



## STEAM REPORT FOR 2011-2022 - FINAL

Final

**Boston Borough Council**

**Global Tourism Solutions (UK) Ltd**

71 Heol Gwys

Upper Cwmtwrch


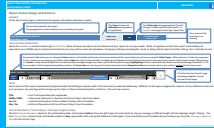











Swansea

SA9 2XH

Telephone: 0798 445 5388

Email: [cj.gtsuk@btinternet.com](mailto:cj.gtsuk@btinternet.com)

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

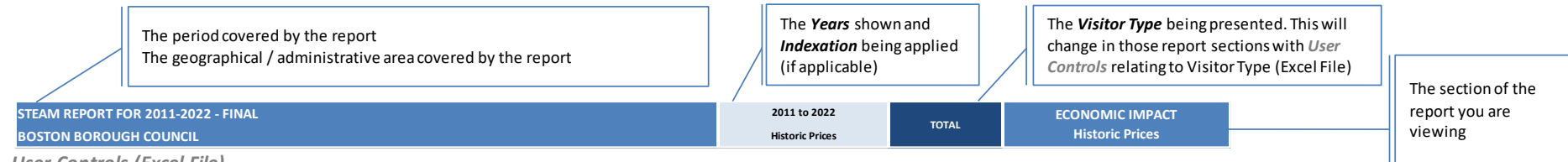
<b>REPORT SECTIONS</b>  <b>Page</b>	<b>USER GUIDE</b>  <b>3</b>	<b>COMPARATIVE HEADLINES</b>  <b>4</b>	<b>KEY MEASURES</b>  <b>5-11</b>
<b>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</b>	<b>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></b>  <b>13</b>	<b>DISTRIBUTION OF IMPACT: <i>by Month</i></b>  <b>14</b>	<b>DISTRIBUTION OF IMPACT: <i>by Sector</i></b>  <b>15</b>
<b>UNINDEXED ECONOMIC IMPACT</b>  <b>16-22</b>	<b>VISITOR NUMBERS</b>  <b>23-29</b>	<b>VISITOR DAYS</b>  <b>30-36</b>	<b>DIRECT AND TOTAL EMPLOYMENT</b>  <b>37-43</b>
	<b>ACCOMMODATION SUPPLY</b>  <b>44</b>	<b>ANNEX</b>	<b>INDEXED FINANCIAL DATA</b>  <b>45-59</b>



## Report Section Design and Features

### Headers

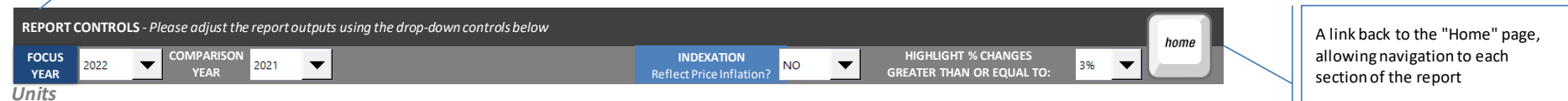
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

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

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



### Units

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

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

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

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

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**BOSTON BOROUGH COUNCIL**

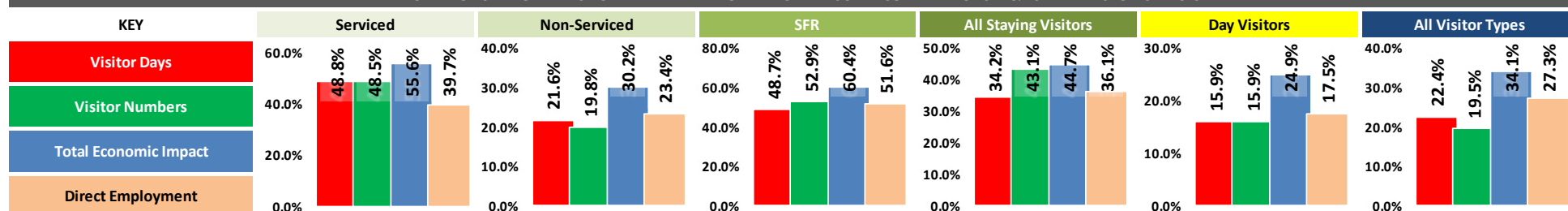
Comparing 2022 and 2021  
All £'s Historic Prices

**COMPARATIVE HEADLINES**

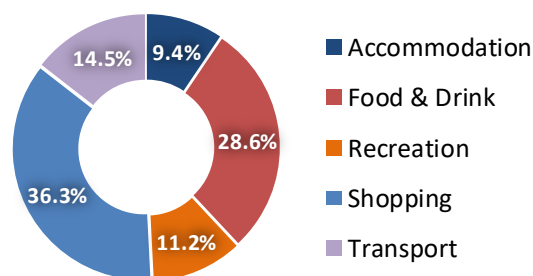
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES**

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
Less than 3% change																			
A Fall of 3% or more		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	0.083	0.056	48.8%	0.341	0.280	21.6%	0.281	0.189	48.7%	0.704	0.525	34.2%	1.094	0.945	15.9%	1.799	1.469	22.4%
Visitor Numbers	M	0.042	0.028	48.5%	0.047	0.039	19.8%	0.118	0.077	52.9%	0.207	0.145	43.1%	1.094	0.945	15.9%	1.302	1.090	19.5%
Direct Expenditure	£M																71.34	53.14	34.2%
Economic Impact	£M	10.46	6.720	55.6%	20.68	15.88	30.2%	16.21	10.11	60.4%	47.34	32.71	44.7%	47.80	38.26	24.9%	95.13	70.96	34.1%
Direct Employment	FTEs	176	126	39.7%	167	135	23.4%	125	83	51.6%	469	344	36.1%	365	310	17.5%	833	655	27.3%
Total Employment	FTEs																1,044	822	27.0%

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2021 - IN HISTORIC PRICES**



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



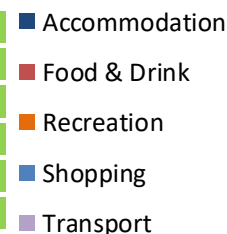
Direct Expenditure Categories

2022	2021	+/- %
6.730	4.857	38.6%
20.41	15.12	34.9%
7.955	5.940	33.9%
25.93	19.52	32.8%
10.33	7.701	34.1%
71.34	53.14	34.2%
23.79	17.82	33.5%
95.13	70.96	34.1%

**Sectors**

Sectors	2022	2021	+/- %
Accommodation	166	126	32.0%
Food & Drink	233	183	27.2%
Recreation	110	87	26.3%
Shopping	270	216	25.2%
Transport	53	42	26.4%
TOTAL DIRECT	833	655	27.3%
Indirect	211	168	25.9%
TOTAL	1,044	822	27.0%

**Sectoral Distribution of Employment - FTEs**



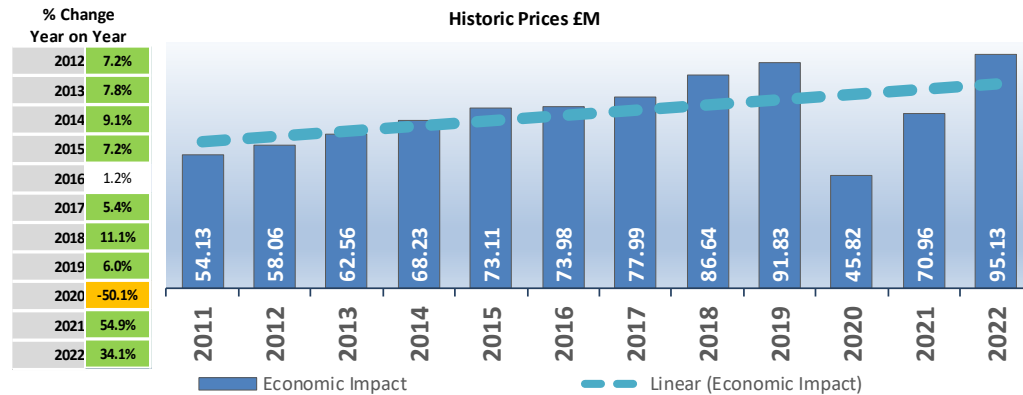
Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2011 to 2022

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

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**Economic Impact - Historic Prices - Total**

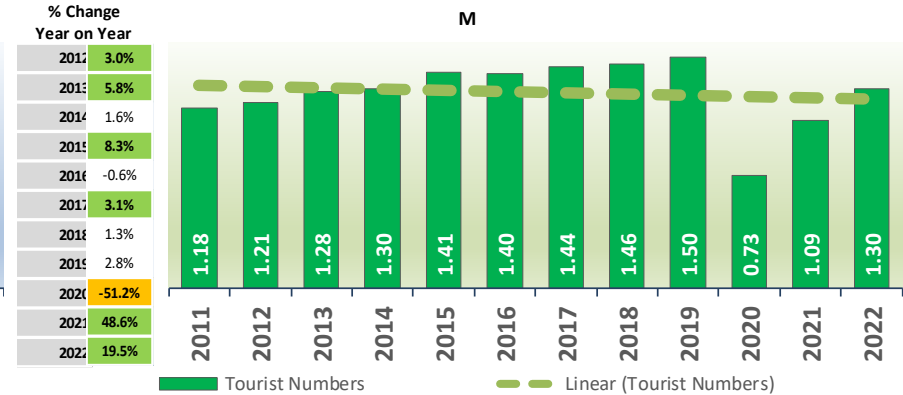


2011 to 2022  
Historic Prices

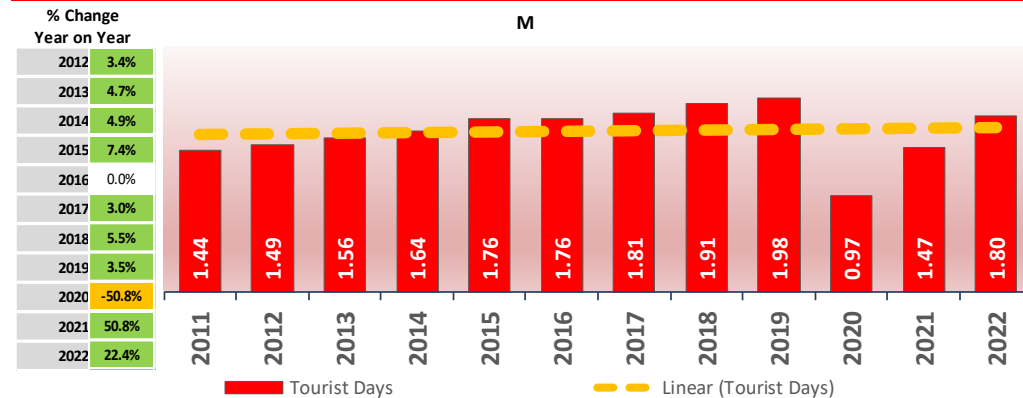
TOTAL

KEY MEASURES  
Historic Prices

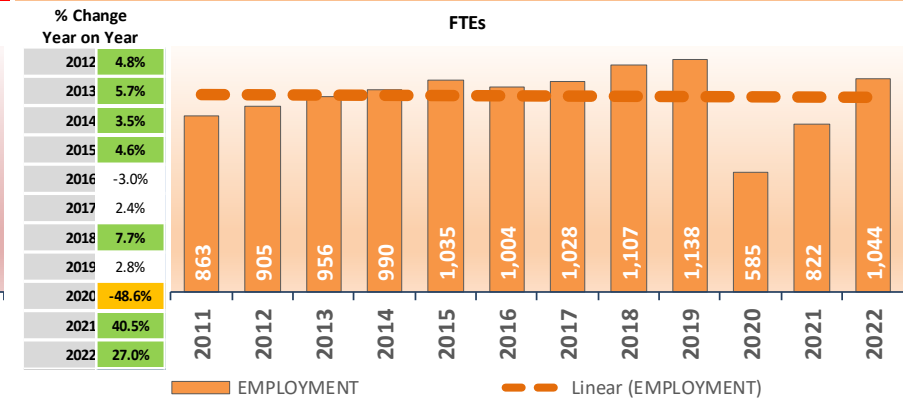
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**

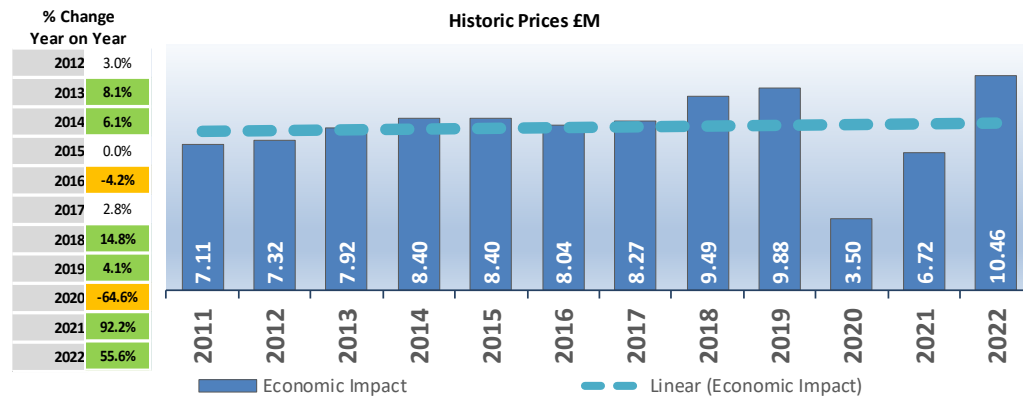


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		7.2%	15.6%	26.0%	35.1%	36.7%	44.1%	60.1%	69.6%	-15.3%	31.1%	75.7%
Visitor Numbers		3.0%	9.0%	10.7%	19.9%	19.1%	22.8%	24.3%	27.8%	-37.6%	-7.3%	10.7%
Visitor Days		3.4%	8.3%	13.6%	22.0%	22.0%	25.7%	32.5%	37.1%	-32.5%	1.8%	24.7%
Total Employment		4.8%	10.7%	14.6%	19.9%	16.3%	19.1%	28.2%	31.9%	-32.2%	-4.7%	21.0%

"Linear" = Linear Trendline

**STEAM REPORT FOR 2011-2022 - FINAL**  
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**Economic Impact - Historic Prices - Serviced Accommodation**

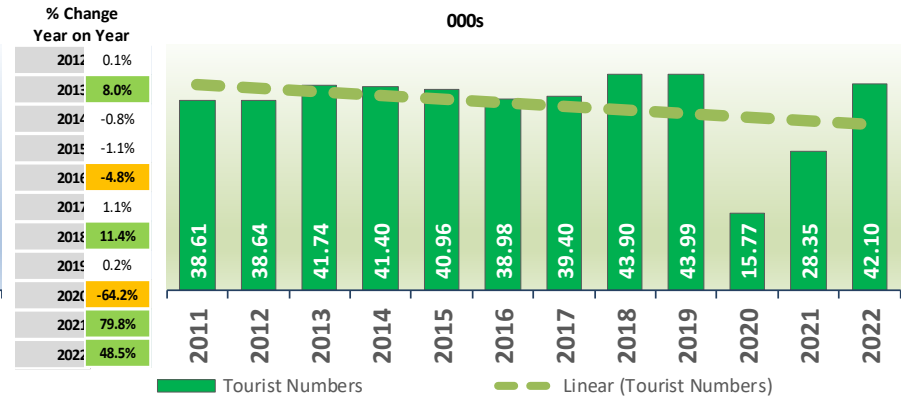


2011 to 2022  
Historic Prices

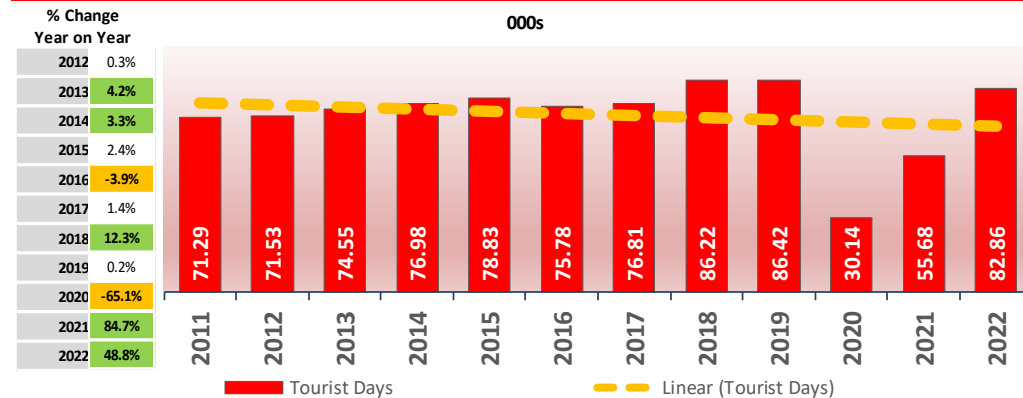
SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

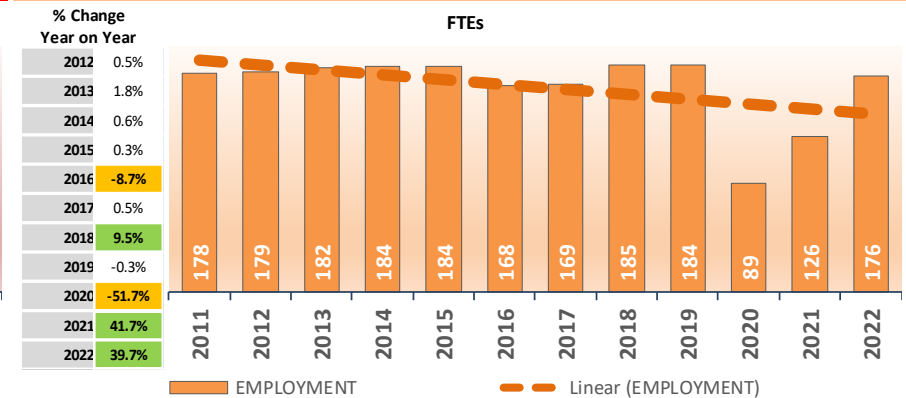
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



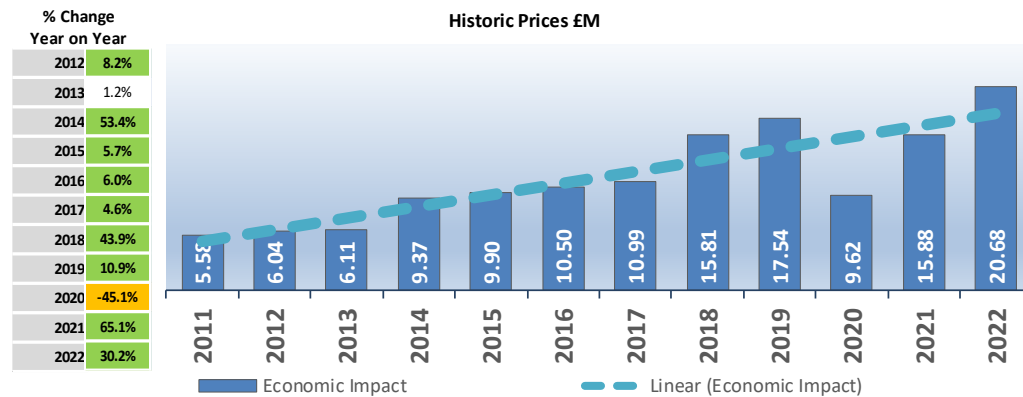
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		3.0%	11.3%	18.2%	18.1%	13.1%	16.3%	33.4%	39.0%	-50.8%	-5.5%	47.0%
Visitor Numbers		0.1%	8.1%	7.2%	6.1%	0.9%	2.0%	13.7%	13.9%	-59.2%	-26.6%	9.0%
Visitor Days		0.3%	4.6%	8.0%	10.6%	6.3%	7.7%	20.9%	21.2%	-57.7%	-21.9%	16.2%
Direct Employment		0.5%	2.3%	2.9%	3.2%	-5.8%	-5.3%	3.7%	3.4%	-50.1%	-29.3%	-1.3%

"Linear" = Linear Trendline

# STEAM REPORT FOR 2011-2022 - FINAL

## BOSTON BOROUGH COUNCIL

### Economic Impact - Historic Prices - Non-Serviced Accommodation

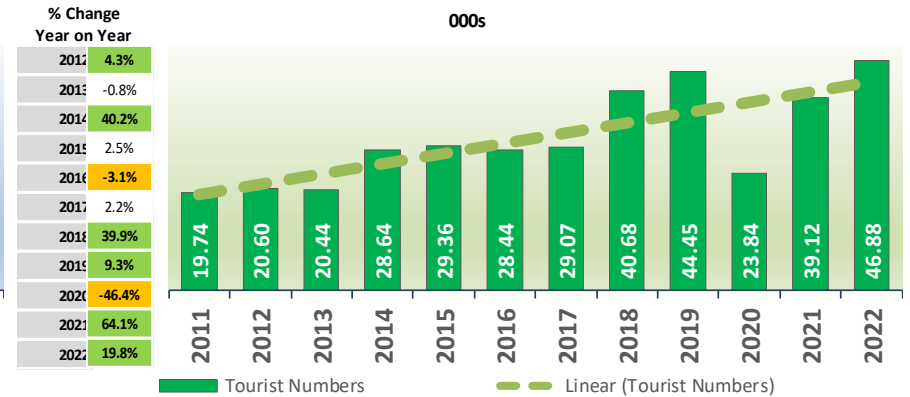


2011 to 2022  
Historic Prices

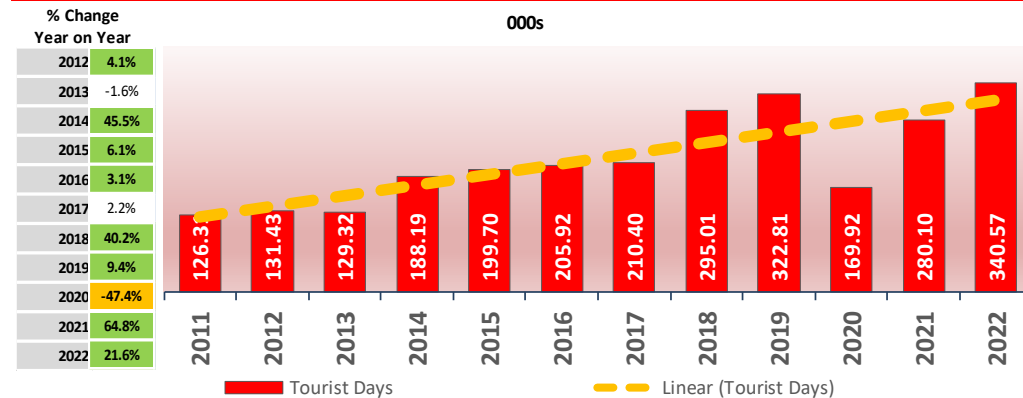
NON-SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

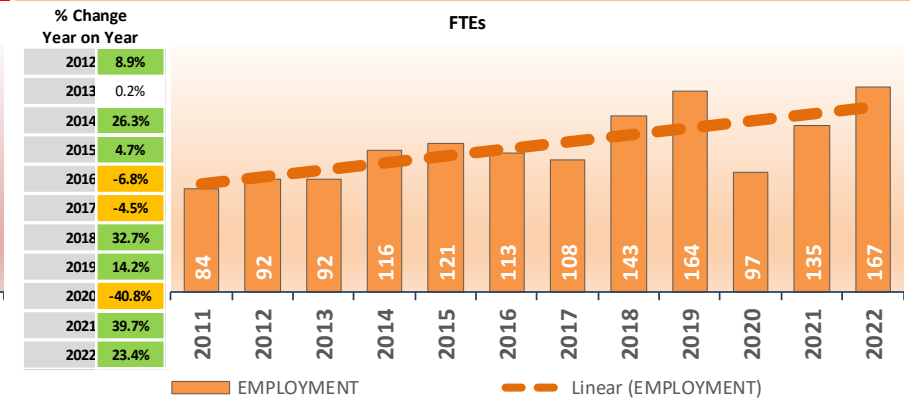
### Visitor Numbers - Non-Serviced Accommodation



### Visitor Days - Non-Serviced Accommodation



### Direct Employment Supported - Non-Serviced Accommodation



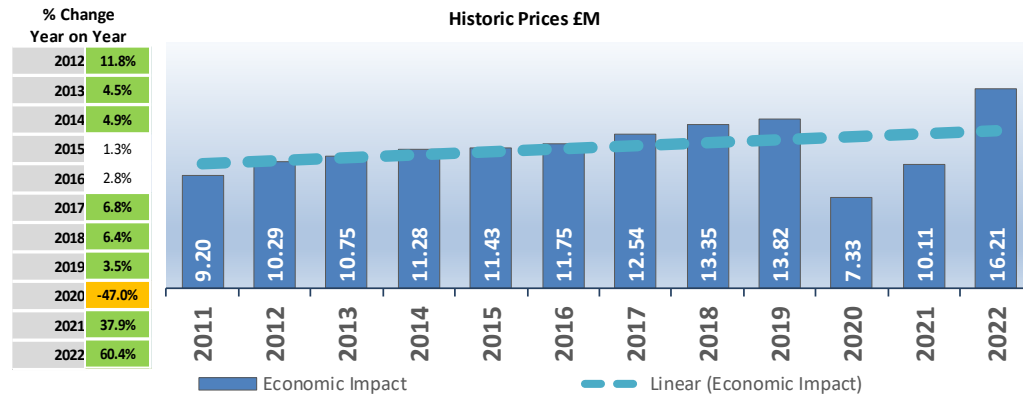
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		8.2%	9.5%	67.9%	77.4%	88.2%	96.8%	183.3%	214.2%	72.4%	184.5%	270.4%
Visitor Numbers		4.3%	3.5%	45.1%	48.7%	44.1%	47.2%	106.0%	125.1%	20.8%	98.1%	137.4%
Visitor Days		4.1%	2.4%	49.0%	58.1%	63.0%	66.6%	133.6%	155.6%	34.5%	121.8%	169.6%
Direct Employment		8.9%	9.1%	37.8%	44.3%	34.5%	28.5%	70.5%	94.8%	15.3%	61.2%	98.8%

"Linear" = Linear Trendline



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**Economic Impact - Historic Prices - SFR**

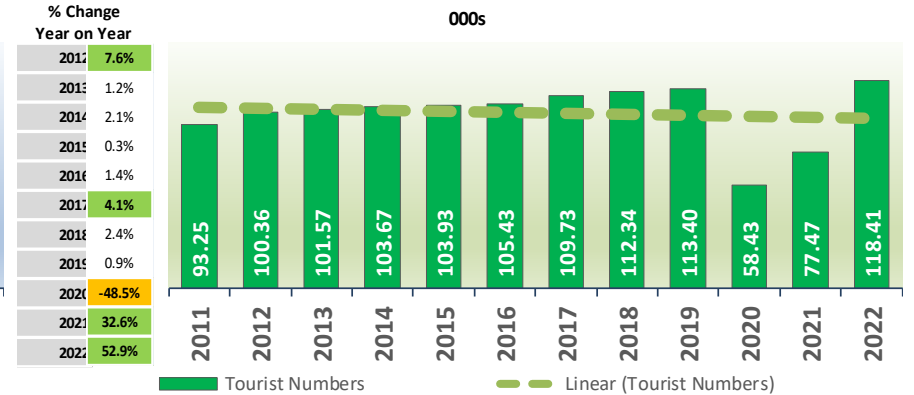


2011 to 2022  
Historic Prices

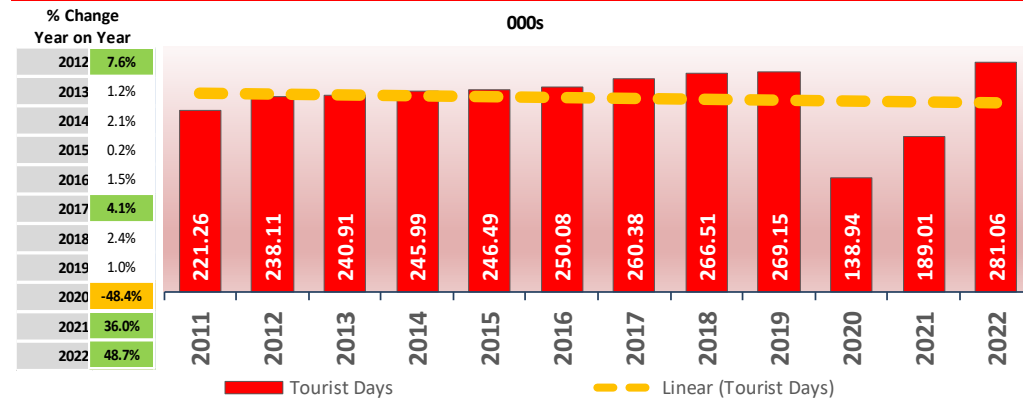
SFR

KEY MEASURES  
Historic Prices

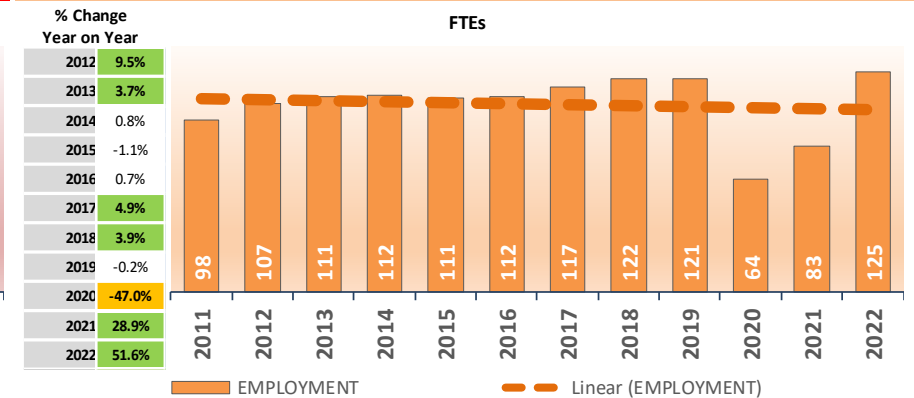
**Visitor Numbers - SFR**



**Visitor Days - SFR**



**Direct Employment Supported - SFR**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		11.8%	16.9%	22.6%	24.2%	27.7%	36.4%	45.2%	50.3%	-20.3%	9.9%	76.2%
Visitor Numbers		7.6%	8.9%	11.2%	11.5%	13.1%	17.7%	20.5%	21.6%	-37.3%	-16.9%	27.0%
Visitor Days		7.6%	8.9%	11.2%	11.4%	13.0%	17.7%	20.5%	21.6%	-37.2%	-14.6%	27.0%
Direct Employment		9.5%	13.6%	14.5%	13.3%	14.0%	19.6%	24.2%	23.9%	-34.4%	-15.4%	28.2%

"Linear" = Linear Trendline

**STEAM REPORT FOR 2011-2022 - FINAL**  
**BOSTON BOROUGH COUNCIL**

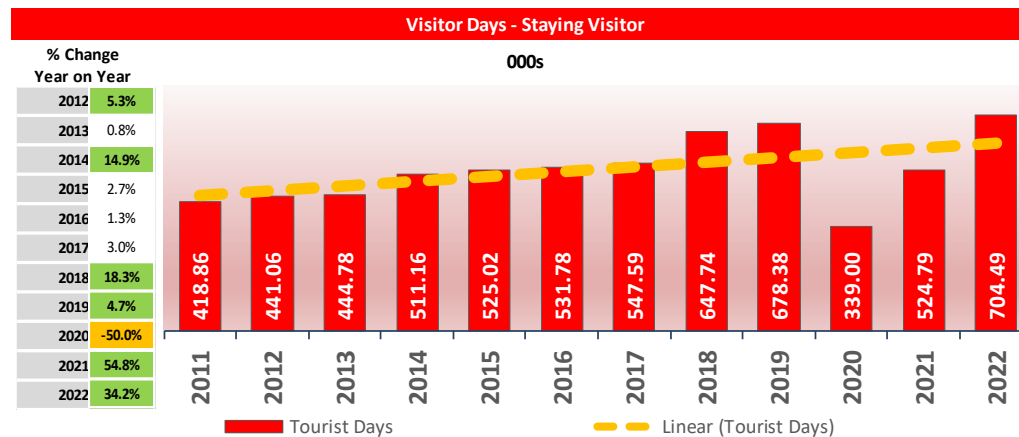
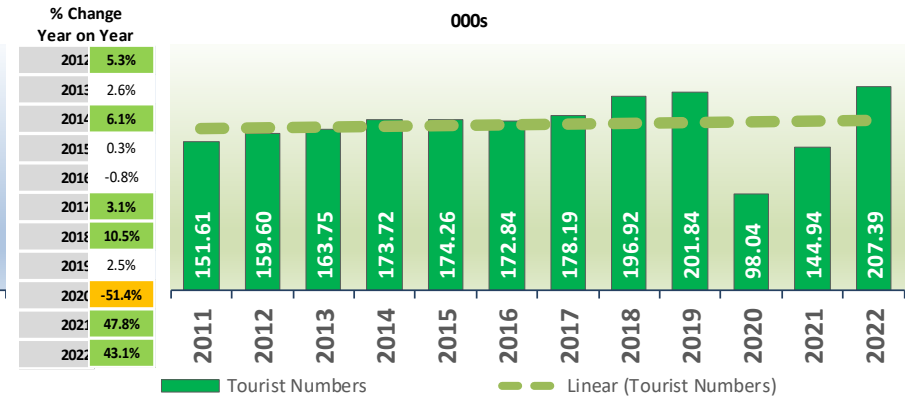
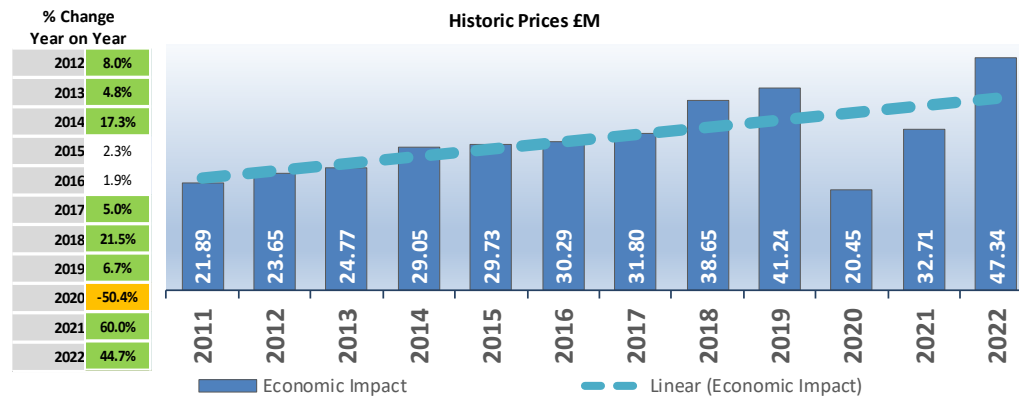
2011 to 2022  
Historic Prices

STAYING VISITOR

KEY MEASURES  
Historic Prices

**Economic Impact - Historic Prices - Staying Visitor**

**Visitor Numbers - Staying Visitor**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		8.0%	13.2%	32.7%	35.8%	38.4%	45.3%	76.6%	88.4%	-6.6%	49.4%	116.3%
Visitor Numbers		5.3%	8.0%	14.6%	14.9%	14.0%	17.5%	29.9%	33.1%	-35.3%	-4.4%	36.8%
Visitor Days		5.3%	6.2%	22.0%	25.3%	27.0%	30.7%	54.6%	62.0%	-19.1%	25.3%	68.2%
Direct Employment		5.0%	8.7%	15.4%	18.1%	13.3%	14.9%	28.8%	33.5%	-30.2%	-2.5%	29.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL  
BOSTON BOROUGH COUNCIL

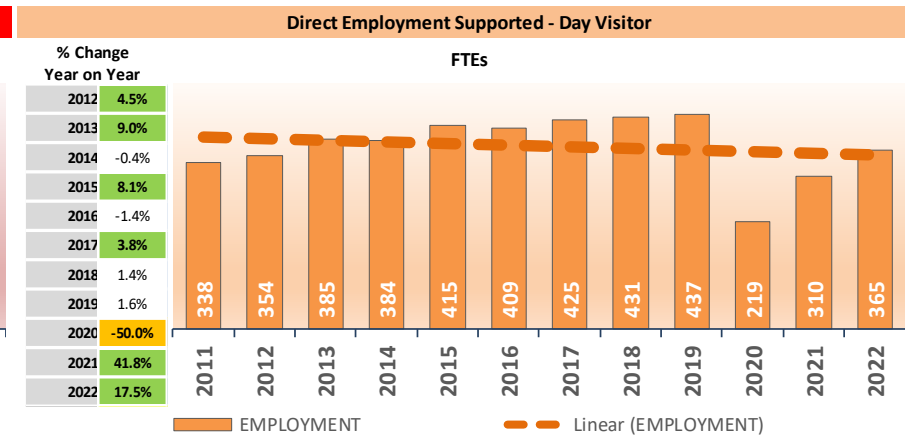
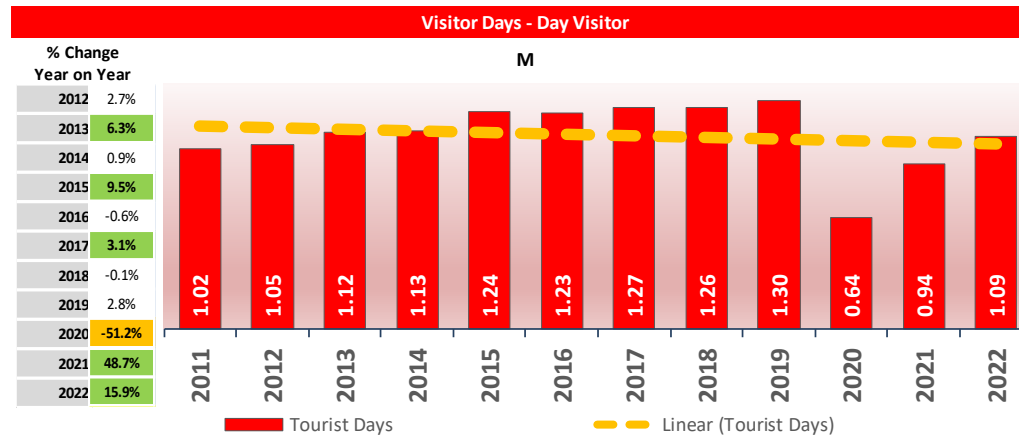
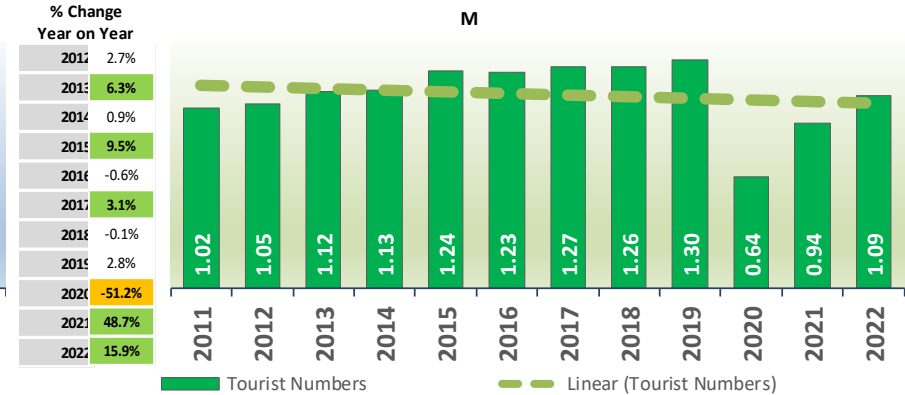
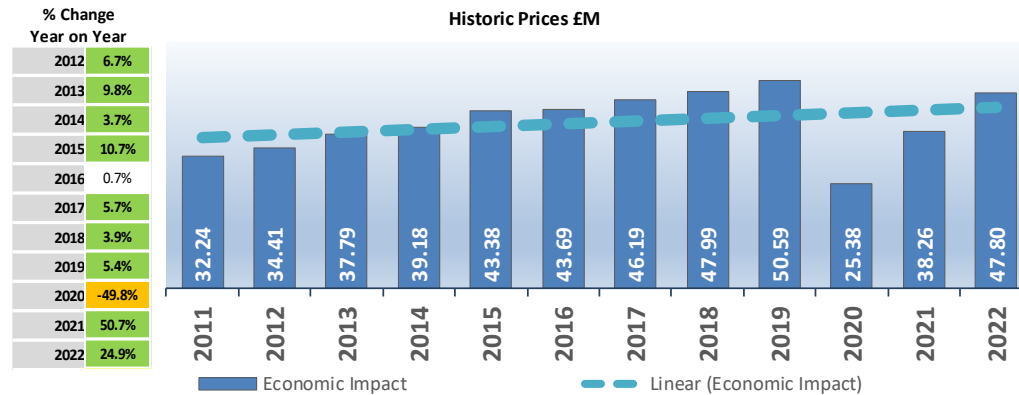
2011 to 2022  
Historic Prices

DAY VISITOR

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		6.7%	17.2%	21.5%	34.5%	35.5%	43.2%	48.8%	56.9%	-21.3%	18.6%	48.2%
Visitor Numbers		2.7%	9.2%	10.2%	20.6%	19.9%	23.6%	23.5%	27.0%	-38.0%	-7.8%	6.9%
Visitor Days		2.7%	9.2%	10.2%	20.6%	19.9%	23.6%	23.5%	27.0%	-38.0%	-7.8%	6.9%
Direct Employment		4.5%	13.9%	13.4%	22.7%	21.0%	25.5%	27.3%	29.3%	-35.3%	-8.3%	7.8%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2011 to 2022

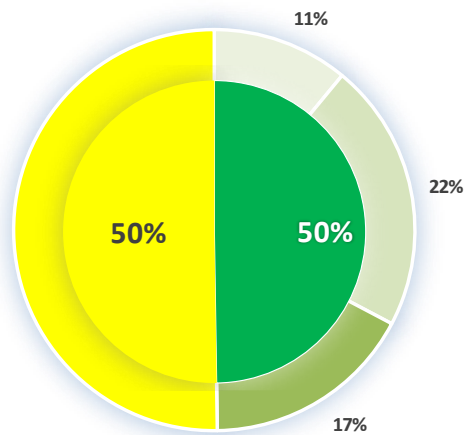
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2022 - M - Share of Total

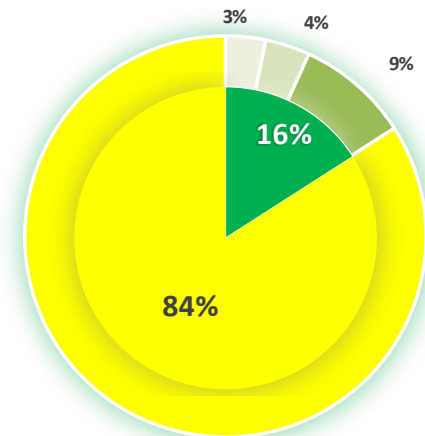
**TOTAL**  
**£95.13m**

	£M
Serviced	10.46
Non-Serviced	20.68
SFR	16.21
Staying Visitor	47.34
Day Visitor	47.80
<b>Total</b>	<b>95.13</b>



**TOTAL**  
**1.30m**

	M
Serviced	0.04
Non-Serviced	0.05
SFR	0.12
Staying Visitor	0.21
Day Visitor	1.09
<b>Total</b>	<b>1.30</b>

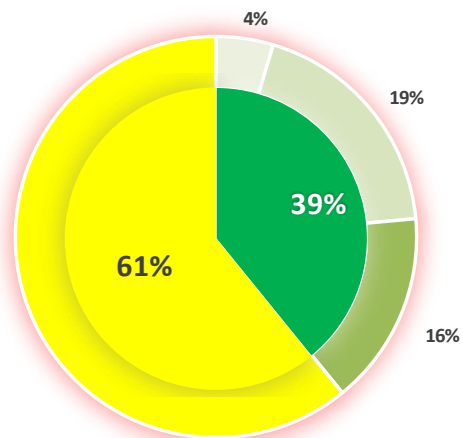


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

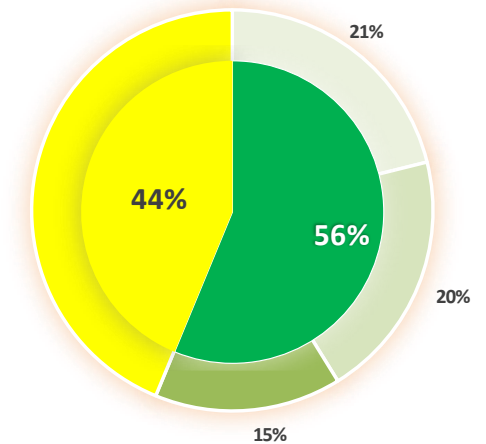
**TOTAL**  
**1.80m**

	M
Serviced	0.08
Non-Serviced	0.34
SFR	0.28
Staying Visitor	0.70
Day Visitor	1.09
<b>Total</b>	<b>1.80</b>



**TOTAL**  
**833 Direct FTEs**  
**1,044 Total FTEs**

	FTEs
Serviced	176
Non-Serviced	167
SFR	125
Staying Visitor	469
Day Visitor	365
<b>Total</b>	<b>833</b>



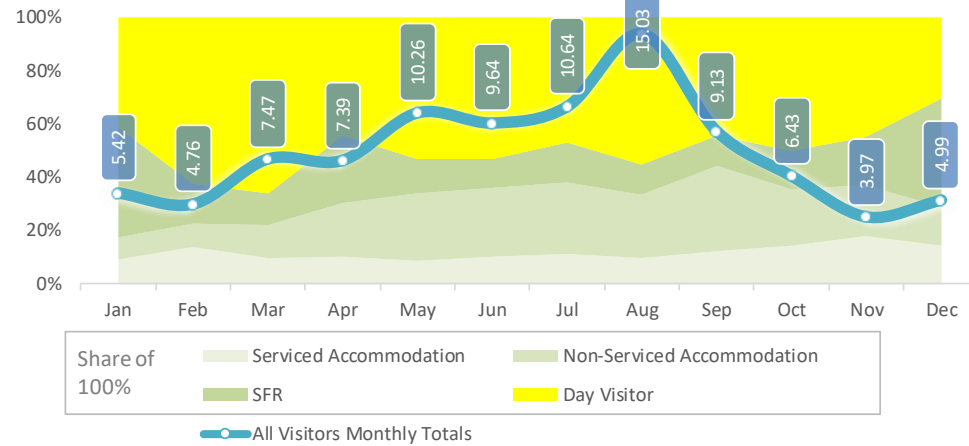
**STEAM REPORT FOR 2011-2022 - FINAL**  
**BOSTON BOROUGH COUNCIL**

**2022**  
**Historic Prices**

**TOTAL**

**DISTRIBUTION BY MONTH**  
**Historic Prices**

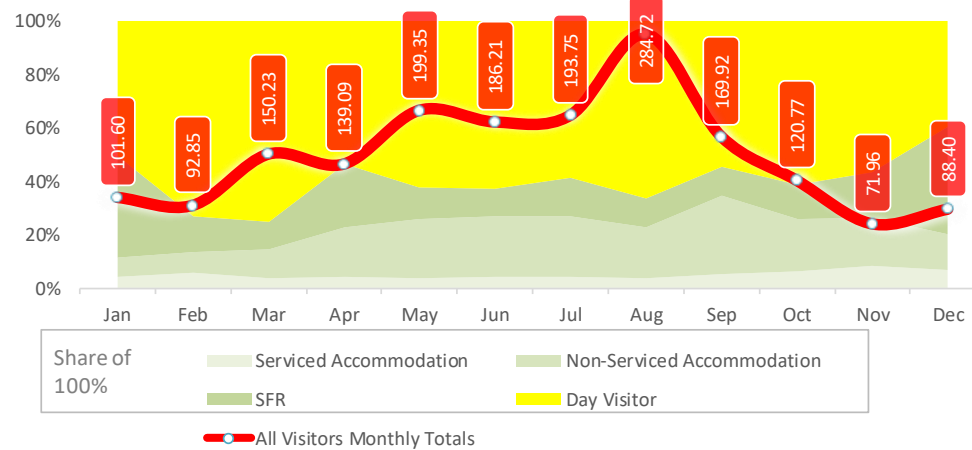
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**



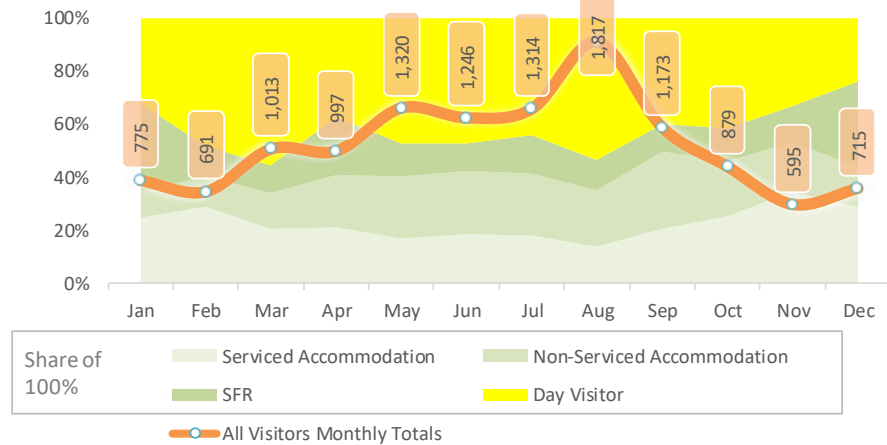
**Visitor Numbers - 2022 - 000s - Distribution of Impact by Month**



**Visitor Days - 2022 - 000s - Distribution of Impact by Month**

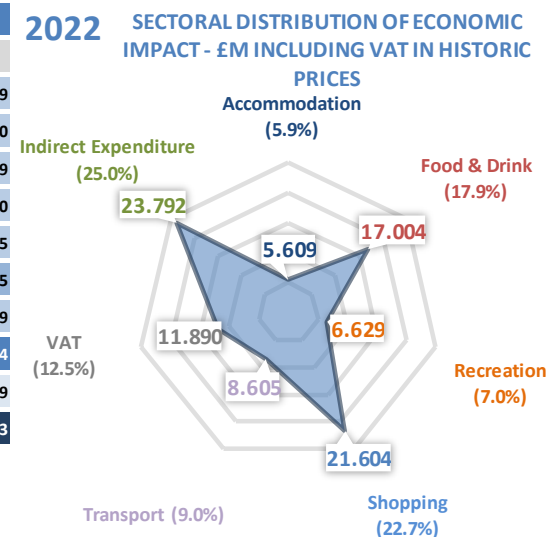


**Direct Employment Supported - 2022 - FTEs - Distribution of Impact by Month**

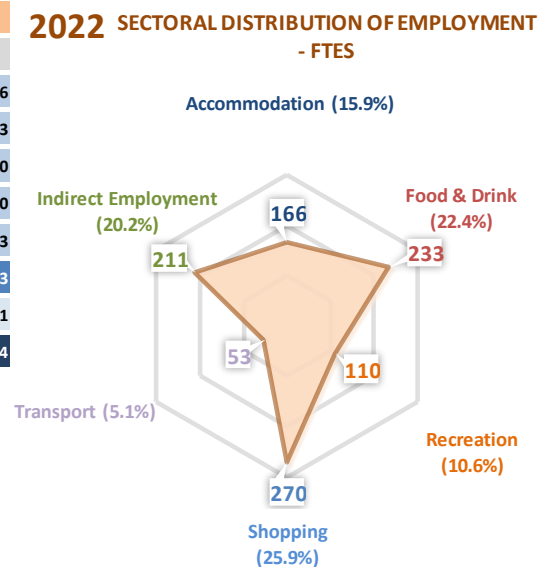


SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	£M	2.896	2.984	3.177	3.888	3.786	3.802	3.921	4.883	5.125	2.548	4.060	5.609
Food & Drink	£M	9.646	10.39	11.18	12.10	13.03	13.18	13.92	15.40	16.32	8.648	12.64	17.00
Recreation	£M	3.850	4.142	4.463	4.804	5.180	5.232	5.511	6.039	6.423	3.375	4.965	6.629
Shopping	£M	12.54	13.47	14.57	15.65	16.99	17.20	18.19	19.99	21.17	10.67	16.32	21.60
Transport	£M	4.932	5.327	5.733	6.182	6.671	6.763	7.134	7.798	8.313	4.214	6.438	8.605
Direct Revenue	£M	33.86	36.30	39.12	42.63	45.65	46.18	48.67	54.12	57.35	29.46	44.42	59.45
VAT	£M	6.772	7.261	7.823	8.526	9.130	9.236	9.735	10.82	11.47	4.814	8.717	11.89
Direct Expenditure	£M	40.63	43.56	46.94	51.15	54.78	55.41	58.41	64.94	68.82	34.27	53.14	71.34
Indirect Expenditure	£M	13.50	14.49	15.62	17.08	18.33	18.57	19.58	21.70	23.00	11.55	17.82	23.79
TOTAL	£M	54.13	58.06	62.56	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	171	176	175	179	181	158	151	163	173	101	126	166
Food & Drink	FTEs	182	192	205	213	224	222	230	249	254	131	183	233
Recreation	FTEs	88	93	99	103	108	107	111	118	121	62	87	110
Shopping	FTEs	216	227	244	251	267	264	274	294	300	147	216	270
Transport	FTEs	42	44	47	49	51	51	53	56	58	28	42	53
Direct Employment	FTEs	699	731	771	795	831	802	819	880	907	469	655	833
Indirect Employment	FTEs	165	173	185	194	204	202	209	226	231	116	168	211
TOTAL	FTEs	863	905	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044



Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2011 to 2022

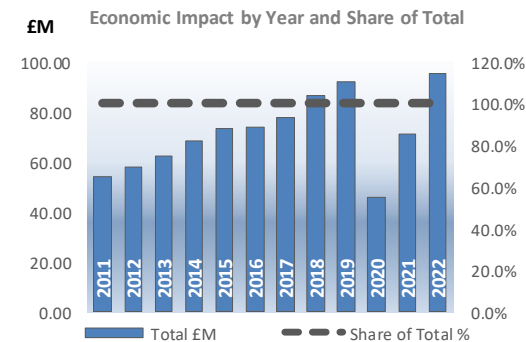
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

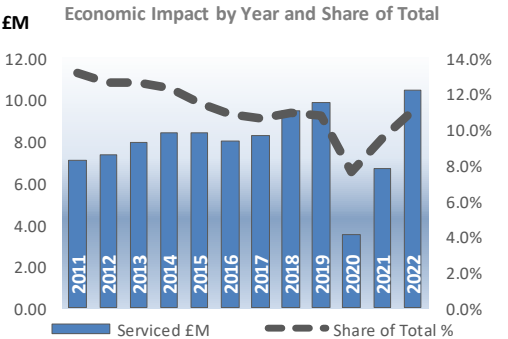


STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL										2011 to 2022 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices																																						
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER																																						
KEY		TOTAL																																																			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change																																							
Less than 3% change		Q1			Q2			Q3			Q4																																										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4																																		
% Change 2011 to 2022		49.2%	49.2%	120.7%	57.5%	81.1%	82.9%	72.8%	86.2%	76.7%	69.5%	61.8%	88.2%	75.7%	Annual Change	72.9%	74.6%	79.4%	72.9%																																		
% Change 2021 to 2022		439.2%	224.2%	207.3%	147.7%	38.3%	11.3%	12.8%	3.9%	-1.5%	-1.2%	13.6%	30.8%	34.1%		259.9%	43.1%	4.9%	11.4%																																		
Average Annual Change		4.5%	4.5%	11.0%	5.2%	7.4%	7.5%	6.6%	7.8%	7.0%	6.3%	5.6%	8.0%	6.9%		6.6%	6.8%	7.2%	6.6%																																		
2011	£M	3.631	3.188	3.387	4.692	5.666	5.270	6.155	8.070	5.168	3.796	2.457	2.653	54.13	Annual Change	10.21	15.63	19.39	8.905																																		
2012	£M	3.878	3.413	3.915	4.656	5.727	5.871	6.781	8.970	5.579	3.847	2.652	2.767	58.06		7.2%	11.21	16.25	21.33	9.266																																	
2013	£M	4.023	3.770	4.486	4.754	6.691	5.950	7.332	9.943	5.667	4.000	2.877	3.066	62.56		7.8%	12.28	17.39	22.94	9.943																																	
2014	£M	4.071	3.920	5.289	5.529	7.212	6.462	8.019	10.68	6.242	4.452	3.117	3.239	68.23		9.1%	13.28	19.20	24.94	10.81																																	
2015	£M	4.497	4.431	5.572	5.654	7.573	6.803	8.317	11.94	6.763	4.917	3.220	3.424	73.11		7.2%	14.50	20.03	27.02	11.56																																	
2016	£M	4.522	4.413	5.957	5.639	7.829	7.282	8.167	12.09	6.605	4.788	3.163	3.525	73.98		1.2%	14.89	20.75	26.87	11.48																																	
2017	£M	4.784	4.589	6.148	6.025	8.302	7.619	8.630	12.66	7.044	5.071	3.309	3.808	77.99		5.4%	15.52	21.95	28.33	12.19																																	
2018	£M	5.168	4.947	6.663	6.657	9.351	8.451	9.584	14.26	8.052	5.760	3.631	4.121	86.64		11.1%	16.78	24.46	31.89	13.51																																	
2019	£M	5.430	5.209	7.180	7.176	9.907	9.049	10.18	15.04	8.509	6.044	3.783	4.318	91.83		6.0%	17.82	26.13	33.73	14.14																																	
2020	£M	5.518	4.793	3.658	0.396	0.857	1.435	4.264	9.811	7.269	4.644	1.131	2.048	45.82		-50.1%	13.97	2.688	21.34	7.822																																	
2021	£M	1.005	1.467	2.432	2.983	7.421	8.663	9.433	14.46	9.275	6.508	3.498	3.817	70.96		54.9%	4.904	19.07	33.17	13.82																																	
2022	£M	5.417	4.755	7.475	7.390	10.26	9.641	10.64	15.03	9.133	6.432	3.974	4.994	95.13		34.1%	17.65	27.29	34.80	15.40																																	
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL																																							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	Economic Impact by Year and Share of Total																																						
Total	£M	54.13	58.06	62.56	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13	<table><thead><tr><th>Year</th><th>Total £M</th><th>Share of Total %</th></tr></thead><tbody><tr><td>2011</td><td>54.13</td><td>63.2%</td></tr><tr><td>2012</td><td>58.06</td><td>67.3%</td></tr><tr><td>2013</td><td>62.56</td><td>72.8%</td></tr><tr><td>2014</td><td>68.23</td><td>79.9%</td></tr><tr><td>2015</td><td>73.11</td><td>85.5%</td></tr><tr><td>2016</td><td>73.98</td><td>86.7%</td></tr><tr><td>2017</td><td>77.99</td><td>90.8%</td></tr><tr><td>2018</td><td>86.64</td><td>100.8%</td></tr><tr><td>2019</td><td>91.83</td><td>106.9%</td></tr><tr><td>2020</td><td>45.82</td><td>53.7%</td></tr><tr><td>2021</td><td>70.96</td><td>82.5%</td></tr><tr><td>2022</td><td>95.13</td><td>110.9%</td></tr></tbody></table>	Year	Total £M	Share of Total %	2011	54.13	63.2%	2012	58.06	67.3%	2013	62.56	72.8%	2014	68.23	79.9%	2015	73.11	85.5%	2016	73.98	86.7%	2017	77.99	90.8%	2018	86.64	100.8%	2019	91.83	106.9%	2020	45.82	53.7%	2021	70.96	82.5%	2022	95.13	110.9%
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Annual Change in Share	%																																																				
Change in Share from 2011	%																																																				
Avg Ann. Change in Share	%																																																				

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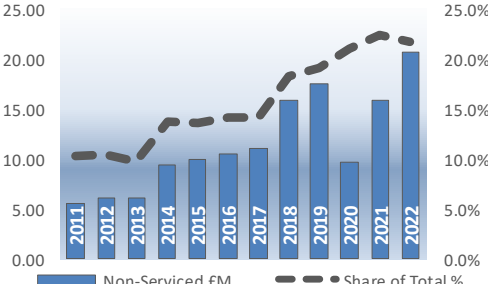
Report Prepared by: Aimee Towle. Date of Issue: 30/06/23



STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022 Historic Prices			SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2011 to 2022		5.0%	18.6%	23.9%	45.7%	58.7%	56.2%	60.9%	65.8%	50.5%	43.0%	51.3%	69.5%	47.0%	Annual Change	16.4%	53.8%	59.4%	52.8%
% Change 2021 to 2022		395.9%	487.3%	446.4%	437.0%	281.3%	33.3%	19.9%	5.7%	11.2%	11.6%	18.8%	27.2%	55.6%		444.7%	136.6%	11.6%	18.2%
Average Annual Change		0.5%	1.7%	2.2%	4.2%	5.3%	5.1%	5.5%	6.0%	4.6%	3.9%	4.7%	6.3%	4.3%		1.5%	4.9%	5.4%	4.8%
2011	£M	0.478	0.548	0.570	0.503	0.547	0.610	0.739	0.860	0.731	0.636	0.474	0.414	7.110		1.596	1.661	2.330	1.524
2012	£M	0.428	0.536	0.585	0.493	0.547	0.672	0.742	0.924	0.828	0.643	0.518	0.407	7.322		3.0%	1.548	1.713	2.494
2013	£M	0.461	0.637	0.737	0.466	0.613	0.705	0.807	0.985	0.791	0.630	0.596	0.488	7.917	8.1%	1.835	1.784	2.583	1.714
2014	£M	0.484	0.616	0.716	0.539	0.644	0.699	0.881	1.014	0.984	0.720	0.602	0.503	8.402	6.1%	1.816	1.882	2.878	1.825
2015	£M	0.520	0.624	0.676	0.513	0.643	0.767	0.903	1.107	0.910	0.732	0.545	0.458	8.399	0.0%	1.820	1.924	2.921	1.735
2016	£M	0.462	0.582	0.622	0.494	0.597	0.706	0.934	1.144	0.870	0.649	0.513	0.469	8.043	-4.2%	1.666	1.797	2.948	1.631
2017	£M	0.464	0.528	0.566	0.549	0.672	0.734	0.954	1.156	0.892	0.682	0.541	0.528	8.267	2.8%	1.558	1.956	3.002	1.751
2018	£M	0.530	0.608	0.632	0.632	0.782	0.860	1.067	1.336	1.008	0.800	0.626	0.608	9.488	14.8%	1.769	2.275	3.411	2.034
2019	£M	0.548	0.626	0.656	0.659	0.808	0.894	1.138	1.406	1.035	0.831	0.657	0.623	9.881	4.1%	1.829	2.361	3.579	2.111
2020	£M	0.551	0.608	0.275	0.050	0.075	0.073	0.248	0.628	0.477	0.352	0.086	0.071	3.496	-64.6%	1.434	0.198	1.353	0.510
2021	£M	0.101	0.111	0.129	0.136	0.228	0.715	0.991	1.349	0.990	0.815	0.604	0.551	6.720	92.2%	0.341	1.079	3.330	1.970
2022	£M	0.502	0.650	0.706	0.733	0.868	0.953	1.189	1.425	1.101	0.909	0.718	0.701	10.46	55.6%	1.858	2.554	3.715	2.328
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
Serviced	£M	7.110	7.322	7.917	8.402	8.399	8.043	8.267	9.488	9.881	3.496	6.720	10.46						
All Visitor Types	£M	54.13	58.06	62.56	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13						
Share of Total	%	13.1%	12.6%	12.7%	12.3%	11.5%	10.9%	10.6%	11.0%	10.8%	7.6%	9.5%	11.0%						
Annual Change in Share	%		-4.0%	0.3%	-2.7%	-6.7%	-5.4%	-2.5%	3.3%	-1.7%	-29.1%	24.1%	16.0%						
Change in Share from 2011	%		-4.0%	-3.7%	-6.2%	-12.5%	-17.2%	-19.3%	-16.6%	-18.1%	-41.9%	-27.9%	-16.3%						
Avg Ann. Change in Share	%		-4.0%	-1.8%	-2.1%	-3.1%	-3.4%	-3.2%	-2.4%	-2.3%	-4.7%	-2.8%	-1.5%						

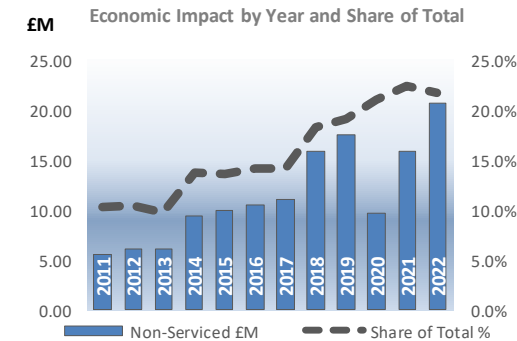
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

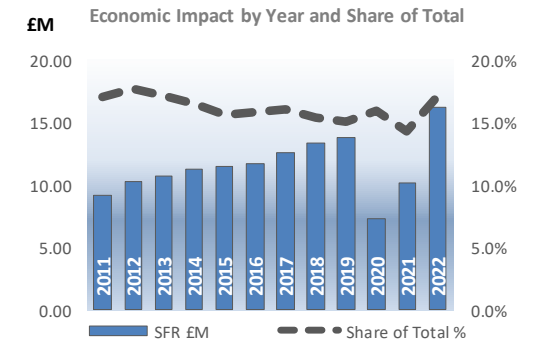
STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL										2011 to 2022 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		478.7%	318.7%	368.5%	261.5%	226.3%	206.4%	252.1%	262.9%	278.3%	303.2%	384.7%	669.3%	270.4%	Annual Change	377.6%	225.5%	264.1%	382.9%
% Change 2021 to 2022		4413.5%	4074.6%	4935.0%	281.7%	40.2%	11.5%	15.0%	12.8%	-1.8%	-8.8%	10.2%	50.5%	30.2%		4577.2%	47.0%	8.4%	6.7%
Average Annual Change		43.5%	29.0%	33.5%	23.8%	20.6%	18.8%	22.9%	23.9%	25.3%	27.6%	35.0%	60.8%	24.6%		34.3%	20.5%	24.0%	34.8%
2011	£M	0.077	0.101	0.201	0.416	0.796	0.817	0.813	0.992	0.776	0.342	0.157	0.094	5.582		0.379	2.029	2.580	0.593
2012	£M	0.094	0.116	0.236	0.449	0.826	0.865	0.863	1.092	0.828	0.371	0.182	0.119	6.040	8.2%	0.445	2.140	2.783	0.672
2013	£M	0.097	0.115	0.252	0.430	0.835	0.844	0.884	1.128	0.830	0.381	0.192	0.124	6.110	1.2%	0.463	2.109	2.841	0.697
2014	£M	0.166	0.198	0.422	0.685	1.193	1.206	1.324	1.719	1.271	0.636	0.330	0.221	9.372	53.4%	0.785	3.085	4.314	1.187
2015	£M	0.223	0.260	0.440	0.719	1.232	1.237	1.372	1.788	1.311	0.602	0.420	0.302	9.905	5.7%	0.922	3.188	4.471	1.324
2016	£M	0.242	0.277	0.459	0.743	1.266	1.277	1.435	1.895	1.399	0.716	0.460	0.334	10.50	6.0%	0.977	3.287	4.729	1.510
2017	£M	0.256	0.298	0.441	0.798	1.307	1.282	1.534	1.932	1.555	0.767	0.456	0.361	10.99	4.6%	0.995	3.387	5.022	1.583
2018	£M	0.338	0.408	0.635	1.163	1.953	1.883	2.178	2.821	2.159	1.158	0.634	0.480	15.81	43.9%	1.380	4.999	7.158	2.273
2019	£M	0.387	0.445	0.700	1.364	2.234	2.081	2.482	3.098	2.328	1.181	0.709	0.528	17.54	10.9%	1.532	5.679	7.907	2.418
2020	£M	0.410	0.348	0.391	0.043	0.108	0.116	1.498	2.587	2.619	1.140	0.075	0.285	9.621	-45.1%	1.150	0.267	6.704	1.500
2021	£M	0.010	0.010	0.019	0.394	1.853	2.245	2.488	3.190	2.989	1.510	0.693	0.480	15.88	65.1%	0.039	4.492	8.667	2.683
2022	£M	0.445	0.423	0.944	1.505	2.597	2.503	2.861	3.598	2.935	1.378	0.763	0.723	20.68	30.2%	1.812	6.605	9.394	2.864
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
Non-Serviced	£M	5.582	6.040	6.110	9.372	9.905	10.50	10.99	15.81	17.54	9.621	15.88	20.68						
All Visitor Types	£M	54.13	58.06	62.56	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13						
Share of Total	%	10.3%	10.4%	9.8%	13.7%	13.5%	14.2%	14.1%	18.2%	19.1%	21.0%	22.4%	21.7%						
Annual Change in Share	%		0.9%	-6.1%	40.6%	-1.4%	4.8%	-0.8%	29.5%	4.7%	9.9%	6.6%	-2.9%						
Change in Share from 2011	%		0.9%	-5.3%	33.2%	31.4%	37.7%	36.6%	77.0%	85.2%	103.6%	117.0%	110.8%						
Avg Ann. Change in Share	%		0.9%	-2.6%	11.1%	7.8%	7.5%	6.1%	11.0%	10.7%	11.5%	11.7%	10.1%						

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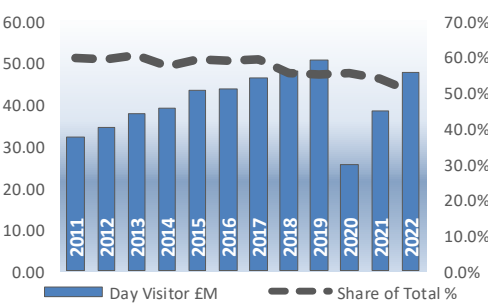
STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL										2011 to 2022 Historic Prices		SFR		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		58.0%	55.3%	79.8%	76.5%	79.7%	75.7%	80.9%	82.9%	88.2%	79.5%	76.8%	87.2%	76.2%	Annual Change	62.1%	77.3%	83.4%	83.1%
% Change 2021 to 2022		1900.1%	2022.0%	2456.7%	283.4%	29.9%	5.3%	12.1%	10.5%	-11.5%	-11.1%	15.0%	31.6%	60.4%		2032.0%	69.4%	4.9%	14.6%
Average Annual Change		5.3%	5.0%	7.3%	7.0%	7.2%	6.9%	7.4%	7.5%	8.0%	7.2%	7.0%	7.9%	6.9%		5.6%	7.0%	7.6%	7.6%
2011	£M	1.410	0.458	0.503	1.074	0.759	0.600	0.893	0.937	0.552	0.514	0.405	1.091	9.196		2.370	2.433	2.382	2.011
2012	£M	1.535	0.501	0.570	1.204	0.843	0.675	0.998	1.061	0.624	0.575	0.463	1.236	10.29	11.8%	2.606	2.721	2.683	2.274
2013	£M	1.613	0.545	0.617	1.219	0.875	0.690	1.040	1.106	0.635	0.589	0.493	1.324	10.75	4.5%	2.775	2.784	2.781	2.407
2014	£M	1.673	0.550	0.636	1.303	0.914	0.716	1.099	1.171	0.685	0.637	0.514	1.382	11.28	4.9%	2.859	2.932	2.955	2.532
2015	£M	1.646	0.541	0.651	1.335	0.943	0.743	1.132	1.212	0.703	0.665	0.510	1.347	11.43	1.3%	2.839	3.020	3.047	2.521
2016	£M	1.673	0.554	0.663	1.370	0.967	0.762	1.167	1.255	0.730	0.675	0.527	1.404	11.75	2.8%	2.890	3.099	3.152	2.605
2017	£M	1.795	0.587	0.684	1.469	1.032	0.802	1.243	1.319	0.797	0.726	0.560	1.529	12.54	6.8%	3.067	3.303	3.360	2.816
2018	£M	1.883	0.622	0.731	1.567	1.116	0.862	1.319	1.415	0.840	0.783	0.596	1.615	13.35	6.4%	3.236	3.545	3.573	2.994
2019	£M	1.945	0.634	0.745	1.650	1.168	0.893	1.383	1.465	0.860	0.791	0.622	1.666	13.82	3.5%	3.324	3.711	3.708	3.079
2020	£M	2.048	0.553	0.389	0.067	0.065	0.055	0.751	1.138	0.879	0.663	0.072	0.648	7.328	-47.0%	2.990	0.187	2.768	1.383
2021	£M	0.111	0.033	0.035	0.494	1.051	1.001	1.441	1.551	1.173	1.037	0.623	1.553	10.11	37.9%	0.180	2.546	4.166	3.214
2022	£M	2.227	0.710	0.904	1.895	1.365	1.053	1.616	1.714	1.038	0.923	0.717	2.043	16.21	60.4%	3.842	4.313	4.368	3.682
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
SFR	£M	9.196	10.29	10.75	11.28	11.43	11.75	12.54	13.35	13.82	7.328	10.11	16.21						
All Visitor Types	£M	54.13	58.06	62.56	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13						
Share of Total	%	17.0%	17.7%	17.2%	16.5%	15.6%	15.9%	16.1%	15.4%	15.1%	16.0%	14.2%	17.0%						
Annual Change in Share	%		4.3%	-3.0%	-3.8%	-5.5%	1.6%	1.3%	-4.2%	-2.3%	6.3%	-11.0%	19.6%						
Change in Share from 2011	%		4.3%	1.1%	-2.7%	-8.0%	-6.5%	-5.3%	-9.3%	-11.4%	-5.9%	-16.2%	0.3%						
Avg Ann. Change in Share	%		4.3%	0.6%	-0.9%	-2.0%	-1.3%	-0.9%	-1.3%	-1.4%	-0.7%	-1.6%	0.0%						
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STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2011 to 2022		61.5%	61.2%	100.5%	107.3%	129.7%	122.5%	131.7%	141.6%	146.4%	115.2%	111.9%	116.8%		116.3%	72.9%	120.0%	139.7%	115.0%	
% Change 2021 to 2022		1327.1%	1056.0%	1293.1%	303.2%	54.3%	13.9%	15.1%	10.6%	-1.5%	-4.5%	14.4%	34.1%		44.7%	1241.3%	66.0%	8.1%	12.8%	
Average Annual Change		5.6%	5.6%	9.1%	9.8%	11.8%	11.1%	12.0%	12.9%	13.3%	10.5%	10.2%	10.6%		10.6%	6.6%	10.9%	12.7%	10.5%	
2011	£M	1.965	1.107	1.274	1.993	2.103	2.027	2.445	2.788	2.059	1.491	1.037	1.599		21.89	4.346	6.123	7.292	4.128	
2012	£M	2.056	1.152	1.391	2.146	2.217	2.212	2.603	3.077	2.281	1.589	1.163	1.762		23.65	8.0%	4.599	6.574	7.960	4.514
2013	£M	2.171	1.297	1.606	2.115	2.323	2.240	2.731	3.219	2.256	1.600	1.281	1.936		24.77	4.8%	5.074	6.677	8.206	4.817
2014	£M	2.323	1.363	1.774	2.527	2.751	2.621	3.304	3.904	2.940	1.993	1.446	2.106		29.05	17.3%	5.460	7.899	10.15	5.545
2015	£M	2.389	1.424	1.767	2.567	2.818	2.747	3.407	4.108	2.924	1.999	1.475	2.107		29.73	2.3%	5.580	8.131	10.44	5.580
2016	£M	2.377	1.412	1.744	2.608	2.830	2.745	3.536	4.293	2.999	2.040	1.500	2.207		30.29	1.9%	5.533	8.183	10.83	5.747
2017	£M	2.515	1.414	1.691	2.817	3.010	2.819	3.732	4.408	3.244	2.175	1.557	2.418	31.80	5.0%	5.620	8.646	11.38	6.149	
2018	£M	2.751	1.638	1.997	3.363	3.852	3.605	4.564	5.572	4.007	2.741	1.856	2.703	38.65	21.5%	6.386	10.82	14.14	7.300	
2019	£M	2.880	1.704	2.101	3.673	4.210	3.867	5.003	5.968	4.223	2.803	1.987	2.817	41.24	6.7%	6.685	11.75	15.19	7.608	
2020	£M	3.009	1.509	1.055	0.160	0.248	0.244	2.497	4.354	3.974	2.156	0.234	1.004	20.45	-50.4%	5.574	0.653	10.82	3.394	
2021	£M	0.222	0.154	0.183	1.025	3.131	3.961	4.921	6.090	5.152	3.362	1.920	2.585	32.71	60.0%	0.560	8.117	16.16	7.867	
2022	£M	3.174	1.784	2.555	4.133	4.830	4.510	5.666	6.737	5.074	3.210	2.198	3.467	47.34	44.7%	7.512	13.47	17.48	8.874	
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
Staying Visitor		£M	21.89	23.65	24.77	29.05	29.73	30.29	31.80	38.65	41.24	20.45	32.71	47.34						
All Visitor Types		£M	54.13	58.06	62.56	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13						
Share of Total		%	40.4%	40.7%	39.6%	42.6%	40.7%	40.9%	40.8%	44.6%	44.9%	44.6%	46.1%	49.8%						
Annual Change in Share		%		0.7%	-2.8%	7.5%	-4.5%	0.7%	-0.4%	9.4%	0.7%	-0.7%	3.3%	8.0%						
Change in Share from 2011		%		0.7%	-2.1%	5.3%	0.6%	1.3%	0.8%	10.3%	11.1%	10.3%	14.0%	23.1%						
Avg Ann. Change in Share		%		0.7%	-1.0%	1.8%	0.1%	0.3%	0.1%	1.5%	1.4%	1.1%	1.4%	2.1%						

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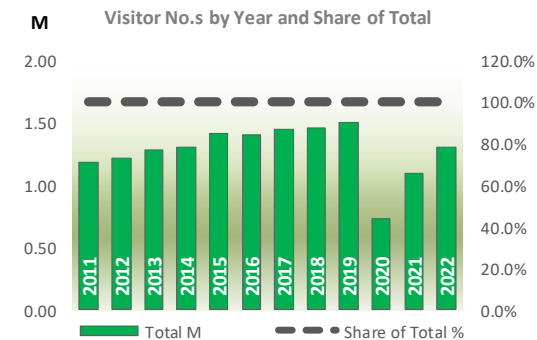
Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		34.6%	42.8%	132.9%	20.7%	52.4%	58.2%	34.0%	56.9%	30.5%	39.9%	25.2%	44.8%		48.2%	72.9%	45.4%	43.1%	36.6%
% Change 2021 to 2022		186.7%	126.4%	118.8%	66.3%	26.6%	9.1%	10.2%	-1.0%	-1.6%	2.4%	12.6%	23.9%		24.9%	133.3%	26.2%	1.8%	9.6%
Average Annual Change		3.1%	3.9%	12.1%	1.9%	4.8%	5.3%	3.1%	5.2%	2.8%	3.6%	2.3%	4.1%		4.4%	6.6%	4.1%	3.9%	3.3%
2011	£M	1.666	2.081	2.113	2.699	3.564	3.243	3.710	5.282	3.109	2.304	1.419	1.054		32.24	5.860	9.506	12.10	4.777
2012	£M	1.822	2.261	2.524	2.510	3.510	3.660	4.178	5.893	3.298	2.258	1.489	1.005		34.41	6.607	9.680	13.37	4.752
2013	£M	1.852	2.474	2.880	2.639	4.368	3.710	4.601	6.724	3.411	2.400	1.597	1.129	37.79	7.206	10.72	14.74	5.126	
2014	£M	1.748	2.557	3.515	3.003	4.460	3.841	4.715	6.776	3.302	2.458	1.671	1.133	39.18	7.819	11.30	14.79	5.262	
2015	£M	2.108	3.007	3.805	3.087	4.755	4.056	4.909	7.834	3.839	2.918	1.745	1.317	43.38	8.920	11.90	16.58	5.981	
2016	£M	2.145	3.001	4.212	3.031	4.999	4.537	4.631	7.801	3.605	2.748	1.663	1.319	43.69	9.358	12.57	16.04	5.729	
2017	£M	2.269	3.175	4.457	3.208	5.291	4.800	4.898	8.250	3.800	2.896	1.753	1.390	46.19	9.901	13.30	16.95	6.039	
2018	£M	2.417	3.309	4.666	3.294	5.499	4.846	5.020	8.686	4.045	3.019	1.775	1.417	47.99	10.39	13.64	17.75	6.211	
2019	£M	2.550	3.504	5.079	3.503	5.696	5.182	5.180	9.069	4.286	3.240	1.796	1.501	50.59	11.13	14.38	18.54	6.537	
2020	£M	2.508	3.284	2.603	0.236	0.609	1.190	1.768	5.457	3.295	2.488	0.897	1.043	25.38	8.395	2.035	10.52	4.428	
2021	£M	0.782	1.313	2.249	1.958	4.290	4.702	4.512	8.370	4.123	3.146	1.578	1.233	38.26	4.344	10.95	17.01	5.957	
2022	£M	2.243	2.972	4.920	3.257	5.431	5.132	4.971	8.289	4.058	3.222	1.777	1.527	47.80	10.13	13.82	17.32	6.526	
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
Day Visitor	£M	32.24	34.41	37.79	39.18	43.38	43.69	46.19	47.99	50.59	25.38	38.26	47.80						
All Visitor Types	£M	54.13	58.06	62.56	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13						
Share of Total	%	59.6%	59.3%	60.4%	57.4%	59.3%	59.1%	59.2%	55.4%	55.1%	55.4%	53.9%	50.2%						
Annual Change in Share	%		-0.5%	1.9%	-4.9%	3.3%	-0.5%	0.3%	-6.5%	-0.5%	0.5%	-2.7%	-6.8%						
Change in Share from 2011	%		-0.5%	1.4%	-3.6%	-0.4%	-0.9%	-0.6%	-7.0%	-7.5%	-7.0%	-9.5%	-15.7%						
Avg Ann. Change in Share	%		-0.5%	0.7%	-1.2%	-0.1%	-0.2%	-0.1%	-1.0%	-0.9%	-0.8%	-0.9%	-1.4%						
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Report Prepared by: Aimee Towle. Date of Issue: 30/06/23																			

Visitor Numbers by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022			TOTAL		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		0.3%	4.5%	62.5%	-7.0%	13.3%	15.9%	1.8%	16.1%	2.4%	5.1%	-1.5%	16.7%	10.7%	Annual Change	23.4%	8.3%	8.1%	6.2%
% Change 2021 to 2022		229.7%	133.3%	120.6%	74.8%	21.2%	1.9%	3.2%	-7.0%	-8.4%	-5.9%	5.2%	17.6%	19.5%		145.1%	22.2%	-4.6%	2.8%
Average Annual Change		0.0%	0.4%	5.7%	-0.6%	1.2%	1.4%	0.2%	1.5%	0.2%	0.5%	-0.1%	1.5%	1.0%		2.1%	0.8%	0.7%	0.6%
2011	M	0.069	0.075	0.077	0.100	0.127	0.116	0.132	0.183	0.112	0.084	0.054	0.047	1.176		0.221	0.343	0.427	0.184
2012	M	0.072	0.078	0.088	0.091	0.122	0.126	0.143	0.196	0.115	0.080	0.055	0.045	1.211	3.0%	0.238	0.339	0.454	0.180
2013	M	0.072	0.084	0.097	0.092	0.144	0.123	0.152	0.215	0.115	0.082	0.057	0.049	1.282	5.8%	0.252	0.360	0.482	0.188
2014	M	0.068	0.083	0.113	0.101	0.144	0.124	0.153	0.213	0.112	0.083	0.059	0.049	1.302	1.6%	0.264	0.370	0.478	0.190
2015	M	0.077	0.096	0.120	0.103	0.151	0.129	0.157	0.242	0.127	0.095	0.060	0.053	1.410	8.3%	0.292	0.383	0.526	0.209
2016	M	0.077	0.094	0.129	0.100	0.156	0.141	0.147	0.238	0.118	0.089	0.057	0.053	1.401	-0.6%	0.301	0.397	0.503	0.199
2017	M	0.080	0.097	0.133	0.104	0.161	0.145	0.152	0.245	0.122	0.092	0.059	0.055	1.444	3.1%	0.310	0.410	0.518	0.206
2018	M	0.082	0.098	0.135	0.104	0.164	0.144	0.152	0.250	0.127	0.094	0.059	0.056	1.462	1.3%	0.314	0.411	0.529	0.208
2019	M	0.084	0.101	0.142	0.108	0.166	0.149	0.153	0.255	0.130	0.097	0.058	0.057	1.502	2.8%	0.327	0.423	0.539	0.212
2020	M	0.082	0.092	0.071	0.007	0.016	0.031	0.054	0.153	0.100	0.073	0.024	0.032	0.733	-51.2%	0.244	0.054	0.307	0.129
2021	M	0.021	0.034	0.057	0.053	0.119	0.132	0.130	0.229	0.125	0.093	0.050	0.047	1.090	48.6%	0.111	0.304	0.484	0.190
2022	M	0.070	0.078	0.125	0.093	0.144	0.134	0.135	0.213	0.114	0.088	0.053	0.055	1.302	19.5%	0.273	0.371	0.462	0.196
VISITOR NUMBERS														TOTAL					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor No.s by Year and Share of Total					
Total	M	1.176	1.211	1.282	1.302	1.410	1.401	1.444	1.462	1.502	0.733	1.090	1.302	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></di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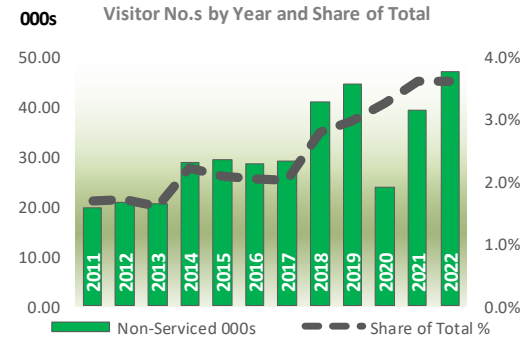




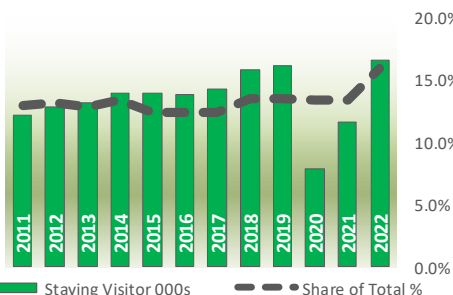
STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022			SERVICED	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																		
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2011 to 2022	-23.3%	7.1%	-9.9%	-9.2%	8.8%	-5.4%	14.5%	-5.4%	41.4%	-4.6%	29.5%	58.1%	9.0%	Annual Change	-8.0%	-1.9%	17.8%	25.9%	
% Change 2021 to 2022	361.1%	444.7%	402.0%	399.0%	253.4%	24.1%	15.8%	2.0%	3.7%	3.3%	9.9%	17.8%	48.5%		407.0%	127.5%	6.6%	10.8%	
Average Annual Change	-2.1%	0.6%	-0.9%	-0.8%	0.8%	-0.5%	1.3%	-0.5%	3.8%	-0.4%	2.7%	5.3%	0.8%		-0.7%	-0.2%	1.6%	2.4%	
2011 000s	2.8	3.3	3.5	2.7	2.9	3.1	3.4	3.6	4.0	3.4	3.0	2.9	38.6		9.5	8.7	11.0	9.4	
2012 000s	2.3	3.1	3.6	2.6	2.8	3.2	3.3	3.7	4.6	3.2	3.2	3.2	38.6		0.1%	9.0	8.6	11.5	9.5
2013 000s	2.4	4.2	4.4	2.0	3.0	3.4	3.5	3.7	4.6	3.0	3.7	3.8	41.7	8.0%	11.0	8.5	11.8	10.4	
2014 000s	2.3	3.6	3.8	2.1	2.8	3.0	3.8	3.8	5.6	3.3	3.6	3.8	41.4	-0.8%	9.6	7.8	13.1	10.8	
2015 000s	2.3	3.8	3.6	1.9	2.8	3.0	3.8	3.8	5.6	3.3	3.6	3.6	41.0	-1.1%	9.7	7.7	13.2	10.4	
2016 000s	2.3	3.7	3.3	2.0	2.6	2.7	3.7	3.4	5.4	2.8	3.4	3.7	39.0	-4.8%	9.3	7.3	12.4	10.0	
2017 000s	2.3	3.3	2.9	2.2	2.9	2.7	3.7	3.3	5.4	2.9	3.5	4.1	39.4	1.1%	8.6	7.8	12.4	10.6	
2018 000s	2.6	3.8	3.2	2.5	3.3	3.1	4.0	3.6	6.0	3.3	4.0	4.6	43.9	11.4%	9.6	8.8	13.6	12.0	
2019 000s	2.6	3.7	3.3	2.5	3.3	3.1	4.0	3.6	6.0	3.4	4.0	4.6	44.0	0.2%	9.6	8.8	13.6	12.0	
2020 000s	2.6	3.6	1.3	0.2	0.3	0.2	0.9	1.6	2.7	1.4	0.5	0.5	15.8	-64.2%	7.5	0.7	5.1	2.4	
2021 000s	0.5	0.6	0.6	0.5	0.9	2.4	3.4	3.3	5.5	3.2	3.6	3.9	28.3	79.8%	1.7	3.8	12.2	10.7	
2022 000s	2.1	3.5	3.1	2.5	3.1	2.9	3.9	3.4	5.7	3.3	3.9	4.6	42.1	48.5%	8.7	8.5	13.0	11.9	
VISITOR NUMBERS														SERVICED ACCOMMODATION					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s Visitor No.s by Year and Share of Total					
Serviced	000s	38.6	38.6	41.7	41.4	41.0	39.0	39.4	43.9	44.0	15.8	28.3	42.1						
All Visitor Types	M	1.2	1.2	1.3	1.3	1.4	1.4	1.4	1.5	1.5	0.7	1.1	1.3						
Share of Total	%	3.3%	3.2%	3.3%	3.2%	2.9%	2.8%	2.7%	3.0%	2.9%	2.2%	2.6%	3.2%						
Annual Change in Share	%		-2.9%	2.1%	-2.3%	-8.6%	-4.2%	-1.9%	10.1%	-2.5%	-26.6%	21.0%	24.3%						
Change in Share from 2011	%		-2.9%	-0.8%	-3.2%	-11.5%	-15.3%	-16.9%	-8.6%	-10.8%	-34.5%	-20.8%	-1.5%						
Avg Ann. Change in Share	%		-2.9%	-0.4%	-1.1%	-2.9%	-3.1%	-2.8%	-1.2%	-1.4%	-3.8%	-2.1%	-0.1%						

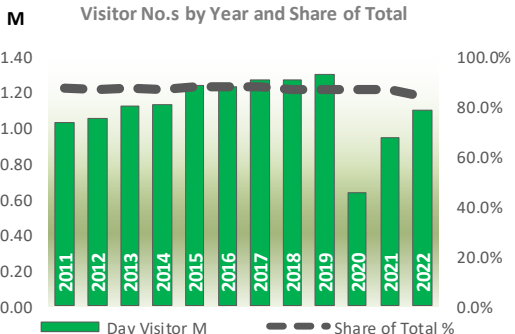
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/2022

STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL										2011 to 2022			NON-SERVICED		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		213.7%	159.4%	162.5%	109.6%	98.1%	76.9%	133.1%	161.7%	171.3%	162.6%	214.2%	309.5%	137.4%	Annual Change	171.1%	92.4%	156.3%	199.8%	
% Change 2021 to 2022		4065.6%	3753.2%	4552.4%	253.1%	29.9%	3.4%	8.0%	5.9%	-9.0%	-15.7%	1.9%	39.0%	19.8%		4228.7%	38.0%	0.7%	-2.7%	
Average Annual Change		19.4%	14.5%	14.8%	10.0%	8.9%	7.0%	12.1%	14.7%	15.6%	14.8%	19.5%	28.1%	12.5%		15.6%	8.4%	14.2%	18.2%	
2011 000s		0.3	0.4	0.8	1.7	3.1	3.0	2.5	3.1	2.7	1.3	0.6	0.4	19.7	Annual Change	1.4	7.8	8.3	2.3	
2012 000s		0.3	0.4	0.8	1.8	3.1	3.0	2.5	3.2	2.8	1.4	0.7	0.4	20.6		4.3%	1.5	7.9	8.6	2.6
2013 000s		0.3	0.4	0.8	1.7	3.2	2.8	2.6	3.3	2.9	1.4	0.8	0.4	20.4		-0.8%	1.5	7.7	8.7	2.6
2014 000s		0.4	0.5	1.2	2.3	3.9	3.5	3.7	4.8	4.2	2.3	1.3	0.7	28.6		40.2%	2.1	9.6	12.6	4.3
2015 000s		0.4	0.7	1.1	2.1	3.8	3.0	3.3	5.4	4.8	2.2	1.7	0.8	29.4		2.5%	2.2	8.9	13.5	4.7
2016 000s		0.5	0.7	1.2	2.1	3.6	3.2	3.4	5.0	4.2	2.2	1.5	0.8	28.4		-3.1%	2.4	8.9	12.6	4.5
2017 000s		0.5	0.7	1.1	2.2	3.6	3.2	3.5	4.9	4.6	2.3	1.4	0.9	29.1		2.2%	2.4	9.0	13.1	4.6
2018 000s		0.7	1.0	1.6	3.1	5.3	4.5	4.9	7.0	6.2	3.3	1.9	1.1	40.7		39.9%	3.3	12.9	18.1	6.4
2019 000s		0.8	1.1	1.7	3.6	5.9	4.9	5.5	7.6	6.6	3.4	2.1	1.2	44.4		9.3%	3.6	14.4	19.7	6.7
2020 000s		0.8	0.8	0.9	0.1	0.3	0.3	3.2	6.2	7.2	3.2	0.2	0.6	23.8		-46.4%	2.6	0.7	16.6	4.0
2021 000s		0.0	0.0	0.0	1.0	4.7	5.1	5.3	7.6	8.1	4.1	2.0	1.1	39.1	64.1%	0.1	10.8	21.0	7.2	
2022 000s		0.8	0.9	2.1	3.5	6.1	5.3	5.8	8.0	7.4	3.5	2.0	1.5	46.9	19.8%	3.8	14.9	21.2	7.0	
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s Visitor No.s by Year and Share of Total						
Non-Serviced		000s	19.7	20.6	20.4	28.6	29.4	28.4	29.1	40.7	44.4	23.8	39.1	46.9						
All Visitor Types		M	1.2	1.2	1.3	1.3	1.4	1.4	1.4	1.5	1.5	0.7	1.1	1.3						
Share of Total		%	1.7%	1.7%	1.6%	2.2%	2.1%	2.0%	2.0%	2.8%	3.0%	3.3%	3.6%	3.6%						
Annual Change in Share		%		1.3%	-6.3%	38.0%	-5.3%	-2.5%	-0.8%	38.2%	6.3%	9.9%	10.4%	0.3%						
Change in Share from 2011		%		1.3%	-5.1%	31.0%	24.0%	20.9%	19.9%	65.7%	76.2%	93.6%	113.8%	114.4%						
Avg Ann. Change in Share		%		1.3%	-2.5%	10.3%	6.0%	4.2%	3.3%	9.4%	9.5%	10.4%	11.4%	10.4%						
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Report Prepared by: Aimee Towle. Date of Issue: 30/06/23																				

STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022			SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2011 to 2022	13.9%	11.9%	29.6%	27.2%	29.5%	26.6%	30.4%	31.9%	35.6%	29.4%	27.4%	35.0%	27.0%	Annual Change	17.1%	27.8%	32.3%	31.7%	
% Change 2021 to 2022	1041.4%	1082.0%	1267.9%	280.5%	41.7%	3.8%	7.8%	3.9%	-10.9%	-12.2%	8.8%	23.1%	52.9%		1100.5%	65.0%	0.8%	8.0%	
Average Annual Change	1.3%	1.1%	2.7%	2.5%	2.7%	2.4%	2.8%	2.9%	3.2%	2.7%	2.5%	3.2%	2.5%		1.6%	2.5%	2.9%	2.9%	
2011 000s	13.6	5.2	5.6	9.6	8.3	6.9	8.6	8.7	6.1	5.8	4.8	10.1	93.3		24.4	24.7	23.4	20.7	
2012 000s	14.2	5.5	6.1	10.3	8.9	7.4	9.2	9.4	6.7	6.2	5.3	11.0	100.4	7.6%	25.9	26.6	25.3	22.5	
2013 000s	14.5	5.8	6.4	10.1	8.9	7.4	9.3	9.5	6.6	6.2	5.4	11.4	101.6	1.2%	26.7	26.4	25.4	23.0	
2014 000s	14.6	5.7	6.5	10.5	9.1	7.4	9.6	9.8	6.9	6.5	5.5	11.6	103.7	2.1%	26.8	27.0	26.3	23.6	
2015 000s	14.2	5.6	6.5	10.7	9.2	7.6	9.8	10.1	7.0	6.7	5.4	11.2	103.9	0.3%	26.3	27.5	26.8	23.3	
2016 000s	14.2	5.6	6.6	10.8	9.4	7.7	9.9	10.3	7.2	6.7	5.5	11.5	105.4	1.4%	26.4	27.9	27.4	23.7	
2017 000s	14.9	5.8	6.6	11.3	9.7	7.9	10.3	10.5	7.6	7.0	5.7	12.2	109.7	4.1%	27.3	29.0	28.5	25.0	
2018 000s	15.0	5.9	6.8	11.6	10.1	8.2	10.5	10.9	7.7	7.3	5.9	12.4	112.3	2.4%	27.7	29.9	29.1	25.6	
2019 000s	15.2	5.9	6.7	11.9	10.3	8.3	10.8	11.0	7.7	7.2	6.0	12.5	113.4	0.9%	27.8	30.5	29.5	25.6	
2020 000s	15.5	5.0	3.4	0.5	0.6	0.5	5.7	8.3	7.7	5.9	0.7	4.7	58.4	-48.5%	24.0	1.5	21.7	11.3	
2021 000s	1.4	0.5	0.5	3.2	7.6	8.4	10.4	11.0	9.3	8.5	5.6	11.1	77.5	32.6%	2.4	19.2	30.7	25.2	
2022 000s	15.5	5.9	7.3	12.2	10.8	8.7	11.2	11.4	8.3	7.5	6.1	13.6	118.4	52.9%	28.6	31.6	30.9	27.2	
VISITOR NUMBERS														SFR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor No.s by Year and Share of Total				
SFR 000s		93.3	100.4	101.6	103.7	103.9	105.4	109.7	112.3	113.4	58.4	77.5	118.4	140.00	10.0%				
All Visitor Types M		1.2	1.2	1.3	1.3	1.4	1.4	1.4	1.5	1.5	0.7	1.1	1.3	120.00	8.0%				
Share of Total %		7.9%	8.3%	7.9%	8.0%	7.4%	7.5%	7.6%	7.7%	7.5%	8.0%	7.1%	9.1%	100.00	6.0%				
Annual Change in Share %			4.5%	-4.4%	0.5%	-7.4%	2.1%	1.0%	1.1%	-1.8%	5.6%	-10.8%	27.9%	80.00	4.0%				
Change in Share from 2011 %			4.5%	-0.1%	0.4%	-7.0%	-5.1%	-4.2%	-3.1%	-4.8%	0.5%	-10.3%	14.7%	60.00	2.0%				
Avg Ann. Change in Share %			4.5%	0.0%	0.1%	-1.8%	-1.0%	-0.7%	-0.4%	-0.6%	0.1%	-1.0%	1.3%	40.00	0.0%				
														20.00					
														0.00					
															SFR 000s      —●— Share of Total %				
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STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL										2011 to 2022			STAYING VISITOR		VISITOR NUMBERS						
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																			
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4		
% Change 2011 to 2022		10.8%	16.0%	26.3%	30.0%	40.2%	30.5%	44.2%	49.1%	66.2%	35.1%	42.4%	47.5%			36.8%	16.4%	33.7%	52.6%	42.1%	
% Change 2021 to 2022		903.0%	784.7%	939.7%	287.2%	51.7%	6.7%	9.3%	4.3%	-6.7%	-10.0%	7.9%	22.9%			43.1%	880.8%	63.3%	1.8%	6.9%	
Average Annual Change		1.0%	1.5%	2.4%	2.7%	3.7%	2.8%	4.0%	4.5%	6.0%	3.2%	3.9%	4.3%			3.3%	1.5%	3.1%	4.8%	3.8%	
2011		000s	16.6	8.8	9.9	14.0	14.3	13.0	14.5	15.3	12.9	10.5	8.5	13.4	151.6	5.3%	35.3	41.2	42.7	32.4	
2012		000s	16.8	9.0	10.6	14.7	14.8	13.7	15.1	16.3	14.0	10.8	9.2	14.6	159.6		36.4	43.2	45.4	34.6	
2013		000s	17.2	10.4	11.6	13.8	15.1	13.6	15.4	16.5	14.0	10.6	9.9	15.6	163.7		2.6%	39.2	42.5	45.9	36.1
2014		000s	17.3	9.8	11.4	14.9	15.7	13.9	17.0	18.4	16.7	12.1	10.5	16.1	173.7		6.1%	38.5	44.5	52.0	38.7
2015		000s	16.9	10.0	11.3	14.7	15.8	13.6	16.9	19.3	17.4	12.1	10.7	15.5	174.3		0.3%	38.2	44.1	53.6	38.3
2016		000s	17.1	10.1	11.0	14.9	15.6	13.6	17.0	18.6	16.8	11.7	10.4	16.0	172.8		-0.8%	38.2	44.1	52.5	38.2
2017		000s	17.8	9.9	10.7	15.7	16.3	13.8	17.5	18.8	17.7	12.2	10.7	17.2	178.2		3.1%	38.3	45.7	54.0	40.2
2018		000s	18.3	10.7	11.6	17.2	18.7	15.8	19.4	21.5	19.9	14.0	11.8	18.2	196.9		10.5%	40.6	51.6	60.8	43.9
2019		000s	18.5	10.7	11.7	18.0	19.5	16.3	20.3	22.2	20.3	13.9	12.1	18.3	201.8		2.5%	40.9	53.8	62.8	44.3
2020		000s	18.9	9.4	5.7	0.8	1.1	1.0	9.8	16.0	17.6	10.4	1.4	5.9	98.0		-51.4%	34.0	2.9	43.4	17.7
2021		000s	1.8	1.2	1.2	4.7	13.2	15.8	19.1	21.9	22.9	15.8	11.2	16.1	144.9	47.8%	4.2	33.7	63.9	43.1	
2022		000s	18.4	10.3	12.5	18.2	20.0	16.9	20.9	22.8	21.4	14.2	12.1	19.8	207.4	43.1%	41.1	55.1	65.1	46.1	
VISITOR NUMBERS														STAYING VISITOR							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor No.s by Year and Share of Total						
Staying Visitor		000s	151.6	159.6	163.7	173.7	174.3	172.8	178.2	196.9	201.8	98.0	144.9	207.4							
All Visitor Types		M	1.2	1.2	1.3	1.3	1.4	1.4	1.4	1.5	1.5	0.7	1.1	1.3							
Share of Total		%	12.9%	13.2%	12.8%	13.3%	12.4%	12.3%	12.3%	13.5%	13.4%	13.4%	13.3%	15.9%							
Annual Change in Share		%		2.2%	-3.1%	4.5%	-7.4%	-0.2%	0.0%	9.1%	-0.3%	-0.5%	-0.5%	19.8%							
Change in Share from 2011		%		2.2%	-0.9%	3.5%	-4.1%	-4.3%	-4.3%	4.5%	4.2%	3.7%	3.2%	23.6%							
Avg Ann. Change in Share		%		2.2%	-0.5%	1.2%	-1.0%	-0.9%	-0.7%	0.6%	0.5%	0.4%	0.3%	2.1%							
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STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022			DAY VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2011 to 2022		-3.0%	2.9%	67.9%	-13.0%	9.9%	14.1%	-3.4%	13.1%	-5.9%	0.8%	-9.8%	4.4%		6.9%	24.7%	4.8%	3.2%	-1.5%	
% Change 2021 to 2022		165.9%	109.9%	102.9%	54.2%	17.4%	1.2%	2.2%	-8.2%	-8.7%	-5.0%	4.4%	14.9%		15.9%	116.3%	17.0%	-5.6%	1.6%	
Average Annual Change		-0.3%	0.3%	6.2%	-1.2%	0.9%	1.3%	-0.3%	1.2%	-0.5%	0.1%	-0.9%	0.4%		0.6%	2.2%	0.4%	0.3%	-0.1%	
2011	M	0.053	0.066	0.067	0.086	0.113	0.103	0.118	0.168	0.099	0.073	0.045	0.033		1.024	2.7%	0.186	0.302	0.384	0.152
2012	M	0.056	0.069	0.077	0.077	0.107	0.112	0.128	0.180	0.101	0.069	0.046	0.031		1.052		0.202	0.296	0.409	0.145
2013	M	0.055	0.073	0.085	0.078	0.129	0.110	0.136	0.199	0.101	0.071	0.047	0.033		1.118	6.3%	0.213	0.317	0.436	0.152
2014	M	0.050	0.074	0.101	0.086	0.128	0.111	0.136	0.195	0.095	0.071	0.048	0.033	1.128	0.9%	0.225	0.325	0.426	0.152	
2015	M	0.060	0.086	0.108	0.088	0.135	0.116	0.140	0.223	0.109	0.083	0.050	0.038	1.235	9.5%	0.254	0.339	0.472	0.170	
2016	M	0.060	0.084	0.118	0.085	0.141	0.128	0.130	0.219	0.101	0.077	0.047	0.037	1.228	-0.6%	0.263	0.353	0.451	0.161	
2017	M	0.062	0.087	0.122	0.088	0.145	0.132	0.134	0.226	0.104	0.079	0.048	0.038	1.266	3.1%	0.271	0.364	0.464	0.165	
2018	M	0.064	0.087	0.123	0.087	0.145	0.128	0.132	0.229	0.107	0.080	0.047	0.037	1.265	-0.1%	0.274	0.360	0.468	0.164	
2019	M	0.066	0.090	0.131	0.090	0.146	0.133	0.133	0.233	0.110	0.083	0.046	0.039	1.300	2.8%	0.286	0.370	0.477	0.168	
2020	M	0.063	0.082	0.065	0.006	0.015	0.030	0.044	0.137	0.082	0.062	0.022	0.026	0.635	-51.2%	0.210	0.051	0.263	0.111	
2021	M	0.019	0.032	0.056	0.048	0.106	0.116	0.111	0.207	0.102	0.078	0.039	0.030	0.945	48.7%	0.107	0.270	0.420	0.147	
2022	M	0.051	0.068	0.113	0.075	0.124	0.117	0.114	0.190	0.093	0.074	0.041	0.035	1.094	15.9%	0.232	0.316	0.397	0.149	
VISITOR NUMBERS														DAY VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor No.s by Year and Share of Total						
Day Visitor	M	1.024	1.052	1.118	1.128	1.235	1.228	1.266	1.265	1.300	0.635	0.945	1.094							
All Visitor Types	M	1.176	1.211	1.282	1.302	1.410	1.401	1.444	1.462	1.502	0.733	1.090	1.302							
Share of Total	%	87.1%	86.8%	87.2%	86.7%	87.6%	87.7%	87.7%	86.5%	86.6%	86.6%	86.7%	84.1%							
Annual Change in Share	%		-0.3%	0.5%	-0.7%	1.1%	0.0%	0.0%	-1.3%	0.0%	0.1%	0.1%	-3.0%							
Change in Share from 2011	%		-0.3%	0.1%	-0.5%	0.6%	0.6%	0.6%	-0.7%	-0.6%	-0.5%	-0.5%	-3.5%							
Avg Ann. Change in Share	%		-0.3%	0.1%	-0.2%	0.2%	0.1%	0.1%	-0.1%	-0.1%	-0.1%	0.0%	-0.3%							
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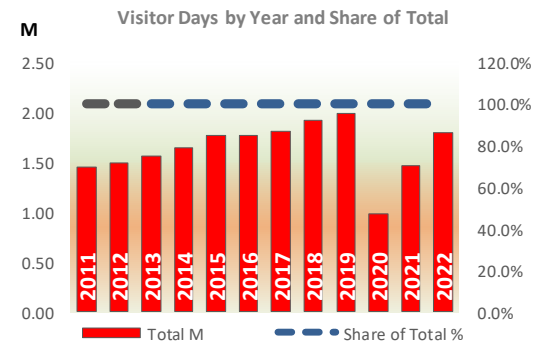
Visitor Days by Month, Year and Visitor Type for the Period 2011 to 2022

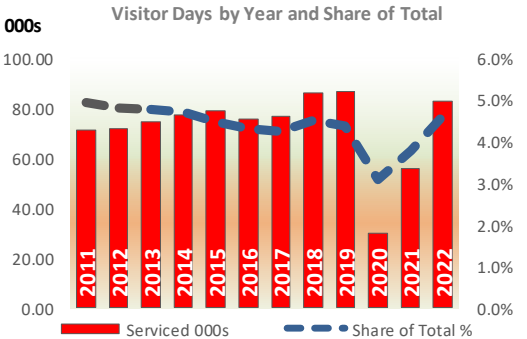
**Visitor Types:**    *Total*  
                          *Serviced Accommodation*  
                          *Non-Serviced Accommodation*  
                          *SFR*  
                          *Staying Visitor*  
                          *Day Visitor*

STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022			TOTAL		VISITOR DAYS				
VISITOR DAYS BY:			MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY			TOTAL																	
An increase of 3% or more			VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022			8.6%	9.2%	67.4%	10.0%	27.9%	30.2%	18.9%	30.0%	23.3%	20.7%	13.6%	33.7%	24.7%	Annual Change	28.5%	23.4%	24.7%	22.5%
% Change 2021 to 2022			351.9%	171.4%	160.4%	110.6%	23.4%	2.1%	4.2%	-4.3%	-9.3%	-8.6%	4.7%	20.8%	22.4%		201.3%	28.0%	-3.4%	2.6%
Average Annual Change			0.8%	0.8%	6.1%	0.9%	2.5%	2.7%	1.7%	2.7%	2.1%	1.9%	1.2%	3.1%	2.2%		2.6%	2.1%	2.2%	2.0%
2011	M		0.094	0.085	0.090	0.126	0.156	0.143	0.163	0.219	0.138	0.100	0.063	0.066	1.443		0.268	0.425	0.520	0.230
2012	M		0.098	0.089	0.101	0.120	0.151	0.154	0.175	0.235	0.142	0.097	0.065	0.066	1.493	3.4%	0.288	0.425	0.552	0.229
2013	M		0.097	0.094	0.112	0.119	0.173	0.151	0.184	0.255	0.141	0.099	0.068	0.070	1.563	4.7%	0.303	0.443	0.580	0.237
2014	M		0.095	0.095	0.130	0.134	0.179	0.158	0.192	0.262	0.146	0.105	0.072	0.072	1.639	4.9%	0.320	0.471	0.599	0.248
2015	M		0.105	0.109	0.138	0.137	0.188	0.165	0.197	0.292	0.161	0.117	0.075	0.077	1.761	7.4%	0.352	0.489	0.650	0.269
2016	M		0.105	0.107	0.148	0.134	0.193	0.177	0.188	0.290	0.154	0.113	0.072	0.078	1.760	0.0%	0.361	0.504	0.632	0.263
2017	M		0.109	0.110	0.151	0.140	0.199	0.181	0.194	0.297	0.160	0.116	0.074	0.082	1.813	3.0%	0.370	0.520	0.651	0.272
2018	M		0.113	0.113	0.156	0.147	0.213	0.190	0.204	0.316	0.175	0.125	0.077	0.085	1.913	5.5%	0.382	0.549	0.695	0.287
2019	M		0.116	0.117	0.165	0.154	0.219	0.199	0.210	0.325	0.181	0.129	0.078	0.087	1.979	3.5%	0.397	0.572	0.716	0.294
2020	M		0.114	0.105	0.082	0.008	0.019	0.034	0.085	0.205	0.152	0.099	0.026	0.044	0.974	-50.8%	0.301	0.061	0.442	0.170
2021	M		0.022	0.034	0.058	0.066	0.162	0.182	0.186	0.298	0.187	0.132	0.069	0.073	1.469	50.8%	0.114	0.410	0.671	0.274
2022	M		0.102	0.093	0.150	0.139	0.199	0.186	0.194	0.285	0.170	0.121	0.072	0.088	1.799	22.4%	0.345	0.525	0.648	0.281
VISITOR DAYS															TOTAL					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor Days by Year and Share of Total						
Total	M	1.443	1.493	1.563	1.639	1.761	1.760	1.813	1.913	1.979	0.974	1.469	1.799							
All Visitor Types	M	1.443	1.493	1.563	1.639	1.761	1.760	1.813	1.913	1.979	0.974	1.469	1.799							
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 2011	%																			
Avg Ann. Change in Share	%																			

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STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL													2011 to 2022			SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																			
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4			
% Change 2011 to 2022		-15.9%	-4.4%	0.4%	17.6%	27.6%	25.1%	21.1%	24.6%	20.8%	15.2%	22.0%	36.7%		16.2%	-6.1%	23.7%	22.2%	23.2%		
% Change 2021 to 2022		359.8%	444.6%	404.1%	398.4%	252.9%	24.0%	15.7%	1.9%	3.7%	3.3%	9.9%	17.7%		48.8%	404.1%	119.8%	6.4%	9.4%		
Average Annual Change		-1.4%	-0.4%	0.0%	1.6%	2.5%	2.3%	1.9%	2.2%	1.9%	1.4%	2.0%	3.3%		1.5%	-0.6%	2.2%	2.0%	2.1%		
2011 000s		5.0	5.6	5.8	5.2	5.7	6.3	6.7	7.8	7.5	6.6	4.9	4.3		71.3	16.4	17.1	22.0	15.7		
2012 000s		4.3	5.4	5.9	4.9	5.5	6.8	6.5	8.1	8.4	6.5	5.2	4.1	71.5	0.3%	15.6	17.2	23.0	15.7		
2013 000s		4.5	6.1	7.0	4.4	5.9	6.8	7.0	8.6	7.7	6.1	5.7	4.7	74.6	4.2%	17.6	17.2	23.3	16.5		
2014 000s		4.6	5.7	6.7	5.0	6.1	6.6	7.4	8.6	9.3	6.7	5.6	4.7	77.0	3.3%	17.0	17.6	25.3	17.1		
2015 000s		5.0	6.0	6.5	4.9	6.2	7.5	7.7	9.5	8.8	7.0	5.3	4.4	78.8	2.4%	17.5	18.6	26.0	16.7		
2016 000s		4.6	5.8	6.2	4.9	6.0	7.0	7.5	9.1	8.5	6.5	5.1	4.6	75.8	-3.9%	16.6	17.8	25.2	16.2		
2017 000s		4.5	5.2	5.6	5.3	6.6	7.2	7.5	9.1	8.7	6.7	5.3	5.2	76.8	1.4%	15.3	19.1	25.3	17.1		
2018 000s		5.1	5.8	6.1	6.0	7.5	8.2	8.2	10.3	9.6	7.6	6.0	5.8	86.2	12.3%	17.0	21.7	28.1	19.5		
2019 000s		5.1	5.8	6.1	6.1	7.5	8.3	8.3	10.2	9.5	7.7	6.1	5.8	86.4	0.2%	17.0	21.8	28.0	19.5		
2020 000s		5.0	5.5	2.5	0.5	0.7	0.7	1.8	4.5	4.3	3.2	0.8	0.6	30.1	-65.1%	13.1	1.8	10.6	4.6		
2021 000s		0.9	1.0	1.2	1.2	2.0	6.4	7.0	9.5	8.8	7.3	5.4	4.9	55.7	84.7%	3.1	9.6	25.3	17.7		
2022 000s		4.2	5.4	5.9	6.1	7.2	7.9	8.1	9.7	9.1	7.5	6.0	5.8	82.9	48.8%	15.4	21.2	26.9	19.3		
VISITOR DAYS														SERVICED ACCOMMODATION							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s Visitor Days by Year and Share of Total							
Serviced		000s	71.3	71.5	74.6	77.0	78.8	75.8	76.8	86.2	86.4	30.1	55.7	82.9							
All Visitor Types		M	1.4	1.5	1.6	1.6	1.8	1.8	1.8	1.9	2.0	1.0	1.5	1.8							
Share of Total		%	4.9%	4.8%	4.8%	4.7%	4.5%	4.3%	4.2%	4.5%	4.4%	3.1%	3.8%	4.6%							
Annual Change in Share		%		-3.0%	-0.5%	-1.6%	-4.7%	-3.8%	-1.6%	6.4%	-3.1%	-29.2%	22.5%	21.6%							
Change in Share from 2011		%		-3.0%	-3.4%	-4.9%	-9.4%	-12.8%	-14.3%	-8.8%	-11.6%	-37.4%	-23.3%	-6.8%							
Avg Ann. Change in Share		%		-3.0%	-1.7%	-1.6%	-2.3%	-2.6%	-2.4%	-1.3%	-1.5%	-4.2%	-2.3%	-0.6%							

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Report Prepared by: Aimee Towle, Date of Issue: 30/06/22



STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL										2011 to 2022			NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		328.6%	209.6%	241.7%	162.6%	135.6%	121.3%	158.0%	165.4%	173.3%	193.6%	255.6%	470.6%	169.6%	Annual Change	250.6%	135.4%	165.7%	253.0%
% Change 2021 to 2022		4065.6%	3753.2%	4552.4%	253.1%	29.9%	3.4%	8.0%	5.9%	-9.0%	-15.7%	1.9%	39.0%	21.6%		4221.4%	36.3%	1.0%	-1.4%
Average Annual Change		29.9%	19.1%	22.0%	14.8%	12.3%	11.0%	14.4%	15.0%	15.8%	17.6%	23.2%	42.8%	15.4%		22.8%	12.3%	15.1%	23.0%
2011 000s		1.7	2.3	4.7	9.7	18.7	19.2	17.0	20.9	18.2	8.0	3.6	2.1	126.3		8.7	47.7	56.1	13.8
2012 000s		2.0	2.5	5.3	10.1	18.7	19.6	17.3	22.1	18.8	8.3	4.0	2.6	131.4	4.1%	9.9	48.5	58.1	15.0
2013 000s		2.1	2.4	5.5	9.4	18.4	18.6	17.3	22.3	18.3	8.3	4.1	2.7	129.3	-1.6%	10.0	46.4	57.8	15.1
2014 000s		3.3	4.0	8.7	14.2	24.9	25.2	24.6	32.3	26.6	13.2	6.8	4.5	188.2	45.5%	16.0	64.4	83.4	24.4
2015 000s		4.6	5.4	9.2	15.1	25.8	25.9	25.3	33.3	27.5	12.6	8.8	6.3	199.7	6.1%	19.2	66.8	86.1	27.6
2016 000s		4.8	5.5	9.2	15.1	25.8	26.1	25.8	34.5	28.6	14.5	9.3	6.7	205.9	3.1%	19.6	67.0	88.9	30.5
2017 000s		5.0	5.8	8.7	15.9	26.1	25.6	26.8	34.1	31.0	15.2	9.0	7.1	210.4	2.2%	19.5	67.5	92.0	31.3
2018 000s		6.4	7.8	12.3	22.5	37.9	36.5	37.2	48.6	41.9	22.4	12.2	9.2	295.0	40.2%	26.5	97.0	127.6	43.9
2019 000s		7.3	8.4	13.4	26.1	42.6	39.7	42.0	52.9	44.4	22.6	13.5	10.0	322.8	9.4%	29.1	108.3	139.2	46.1
2020 000s		7.5	6.4	7.3	0.8	2.0	2.2	24.5	42.7	48.7	21.2	1.4	5.3	169.9	-47.4%	21.2	5.0	115.8	27.9
2021 000s		0.2	0.2	0.3	7.2	34.0	41.2	40.6	52.4	54.8	27.8	12.7	8.8	280.1	64.8%	0.7	82.4	147.8	49.2
2022 000s		7.5	7.1	16.0	25.6	44.1	42.5	43.8	55.5	49.9	23.4	12.9	12.2	340.6	21.6%	30.6	112.3	149.2	48.5
VISITOR DAYS														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	<div>Visitor Days by Year and Share of Total</div> <div><div>Non-Serviced 000s</div><div>Share of Total %</div></div>				
Non-Serviced 000s		126.3	131.4	129.3	188.2	199.7	205.9	210.4	295.0	322.8	169.9	280.1	340.6						
All Visitor Types M		1.4	1.5	1.6	1.6	1.8	1.8	1.8	1.9	2.0	1.0	1.5	1.8						
Share of Total %		8.8%	8.8%	8.3%	11.5%	11.3%	11.7%	11.6%	15.4%	16.3%	17.4%	19.1%	18.9%						
Annual Change in Share %			0.6%	-6.0%	38.7%	-1.2%	3.2%	-0.8%	32.9%	5.8%	6.9%	9.3%	-0.7%						
Change in Share from 2011 %			0.6%	-5.5%	31.1%	29.6%	33.7%	32.6%	76.2%	86.4%	99.3%	117.8%	116.3%						
Avg Ann. Change in Share %			0.6%	-2.7%	10.4%	7.4%	6.7%	5.4%	10.9%	10.8%	11.0%	11.8%	10.6%						

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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022			SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2011 to 2022	13.9%	11.9%	29.6%	27.2%	29.5%	26.6%	30.4%	31.9%	35.6%	29.4%	27.4%	35.0%	27.0%	Annual Change	16.8%	27.8%	32.2%	32.0%	
% Change 2021 to 2022	1754.7%	1867.7%	2270.8%	255.5%	20.4%	-2.4%	4.0%	2.5%	-18.0%	-17.5%	6.6%	22.0%	48.7%		1877.0%	57.1%	-2.8%	6.3%	
Average Annual Change	1.3%	1.1%	2.7%	2.5%	2.7%	2.4%	2.8%	2.9%	3.2%	2.7%	2.5%	3.2%	2.5%		1.5%	2.5%	2.9%	2.9%	
2011 000s	33.9	11.0	12.1	25.8	18.3	14.4	21.5	22.5	13.3	12.4	9.8	26.3	221.3		57.0	58.5	57.3	48.4	
2012 000s	35.5	11.6	13.2	27.9	19.5	15.6	23.1	24.6	14.4	13.3	10.7	28.6	238.1		7.6%	60.3	63.0	62.1	52.7
2013 000s	36.2	12.2	13.8	27.3	19.6	15.5	23.3	24.8	14.2	13.2	11.0	29.7	240.9	1.2%	62.2	62.4	62.3	53.9	
2014 000s	36.5	12.0	13.9	28.4	19.9	15.6	24.0	25.5	14.9	13.9	11.2	30.1	246.0	2.1%	62.4	64.0	64.4	55.2	
2015 000s	35.5	11.7	14.0	28.8	20.3	16.0	24.4	26.1	15.2	14.3	11.0	29.1	246.5	0.2%	61.2	65.1	65.7	54.4	
2016 000s	35.6	11.8	14.1	29.2	20.6	16.2	24.8	26.7	15.6	14.4	11.2	29.9	250.1	1.5%	61.5	66.0	67.1	55.5	
2017 000s	37.3	12.2	14.2	30.5	21.4	16.6	25.8	27.4	16.5	15.1	11.6	31.7	260.4	4.1%	63.7	68.6	69.7	58.4	
2018 000s	37.6	12.4	14.6	31.3	22.3	17.2	26.3	28.2	16.8	15.6	11.9	32.2	266.5	2.4%	64.6	70.8	71.3	59.8	
2019 000s	37.9	12.3	14.5	32.1	22.8	17.4	26.9	28.5	16.8	15.4	12.1	32.5	269.1	1.0%	64.7	72.3	72.2	60.0	
2020 000s	38.8	10.5	7.4	1.3	1.2	1.0	14.2	21.6	16.7	12.6	1.4	12.3	138.9	-48.4%	56.7	3.5	52.5	26.2	
2021 000s	2.1	0.6	0.7	9.2	19.7	18.7	27.0	29.0	21.9	19.4	11.7	29.0	189.0	36.0%	3.4	47.6	77.9	60.1	
2022 000s	38.6	12.3	15.7	32.9	23.7	18.3	28.0	29.7	18.0	16.0	12.4	35.4	281.1	48.7%	66.6	74.8	75.8	63.9	
VISITOR DAYS													SFR						
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor Days by Year and Share of Total					
SFR 000s	221.3	238.1	240.9	246.0	246.5	250.1	260.4	266.5	269.1	138.9	189.0	281.1							
All Visitor Types	M	1.4	1.5	1.6	1.6	1.8	1.8	1.8	1.9	2.0	1.0	1.5	1.8						
Share of Total	%	15.3%	16.0%	15.4%	15.0%	14.0%	14.2%	14.4%	13.9%	13.6%	14.3%	12.9%	15.6%						
Annual Change in Share	%		4.0%	-3.4%	-2.6%	-6.7%	1.5%	1.1%	-3.0%	-2.4%	4.9%	-9.8%	21.5%						
Change in Share from 2011	%		4.0%	0.5%	-2.1%	-8.7%	-7.3%	-6.3%	-9.1%	-11.3%	-7.0%	-16.1%	1.9%						
Avg Ann. Change in Share	%		4.0%	0.3%	-0.7%	-2.2%	-1.5%	-1.1%	-1.3%	-1.4%	-0.8%	-1.6%	0.2%						

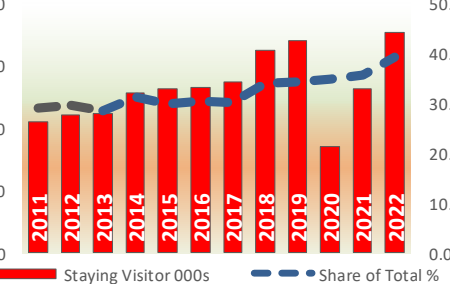
000s

Visitor Days by Year and Share of Total

Legend: SFR 000s (Red bars), Share of Total % (Blue line)

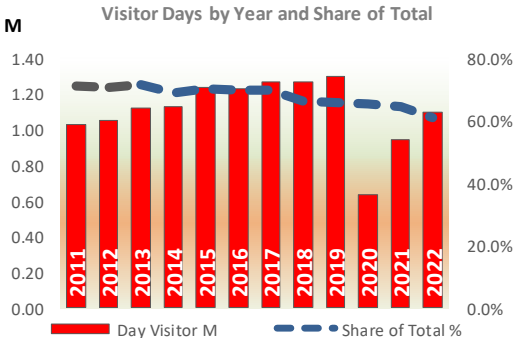
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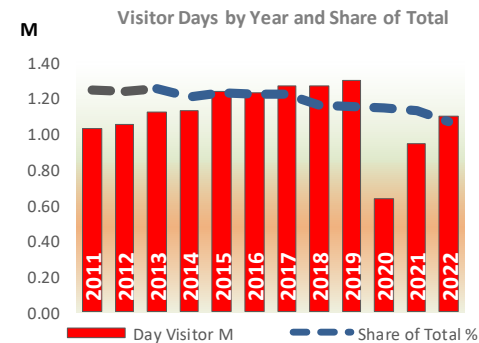
Report Prepared by: Aimee Towle, Date of Issue: 30/06/22

STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL										2011 to 2022			STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		23.7%	30.9%	66.0%	58.4%	75.9%	71.9%	77.0%	85.3%	97.1%	74.7%	71.3%	63.7%		68.2%	37.0%	68.8%	85.9%	69.3%
% Change 2021 to 2022		1486.3%	1277.4%	1631.4%	264.3%	34.8%	3.7%	7.3%	4.4%	-10.0%	-13.8%	5.2%	25.0%		34.2%	1477.7%	49.2%	0.3%	3.7%
Average Annual Change		2.2%	2.8%	6.0%	5.3%	6.9%	6.5%	7.0%	7.8%	8.8%	6.8%	6.5%	5.8%		6.2%	3.4%	6.3%	7.8%	6.3%
2011	000s	40.6	18.9	22.6	40.7	42.7	40.0	45.2	51.2	39.1	26.9	18.3	32.6		418.9	82.2	123.4	135.5	77.8
2012	000s	41.9	19.5	24.4	42.9	43.8	42.0	46.9	54.8	41.6	28.1	20.0	35.3		441.1	5.3%	85.7	128.7	143.2
2013	000s	42.7	20.7	26.4	41.2	43.9	40.9	47.7	55.7	40.1	27.6	20.9	37.0		444.8	0.8%	89.8	126.0	143.5
2014	000s	44.4	21.7	29.2	47.6	50.9	47.4	56.0	66.4	50.8	33.8	23.6	39.3		511.2	14.9%	95.3	146.0	173.2
2015	000s	45.2	23.1	29.7	48.7	52.4	49.4	57.4	68.9	51.4	34.0	25.0	39.8		525.0	2.7%	98.0	150.5	177.8
2016	000s	45.0	23.1	29.6	49.1	52.4	49.3	58.1	70.4	52.7	35.3	25.6	41.2		531.8	1.3%	97.7	150.8	181.2
2017	000s	46.8	23.2	28.5	51.7	54.1	49.4	60.1	70.6	56.2	37.0	25.9	44.0	547.6	3.0%	98.5	155.2	187.0	
2018	000s	49.1	26.0	32.9	59.9	67.7	62.0	71.7	87.1	68.2	45.7	30.1	47.3	647.7	18.3%	108.1	189.5	227.1	
2019	000s	50.3	26.5	34.0	64.3	72.9	65.3	77.2	91.6	70.6	45.7	31.7	48.3	678.4	4.7%	110.8	202.4	239.5	
2020	000s	51.4	22.4	17.2	2.5	3.9	3.9	40.5	68.8	69.6	37.0	3.5	18.2	339.0	-50.0%	91.0	10.3	178.9	
2021	000s	3.2	1.8	2.2	17.7	55.7	66.3	74.5	91.0	85.5	54.5	29.7	42.8	524.8	54.8%	7.1	139.6	251.0	
2022	000s	50.3	24.8	37.6	64.5	75.0	68.7	79.9	94.9	77.0	47.0	31.3	53.4	704.5	34.2%	112.6	208.3	251.9	
VISITOR DAYS														STAYING VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor Days by Year and Share of Total				
Staying Visitor		000s	418.9	441.1	444.8	511.2	525.0	531.8	547.6	647.7	678.4	339.0	524.8	704.5		Staying Visitor 000s	Share of Total %		
All Visitor Types		M	1.4	1.5	1.6	1.6	1.8	1.8	1.8	1.9	2.0	1.0	1.5	1.8					
Share of Total		%	29.0%	29.5%	28.5%	31.2%	29.8%	30.2%	30.2%	33.9%	34.3%	34.8%	35.7%	39.2%					
Annual Change in Share		%		1.8%	-3.7%	9.6%	-4.4%	1.3%	-0.1%	12.1%	1.2%	1.5%	2.6%	9.7%					
Change in Share from 2011		%		1.8%	-2.0%	7.4%	2.7%	4.1%	4.0%	16.7%	18.1%	19.9%	23.0%	34.9%					
Avg Ann. Change in Share		%		1.8%	-1.0%	2.5%	0.7%	0.8%	0.7%	2.4%	2.3%	2.2%	2.3%	3.2%					

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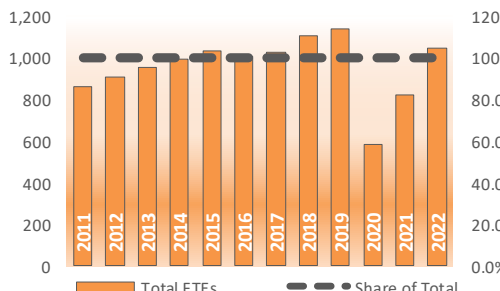
Report Prepared by: Aimee Towle, Date of Issue: 30/06/22

STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022			DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		-3.0%	2.9%	67.9%	-13.0%	9.9%	14.1%	-3.4%	13.1%	-5.9%	0.8%	-9.8%	4.4%	6.9%	Annual Change	24.7%	4.8%	3.2%	-1.5%
% Change 2021 to 2022		165.9%	109.9%	102.9%	54.2%	17.4%	1.2%	2.2%	-8.2%	-8.7%	-5.0%	4.4%	14.9%	15.9%		116.3%	17.0%	-5.6%	1.6%
Average Annual Change		-0.3%	0.3%	6.2%	-1.2%	0.9%	1.3%	-0.3%	1.2%	-0.5%	0.1%	-0.9%	0.4%	0.6%		2.2%	0.4%	0.3%	-0.1%
2011	M	0.053	0.066	0.067	0.086	0.113	0.103	0.118	0.168	0.099	0.073	0.045	0.033	1.024		0.186	0.302	0.384	0.152
2012	M	0.056	0.069	0.077	0.077	0.107	0.112	0.128	0.180	0.101	0.069	0.046	0.031	1.052	2.7%	0.202	0.296	0.409	0.145
2013	M	0.055	0.073	0.085	0.078	0.129	0.110	0.136	0.199	0.101	0.071	0.047	0.033	1.118	6.3%	0.213	0.317	0.436	0.152
2014	M	0.050	0.074	0.101	0.086	0.128	0.111	0.136	0.195	0.095	0.071	0.048	0.033	1.128	0.9%	0.225	0.325	0.426	0.152
2015	M	0.060	0.086	0.108	0.088	0.135	0.116	0.140	0.223	0.109	0.083	0.050	0.038	1.235	9.5%	0.254	0.339	0.472	0.170
2016	M	0.060	0.084	0.118	0.085	0.141	0.128	0.130	0.219	0.101	0.077	0.047	0.037	1.228	-0.6%	0.263	0.353	0.451	0.161
2017	M	0.062	0.087	0.122	0.088	0.145	0.132	0.134	0.226	0.104	0.079	0.048	0.038	1.266	3.1%	0.271	0.364	0.464	0.165
2018	M	0.064	0.087	0.123	0.087	0.145	0.128	0.132	0.229	0.107	0.080	0.047	0.037	1.265	-0.1%	0.274	0.360	0.468	0.164
2019	M	0.066	0.090	0.131	0.090	0.146	0.133	0.133	0.233	0.110	0.083	0.046	0.039	1.300	2.8%	0.286	0.370	0.477	0.168
2020	M	0.063	0.082	0.065	0.006	0.015	0.030	0.044	0.137	0.082	0.062	0.022	0.026	0.635	-51.2%	0.210	0.051	0.263	0.111
2021	M	0.019	0.032	0.056	0.048	0.106	0.116	0.111	0.207	0.102	0.078	0.039	0.030	0.945	48.7%	0.107	0.270	0.420	0.147
2022	M	0.051	0.068	0.113	0.075	0.124	0.117	0.114	0.190	0.093	0.074	0.041	0.035	1.094	15.9%	0.232	0.316	0.397	0.149
VISITOR DAYS														DAY VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor Days by Year and Share of Total					
Day Visitor	M	1.024	1.052	1.118	1.128	1.235	1.228	1.266	1.265	1.300	0.635	0.945	1.094						
All Visitor Types	M	1.443	1.493	1.563	1.639	1.761	1.760	1.813	1.913	1.979	0.974	1.469	1.799						
Share of Total	%	71.0%	70.5%	71.5%	68.8%	70.2%	69.8%	69.8%	66.1%	65.7%	65.2%	64.3%	60.8%						
Annual Change in Share	%		-0.7%	1.5%	-3.8%	2.0%	-0.6%	0.0%	-5.3%	-0.6%	-0.8%	-1.4%	-5.4%						
Change in Share from 2011	%		-0.7%	0.8%	-3.0%	-1.1%	-1.7%	-1.7%	-6.8%	-7.4%	-8.1%	-9.4%	-14.3%						
Avg Ann. Change in Share	%		-0.7%	0.4%	-1.0%	-0.3%	-0.3%	-0.3%	-1.0%	-0.9%	-0.9%	-0.9%	-1.3%						
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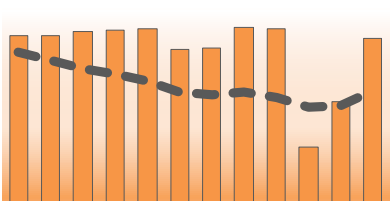
Direct and Total Employment by Month, Year and Visitor Type for the Period 2011 to 2022

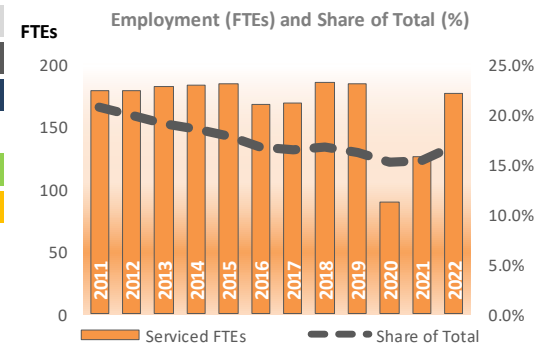
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

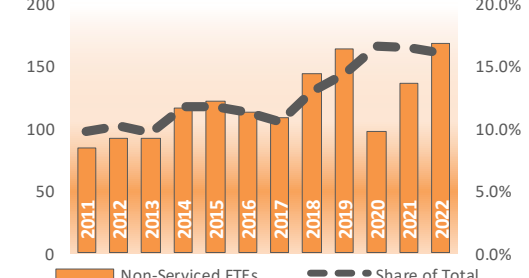
STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022			TOTAL		TOTAL EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		6.8%	6.5%	47.1%	10.2%	24.9%	26.0%	18.5%	28.8%	21.4%	16.8%	10.9%	25.5%	21.0%	Annual Change	20.1%	20.8%	23.5%	17.7%	
% Change 2021 to 2022		333.8%	192.5%	178.2%	127.6%	32.5%	4.1%	5.8%	-1.4%	-6.8%	-6.4%	5.2%	17.3%	27.0%		218.2%	35.4%	-0.9%	3.5%	
Average Annual Change		0.6%	0.6%	4.3%	0.9%	2.3%	2.4%	1.7%	2.6%	1.9%	1.5%	1.0%	2.3%	1.9%		1.8%	1.9%	2.1%	1.6%	
2011 FTEs		725	649	689	905	1,057	989	1,109	1,410	966	753	536	570	863		688	984	1,162	620	
2012 FTEs		761	680	766	888	1,053	1,070	1,193	1,527	1,015	753	562	585	905	4.8%	736	1,004	1,245	634	
2013 FTEs		777	727	843	900	1,196	1,074	1,271	1,669	1,024	773	590	624	956	5.7%	782	1,057	1,322	663	
2014 FTEs		759	729	938	982	1,227	1,110	1,314	1,703	1,063	809	609	632	990	3.5%	809	1,106	1,360	683	
2015 FTEs		814	799	968	986	1,259	1,139	1,331	1,851	1,125	865	623	660	1,035	4.6%	860	1,128	1,436	716	
2016 FTEs		784	762	988	943	1,252	1,167	1,253	1,803	1,058	813	583	640	1,004	-3.0%	845	1,121	1,371	679	
2017 FTEs		805	773	997	974	1,288	1,188	1,287	1,844	1,094	832	589	662	1,028	2.4%	858	1,150	1,408	695	
2018 FTEs		850	814	1,054	1,046	1,404	1,277	1,382	2,006	1,209	913	628	700	1,107	7.7%	906	1,242	1,532	747	
2019 FTEs		866	832	1,101	1,092	1,442	1,326	1,420	2,048	1,243	936	638	714	1,138	2.8%	933	1,287	1,570	763	
2020 FTEs		846	747	595	93	164	236	623	1,373	1,067	733	215	331	585	-48.6%	729	164	1,021	426	
2021 FTEs		179	236	364	438	997	1,197	1,242	1,842	1,258	939	565	610	822	40.5%	260	877	1,447	705	
2022 FTEs		775	691	1,013	997	1,320	1,246	1,314	1,817	1,173	879	595	715	1,044	27.0%	826	1,188	1,434	730	
EMPLOYMENT														TOTAL						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs      Employment (FTEs) and Share of Total (%)						
Total		FTEs	863	905	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044						
Total Employment		FTEs	863	905	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044						
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share		%																		
Change in Share from 2011		%																		
Avg Ann. Change in Share		%																		

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STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022			SERVICED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
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 2011 to 2022		-9.3%	-6.6%	-5.3%	-1.6%	1.2%	1.3%	0.5%	2.8%	1.3%	-1.2%	-0.8%	1.3%	-1.3%	Annual Change	-7.0%	0.3%	1.6%	-0.3%	
% Change 2021 to 2022		199.5%	228.1%	226.1%	210.7%	151.2%	7.4%	5.3%	1.6%	2.0%	1.6%	3.0%	4.6%	39.7%		217.7%	79.1%	2.9%	3.0%	
Average Annual Change		-0.8%	-0.6%	-0.5%	-0.1%	0.1%	0.1%	0.0%	0.3%	0.1%	-0.1%	-0.1%	0.1%	-0.1%		-0.6%	0.0%	0.1%	0.0%	
2011	FTEs	171	176	177	172	176	182	184	193	191	183	170	165	178		0.5%	175	177	189	173
2012	FTEs	167	175	178	171	176	186	184	196	198	183	173	165	179		1.8%	173	178	193	174
2013	FTEs	169	181	189	168	180	188	189	202	194	181	179	170	182	0.6%	179	179	195	177	
2014	FTEs	169	178	185	172	181	185	192	200	209	186	177	170	184	0.3%	177	179	200	178	
2015	FTEs	172	179	183	170	181	191	193	207	203	187	174	167	184	-8.7%	178	181	201	176	
2016	FTEs	155	164	167	156	165	173	177	190	186	169	158	155	168	0.5%	162	165	184	161	
2017	FTEs	155	159	162	160	170	175	177	190	187	171	160	159	169	9.5%	159	169	185	163	
2018	FTEs	168	174	176	176	187	193	193	210	204	188	175	174	185	-0.3%	173	185	202	179	
2019	FTEs	168	173	176	175	187	193	193	209	202	188	176	173	184	-51.7%	172	185	201	179	
2020	FTEs	162	160	116	34	41	37	83	120	121	111	45	37	89	146	37	108	64		
2021	FTEs	52	50	51	55	71	171	176	195	189	178	164	160	126	51	99	187	167		
2022	FTEs	155	164	168	169	178	184	185	198	193	181	169	168	176	162	177	192	172		
EMPLOYMENT														SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs      Employment (FTEs) and Share of Total (%)						
Serviced	FTEs	178	179	182	184	184	168	169	185	184	89	126	176							
Total Employment	FTEs	863	905	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044							
Share of Total	%	20.7%	19.8%	19.1%	18.5%	17.8%	16.7%	16.4%	16.7%	16.2%	15.2%	15.3%	16.9%							
Annual Change in Share	%		-4.1%	-3.7%	-2.8%	-4.1%	-5.9%	-1.8%	1.6%	-3.0%	-6.1%	0.8%	10.0%							
Change in Share from 2011	%		-4.1%	-7.7%	-10.2%	-13.9%	-19.0%	-20.5%	-19.2%	-21.6%	-26.4%	-25.8%	-18.4%							
Avg Ann. Change in Share	%		-4.1%	-3.8%	-3.4%	-3.5%	-3.8%	-3.4%	-2.7%	-2.7%	-2.9%	-2.6%	-1.7%							

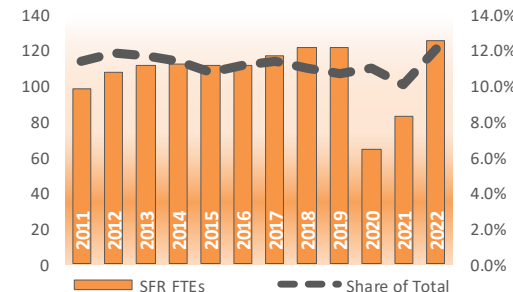


STEAM REPORT FOR 2011-2022 - FINAL										2011 to 2022			NON-SERVICED		DIRECT EMPLOYMENT					
BOSTON BOROUGH COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2011 to 2022		89.2%	69.4%	88.4%	87.0%	91.6%	82.9%	103.2%	118.9%	116.0%	92.3%	95.6%	131.9%			98.8%	83.2%	87.2%	113.0%	102.6%
% Change 2021 to 2022		977.0%	1045.2%	1365.1%	160.4%	24.7%	4.3%	8.0%	8.3%	-8.3%	-14.6%	2.3%	20.9%			23.4%	1150.5%	32.1%	2.1%	-2.3%
Average Annual Change		8.1%	6.3%	8.0%	7.9%	8.3%	7.5%	9.4%	10.8%	10.5%	8.4%	8.7%	12.0%			9.0%	7.6%	7.9%	10.3%	9.3%
2011	FTEs	34	36	58	84	127	129	118	136	124	76	47	38	84	43	113	126	54		
2012	FTEs	41	43	66	91	133	137	125	148	133	83	54	45	92	8.9%	50	121	136	61	
2013	FTEs	40	42	67	89	133	134	128	152	133	84	54	45	92	0.2%	50	119	137	61	
2014	FTEs	48	51	84	113	165	166	162	198	172	107	69	56	116	26.3%	61	148	177	77	
2015	FTEs	60	63	86	116	167	168	164	201	174	101	83	72	121	4.7%	70	151	180	85	
2016	FTEs	51	54	76	105	156	157	155	195	168	102	75	64	113	-6.8%	60	140	172	80	
2017	FTEs	47	50	67	102	150	148	152	186	172	98	67	59	108	-4.5%	54	133	170	74	
2018	FTEs	55	60	85	136	208	202	203	256	226	134	84	70	143	32.7%	67	182	228	96	
2019	FTEs	67	70	101	163	241	228	236	287	248	146	98	82	164	14.2%	79	210	257	108	
2020	FTEs	62	59	68	17	30	31	150	246	277	143	32	50	97	-40.8%	63	26	224	75	
2021	FTEs	6	5	7	60	195	227	222	275	293	171	90	73	135	39.7%	6	161	264	111	
2022	FTEs	64	62	109	157	244	236	240	298	269	146	92	88	167	23.4%	78	212	269	109	
EMPLOYMENT														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs      Employment (FTEs) and Share of Total (%)						
Non-Serviced	FTEs	84	92	92	116	121	113	108	143	164	97	135	167							
Total Employment	FTEs	863	905	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044							
Share of Total	%	9.7%	10.1%	9.6%	11.7%	11.7%	11.3%	10.5%	13.0%	14.4%	16.6%	16.5%	16.0%							
Annual Change in Share	%		3.9%	-5.2%	22.0%	0.1%	-3.9%	-6.7%	23.2%	11.1%	15.2%	-0.5%	-2.9%							
Change in Share from 2011	%		3.9%	-1.5%	20.2%	20.4%	15.6%	7.9%	33.0%	47.7%	70.1%	69.2%	64.3%							
Avg Ann. Change in Share	%		3.9%	-0.7%	6.7%	5.1%	3.1%	1.3%	4.7%	6.0%	7.8%	6.9%	5.8%							

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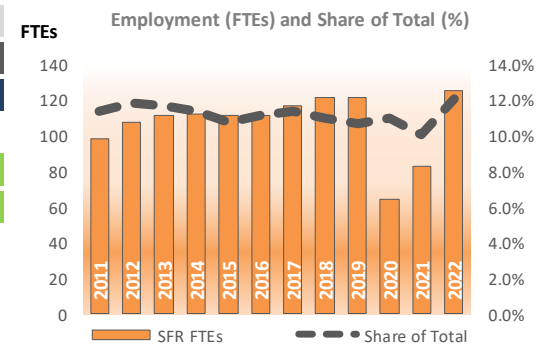
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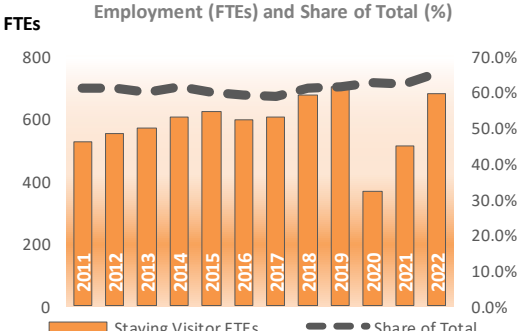


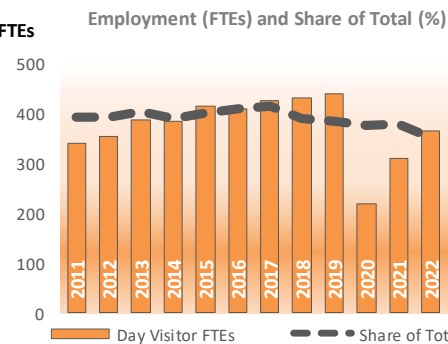
STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022			SFR	DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2011 to 2022	14.9%	13.0%	30.8%	28.4%	30.7%	27.8%	31.6%	33.1%	36.9%	30.6%	28.6%	36.2%	28.2%	Annual Change	17.9%	28.9%	33.4%	33.2%	
% Change 2021 to 2022	1689.8%	1798.9%	2187.9%	262.7%	22.9%	-0.4%	6.1%	4.5%	-16.3%	-15.9%	8.8%	24.5%	51.6%		1807.9%	60.3%	-0.8%	8.4%	
Average Annual Change	1.4%	1.2%	2.8%	2.6%	2.8%	2.5%	2.9%	3.0%	3.4%	2.8%	2.6%	3.3%	2.6%		1.6%	2.6%	3.0%	3.0%	
2011 FTEs	180	58	64	137	97	77	114	120	70	66	52	139	98		101	104	101	86	
2012 FTEs	192	63	71	151	105	84	125	133	78	72	58	155	107		9.5%	109	113	112	95
2013 FTEs	200	68	77	151	109	86	129	137	79	73	61	164	111	3.7%	115	115	115	100	
2014 FTEs	199	66	76	155	109	85	131	140	82	76	61	165	112	0.8%	114	117	117	101	
2015 FTEs	192	63	76	155	110	86	132	141	82	77	59	157	111	-1.1%	110	117	118	98	
2016 FTEs	191	63	76	156	110	87	133	143	83	77	60	160	112	0.7%	110	118	120	99	
2017 FTEs	201	66	77	164	115	90	139	148	89	81	63	171	117	4.9%	114	123	125	105	
2018 FTEs	206	68	80	171	122	94	144	155	92	86	65	176	122	3.9%	118	129	130	109	
2019 FTEs	205	67	78	174	123	94	146	154	91	83	65	175	121	-0.2%	117	130	130	108	
2020 FTEs	209	57	40	7	7	6	79	123	95	72	8	70	64	-47.0%	102	6	99	50	
2021 FTEs	12	3	4	49	103	98	142	152	115	102	61	152	83	28.9%	6	83	136	105	
2022 FTEs	207	66	84	176	127	98	150	159	96	86	67	190	125	51.6%	119	134	135	114	
EMPLOYMENT														SFR					
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs      Employment (FTEs) and Share of Total (%)						
SFR FTEs	98	107	111	112	111	112	117	122	121	64	83	125							
Total Employment	863	905	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044							
Share of Total	%	11.3%	11.8%	11.6%	11.3%	10.7%	11.1%	11.4%	11.0%	10.7%	11.0%	10.1%	12.0%						
Annual Change in Share	%		4.5%	-1.8%	-2.7%	-5.4%	3.8%	2.4%	-3.6%	-3.0%	3.0%	-8.3%	19.3%						
Change in Share from 2011	%		4.5%	2.6%	-0.1%	-5.5%	-2.0%	0.4%	-3.2%	-6.0%	-3.2%	-11.2%	5.9%						
Avg Ann. Change in Share	%		4.5%	1.3%	0.0%	-1.4%	-0.4%	0.1%	-0.5%	-0.8%	-0.4%	-1.1%	0.5%						

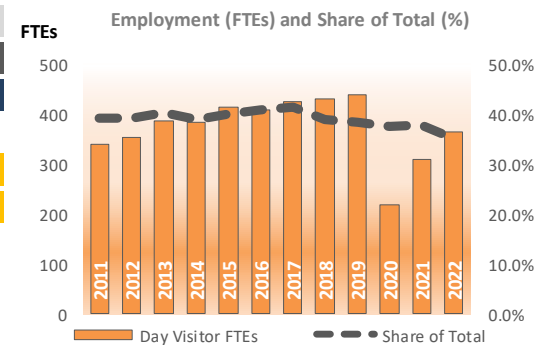
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/22



STEAM REPORT FOR 2011-2022 - FINAL											2011 to 2022			STAYING VISITOR	DIRECT EMPLOYMENT				
BOSTON BOROUGH COUNCIL																			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
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 2011 to 2022		10.7%	7.8%	20.6%	27.8%	37.1%	33.8%	38.2%	46.2%	44.8%	27.2%	21.7%	29.9%		30.1%	13.0%	32.9%	43.1%	26.6%
% Change 2021 to 2022		514.8%	395.2%	477.0%	207.6%	48.5%	4.4%	6.6%	5.3%	-6.6%	-8.5%	3.9%	15.5%		36.1%	465.5%	52.5%	1.7%	2.9%
Average Annual Change		1.0%	0.7%	1.9%	2.5%	3.4%	3.1%	3.5%	4.2%	4.1%	2.5%	2.0%	2.7%		2.7%	1.2%	3.0%	3.9%	2.4%
2011 FTEs		385	271	299	393	400	387	416	449	386	325	269	343		360	319	394	417	312
2012 FTEs		399	280	315	412	415	408	434	477	409	338	285	364	378	4.9%	331	412	440	329
2013 FTEs		409	291	332	408	422	408	446	490	406	338	294	380	385	1.9%	344	413	447	337
2014 FTEs		417	295	344	440	454	437	485	538	462	368	307	390	411	6.8%	352	444	495	355
2015 FTEs		424	306	345	442	459	446	489	549	459	366	316	396	416	1.2%	358	449	499	359
2016 FTEs		397	280	318	418	431	417	465	528	437	347	293	379	393	-5.7%	332	422	477	340
2017 FTEs		402	275	306	426	436	413	469	524	448	350	290	389	394	0.3%	328	425	480	343
2018 FTEs		429	302	341	482	517	489	540	621	521	408	325	421	450	14.2%	357	496	561	384
2019 FTEs		439	310	355	511	550	514	575	650	541	417	339	430	469	4.3%	368	525	589	395
2020 FTEs		433	276	224	58	78	73	312	490	493	326	85	157	250	-46.7%	311	69	431	189
2021 FTEs		69	59	63	163	369	496	540	623	597	451	315	385	344	37.6%	64	343	587	384
2022 FTEs		426	292	361	503	549	518	576	656	558	413	327	445	469	36.1%	360	523	596	395
EMPLOYMENT														STAYING VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs      Employment (FTEs) and Share of Total (%)					
Staying Visitor		FTEs	525	551	570	606	620	595	603	676	701	366	512	680					
Total Employment		FTEs	863	905	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044					
Share of Total		%	60.8%	60.9%	59.7%	61.2%	59.9%	59.2%	58.7%	61.1%	61.6%	62.6%	62.3%	65.1%					
Annual Change in Share		%		0.2%	-2.0%	2.6%	-2.1%	-1.1%	-1.0%	4.1%	0.8%	1.7%	-0.6%	4.5%					
Change in Share from 2011		%		0.2%	-1.9%	0.7%	-1.5%	-2.6%	-3.5%	0.5%	1.2%	3.0%	2.4%	7.0%					
Avg Ann. Change in Share		%		0.2%	-0.9%	0.2%	-0.4%	-0.5%	-0.6%	0.1%	0.2%	0.3%	0.2%	0.6%					
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Report Prepared by: Aimee Towle. Date of Issue: 30/06/23																			

STEAM REPORT FOR 2011-2022 - FINAL											2011 to 2022			DAY VISITOR		DIRECT EMPLOYMENT							
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER								
KEY		DAY VISITOR											TOTAL						% Change				
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																					
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change		Q1		Q2		Q3		Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC										
% Change 2011 to 2022		-2.1%	3.9%	69.4%	-12.2%	10.9%	15.1%	-2.5%	14.2%	-5.1%	1.7%	-8.9%	5.4%	7.8%	Annual Change	25.8%	5.8%	4.1%	-0.6%				
% Change 2021 to 2022		158.6%	104.2%	97.3%	57.4%	19.8%	3.3%	4.2%	-6.3%	-6.9%	-3.1%	6.5%	17.2%	17.5%		110.4%	19.4%	-3.7%	3.6%				
Average Annual Change		-0.2%	0.4%	6.3%	-1.1%	1.0%	1.4%	-0.2%	1.3%	-0.5%	0.2%	-0.8%	0.5%	0.7%		2.3%	0.5%	0.4%	-0.1%				
2011 FTEs		210	262	266	340	449	408	467	665	391	290	179	133	338		246	399	508	200				
2012 FTEs		225	279	311	309	433	451	515	727	407	278	184	124	354		4.5%	272	398	549	195			
2013 FTEs		227	303	352	323	535	454	563	823	417	294	195	138	385	9.0%	294	437	601	209				
2014 FTEs		205	300	413	353	524	451	554	796	388	289	196	133	384	-0.4%	306	443	580	206				
2015 FTEs		242	345	437	354	546	465	563	899	441	335	200	151	415	8.1%	341	455	634	229				
2016 FTEs		241	337	473	341	562	510	520	877	405	309	187	148	409	-1.4%	351	471	601	215				
2017 FTEs		250	350	492	354	584	530	540	910	419	320	193	153	425	3.8%	364	489	623	222				
2018 FTEs		260	356	502	355	592	522	541	935	436	325	191	153	431	1.4%	373	490	637	223				
2019 FTEs		265	364	527	364	591	538	538	941	445	336	186	156	437	1.6%	385	497	641	226				
2020 FTEs		253	331	262	24	61	120	182	577	348	263	95	110	219	-50.0%	282	68	369	156				
2021 FTEs		79	133	228	190	415	455	437	810	399	305	153	119	310	41.8%	147	353	549	192				
2022 FTEs		205	272	451	298	497	470	455	759	372	295	163	140	365	17.5%	309	422	529	199				
EMPLOYMENT														DAY VISITOR									
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs      Employment (FTEs) and Share of Total (%)									
Day Visitor		FTEs	338	354	385	384	415	409	425	431	437	219	310	365									
Total Employment		FTEs	863	905	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044									
Share of Total		%	39.2%	39.1%	40.3%	38.8%	40.1%	40.8%	41.3%	38.9%	38.4%	37.4%	37.7%	34.9%									
Annual Change in Share		%		-0.3%	3.2%	-3.8%	3.4%	1.7%	1.4%	-5.8%	-1.2%	-2.7%	0.9%	-7.5%									
Change in Share from 2011		%		-0.3%	2.9%	-1.1%	2.3%	4.0%	5.4%	-0.7%	-1.9%	-4.6%	-3.7%	-10.9%									
Avg Ann. Change in Share		%		-0.3%	1.4%	-0.4%	0.6%	0.8%	0.9%	-0.1%	-0.2%	-0.5%	-0.4%	-1.0%									
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STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL						2022	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE
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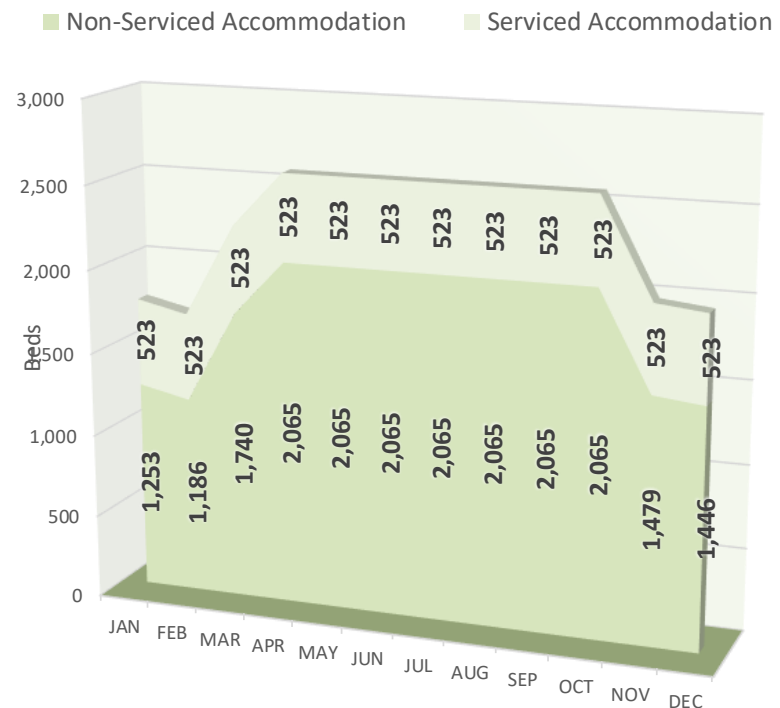
SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	23	523	0	0	-6	+9
+50 Room	1	110	0	0	0	0
11-50 Room	6	268	0	0	+1	+64
<10 Room	16	145	0	0	-7	-55

NON-SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	26	2,065	0	0	+1	+1,073
Self catering	10	208	0	0	-4	+80
Static caravans/chalets	0	1,002	0	0	0	+648
Touring caravans/camping	16	855	0	0	+5	+345
Youth Hostels	0	0	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	49	2,588	0	0	-5	+1,082
Serviced Accommodation Share of Total	47%	20%				
Non-Serviced Accommodation Share of Total	53%	80%				

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	1,776	1,709	2,263	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,002	1,969
Serviced Accommodation	523	523	523	523	523	523	523	523	523	523	523	523
Non-Serviced Accommodation	1,253	1,186	1,740	2,065	2,065	2,065	2,065	2,065	2,065	2,065	1,479	1,446

## SEASONAL AVAILABILITY OF BED SUPPLY 2022



Report Sections With Historic Financial Data Indexed to 2022 Prices

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

**Indexation:**      *Indexation to: 2022*

<b>2011</b>	<i>1.39</i>
<b>2012</b>	<i>1.33</i>
<b>2013</b>	<i>1.29</i>
<b>2014</b>	<i>1.26</i>
<b>2015</b>	<i>1.24</i>
<b>2016</b>	<i>1.23</i>
<b>2017</b>	<i>1.20</i>
<b>2018</b>	<i>1.15</i>
<b>2019</b>	<i>1.12</i>
<b>2020</b>	<i>1.09</i>
<b>2021</b>	<i>1.08</i>
<b>2022</b>	<i>1.00</i>

**STEAM REPORT FOR 2011-2022 - FINAL**  
**BOSTON BOROUGH COUNCIL**

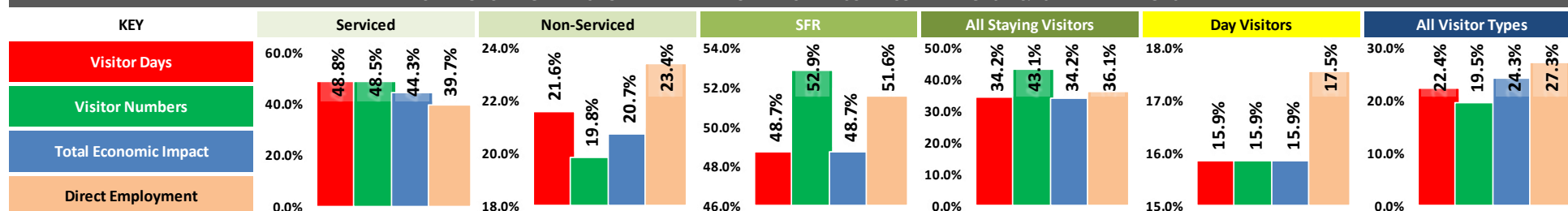
Comparing 2022 and 2021  
2021 in 2022 prices (1.078)

**COMPARATIVE HEADLINES**

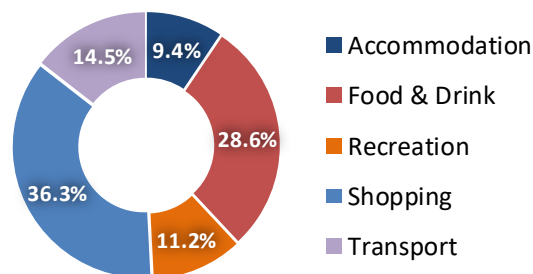
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022**

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		Serviced						Non-Serviced														
Less than 3% change																						
A Fall of 3% or more		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	0.083	0.056	48.8%	0.341	0.280	21.6%	0.281	0.189	48.7%	0.704	0.525	34.2%	1.094	0.945	15.9%	1.799	1.469	22.4%			
Visitor Numbers	M	0.042	0.028	48.5%	0.047	0.039	19.8%	0.118	0.077	52.9%	0.207	0.145	43.1%	1.094	0.945	15.9%	1.302	1.090	19.5%			
Direct Expenditure	£M																71.34	57.31	24.5%			
Economic Impact	£M	10.46	7.247	44.3%	20.68	17.13	20.7%	16.21	10.90	48.7%	47.34	35.27	34.2%	47.80	41.26	15.9%	95.13	76.53	24.3%			
Direct Employment	FTEs	176	126	39.7%	167	135	23.4%	125	83	51.6%	469	344	36.1%	365	310	17.5%	833	655	27.3%			
Total Employment	FTEs																1,044	822	27.0%			

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2021 - INDEXED TO 2022**



**Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2022**



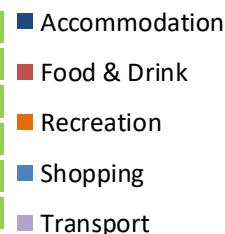
**Direct Expenditure Categories**

2022	2021	+/- %
6.730	5.238	28.5%
20.41	16.31	25.1%
7.955	6.405	24.2%
25.93	21.05	23.2%
10.33	8.305	24.3%
71.34	57.31	24.5%
23.79	19.22	23.8%
95.13	76.53	24.3%

**Sectors**

Accommodation	166	126	32.0%
Food & Drink	233	183	27.2%
Recreation	110	87	26.3%
Shopping	270	216	25.2%
Transport	53	42	26.4%
TOTAL DIRECT	833	655	27.3%
Indirect	211	168	25.9%
TOTAL	1,044	822	27.0%

**Sectoral Distribution of Employment - FTEs**



**Direct Employment Categories**

**STEAM REPORT FOR 2011-2022 - FINAL**  
**BOSTON BOROUGH COUNCIL**

**Economic Impact - Indexed - Total**

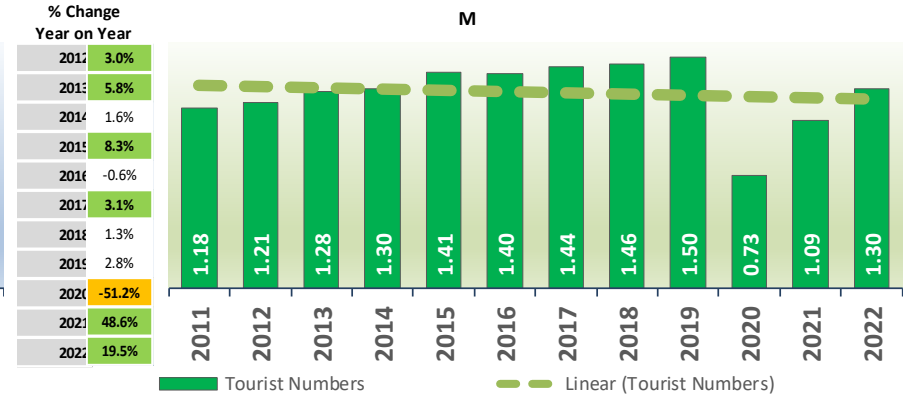


2011 to 2022  
2022 Prices

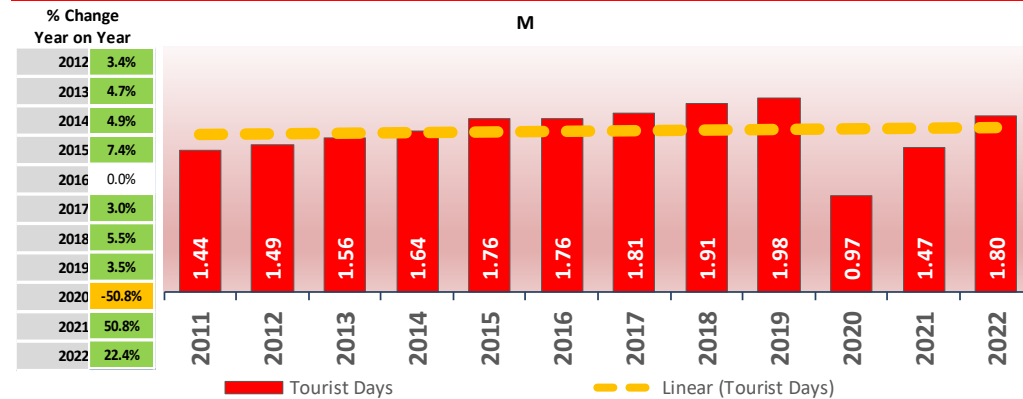
TOTAL

KEY MEASURES  
Indexed

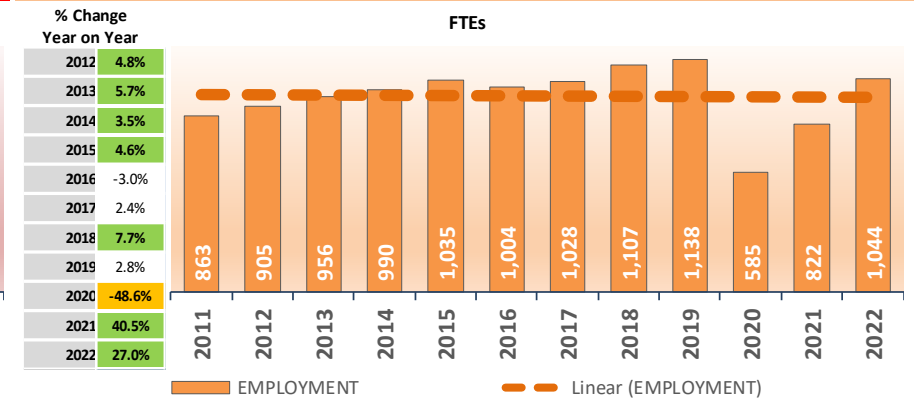
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		3.2%	7.7%	14.3%	21.1%	20.9%	24.3%	32.8%	37.3%	-33.3%	1.9%	26.7%
Visitor Numbers		3.0%	9.0%	10.7%	19.9%	19.1%	22.8%	24.3%	27.8%	-37.6%	-7.3%	10.7%
Visitor Days		3.4%	8.3%	13.6%	22.0%	22.0%	25.7%	32.5%	37.1%	-32.5%	1.8%	24.7%
Total Employment		4.8%	10.7%	14.6%	19.9%	16.3%	19.1%	28.2%	31.9%	-32.2%	-4.7%	21.0%

"Linear" = Linear Trendline

**STEAM REPORT FOR 2011-2022 - FINAL**  
**BOSTON BOROUGH COUNCIL**

**Economic Impact - Indexed - Serviced Accommodation**

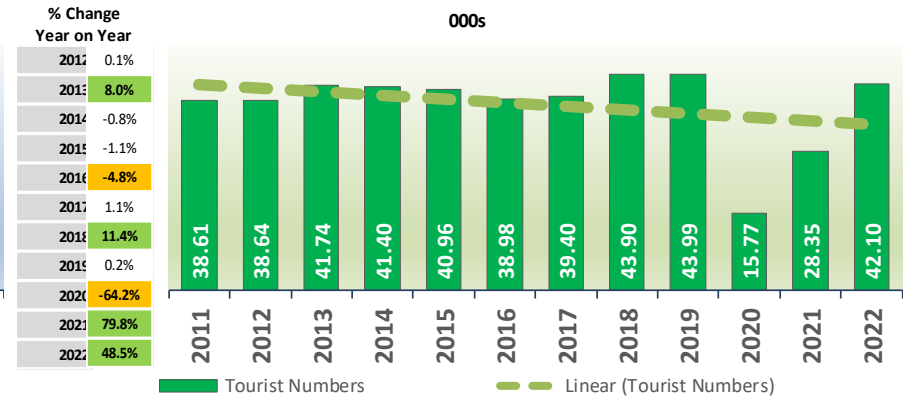


2011 to 2022  
2022 Prices

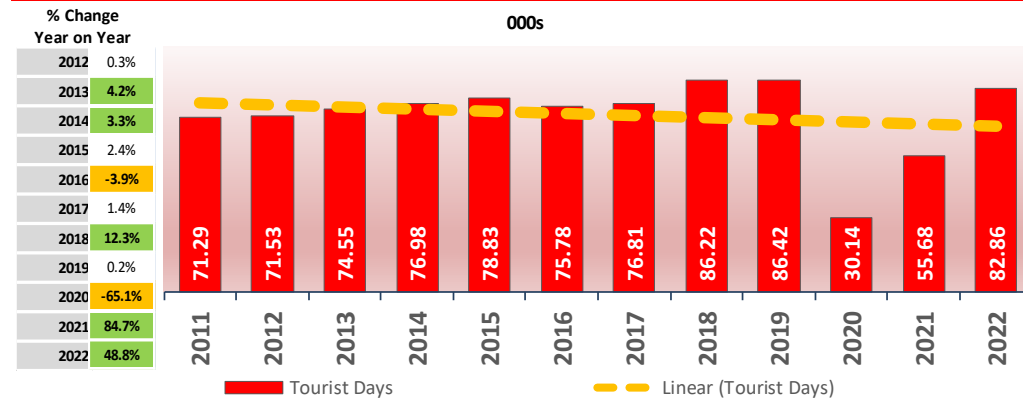
SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

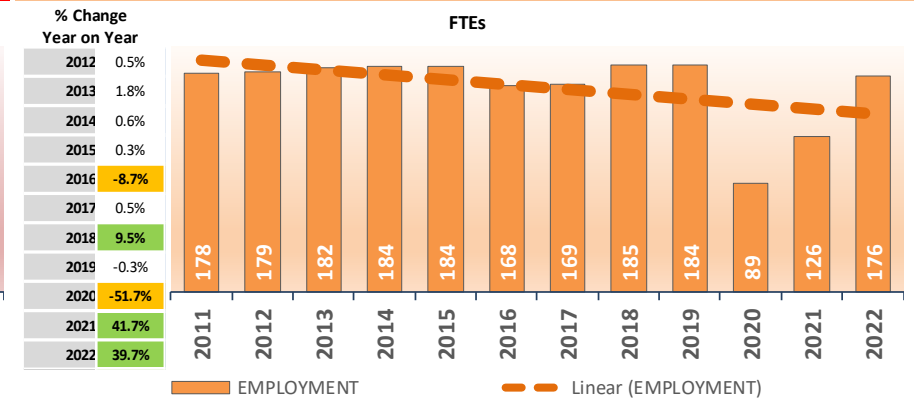
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-0.9%	3.7%	7.1%	5.9%	0.1%	0.3%	10.7%	12.5%	-61.3%	-26.5%	6.0%
Visitor Numbers		0.1%	8.1%	7.2%	6.1%	0.9%	2.0%	13.7%	13.9%	-59.2%	-26.6%	9.0%
Visitor Days		0.3%	4.6%	8.0%	10.6%	6.3%	7.7%	20.9%	21.2%	-57.7%	-21.9%	16.2%
Direct Employment		0.5%	2.3%	2.9%	3.2%	-5.8%	-5.3%	3.7%	3.4%	-50.1%	-29.3%	-1.3%

"Linear" = Linear Trendline



# STEAM REPORT FOR 2011-2022 - FINAL

## BOSTON BOROUGH COUNCIL

### Economic Impact - Indexed - Non-Serviced Accommodation

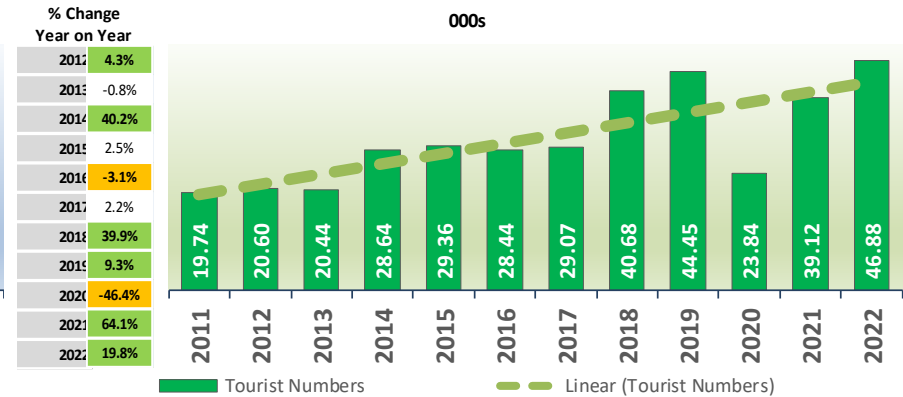


2011 to 2022  
2022 Prices

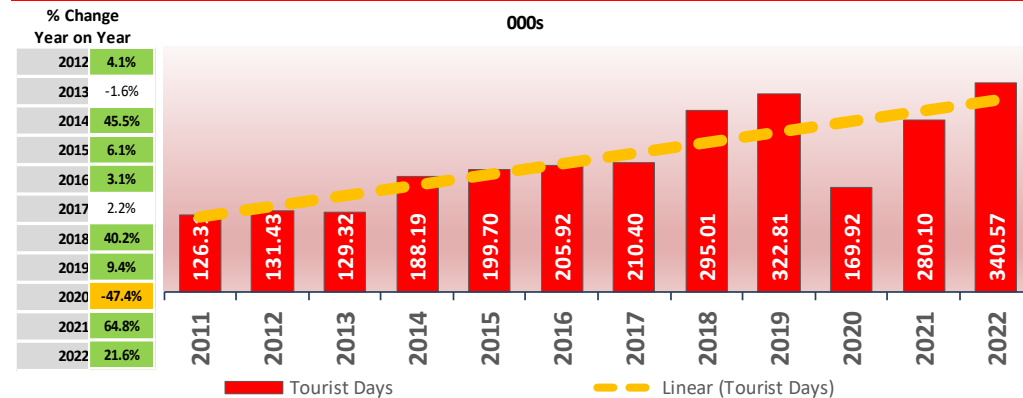
NON-SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

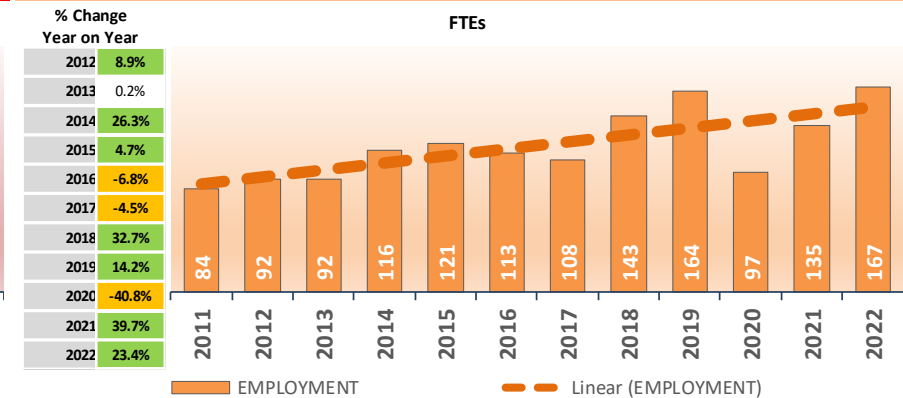
### Visitor Numbers - Non-Serviced Accommodation



### Visitor Days - Non-Serviced Accommodation



### Direct Employment Supported - Non-Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		4.1%	2.0%	52.2%	59.1%	66.5%	69.8%	135.0%	154.2%	35.8%	121.2%	167.0%
Visitor Numbers		4.3%	3.5%	45.1%	48.7%	44.1%	47.2%	106.0%	125.1%	20.8%	98.1%	137.4%
Visitor Days		4.1%	2.4%	49.0%	58.1%	63.0%	66.6%	133.6%	155.6%	34.5%	121.8%	169.6%
Direct Employment		8.9%	9.1%	37.8%	44.3%	34.5%	28.5%	70.5%	94.8%	15.3%	61.2%	98.8%

"Linear" = Linear Trendline

**STEAM REPORT FOR 2011-2022 - FINAL**  
**BOSTON BOROUGH COUNCIL**

**Economic Impact - Indexed - SFR**

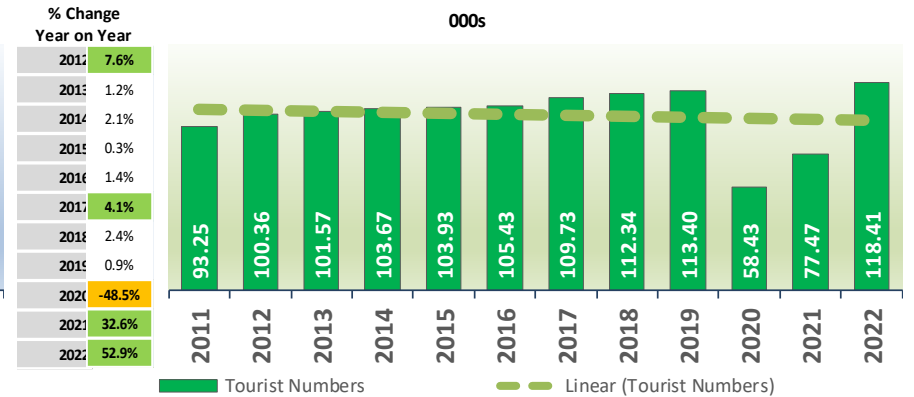


2011 to 2022  
2022 Prices

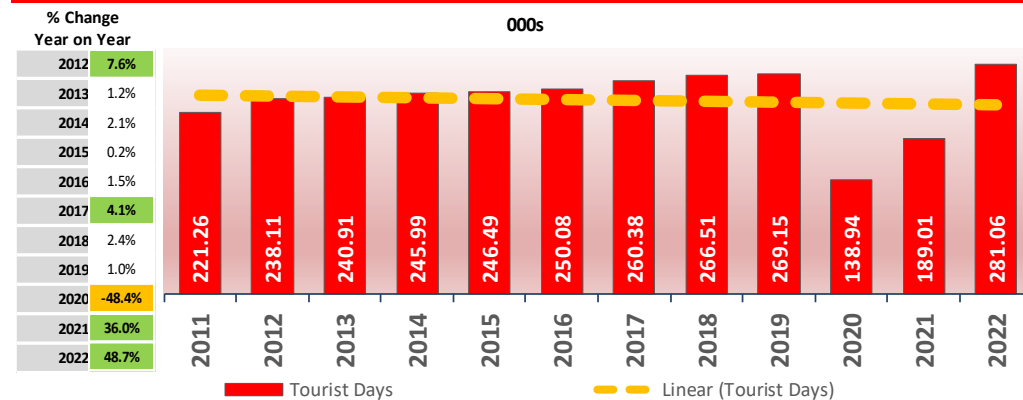
SFR

KEY MEASURES  
Indexed

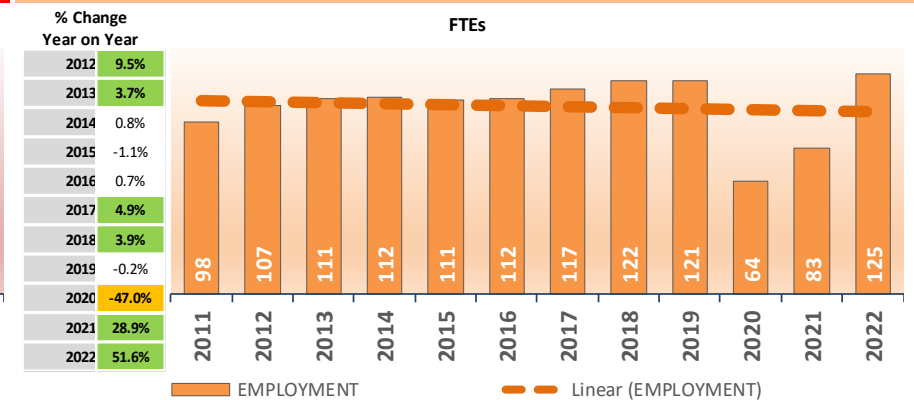
**Visitor Numbers - SFR**



**Visitor Days - SFR**



**Direct Employment Supported - SFR**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		7.6%	8.9%	11.2%	11.4%	13.0%	17.7%	20.4%	21.6%	-37.2%	-14.6%	27.0%
Visitor Numbers		7.6%	8.9%	11.2%	11.5%	13.1%	17.7%	20.5%	21.6%	-37.3%	-16.9%	27.0%
Visitor Days		7.6%	8.9%	11.2%	11.4%	13.0%	17.7%	20.5%	21.6%	-37.2%	-14.6%	27.0%
Direct Employment		9.5%	13.6%	14.5%	13.3%	14.0%	19.6%	24.2%	23.9%	-34.4%	-15.4%	28.2%

"Linear" = Linear Trendline

**STEAM REPORT FOR 2011-2022 - FINAL**  
**BOSTON BOROUGH COUNCIL**

**Economic Impact - Indexed - Staying Visitor**

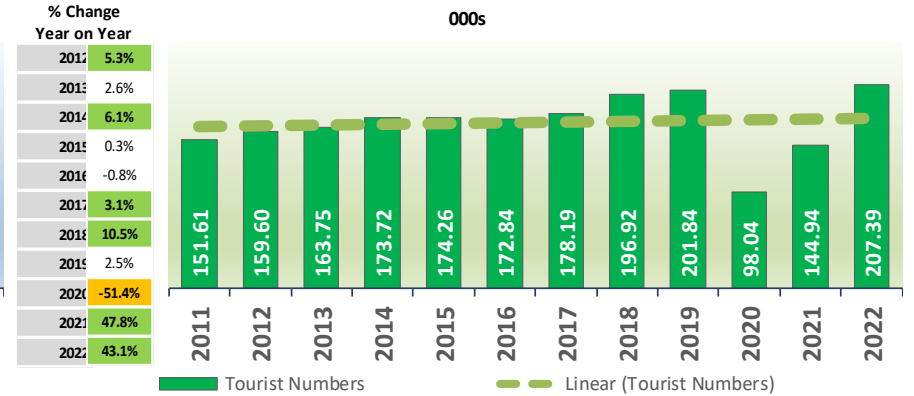


2011 to 2022  
2022 Prices

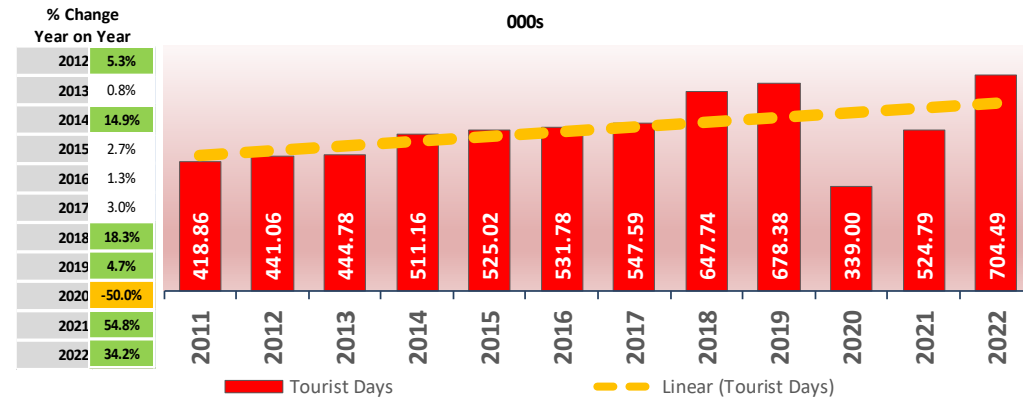
STAYING VISITOR

KEY MEASURES  
Indexed

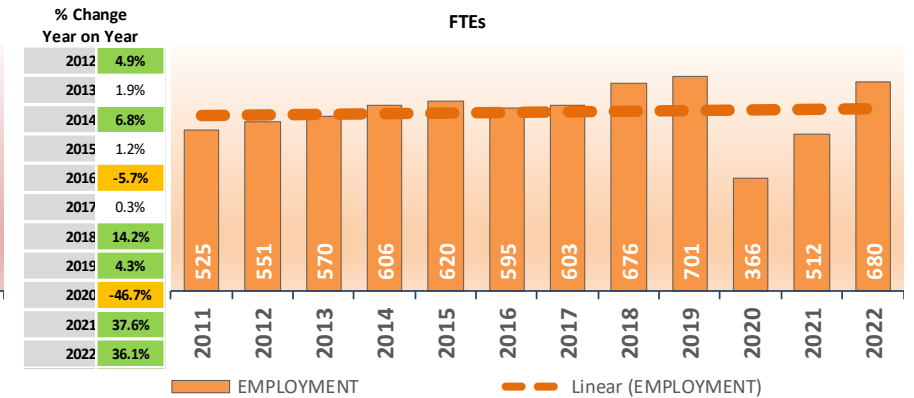
**Visitor Numbers - Staying Visitor**



**Visitor Days - Staying Visitor**



**Direct Employment Supported - Staying Visitor**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		3.9%	5.4%	20.3%	21.8%	22.5%	25.3%	46.5%	52.5%	-26.4%	16.2%	55.9%
Visitor Numbers		5.3%	8.0%	14.6%	14.9%	14.0%	17.5%	29.9%	33.1%	-35.3%	-4.4%	36.8%
Visitor Days		5.3%	6.2%	22.0%	25.3%	27.0%	30.7%	54.6%	62.0%	-19.1%	25.3%	68.2%
Direct Employment		5.0%	8.7%	15.4%	18.1%	13.3%	14.9%	28.8%	33.5%	-30.2%	-2.5%	29.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL  
BOSTON BOROUGH COUNCIL

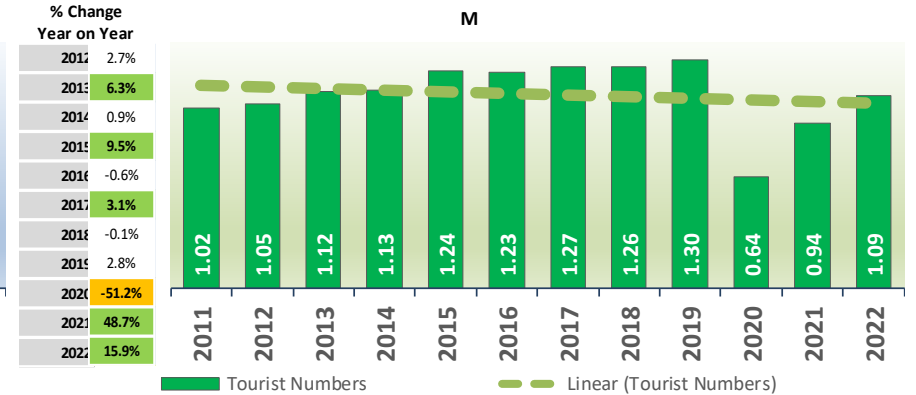
2011 to 2022  
2022 Prices

DAY VISITOR

KEY MEASURES  
Indexed

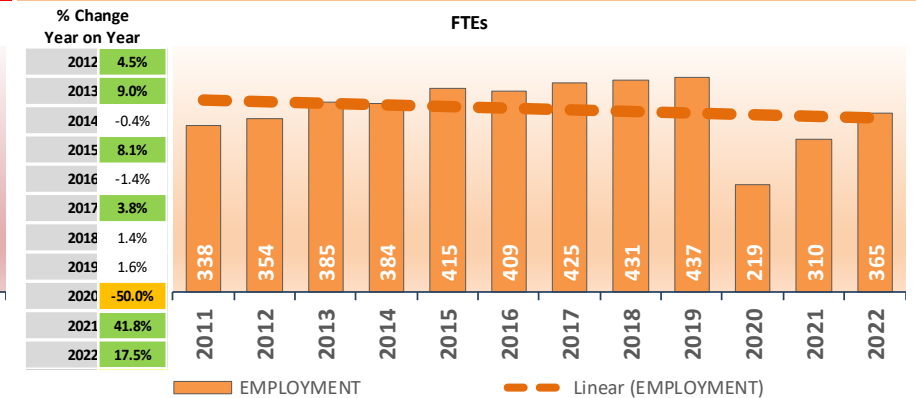
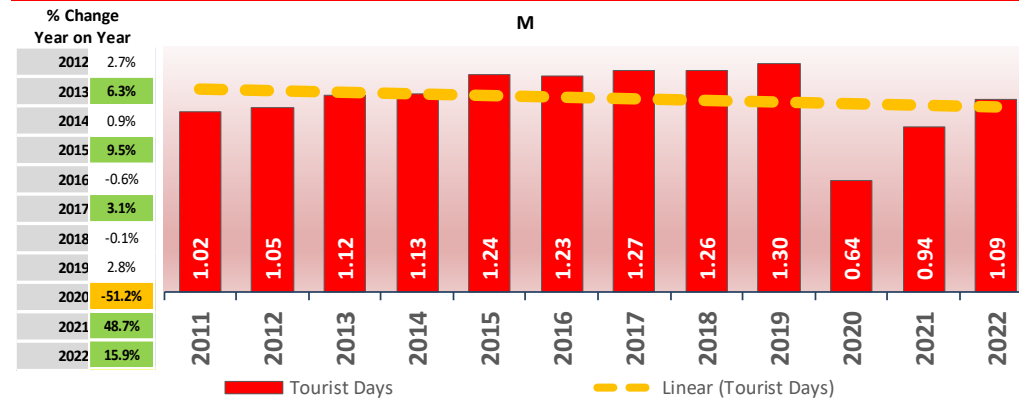
Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



Visitor Days - Day Visitor

Direct Employment Supported - Day Visitor

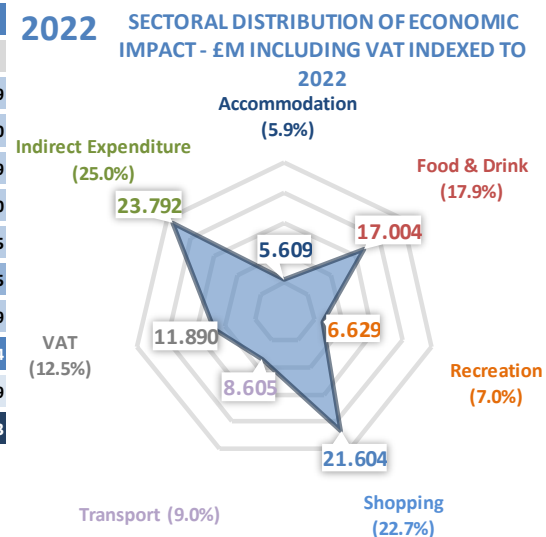


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		2.7%	9.2%	10.2%	20.6%	19.9%	23.6%	23.5%	27.0%	-38.0%	-7.8%	6.8%
Visitor Numbers		2.7%	9.2%	10.2%	20.6%	19.9%	23.6%	23.5%	27.0%	-38.0%	-7.8%	6.9%
Visitor Days		2.7%	9.2%	10.2%	20.6%	19.9%	23.6%	23.5%	27.0%	-38.0%	-7.8%	6.9%
Direct Employment		4.5%	13.9%	13.4%	22.7%	21.0%	25.5%	27.3%	29.3%	-35.3%	-8.3%	7.8%

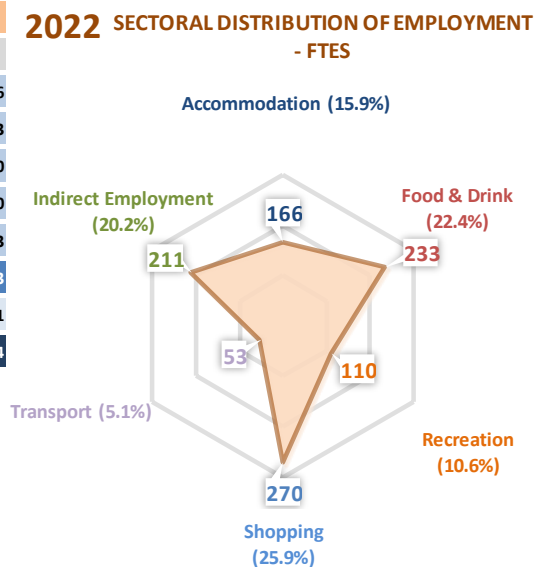
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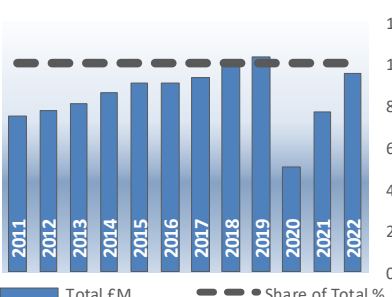
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022

SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	£M	4.018	3.983	4.106	4.890	4.709	4.667	4.692	5.621	5.754	2.786	4.379	5.609
Food & Drink	£M	13.38	13.86	14.45	15.22	16.20	16.18	16.65	17.73	18.32	9.455	13.63	17.00
Recreation	£M	5.341	5.529	5.769	6.043	6.444	6.423	6.595	6.951	7.211	3.690	5.355	6.629
Shopping	£M	17.39	17.97	18.83	19.68	21.13	21.11	21.77	23.01	23.76	11.67	17.60	21.60
Transport	£M	6.843	7.110	7.410	7.775	8.298	8.302	8.536	8.976	9.332	4.607	6.943	8.605
Direct Revenue	£M	46.98	48.46	50.56	53.61	56.79	56.69	58.24	62.29	64.38	32.21	47.91	59.45
VAT	£M	9.395	9.692	10.11	10.72	11.36	11.34	11.65	12.46	12.88	5.263	9.401	11.89
Direct Expenditure	£M	56.37	58.15	60.67	64.34	68.14	68.02	69.89	74.75	77.26	37.47	57.31	71.34
Indirect Expenditure	£M	18.73	19.34	20.19	21.48	22.80	22.80	23.43	24.98	25.83	12.63	19.22	23.79
TOTAL	£M	75.10	77.50	80.86	85.81	90.95	90.82	93.32	99.73	103.08	50.10	76.53	95.13



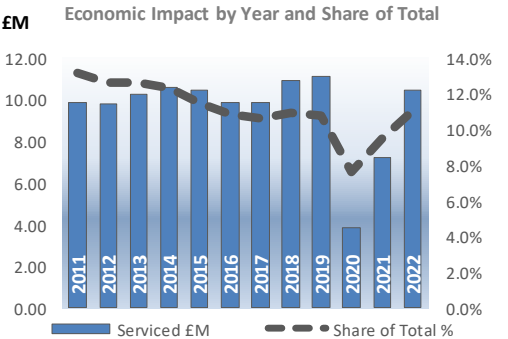
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	171	176	175	179	181	158	151	163	173	101	126	166
Food & Drink	FTEs	182	192	205	213	224	222	230	249	254	131	183	233
Recreation	FTEs	88	93	99	103	108	107	111	118	121	62	87	110
Shopping	FTEs	216	227	244	251	267	264	274	294	300	147	216	270
Transport	FTEs	42	44	47	49	51	51	53	56	58	28	42	53
Direct Employment	FTEs	699	731	771	795	831	802	819	880	907	469	655	833
Indirect Employment	FTEs	165	173	185	194	204	202	209	226	231	116	168	211
TOTAL	FTEs	863	905	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044



STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022 2022 Prices			TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		7.5%	7.5%	59.1%	13.5%	30.5%	31.9%	24.6%	34.2%	27.4%	22.2%	16.6%	35.7%	26.7%	Annual Change	24.6%	25.9%	29.3%	24.7%
% Change 2021 to 2022		400.0%	200.6%	185.0%	129.7%	28.2%	3.2%	4.6%	-3.6%	-8.7%	-8.4%	5.3%	21.3%	24.3%		233.7%	32.7%	-2.7%	3.3%
Average Annual Change		0.7%	0.7%	5.4%	1.2%	2.8%	2.9%	2.2%	3.1%	2.5%	2.0%	1.5%	3.2%	2.4%		2.2%	2.4%	2.7%	2.2%
2011	£M	5.037	4.422	4.699	6.510	7.861	7.311	8.539	11.20	7.170	5.266	3.408	3.680	75.10		14.16	21.68	26.90	12.35
2012	£M	5.176	4.556	5.226	6.215	7.645	7.837	9.051	11.97	7.447	5.135	3.540	3.694	77.50	3.2%	14.96	21.70	28.47	12.37
2013	£M	5.200	4.873	5.798	6.144	8.648	7.691	9.477	12.85	7.325	5.170	3.719	3.962	80.86	4.3%	15.87	22.48	29.65	12.85
2014	£M	5.120	4.930	6.652	6.954	9.070	8.127	10.09	13.43	7.851	5.599	3.920	4.074	85.81	6.1%	16.70	24.15	31.37	13.59
2015	£M	5.594	5.512	6.931	7.033	9.420	8.462	10.35	14.85	8.413	6.117	4.006	4.259	90.95	6.0%	18.04	24.92	33.61	14.38
2016	£M	5.551	5.418	7.312	6.922	9.611	8.940	10.03	14.85	8.108	5.877	3.882	4.328	90.82	-0.1%	18.28	25.47	32.98	14.09
2017	£M	5.724	5.491	7.357	7.209	9.934	9.117	10.33	15.15	8.429	6.068	3.960	4.557	93.32	2.8%	18.57	26.26	33.90	14.58
2018	£M	5.949	5.695	7.670	7.663	10.76	9.728	11.03	16.41	9.268	6.630	4.179	4.743	99.73	6.9%	19.31	28.15	36.71	15.55
2019	£M	6.096	5.847	8.060	8.056	11.12	10.16	11.43	16.88	9.553	6.785	4.247	4.847	103.08	3.4%	20.00	29.34	37.87	15.88
2020	£M	6.032	5.240	4.000	0.433	0.937	1.568	4.662	10.73	7.947	5.077	1.236	2.239	50.10	-51.4%	15.27	2.939	23.33	8.551
2021	£M	1.083	1.582	2.623	3.217	8.003	9.342	10.17	15.59	10.00	7.018	3.772	4.116	76.53	52.8%	5.288	20.56	35.77	14.91
2022	£M	5.417	4.755	7.475	7.390	10.26	9.641	10.64	15.03	9.133	6.432	3.974	4.994	95.13	24.3%	17.65	27.29	34.80	15.40
ECONOMIC IMPACT - INDEXED TO 2022														TOTAL					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	Economic Impact by Year and Share of Total				
Total	£M	75.10	77.50	80.86	85.81	90.95	90.82	93.32	99.73	103.08	50.10	76.53	95.13						
All Visitor Types	£M	75.10	77.50	80.86	85.81	90.95	90.82	93.32	99.73	103.08	50.10	76.53	95.13						
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 2011	%																		
Avg Ann. Change in Share	%																		


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Report Prepared by: Aimee Towle. Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022 2022 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 2022 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		-24.3%	-14.5%	-10.7%	5.0%	14.4%	12.6%	16.0%	19.5%	8.5%	3.1%	9.0%	22.2%	6.0%	Annual Change	-16.1%	10.9%	14.9%	10.1%	
% Change 2021 to 2022		359.8%	444.6%	406.7%	397.9%	253.6%	23.6%	11.2%	-2.0%	3.2%	3.5%	10.1%	17.9%	44.3%		405.1%	119.4%	3.5%	9.6%	
Average Annual Change		-2.2%	-1.3%	-1.0%	0.5%	1.3%	1.1%	1.5%	1.8%	0.8%	0.3%	0.8%	2.0%	0.5%		-1.5%	1.0%	1.4%	0.9%	
2011	£M	0.663	0.760	0.791	0.698	0.759	0.847	1.025	1.193	1.015	0.882	0.658	0.574	9.865		-0.9%	2.214	2.304	3.232	2.114
2012	£M	0.571	0.715	0.781	0.658	0.731	0.897	0.990	1.233	1.106	0.858	0.691	0.543	9.774		2.066	2.286	3.329	2.092	
2013	£M	0.596	0.824	0.952	0.602	0.793	0.911	1.043	1.273	1.023	0.814	0.770	0.630	10.23	4.7%	2.372	2.306	3.339	2.215	
2014	£M	0.609	0.774	0.901	0.678	0.810	0.879	1.108	1.275	1.237	0.906	0.757	0.633	10.57	3.3%	2.284	2.367	3.620	2.296	
2015	£M	0.647	0.776	0.841	0.638	0.800	0.954	1.124	1.377	1.132	0.910	0.678	0.569	10.45	-1.1%	2.264	2.393	3.634	2.158	
2016	£M	0.567	0.714	0.764	0.607	0.733	0.867	1.147	1.404	1.068	0.797	0.630	0.576	9.873	-5.5%	2.045	2.207	3.619	2.002	
2017	£M	0.555	0.632	0.678	0.657	0.804	0.879	1.142	1.383	1.067	0.817	0.647	0.632	9.893	0.2%	1.865	2.340	3.593	2.095	
2018	£M	0.610	0.699	0.727	0.728	0.901	0.990	1.228	1.538	1.160	0.920	0.720	0.700	10.92	10.4%	2.036	2.618	3.926	2.341	
2019	£M	0.615	0.702	0.736	0.740	0.907	1.004	1.278	1.578	1.162	0.933	0.738	0.699	11.09	1.6%	2.054	2.651	4.018	2.370	
2020	£M	0.602	0.665	0.301	0.055	0.082	0.080	0.272	0.687	0.521	0.385	0.094	0.078	3.822	-65.5%	1.568	0.217	1.479	0.557	
2021	£M	0.109	0.119	0.139	0.147	0.246	0.771	1.069	1.455	1.067	0.878	0.652	0.594	7.247	89.6%	0.368	1.164	3.591	2.124	
2022	£M	0.502	0.650	0.706	0.733	0.868	0.953	1.189	1.425	1.101	0.909	0.718	0.701	10.46	44.3%	1.858	2.554	3.715	2.328	
ECONOMIC IMPACT - INDEXED TO 2022														SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
Serviced	£M	9.865	9.774	10.23	10.57	10.45	9.873	9.893	10.92	11.09	3.822	7.247	10.46							
All Visitor Types	£M	75.10	77.50	80.86	85.81	90.95	90.82	93.32	99.73	103.08	50.10	76.53	95.13							
Share of Total	%	13.1%	12.6%	12.7%	12.3%	11.5%	10.9%	10.6%	11.0%	10.8%	7.6%	9.5%	11.0%							
Annual Change in Share	%		-4.0%	0.3%	-2.7%	-6.7%	-5.4%	-2.5%	3.3%	-1.7%	-29.1%	24.1%	16.0%							
Change in Share from 2011	%		-4.0%	-3.7%	-6.2%	-12.5%	-17.2%	-19.3%	-16.6%	-18.1%	-41.9%	-27.9%	-16.3%							
Avg Ann. Change in Share	%		-4.0%	-1.8%	-2.1%	-3.1%	-3.4%	-3.2%	-2.4%	-2.3%	-4.7%	-2.8%	-1.5%							

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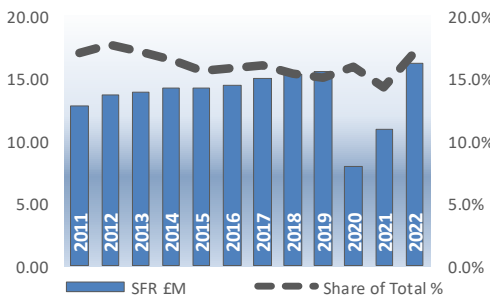
Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL										2011 to 2022 2022 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 2022 / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2011 to 2022		317.1%	201.8%	237.7%	160.6%	135.2%	120.9%	153.8%	161.5%	172.7%	190.6%	249.4%	454.5%		167.0%	244.2%	134.6%	162.5%	248.0%	
% Change 2021 to 2022		4085.4%	3771.1%	4568.9%	254.0%	30.0%	3.4%	6.6%	4.6%	-8.9%	-15.4%	2.2%	39.6%		20.7%	4237.1%	36.3%	0.5%	-1.0%	
Average Annual Change		28.8%	18.3%	21.6%	14.6%	12.3%	11.0%	14.0%	14.7%	15.7%	17.3%	22.7%	41.3%		15.2%	22.2%	12.2%	14.8%	22.5%	
2011	£M	0.107	0.140	0.280	0.577	1.104	1.133	1.127	1.376	1.077	0.474	0.218	0.130		7.744	0.526	2.815	3.579	0.823	
2012	£M	0.125	0.154	0.314	0.599	1.103	1.154	1.152	1.458	1.105	0.495	0.243	0.159		8.063	4.1%	0.594	2.857	3.715	0.897
2013	£M	0.125	0.148	0.326	0.555	1.079	1.091	1.142	1.458	1.073	0.492	0.248	0.160		7.897	-2.1%	0.599	2.725	3.673	0.900
2014	£M	0.209	0.249	0.530	0.862	1.501	1.517	1.665	2.162	1.599	0.800	0.416	0.278		11.79	49.3%	0.988	3.880	5.426	1.493
2015	£M	0.277	0.323	0.547	0.895	1.532	1.538	1.707	2.225	1.630	0.749	0.523	0.375		12.32	4.5%	1.147	3.965	5.561	1.647
2016	£M	0.297	0.340	0.563	0.912	1.554	1.568	1.761	2.326	1.718	0.879	0.565	0.410		12.89	4.6%	1.200	4.035	5.805	1.854
2017	£M	0.307	0.357	0.527	0.955	1.564	1.534	1.836	2.312	1.861	0.917	0.545	0.432	13.15	2.0%	1.191	4.053	6.009	1.894	
2018	£M	0.389	0.470	0.731	1.339	2.249	2.167	2.507	3.247	2.485	1.333	0.730	0.553	18.20	38.4%	1.589	5.755	8.240	2.616	
2019	£M	0.435	0.499	0.786	1.532	2.508	2.336	2.786	3.477	2.613	1.326	0.796	0.592	19.69	8.2%	1.720	6.376	8.877	2.714	
2020	£M	0.449	0.380	0.428	0.047	0.118	0.127	1.638	2.828	2.863	1.246	0.082	0.312	10.52	-46.6%	1.257	0.292	7.329	1.640	
2021	£M	0.011	0.011	0.020	0.425	1.998	2.421	2.683	3.440	3.224	1.629	0.747	0.518	17.13	62.8%	0.042	4.844	9.347	2.893	
2022	£M	0.445	0.423	0.944	1.505	2.597	2.503	2.861	3.598	2.935	1.378	0.763	0.723	20.68	20.7%	1.812	6.605	9.394	2.864	
ECONOMIC IMPACT - INDEXED TO 2022													NON-SERVICED ACCOMMODATION							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
Non-Serviced	£M	7.744	8.063	7.897	11.79	12.32	12.89	13.15	18.20	19.69	10.52	17.13	20.68							
All Visitor Types	£M	75.10	77.50	80.86	85.81	90.95	90.82	93.32	99.73	103.08	50.10	76.53	95.13							
Share of Total	%	10.3%	10.4%	9.8%	13.7%	13.5%	14.2%	14.1%	18.2%	19.1%	21.0%	22.4%	21.7%							
Annual Change in Share	%		0.9%	-6.1%	40.6%	-1.4%	4.8%	-0.8%	29.5%	4.7%	9.9%	6.6%	-2.9%							
Change in Share from 2011	%		0.9%	-5.3%	33.2%	31.4%	37.7%	36.6%	77.0%	85.2%	103.6%	117.0%	110.8%							
Avg Ann. Change in Share	%		0.9%	-2.6%	11.1%	7.8%	7.5%	6.1%	11.0%	10.7%	11.5%	11.7%	10.1%							

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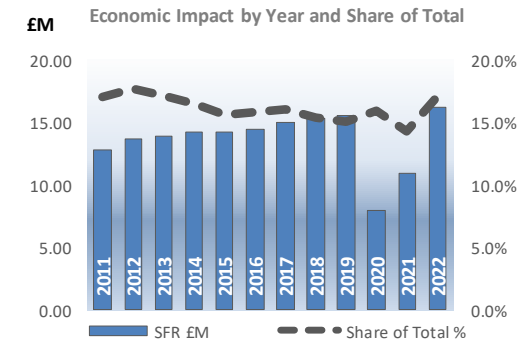
Report Prepared by: Aimee Towle. Date of Issue: 30/06/23

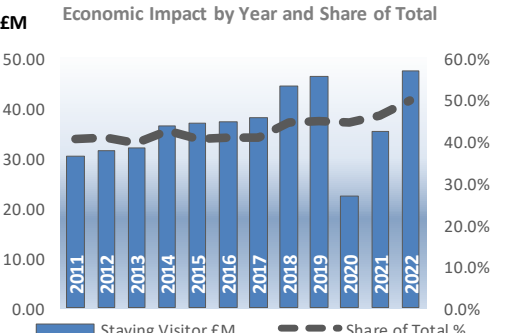


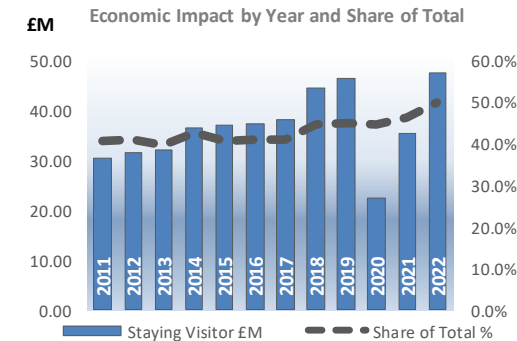
STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022 2022 Prices			SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022	13.9%	11.9%	29.6%	27.2%	29.5%	26.6%	30.4%	31.9%	35.6%	29.4%	27.4%	34.9%	27.0%	Annual Change	16.8%	27.8%	32.2%	32.0%	
% Change 2021 to 2022	1754.7%	1867.7%	2270.8%	255.5%	20.4%	-2.4%	4.0%	2.5%	-18.0%	-17.5%	6.6%	22.0%	48.7%		1877.0%	57.1%	-2.8%	6.3%	
Average Annual Change	1.3%	1.1%	2.7%	2.5%	2.7%	2.4%	2.8%	2.9%	3.2%	2.7%	2.5%	3.2%	2.5%		1.5%	2.5%	2.9%	2.9%	
2011	£M	1.956	0.635	0.698	1.490	1.054	0.832	1.240	1.300	0.765	0.713	0.562	1.514	12.76		3.289	3.376	3.305	2.789
2012	£M	2.049	0.669	0.761	1.607	1.126	0.900	1.332	1.417	0.833	0.768	0.618	1.650	13.73	7.6%	3.479	3.633	3.582	3.036
2013	£M	2.085	0.704	0.798	1.576	1.131	0.892	1.345	1.430	0.820	0.762	0.637	1.712	13.89	1.2%	3.587	3.598	3.595	3.111
2014	£M	2.104	0.691	0.800	1.638	1.149	0.900	1.382	1.472	0.862	0.801	0.646	1.738	14.18	2.1%	3.595	3.688	3.716	3.185
2015	£M	2.048	0.673	0.810	1.660	1.172	0.924	1.408	1.508	0.874	0.827	0.634	1.676	14.21	0.2%	3.531	3.757	3.790	3.136
2016	£M	2.054	0.680	0.814	1.682	1.187	0.935	1.432	1.540	0.897	0.829	0.647	1.723	14.42	1.5%	3.548	3.804	3.869	3.198
2017	£M	2.148	0.703	0.819	1.758	1.234	0.960	1.488	1.579	0.954	0.869	0.671	1.830	15.01	4.1%	3.670	3.953	4.020	3.369
2018	£M	2.168	0.716	0.841	1.804	1.284	0.992	1.518	1.628	0.967	0.901	0.686	1.859	15.37	2.4%	3.725	4.081	4.113	3.446
2019	£M	2.184	0.711	0.836	1.852	1.312	1.002	1.552	1.645	0.966	0.888	0.698	1.871	15.52	1.0%	3.731	4.165	4.163	3.456
2020	£M	2.239	0.605	0.425	0.073	0.071	0.060	0.821	1.245	0.961	0.725	0.079	0.709	8.012	-48.4%	3.269	0.204	3.026	1.512
2021	£M	0.120	0.036	0.038	0.533	1.133	1.079	1.555	1.673	1.265	1.119	0.672	1.675	10.90	36.0%	0.194	2.745	4.492	3.466
2022	£M	2.227	0.710	0.904	1.895	1.365	1.053	1.616	1.714	1.038	0.923	0.717	2.043	16.21	48.7%	3.842	4.313	4.368	3.682
ECONOMIC IMPACT - INDEXED TO 2022													SFR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	Economic Impact by Year and Share of Total				
SFR	£M	12.76	13.73	13.89	14.18	14.21	14.42	15.01	15.37	15.52	8.012	10.90	16.21						
All Visitor Types	£M	75.10	77.50	80.86	85.81	90.95	90.82	93.32	99.73	103.08	50.10	76.53	95.13						
Share of Total	%	17.0%	17.7%	17.2%	16.5%	15.6%	15.9%	16.1%	15.4%	15.1%	16.0%	14.2%	17.0%						
Annual Change in Share	%		4.3%	-3.0%	-3.8%	-5.5%	1.6%	1.3%	-4.2%	-2.3%	6.3%	-11.0%	19.6%						
Change in Share from 2011	%		4.3%	1.1%	-2.7%	-8.0%	-6.5%	-5.3%	-9.3%	-11.4%	-5.9%	-16.2%	0.3%						
Avg Ann. Change in Share	%		4.3%	0.6%	-0.9%	-2.0%	-1.3%	-0.9%	-1.3%	-1.4%	-0.7%	-1.6%	0.0%						

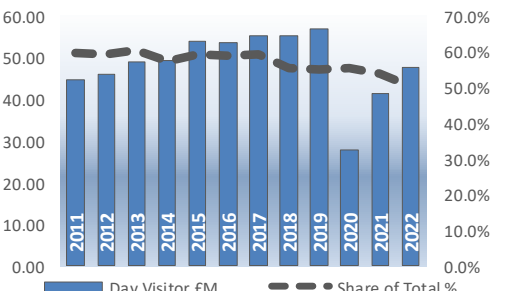
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STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL										2011 to 2022 2022 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2011 to 2022		16.4%	16.2%	44.5%	49.4%	65.6%	60.4%	67.0%	74.2%	77.6%	55.1%	52.7%	56.3%	55.9%	Annual Change	Q1	Q2	Q3	Q4	
% Change 2021 to 2022		1223.3%	971.9%	1191.8%	273.9%	43.0%	5.6%	6.8%	2.6%	-8.7%	-11.5%	6.1%	24.4%	34.2%		1143.7%	53.9%	0.3%	4.6%	
Average Annual Change		1.5%	1.5%	4.0%	4.5%	6.0%	5.5%	6.1%	6.7%	7.1%	5.0%	4.8%	5.1%	5.1%		2.2%	5.3%	6.6%	5.0%	
2011	£M	2.726	1.535	1.768	2.765	2.917	2.812	3.392	3.868	2.857	2.069	1.439	2.218	30.37	Annual Change	6.029	8.495	10.12	5.726	
2012	£M	2.745	1.538	1.856	2.864	2.959	2.952	3.474	4.108	3.044	2.121	1.552	2.352	31.57		3.9%	6.139	8.776	10.63	6.025
2013	£M	2.807	1.676	2.076	2.733	3.002	2.895	3.530	4.161	2.916	2.068	1.655	2.503	32.02		1.4%	6.558	8.630	10.61	6.226
2014	£M	2.922	1.714	2.231	3.178	3.461	3.297	4.155	4.910	3.698	2.507	1.819	2.649	36.54		14.1%	6.867	9.935	12.76	6.974
2015	£M	2.972	1.772	2.198	3.193	3.505	3.416	4.238	5.110	3.637	2.487	1.835	2.620	36.98		1.2%	6.942	10.11	12.98	6.942
2016	£M	2.918	1.734	2.141	3.201	3.474	3.370	4.341	5.270	3.682	2.504	1.841	2.709	37.19		0.6%	6.793	10.05	13.29	7.055
2017	£M	3.009	1.692	2.024	3.370	3.602	3.373	4.466	5.275	3.882	2.603	1.863	2.893	38.05		2.3%	6.725	10.35	13.62	7.358
2018	£M	3.167	1.885	2.299	3.871	4.434	4.150	5.253	6.414	4.612	3.155	2.137	3.112	44.49		16.9%	7.351	12.45	16.28	8.403
2019	£M	3.233	1.913	2.359	4.124	4.727	4.342	5.616	6.700	4.741	3.147	2.231	3.163	46.30		4.1%	7.505	13.19	17.06	8.541
2020	£M	3.290	1.650	1.154	0.175	0.271	0.267	2.730	4.760	4.345	2.357	0.256	1.098	22.35		-51.7%	6.094	0.713	11.83	3.710
2021	£M	0.240	0.166	0.198	1.105	3.377	4.272	5.307	6.567	5.556	3.626	2.071	2.787	35.27		57.8%	0.604	8.754	17.43	8.484
2022	£M	3.174	1.784	2.555	4.133	4.830	4.510	5.666	6.737	5.074	3.210	2.198	3.467	47.34		34.2%	7.512	13.47	17.48	8.874
ECONOMIC IMPACT - INDEXED TO 2022														STAYING VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
Staying Visitor	£M	30.37	31.57	32.02	36.54	36.98	37.19	38.05	44.49	46.30	22.35	35.27	47.34							
All Visitor Types	£M	75.10	77.50	80.86	85.81	90.95	90.82	93.32	99.73	103.08	50.10	76.53	95.13							
Share of Total	%	40.4%	40.7%	39.6%	42.6%	40.7%	40.9%	40.8%	44.6%	44.9%	44.6%	46.1%	49.8%							
Annual Change in Share	%		0.7%	-2.8%	7.5%	-4.5%	0.7%	-0.4%	9.4%	0.7%	-0.7%	3.3%	8.0%							
Change in Share from 2011	%		0.7%	-2.1%	5.3%	0.6%	1.3%	0.8%	10.3%	11.1%	10.3%	14.0%	23.1%							
Avg Ann. Change in Share	%		0.7%	-1.0%	1.8%	0.1%	0.3%	0.1%	1.5%	1.4%	1.1%	1.4%	2.1%							
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STEAM REPORT FOR 2011-2022 - FINAL BOSTON BOROUGH COUNCIL											2011 to 2022 2022 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 2022 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		-3.0%	2.9%	67.8%	-13.0%	9.8%	14.1%	-3.4%	13.1%	-5.9%	0.8%	-9.8%	4.4%	6.8%	Annual Change	24.7%	4.8%	3.2%	-1.5%	
% Change 2021 to 2022		165.9%	109.9%	102.9%	54.2%	17.4%	1.2%	2.2%	-8.2%	-8.7%	-5.0%	4.4%	14.9%	15.9%		116.3%	17.0%	-5.6%	1.6%	
Average Annual Change		-0.3%	0.3%	6.2%	-1.2%	0.9%	1.3%	-0.3%	1.2%	-0.5%	0.1%	-0.9%	0.4%	0.6%		2.2%	0.4%	0.3%	-0.1%	
2011	£M	2.311	2.887	2.931	3.745	4.944	4.499	5.147	7.328	4.314	3.197	1.969	1.462	44.73		8.129	13.19	16.79	6.628	
2012	£M	2.432	3.018	3.370	3.351	4.685	4.885	5.577	7.866	4.403	3.014	1.988	1.342	45.93	2.7%	8.820	12.92	17.85	6.343	
2013	£M	2.393	3.197	3.723	3.411	5.646	4.796	5.947	8.691	4.409	3.102	2.064	1.460	48.84	6.3%	9.313	13.85	19.05	6.626	
2014	£M	2.198	3.215	4.421	3.776	5.610	4.831	5.930	8.523	4.152	3.092	2.101	1.425	49.27	0.9%	9.835	14.22	18.61	6.618	
2015	£M	2.622	3.740	4.733	3.840	5.915	5.045	6.107	9.745	4.776	3.630	2.171	1.639	53.96	9.5%	11.10	14.80	20.63	7.440	
2016	£M	2.633	3.684	5.171	3.721	6.137	5.570	5.685	9.577	4.426	3.373	2.041	1.619	53.64	-0.6%	11.49	15.43	19.69	7.033	
2017	£M	2.715	3.799	5.333	3.839	6.331	5.744	5.860	9.872	4.548	3.466	2.097	1.663	55.27	3.0%	11.85	15.91	20.28	7.226	
2018	£M	2.782	3.809	5.371	3.792	6.330	5.578	5.779	9.998	4.656	3.475	2.043	1.632	55.25	0.0%	11.96	15.70	20.43	7.149	
2019	£M	2.862	3.934	5.702	3.932	6.395	5.817	5.816	10.18	4.811	3.638	2.016	1.685	56.79	2.8%	12.50	16.14	20.81	7.338	
2020	£M	2.742	3.590	2.846	0.258	0.666	1.301	1.932	5.966	3.602	2.720	0.981	1.140	27.74	-51.1%	9.178	2.225	11.50	4.841	
2021	£M	0.844	1.416	2.425	2.112	4.627	5.070	4.866	9.026	4.446	3.393	1.702	1.329	41.26	48.7%	4.684	11.81	18.34	6.424	
2022	£M	2.243	2.972	4.920	3.257	5.431	5.132	4.971	8.289	4.058	3.222	1.777	1.527	47.80	15.9%	10.13	13.82	17.32	6.526	
ECONOMIC IMPACT - INDEXED TO 2022														DAY VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
Day Visitor		£M	44.73	45.93	48.84	49.27	53.96	53.64	55.27	55.25	56.79	27.74	41.26	47.80						
All Visitor Types		£M	75.10	77.50	80.86	85.81	90.95	90.82	93.32	99.73	103.08	50.10	76.53	95.13						
Share of Total		%	59.6%	59.3%	60.4%	57.4%	59.3%	59.1%	59.2%	55.4%	55.1%	55.4%	53.9%	50.2%						
Annual Change in Share		%		-0.5%	1.9%	-4.9%	3.3%	-0.5%	0.3%	-6.5%	-0.5%	0.5%	-2.7%	-6.8%						
Change in Share from 2011		%		-0.5%	1.4%	-3.6%	-0.4%	-0.9%	-0.6%	-7.0%	-7.5%	-7.0%	-9.5%	-15.7%						
Avg Ann. Change in Share		%		-0.5%	0.7%	-1.2%	-0.1%	-0.2%	-0.1%	-1.0%	-0.9%	-0.8%	-0.9%	-1.4%						

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