



STEAM REPORT FOR 2011-2022 - FINAL

Final

East Lindsey District Council


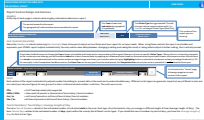











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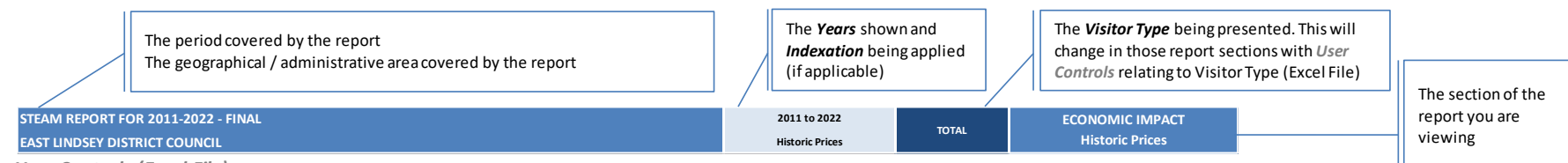
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
UNINDEXED ECONOMIC IMPACT  16-22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



Report Section Design and Features

Headers

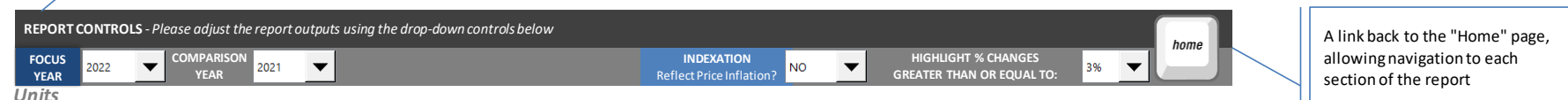
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

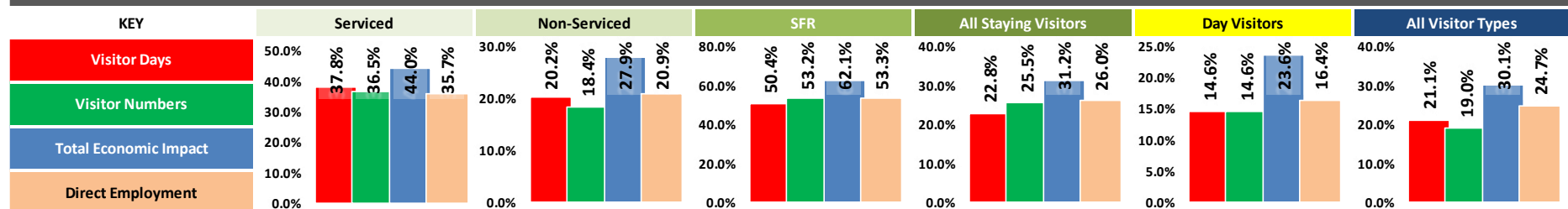
Comparing 2022 and 2021
All £'s Historic Prices

COMPARATIVE HEADLINES

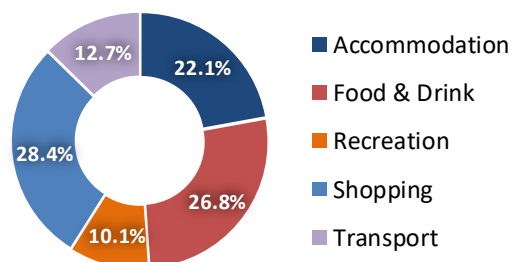
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
Less than 3% change																			
A Fall of 3% or more		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	0.812	0.589	37.8%	9.142	7.602	20.2%	0.570	0.379	50.4%	10.52	8.570	22.8%	2.560	2.234	14.6%	13.08	10.80	21.1%
Visitor Numbers	M	0.413	0.303	36.5%	1.269	1.072	18.4%	0.240	0.157	53.2%	1.922	1.532	25.5%	2.560	2.234	14.6%	4.482	3.765	19.0%
Direct Expenditure	£M																609.79	469.06	30.0%
Economic Impact	£M	98.36	68.30	44.0%	581.16	454.54	27.9%	32.88	20.28	62.1%	712.40	543.12	31.2%	111.80	90.46	23.6%	824.20	633.58	30.1%
Direct Employment	FTEs	1,799	1,326	35.7%	4,110	3,400	20.9%	254	166	53.3%	6,163	4,892	26.0%	853	733	16.4%	7,016	5,625	24.7%
Total Employment	FTEs																8,918	7,169	24.4%

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



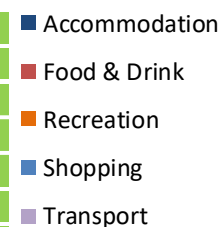
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Direct Expenditure Categories

	2022	2021	+/- %	Sectors	2022	2021	+/- %
	135.00	106.40	26.9%	Accommodation	2,097	1,653	26.9%
	163.14	123.45	32.1%	Food & Drink	1,867	1,495	24.9%
	61.38	46.85	31.0%	Recreation	852	688	23.8%
	172.99	132.78	30.3%	Shopping	1,805	1,466	23.1%
	77.29	59.58	29.7%	Transport	395	322	22.6%
	609.79	469.06	30.0%	TOTAL DIRECT	7,016	5,625	24.7%
	214.41	164.52	30.3%	Indirect	1,902	1,544	23.2%
	824.20	633.58	30.1%	TOTAL	8,918	7,169	24.4%

Sectoral Distribution of Employment - FTEs

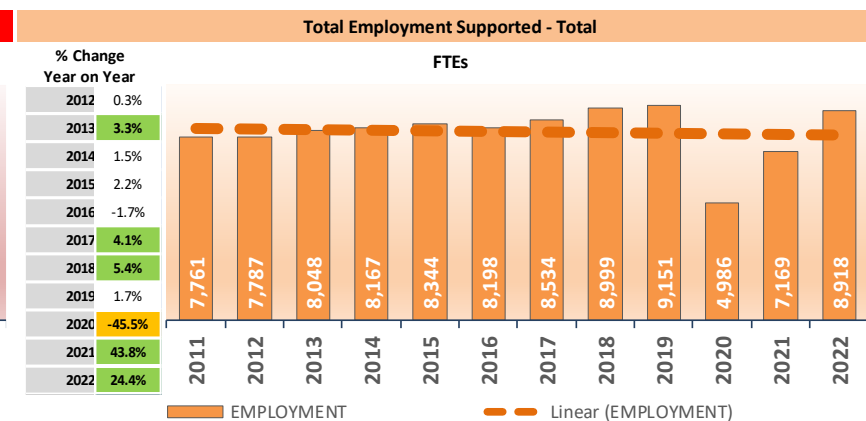
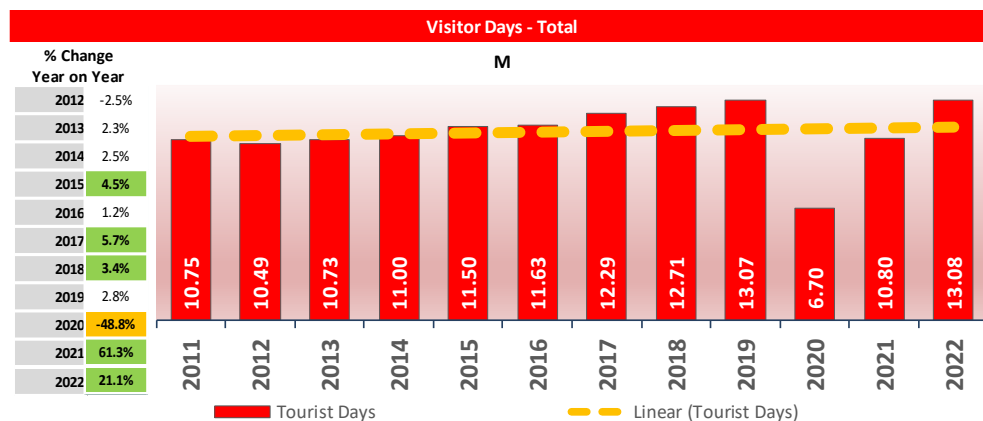
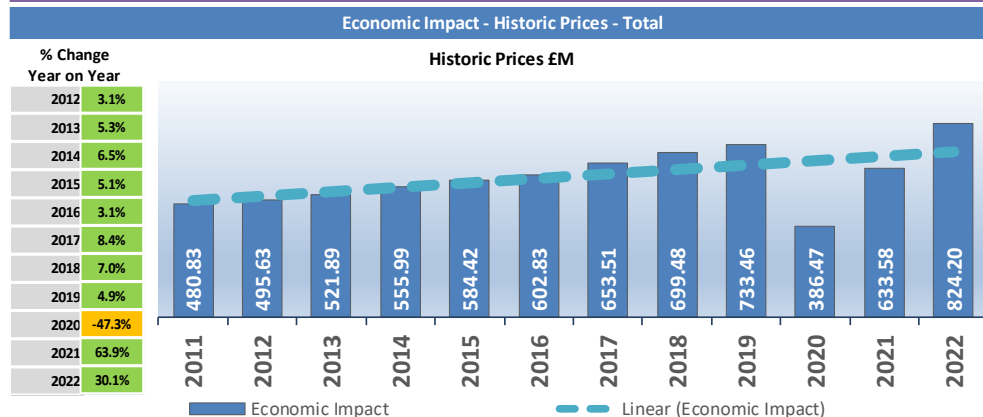


Direct Employment Categories

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

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

STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		3.1%	8.5%	15.6%	21.5%	25.4%	35.9%	45.5%	52.5%	-19.6%	31.8%	71.4%
Visitor Numbers		-0.2%	4.7%	5.1%	11.7%	9.6%	13.1%	17.7%	21.0%	-42.7%	-7.2%	10.5%
Visitor Days		-2.5%	-0.2%	2.3%	6.9%	8.2%	14.3%	18.2%	21.5%	-37.7%	0.5%	21.7%
Total Employment		0.3%	3.7%	5.2%	7.5%	5.6%	10.0%	16.0%	17.9%	-35.8%	-7.6%	14.9%

"Linear" = Linear Trendline

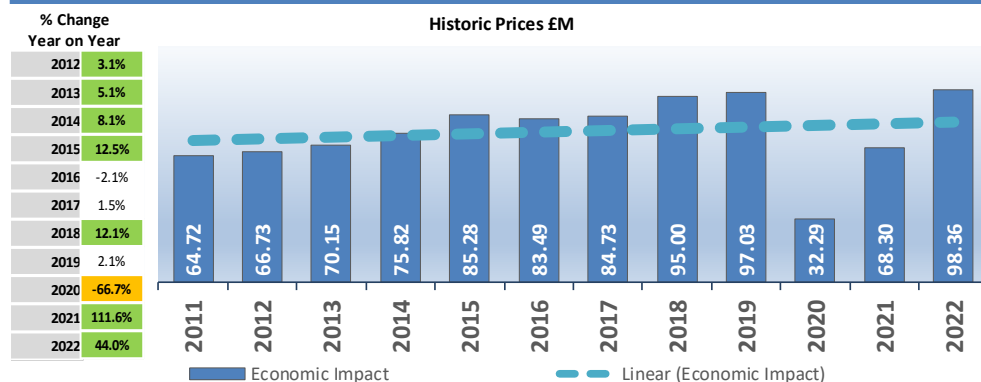
STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

2011 to 2022
Historic Prices

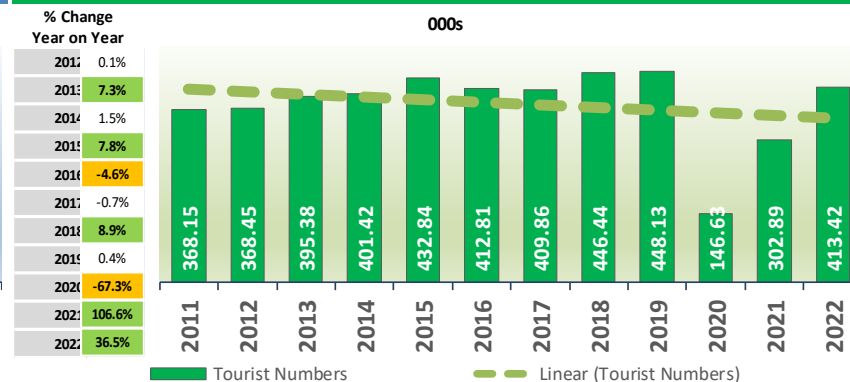
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

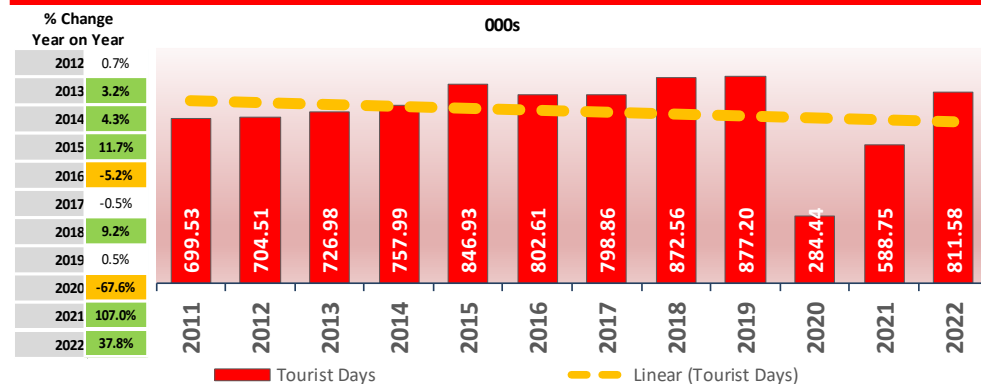
Economic Impact - Historic Prices - Serviced Accommodation



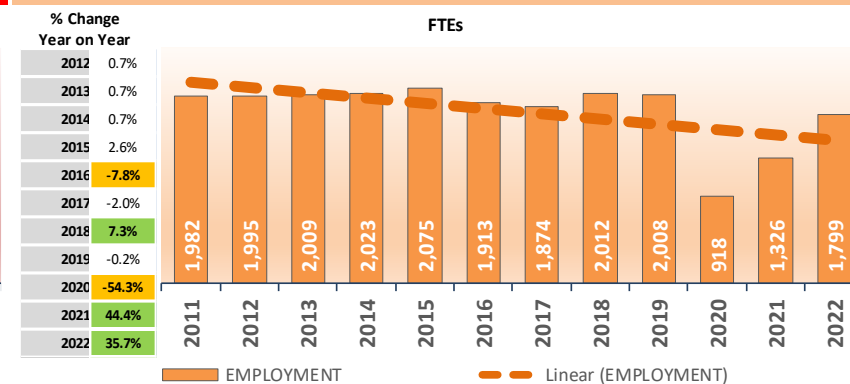
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		3.1%	8.4%	17.1%	31.8%	29.0%	30.9%	46.8%	49.9%	-50.1%	5.5%	52.0%
Visitor Numbers		0.1%	7.4%	9.0%	17.6%	12.1%	11.3%	21.3%	21.7%	-60.2%	-17.7%	12.3%
Visitor Days		0.7%	3.9%	8.4%	21.1%	14.7%	14.2%	24.7%	25.4%	-59.3%	-15.8%	16.0%
Direct Employment		0.7%	1.4%	2.1%	4.7%	-3.5%	-5.4%	1.5%	1.3%	-53.7%	-33.1%	-9.2%

"Linear" = Linear Trendline

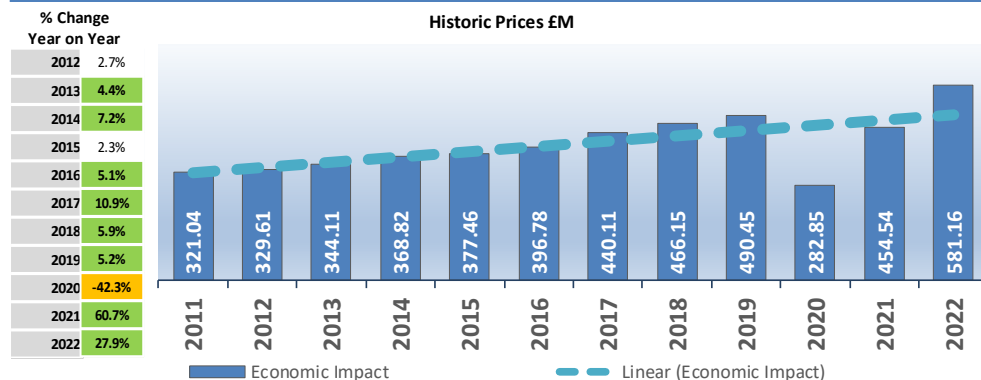
STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

2011 to 2022
 Historic Prices

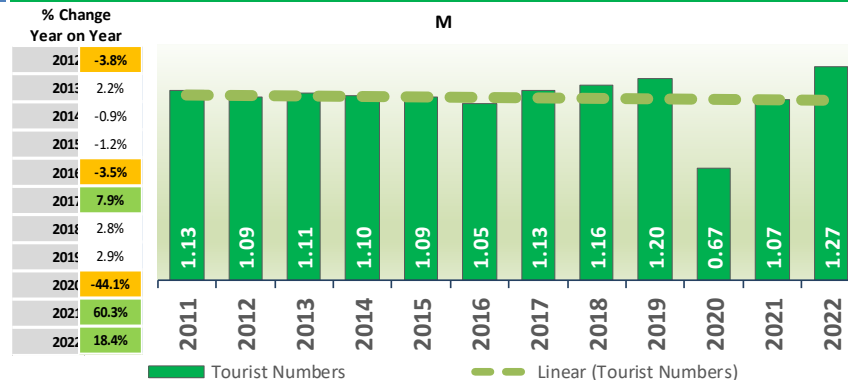
NON-SERVED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

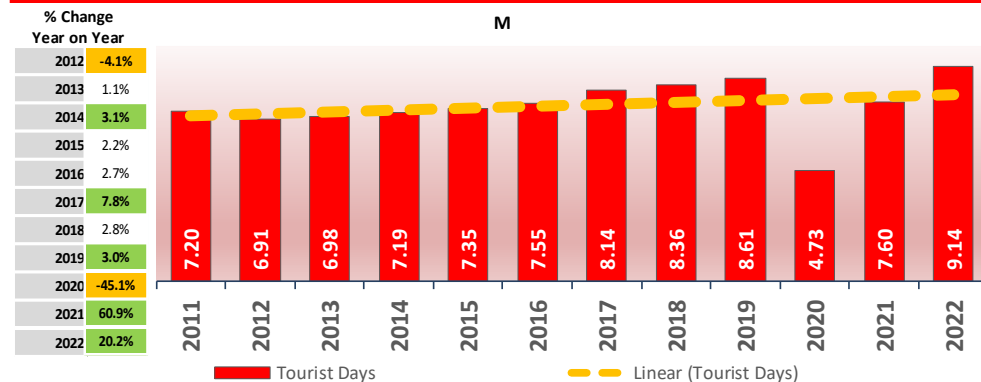
Economic Impact - Historic Prices - Non-Served Accommodation



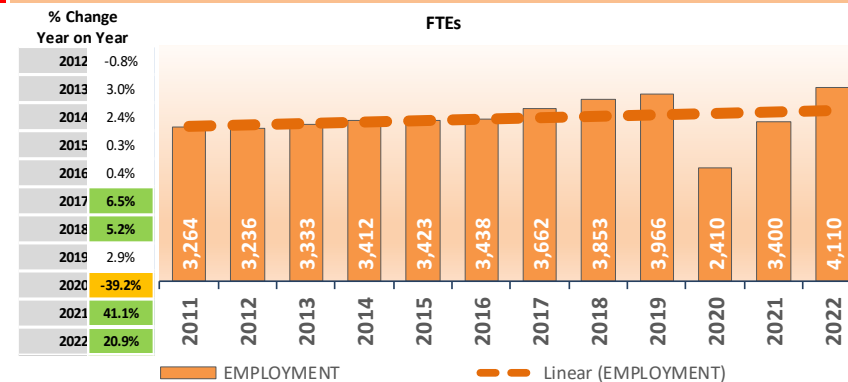
Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation



Direct Employment Supported - Non-Served Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		2.7%	7.2%	14.9%	17.6%	23.6%	37.1%	45.2%	52.8%	-11.9%	41.6%	81.0%
Visitor Numbers		-3.8%	-1.7%	-2.6%	-3.8%	-7.1%	0.2%	3.0%	6.0%	-40.8%	-5.0%	12.4%
Visitor Days		-4.1%	-3.0%	-0.1%	2.1%	4.9%	13.0%	16.2%	19.7%	-34.4%	5.6%	27.0%
Direct Employment		-0.8%	2.1%	4.5%	4.9%	5.3%	12.2%	18.1%	21.5%	-26.2%	4.2%	25.9%

"Linear" = Linear Trendline

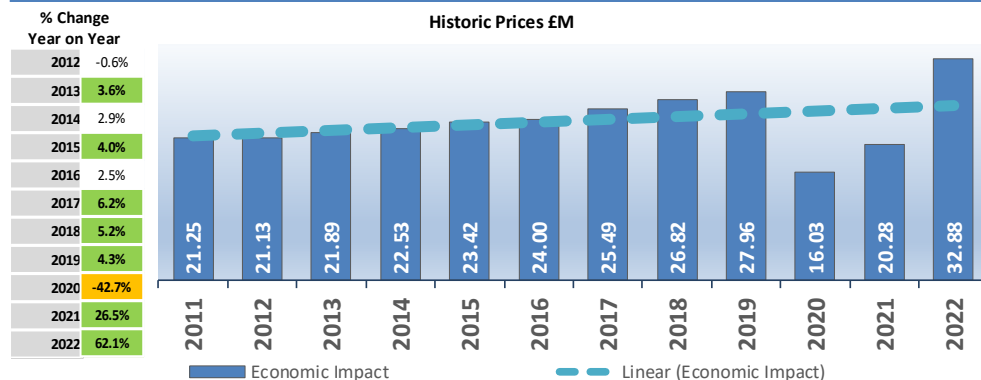
STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

2011 to 2022
Historic Prices

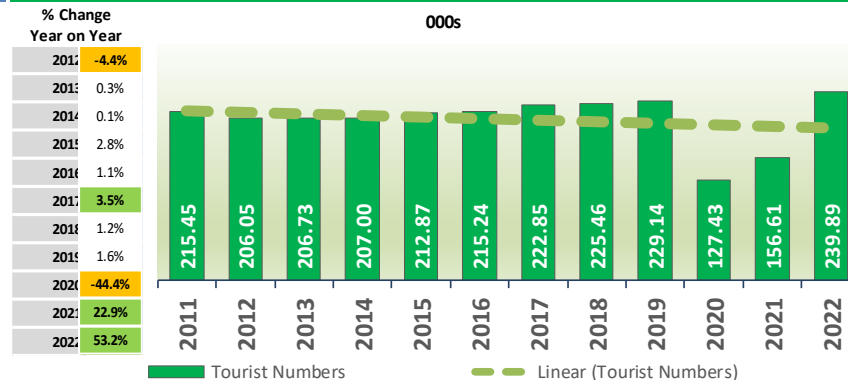
SFR

KEY MEASURES
Historic Prices

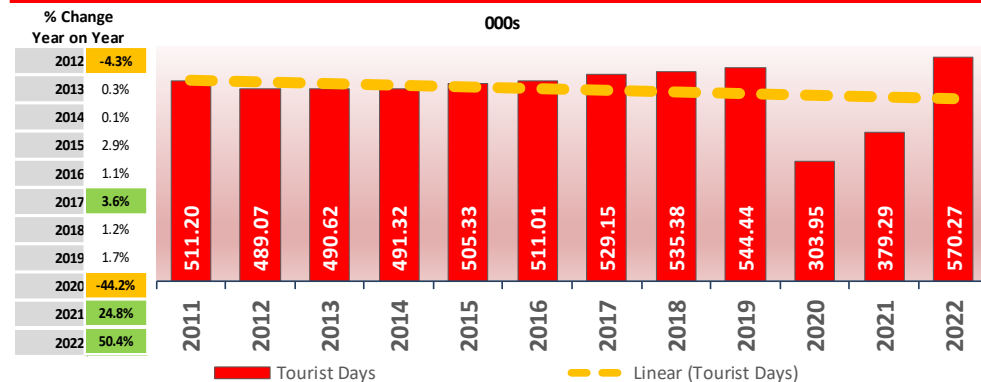
Economic Impact - Historic Prices - SFR



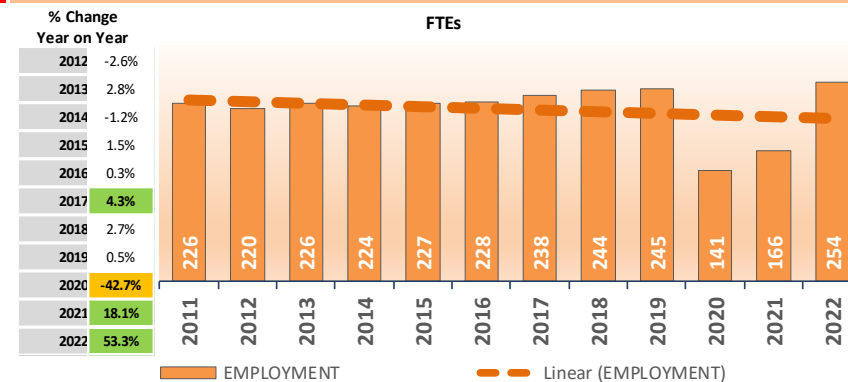
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		-0.6%	3.0%	6.0%	10.2%	13.0%	20.0%	26.2%	31.6%	-24.5%	-4.6%	54.8%
Visitor Numbers		-4.4%	-4.0%	-3.9%	-1.2%	-0.1%	3.4%	4.6%	6.4%	-40.9%	-27.3%	11.3%
Visitor Days		-4.3%	-4.0%	-3.9%	-1.1%	0.0%	3.5%	4.7%	6.5%	-40.5%	-25.8%	11.6%
Direct Employment		-2.6%	0.1%	-1.0%	0.5%	0.8%	5.2%	8.0%	8.5%	-37.8%	-26.6%	12.6%

"Linear" = Linear Trendline

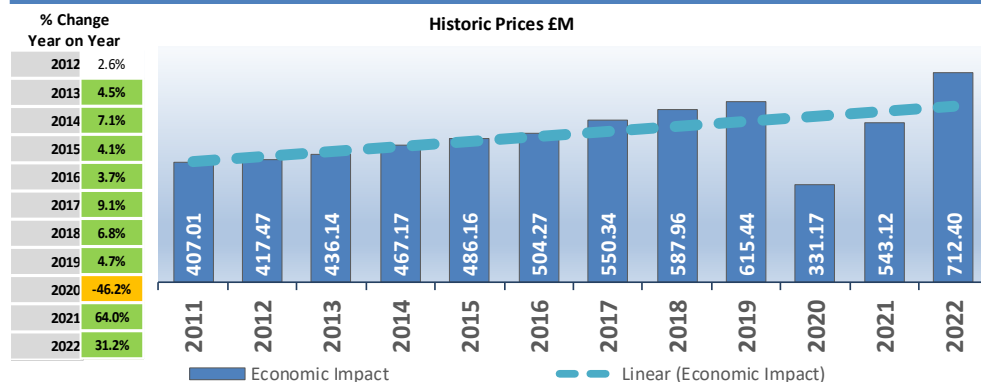
STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

2011 to 2022
Historic Prices

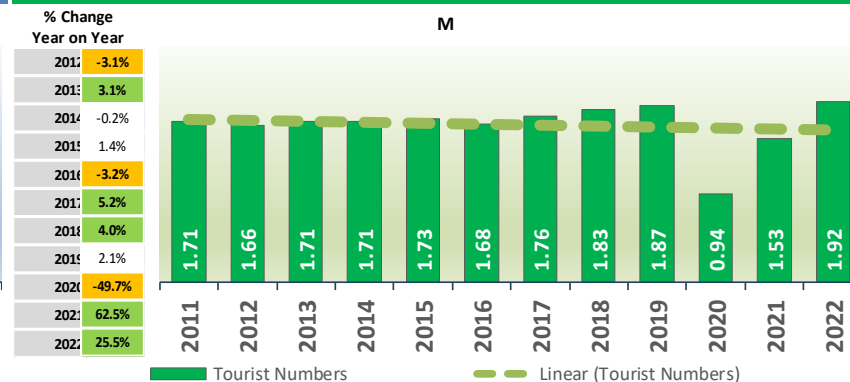
STAYING VISITOR

KEY MEASURES
Historic Prices

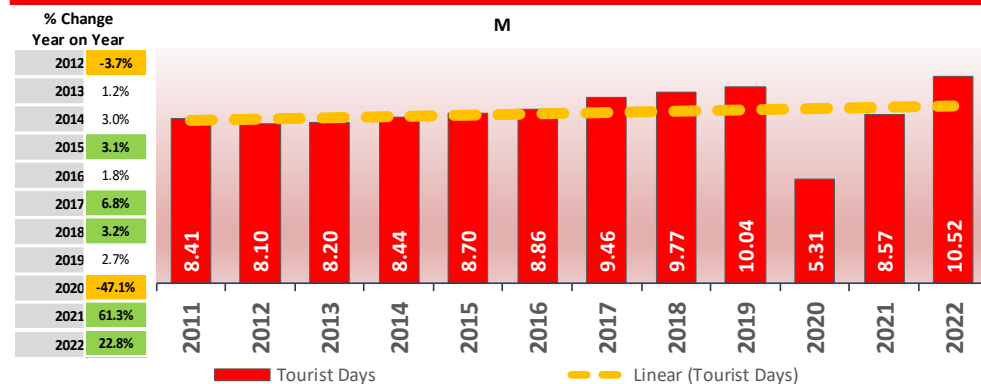
Economic Impact - Historic Prices - Staying Visitor



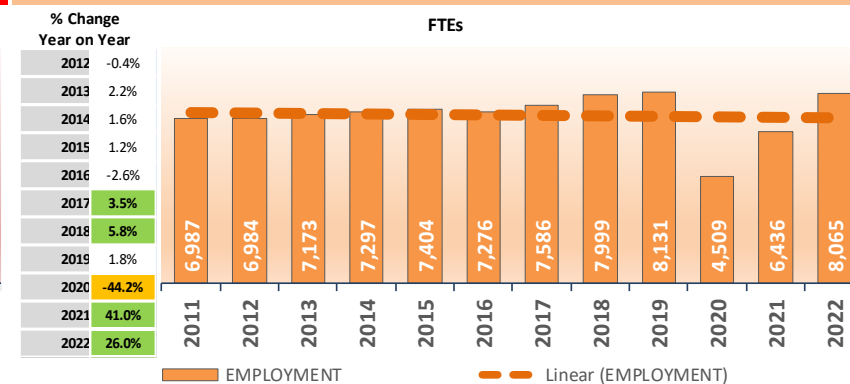
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		2.6%	7.2%	14.8%	19.4%	23.9%	35.2%	44.5%	51.2%	-18.6%	33.4%	75.0%
Visitor Numbers		-3.1%	0.0%	-0.3%	1.1%	-2.1%	3.0%	7.1%	9.4%	-45.0%	-10.6%	12.2%
Visitor Days		-3.7%	-2.5%	0.4%	3.5%	5.4%	12.5%	16.2%	19.4%	-36.8%	1.9%	25.1%
Direct Employment		0.0%	2.7%	4.4%	6.0%	4.1%	8.6%	14.5%	16.4%	-35.5%	-7.9%	15.4%

"Linear" = Linear Trendline

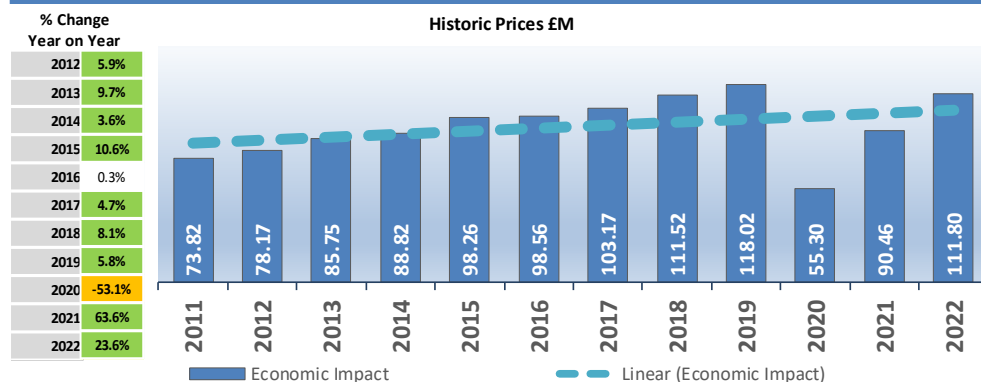
STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

2011 to 2022
Historic Prices

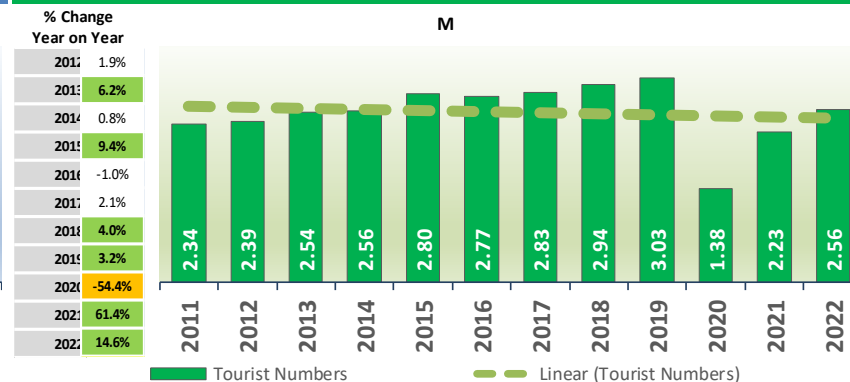
DAY VISITOR

KEY MEASURES
Historic Prices

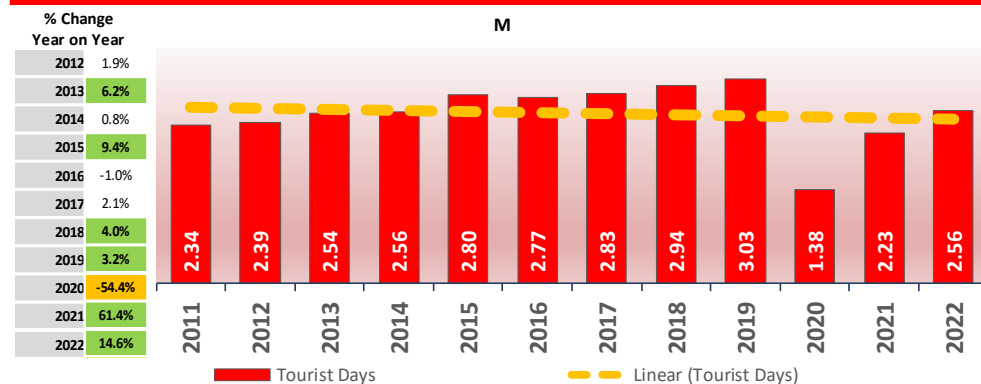
Economic Impact - Historic Prices - Day Visitor



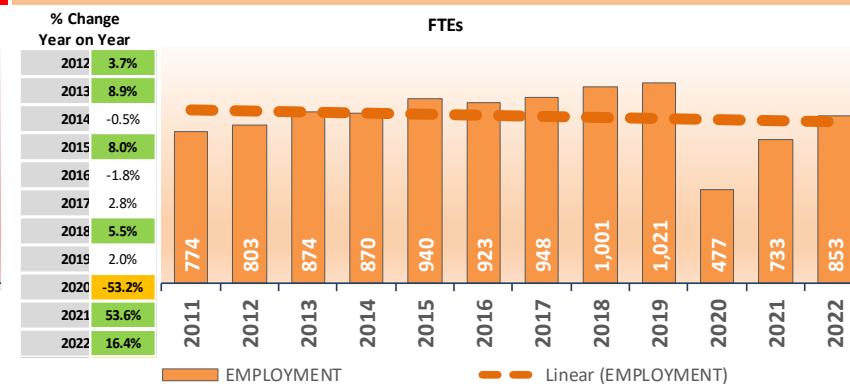
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		5.9%	16.2%	20.3%	33.1%	33.5%	39.8%	51.1%	59.9%	-25.1%	22.5%	51.4%
Visitor Numbers		1.9%	8.2%	9.1%	19.3%	18.1%	20.6%	25.4%	29.4%	-41.0%	-4.7%	9.2%
Visitor Days		1.9%	8.2%	9.1%	19.3%	18.1%	20.6%	25.4%	29.4%	-41.0%	-4.7%	9.2%
Direct Employment		3.7%	12.9%	12.3%	21.3%	19.2%	22.5%	29.2%	31.8%	-38.4%	-5.3%	10.2%

"Linear" = Linear Trendline

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

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

STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

2022
Historic Prices

TOTAL

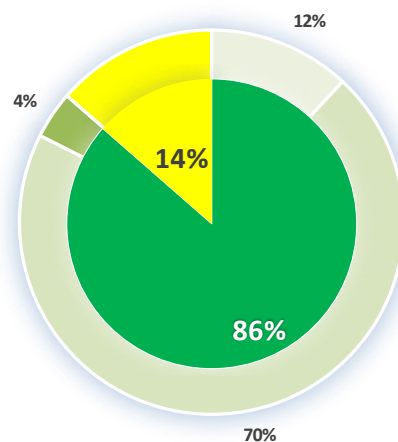
DISTRIBUTION BY VISITOR TYPE
Historic Prices

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

Visitor Numbers - 2022 - M - Share of Total

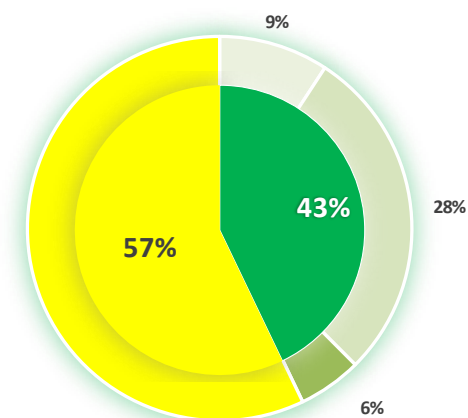
TOTAL
£824.20m

	£M
Serviced	98.36
Non-Serviced	581.16
SFR	32.88
Staying Visitor	712.40
Day Visitor	111.80
Total	824.20



TOTAL
4.48m

	M
Serviced	0.41
Non-Serviced	1.27
SFR	0.24
Staying Visitor	1.92
Day Visitor	2.56
Total	4.48

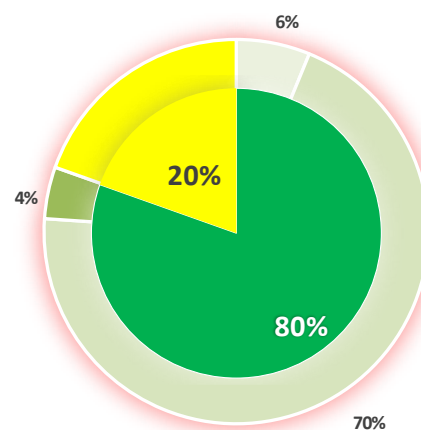


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

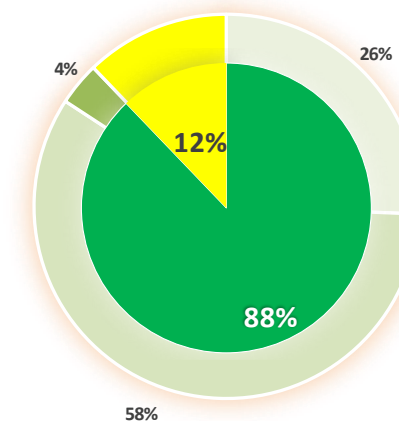
TOTAL
13.08m

	M
Serviced	0.81
Non-Serviced	9.14
SFR	0.57
Staying Visitor	10.52
Day Visitor	2.56
Total	13.08



TOTAL
7,016 Direct FTEs
8,918 Total FTEs

	FTEs
Serviced	1,799
Non-Serviced	4,110
SFR	254
Staying Visitor	6,163
Day Visitor	853
Total	7,016



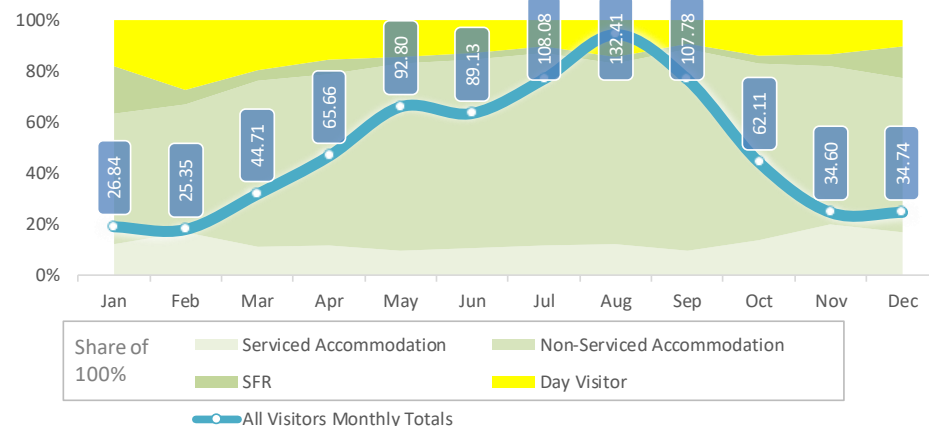
STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

2022
Historic Prices

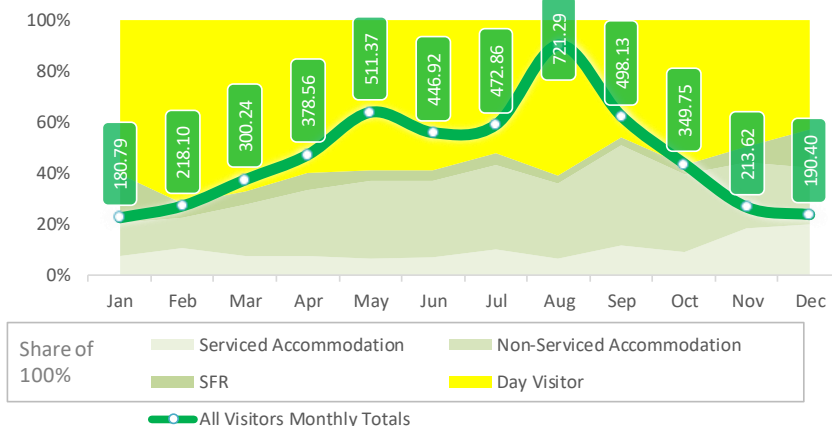
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

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



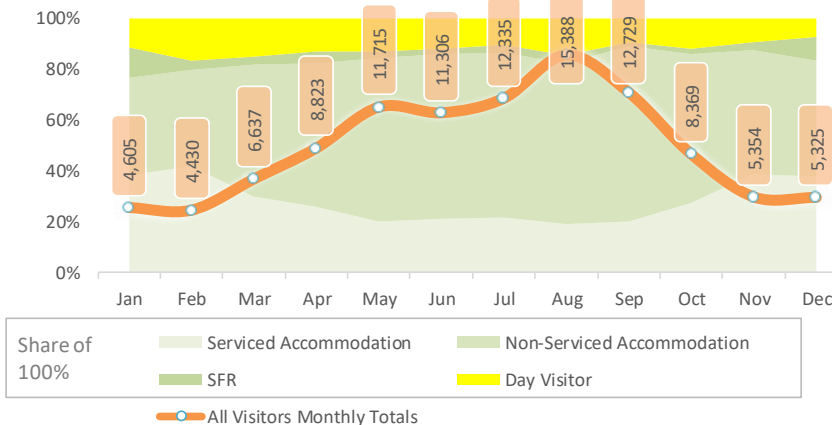
Visitor Numbers - 2022 - 000s - Distribution of Impact by Month



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

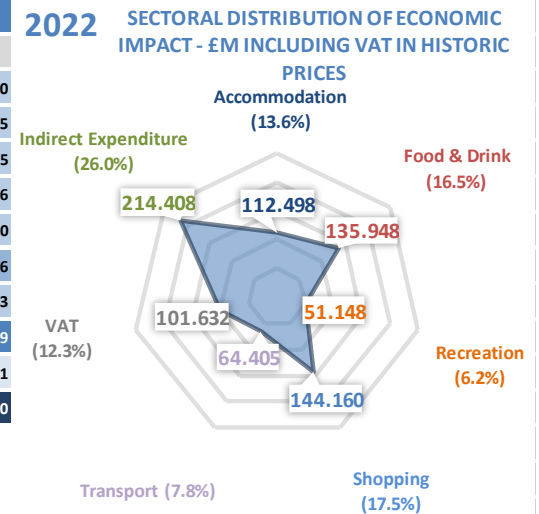


Direct Employment Supported - 2022 - FTEs - Distribution of Impact by Month



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

SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	£M	61.98	67.92	70.74	78.41	80.44	85.22	92.91	97.36	100.29	60.44	88.76	112.50
Food & Drink	£M	80.52	81.55	86.10	90.80	96.22	98.25	106.21	114.55	120.59	66.79	102.99	135.95
Recreation	£M	30.44	30.80	32.53	34.28	36.47	37.17	40.08	43.44	45.79	24.98	39.09	51.15
Shopping	£M	86.11	87.42	92.28	97.32	103.14	105.65	114.01	122.58	129.09	67.03	110.77	144.16
Transport	£M	38.13	38.41	40.48	42.60	44.96	46.17	50.10	54.03	57.09	30.20	49.70	64.40
Direct Revenue	£M	297.17	306.11	322.13	343.41	361.24	372.47	403.32	431.95	452.83	249.44	391.31	508.16
VAT	£M	59.43	61.22	64.43	68.68	72.25	74.49	80.66	86.39	90.57	35.57	77.75	101.63
Direct Expenditure	£M	356.60	367.33	386.56	412.09	433.48	446.96	483.99	518.35	543.40	285.01	469.06	609.79
Indirect Expenditure	£M	124.23	128.30	135.34	143.89	150.94	155.87	169.52	181.13	190.05	101.46	164.52	214.41
TOTAL	£M	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20



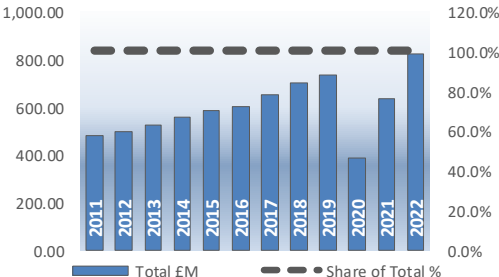
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	2,226	2,265	2,263	2,296	2,284	2,115	2,071	2,214	2,271	1,352	1,653	2,097
Food & Drink	FTEs	1,520	1,508	1,580	1,600	1,656	1,656	1,757	1,850	1,877	1,009	1,495	1,867
Recreation	FTEs	697	691	724	733	762	760	805	851	865	458	688	852
Shopping	FTEs	1,482	1,473	1,544	1,564	1,618	1,623	1,719	1,805	1,831	923	1,466	1,805
Transport	FTEs	322	317	332	335	346	348	370	390	397	204	322	395
Direct Employment	FTEs	6,246	6,255	6,443	6,528	6,666	6,502	6,723	7,110	7,240	3,946	5,625	7,016
Indirect Employment	FTEs	1,515	1,533	1,605	1,638	1,678	1,697	1,812	1,890	1,911	1,040	1,544	1,902
TOTAL	FTEs	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918



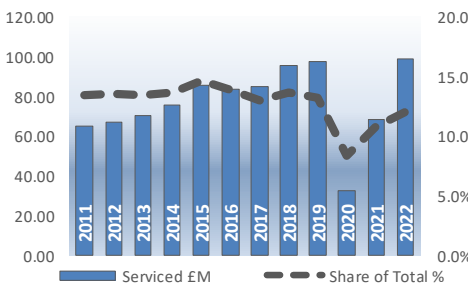
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL										2011 to 2022 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY	TOTAL																			
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change							
Less than 3% change	Q1			Q2			Q3			Q4										
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2011 to 2022	78.5%	49.3%	107.0%	56.3%	66.5%	60.4%	64.7%	64.4%	91.9%	74.0%	68.8%	126.2%	71.4%	Annual Change	80.7%	61.5%	72.1%	83.7%		
% Change 2021 to 2022	887.3%	515.1%	711.6%	220.5%	44.7%	9.9%	12.8%	7.7%	-3.7%	-7.4%	7.5%	35.7%	30.1%		684.7%	49.4%	5.3%	5.3%		
Average Annual Change	7.1%	4.5%	9.7%	5.1%	6.0%	5.5%	5.9%	5.9%	8.4%	6.7%	6.3%	11.5%	6.5%		7.3%	5.6%	6.6%	7.6%		
2011	£M	15.04	16.98	21.60	42.00	55.73	55.57	65.62	80.56	56.18	35.70	20.50	15.35	480.83	3.1%	53.61	153.30	202.36	71.55	
2012	£M	15.91	17.66	24.20	42.04	54.47	56.76	66.91	84.27	57.63	37.05	22.20	16.52	495.63		57.77	153.27	208.81	75.78	
2013	£M	16.92	19.08	27.46	42.04	58.93	57.45	70.08	89.44	58.74	38.88	24.57	18.30	521.89		5.3%	63.46	158.42	218.27	81.74
2014	£M	17.44	19.88	29.55	45.58	61.05	59.29	73.75	90.40	71.19	41.90	26.41	19.54	555.99		6.5%	66.87	165.93	235.34	87.85
2015	£M	19.40	21.29	31.51	47.60	64.74	63.03	77.00	96.06	71.68	45.58	25.91	20.63	584.42		5.1%	72.20	175.37	244.73	92.12
2016	£M	19.91	21.55	32.45	48.02	66.68	65.49	79.51	100.66	74.34	46.30	26.40	21.53	602.83		3.1%	73.91	180.19	254.51	94.22
2017	£M	21.69	23.65	33.03	53.15	72.09	69.11	86.37	106.74	85.36	50.21	27.89	24.22	653.51		8.4%	78.37	194.34	278.47	102.33
2018	£M	23.03	25.36	34.79	55.75	79.12	74.74	90.31	116.68	89.50	54.49	29.97	25.75	699.48		7.0%	83.18	209.61	296.48	110.21
2019	£M	24.96	26.78	36.79	61.57	83.62	77.40	96.16	120.06	90.54	55.99	32.24	27.35	733.46		4.9%	88.53	222.60	306.76	115.57
2020	£M	26.18	23.13	19.35	2.986	5.852	6.631	51.15	90.98	94.02	47.94	5.230	13.03	386.47		-47.3%	68.66	15.47	236.15	66.20
2021	£M	2.719	4.122	5.509	20.48	64.13	81.09	95.84	122.91	111.96	67.04	32.18	25.60	633.58	63.9%	12.35	165.70	330.71	124.82	
2022	£M	26.84	25.35	44.71	65.66	92.80	89.13	108.08	132.41	107.78	62.11	34.60	34.74	824.20	30.1%	96.91	247.58	348.27	131.44	
ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	Economic Impact by Year and Share of Total					
Total	£M	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20							
All Visitor Types	£M	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20							
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share	%																			
Change in Share from 2011	%																			
Avg Ann. Change in Share	%																			

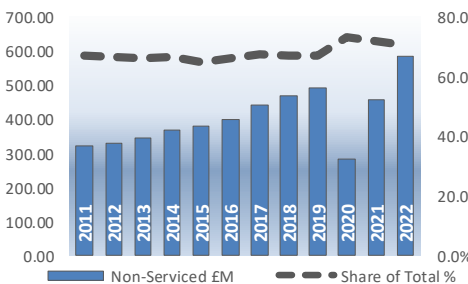
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL										2011 to 2022 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		54.3%	32.1%	50.5%	36.4%	72.7%	65.5%	58.1%	44.7%	40.6%	50.4%	40.5%	106.0%		52.0%	44.5%	57.7%	47.6%	58.5%
% Change 2021 to 2022		382.1%	472.7%	405.6%	407.7%	281.3%	26.2%	18.0%	3.5%	6.4%	5.4%	11.6%	21.6%		44.0%	420.1%	131.1%	8.6%	11.5%
Average Annual Change		4.9%	2.9%	4.6%	3.3%	6.6%	6.0%	5.3%	4.1%	3.7%	4.6%	3.7%	9.6%		4.7%	4.0%	5.2%	4.3%	5.3%
2011 £M		2.095	3.266	3.281	5.700	5.142	5.626	7.893	11.04	7.401	5.577	4.886	2.815		64.72	8.643	16.47	26.33	13.28
2012 £M		1.789	3.075	3.471	5.390	5.101	6.196	7.924	11.61	8.498	5.613	5.331	2.736	66.73	3.1%	8.335	16.69	28.03	13.68
2013 £M		1.881	3.447	4.143	4.755	5.563	6.365	8.697	12.59	7.937	5.326	6.140	3.301	70.15	5.1%	9.471	16.68	29.23	14.77
2014 £M		2.043	3.428	3.997	5.604	5.941	6.411	9.518	13.02	9.940	6.153	6.311	3.455	75.82	8.1%	9.468	17.96	32.48	15.92
2015 £M		3.141	4.199	4.813	6.353	7.131	8.158	10.52	13.88	9.761	7.419	5.763	4.147	85.28	12.5%	12.15	21.64	34.16	17.33
2016 £M		2.902	4.011	4.661	6.054	6.979	7.832	10.75	14.17	9.388	6.820	5.580	4.338	83.49	-2.1%	11.57	20.86	34.32	16.74
2017 £M		3.147	3.869	4.320	6.516	7.574	7.976	10.60	13.78	9.466	6.991	5.662	4.835	84.73	1.5%	11.34	22.07	33.84	17.49
2018 £M		3.514	4.292	4.718	7.190	8.638	8.957	11.73	15.94	10.28	7.902	6.389	5.448	95.00	12.1%	12.52	24.79	37.95	19.74
2019 £M		3.574	4.335	4.827	7.340	8.847	9.180	12.09	16.19	10.39	8.204	6.643	5.421	97.03	2.1%	12.74	25.37	38.66	20.27
2020 £M		3.571	4.091	1.993	0.605	0.861	0.776	2.742	7.605	4.953	3.623	0.848	0.617	32.29	-66.7%	9.656	2.242	15.30	5.088
2021 £M		0.670	0.754	0.977	1.532	2.329	7.375	10.57	15.43	9.783	7.954	6.153	4.770	68.30	111.6%	2.401	11.24	35.79	18.88
2022 £M		3.232	4.316	4.939	7.776	8.880	9.310	12.48	15.97	10.41	8.387	6.864	5.799	98.36	44.0%	12.49	25.97	38.86	21.05
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
Serviced		£M	64.72	66.73	70.15	75.82	85.28	83.49	84.73	95.00	97.03	32.29	68.30	98.36					
All Visitor Types		£M	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20					
Share of Total		%	13.5%	13.5%	13.4%	13.6%	14.6%	13.9%	13.0%	13.6%	13.2%	8.4%	10.8%	11.9%					
Annual Change in Share		%		0.0%	-0.2%	1.5%	7.0%	-5.1%	-6.4%	4.7%	-2.6%	-36.9%	29.0%	10.7%					
Change in Share from 2011		%		0.0%	-0.1%	1.3%	8.4%	2.9%	-3.7%	0.9%	-1.7%	-37.9%	-19.9%	-11.3%					
Avg Ann. Change in Share		%		0.0%	-0.1%	0.4%	2.1%	0.6%	-0.6%	0.1%	-0.2%	-4.2%	-2.0%	-1.0%					

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

STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL											2011 to 2022 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		118.4%	55.1%	113.0%	72.6%	68.3%	59.1%	72.4%	69.0%	109.5%	90.9%	93.8%	175.9%	81.0%	Annual Change	97.4%	65.8%	81.7%	107.3%	
% Change 2021 to 2022		4152.0%	3891.8%	4592.5%	270.3%	38.0%	8.4%	12.5%	10.6%	-4.9%	-10.8%	5.7%	44.7%	27.9%		4302.9%	45.8%	5.5%	2.9%	
Average Annual Change		10.8%	5.0%	10.3%	6.6%	6.2%	5.4%	6.6%	6.3%	10.0%	8.3%	8.5%	16.0%	7.4%		8.9%	6.0%	7.4%	9.8%	
2011	£M	6.331	8.183	13.68	25.61	40.49	41.65	47.35	55.53	40.76	22.69	11.15	7.623	321.04	2.7%	28.19	107.75	143.64	41.46	
2012	£M	7.171	8.691	15.39	26.55	39.45	41.41	47.59	57.32	40.73	24.14	12.23	8.946	329.61		31.25	107.41	145.64	45.31	
2013	£M	7.877	9.231	17.32	26.76	41.38	41.80	48.98	59.58	42.13	25.82	13.47	9.746	344.11		4.4%	34.43	109.94	150.70	49.04
2014	£M	8.386	9.848	18.47	28.28	42.88	43.29	51.52	59.91	52.76	27.81	14.92	10.74	368.82		7.2%	36.71	114.46	164.18	53.47
2015	£M	8.243	9.448	19.09	29.22	44.63	44.78	53.27	62.29	52.22	28.93	14.75	10.58	377.46		2.3%	36.78	118.64	167.77	54.27
2016	£M	8.811	9.882	19.49	30.06	46.12	46.51	56.11	66.60	55.71	30.68	15.60	11.20	396.78		5.1%	38.19	122.70	178.41	57.48
2017	£M	10.03	11.75	19.95	33.87	50.57	49.57	63.10	71.55	65.74	34.26	16.66	13.08	440.11		10.9%	41.73	134.00	200.38	64.00
2018	£M	10.49	12.26	20.62	35.26	55.01	53.34	65.24	77.72	67.90	36.94	17.67	13.70	466.15		5.9%	43.36	143.60	210.87	68.31
2019	£M	11.78	12.88	21.61	40.19	58.74	54.92	70.12	79.97	68.04	37.56	19.60	15.04	490.45		5.2%	46.27	153.85	218.13	72.20
2020	£M	12.88	10.55	12.32	1.383	3.099	3.265	42.89	68.50	80.17	37.15	2.161	8.491	282.85		-42.3%	35.74	7.747	191.56	47.80
2021	£M	0.325	0.318	0.621	11.94	49.41	61.13	72.57	84.90	89.77	48.58	20.44	14.53	454.54	60.7%	1.264	122.48	247.24	83.56	
2022	£M	13.83	12.70	29.13	44.20	68.17	66.26	81.64	93.87	85.41	43.32	21.60	21.03	581.16	27.9%	55.66	178.63	260.93	85.95	
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
Non-Serviced	£M	321.04	329.61	344.11	368.82	377.46	396.78	440.11	466.15	490.45	282.85	454.54	581.16							
All Visitor Types	£M	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20							
Share of Total	%	66.8%	66.5%	65.9%	66.3%	64.6%	65.8%	67.3%	66.6%	66.9%	73.2%	71.7%	70.5%							
Annual Change in Share	%		-0.4%	-0.9%	0.6%	-2.6%	1.9%	2.3%	-1.0%	0.3%	9.5%	-2.0%	-1.7%							
Change in Share from 2011	%		-0.4%	-1.2%	-0.6%	-3.3%	-1.4%	0.9%	-0.2%	0.2%	9.6%	7.4%	5.6%							
Avg Ann. Change in Share	%		-0.4%	-0.6%	-0.2%	-0.8%	-0.3%	0.1%	0.0%	0.0%	1.1%	0.7%	0.5%							

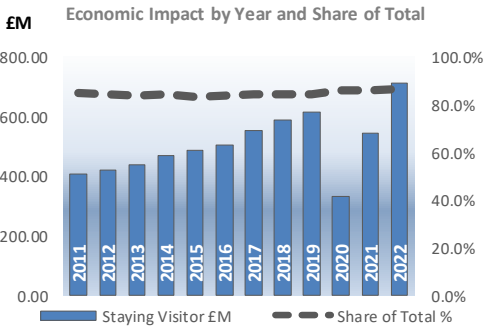
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/2023

STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL										2011 to 2022 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices							
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		65.7%	46.1%	57.9%	45.8%	46.5%	43.8%	48.6%	50.2%	54.9%	50.9%	55.8%	75.8%	54.8%	Annual Change	60.2%	45.5%	50.7%	65.3%	
% Change 2021 to 2022		4349.0%	4523.5%	4685.5%	276.0%	31.4%	3.3%	10.3%	8.5%	-12.4%	-12.2%	7.2%	25.2%	62.1%		4449.6%	69.5%	3.4%	10.6%	
Average Annual Change		6.0%	4.2%	5.3%	4.2%	4.2%	4.0%	4.4%	4.6%	5.0%	4.6%	5.1%	6.9%	5.0%		5.5%	4.1%	4.6%	5.9%	
2011	£M	3.023	1.017	1.149	2.587	1.794	1.426	2.128	2.231	1.269	1.176	0.970	2.478	21.25		-0.6%	5.188	5.807	5.628	4.624
2012	£M	3.030	0.993	1.166	2.564	1.748	1.400	2.092	2.215	1.250	1.172	0.977	2.519	21.13		5.189	5.712	5.556	4.668	
2013	£M	3.172	1.044	1.232	2.604	1.804	1.425	2.161	2.294	1.276	1.209	1.029	2.640	21.89	3.6%	5.448	5.833	5.730	4.878	
2014	£M	3.252	1.063	1.264	2.679	1.838	1.450	2.225	2.377	1.333	1.259	1.063	2.723	22.53	2.9%	5.578	5.967	5.935	5.045	
2015	£M	3.476	1.126	1.312	2.758	1.897	1.496	2.287	2.444	1.371	1.302	1.097	2.858	23.42	4.0%	5.915	6.151	6.102	5.257	
2016	£M	3.578	1.152	1.331	2.803	1.935	1.528	2.343	2.516	1.414	1.333	1.125	2.944	24.00	2.5%	6.061	6.266	6.272	5.403	
2017	£M	3.821	1.241	1.373	2.978	2.048	1.602	2.485	2.633	1.540	1.418	1.185	3.168	25.49	6.2%	6.436	6.629	6.658	5.772	
2018	£M	4.020	1.305	1.428	3.115	2.170	1.691	2.597	2.793	1.603	1.490	1.251	3.352	26.82	5.2%	6.754	6.976	6.993	6.093	
2019	£M	4.246	1.345	1.478	3.301	2.262	1.741	2.716	2.878	1.636	1.530	1.320	3.504	27.96	4.3%	7.069	7.305	7.230	6.354	
2020	£M	4.609	1.134	0.819	0.127	0.125	0.106	1.589	2.386	1.825	1.428	0.149	1.733	16.03	-42.7%	6.562	0.358	5.800	3.311	
2021	£M	0.113	0.032	0.038	1.003	1.999	1.984	2.867	3.088	2.245	2.021	1.410	3.480	20.28	26.5%	0.183	4.987	8.199	6.911	
2022	£M	5.009	1.486	1.814	3.772	2.628	2.050	3.163	3.350	1.966	1.774	1.512	4.358	32.88	62.1%	8.309	8.450	8.479	7.644	
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
SFR		£M	21.25	21.13	21.89	22.53	23.42	24.00	25.49	26.82	27.96	16.03	20.28	32.88						
All Visitor Types		£M	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20						
Share of Total		%	4.4%	4.3%	4.2%	4.1%	4.0%	4.0%	3.9%	3.8%	3.8%	4.1%	3.2%	4.0%						
Annual Change in Share		%		-3.5%	-1.6%	-3.4%	-1.1%	-0.7%	-2.0%	-1.7%	-0.6%	8.8%	-22.8%	24.6%						
Change in Share from 2011		%		-3.5%	-5.1%	-8.3%	-9.3%	-9.9%	-11.7%	-13.2%	-13.7%	-6.1%	-27.6%	-9.7%						
Avg Ann. Change in Share		%		-3.5%	-2.5%	-2.8%	-2.3%	-2.0%	-2.0%	-1.9%	-1.7%	-0.7%	-2.8%	-0.9%						

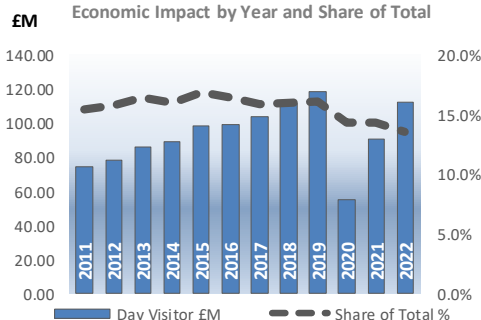
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STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL										2011 to 2022 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		92.8%	48.4%	98.2%	64.5%	68.0%	59.4%	69.6%	64.5%	97.8%	81.6%	76.3%	141.5%	75.0%	Annual Change	81.9%	63.8%	75.5%	93.1%
% Change 2021 to 2022		1891.5%	1575.8%	2094.2%	285.2%	48.3%	10.1%	13.1%	9.4%	-3.9%	-8.7%	7.1%	36.9%	31.2%		1887.1%	53.6%	5.8%	4.8%
Average Annual Change		8.4%	4.4%	8.9%	5.9%	6.2%	5.4%	6.3%	5.9%	8.9%	7.4%	6.9%	12.9%	6.8%		7.4%	5.8%	6.9%	8.5%
2011	£M	11.45	12.47	18.11	33.89	47.43	48.70	57.37	68.80	49.43	29.44	17.00	12.92	407.01		2.6%	42.02	130.02	175.60
2012	£M	11.99	12.76	20.02	34.51	46.29	49.01	57.61	71.14	50.48	30.92	18.54	14.20	417.47	2.6%	44.77	129.81	179.23	63.66
2013	£M	12.93	13.72	22.70	34.12	48.75	49.59	59.84	74.47	51.34	32.36	20.63	15.69	436.14	4.5%	49.35	132.46	185.65	68.68
2014	£M	13.68	14.34	23.73	36.57	50.66	51.15	63.26	75.31	64.03	35.22	22.29	16.92	467.17	7.1%	51.75	138.38	202.60	74.44
2015	£M	14.86	14.77	25.21	38.33	53.66	54.44	66.07	78.61	63.35	37.65	21.61	17.59	486.16	4.1%	54.85	146.43	208.03	76.85
2016	£M	15.29	15.04	25.49	38.92	55.04	55.87	69.21	83.29	66.51	38.84	22.30	18.48	504.27	3.7%	55.82	149.83	219.00	79.62
2017	£M	17.00	16.86	25.65	43.37	60.19	59.14	76.18	87.96	76.74	42.67	23.51	21.08	550.34	9.1%	59.50	162.70	240.88	87.26
2018	£M	18.03	17.85	26.76	45.56	65.81	63.99	79.57	96.45	79.78	46.33	25.31	22.50	587.96	6.8%	62.64	175.36	255.81	94.15
2019	£M	19.60	18.56	27.91	50.83	69.85	65.84	84.93	99.04	80.06	47.29	27.56	23.97	615.44	4.7%	66.07	186.52	264.02	98.82
2020	£M	21.06	15.77	15.13	2.114	4.086	4.147	47.22	78.49	86.95	42.20	3.159	10.84	331.17	-46.2%	51.96	10.35	212.66	56.20
2021	£M	1.108	1.104	1.636	14.47	53.74	70.49	86.01	103.42	101.79	58.56	28.00	22.79	543.12	64.0%	3.847	138.70	291.23	109.35
2022	£M	22.07	18.50	35.89	55.75	79.67	77.62	97.29	113.19	97.78	53.48	29.98	31.19	712.40	31.2%	76.45	213.04	308.26	114.64
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
Staying Visitor	£M	407.01	417.47	436.14	467.17	486.16	504.27	550.34	587.96	615.44	331.17	543.12	712.40						
All Visitor Types	£M	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20						
Share of Total	%	84.6%	84.2%	83.6%	84.0%	83.2%	83.7%	84.2%	84.1%	83.9%	85.7%	85.7%	86.4%						
Annual Change in Share	%		-0.5%	-0.8%	0.5%	-1.0%	0.6%	0.7%	-0.2%	-0.2%	2.1%	0.0%	0.8%						
Change in Share from 2011	%		-0.5%	-1.3%	-0.7%	-1.7%	-1.2%	-0.5%	-0.7%	-0.9%	1.2%	1.3%	2.1%						
Avg Ann. Change in Share	%		-0.5%	-0.6%	-0.2%	-0.4%	-0.2%	-0.1%	-0.1%	-0.1%	0.1%	0.1%	0.2%						

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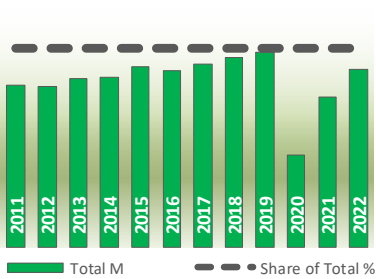
STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL											2011 to 2022 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		33.1%	52.0%	152.5%	22.3%	58.0%	67.5%	30.7%	63.4%	48.2%	37.9%	32.2%	45.6%		51.4%	76.4%	48.4%	49.5%	37.8%
% Change 2021 to 2022		196.4%	127.1%	127.8%	64.9%	26.2%	8.6%	9.8%	-1.4%	-1.6%	1.7%	10.6%	26.1%		23.6%	140.6%	27.9%	1.3%	8.5%
Average Annual Change		3.0%	4.7%	13.9%	2.0%	5.3%	6.1%	2.8%	5.8%	4.4%	3.4%	2.9%	4.1%		4.7%	6.9%	4.4%	4.5%	3.4%
2011 £M		3.587	4.511	3.494	8.103	8.304	6.871	8.257	11.76	6.746	6.258	3.494	2.437		73.82	11.59	23.28	26.77	12.19
2012 £M		3.923	4.901	4.174	7.536	8.179	7.754	9.299	13.12	7.155	6.133	3.666	2.324	78.17	5.9%	13.00	23.47	29.58	12.12
2013 £M		3.987	5.361	4.763	7.922	10.18	7.862	10.24	14.97	7.401	6.519	3.931	2.611	85.75	9.7%	14.11	25.96	32.62	13.06
2014 £M		3.764	5.541	5.813	9.014	10.39	8.138	10.49	15.09	7.163	6.677	4.113	2.619	88.82	3.6%	15.12	27.55	32.75	13.41
2015 £M		4.539	6.517	6.293	9.268	11.08	8.594	10.93	17.45	8.330	7.927	4.296	3.046	98.26	10.6%	17.35	28.94	36.70	15.27
2016 £M		4.618	6.504	6.966	9.099	11.65	9.614	10.31	17.37	7.822	7.463	4.093	3.049	98.56	0.3%	18.09	30.36	35.50	14.60
2017 £M		4.693	6.797	7.384	9.779	11.90	9.963	10.19	18.78	8.616	7.541	4.383	3.142	103.17	4.7%	18.87	31.64	37.59	15.07
2018 £M		5.000	7.504	8.032	10.18	13.31	10.75	10.74	20.22	9.716	8.163	4.654	3.242	111.52	8.1%	20.54	34.25	40.68	16.06
2019 £M		5.362	8.221	8.873	10.74	13.77	11.57	11.23	21.02	10.48	8.692	4.676	3.383	118.02	5.8%	22.46	36.08	42.73	16.75
2020 £M		5.122	7.355	4.219	0.872	1.765	2.484	3.924	12.49	7.070	5.743	2.071	2.188	55.30	-53.1%	16.70	5.121	23.48	10.00
2021 £M		1.611	3.018	3.873	6.012	10.39	10.60	9.825	19.49	10.16	8.485	4.175	2.814	90.46	63.6%	8.502	27.00	39.48	15.47
2022 £M		4.774	6.855	8.824	9.912	13.12	11.51	10.79	19.22	9.999	8.629	4.618	3.548	111.80	23.6%	20.45	34.54	40.01	16.80
ECONOMIC IMPACT - IN HISTORIC PRICES														DAY VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
Day Visitor		£M	73.82	78.17	85.75	88.82	98.26	98.56	103.17	111.52	118.02	55.30	90.46	111.80					
All Visitor Types		£M	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20					
Share of Total		%	15.4%	15.8%	16.4%	16.0%	16.8%	16.3%	15.8%	15.9%	16.1%	14.3%	14.3%	13.6%					
Annual Change in Share		%		2.7%	4.2%	-2.8%	5.2%	-2.8%	-3.4%	1.0%	0.9%	-11.1%	-0.2%	-5.0%					
Change in Share from 2011		%		2.7%	7.0%	4.0%	9.5%	6.5%	2.8%	3.8%	4.8%	-6.8%	-7.0%	-11.7%					
Avg Ann. Change in Share		%		2.7%	3.5%	1.3%	2.4%	1.3%	0.5%	0.5%	0.6%	-0.8%	-0.7%	-1.1%					

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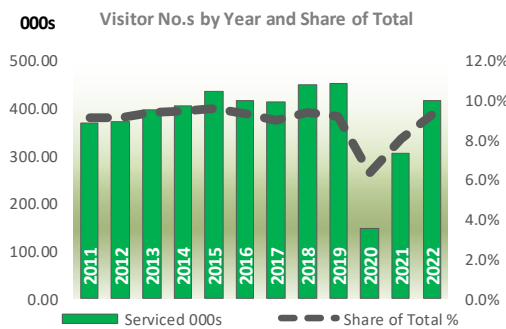
Visitor Numbers by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL										2011 to 2022				TOTAL		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		2.5%	6.9%	51.2%	-9.2%	8.8%	7.1%	2.2%	17.5%	20.0%	5.0%	6.5%	27.1%	10.5%	Annual Change	20.8%	2.5%	13.5%	10.3%	
% Change 2021 to 2022		303.2%	172.4%	193.3%	99.6%	26.8%	1.9%	4.3%	-4.6%	-8.7%	-9.2%	2.2%	20.7%	19.0%		207.7%	29.6%	-3.6%	0.2%	
Average Annual Change		0.2%	0.6%	4.7%	-0.8%	0.8%	0.6%	0.2%	1.6%	1.8%	0.5%	0.6%	2.5%	1.0%		1.9%	0.2%	1.2%	0.9%	
2011	M	0.176	0.204	0.199	0.417	0.470	0.417	0.463	0.614	0.415	0.333	0.201	0.150	4.058	-0.2%	0.579	1.304	1.491	0.683	
2012	M	0.179	0.207	0.217	0.385	0.443	0.426	0.475	0.635	0.416	0.319	0.205	0.144	4.049		0.603	1.253	1.526	0.667	
2013	M	0.178	0.223	0.235	0.379	0.504	0.419	0.499	0.681	0.425	0.328	0.222	0.156	4.249		4.9%	0.636	1.303	1.605	0.706
2014	M	0.166	0.219	0.254	0.397	0.485	0.402	0.505	0.683	0.433	0.336	0.229	0.158	4.266		0.4%	0.639	1.284	1.621	0.722
2015	M	0.188	0.247	0.267	0.395	0.500	0.400	0.504	0.766	0.486	0.376	0.231	0.168	4.531		6.2%	0.702	1.296	1.757	0.775
2016	M	0.192	0.243	0.283	0.385	0.506	0.432	0.488	0.742	0.448	0.344	0.213	0.170	4.447		-1.9%	0.718	1.323	1.678	0.727
2017	M	0.195	0.250	0.287	0.408	0.516	0.440	0.487	0.773	0.487	0.350	0.220	0.178	4.591		3.2%	0.732	1.363	1.747	0.748
2018	M	0.200	0.264	0.298	0.411	0.552	0.458	0.495	0.808	0.512	0.366	0.228	0.182	4.774		4.0%	0.762	1.421	1.815	0.776
2019	M	0.209	0.278	0.316	0.430	0.562	0.473	0.510	0.817	0.521	0.374	0.231	0.186	4.908		2.8%	0.804	1.465	1.848	0.791
2020	M	0.203	0.241	0.150	0.028	0.056	0.073	0.210	0.523	0.419	0.269	0.064	0.090	2.327		-52.6%	0.594	0.158	1.152	0.423
2021	M	0.045	0.080	0.102	0.190	0.403	0.439	0.453	0.756	0.546	0.385	0.209	0.158	3.765		61.8%	0.227	1.031	1.755	0.752
2022	M	0.181	0.218	0.300	0.379	0.511	0.447	0.473	0.721	0.498	0.350	0.214	0.190	4.482		19.0%	0.699	1.337	1.692	0.754
VISITOR NUMBERS														TOTAL						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor No.s by Year and Share of Total						
Total	M	4.058	4.049	4.249	4.266	4.531	4.447	4.591	4.774	4.908	2.327	3.765	4.482							
All Visitor Types	M	4.058	4.049	4.249	4.266	4.531	4.447	4.591	4.774	4.908	2.327	3.765	4.482							
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share	%																			
Change in Share from 2011	%																			
Avg Ann. Change in Share	%																			

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STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL										2011 to 2022			SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		9.5%	14.7%	7.8%	-14.6%	17.2%	0.8%	15.0%	-14.1%	33.5%	-1.2%	24.0%	96.9%		12.3%	10.8%	0.4%	9.2%	31.3%
% Change 2021 to 2022		358.3%	443.1%	378.0%	382.5%	262.5%	19.8%	12.3%	-1.6%	0.9%	0.0%	5.9%	15.4%		36.5%	396.6%	125.8%	3.4%	7.2%
Average Annual Change		0.9%	1.3%	0.7%	-1.3%	1.6%	0.1%	1.4%	-1.3%	3.0%	-0.1%	2.2%	8.8%		1.1%	1.0%	0.0%	0.8%	2.8%
2011 000s		12.0	20.3	21.0	32.3	28.3	30.5	42.0	55.1	42.8	32.4	32.0	19.5		368.2	53.3	91.1	139.8	83.9
2012 000s		9.0	18.4	23.1	29.5	26.8	32.1	41.2	56.1	49.0	29.4	33.2	20.7	368.5	0.1%	50.5	88.3	146.3	83.4
2013 000s		9.6	24.3	27.2	22.5	30.4	33.8	44.4	57.2	50.6	27.6	40.6	27.1	395.4	7.3%	61.2	86.7	152.2	95.3
2014 000s		9.2	21.3	23.2	23.1	28.2	29.7	47.4	58.2	61.6	31.2	40.7	27.7	401.4	1.5%	53.6	81.0	167.2	99.6
2015 000s		13.6	26.6	27.7	25.2	32.5	33.2	49.3	54.4	63.9	35.1	38.8	32.5	432.8	7.8%	67.9	90.8	167.6	106.4
2016 000s		13.3	24.8	24.5	24.6	30.3	30.4	51.1	52.4	60.1	30.5	37.7	33.0	412.8	-4.6%	62.6	85.4	163.6	101.2
2017 000s		14.3	23.6	22.5	26.4	32.4	30.3	48.0	48.2	59.7	30.6	37.5	36.2	409.9	-0.7%	60.5	89.1	155.9	104.4
2018 000s		15.9	25.7	23.9	28.5	36.1	33.2	51.2	53.7	63.1	33.7	41.4	40.2	446.4	8.9%	65.5	97.8	167.9	115.2
2019 000s		15.9	25.5	24.1	28.7	36.4	33.5	51.6	53.3	62.8	34.5	42.3	39.4	448.1	0.4%	65.6	98.5	167.8	116.2
2020 000s		15.6	23.6	9.8	2.3	3.5	2.8	11.4	24.2	29.1	14.8	5.2	4.4	146.6	-67.3%	49.0	8.5	64.7	24.4
2021 000s		2.9	4.3	4.7	5.7	9.1	25.7	43.0	48.1	56.6	32.0	37.5	33.3	302.9	106.6%	11.9	40.5	147.6	102.8
2022 000s		13.2	23.2	22.6	27.6	33.2	30.7	48.3	47.3	57.1	32.0	39.7	38.5	413.4	36.5%	59.0	91.5	152.7	110.2
VISITOR NUMBERS														SERVICED ACCOMMODATION					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor No.s by Year and Share of Total				
Serviced		000s	368.2	368.5	395.4	401.4	432.8	412.8	409.9	446.4	448.1	146.6	302.9	413.4		500.00	12.0%		
All Visitor Types		M	4.1	4.0	4.2	4.3	4.5	4.4	4.6	4.8	4.9	2.3	3.8	4.5					
Share of Total		%	9.1%	9.1%	9.3%	9.4%	9.6%	9.3%	8.9%	9.4%	9.1%	6.3%	8.0%	9.2%					
Annual Change in Share		%		0.3%	2.3%	1.1%	1.5%	-2.8%	-3.8%	4.7%	-2.4%	-31.0%	27.7%	14.7%					
Change in Share from 2011		%		0.3%	2.5%	3.7%	5.3%	2.3%	-1.6%	3.1%	0.6%	-30.5%	-11.3%	1.7%					
Avg Ann. Change in Share		%		0.3%	1.3%	1.2%	1.3%	0.5%	-0.3%	0.4%	0.1%	-3.4%	-1.1%	0.2%					

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

STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL											2011 to 2022			NON-SERVICED		VISITOR NUMBERS					
VISITOR NUMBERS BY:			MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY			NON-SERVICED ACCOMMODATION																		
An increase of 3% or more			VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2011 to 2022			10.2%	-10.8%	13.4%	-4.1%	-0.8%	-10.8%	12.9%	28.8%	36.5%	19.5%	19.8%	38.9%		12.4%	6.0%	-5.3%	26.4%	23.1%	
% Change 2021 to 2022			3881.2%	3636.1%	4291.7%	246.3%	28.8%	1.2%	6.0%	3.5%	-10.7%	-16.5%	-1.1%	35.5%		18.4%	4031.8%	37.8%	-1.3%	-5.0%	
Average Annual Change			0.9%	-1.0%	1.2%	-0.4%	-0.1%	-1.0%	1.2%	2.6%	3.3%	1.8%	1.8%	3.5%		1.1%	0.5%	-0.5%	2.4%	2.1%	
2011			M	0.021	0.029	0.054	0.104	0.158	0.152	0.138	0.164	0.144	0.089	0.046		0.030	1.129	0.104	0.415	0.446	0.165
2012			M	0.022	0.028	0.054	0.103	0.147	0.142	0.130	0.158	0.135	0.089	0.048	0.030	1.086	-3.8%	0.104	0.392	0.423	0.167
2013			M	0.022	0.028	0.054	0.101	0.155	0.137	0.132	0.161	0.143	0.095	0.054	0.029	1.110	2.2%	0.104	0.392	0.436	0.177
2014			M	0.020	0.027	0.051	0.093	0.139	0.123	0.136	0.171	0.151	0.099	0.058	0.032	1.100	-0.9%	0.098	0.355	0.458	0.189
2015			M	0.015	0.023	0.047	0.084	0.134	0.107	0.124	0.195	0.172	0.102	0.059	0.025	1.087	-1.2%	0.086	0.325	0.490	0.186
2016			M	0.018	0.024	0.050	0.082	0.130	0.116	0.127	0.181	0.154	0.091	0.048	0.027	1.049	-3.5%	0.092	0.328	0.463	0.166
2017			M	0.020	0.028	0.049	0.090	0.138	0.120	0.139	0.189	0.177	0.099	0.050	0.031	1.131	7.9%	0.097	0.349	0.505	0.180
2018			M	0.020	0.028	0.049	0.091	0.145	0.125	0.141	0.200	0.178	0.103	0.052	0.031	1.163	2.8%	0.098	0.362	0.518	0.185
2019			M	0.022	0.029	0.050	0.101	0.152	0.126	0.149	0.202	0.174	0.102	0.056	0.033	1.197	2.9%	0.102	0.379	0.525	0.191
2020			M	0.024	0.023	0.028	0.003	0.008	0.007	0.089	0.168	0.197	0.098	0.006	0.018	0.669	-44.1%	0.075	0.018	0.454	0.122
2021			M	0.001	0.001	0.001	0.029	0.122	0.134	0.147	0.204	0.220	0.127	0.056	0.031	1.072	60.3%	0.003	0.285	0.571	0.213
2022			M	0.024	0.026	0.061	0.100	0.157	0.136	0.156	0.212	0.196	0.106	0.055	0.042	1.269	18.4%	0.110	0.393	0.564	0.203
VISITOR NUMBERS															NON-SERVICED ACCOMMODATION						
SHARE OF MARKET			2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor No.s by Year and Share of Total						
Non-Serviced			M	1.129	1.086	1.110	1.100	1.087	1.049	1.131	1.163	1.197	0.669	1.072	1.269						
All Visitor Types			M	4.058	4.049	4.249	4.266	4.531	4.447	4.591	4.774	4.908	2.327	3.765	4.482						
Share of Total			%	27.8%	26.8%	26.1%	25.8%	24.0%	23.6%	24.6%	24.4%	24.4%	28.7%	28.5%	28.3%						
Annual Change in Share			%		-3.6%	-2.6%	-1.3%	-7.0%	-1.7%	4.5%	-1.1%	0.1%	17.9%	-0.9%	-0.6%						
Change in Share from 2011			%		-3.6%	-6.1%	-7.3%	-13.8%	-15.3%	-11.5%	-12.5%	-12.4%	3.3%	2.3%	1.7%						
Avg Ann. Change in Share			%		-3.6%	-3.1%	-2.4%	-3.5%	-3.1%	-1.9%	-1.8%	-1.5%	0.4%	0.2%	0.2%						

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

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

STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL										2011 to 2022			SFR	VISITOR NUMBERS										
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER								
KEY		SFR												TOTAL	% Change									
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																						
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change		Q1	Q2	Q3	Q4					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC											
% Change 2011 to 2022		19.4%	5.3%	13.9%	5.1%	5.6%	3.6%	7.1%	8.2%	11.7%	8.8%	12.3%	26.8%							11.3%	15.0%	4.9%	8.7%	18.3%
% Change 2021 to 2022		2077.4%	2042.9%	2321.0%	263.8%	33.8%	-0.3%	5.3%	2.1%	-14.0%	-15.3%	2.9%	20.2%							53.2%	2123.3%	58.1%	-1.6%	4.9%
Average Annual Change		1.8%	0.5%	1.3%	0.5%	0.5%	0.3%	0.6%	0.7%	1.1%	0.8%	1.1%	2.4%							1.0%	1.4%	0.4%	0.8%	1.7%
2011	000s	29.1	11.6	12.9	23.1	19.6	16.3	20.5	20.6	14.1	13.2	11.5	22.9	215.4	-4.4%	53.6	59.0	55.2	47.7					
2012	000s	28.1	10.9	12.6	22.0	18.4	15.4	19.4	19.7	13.3	12.7	11.1	22.4	206.0		51.6	55.8	52.4	46.3					
2013	000s	28.4	11.1	12.8	21.6	18.4	15.2	19.4	19.8	13.2	12.7	11.4	22.8	206.7		0.3%	52.4	55.2	52.3	46.8				
2014	000s	28.4	11.0	12.8	21.6	18.2	15.1	19.4	19.9	13.4	12.8	11.4	22.8	207.0	0.1%	52.2	54.9	52.8	47.1					
2015	000s	30.0	11.6	13.2	22.0	18.6	15.4	19.7	20.3	13.6	13.1	11.7	23.7	212.9	2.8%	54.7	56.0	53.6	48.5					
2016	000s	30.5	11.7	13.2	22.1	18.7	15.5	20.0	20.6	13.9	13.3	11.8	24.1	215.2	1.1%	55.3	56.3	54.4	49.2					
2017	000s	31.7	12.3	13.3	22.9	19.3	15.8	20.6	21.0	14.7	13.8	12.1	25.3	222.8	3.5%	57.3	58.1	56.4	51.2					
2018	000s	32.1	12.4	13.3	23.0	19.7	16.1	20.7	21.4	14.8	13.9	12.3	25.7	225.5	1.2%	57.8	58.8	56.9	51.9					
2019	000s	33.1	12.5	13.4	23.8	20.0	16.1	21.2	21.6	14.7	13.9	12.7	26.2	229.1	1.6%	58.9	60.0	57.4	52.8					
2020	000s	35.0	10.2	7.2	0.9	1.1	1.0	12.1	17.4	15.9	12.7	1.4	12.6	127.4	-44.4%	52.4	2.9	45.4	26.7					
2021	000s	1.6	0.6	0.6	6.7	15.5	17.0	20.8	21.9	18.3	17.0	12.6	24.2	156.6	22.9%	2.8	39.1	61.0	53.7					
2022	000s	34.7	12.3	14.6	24.2	20.7	16.9	21.9	22.3	15.7	14.4	12.9	29.1	239.9	53.2%	61.7	61.9	60.0	56.4					
VISITOR NUMBERS														SFR										
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s Visitor No.s by Year and Share of Total										
SFR		000s	215.4	206.0	206.7	207.0	212.9	215.2	222.8	225.5	229.1	127.4	156.6	239.9										
All Visitor Types		M	4.1	4.0	4.2	4.3	4.5	4.4	4.6	4.8	4.9	2.3	3.8	4.5										
Share of Total		%	5.3%	5.1%	4.9%	4.9%	4.7%	4.8%	4.9%	4.7%	4.7%	5.5%	4.2%	5.4%										
Annual Change in Share		%		-4.2%	-4.4%	-0.3%	-3.2%	3.0%	0.3%	-2.7%	-1.1%	17.3%	-24.0%	28.7%										
Change in Share from 2011		%		-4.2%	-8.4%	-8.6%	-11.5%	-8.8%	-8.6%	-11.1%	-12.1%	3.1%	-21.7%	0.8%										
Avg Ann. Change in Share		%		-4.2%	-4.2%	-2.9%	-2.9%	-1.8%	-1.4%	-1.6%	-1.5%	0.3%	-2.2%	0.1%										

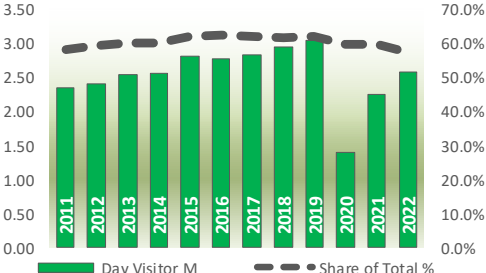
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL										2011 to 2022				STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		14.4%	0.8%	12.2%	-4.9%	2.2%	-7.9%	12.7%	17.2%	34.1%	13.4%	20.4%	50.7%	12.2%	Annual Change	9.5%	-3.3%	21.1%	24.6%	
% Change 2021 to 2022		1311.2%	1004.5%	1361.0%	268.1%	43.9%	3.7%	7.2%	2.5%	-8.7%	-13.4%	1.9%	23.7%	25.5%		1232.5%	49.7%	-0.5%	-0.2%	
Average Annual Change		1.3%	0.1%	1.1%	-0.4%	0.2%	-0.7%	1.2%	1.6%	3.1%	1.2%	1.9%	4.6%	1.1%		0.9%	-0.3%	1.9%	2.2%	
2011	M	0.063	0.061	0.088	0.159	0.206	0.199	0.200	0.240	0.201	0.134	0.090	0.072	1.713	Annual Change	0.211	0.565	0.641	0.296	
2012	M	0.059	0.058	0.089	0.154	0.193	0.189	0.191	0.234	0.197	0.131	0.093	0.073	1.661		-3.1%	0.206	0.536	0.622	0.297
2013	M	0.060	0.064	0.094	0.145	0.203	0.186	0.196	0.238	0.206	0.135	0.106	0.079	1.712		3.1%	0.218	0.534	0.640	0.320
2014	M	0.058	0.059	0.087	0.138	0.185	0.168	0.202	0.249	0.226	0.143	0.110	0.082	1.709		-0.2%	0.204	0.491	0.678	0.336
2015	M	0.059	0.061	0.088	0.131	0.185	0.156	0.193	0.269	0.249	0.150	0.109	0.081	1.732		1.4%	0.208	0.472	0.712	0.340
2016	M	0.062	0.061	0.087	0.129	0.179	0.162	0.198	0.254	0.228	0.135	0.098	0.084	1.677		-3.2%	0.210	0.470	0.681	0.316
2017	M	0.066	0.064	0.085	0.140	0.190	0.167	0.208	0.258	0.251	0.143	0.100	0.092	1.764		5.2%	0.215	0.496	0.717	0.335
2018	M	0.068	0.066	0.086	0.143	0.201	0.175	0.212	0.275	0.255	0.151	0.105	0.097	1.835		4.0%	0.221	0.518	0.743	0.353
2019	M	0.071	0.067	0.088	0.154	0.208	0.176	0.221	0.276	0.252	0.151	0.111	0.099	1.874		2.1%	0.226	0.537	0.750	0.361
2020	M	0.074	0.057	0.045	0.007	0.012	0.011	0.112	0.210	0.242	0.125	0.013	0.035	0.943		-49.7%	0.176	0.030	0.564	0.173
2021	M	0.005	0.006	0.007	0.041	0.147	0.177	0.211	0.274	0.295	0.176	0.106	0.088	1.532	62.5%	0.017	0.365	0.780	0.370	
2022	M	0.071	0.061	0.098	0.152	0.211	0.183	0.226	0.281	0.269	0.152	0.108	0.109	1.922	25.5%	0.231	0.546	0.776	0.369	
VISITOR NUMBERS														STAYING VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor No.s by Year and Share of Total						
Staying Visitor	M	1.713	1.661	1.712	1.709	1.732	1.677	1.764	1.835	1.874	0.943	1.532	1.922							
All Visitor Types	M	4.058	4.049	4.249	4.266	4.531	4.447	4.591	4.774	4.908	2.327	3.765	4.482							
Share of Total	%	42.2%	41.0%	40.3%	40.0%	38.2%	37.7%	38.4%	38.4%	38.2%	40.5%	40.7%	42.9%							
Annual Change in Share	%		-2.9%	-1.8%	-0.6%	-4.5%	-1.4%	1.9%	0.0%	-0.6%	6.1%	0.4%	5.4%							
Change in Share from 2011	%		-2.9%	-4.6%	-5.1%	-9.4%	-10.7%	-9.0%	-9.0%	-9.5%	-4.0%	-3.6%	1.6%							
Avg Ann. Change in Share	%		-2.9%	-2.3%	-1.7%	-2.4%	-2.1%	-1.5%	-1.3%	-1.2%	-0.4%	-0.4%	0.1%							

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

STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL										2011 to 2022				DAY VISITOR		VISITOR NUMBERS						
VISITOR NUMBERS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY			DAY VISITOR																			
An increase of 3% or more			VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change							
Less than 3% change			Q1			Q2			Q3			Q4										
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4			
% Change 2011 to 2022			-4.1%	9.5%	82.0%	-11.8%	13.9%	20.8%	-5.8%	17.8%	6.8%	-0.6%	-4.7%	5.0%		9.2%	27.2%	7.0%	7.7%	-0.7%		
% Change 2021 to 2022			174.8%	110.6%	111.2%	52.9%	17.1%	0.7%	1.8%	-8.6%	-8.8%	-5.7%	2.6%	16.9%		14.6%	123.1%	18.6%	-6.0%	0.6%		
Average Annual Change			-0.4%	0.9%	7.5%	-1.1%	1.3%	1.9%	-0.5%	1.6%	0.6%	-0.1%	-0.4%	0.5%		0.8%	2.5%	0.6%	0.7%	-0.1%		
2011			M	0.114	0.143	0.111	0.257	0.264	0.218	0.262	0.374	0.214	0.199	0.111		0.077	2.345	1.9%	0.368	0.739	0.850	0.387
2012			M	0.120	0.150	0.128	0.230	0.250	0.237	0.284	0.401	0.219	0.187	0.112	0.071	2.389	0.397		0.717	0.904	0.370	
2013			M	0.118	0.159	0.141	0.234	0.301	0.233	0.303	0.443	0.219	0.193	0.116	0.077	2.537	6.2%		0.418	0.768	0.965	0.386
2014			M	0.108	0.160	0.167	0.260	0.299	0.234	0.302	0.435	0.206	0.192	0.118	0.075	2.558	0.8%		0.435	0.793	0.943	0.386
2015			M	0.129	0.186	0.179	0.264	0.316	0.245	0.311	0.497	0.237	0.226	0.122	0.087	2.798	9.4%		0.494	0.824	1.045	0.435
2016			M	0.130	0.183	0.196	0.256	0.327	0.270	0.290	0.488	0.220	0.210	0.115	0.086	2.770	-1.0%		0.508	0.853	0.998	0.410
2017			M	0.129	0.186	0.202	0.268	0.326	0.273	0.279	0.515	0.236	0.207	0.120	0.086	2.827	2.1%		0.517	0.867	1.030	0.413
2018			M	0.132	0.198	0.212	0.268	0.351	0.283	0.283	0.533	0.256	0.215	0.123	0.085	2.939	4.0%		0.541	0.903	1.072	0.423
2019			M	0.138	0.211	0.228	0.276	0.354	0.297	0.289	0.540	0.269	0.223	0.120	0.087	3.034	3.2%		0.577	0.927	1.099	0.431
2020			M	0.128	0.184	0.106	0.022	0.044	0.062	0.098	0.313	0.177	0.144	0.052	0.055	1.384	-54.4%		0.418	0.128	0.588	0.250
2021			M	0.040	0.075	0.096	0.148	0.257	0.262	0.243	0.481	0.251	0.209	0.103	0.069	2.234	61.4%	0.210	0.667	0.975	0.382	
2022			M	0.109	0.157	0.202	0.227	0.300	0.264	0.247	0.440	0.229	0.198	0.106	0.081	2.560	14.6%	0.468	0.791	0.916	0.385	
VISITOR NUMBERS															DAY VISITOR							
SHARE OF MARKET			2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor No.s by Year and Share of Total							
Day Visitor			M	2.345	2.389	2.537	2.558	2.798	2.770	2.827	2.939	3.034	1.384	2.234	2.560							
All Visitor Types			M	4.058	4.049	4.249	4.266	4.531	4.447	4.591	4.774	4.908	2.327	3.765	4.482							
Share of Total			%	57.8%	59.0%	59.7%	60.0%	61.8%	62.3%	61.6%	61.6%	61.8%	59.5%	59.3%	57.1%							
Annual Change in Share			%		2.1%	1.2%	0.4%	3.0%	0.9%	-1.1%	0.0%	0.4%	-3.8%	-0.3%	-3.7%							
Change in Share from 2011			%		2.1%	3.3%	3.7%	6.9%	7.8%	6.6%	6.5%	7.0%	2.9%	2.7%	-1.2%							
Avg Ann. Change in Share			%		2.1%	1.7%	1.2%	1.7%	1.6%	1.1%	0.9%	0.9%	0.3%	0.3%	-0.1%							

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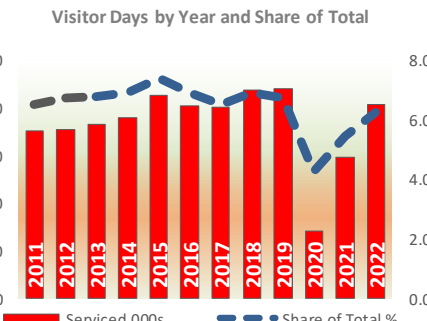
Visitor Days by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL											2011 to 2022			TOTAL		VISITOR DAYS				
VISITOR DAYS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			TOTAL																	
An increase of 3% or more			VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022			23.9%	6.8%	50.8%	9.5%	17.0%	13.2%	16.9%	24.6%	29.3%	22.1%	19.8%	56.6%		21.7%	29.3%	13.6%	23.6%	28.8%
% Change 2021 to 2022			725.1%	379.4%	544.4%	177.3%	30.1%	1.8%	5.5%	0.3%	-10.1%	-13.6%	0.3%	27.4%		21.1%	525.9%	35.5%	-1.8%	-1.9%
Average Annual Change			2.2%	0.6%	4.6%	0.9%	1.5%	1.2%	1.5%	2.2%	2.7%	2.0%	1.8%	5.1%		2.0%	2.7%	1.2%	2.1%	2.6%
2011	M	0.355	0.391	0.495	0.984	1.320	1.298	1.345	1.667	1.288	0.821	0.446	0.343	10.75	-2.5%	1.241	3.602	4.300	1.610	
2012	M	0.361	0.390	0.526	0.929	1.223	1.257	1.301	1.655	1.243	0.801	0.454	0.349	10.49		1.276	3.410	4.198	1.604	
2013	M	0.369	0.406	0.575	0.908	1.289	1.230	1.330	1.720	1.235	0.819	0.483	0.371	10.73	2.3%	1.350	3.427	4.285	1.672	
2014	M	0.366	0.412	0.610	0.952	1.286	1.226	1.353	1.770	1.290	0.847	0.505	0.383	11.00	2.5%	1.388	3.464	4.412	1.736	
2015	M	0.396	0.436	0.640	0.979	1.343	1.277	1.396	1.876	1.350	0.912	0.496	0.398	11.50	4.5%	1.472	3.599	4.622	1.806	
2016	M	0.401	0.434	0.652	0.969	1.362	1.313	1.400	1.919	1.373	0.909	0.495	0.405	11.63	1.2%	1.486	3.644	4.692	1.808	
2017	M	0.423	0.466	0.653	1.044	1.429	1.351	1.475	1.993	1.542	0.959	0.513	0.442	12.29	5.7%	1.542	3.824	5.010	1.914	
2018	M	0.432	0.483	0.665	1.054	1.514	1.409	1.497	2.100	1.573	1.004	0.529	0.450	12.71	3.4%	1.580	3.977	5.169	1.983	
2019	M	0.459	0.502	0.691	1.139	1.563	1.430	1.565	2.120	1.565	1.010	0.556	0.470	13.07	2.8%	1.653	4.132	5.250	2.036	
2020	M	0.466	0.422	0.354	0.054	0.109	0.129	0.821	1.579	1.574	0.853	0.100	0.238	6.698	-48.8%	1.241	0.292	3.973	1.191	
2021	M	0.053	0.087	0.116	0.389	1.187	1.444	1.490	2.071	1.852	1.161	0.533	0.422	10.80	61.3%	0.256	3.019	5.413	2.115	
2022	M	0.440	0.418	0.746	1.077	1.544	1.470	1.572	2.077	1.665	1.002	0.534	0.538	13.08	21.1%	1.604	4.091	5.314	2.074	
VISITOR DAYS														TOTAL						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M	Visitor Days by Year and Share of Total					
Total	M	10.75	10.49	10.73	11.00	11.50	11.63	12.29	12.71	13.07	6.698	10.80	13.08							
All Visitor Types	M	10.75	10.49	10.73	11.00	11.50	11.63	12.29	12.71	13.07	6.698	10.80	13.08							
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share	%																			
Change in Share from 2011	%																			
Avg Ann. Change in Share	%																			

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STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL											2011 to 2022			SERVICED	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		18.4%	2.3%	16.7%	6.2%	34.3%	28.2%	15.5%	5.5%	9.6%	16.9%	9.3%	59.3%		16.0%	11.7%	22.5%	9.7%	23.1%
% Change 2021 to 2022		357.4%	443.1%	379.6%	381.8%	261.7%	19.7%	12.2%	-1.7%	0.9%	0.1%	5.9%	15.4%		37.8%	393.4%	119.2%	3.1%	5.8%
Average Annual Change		1.7%	0.2%	1.5%	0.6%	3.1%	2.6%	1.4%	0.5%	0.9%	1.5%	0.8%	5.4%		1.5%	1.1%	2.0%	0.9%	2.1%
2011 000s		23.1	35.7	35.8	62.0	56.0	61.5	83.5	116.9	80.4	60.7	53.2	30.8		699.5	94.7	179.4	280.7	144.7
2012 000s		19.2	32.8	37.1	57.2	54.3	66.2	81.7	119.7	90.4	59.8	56.7	29.3	704.5	89.2	177.8	291.8	145.8	
2013 000s		19.8	36.0	43.4	49.5	58.2	66.7	88.2	127.8	82.9	55.7	64.2	34.6	727.0	99.2	174.5	298.8	154.4	
2014 000s		20.8	34.6	40.4	56.2	60.0	64.9	92.9	127.2	100.1	62.1	63.7	35.0	758.0	95.8	181.1	320.3	160.8	
2015 000s		31.6	42.1	48.3	63.6	71.6	82.0	101.7	134.3	97.9	74.4	57.8	41.6	846.9	122.0	217.2	334.0	173.8	
2016 000s		28.4	39.1	45.4	58.8	68.1	76.6	99.9	131.7	91.5	66.4	54.3	42.3	802.6	112.9	203.5	323.2	163.1	
2017 000s		30.3	37.3	41.6	62.7	72.9	76.9	94.7	123.2	91.1	67.2	54.4	46.5	798.9	109.1	212.5	309.1	168.1	
2018 000s		33.1	40.5	44.4	67.7	81.4	84.5	101.2	137.5	96.8	74.3	60.1	51.3	872.6	117.9	233.5	335.4	185.7	
2019 000s		33.1	40.3	44.8	68.1	82.1	85.3	102.2	137.0	96.4	76.1	61.6	50.3	877.2	118.2	235.5	335.6	187.9	
2020 000s		32.4	37.1	18.1	5.5	7.8	7.0	22.7	62.8	44.9	32.8	7.7	5.6	284.4	87.5	20.3	130.4	46.1	
2021 000s		6.0	6.7	8.7	13.7	20.8	65.9	85.9	125.4	87.3	70.9	54.9	42.6	588.8	107.0%	21.4	100.3	298.6	
2022 000s		27.4	36.6	41.8	65.8	75.2	78.8	96.4	123.3	88.1	71.0	58.1	49.1	811.6	105.7	219.8	307.8	178.2	
VISITOR DAYS														SERVICED ACCOMMODATION					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor Days by Year and Share of Total				
Serviced 000s		699.5	704.5	727.0	758.0	846.9	802.6	798.9	872.6	877.2	284.4	588.8	811.6	1,000.00					
All Visitor Types M		10.8	10.5	10.7	11.0	11.5	11.6	12.3	12.7	13.1	6.7	10.8	13.1						
Share of Total %		6.5%	6.7%	6.8%	6.9%	7.4%	6.9%	6.5%	6.9%	6.7%	4.2%	5.4%	6.2%						
Annual Change in Share %			3.3%	0.8%	1.8%	6.9%	-6.3%	-5.8%	5.6%	-2.3%	-36.7%	28.3%	13.8%						
Change in Share from 2011 %			3.3%	4.1%	5.9%	13.2%	6.1%	-0.1%	5.5%	3.2%	-34.7%	-16.2%	-4.6%						
Avg Ann. Change in Share %			3.3%	2.1%	2.0%	3.3%	1.2%	0.0%	0.8%	0.4%	-3.9%	-1.6%	-0.4%						

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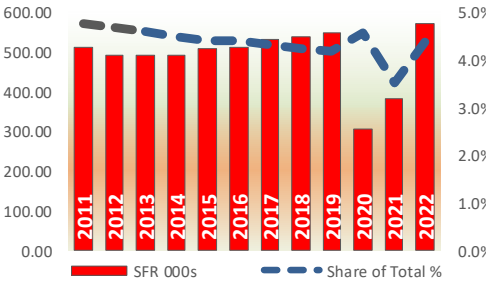
STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL										2011 to 2022				NON-SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		48.9%	5.8%	47.0%	19.3%	17.3%	10.9%	23.9%	29.6%	36.4%	31.8%	33.2%	89.0%		27.0%	35.6%	15.3%	30.0%	42.6%
% Change 2021 to 2022		3879.3%	3635.1%	4291.4%	246.3%	28.8%	1.2%	5.9%	3.5%	-10.7%	-16.5%	-1.1%	35.4%		20.2%	4024.6%	35.9%	-1.1%	-3.9%
Average Annual Change		4.4%	0.5%	4.3%	1.8%	1.6%	1.0%	2.2%	2.7%	3.3%	2.9%	3.0%	8.1%		2.5%	3.2%	1.4%	2.7%	3.9%
2011 M		0.145	0.188	0.320	0.602	0.957	0.984	0.948	1.123	0.963	0.533	0.259	0.175		7.198	0.653	2.544	3.034	0.967
2012 M		0.152	0.184	0.334	0.582	0.878	0.922	0.886	1.083	0.905	0.527	0.263	0.190	6.906	-4.1%	0.670	2.382	2.874	0.980
2013 M		0.160	0.188	0.363	0.566	0.890	0.899	0.890	1.098	0.904	0.543	0.279	0.200	6.979	1.1%	0.711	2.354	2.892	1.022
2014 M		0.166	0.195	0.375	0.578	0.886	0.895	0.909	1.156	0.954	0.565	0.300	0.214	7.192	3.1%	0.735	2.359	3.019	1.079
2015 M		0.161	0.184	0.384	0.592	0.915	0.918	0.934	1.192	0.986	0.583	0.293	0.208	7.349	2.2%	0.729	2.425	3.112	1.083
2016 M		0.167	0.187	0.382	0.594	0.926	0.934	0.961	1.245	1.032	0.604	0.302	0.214	7.548	2.7%	0.736	2.454	3.238	1.120
2017 M		0.185	0.217	0.381	0.652	0.987	0.968	1.049	1.300	1.183	0.656	0.314	0.243	8.135	7.8%	0.782	2.607	3.533	1.213
2018 M		0.187	0.218	0.380	0.656	1.039	1.008	1.060	1.374	1.188	0.685	0.321	0.246	8.361	2.8%	0.785	2.702	3.622	1.252
2019 M		0.206	0.225	0.390	0.730	1.083	1.013	1.122	1.386	1.167	0.680	0.349	0.264	8.615	3.0%	0.820	2.827	3.675	1.293
2020 M		0.218	0.179	0.215	0.024	0.055	0.058	0.670	1.158	1.318	0.650	0.037	0.145	4.725	-45.1%	0.612	0.136	3.145	0.832
2021 M		0.005	0.005	0.011	0.208	0.872	1.079	1.108	1.407	1.471	0.842	0.348	0.245	7.602	60.9%	0.021	2.159	3.986	1.436
2022 M		0.216	0.199	0.471	0.719	1.123	1.092	1.174	1.456	1.314	0.703	0.344	0.332	9.142	20.2%	0.886	2.934	3.943	1.379
VISITOR DAYS														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor Days by Year and Share of Total					
Non-Serviced		M	7.198	6.906	6.979	7.192	7.349	7.548	8.135	8.361	8.615	4.725	7.602	9.142					
All Visitor Types		M	10.75	10.49	10.73	11.00	11.50	11.63	12.29	12.71	13.07	6.698	10.80						
Share of Total		%	66.9%	65.8%	65.0%	65.4%	63.9%	64.9%	66.2%	65.8%	65.9%	70.5%	70.4%	69.9%					
Annual Change in Share		%		-1.6%	-1.3%	0.6%	-2.3%	1.5%	2.0%	-0.6%	0.2%	7.0%	-0.3%	-0.7%					
Change in Share from 2011		%		-1.6%	-2.9%	-2.3%	-4.5%	-3.1%	-1.1%	-1.7%	-1.5%	5.4%	5.1%	4.4%					
Avg Ann. Change in Share		%		-1.6%	-1.4%	-0.8%	-1.1%	-0.6%	-0.2%	-0.2%	-0.2%	0.6%	0.5%	0.4%					

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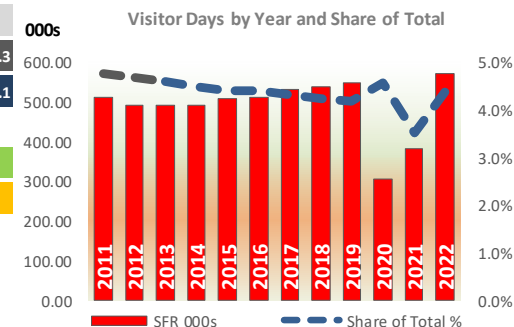
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STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL										2011 to 2022			SFR		VISITOR DAYS																		
VISITOR DAYS BY:		MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY		SFR													TOTAL						% Change												
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																															
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change		Q1				Q2				Q3				Q4			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																				
% Change 2011 to 2022		19.4%	5.3%	13.9%	5.1%	5.6%	3.6%	7.1%	8.2%	11.7%	8.8%	12.3%	26.8%	11.6%	Annual Change		15.4% <th colspan="4">4.9%<th colspan="4">8.6%<th colspan="4">19.2%</th></th></th>				4.9% <th colspan="4">8.6%<th colspan="4">19.2%</th></th>				8.6% <th colspan="4">19.2%</th>				19.2%				
% Change 2021 to 2022		4025.5%	4187.3%	4337.6%	248.6%	21.9%	-4.2%	2.3%	0.6%	-18.8%	-18.6%	-0.6%	16.1%	50.4%			4118.8% <th colspan="4">57.1%<th colspan="4">-4.1%<th colspan="4">2.6%</th></th></th>				57.1% <th colspan="4">-4.1%<th colspan="4">2.6%</th></th>				-4.1% <th colspan="4">2.6%</th>				2.6%				
Average Annual Change		1.8%	0.5%	1.3%	0.5%	0.5%	0.3%	0.6%	0.7%	1.1%	0.8%	1.1%	2.4%	1.1%			1.4% <th colspan="4">0.4%<th colspan="4">0.8%<th colspan="4">1.7%</th></th></th>				0.4% <th colspan="4">0.8%<th colspan="4">1.7%</th></th>				0.8% <th colspan="4">1.7%</th>				1.7%				
2011 000s		72.7	24.5	27.6	62.2	43.2	34.3	51.2	53.7	30.5	28.3	23.3	59.6	511.2	-4.3%		124.8				139.7				135.4				111.3				
2012 000s		70.2	23.0	27.0	59.4	40.5	32.4	48.4	51.3	28.9	27.1	22.6	58.3	489.1			120.1				132.2				128.6				108.1				
2013 000s		71.1	23.4	27.6	58.4	40.4	31.9	48.4	51.4	28.6	27.1	23.1	59.2	490.6	0.3%		122.1				130.7				128.4				109.3				
2014 000s		70.9	23.2	27.6	58.4	40.1	31.6	48.5	51.9	29.1	27.5	23.2	59.4	491.3	0.1%		121.7				130.2				129.5				110.0				
2015 000s		75.0	24.3	28.3	59.5	40.9	32.3	49.3	52.7	29.6	28.1	23.7	61.7	505.3	2.9%		127.6				132.7				131.6				113.4				
2016 000s		76.2	24.5	28.3	59.7	41.2	32.5	49.9	53.6	30.1	28.4	24.0	62.7	511.0	1.1%		129.0				133.4				133.5				115.0				
2017 000s		79.3	25.8	28.5	61.8	42.5	33.2	51.6	54.6	32.0	29.4	24.6	65.8	529.1	3.6%		133.6				137.6				138.2				119.8				
2018 000s		80.3	26.1	28.5	62.2	43.3	33.8	51.9	55.8	32.0	29.7	25.0	66.9	535.4	1.2%		134.8				139.3				139.6				121.6				
2019 000s		82.7	26.2	28.8	64.3	44.1	33.9	52.9	56.1	31.9	29.8	25.7	68.2	544.4	1.7%		137.7				142.2				140.8				123.7				
2020 000s		87.4	21.5	15.5	2.4	2.4	2.0	30.1	45.2	34.6	27.1	2.8	32.9	304.0	-44.2%		124.4				6.8				110.0				62.8				
2021 000s		2.1	0.6	0.7	18.8	37.4	37.1	53.6	57.8	42.0	37.8	26.4	65.1	379.3	24.8%		3.4				93.3				153.4				129.3				
2022 000s		86.9	25.8	31.5	65.4	45.6	35.6	54.9	58.1	34.1	30.8	26.2	75.6	570.3	50.4%		144.1				146.6				147.0				132.6				
VISITOR DAYS														SFR																			
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor Days by Year and Share of Total																		
SFR		000s	511.2	489.1	490.6	491.3	505.3	511.0	529.1	535.4	544.4	304.0	379.3	570.3																			
All Visitor Types		M	10.8	10.5	10.7	11.0	11.5	11.6	12.3	12.7	13.1	6.7	10.8	13.1																			
Share of Total		%	4.8%	4.7%	4.6%	4.5%	4.4%	4.4%	4.3%	4.2%	4.2%	4.5%	3.5%	4.4%																			
Annual Change in Share		%		-1.9%	-2.0%	-2.3%	-1.6%	0.0%	-2.0%	-2.2%	-1.1%	8.9%	-22.6%	24.2%																			
Change in Share from 2011		%		-1.9%	-3.9%	-6.0%	-7.6%	-7.6%	-9.4%	-11.4%	-12.4%	-4.5%	-26.1%	-8.3%																			
Avg Ann. Change in Share		%		-1.9%	-1.9%	-2.0%	-1.9%	-1.5%	-1.6%	-1.6%	-1.5%	-0.5%	-2.6%	-0.8%																			

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STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL										2011 to 2022				STAYING VISITOR		VISITOR DAYS					
VISITOR DAYS BY:			MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY			STAYING VISITOR																		
An increase of 3% or more			VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2011 to 2022			37.1%	5.2%	41.8%	17.0%	17.7%	11.7%	22.4%	26.5%	33.7%	29.3%	27.9%	71.6%		25.1%	30.1%	15.3%	27.5%	38.1%	
% Change 2021 to 2022			2344.0%	1963.1%	2600.5%	254.2%	33.7%	2.0%	6.2%	3.0%	-10.3%	-15.4%	-0.2%	29.4%		22.8%	2351.5%	40.3%	-0.9%	-2.5%	
Average Annual Change			3.4%	0.5%	3.8%	1.5%	1.6%	1.1%	2.0%	2.4%	3.1%	2.7%	2.5%	6.5%		2.3%	2.7%	1.4%	2.5%	3.5%	
2011	M		0.241	0.248	0.384	0.727	1.056	1.080	1.083	1.294	1.074	0.622	0.335	0.266	8.409	-3.7%	0.872	2.863	3.450	1.223	
2012	M		0.241	0.240	0.398	0.699	0.973	1.020	1.017	1.253	1.024	0.614	0.342	0.278	8.099		0.879	2.692	3.294	1.234	
2013	M		0.251	0.247	0.434	0.673	0.988	0.998	1.027	1.277	1.016	0.626	0.366	0.293	8.197		1.2%	0.932	2.659	3.320	1.286
2014	M		0.257	0.253	0.443	0.692	0.986	0.992	1.051	1.335	1.083	0.655	0.386	0.308	8.442		3.0%	0.953	2.670	3.469	1.350
2015	M		0.267	0.250	0.461	0.715	1.027	1.032	1.085	1.379	1.113	0.686	0.374	0.311	8.701	3.1%	0.978	2.775	3.577	1.371	
2016	M		0.271	0.251	0.456	0.713	1.035	1.043	1.111	1.431	1.153	0.699	0.380	0.319	8.862	1.8%	0.978	2.791	3.694	1.398	
2017	M		0.295	0.280	0.451	0.776	1.103	1.078	1.196	1.478	1.306	0.753	0.393	0.356	9.463	6.8%	1.025	2.957	3.980	1.501	
2018	M		0.300	0.285	0.453	0.785	1.163	1.126	1.213	1.567	1.316	0.789	0.407	0.364	9.769	3.2%	1.038	3.074	4.097	1.559	
2019	M		0.321	0.291	0.463	0.863	1.209	1.132	1.277	1.579	1.295	0.786	0.436	0.383	10.04	2.7%	1.076	3.204	4.151	1.605	
2020	M		0.338	0.237	0.248	0.032	0.065	0.067	0.722	1.266	1.397	0.710	0.048	0.183	5.313	-47.1%	0.824	0.164	3.386	0.941	
2021	M		0.014	0.013	0.020	0.240	0.930	1.182	1.248	1.590	1.601	0.951	0.430	0.352	8.570	61.3%	0.046	2.353	4.438	1.733	
2022	M		0.330	0.261	0.544	0.850	1.244	1.206	1.325	1.637	1.436	0.805	0.429	0.456	10.52	22.8%	1.135	3.300	4.398	1.690	
VISITOR DAYS															STAYING VISITOR						
SHARE OF MARKET			2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M	Visitor Days by Year and Share of Total					
Staying Visitor			M	8.409	8.099	8.197	8.442	8.701	8.862	9.463	9.769	10.04	5.313	8.570	10.52						
All Visitor Types			M	10.75	10.49	10.73	11.00	11.50	11.63	12.29	12.71	13.07	6.698	10.80	13.08						
Share of Total			%	78.2%	77.2%	76.4%	76.7%	75.7%	76.2%	77.0%	76.9%	76.8%	79.3%	79.3%	80.4%						
Annual Change in Share			%		-1.2%	-1.1%	0.5%	-1.4%	0.7%	1.1%	-0.2%	-0.1%	3.3%	0.0%	1.4%						
Change in Share from 2011			%		-1.2%	-2.3%	-1.9%	-3.2%	-2.6%	-1.5%	-1.7%	-1.8%	1.5%	1.4%	2.9%						
Avg Ann. Change in Share			%		-1.2%	-1.2%	-0.6%	-0.8%	-0.5%	-0.3%	-0.2%	-0.2%	0.2%	0.1%	0.3%						

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

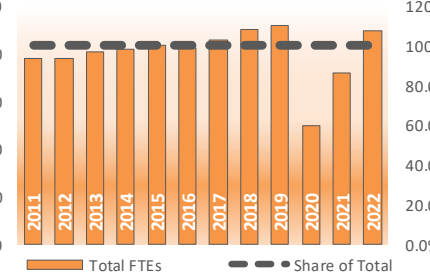
STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL											2011 to 2022			DAY VISITOR		VISITOR DAYS				
VISITOR DAYS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			DAY VISITOR																	
An increase of 3% or more			VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022			-4.1%	9.5%	82.0%	-11.8%	13.9%	20.8%	-5.8%	17.8%	6.8%	-0.6%	-4.7%	5.0%		9.2%	27.2%	7.0%	7.7%	-0.7%
% Change 2021 to 2022			174.8%	110.6%	111.2%	52.9%	17.1%	0.7%	1.8%	-8.6%	-8.8%	-5.7%	2.6%	16.9%		14.6%	123.1%	18.6%	-6.0%	0.6%
Average Annual Change			-0.4%	0.9%	7.5%	-1.1%	1.3%	1.9%	-0.5%	1.6%	0.6%	-0.1%	-0.4%	0.5%		0.8%	2.5%	0.6%	0.7%	-0.1%
2011	M	0.114	0.143	0.111	0.257	0.264	0.218	0.262	0.374	0.214	0.199	0.111	0.077	2.345		1.9%	0.368	0.739	0.850	0.387
2012	M	0.120	0.150	0.128	0.230	0.250	0.237	0.284	0.401	0.219	0.187	0.112	0.071	2.389			0.397	0.717	0.904	0.370
2013	M	0.118	0.159	0.141	0.234	0.301	0.233	0.303	0.443	0.219	0.193	0.116	0.077	2.537	6.2%		0.418	0.768	0.965	0.386
2014	M	0.108	0.160	0.167	0.260	0.299	0.234	0.302	0.435	0.206	0.192	0.118	0.075	2.558	0.8%		0.435	0.793	0.943	0.386
2015	M	0.129	0.186	0.179	0.264	0.316	0.245	0.311	0.497	0.237	0.226	0.122	0.087	2.798	9.4%		0.494	0.824	1.045	0.435
2016	M	0.130	0.183	0.196	0.256	0.327	0.270	0.290	0.488	0.220	0.210	0.115	0.086	2.770	-1.0%		0.508	0.853	0.998	0.410
2017	M	0.129	0.186	0.202	0.268	0.326	0.273	0.279	0.515	0.236	0.207	0.120	0.086	2.827	2.1%		0.517	0.867	1.030	0.413
2018	M	0.132	0.198	0.212	0.268	0.351	0.283	0.283	0.533	0.256	0.215	0.123	0.085	2.939	4.0%		0.541	0.903	1.072	0.423
2019	M	0.138	0.211	0.228	0.276	0.354	0.297	0.289	0.540	0.269	0.223	0.120	0.087	3.034	3.2%		0.577	0.927	1.099	0.431
2020	M	0.128	0.184	0.106	0.022	0.044	0.062	0.098	0.313	0.177	0.144	0.052	0.055	1.384	-54.4%		0.418	0.128	0.588	0.250
2021	M	0.040	0.075	0.096	0.148	0.257	0.262	0.243	0.481	0.251	0.209	0.103	0.069	2.234	61.4%	0.210	0.667	0.975	0.382	
2022	M	0.109	0.157	0.202	0.227	0.300	0.264	0.247	0.440	0.229	0.198	0.106	0.081	2.560	14.6%	0.468	0.791	0.916	0.385	
VISITOR DAYS														DAY VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor Days by Year and Share of Total						
Day Visitor	M	2.345	2.389	2.537	2.558	2.798	2.770	2.827	2.939	3.034	1.384	2.234	2.560							
All Visitor Types	M	10.75	10.49	10.73	11.00	11.50	11.63	12.29	12.71	13.07	6.698	10.80	13.08							
Share of Total	%	21.8%	22.8%	23.6%	23.3%	24.3%	23.8%	23.0%	23.1%	23.2%	20.7%	20.7%	19.6%							
Annual Change in Share	%		4.5%	3.8%	-1.6%	4.7%	-2.1%	-3.4%	0.5%	0.4%	-11.0%	0.0%	-5.4%							
Change in Share from 2011	%		4.5%	8.4%	6.6%	11.6%	9.2%	5.5%	6.1%	6.5%	-5.2%	-5.2%	-10.3%							
Avg Ann. Change in Share	%		4.5%	4.2%	2.2%	2.9%	1.8%	0.9%	0.9%	0.8%	-0.6%	-0.5%	-0.9%							

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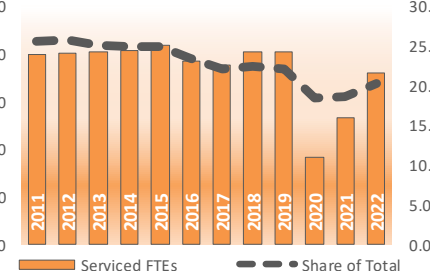
Direct and Total Employment by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL										2011 to 2022			TOTAL		TOTAL EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2011 to 2022		8.7%	-0.4%	26.3%	7.0%	13.8%	10.6%	13.7%	19.3%	24.4%	14.9%	8.4%	25.8%		14.9%	12.4%	10.7%	19.1%	15.8%	
% Change 2021 to 2022		421.1%	328.0%	434.1%	166.9%	37.5%	3.1%	5.9%	2.7%	-9.1%	-12.4%	1.0%	16.2%		24.4%	395.7%	39.7%	-0.5%	-2.0%	
Average Annual Change		0.8%	0.0%	2.4%	0.6%	1.3%	1.0%	1.2%	1.8%	2.2%	1.4%	0.8%	2.3%		1.4%	1.1%	1.0%	1.7%	1.4%	
2011	FTEs	4,236	4,446	5,255	8,249	10,292	10,226	10,849	12,897	10,230	7,282	4,942	4,232	7,761	0.3%	4,646	9,589	11,325	5,485	
2012	FTEs	4,348	4,523	5,551	8,089	9,909	10,181	10,776	13,083	10,204	7,318	5,106	4,358	7,787		4,807	9,393	11,354	5,594	
2013	FTEs	4,457	4,690	5,953	8,057	10,486	10,210	11,171	13,751	10,313	7,531	5,387	4,566	8,048		3.3%	5,033	9,584	11,745	5,828
2014	FTEs	4,444	4,716	6,124	8,310	10,419	10,125	11,267	13,782	10,950	7,703	5,514	4,648	8,167		1.5%	5,095	9,618	12,000	5,955
2015	FTEs	4,607	4,806	6,274	8,423	10,703	10,406	11,449	14,264	11,087	8,050	5,362	4,695	8,344		2.2%	5,229	9,844	12,267	6,036
2016	FTEs	4,434	4,595	6,132	8,146	10,580	10,366	11,286	14,304	11,002	7,812	5,166	4,560	8,198		-1.7%	5,053	9,697	12,197	5,846
2017	FTEs	4,561	4,761	6,098	8,609	11,026	10,610	11,783	14,747	12,070	8,118	5,245	4,784	8,534		4.1%	5,140	10,082	12,867	6,049
2018	FTEs	4,781	5,025	6,376	8,930	11,849	11,266	12,213	15,800	12,543	8,655	5,542	5,012	8,999		5.4%	5,394	10,682	13,518	6,403
2019	FTEs	4,941	5,126	6,532	9,429	12,110	11,345	12,587	15,810	12,412	8,680	5,714	5,128	9,151		1.7%	5,533	10,962	13,603	6,507
2020	FTEs	4,774	4,431	3,938	918	1,467	1,523	6,897	12,239	12,428	7,363	1,520	2,338	4,986		-45.5%	4,381	1,302	10,522	3,740
2021	FTEs	884	1,035	1,243	3,306	8,521	10,963	11,653	14,984	14,001	9,554	5,302	4,582	7,169	43.8%	1,054	7,597	13,546	6,479	
2022	FTEs	4,605	4,430	6,637	8,823	11,715	11,306	12,335	15,388	12,729	8,369	5,354	5,325	8,918	24.4%	5,224	10,615	13,484	6,350	
EMPLOYMENT														TOTAL						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs	Employment (FTEs) and Share of Total (%)					
Total	FTEs	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	10,000						
Total Employment	FTEs	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918							
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share	%																			
Change in Share from 2011	%																			
Avg Ann. Change in Share	%																			

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STEAM REPORT FOR 2011-2022 - FINAL										2011 to 2022		SERVICED		DIRECT EMPLOYMENT						
EAST LINDSEY DISTRICT COUNCIL																				
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 2011 to 2022		-13.3%	-13.8%	-11.3%	-10.9%	-5.2%	-6.0%	-7.2%	-8.3%	-9.2%	-9.1%	-11.3%	-6.8%	-9.2%	Annual Change	-12.8%	-7.4%	-8.2%	-9.1%	
% Change 2021 to 2022		189.3%	214.6%	212.4%	208.5%	151.1%	5.4%	4.1%	-0.5%	0.3%	-0.2%	1.1%	2.7%	35.7%		205.4%	77.8%	1.2%	1.2%	
Average Annual Change		-1.2%	-1.3%	-1.0%	-1.0%	-0.5%	-0.5%	-0.7%	-0.8%	-0.8%	-0.8%	-1.0%	-0.6%	-0.8%		-1.2%	-0.7%	-0.7%	-0.8%	
2011 FTEs		1,703	1,800	1,809	2,009	1,967	2,017	2,192	2,456	2,159	2,002	1,926	1,745	1,982		1,771	1,998	2,269	1,891	
2012 FTEs		1,680	1,786	1,830	1,985	1,966	2,063	2,188	2,496	2,250	2,002	1,960	1,736	1,995	0.7%	1,765	2,005	2,311	1,899	
2013 FTEs		1,676	1,806	1,876	1,920	1,996	2,068	2,245	2,574	2,193	1,967	2,020	1,771	2,009	0.7%	1,786	1,995	2,337	1,919	
2014 FTEs		1,681	1,790	1,845	1,968	2,003	2,045	2,273	2,557	2,324	2,012	2,009	1,770	2,023	0.7%	1,772	2,005	2,385	1,930	
2015 FTEs		1,763	1,845	1,904	2,022	2,089	2,174	2,333	2,599	2,297	2,104	1,955	1,818	2,075	2.6%	1,837	2,095	2,409	1,959	
2016 FTEs		1,600	1,687	1,750	1,853	1,929	1,998	2,184	2,444	2,113	1,909	1,797	1,689	1,913	-7.8%	1,679	1,927	2,247	1,798	
2017 FTEs		1,577	1,637	1,683	1,849	1,932	1,965	2,108	2,341	2,075	1,879	1,762	1,685	1,874	-2.0%	1,632	1,915	2,175	1,775	
2018 FTEs		1,684	1,748	1,791	1,976	2,088	2,114	2,250	2,551	2,210	2,023	1,894	1,809	2,012	7.3%	1,741	2,059	2,337	1,909	
2019 FTEs		1,682	1,743	1,791	1,974	2,086	2,113	2,250	2,534	2,199	2,031	1,901	1,798	2,008	-0.2%	1,739	2,058	2,328	1,910	
2020 FTEs		1,537	1,520	1,162	366	439	387	913	1,410	1,282	1,169	463	371	918	-54.3%	1,406	397	1,202	667	
2021 FTEs		510	493	513	580	743	1,798	1,954	2,265	1,955	1,823	1,690	1,583	1,326	44.4%	506	1,040	2,058	1,698	
2022 FTEs		1,476	1,552	1,604	1,790	1,865	1,895	2,035	2,254	1,961	1,820	1,709	1,626	1,799	35.7%	1,544	1,850	2,083	1,718	
EMPLOYMENT														SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs Employment (FTEs) and Share of Total (%)						
Serviced		FTEs	1,982	1,995	2,009	2,023	2,075	1,913	1,874	2,012	2,008	918	1,326	1,799						
Total Employment		FTEs	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918						
Share of Total		%	25.5%	25.6%	25.0%	24.8%	24.9%	23.3%	22.0%	22.4%	21.9%	18.4%	18.5%	20.2%						
Annual Change in Share		%		0.3%	-2.6%	-0.8%	0.4%	-6.2%	-5.9%	1.8%	-1.8%	-16.1%	0.4%	9.1%						
Change in Share from 2011		%		0.3%	-2.2%	-3.0%	-2.6%	-8.6%	-14.0%	-12.5%	-14.1%	-27.9%	-27.6%	-21.0%						
Avg Ann. Change in Share		%		0.3%	-1.1%	-1.0%	-0.7%	-1.7%	-2.3%	-1.8%	-1.8%	-3.1%	-2.8%	-1.9%						

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

STEAM REPORT FOR 2011-2022 - FINAL										2011 to 2022			NON-SERVICED		DIRECT EMPLOYMENT					
EAST LINDSEY DISTRICT COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		30.7%	7.6%	37.7%	19.7%	18.2%	12.8%	24.3%	32.2%	34.9%	29.3%	26.0%	55.4%	25.9%	Annual Change	27.2%	16.5%	30.6%	34.0%	
% Change 2021 to 2022		1144.8%	1177.7%	1567.2%	174.0%	24.8%	2.4%	6.5%	6.6%	-11.5%	-18.3%	-0.1%	22.1%	20.9%		1333.5%	32.4%	-0.2%	-6.0%	
Average Annual Change		2.8%	0.7%	3.4%	1.8%	1.7%	1.2%	2.2%	2.9%	3.2%	2.7%	2.4%	5.0%	2.4%		2.5%	1.5%	2.8%	3.1%	
2011	FTEs	1,120	1,296	2,031	3,296	4,960	5,078	4,854	5,645	4,956	2,978	1,677	1,276	3,264	-0.8%	1,482	4,445	5,151	1,977	
2012	FTEs	1,203	1,339	2,148	3,286	4,711	4,903	4,687	5,586	4,807	3,021	1,748	1,396	3,236		1,564	4,300	5,027	2,055	
2013	FTEs	1,262	1,381	2,313	3,277	4,861	4,904	4,818	5,792	4,912	3,158	1,854	1,464	3,333		1,652	4,347	5,174	2,158	
2014	FTEs	1,302	1,431	2,384	3,339	4,830	4,870	4,885	6,024	5,120	3,250	1,961	1,544	3,412		1,705	4,346	5,343	2,252	
2015	FTEs	1,241	1,335	2,395	3,364	4,907	4,922	4,942	6,118	5,205	3,293	1,885	1,474	3,423	0.3%	1,657	4,398	5,422	2,217	
2016	FTEs	1,223	1,303	2,336	3,317	4,885	4,924	4,993	6,278	5,339	3,325	1,878	1,456	3,438	0.4%	1,621	4,375	5,537	2,219	
2017	FTEs	1,305	1,428	2,333	3,569	5,177	5,095	5,400	6,548	6,029	3,552	1,928	1,581	3,662	6.5%	1,688	4,614	5,992	2,354	
2018	FTEs	1,360	1,483	2,420	3,697	5,550	5,413	5,596	7,046	6,206	3,797	2,028	1,642	3,853	5.2%	1,754	4,887	6,283	2,489	
2019	FTEs	1,459	1,529	2,499	4,051	5,767	5,458	5,882	7,102	6,124	3,812	2,168	1,741	3,966	2.9%	1,829	5,092	6,369	2,574	
2020	FTEs	1,436	1,339	1,667	362	664	677	3,780	6,316	7,100	3,823	653	1,102	2,410	-39.2%	1,480	567	5,732	1,860	
2021	FTEs	118	109	168	1,439	4,698	5,595	5,664	7,001	7,557	4,712	2,115	1,625	3,400	41.1%	131	3,911	6,740	2,817	
2022	FTEs	1,464	1,394	2,796	3,945	5,862	5,729	6,031	7,462	6,686	3,851	2,112	1,984	4,110	20.9%	1,885	5,179	6,726	2,649	
EMPLOYMENT														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs	Employment (FTEs) and Share of Total (%)					
Non-Serviced		FTEs	3,264	3,236	3,333	3,412	3,423	3,438	3,662	3,853	3,966	2,410	3,400	4,110						
Total Employment		FTEs	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918						
Share of Total		%	42.1%	41.6%	41.4%	41.8%	41.0%	41.9%	42.9%	42.8%	43.3%	48.3%	47.4%	46.1%						
Annual Change in Share		%		-1.2%	-0.3%	0.9%	-1.8%	2.2%	2.3%	-0.2%	1.2%	11.5%	-1.9%	-2.8%						
Change in Share from 2011		%		-1.2%	-1.5%	-0.7%	-2.4%	-0.3%	2.0%	1.8%	3.1%	14.9%	12.8%	9.6%						
Avg Ann. Change in Share		%		-1.2%	-0.8%	-0.2%	-0.6%	-0.1%	0.3%	0.3%	0.4%	1.7%	1.3%	0.9%						

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

STEAM REPORT FOR 2011-2022 - FINAL											2011 to 2022			SFR	DIRECT EMPLOYMENT				
EAST LINDSEY DISTRICT COUNCIL																			
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																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2011 to 2022		20.5%	6.3%	14.9%	6.1%	6.5%	4.6%	8.1%	9.2%	12.7%	9.8%	13.4%	27.9%	12.6%	Annual Change	16.5%	5.8%	9.6%	20.2%
% Change 2021 to 2022		3881.3%	4037.4%	4182.4%	255.7%	24.3%	-2.2%	4.4%	2.6%	-17.1%	-16.9%	1.4%	18.5%	53.3%		3971.3%	60.3%	-2.2%	4.6%
Average Annual Change		1.9%	0.6%	1.4%	0.6%	0.6%	0.4%	0.7%	0.8%	1.2%	0.9%	1.2%	2.5%	1.1%		1.5%	0.5%	0.9%	1.8%
2011 FTEs		386	130	147	330	229	182	272	285	162	150	124	316	226		-2.6%	221	247	240
2012 FTEs		379	124	146	321	219	175	262	277	156	147	122	315	220	2.8%	216	238	232	195
2013 FTEs		394	130	153	323	224	177	268	285	158	150	128	328	226	-1.2%	225	241	237	202
2014 FTEs		388	127	151	319	219	173	265	283	159	150	127	325	224	1.5%	222	237	236	200
2015 FTEs		405	131	153	321	221	174	266	285	160	152	128	333	227	0.3%	229	239	237	204
2016 FTEs		408	131	152	320	221	174	267	287	161	152	128	336	228	4.3%	230	238	238	205
2017 FTEs		428	139	154	333	229	179	278	295	172	159	133	355	238	2.7%	240	247	248	215
2018 FTEs		439	143	156	340	237	185	284	305	175	163	137	366	244	0.5%	246	254	255	222
2019 FTEs		447	142	156	348	238	183	286	303	172	161	139	369	245	-42.7%	248	256	254	223
2020 FTEs		471	116	84	13	13	11	167	258	197	154	16	187	141	18.1%	224	12	207	119
2021 FTEs		12	3	4	99	196	195	281	303	220	198	138	342	166	6	163	268	268	226
2022 FTEs		465	138	168	350	244	190	294	311	183	165	140	405	254	257	262	262	262	237
EMPLOYMENT														SFR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs					
SFR FTEs		226	220	226	224	227	228	238	244	245	141	166	254	Employment (FTEs) and Share of Total (%)					
Total Employment		7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	300					
Share of Total		2.9%	2.8%	2.8%	2.7%	2.7%	2.8%	2.8%	2.7%	2.7%	2.8%	2.3%	2.9%	250					
Annual Change in Share		-2.9%	-0.5%	-2.6%	-0.6%	2.1%	0.2%	-2.6%	-1.2%	5.2%	-17.8%	23.2%	200						
Change in Share from 2011		-2.9%	-3.4%	-5.9%	-6.5%	-4.5%	-4.4%	-6.9%	-8.0%	-3.2%	-20.5%	-2.0%	150						
Avg Ann. Change in Share		-2.9%	-1.7%	-2.0%	-1.6%	-0.9%	-0.7%	-1.0%	-1.0%	-0.4%	-2.1%	-0.2%	100						
														50					
														0					
														SFR FTEs					
														Share of Total					

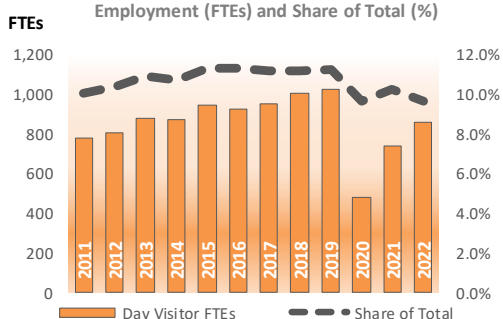
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL										2011 to 2022			STAYING VISITOR		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2011 to 2022		6.1%	-4.4%	14.6%	8.0%	11.4%	7.4%	14.2%	19.6%	21.3%	13.8%	6.3%	20.3%		12.6%	6.1%	9.0%	18.4%	13.3%	
% Change 2021 to 2022		432.6%	409.2%	566.8%	187.3%	41.4%	3.0%	5.8%	4.8%	-9.3%	-13.3%	0.5%	13.1%		26.0%	472.9%	42.5%	0.1%	-2.9%	
Average Annual Change		0.6%	-0.4%	1.3%	0.7%	1.0%	0.7%	1.3%	1.8%	1.9%	1.3%	0.6%	1.8%		1.1%	0.6%	0.8%	1.7%	1.2%	
2011 FTEs		3,209	3,225	3,987	5,636	7,156	7,277	7,317	8,386	7,277	5,130	3,726	3,337		5,472	-0.4%	3,474	6,690	7,660	4,064
2012 FTEs		3,262	3,250	4,124	5,591	6,896	7,141	7,137	8,359	7,213	5,169	3,829	3,447	5,452	2.2%	3,545	6,543	7,570	4,148	
2013 FTEs		3,332	3,316	4,342	5,520	7,081	7,149	7,331	8,651	7,263	5,275	4,001	3,562	5,569	1.6%	3,663	6,583	7,748	4,280	
2014 FTEs		3,371	3,347	4,379	5,626	7,052	7,088	7,424	8,865	7,603	5,413	4,096	3,638	5,659	1.2%	3,699	6,589	7,964	4,382	
2015 FTEs		3,409	3,312	4,452	5,708	7,217	7,270	7,541	9,002	7,661	5,549	3,967	3,625	5,726	-2.6%	3,724	6,732	8,068	4,380	
2016 FTEs		3,230	3,121	4,238	5,489	7,035	7,096	7,444	9,008	7,612	5,386	3,803	3,481	5,579	3.5%	3,530	6,540	8,022	4,223	
2017 FTEs		3,309	3,204	4,169	5,751	7,339	7,239	7,786	9,184	8,276	5,589	3,822	3,621	5,774	5.8%	3,561	6,776	8,415	4,344	
2018 FTEs		3,483	3,373	4,367	6,013	7,875	7,712	8,130	9,902	8,592	5,982	4,058	3,818	6,109	1.8%	3,741	7,200	8,875	4,619	
2019 FTEs		3,589	3,414	4,445	6,372	8,092	7,755	8,417	9,939	8,495	6,003	4,207	3,908	6,220	3.1%	3,816	7,406	8,951	4,706	
2020 FTEs		3,444	2,975	2,913	741	1,115	1,075	4,860	7,985	8,579	5,147	1,132	1,660	3,469	-44.2%	3,110	977	7,141	2,646	
2021 FTEs		639	606	685	2,118	5,637	7,588	7,899	9,569	9,733	6,734	3,943	3,549	4,892	41.0%	643	5,114	9,067	4,742	
2022 FTEs		3,405	3,084	4,568	6,086	7,972	7,815	8,360	10,026	8,829	5,836	3,961	4,014	6,163	26.0%	3,686	7,291	9,072	4,604	
EMPLOYMENT														STAYING VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs	Employment (FTEs) and Share of Total (%)					
Staying Visitor		FTEs	6,987	6,984	7,173	7,297	7,404	7,276	7,586	7,999	8,131	4,509	6,436	8,065	10,000					
Total Employment		FTEs	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918						
Share of Total		%	90.0%	89.7%	89.1%	89.3%	88.7%	88.7%	88.9%	88.9%	88.8%	90.4%	89.8%	90.4%						
Annual Change in Share		%		-0.4%	-0.6%	0.2%	-0.7%	0.0%	0.2%	0.0%	0.0%	1.8%	-0.7%	0.7%						
Change in Share from 2011		%		-0.4%	-1.0%	-0.7%	-1.4%	-1.4%	-1.3%	-1.3%	-1.3%	0.5%	-0.3%	0.5%						
Avg Ann. Change in Share		%		-0.4%	-0.5%	-0.2%	-0.4%	-0.3%	-0.2%	-0.2%	-0.2%	0.1%	0.0%	0.0%						

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

STEAM REPORT FOR 2011-2022 - FINAL										2011 to 2022		DAY VISITOR		DIRECT EMPLOYMENT						
EAST LINDSEY DISTRICT COUNCIL																				
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 2011 to 2022		-3.2%	10.5%	83.7%	-11.0%	14.9%	21.9%	-4.9%	18.8%	7.8%	0.3%	-3.8%	5.9%	10.2%	Annual Change	28.3%	7.9%	8.7%	0.2%	
% Change 2021 to 2022		167.3%	104.8%	105.5%	56.0%	19.4%	2.7%	3.9%	-6.7%	-6.9%	-3.8%	4.6%	19.3%	16.4%		117.0%	21.0%	-4.1%	2.7%	
Average Annual Change		-0.3%	1.0%	7.6%	-1.0%	1.4%	2.0%	-0.4%	1.7%	0.7%	0.0%	-0.3%	0.5%	0.9%		2.6%	0.7%	0.8%	0.0%	
2011	FTEs	452	568	440	1,020	1,045	865	1,039	1,481	849	788	440	307	774	Annual Change	486	977	1,123	511	
2012	FTEs	484	604	515	929	1,008	956	1,146	1,618	882	756	452	286	803		3.7%	534	964	1,216	498
2013	FTEs	488	656	583	969	1,246	962	1,253	1,832	906	798	481	319	874		8.9%	576	1,059	1,330	533
2014	FTEs	442	651	683	1,059	1,221	956	1,233	1,774	842	785	483	308	870		-0.5%	592	1,079	1,283	525
2015	FTEs	521	748	722	1,064	1,272	986	1,254	2,002	956	910	493	350	940		8.0%	664	1,107	1,404	584
2016	FTEs	519	731	783	1,022	1,309	1,080	1,158	1,952	879	839	460	343	923		-1.8%	678	1,137	1,330	547
2017	FTEs	518	750	815	1,079	1,313	1,099	1,124	2,072	951	832	484	347	948		2.8%	694	1,164	1,382	554
2018	FTEs	538	808	865	1,097	1,433	1,158	1,156	2,178	1,046	879	501	349	1,001		5.5%	737	1,229	1,460	576
2019	FTEs	556	853	921	1,115	1,429	1,200	1,166	2,182	1,088	902	485	351	1,021		2.0%	777	1,248	1,478	579
2020	FTEs	516	741	425	88	178	250	404	1,320	747	607	219	231	477		-53.2%	561	172	824	352
2021	FTEs	164	306	393	582	1,006	1,026	951	1,887	984	821	404	272	733		53.6%	288	871	1,274	499
2022	FTEs	437	628	808	908	1,201	1,054	988	1,760	916	790	423	325	853		16.4%	624	1,054	1,221	513
EMPLOYMENT														DAY VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs Employment (FTEs) and Share of Total (%)						
Day Visitor		FTEs	774	803	874	870	940	923	948	1,001	1,021	477	733	853						
Total Employment		FTEs	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918						
Share of Total		%	10.0%	10.3%	10.9%	10.7%	11.3%	11.3%	11.1%	11.1%	11.2%	9.6%	10.2%	9.6%						
Annual Change in Share		%		3.4%	5.4%	-2.0%	5.7%	0.0%	-1.3%	0.1%	0.3%	-14.2%	6.8%	-6.4%						
Change in Share from 2011		%		3.4%	8.9%	6.8%	12.9%	12.8%	11.4%	11.5%	11.8%	-4.1%	2.5%	-4.1%						
Avg Ann. Change in Share		%		3.4%	4.4%	2.3%	3.2%	2.6%	1.9%	1.6%	1.5%	-0.5%	0.2%	-0.4%						

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Report Prepared by: Aimee Towle, Date of Issue: 30/06/2023

STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

2022

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

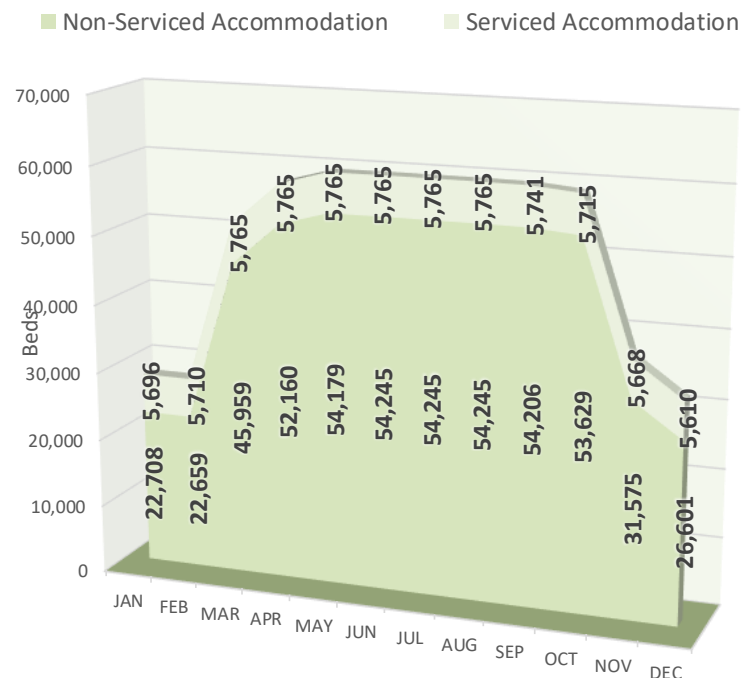
SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	290	5,765	-3	-35	-66	-432
+50 Room	4	514	0	0	+1	+182
11-50 Room	63	2,499	-1	-25	-16	-418
<10 Room	223	2,752	-2	-10	-51	-196

NON-SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	546	54,249	-4	-851	+81	+2,048
Self catering	328	13,684	-1	-8	+29	+53
Static caravans/chalets	0	20,504	0	+12	0	+512
Touring caravans/camping	218	20,061	-3	-855	+53	+1,500
Youth Hostels	0	0	0	0	-1	-17

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	836	60,014	-7	-886	+15	+1,616
Serviced Accommodation Share of Total	35%	10%				
Non-Serviced Accommodation Share of Total	65%	90%				

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	28,404	28,369	51,724	57,925	59,944	60,010	60,010	60,010	59,948	59,344	37,243	32,210
Serviced Accommodation	5,696	5,710	5,765	5,765	5,765	5,765	5,765	5,765	5,741	5,715	5,668	5,610
Non-Serviced Accommodation	22,708	22,659	45,959	52,160	54,179	54,245	54,245	54,245	54,206	53,629	31,575	26,601

SEASONAL AVAILABILITY OF BED SUPPLY
2022



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: *Indexation to: 2022*

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

STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

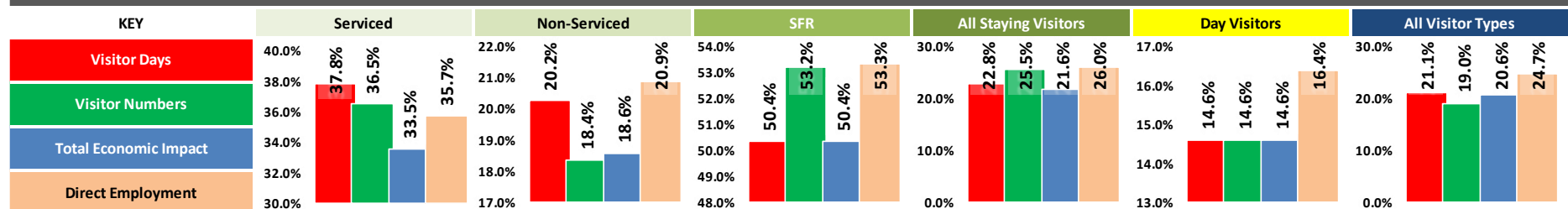
Comparing 2022 and 2021
2021 in 2022 prices (1.078)

COMPARATIVE HEADLINES

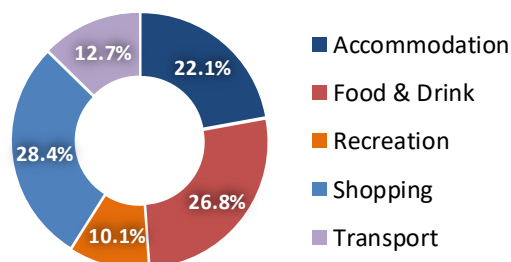
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
Less than 3% change		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
A Fall of 3% or more		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	0.812	0.589	37.8%	9.142	7.602	20.2%	0.570	0.379	50.4%	10.52	8.570	22.8%	2.560	2.234	14.6%	13.08	10.80	21.1%
Visitor Numbers	M	0.413	0.303	36.5%	1.269	1.072	18.4%	0.240	0.157	53.2%	1.922	1.532	25.5%	2.560	2.234	14.6%	4.482	3.765	19.0%
Direct Expenditure	£M																609.79	505.84	20.5%
Economic Impact	£M	98.36	73.66	33.5%	581.16	490.18	18.6%	32.88	21.87	50.4%	712.40	585.71	21.6%	111.80	97.55	14.6%	824.20	683.26	20.6%
Direct Employment	FTEs	1,799	1,326	35.7%	4,110	3,400	20.9%	254	166	53.3%	6,163	4,892	26.0%	853	733	16.4%	7,016	5,625	24.7%
Total Employment	FTEs																8,918	7,169	24.4%

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



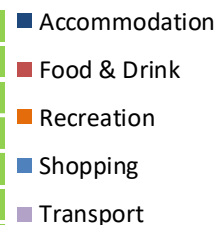
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2022



Direct Expenditure Categories

	2022	2021	+/- %	Sectors	2022	2021	+/- %
	135.00	114.74	17.7%	Accommodation	2,097	1,653	26.9%
	163.14	133.13	22.5%	Food & Drink	1,867	1,495	24.9%
	61.38	50.53	21.5%	Recreation	852	688	23.8%
	172.99	143.19	20.8%	Shopping	1,805	1,466	23.1%
	77.29	64.25	20.3%	Transport	395	322	22.6%
	609.79	505.84	20.5%	TOTAL DIRECT	7,016	5,625	24.7%
	214.41	177.42	20.9%	Indirect	1,902	1,544	23.2%
	824.20	683.26	20.6%	TOTAL	8,918	7,169	24.4%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

2011 to 2022
2022 Prices

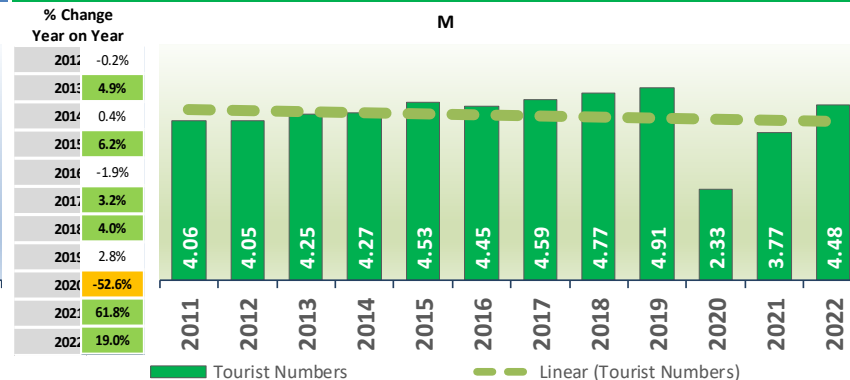
TOTAL

KEY MEASURES
Indexed

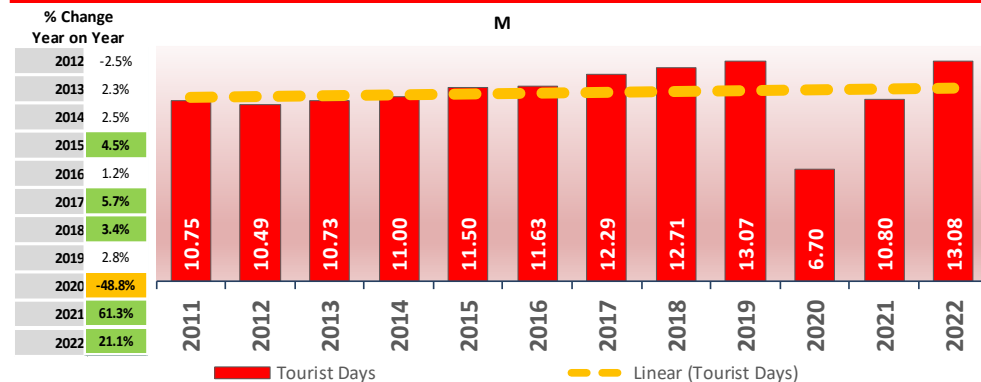
Economic Impact - Indexed - Total



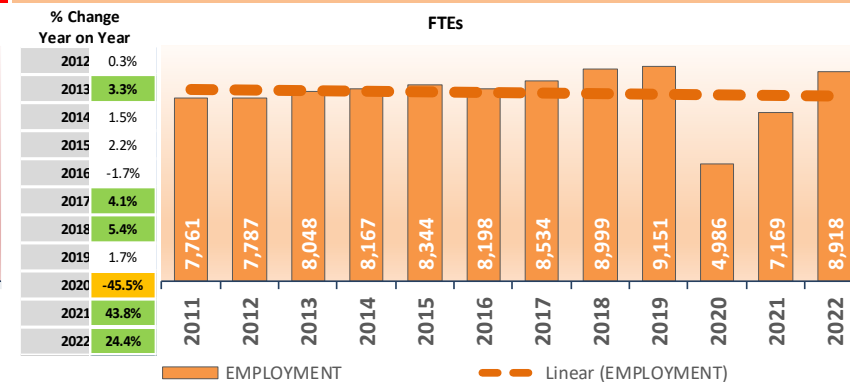
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-0.8%	1.1%	4.8%	9.0%	10.9%	17.2%	20.7%	23.4%	-36.7%	2.4%	23.6%
Visitor Numbers		-0.2%	4.7%	5.1%	11.7%	9.6%	13.1%	17.7%	21.0%	-42.7%	-7.2%	10.5%
Visitor Days		-2.5%	-0.2%	2.3%	6.9%	8.2%	14.3%	18.2%	21.5%	-37.7%	0.5%	21.7%
Total Employment		0.3%	3.7%	5.2%	7.5%	5.6%	10.0%	16.0%	17.9%	-35.8%	-7.6%	14.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

2011 to 2022
2022 Prices

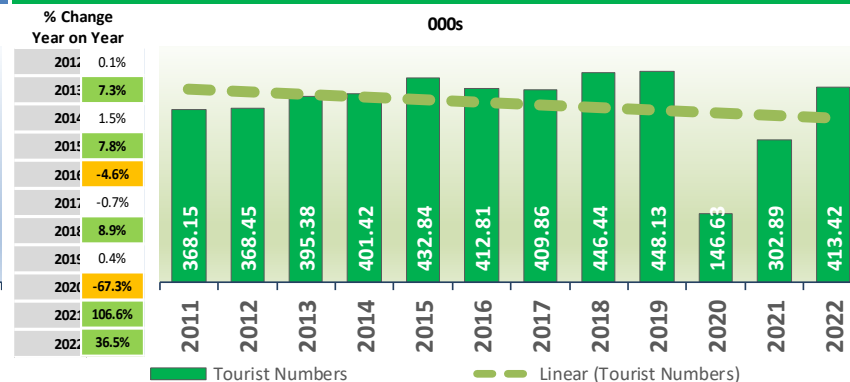
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

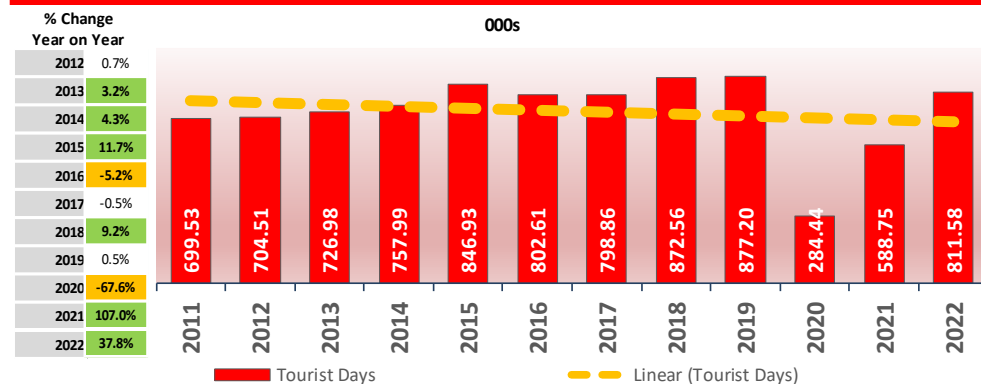
Economic Impact - Indexed - Serviced Accommodation



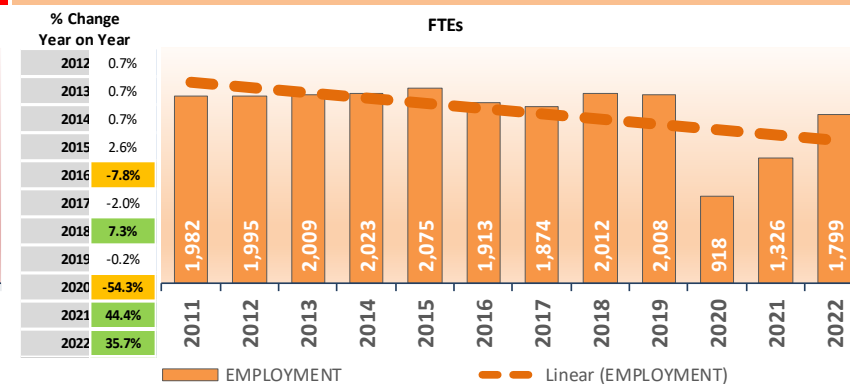
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-0.8%	1.0%	6.2%	18.1%	14.2%	12.9%	21.8%	21.3%	-60.7%	-18.0%	9.5%
Visitor Numbers		0.1%	7.4%	9.0%	17.6%	12.1%	11.3%	21.3%	21.7%	-60.2%	-17.7%	12.3%
Visitor Days		0.7%	3.9%	8.4%	21.1%	14.7%	14.2%	24.7%	25.4%	-59.3%	-15.8%	16.0%
Direct Employment		0.7%	1.4%	2.1%	4.7%	-3.5%	-5.4%	1.5%	1.3%	-53.7%	-33.1%	-9.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

2011 to 2022
2022 Prices

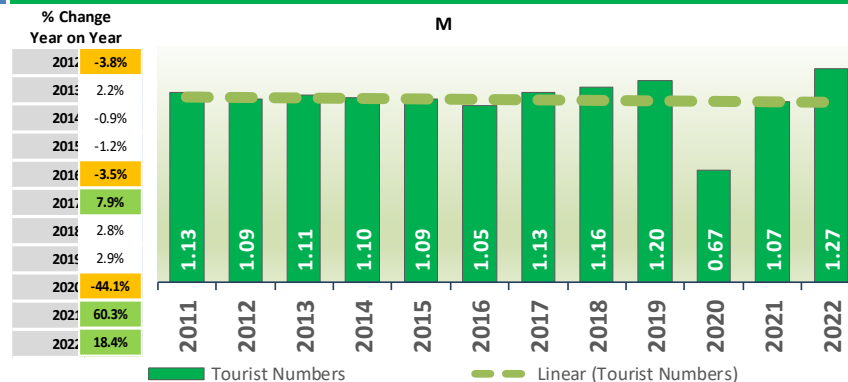
NON-SERVED
ACCOMMODATION

KEY MEASURES
Indexed

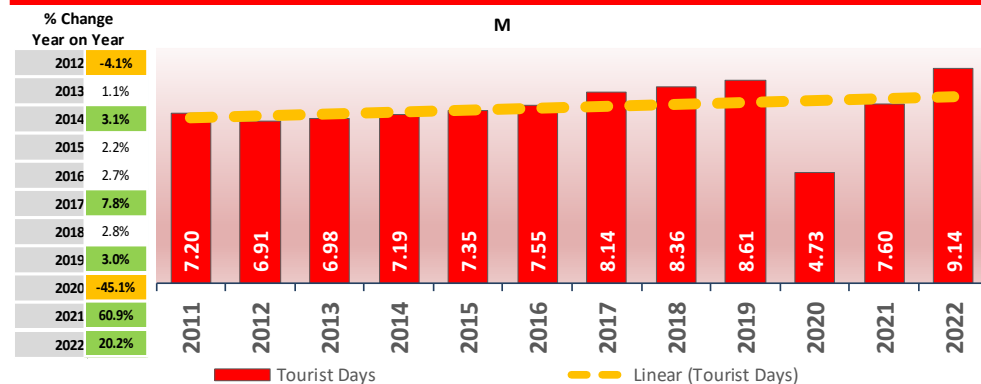
Economic Impact - Indexed - Non-Served Accommodation



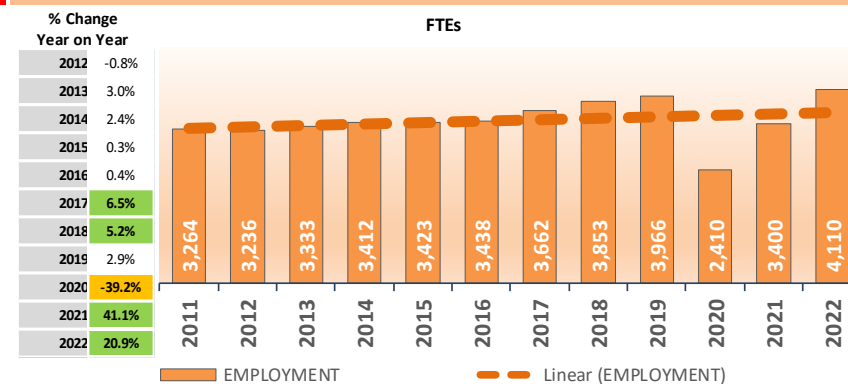
Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation



Direct Employment Supported - Non-Served Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-1.2%	-0.1%	4.2%	5.4%	9.4%	18.2%	20.5%	23.6%	-30.6%	10.1%	30.5%
Visitor Numbers		-3.8%	-1.7%	-2.6%	-3.8%	-7.1%	0.2%	3.0%	6.0%	-40.8%	-5.0%	12.4%
Visitor Days		-4.1%	-3.0%	-0.1%	2.1%	4.9%	13.0%	16.2%	19.7%	-34.4%	5.6%	27.0%
Direct Employment		-0.8%	2.1%	4.5%	4.9%	5.3%	12.2%	18.1%	21.5%	-26.2%	4.2%	25.9%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

2011 to 2022
2022 Prices

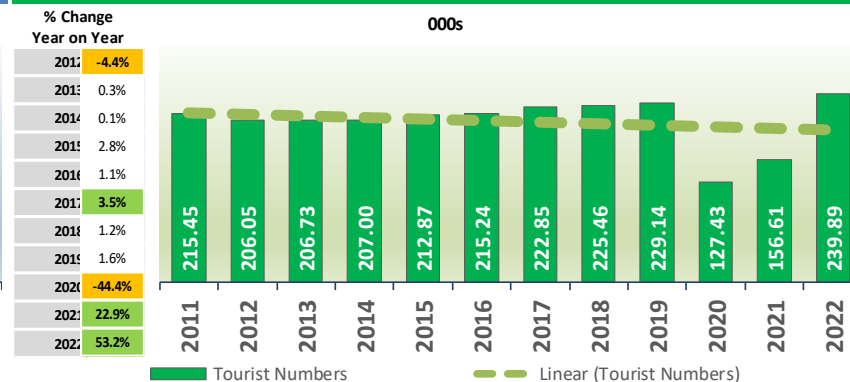
SFR

KEY MEASURES
Indexed

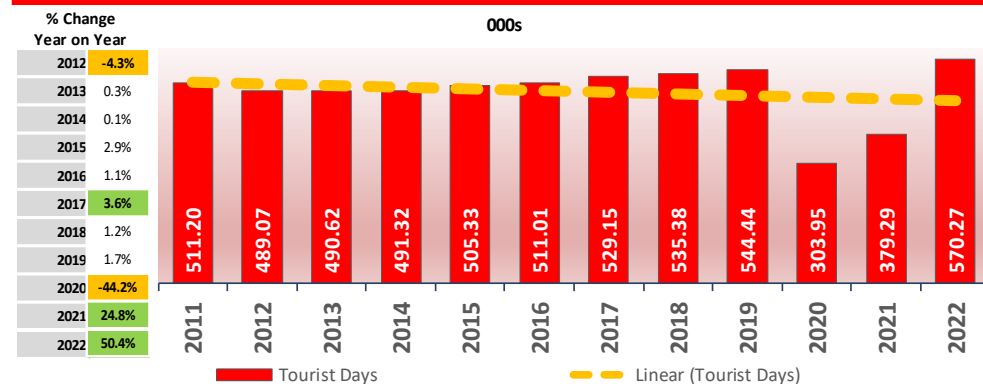
Economic Impact - Indexed - SFR



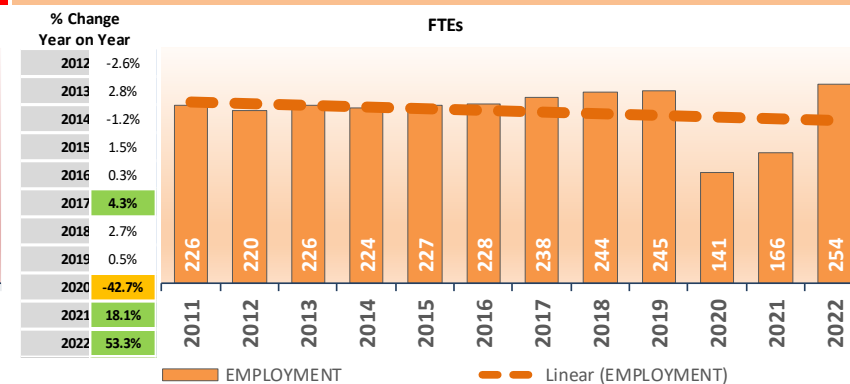
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-4.3%	-4.0%	-3.9%	-1.1%	0.0%	3.5%	4.7%	6.5%	-40.5%	-25.8%	11.5%
Visitor Numbers		-4.4%	-4.0%	-3.9%	-1.2%	-0.1%	3.4%	4.6%	6.4%	-40.9%	-27.3%	11.3%
Visitor Days		-4.3%	-4.0%	-3.9%	-1.1%	0.0%	3.5%	4.7%	6.5%	-40.5%	-25.8%	11.6%
Direct Employment		-2.6%	0.1%	-1.0%	0.5%	0.8%	5.2%	8.0%	8.5%	-37.8%	-26.6%	12.6%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

2011 to 2022
2022 Prices

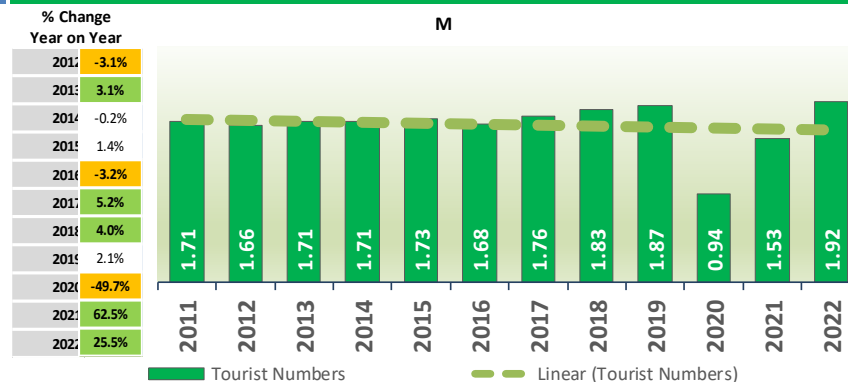
STAYING VISITOR

KEY MEASURES
Indexed

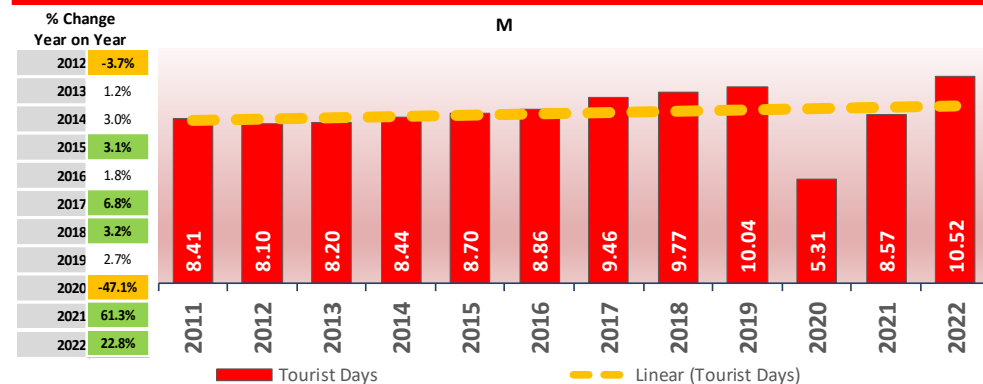
Economic Impact - Indexed - Staying Visitor



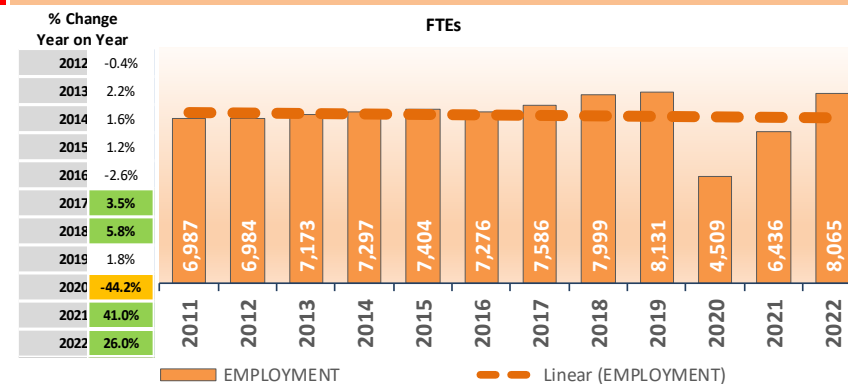
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-1.3%	-0.2%	4.1%	7.1%	9.6%	16.6%	19.9%	22.4%	-35.9%	3.7%	26.2%
Visitor Numbers		-3.1%	0.0%	-0.3%	1.1%	-2.1%	3.0%	7.1%	9.4%	-45.0%	-10.6%	12.2%
Visitor Days		-3.7%	-2.5%	0.4%	3.5%	5.4%	12.5%	16.2%	19.4%	-36.8%	1.9%	25.1%
Direct Employment		0.0%	2.7%	4.4%	6.0%	4.1%	8.6%	14.5%	16.4%	-35.5%	-7.9%	15.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL
EAST LINDSEY DISTRICT COUNCIL

2011 to 2022
2022 Prices

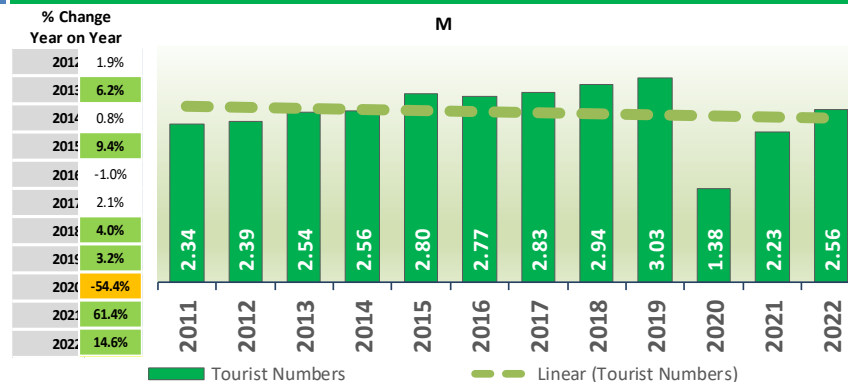
DAY VISITOR

KEY MEASURES
Indexed

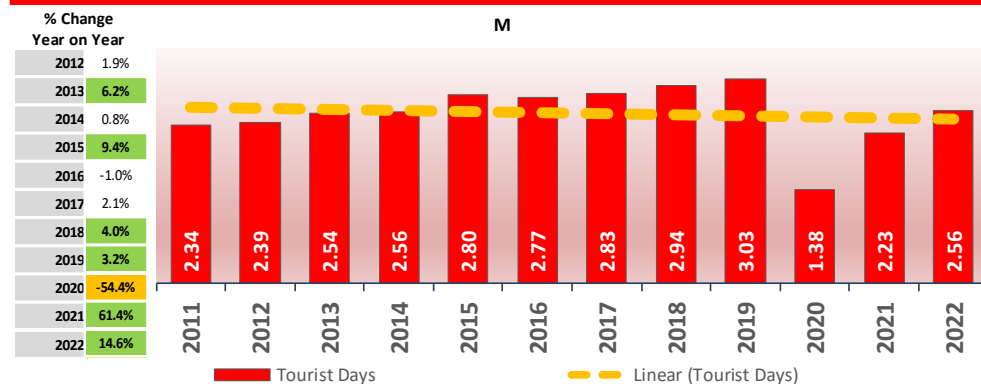
Economic Impact - Indexed - Day Visitor



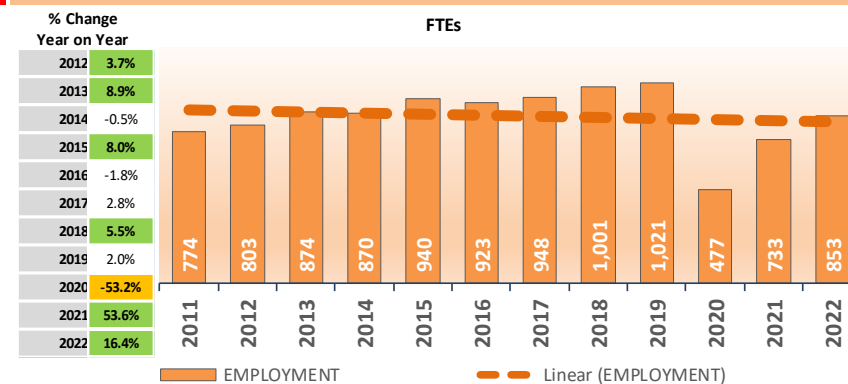
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



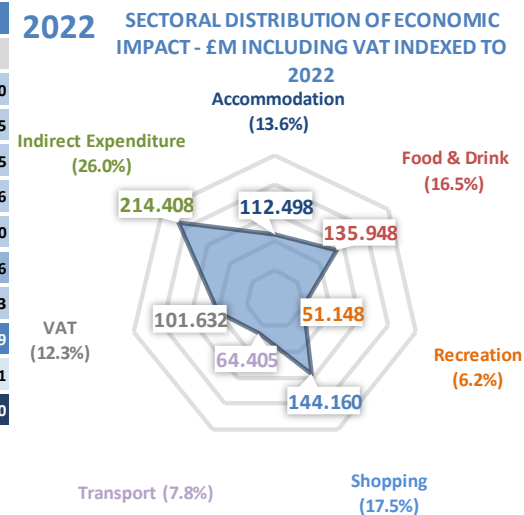
Direct Employment Supported - Day Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		1.9%	8.2%	9.1%	19.3%	18.1%	20.5%	25.3%	29.4%	-41.0%	-4.7%	9.2%
Visitor Numbers		1.9%	8.2%	9.1%	19.3%	18.1%	20.6%	25.4%	29.4%	-41.0%	-4.7%	9.2%
Visitor Days		1.9%	8.2%	9.1%	19.3%	18.1%	20.6%	25.4%	29.4%	-41.0%	-4.7%	9.2%
Direct Employment		3.7%	12.9%	12.3%	21.3%	19.2%	22.5%	29.2%	31.8%	-38.4%	-5.3%	10.2%

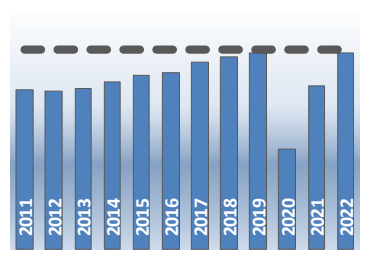
"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL											2011 to 2022	TOTAL	SECTORAL ANALYSIS
EAST LINDSEY DISTRICT COUNCIL											2022 Prices		Indexed
2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022													
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	£M	85.98	90.67	91.43	98.62	100.07	104.62	111.18	112.07	112.58	66.08	95.72	112.50
Food & Drink	£M	111.71	108.86	111.29	114.20	119.69	120.61	127.09	131.86	135.37	73.02	111.07	135.95
Recreation	£M	42.23	41.11	42.05	43.12	45.37	45.63	47.96	50.00	51.40	27.31	42.15	51.15
Shopping	£M	119.46	116.70	119.27	122.40	128.29	129.70	136.43	141.10	144.92	73.29	119.46	144.16
Transport	£M	52.90	51.27	52.33	53.58	55.93	56.68	59.95	62.19	64.09	33.01	53.60	64.40
Direct Revenue	£M	412.27	408.61	416.36	431.92	449.35	457.24	482.62	497.22	508.36	272.70	422.00	508.16
VAT	£M	82.45	81.72	83.27	86.38	89.87	91.45	96.52	99.44	101.67	38.89	83.85	101.63
Direct Expenditure	£M	494.73	490.34	499.63	518.30	539.22	548.68	579.15	596.66	610.03	311.59	505.84	609.79
Indirect Expenditure	£M	172.34	171.27	174.92	180.97	187.76	191.34	202.85	208.50	213.36	110.92	177.42	214.41
TOTAL	£M	667.07	661.61	674.55	699.27	726.98	740.03	782.00	805.16	823.39	422.51	683.26	824.20



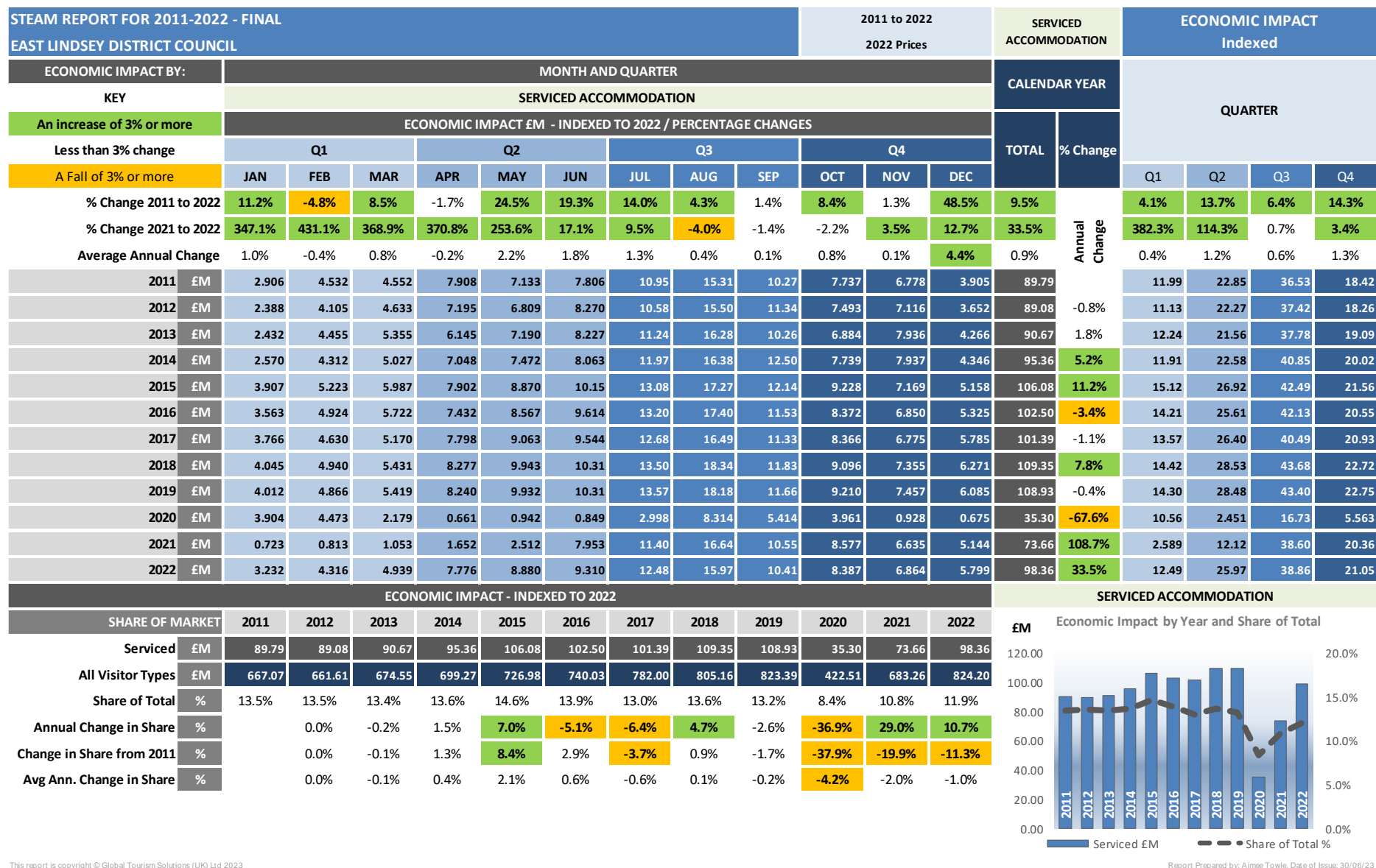
Sectoral Distribution of Employment - FTEs													
Sector / Year		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	2,226	2,265	2,263	2,296	2,284	2,115	2,071	2,214	2,271	1,352	1,653	2,097
Food & Drink	FTEs	1,520	1,508	1,580	1,600	1,656	1,656	1,757	1,850	1,877	1,009	1,495	1,867
Recreation	FTEs	697	691	724	733	762	760	805	851	865	458	688	852
Shopping	FTEs	1,482	1,473	1,544	1,564	1,618	1,623	1,719	1,805	1,831	923	1,466	1,805
Transport	FTEs	322	317	332	335	346	348	370	390	397	204	322	395
Direct Employment	FTEs	6,246	6,255	6,443	6,528	6,666	6,502	6,723	7,110	7,240	3,946	5,625	7,016
Indirect Employment	FTEs	1,515	1,533	1,605	1,638	1,678	1,697	1,812	1,890	1,911	1,040	1,544	1,902
TOTAL	FTEs	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918

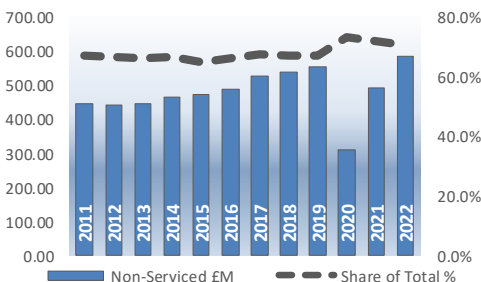


STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL										2011 to 2022 2022 Prices			TOTAL		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		28.7%	7.6%	49.2%	12.7%	20.0%	15.6%	18.7%	18.5%	38.3%	25.4%	21.7%	63.1%	23.6%	Annual Change	30.3%	16.4%	24.1%	32.4%
% Change 2021 to 2022		815.5%	470.4%	652.6%	197.2%	34.2%	1.9%	4.6%	-0.1%	-10.7%	-14.1%	-0.3%	25.8%	20.6%		627.7%	38.6%	-2.3%	-2.4%
Average Annual Change		2.6%	0.7%	4.5%	1.2%	1.8%	1.4%	1.7%	1.7%	3.5%	2.3%	2.0%	5.7%	2.1%		2.8%	1.5%	2.2%	2.9%
2011	£M	20.86	23.55	29.97	58.26	77.32	77.10	91.04	111.77	77.94	49.53	28.44	21.30	667.07	-0.8%	74.38	212.68	280.75	99.26
2012	£M	21.24	23.57	32.30	56.12	72.71	75.77	89.31	112.49	76.93	49.46	29.64	22.06	661.61		77.11	204.60	278.73	101.16
2013	£M	21.87	24.67	35.49	54.34	76.16	74.25	90.58	115.61	75.93	50.25	31.75	23.65	674.55		82.03	204.76	282.12	105.65
2014	£M	21.94	25.00	37.16	57.33	76.79	74.57	92.76	113.70	89.54	52.70	33.21	24.58	699.27	3.7%	84.10	208.69	296.00	110.48
2015	£M	24.13	26.48	39.19	59.21	80.54	78.41	95.78	119.49	89.16	56.70	32.23	25.67	726.98	4.0%	89.81	218.15	304.43	114.59
2016	£M	24.44	26.45	39.84	58.95	81.86	80.39	97.61	123.57	91.25	56.84	32.40	26.43	740.03	1.8%	90.73	221.20	312.43	115.67
2017	£M	25.95	28.30	39.52	63.59	86.26	82.69	103.35	127.72	102.14	60.08	33.38	28.99	782.00	5.7%	93.78	232.55	333.22	122.44
2018	£M	26.50	29.19	40.05	64.17	91.08	86.04	103.95	134.30	103.02	62.73	34.50	29.64	805.16	3.0%	95.74	241.28	341.28	126.86
2019	£M	28.03	30.06	41.30	69.12	93.88	86.90	107.95	134.78	101.64	62.85	36.19	30.70	823.39	2.3%	99.38	249.89	344.37	129.75
2020	£M	28.62	25.29	21.15	3.264	6.397	7.249	55.92	99.46	102.79	52.41	5.718	14.24	422.51	-48.7%	75.06	16.91	258.17	72.37
2021	£M	2.932	4.445	5.941	22.09	69.16	87.45	103.35	132.55	120.74	72.30	34.70	27.61	683.26	61.7%	13.32	178.70	356.64	134.61
2022	£M	26.84	25.35	44.71	65.66	92.80	89.13	108.08	132.41	107.78	62.11	34.60	34.74	824.20	20.6%	96.91	247.58	348.27	131.44
ECONOMIC IMPACT - INDEXED TO 2022														TOTAL					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M	Economic Impact by Year and Share of Total				
Total	£M	667.07	661.61	674.55	699.27	726.98	740.03	782.00	805.16	823.39	422.51	683.26	824.20	1,000.00					
All Visitor Types	£M	667.07	661.61	674.55	699.27	726.98	740.03	782.00	805.16	823.39	422.51	683.26	824.20						
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						
Annual Change in Share	%																		
Change in Share from 2011	%																		
Avg Ann. Change in Share	%																		

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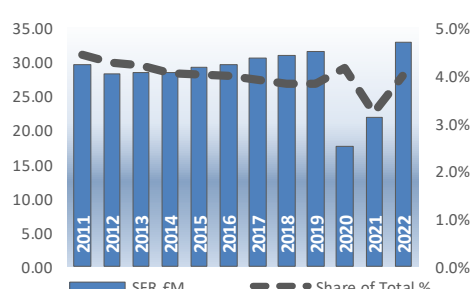
STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL										2011 to 2022 2022 Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		57.4%	11.8%	53.5%	24.4%	21.3%	14.7%	24.3%	21.8%	51.0%	37.6%	39.7%	98.9%	30.5%	Annual Change	42.3%	19.5%	30.9%	49.4%
% Change 2021 to 2022		3842.8%	3601.5%	4251.3%	243.4%	27.9%	0.5%	4.3%	2.5%	-11.8%	-17.3%	-2.0%	34.2%	18.6%		3982.7%	35.2%	-2.1%	-4.6%
Average Annual Change		5.2%	1.1%	4.9%	2.2%	1.9%	1.3%	2.2%	2.0%	4.6%	3.4%	3.6%	9.0%	2.8%		3.8%	1.8%	2.8%	4.5%
2011	£M	8.783	11.35	18.97	35.52	56.18	57.78	65.68	77.04	56.55	31.48	15.46	10.58	445.39		-1.2%	39.11	149.48	199.28
2012	£M	9.572	11.60	20.54	35.44	52.66	55.28	63.53	76.51	54.37	32.22	16.32	11.94	439.98	1.1%	41.71	143.38	194.41	60.48
2013	£M	10.18	11.93	22.39	34.59	53.49	54.02	63.31	77.01	54.46	33.38	17.41	12.60	444.76	4.3%	44.50	142.10	194.78	63.38
2014	£M	10.55	12.39	23.23	35.57	53.93	54.45	64.79	75.35	66.35	34.98	18.76	13.51	463.87	1.2%	46.17	143.96	206.50	67.25
2015	£M	10.25	11.75	23.75	36.35	55.52	55.71	66.26	77.48	64.95	35.99	18.35	13.17	469.53	3.7%	45.75	147.58	208.70	67.50
2016	£M	10.82	12.13	23.93	36.90	56.62	57.10	68.88	81.75	68.39	37.67	19.15	13.75	487.08	8.1%	46.88	150.62	219.02	70.56
2017	£M	12.00	14.06	23.87	40.53	60.51	59.31	75.51	85.61	78.66	40.99	19.94	15.65	526.65	1.9%	49.93	160.35	239.78	76.58
2018	£M	12.08	14.11	23.73	40.58	63.32	61.40	75.10	89.47	78.16	42.52	20.34	15.77	536.58	2.6%	49.91	165.30	242.73	78.64
2019	£M	13.23	14.46	24.26	45.12	65.95	61.65	78.72	89.77	76.38	42.16	22.00	16.89	550.58	-43.8%	51.94	172.71	244.87	81.05
2020	£M	14.08	11.53	13.46	1.512	3.389	3.570	46.89	74.89	87.65	40.61	2.363	9.283	309.23	58.5%	39.07	8.470	209.43	52.26
2021	£M	0.351	0.343	0.670	12.87	53.28	65.92	78.26	91.56	96.80	52.39	22.04	15.67	490.18	1.363	132.08	266.63	266.63	90.11
2022	£M	13.83	12.70	29.13	44.20	68.17	66.26	81.64	93.87	85.41	43.32	21.60	21.03	581.16	18.6%	55.66	178.63	260.93	85.95
ECONOMIC IMPACT - INDEXED TO 2022														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
Non-Serviced	£M	445.39	439.98	444.76	463.87	469.53	487.08	526.65	536.58	550.58	309.23	490.18	581.16						
All Visitor Types	£M	667.07	661.61	674.55	699.27	726.98	740.03	782.00	805.16	823.39	422.51	683.26	824.20						
Share of Total	%	66.8%	66.5%	65.9%	66.3%	64.6%	65.8%	67.3%	66.6%	66.9%	73.2%	71.7%	70.5%						
Annual Change in Share	%		-0.4%	-0.9%	0.6%	-2.6%	1.9%	2.3%	-1.0%	0.3%	9.5%	-2.0%	-1.7%						
Change in Share from 2011	%		-0.4%	-1.2%	-0.6%	-3.3%	-1.4%	0.9%	-0.2%	0.2%	9.6%	7.4%	5.6%						
Avg Ann. Change in Share	%		-0.4%	-0.6%	-0.2%	-0.8%	-0.3%	0.1%	0.0%	0.0%	1.1%	0.7%	0.5%						

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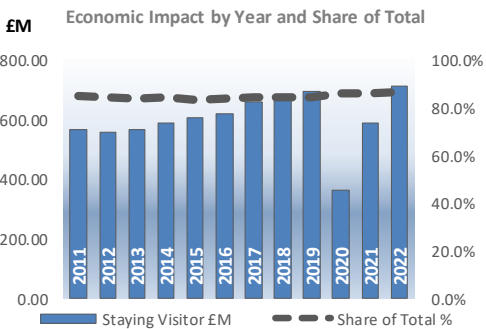
STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL										2011 to 2022 2022 Prices			SFR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		19.4%	5.3%	13.9%	5.1%	5.6%	3.6%	7.1%	8.2%	11.7%	8.8%	12.3%	26.7%		11.5%	15.4%	4.9%	8.6%	19.1%
% Change 2021 to 2022		4025.5%	4187.3%	4337.6%	248.6%	21.9%	-4.2%	2.3%	0.6%	-18.8%	-18.6%	-0.6%	16.1%		50.4%	4118.8%	57.1%	-4.1%	2.6%
Average Annual Change		1.8%	0.5%	1.3%	0.5%	0.5%	0.3%	0.6%	0.7%	1.1%	0.8%	1.1%	2.4%		1.0%	1.4%	0.4%	0.8%	1.7%
2011 £M		4.194	1.411	1.593	3.589	2.489	1.979	2.952	3.095	1.760	1.631	1.346	3.438		29.48	7.198	8.057	7.808	6.415
2012 £M		4.045	1.325	1.556	3.423	2.334	1.869	2.792	2.957	1.668	1.565	1.305	3.362	28.20	-4.3%	6.926	7.625	7.417	6.232
2013 £M		4.099	1.349	1.593	3.366	2.331	1.842	2.793	2.965	1.649	1.563	1.330	3.412	28.29	0.3%	7.041	7.539	7.407	6.304
2014 £M		4.090	1.337	1.589	3.370	2.312	1.823	2.798	2.990	1.677	1.583	1.336	3.425	28.33	0.1%	7.016	7.505	7.465	6.345
2015 £M		4.324	1.401	1.632	3.431	2.359	1.861	2.845	3.041	1.705	1.619	1.365	3.556	29.14	2.9%	7.358	7.651	7.590	6.540
2016 £M		4.393	1.414	1.634	3.441	2.375	1.876	2.876	3.088	1.736	1.637	1.382	3.614	29.46	1.1%	7.440	7.692	7.700	6.632
2017 £M		4.573	1.485	1.643	3.564	2.451	1.917	2.973	3.150	1.843	1.697	1.418	3.791	30.51	3.5%	7.701	7.932	7.967	6.906
2018 £M		4.628	1.502	1.644	3.585	2.498	1.946	2.990	3.215	1.846	1.715	1.440	3.859	30.87	1.2%	7.775	8.030	8.050	7.014
2019 £M		4.767	1.510	1.659	3.706	2.540	1.955	3.049	3.231	1.836	1.718	1.482	3.933	31.39	1.7%	7.936	8.200	8.117	7.133
2020 £M		5.039	1.240	0.895	0.139	0.137	0.116	1.737	2.609	1.995	1.561	0.163	1.895	17.53	-44.2%	7.174	0.392	6.341	3.619
2021 £M		0.121	0.035	0.041	1.082	2.156	2.139	3.091	3.330	2.421	2.179	1.521	3.753	21.87	24.8%	0.197	5.378	8.842	7.453
2022 £M		5.009	1.486	1.814	3.772	2.628	2.050	3.163	3.350	1.966	1.774	1.512	4.358	32.88	50.4%	8.309	8.450	8.479	7.644
ECONOMIC IMPACT - INDEXED TO 2022														SFR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
SFR		£M	29.48	28.20	28.29	28.33	29.14	29.46	30.51	30.87	31.39	17.53	21.87	32.88					
All Visitor Types		£M	667.07	661.61	674.55	699.27	726.98	740.03	782.00	805.16	823.39	422.51	683.26	824.20					
Share of Total		%	4.4%	4.3%	4.2%	4.1%	4.0%	4.0%	3.9%	3.8%	3.8%	4.1%	3.2%	4.0%					
Annual Change in Share		%		-3.5%	-1.6%	-3.4%	-1.1%	-0.7%	-2.0%	-1.7%	-0.6%	8.8%	-22.8%	24.6%					
Change in Share from 2011		%		-3.5%	-5.1%	-8.3%	-9.3%	-9.9%	-11.7%	-13.2%	-13.7%	-6.1%	-27.6%	-9.7%					
Avg Ann. Change in Share		%		-3.5%	-2.5%	-2.8%	-2.3%	-2.0%	-2.0%	-1.9%	-1.7%	-0.7%	-2.8%	-0.9%					

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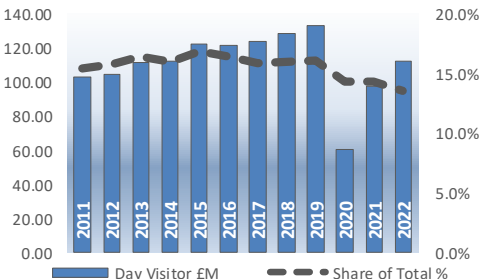
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STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL											2011 to 2022 2022 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:			MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY			STAYING VISITOR																	
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022			39.0%	7.0%	42.9%	18.6%	21.1%	14.9%	22.2%	18.6%	42.6%	30.9%	27.1%	74.0%		26.2%	31.1%	18.1%	26.5%	39.2%
% Change 2021 to 2022			1746.7%	1454.0%	1934.7%	257.2%	37.5%	2.1%	4.9%	1.5%	-10.9%	-15.3%	-0.7%	26.9%		21.6%	1742.6%	42.4%	-1.8%	-2.8%
Average Annual Change			3.5%	0.6%	3.9%	1.7%	1.9%	1.4%	2.0%	1.7%	3.9%	2.8%	2.5%	6.7%		2.4%	2.8%	1.6%	2.4%	3.6%
2011	£M	15.88	17.29	25.12	47.02	65.80	67.57	79.59	95.45	68.58	40.85	23.59	17.92	564.65		-1.3%	58.30	180.39	243.61	82.35
2012	£M	16.01	17.03	26.73	46.06	61.80	65.42	76.90	94.97	67.38	41.28	24.74	18.96	557.26	59.76		173.28	239.25	84.98	
2013	£M	16.71	17.74	29.34	44.10	63.01	64.09	77.34	96.25	66.36	41.82	26.67	20.28	563.72	1.2%	63.79	171.20	239.96	88.77	
2014	£M	17.21	18.03	29.85	45.99	63.72	64.34	79.56	94.72	80.53	44.30	28.04	21.28	587.56	4.2%	65.09	174.04	254.81	93.62	
2015	£M	18.48	18.38	31.37	47.68	66.75	67.72	82.19	97.79	78.80	46.84	26.88	21.88	604.75	2.9%	68.23	182.15	258.78	95.60	
2016	£M	18.77	18.47	31.29	47.78	67.56	68.59	84.96	102.24	81.65	47.68	27.38	22.68	619.04	2.4%	68.53	183.93	268.85	97.74	
2017	£M	20.34	20.17	30.69	51.89	72.02	70.77	91.16	105.25	91.83	51.06	28.13	25.23	658.54	6.4%	71.20	194.69	288.24	104.42	
2018	£M	20.75	20.55	30.81	52.44	75.76	73.66	91.59	111.03	91.84	53.33	29.14	25.90	676.79	2.8%	72.11	201.86	294.46	108.37	
2019	£M	22.01	20.83	31.34	57.06	78.42	73.91	95.34	111.18	89.88	53.09	30.94	26.91	690.90	2.1%	74.17	209.39	296.40	110.94	
2020	£M	23.02	17.25	16.54	2.312	4.467	4.534	51.63	85.81	95.06	46.13	3.454	11.85	362.05	-47.6%	56.81	11.31	232.49	61.44	
2021	£M	1.195	1.190	1.764	15.61	57.95	76.02	92.76	111.53	109.77	63.15	30.20	24.57	585.71	61.8%	4.149	149.58	314.06	117.92	
2022	£M	22.07	18.50	35.89	55.75	79.67	77.62	97.29	113.19	97.78	53.48	29.98	31.19	712.40	21.6%	76.45	213.04	308.26	114.64	
ECONOMIC IMPACT - INDEXED TO 2022														STAYING VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
Staying Visitor	£M	564.65	557.26	563.72	587.56	604.75	619.04	658.54	676.79	690.90	362.05	585.71	712.40							
All Visitor Types	£M	667.07	661.61	674.55	699.27	726.98	740.03	782.00	805.16	823.39	422.51	683.26	824.20							
Share of Total	%	84.6%	84.2%	83.6%	84.0%	83.2%	83.7%	84.2%	84.1%	83.9%	85.7%	85.7%	86.4%							
Annual Change in Share	%		-0.5%	-0.8%	0.5%	-1.0%	0.6%	0.7%	-0.2%	-0.2%	2.1%	0.0%	0.8%							
Change in Share from 2011	%		-0.5%	-1.3%	-0.7%	-1.7%	-1.2%	-0.5%	-0.7%	-0.9%	1.2%	1.3%	2.1%							
Avg Ann. Change in Share	%		-0.5%	-0.6%	-0.2%	-0.4%	-0.2%	-0.1%	-0.1%	-0.1%	0.1%	0.1%	0.2%							

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STEAM REPORT FOR 2011-2022 - FINAL EAST LINDSEY DISTRICT COUNCIL											2011 to 2022 2022 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed						
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY			DAY VISITOR																			
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											TOTAL	% Change							
Less than 3% change			Q1			Q2			Q3			Q4										
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4			
% Change 2011 to 2022			-4.1%	9.5%	82.0%	-11.8%	13.9%	20.7%	-5.8%	17.8%	6.8%	-0.6%	-4.7%	5.0%		9.2%	27.2%	7.0%	7.7%	-0.7%		
% Change 2021 to 2022			174.8%	110.6%	111.2%	52.9%	17.1%	0.7%	1.8%	-8.6%	-8.8%	-5.7%	2.6%	16.9%		14.6%	123.1%	18.6%	-6.0%	0.6%		
Average Annual Change			-0.4%	0.9%	7.5%	-1.1%	1.3%	1.9%	-0.5%	1.6%	0.6%	-0.1%	-0.4%	0.5%		0.8%	2.5%	0.6%	0.7%	-0.1%		
2011 £M			4.976	6.258	4.847	11.24	11.52	9.532	11.46	16.32	9.358	8.682	4.847	3.381		102.42	1.9%	16.08	32.29	37.13	16.91	
2012 £M			5.236	6.542	5.572	10.06	10.92	10.35	12.41	17.52	9.551	8.186	4.893	3.102		104.34		17.35	31.33	39.48	16.18	
2013 £M			5.154	6.930	6.156	10.24	13.16	10.16	13.24	19.35	9.566	8.425	5.081	3.374		110.83		6.2%	18.24	33.56	42.16	16.88
2014 £M			4.734	6.969	7.311	11.34	13.07	10.24	13.20	18.98	9.009	8.398	5.172	3.294		111.71		0.8%	19.01	34.64	41.19	16.86
2015 £M			5.646	8.107	7.828	11.53	13.78	10.69	13.59	21.70	10.36	9.861	5.344	3.789		122.23		9.4%	21.58	36.00	45.66	18.99
2016 £M			5.669	7.984	8.551	11.17	14.30	11.80	12.65	21.33	9.602	9.161	5.025	3.742		120.99		-1.0%	22.20	37.27	43.58	17.93
2017 £M			5.616	8.133	8.836	11.70	14.24	11.92	12.19	22.48	10.31	9.023	5.245	3.759	123.45	2.0%		22.58	37.86	44.98	18.03	
2018 £M			5.756	8.638	9.245	11.72	15.32	12.38	12.36	23.28	11.18	9.396	5.357	3.732	128.37	4.0%		23.64	39.42	46.82	18.49	
2019 £M			6.019	9.229	9.960	12.06	15.46	12.98	12.61	23.60	11.77	9.758	5.250	3.798	132.49	3.2%		25.21	40.50	47.97	18.81	
2020 £M			5.600	8.040	4.613	0.953	1.930	2.715	4.290	13.65	7.729	6.278	2.264	2.392	60.46	-54.4%		18.25	5.598	25.67	10.93	
2021 £M			1.737	3.255	4.177	6.484	11.21	11.43	10.60	21.02	10.96	9.150	4.503	3.035	97.55	61.4%	9.168	29.12	42.58	16.69		
2022 £M			4.774	6.855	8.824	9.912	13.12	11.51	10.79	19.22	9.999	8.629	4.618	3.548	111.80	14.6%	20.45	34.54	40.01	16.80		
ECONOMIC IMPACT - INDEXED TO 2022														DAY VISITOR								
SHARE OF MARKET			2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total							
Day Visitor			£M	102.42	104.34	110.83	111.71	122.23	120.99	123.45	128.37	132.49	60.46	97.55	111.80							
All Visitor Types			£M	667.07	661.61	674.55	699.27	726.98	740.03	782.00	805.16	823.39	422.51	683.26	824.20							
Share of Total			%	15.4%	15.8%	16.4%	16.0%	16.8%	16.3%	15.8%	15.9%	16.1%	14.3%	14.3%	13.6%							
Annual Change in Share			%		2.7%	4.2%	-2.8%	5.2%	-2.8%	-3.4%	1.0%	0.9%	-11.1%	-0.2%	-5.0%							
Change in Share from 2011			%		2.7%	7.0%	4.0%	9.5%	6.5%	2.8%	3.8%	4.8%	-6.8%	-7.0%	-11.7%							
Avg Ann. Change in Share			%		2.7%	3.5%	1.3%	2.4%	1.3%	0.5%	0.5%	0.6%	-0.8%	-0.7%	-1.1%							

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