



STEAM REPORT FOR 2015-2022 - FINAL

Final

EAST LINDSEY COASTAL STRIP

Global Tourism Solutions (UK) Ltd

71 Heol Gwys

Upper Cwmtwrch


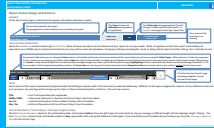











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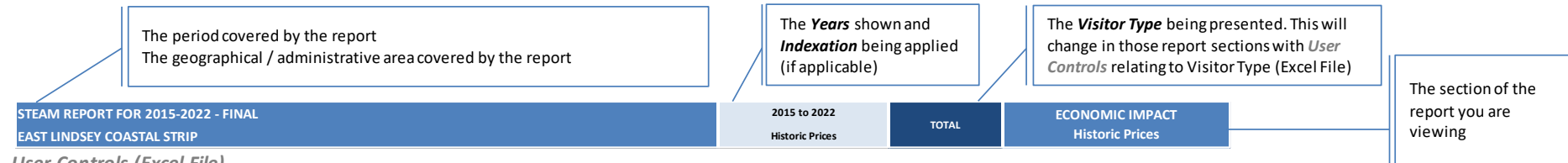
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
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Report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

Headers

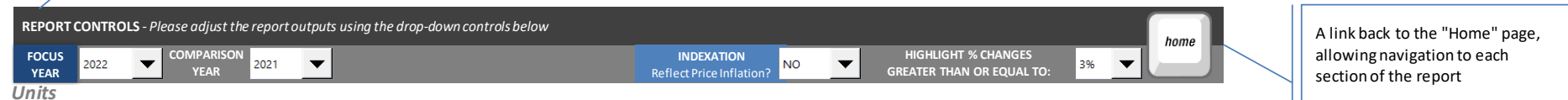
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

STEAM REPORT FOR 2015-2022 - FINAL
EAST LINDSEY COASTAL STRIP

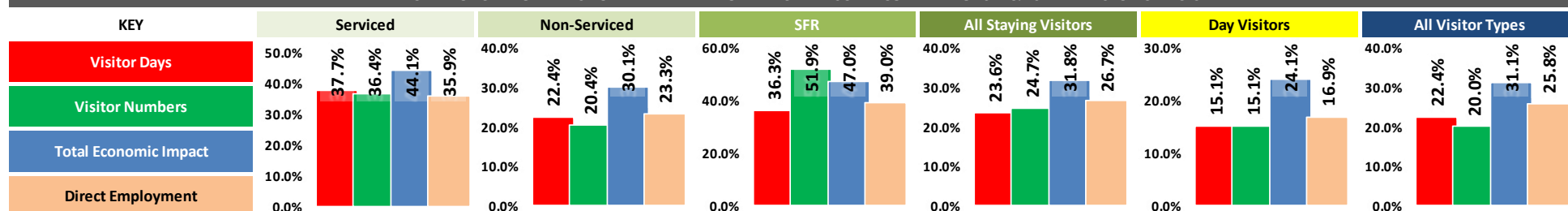
Comparing 2022 and 2021
 All £'s Historic Prices

COMPARATIVE HEADLINES

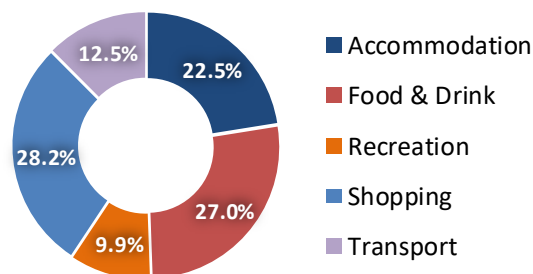
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES

KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	0.575	0.417	37.7%	7.923	6.473	22.4%	0.178	0.130	36.3%	8.676	7.021	23.6%	1.302	1.131	15.1%	9.977	8.152	22.4%
Visitor Numbers	M	0.292	0.214	36.4%	1.100	0.914	20.4%	0.082	0.054	51.9%	1.474	1.182	24.7%	1.302	1.131	15.1%	2.776	2.313	20.0%
Direct Expenditure	£M																461.97	352.74	31.0%
Economic Impact	£M	66.58	46.20	44.1%	492.57	378.74	30.1%	10.25	6.970	47.0%	569.41	431.91	31.8%	56.85	45.80	24.1%	626.25	477.70	31.1%
Direct Employment	FTEs	1,243	914	35.9%	3,244	2,632	23.3%	79	57	39.0%	4,567	3,603	26.7%	434	371	16.9%	5,000	3,974	25.8%
Total Employment	FTEs																6,458	5,147	25.5%

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



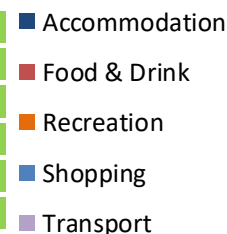
Direct Expenditure Categories

	2022	2021	+/- %
Accommodation	103.82	81.63	27.2%
Food & Drink	124.59	93.53	33.2%
Recreation	45.62	34.43	32.5%
Shopping	130.33	99.24	31.3%
Transport	57.61	43.91	31.2%
TOTAL DIRECT	461.97	352.74	31.0%
Indirect	164.29	124.96	31.5%
TOTAL	626.25	477.70	31.1%

Sectors

	2022	2021	+/- %
Accommodation	1,287	1,003	28.3%
Food & Drink	1,426	1,132	25.9%
Recreation	634	506	25.3%
Shopping	1,359	1,095	24.1%
Transport	294	237	24.0%
TOTAL DIRECT	5,000	3,974	25.8%
Indirect	1,457	1,173	24.3%
TOTAL	6,458	5,147	25.5%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2015 to 2022

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

STEAM REPORT FOR 2015-2022 - FINAL
EAST LINDSEY COASTAL STRIP

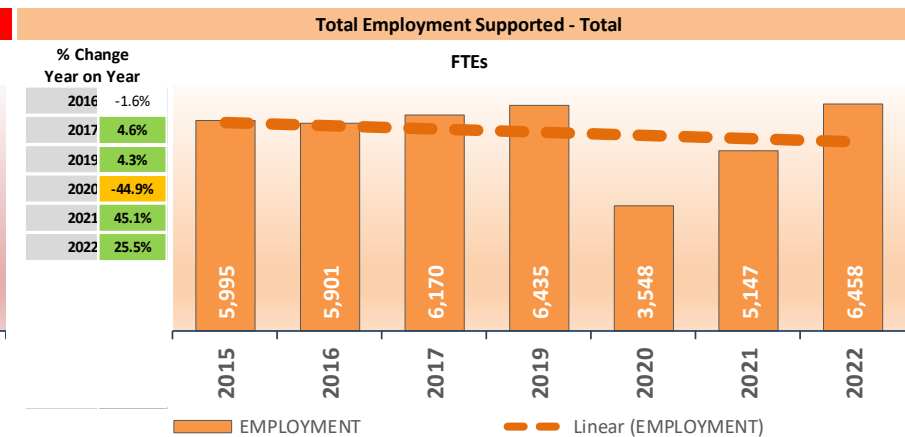
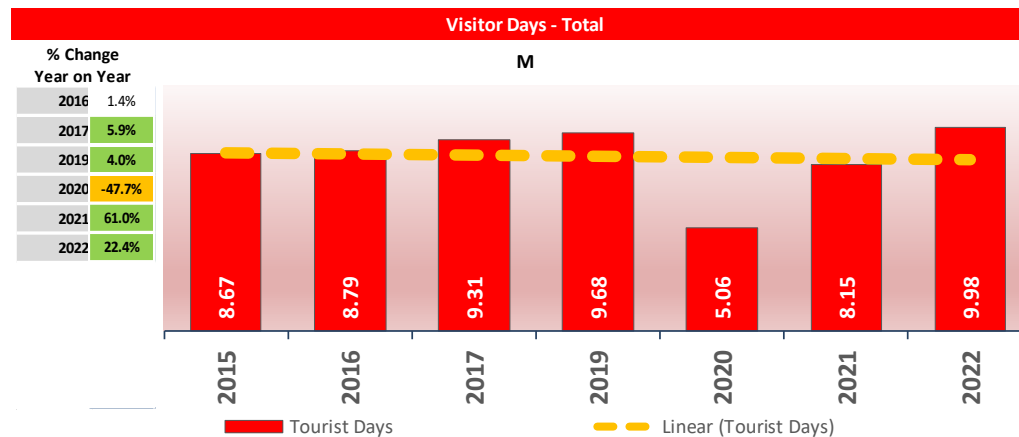
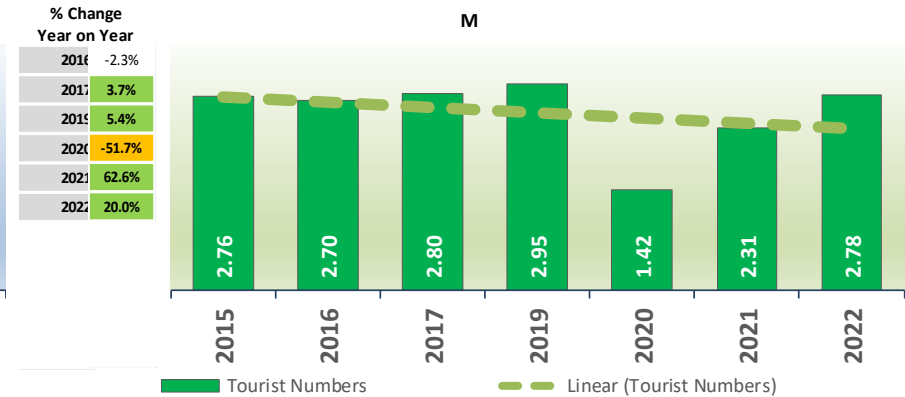
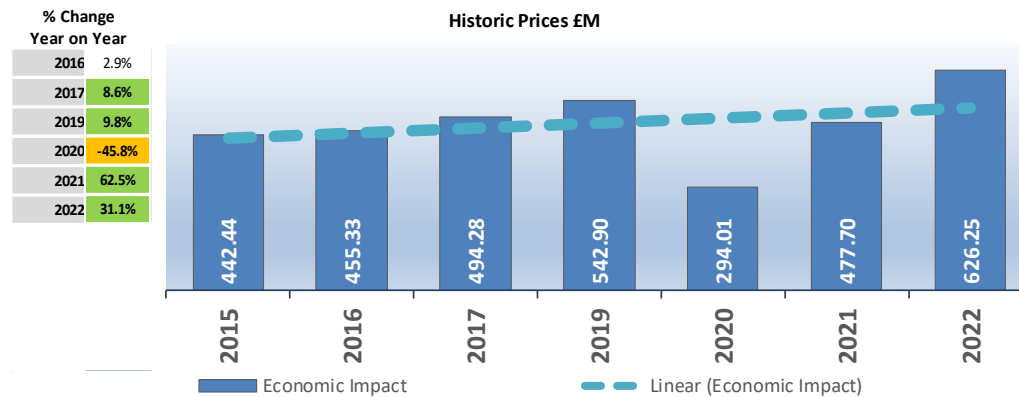
2015 to 2022
 Historic Prices

TOTAL

KEY MEASURES
 Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2015	2015	2016	2017	2019	2020	2021	2022
Economic Impact - Historic Prices		2.9%	11.7%	22.7%	-33.5%	8.0%	41.5%
Visitor Numbers		-2.3%	1.3%	6.7%	-48.5%	-16.2%	0.5%
Visitor Days		1.4%	7.4%	11.7%	-41.6%	-6.0%	15.1%
Total Employment		-1.6%	2.9%	7.3%	-40.8%	-14.1%	7.7%

"Linear" = Linear Trendline

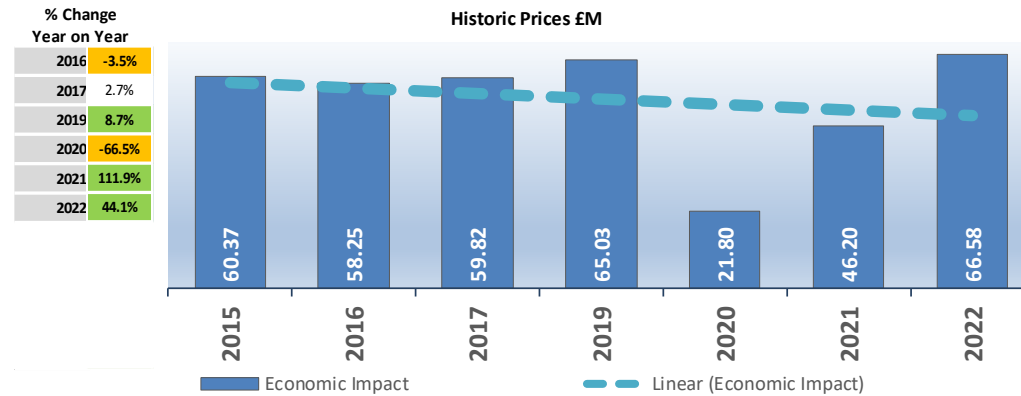
STEAM REPORT FOR 2015-2022 - FINAL
EAST LINDSEY COASTAL STRIP

2015 to 2022
Historic Prices

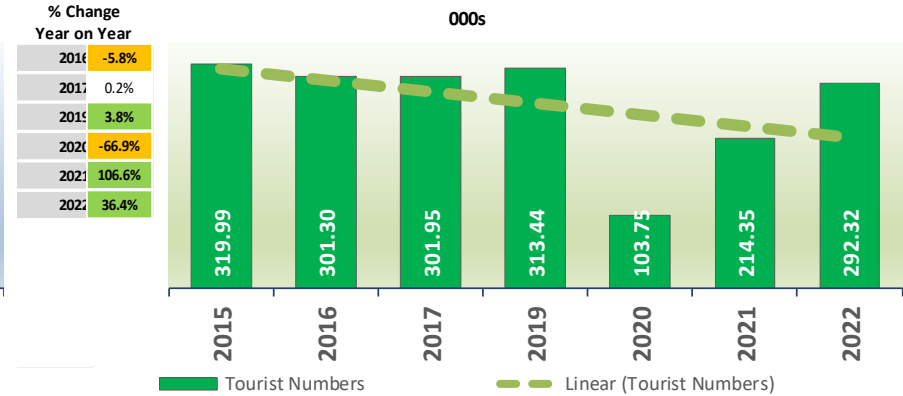
SERVED
ACCOMMODATION

KEY MEASURES
Historic Prices

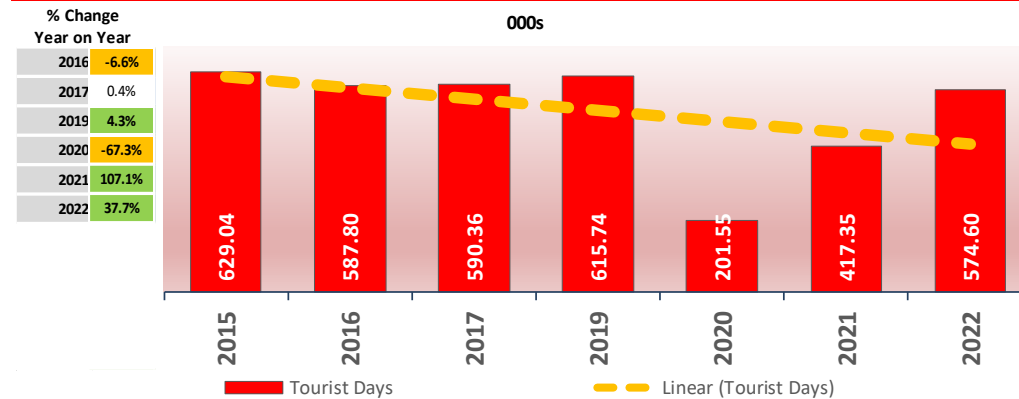
Economic Impact - Historic Prices - Served Accommodation



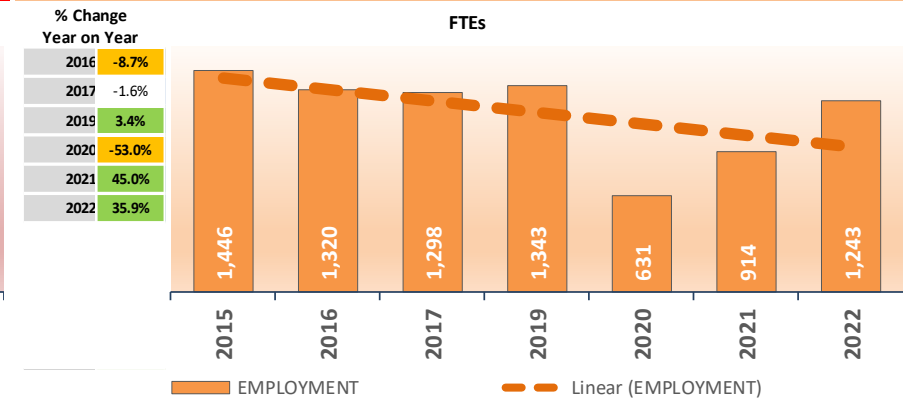
Visitor Numbers - Served Accommodation



Visitor Days - Served Accommodation



Direct Employment Supported - Served Accommodation



% Change from 2015	2015	2016	2017	2019	2020	2021	2022
Economic Impact - Historic Prices		-3.5%	-0.9%	7.7%	-63.9%	-23.5%	10.3%
Visitor Numbers		-5.8%	-5.6%	-2.0%	-67.6%	-33.0%	-8.6%
Visitor Days		-6.6%	-6.1%	-2.1%	-68.0%	-33.7%	-8.7%
Direct Employment		-8.7%	-10.2%	-7.1%	-56.4%	-36.7%	-14.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2015-2022 - FINAL

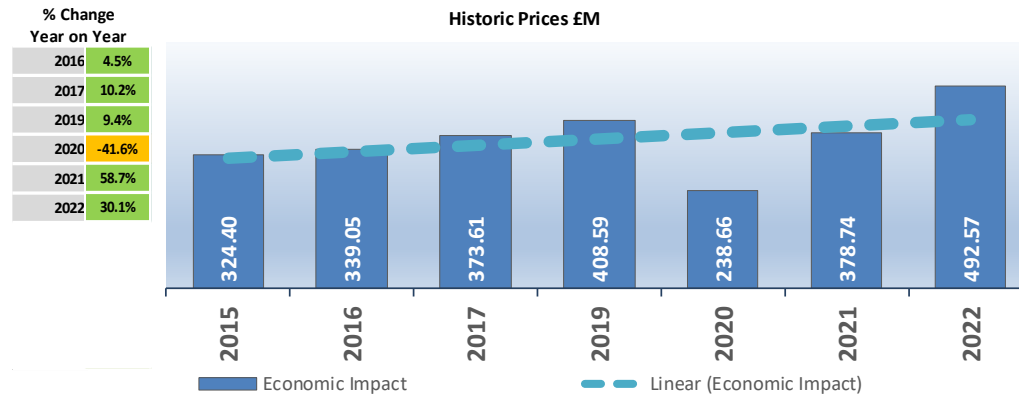
EAST LINDSEY COASTAL STRIP

2015 to 2022
Historic Prices

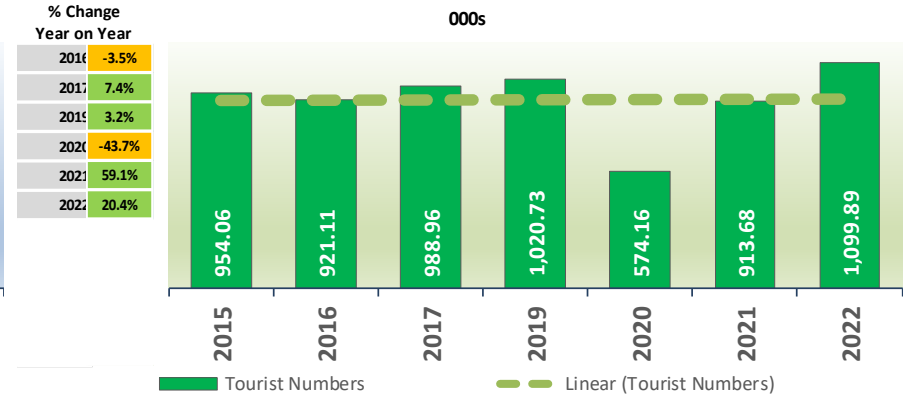
NON-SERVED
ACCOMMODATION

KEY MEASURES
Historic Prices

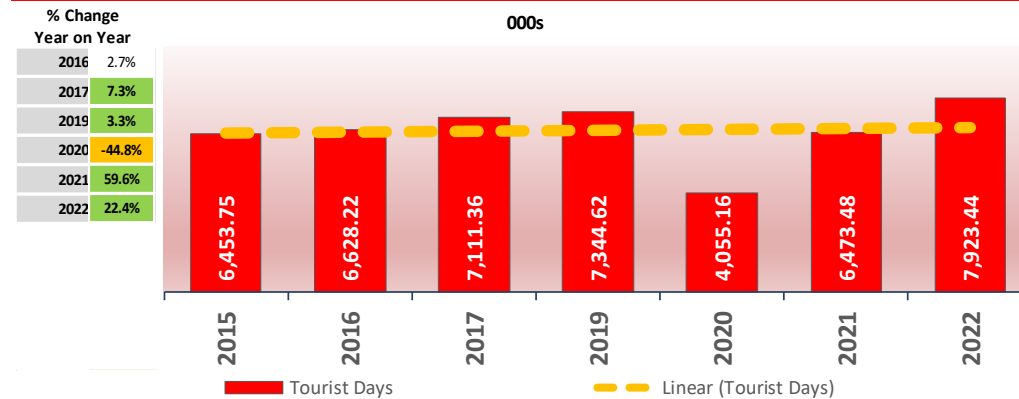
Economic Impact - Historic Prices - Non-Served Accommodation



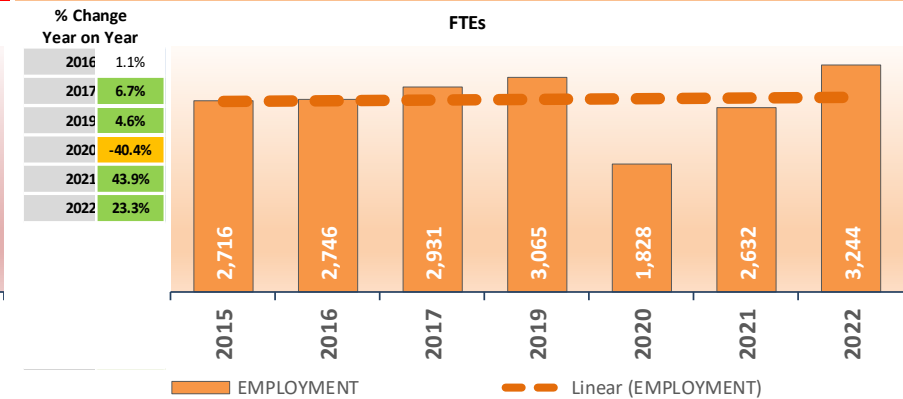
Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation



Direct Employment Supported - Non-Served Accommodation



% Change from 2015	2015	2016	2017	2019	2020	2021	2022
Economic Impact - Historic Prices		4.5%	15.2%	26.0%	-26.4%	16.7%	51.8%
Visitor Numbers		-3.5%	3.7%	7.0%	-39.8%	-4.2%	15.3%
Visitor Days		2.7%	10.2%	13.8%	-37.2%	0.3%	22.8%
Direct Employment		1.1%	7.9%	12.8%	-32.7%	-3.1%	19.4%

"Linear" = Linear Trendline

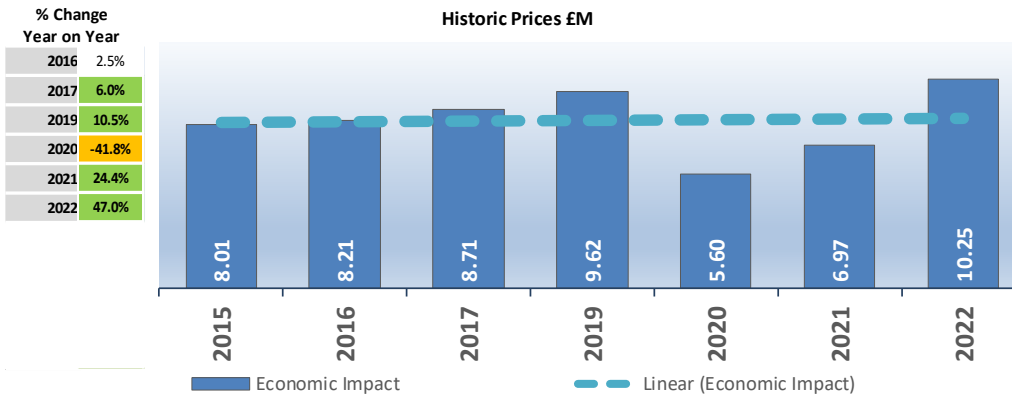
STEAM REPORT FOR 2015-2022 - FINAL
EAST LINDSEY COASTAL STRIP

2015 to 2022
 Historic Prices

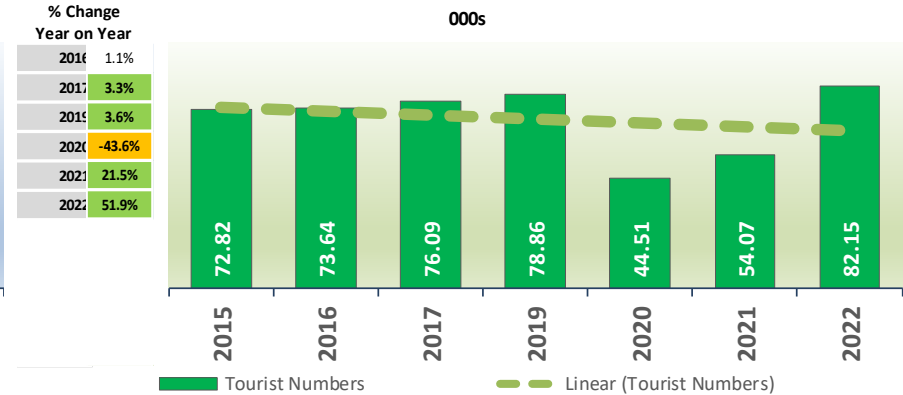
SFR

KEY MEASURES
 Historic Prices

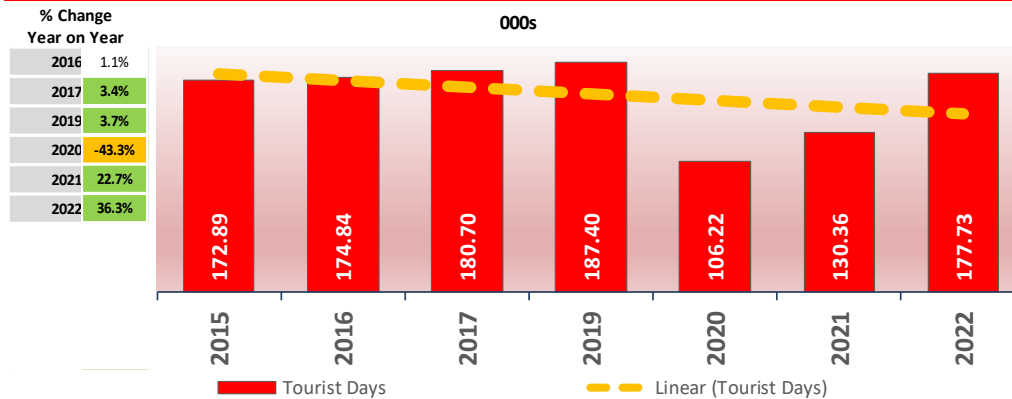
Economic Impact - Historic Prices - SFR



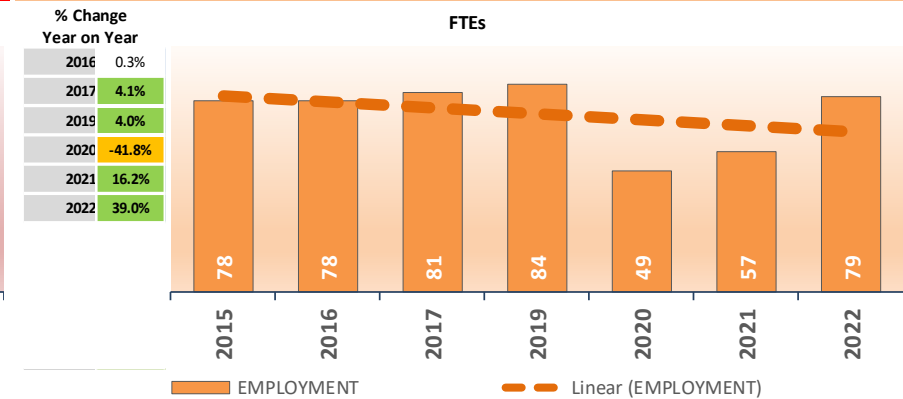
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2015	2015	2016	2017	2019	2020	2021	2022
Economic Impact - Historic Prices		2.5%	8.6%	20.1%	-30.1%	-13.0%	27.9%
Visitor Numbers		1.1%	4.5%	8.3%	-38.9%	-25.7%	12.8%
Visitor Days		1.1%	4.5%	8.4%	-38.6%	-24.6%	2.8%
Direct Employment		0.3%	4.4%	8.6%	-36.8%	-26.6%	2.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2015-2022 - FINAL

EAST LINDSEY COASTAL STRIP

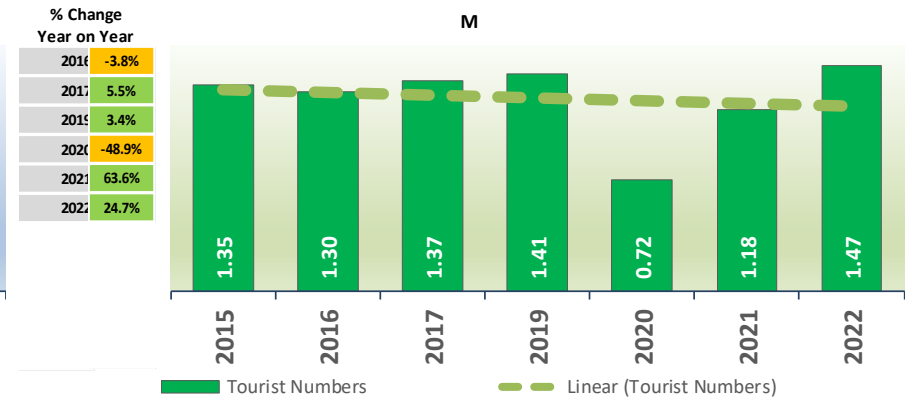
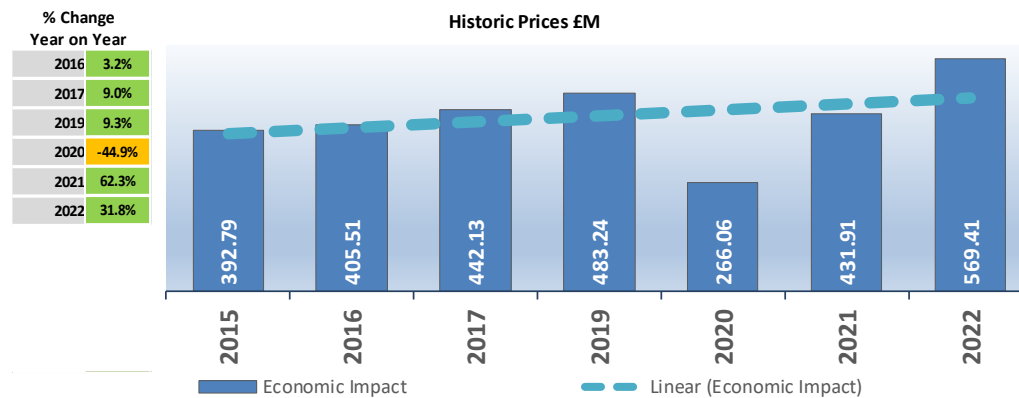
2015 to 2022
Historic Prices

STAYING VISITOR

KEY MEASURES
Historic Prices

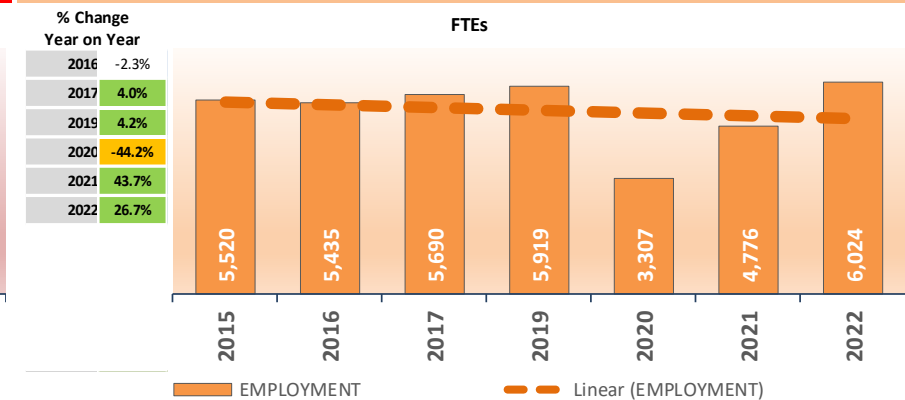
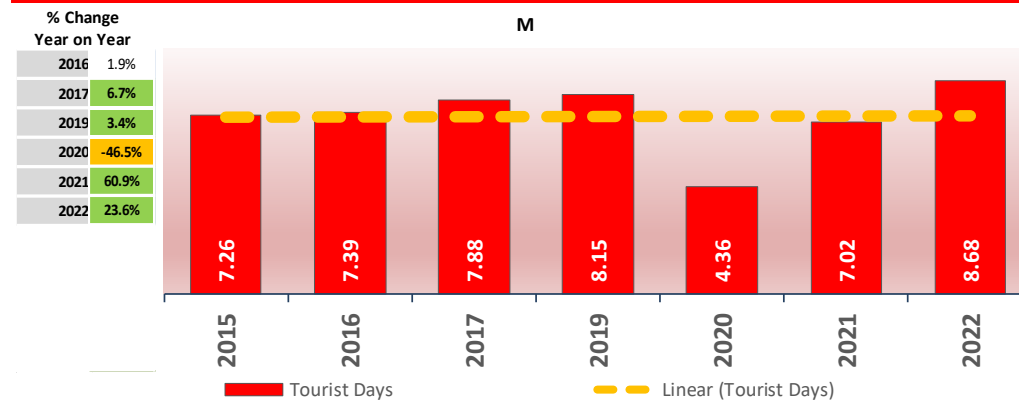
Economic Impact - Historic Prices - Staying Visitor

Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor

Direct Employment Supported - Staying Visitor



% Change from 2015	2015	2016	2017	2019	2020	2021	2022
Economic Impact - Historic Prices		3.2%	12.6%	23.0%	-32.3%	10.0%	45.0%
Visitor Numbers		-3.8%	1.5%	4.9%	-46.4%	-12.2%	9.5%
Visitor Days		1.9%	8.6%	12.3%	-39.9%	-3.2%	19.6%
Direct Employment		-1.5%	3.1%	7.2%	-40.1%	-13.5%	9.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2015-2022 - FINAL

EAST LINDSEY COASTAL STRIP

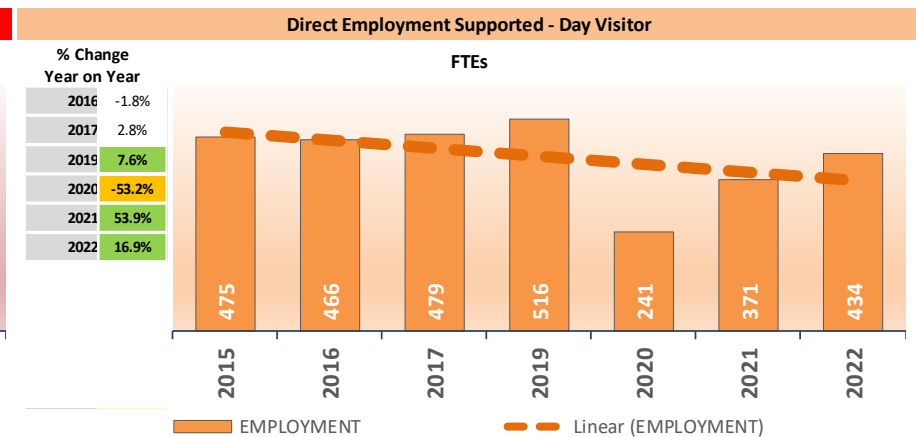
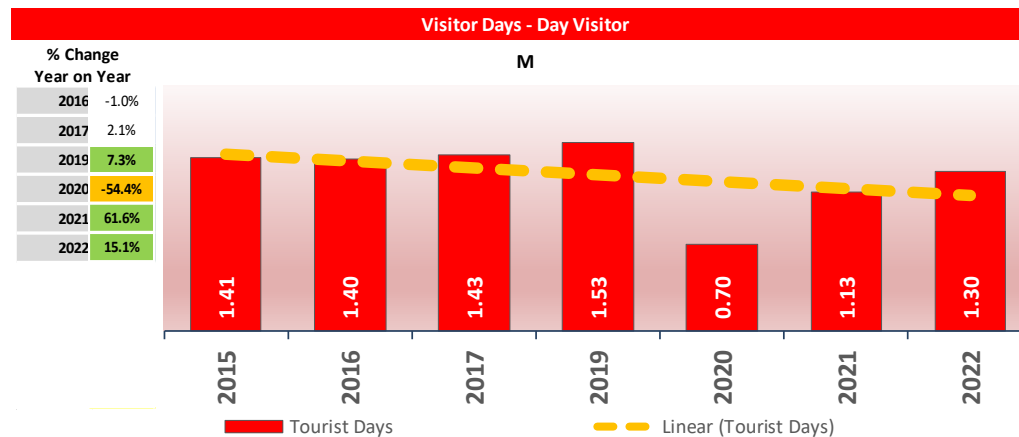
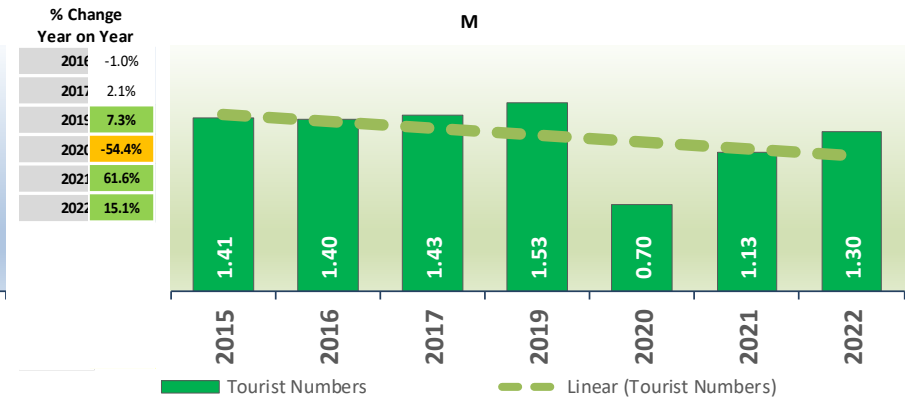
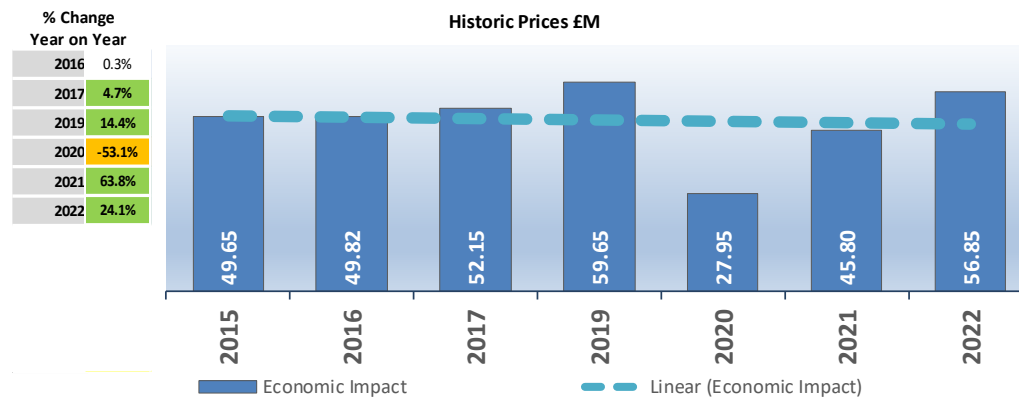
2015 to 2022
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2015	2015	2016	2017	2019	2020	2021	2022
Economic Impact - Historic Prices		0.3%	5.0%	20.1%	-43.7%	-7.8%	14.5%
Visitor Numbers		-1.0%	1.1%	8.5%	-50.5%	-20.0%	-8.0%
Visitor Days		-1.0%	1.1%	8.5%	-50.5%	-20.0%	-8.0%
Direct Employment		-1.8%	1.0%	8.6%	-49.2%	-21.9%	-8.7%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2015 to 2022

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

STEAM REPORT FOR 2015-2022 - FINAL
EAST LINDSEY COASTAL STRIP

2022
Historic Prices

TOTAL

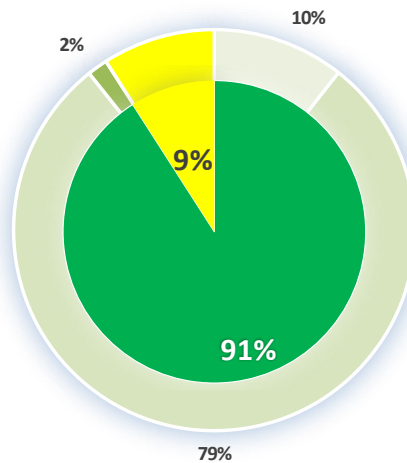
DISTRIBUTION BY VISITOR TYPE
Historic Prices

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

Visitor Numbers - 2022 - M - Share of Total

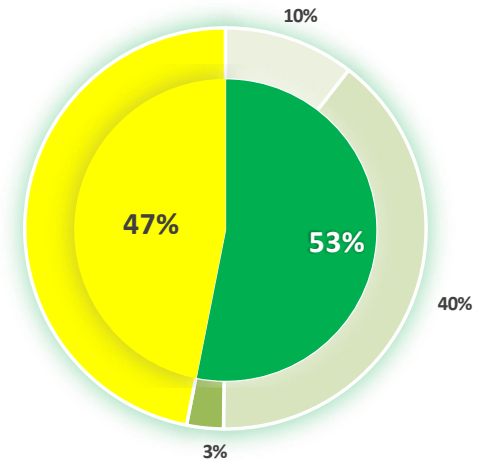
TOTAL
£626.25m

	£M
Serviced	66.58
Non-Serviced	492.57
SFR	10.25
Staying Visitor	569.41
Day Visitor	56.85
Total	626.25



TOTAL
2.78m

	M
Serviced	0.29
Non-Serviced	1.10
SFR	0.08
Staying Visitor	1.47
Day Visitor	1.30
Total	2.78

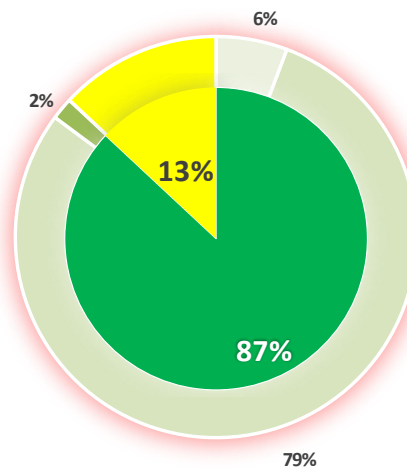


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

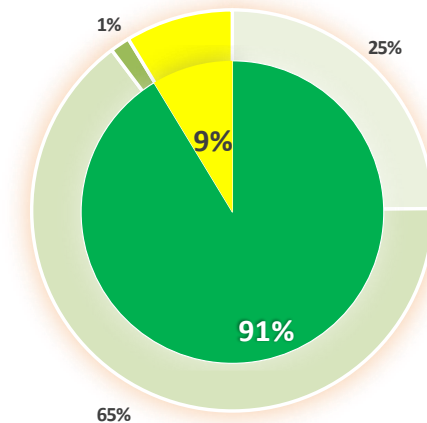
TOTAL
9.98m

	M
Serviced	0.57
Non-Serviced	7.92
SFR	0.18
Staying Visitor	8.68
Day Visitor	1.30
Total	9.98



TOTAL
5,000 Direct FTEs
6,458 Total FTEs

	FTEs
Serviced	1,243
Non-Serviced	3,244
SFR	79
Staying Visitor	4,567
Day Visitor	434
Total	5,000



STEAM REPORT FOR 2015-2022 - FINAL
EAST LINDSEY COASTAL STRIP

2022
Historic Prices

TOTAL

DISTRIBUTION BY MONTH
Historic Prices

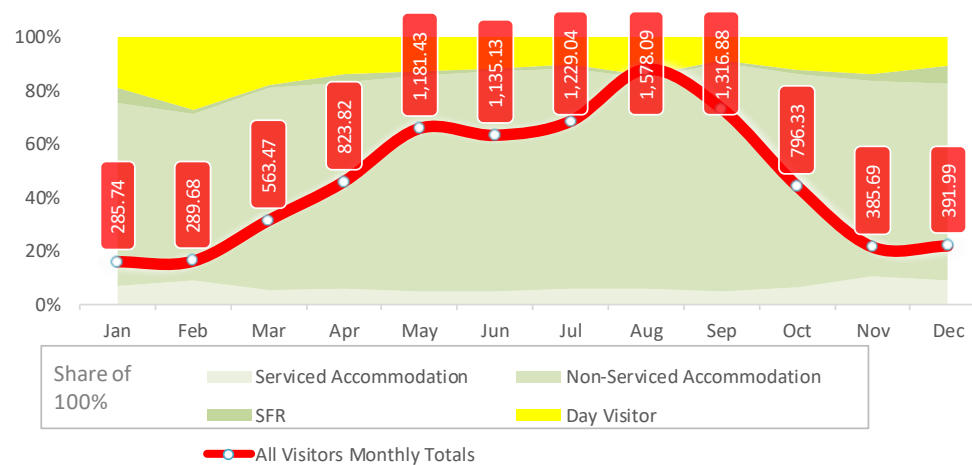
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



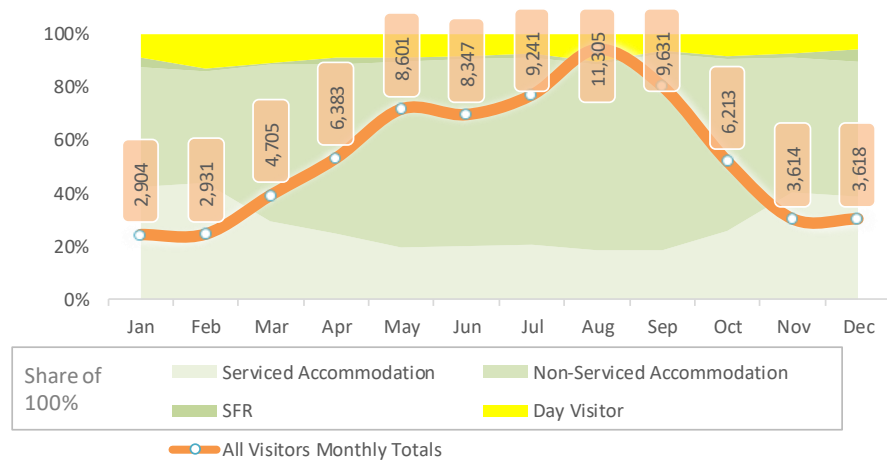
Visitor Numbers - 2022 - 000s - Distribution of Impact by Month



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



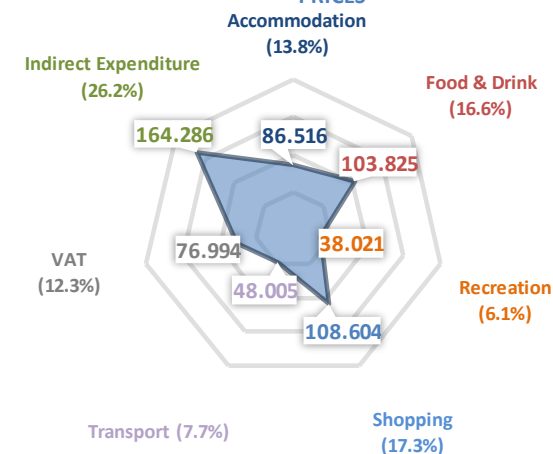
Direct Employment Supported - 2022 - FTEs - Distribution of Impact by Month



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

SECTOR / YEAR		2015	2016	2017	2019	2020	2021	2022
Accommodation	£M	62.34	64.99	70.75	75.49	48.07	68.08	86.52
Food & Drink	£M	73.20	74.83	81.10	89.79	50.77	78.01	103.83
Recreation	£M	27.13	27.65	29.89	33.12	18.43	28.71	38.02
Shopping	£M	76.69	78.74	85.19	94.38	50.04	82.78	108.60
Transport	£M	33.42	34.38	37.35	41.37	22.27	36.62	48.01
Direct Revenue	£M	272.78	280.60	304.28	334.15	189.58	294.21	384.97
VAT	£M	54.56	56.12	60.86	66.83	26.65	58.53	76.99
Direct Expenditure	£M	327.34	336.72	365.14	400.98	216.23	352.74	461.97
Indirect Expenditure	£M	115.10	118.61	129.14	141.92	77.78	124.96	164.29
TOTAL	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25

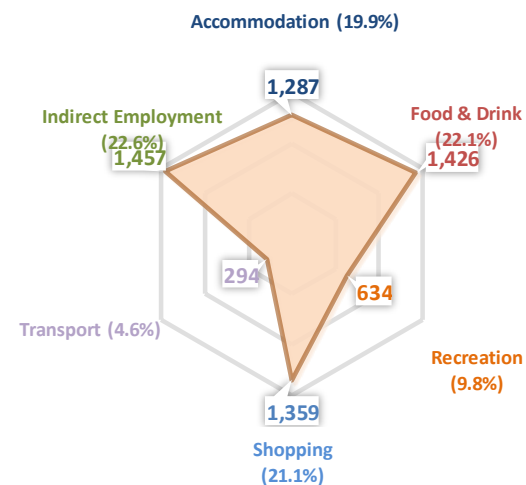
2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2015	2016	2017	2019	2020	2021	2022
Accommodation	FTEs	1,428	1,315	1,287	1,359	805	1,003	1,287
Food & Drink	FTEs	1,260	1,261	1,342	1,397	767	1,132	1,426
Recreation	FTEs	567	565	600	625	338	506	634
Shopping	FTEs	1,203	1,210	1,285	1,339	689	1,095	1,359
Transport	FTEs	257	259	276	288	150	237	294
Direct Employment	FTEs	4,715	4,610	4,790	5,008	2,749	3,974	5,000
Indirect Employment	FTEs	1,280	1,291	1,380	1,427	799	1,173	1,457
TOTAL	FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458

2022 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



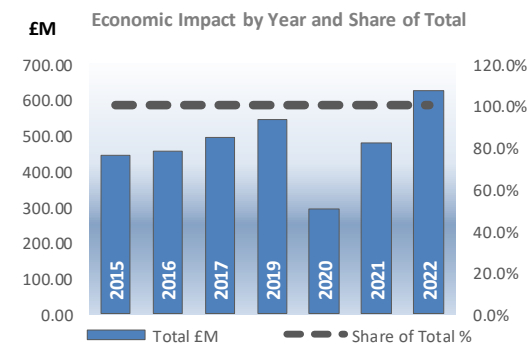
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2015 to 2022

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

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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 2015 to 2022		39.5%	21.7%	41.7%	40.2%	43.1%	38.9%	40.1%	38.1%	49.7%	38.7%	34.6%	77.8%	41.5%	Annual Change	35.4%	40.8%	42.2%	45.7%
% Change 2021 to 2022		1008.2%	664.9%	962.4%	240.6%	46.6%	11.2%	13.9%	9.7%	-2.7%	-7.5%	9.3%	40.5%	31.1%		875.1%	51.9%	6.7%	5.7%
Average Annual Change		5.6%	3.1%	6.0%	5.7%	6.2%	5.6%	5.7%	5.4%	7.1%	5.5%	4.9%	11.1%	5.9%		5.1%	5.8%	6.0%	6.5%
2015 £M		12.56	14.55	23.76	35.51	49.37	49.22	60.40	73.05	56.62	35.02	18.33	14.04	442.44		2.9%	50.87	134.10	190.08
2016 £M		12.85	14.74	24.16	35.77	50.61	50.44	62.30	76.62	58.85	35.76	18.64	14.60	455.33	2.9%	51.75	136.82	197.77	68.99
2017 £M		14.17	16.40	24.53	39.67	54.72	53.06	67.90	81.06	67.62	38.95	19.56	16.64	494.28	8.6%	55.10	147.45	216.58	75.14
2019 £M		16.26	18.25	26.87	45.79	62.02	57.86	73.70	88.82	69.38	43.02	22.22	18.69	542.90	9.8%	61.38	165.68	231.90	83.94
2020 £M		17.42	15.71	14.48	2.087	4.109	4.551	40.58	69.29	75.05	38.40	3.327	8.989	294.01	-45.8%	47.62	10.75	184.93	50.71
2021 £M		1.581	2.315	3.168	14.62	48.22	61.46	74.30	92.01	87.15	52.55	22.58	17.77	477.70	62.5%	7.065	124.29	253.46	92.89
2022 £M		17.52	17.71	33.66	49.79	70.68	68.37	84.64	100.90	84.78	48.58	24.67	24.96	626.25	31.1%	68.89	188.83	270.32	98.21

ECONOMIC IMPACT - IN HISTORIC PRICES								TOTAL	
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022		
Total	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	
All Visitor Types	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%								
Change in Share from 2015	%								
Avg Ann. Change in Share	%								



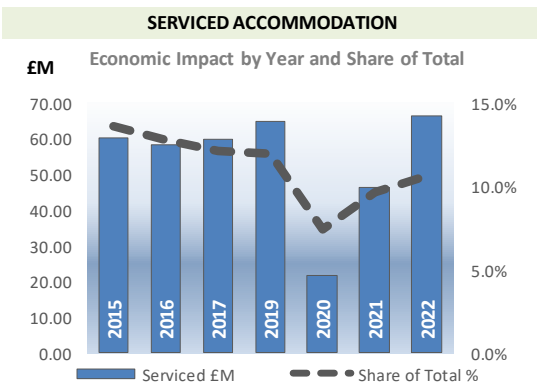
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STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2022 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED 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			Q1	Q2	Q3	Q4
% Change 2015 to 2022		-1.8%	-1.6%	-1.8%	16.6%	19.4%	9.9%	13.6%	10.3%	1.9%	7.9%	13.5%	32.6%	10.3%	Annual Change	-1.7%	15.0%	8.9%	15.7%
% Change 2021 to 2022		381.8%	472.3%	405.1%	407.4%	281.5%	26.2%	17.9%	3.3%	6.4%	5.4%	11.6%	21.5%	44.1%		419.8%	130.7%	8.5%	11.5%
Average Annual Change		-0.3%	-0.2%	-0.3%	2.4%	2.8%	1.4%	1.9%	1.5%	0.3%	1.1%	1.9%	4.7%	1.5%		-0.2%	2.1%	1.3%	2.2%
2015 £M		2.227	2.988	3.421	4.534	5.056	5.789	7.370	9.710	6.966	5.260	4.088	2.955	60.37		8.636	15.38	24.05	12.30
2016 £M		1.991	2.830	3.222	4.269	4.904	5.542	7.431	9.747	6.560	4.815	3.901	3.036	58.25	-3.5%	8.043	14.71	23.74	11.75
2017 £M		2.221	2.736	3.063	4.623	5.364	5.659	7.424	9.650	6.723	4.947	3.998	3.409	59.82	2.7%	8.020	15.65	23.80	12.35
2019 £M		2.393	2.919	3.252	4.951	5.950	6.204	8.010	10.72	7.030	5.512	4.455	3.639	65.03	8.7%	8.564	17.10	25.76	13.61
2020 £M		2.404	2.773	1.351	0.411	0.585	0.530	1.839	5.093	3.374	2.450	0.572	0.417	21.80	-66.5%	6.528	1.525	10.31	3.438
2021 £M		0.454	0.514	0.665	1.042	1.583	5.043	7.103	10.36	6.671	5.384	4.157	3.223	46.20	111.9%	1.633	7.668	24.13	12.76
2022 £M		2.187	2.939	3.360	5.289	6.038	6.364	8.374	10.71	7.096	5.676	4.638	3.918	66.58	44.1%	8.486	17.69	26.18	14.23

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022
Serviced £M	60.37	58.25	59.82	65.03	21.80	46.20	66.58
All Visitor Types £M	442.44	455.33	494.28	542.90	294.01	477.70	626.25
Share of Total %	13.6%	12.8%	12.1%	12.0%	7.4%	9.7%	10.6%
Annual Change in Share %		-6.2%	-5.4%	-1.0%	-38.1%	30.4%	9.9%
Change in Share from 2015 %		-6.2%	-11.3%	-12.2%	-45.7%	-29.1%	-22.1%
Avg Ann. Change in Share %		-6.2%	-5.7%	-3.1%	-9.1%	-4.9%	-3.2%

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Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

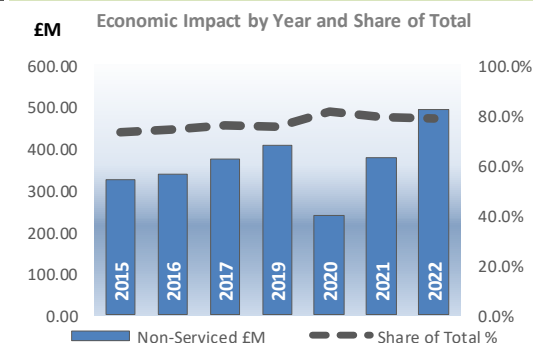
STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2022 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase 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 2015 to 2022		75.6%	40.1%	52.5%	50.4%	49.7%	43.7%	49.1%	47.6%	59.8%	49.7%	46.4%	106.3%	51.8%	Annual Change	54.4%	47.6%	51.9%	59.5%
% Change 2021 to 2022		4278.8%	4017.0%	4650.5%	274.2%	40.0%	10.0%	13.8%	12.1%	-3.6%	-10.1%	8.4%	48.5%	30.1%		4398.6%	48.7%	6.9%	4.0%
Average Annual Change		10.8%	5.7%	7.5%	7.2%	7.1%	6.2%	7.0%	6.8%	8.5%	7.1%	6.6%	15.2%	7.4%		7.8%	6.8%	7.4%	8.5%
2015	£M	6.837	7.878	16.71	25.35	38.07	38.58	46.74	53.70	44.98	25.31	11.69	8.549	324.40		31.42	102.01	145.42	45.55
2016	£M	7.290	8.224	16.96	25.94	39.17	39.52	48.86	57.24	47.86	26.71	12.28	9.001	339.05	4.5%	32.48	104.63	153.96	47.99
2017	£M	8.256	9.799	17.27	29.09	42.65	41.83	54.49	61.03	56.02	29.70	12.93	10.54	373.61	10.2%	35.32	113.57	171.54	53.18
2019	£M	9.671	10.71	18.62	34.28	48.35	45.22	59.09	66.51	56.50	32.59	14.94	12.12	408.59	9.4%	39.00	127.85	182.09	59.65
2020	£M	10.78	8.829	10.72	1.192	2.590	2.730	36.21	57.07	67.48	32.55	1.655	6.848	238.66	-41.6%	30.33	6.512	160.77	41.05
2021	£M	0.274	0.268	0.536	10.19	40.70	50.38	61.25	70.74	74.57	42.17	15.80	11.87	378.74	58.7%	1.078	101.26	206.56	69.84
2022	£M	12.01	11.04	25.47	38.13	57.00	55.43	69.68	79.26	71.90	37.90	17.12	17.64	492.57	30.1%	48.52	150.56	220.84	72.66

ECONOMIC IMPACT - IN HISTORIC PRICES								NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022		
Non-Serviced £M	324.40	339.05	373.61	408.59	238.66	378.74	492.57		
All Visitor Types £M	442.44	455.33	494.28	542.90	294.01	477.70	626.25		
Share of Total	73.3%	74.5%	75.6%	75.3%	81.2%	79.3%	78.7%		
Annual Change in Share		1.6%	1.5%	-0.4%	7.9%	-2.3%	-0.8%		
Change in Share from 2015		1.6%	3.1%	2.6%	10.7%	8.1%	7.3%		
Avg Ann. Change in Share		1.6%	1.5%	0.7%	2.1%	1.4%	1.0%		

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Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

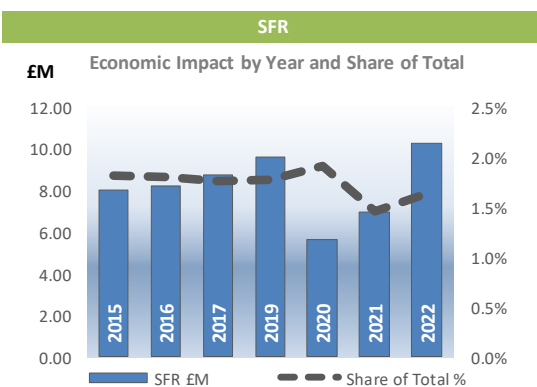


STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2022 Historic Prices			SFR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC 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 2015 to 2022		-22.7%	-34.2%	-22.1%	42.3%	50.1%	41.7%	41.9%	38.7%	50.9%	41.8%	43.0%	58.2%	27.9%	Annual Change	-24.7%	44.5%	42.6%	51.0%
% Change 2021 to 2022		2333.9%	2341.3%	2705.8%	288.6%	43.0%	7.0%	13.0%	9.7%	-7.7%	-9.5%	8.2%	26.6%	47.0%		2411.1%	78.7%	6.1%	12.5%
Average Annual Change		-3.2%	-4.9%	-3.2%	6.0%	7.2%	6.0%	6.0%	5.5%	7.3%	6.0%	6.1%	8.3%	4.0%		-3.5%	6.4%	6.1%	7.3%
2015 £M		1.203	0.387	0.450	0.941	0.642	0.506	0.775	0.827	0.464	0.446	0.380	0.992	8.014		2.040	2.090	2.067	1.818
2016 £M		1.238	0.396	0.456	0.957	0.655	0.517	0.794	0.851	0.479	0.458	0.390	1.021	8.212	2.091	2.129	2.124	1.868	
2017 £M		1.323	0.426	0.470	1.014	0.691	0.540	0.840	0.888	0.520	0.486	0.411	1.097	8.706	6.0%	2.219	2.245	2.248	1.994
2019 £M		1.486	0.466	0.510	1.134	0.766	0.590	0.924	0.975	0.555	0.529	0.463	1.225	9.623	10.5%	2.463	2.490	2.453	2.217
2020 £M		1.646	0.394	0.285	0.043	0.042	0.036	0.547	0.816	0.625	0.500	0.052	0.618	5.602	-41.8%	2.324	0.121	1.987	1.171
2021 £M		0.038	0.010	0.012	0.344	0.674	0.671	0.974	1.046	0.759	0.698	0.503	1.239	6.970	24.4%	0.061	1.689	2.779	2.440
2022 £M		0.930	0.255	0.350	1.338	0.964	0.718	1.100	1.147	0.701	0.632	0.544	1.569	10.25	47.0%	1.535	3.020	2.948	2.745

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022
SFR £M	8.014	8.212	8.706	9.623	5.602	6.970	10.25
All Visitor Types £M	442.44	455.33	494.28	542.90	294.01	477.70	626.25
Share of Total %	1.8%	1.8%	1.8%	1.8%	1.9%	1.5%	1.6%
Annual Change in Share %		-0.4%	-2.3%	0.6%	7.5%	-23.4%	12.2%
Change in Share from 2015 %		-0.4%	-2.8%	-2.1%	5.2%	-19.5%	-9.7%
Avg Ann. Change in Share %		-0.4%	-1.4%	-0.5%	1.0%	-3.2%	-1.4%

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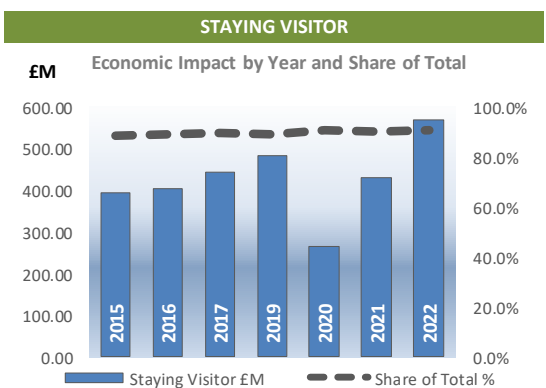
Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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			Q1	Q2	Q3	Q4
% Change 2015 to 2022		47.3%	26.4%	41.8%	45.2%	46.2%	39.3%	44.2%	41.8%	52.0%	42.5%	38.0%	85.1%	45.0%	Annual Change	39.0%	43.4%	45.7%	50.2%
% Change 2021 to 2022		1873.3%	1696.6%	2304.3%	286.7%	49.0%	11.4%	14.2%	10.9%	-2.8%	-8.4%	9.0%	41.6%	31.8%		2011.5%	54.8%	7.1%	5.4%
Average Annual Change		6.8%	3.8%	6.0%	6.5%	6.6%	5.6%	6.3%	6.0%	7.4%	6.1%	5.4%	12.2%	6.4%		5.6%	6.2%	6.5%	7.2%
2015 £M		10.27	11.25	20.58	30.82	43.77	44.88	54.88	64.24	52.41	31.02	16.16	12.50	392.79		42.10	119.48	171.53	59.67
2016 £M		10.52	11.45	20.64	31.17	44.72	45.58	57.09	67.83	54.90	31.98	16.57	13.06	405.51	3.2%	42.61	121.47	179.82	61.61
2017 £M		11.80	12.96	20.80	34.73	48.71	48.03	62.75	71.56	63.27	35.14	17.34	15.05	442.13	9.0%	45.56	131.46	197.58	67.53
2019 £M		13.55	14.09	22.39	40.36	55.06	52.01	68.03	78.20	64.08	38.63	19.86	16.98	483.24	9.3%	50.03	147.44	210.30	75.47
2020 £M		14.83	11.99	12.35	1.646	3.217	3.295	38.60	62.98	71.48	35.50	2.280	7.883	266.06	-44.9%	39.18	8.158	173.06	45.66
2021 £M		0.766	0.792	1.214	11.58	42.96	56.09	69.33	82.14	82.00	48.25	20.46	16.34	431.91	62.3%	2.772	110.62	233.47	85.04
2022 £M		15.12	14.23	29.18	44.76	64.00	62.51	79.15	91.12	79.69	44.21	22.30	23.13	569.41	31.8%	58.54	171.27	249.96	89.64

ECONOMIC IMPACT - IN HISTORIC PRICES								
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022
Staying Visitor	£M	392.79	405.51	442.13	483.24	266.06	431.91	569.41
All Visitor Types	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25
Share of Total	%	88.8%	89.1%	89.4%	89.0%	90.5%	90.4%	90.9%
Annual Change in Share	%		0.3%	0.4%	-0.5%	1.7%	-0.1%	0.6%
Change in Share from 2015	%		0.3%	0.8%	0.3%	1.9%	1.8%	2.4%
Avg Ann. Change in Share	%		0.3%	0.4%	0.1%	0.4%	0.3%	0.3%

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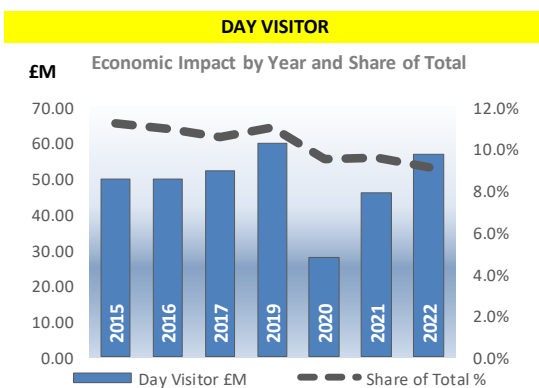
Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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			Q1	Q2	Q3	Q4
% Change 2015 to 2022		4.6%	5.6%	40.8%	7.3%	19.2%	34.9%	-0.6%	11.0%	21.0%	9.2%	8.9%	18.9%	14.5%	Annual Change	18.1%	20.1%	9.8%	11.1%
% Change 2021 to 2022		194.4%	128.4%	129.0%	65.3%	26.8%	9.2%	10.3%	-0.8%	-1.1%	1.8%	11.4%	28.1%	24.1%		141.2%	28.4%	1.9%	9.2%
Average Annual Change		0.7%	0.8%	5.8%	1.0%	2.7%	5.0%	-0.1%	1.6%	3.0%	1.3%	1.3%	2.7%	2.1%		2.6%	2.9%	1.4%	1.6%
2015 £M		2.294	3.293	3.180	4.683	5.599	4.343	5.521	8.816	4.209	4.006	2.171	1.539	49.65			8.767	14.63	18.55
2016 £M		2.334	3.288	3.521	4.599	5.888	4.859	5.210	8.782	3.954	3.772	2.069	1.541	49.82	0.3%	9.143	15.35	17.95	7.382
2017 £M		2.372	3.436	3.733	4.943	6.015	5.036	5.151	9.494	4.355	3.812	2.216	1.588	52.15	4.7%	9.540	15.99	19.00	7.615
2019 £M		2.710	4.155	4.485	5.429	6.960	5.846	5.677	10.63	5.298	4.394	2.364	1.710	59.65	14.4%	11.35	18.24	21.60	8.467
2020 £M		2.589	3.717	2.133	0.441	0.892	1.255	1.984	6.313	3.573	2.903	1.047	1.106	27.95	-53.1%	8.439	2.588	11.87	5.055
2021 £M		0.815	1.523	1.955	3.041	5.265	5.365	4.973	9.865	5.146	4.298	2.121	1.429	45.80	63.8%	4.292	13.67	19.98	7.848
2022 £M		2.398	3.479	4.476	5.027	6.677	5.857	5.487	9.784	5.091	4.375	2.364	1.831	56.85	24.1%	10.35	17.56	20.36	8.569

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022
Day Visitor £M	49.65	49.82	52.15	59.65	27.95	45.80	56.85
All Visitor Types £M	442.44	455.33	494.28	542.90	294.01	477.70	626.25
Share of Total %	11.2%	10.9%	10.6%	11.0%	9.5%	9.6%	9.1%
Annual Change in Share %		-2.5%	-3.6%	4.1%	-13.5%	0.8%	-5.3%
Change in Share from 2015 %		-2.5%	-6.0%	-2.1%	-15.3%	-14.6%	-19.1%
Avg Ann. Change in Share %		-2.5%	-3.0%	-0.5%	-3.1%	-2.4%	-2.7%

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Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

Visitor Numbers by Month, Year and Visitor Type for the Period 2015 to 2022

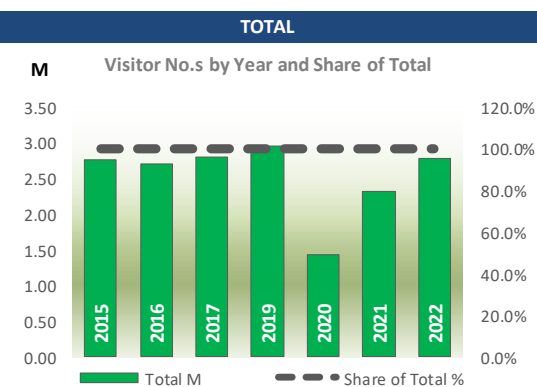
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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				
% Change 2015 to 2022			-1.6%	-10.4%	12.6%	-1.5%	3.6%	12.5%	-2.4%	-4.6%	2.6%	-5.7%	-7.7%	18.3%	0.5%	Annual Change	1.0%	4.8%	-1.9%	-1.4%
% Change 2021 to 2022			320.0%	198.1%	236.8%	116.7%	29.8%	3.0%	5.6%	-2.5%	-8.0%	-10.2%	2.9%	23.3%	20.0%		239.5%	33.1%	-2.2%	0.0%
Average Annual Change			-0.2%	-1.5%	1.8%	-0.2%	0.5%	1.8%	-0.3%	-0.7%	0.4%	-0.8%	-1.1%	2.6%	0.1%		0.1%	0.7%	-0.3%	-0.2%
2015	M		0.099	0.138	0.159	0.235	0.306	0.247	0.309	0.468	0.323	0.237	0.143	0.097	2.761		0.396	0.788	1.100	0.477
2016	M		0.101	0.136	0.166	0.229	0.307	0.266	0.302	0.450	0.295	0.216	0.130	0.098	2.696	-2.3%	0.404	0.802	1.047	0.444
2017	M		0.104	0.140	0.168	0.244	0.315	0.270	0.305	0.467	0.323	0.221	0.133	0.105	2.796	3.7%	0.413	0.829	1.095	0.459
2019	M		0.111	0.154	0.182	0.257	0.339	0.285	0.316	0.488	0.333	0.234	0.139	0.108	2.947	5.4%	0.448	0.881	1.137	0.481
2020	M		0.109	0.133	0.088	0.016	0.032	0.040	0.138	0.323	0.282	0.176	0.035	0.050	1.422	-51.7%	0.330	0.087	0.744	0.261
2021	M		0.023	0.041	0.053	0.107	0.245	0.270	0.286	0.458	0.360	0.249	0.128	0.093	2.313	62.6%	0.118	0.621	1.104	0.470
2022	M		0.097	0.123	0.179	0.232	0.317	0.278	0.302	0.446	0.331	0.223	0.132	0.115	2.776	20.0%	0.400	0.827	1.079	0.470

VISITOR NUMBERS								
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022
Total	M	2.761	2.696	2.796	2.947	1.422	2.313	2.776
All Visitor Types	M	2.761	2.696	2.796	2.947	1.422	2.313	2.776
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%							
Change in Share from 2015	%							
Avg Ann. Change in Share	%							

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Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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 2015 to 2022	-9.5%	-17.2%	-22.3%	3.8%	-2.3%	-10.6%	-5.1%	-15.3%	-14.5%	-13.1%	-2.6%	11.2%	-8.6%	Annual Change	-17.8%	-3.6%	-12.0%	-1.8%
% Change 2021 to 2022	357.2%	442.0%	376.9%	381.8%	262.3%	19.7%	12.3%	-1.5%	0.8%	-0.1%	5.8%	15.3%	36.4%		395.6%	125.3%	3.4%	7.0%
Average Annual Change	-1.4%	-2.5%	-3.2%	0.5%	-0.3%	-1.5%	-0.7%	-2.2%	-2.1%	-1.9%	-0.4%	1.6%	-1.2%		-2.5%	-0.5%	-1.7%	-0.3%
2015 000s	10.1	19.8	20.8	18.8	24.0	24.4	36.0	39.4	47.6	26.0	28.7	24.2	320.0			50.8	67.2	123.1
2016 000s	9.5	18.3	17.9	18.2	22.2	22.4	36.9	37.5	44.0	22.5	27.6	24.1	301.3	-5.8%	45.8	62.9	118.4	74.2
2017 000s	10.6	17.4	16.8	19.5	23.8	22.3	35.2	35.2	44.2	22.6	27.6	26.7	302.0	0.2%	44.7	65.7	114.6	76.9
2019 000s	11.0	17.9	17.1	20.1	25.4	23.5	36.0	36.9	44.4	24.2	29.5	27.4	313.4	3.8%	46.0	68.9	117.3	81.2
2020 000s	10.8	16.7	7.0	1.6	2.4	2.0	8.1	17.1	20.8	10.5	3.7	3.1	103.8	-66.9%	34.5	6.1	45.9	17.3
2021 000s	2.0	3.0	3.4	4.0	6.5	18.2	30.4	33.9	40.4	22.6	26.4	23.4	214.3	106.6%	8.4	28.7	104.8	72.4
2022 000s	9.2	16.4	16.1	19.5	23.4	21.8	34.2	33.4	40.7	22.6	27.9	26.9	292.3	36.4%	41.7	64.7	108.3	77.5

VISITOR NUMBERS							
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022
Serviced 000s	320.0	301.3	302.0	313.4	103.8	214.3	292.3
All Visitor Types M	2.8	2.7	2.8	2.9	1.4	2.3	2.8
Share of Total %	11.6%	11.2%	10.8%	10.6%	7.3%	9.3%	10.5%
Annual Change in Share %		-3.6%	-3.4%	-1.5%	-31.4%	27.0%	13.6%
Change in Share from 2015 %		-3.6%	-6.8%	-8.2%	-37.0%	-20.0%	-9.1%
Avg Ann. Change in Share %		-3.6%	-3.4%	-2.1%	-7.4%	-3.3%	-1.3%

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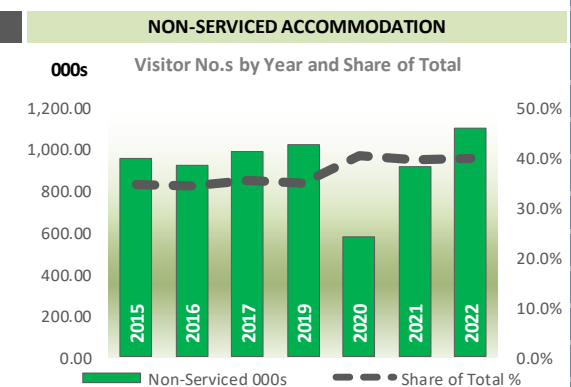
Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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						
% Change 2015 to 2022		62.3%	14.7%	28.3%	17.4%	15.0%	24.0%	23.0%	6.4%	11.9%	3.5%	-6.2%	71.9%	15.3%	Annual Change	30.5%	18.6%	12.6%	9.5%
% Change 2021 to 2022		3984.2%	3739.9%	4328.7%	248.8%	30.5%	2.5%	7.1%	4.8%	-9.6%	-16.2%	1.1%	38.5%	20.4%		4102.7%	40.4%	-0.1%	-4.3%
Average Annual Change		8.9%	2.1%	4.0%	2.5%	2.1%	3.4%	3.3%	0.9%	1.7%	0.5%	-0.9%	10.3%	2.2%		4.4%	2.7%	1.8%	1.4%
2015 000s		13.1	20.2	43.0	75.5	116.7	93.6	109.5	170.5	150.5	92.3	48.2	21.1	954.1		76.3	285.8	430.4	161.6
2016 000s		15.8	21.2	45.0	74.0	113.1	101.4	112.2	158.4	135.1	82.6	39.8	22.6	921.1	-3.5%	82.0	288.5	405.7	145.0
2017 000s		17.5	24.6	44.6	80.8	120.0	104.6	122.0	164.5	154.2	89.5	40.8	25.8	989.0	7.4%	86.7	305.4	440.7	156.2
2019 000s		19.1	25.1	45.1	89.2	127.6	106.1	126.9	170.1	147.5	92.0	44.1	27.8	1,020.7	3.2%	89.4	322.9	444.6	163.9
2020 000s		20.7	20.1	24.9	3.0	6.4	6.0	76.0	142.4	166.8	88.0	4.7	15.2	574.2	-43.7%	65.7	15.4	385.2	107.9
2021 000s		0.5	0.6	1.2	25.4	102.8	113.1	125.7	173.0	186.2	114.1	44.8	26.1	913.7	59.1%	2.4	241.4	485.0	185.0
2022 000s		21.3	23.2	55.1	88.7	134.2	116.0	134.7	181.4	168.4	95.6	45.2	36.2	1,099.9	20.4%	99.6	338.8	484.4	177.0

VISITOR NUMBERS								
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022
Non-Serviced	000s	954.1	921.1	989.0	1,020.7	574.2	913.7	1,099.9
All Visitor Types	M	2.8	2.7	2.8	2.9	1.4	2.3	2.8
Share of Total	%	34.6%	34.2%	35.4%	34.6%	40.4%	39.5%	39.6%
Annual Change in Share	%		-1.1%	3.5%	-2.1%	16.6%	-2.2%	0.3%
Change in Share from 2015	%		-1.1%	2.4%	0.2%	16.8%	14.3%	14.7%
Avg Ann. Change in Share	%		-1.1%	1.2%	0.1%	3.4%	2.4%	2.1%

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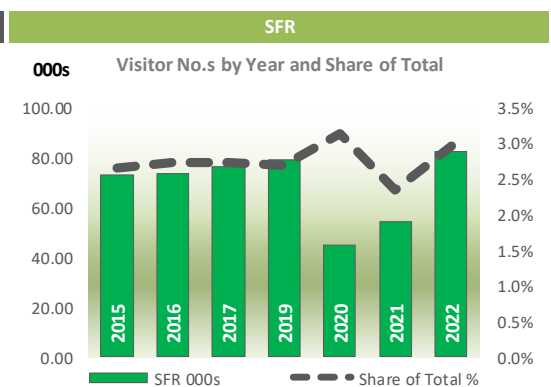
Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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			Q1	Q2	Q3	Q4
% Change 2015 to 2022		15.1%	5.3%	12.0%	10.4%	11.4%	10.2%	11.5%	10.3%	15.5%	10.3%	11.2%	22.7%	12.8%	Annual Change	12.3%	10.7%	12.1%	16.6%
% Change 2021 to 2022		2157.0%	2163.8%	2501.8%	260.4%	32.6%	-0.8%	4.8%	1.7%	-14.4%	-16.1%	0.3%	17.4%	51.9%		2232.0%	57.4%	-2.1%	3.0%
Average Annual Change		2.2%	0.8%	1.7%	1.5%	1.6%	1.5%	1.6%	1.5%	2.2%	1.5%	1.6%	3.2%	1.8%		1.8%	1.5%	1.7%	2.4%
2015 000s		10.4	4.0	4.5	7.5	6.3	5.2	6.7	6.9	4.6	4.5	4.0	8.2	72.8		1.1%	18.9	19.0	18.2
2016 000s		10.5	4.0	4.5	7.5	6.3	5.2	6.8	7.0	4.7	4.6	4.1	8.4	73.6	19.1	19.1	18.4	17.0	
2017 000s		11.0	4.2	4.5	7.8	6.5	5.3	7.0	7.1	5.0	4.7	4.2	8.8	76.1	3.3%	19.7	19.7	19.0	17.7
2019 000s		11.6	4.3	4.6	8.2	6.8	5.5	7.2	7.3	5.0	4.8	4.4	9.2	78.9	3.6%	20.5	20.4	19.5	18.4
2020 000s		12.5	3.6	2.5	0.3	0.4	0.3	4.1	5.9	5.5	4.4	0.5	4.5	44.5	-43.6%	18.5	1.0	15.6	9.4
2021 000s		0.5	0.2	0.2	2.3	5.3	5.8	7.1	7.4	6.2	5.9	4.5	8.6	54.1	21.5%	0.9	13.4	20.8	19.0
2022 000s		11.9	4.2	5.1	8.3	7.0	5.7	7.5	7.6	5.3	5.0	4.5	10.1	82.2	51.9%	21.2	21.1	20.4	19.5

VISITOR NUMBERS							
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022
SFR 000s	72.8	73.6	76.1	78.9	44.5	54.1	82.2
All Visitor Types M	2.8	2.7	2.8	2.9	1.4	2.3	2.8
Share of Total %	2.6%	2.7%	2.7%	2.7%	3.1%	2.3%	3.0%
Annual Change in Share %		3.6%	-0.4%	-1.7%	17.0%	-25.3%	26.6%
Change in Share from 2015 %		3.6%	3.2%	1.5%	18.7%	-11.4%	12.2%
Avg Ann. Change in Share %		3.6%	1.6%	0.4%	3.7%	-1.9%	1.7%

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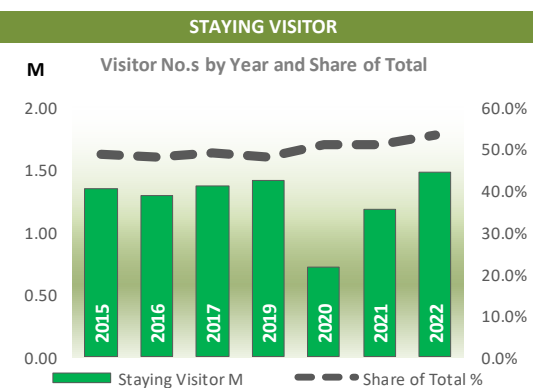
Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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 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 2015 to 2022			26.1%	-0.5%	11.8%	14.4%	12.0%	16.5%	15.9%	2.6%	5.8%	0.3%	-4.0%	36.8%		9.5%	11.4%	14.2%	7.3%	6.5%
% Change 2021 to 2022			1286.8%	1047.4%	1481.3%	266.6%	43.6%	4.7%	8.0%	3.7%	-7.9%	-13.6%	2.7%	26.0%		24.7%	1288.9%	49.8%	0.4%	-0.8%
Average Annual Change			3.7%	-0.1%	1.7%	2.1%	1.7%	2.4%	2.3%	0.4%	0.8%	0.0%	-0.6%	5.3%		1.4%	1.6%	2.0%	1.0%	0.9%
2015	M		0.034	0.044	0.068	0.102	0.147	0.123	0.152	0.217	0.203	0.123	0.081	0.054		1.347		0.146	0.372	0.572
2016	M		0.036	0.044	0.067	0.100	0.142	0.129	0.156	0.203	0.184	0.110	0.071	0.055	1.296	-3.8%	0.147	0.371	0.543	0.236
2017	M		0.039	0.046	0.066	0.108	0.150	0.132	0.164	0.207	0.203	0.117	0.073	0.061	1.367	5.5%	0.151	0.391	0.574	0.251
2019	M		0.042	0.047	0.067	0.118	0.160	0.135	0.170	0.214	0.197	0.121	0.078	0.064	1.413	3.4%	0.156	0.412	0.581	0.264
2020	M		0.044	0.040	0.034	0.005	0.009	0.008	0.088	0.165	0.193	0.103	0.009	0.023	0.722	-48.9%	0.119	0.022	0.447	0.135
2021	M		0.003	0.004	0.005	0.032	0.115	0.137	0.163	0.214	0.233	0.143	0.076	0.058	1.182	63.6%	0.012	0.284	0.611	0.276
2022	M		0.042	0.044	0.076	0.116	0.165	0.144	0.176	0.222	0.214	0.123	0.078	0.073	1.474	24.7%	0.163	0.425	0.613	0.274

VISITOR NUMBERS								
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022
Staying Visitor	M	1.347	1.296	1.367	1.413	0.722	1.182	1.474
All Visitor Types	M	2.761	2.696	2.796	2.947	1.422	2.313	2.776
Share of Total	%	48.8%	48.1%	48.9%	48.0%	50.8%	51.1%	53.1%
Annual Change in Share	%		-1.5%	1.7%	-1.9%	5.9%	0.6%	3.9%
Change in Share from 2015	%		-1.5%	0.2%	-1.7%	4.1%	4.8%	8.9%
Avg Ann. Change in Share	%		-1.5%	0.1%	-0.4%	0.8%	0.8%	1.3%

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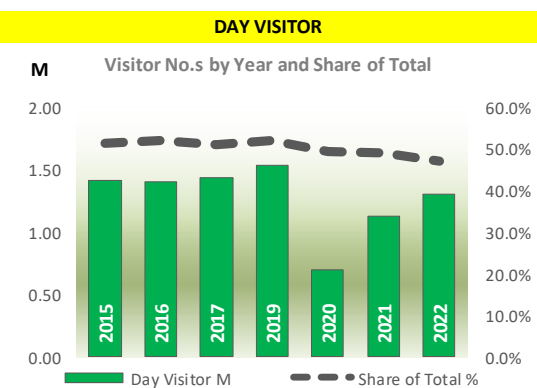
Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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				
% Change 2015 to 2022			-15.9%	-15.1%	13.2%	-13.7%	-4.1%	8.4%	-20.1%	-10.8%	-2.8%	-12.2%	-12.5%	-4.4%	-8.0%	Annual Change	-5.1%	-3.5%	-11.7%	-10.7%
% Change 2021 to 2022			173.0%	111.8%	112.3%	53.3%	17.6%	1.2%	2.3%	-8.0%	-8.2%	-5.6%	3.3%	18.8%	15.1%		123.7%	19.1%	-5.5%	1.2%
Average Annual Change			-2.3%	-2.2%	1.9%	-2.0%	-0.6%	1.2%	-2.9%	-1.5%	-0.4%	-1.7%	-1.8%	-0.6%	-1.1%		-0.7%	-0.5%	-1.7%	-1.5%
2015	M		0.065	0.094	0.091	0.133	0.159	0.124	0.157	0.251	0.120	0.114	0.062	0.044	1.414			0.250	0.417	0.528
2016	M		0.066	0.092	0.099	0.129	0.165	0.137	0.146	0.247	0.111	0.106	0.058	0.043	1.400	-1.0%	0.257	0.431	0.504	0.207
2017	M		0.065	0.094	0.102	0.135	0.165	0.138	0.141	0.260	0.119	0.104	0.061	0.044	1.429	2.1%	0.261	0.438	0.521	0.209
2019	M		0.070	0.107	0.115	0.140	0.179	0.150	0.146	0.273	0.136	0.113	0.061	0.044	1.534	7.3%	0.292	0.469	0.555	0.218
2020	M		0.065	0.093	0.053	0.011	0.022	0.031	0.050	0.158	0.089	0.073	0.026	0.028	0.700	-54.4%	0.211	0.065	0.297	0.127
2021	M		0.020	0.038	0.048	0.075	0.130	0.132	0.123	0.244	0.127	0.106	0.052	0.035	1.131	61.6%	0.106	0.338	0.493	0.194
2022	M		0.055	0.080	0.102	0.115	0.153	0.134	0.126	0.224	0.117	0.100	0.054	0.042	1.302	15.1%	0.237	0.402	0.466	0.196

VISITOR NUMBERS								
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022
Day Visitor	M	1.414	1.400	1.429	1.534	0.700	1.131	1.302
All Visitor Types	M	2.761	2.696	2.796	2.947	1.422	2.313	2.776
Share of Total	%	51.2%	51.9%	51.1%	52.0%	49.2%	48.9%	46.9%
Annual Change in Share	%		1.4%	-1.6%	1.8%	-5.5%	-0.6%	-4.1%
Change in Share from 2015	%		1.4%	-0.2%	1.6%	-3.9%	-4.5%	-8.5%
Avg Ann. Change in Share	%		1.4%	-0.1%	0.4%	-0.8%	-0.8%	-1.2%

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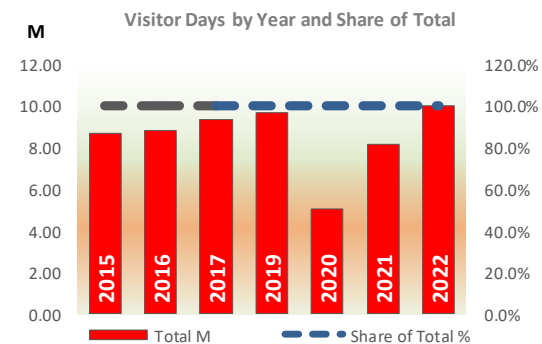
Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

Visitor Days by Month, Year and Visitor Type for the Period 2015 to 2022

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

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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 2015 to 2022			12.7%	-1.3%	16.2%	12.6%	15.2%	13.8%	14.6%	11.8%	23.4%	12.4%	9.3%	44.9%	15.1%	Annual Change		10.4%	14.0%	16.1%	18.2%
% Change 2021 to 2022			857.7%	513.0%	776.5%	200.2%	32.4%	3.0%	6.8%	2.4%	-9.1%	-14.1%	1.9%	32.2%	22.4%			705.6%	38.5%	-0.4%	-1.8%
Average Annual Change			1.8%	-0.2%	2.3%	1.8%	2.2%	2.0%	2.1%	1.7%	3.3%	1.8%	1.3%	6.4%	2.2%			1.5%	2.0%	2.3%	2.6%
2015			M	0.253	0.294	0.485	0.732	1.026	0.997	1.073	1.412	1.067	0.708	0.353	0.271		8.670		1.032	2.755	3.551
2016			M	0.257	0.294	0.489	0.726	1.038	1.020	1.083	1.449	1.092	0.714	0.354	0.276	8.791	1.4%	1.040	2.784	3.623	1.344
2017			M	0.275	0.321	0.487	0.785	1.090	1.047	1.149	1.500	1.228	0.759	0.363	0.306	9.311	5.9%	1.083	2.923	3.877	1.428
2019			M	0.297	0.339	0.505	0.853	1.163	1.075	1.193	1.557	1.201	0.788	0.387	0.324	9.681	4.0%	1.141	3.090	3.951	1.499
2020			M	0.309	0.282	0.263	0.037	0.075	0.086	0.649	1.197	1.248	0.690	0.062	0.164	5.063	-47.7%	0.855	0.197	3.094	0.916
2021			M	0.030	0.047	0.064	0.274	0.892	1.102	1.150	1.541	1.448	0.927	0.379	0.297	8.152	61.0%	0.141	2.268	4.140	1.603
2022			M	0.286	0.290	0.563	0.824	1.181	1.135	1.229	1.578	1.317	0.796	0.386	0.392	9.977	22.4%	1.139	3.140	4.124	1.574

VISITOR DAYS								TOTAL	
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022		
Total	M	8.670	8.791	9.311	9.681	5.063	8.152	9.977	
All Visitor Types	M	8.670	8.791	9.311	9.681	5.063	8.152	9.977	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%								
Change in Share from 2015	%								
Avg Ann. Change in Share	%								



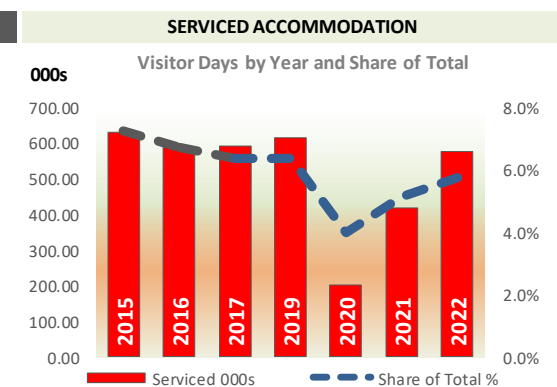
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STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2022			SERVICED	VISITOR DAYS				
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SERVICED ACCOMMODATION																		
An increase of 3% 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			Q1	Q2	Q3	Q4	
% Change 2015 to 2022	-17.6%	-17.6%	-17.7%	-2.1%	0.0%	-8.0%	-8.9%	-11.6%	-14.5%	-9.5%	-4.8%	11.5%	-8.7%	Annual Change	-17.6%	-3.6%	-11.7%	-2.9%	
% Change 2021 to 2022	356.6%	442.2%	378.5%	380.9%	261.4%	19.5%	12.1%	-1.7%	0.8%	-0.1%	5.8%	15.2%	37.7%		392.4%	118.7%	3.0%	5.7%	
Average Annual Change	-2.5%	-2.5%	-2.5%	-0.3%	0.0%	-1.1%	-1.3%	-1.7%	-2.1%	-1.4%	-0.7%	1.6%	-1.2%		-2.5%	-0.5%	-1.7%	-0.4%	
2015	000s	23.4	31.4	36.0	47.7	53.2	60.8	75.1	99.0	73.2	55.3	43.0	31.0	629.0		90.8	161.7	247.3	129.3
2016	000s	20.4	28.9	32.9	43.6	50.2	56.7	72.7	95.3	67.0	49.2	39.9	31.0	587.8	-6.6%	82.2	150.5	235.0	120.1
2017	000s	22.3	27.5	30.8	46.5	53.9	56.9	69.9	90.8	67.6	49.7	40.2	34.3	590.4	0.4%	80.6	157.2	228.3	124.2
2019	000s	23.2	28.2	31.5	47.9	57.5	60.0	71.7	95.9	68.0	53.4	43.1	35.2	615.7	4.3%	82.9	165.5	235.7	131.7
2020	000s	22.8	26.2	12.8	3.9	5.5	5.0	16.1	44.6	32.0	23.2	5.4	4.0	201.6	-67.3%	61.8	14.4	92.7	32.6
2021	000s	4.2	4.8	6.2	9.7	14.7	46.8	61.1	89.0	62.1	50.1	38.7	30.0	417.4	107.1%	15.2	71.3	212.1	118.8
2022	000s	19.3	25.9	29.6	46.7	53.2	56.0	68.5	87.5	62.6	50.0	40.9	34.6	574.6	37.7%	74.8	155.8	218.5	125.6

VISITOR DAYS							
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022
Serviced 000s	629.0	587.8	590.4	615.7	201.6	417.4	574.6
All Visitor Types M	8.7	8.8	9.3	9.7	5.1	8.2	10.0
Share of Total %	7.3%	6.7%	6.3%	6.4%	4.0%	5.1%	5.8%
Annual Change in Share %		-7.8%	-5.2%	0.3%	-37.4%	28.6%	12.5%
Change in Share from 2015 %		-7.8%	-12.6%	-12.3%	-45.1%	-29.4%	-20.6%
Avg Ann. Change in Share %		-7.8%	-6.3%	-3.1%	-9.0%	-4.9%	-2.9%

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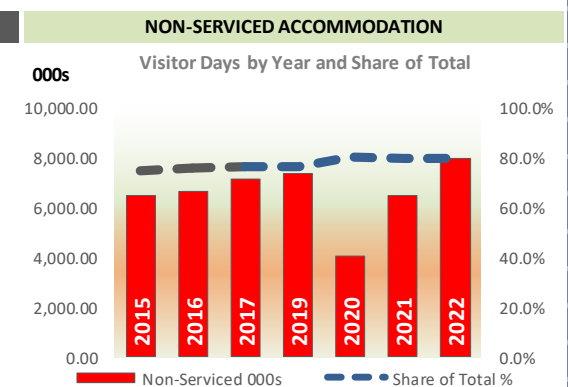
Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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 2015 to 2022		40.8%	12.3%	22.0%	20.4%	20.0%	16.3%	23.3%	19.5%	30.3%	20.0%	17.2%	65.4%	22.8%	Annual Change	23.6%	18.7%	24.1%	27.7%
% Change 2021 to 2022		3984.2%	3739.9%	4328.7%	248.8%	30.5%	2.5%	7.1%	4.8%	-9.6%	-16.2%	1.1%	38.5%	22.4%		4097.7%	38.4%	0.2%	-3.2%
Average Annual Change		5.8%	1.8%	3.1%	2.9%	2.9%	2.3%	3.3%	2.8%	4.3%	2.9%	2.5%	9.3%	3.3%		3.4%	2.7%	3.4%	4.0%
2015 000s		138.8	160.1	348.7	530.6	799.0	802.0	823.7	1,043.7	863.7	529.2	240.0	174.2	6,453.8		647.6	2,131.6	2,731.1	943.4
2016 000s		145.1	163.8	347.3	533.2	808.2	815.7	846.7	1,088.8	903.2	548.8	247.3	180.0	6,628.2	2.7%	656.2	2,157.1	2,838.8	976.2
2017 000s		160.2	190.3	344.4	582.4	857.4	841.1	920.5	1,130.7	1,030.6	594.5	253.6	205.6	7,111.4	7.3%	694.9	2,280.9	3,081.8	1,053.7
2019 000s		175.6	194.6	348.0	643.0	911.4	852.8	957.4	1,169.4	985.8	611.4	274.1	221.0	7,344.6	3.3%	718.2	2,407.2	3,112.7	1,106.5
2020 000s		190.0	155.6	191.9	21.3	46.1	48.5	572.9	979.0	1,114.9	584.6	29.3	121.0	4,055.2	-44.8%	537.5	115.9	2,666.8	734.9
2021 000s		4.8	4.7	9.6	183.1	734.8	909.8	948.2	1,189.3	1,244.9	758.0	278.2	208.1	6,473.5	59.6%	19.1	1,827.7	3,382.4	1,244.3
2022 000s		195.4	179.7	425.3	638.9	958.7	932.6	1,015.9	1,246.7	1,125.6	635.2	281.2	288.3	7,923.4	22.4%	800.5	2,530.1	3,388.2	1,204.6

VISITOR DAYS							
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022
Non-Serviced 000s	6,453.8	6,628.2	7,111.4	7,344.6	4,055.2	6,473.5	7,923.4
All Visitor Types M	8.7	8.8	9.3	9.7	5.1	8.2	10.0
Share of Total %	74.4%	75.4%	76.4%	75.9%	80.1%	79.4%	79.4%
Annual Change in Share %		1.3%	1.3%	-0.7%	5.6%	-0.9%	0.0%
Change in Share from 2015 %		1.3%	2.6%	1.9%	7.6%	6.7%	6.7%
Avg Ann. Change in Share %		1.3%	1.3%	0.5%	1.5%	1.1%	1.0%

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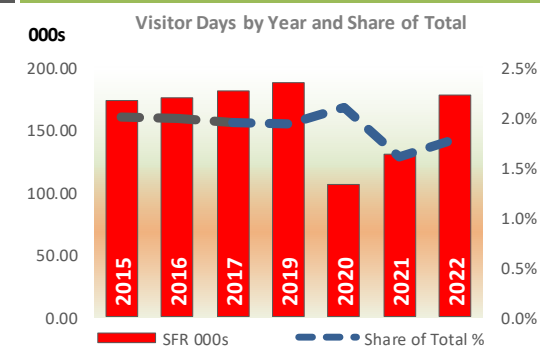
Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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			Q1	Q2	Q3	Q4		
% Change 2015 to 2022	-37.8%	-47.1%	-37.4%	14.4%	20.6%	13.9%	14.1%	11.5%	21.3%	14.0%	15.0%	27.1%	2.8%	Annual Change	-39.5%	16.2%	14.7%	21.4%		
% Change 2021 to 2022	2157.0%	2163.8%	2501.8%	260.4%	32.6%	-0.8%	4.8%	1.7%	-14.4%	-16.1%	0.3%	17.4%	36.3%		2228.5%	65.7%	-1.6%	4.3%		
Average Annual Change	-5.4%	-6.7%	-5.3%	2.1%	2.9%	2.0%	2.0%	1.6%	3.0%	2.0%	2.1%	3.9%	0.4%		-5.6%	2.3%	2.1%	3.1%		
2015	000s	25.9	8.4	9.7	20.3	13.9	10.9	16.7	17.8	10.0	9.6	8.2	21.4	172.9	1.1%	44.0	45.1	44.6	39.2	
2016	000s	26.4	8.4	9.7	20.4	13.9	11.0	16.9	18.1	10.2	9.7	8.3	21.7	174.8		44.5	45.3	45.2	39.8	
2017	000s	27.5	8.9	9.7	21.0	14.3	11.2	17.4	18.4	10.8	10.1	8.5	22.8	180.7		3.4%	46.1	46.6	46.7	41.4
2019	000s	28.9	9.1	9.9	22.1	14.9	11.5	18.0	19.0	10.8	10.3	9.0	23.9	187.4		3.7%	48.0	48.5	47.8	43.2
2020	000s	31.2	7.5	5.4	0.8	0.8	0.7	10.4	15.5	11.8	9.5	1.0	11.7	106.2		-43.3%	44.1	2.3	37.7	22.2
2021	000s	0.7	0.2	0.2	6.4	12.6	12.5	18.2	19.6	14.2	13.1	9.4	23.2	130.4		22.7%	1.1	31.6	52.0	45.6
2022	000s	16.1	4.4	6.1	23.2	16.7	12.4	19.1	19.9	12.2	11.0	9.4	27.2	177.7		36.3%	26.6	52.4	51.1	47.6

VISITOR DAYS								SFR	
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022		
SFR 000s	172.9	174.8	180.7	187.4	106.2	130.4	177.7		
All Visitor Types	M	8.7	8.8	9.3	9.7	5.1	8.2	10.0	
Share of Total	%	2.0%	2.0%	1.9%	1.9%	2.1%	1.6%	1.8%	
Annual Change in Share	%		-0.3%	-2.4%	-0.3%	8.4%	-23.8%	11.4%	
Change in Share from 2015	%		-0.3%	-2.7%	-2.9%	5.2%	-19.8%	-10.7%	
Avg Ann. Change in Share	%		-0.3%	-1.3%	-0.7%	1.0%	-3.3%	-1.5%	

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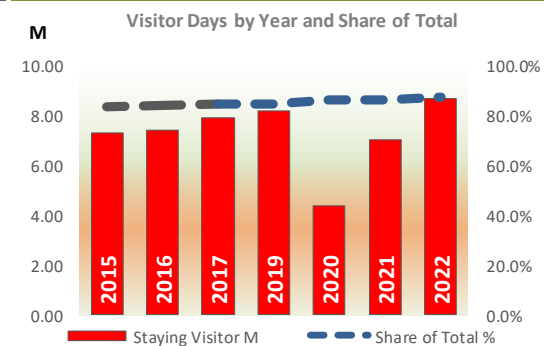
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Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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 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 2015 to 2022			22.7%	5.1%	16.9%	18.4%	18.8%	14.6%	20.5%	16.7%	26.8%	17.2%	13.9%	54.4%	19.6%	Annual Change	15.3%	17.1%	21.0%	23.9%
% Change 2021 to 2022			2274.4%	2076.9%	2777.0%	255.6%	35.0%	3.3%	7.4%	4.3%	-9.1%	-15.2%	1.6%	34.0%	23.6%		2448.1%	41.8%	0.3%	-2.2%
Average Annual Change			3.2%	0.7%	2.4%	2.6%	2.7%	2.1%	2.9%	2.4%	3.8%	2.5%	2.0%	7.8%	2.8%		2.2%	2.4%	3.0%	3.4%
2015	M		0.188	0.200	0.394	0.599	0.866	0.874	0.916	1.160	0.947	0.594	0.291	0.227	7.256		0.782	2.338	3.023	1.112
2016	M		0.192	0.201	0.390	0.597	0.872	0.883	0.936	1.202	0.980	0.608	0.296	0.233	7.391	1.9%	0.783	2.353	3.119	1.136
2017	M		0.210	0.227	0.385	0.650	0.926	0.909	1.008	1.240	1.109	0.654	0.302	0.263	7.882	6.7%	0.822	2.485	3.357	1.219
2019	M		0.228	0.232	0.389	0.713	0.984	0.924	1.047	1.284	1.065	0.675	0.326	0.280	8.148	3.4%	0.849	2.621	3.396	1.281
2020	M		0.244	0.189	0.210	0.026	0.052	0.054	0.599	1.039	1.159	0.617	0.036	0.137	4.363	-46.5%	0.643	0.133	2.797	0.790
2021	M		0.010	0.010	0.016	0.199	0.762	0.969	1.027	1.298	1.321	0.821	0.326	0.261	7.021	60.9%	0.035	1.931	3.647	1.409
2022	M		0.231	0.210	0.461	0.709	1.029	1.001	1.103	1.354	1.200	0.696	0.332	0.350	8.676	23.6%	0.902	2.738	3.658	1.378

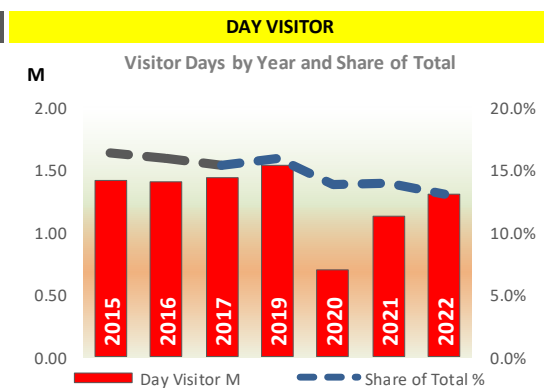
VISITOR DAYS								STAYING VISITOR	
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022		
Staying Visitor	M	7.256	7.391	7.882	8.148	4.363	7.021	8.676	
All Visitor Types	M	8.670	8.791	9.311	9.681	5.063	8.152	9.977	
Share of Total	%	83.7%	84.1%	84.7%	84.2%	86.2%	86.1%	87.0%	
Annual Change in Share	%		0.5%	0.7%	-0.6%	2.4%	-0.1%	1.0%	
Change in Share from 2015	%		0.5%	1.2%	0.6%	3.0%	2.9%	3.9%	
Avg Ann. Change in Share	%		0.5%	0.6%	0.1%	0.6%	0.5%	0.6%	



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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					
% Change 2015 to 2022			-15.9%	-15.1%	13.2%	-13.7%	-4.1%	8.4%	-20.1%	-10.8%	-2.8%	-12.2%	-12.5%	-4.4%	-8.0%	Annual Change	-5.1%	-3.5%	-11.7%	-10.7%	
% Change 2021 to 2022			173.0%	111.8%	112.3%	53.3%	17.6%	1.2%	2.3%	-8.0%	-8.2%	-5.6%	3.3%	18.8%	15.1%		123.7%	19.1%	-5.5%	1.2%	
Average Annual Change			-2.3%	-2.2%	1.9%	-2.0%	-0.6%	1.2%	-2.9%	-1.5%	-0.4%	-1.7%	-1.8%	-0.6%	-1.1%		-0.7%	-0.5%	-1.7%	-1.5%	
2015 M			0.065	0.094	0.091	0.133	0.159	0.124	0.157	0.251	0.120	0.114	0.062	0.044	1.414		-1.0%	0.250	0.417	0.528	0.220
2016 M			0.066	0.092	0.099	0.129	0.165	0.137	0.146	0.247	0.111	0.106	0.058	0.043	1.400	0.257		0.431	0.504	0.207	
2017 M			0.065	0.094	0.102	0.135	0.165	0.138	0.141	0.260	0.119	0.104	0.061	0.044	1.429	2.1%		0.261	0.438	0.521	0.209
2019 M			0.070	0.107	0.115	0.140	0.179	0.150	0.146	0.273	0.136	0.113	0.061	0.044	1.534	7.3%		0.292	0.469	0.555	0.218
2020 M			0.065	0.093	0.053	0.011	0.022	0.031	0.050	0.158	0.089	0.073	0.026	0.028	0.700	-54.4%		0.211	0.065	0.297	0.127
2021 M			0.020	0.038	0.048	0.075	0.130	0.132	0.123	0.244	0.127	0.106	0.052	0.035	1.131	61.6%		0.106	0.338	0.493	0.194
2022 M			0.055	0.080	0.102	0.115	0.153	0.134	0.126	0.224	0.117	0.100	0.054	0.042	1.302	15.1%	0.237	0.402	0.466	0.196	

VISITOR DAYS								
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022
Day Visitor	M	1.414	1.400	1.429	1.534	0.700	1.131	1.302
All Visitor Types	M	8.670	8.791	9.311	9.681	5.063	8.152	9.977
Share of Total	%	16.3%	15.9%	15.3%	15.8%	13.8%	13.9%	13.0%
Annual Change in Share	%		-2.4%	-3.6%	3.2%	-12.8%	0.4%	-6.0%
Change in Share from 2015	%		-2.4%	-5.9%	-2.9%	-15.3%	-15.0%	-20.0%
Avg Ann. Change in Share	%		-2.4%	-3.0%	-0.7%	-3.1%	-2.5%	-2.9%



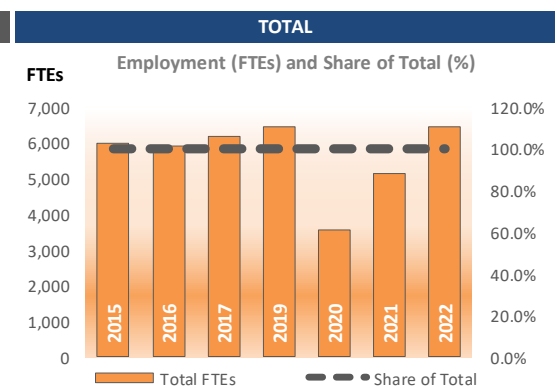
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Direct and Total Employment by Month, Year and Visitor Type for the Period 2015 to 2022

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

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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						
% Change 2015 to 2022	0.3%	-6.5%	5.8%	6.3%	9.6%	7.7%	8.7%	8.0%	15.2%	5.6%	0.5%	18.9%	7.7%	Annual Change	0.6%	8.0%	10.4%	7.4%
% Change 2021 to 2022	431.1%	370.7%	526.6%	187.4%	40.2%	4.4%	7.2%	4.2%	-7.6%	-11.9%	2.3%	20.3%	25.5%		448.8%	42.7%	0.9%	-1.0%
Average Annual Change	0.0%	-0.9%	0.8%	0.9%	1.4%	1.1%	1.2%	1.1%	2.2%	0.8%	0.1%	2.7%	1.1%		0.1%	1.1%	1.5%	1.1%
2015 FTEs	2,896	3,136	4,449	6,004	7,847	7,752	8,500	10,466	8,363	5,883	3,597	3,042	5,995		3,494	7,201	9,109	4,174
2016 FTEs	2,778	2,999	4,322	5,816	7,749	7,694	8,412	10,529	8,345	5,754	3,466	2,948	5,901		-1.6%	3,367	7,086	9,095
2017 FTEs	2,881	3,144	4,291	6,180	8,100	7,872	8,849	10,849	9,210	6,025	3,505	3,132	6,170	4.6%	3,439	7,384	9,636	4,221
2019 FTEs	3,076	3,306	4,471	6,677	8,640	8,136	9,188	11,295	9,096	6,307	3,724	3,303	6,435	4.3%	3,617	7,818	9,860	4,445
2020 FTEs	3,054	2,860	2,685	586	938	964	5,145	8,979	9,466	5,533	882	1,485	3,548	-44.9%	2,866	829	7,863	2,633
2021 FTEs	547	623	751	2,221	6,137	7,998	8,621	10,854	10,425	7,049	3,532	3,007	5,147	45.1%	640	5,452	9,967	4,529
2022 FTEs	2,904	2,931	4,705	6,383	8,601	8,347	9,241	11,305	9,631	6,213	3,614	3,618	6,458	25.5%	3,513	7,777	10,059	4,482

EMPLOYMENT							
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022
Total FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458
Total Employment FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458
Share of Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2015	%						
Avg Ann. Change in Share	%						



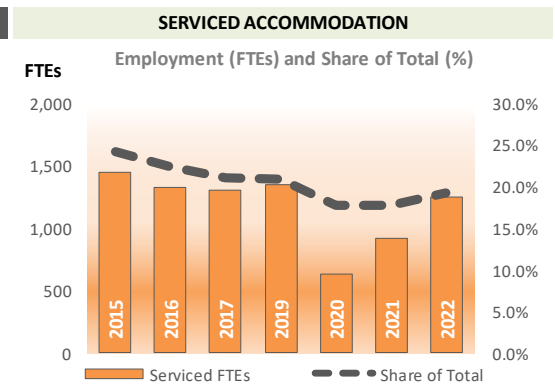
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STEAM REPORT FOR 2015-2022 - FINAL											2015 to 2022			SERVICED		DIRECT EMPLOYMENT			
EAST LINDSEY COASTAL STRIP																			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SERVICED ACCOMMODATION																		
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							
% Change 2015 to 2022	-16.6%	-16.4%	-16.2%	-12.2%	-11.4%	-13.5%	-13.5%	-14.3%	-15.8%	-14.4%	-13.3%	-11.3%	-14.0%	Annual Change	-16.4%	-12.4%	-14.5%	-13.1%	
% Change 2021 to 2022	190.3%	216.0%	213.6%	210.2%	152.4%	5.7%	4.4%	-0.4%	0.4%	-0.1%	1.3%	3.0%	35.9%		206.6%	78.5%	1.4%	1.3%	
Average Annual Change	-2.4%	-2.3%	-2.3%	-1.7%	-1.6%	-1.9%	-1.9%	-2.0%	-2.3%	-2.1%	-1.9%	-1.6%	-2.0%		-2.3%	-1.8%	-2.1%	-1.9%	
2015 FTEs	1,213	1,276	1,319	1,410	1,456	1,518	1,633	1,828	1,614	1,467	1,357	1,257	1,446		1,269	1,462	1,692	1,360	
2016 FTEs	1,087	1,156	1,198	1,281	1,335	1,387	1,515	1,699	1,467	1,321	1,235	1,155	1,320	-8.7%	1,147	1,334	1,560	1,237	
2017 FTEs	1,078	1,122	1,158	1,281	1,341	1,366	1,470	1,641	1,449	1,302	1,215	1,157	1,298	-1.6%	1,119	1,329	1,520	1,224	
2019 FTEs	1,112	1,155	1,190	1,320	1,398	1,418	1,513	1,710	1,480	1,358	1,265	1,191	1,343	3.4%	1,152	1,379	1,568	1,272	
2020 FTEs	1,051	1,042	795	251	301	265	628	977	885	803	316	253	631	-53.0%	963	272	830	457	
2021 FTEs	349	337	352	399	511	1,243	1,354	1,573	1,354	1,257	1,161	1,083	914	45.0%	346	718	1,427	1,167	
2022 FTEs	1,012	1,067	1,105	1,238	1,291	1,314	1,413	1,567	1,359	1,256	1,176	1,115	1,243	35.9%	1,061	1,281	1,447	1,182	

EMPLOYMENT							
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022
Serviced FTEs	1,446	1,320	1,298	1,343	631	914	1,243
Total Employment	5,995	5,901	6,170	6,435	3,548	5,147	6,458
Share of Total	24.1%	22.4%	21.0%	20.9%	17.8%	17.8%	19.2%
Annual Change in Share		-7.3%	-5.9%	-0.8%	-14.8%	0.0%	8.3%
Change in Share from 2015		-7.3%	-12.8%	-13.5%	-26.3%	-26.3%	-20.2%
Avg Ann. Change in Share		-7.3%	-6.4%	-3.4%	-5.3%	-4.4%	-2.9%

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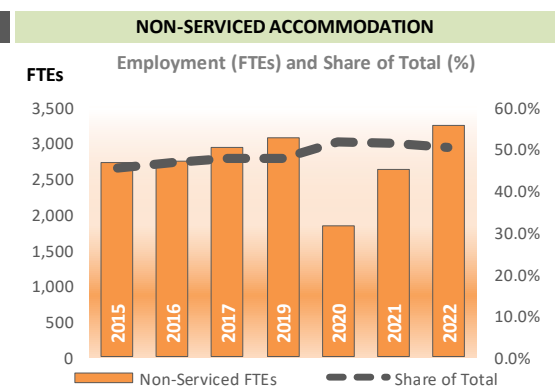
Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

STEAM REPORT FOR 2015-2022 - FINAL										2015 to 2022			NON-SERVICED		DIRECT EMPLOYMENT			
EAST LINDSEY COASTAL STRIP																		
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2015 to 2022	29.1%	10.0%	17.2%	16.8%	17.2%	14.0%	20.3%	18.6%	26.6%	16.9%	12.9%	47.8%	19.4%	Annual Change	18.1%	15.9%	21.6%	22.0%
% Change 2021 to 2022	1566.0%	1576.4%	2012.8%	198.7%	28.4%	3.9%	8.1%	7.3%	-9.3%	-16.3%	2.3%	30.4%	23.3%		1771.9%	36.4%	1.4%	-3.7%
Average Annual Change	4.2%	1.4%	2.5%	2.4%	2.5%	2.0%	2.9%	2.7%	3.8%	2.4%	1.8%	6.8%	2.8%		2.6%	2.3%	3.1%	3.1%
2015 FTEs	832	920	1,876	2,705	3,977	3,991	4,046	5,040	4,248	2,672	1,300	993	2,716		1,209	3,557	4,445	1,655
2016 FTEs	836	913	1,841	2,682	3,974	4,008	4,104	5,189	4,378	2,721	1,308	995	2,746	1.1%	1,197	3,554	4,557	1,675
2017 FTEs	903	1,027	1,835	2,901	4,207	4,138	4,443	5,398	4,956	2,923	1,332	1,106	2,931	6.7%	1,255	3,749	4,932	1,787
2019 FTEs	996	1,075	1,901	3,215	4,508	4,252	4,668	5,634	4,825	3,061	1,448	1,199	3,065	4.6%	1,324	3,992	5,042	1,903
2020 FTEs	1,020	909	1,192	224	421	432	2,952	4,998	5,644	3,073	340	733	1,828	-40.4%	1,040	359	4,531	1,382
2021 FTEs	64	60	104	1,058	3,630	4,380	4,501	5,567	5,926	3,729	1,435	1,125	2,632	43.9%	76	3,023	5,331	2,096
2022 FTEs	1,074	1,011	2,198	3,160	4,662	4,551	4,867	5,975	5,377	3,123	1,468	1,467	3,244	23.3%	1,428	4,124	5,406	2,019

EMPLOYMENT							
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022
Non-Serviced FTEs	2,716	2,746	2,931	3,065	1,828	2,632	3,244
Total Employment FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458
Share of Total	45.3%	46.5%	47.5%	47.6%	51.5%	51.1%	50.2%
Annual Change in Share		2.7%	2.1%	0.3%	8.2%	-0.8%	-1.7%
Change in Share from 2015		2.7%	4.8%	5.1%	13.7%	12.8%	10.9%
Avg Ann. Change in Share		2.7%	2.4%	1.3%	2.7%	2.1%	1.6%

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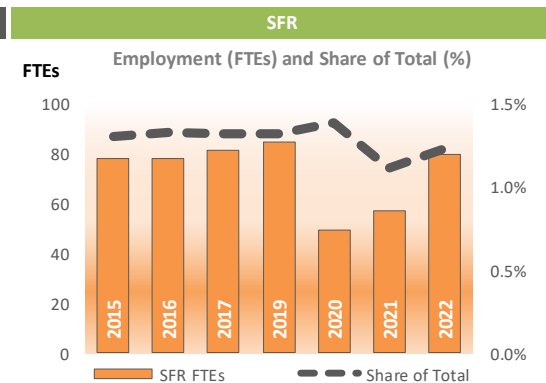
Report Prepared by: Aimee Towle. Date of Issue: 01/07/23

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP										2015 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 2015 to 2022	-38.3%	-47.5%	-37.8%	13.5%	19.7%	13.0%	13.2%	10.7%	20.4%	13.1%	14.1%	26.2%	2.0%	Annual Change	-39.9%	15.3%	13.8%	20.5%
% Change 2021 to 2022	2078.0%	2084.6%	2410.8%	267.6%	35.2%	1.2%	6.9%	3.8%	-12.7%	-14.4%	2.4%	19.8%	39.0%		2147.1%	69.1%	0.4%	6.4%
Average Annual Change	-5.5%	-6.8%	-5.4%	1.9%	2.8%	1.9%	1.9%	1.5%	2.9%	1.9%	2.0%	3.7%	0.3%		-5.7%	2.2%	2.0%	2.9%
2015 FTEs	140	45	52	110	75	59	90	96	54	52	44	115	78		79	81	80	71
2016 FTEs	141	45	52	109	75	59	91	97	55	52	44	116	78	79	81	81	71	
2017 FTEs	148	48	53	113	77	60	94	99	58	54	46	123	81	4.1%	83	84	84	74
2019 FTEs	156	49	54	119	81	62	97	103	58	56	49	129	84	4.0%	86	87	86	78
2020 FTEs	168	40	29	4	4	4	57	88	67	54	6	67	49	-41.8%	79	4	71	42
2021 FTEs	4	1	1	34	66	66	96	103	75	69	49	122	57	16.2%	2	55	91	80
2022 FTEs	86	24	33	124	90	67	102	107	65	59	51	146	79	39.0%	48	93	91	85

EMPLOYMENT							
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022
SFR FTEs	78	78	81	84	49	57	79
Total Employment FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458
Share of Total %	1.3%	1.3%	1.3%	1.3%	1.4%	1.1%	1.2%
Annual Change in Share %		1.9%	-0.5%	-0.3%	5.5%	-19.9%	10.8%
Change in Share from 2015 %		1.9%	1.5%	1.2%	6.7%	-14.5%	-5.3%
Avg Ann. Change in Share %		1.9%	0.7%	0.3%	1.3%	-2.4%	-0.8%

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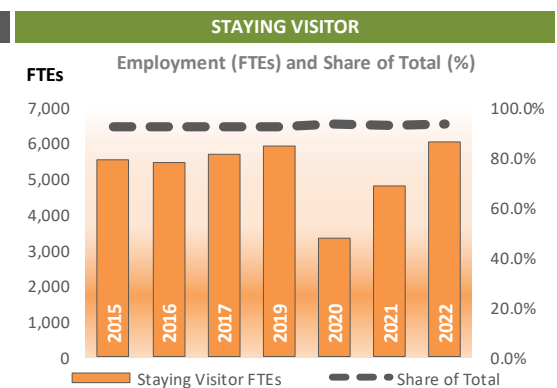
Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

STEAM REPORT FOR 2015-2022 - FINAL											2015 to 2022			STAYING VISITOR	DIRECT EMPLOYMENT					
EAST LINDSEY COASTAL STRIP																				
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			Q1	Q2	Q3	Q4	
% Change 2015 to 2022		-0.6%	-6.2%	2.7%	7.0%	9.7%	6.5%	10.6%	9.8%	15.0%	5.9%	-0.2%	15.3%	7.7%	Annual Change	-0.8%	7.8%	11.7%	6.5%	
% Change 2021 to 2022		421.0%	426.9%	628.7%	203.4%	43.6%	4.3%	7.3%	5.6%	-7.5%	-12.2%	1.9%	17.1%	26.7%		497.5%	44.9%	1.4%	-1.7%	
Average Annual Change		-0.1%	-0.9%	0.4%	1.0%	1.4%	0.9%	1.5%	1.4%	2.1%	0.8%	0.0%	2.2%	1.1%		-0.1%	1.1%	1.7%	0.9%	
2015 FTEs		2,185	2,241	3,247	4,225	5,508	5,568	5,769	6,964	5,916	4,191	2,701	2,365	4,240		-2.3%	2,558	5,100	6,216	3,086
2016 FTEs		2,064	2,114	3,092	4,072	5,383	5,454	5,710	6,985	5,899	4,095	2,587	2,266	4,143		4.0%	2,423	4,970	6,198	2,983
2017 FTEs		2,129	2,196	3,045	4,295	5,626	5,564	6,008	7,139	6,463	4,279	2,592	2,385	4,310	4.2%	2,457	5,162	6,536	3,086	
2019 FTEs		2,264	2,279	3,145	4,655	5,986	5,732	6,278	7,447	6,363	4,475	2,762	2,519	4,492	-44.2%	2,563	5,458	6,696	3,252	
2020 FTEs		2,239	1,991	2,017	479	726	701	3,637	6,063	6,597	3,930	662	1,053	2,508	43.7%	2,082	635	5,432	1,881	
2021 FTEs		417	399	458	1,491	4,208	5,689	5,950	7,243	7,354	5,054	2,645	2,330	3,603		425	3,796	6,849	3,343	
2022 FTEs		2,172	2,102	3,336	4,523	6,043	5,931	6,382	7,648	6,802	4,437	2,694	2,728	4,567	26.7%	2,537	5,499	6,944	3,286	

EMPLOYMENT							
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022
Staying Visitor FTEs	5,520	5,435	5,690	5,919	3,307	4,776	6,024
Total Employment FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458
Share of Total %	92.1%	92.1%	92.2%	92.0%	93.2%	92.8%	93.3%
Annual Change in Share %		0.0%	0.1%	-0.3%	1.3%	-0.4%	0.5%
Change in Share from 2015 %		0.0%	0.2%	-0.1%	1.2%	0.8%	1.3%
Avg Ann. Change in Share %		0.0%	0.1%	0.0%	0.2%	0.1%	0.2%

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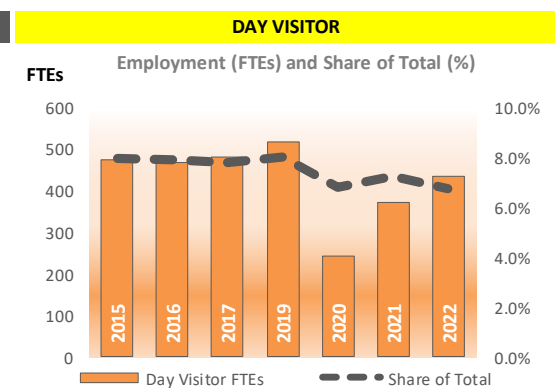
Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

STEAM REPORT FOR 2015-2022 - FINAL											2015 to 2022			DAY VISITOR	DIRECT EMPLOYMENT			
EAST LINDSEY COASTAL STRIP																		
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2022	-16.6%	-15.7%	12.3%	-14.3%	-4.8%	7.6%	-20.7%	-11.5%	-3.5%	-12.9%	-13.1%	-5.1%	-8.7%	Annual Change	-5.8%	-4.2%	-12.4%	-11.4%
% Change 2021 to 2022	165.5%	106.0%	106.5%	56.4%	20.0%	3.3%	4.4%	-6.2%	-6.4%	-3.7%	5.4%	21.2%	16.9%		117.5%	21.5%	-3.6%	3.3%
Average Annual Change	-2.4%	-2.2%	1.8%	-2.0%	-0.7%	1.1%	-3.0%	-1.6%	-0.5%	-1.8%	-1.9%	-0.7%	-1.2%		-0.8%	-0.6%	-1.8%	-1.6%
2015 FTEs	263	378	365	537	643	498	634	1,012	483	460	249	177	475		-1.8%	335	559	709
2016 FTEs	262	369	396	517	662	546	585	987	444	424	232	173	466	2.8%	342	575	672	277
2017 FTEs	262	379	412	545	664	556	568	1,047	480	421	244	175	479		351	588	699	280
2019 FTEs	281	431	465	563	722	607	589	1,103	550	456	245	177	516	7.6%	393	631	747	293
2020 FTEs	261	375	215	44	90	126	204	667	378	307	111	117	241	-53.2%	283	87	416	178
2021 FTEs	83	155	198	294	510	519	481	955	498	416	205	138	371	53.9%	145	441	645	253
2022 FTEs	220	319	410	460	611	536	502	896	466	401	216	168	434	16.9%	316	536	622	262

EMPLOYMENT							
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022
Day Visitor FTEs	475	466	479	516	241	371	434
Total Employment FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458
Share of Total %	7.9%	7.9%	7.8%	8.0%	6.8%	7.2%	6.7%
Annual Change in Share %		-0.2%	-1.7%	3.2%	-15.2%	6.1%	-6.8%
Change in Share from 2015 %		-0.2%	-1.9%	1.2%	-14.2%	-9.0%	-15.2%
Avg Ann. Change in Share %		-0.2%	-1.0%	0.3%	-2.8%	-1.5%	-2.2%

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Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP						2022		STAYING VISITORS		ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE																																								
SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2015		<div>SEASONAL AVAILABILITY OF BED SUPPLY 2022</div> <div><div>■ Non-Serviced Accommodation</div><div>■ Serviced Accommodation</div></div> <table><caption>Seasonal Availability of Bed Supply 2022 Data</caption><thead><tr><th>Month</th><th>Non-Serviced Accommodation (Beds)</th><th>Serviced Accommodation (Beds)</th></tr></thead><tbody><tr><td>JAN</td><td>20,042</td><td>4,043</td></tr><tr><td>FEB</td><td>20,070</td><td>4,057</td></tr><tr><td>MAR</td><td>39,511</td><td>4,112</td></tr><tr><td>APR</td><td>44,403</td><td>4,112</td></tr><tr><td>MAY</td><td>46,185</td><td>4,112</td></tr><tr><td>JUN</td><td>46,262</td><td>4,112</td></tr><tr><td>JUL</td><td>46,262</td><td>4,112</td></tr><tr><td>AUG</td><td>46,262</td><td>4,112</td></tr><tr><td>SEP</td><td>46,216</td><td>4,089</td></tr><tr><td>OCT</td><td>45,694</td><td>4,062</td></tr><tr><td>NOV</td><td>23,860</td><td>4,017</td></tr><tr><td>DEC</td><td>21,671</td><td>3,958</td></tr></tbody></table>					Month	Non-Serviced Accommodation (Beds)	Serviced Accommodation (Beds)	JAN	20,042	4,043	FEB	20,070	4,057	MAR	39,511	4,112	APR	44,403	4,112	MAY	46,185	4,112	JUN	46,262	4,112	JUL	46,262	4,112	AUG	46,262	4,112	SEP	46,216	4,089	OCT	45,694	4,062	NOV	23,860	4,017	DEC	21,671	3,958
	Month	Non-Serviced Accommodation (Beds)	Serviced Accommodation (Beds)																																															
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DEC	21,671	3,958																																																
Est.	Beds	Est.	Beds	Est.	Beds																																													
Serviced Accommodation Total	188	4,112	-1	-25	-29	-482																																												
+50 Room	2	261	+0	+0	0	+38																																												
11-50 Room	50	1,856	-1	-25	-13	-376																																												
<10 Room	136	1,995	0	0	-16	-144																																												

NON-SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	280	46,266	-3	-96	+9	-935
Self catering	147	12,244	-0	0	0	-32
Static caravans/chalets	0	19,526	0	+12	0	-519
Touring caravans/camping	133	14,496	-3	-108	+9	-384
Youth Hostels	0	0	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	468	50,378	-4	-121	-20	-1,417
Serviced Accommodation Share of Total	40%	8%				
Non-Serviced Accommodation Share of Total	60%	92%				

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	24,086	24,127	43,623	48,515	50,297	50,374	50,374	50,374	50,305	49,757	27,878	25,629
Serviced Accommodation	4,043	4,057	4,112	4,112	4,112	4,112	4,112	4,112	4,089	4,062	4,017	3,958
Non-Serviced Accommodation	20,042	20,070	39,511	44,403	46,185	46,262	46,262	46,262	46,216	45,694	23,860	21,671

Report Sections With Historic Financial Data Indexed to 2022 Prices

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

Indexation:	<i>Indexation to: 2022</i>
2015	<i>1.24</i>
2016	<i>1.23</i>
2017	<i>1.20</i>
2019	<i>1.12</i>
2020	<i>1.09</i>
2021	<i>1.08</i>
2022	<i>1.00</i>

STEAM REPORT FOR 2015-2022 - FINAL
EAST LINDSEY COASTAL STRIP

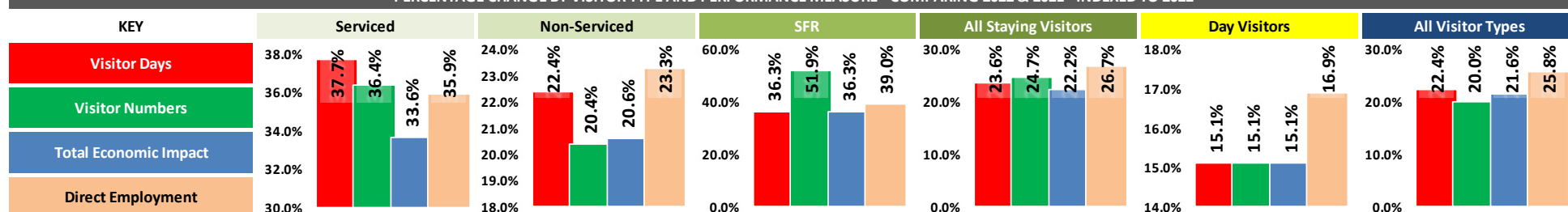
Comparing 2022 and 2021
 2021 in 2022 prices (1.078)

COMPARATIVE HEADLINES

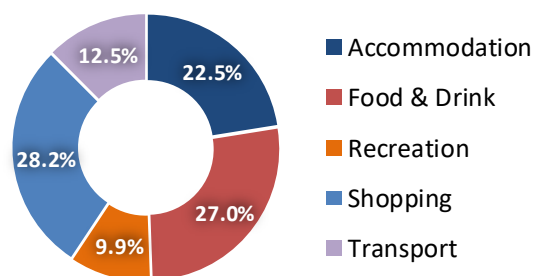
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022

KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced			Staying with Friends and Relatives (SFR)			All Staying Visitors								
A Fall of 3% or more		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	0.575	0.417	37.7%	7.923	6.473	22.4%	0.178	0.130	36.3%	8.676	7.021	23.6%	1.302	1.131	15.1%	9.977	8.152	22.4%
Visitor Numbers	M	0.292	0.214	36.4%	1.100	0.914	20.4%	0.082	0.054	51.9%	1.474	1.182	24.7%	1.302	1.131	15.1%	2.776	2.313	20.0%
Direct Expenditure	£M																461.97	380.40	21.4%
Economic Impact	£M	66.58	49.82	33.6%	492.57	408.44	20.6%	10.25	7.516	36.3%	569.41	465.77	22.2%	56.85	49.39	15.1%	626.25	515.16	21.6%
Direct Employment	FTEs	1,243	914	35.9%	3,244	2,632	23.3%	79	57	39.0%	4,567	3,603	26.7%	434	371	16.9%	5,000	3,974	25.8%
Total Employment	FTEs																6,458	5,147	25.5%

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



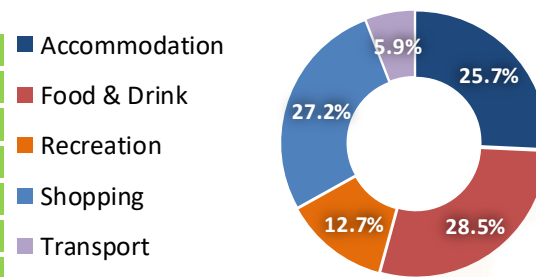
Direct Expenditure Categories

	2022	2021	+/- %
Accommodation	103.82	88.03	17.9%
Food & Drink	124.59	100.87	23.5%
Recreation	45.62	37.13	22.9%
Shopping	130.33	107.03	21.8%
Transport	57.61	47.35	21.7%
TOTAL DIRECT	461.97	380.40	21.4%
Indirect	164.29	134.76	21.9%
TOTAL	626.25	515.16	21.6%

Sectors

	2022	2021	+/- %
Accommodation	1,287	1,003	28.3%
Food & Drink	1,426	1,132	25.9%
Recreation	634	506	25.3%
Shopping	1,359	1,095	24.1%
Transport	294	237	24.0%
TOTAL DIRECT	5,000	3,974	25.8%
Indirect	1,457	1,173	24.3%
TOTAL	6,458	5,147	25.5%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

STEAM REPORT FOR 2015-2022 - FINAL
EAST LINDSEY COASTAL STRIP

Economic Impact - Indexed - Total

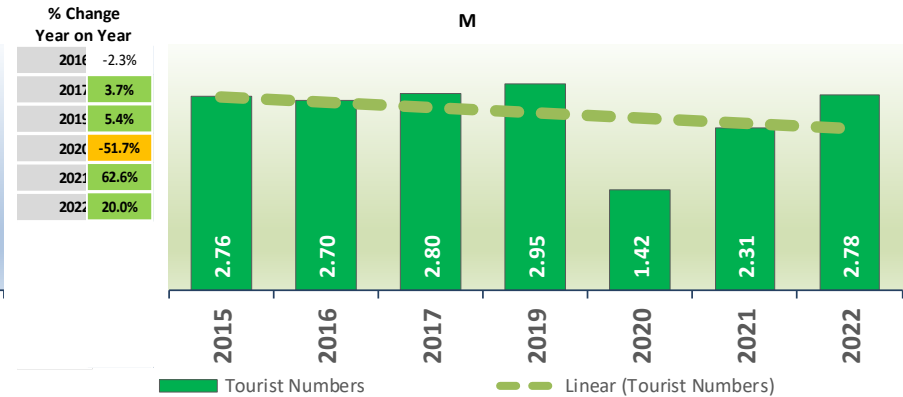


2015 to 2022
2022 Prices

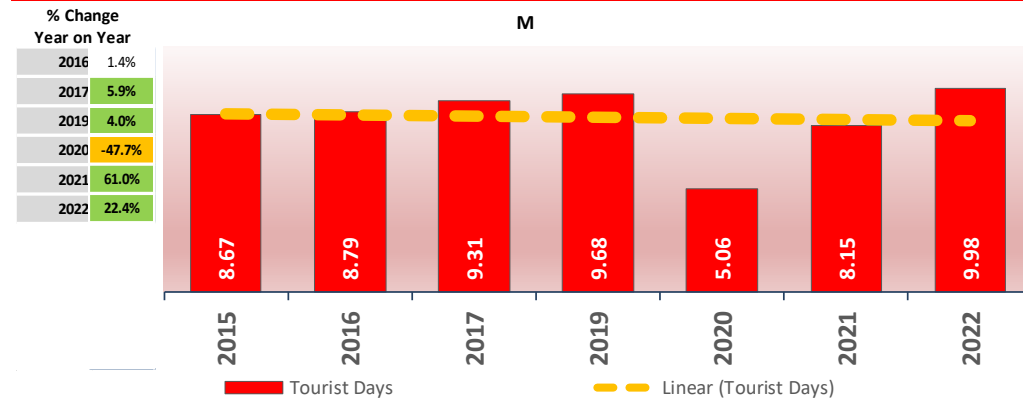
TOTAL

KEY MEASURES
Indexed

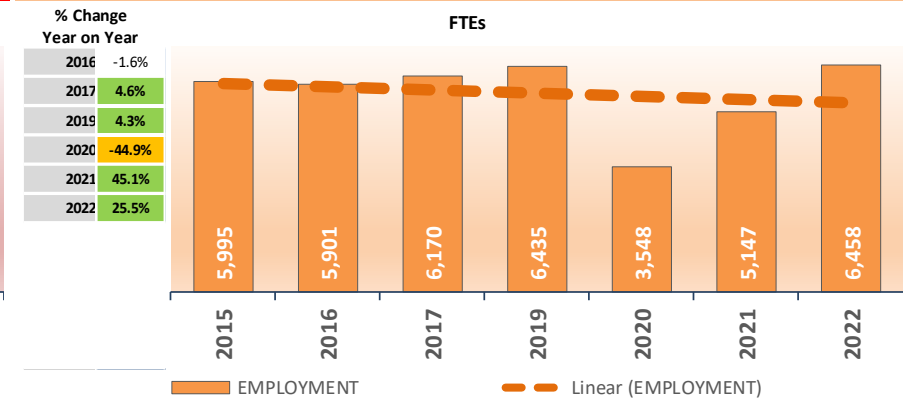
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2015	2015	2016	2017	2019	2020	2021	2022
Economic Impact - Indexed		1.6%	7.5%	10.7%	-41.6%	-6.4%	13.8%
Visitor Numbers		-2.3%	1.3%	6.7%	-48.5%	-16.2%	0.5%
Visitor Days		1.4%	7.4%	11.7%	-41.6%	-6.0%	15.1%
Total Employment		-1.6%	2.9%	7.3%	-40.8%	-14.1%	7.7%

"Linear" = Linear Trendline

STEAM REPORT FOR 2015-2022 - FINAL
EAST LINDSEY COASTAL STRIP

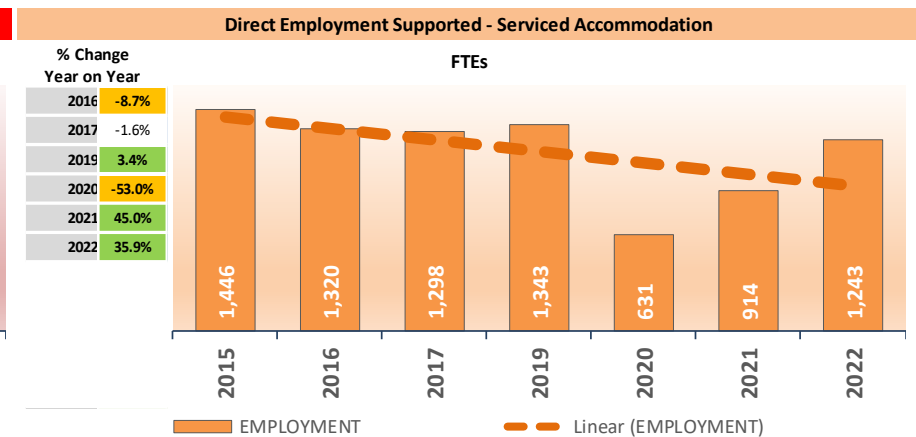
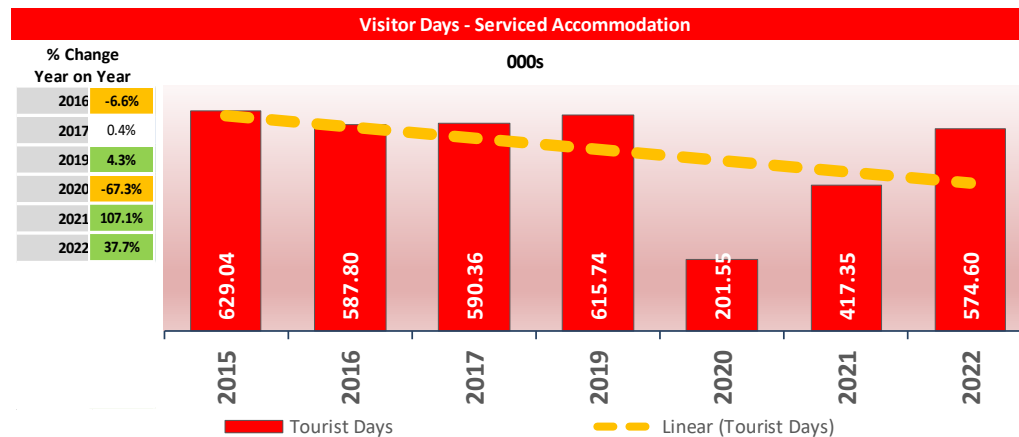
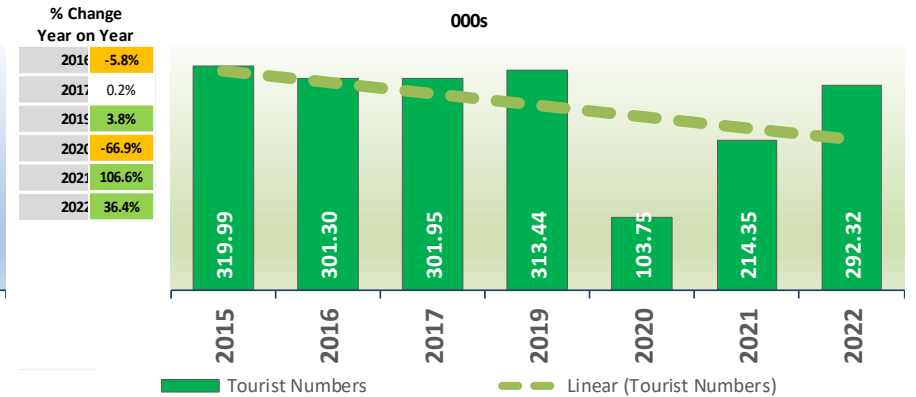
2015 to 2022
 2022 Prices

SERVICED
 ACCOMMODATION

KEY MEASURES
 Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2015	2015	2016	2017	2019	2020	2021	2022
Economic Impact - Indexed		-4.8%	-4.7%	-2.8%	-68.3%	-33.7%	-11.3%
Visitor Numbers		-5.8%	-5.6%	-2.0%	-67.6%	-33.0%	-8.6%
Visitor Days		-6.6%	-6.1%	-2.1%	-68.0%	-33.7%	-8.7%
Direct Employment		-8.7%	-10.2%	-7.1%	-56.4%	-36.7%	-14.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2015-2022 - FINAL

EAST LINDSEY COASTAL STRIP

2015 to 2022
2022 Prices

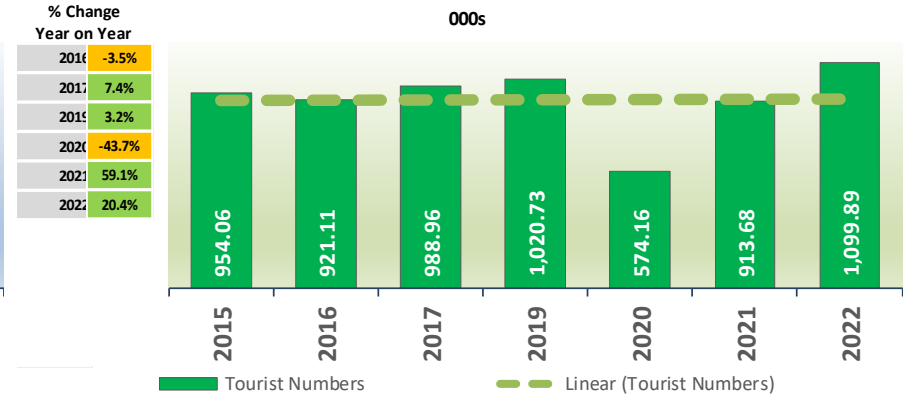
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

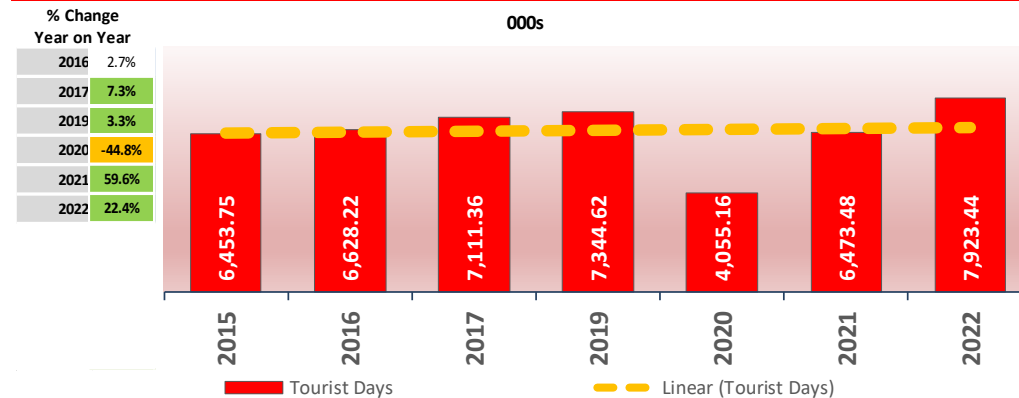
Economic Impact - Indexed - Non-Serviced Accommodation



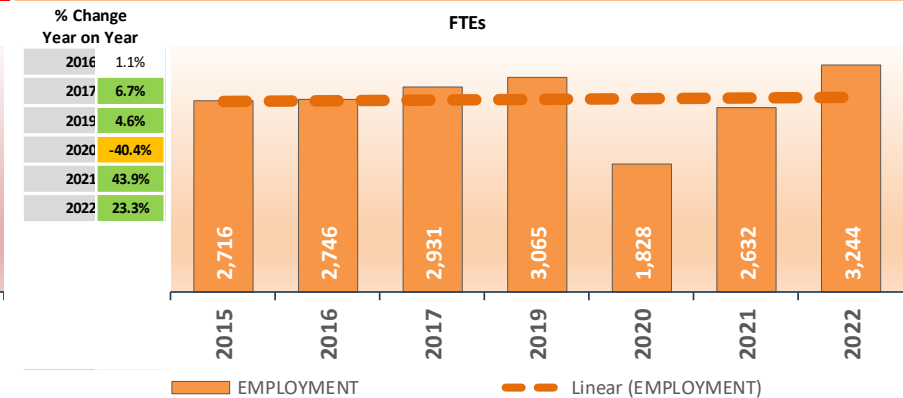
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2015	2015	2016	2017	2019	2020	2021	2022
Economic Impact - Indexed		3.1%	10.8%	13.7%	-35.3%	1.2%	22.1%
Visitor Numbers		-3.5%	3.7%	7.0%	-39.8%	-4.2%	15.3%
Visitor Days		2.7%	10.2%	13.8%	-37.2%	0.3%	22.8%
Direct Employment		1.1%	7.9%	12.8%	-32.7%	-3.1%	19.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2015-2022 - FINAL
EAST LINDSEY COASTAL STRIP

Economic Impact - Indexed - SFR

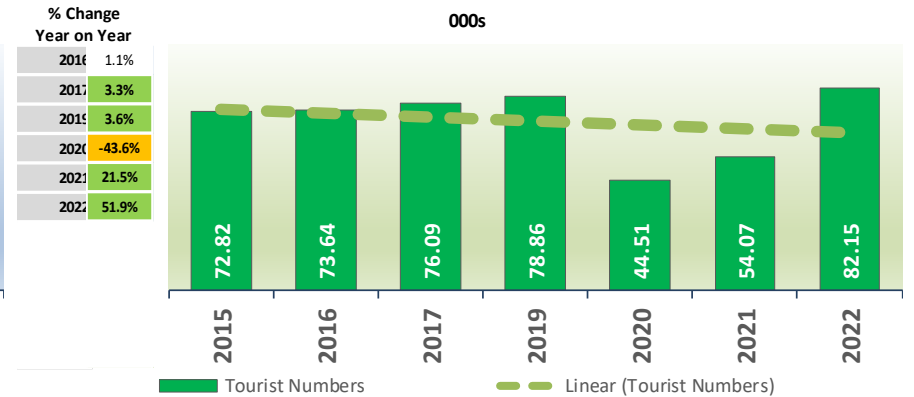


2015 to 2022
 2022 Prices

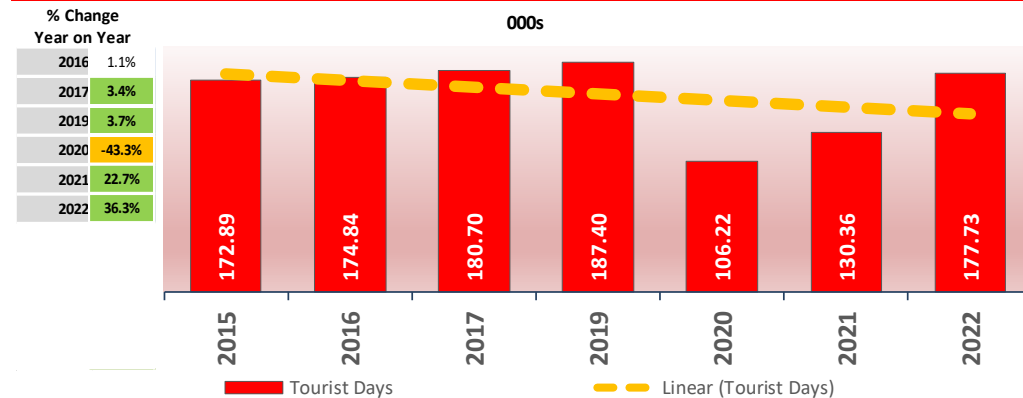
SFR

KEY MEASURES
 Indexed

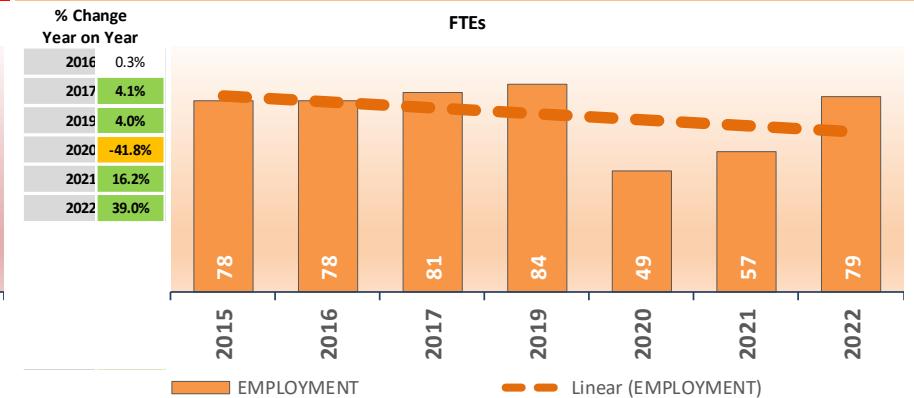
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2015	2015	2016	2017	2019	2020	2021	2022
Economic Impact - Indexed		1.1%	4.5%	8.4%	-38.6%	-24.6%	2.8%
Visitor Numbers		1.1%	4.5%	8.3%	-38.9%	-25.7%	12.8%
Visitor Days		1.1%	4.5%	8.4%	-38.6%	-24.6%	2.8%
Direct Employment		0.3%	4.4%	8.6%	-36.8%	-26.6%	2.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2015-2022 - FINAL

EAST LINDSEY COASTAL STRIP

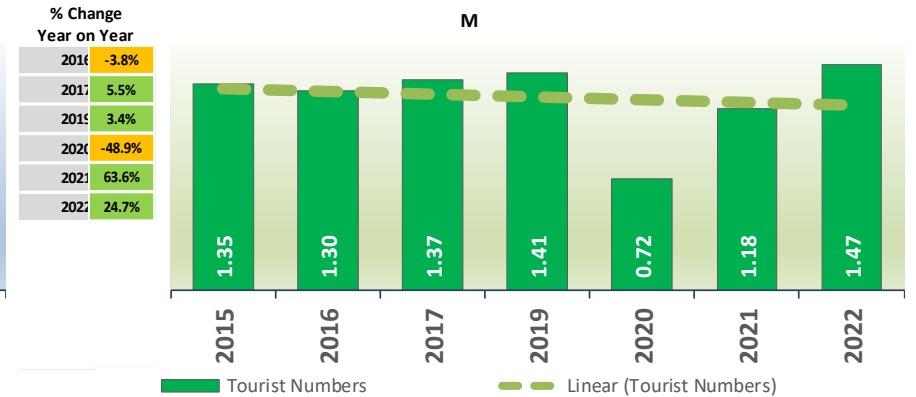
2015 to 2022
2022 Prices

STAYING VISITOR

KEY MEASURES
Indexed

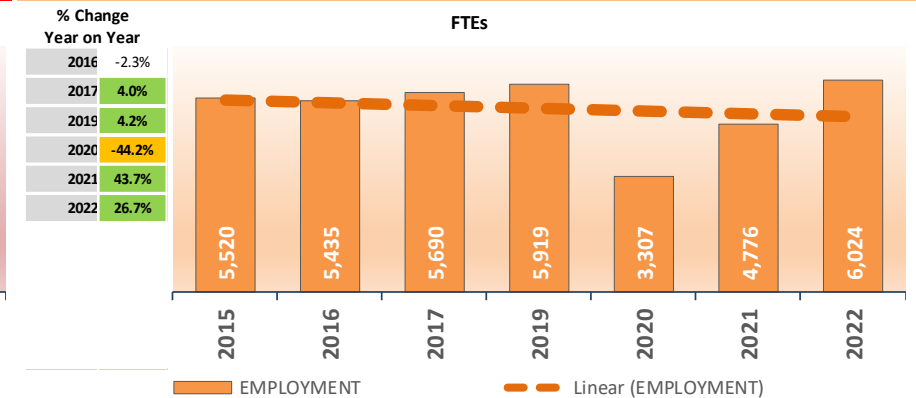
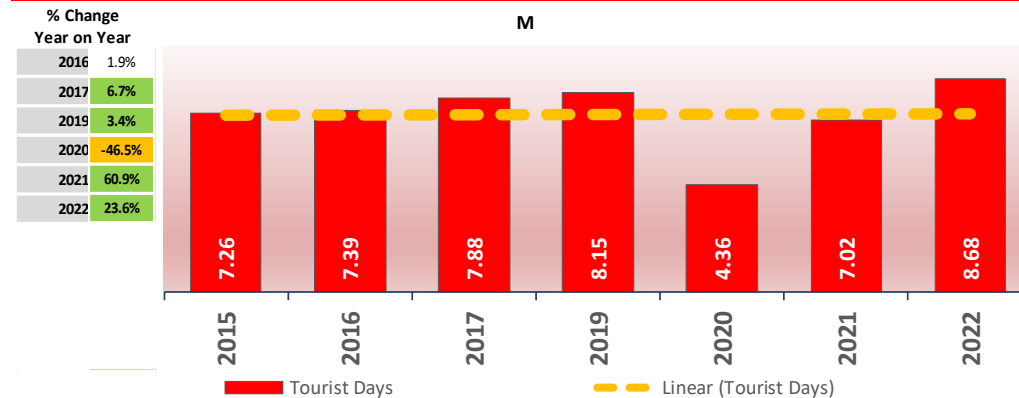
Economic Impact - Indexed - Staying Visitor

Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor

Direct Employment Supported - Staying Visitor



% Change from 2015	2015	2016	2017	2019	2020	2021	2022
Economic Impact - Indexed		1.9%	8.3%	11.0%	-40.5%	-4.7%	16.5%
Visitor Numbers		-3.8%	1.5%	4.9%	-46.4%	-12.2%	9.5%
Visitor Days		1.9%	8.6%	12.3%	-39.9%	-3.2%	19.6%
Direct Employment		-1.5%	3.1%	7.2%	-40.1%	-13.5%	9.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2015-2022 - FINAL
EAST LINDSEY COASTAL STRIP

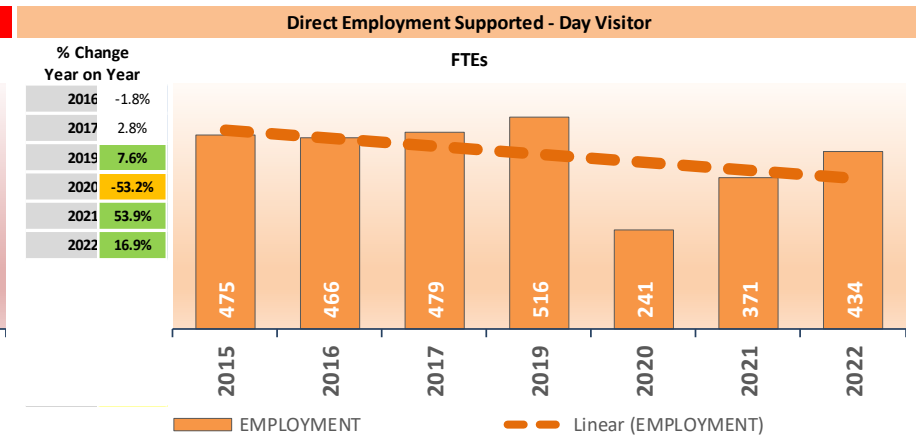
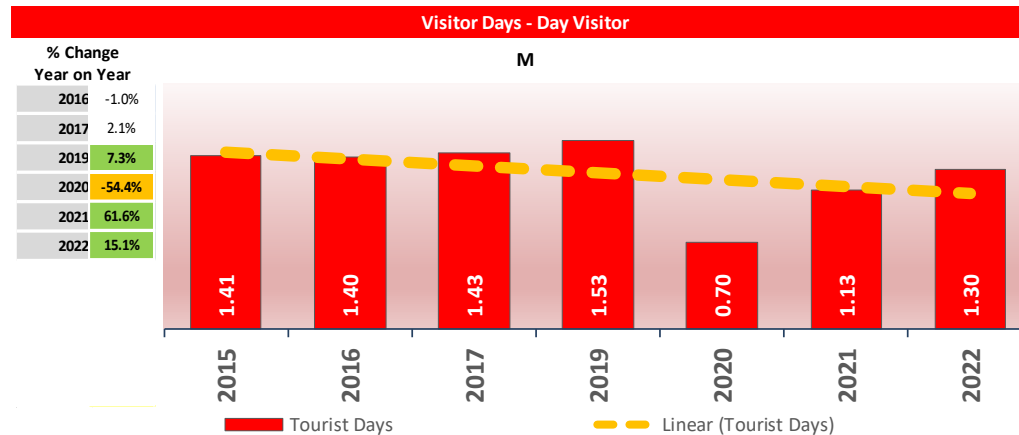
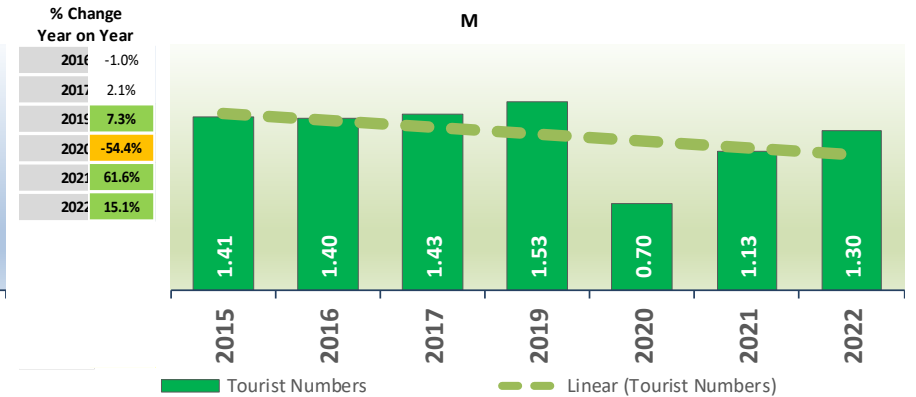
2015 to 2022
2022 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



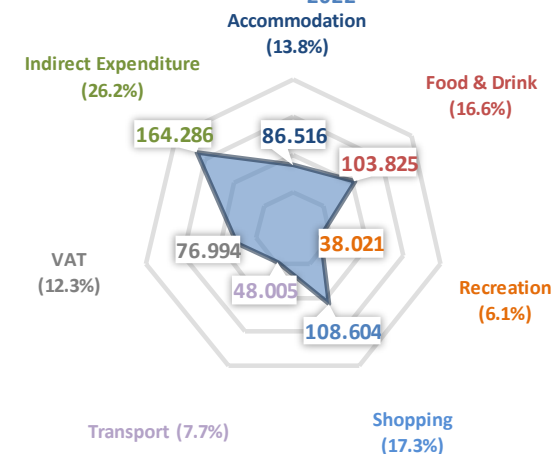
% Change from 2015	2015	2016	2017	2019	2020	2021	2022
Economic Impact - Indexed		-1.0%	1.0%	8.4%	-50.5%	-20.0%	-8.0%
Visitor Numbers		-1.0%	1.1%	8.5%	-50.5%	-20.0%	-8.0%
Visitor Days		-1.0%	1.1%	8.5%	-50.5%	-20.0%	-8.0%
Direct Employment		-1.8%	1.0%	8.6%	-49.2%	-21.9%	-8.7%

"Linear" = Linear Trendline

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

SECTOR / YEAR		2015	2016	2017	2019	2020	2021	2022
Accommodation	£M	77.54	79.78	84.66	84.75	52.55	73.42	86.52
Food & Drink	£M	91.06	91.86	97.05	100.80	55.51	84.13	103.83
Recreation	£M	33.75	33.95	35.76	37.18	20.15	30.97	38.02
Shopping	£M	95.39	96.66	101.94	105.95	54.71	89.27	108.60
Transport	£M	41.58	42.21	44.70	46.44	24.34	39.49	48.01
Direct Revenue	£M	339.32	344.46	364.11	375.12	207.26	317.27	384.97
VAT	£M	67.86	68.89	72.82	75.02	29.13	63.12	76.99
Direct Expenditure	£M	407.18	413.35	436.93	450.15	236.39	380.40	461.97
Indirect Expenditure	£M	143.18	145.60	154.53	159.32	85.04	134.76	164.29
TOTAL	£M	550.37	558.95	591.46	609.47	321.43	515.16	626.25

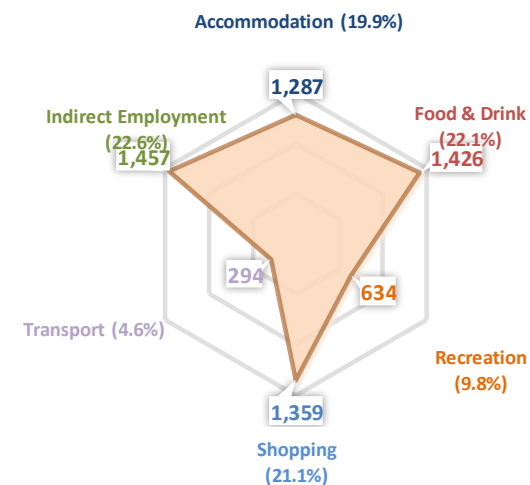
2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2015	2016	2017	2019	2020	2021	2022
Accommodation	FTEs	1,428	1,315	1,287	1,359	805	1,003	1,287
Food & Drink	FTEs	1,260	1,261	1,342	1,397	767	1,132	1,426
Recreation	FTEs	567	565	600	625	338	506	634
Shopping	FTEs	1,203	1,210	1,285	1,339	689	1,095	1,359
Transport	FTEs	257	259	276	288	150	237	294
Direct Employment	FTEs	4,715	4,610	4,790	5,008	2,749	3,974	5,000
Indirect Employment	FTEs	1,280	1,291	1,380	1,427	799	1,173	1,457
TOTAL	FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458

2022 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

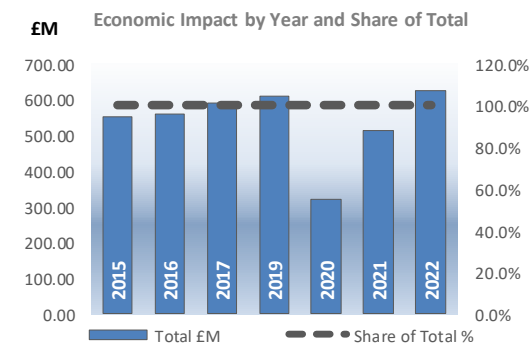
STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2022 2022 Prices			TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2015 to 2022		12.1%	-2.1%	13.9%	12.7%	15.1%	11.7%	12.6%	11.0%	20.4%	11.5%	8.2%	42.9%	13.8%	Annual Change	8.9%	13.2%	14.3%	17.1%
% Change 2021 to 2022		927.7%	609.3%	885.1%	215.8%	35.9%	3.2%	5.6%	1.7%	-9.8%	-14.3%	1.3%	30.3%	21.6%		804.2%	40.9%	-1.1%	-2.0%
Average Annual Change		1.7%	-0.3%	2.0%	1.8%	2.2%	1.7%	1.8%	1.6%	2.9%	1.6%	1.2%	6.1%	2.0%		1.3%	1.9%	2.0%	2.4%
2015 £M		15.62	18.10	29.55	44.17	61.42	61.23	75.14	90.87	70.43	43.57	22.80	17.46	550.37		63.27	166.81	236.45	83.83
2016 £M		15.78	18.09	29.66	43.91	62.13	61.92	76.48	94.05	72.24	43.89	22.88	17.92	558.95	1.6%	63.53	167.95	242.78	84.69
2017 £M		16.96	19.62	29.36	47.47	65.48	63.49	81.25	97.00	80.92	46.61	23.40	19.91	591.46	5.8%	65.94	176.44	259.17	89.92
2019 £M		18.26	20.49	30.17	51.41	69.63	64.96	82.74	99.71	77.89	48.30	24.95	20.98	609.47	3.0%	68.91	185.99	260.34	94.23
2020 £M		19.05	17.18	15.84	2.281	4.492	4.975	44.37	75.75	82.05	41.98	3.637	9.827	321.43	-47.3%	52.06	11.75	202.17	55.44
2021 £M		1.705	2.497	3.417	15.76	52.00	66.28	80.13	99.22	93.98	56.67	24.35	19.16	515.16	60.3%	7.619	134.04	273.33	100.17
2022 £M		17.52	17.71	33.66	49.79	70.68	68.37	84.64	100.90	84.78	48.58	24.67	24.96	626.25	21.6%	68.89	188.83	270.32	98.21

ECONOMIC IMPACT - INDEXED TO 2022								TOTAL	
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022		
Total	£M	550.37	558.95	591.46	609.47	321.43	515.16	626.25	
All Visitor Types	£M	550.37	558.95	591.46	609.47	321.43	515.16	626.25	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%								
Change in Share from 2015	%								
Avg Ann. Change in Share	%								

Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

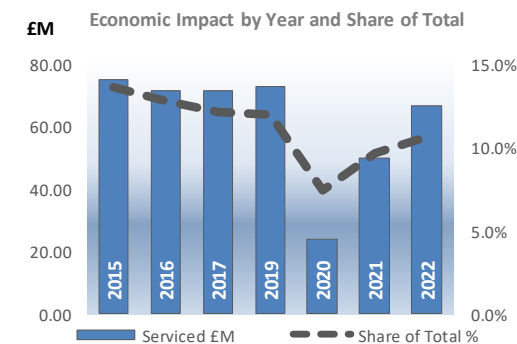
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Report Prepared by: Aimee Towle, Date of Issue: 01/07/23



STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 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	
% Change 2015 to 2022		-21.0%	-20.9%	-21.1%	-6.2%	-4.0%	-11.6%	-8.7%	-11.4%	-18.1%	-13.3%	-8.8%			6.6%	-11.3%	-21.0%	-7.5%	-12.5%	-7.0%
% Change 2021 to 2022		346.7%	430.7%	368.4%	370.5%	253.8%	17.0%	9.3%	-4.2%	-1.4%	-2.2%	3.5%	12.7%	33.6%	382.0%	113.9%	0.6%	3.4%		
Average Annual Change		-3.0%	-3.0%	-3.0%	-0.9%	-0.6%	-1.7%	-1.2%	-1.6%	-2.6%	-1.9%	-1.3%	0.9%	-1.6%	-3.0%	-1.1%	-1.8%	-1.0%		
2015		£M	2.770	3.717	4.256	5.641	6.289	7.201	9.168	12.08	8.666	6.544	5.085	3.676	75.09	10.74	19.13	29.91	15.31	
2016		£M	2.444	3.473	3.956	5.240	6.020	6.804	9.122	11.97	8.053	5.910	4.789	3.727	71.50	-4.8%	9.873	18.06	29.14	14.43
2017		£M	2.657	3.274	3.665	5.532	6.418	6.771	8.883	11.55	8.045	5.919	4.784	4.080	71.58	0.1%	9.596	18.72	28.48	14.78
2019		£M	2.687	3.277	3.651	5.559	6.679	6.964	8.992	12.03	7.892	6.188	5.001	4.085	73.00	2.0%	9.614	19.20	28.91	15.27
2020		£M	2.629	3.031	1.477	0.449	0.639	0.579	2.010	5.568	3.689	2.678	0.625	0.455	23.83	-67.4%	7.137	1.668	11.27	3.759
2021		£M	0.490	0.554	0.717	1.124	1.707	5.439	7.660	11.17	7.194	5.806	4.483	3.476	49.82	109.1%	1.761	8.269	26.03	13.76
2022		£M	2.187	2.939	3.360	5.289	6.038	6.364	8.374	10.71	7.096	5.676	4.638	3.918	66.58	33.6%	8.486	17.69	26.18	14.23

ECONOMIC IMPACT - INDEXED TO 2022								SERVICED ACCOMMODATION	
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022		
Serviced	£M	75.09	71.50	71.58	73.00	23.83	49.82	66.58	
All Visitor Types	£M	550.37	558.95	591.46	609.47	321.43	515.16	626.25	
Share of Total	%	13.6%	12.8%	12.1%	12.0%	7.4%	9.7%	10.6%	
Annual Change in Share	%		-6.2%	-5.4%	-1.0%	-38.1%	30.4%	9.9%	
Change in Share from 2015	%		-6.2%	-11.3%	-12.2%	-45.7%	-29.1%	-22.1%	
Avg Ann. Change in Share	%		-6.2%	-5.7%	-3.1%	-9.1%	-4.9%	-3.2%	



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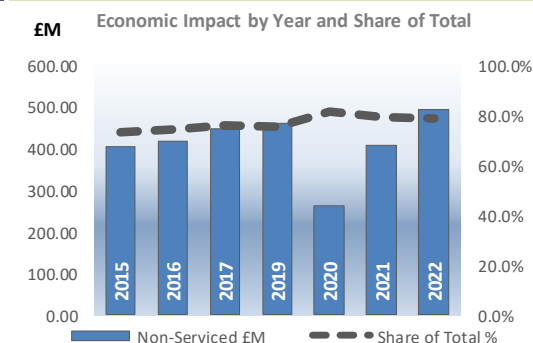
STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2022 2022 Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		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			Q1	Q2	Q3	Q4
% Change 2015 to 2022		41.2%	12.6%	22.6%	20.9%	20.3%	15.5%	19.8%	18.7%	28.5%	20.4%	17.7%	65.9%	22.1%	Annual Change	24.1%	18.7%	22.1%	28.2%
% Change 2021 to 2022		3960.5%	3717.6%	4305.1%	247.0%	29.9%	2.0%	5.5%	3.9%	-10.6%	-16.7%	0.5%	37.7%	20.6%		4071.5%	37.9%	-0.9%	-3.5%
Average Annual Change		5.9%	1.8%	3.2%	3.0%	2.9%	2.2%	2.8%	2.7%	4.1%	2.9%	2.5%	9.4%	3.2%		3.4%	2.7%	3.2%	4.0%
2015	£M	8.505	9.800	20.78	31.53	47.36	48.00	58.14	66.80	55.96	31.48	14.55	10.63	403.54			39.09	126.89	180.89
2016	£M	8.949	10.10	20.82	31.85	48.08	48.51	59.99	70.26	58.75	32.79	15.07	11.05	416.21	3.1%	39.87	128.44	189.00	58.91
2017	£M	9.879	11.73	20.66	34.81	51.04	50.05	65.20	73.03	67.04	35.54	15.48	12.62	447.07	7.4%	42.27	135.90	205.27	63.64
2019	£M	10.86	12.02	20.91	38.48	54.28	50.77	66.34	74.66	63.42	36.58	16.77	13.60	458.69	2.6%	43.79	143.52	204.42	66.96
2020	£M	11.79	9.652	11.72	1.303	2.831	2.984	39.59	62.39	73.77	35.58	1.810	7.487	260.91	-43.1%	33.16	7.119	175.76	44.88
2021	£M	0.296	0.289	0.578	10.99	43.89	54.33	66.06	76.28	80.42	45.47	17.04	12.80	408.44	56.5%	1.163	109.21	222.76	75.31
2022	£M	12.01	11.04	25.47	38.13	57.00	55.43	69.68	79.26	71.90	37.90	17.12	17.64	492.57	20.6%	48.52	150.56	220.84	72.66

ECONOMIC IMPACT - INDEXED TO 2022								NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022		
Non-Serviced £M	403.54	416.21	447.07	458.69	260.91	408.44	492.57		
All Visitor Types £M	550.37	558.95	591.46	609.47	321.43	515.16	626.25		
Share of Total	73.3%	74.5%	75.6%	75.3%	81.2%	79.3%	78.7%		
Annual Change in Share		1.6%	1.5%	-0.4%	7.9%	-2.3%	-0.8%		
Change in Share from 2015		1.6%	3.1%	2.6%	10.7%	8.1%	7.3%		
Avg Ann. Change in Share		1.6%	1.5%	0.7%	2.1%	1.4%	1.0%		

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Report Prepared by: Aimee Towle, Date of Issue: 01/07/23

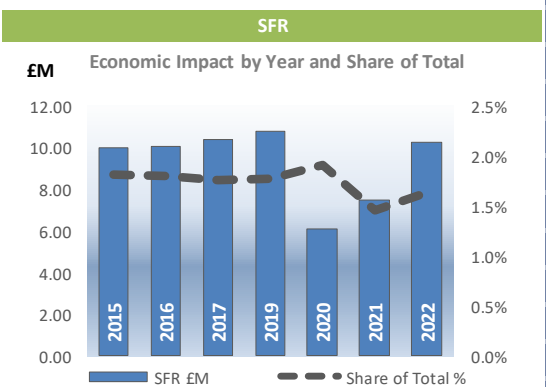


STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2022 2022 Prices			SFR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2015 to 2022		-37.8%	-47.1%	-37.4%	14.4%	20.6%	13.9%	14.1%	11.5%	21.3%	14.0%	15.0%	27.1%	2.8%	Annual Change	-39.5%	16.2%	14.7%	21.4%	
% Change 2021 to 2022		2157.0%	2163.8%	2501.8%	260.4%	32.6%	-0.8%	4.8%	1.7%	-14.4%	-16.1%	0.3%	17.4%	36.3%		2228.5%	65.7%	-1.6%	4.3%	
Average Annual Change		-5.4%	-6.7%	-5.3%	2.1%	2.9%	2.0%	2.0%	1.6%	3.0%	2.0%	2.1%	3.9%	0.4%		-5.6%	2.3%	2.1%	3.1%	
2015	£M	1.496	0.482	0.559	1.170	0.799	0.630	0.965	1.029	0.578	0.555	0.473	1.234	9.969	1.1%	2.537	2.599	2.571	2.262	
2016	£M	1.520	0.487	0.560	1.174	0.804	0.635	0.975	1.044	0.588	0.562	0.479	1.253	10.08		2.567	2.614	2.607	2.294	
2017	£M	1.583	0.510	0.562	1.213	0.827	0.646	1.005	1.062	0.622	0.581	0.492	1.313	10.42		3.3%	2.656	2.686	2.690	2.386
2019	£M	1.669	0.523	0.573	1.273	0.860	0.662	1.037	1.094	0.623	0.594	0.520	1.375	10.80		3.7%	2.765	2.795	2.754	2.489
2020	£M	1.799	0.430	0.311	0.047	0.046	0.039	0.598	0.892	0.683	0.547	0.057	0.675	6.125		-43.3%	2.541	0.132	2.172	1.280
2021	£M	0.041	0.011	0.013	0.371	0.727	0.723	1.050	1.128	0.819	0.753	0.542	1.337	7.516		22.7%	0.066	1.822	2.997	2.632
2022	£M	0.930	0.255	0.350	1.338	0.964	0.718	1.100	1.147	0.701	0.632	0.544	1.569	10.25		36.3%	1.535	3.020	2.948	2.745

ECONOMIC IMPACT - INDEXED TO 2022								
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022
SFR	£M	9.969	10.08	10.42	10.80	6.125	7.516	10.25
All Visitor Types	£M	550.37	558.95	591.46	609.47	321.43	515.16	626.25
Share of Total	%	1.8%	1.8%	1.8%	1.8%	1.9%	1.5%	1.6%
Annual Change in Share	%		-0.4%	-2.3%	0.6%	7.5%	-23.4%	12.2%
Change in Share from 2015	%		-0.4%	-2.8%	-2.1%	5.2%	-19.5%	-9.7%
Avg Ann. Change in Share	%		-0.4%	-1.4%	-0.5%	1.0%	-3.2%	-1.4%

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Report Prepared by: Aimee Towle. Date of Issue: 01/07/23

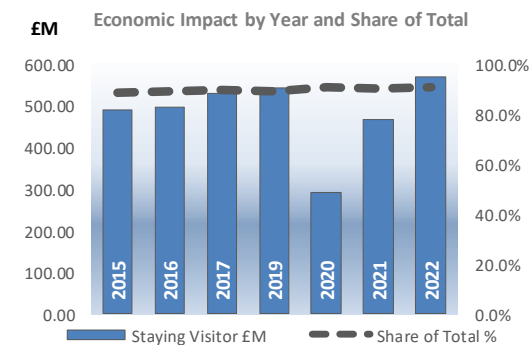
STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2022 2022 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - 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			Q1	Q2	Q3	Q4
% Change 2015 to 2022		18.4%	1.7%	14.0%	16.7%	17.5%	12.0%	15.9%	14.0%	22.2%	14.6%	10.9%	48.8%	16.5%	Annual Change	11.8%	15.2%	17.1%	20.8%
% Change 2021 to 2022		1729.9%	1566.0%	2129.5%	258.5%	38.2%	3.3%	5.9%	2.9%	-9.9%	-15.0%	1.1%	31.3%	22.2%		1858.0%	43.6%	-0.7%	-2.3%
Average Annual Change		2.6%	0.2%	2.0%	2.4%	2.5%	1.7%	2.3%	2.0%	3.2%	2.1%	1.6%	7.0%	2.4%		1.7%	2.2%	2.4%	3.0%
2015 £M		12.77	14.00	25.60	38.34	54.45	55.83	68.27	79.91	65.20	38.58	20.10	15.54	488.60			52.37	148.62	213.38
2016 £M		12.91	14.06	25.34	38.26	54.90	55.95	70.08	83.27	67.39	39.26	20.34	16.03	497.80	1.9%	52.31	149.12	220.75	75.63
2017 £M		14.12	15.51	24.89	41.55	58.28	57.47	75.09	85.63	75.71	42.05	20.75	18.01	529.06	6.3%	54.52	157.30	236.43	80.80
2019 £M		15.21	15.82	25.13	45.31	61.82	58.39	76.37	87.79	71.94	43.37	22.29	19.06	542.50	2.5%	56.16	165.52	236.09	84.72
2020 £M		16.22	13.11	13.50	1.799	3.517	3.603	42.20	68.85	78.14	38.81	2.493	8.618	290.87	-46.4%	42.83	8.919	189.20	49.92
2021 £M		0.827	0.854	1.309	12.48	46.32	60.49	74.77	88.58	88.43	52.03	22.06	17.62	465.77	60.1%	2.990	119.30	251.78	91.71
2022 £M		15.12	14.23	29.18	44.76	64.00	62.51	79.15	91.12	79.69	44.21	22.30	23.13	569.41	22.2%	58.54	171.27	249.96	89.64

ECONOMIC IMPACT - INDEXED TO 2022								STAYING VISITOR	
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022		
Staying Visitor £M	488.60	497.80	529.06	542.50	290.87	465.77	569.41		
All Visitor Types £M	550.37	558.95	591.46	609.47	321.43	515.16	626.25		
Share of Total %	88.8%	89.1%	89.4%	89.0%	90.5%	90.4%	90.9%		
Annual Change in Share %		0.3%	0.4%	-0.5%	1.7%	-0.1%	0.6%		
Change in Share from 2015 %		0.3%	0.8%	0.3%	1.9%	1.8%	2.4%		
Avg Ann. Change in Share %		0.3%	0.4%	0.1%	0.4%	0.3%	0.3%		

Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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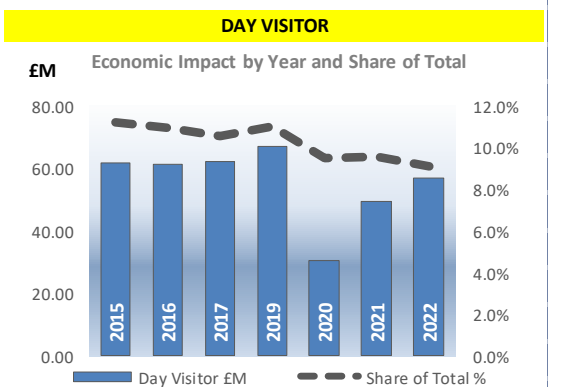


STEAM REPORT FOR 2015-2022 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2022 2022 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED 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 2015 to 2022		-15.9%	-15.1%	13.2%	-13.7%	-4.1%	8.4%	-20.1%	-10.8%	-2.8%	-12.2%	-12.5%	-4.4%	-8.0%	Annual Change	-5.1%	-3.5%	-11.7%	-10.7%	
% Change 2021 to 2022		173.0%	111.8%	112.3%	53.3%	17.6%	1.2%	2.3%	-8.0%	-8.2%	-5.6%	3.3%	18.8%	15.1%		123.7%	19.1%	-5.5%	1.2%	
Average Annual Change		-2.3%	-2.2%	1.9%	-2.0%	-0.6%	1.2%	-2.9%	-1.5%	-0.4%	-1.7%	-1.8%	-0.6%	-1.1%		-0.7%	-0.5%	-1.7%	-1.5%	
2015 £M		2.853	4.097	3.956	5.826	6.965	5.402	6.868	10.97	5.236	4.983	2.701	1.915	61.77		10.91	18.19	23.07	9.598	
2016 £M		2.866	4.036	4.323	5.646	7.228	5.965	6.396	10.78	4.854	4.631	2.540	1.892	61.16	-1.0%	11.22	18.84	22.03	9.062	
2017 £M		2.839	4.111	4.466	5.915	7.197	6.026	6.163	11.36	5.212	4.561	2.651	1.900	62.40	2.0%	11.42	19.14	22.74	9.113	
2019 £M		3.043	4.665	5.035	6.095	7.814	6.563	6.373	11.93	5.948	4.932	2.654	1.920	66.97	7.3%	12.74	20.47	24.25	9.506	
2020 £M		2.831	4.064	2.332	0.482	0.976	1.372	2.169	6.901	3.907	3.173	1.144	1.209	30.56	-54.4%	9.226	2.830	12.98	5.527	
2021 £M		0.879	1.643	2.108	3.280	5.678	5.786	5.363	10.64	5.549	4.635	2.288	1.541	49.39	61.6%	4.629	14.74	21.55	8.463	
2022 £M		2.398	3.479	4.476	5.027	6.677	5.857	5.487	9.784	5.091	4.375	2.364	1.831	56.85	15.1%	10.35	17.56	20.36	8.569	

ECONOMIC IMPACT - INDEXED TO 2022								
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022
Day Visitor	£M	61.77	61.16	62.40	66.97	30.56	49.39	56.85
All Visitor Types	£M	550.37	558.95	591.46	609.47	321.43	515.16	626.25
Share of Total	%	11.2%	10.9%	10.6%	11.0%	9.5%	9.6%	9.1%
Annual Change in Share	%		-2.5%	-3.6%	4.1%	-13.5%	0.8%	-5.3%
Change in Share from 2015	%		-2.5%	-6.0%	-2.1%	-15.3%	-14.6%	-19.1%
Avg Ann. Change in Share	%		-2.5%	-3.0%	-0.5%	-3.1%	-2.4%	-2.7%

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