



## STEAM REPORT FOR 2011-2022 - FINAL

Final

North Kesteven District Council

**Global Tourism Solutions (UK) Ltd**

71 Heol Gwys

Upper Cwmtwrch


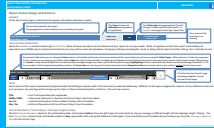











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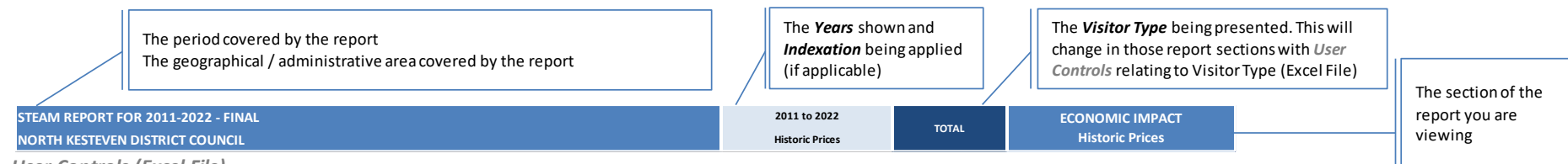
<b>REPORT SECTIONS</b>  <p>Page</p>	<b>USER GUIDE</b>  <p>3</p>	<b>COMPARATIVE HEADLINES</b>  <p>4</p>	<b>KEY MEASURES</b>  <p>5-11</p>
<b>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</b>	<b>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></b>  <p>13</p>	<b>DISTRIBUTION OF IMPACT: <i>by Month</i>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



## Report Section Design and Features

### Headers

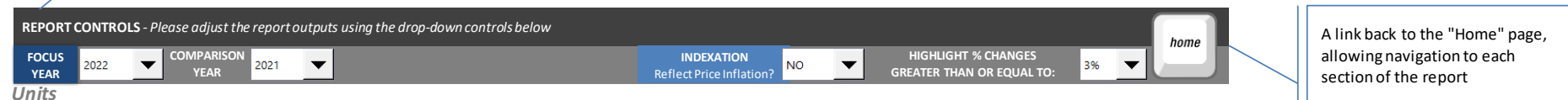
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

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

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



### Units

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

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

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

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

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**NORTH KESTEVEN DISTRICT COUNCIL**

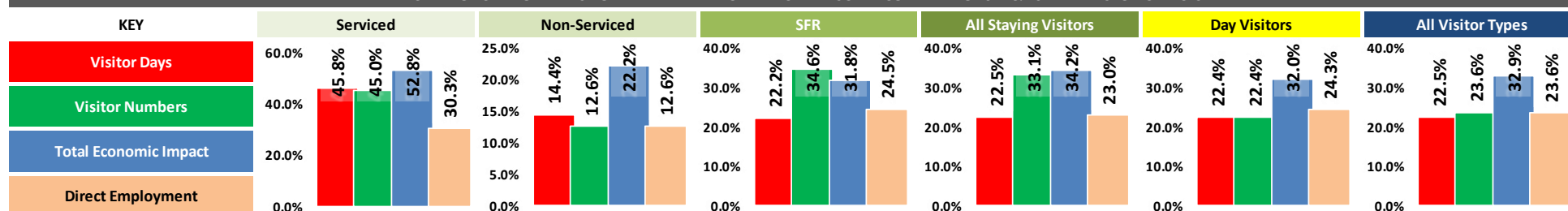
Comparing 2022 and 2021  
All £'s Historic Prices

**COMPARATIVE HEADLINES**

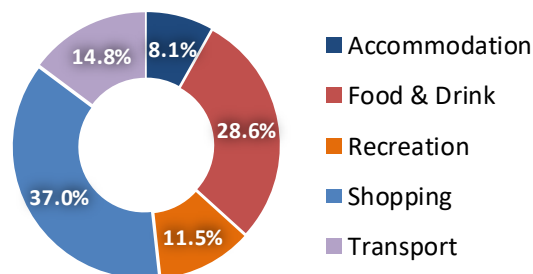
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES**

KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	0.164	0.112	45.8%	0.348	0.304	14.4%	0.473	0.387	22.2%	0.985	0.804	22.5%	2.382	1.945	22.4%	3.367	2.749	22.5%
Visitor Numbers	M	0.084	0.058	45.0%	0.050	0.044	12.6%	0.199	0.148	34.6%	0.333	0.250	33.1%	2.382	1.945	22.4%	2.715	2.196	23.6%
Direct Expenditure	£M																130.60	98.15	33.1%
Economic Impact	£M	21.45	14.04	52.8%	21.49	17.58	22.2%	27.27	20.70	31.8%	70.21	52.32	34.2%	104.04	78.79	32.0%	174.25	131.11	32.9%
Direct Employment	FTEs	368	282	30.3%	256	227	12.6%	211	170	24.5%	834	678	23.0%	794	639	24.3%	1,628	1,317	23.6%
Total Employment	FTEs																2,015	1,627	23.8%

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



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



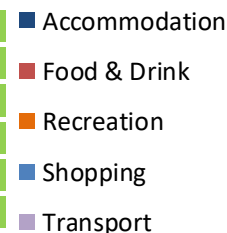
Direct Expenditure Categories

	2022	2021	+/- %
Accommodation	10.62	7.676	38.4%
Food & Drink	37.34	28.16	32.6%
Recreation	15.07	11.36	32.6%
Shopping	48.26	36.32	32.9%
Transport	19.31	14.62	32.0%
<b>TOTAL DIRECT</b>	<b>130.60</b>	<b>98.15</b>	<b>33.1%</b>
Indirect	43.65	32.97	32.4%
<b>TOTAL</b>	<b>174.25</b>	<b>131.11</b>	<b>32.9%</b>

**Sectors**

	2022	2021	+/- %
Accommodation	390	327	19.1%
Food & Drink	427	342	25.0%
Recreation	209	167	25.0%
Shopping	503	402	25.3%
Transport	99	79	24.5%
<b>TOTAL DIRECT</b>	<b>1,628</b>	<b>1,317</b>	<b>23.6%</b>
Indirect	387	310	24.9%
<b>TOTAL</b>	<b>2,015</b>	<b>1,627</b>	<b>23.8%</b>

**Sectoral Distribution of Employment - FTEs**



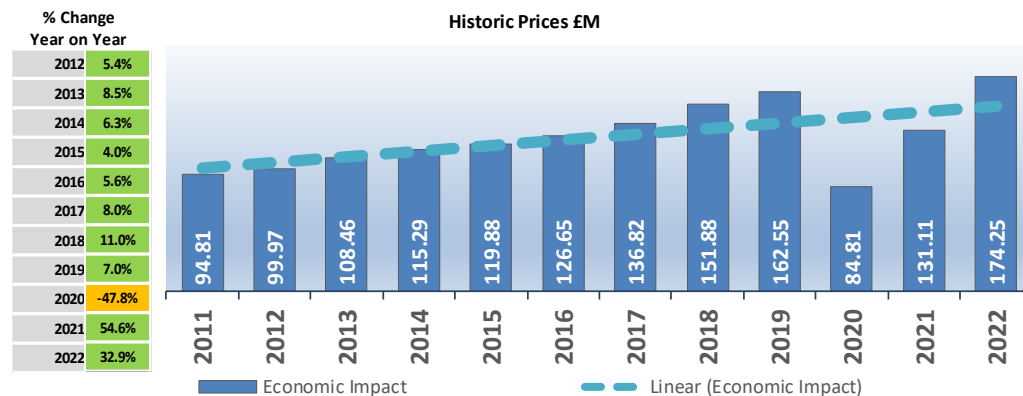
Direct Employment Categories

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

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

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**NORTH KESTEVEN DISTRICT COUNCIL**

**Economic Impact - Historic Prices - Total**

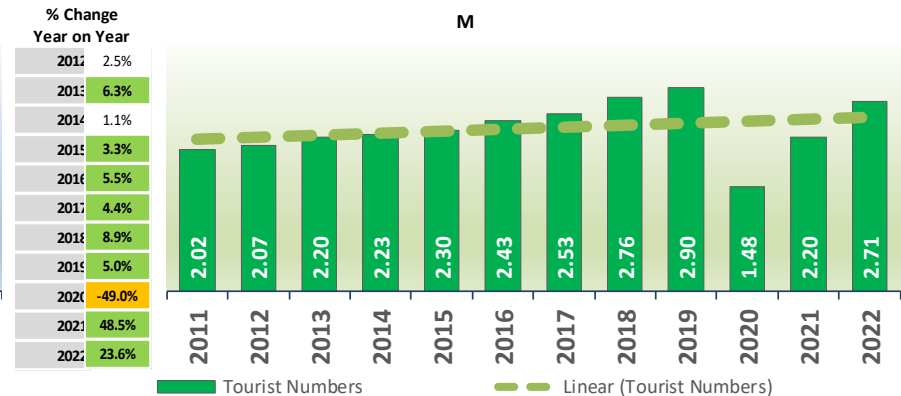


2011 to 2022  
Historic Prices

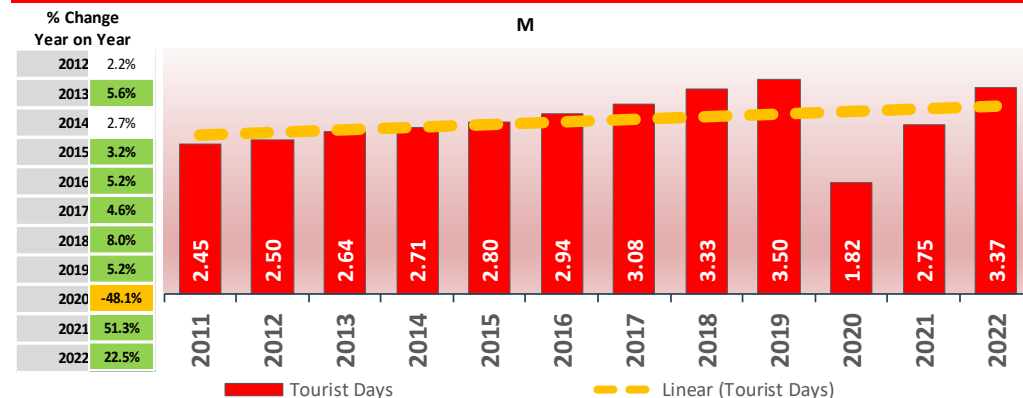
TOTAL

KEY MEASURES  
Historic Prices

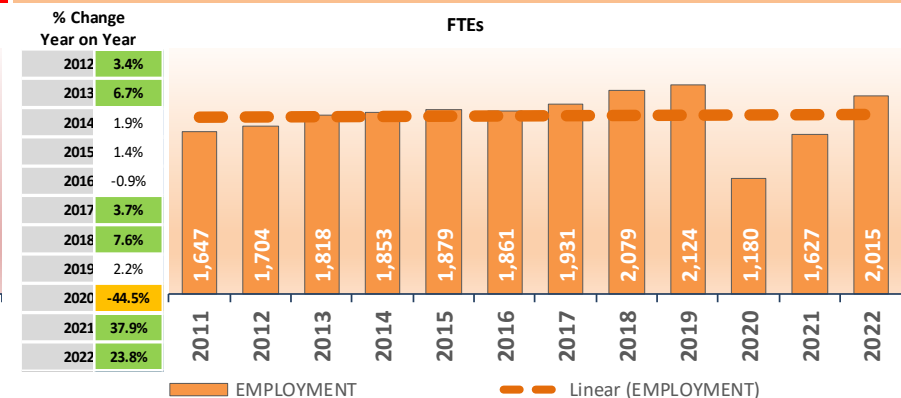
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



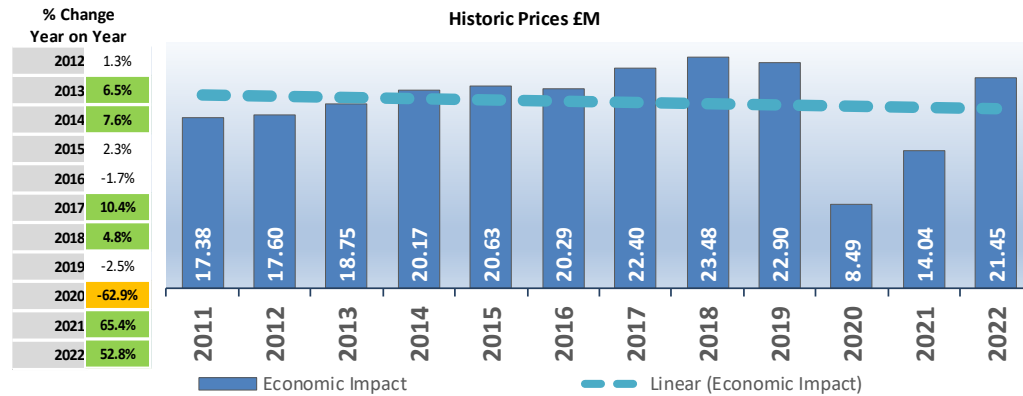
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		5.4%	14.4%	21.6%	26.4%	33.6%	44.3%	60.2%	71.4%	-10.5%	38.3%	83.8%
Visitor Numbers		2.5%	9.0%	10.2%	13.8%	20.0%	25.3%	36.5%	43.2%	-26.9%	8.6%	34.3%
Visitor Days		2.2%	7.9%	10.8%	14.4%	20.3%	25.9%	35.9%	43.0%	-25.8%	12.3%	37.5%
Total Employment		3.4%	10.4%	12.5%	14.1%	13.0%	17.2%	26.2%	29.0%	-28.4%	-1.2%	22.4%

"Linear" = Linear Trendline

# STEAM REPORT FOR 2011-2022 - FINAL

## NORTH KESTEVEN DISTRICT COUNCIL

### Economic Impact - Historic Prices - Serviced Accommodation

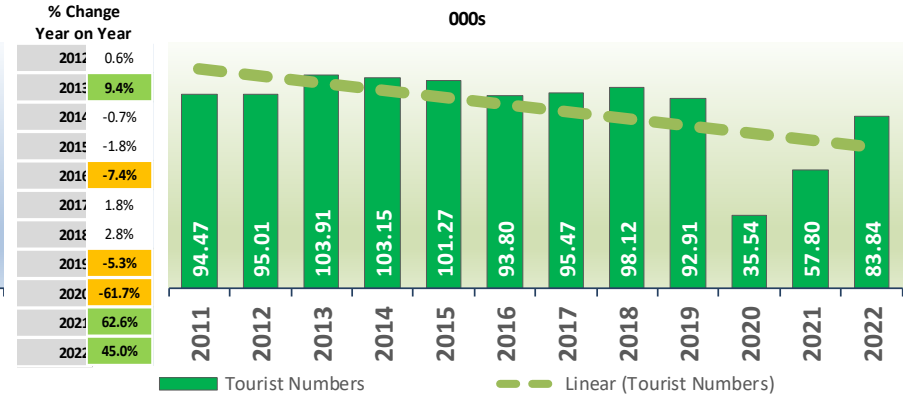


2011 to 2022  
Historic Prices

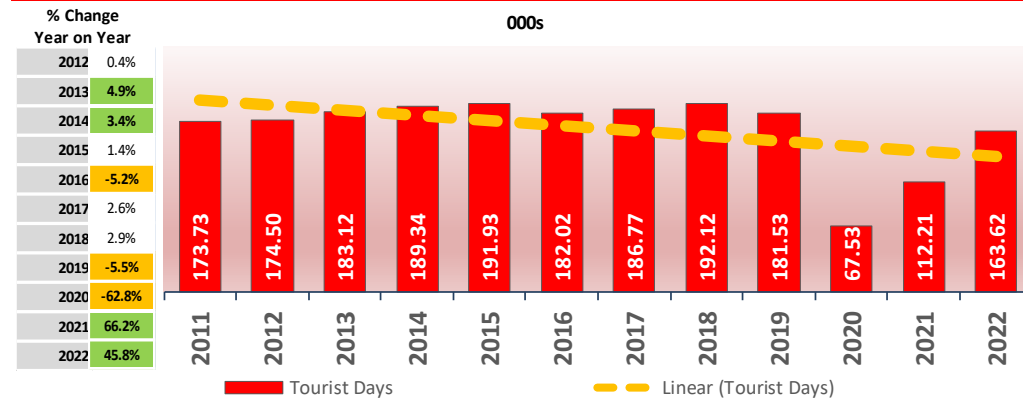
SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

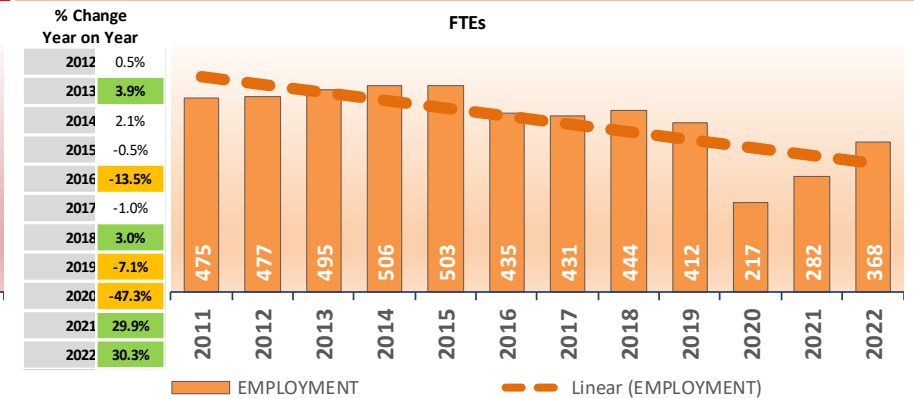
### Visitor Numbers - Serviced Accommodation



### Visitor Days - Serviced Accommodation



### Direct Employment Supported - Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		1.3%	7.9%	16.1%	18.7%	16.7%	28.9%	35.1%	31.8%	-51.2%	-19.2%	23.4%
Visitor Numbers		0.6%	10.0%	9.2%	7.2%	-0.7%	1.1%	3.9%	-1.6%	-62.4%	-38.8%	-11.2%
Visitor Days		0.4%	5.4%	9.0%	10.5%	4.8%	7.5%	10.6%	4.5%	-61.1%	-35.4%	-5.8%
Direct Employment		0.5%	4.4%	6.6%	6.1%	-8.3%	-9.2%	-6.5%	-13.1%	-54.3%	-40.6%	-22.5%

"Linear" = Linear Trendline

**STEAM REPORT FOR 2011-2022 - FINAL**  
**NORTH KESTEVEN DISTRICT COUNCIL**

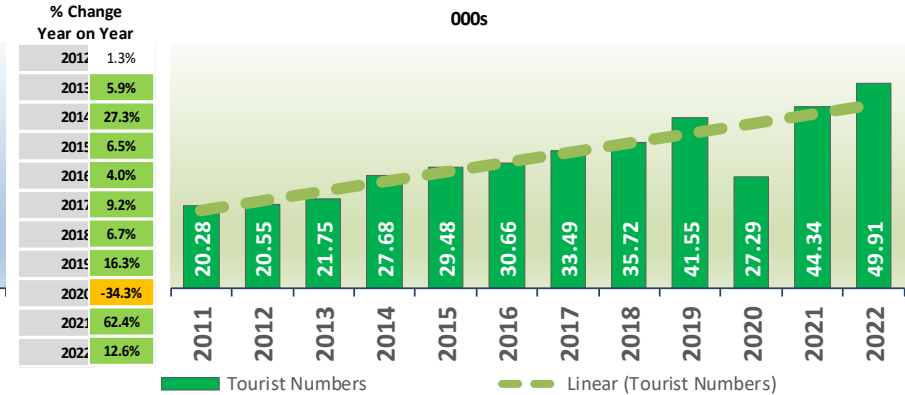
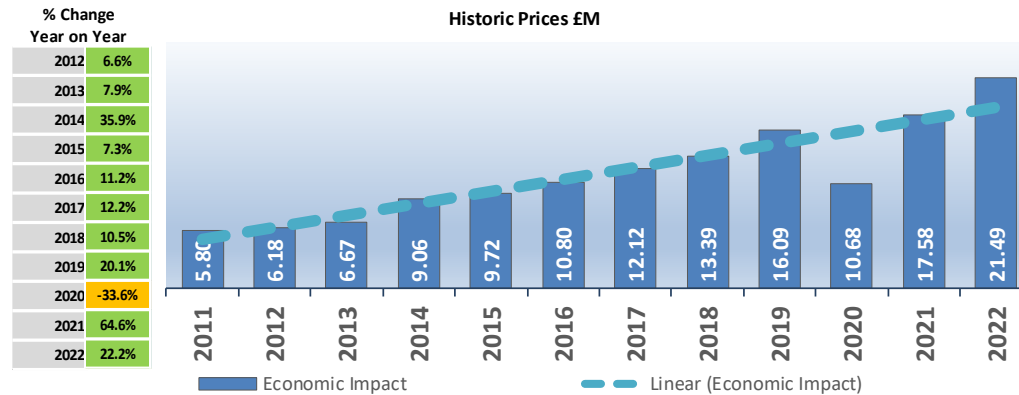
2011 to 2022  
Historic Prices

NON-SERVED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

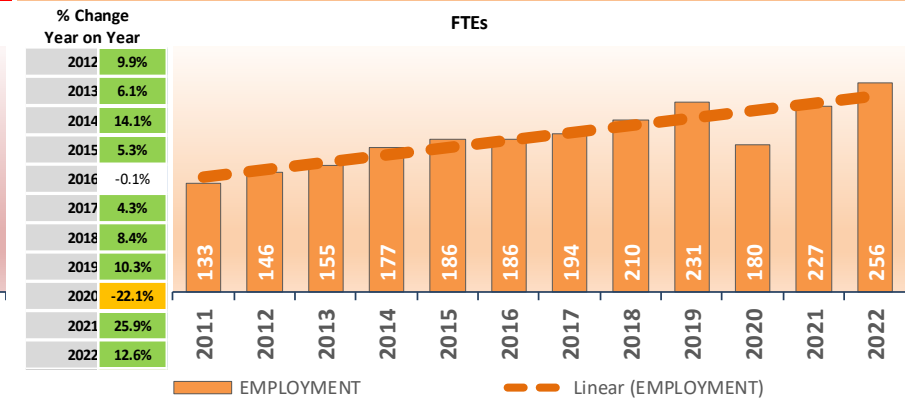
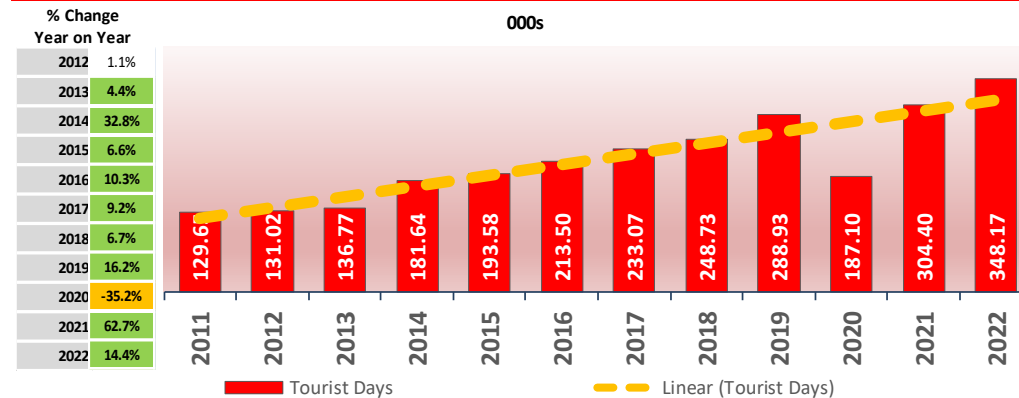
**Economic Impact - Historic Prices - Non-Served Accommodation**

**Visitor Numbers - Non-Served Accommodation**



**Visitor Days - Non-Served Accommodation**

**Direct Employment Supported - Non-Served Accommodation**



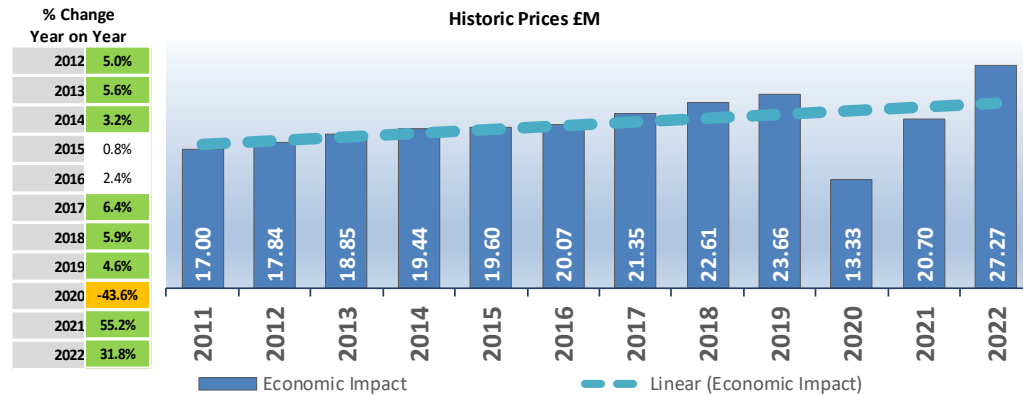
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		6.6%	15.0%	56.3%	67.6%	86.4%	109.1%	131.0%	177.5%	84.3%	203.2%	270.7%
Visitor Numbers		1.3%	7.3%	36.5%	45.4%	51.2%	65.2%	76.2%	104.9%	34.6%	118.7%	146.2%
Visitor Days		1.1%	5.5%	40.1%	49.3%	64.7%	79.8%	91.8%	122.8%	44.3%	134.8%	168.5%
Direct Employment		9.9%	16.6%	33.0%	40.0%	39.9%	45.9%	58.1%	74.3%	35.7%	70.9%	92.5%

"Linear" = Linear Trendline



**STEAM REPORT FOR 2011-2022 - FINAL**  
**NORTH KESTEVEN DISTRICT COUNCIL**

**Economic Impact - Historic Prices - SFR**



2011 to 2022

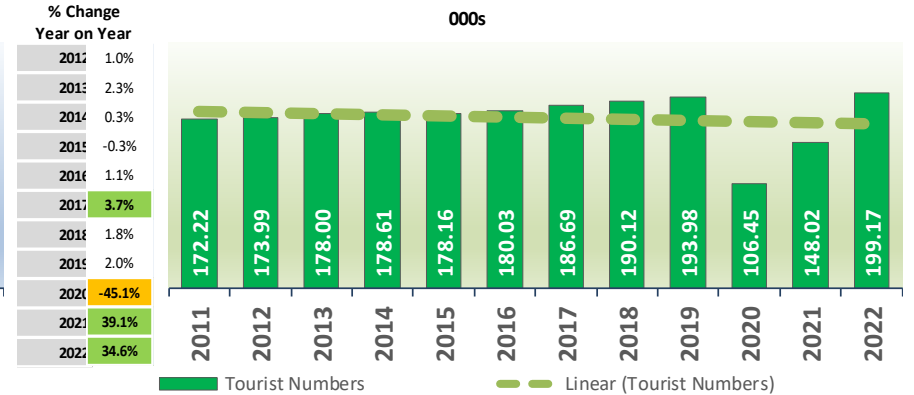
Historic Prices

SFR

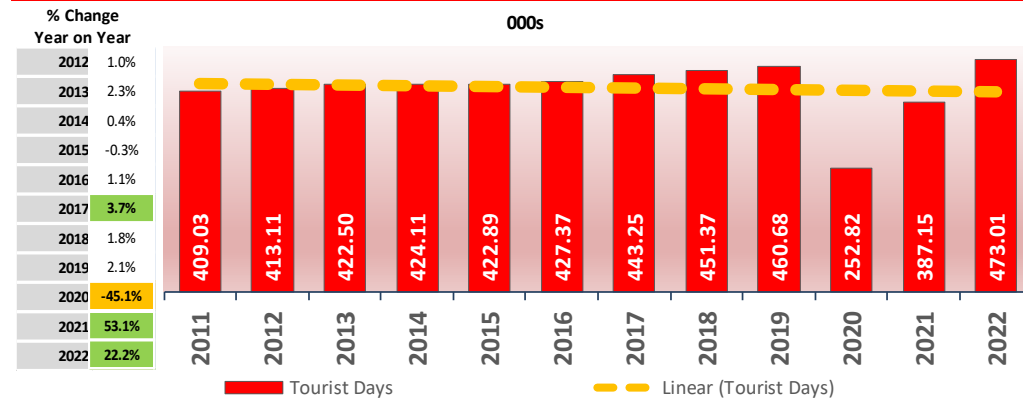
KEY MEASURES

Historic Prices

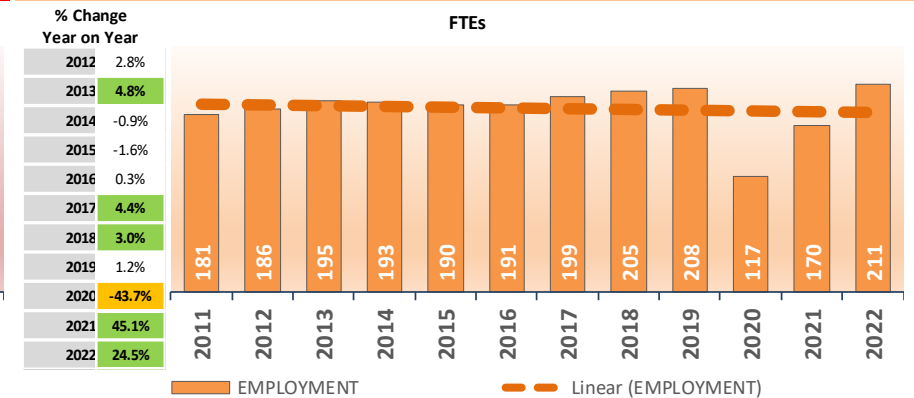
**Visitor Numbers - SFR**



**Visitor Days - SFR**



**Direct Employment Supported - SFR**

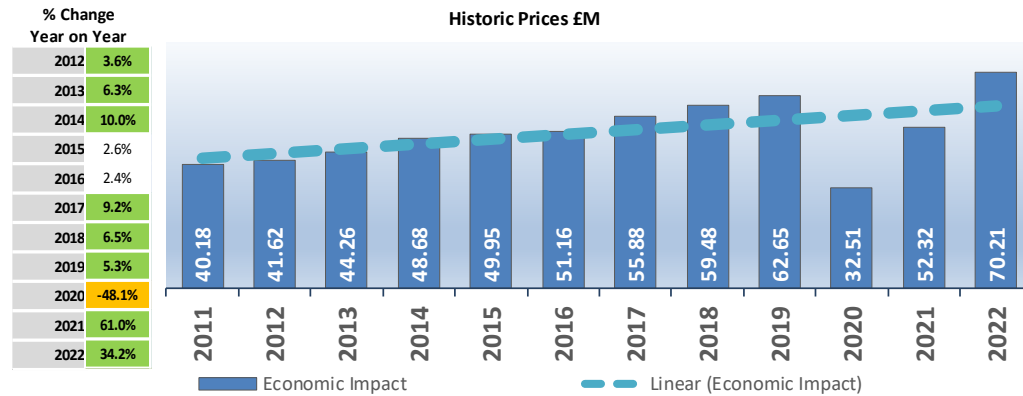


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		5.0%	10.9%	14.4%	15.3%	18.1%	25.6%	33.0%	39.1%	-21.6%	21.8%	60.4%
Visitor Numbers		1.0%	3.4%	3.7%	3.4%	4.5%	8.4%	10.4%	12.6%	-38.2%	-14.1%	15.6%
Visitor Days		1.0%	3.3%	3.7%	3.4%	4.5%	8.4%	10.3%	12.6%	-38.2%	-5.3%	15.6%
Direct Employment		2.8%	7.8%	6.8%	5.1%	5.4%	10.1%	13.4%	14.7%	-35.4%	-6.3%	16.7%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL  
NORTH KESTEVEN DISTRICT COUNCIL

Economic Impact - Historic Prices - Staying Visitor

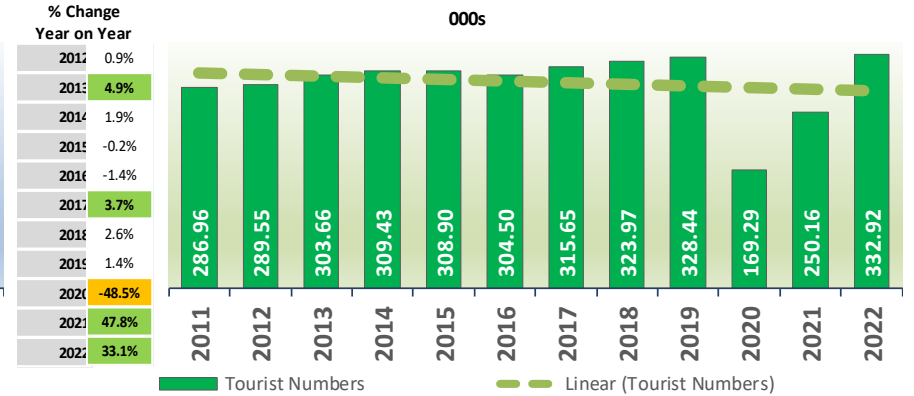


2011 to 2022  
Historic Prices

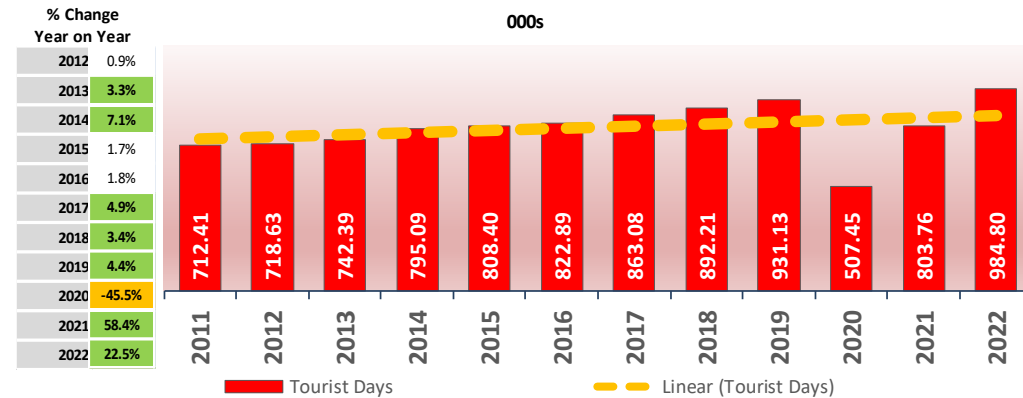
STAYING VISITOR

KEY MEASURES  
Historic Prices

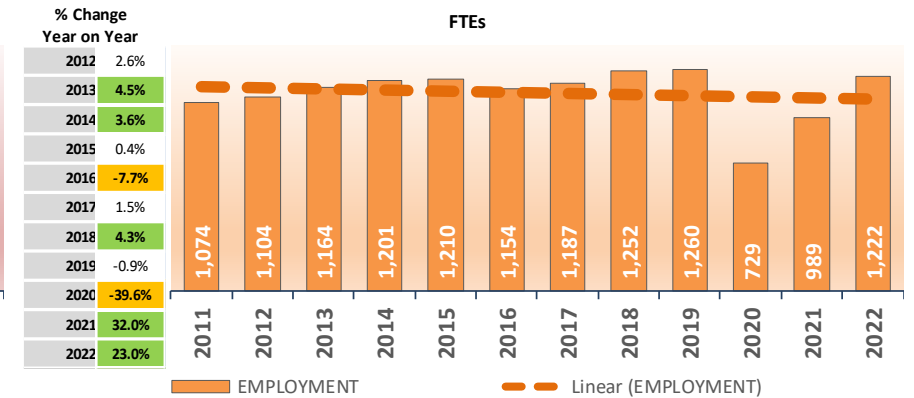
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

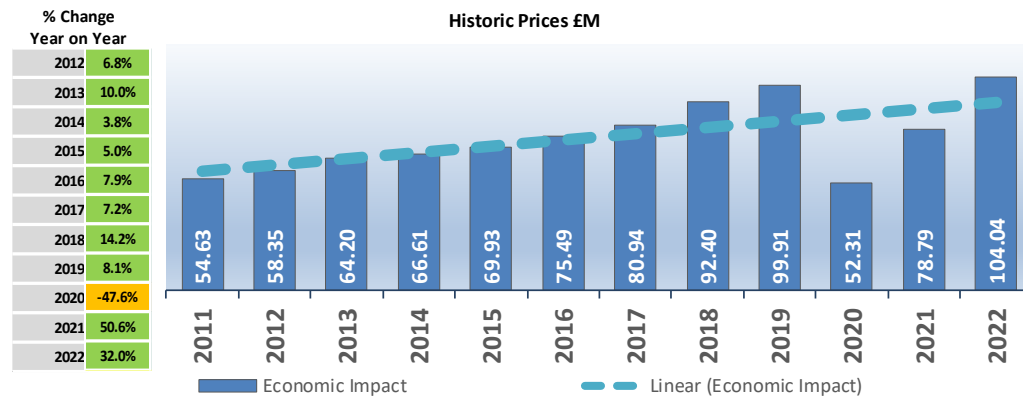


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		3.6%	10.2%	21.2%	24.3%	27.3%	39.1%	48.0%	55.9%	-19.1%	30.2%	74.8%
Visitor Numbers		0.9%	5.8%	7.8%	7.6%	6.1%	10.0%	12.9%	14.5%	-41.0%	-12.8%	16.0%
Visitor Days		0.9%	4.2%	11.6%	13.5%	15.5%	21.1%	25.2%	30.7%	-28.8%	12.8%	38.2%
Direct Employment		2.8%	8.4%	11.8%	12.7%	7.5%	10.5%	16.6%	17.3%	-32.1%	-7.9%	13.7%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL  
NORTH KESTEVEN DISTRICT COUNCIL

Economic Impact - Historic Prices - Day Visitor

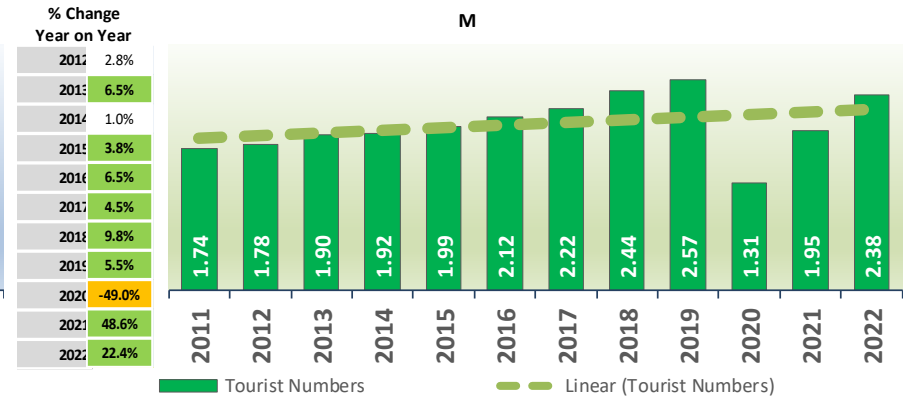


2011 to 2022  
Historic Prices

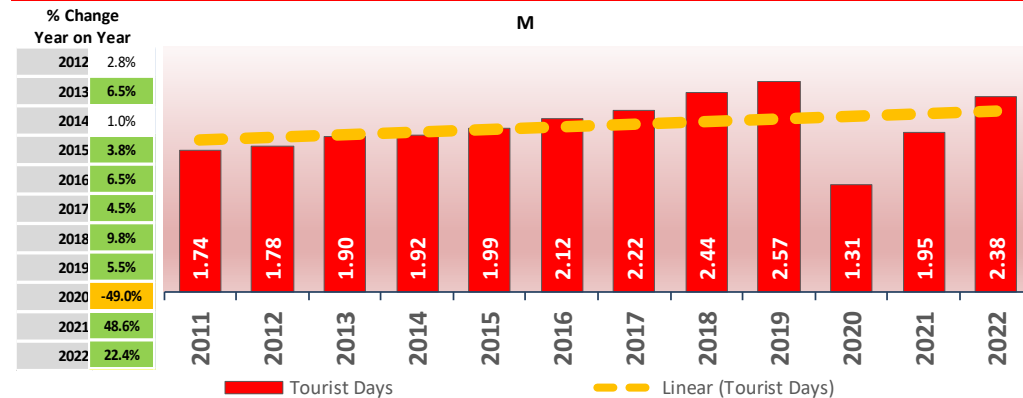
DAY VISITOR

KEY MEASURES  
Historic Prices

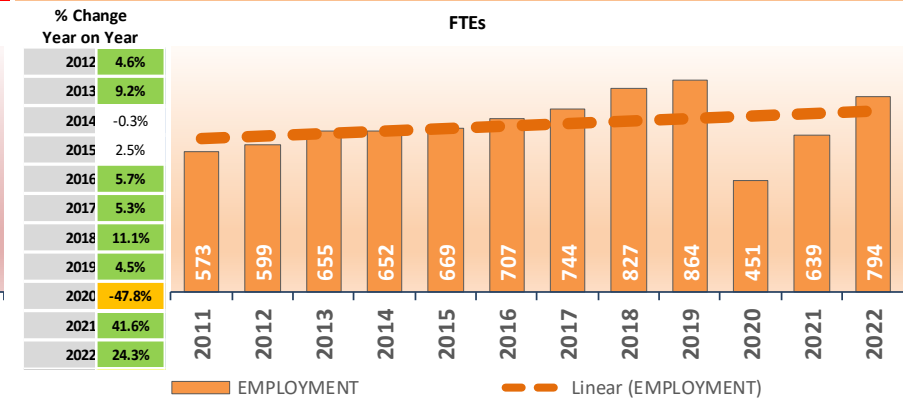
Visitor Numbers - Day Visitor



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		6.8%	17.5%	21.9%	28.0%	38.2%	48.2%	69.1%	82.9%	-4.3%	44.2%	90.4%
Visitor Numbers		2.8%	9.5%	10.5%	14.8%	22.3%	27.8%	40.3%	48.0%	-24.6%	12.1%	37.3%
Visitor Days		2.8%	9.5%	10.5%	14.8%	22.3%	27.8%	40.3%	48.0%	-24.6%	12.1%	37.3%
Direct Employment		4.6%	14.2%	13.8%	16.7%	23.3%	29.8%	44.2%	50.8%	-21.3%	11.5%	38.5%

"Linear" = Linear Trendline

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

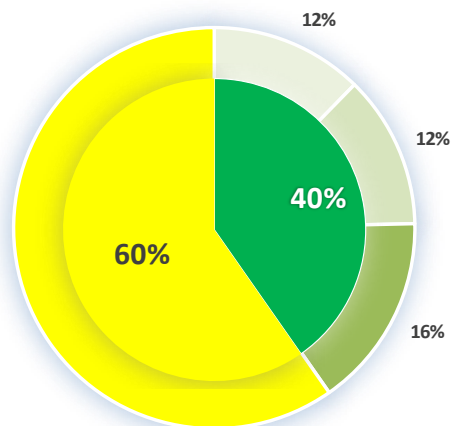
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2022 - M - Share of Total

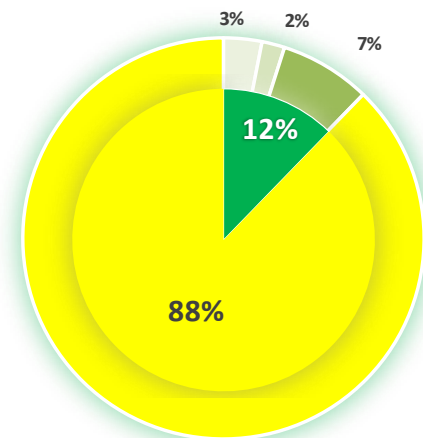
**TOTAL**  
**£174.25m**

	£M
Serviced	21.45
Non-Serviced	21.49
SFR	27.27
Staying Visitor	70.21
Day Visitor	104.04
<b>Total</b>	<b>174.25</b>



**TOTAL**  
**2.71m**

	M
Serviced	0.08
Non-Serviced	0.05
SFR	0.20
Staying Visitor	0.33
Day Visitor	2.38
<b>Total</b>	<b>2.71</b>

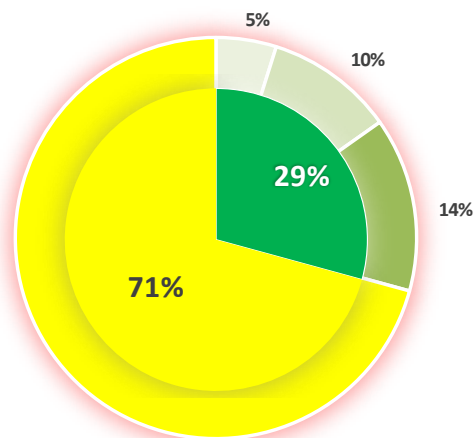


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

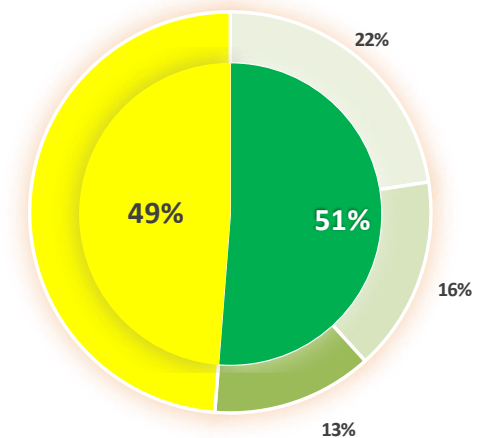
**TOTAL**  
**3.37m**

	M
Serviced	0.16
Non-Serviced	0.35
SFR	0.47
Staying Visitor	0.98
Day Visitor	2.38
<b>Total</b>	<b>3.37</b>



**TOTAL**  
**1,628 Direct FTEs**  
**2,015 Total FTEs**

	FTEs
Serviced	368
Non-Serviced	256
SFR	211
Staying Visitor	834
Day Visitor	794
<b>Total</b>	<b>1,628</b>



**STEAM REPORT FOR 2011-2022 - FINAL**  
**NORTH KESTIVEN DISTRICT COUNCIL**

**2022**  
Historic Prices

**TOTAL**

**DISTRIBUTION BY MONTH**  
Historic Prices

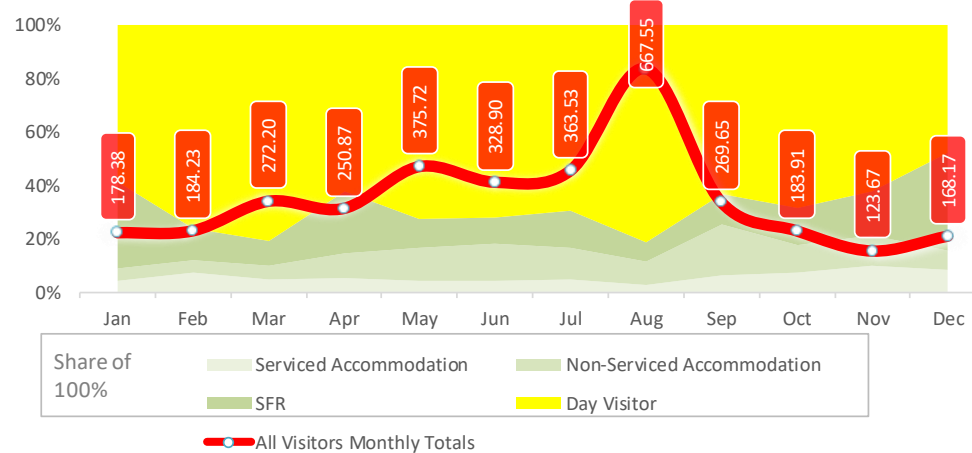
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**



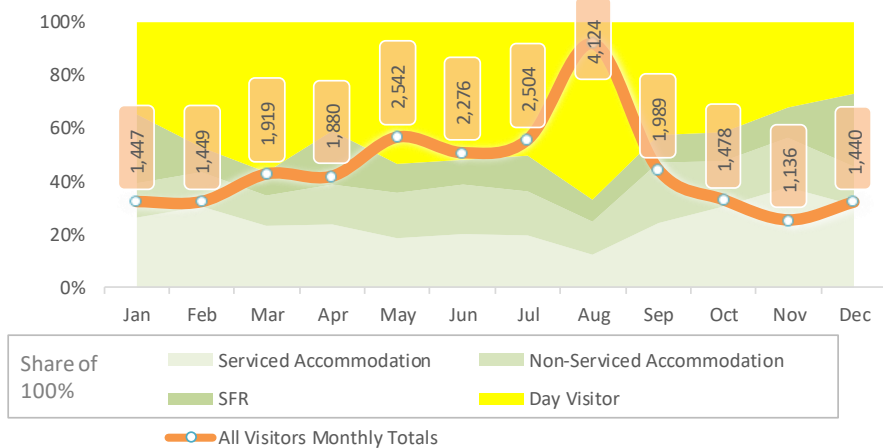
**Visitor Numbers - 2022 - 000s - Distribution of Impact by Month**



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

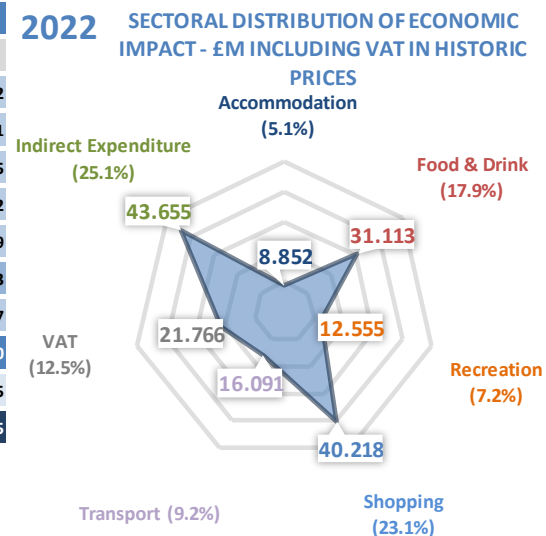


**Direct Employment Supported - 2022 - FTEs - Distribution of Impact by Month**

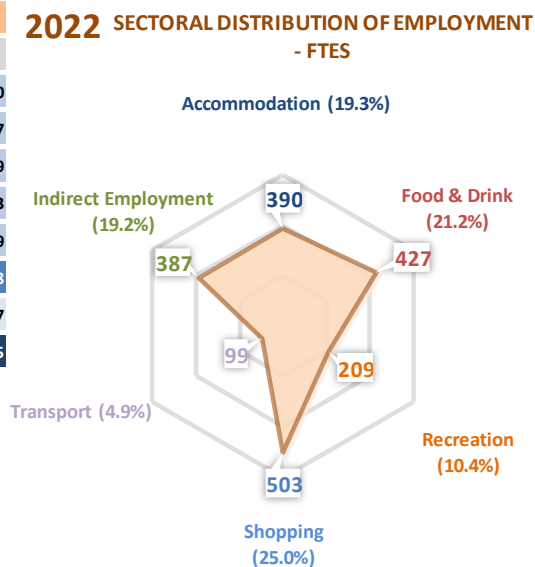


SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	£M	6.117	6.109	6.406	7.213	7.386	7.642	8.853	9.150	9.451	4.297	6.418	8.852
Food & Drink	£M	16.84	17.83	19.38	20.51	21.32	22.41	24.01	26.74	28.60	15.98	23.55	31.11
Recreation	£M	6.780	7.176	7.804	8.263	8.598	9.051	9.699	10.83	11.56	6.427	9.499	12.55
Shopping	£M	21.33	22.64	24.68	26.03	27.15	28.83	30.92	34.69	37.26	19.79	30.37	40.22
Transport	£M	8.423	8.926	9.697	10.27	10.69	11.37	12.20	13.65	14.69	7.914	12.23	16.09
Direct Revenue	£M	59.49	62.68	67.97	72.28	75.13	79.31	85.69	95.06	101.57	54.41	82.07	108.83
VAT	£M	11.90	12.54	13.59	14.46	15.03	15.86	17.14	19.01	20.31	9.027	16.08	21.77
Direct Expenditure	£M	71.39	75.22	81.57	86.73	90.16	95.17	102.82	114.07	121.89	63.44	98.15	130.60
Indirect Expenditure	£M	23.42	24.75	26.89	28.56	29.72	31.48	34.00	37.82	40.66	21.38	32.97	43.65
TOTAL	£M	94.81	99.97	108.46	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25



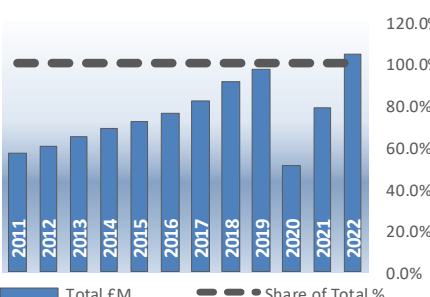
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	450	462	478	491	494	427	419	436	421	280	327	390
Food & Drink	FTEs	318	330	356	361	367	378	397	430	445	241	342	427
Recreation	FTEs	155	161	174	177	180	185	195	211	218	118	167	209
Shopping	FTEs	367	382	413	418	426	443	466	509	529	273	402	503
Transport	FTEs	71	74	79	81	82	86	90	98	102	53	79	99
Direct Employment	FTEs	1,361	1,408	1,500	1,528	1,548	1,518	1,568	1,685	1,715	965	1,317	1,628
Indirect Employment	FTEs	286	296	319	325	330	343	363	393	409	215	310	387
TOTAL	FTEs	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015



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

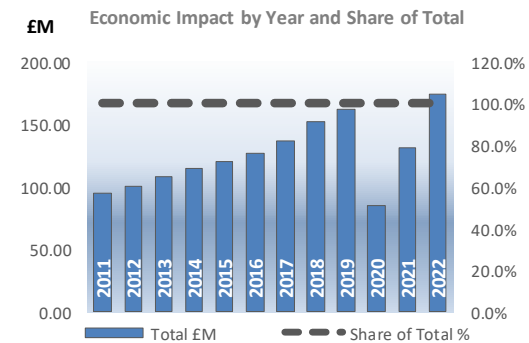
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*



STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN 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		58.1%	60.0%	117.8%	54.8%	101.6%	95.4%	85.7%	118.3%	72.7%	58.8%	55.2%	67.4%	83.8%	Annual Change	79.2%	84.5%	97.0%	60.8%
% Change 2021 to 2022		369.5%	229.6%	190.4%	139.3%	40.6%	9.9%	10.5%	7.1%	-3.0%	-1.5%	9.1%	18.3%	32.9%		239.6%	42.9%	5.6%	7.8%
Average Annual Change		5.3%	5.5%	10.7%	5.0%	9.2%	8.7%	7.8%	10.8%	6.6%	5.3%	5.0%	6.1%	7.6%		7.2%	7.7%	8.8%	5.5%
2011	£M	5.927	6.017	6.221	8.581	9.460	8.577	10.25	14.96	8.372	6.224	4.503	5.716	94.81		18.16	26.62	33.58	16.44
2012	£M	6.127	6.280	7.066	8.354	9.409	9.454	11.08	16.44	8.951	6.248	4.819	5.739	99.97	5.4%	19.47	27.22	36.48	16.81
2013	£M	6.383	6.971	8.145	8.505	11.08	9.626	12.13	18.42	9.028	6.483	5.238	6.457	108.46	8.5%	21.50	29.21	39.57	18.18
2014	£M	6.375	7.090	9.289	9.594	11.71	10.22	12.94	19.21	9.812	6.954	5.477	6.617	115.29	6.3%	22.75	31.53	41.96	19.05
2015	£M	7.202	7.935	9.761	9.371	11.92	10.29	12.65	20.72	10.17	7.693	5.510	6.665	119.88	4.0%	24.90	31.58	43.53	19.87
2016	£M	7.265	8.043	10.63	10.14	13.45	11.72	12.94	21.98	10.22	7.689	5.490	7.084	126.65	5.6%	25.93	35.32	45.14	20.26
2017	£M	7.753	8.489	11.12	11.27	14.99	12.79	14.12	23.41	11.14	8.112	5.851	7.764	136.82	8.0%	27.37	39.06	48.67	21.73
2018	£M	8.437	9.013	11.87	12.17	16.66	13.87	16.20	28.02	12.19	8.823	6.330	8.299	151.88	11.0%	29.32	42.70	56.41	23.45
2019	£M	9.184	10.22	12.94	12.66	17.60	14.96	17.49	30.34	12.85	9.238	6.526	8.549	162.55	7.0%	32.34	45.22	60.68	24.31
2020	£M	9.912	9.636	7.065	1.064	2.296	2.865	7.950	20.65	10.76	6.695	2.099	3.820	84.81	-47.8%	26.61	6.226	39.36	12.61
2021	£M	1.996	2.921	4.667	5.551	13.56	15.25	17.23	30.51	14.91	10.03	6.406	8.088	131.11	54.6%	9.583	34.36	62.64	24.52
2022	£M	9.368	9.627	13.55	13.28	19.07	16.76	19.04	32.66	14.46	9.881	6.990	9.569	174.25	32.9%	32.54	49.12	66.15	26.44
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	94.81	99.97	108.46	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25						
All Visitor Types	£M	94.81	99.97	108.46	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25						
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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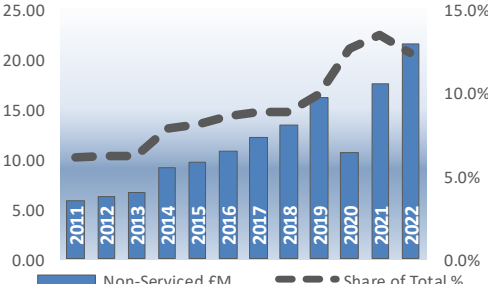
Report Prepared by: Aimee Towle. Date of Issue: 30/06/23



STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN 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		-0.6%	7.2%	14.7%	25.1%	48.9%	45.6%	18.2%	20.5%	21.0%	26.7%	32.3%	24.5%		23.4%	8.0%	39.7%	19.9%	27.6%
% Change 2021 to 2022		365.5%	460.2%	397.1%	403.1%	271.8%	23.6%	13.9%	-0.3%	5.7%	4.2%	10.0%	19.7%		52.8%	412.7%	134.1%	6.0%	11.0%
Average Annual Change		-0.1%	0.7%	1.3%	2.3%	4.4%	4.1%	1.7%	1.9%	1.9%	2.4%	2.9%	2.2%		2.1%	0.7%	3.6%	1.8%	2.5%
2011	£M	0.933	1.586	1.390	1.346	1.320	1.251	1.886	1.960	1.731	1.379	1.204	1.393		17.38	3.909	3.917	5.577	3.976
2012	£M	0.809	1.517	1.415	1.305	1.310	1.360	1.862	2.063	1.922	1.380	1.310	1.347		17.60	1.3%	3.740	3.974	5.847
2013	£M	0.863	1.743	1.723	1.183	1.432	1.397	2.055	2.231	1.768	1.315	1.453	1.582	18.75	6.5%	4.329	4.012	6.054	4.351
2014	£M	0.930	1.717	1.701	1.388	1.524	1.403	2.266	2.324	2.234	1.525	1.490	1.671	20.17	7.6%	4.348	4.315	6.825	4.686
2015	£M	1.035	1.799	1.660	1.360	1.565	1.590	2.356	2.581	2.126	1.596	1.391	1.571	20.63	2.3%	4.493	4.514	7.063	4.558
2016	£M	0.913	1.740	1.651	1.442	1.569	1.539	2.320	2.512	2.070	1.538	1.407	1.583	20.29	-1.7%	4.304	4.551	6.902	4.528
2017	£M	1.066	1.799	1.688	1.727	2.047	1.844	2.344	2.545	2.285	1.755	1.596	1.706	22.40	10.4%	4.553	5.619	7.174	5.056
2018	£M	1.117	1.889	1.727	1.789	2.180	1.966	2.420	2.718	2.330	1.867	1.679	1.795	23.48	4.8%	4.734	5.935	7.468	5.342
2019	£M	1.088	1.811	1.676	1.720	2.135	1.924	2.449	2.719	2.216	1.839	1.650	1.670	22.90	-2.5%	4.576	5.779	7.385	5.159
2020	£M	1.164	1.825	0.728	0.144	0.214	0.169	0.568	1.310	1.099	0.845	0.222	0.200	8.489	-62.9%	3.717	0.527	2.977	1.268
2021	£M	0.199	0.304	0.321	0.335	0.529	1.474	1.957	2.368	1.982	1.676	1.449	1.448	14.04	65.4%	0.824	2.337	6.307	4.572
2022	£M	0.927	1.700	1.595	1.684	1.965	1.822	2.229	2.361	2.095	1.746	1.594	1.733	21.45	52.8%	4.222	5.471	6.685	5.073
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	17.38	17.60	18.75	20.17	20.63	20.29	22.40	23.48	22.90	8.489	14.04	21.45						
All Visitor Types	£M	94.81	99.97	108.46	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25						
Share of Total	%	18.3%	17.6%	17.3%	17.5%	17.2%	16.0%	16.4%	15.5%	14.1%	10.0%	10.7%	12.3%						
Annual Change in Share	%		-4.0%	-1.8%	1.2%	-1.7%	-6.9%	2.2%	-5.6%	-8.9%	-29.0%	7.0%	15.0%						
Change in Share from 2011	%		-4.0%	-5.7%	-4.5%	-6.1%	-12.6%	-10.7%	-15.7%	-23.2%	-45.4%	-41.6%	-32.8%						
Avg Ann. Change in Share	%		-4.0%	-2.9%	-1.5%	-1.5%	-2.5%	-1.8%	-2.2%	-2.9%	-5.0%	-4.2%	-3.0%						

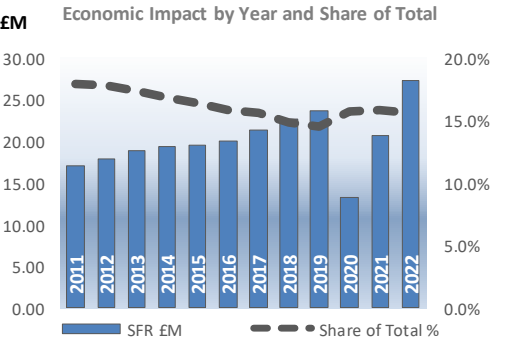
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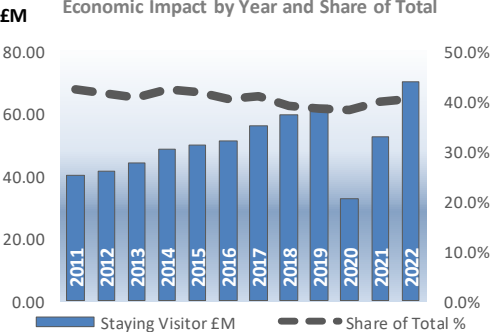
Report Prepared by: Aimee Towle. Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN 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	Annual Change	Q1	Q2	Q3	Q4		
% Change 2011 to 2022		407.6%	279.4%	306.8%	235.7%	241.4%	221.6%	260.6%	279.7%	292.1%	248.5%	351.6%	517.7%		270.7%	322.0%	232.2%	277.6%	329.6%	
% Change 2021 to 2022		3775.2%	3580.4%	4192.1%	245.2%	34.6%	5.8%	8.0%	6.8%	-6.9%	-18.9%	-1.2%	32.5%		22.2%	3890.2%	37.1%	2.3%	-3.4%	
Average Annual Change		37.1%	25.4%	27.9%	21.4%	21.9%	20.1%	23.7%	25.4%	26.6%	22.6%	32.0%	47.1%		24.6%	29.3%	21.1%	25.2%	30.0%	
2011	£M	0.108	0.141	0.215	0.422	0.824	0.846	0.801	0.985	0.800	0.340	0.190	0.125		5.797	0.464	2.092	2.586	0.655	
2012	£M	0.134	0.163	0.258	0.460	0.820	0.858	0.841	1.059	0.824	0.383	0.222	0.160		6.180	6.6%	0.554	2.138	2.724	0.765
2013	£M	0.158	0.185	0.303	0.478	0.864	0.872	0.915	1.151	0.863	0.430	0.259	0.188		6.666	7.9%	0.646	2.214	2.929	0.877
2014	£M	0.178	0.211	0.383	0.628	1.189	1.201	1.248	1.651	1.258	0.559	0.329	0.224		9.059	35.9%	0.772	3.018	4.157	1.112
2015	£M	0.244	0.291	0.415	0.665	1.240	1.243	1.292	1.716	1.312	0.591	0.420	0.288		9.717	7.3%	0.950	3.148	4.320	1.299
2016	£M	0.272	0.319	0.442	0.714	1.363	1.373	1.440	1.950	1.491	0.646	0.472	0.321		10.80	11.2%	1.033	3.450	4.882	1.439
2017	£M	0.308	0.383	0.458	0.813	1.543	1.488	1.642	2.126	1.760	0.718	0.509	0.370	12.12	12.2%	1.150	3.845	5.528	1.597	
2018	£M	0.323	0.405	0.479	0.880	1.764	1.700	1.790	2.412	1.921	0.786	0.544	0.390	13.39	10.5%	1.207	4.344	6.124	1.719	
2019	£M	0.453	0.526	0.616	1.188	2.068	1.920	2.184	2.759	2.130	0.987	0.725	0.533	16.09	20.1%	1.595	5.177	7.074	2.245	
2020	£M	0.568	0.490	0.401	0.047	0.128	0.135	1.584	2.824	2.963	1.108	0.093	0.342	10.68	-33.6%	1.459	0.310	7.371	1.542	
2021	£M	0.014	0.015	0.020	0.411	2.091	2.571	2.675	3.501	3.369	1.463	0.869	0.580	17.58	64.6%	0.049	5.073	9.545	2.913	
2022	£M	0.551	0.535	0.873	1.417	2.815	2.720	2.889	3.739	3.136	1.186	0.859	0.769	21.49	22.2%	1.959	6.952	9.764	2.814	
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
Non-Serviced	£M	5.797	6.180	6.666	9.059	9.717	10.80	12.12	13.39	16.09	10.68	17.58	21.49							
All Visitor Types	£M	94.81	99.97	108.46	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25							
Share of Total	%	6.1%	6.2%	6.1%	7.9%	8.1%	8.5%	8.9%	8.8%	9.9%	12.6%	13.4%	12.3%							
Annual Change in Share	%		1.1%	-0.6%	27.8%	3.2%	5.2%	3.8%	-0.4%	12.2%	27.2%	6.5%	-8.0%							
Change in Share from 2011	%		1.1%	0.5%	28.5%	32.6%	39.5%	44.9%	44.2%	61.9%	106.0%	119.3%	101.7%							
Avg Ann. Change in Share	%		1.1%	0.3%	9.5%	8.1%	7.9%	7.5%	6.3%	7.7%	11.8%	11.9%	9.2%							

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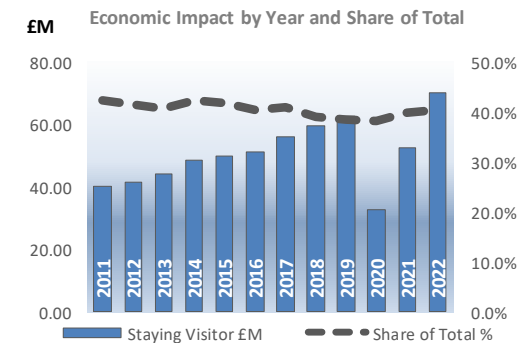
Report Prepared by: Aimee Towle. Date of Issue: 30/06/22

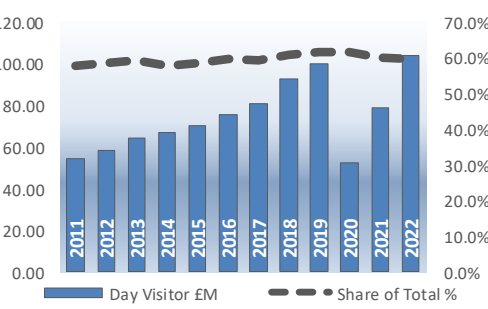
STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN DISTRICT COUNCIL										2011 to 2022 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		45.4%	33.2%	53.6%	59.9%	74.2%	71.9%	72.3%	75.0%	76.1%	57.6%	56.7%	52.6%		60.4%	44.5%	67.1%	74.2%	54.5%
% Change 2021 to 2022		1200.8%	1100.7%	1144.0%	229.8%	9.7%	-12.5%	-7.5%	-8.7%	-26.2%	-20.1%	-5.1%	9.8%		31.8%	1165.1%	43.1%	-13.1%	-1.7%
Average Annual Change		4.1%	3.0%	4.9%	5.4%	6.7%	6.5%	6.6%	6.8%	6.9%	5.2%	5.2%	4.8%		5.5%	4.0%	6.1%	6.7%	5.0%
2011	£M	2.283	0.932	0.948	2.087	1.371	1.065	1.670	1.653	1.005	0.906	0.754	2.327		17.00	4.163	4.523	4.328	3.987
2012	£M	2.338	0.952	1.013	2.193	1.425	1.126	1.746	1.754	1.075	0.959	0.817	2.447	17.84	5.0%	4.303	4.744	4.574	4.223
2013	£M	2.469	1.052	1.120	2.224	1.495	1.162	1.847	1.846	1.090	0.989	0.876	2.682	18.85	5.6%	4.640	4.881	4.782	4.546
2014	£M	2.535	1.037	1.105	2.321	1.560	1.204	1.933	1.940	1.184	1.030	0.886	2.710	19.44	3.2%	4.677	5.084	5.057	4.626
2015	£M	2.524	0.999	1.118	2.371	1.610	1.258	1.997	2.018	1.207	1.063	0.869	2.569	19.60	0.8%	4.641	5.238	5.223	4.501
2016	£M	2.510	1.001	1.131	2.449	1.669	1.300	2.070	2.101	1.256	1.079	0.892	2.616	20.07	2.4%	4.643	5.418	5.426	4.588
2017	£M	2.680	1.047	1.159	2.630	1.818	1.387	2.206	2.218	1.359	1.144	0.942	2.766	21.35	6.4%	4.886	5.834	5.783	4.852
2018	£M	2.831	1.108	1.211	2.765	1.946	1.484	2.328	2.373	1.427	1.211	0.998	2.926	22.61	5.9%	5.150	6.195	6.128	5.135
2019	£M	2.983	1.144	1.261	2.949	2.040	1.540	2.458	2.465	1.467	1.271	1.054	3.024	23.66	4.6%	5.388	6.529	6.390	5.349
2020	£M	3.541	1.148	0.687	0.171	0.154	0.119	1.431	2.191	1.655	1.067	0.141	1.029	13.33	-43.6%	5.376	0.444	5.277	2.238
2021	£M	0.255	0.103	0.117	1.012	2.177	2.093	3.112	3.168	2.399	1.788	1.245	3.231	20.70	55.2%	0.476	5.281	8.678	6.265
2022	£M	3.320	1.241	1.457	3.336	2.389	1.831	2.877	2.893	1.769	1.429	1.181	3.549	27.27	31.8%	6.018	7.557	7.540	6.159
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	17.00	17.84	18.85	19.44	19.60	20.07	21.35	22.61	23.66	13.33	20.70	27.27						
All Visitor Types	£M	94.81	99.97	108.46	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25						
Share of Total	%	17.9%	17.8%	17.4%	16.9%	16.4%	15.8%	15.6%	14.9%	14.6%	15.7%	15.8%	15.7%						
Annual Change in Share	%		-0.5%	-2.6%	-3.0%	-3.0%	-3.1%	-1.5%	-4.6%	-2.2%	8.0%	0.4%	-0.9%						
Change in Share from 2011	%		-0.5%	-3.1%	-5.9%	-8.8%	-11.6%	-13.0%	-17.0%	-18.8%	-12.3%	-12.0%	-12.7%						
Avg Ann. Change in Share	%		-0.5%	-1.5%	-2.0%	-2.2%	-2.3%	-2.2%	-2.4%	-2.4%	-1.4%	-1.2%	-1.2%						
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STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN 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						
% Change 2011 to 2022		44.3%	30.7%	53.7%	67.0%	103.9%	101.5%	83.5%	95.6%	98.0%	66.1%	69.2%	57.4%	74.8%	Annual Change	42.9%	89.7%	92.1%	63.0%
% Change 2021 to 2022		923.9%	724.9%	756.2%	266.4%	49.5%	3.8%	3.3%	-0.5%	-9.7%	-11.5%	2.0%	15.1%	34.2%		804.7%	57.4%	-2.2%	2.2%
Average Annual Change		4.0%	2.8%	4.9%	6.1%	9.4%	9.2%	7.6%	8.7%	8.9%	6.0%	6.3%	5.2%	6.8%		3.9%	8.2%	8.4%	5.7%
2011	£M	3.324	2.659	2.553	3.855	3.515	3.162	4.357	4.598	3.535	2.625	2.148	3.844	40.18		8.537	10.53	12.49	8.617
2012	£M	3.281	2.631	2.685	3.958	3.554	3.344	4.448	4.876	3.821	2.722	2.349	3.954	41.62	3.6%	8.597	10.86	13.14	9.025
2013	£M	3.490	2.980	3.146	3.885	3.791	3.431	4.816	5.228	3.721	2.734	2.588	4.451	44.26	6.3%	9.615	11.11	13.77	9.774
2014	£M	3.644	2.965	3.189	4.336	4.273	3.807	5.448	5.915	4.676	3.114	2.705	4.605	48.68	10.0%	9.797	12.42	16.04	10.42
2015	£M	3.803	3.089	3.192	4.395	4.415	4.091	5.646	6.315	4.645	3.251	2.680	4.429	49.95	2.6%	10.08	12.90	16.61	10.36
2016	£M	3.695	3.060	3.225	4.605	4.602	4.212	5.831	6.563	4.817	3.263	2.771	4.520	51.16	2.4%	9.980	13.42	17.21	10.55
2017	£M	4.054	3.230	3.305	5.170	5.409	4.719	6.192	6.889	5.405	3.617	3.046	4.842	55.88	9.2%	10.59	15.30	18.49	11.50
2018	£M	4.272	3.402	3.417	5.434	5.890	5.150	6.538	7.503	5.678	3.864	3.221	5.111	59.48	6.5%	11.09	16.47	19.72	12.20
2019	£M	4.524	3.481	3.554	5.857	6.244	5.385	7.091	7.943	5.814	4.096	3.430	5.227	62.65	5.3%	11.56	17.49	20.85	12.75
2020	£M	5.272	3.463	1.816	0.362	0.497	0.422	3.583	6.326	5.717	3.021	0.456	1.571	32.51	-48.1%	10.55	1.281	15.63	5.048
2021	£M	0.469	0.421	0.458	1.757	4.797	6.137	7.744	9.036	7.750	4.927	3.563	5.260	52.32	61.0%	1.348	12.69	24.53	13.75
2022	£M	4.797	3.477	3.925	6.438	7.169	6.373	7.996	8.994	7.000	4.361	3.634	6.052	70.21	34.2%	12.20	19.98	23.99	14.05
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	40.18	41.62	44.26	48.68	49.95	51.16	55.88	59.48	62.65	32.51	52.32	70.21						
All Visitor Types	£M	94.81	99.97	108.46	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25						
Share of Total	%	42.4%	41.6%	40.8%	42.2%	41.7%	40.4%	40.8%	39.2%	38.5%	38.3%	39.9%	40.3%						
Annual Change in Share	%		-1.8%	-2.0%	3.5%	-1.3%	-3.0%	1.1%	-4.1%	-1.6%	-0.6%	4.1%	1.0%						
Change in Share from 2011	%		-1.8%	-3.7%	-0.4%	-1.7%	-4.7%	-3.6%	-7.6%	-9.1%	-9.6%	-5.8%	-4.9%						
Avg Ann. Change in Share	%		-1.8%	-1.9%	-0.1%	-0.4%	-0.9%	-0.6%	-1.1%	-1.1%	-1.1%	-0.6%	-0.4%						

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STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN 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			Q1	Q2	Q3	Q4
% Change 2011 to 2022		75.6%	83.1%	162.5%	44.9%	100.2%	91.9%	87.3%	128.3%	54.1%	53.4%	42.5%	87.9%	90.4%	Annual Change	111.3%	81.1%	99.9%	58.4%
% Change 2021 to 2022		199.3%	146.1%	128.7%	80.5%	35.8%	14.0%	16.4%	10.2%	4.1%	8.2%	18.1%	24.4%	32.0%		147.1%	34.4%	10.6%	15.0%
Average Annual Change		6.9%	7.6%	14.8%	4.1%	9.1%	8.4%	7.9%	11.7%	4.9%	4.9%	3.9%	8.0%	8.2%		10.1%	7.4%	9.1%	5.3%
2011	£M	2.603	3.358	3.667	4.726	5.944	5.415	5.893	10.36	4.837	3.599	2.355	1.872	54.63		9.628	16.09	21.09	7.826
2012	£M	2.847	3.648	4.381	4.395	5.855	6.110	6.637	11.56	5.131	3.526	2.471	1.785	58.35	6.8%	10.88	16.36	23.33	7.782
2013	£M	2.893	3.992	4.999	4.621	7.287	6.195	7.309	13.19	5.306	3.748	2.650	2.006	64.20	10.0%	11.88	18.10	25.81	8.404
2014	£M	2.731	4.125	6.100	5.258	7.440	6.413	7.489	13.30	5.136	3.840	2.772	2.012	66.61	3.8%	12.96	19.11	25.92	8.624
2015	£M	3.400	4.846	6.569	4.976	7.503	6.203	7.001	14.40	5.524	4.443	2.830	2.237	69.93	5.0%	14.82	18.68	26.93	9.510
2016	£M	3.570	4.983	7.400	5.540	8.853	7.505	7.114	15.41	5.403	4.426	2.719	2.564	75.49	7.9%	15.95	21.90	27.93	9.709
2017	£M	3.700	5.259	7.818	6.104	9.585	8.076	7.931	16.52	5.733	4.495	2.804	2.922	80.94	7.2%	16.78	23.76	30.18	10.22
2018	£M	4.165	5.611	8.451	6.737	10.77	8.719	9.660	20.52	6.512	4.958	3.109	3.188	92.40	14.2%	18.23	26.23	36.69	11.26
2019	£M	4.661	6.740	9.386	6.800	11.35	9.576	10.40	22.39	7.035	5.142	3.096	3.321	99.91	8.1%	20.79	27.73	39.83	11.56
2020	£M	4.639	6.173	5.248	0.701	1.800	2.443	4.368	14.33	5.042	3.674	1.643	2.249	52.31	-47.6%	16.06	4.944	23.74	7.566
2021	£M	1.527	2.499	4.208	3.794	8.762	9.116	9.485	21.47	7.159	5.103	2.843	2.828	78.79	50.6%	8.235	21.67	38.11	10.77
2022	£M	4.571	6.150	9.625	6.847	11.90	10.39	11.04	23.66	7.456	5.520	3.357	3.518	104.04	32.0%	20.35	29.14	42.16	12.39
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	54.63	58.35	64.20	66.61	69.93	75.49	80.94	92.40	99.91	52.31	78.79	104.04						
All Visitor Types	£M	94.81	99.97	108.46	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25						
Share of Total	%	57.6%	58.4%	59.2%	57.8%	58.3%	59.6%	59.2%	60.8%	61.5%	61.7%	60.1%	59.7%						
Annual Change in Share	%		1.3%	1.4%	-2.4%	1.0%	2.2%	-0.7%	2.8%	1.0%	0.3%	-2.6%	-0.7%						
Change in Share from 2011	%		1.3%	2.7%	0.3%	1.2%	3.4%	2.7%	5.6%	6.7%	7.0%	4.3%	3.6%						
Avg Ann. Change in Share	%		1.3%	1.4%	0.1%	0.3%	0.7%	0.4%	0.8%	0.8%	0.8%	0.4%	0.3%						

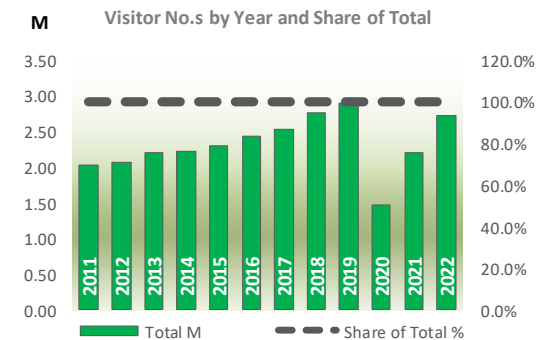
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Report Prepared by: Aimee Towle. Date of Issue: 30/06/23

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

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

STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN 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		19.8%	26.2%	76.2%	5.2%	42.4%	36.5%	34.1%	62.3%	14.4%	10.0%	5.3%	27.4%	34.3%	Annual Change	42.6%	29.2%	42.8%	13.7%	
% Change 2021 to 2022		221.4%	148.9%	125.4%	83.5%	28.3%	4.8%	6.8%	1.6%	-5.2%	-2.1%	7.0%	13.8%	23.6%		151.1%	27.8%	1.6%	5.0%	
Average Annual Change		1.8%	2.4%	6.9%	0.5%	3.9%	3.3%	3.1%	5.7%	1.3%	0.9%	0.5%	2.5%	3.1%		3.9%	2.7%	3.9%	1.2%	
2011	M	0.110	0.127	0.137	0.178	0.214	0.194	0.214	0.355	0.177	0.133	0.092	0.091	2.022		2.5%	0.374	0.585	0.746	0.317
2012	M	0.113	0.132	0.155	0.162	0.204	0.209	0.229	0.380	0.182	0.127	0.094	0.087	2.073	0.400		0.574	0.791	0.308	
2013	M	0.113	0.142	0.172	0.163	0.241	0.206	0.244	0.418	0.182	0.129	0.099	0.096	2.203	6.3%		0.427	0.610	0.843	0.324
2014	M	0.106	0.141	0.198	0.178	0.240	0.207	0.245	0.412	0.177	0.130	0.100	0.094	2.228	1.1%		0.444	0.625	0.834	0.325
2015	M	0.124	0.160	0.208	0.168	0.240	0.199	0.229	0.440	0.187	0.146	0.101	0.098	2.301	3.3%		0.492	0.607	0.857	0.345
2016	M	0.126	0.162	0.229	0.183	0.275	0.233	0.230	0.463	0.180	0.143	0.096	0.106	2.426	5.5%		0.517	0.692	0.873	0.345
2017	M	0.129	0.165	0.234	0.196	0.292	0.245	0.248	0.483	0.187	0.143	0.097	0.114	2.534	4.4%		0.529	0.732	0.919	0.354
2018	M	0.138	0.170	0.243	0.207	0.314	0.255	0.286	0.573	0.202	0.151	0.103	0.119	2.759	8.9%		0.550	0.775	1.061	0.372
2019	M	0.148	0.195	0.261	0.205	0.323	0.271	0.300	0.609	0.211	0.153	0.101	0.120	2.897	5.0%		0.605	0.799	1.119	0.373
2020	M	0.149	0.176	0.142	0.019	0.047	0.063	0.126	0.385	0.154	0.107	0.044	0.066	1.479	-49.0%		0.466	0.130	0.666	0.217
2021	M	0.041	0.065	0.107	0.102	0.237	0.252	0.268	0.567	0.214	0.150	0.091	0.102	2.196	48.5%	0.212	0.591	1.049	0.343	
2022	M	0.132	0.161	0.241	0.187	0.305	0.264	0.287	0.576	0.202	0.147	0.097	0.116	2.715	23.6%	0.534	0.756	1.065	0.360	
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	2.022	2.073	2.203	2.228	2.301	2.426	2.534	2.759	2.897	1.479	2.196	2.715							
All Visitor Types	M	2.022	2.073	2.203	2.228	2.301	2.426	2.534	2.759	2.897	1.479	2.196	2.715							
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	%																			

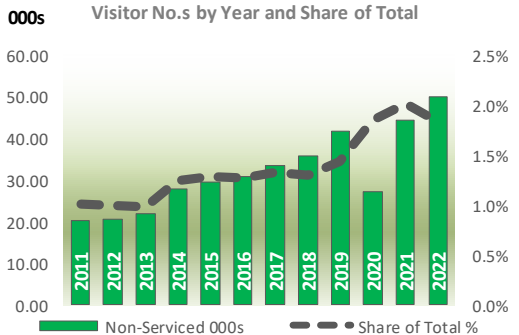




STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN DISTRICT COUNCIL										2011 to 2022			SERVICED		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / 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							
% Change 2011 to 2022		-34.4%	-10.6%	-24.3%	-25.9%	-6.3%	-15.5%	-4.4%	-13.9%	0.4%	-23.8%	1.6%	7.0%	-11.2%	Annual Change	-21.0%	-16.1%	-5.4%	-3.8%	
% Change 2021 to 2022		345.3%	428.6%	370.2%	375.3%	250.9%	16.0%	8.0%	-6.1%	-0.5%	-1.9%	4.0%	12.9%	45.0%		389.8%	126.4%	0.4%	6.1%	
Average Annual Change		-3.1%	-1.0%	-2.2%	-2.4%	-0.6%	-1.4%	-0.4%	-1.3%	0.0%	-2.2%	0.1%	0.6%	-1.0%		-1.9%	-1.5%	-0.5%	-0.3%	
2011 000s		5.4	9.5	8.7	7.4	7.0	6.4	8.0	7.5	9.5	7.5	7.9	9.8	94.5		0.6%	23.6	20.8	25.0	25.2
2012 000s		4.3	9.0	9.2	7.1	6.7	6.6	7.8	7.6	10.7	7.0	8.3	10.5	95.0		22.5	20.5	26.1	25.9	
2013 000s		4.7	12.2	11.0	5.6	7.3	7.1	8.4	8.0	10.5	6.5	9.5	12.9	103.9	9.4%	28.0	20.0	27.0	28.9	
2014 000s		4.4	10.5	9.6	5.7	6.8	6.2	9.1	8.2	12.9	7.4	9.5	13.1	103.1	-0.7%	24.4	18.6	30.1	29.9	
2015 000s		4.5	11.0	9.0	5.3	6.8	6.1	9.2	8.2	12.8	7.1	9.2	12.1	101.3	-1.8%	24.5	18.2	30.2	28.4	
2016 000s		4.1	10.5	8.2	5.7	6.4	5.6	8.6	7.4	11.3	6.1	8.6	11.3	93.8	-7.4%	22.8	17.6	27.3	26.0	
2017 000s		4.6	10.0	7.7	6.2	7.4	6.0	8.5	7.4	11.3	6.2	8.8	11.4	95.5	1.8%	22.2	19.6	27.2	26.5	
2018 000s		4.7	10.3	7.7	6.3	7.8	6.3	8.7	7.8	11.3	6.5	9.1	11.8	98.1	2.8%	22.6	20.4	27.7	27.4	
2019 000s		4.4	9.7	7.2	5.9	7.5	6.1	8.4	7.5	10.5	6.3	8.8	10.7	92.9	-5.3%	21.3	19.5	26.4	25.7	
2020 000s		4.7	9.7	3.1	0.5	0.8	0.5	2.0	3.7	5.2	2.9	1.2	1.3	35.5	-61.7%	17.5	1.8	11.0	5.3	
2021 000s		0.8	1.6	1.4	1.1	1.9	4.7	7.1	6.9	9.6	5.8	7.7	9.3	57.8	62.6%	3.8	7.7	23.5	22.8	
2022 000s		3.5	8.5	6.6	5.5	6.5	5.4	7.6	6.5	9.5	5.7	8.0	10.5	83.8	45.0%	18.6	17.4	23.6	24.2	
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		000s	94.5	95.0	103.9	103.1	101.3	93.8	95.5	98.1	92.9	35.5	57.8	83.8						
All Visitor Types M		M	2.0	2.1	2.2	2.2	2.3	2.4	2.5	2.8	2.9	1.5	2.2	2.7						
Share of Total %		%	4.7%	4.6%	4.7%	4.6%	4.4%	3.9%	3.8%	3.6%	3.2%	2.4%	2.6%	3.1%						
Annual Change in Share %		%		-1.9%	2.9%	-1.8%	-4.9%	-12.2%	-2.5%	-5.6%	-9.8%	-25.0%	9.5%	17.3%						
Change in Share from 2011 %		%		-1.9%	1.0%	-0.9%	-5.8%	-17.2%	-19.3%	-23.9%	-31.3%	-48.5%	-43.6%	-33.9%						
Avg Ann. Change in Share %		%		-1.9%	0.5%	-0.3%	-1.4%	-3.4%	-3.2%	-3.4%	-3.9%	-5.4%	-4.4%	-3.1%						

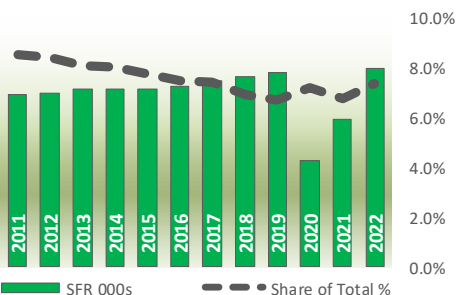
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/22

STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN 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 THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		193.7%	140.5%	137.7%	103.9%	112.6%	96.7%	150.4%	179.2%	195.6%	133.3%	202.8%	236.1%	146.2%	Annual Change	150.6%	104.6%	176.1%	173.7%	
% Change 2021 to 2022		3521.2%	3339.9%	3909.9%	221.9%	25.1%	-1.7%	1.7%	0.3%	-13.5%	-24.4%	-7.9%	23.7%	12.6%		3635.7%	28.7%	-4.7%	-11.1%	
Average Annual Change		17.6%	12.8%	12.5%	9.4%	10.2%	8.8%	13.7%	16.3%	17.8%	12.1%	18.4%	21.5%	13.3%		13.7%	9.5%	16.0%	15.8%	
2011 000s		0.4	0.5	0.8	1.7	3.1	3.0	2.5	3.1	2.8	1.3	0.8	0.5	20.3		1.6	7.8	8.3	2.5	
2012 000s		0.4	0.5	0.9	1.8	3.0	2.9	2.4	3.1	2.7	1.4	0.9	0.5	20.5	1.3%	1.8	7.7	8.3	2.8	
2013 000s		0.4	0.6	0.9	1.8	3.2	2.8	2.6	3.3	2.9	1.6	1.0	0.6	21.8	5.9%	1.9	7.8	8.8	3.2	
2014 000s		0.4	0.6	1.1	2.1	3.9	3.4	3.5	4.7	4.1	2.0	1.3	0.7	27.7	27.3%	2.1	9.3	12.3	4.0	
2015 000s		0.5	0.8	1.1	2.0	3.8	3.2	3.4	5.3	5.0	2.1	1.7	0.7	29.5	6.5%	2.3	9.0	13.6	4.5	
2016 000s		0.6	0.8	1.2	2.1	4.0	3.7	3.7	5.5	4.8	2.0	1.5	0.8	30.7	4.0%	2.6	9.8	13.9	4.3	
2017 000s		0.7	1.0	1.2	2.3	4.4	3.9	4.1	5.8	5.5	2.1	1.6	0.9	33.5	9.2%	2.9	10.6	15.4	4.6	
2018 000s		0.7	1.0	1.2	2.4	4.8	4.3	4.4	6.4	5.7	2.3	1.7	0.9	35.7	6.7%	2.9	11.5	16.5	4.8	
2019 000s		0.9	1.2	1.5	3.1	5.5	4.7	5.1	7.0	6.2	2.7	2.2	1.2	41.5	16.3%	3.7	13.4	18.4	6.1	
2020 000s		1.2	1.1	1.0	0.1	0.3	0.3	3.7	7.1	8.4	3.0	0.3	0.8	27.3	-34.3%	3.3	0.8	19.2	4.1	
2021 000s		0.0	0.0	0.0	1.0	5.4	6.0	6.1	8.6	9.4	3.9	2.5	1.3	44.3	62.4%	0.1	12.4	24.1	7.7	
2022 000s		1.0	1.2	1.9	3.4	6.7	5.9	6.2	8.6	8.1	3.0	2.3	1.6	49.9	12.6%	4.1	16.0	22.9	6.8	
VISITOR NUMBERS														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s Visitor No.s by Year and Share of Total						
Non-Serviced		000s	20.3	20.5	21.8	27.7	29.5	30.7	33.5	35.7	41.5	27.3	44.3	49.9						
All Visitor Types		M	2.0	2.1	2.2	2.2	2.3	2.4	2.5	2.8	2.9	1.5	2.2	2.7						
Share of Total		%	1.0%	1.0%	1.0%	1.2%	1.3%	1.3%	1.3%	1.4%	1.8%	2.0%	1.8%							
Annual Change in Share		%		-1.1%	-0.4%	25.9%	3.1%	-1.4%	4.6%	-2.1%	10.8%	28.7%	9.4%	-9.0%						
Change in Share from 2011		%		-1.1%	-1.5%	23.9%	27.8%	26.1%	31.8%	29.1%	43.1%	84.1%	101.4%	83.4%						
Avg Ann. Change in Share		%		-1.1%	-0.8%	8.0%	6.9%	5.2%	5.3%	4.2%	5.4%	9.3%	10.1%	7.6%						

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

STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN DISTRICT COUNCIL											2011 to 2022			SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2011 to 2022	4.8%	-4.0%	10.7%	15.2%	25.6%	23.9%	24.2%	26.2%	26.9%	13.6%	13.0%	10.0%	15.6%	Annual Change	4.1%	20.9%	25.6%	11.5%	
% Change 2021 to 2022	777.6%	736.4%	738.2%	253.7%	36.9%	-7.9%	-4.8%	-9.6%	-20.5%	-18.0%	-3.8%	8.5%	34.6%		757.4%	52.8%	-11.1%	-2.3%	
Average Annual Change	0.4%	-0.4%	1.0%	1.4%	2.3%	2.2%	2.2%	2.4%	2.4%	1.2%	1.2%	0.9%	1.4%		0.4%	1.9%	2.3%	1.0%	
2011 000s	22.0	10.7	10.6	18.6	15.0	12.2	16.1	15.3	11.1	10.2	8.9	21.5	172.2		43.3	45.8	42.5	40.7	
2012 000s	21.7	10.5	10.9	18.8	15.0	12.4	16.2	15.6	11.5	10.4	9.3	21.8	174.0		1.0%	43.1	46.2	43.2	41.5
2013 000s	22.1	11.2	11.7	18.5	15.2	12.4	16.6	15.9	11.3	10.4	9.7	23.1	178.0	2.3%	45.0	46.1	43.7	43.1	
2014 000s	22.1	10.8	11.2	18.7	15.5	12.5	16.9	16.3	11.9	10.5	9.5	22.7	178.6	0.3%	44.1	46.7	45.0	42.8	
2015 000s	21.8	10.3	11.2	18.9	15.8	12.9	17.2	16.7	12.0	10.7	9.2	21.3	178.2	-0.3%	43.3	47.6	46.0	41.3	
2016 000s	21.4	10.2	11.2	19.3	16.2	13.2	17.6	17.2	12.3	10.7	9.4	21.4	180.0	1.1%	42.7	48.6	47.1	41.5	
2017 000s	22.2	10.4	11.2	20.2	17.2	13.7	18.3	17.7	13.0	11.1	9.6	22.1	186.7	3.7%	43.8	51.1	49.0	42.8	
2018 000s	22.6	10.5	11.2	20.4	17.7	14.1	18.6	18.2	13.1	11.3	9.8	22.5	190.1	1.8%	44.4	52.2	49.9	43.6	
2019 000s	23.2	10.6	11.4	21.3	18.1	14.3	19.1	18.5	13.2	11.6	10.1	22.7	194.0	2.0%	45.3	53.6	50.8	44.3	
2020 000s	26.9	10.4	6.1	1.2	1.3	1.1	10.9	16.0	14.5	9.5	1.3	7.5	106.4	-45.1%	43.3	3.6	41.3	18.3	
2021 000s	2.6	1.2	1.4	6.1	13.8	16.4	21.0	21.4	17.8	14.1	10.5	21.8	148.0	39.1%	5.3	36.2	60.1	46.4	
2022 000s	23.0	10.2	11.7	21.4	18.8	15.1	20.0	19.3	14.1	11.6	10.1	23.7	199.2	34.6%	45.0	55.4	53.4	45.3	
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		172.2	174.0	178.0	178.6	178.2	180.0	186.7	190.1	194.0	106.4	148.0	199.2	250.00					
All Visitor Types M		2.0	2.1	2.2	2.2	2.3	2.4	2.5	2.8	2.9	1.5	2.2	2.7	200.00					
Share of Total %		8.5%	8.4%	8.1%	8.0%	7.7%	7.4%	7.4%	6.9%	6.7%	7.2%	6.7%	7.3%	150.00					
Annual Change in Share %			-1.4%	-3.8%	-0.7%	-3.4%	-4.2%	-0.7%	-6.5%	-2.8%	7.5%	-6.4%	8.8%	100.00					
Change in Share from 2011 %			-1.4%	-5.1%	-5.8%	-9.1%	-12.9%	-13.5%	-19.1%	-21.4%	-15.5%	-20.8%	-13.9%	50.00					
Avg Ann. Change in Share %			-1.4%	-2.6%	-1.9%	-2.3%	-2.6%	-2.2%	-2.7%	-2.7%	-1.7%	-2.1%	-1.3%	0.00					

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

STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN 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 THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		-0.4%	-3.7%	0.7%	9.6%	27.7%	22.3%	27.4%	32.8%	36.0%	6.9%	16.1%	12.4%	16.0%	Annual Change	-1.1%	19.4%	31.9%	11.8%
% Change 2021 to 2022		701.2%	593.8%	610.8%	266.6%	52.8%	-2.4%	-1.0%	-6.6%	-13.5%	-15.1%	-1.4%	10.4%	33.1%		639.4%	57.5%	-7.2%	-0.7%
Average Annual Change		0.0%	-0.3%	0.1%	0.9%	2.5%	2.0%	2.5%	3.0%	3.3%	0.6%	1.5%	1.1%	1.5%		-0.1%	1.8%	2.9%	1.1%
2011 000s		27.7	20.7	20.1	27.6	25.1	21.7	26.5	25.9	23.4	19.0	17.6	31.8	287.0		68.5	74.4	75.8	68.3
2012 000s		26.4	20.0	21.0	27.7	24.8	22.0	26.4	26.4	24.9	18.8	18.5	32.8	289.5	0.9%	67.4	74.4	77.7	70.1
2013 000s		27.3	24.0	23.7	25.8	25.8	22.3	27.6	27.2	24.7	18.4	20.2	36.6	303.7	4.9%	74.9	73.9	79.6	75.2
2014 000s		26.9	21.8	21.8	26.5	26.1	22.1	29.4	29.1	28.9	19.9	20.3	36.5	309.4	1.9%	70.6	74.7	87.5	76.7
2015 000s		26.7	22.0	21.3	26.2	26.4	22.2	29.8	30.3	29.7	19.9	20.1	34.1	308.9	-0.2%	70.1	74.9	89.8	74.2
2016 000s		26.1	21.5	20.6	27.1	26.5	22.5	29.9	30.1	28.4	18.8	19.5	33.6	304.5	-1.4%	68.2	76.1	88.4	71.9
2017 000s		27.5	21.3	20.0	28.7	29.0	23.6	31.0	30.9	29.7	19.4	20.1	34.4	315.6	3.7%	68.8	81.3	91.6	73.9
2018 000s		28.0	21.8	20.1	29.1	30.3	24.7	31.6	32.3	30.2	20.1	20.6	35.1	324.0	2.6%	69.9	84.1	94.1	75.8
2019 000s		28.6	21.5	20.2	30.4	31.0	25.1	32.7	33.0	29.8	20.6	21.1	34.5	328.4	1.4%	70.3	86.4	95.5	76.2
2020 000s		32.7	21.2	10.1	1.8	2.4	1.9	16.5	26.8	28.1	15.4	2.8	9.5	169.3	-48.5%	64.0	6.2	71.4	27.7
2021 000s		3.4	2.9	2.9	8.3	21.0	27.2	34.1	36.8	36.8	23.9	20.7	32.4	250.2	47.8%	9.2	56.4	107.7	76.9
2022 000s		27.6	19.9	20.3	30.3	32.1	26.5	33.8	34.4	31.8	20.3	20.4	35.7	332.9	33.1%	67.8	88.8	99.9	76.4
VISITOR NUMBERS														STAYING VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor No.s by Year and Share of Total				
Staying Visitor		000s	287.0	289.5	303.7	309.4	308.9	304.5	315.6	324.0	328.4	169.3	250.2	332.9					
All Visitor Types		M	2.0	2.1	2.2	2.2	2.3	2.4	2.5	2.8	2.9	1.5	2.2	2.7					
Share of Total		%	14.2%	14.0%	13.8%	13.9%	13.4%	12.6%	12.5%	11.7%	11.3%	11.4%	11.4%	12.3%					
Annual Change in Share		%		-1.6%	-1.3%	0.8%	-3.3%	-6.5%	-0.7%	-5.8%	-3.4%	1.0%	-0.5%	7.6%					
Change in Share from 2011		%		-1.6%	-2.9%	-2.1%	-5.4%	-11.6%	-12.2%	-17.3%	-20.1%	-19.3%	-19.7%	-13.6%					
Avg Ann. Change in Share		%		-1.6%	-1.4%	-0.7%	-1.3%	-2.3%	-2.0%	-2.5%	-2.5%	-2.1%	-2.0%	-1.2%					
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Report Prepared by: Aimee Towle. Date of Issue: 30/06/23																			

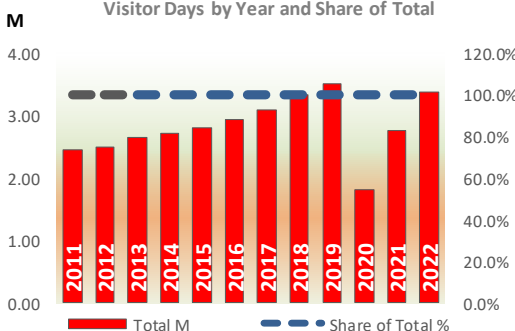
STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN DISTRICT COUNCIL													2011 to 2022		DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE 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							
% Change 2011 to 2022		26.6%	32.0%	89.2%	4.4%	44.3%	38.3%	35.0%	64.6%	11.1%	10.6%	2.7%	35.4%	37.3%	Annual Change	52.3%	30.6%	44.1%	14.2%	
% Change 2021 to 2022		177.6%	128.2%	112.1%	67.3%	25.9%	5.7%	7.9%	2.2%	-3.4%	0.3%	9.5%	15.3%	22.4%		129.1%	24.7%	2.6%	6.7%	
Average Annual Change		2.4%	2.9%	8.1%	0.4%	4.0%	3.5%	3.2%	5.9%	1.0%	1.0%	0.2%	3.2%	3.4%		4.8%	2.8%	4.0%	1.3%	
2011	M	0.083	0.107	0.116	0.150	0.189	0.172	0.187	0.329	0.154	0.114	0.075	0.059	1.735		0.306	0.511	0.670	0.249	
2012	M	0.087	0.112	0.134	0.134	0.179	0.187	0.203	0.353	0.157	0.108	0.076	0.055	1.783		0.332	0.500	0.713	0.238	
2013	M	0.086	0.118	0.148	0.137	0.216	0.183	0.216	0.390	0.157	0.111	0.078	0.059	1.900	6.5%	0.352	0.536	0.764	0.249	
2014	M	0.079	0.119	0.176	0.151	0.214	0.185	0.216	0.383	0.148	0.111	0.080	0.058	1.918	1.0%	0.373	0.550	0.746	0.248	
2015	M	0.097	0.138	0.187	0.142	0.214	0.177	0.199	0.410	0.157	0.127	0.081	0.064	1.992	3.8%	0.422	0.532	0.767	0.271	
2016	M	0.100	0.140	0.208	0.156	0.249	0.211	0.200	0.433	0.152	0.124	0.076	0.072	2.122	6.5%	0.448	0.615	0.785	0.273	
2017	M	0.101	0.144	0.214	0.167	0.263	0.221	0.217	0.453	0.157	0.123	0.077	0.080	2.218	4.5%	0.460	0.651	0.827	0.280	
2018	M	0.110	0.148	0.223	0.178	0.284	0.230	0.255	0.541	0.172	0.131	0.082	0.084	2.435	9.8%	0.480	0.691	0.967	0.297	
2019	M	0.120	0.173	0.241	0.175	0.292	0.246	0.267	0.576	0.181	0.132	0.080	0.085	2.568	5.5%	0.534	0.713	1.024	0.297	
2020	M	0.116	0.155	0.131	0.018	0.045	0.061	0.109	0.359	0.126	0.092	0.041	0.056	1.309	-49.0%	0.402	0.124	0.594	0.189	
2021	M	0.038	0.062	0.104	0.094	0.216	0.225	0.234	0.530	0.177	0.126	0.070	0.070	1.945	48.6%	0.203	0.535	0.941	0.266	
2022	M	0.105	0.141	0.220	0.157	0.272	0.238	0.253	0.542	0.171	0.126	0.077	0.081	2.382	22.4%	0.466	0.667	0.965	0.284	
VISITOR NUMBERS														DAY VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor No.s by Year and Share of Total						
Day Visitor	M	1.735	1.783	1.900	1.918	1.992	2.122	2.218	2.435	2.568	1.309	1.945	2.382							
All Visitor Types	M	2.022	2.073	2.203	2.228	2.301	2.426	2.534	2.759	2.897	1.479	2.196	2.715							
Share of Total	%	85.8%	86.0%	86.2%	86.1%	86.6%	87.4%	87.5%	88.3%	88.7%	88.6%	88.6%	87.7%							
Annual Change in Share	%		0.3%	0.2%	-0.1%	0.5%	1.0%	0.1%	0.8%	0.5%	-0.1%	0.1%	-1.0%							
Change in Share from 2011	%		0.3%	0.5%	0.3%	0.9%	1.9%	2.0%	2.9%	3.3%	3.2%	3.3%	2.2%							
Avg Ann. Change in Share	%		0.3%	0.2%	0.1%	0.2%	0.4%	0.3%	0.4%	0.4%	0.4%	0.3%	0.2%							

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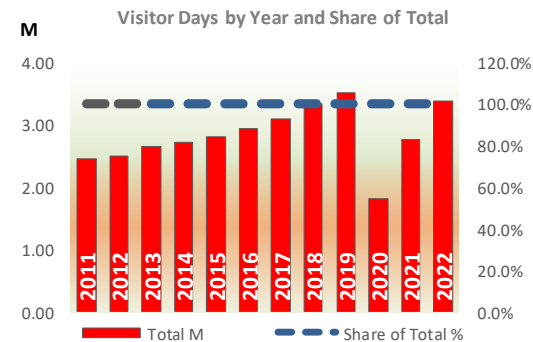
Visitor Days by Month, Year and Visitor Type for the Period 2011 to 2022

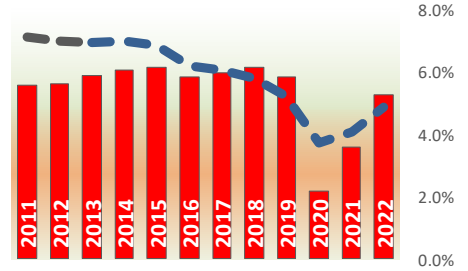
**Visitor Types:**   *Total*  
                          *Serviced Accommodation*  
                          *Non-Serviced Accommodation*  
                          *SFR*  
                          *Staying Visitor*  
                          *Day Visitor*

STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN 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			Q1	Q2	Q3	Q4
% Change 2011 to 2022		19.1%	23.9%	71.5%	12.1%	47.5%	42.8%	39.7%	64.2%	25.8%	16.2%	12.6%	26.8%	37.5%	Annual Change	38.8%	34.8%	47.6%	18.7%
% Change 2021 to 2022		302.0%	177.5%	149.5%	104.7%	25.8%	2.1%	3.5%	0.3%	-9.5%	-7.4%	2.6%	10.4%	22.5%		188.8%	28.5%	-1.1%	0.9%
Average Annual Change		1.7%	2.2%	6.5%	1.1%	4.3%	3.9%	3.6%	5.8%	2.3%	1.5%	1.1%	2.4%	3.4%		3.5%	3.2%	4.3%	1.7%
2011	M	0.150	0.149	0.159	0.224	0.255	0.230	0.260	0.407	0.214	0.158	0.110	0.133	2.448		0.457	0.709	0.881	0.401
2012	M	0.152	0.153	0.178	0.209	0.244	0.246	0.275	0.433	0.220	0.152	0.113	0.128	2.502	2.2%	0.483	0.698	0.928	0.394
2013	M	0.153	0.163	0.197	0.209	0.282	0.242	0.292	0.473	0.218	0.155	0.118	0.139	2.642	5.6%	0.513	0.733	0.983	0.413
2014	M	0.147	0.162	0.224	0.228	0.288	0.250	0.299	0.475	0.222	0.159	0.120	0.138	2.713	2.7%	0.533	0.766	0.996	0.418
2015	M	0.166	0.183	0.236	0.220	0.289	0.245	0.285	0.507	0.231	0.177	0.121	0.140	2.800	3.2%	0.585	0.754	1.023	0.439
2016	M	0.168	0.184	0.256	0.236	0.327	0.281	0.289	0.534	0.228	0.175	0.118	0.149	2.945	5.2%	0.608	0.844	1.052	0.441
2017	M	0.172	0.189	0.261	0.252	0.348	0.295	0.311	0.557	0.240	0.176	0.120	0.159	3.081	4.6%	0.622	0.896	1.108	0.455
2018	M	0.182	0.193	0.270	0.264	0.375	0.308	0.351	0.652	0.256	0.185	0.126	0.165	3.328	8.0%	0.645	0.947	1.259	0.476
2019	M	0.195	0.220	0.291	0.268	0.387	0.328	0.370	0.691	0.267	0.190	0.127	0.168	3.500	5.2%	0.705	0.983	1.328	0.484
2020	M	0.203	0.200	0.157	0.023	0.052	0.067	0.167	0.458	0.220	0.139	0.047	0.083	1.817	-48.1%	0.560	0.142	0.845	0.269
2021	M	0.044	0.066	0.109	0.123	0.299	0.322	0.351	0.666	0.298	0.199	0.120	0.152	2.749	51.3%	0.220	0.743	1.315	0.471
2022	M	0.178	0.184	0.272	0.251	0.376	0.329	0.364	0.668	0.270	0.184	0.124	0.168	3.367	22.5%	0.635	0.955	1.301	0.476
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	2.448	2.502	2.642	2.713	2.800	2.945	3.081	3.328	3.500	1.817	2.749	3.367						
All Visitor Types	M	2.448	2.502	2.642	2.713	2.800	2.945	3.081	3.328	3.500	1.817	2.749	3.367						
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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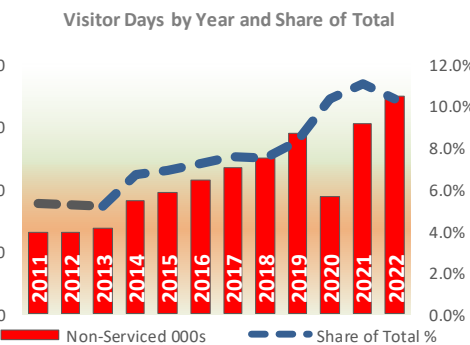


STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN DISTRICT COUNCIL													2011 to 2022			SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																			
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE 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								
% Change 2011 to 2022		-26.3%	-20.0%	-15.2%	-6.7%	8.8%	7.0%	1.7%	3.6%	-10.3%	-7.1%	-2.6%	-6.1%	-5.8%	Annual Change	-19.8%	3.0%	-1.9%	-5.4%		
% Change 2021 to 2022		339.0%	428.8%	369.6%	376.2%	252.3%	16.8%	8.7%	-4.8%	0.0%	-1.3%	4.2%	13.0%	45.8%		384.0%	121.2%	0.9%	5.0%		
Average Annual Change		-2.4%	-1.8%	-1.4%	-0.6%	0.8%	0.6%	0.2%	0.3%	-0.9%	-0.6%	-0.2%	-0.6%	-0.5%		-1.8%	0.3%	-0.2%	-0.5%		
2011 000s		9.8	16.5	14.6	13.9	13.9	13.1	15.8	16.5	18.1	14.4	12.6	14.5	173.7		0.4%	40.9	40.9	50.4	41.5	
2012 000s		8.4	15.7	14.7	13.5	13.6	14.1	15.5	17.2	19.9	14.3	13.6	13.9	174.5		0.4%	38.8	41.3	52.6	41.8	
2013 000s		8.8	17.8	17.6	12.1	14.6	14.3	17.0	18.5	18.0	13.4	14.8	16.1	183.1	4.9%	44.2	41.0	53.5	44.4		
2014 000s		9.1	16.8	16.7	13.6	15.0	13.8	18.0	18.5	21.9	15.0	14.6	16.3	189.3	3.4%	42.6	42.4	58.4	45.9		
2015 000s		10.1	17.5	16.2	13.2	15.3	15.5	18.6	20.4	20.7	15.6	13.6	15.2	191.9	1.4%	43.8	44.1	59.7	44.4		
2016 000s		8.5	16.3	15.4	13.5	14.7	14.4	18.0	19.5	19.4	14.4	13.2	14.7	182.0	-5.2%	40.2	42.7	56.9	42.3		
2017 000s		9.2	15.4	14.4	14.6	17.2	15.7	18.1	19.6	19.4	14.8	13.5	14.8	186.8	2.6%	39.0	47.5	57.1	43.1		
2018 000s		9.5	15.9	14.4	14.9	18.0	16.4	18.4	20.6	19.4	15.5	14.0	15.3	192.1	2.9%	39.8	49.3	58.4	44.7		
2019 000s		9.0	14.8	13.6	13.9	17.2	15.7	17.6	19.6	18.0	14.9	13.4	13.8	181.5	-5.5%	37.5	46.8	55.2	42.1		
2020 000s		9.6	14.9	5.9	1.2	1.7	1.4	4.2	9.7	8.9	6.8	1.8	1.6	67.5	-62.8%	30.3	4.2	22.7	10.2		
2021 000s		1.6	2.5	2.6	2.7	4.3	12.0	14.8	17.9	16.2	13.6	11.8	12.0	112.2	66.2%	6.8	19.1	48.9	37.4		
2022 000s		7.2	13.2	12.3	13.0	15.1	14.1	16.1	17.1	16.2	13.4	12.3	13.6	163.6	45.8%	32.8	42.1	49.4	39.3		
VISITOR DAYS														SERVICED ACCOMMODATION							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s Visitor Days by Year and Share of Total							
Serviced		000s	173.7	174.5	183.1	189.3	191.9	182.0	186.8	192.1	181.5	67.5	112.2	163.6							
All Visitor Types		M	2.4	2.5	2.6	2.7	2.8	2.9	3.1	3.3	3.5	1.8	2.7	3.4							
Share of Total		%	7.1%	7.0%	6.9%	7.0%	6.9%	6.2%	6.1%	5.8%	5.2%	3.7%	4.1%	4.9%							
Annual Change in Share		%		-1.7%	-0.6%	0.7%	-1.8%	-9.8%	-1.9%	-4.8%	-10.2%	-28.3%	9.8%	19.1%							
Change in Share from 2011		%		-1.7%	-2.4%	-1.7%	-3.4%	-12.9%	-14.6%	-18.7%	-26.9%	-47.6%	-42.5%	-31.5%							
Avg Ann. Change in Share		%		-1.7%	-1.2%	-0.6%	-0.9%	-2.6%	-2.4%	-2.7%	-3.4%	-5.3%	-4.2%	-2.9%							

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STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN 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 THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2011 to 2022		272.3%	178.4%	194.8%	142.5%	145.7%	131.5%	163.3%	177.3%	182.8%	152.0%	229.5%	353.8%	168.5%	Annual Change	207.8%	139.3%	174.9%	212.3%	
% Change 2021 to 2022		3525.0%	3341.8%	3912.7%	222.3%	25.2%	-1.6%	1.8%	0.5%	-13.4%	-24.2%	-7.7%	24.0%	14.4%		3631.9%	27.3%	-4.3%	-9.7%	
Average Annual Change		24.8%	16.2%	17.7%	13.0%	13.2%	12.0%	14.8%	16.1%	16.6%	13.8%	20.9%	32.2%	15.3%		18.9%	12.7%	15.9%	19.3%	
2011 000s		2.4	3.1	4.8	9.6	19.0	19.5	17.0	21.1	18.4	7.7	4.3	2.8	129.7		1.1%	10.3	48.1	56.5	14.7
2012 000s		2.8	3.4	5.5	9.9	18.1	18.9	16.7	21.3	18.1	8.2	4.7	3.3	131.0	1.1%	11.7	47.0	56.2	16.2	
2013 000s		3.2	3.8	6.3	10.0	18.5	18.6	17.6	22.4	18.4	8.9	5.3	3.8	136.8	4.4%	13.2	47.1	58.4	18.1	
2014 000s		3.6	4.2	7.8	12.8	24.6	24.8	23.6	31.6	26.0	11.4	6.6	4.5	181.6	32.8%	15.5	62.3	81.3	22.5	
2015 000s		4.9	5.9	8.4	13.5	25.4	25.5	24.3	32.6	26.9	11.9	8.5	5.8	193.6	6.6%	19.1	64.4	83.8	26.2	
2016 000s		5.3	6.3	8.7	14.3	27.9	28.2	26.9	37.0	30.5	12.7	9.4	6.3	213.5	10.3%	20.3	70.4	94.4	28.4	
2017 000s		5.9	7.4	8.8	15.8	30.7	29.7	29.8	39.2	35.0	13.8	9.9	7.1	233.1	9.2%	22.1	76.2	104.0	30.8	
2018 000s		6.0	7.5	8.9	16.5	33.8	32.6	31.5	43.1	36.8	14.6	10.2	7.2	248.7	6.7%	22.4	82.9	111.4	32.0	
2019 000s		8.1	9.4	11.1	21.6	38.4	35.7	37.1	47.5	39.5	17.8	13.1	9.5	288.9	16.2%	28.6	95.7	124.1	40.4	
2020 000s		10.0	8.7	7.1	0.8	2.3	2.5	26.6	47.9	53.8	19.7	1.6	6.0	187.1	-35.2%	25.8	5.6	128.3	27.3	
2021 000s		0.2	0.3	0.4	7.2	37.3	45.9	44.0	58.2	60.1	25.5	15.2	10.1	304.4	62.7%	0.9	90.5	162.3	50.8	
2022 000s		8.9	8.7	14.2	23.2	46.7	45.2	44.8	58.5	52.1	19.3	14.0	12.5	348.2	14.4%	31.8	115.2	155.3	45.8	
VISITOR DAYS														NON-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					
Non-Serviced		000s	129.7	131.0	136.8	181.6	193.6	213.5	233.1	248.7	288.9	187.1	304.4	348.2						
All Visitor Types		M	2.4	2.5	2.6	2.7	2.8	2.9	3.1	3.3	3.5	1.8	2.7	3.4						
Share of Total		%	5.3%	5.2%	5.2%	6.7%	6.9%	7.3%	7.6%	7.5%	8.3%	10.3%	11.1%	10.3%						
Annual Change in Share		%		-1.1%	-1.1%	29.3%	3.3%	4.9%	4.3%	-1.2%	10.5%	24.7%	7.5%	-6.6%						
Change in Share from 2011		%		-1.1%	-2.3%	26.4%	30.5%	36.9%	42.8%	41.1%	55.9%	94.4%	109.0%	95.2%						
Avg Ann. Change in Share		%		-1.1%	-1.1%	8.8%	7.6%	7.4%	7.1%	5.9%	7.0%	10.5%	10.9%	8.7%						

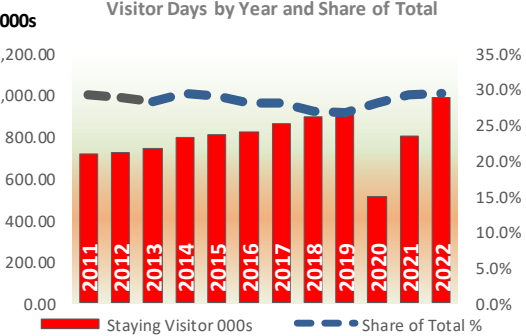
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STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN DISTRICT COUNCIL											2011 to 2022			SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2011 to 2022		4.8%	-4.0%	10.7%	15.2%	25.6%	23.9%	24.2%	26.2%	26.9%	13.6%	13.0%	10.0%	15.6%	Annual Change	4.2%	20.4%	25.6%	11.4%
% Change 2021 to 2022		1106.2%	1013.4%	1053.5%	205.8%	1.8%	-18.8%	-14.3%	-15.3%	-31.6%	-25.9%	-12.0%	1.9%	22.2%		1073.1%	32.7%	-19.4%	-8.8%
Average Annual Change		0.4%	-0.4%	1.0%	1.4%	2.3%	2.2%	2.2%	2.4%	2.4%	1.2%	1.2%	0.9%	1.4%		0.4%	1.9%	2.3%	1.0%
2011 000s		54.9	22.4	22.8	50.2	33.0	25.6	40.2	39.8	24.2	21.8	18.1	56.0	409.0		100.2	108.8	104.1	95.9
2012 000s		54.1	22.0	23.4	50.8	33.0	26.1	40.4	40.6	24.9	22.2	18.9	56.7	413.1	1.0%	99.6	109.8	105.9	97.8
2013 000s		55.3	23.6	25.1	49.8	33.5	26.0	41.4	41.4	24.4	22.2	19.6	60.1	422.5	2.3%	104.0	109.4	107.2	101.9
2014 000s		55.3	22.6	24.1	50.6	34.0	26.3	42.2	42.3	25.8	22.5	19.3	59.1	424.1	0.4%	102.0	110.9	110.3	100.9
2015 000s		54.4	21.5	24.1	51.1	34.7	27.1	43.1	43.5	26.0	22.9	18.7	55.4	422.9	-0.3%	100.1	113.0	112.7	97.1
2016 000s		53.4	21.3	24.1	52.1	35.5	27.7	44.1	44.7	26.7	23.0	19.0	55.7	427.4	1.1%	98.8	115.3	115.5	97.7
2017 000s		55.6	21.7	24.1	54.6	37.7	28.8	45.8	46.0	28.2	23.7	19.5	57.4	443.2	3.7%	101.4	121.1	120.0	100.7
2018 000s		56.5	22.1	24.2	55.2	38.9	29.6	46.5	47.4	28.5	24.2	19.9	58.4	451.4	1.8%	102.8	123.7	122.3	102.5
2019 000s		58.1	22.3	24.6	57.4	39.7	30.0	47.9	48.0	28.6	24.7	20.5	58.9	460.7	2.1%	104.9	127.2	124.4	104.2
2020 000s		67.1	21.8	13.0	3.3	2.9	2.3	27.1	41.5	31.4	20.2	2.7	19.5	252.8	-45.1%	101.9	8.4	100.1	42.4
2021 000s		4.8	1.9	2.2	18.9	40.7	39.1	58.2	59.3	44.9	33.4	23.3	60.4	387.2	53.1%	8.9	98.8	162.3	117.2
2022 000s		57.6	21.5	25.3	57.9	41.4	31.8	49.9	50.2	30.7	24.8	20.5	61.6	473.0	22.2%	104.4	131.1	130.8	106.8
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		409.0	413.1	422.5	424.1	422.9	427.4	443.2	451.4	460.7	252.8	387.2	473.0						
All Visitor Types M		2.4	2.5	2.6	2.7	2.8	2.9	3.1	3.3	3.5	1.8	2.7	3.4						
Share of Total %		16.7%	16.5%	16.0%	15.6%	15.1%	14.5%	14.4%	13.6%	13.2%	13.9%	14.1%	14.0%						
Annual Change in Share %			-1.2%	-3.2%	-2.2%	-3.4%	-3.9%	-0.9%	-5.7%	-3.0%	5.7%	1.2%	-0.2%						
Change in Share from 2011 %			-1.2%	-4.3%	-6.5%	-9.6%	-13.1%	-13.9%	-18.8%	-21.2%	-16.7%	-15.7%	-15.9%						
Avg Ann. Change in Share %			-1.2%	-2.2%	-2.2%	-2.4%	-2.6%	-2.3%	-2.7%	-2.7%	-1.9%	-1.6%	-1.4%						

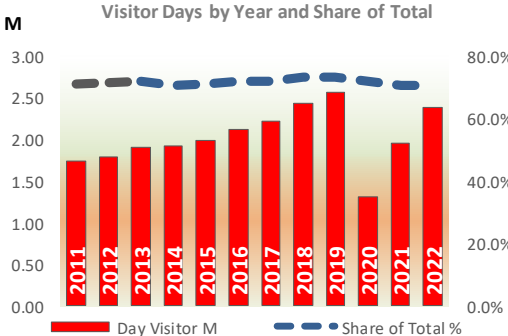
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Report Prepared by: Aimee Towle. Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN 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 THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change												
Less than 3% change		Q1			Q2			Q3			Q4																
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC														
% Change 2011 to 2022		9.8%	3.2%	22.8%	27.7%	56.8%	56.1%	51.7%	62.6%	63.2%	31.0%	33.7%	19.7%	38.2%	Annual Change	11.6%	45.7%	59.0%	26.2%								
% Change 2021 to 2022		1006.0%	827.0%	902.0%	226.0%	25.4%	-6.3%	-5.3%	-7.1%	-18.3%	-20.7%	-6.9%	6.2%	22.5%		922.7%	38.4%	-10.2%	-6.5%								
Average Annual Change		0.9%	0.3%	2.1%	2.5%	5.2%	5.1%	4.7%	5.7%	5.7%	2.8%	3.1%	1.8%	3.5%		1.1%	4.2%	5.4%	2.4%								
2011 000s		67.1	42.1	42.2	73.7	65.9	58.3	73.0	77.3	60.6	43.9	35.0	73.2	712.4		151.4	197.9	211.0	152.1								
2012 000s		65.4	41.2	43.6	74.2	64.7	59.1	72.6	79.1	62.9	44.7	37.2	73.9	718.6		0.9%	150.1	198.0	214.6	155.8							
2013 000s		67.4	45.1	49.0	71.9	66.6	59.0	75.9	82.3	60.9	44.5	39.8	80.0	742.4	3.3%	161.5	197.5	219.1	164.4								
2014 000s		68.0	43.6	48.6	77.0	73.6	64.9	83.8	92.5	73.7	48.8	40.6	79.9	795.1	7.1%	160.2	215.6	250.0	169.3								
2015 000s		69.4	44.9	48.7	77.9	75.5	68.2	86.0	96.6	73.6	50.5	40.8	76.4	808.4	1.7%	163.0	221.5	256.2	167.7								
2016 000s		67.3	43.8	48.3	79.9	78.2	70.2	89.0	101.2	76.6	50.1	41.6	76.7	822.9	1.8%	159.4	228.4	266.8	168.4								
2017 000s		70.7	44.5	47.2	85.0	85.7	74.1	93.7	104.8	82.7	52.4	42.9	79.3	863.1	4.9%	162.5	244.9	281.2	174.6								
2018 000s		72.0	45.5	47.5	86.6	90.7	78.6	96.4	111.1	84.7	54.3	44.1	80.9	892.2	3.4%	165.0	255.9	292.1	179.2								
2019 000s		75.2	46.5	49.3	93.0	95.4	81.3	102.6	115.1	86.1	57.4	47.0	82.3	931.1	4.4%	171.0	269.7	303.8	186.7								
2020 000s		86.7	45.3	26.0	5.2	7.0	6.1	57.9	99.2	94.1	46.7	6.1	27.2	507.5	-45.5%	158.0	18.3	251.1	80.0								
2021 000s		6.7	4.7	5.2	28.9	82.3	97.1	117.0	135.4	121.2	72.5	50.3	82.5	803.8	58.4%	16.5	208.3	373.6	205.4								
2022 000s		73.7	43.4	51.8	94.1	103.3	91.0	110.8	125.8	98.9	57.5	46.8	87.6	984.8	22.5%	169.0	288.4	335.5	192.0								
VISITOR DAYS														STAYING VISITOR													
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor Days by Year and Share of Total												
Staying Visitor		000s	712.4	718.6	742.4	795.1	808.4	822.9	863.1	892.2	931.1	507.5	803.8	984.8		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
All Visitor Types		M	2.4	2.5	2.6	2.7	2.8	2.9	3.1	3.3	3.5	1.8	2.7	3.4													
Share of Total		%	29.1%	28.7%	28.1%	29.3%	28.9%	27.9%	28.0%	26.8%	26.6%	27.9%	29.2%	29.3%													
Annual Change in Share		%		-1.3%	-2.2%	4.3%	-1.5%	-3.2%	0.2%	-4.3%	-0.8%	5.0%	4.7%	0.1%													
Change in Share from 2011		%		-1.3%	-3.5%	0.7%	-0.8%	-4.0%	-3.8%	-7.9%	-8.6%	-4.0%	0.4%	0.5%													
Avg Ann. Change in Share		%		-1.3%	-1.7%	0.2%	-0.2%	-0.8%	-0.6%	-1.1%	-1.1%	-0.4%	0.0%	0.0%													

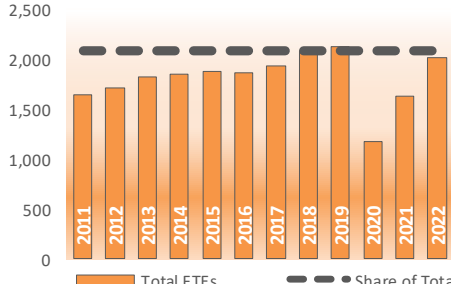
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/22

STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN 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			Q1	Q2	Q3	Q4
% Change 2011 to 2022		26.6%	32.0%	89.2%	4.4%	44.3%	38.3%	35.0%	64.6%	11.1%	10.6%	2.7%	35.4%	37.3%	Annual Change	52.3%	30.6%	44.1%	14.2%
% Change 2021 to 2022		177.6%	128.2%	112.1%	67.3%	25.9%	5.7%	7.9%	2.2%	-3.4%	0.3%	9.5%	15.3%	22.4%		129.1%	24.7%	2.6%	6.7%
Average Annual Change		2.4%	2.9%	8.1%	0.4%	4.0%	3.5%	3.2%	5.9%	1.0%	1.0%	0.2%	3.2%	3.4%		4.8%	2.8%	4.0%	1.3%
2011	M	0.083	0.107	0.116	0.150	0.189	0.172	0.187	0.329	0.154	0.114	0.075	0.059	1.735		2.8%	0.306	0.511	0.670
2012	M	0.087	0.112	0.134	0.134	0.179	0.187	0.203	0.353	0.157	0.108	0.076	0.055	1.783		0.332	0.500	0.713	0.238
2013	M	0.086	0.118	0.148	0.137	0.216	0.183	0.216	0.390	0.157	0.111	0.078	0.059	1.900	6.5%	0.352	0.536	0.764	0.249
2014	M	0.079	0.119	0.176	0.151	0.214	0.185	0.216	0.383	0.148	0.111	0.080	0.058	1.918	1.0%	0.373	0.550	0.746	0.248
2015	M	0.097	0.138	0.187	0.142	0.214	0.177	0.199	0.410	0.157	0.127	0.081	0.064	1.992	3.8%	0.422	0.532	0.767	0.271
2016	M	0.100	0.140	0.208	0.156	0.249	0.211	0.200	0.433	0.152	0.124	0.076	0.072	2.122	6.5%	0.448	0.615	0.785	0.273
2017	M	0.101	0.144	0.214	0.167	0.263	0.221	0.217	0.453	0.157	0.123	0.077	0.080	2.218	4.5%	0.460	0.651	0.827	0.280
2018	M	0.110	0.148	0.223	0.178	0.284	0.230	0.255	0.541	0.172	0.131	0.082	0.084	2.435	9.8%	0.480	0.691	0.967	0.297
2019	M	0.120	0.173	0.241	0.175	0.292	0.246	0.267	0.576	0.181	0.132	0.080	0.085	2.568	5.5%	0.534	0.713	1.024	0.297
2020	M	0.116	0.155	0.131	0.018	0.045	0.061	0.109	0.359	0.126	0.092	0.041	0.056	1.309	-49.0%	0.402	0.124	0.594	0.189
2021	M	0.038	0.062	0.104	0.094	0.216	0.225	0.234	0.530	0.177	0.126	0.070	0.070	1.945	48.6%	0.203	0.535	0.941	0.266
2022	M	0.105	0.141	0.220	0.157	0.272	0.238	0.253	0.542	0.171	0.126	0.077	0.081	2.382	22.4%	0.466	0.667	0.965	0.284
VISITOR DAYS														DAY VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor Days by Year and Share of Total					
Day Visitor	M	1.735	1.783	1.900	1.918	1.992	2.122	2.218	2.435	2.568	1.309	1.945	2.382						
All Visitor Types	M	2.448	2.502	2.642	2.713	2.800	2.945	3.081	3.328	3.500	1.817	2.749	3.367						
Share of Total	%	70.9%	71.3%	71.9%	70.7%	71.1%	72.1%	72.0%	73.2%	73.4%	72.1%	70.8%	70.7%						
Annual Change in Share	%		0.5%	0.9%	-1.7%	0.6%	1.3%	-0.1%	1.7%	0.3%	-1.8%	-1.8%	0.0%						
Change in Share from 2011	%		0.5%	1.4%	-0.3%	0.3%	1.6%	1.5%	3.2%	3.5%	1.7%	-0.2%	-0.2%						
Avg Ann. Change in Share	%		0.5%	0.7%	-0.1%	0.1%	0.3%	0.3%	0.5%	0.4%	0.2%	0.0%	0.0%						
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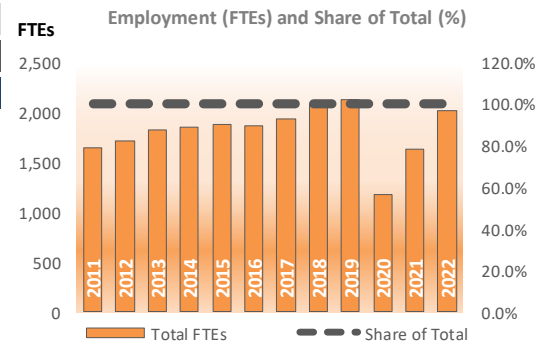
Direct and Total Employment by Month, Year and Visitor Type for the Period 2011 to 2022

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

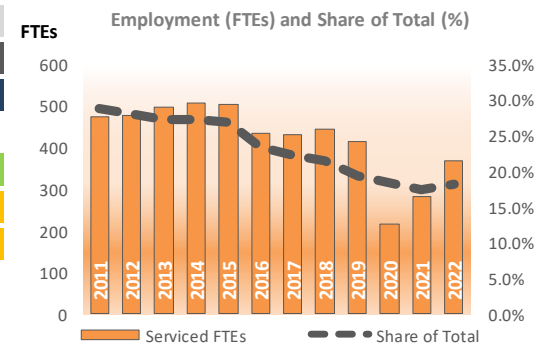
STEAM REPORT FOR 2011-2022 - FINAL										2011 to 2022			TOTAL		TOTAL EMPLOYMENT					
NORTH KESTEVEN DISTRICT COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		7.1%	9.1%	38.2%	5.9%	32.5%	28.0%	26.4%	50.3%	15.9%	6.4%	2.9%	11.7%	22.4%	Annual Change	18.4%	22.4%	33.8%	7.2%	
% Change 2021 to 2022		281.4%	196.0%	166.5%	115.3%	32.1%	1.2%	2.3%	0.9%	-9.9%	-9.9%	-0.9%	5.5%	23.8%		203.0%	32.8%	-1.4%	-2.4%	
Average Annual Change		0.6%	0.8%	3.5%	0.5%	3.0%	2.5%	2.4%	4.6%	1.4%	0.6%	0.3%	1.1%	2.0%		1.7%	2.0%	3.1%	0.7%	
2011	FTEs	1,351	1,329	1,388	1,775	1,918	1,778	1,981	2,744	1,716	1,389	1,104	1,290	1,647		1,356	1,824	2,147	1,261	
2012	FTEs	1,382	1,370	1,518	1,728	1,895	1,900	2,097	2,938	1,789	1,388	1,148	1,291	1,704	3.4%	1,423	1,841	2,275	1,276	
2013	FTEs	1,429	1,478	1,682	1,765	2,160	1,932	2,255	3,241	1,817	1,437	1,220	1,405	1,818	6.7%	1,530	1,952	2,438	1,354	
2014	FTEs	1,398	1,468	1,820	1,880	2,191	1,970	2,299	3,246	1,864	1,470	1,235	1,398	1,853	1.9%	1,562	2,014	2,469	1,367	
2015	FTEs	1,510	1,582	1,862	1,814	2,177	1,935	2,205	3,386	1,888	1,552	1,234	1,400	1,879	1.4%	1,651	1,975	2,493	1,395	
2016	FTEs	1,433	1,506	1,887	1,823	2,294	2,043	2,142	3,439	1,794	1,459	1,144	1,370	1,861	-0.9%	1,609	2,053	2,459	1,324	
2017	FTEs	1,464	1,530	1,914	1,927	2,435	2,134	2,267	3,578	1,867	1,471	1,156	1,429	1,931	3.7%	1,636	2,165	2,570	1,352	
2018	FTEs	1,545	1,586	1,994	2,028	2,624	2,249	2,521	4,145	1,991	1,555	1,215	1,489	2,079	7.6%	1,708	2,300	2,886	1,420	
2019	FTEs	1,591	1,695	2,070	2,021	2,658	2,317	2,594	4,303	2,013	1,555	1,197	1,475	2,124	2.2%	1,785	2,332	2,970	1,409	
2020	FTEs	1,660	1,597	1,250	249	443	509	1,290	3,056	1,740	1,214	465	684	1,180	-44.5%	1,503	400	2,028	788	
2021	FTEs	379	490	720	873	1,924	2,249	2,448	4,086	2,207	1,641	1,147	1,365	1,627	37.9%	530	1,682	2,914	1,384	
2022	FTEs	1,447	1,449	1,919	1,880	2,542	2,276	2,504	4,124	1,989	1,478	1,136	1,440	2,015	23.8%	1,605	2,233	2,872	1,351	
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	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015							
Total Employment	FTEs	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015							
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	%																			

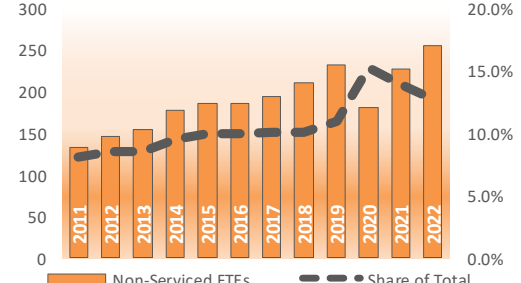
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Report Prepared by: Aimee Towle. Date of Issue: 30/06/23



STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN DISTRICT COUNCIL											2011 to 2022			SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		-27.8%	-26.0%	-25.0%	-23.3%	-19.8%	-20.5%	-20.7%	-20.0%	-22.1%	-22.3%	-21.7%	-21.8%	-22.5%	Annual Change	-26.2%	-21.2%	-20.9%	-21.9%
% Change 2021 to 2022		172.5%	207.7%	199.2%	186.4%	133.4%	-1.9%	-3.1%	-6.7%	-4.1%	-5.3%	-4.2%	-2.0%	30.3%		193.3%	66.7%	-4.7%	-3.8%
Average Annual Change		-2.5%	-2.4%	-2.3%	-2.1%	-1.8%	-1.9%	-1.9%	-1.8%	-2.0%	-2.0%	-2.0%	-2.0%	-2.0%		-2.4%	-1.9%	-1.9%	-2.0%
2011	FTEs	441	490	476	471	470	466	486	492	501	473	457	472	475		0.5%	469	469	493
2012	FTEs	431	486	479	469	470	475	486	499	518	473	466	470	477	0.5%	465	471	501	470
2013	FTEs	445	514	515	470	491	489	511	522	517	479	489	500	495	3.9%	492	483	517	489
2014	FTEs	455	513	514	488	500	492	525	529	553	498	494	508	506	2.1%	494	493	536	500
2015	FTEs	459	515	506	482	498	501	525	539	540	498	481	495	503	-0.5%	493	494	534	492
2016	FTEs	386	443	438	423	432	431	458	468	467	428	417	431	435	-13.5%	423	428	464	425
2017	FTEs	383	430	423	424	443	433	451	463	460	423	412	423	431	-1.0%	412	433	458	420
2018	FTEs	394	443	433	435	459	448	463	480	470	438	425	436	444	3.0%	423	447	471	433
2019	FTEs	367	410	402	403	428	417	432	447	434	408	396	401	412	-7.1%	393	416	438	402
2020	FTEs	381	407	288	86	103	89	206	288	287	268	110	92	217	-47.3%	359	93	260	157
2021	FTEs	117	118	119	126	161	377	398	421	407	388	374	377	282	29.9%	118	222	409	379
2022	FTEs	318	363	357	361	377	370	386	393	391	367	358	369	368	30.3%	346	369	390	365
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	475	477	495	506	503	435	431	444	412	217	282	368						
Total Employment	FTEs	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015						
Share of Total	%	28.8%	28.0%	27.2%	27.3%	26.8%	23.4%	22.3%	21.3%	19.4%	18.4%	17.3%	18.2%						
Annual Change in Share	%		-2.9%	-2.7%	0.2%	-1.8%	-12.7%	-4.6%	-4.3%	-9.1%	-5.2%	-5.8%	5.3%						
Change in Share from 2011	%		-2.9%	-5.5%	-5.3%	-7.0%	-18.8%	-22.6%	-25.9%	-32.6%	-36.1%	-39.9%	-36.7%						
Avg Ann. Change in Share	%		-2.9%	-2.7%	-1.8%	-1.8%	-3.8%	-3.8%	-3.7%	-4.1%	-4.0%	-4.0%	-3.3%						



STEAM REPORT FOR 2011-2022 - FINAL										2011 to 2022			NON-SERVICED		DIRECT EMPLOYMENT					
NORTH KESTEVEN DISTRICT COUNCIL													CALENDAR YEAR		QUARTER					
EMPLOYMENT BY:		MONTH AND QUARTER											TOTAL						% Change	
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									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2011 to 2022		94.0%	85.8%	71.7%	73.7%	91.7%	85.4%	96.8%	120.0%	109.0%	69.9%	89.8%	102.5%	92.5%	Annual Change	82.7%	84.5%	109.0%	85.2%	
% Change 2021 to 2022		599.4%	656.3%	750.0%	87.6%	9.8%	-4.4%	-2.5%	1.7%	-18.8%	-30.3%	-10.2%	-3.2%	12.6%		668.1%	15.6%	-7.2%	-17.4%	
Average Annual Change		8.5%	7.8%	6.5%	6.7%	8.3%	7.8%	8.8%	10.9%	9.9%	6.4%	8.2%	9.3%	8.4%		7.5%	7.7%	9.9%	7.7%	
2011	FTEs	79	82	106	132	179	181	168	188	176	124	94	84	133		89	164	177	100	
2012	FTEs	92	95	121	147	188	192	180	203	188	139	107	98	146	9.9%	103	176	190	115	
2013	FTEs	100	102	131	153	197	198	192	216	197	148	116	106	155	6.1%	111	183	202	124	
2014	FTEs	106	109	143	171	230	232	225	263	237	163	127	113	177	14.1%	119	211	241	135	
2015	FTEs	130	135	147	175	233	233	226	266	239	166	147	134	186	5.3%	137	214	244	149	
2016	FTEs	125	129	142	170	236	237	230	277	248	162	143	129	186	-0.1%	132	214	252	145	
2017	FTEs	128	134	142	177	250	245	244	289	269	167	146	133	194	4.3%	135	224	267	148	
2018	FTEs	135	142	151	192	276	271	264	320	290	181	155	141	210	8.4%	143	246	291	159	
2019	FTEs	152	158	168	221	304	291	295	345	308	202	175	158	231	10.3%	159	272	316	178	
2020	FTEs	162	170	155	44	75	76	242	372	407	234	101	124	180	-22.1%	162	65	340	153	
2021	FTEs	22	20	21	122	313	351	340	406	452	301	198	175	227	25.9%	21	262	399	225	
2022	FTEs	154	153	182	230	343	336	332	413	367	210	178	170	256	12.6%	163	303	371	186	
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	133	146	155	177	186	186	194	210	231	180	227	256						
Total Employment		FTEs	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015						
Share of Total		%	8.1%	8.6%	8.5%	9.5%	9.9%	10.0%	10.0%	10.1%	10.9%	15.3%	13.9%	12.7%						
Annual Change in Share		%		6.2%	-0.6%	12.0%	3.9%	0.8%	0.5%	0.7%	7.9%	40.2%	-8.7%	-9.0%						
Change in Share from 2011		%		6.2%	5.6%	18.2%	22.8%	23.8%	24.4%	25.2%	35.2%	89.4%	73.0%	57.3%						
Avg Ann. Change in Share		%		6.2%	2.8%	6.1%	5.7%	4.8%	4.1%	3.6%	4.4%	9.9%	7.3%	5.2%						

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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					
NORTH KESTEVEN DISTRICT COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR												TOTAL	% Change					
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4					Annual Change				
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		5.8%	-3.1%	11.7%	16.3%	26.7%	25.1%	25.3%	27.3%	28.1%	14.6%	14.0%	11.0%	16.7%	5.1%		21.5%	26.7%	12.4%	
% Change 2021 to 2022		1064.1%	974.5%	1013.2%	212.0%	3.8%	-17.2%	-12.5%	-13.6%	-30.2%	-24.4%	-10.2%	3.9%	24.5%	1032.1%	35.4%	-17.8%	-7.0%		
Average Annual Change		0.5%	-0.3%	1.1%	1.5%	2.4%	2.3%	2.3%	2.5%	2.6%	1.3%	1.3%	1.0%	1.5%	0.5%	2.0%	2.4%	1.1%		
2011	FTEs	291	119	121	266	175	136	213	211	128	116	96	297	181	2.8%	177	193	184	170	
2012	FTEs	292	119	127	274	178	141	218	219	134	120	102	306	186		179	198	191	176	
2013	FTEs	306	131	139	276	186	144	229	229	135	123	109	333	195		4.8%	192	202	198	188
2014	FTEs	302	124	132	277	186	143	230	231	141	123	106	323	193		-0.9%	186	202	201	184
2015	FTEs	294	116	130	276	187	146	232	235	140	124	101	299	190		-1.6%	180	203	203	175
2016	FTEs	286	114	129	279	190	148	236	239	143	123	102	298	191		0.3%	176	206	206	174
2017	FTEs	300	117	130	294	203	155	247	248	152	128	105	310	199		4.4%	182	218	216	181
2018	FTEs	308	121	132	301	212	162	254	258	155	132	109	319	205		3.0%	187	225	222	186
2019	FTEs	314	120	133	310	215	162	259	259	154	134	111	318	208		1.2%	189	229	224	188
2020	FTEs	362	117	70	18	16	12	150	237	179	115	15	111	117		-43.7%	183	15	189	81
2021	FTEs	26	11	12	99	214	205	306	311	235	176	122	317	170		45.1%	16	173	284	205
2022	FTEs	308	115	135	310	222	170	267	269	164	133	110	330	211		24.5%	186	234	233	191
EMPLOYMENT														SFR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	<div>FTEs</div> <div>Employment (FTEs) and Share of Total (%)</div> <div>SFR FTEs</div> <div>Share of Total</div>						
SFR	FTEs	181	186	195	193	190	191	199	205	208	117	170	211							
Total Employment	FTEs	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015							
Share of Total	%	11.0%	10.9%	10.7%	10.4%	10.1%	10.2%	10.3%	9.9%	9.8%	9.9%	10.4%	10.5%							
Annual Change in Share	%		-0.6%	-1.8%	-2.8%	-2.9%	1.2%	0.7%	-4.3%	-1.0%	1.4%	5.2%	0.5%							
Change in Share from 2011	%		-0.6%	-2.4%	-5.1%	-7.8%	-6.7%	-6.1%	-10.1%	-11.0%	-9.8%	-5.1%	-4.6%							
Avg Ann. Change in Share	%		-0.6%	-1.2%	-1.7%	-2.0%	-1.3%	-1.0%	-1.4%	-1.4%	-1.1%	-0.5%	-0.4%							

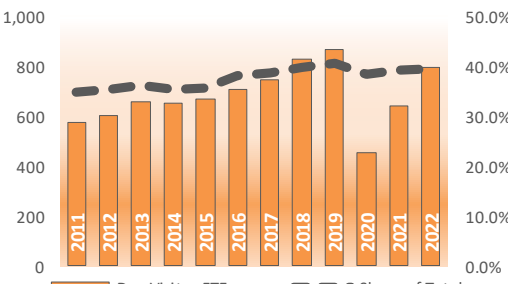
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/22

STEAM REPORT FOR 2011-2022 - FINAL											2011 to 2022			STAYING VISITOR	DIRECT EMPLOYMENT			
NORTH KESTEVEN DISTRICT COUNCIL														CALENDAR YEAR	QUARTER			
EMPLOYMENT BY:	MONTH AND QUARTER																	
KEY	STAYING VISITOR																	
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	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	-3.8%	-8.7%	-4.1%	3.6%	14.3%	11.9%	13.4%	20.7%	14.5%	-0.3%	-0.2%	1.8%	5.8%	Annual Change	-5.4%	9.8%	16.3%	0.5%
% Change 2021 to 2022	372.3%	323.9%	341.0%	158.9%	36.9%	-6.2%	-5.6%	-5.6%	-15.8%	-17.9%	-7.0%	-0.1%	23.0%		346.6%	38.0%	-9.0%	-8.4%
Average Annual Change	-0.3%	-0.8%	-0.4%	0.3%	1.3%	1.1%	1.2%	1.9%	1.3%	0.0%	0.0%	0.2%	0.5%		-0.5%	0.9%	1.5%	0.0%
2011 FTEs	811	692	703	870	824	783	868	890	805	712	647	853	788		735	826	855	737
2012 FTEs	815	700	727	890	837	808	885	921	840	732	676	873	809	2.6%	747	845	882	760
2013 FTEs	852	747	785	899	873	831	932	967	850	750	714	939	845	4.5%	795	868	916	801
2014 FTEs	863	746	788	936	917	867	980	1,023	931	784	726	944	876	3.6%	799	907	978	818
2015 FTEs	883	766	784	932	919	881	984	1,039	919	788	729	929	879	0.4%	811	911	981	815
2016 FTEs	798	687	709	872	858	816	924	985	858	712	663	858	812	-7.7%	731	849	922	744
2017 FTEs	811	681	695	895	897	833	942	999	882	718	664	865	823	1.5%	729	875	941	749
2018 FTEs	838	706	716	928	947	880	980	1,058	916	750	689	896	859	4.3%	753	918	985	778
2019 FTEs	832	689	703	934	946	871	986	1,052	897	744	682	878	851	-0.9%	741	917	978	768
2020 FTEs	905	695	512	147	194	177	598	896	873	617	226	328	514	-39.6%	704	173	789	390
2021 FTEs	165	149	153	348	688	934	1,044	1,138	1,095	865	694	869	678	32.0%	156	657	1,092	809
2022 FTEs	781	631	674	901	942	876	985	1,075	922	710	646	869	834	23.0%	695	906	994	741
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	1,074	1,104	1,164	1,201	1,210	1,154	1,187	1,252	1,260	729	989	1,222						
Total Employment FTEs	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015						
Share of Total	65.2%	64.8%	64.0%	64.8%	64.4%	62.0%	61.5%	60.2%	59.3%	61.8%	60.7%	60.6%						
Annual Change in Share		-0.6%	-1.3%	1.2%	-0.6%	-3.7%	-0.9%	-2.0%	-1.5%	4.1%	-1.7%	-0.2%						
Change in Share from 2011		-0.6%	-1.8%	-0.6%	-1.2%	-4.9%	-5.7%	-7.6%	-9.0%	-5.3%	-6.8%	-7.0%						
Avg Ann. Change in Share		-0.6%	-0.9%	-0.2%	-0.3%	-1.0%	-1.0%	-1.1%	-1.1%	-0.6%	-0.7%	-0.6%						

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STEAM REPORT FOR 2011-2022 - FINAL											2011 to 2022			DAY VISITOR		DIRECT EMPLOYMENT					
NORTH KESTEVEN DISTRICT COUNCIL																					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR												TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
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		27.8%	33.2%	90.9%	5.4%	45.6%	39.6%	36.3%	66.1%	12.1%	11.6%	3.7%	36.7%	38.5%	Annual Change	53.7%	31.8%	45.4%	15.2%		
% Change 2021 to 2022		170.0%	121.9%	106.3%	70.7%	28.5%	7.8%	10.1%	4.3%	-1.5%	2.3%	11.7%	17.7%	24.3%		122.8%	27.2%	4.6%	8.8%		
Average Annual Change		2.5%	3.0%	8.3%	0.5%	4.1%	3.6%	3.3%	6.0%	1.1%	1.1%	0.3%	3.3%	3.5%		4.9%	2.9%	4.1%	1.4%		
2011 FTEs		328	423	462	595	748	682	742	1,305	609	453	296	236	573		404	675	885	328		
2012 FTEs		351	450	540	542	722	753	818	1,426	633	435	305	220	599	4.6%	447	672	959	320		
2013 FTEs		354	488	612	565	892	758	894	1,615	649	459	324	245	655	9.2%	485	738	1,053	343		
2014 FTEs		321	485	717	618	874	754	880	1,563	604	451	326	236	652	-0.3%	508	749	1,016	338		
2015 FTEs		390	556	754	571	861	712	803	1,653	634	510	325	257	669	2.5%	567	715	1,030	364		
2016 FTEs		401	560	832	623	995	843	799	1,732	607	497	306	288	707	5.7%	598	820	1,046	364		
2017 FTEs		408	580	863	673	1,057	891	875	1,822	632	496	309	322	744	5.3%	617	874	1,110	376		
2018 FTEs		447	602	907	723	1,156	936	1,037	2,203	699	532	334	342	827	11.1%	652	938	1,313	403		
2019 FTEs		484	699	974	706	1,178	994	1,079	2,324	730	534	321	345	864	4.5%	719	959	1,378	400		
2020 FTEs		467	622	529	71	181	246	450	1,514	533	388	174	238	451	-47.8%	539	166	832	267		
2021 FTEs		155	254	427	367	848	882	918	2,078	693	494	275	274	639	41.6%	279	699	1,230	348		
2022 FTEs		419	563	881	627	1,090	951	1,011	2,167	683	505	307	322	794	24.3%	621	889	1,287	378		
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	573	599	655	652	669	707	744	827	864	451	639	794							
Total Employment		FTEs	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015							
Share of Total		%	34.8%	35.2%	36.0%	35.2%	35.6%	38.0%	38.5%	39.8%	40.7%	38.2%	39.3%	39.4%							
Annual Change in Share		%		1.1%	2.3%	-2.2%	1.1%	6.7%	1.5%	3.2%	2.3%	-6.0%	2.7%	0.4%							
Change in Share from 2011		%		1.1%	3.5%	1.2%	2.3%	9.1%	10.7%	14.3%	16.9%	9.9%	12.8%	13.2%							
Avg Ann. Change in Share		%		1.1%	1.7%	0.4%	0.6%	1.8%	1.8%	2.0%	2.1%	1.1%	1.3%	1.2%							

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**STEAM REPORT FOR 2011-2022 - FINAL**  
**NORTH KESTEVEN DISTRICT COUNCIL**

**2022**

**STAYING VISITORS**

**ACCOMMODATION SUPPLY**  
**DISTRIBUTION BY TYPE**

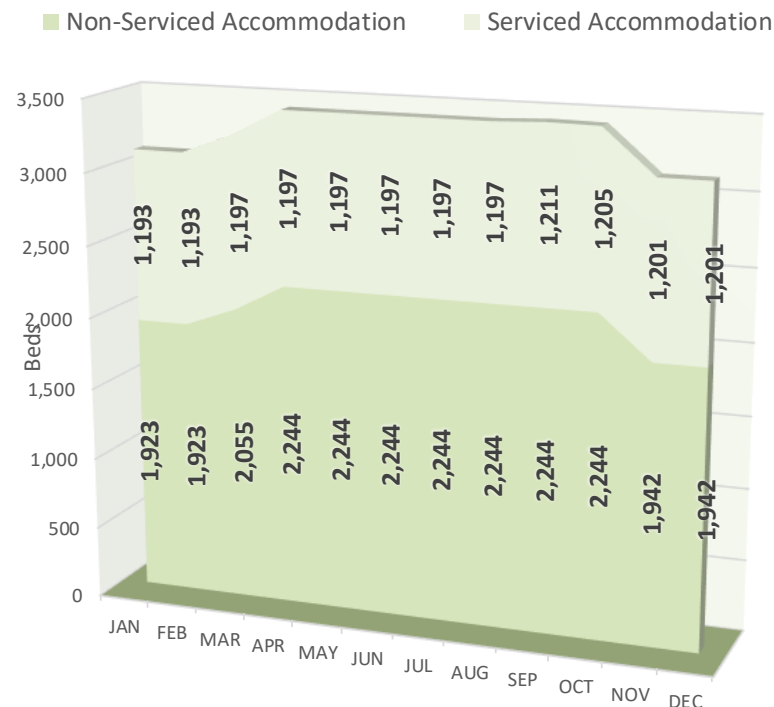
SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	59	1,211	-7	-38	-29	-271
+50 Room	2	356	0	0	0	+3
11-50 Room	10	487	0	0	-3	-163
<10 Room	47	368	-7	-38	-26	-111

NON-SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	74	2,244	-11	-98	+18	+1,239
Self catering	41	386	-10	-80	+1	+150
Static caravans/chalets	0	337	0	0	0	+249
Touring caravans/camping	33	1,521	-1	-18	+17	+840
Youth Hostels	0	0	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	133	3,455	-18	-136	-11	+968
Serviced Accommodation Share of Total	44%	35%				
Non-Serviced Accommodation Share of Total	56%	65%				

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	3,116	3,116	3,252	3,441	3,441	3,441	3,441	3,441	3,455	3,449	3,143	3,143
Serviced Accommodation	1,193	1,193	1,197	1,197	1,197	1,197	1,197	1,197	1,211	1,205	1,201	1,201
Non-Serviced Accommodation	1,923	1,923	2,055	2,244	2,244	2,244	2,244	2,244	2,244	1,942	1,942	1,942

**SEASONAL AVAILABILITY OF BED SUPPLY**  
**2022**



Report Sections With Historic Financial Data Indexed to 2022 Prices

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

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

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

**STEAM REPORT FOR 2011-2022 - FINAL**  
**NORTH KESTIVEN DISTRICT COUNCIL**

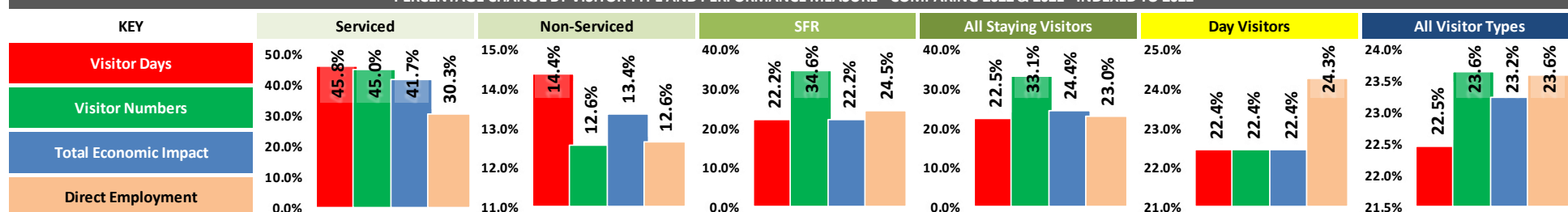
Comparing 2022 and 2021  
2021 in 2022 prices (1.078)

**COMPARATIVE HEADLINES**

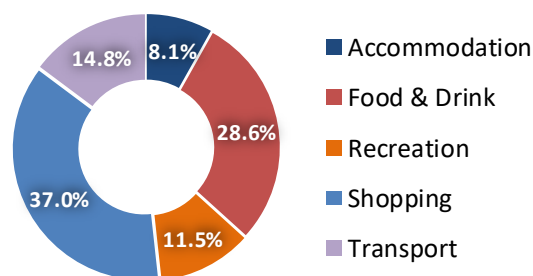
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022**

KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	0.164	0.112	45.8%	0.348	0.304	14.4%	0.473	0.387	22.2%	0.985	0.804	22.5%	2.382	1.945	22.4%	3.367	2.749	22.5%
Visitor Numbers	M	0.084	0.058	45.0%	0.050	0.044	12.6%	0.199	0.148	34.6%	0.333	0.250	33.1%	2.382	1.945	22.4%	2.715	2.196	23.6%
Direct Expenditure	£M																130.60	105.84	23.4%
Economic Impact	£M	21.45	15.14	41.7%	21.49	18.96	13.4%	27.27	22.32	22.2%	70.21	56.42	24.4%	104.04	84.97	22.4%	174.25	141.39	23.2%
Direct Employment	FTEs	368	282	30.3%	256	227	12.6%	211	170	24.5%	834	678	23.0%	794	639	24.3%	1,628	1,317	23.6%
Total Employment	FTEs																2,015	1,627	23.8%

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



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



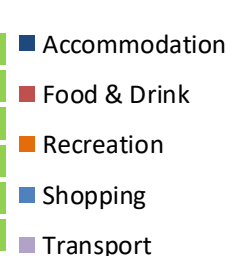
**Direct Expenditure Categories**

	2022	2021	+/- %
Accommodation	10.62	8.278	28.3%
Food & Drink	37.34	30.37	22.9%
Recreation	15.07	12.25	23.0%
Shopping	48.26	39.17	23.2%
Transport	19.31	15.77	22.4%
<b>TOTAL DIRECT</b>	<b>130.60</b>	<b>105.84</b>	<b>23.4%</b>
Indirect	43.65	35.55	22.8%
<b>TOTAL</b>	<b>174.25</b>	<b>141.39</b>	<b>23.2%</b>

**Sectors**

	2022	2021	+/- %
Accommodation	390	327	19.1%
Food & Drink	427	342	25.0%
Recreation	209	167	25.0%
Shopping	503	402	25.3%
Transport	99	79	24.5%
<b>TOTAL DIRECT</b>	<b>1,628</b>	<b>1,317</b>	<b>23.6%</b>
Indirect	387	310	24.9%
<b>TOTAL</b>	<b>2,015</b>	<b>1,627</b>	<b>23.8%</b>

**Sectoral Distribution of Employment - FTEs**



**Direct Employment Categories**

STEAM REPORT FOR 2011-2022 - FINAL  
NORTH KESTEVEN DISTRICT COUNCIL

Economic Impact - Indexed - Total

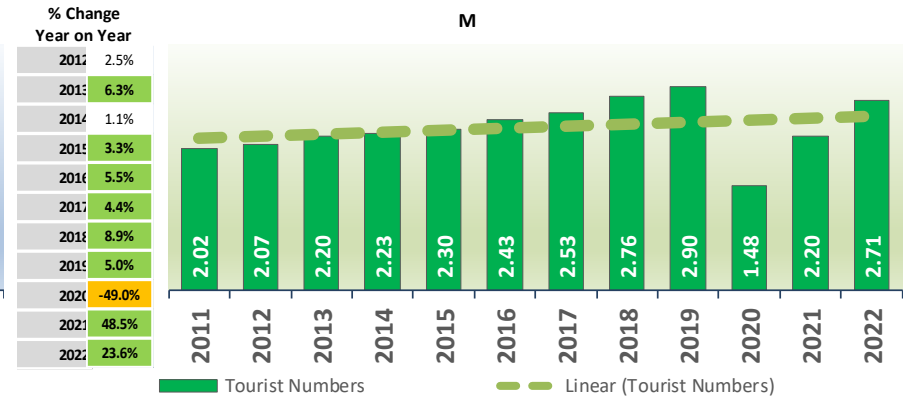


2011 to 2022  
2022 Prices

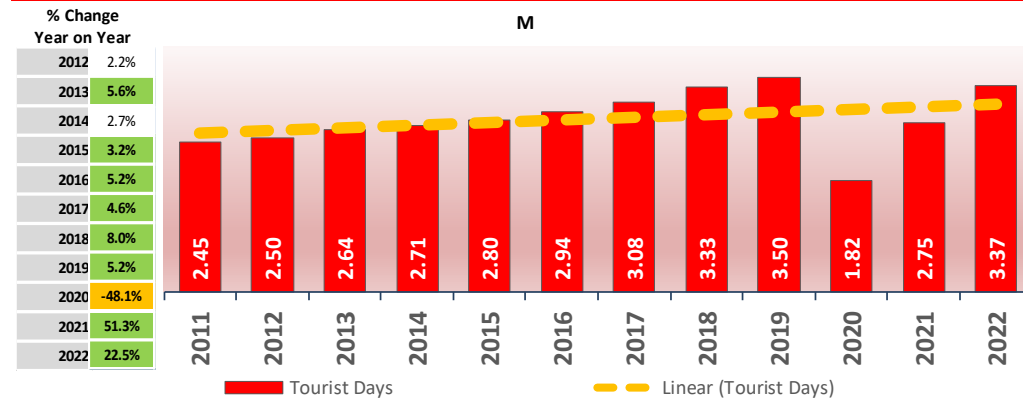
TOTAL

KEY MEASURES  
Indexed

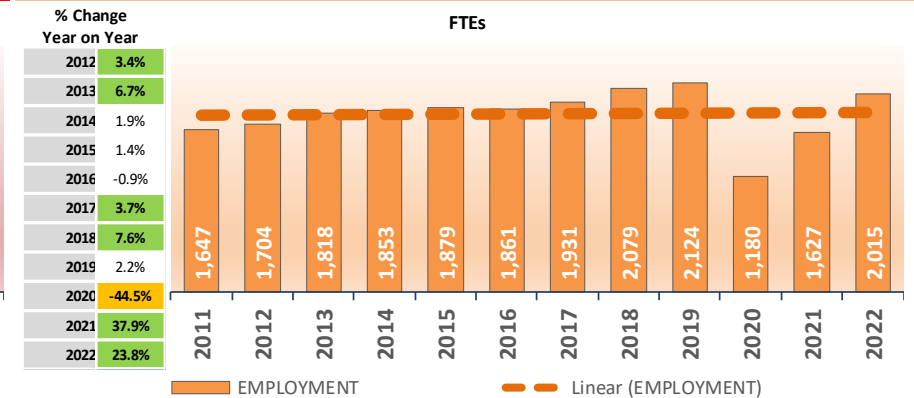
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		1.5%	6.6%	10.2%	13.4%	18.2%	24.5%	32.9%	38.7%	-29.5%	7.5%	32.5%
Visitor Numbers		2.5%	9.0%	10.2%	13.8%	20.0%	25.3%	36.5%	43.2%	-26.9%	8.6%	34.3%
Visitor Days		2.2%	7.9%	10.8%	14.4%	20.3%	25.9%	35.9%	43.0%	-25.8%	12.3%	37.5%
Total Employment		3.4%	10.4%	12.5%	14.1%	13.0%	17.2%	26.2%	29.0%	-28.4%	-1.2%	22.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL  
NORTH KESTEVEN DISTRICT COUNCIL

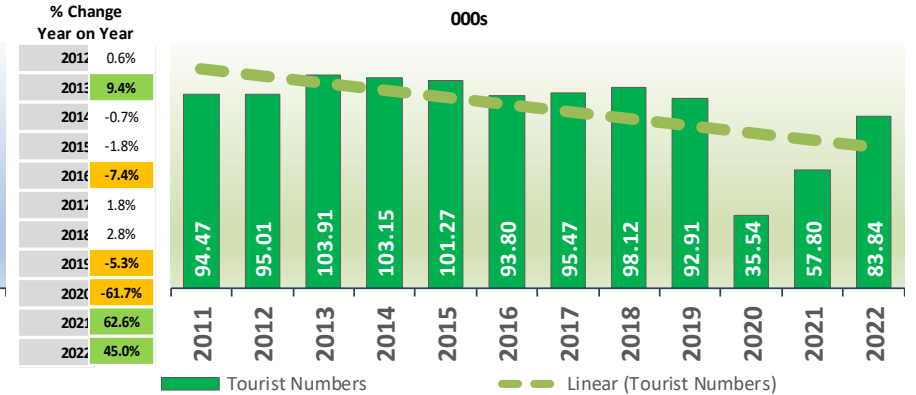
2011 to 2022  
2022 Prices

SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

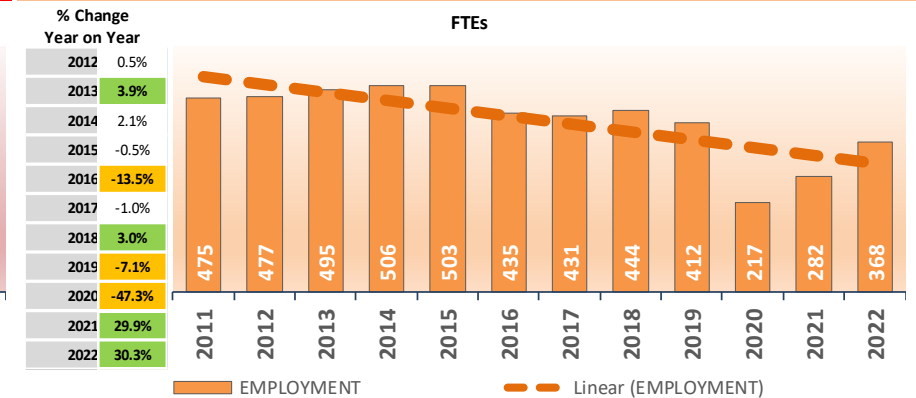
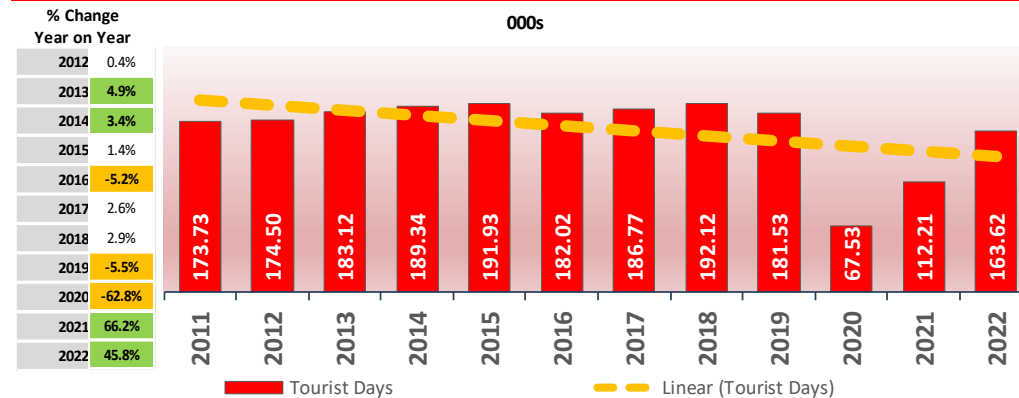
Economic Impact - Indexed - Serviced Accommodation

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		-2.6%	0.5%	5.2%	6.4%	3.3%	11.2%	12.1%	6.6%	-61.5%	-37.2%	-11.0%
Visitor Numbers		0.6%	10.0%	9.2%	7.2%	-0.7%	1.1%	3.9%	-1.6%	-62.4%	-38.8%	-11.2%
Visitor Days		0.4%	5.4%	9.0%	10.5%	4.8%	7.5%	10.6%	4.5%	-61.1%	-35.4%	-5.8%
Direct Employment		0.5%	4.4%	6.6%	6.1%	-8.3%	-9.2%	-6.5%	-13.1%	-54.3%	-40.6%	-22.5%

"Linear" = Linear Trendline



**STEAM REPORT FOR 2011-2022 - FINAL**  
**NORTH KESTEVEN DISTRICT COUNCIL**

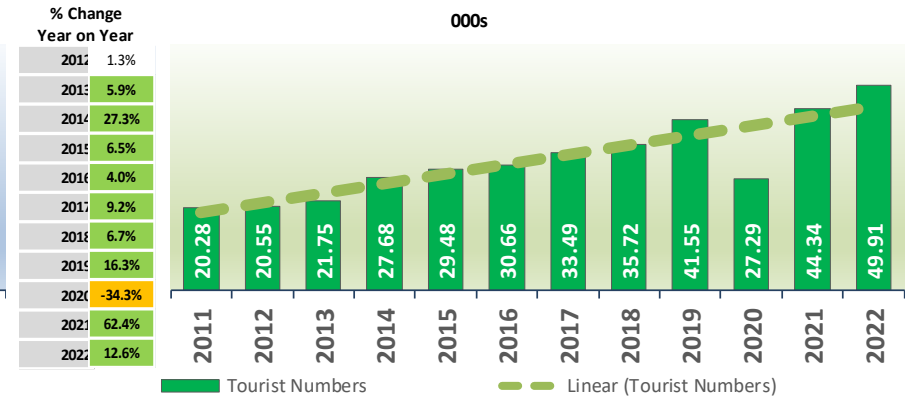
2011 to 2022  
2022 Prices

NON-SERVED  
ACCOMMODATION

KEY MEASURES  
Indexed

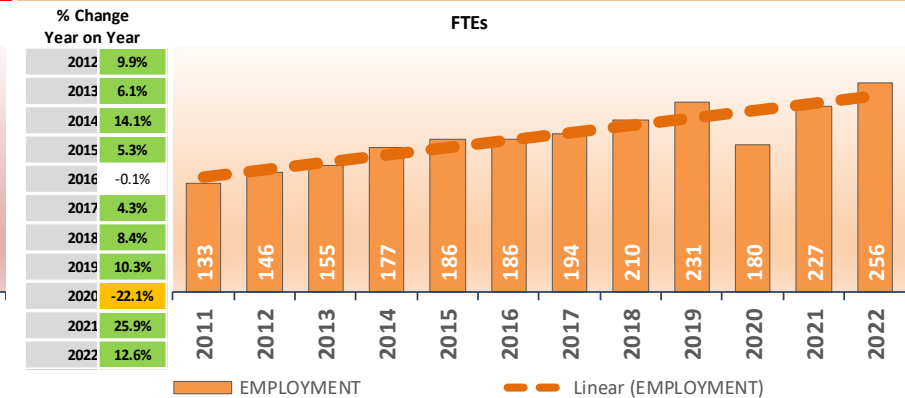
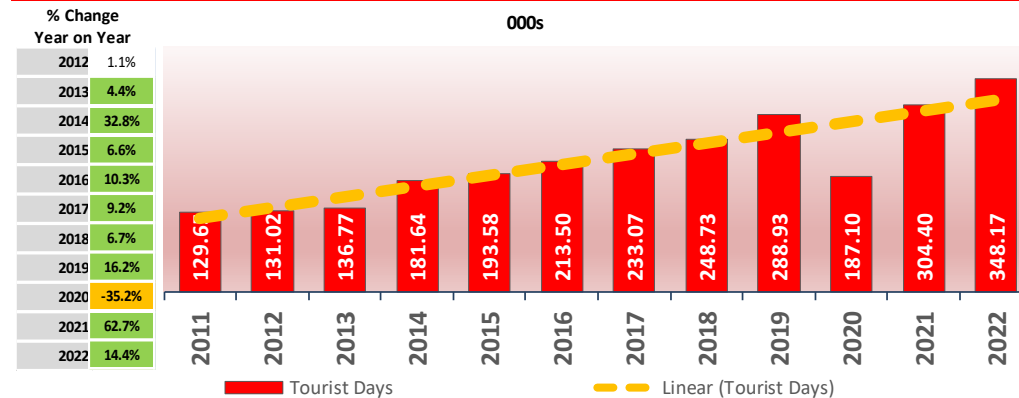
**Economic Impact - Indexed - Non-Served Accommodation**

**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		2.6%	7.1%	41.7%	50.3%	64.9%	80.3%	91.7%	124.6%	45.2%	135.7%	167.2%
Visitor Numbers		1.3%	7.3%	36.5%	45.4%	51.2%	65.2%	76.2%	104.9%	34.6%	118.7%	146.2%
Visitor Days		1.1%	5.5%	40.1%	49.3%	64.7%	79.8%	91.8%	122.8%	44.3%	134.8%	168.5%
Direct Employment		9.9%	16.6%	33.0%	40.0%	39.9%	45.9%	58.1%	74.3%	35.7%	70.9%	92.5%

"Linear" = Linear Trendline

**STEAM REPORT FOR 2011-2022 - FINAL**  
**NORTH KESTEVEN DISTRICT COUNCIL**

**Economic Impact - Indexed - SFR**



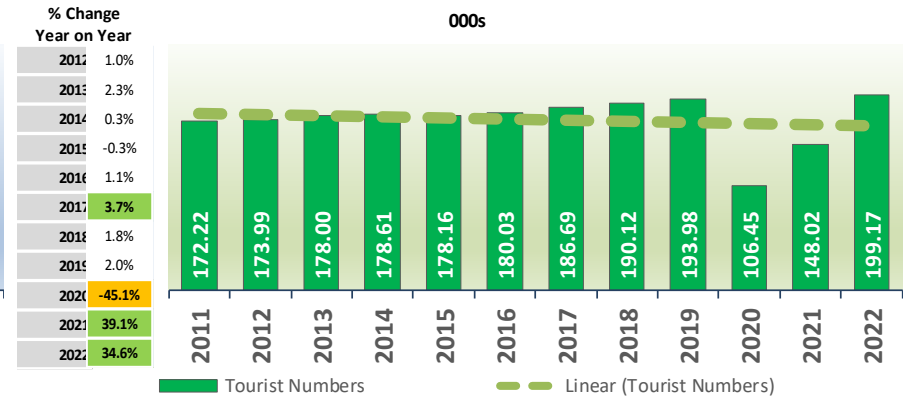
2011 to 2022

2022 Prices

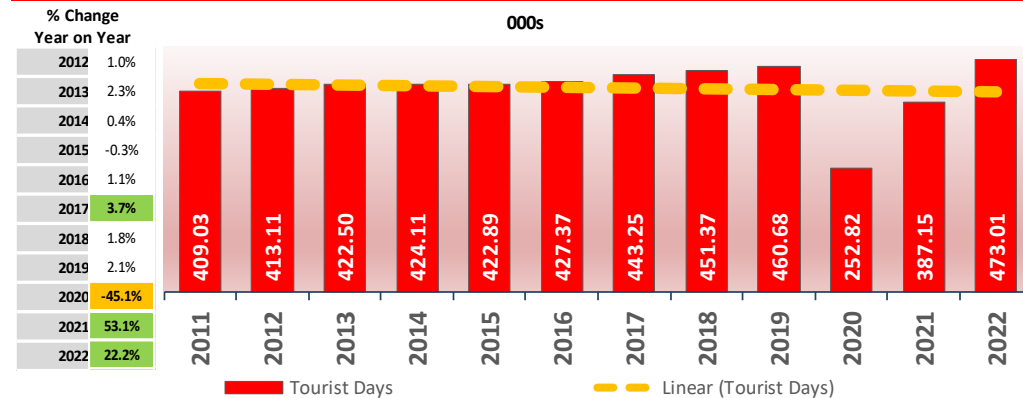
SFR

**KEY MEASURES**  
**Indexed**

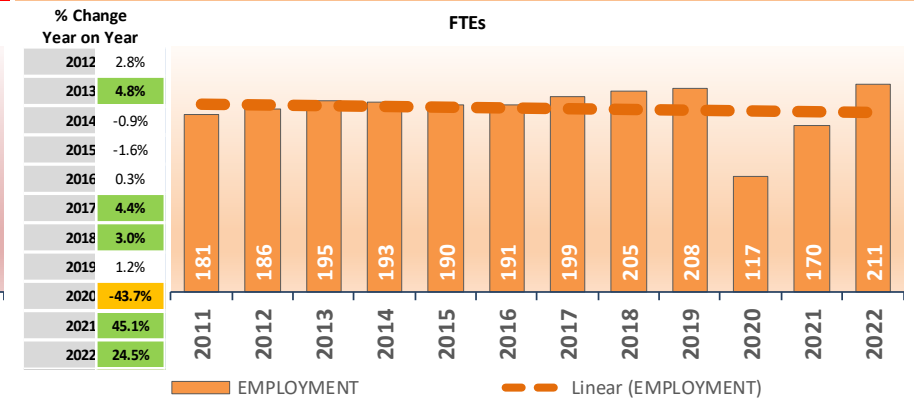
**Visitor Numbers - SFR**



**Visitor Days - SFR**



**Direct Employment Supported - SFR**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		1.0%	3.3%	3.7%	3.4%	4.5%	8.3%	10.3%	12.6%	-38.2%	-5.4%	15.6%
Visitor Numbers		1.0%	3.4%	3.7%	3.4%	4.5%	8.4%	10.4%	12.6%	-38.2%	-14.1%	15.6%
Visitor Days		1.0%	3.3%	3.7%	3.4%	4.5%	8.4%	10.3%	12.6%	-38.2%	-5.3%	15.6%
Direct Employment		2.8%	7.8%	6.8%	5.1%	5.4%	10.1%	13.4%	14.7%	-35.4%	-6.3%	16.7%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL  
NORTH KESTEVEN DISTRICT COUNCIL

Economic Impact - Indexed - Staying Visitor

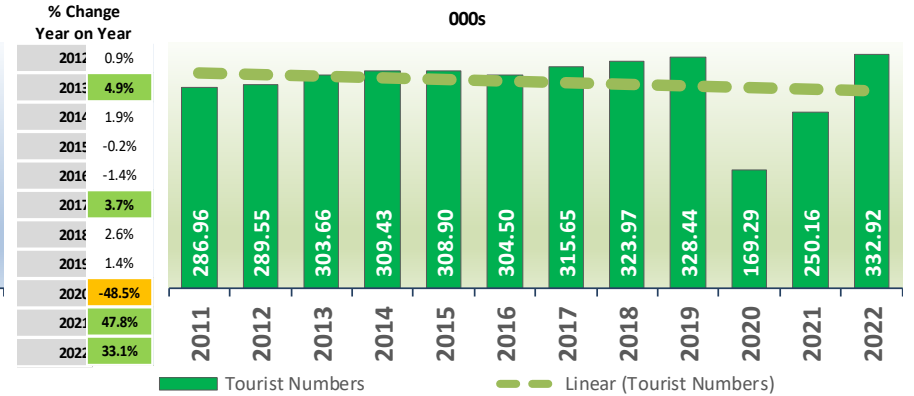


2011 to 2022  
2022 Prices

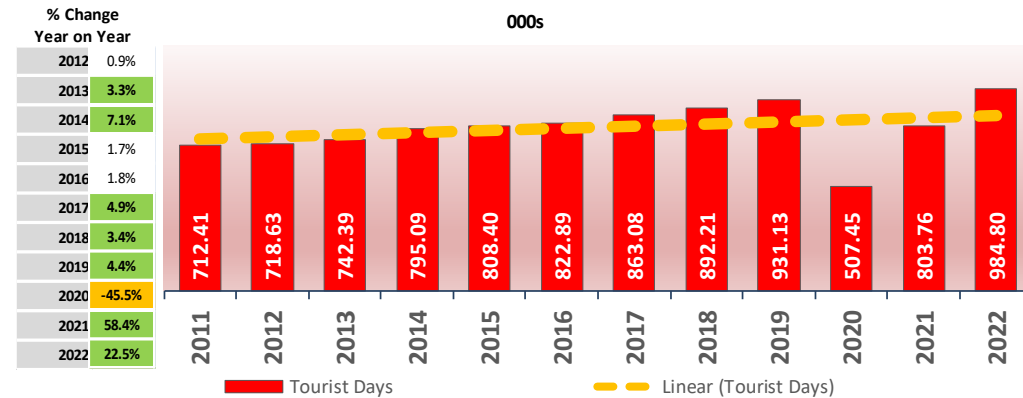
STAYING VISITOR

KEY MEASURES  
Indexed

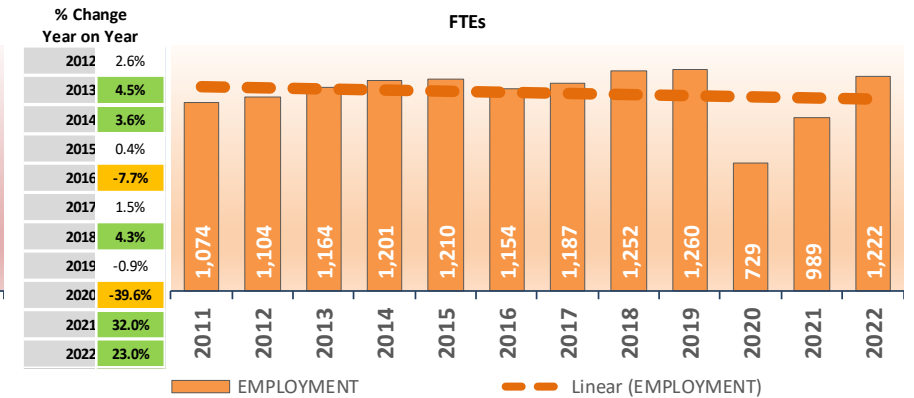
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-0.3%	2.6%	9.8%	11.5%	12.7%	20.0%	22.8%	26.2%	-36.2%	1.2%	26.0%
Visitor Numbers		0.9%	5.8%	7.8%	7.6%	6.1%	10.0%	12.9%	14.5%	-41.0%	-12.8%	16.0%
Visitor Days		0.9%	4.2%	11.6%	13.5%	15.5%	21.1%	25.2%	30.7%	-28.8%	12.8%	38.2%
Direct Employment		2.8%	8.4%	11.8%	12.7%	7.5%	10.5%	16.6%	17.3%	-32.1%	-7.9%	13.7%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL  
NORTH KESTEVEN DISTRICT COUNCIL

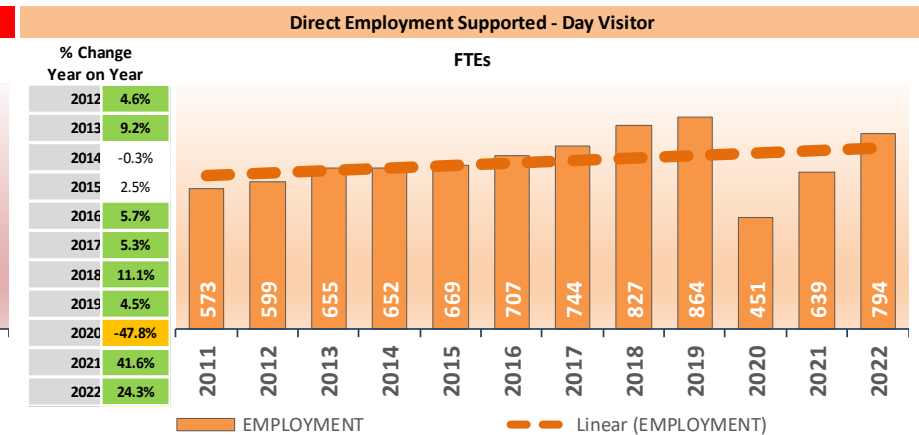
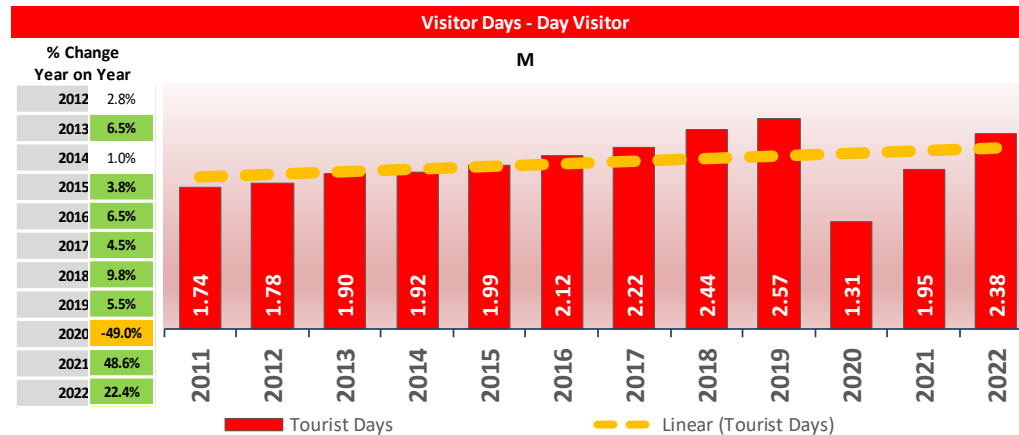
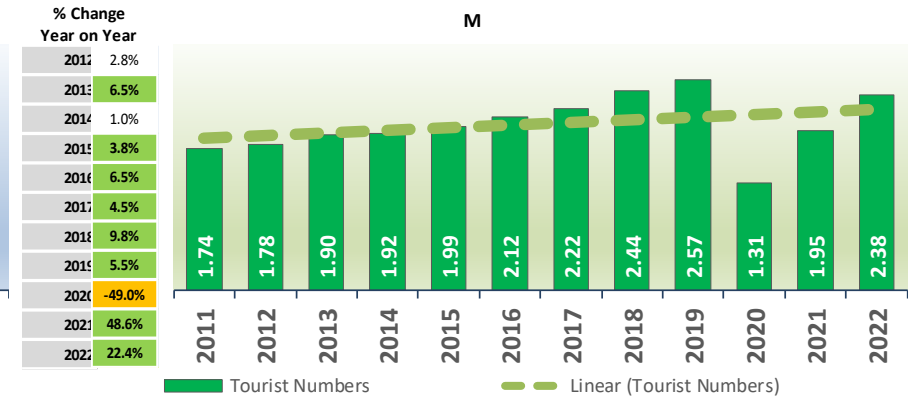
2011 to 2022  
2022 Prices

DAY VISITOR

KEY MEASURES  
Indexed

Economic Impact - Indexed - Day Visitor

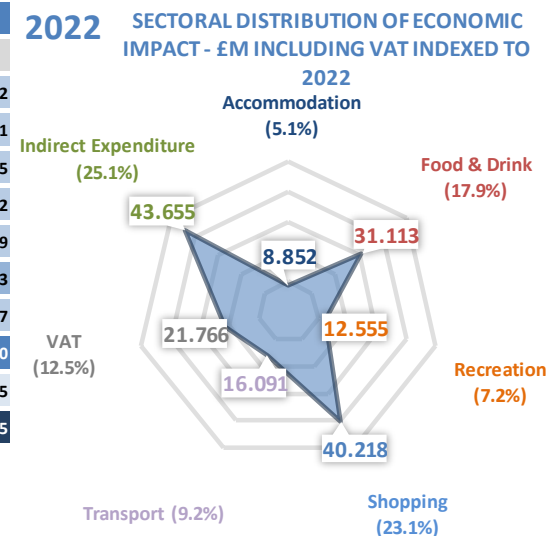
Visitor Numbers - Day Visitor



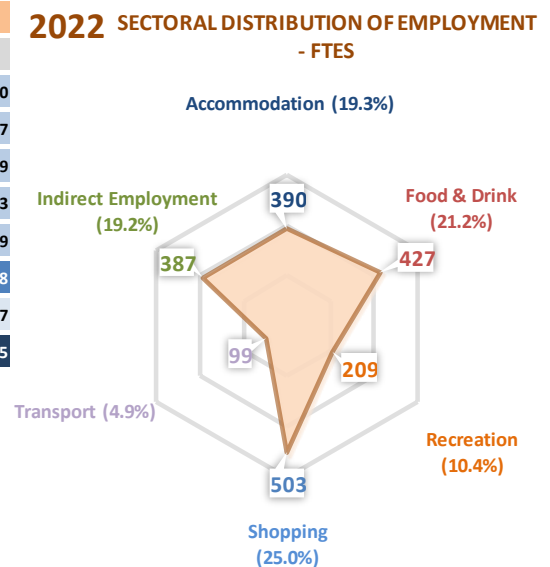
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		2.8%	9.5%	10.5%	14.8%	22.3%	27.8%	40.3%	48.0%	-24.6%	12.1%	37.3%
Visitor Numbers		2.8%	9.5%	10.5%	14.8%	22.3%	27.8%	40.3%	48.0%	-24.6%	12.1%	37.3%
Visitor Days		2.8%	9.5%	10.5%	14.8%	22.3%	27.8%	40.3%	48.0%	-24.6%	12.1%	37.3%
Direct Employment		4.6%	14.2%	13.8%	16.7%	23.3%	29.8%	44.2%	50.8%	-21.3%	11.5%	38.5%

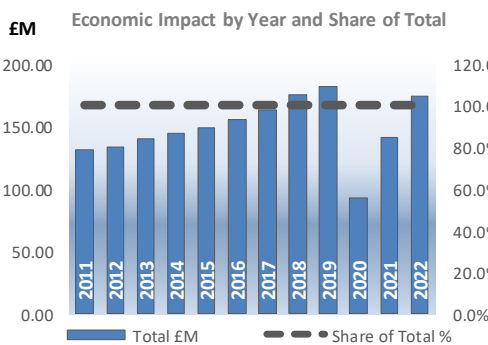
"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL												2011 to 2022	TOTAL	SECTORAL ANALYSIS
NORTH KESTVEN DISTRICT COUNCIL												2022 Prices		Indexed
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	8.486	8.155	8.280	9.072	9.188	9.382	10.59	10.53	10.61	4.697	6.922	8.852	
Food & Drink	£M	23.36	23.80	25.05	25.79	26.52	27.51	28.73	30.78	32.11	17.47	25.40	31.11	
Recreation	£M	9.406	9.579	10.09	10.39	10.69	11.11	11.61	12.46	12.98	7.027	10.24	12.55	
Shopping	£M	29.59	30.23	31.90	32.74	33.77	35.40	37.00	39.93	41.83	21.64	32.75	40.22	
Transport	£M	11.69	11.91	12.53	12.91	13.29	13.96	14.60	15.71	16.50	8.652	13.19	16.09	
Direct Revenue	£M	82.53	83.68	87.86	90.90	93.46	97.36	102.53	109.42	114.03	59.49	88.50	108.83	
VAT	£M	16.51	16.74	17.57	18.18	18.69	19.47	20.51	21.88	22.81	9.869	17.34	21.77	
Direct Expenditure	£M	99.04	100.41	105.43	109.08	112.15	116.83	123.04	131.30	136.83	69.35	105.84	130.60	
Indirect Expenditure	£M	32.50	33.04	34.76	35.92	36.97	38.65	40.68	43.53	45.65	23.37	35.55	43.65	
TOTAL	£M	131.54	133.45	140.19	145.00	149.13	155.48	163.72	174.83	182.48	92.72	141.39	174.25	



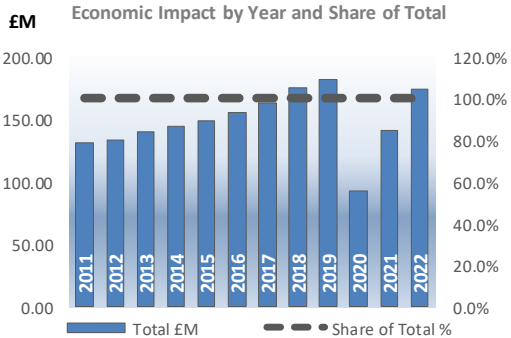
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	450	462	478	491	494	427	419	436	421	280	327	390
Food & Drink	FTEs	318	330	356	361	367	378	397	430	445	241	342	427
Recreation	FTEs	155	161	174	177	180	185	195	211	218	118	167	209
Shopping	FTEs	367	382	413	418	426	443	466	509	529	273	402	503
Transport	FTEs	71	74	79	81	82	86	90	98	102	53	79	99
Direct Employment	FTEs	1,361	1,408	1,500	1,528	1,548	1,518	1,568	1,685	1,715	965	1,317	1,628
Indirect Employment	FTEs	286	296	319	325	330	343	363	393	409	215	310	387
TOTAL	FTEs	1,647	1,704	1,818	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015



STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN 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		13.9%	15.3%	57.0%	11.6%	45.3%	40.9%	33.9%	57.3%	24.5%	14.4%	11.9%	20.7%	32.5%	Annual Change	29.1%	33.0%	42.0%	15.9%	
% Change 2021 to 2022		335.3%	205.6%	169.2%	121.9%	30.4%	1.9%	2.5%	-0.7%	-10.1%	-8.6%	1.2%	9.7%	23.2%		214.9%	32.5%	-2.1%	0.0%	
Average Annual Change		1.3%	1.4%	5.2%	1.1%	4.1%	3.7%	3.1%	5.2%	2.2%	1.3%	1.1%	1.9%	3.0%		2.6%	3.0%	3.8%	1.4%	
2011	£M	8.222	8.348	8.630	11.91	13.12	11.90	14.22	20.76	11.61	8.635	6.247	7.930	131.54		25.20	36.93	46.59	22.81	
2012	£M	8.179	8.383	9.432	11.15	12.56	12.62	14.80	21.95	11.95	8.341	6.433	7.661	133.45		1.5%	25.99	36.33	48.69	22.44
2013	£M	8.250	9.011	10.53	10.99	14.32	12.44	15.67	23.81	11.67	8.379	6.770	8.346	140.19	5.0%	27.79	37.75	51.15	23.50	
2014	£M	8.018	8.917	11.68	12.07	14.73	12.85	16.27	24.16	12.34	8.746	6.888	8.323	145.00	3.4%	28.62	39.65	52.78	23.96	
2015	£M	8.959	9.871	12.14	11.66	14.82	12.81	15.73	25.77	12.65	9.570	6.854	8.291	149.13	2.8%	30.97	39.29	54.15	24.72	
2016	£M	8.919	9.874	13.04	12.45	16.52	14.38	15.89	26.98	12.55	9.439	6.740	8.696	155.48	4.3%	31.84	43.35	55.41	24.87	
2017	£M	9.278	10.16	13.31	13.49	17.94	15.31	16.90	28.01	13.33	9.706	7.001	9.291	163.72	5.3%	32.75	46.74	58.23	26.00	
2018	£M	9.712	10.38	13.66	14.01	19.18	15.96	18.64	32.26	14.03	10.16	7.286	9.553	174.83	6.8%	33.75	49.15	64.94	26.99	
2019	£M	10.31	11.47	14.53	14.21	19.76	16.80	19.64	34.06	14.42	10.37	7.326	9.597	182.48	4.4%	36.31	50.76	68.12	27.29	
2020	£M	10.84	10.53	7.724	1.163	2.511	3.133	8.692	22.58	11.76	7.319	2.295	4.176	92.72	-49.2%	29.09	6.806	43.03	13.79	
2021	£M	2.152	3.150	5.033	5.986	14.62	16.45	18.58	32.90	16.08	10.82	6.908	8.722	141.39	52.5%	10.33	37.06	67.55	26.45	
2022	£M	9.368	9.627	13.55	13.28	19.07	16.76	19.04	32.66	14.46	9.881	6.990	9.569	174.25	23.2%	32.54	49.12	66.15	26.44	
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	131.54	133.45	140.19	145.00	149.13	155.48	163.72	174.83	182.48	92.72	141.39	174.25							
All Visitor Types	£M	131.54	133.45	140.19	145.00	149.13	155.48	163.72	174.83	182.48	92.72	141.39	174.25							
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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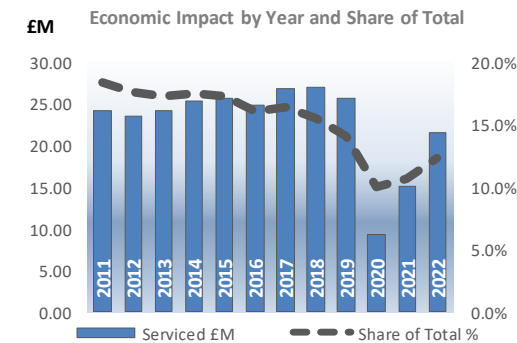
Report Prepared by: Aimee Towle. Date of Issue: 30/06/23




STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN DISTRICT COUNCIL											2011 to 2022 2022 Prices		SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		-28.4%	-22.7%	-17.3%	-9.8%	7.3%	4.9%	-14.8%	-13.2%	-12.7%	-8.7%	-4.6%	-10.3%		-11.0%	-22.1%	0.7%	-13.6%	-8.0%
% Change 2021 to 2022		331.6%	419.4%	360.9%	366.6%	244.7%	14.6%	5.6%	-7.5%	-2.0%	-3.4%	2.0%	11.0%		41.7%	375.4%	117.1%	-1.7%	2.9%
Average Annual Change		-2.6%	-2.1%	-1.6%	-0.9%	0.7%	0.4%	-1.3%	-1.2%	-1.2%	-0.8%	-0.4%	-0.9%		-1.0%	-2.0%	0.1%	-1.2%	-0.7%
2011	£M	1.294	2.200	1.929	1.868	1.831	1.736	2.617	2.720	2.401	1.913	1.671	1.932		24.11	5.423	5.435	7.737	5.516
2012	£M	1.080	2.024	1.888	1.742	1.748	1.815	2.485	2.754	2.566	1.842	1.749	1.798		23.49	4.993	5.305	7.805	5.389
2013	£M	1.115	2.253	2.227	1.529	1.850	1.806	2.656	2.884	2.285	1.700	1.879	2.045		24.23	5.595	5.185	7.825	5.623
2014	£M	1.170	2.160	2.139	1.745	1.917	1.764	2.850	2.923	2.810	1.918	1.874	2.102		25.37	5.468	5.427	8.584	5.894
2015	£M	1.287	2.238	2.064	1.691	1.947	1.977	2.931	3.210	2.645	1.985	1.730	1.954		25.66	5.589	5.615	8.786	5.670
2016	£M	1.121	2.136	2.027	1.771	1.927	1.890	2.849	3.083	2.541	1.888	1.727	1.943		24.90	5.284	5.587	8.473	5.558
2017	£M	1.275	2.153	2.020	2.067	2.450	2.206	2.804	3.046	2.735	2.099	1.909	2.041	26.81	5.448	6.723	8.585	6.050	
2018	£M	1.286	2.175	1.988	2.060	2.509	2.263	2.785	3.129	2.682	2.149	1.933	2.067	27.03	5.449	6.832	8.596	6.149	
2019	£M	1.222	2.033	1.882	1.931	2.396	2.160	2.749	3.053	2.488	2.064	1.853	1.875	25.71	5.137	6.488	8.290	5.792	
2020	£M	1.272	1.995	0.796	0.157	0.234	0.184	0.621	1.433	1.202	0.924	0.243	0.219	9.280	4.063	0.576	3.255	1.386	
2021	£M	0.215	0.327	0.346	0.361	0.570	1.589	2.111	2.553	2.138	1.807	1.562	1.561	15.14	0.888	2.520	6.802	4.931	
2022	£M	0.927	1.700	1.595	1.684	1.965	1.822	2.229	2.361	2.095	1.746	1.594	1.733	21.45	4.222	5.471	6.685	5.073	
ECONOMIC IMPACT - INDEXED TO 2022														SERVICED ACCOMMODATION					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
Serviced	£M	24.11	23.49	24.23	25.37	25.66	24.90	26.81	27.03	25.71	9.280	15.14	21.45						
All Visitor Types	£M	131.54	133.45	140.19	145.00	149.13	155.48	163.72	174.83	182.48	92.72	141.39	174.25						
Share of Total	%	18.3%	17.6%	17.3%	17.5%	17.2%	16.0%	16.4%	15.5%	14.1%	10.0%	10.7%	12.3%						
Annual Change in Share	%		-4.0%	-1.8%	1.2%	-1.7%	-6.9%	2.2%	-5.6%	-8.9%	-29.0%	7.0%	15.0%						
Change in Share from 2011	%		-4.0%	-5.7%	-4.5%	-6.1%	-12.6%	-10.7%	-15.7%	-23.2%	-45.4%	-41.6%	-32.8%						
Avg Ann. Change in Share	%		-4.0%	-2.9%	-1.5%	-1.5%	-2.5%	-1.8%	-2.2%	-2.9%	-5.0%	-4.2%	-3.0%						

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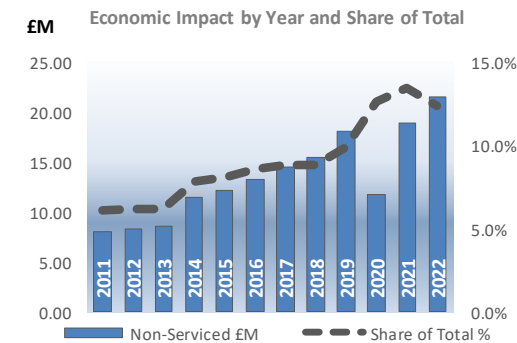
Report Prepared by: Aimee Towle, Date of Issue: 30/06/23



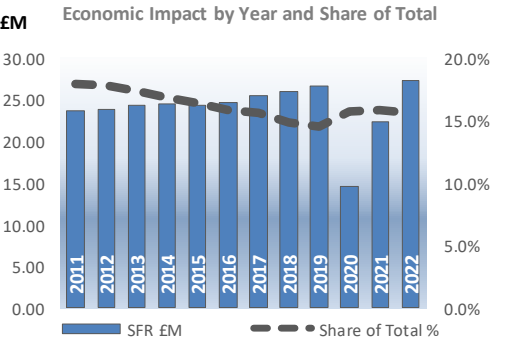
STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN DISTRICT COUNCIL										2011 to 2022 2022 Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 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		265.9%	173.4%	193.2%	142.0%	146.1%	131.8%	159.9%	173.7%	182.7%	151.2%	225.5%	345.3%	167.2%	Annual Change	204.2%	139.5%	172.2%	209.7%	
% Change 2021 to 2022		3493.4%	3312.8%	3880.0%	220.1%	24.8%	-1.9%	0.2%	-1.0%	-13.7%	-24.8%	-8.4%	22.9%	13.4%		3600.1%	27.1%	-5.1%	-10.4%	
Average Annual Change		24.2%	15.8%	17.6%	12.9%	13.3%	12.0%	14.5%	15.8%	16.6%	13.7%	20.5%	31.4%	15.2%		18.6%	12.7%	15.7%	19.1%	
2011	£M	0.151	0.196	0.298	0.586	1.144	1.174	1.112	1.366	1.109	0.472	0.264	0.173	8.043		0.644	2.903	3.587	0.909	
2012	£M	0.178	0.217	0.344	0.614	1.094	1.146	1.122	1.414	1.100	0.511	0.296	0.213	8.250	2.6%	0.739	2.854	3.636	1.021	
2013	£M	0.204	0.240	0.391	0.618	1.117	1.127	1.182	1.488	1.115	0.556	0.335	0.243	8.616	4.4%	0.835	2.861	3.786	1.134	
2014	£M	0.224	0.265	0.482	0.789	1.496	1.510	1.570	2.076	1.583	0.703	0.414	0.281	11.39	32.2%	0.971	3.795	5.229	1.398	
2015	£M	0.303	0.362	0.516	0.827	1.542	1.547	1.608	2.135	1.632	0.735	0.523	0.358	12.09	6.1%	1.182	3.916	5.374	1.616	
2016	£M	0.334	0.391	0.543	0.876	1.673	1.686	1.768	2.394	1.830	0.793	0.579	0.394	13.26	9.7%	1.268	4.235	5.993	1.766	
2017	£M	0.368	0.459	0.549	0.973	1.846	1.781	1.965	2.544	2.106	0.860	0.609	0.442	14.50	9.4%	1.376	4.601	6.615	1.911	
2018	£M	0.372	0.466	0.551	1.013	2.031	1.957	2.060	2.777	2.211	0.905	0.626	0.448	15.42	6.3%	1.389	5.001	7.049	1.979	
2019	£M	0.508	0.590	0.692	1.334	2.322	2.156	2.452	3.097	2.392	1.107	0.814	0.598	18.06	17.2%	1.790	5.812	7.941	2.520	
2020	£M	0.621	0.535	0.439	0.051	0.140	0.147	1.732	3.087	3.239	1.212	0.101	0.373	11.68	-35.3%	1.595	0.339	8.058	1.686	
2021	£M	0.015	0.016	0.022	0.443	2.255	2.773	2.884	3.775	3.633	1.577	0.938	0.626	18.96	62.3%	0.053	5.470	10.29	3.141	
2022	£M	0.551	0.535	0.873	1.417	2.815	2.720	2.889	3.739	3.136	1.186	0.859	0.769	21.49	13.4%	1.959	6.952	9.764	2.814	
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	8.043	8.250	8.616	11.39	12.09	13.26	14.50	15.42	18.06	11.68	18.96	21.49						
All Visitor Types		£M	131.54	133.45	140.19	145.00	149.13	155.48	163.72	174.83	182.48	92.72	141.39	174.25						
Share of Total		%	6.1%	6.2%	6.1%	7.9%	8.1%	8.5%	8.9%	8.8%	9.9%	12.6%	13.4%	12.3%						
Annual Change in Share		%		1.1%	-0.6%	27.8%	3.2%	5.2%	3.8%	-0.4%	12.2%	27.2%	6.5%	-8.0%						
Change in Share from 2011		%		1.1%	0.5%	28.5%	32.6%	39.5%	44.9%	44.2%	61.9%	106.0%	119.3%	101.7%						
Avg Ann. Change in Share		%		1.1%	0.3%	9.5%	8.1%	7.9%	7.5%	6.3%	7.7%	11.8%	11.9%	9.2%						

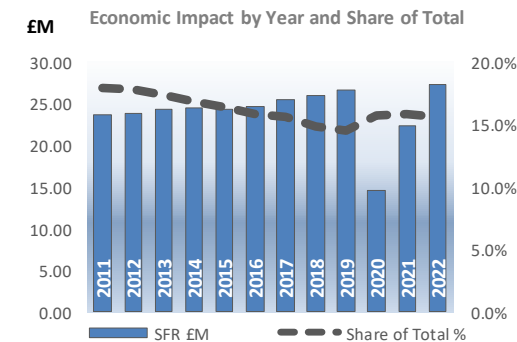
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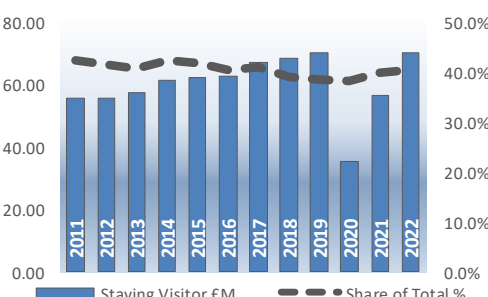
Report Prepared by: Aimee Towle, Date of Issue: 30/06/22





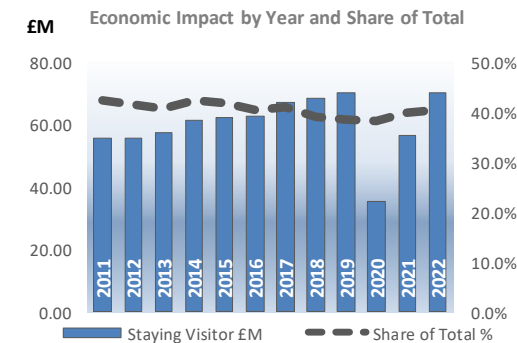
STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN DISTRICT COUNCIL											2011 to 2022 2022 Prices			SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2022 / 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			Q1	Q2	Q3	Q4	
% Change 2011 to 2022	4.8%	-4.0%	10.7%	15.2%	25.6%	23.9%	24.2%	26.2%	26.9%	13.6%	13.0%	10.0%	15.6%	Annual Change	4.2%	20.4%	25.6%	11.4%	
% Change 2021 to 2022	1106.2%	1013.4%	1053.5%	205.8%	1.8%	-18.8%	-14.3%	-15.3%	-31.6%	-25.9%	-12.0%	1.9%	22.2%		1073.1%	32.7%	-19.4%	-8.8%	
Average Annual Change	0.4%	-0.4%	1.0%	1.4%	2.3%	2.2%	2.2%	2.4%	2.4%	1.2%	1.2%	0.9%	1.4%		0.4%	1.9%	2.3%	1.0%	
2011	£M	3.167	1.293	1.316	2.895	1.902	1.478	2.316	2.293	1.394	1.258	1.045	3.228		23.59	5.776	6.275	6.004	5.531
2012	£M	3.121	1.271	1.352	2.928	1.902	1.503	2.330	2.341	1.434	1.280	1.090	3.267	23.82	1.0%	5.744	6.333	6.106	5.637
2013	£M	3.191	1.359	1.447	2.874	1.932	1.502	2.387	2.386	1.409	1.278	1.132	3.466	24.36	2.3%	5.998	6.308	6.181	5.876
2014	£M	3.189	1.304	1.390	2.919	1.962	1.514	2.432	2.440	1.489	1.295	1.114	3.409	24.46	0.4%	5.883	6.394	6.360	5.818
2015	£M	3.140	1.242	1.390	2.949	2.003	1.564	2.485	2.511	1.501	1.323	1.081	3.196	24.39	-0.3%	5.773	6.516	6.497	5.600
2016	£M	3.081	1.229	1.389	3.006	2.049	1.595	2.541	2.579	1.541	1.325	1.095	3.211	24.64	1.1%	5.699	6.651	6.661	5.632
2017	£M	3.207	1.253	1.387	3.147	2.176	1.659	2.640	2.654	1.626	1.368	1.127	3.310	25.55	3.7%	5.846	6.982	6.920	5.806
2018	£M	3.259	1.275	1.394	3.183	2.240	1.708	2.680	2.731	1.643	1.394	1.149	3.369	26.02	1.8%	5.928	7.131	7.054	5.911
2019	£M	3.348	1.284	1.416	3.310	2.291	1.729	2.760	2.767	1.647	1.427	1.183	3.395	26.56	2.0%	6.049	7.330	7.173	6.005
2020	£M	3.871	1.255	0.751	0.187	0.168	0.130	1.564	2.396	1.809	1.167	0.155	1.125	14.58	-45.1%	5.877	0.486	5.769	2.446
2021	£M	0.275	0.111	0.126	1.091	2.348	2.257	3.356	3.416	2.587	1.929	1.342	3.485	22.32	53.1%	0.513	5.695	9.359	6.756
2022	£M	3.320	1.241	1.457	3.336	2.389	1.831	2.877	2.893	1.769	1.429	1.181	3.549	27.27	22.2%	6.018	7.557	7.540	6.159
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	23.59	23.82	24.36	24.46	24.39	24.64	25.55	26.02	26.56	14.58	22.32	27.27						
All Visitor Types	£M	131.54	133.45	140.19	145.00	149.13	155.48	163.72	174.83	182.48	92.72	141.39	174.25						
Share of Total	%	17.9%	17.8%	17.4%	16.9%	16.4%	15.8%	15.6%	14.9%	14.6%	15.7%	15.8%	15.7%						
Annual Change in Share	%		-0.5%	-2.6%	-3.0%	-3.0%	-3.1%	-1.5%	-4.6%	-2.2%	8.0%	0.4%	-0.9%						
Change in Share from 2011	%		-0.5%	-3.1%	-5.9%	-8.8%	-11.6%	-13.0%	-17.0%	-18.8%	-12.3%	-12.0%	-12.7%						
Avg Ann. Change in Share	%		-0.5%	-1.5%	-2.0%	-2.2%	-2.3%	-2.2%	-2.4%	-2.4%	-1.4%	-1.2%	-1.2%						
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Report Prepared by: Aimee Towle. Date of Issue: 30/06/23																			

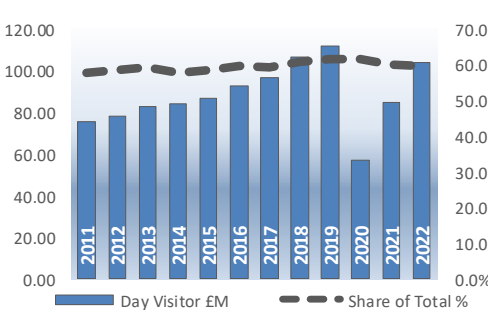


STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN DISTRICT COUNCIL										2011 to 2022 2022 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC 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			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		4.0%	-5.8%	10.8%	20.4%	47.0%	45.3%	32.3%	41.0%	42.7%	19.7%	21.9%	13.5%	26.0%	Annual Change	3.0%	36.7%	38.4%	17.5%	
% Change 2021 to 2022		849.5%	665.0%	694.0%	239.8%	38.6%	-3.7%	-4.3%	-7.7%	-16.2%	-17.9%	-5.4%	6.7%	24.4%		739.0%	46.0%	-9.3%	-5.3%	
Average Annual Change		0.4%	-0.5%	1.0%	1.9%	4.3%	4.1%	2.9%	3.7%	3.9%	1.8%	2.0%	1.2%	2.4%		0.3%	3.3%	3.5%	1.6%	
2011	£M	4.612	3.689	3.542	5.348	4.877	4.387	6.045	6.379	4.905	3.642	2.980	5.333	55.74		-0.3%	11.84	14.61	17.33	11.96
2012	£M	4.380	3.512	3.584	5.284	4.745	4.464	5.937	6.509	5.100	3.633	3.135	5.278	55.56	-0.3%	11.48	14.49	17.55	12.05	
2013	£M	4.510	3.851	4.066	5.021	4.899	4.435	6.225	6.757	4.810	3.534	3.345	5.754	57.21	3.0%	12.43	14.35	17.79	12.63	
2014	£M	4.583	3.729	4.010	5.454	5.374	4.789	6.852	7.439	5.882	3.917	3.402	5.792	61.22	7.0%	12.32	15.62	20.17	13.11	
2015	£M	4.730	3.843	3.971	5.467	5.492	5.088	7.023	7.856	5.778	4.043	3.333	5.509	62.13	1.5%	12.54	16.05	20.66	12.89	
2016	£M	4.537	3.756	3.959	5.653	5.649	5.171	7.157	8.056	5.913	4.006	3.402	5.549	62.81	1.1%	12.25	16.47	21.13	12.96	
2017	£M	4.850	3.865	3.955	6.187	6.472	5.647	7.409	8.244	6.467	4.328	3.645	5.794	66.86	6.5%	12.67	18.31	22.12	13.77	
2018	£M	4.917	3.916	3.933	6.255	6.780	5.929	7.526	8.637	6.536	4.448	3.708	5.884	68.47	2.4%	12.77	18.96	22.70	14.04	
2019	£M	5.078	3.907	3.990	6.575	7.009	6.045	7.961	8.917	6.527	4.598	3.850	5.868	70.33	2.7%	12.98	19.63	23.40	14.32	
2020	£M	5.764	3.786	1.986	0.396	0.543	0.462	3.917	6.915	6.250	3.302	0.499	1.718	35.54	-49.5%	11.54	1.401	17.08	5.519	
2021	£M	0.505	0.454	0.494	1.895	5.173	6.618	8.351	9.745	8.358	5.313	3.842	5.672	56.42	58.8%	1.454	13.69	26.45	14.83	
2022	£M	4.797	3.477	3.925	6.438	7.169	6.373	7.996	8.994	7.000	4.361	3.634	6.052	70.21	24.4%	12.20	19.98	23.99	14.05	
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	55.74	55.56	57.21	61.22	62.13	62.81	66.86	68.47	70.33	35.54	56.42	70.21							
All Visitor Types	£M	131.54	133.45	140.19	145.00	149.13	155.48	163.72	174.83	182.48	92.72	141.39	174.25							
Share of Total	%	42.4%	41.6%	40.8%	42.2%	41.7%	40.4%	40.8%	39.2%	38.5%	38.3%	39.9%	40.3%							
Annual Change in Share	%		-1.8%	-2.0%	3.5%	-1.3%	-3.0%	1.1%	-4.1%	-1.6%	-0.6%	4.1%	1.0%							
Change in Share from 2011	%		-1.8%	-3.7%	-0.4%	-1.7%	-4.7%	-3.6%	-7.6%	-9.1%	-9.6%	-5.8%	-4.9%							
Avg Ann. Change in Share	%		-1.8%	-1.9%	-0.1%	-0.4%	-0.9%	-0.6%	-1.1%	-1.1%	-1.1%	-0.6%	-0.4%							

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STEAM REPORT FOR 2011-2022 - FINAL NORTH KESTEVEN DISTRICT COUNCIL											2011 to 2022 2022 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed								
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER								
KEY		DAY VISITOR												TOTAL	% Change									
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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		26.6%	32.0%	89.2%	4.4%	44.3%	38.3%	35.0%	64.6%	11.1%	10.6%	2.7%	35.4%						37.3%	52.3%	30.6%	44.1%	14.2%	
% Change 2021 to 2022		177.6%	128.2%	112.1%	67.3%	25.9%	5.7%	7.9%	2.2%	-3.4%	0.3%	9.5%	15.3%						22.4%	129.1%	24.7%	2.6%	6.7%	
Average Annual Change		2.4%	2.9%	8.1%	0.4%	4.0%	3.5%	3.2%	5.9%	1.0%	1.0%	0.2%	3.2%						3.4%	4.8%	2.8%	4.0%	1.3%	
2011	£M	3.611	4.659	5.088	6.557	8.247	7.512	8.176	14.38	6.710	4.993	3.267	2.597						75.80	13.36	22.32	29.27	10.86	
2012	£M	3.800	4.870	5.848	5.867	7.815	8.157	8.859	15.44	6.849	4.707	3.298	2.383						77.89	14.52	21.84	31.14	10.39	
2013	£M	3.740	5.159	6.461	5.973	9.418	8.008	9.447	17.05	6.859	4.845	3.425	2.592						82.98	6.5%	15.36	23.40	33.36	10.86
2014	£M	3.435	5.188	7.673	6.613	9.357	8.066	9.419	16.72	6.460	4.829	3.487	2.531						83.78	1.0%	16.30	24.04	32.60	10.85
2015	£M	4.229	6.028	8.172	6.190	9.333	7.717	8.708	17.92	6.871	5.526	3.521	2.783						86.99	3.8%	18.43	23.24	33.50	11.83
2016	£M	4.382	6.117	9.085	6.801	10.87	9.213	8.734	18.92	6.632	5.433	3.338	3.147	92.67	6.5%	19.58	26.88	34.29	11.92					
2017	£M	4.427	6.293	9.355	7.304	11.47	9.663	9.490	19.76	6.860	5.379	3.356	3.497	96.86	4.5%	20.08	28.44	36.11	12.23					
2018	£M	4.795	6.459	9.728	7.755	12.40	10.04	11.12	23.62	7.496	5.708	3.579	3.669	106.36	9.8%	20.98	30.19	42.24	12.96					
2019	£M	5.232	7.567	10.54	7.634	12.75	10.75	11.68	25.14	7.897	5.773	3.476	3.728	112.16	5.4%	23.34	31.13	44.71	12.98					
2020	£M	5.072	6.749	5.738	0.767	1.968	2.671	4.775	15.66	5.512	4.017	1.797	2.458	57.19	-49.0%	17.56	5.406	25.95	8.272					
2021	£M	1.647	2.695	4.538	4.092	9.449	9.830	10.23	23.15	7.721	5.503	3.066	3.050	84.97	48.6%	8.880	23.37	41.10	11.62					
2022	£M	4.571	6.150	9.625	6.847	11.90	10.39	11.04	23.66	7.456	5.520	3.357	3.518	104.04	22.4%	20.35	29.14	42.16	12.39					
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	75.80	77.89	82.98	83.78	86.99	92.67	96.86	106.36	112.16	57.19	84.97	104.04										
All Visitor Types		£M	131.54	133.45	140.19	145.00	149.13	155.48	163.72	174.83	182.48	92.72	141.39	174.25										
Share of Total		%	57.6%	58.4%	59.2%	57.8%	58.3%	59.6%	59.2%	60.8%	61.5%	61.7%	60.1%	59.7%										
Annual Change in Share		%		1.3%	1.4%	-2.4%	1.0%	2.2%	-0.7%	2.8%	1.0%	0.3%	-2.6%	-0.7%										
Change in Share from 2011		%		1.3%	2.7%	0.3%	1.2%	3.4%	2.7%	5.6%	6.7%	7.0%	4.3%	3.6%										
Avg Ann. Change in Share		%		1.3%	1.4%	0.1%	0.3%	0.7%	0.4%	0.8%	0.8%	0.8%	0.4%	0.3%										

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