b>

## STEAM REPORT FOR 2010-2021 - FINAL

LINCOLNSHIRE

Comparing 2021 and 2020

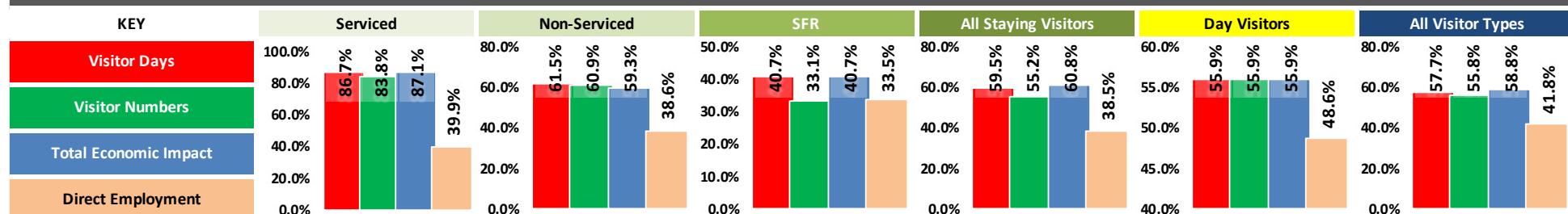
2020 in 2021 prices (1.014)

COMPARATIVE HEADLINES

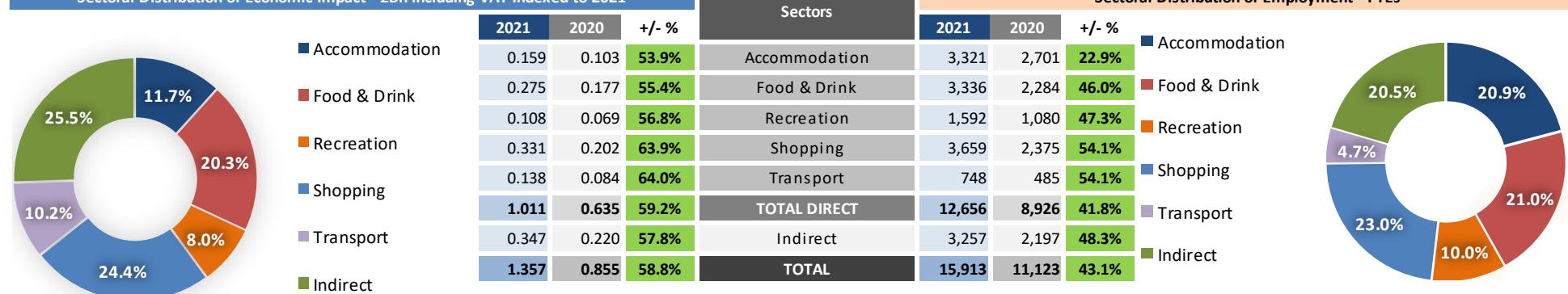
## KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2021 &amp; 2020 - INDEXED TO 2021

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	
	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %	2021	2020	+/- %		
Visitor Days	M	1.206	0.646	86.7%	9.293	5.755	61.5%	2.153	1.530	40.7%	12.65	7.930	59.5%	13.15	8.434	55.9%	25.80	16.36	57.7%							
Visitor Numbers	M	0.622	0.339	83.8%	1.316	0.818	60.9%	0.856	0.643	33.1%	2.794	1.800	55.2%	13.15	8.434	55.9%	15.94	10.23	55.8%							
Direct Expenditure	£Bn																						1.011	0.635	59.2%	
Economic Impact	£Bn	0.152	0.081	87.1%	0.557	0.350	59.3%	0.115	0.082	40.7%	0.825	0.513	60.8%	0.533	0.342	55.9%	1.357	0.855	58.8%							
Direct Employment	FTEs	2,920	2,087	39.9%	4,473	3,226	38.6%	943	706	33.5%	8,337	6,020	38.5%	4,319	2,906	48.6%	12,656	8,926	41.8%							
Total Employment	FTEs																						15,913	11,123	43.1%	

## PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2021 &amp; 2020 - INDEXED TO 2021

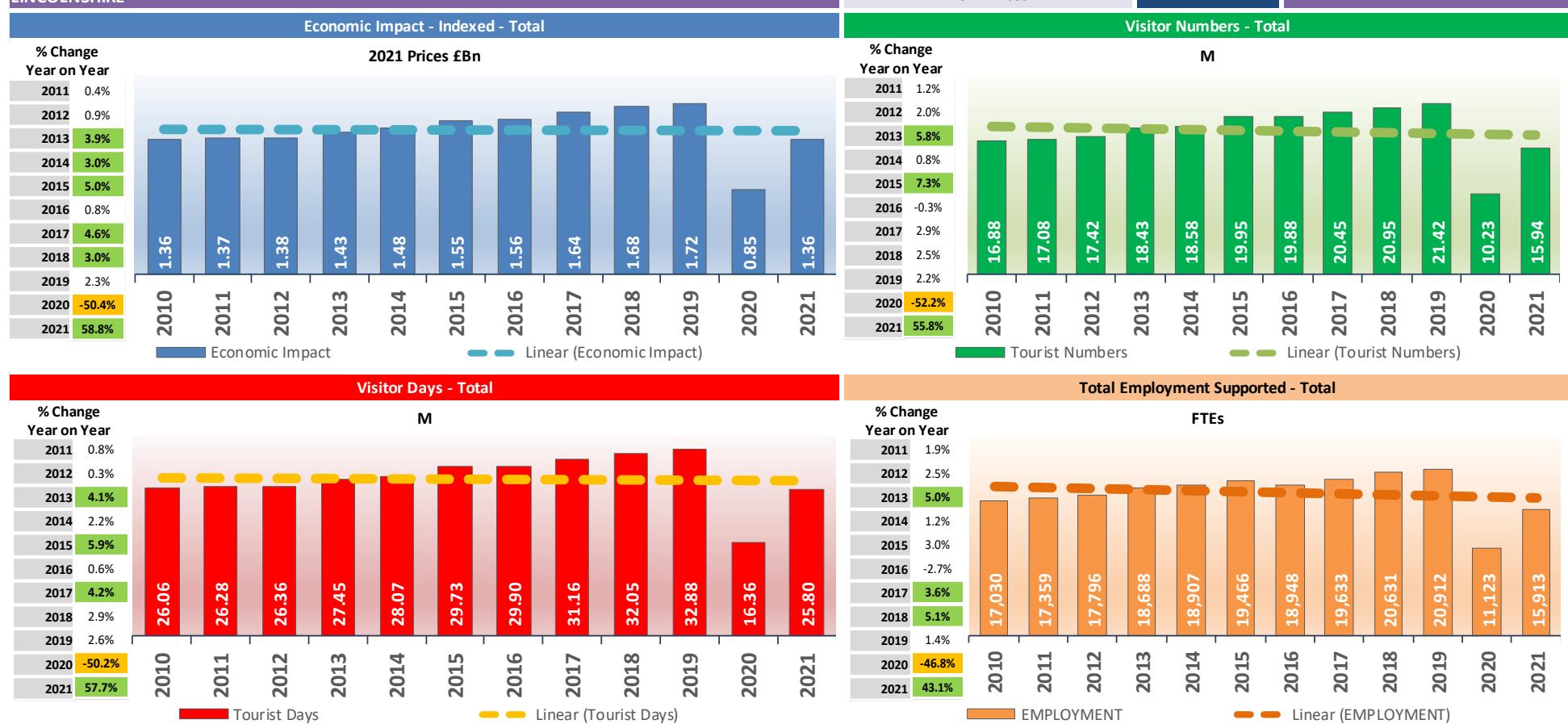


## Sectoral Distribution of Economic Impact - £Bn including VAT Indexed to 2021



## STEAM REPORT FOR 2010-2021 - FINAL

LINCOLNSHIRE

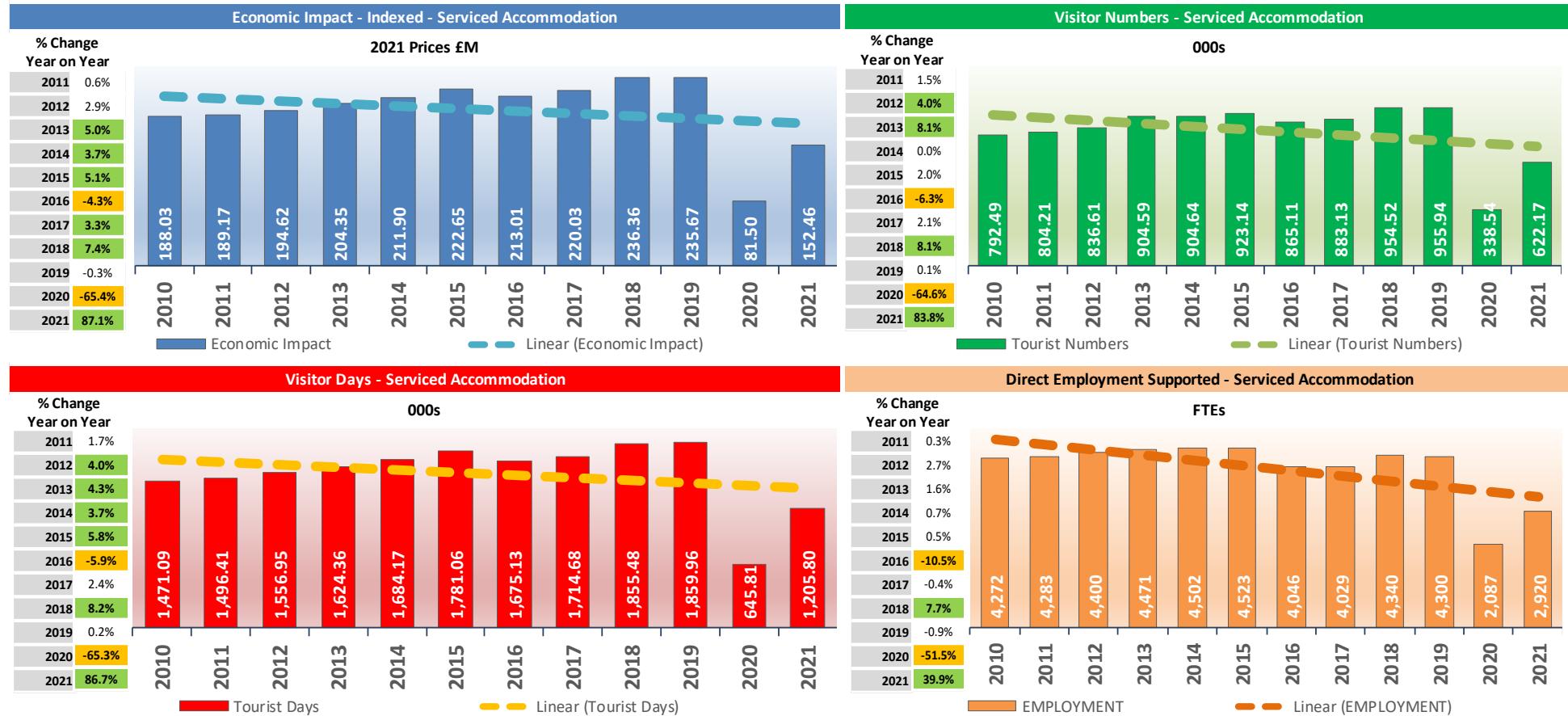


% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed	0.4%	1.3%	5.3%	8.4%	13.9%	14.8%	20.1%	23.7%	26.6%	-37.2%	-0.3%	
Visitor Numbers	1.2%	3.2%	9.2%	10.1%	18.2%	17.8%	21.2%	24.1%	26.9%	-39.4%	-5.5%	
Visitor Days	0.8%	1.1%	5.3%	7.7%	14.1%	14.8%	19.6%	23.0%	26.2%	-37.2%	-1.0%	
Total Employment	1.9%	4.5%	9.7%	11.0%	14.3%	11.3%	15.3%	21.1%	22.8%	-34.7%	-6.6%	

"Linear" = Linear Trendline

## STEAM REPORT FOR 2010-2021 - FINAL

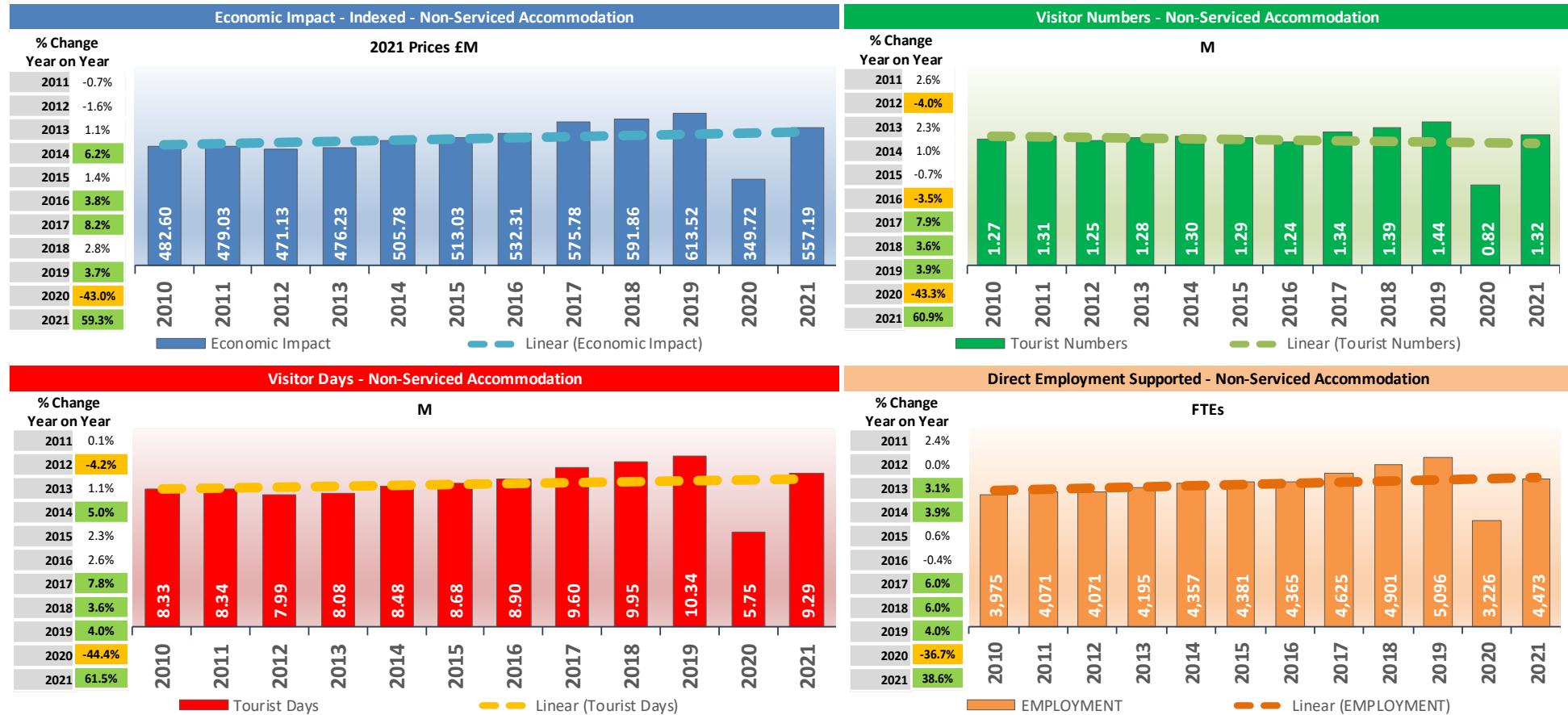
LINCOLNSHIRE



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed	0.6%	3.5%	8.7%	12.7%	18.4%	13.3%	17.0%	25.7%	25.3%	-56.7%	-18.9%	
Visitor Numbers	1.5%	5.6%	14.1%	14.2%	16.5%	9.2%	11.4%	20.4%	20.6%	-57.3%	-21.5%	
Visitor Days	1.7%	5.8%	10.4%	14.5%	21.1%	13.9%	16.6%	26.1%	26.4%	-56.1%	-18.0%	
Direct Employment	0.3%	3.0%	4.7%	5.4%	5.9%	-5.3%	-5.7%	1.6%	0.7%	-51.1%	-31.6%	

"Linear" = Linear Trendline

STEAM REPORT FOR 2010-2021 - FINAL  
LINCOLNSHIRE

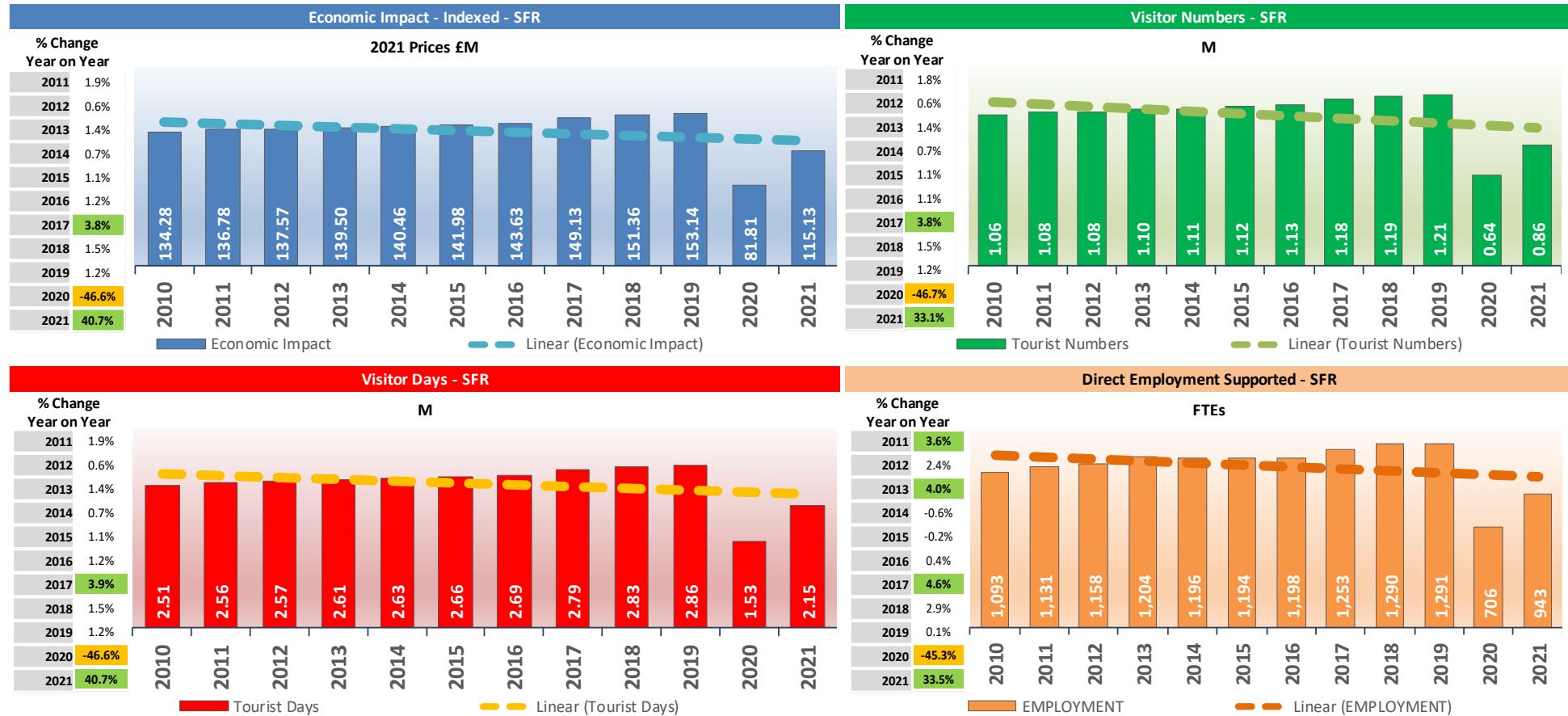


% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed	-0.7%	-2.4%	-1.3%	4.8%	6.3%	10.3%	19.3%	22.6%	27.1%	-27.5%	15.5%	
Visitor Numbers	2.6%	-1.5%	0.7%	1.7%	1.1%	-2.5%	5.2%	9.0%	13.3%	-35.8%	3.3%	
Visitor Days	0.1%	-4.1%	-3.0%	1.9%	4.2%	6.9%	15.3%	19.5%	24.2%	-30.9%	11.6%	
Direct Employment	2.4%	2.4%	5.5%	9.6%	10.2%	9.8%	16.4%	23.3%	28.2%	-18.8%	12.5%	

"Linear" = Linear Trendline

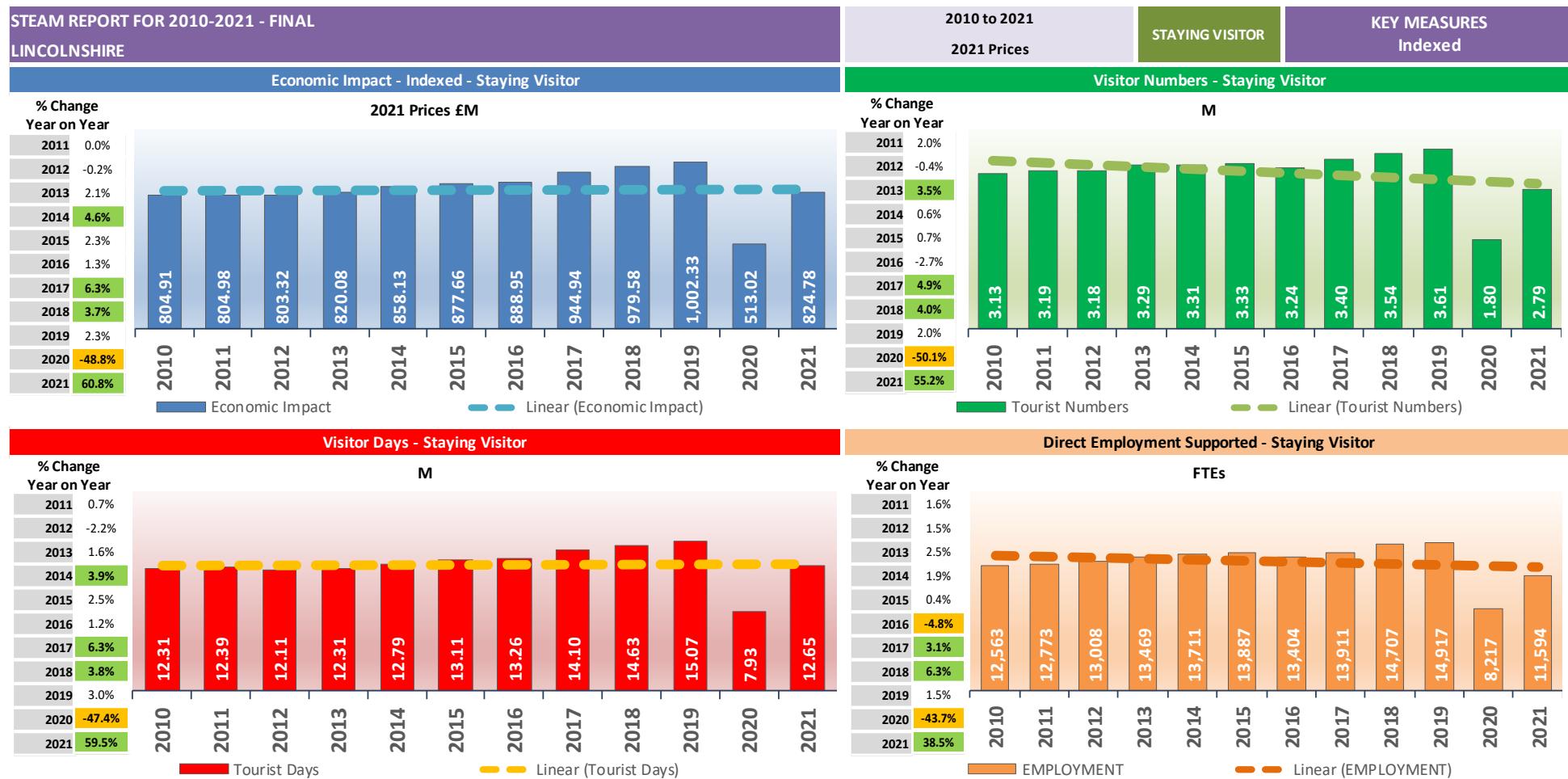
## STEAM REPORT FOR 2010-2021 - FINAL

LINCOLNSHIRE



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed		1.9%	2.4%	3.9%	4.6%	5.7%	7.0%	11.1%	12.7%	14.0%	-39.1%	-14.3%
Visitor Numbers		1.8%	2.4%	3.9%	4.6%	5.7%	6.9%	11.0%	12.7%	14.0%	-39.3%	-19.2%
Visitor Days		1.9%	2.4%	3.9%	4.6%	5.7%	7.0%	11.1%	12.7%	14.1%	-39.1%	-14.3%
Direct Employment		3.6%	6.0%	10.2%	9.5%	9.3%	9.7%	14.7%	18.0%	18.1%	-35.3%	-13.7%

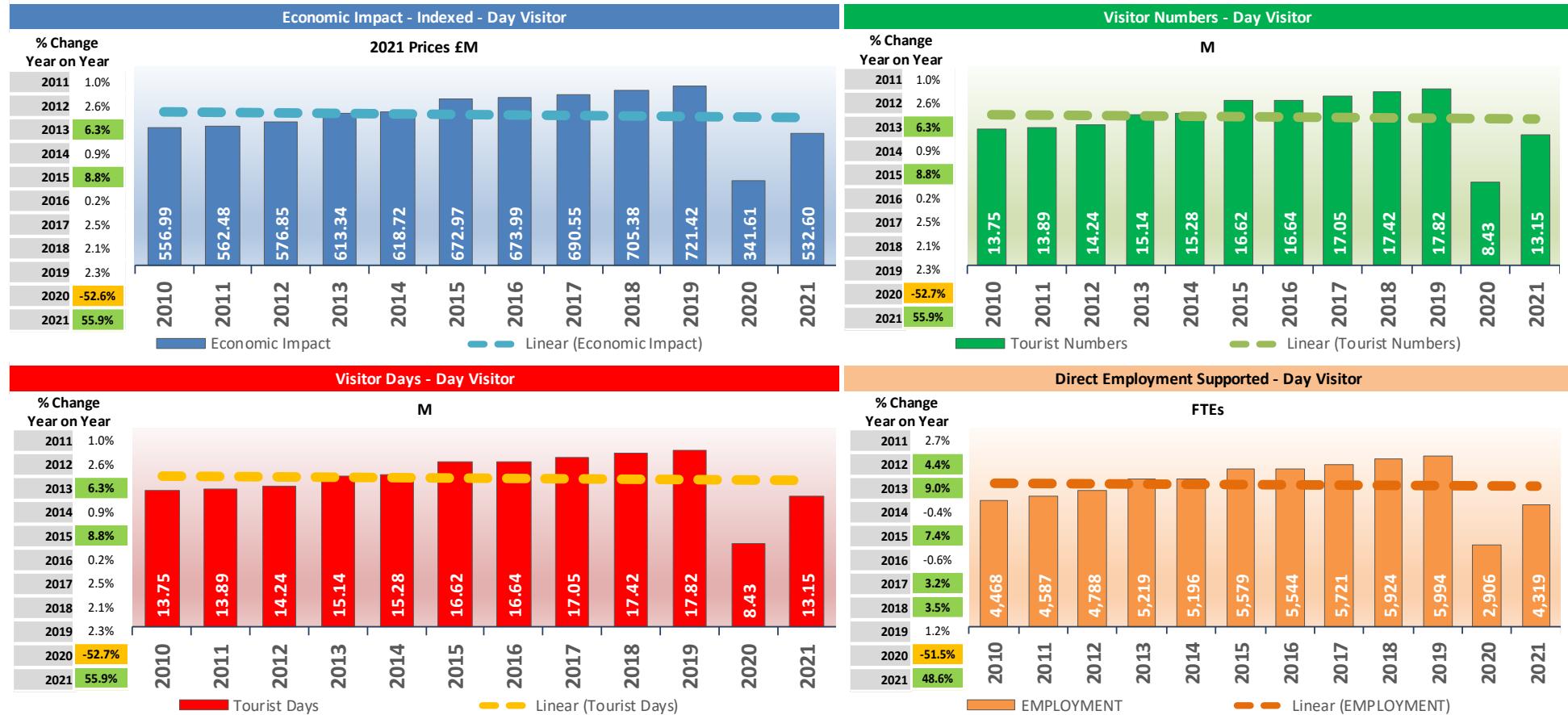
"Linear" = Linear Trendline



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Economic Impact - Indexed	0.0%	-0.2%	1.9%	6.6%	9.0%	10.4%	17.4%	21.7%	24.5%	-36.3%	2.5%		"Linear" = Linear Trendline	
Visitor Numbers	2.0%	1.6%	5.2%	5.9%	6.6%	3.7%	8.8%	13.2%	15.4%	-42.4%	-10.6%			
Visitor Days	0.7%	-1.6%	0.0%	3.9%	6.5%	7.8%	14.6%	18.9%	22.4%	-35.6%	2.8%			
Direct Employment	1.7%	3.5%	7.2%	9.1%	10.5%	6.7%	10.7%	17.1%	18.7%	-34.6%	-7.7%			

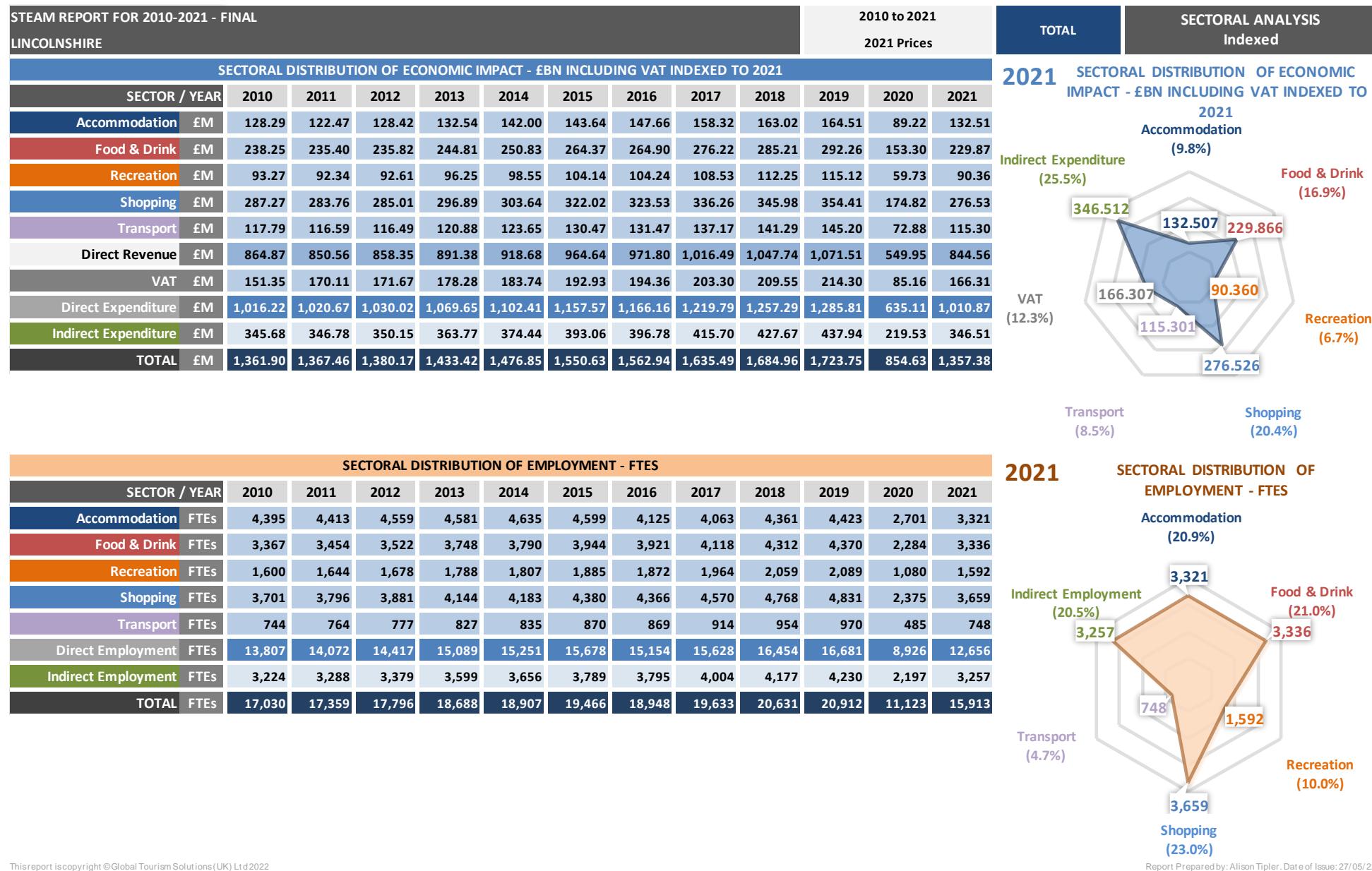
## STEAM REPORT FOR 2010-2021 - FINAL

LINCOLNSHIRE



% Change from 2010	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Economic Impact - Indexed	1.0%	3.6%	10.1%	11.1%	20.8%	21.0%	24.0%	26.6%	29.5%	-38.7%	-4.4%	
Visitor Numbers	1.0%	3.6%	10.1%	11.1%	20.8%	21.0%	24.0%	26.6%	29.5%	-38.7%	-4.4%	
Visitor Days	1.0%	3.6%	10.1%	11.1%	20.8%	21.0%	24.0%	26.6%	29.5%	-38.7%	-4.4%	
Direct Employment	2.7%	7.2%	16.8%	16.3%	24.9%	24.1%	28.1%	32.6%	34.2%	-35.0%	-3.3%	

"Linear" = Linear Trendline



STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021 2021 Prices		TOTAL		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		TOTAL																			
An increase of 3% or more		ECONOMIC IMPACT £Bn - INDEXED TO 2021 / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Annual Change	Q1	Q2	Q3	Q4	
% Change 2010 to 2021		-74.4%	-67.0%	-50.3%	-52.6%	-8.1%	10.0%	11.5%	17.8%	36.8%	36.2%	20.3%	17.6%	-0.3%			-63.3%	-13.0%	20.9%	26.8%	
% Change 2020 to 2021		-82.3%	-72.4%	-40.9%	557.2%	733.7%	698.2%	106.2%	39.1%	24.7%	45.0%	320.4%	109.2%	58.8%			-68.0%	686.6%	47.8%	93.2%	
Average Annual Change		-6.8%	-6.1%	-4.6%	-4.8%	-0.7%	0.9%	1.0%	1.6%	3.3%	3.3%	1.8%	1.6%	0.0%			-5.8%	-1.2%	1.9%	2.4%	
2010	£Bn	0.058	0.067	0.068	0.108	0.147	0.153	0.171	0.232	0.145	0.096	0.059	0.057	1.362		Annual Change	0.194	0.408	0.548	0.212	
2011	£Bn	0.066	0.068	0.075	0.117	0.149	0.145	0.170	0.218	0.142	0.099	0.062	0.057	1.367			0.209	0.411	0.530	0.217	
2012	£Bn	0.067	0.070	0.082	0.112	0.141	0.148	0.173	0.226	0.143	0.097	0.065	0.057	1.380			0.219	0.401	0.542	0.219	
2013	£Bn	0.068	0.075	0.092	0.110	0.155	0.146	0.179	0.239	0.141	0.099	0.069	0.061	1.433			0.234	0.411	0.559	0.229	
2014	£Bn	0.066	0.074	0.100	0.118	0.157	0.148	0.184	0.238	0.156	0.103	0.071	0.062	1.477			0.241	0.423	0.578	0.236	
2015	£Bn	0.073	0.081	0.105	0.120	0.163	0.154	0.188	0.258	0.161	0.112	0.070	0.064	1.551			0.260	0.437	0.607	0.247	
2016	£Bn	0.073	0.080	0.110	0.119	0.168	0.161	0.187	0.262	0.159	0.109	0.069	0.066	1.563			0.263	0.449	0.607	0.244	
2017	£Bn	0.076	0.083	0.111	0.127	0.177	0.167	0.195	0.270	0.174	0.114	0.071	0.071	1.635			0.270	0.471	0.638	0.256	
2018	£Bn	0.079	0.086	0.113	0.129	0.185	0.171	0.197	0.282	0.177	0.119	0.074	0.073	1.685			0.277	0.485	0.656	0.267	
2019	£Bn	0.082	0.089	0.117	0.135	0.189	0.176	0.203	0.283	0.177	0.121	0.076	0.074	1.724			0.289	0.500	0.663	0.271	
2020	£Bn	0.085	0.080	0.057	0.008	0.016	0.021	0.093	0.197	0.159	0.090	0.017	0.032	0.855			0.222	0.045	0.448	0.139	
2021	£Bn	0.015	0.022	0.034	0.051	0.135	0.168	0.191	0.274	0.198	0.131	0.071	0.067	1.357			0.071	0.354	0.663	0.269	
ECONOMIC IMPACT - INDEXED TO 2021														TOTAL							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£Bn	Economic Impact by Year and Share of Total						
Total	£Bn	1.362	1.367	1.380	1.433	1.477	1.551	1.563	1.635	1.685	1.724	0.855	1.357								
All Visitor Types	£Bn	1.362	1.367	1.380	1.433	1.477	1.551	1.563	1.635	1.685	1.724	0.855	1.357								
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%	£Bn							
Annual Change in Share	%																				
Change in Share from 2010	%																				
Avg Ann. Change in Share	%																				

Economic Impact by Year and Share of Total

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Report Prepared by: Alison Tipler. Date of Issue: 27/05/22

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021 2021 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION																				
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / 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			-77.3%	-42.1%	5.0%	13.4%			
% Change 2010 to 2021		-76.3%	-79.7%	-75.3%	-76.0%	-63.8%	5.0%	2.0%	11.2%	0.4%	12.9%	7.4%	22.6%	-18.9%		-76.7%	395.9%	131.9%	278.1%			
% Change 2020 to 2021		-82.1%	-82.4%	-53.3%	145.3%	165.9%	815.7%	279.1%	101.1%	97.5%	120.3%	607.1%	660.6%	87.1%		-7.0%	-3.8%	0.5%	1.2%			
Average Annual Change		-6.9%	-7.2%	-6.8%	-6.9%	-5.8%	0.5%	0.2%	1.0%	0.0%	1.2%	0.7%	2.1%	-1.7%	Annual Change							
2010	£M	8.533	13.28	11.85	13.13	14.74	16.26	20.72	26.18	21.44	16.93	14.56	10.40	188.03	33.66	44.14	68.34	41.89				
2011	£M	9.501	14.21	13.00	14.03	14.39	16.32	20.68	25.87	19.53	16.37	14.33	10.94	189.17	0.6%	36.72	44.74	66.07	41.64			
2012	£M	8.367	13.92	13.48	13.52	14.42	17.94	20.65	27.31	22.09	16.61	15.68	10.64	194.62	2.9%	35.77	45.88	70.04	42.93			
2013	£M	8.788	16.12	16.45	12.15	15.67	18.28	22.07	28.67	20.35	15.78	17.57	12.45	204.35	5.0%	41.36	46.11	71.09	45.79			
2014	£M	9.052	15.18	15.45	13.76	16.08	17.66	23.48	28.81	24.78	17.67	17.34	12.62	211.90	3.7%	39.68	47.51	77.07	47.64			
2015	£M	10.90	16.30	15.88	14.30	17.44	20.75	24.75	30.91	23.57	19.34	15.83	12.68	222.65	5.1%	43.07	52.50	79.23	47.85			
2016	£M	9.744	15.32	15.15	13.86	16.67	19.44	24.50	30.46	22.18	17.45	15.22	13.01	213.01	-4.3%	40.22	49.97	77.13	45.68			
2017	£M	10.56	15.03	14.53	15.10	19.06	20.44	23.93	29.34	23.13	18.63	15.95	14.33	220.03	3.3%	40.12	54.60	76.40	48.91			
2018	£M	11.34	16.18	15.28	15.95	20.89	22.24	25.14	32.08	24.09	20.33	17.34	15.49	236.36	7.4%	42.81	59.08	81.31	53.16			
2019	£M	11.32	16.00	15.27	15.87	20.88	22.30	25.37	31.94	23.73	20.51	17.50	14.99	235.67	-0.3%	42.59	59.04	81.04	53.00			
2020	£M	11.27	15.30	6.272	1.284	2.005	1.866	5.574	14.47	10.89	8.675	2.211	1.676	81.50	-65.4%	32.84	5.155	30.94	12.56			
2021	£M	2.022	2.696	2.926	3.149	5.332	17.08	21.13	29.11	21.51	19.11	15.63	12.75	152.46	87.1%	7.644	25.56	71.76	47.50			
ECONOMIC IMPACT - INDEXED TO 2021														SERVICED ACCOMMODATION								
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic Impact by Year and Share of Total							
Serviced	£M	188.03	189.17	194.62	204.35	211.90	222.65	213.01	220.03	236.36	235.67	81.50	152.46	250.00	20.0%							
All Visitor Types	£Bn	1.362	1.367	1.380	1.433	1.477	1.551	1.563	1.635	1.685	1.724	0.855	1.357	200.00	15.0%							
Share of Total	%	13.8%	13.8%	14.1%	14.3%	14.3%	14.4%	13.6%	13.5%	14.0%	13.7%	9.5%	11.2%	150.00	10.0%							
Annual Change in Share	%	0.2%	1.9%	1.1%	0.6%	0.1%	-5.1%	-1.3%	4.3%	-2.5%	-30.3%	17.8%	-18.6%	100.00	5.0%							
Change in Share from 2010	%	0.2%	2.1%	3.3%	3.9%	4.0%	-1.3%	-2.6%	1.6%	-1.0%	-30.9%	-18.6%	0.0%									
Avg Ann. Change in Share	%	0.2%	1.1%	1.1%	1.0%	0.8%	-0.2%	-0.4%	0.2%	-0.1%	-3.1%	-1.7%										

Serviced £M

Share of Total %

Report Prepared by: Alison Tipler. Date of Issue: 27/05/22.

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021 2021 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 2021 / 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		-96.1%	-3.8%	31.8%	78.3%							
% Change 2010 to 2021		-94.2%	-97.2%	-96.0%	-57.4%	6.0%	14.9%	21.0%	15.9%	67.2%	87.7%	78.5%	53.3%	15.5%	Annual Change		-96.5%	1470.6%	27.7%	74.0%					
% Change 2020 to 2021		-97.5%	-97.0%	-95.0%	754.8%	1480.9%	1753.9%	66.8%	22.4%	10.8%	29.3%	832.0%	68.8%	59.3%			-8.7%	-0.3%	2.9%	7.1%					
Average Annual Change		-8.6%	-8.8%	-8.7%	-5.2%	0.5%	1.4%	1.9%	1.4%	6.1%	8.0%	7.1%	4.8%	1.4%			38.36	156.46	232.32	55.45					
2010	£M	6.705	13.58	18.08	33.38	57.57	65.51	74.68	92.83	64.81	30.24	13.89	11.33	482.60			40.68	161.52	216.89	59.93					
2011	£M	9.088	11.77	19.82	37.50	61.15	62.88	71.52	84.18	61.19	32.84	16.17	10.92	479.03	-0.7%	43.35	154.21	210.75	62.82						
2012	£M	9.920	12.05	21.39	37.25	57.07	59.88	68.85	83.27	58.64	33.43	17.03	12.36	471.13	-1.6%	46.15	152.56	211.75	65.78						
2013	£M	10.53	12.35	23.26	36.28	57.95	58.32	68.87	84.12	58.76	34.61	18.15	13.03	476.23	1.1%	48.46	157.93	228.61	70.77						
2014	£M	11.00	12.94	24.52	37.97	59.69	60.27	71.79	85.08	71.74	36.82	19.83	14.11	505.78	6.2%	48.57	161.12	231.88	71.45						
2015	£M	10.91	12.67	24.99	38.66	61.13	61.34	73.73	87.78	70.37	37.59	19.84	14.02	513.03	1.4%	49.81	164.35	243.26	74.89						
2016	£M	11.54	13.11	25.16	39.23	62.29	62.83	76.60	92.54	74.12	39.42	20.76	14.71	532.31	3.8%	53.05	175.16	266.39	81.17						
2017	£M	12.78	15.18	25.10	43.10	66.75	65.31	84.12	97.09	85.17	42.87	21.61	16.69	575.78	8.2%	53.53	182.52	271.74	84.08						
2018	£M	12.95	15.36	25.22	43.65	70.55	68.31	84.27	102.05	85.41	44.92	22.21	16.95	591.86	2.8%	56.21	192.46	277.50	87.34						
2019	£M	14.32	15.90	25.99	48.93	74.26	69.27	89.49	103.75	84.26	44.84	24.22	18.29	613.52	3.7%	43.40	9.582	239.89	56.84						
2020	£M	15.68	13.03	14.69	1.662	3.860	4.060	54.17	87.89	97.84	43.90	2.659	10.29	349.72	-43.0%	1.506	150.50	306.29	98.90						
2021	£M	0.390	0.386	0.730	14.21	61.02	75.27	90.36	107.54	108.39	56.75	24.78	17.36	557.19	59.3%	1.506	150.50	306.29	98.90						
ECONOMIC IMPACT - INDEXED TO 2021														NON-SERVICED ACCOMMODATION											
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic Impact by Year and Share of Total										
Non-Serviced	£M	482.60	479.03	471.13	476.23	505.78	513.03	532.31	575.78	591.86	613.52	349.72	557.19												
All Visitor Types	£Bn	1.362	1.367	1.380	1.433	1.477	1.551	1.563	1.635	1.685	1.724	0.855	1.357												
Share of Total	%	35.4%	35.0%	34.1%	33.2%	34.2%	33.1%	34.1%	35.2%	35.1%	35.6%	40.9%	41.0%												
Annual Change in Share	%	-1.1%	-2.6%	-2.7%	3.1%	-3.4%	2.9%	3.4%	-0.2%	1.3%	15.0%	0.3%													
Change in Share from 2010	%	-1.1%	-3.7%	-6.2%	-3.4%	-6.6%	-3.9%	-0.7%	-0.9%	0.4%	15.5%	15.8%													
Avg Ann. Change in Share	%	-1.1%	-1.8%	-2.1%	-0.8%	-1.3%	-0.6%	-0.1%	-0.1%	0.0%	1.5%	1.4%													

The chart displays two data series over 12 years. The blue bars represent the 'Non-Serviced £M' economic impact, which shows significant volatility with peaks in 2013, 2017, and 2021. The grey bars represent the 'Share of Total %', which remains relatively stable around 35% until 2017, after which it rises sharply to approximately 50% by 2021.

Year	Non-Serviced £M	Share of Total %
2010	482.60	35.4%
2011	479.03	35.0%
2012	471.13	34.1%
2013	476.23	33.2%
2014	505.78	34.2%
2015	513.03	33.1%
2016	532.31	34.1%
2017	575.78	35.2%
2018	591.86	35.1%
2019	613.52	35.6%
2020	349.72	40.9%
2021	557.19	50.0%

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021 2021 Prices		SFR		ECONOMIC IMPACT Indexed						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SFR																				
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / 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 2010 to 2021		-89.9%	-91.2%	-90.8%	-65.2%	-0.2%	24.4%	23.6%	24.9%	54.5%	47.5%	24.8%	13.8%	-14.3%		-90.4%	-22.5%	31.2%	24.4%			
% Change 2020 to 2021		-92.1%	-91.0%	-84.2%	490.8%	1188.1%	1532.2%	100.6%	38.6%	36.9%	63.1%	768.6%	185.2%	40.7%		-90.9%	1022.3%	55.0%	162.2%			
Average Annual Change		-8.2%	-8.3%	-8.3%	-5.9%	0.0%	2.2%	2.1%	2.3%	5.0%	4.3%	2.3%	1.3%	-1.3%		-8.2%	-2.0%	2.8%	2.2%			
2010	£M	18.64	6.890	7.218	15.69	11.12	8.979	13.46	14.19	8.251	7.455	5.930	16.47	134.28	Annual Change	32.74	35.79	35.90	29.85			
2011	£M	19.87	6.948	7.510	16.19	11.37	9.025	13.45	13.98	8.138	7.580	6.105	16.62	136.78		34.32	36.59	35.57	30.30			
2012	£M	19.64	6.873	7.696	16.30	11.30	9.077	13.43	14.14	8.247	7.667	6.290	16.92	137.57	0.6%	34.21	36.68	35.81	30.88			
2013	£M	19.97	7.219	8.080	16.07	11.40	9.021	13.59	14.31	8.142	7.633	6.483	17.57	139.50	1.4%	35.27	36.49	36.04	31.69			
2014	£M	19.98	7.034	7.957	16.33	11.46	9.015	13.78	14.55	8.490	7.823	6.471	17.56	140.46	0.7%	34.97	36.81	36.82	31.86			
2015	£M	20.25	6.973	8.032	16.51	11.68	9.284	14.06	14.92	8.584	7.991	6.414	17.27	141.98	1.1%	35.25	37.48	37.57	31.68			
2016	£M	20.21	6.988	8.051	16.71	11.84	9.389	14.29	15.23	8.769	8.009	6.512	17.64	143.63	1.2%	35.24	37.93	38.29	32.16			
2017	£M	20.99	7.200	8.105	17.38	12.44	9.700	14.85	15.65	9.309	8.338	6.720	18.46	149.13	3.8%	36.29	39.51	39.81	33.51			
2018	£M	21.36	7.343	8.167	17.53	12.69	9.881	14.96	15.95	9.317	8.491	6.841	18.83	151.36	1.5%	36.87	40.11	40.23	34.16			
2019	£M	21.71	7.363	8.211	17.97	12.90	9.938	15.25	16.05	9.281	8.503	6.983	18.98	153.14	1.2%	37.29	40.81	40.58	34.46			
2020	£M	23.78	6.797	4.202	0.925	0.861	0.685	8.292	12.79	9.310	6.742	0.852	6.569	81.81	-46.6%	34.78	2.471	30.39	14.16			
2021	£M	1.876	0.610	0.666	5.467	11.10	11.17	16.64	17.72	12.75	11.00	7.402	18.73	115.13	40.7%	3.151	27.74	47.11	37.13			
ECONOMIC IMPACT - INDEXED TO 2021														SFR								
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic Impact by Year and Share of Total							
SFR	£M	134.28	136.78	137.57	139.50	140.46	141.98	143.63	149.13	151.36	153.14	81.81	115.13		Share of Total %							
All Visitor Types	£Bn	1.362	1.367	1.380	1.433	1.477	1.551	1.563	1.635	1.685	1.724	0.855	1.357									
Share of Total	%	9.9%	10.0%	10.0%	9.7%	9.5%	9.2%	9.2%	9.1%	9.0%	8.9%	9.6%	8.5%		Share of Total %							
Annual Change in Share	%	1.4%	-0.4%	-2.4%	-2.3%	-3.7%	0.4%	-0.8%	-1.5%	-1.1%	7.7%	-11.4%										
Change in Share from 2010	%	1.4%	1.1%	-1.3%	-3.5%	-7.1%	-6.8%	-7.5%	-8.9%	-9.9%	-2.9%	-14.0%										
Avg Ann. Change in Share	%	1.4%	0.5%	-0.4%	-0.9%	-1.4%	-1.1%	-1.1%	-1.1%	-1.1%	-0.3%	-1.3%										

This chart displays the economic impact in millions of pounds (£M) and the share of total for each year from 2010 to 2021. The blue bars show a general upward trend in economic impact over time, starting around £134M in 2010 and reaching approximately £115M in 2021. The share of total, represented by the dashed line, shows a slight initial decline from about 10% in 2010 to around 8.5% in 2021.

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021 2021 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 2021 / 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 2010 to 2021		-87.3%	-89.1%	-88.4%	-63.3%	-7.2%	14.1%	17.7%	15.9%	50.9%	59.0%	39.1%	27.9%	2.5%	Annual Change	-88.3%	-13.8%	26.3%	44.3%		
% Change 2020 to 2021		-91.5%	-89.5%	-82.8%	489.6%	1051.4%	1466.2%	88.3%	34.1%	20.8%	46.4%	735.6%	163.6%	60.8%		-88.9%	1084.3%	41.1%	119.6%		
Average Annual Change		-7.9%	-8.1%	-8.0%	-5.8%	-0.7%	1.3%	1.6%	1.4%	4.6%	5.4%	3.6%	2.5%	0.2%		-8.0%	-1.3%	2.4%	4.0%		
2010	£M	33.87	33.75	37.15	62.20	83.43	90.75	108.86	133.19	94.50	54.62	34.38	38.19	804.91	Annual Change	104.77	236.39	336.56	127.19		
2011	£M	38.45	32.93	40.33	67.72	86.91	88.22	105.64	124.03	88.86	56.79	36.60	38.48	804.98		111.72	242.85	318.54	131.88		
2012	£M	37.92	32.84	42.56	67.07	82.79	86.90	102.92	124.71	88.97	57.71	39.00	39.92	803.32	-0.2%	113.33	236.76	316.60	136.62		
2013	£M	39.29	35.69	47.80	64.50	85.03	85.63	104.53	127.09	87.25	58.02	42.20	43.05	820.08	2.1%	122.78	235.16	318.88	143.26		
2014	£M	40.03	35.15	47.93	68.07	87.23	86.94	109.06	128.45	105.01	62.32	43.65	44.30	858.13	4.6%	123.11	242.24	342.51	150.27		
2015	£M	42.06	35.94	48.90	69.47	90.25	91.37	112.54	133.61	102.53	64.92	42.08	43.97	877.66	2.3%	126.90	251.10	348.68	150.98		
2016	£M	41.49	35.42	48.36	69.80	90.80	91.65	115.39	138.22	105.06	64.88	42.49	45.36	888.95	1.3%	125.27	252.26	358.68	152.74		
2017	£M	44.33	37.40	47.74	75.58	98.24	95.46	122.91	142.08	117.61	69.83	44.28	49.48	944.94	6.3%	129.47	269.28	382.60	163.59		
2018	£M	45.65	38.89	48.67	77.14	104.13	100.43	124.37	150.08	118.82	73.74	46.39	51.27	979.58	3.7%	133.21	281.70	393.28	171.40		
2019	£M	47.35	39.27	49.47	82.77	108.03	101.51	130.11	151.75	117.27	73.85	48.70	52.25	1,002.33	2.3%	136.09	292.31	399.13	174.81		
2020	£M	50.73	35.13	25.16	3.872	6.726	6.610	68.03	115.15	118.04	59.31	5.723	18.53	513.02	-48.8%	111.02	17.21	301.22	83.57		
2021	£M	4.287	3.692	4.322	22.83	77.44	103.53	128.13	154.38	142.65	86.86	47.82	48.85	824.78	60.8%	12.30	203.80	425.15	183.53		
ECONOMIC IMPACT - INDEXED TO 2021														STAYING VISITOR							
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic Impact by Year and Share of Total						
Staying Visitor	£M	804.91	804.98	803.32	820.08	858.13	877.66	888.95	944.94	979.58	1,002.33	513.02	824.78	1,200.00	Share of Total %	80.0%					
All Visitor Types	£Bn	1.362	1.367	1.380	1.433	1.477	1.551	1.563	1.635	1.685	1.724	0.855	1.357	1,000.00		60.0%					
Share of Total	%	59.1%	58.9%	58.2%	57.2%	58.1%	56.6%	56.9%	57.8%	58.1%	58.1%	60.0%	60.8%	800.00		40.0%					
Annual Change in Share	%	-0.4%	-1.1%	-1.7%	1.6%	-2.6%	0.5%	1.6%	0.6%	0.0%	3.2%	1.2%		400.00		20.0%					
Change in Share from 2010	%	-0.4%	-1.5%	-3.2%	-1.7%	-4.2%	-3.8%	-2.2%	-1.6%	-1.6%	1.6%	2.8%		200.00		0.0%					
Avg Ann. Change in Share	%	-0.4%	-0.8%	-1.1%	-0.4%	-0.8%	-0.6%	-0.3%	-0.2%	-0.2%	0.2%	0.3%		0.00							

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Report Prepared by: Alison Tipler Date of Issue: 27/05/22

STEAM REPORT FOR 2010-2021 - FINAL LINCOLNSHIRE												2010 to 2021 2021 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed							
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER							
KEY		DAY VISITOR																					
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2021 / 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 2010 to 2021		-56.5%	-44.6%	-4.8%	-37.8%	-9.4%	4.1%	0.6%	20.4%	10.4%	6.3%	-5.8%	-3.5%	-4.4%									
% Change 2020 to 2021		-68.4%	-59.0%	-8.1%	624.4%	508.0%	347.9%	155.8%	46.3%	35.7%	42.3%	108.6%	33.9%	55.9%									
Average Annual Change		-5.1%	-4.1%	-0.4%	-3.4%	-0.9%	0.4%	0.1%	1.9%	0.9%	0.6%	-0.5%	-0.3%	-0.4%		QUARTER							
2010		£M	24.56	33.25	31.14	45.37	63.51	62.38	62.25	99.01	50.50	41.60	24.83	18.58	556.99	Q1	Q2	Q3	Q4				
2011		£M	27.57	35.08	34.67	49.73	61.60	56.41	64.65	94.31	52.88	41.84	25.39	18.34	562.48	1.0%	88.95	171.26	211.76	85.02			
2012		£M	29.01	36.67	39.85	44.50	58.38	61.26	70.06	101.25	53.97	39.45	25.63	16.82	576.85	2.6%	97.32	167.74	211.85	85.57			
2013		£M	28.56	38.84	44.03	45.30	70.35	60.14	74.70	111.85	54.05	40.60	26.61	18.30	613.34	6.3%	105.54	164.13	225.28	81.90			
2014		£M	26.23	39.06	52.29	50.15	69.89	60.58	74.49	109.69	50.91	40.47	27.09	17.87	618.72	0.9%	111.43	175.78	240.61	85.52			
2015		£M	31.41	45.43	55.95	50.50	73.20	62.61	75.79	124.30	58.03	47.39	27.92	20.43	672.97	8.8%	117.58	180.62	235.09	85.43			
2016		£M	31.66	44.91	61.26	49.68	77.04	69.76	71.14	123.38	54.03	44.30	26.27	20.55	673.99	0.2%	137.84	196.49	248.54	91.13			
2017		£M	31.96	45.90	62.92	51.61	78.39	71.27	71.80	127.84	56.23	44.51	26.99	21.13	690.55	2.5%	140.78	201.28	255.86	92.63			
2018		£M	33.26	46.94	63.87	51.49	81.06	71.05	73.07	131.52	57.98	45.71	27.57	21.88	705.38	2.1%	144.06	203.59	262.57	95.15			
2019		£M	34.76	50.11	67.97	52.46	81.30	74.14	73.04	131.46	59.80	47.12	27.09	22.18	721.42	2.3%	152.84	207.90	264.30	96.38			
2020		£M	33.85	44.90	32.26	3.894	9.468	14.49	24.48	81.51	41.09	31.08	11.22	13.39	341.61	-52.6%	111.00	27.86	147.08	55.68			
2021		£M	10.69	18.42	29.64	28.21	57.56	64.92	62.62	119.23	55.76	44.23	23.39	17.93	532.60	55.9%	58.75	150.69	237.61	85.55			
ECONOMIC IMPACT - INDEXED TO 2021														DAY VISITOR									
SHARE OF MARKET		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	£M	Economic Impact by Year and Share of Total								
Day Visitor		£M	556.99	562.48	576.85	613.34	618.72	672.97	673.99	690.55	705.38	721.42	341.61	532.60	800.00								
All Visitor Types		£Bn	1.362	1.367	1.380	1.433	1.477	1.551	1.563	1.635	1.685	1.724	0.855	1.357	600.00								
Share of Total		%	40.9%	41.1%	41.8%	42.8%	41.9%	43.4%	43.1%	42.2%	41.9%	41.9%	40.0%	39.2%	500.00								
Annual Change in Share		%													400.00								
Change in Share from 2010		%													200.00								
Avg Ann. Change in Share		%													0.00								
														Day Visitor £M	Share of Total %								

The chart displays two data series over 12 years. The blue bars represent the 'Day Visitor £M' index, which shows significant volatility, peaking around 2013 and 2014 before declining sharply in 2020 and 2021. The grey line represents the 'Share of Total %', which remains relatively stable between 40% and 45% throughout the period.