




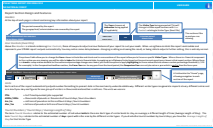









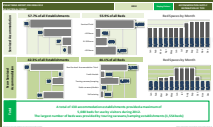

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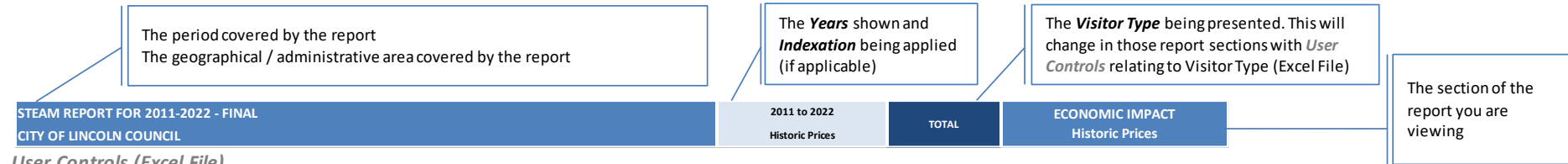
<p>REPORT SECTIONS</p>  <p>Page</p>	<p>USER GUIDE</p>  <p>3</p>	<p>COMPARATIVE HEADLINES</p>  <p>4</p>	<p>KEY MEASURES</p>  <p>5-11</p>
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Report Section Design and Features

Headers

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



User Controls (Excel File)

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

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



Units

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

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

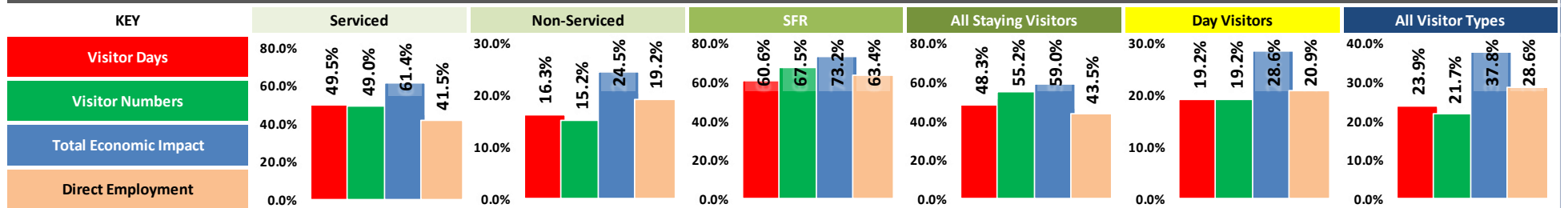
Visitor Numbers / Visitor Days / Average Length of Stay

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

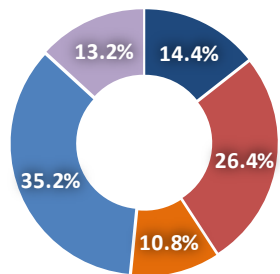
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %						
Visitor Days	M	0.275	0.184	49.5%	0.116	0.099	16.3%	0.384	0.239	60.6%	0.774	0.522	48.3%	3.268	2.741	19.2%	4.042	3.263	23.9%					
Visitor Numbers	M	0.141	0.095	49.0%	0.018	0.015	15.2%	0.162	0.097	67.5%	0.320	0.206	55.2%	3.268	2.741	19.2%	3.588	2.947	21.7%					
Direct Expenditure	£M																165.29	119.61	38.2%					
Economic Impact	£M	45.99	28.50	61.4%	8.962	7.198	24.5%	22.13	12.77	73.2%	77.08	48.47	59.0%	142.72	111.01	28.6%	219.80	159.48	37.8%					
Direct Employment	FTEs	429	303	41.5%	73	61	19.2%	171	105	63.4%	673	469	43.5%	1,089	901	20.9%	1,762	1,370	28.6%					
Total Employment	FTEs																2,246	1,746	28.6%					

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



- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

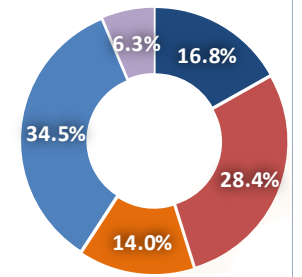
Direct Expenditure Categories

2022	2021	+/- %
23.78	15.21	56.4%
43.66	32.00	36.4%
17.79	13.09	35.9%
58.24	43.25	34.6%
21.82	16.06	35.9%
165.29	119.61	38.2%
54.51	39.87	36.7%
219.80	159.48	37.8%

Sectors

Accommodation	296	222	33.8%
Food & Drink	500	389	28.5%
Recreation	247	193	27.9%
Shopping	608	479	26.8%
Transport	112	87	27.9%
TOTAL DIRECT	1,762	1,370	28.6%
Indirect	484	376	28.7%
TOTAL	2,246	1,746	28.6%

Sectoral Distribution of Employment - FTEs



- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

Direct Employment Categories

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

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

STEAM REPORT FOR 2011-2022 - FINAL
CITY OF LINCOLN COUNCIL

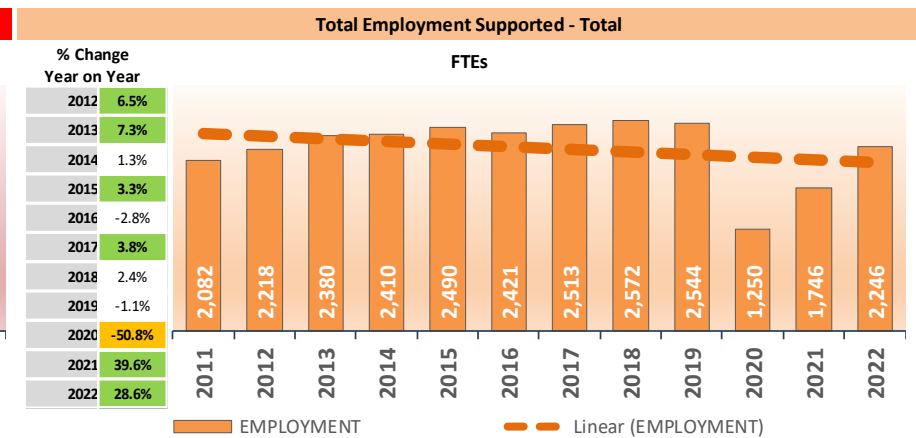
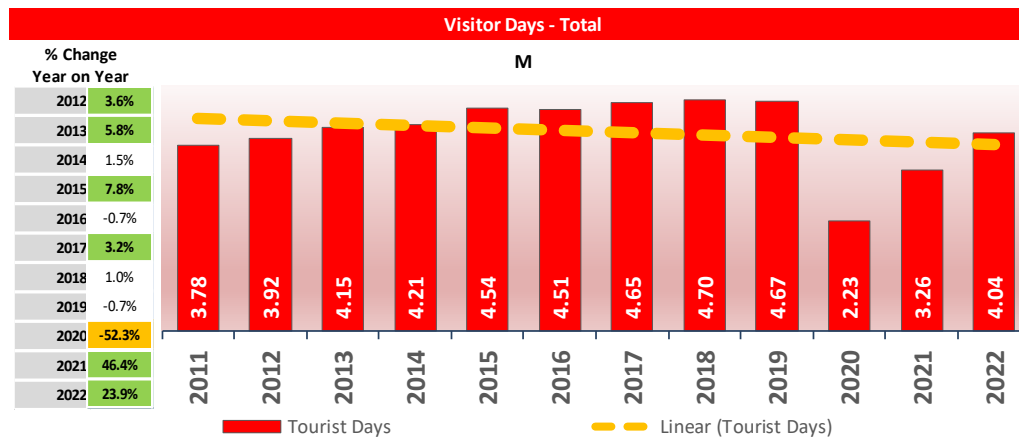
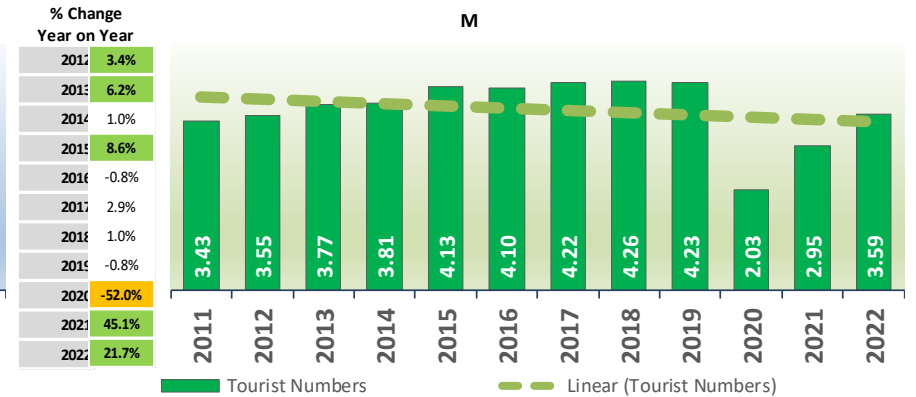
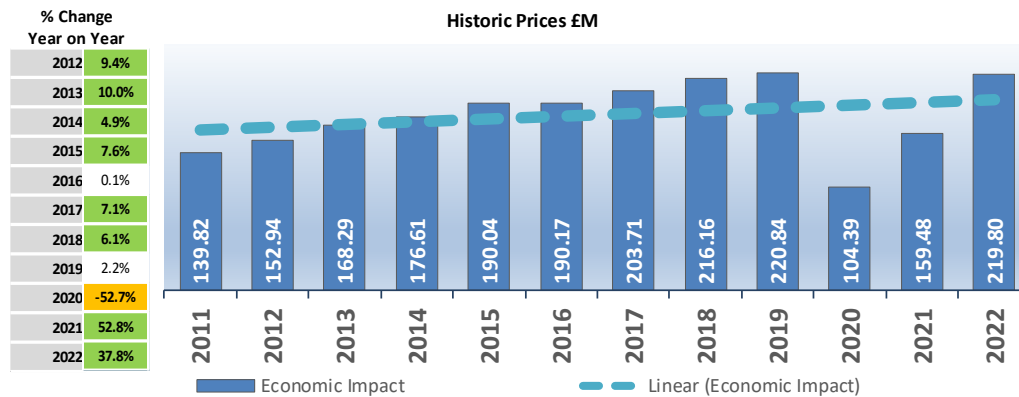
2011 to 2022
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

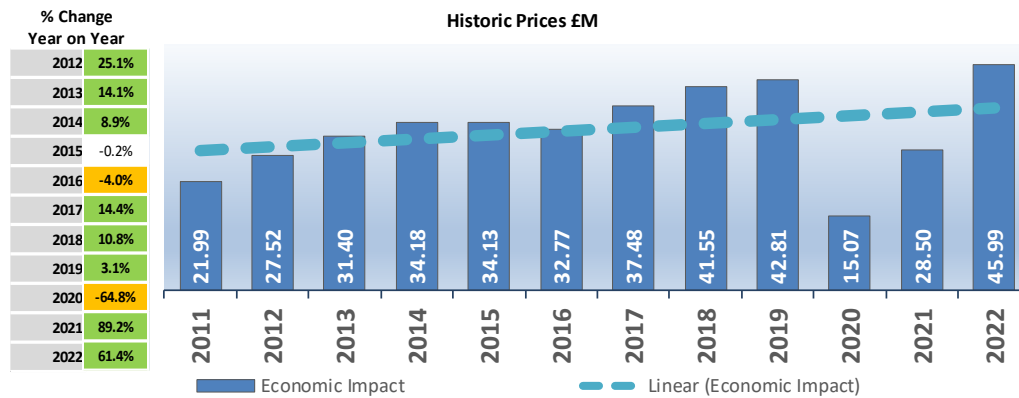
Visitor Numbers - Total



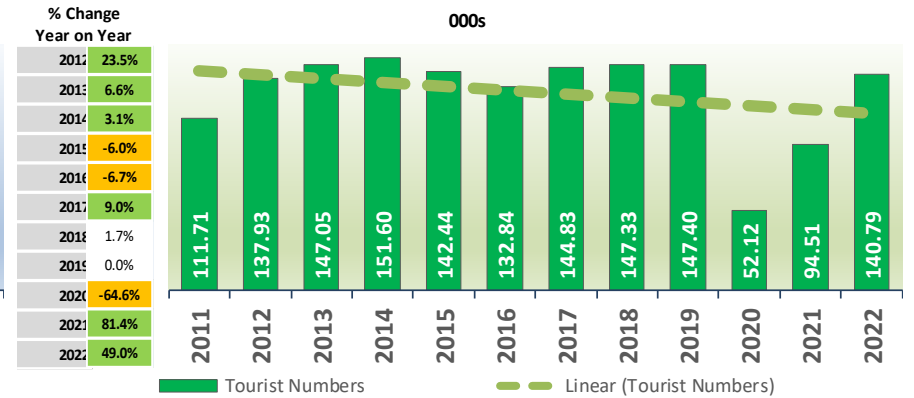
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		9.4%	20.4%	26.3%	35.9%	36.0%	45.7%	54.6%	57.9%	-25.3%	14.1%	57.2%
Visitor Numbers		3.4%	9.8%	10.9%	20.4%	19.5%	22.9%	24.1%	23.1%	-40.9%	-14.2%	4.5%
Visitor Days		3.6%	9.6%	11.3%	20.0%	19.1%	22.8%	24.1%	23.3%	-41.1%	-13.8%	6.8%
Total Employment		6.5%	14.3%	15.8%	19.6%	16.3%	20.7%	23.5%	22.2%	-40.0%	-16.2%	7.8%

"Linear" = Linear Trendline

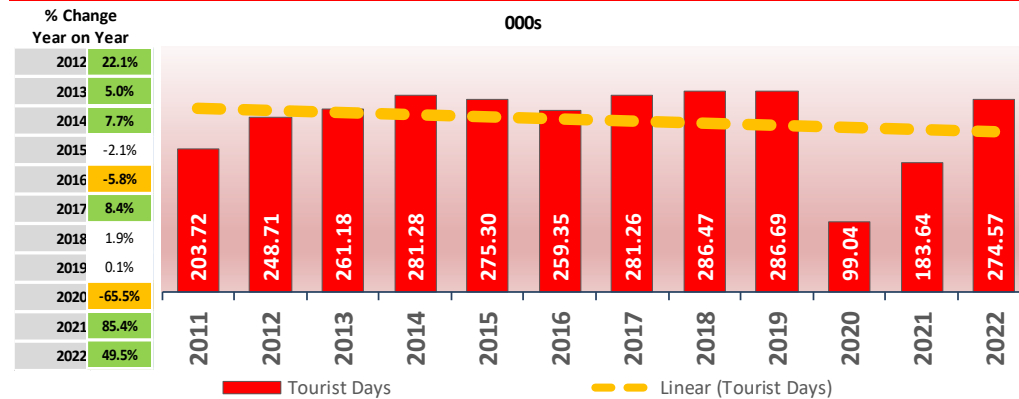
Economic Impact - Historic Prices - Serviced Accommodation



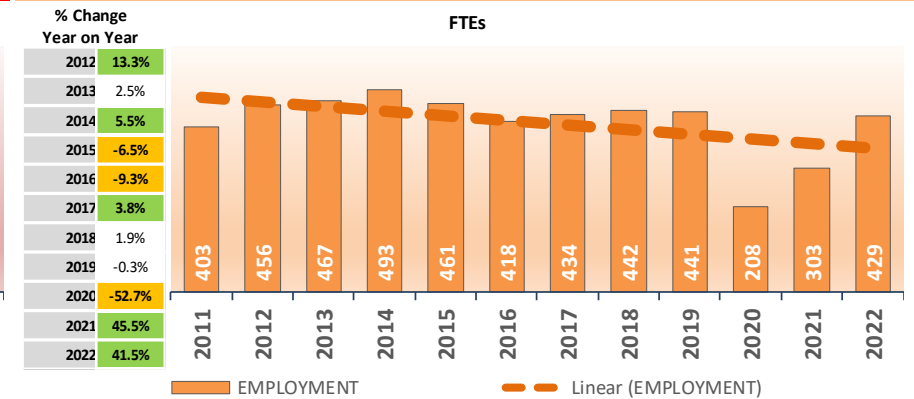
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



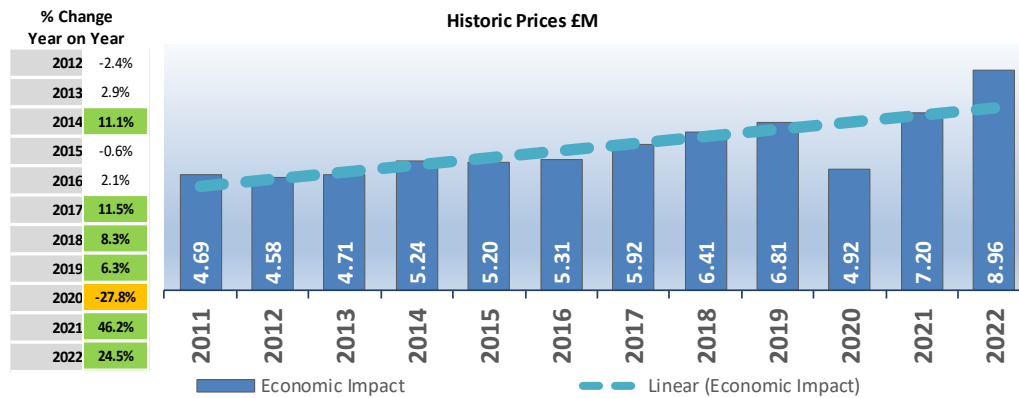
Direct Employment Supported - Serviced Accommodation



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		25.1%	42.8%	55.4%	55.2%	49.0%	70.4%	88.9%	94.7%	-31.5%	29.6%	109.1%
Visitor Numbers		23.5%	31.6%	35.7%	27.5%	18.9%	29.6%	31.9%	31.9%	-53.3%	-15.4%	26.0%
Visitor Days		22.1%	28.2%	38.1%	35.1%	27.3%	38.1%	40.6%	40.7%	-51.4%	-9.9%	34.8%
Direct Employment		13.3%	16.1%	22.5%	14.5%	3.9%	7.8%	9.8%	9.5%	-48.2%	-24.7%	6.6%

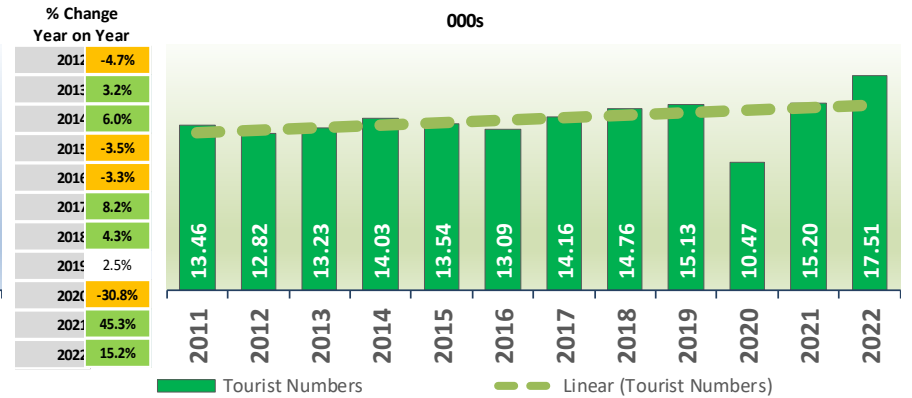
"Linear" = Linear Trendline

Economic Impact - Historic Prices - Non-Serviced Accommodation



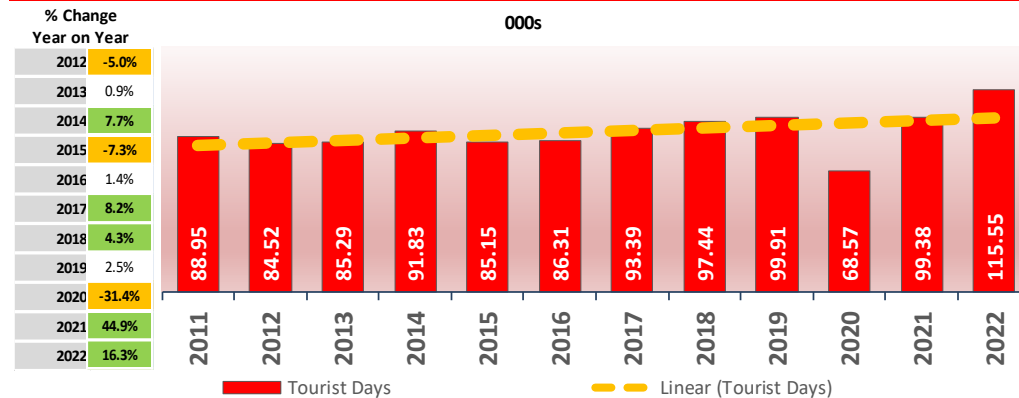
Year	% Change Year on Year
2012	-2.4%
2013	2.9%
2014	11.1%
2015	-0.6%
2016	2.1%
2017	11.5%
2018	8.3%
2019	6.3%
2020	-27.8%
2021	46.2%
2022	24.5%

Visitor Numbers - Non-Serviced Accommodation



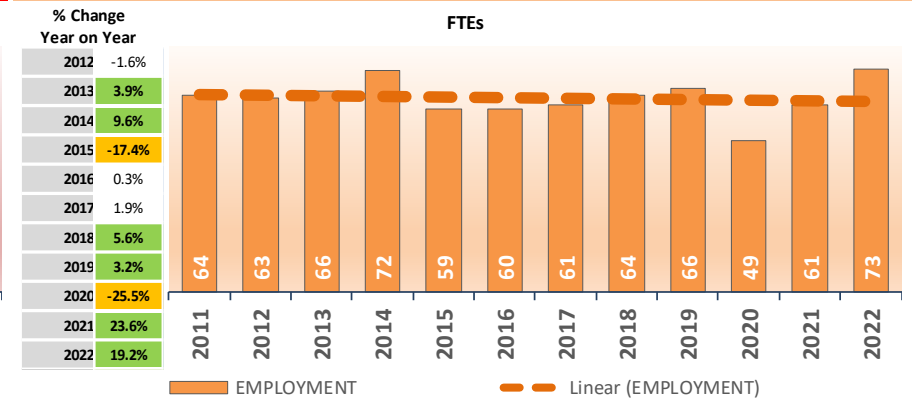
Year	% Change Year on Year
2012	-4.7%
2013	3.2%
2014	6.0%
2015	-3.5%
2016	-3.3%
2017	8.2%
2018	4.3%
2019	2.5%
2020	-30.8%
2021	45.3%
2022	15.2%

Visitor Days - Non-Serviced Accommodation



Year	% Change Year on Year
2012	-5.0%
2013	0.9%
2014	7.7%
2015	-7.3%
2016	1.4%
2017	8.2%
2018	4.3%
2019	2.5%
2020	-31.4%
2021	44.9%
2022	16.3%

Direct Employment Supported - Non-Serviced Accommodation



Year	% Change Year on Year
2012	-1.6%
2013	3.9%
2014	9.6%
2015	-17.4%
2016	0.3%
2017	1.9%
2018	5.6%
2019	3.2%
2020	-25.5%
2021	23.6%
2022	19.2%

% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		-2.4%	0.5%	11.6%	10.9%	13.2%	26.2%	36.6%	45.2%	4.9%	53.4%	91.0%
Visitor Numbers		-4.7%	-1.7%	4.2%	0.6%	-2.8%	5.2%	9.7%	12.4%	-22.3%	12.9%	30.1%
Visitor Days		-5.0%	-4.1%	3.2%	-4.3%	-3.0%	5.0%	9.5%	12.3%	-22.9%	11.7%	29.9%
Direct Employment		-1.6%	2.2%	12.1%	-7.5%	-7.2%	-5.4%	-0.1%	3.1%	-23.1%	-5.0%	13.1%

"Linear" = Linear Trendline

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CITY OF LINCOLN COUNCIL

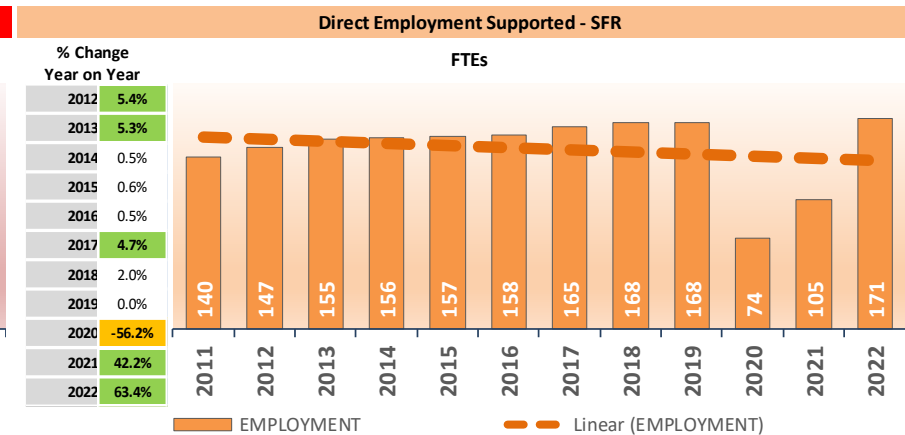
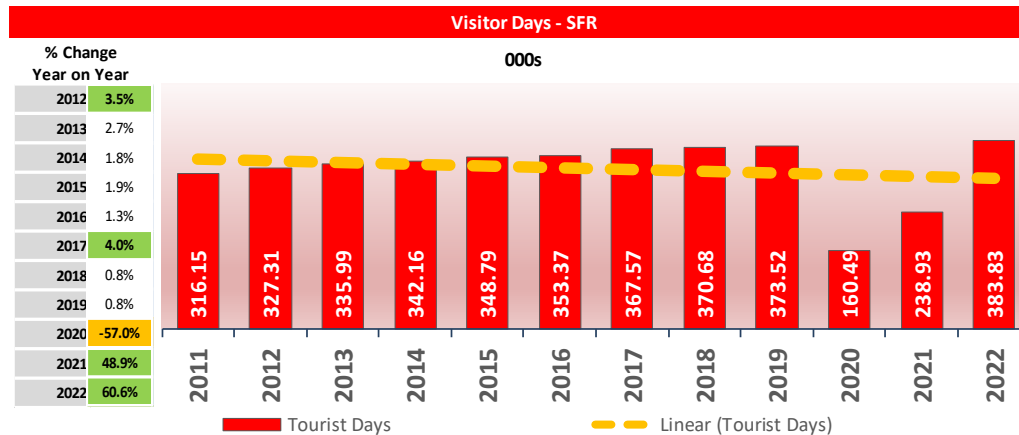
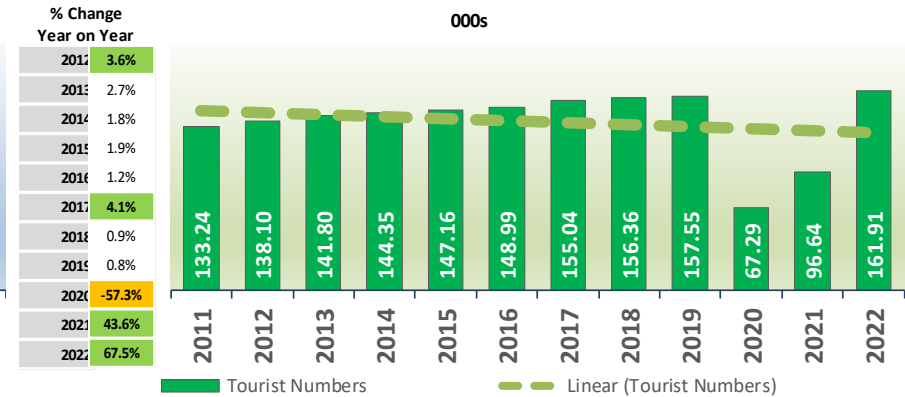
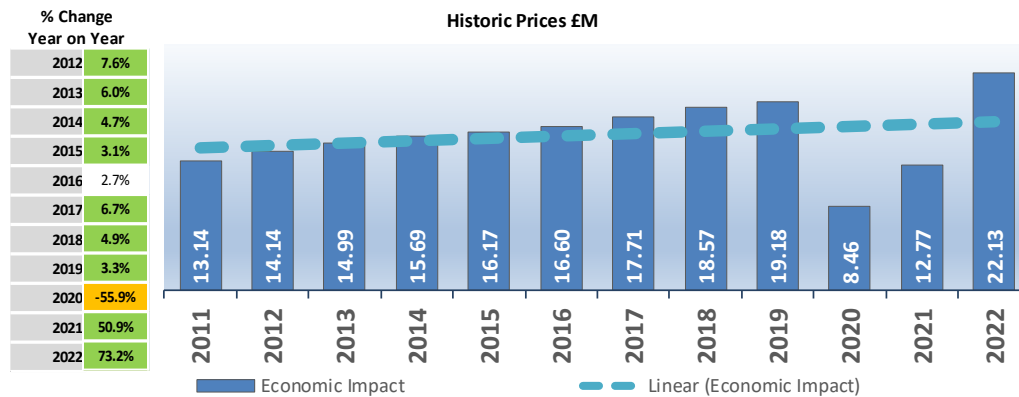
2011 to 2022
Historic Prices

SFR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - SFR

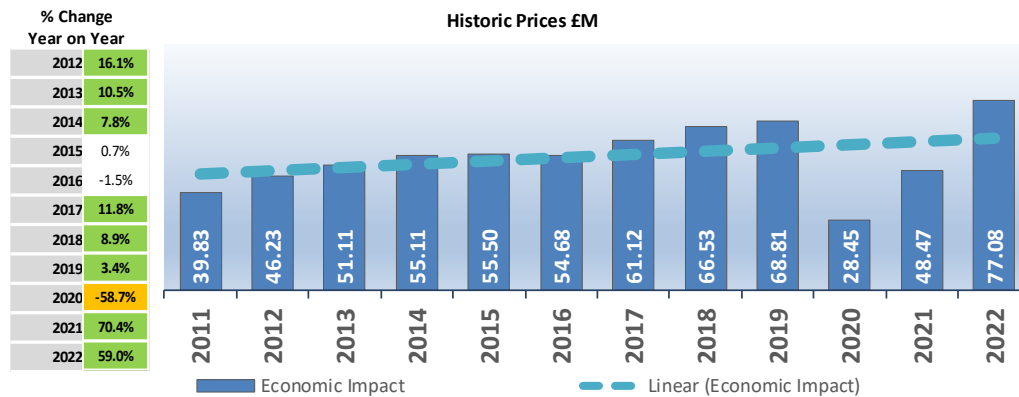
Visitor Numbers - SFR



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		7.6%	14.1%	19.4%	23.0%	26.3%	34.8%	41.3%	46.0%	-35.6%	-2.8%	68.4%
Visitor Numbers		3.6%	6.4%	8.3%	10.4%	11.8%	16.4%	17.4%	18.2%	-49.5%	-27.5%	21.5%
Visitor Days		3.5%	6.3%	8.2%	10.3%	11.8%	16.3%	17.2%	18.1%	-49.2%	-24.4%	21.4%
Direct Employment		5.4%	10.9%	11.5%	12.2%	12.8%	18.1%	20.5%	20.5%	-47.3%	-25.0%	22.5%

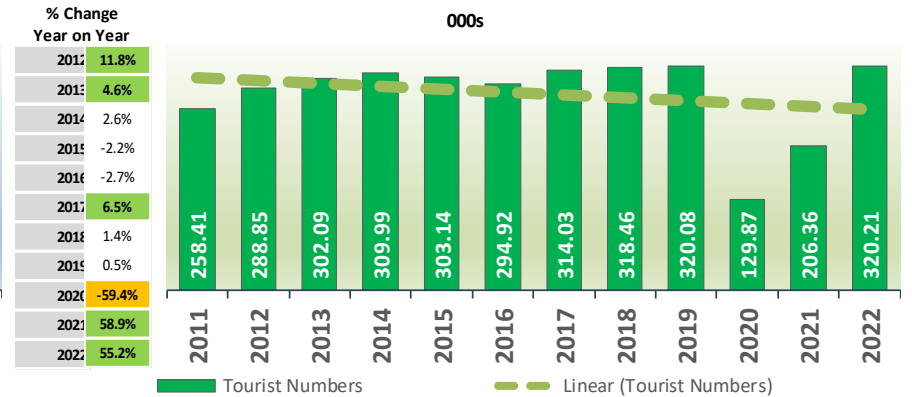
"Linear" = Linear Trendline

Economic Impact - Historic Prices - Staying Visitor



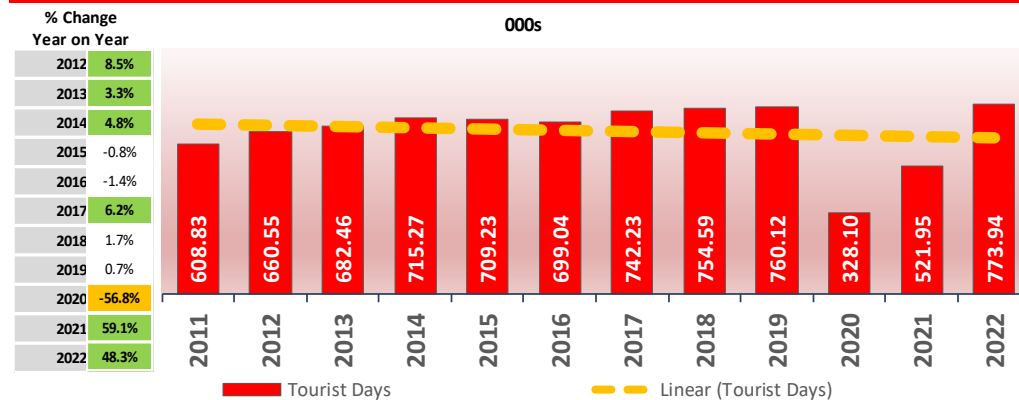
Year	% Change Year on Year
2012	16.1%
2013	10.5%
2014	7.8%
2015	0.7%
2016	-1.5%
2017	11.8%
2018	8.9%
2019	3.4%
2020	-58.7%
2021	70.4%
2022	59.0%

Visitor Numbers - Staying Visitor



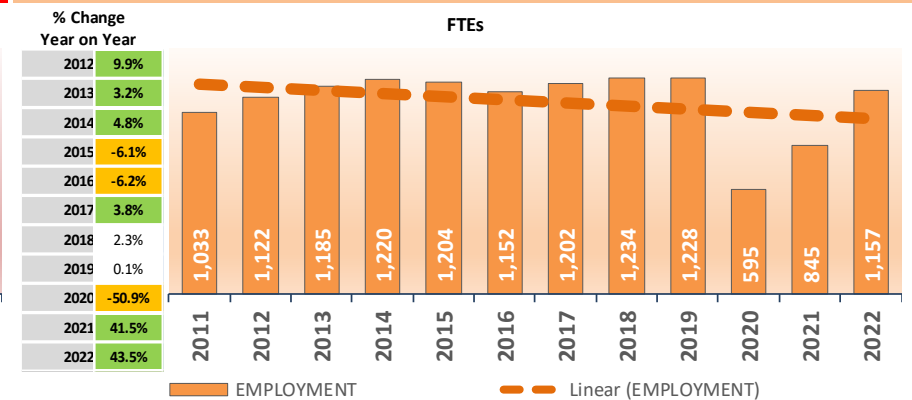
Year	% Change Year on Year
2012	11.8%
2013	4.6%
2014	2.6%
2015	-2.2%
2016	-2.7%
2017	6.5%
2018	1.4%
2019	0.5%
2020	-59.4%
2021	58.9%
2022	55.2%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2012	8.5%
2013	3.3%
2014	4.8%
2015	-0.8%
2016	-1.4%
2017	6.2%
2018	1.7%
2019	0.7%
2020	-56.8%
2021	59.1%
2022	48.3%

Direct Employment Supported - Staying Visitor



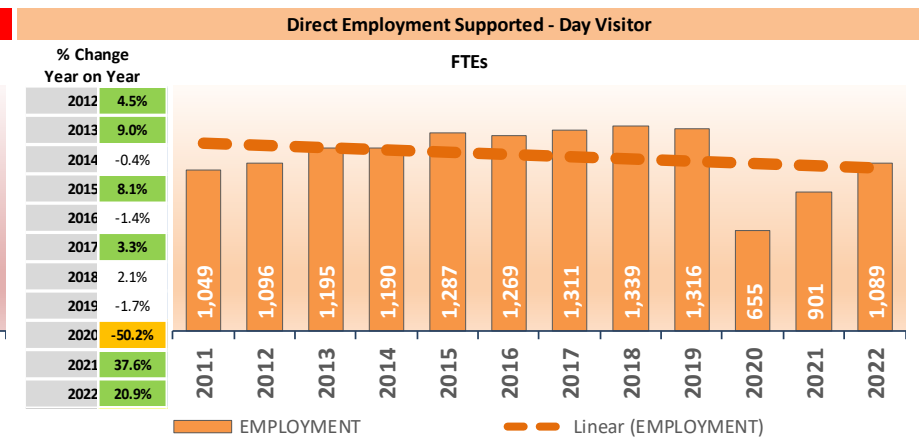
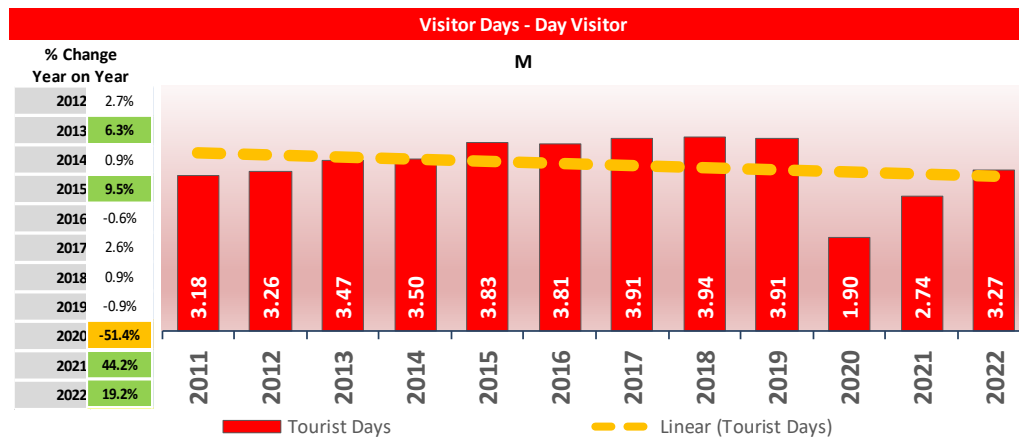
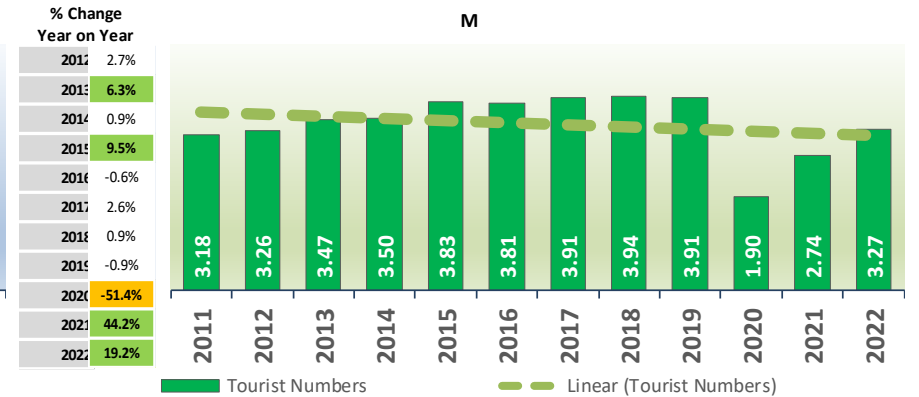
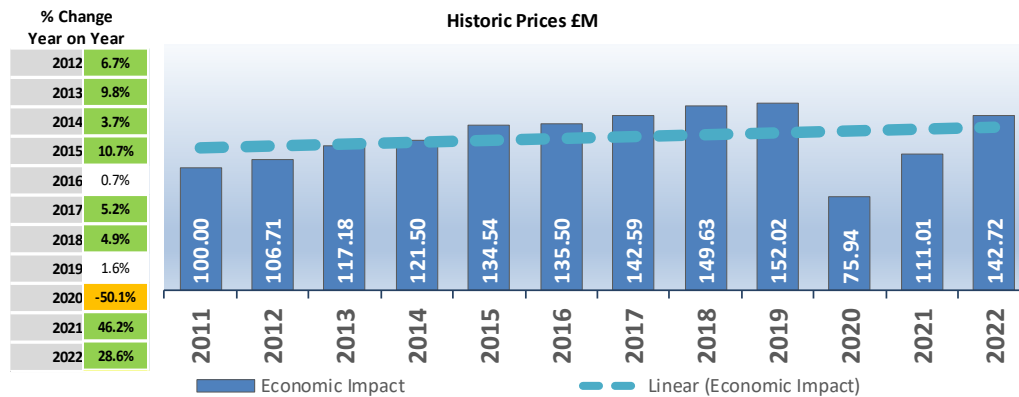
Year	% Change Year on Year
2012	9.9%
2013	3.2%
2014	4.8%
2015	-6.1%
2016	-6.2%
2017	3.8%
2018	2.3%
2019	0.1%
2020	-50.9%
2021	41.5%
2022	43.5%

% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		16.1%	28.3%	38.4%	39.4%	37.3%	53.5%	67.0%	72.8%	-28.6%	21.7%	93.5%
Visitor Numbers		11.8%	16.9%	20.0%	17.3%	14.1%	21.5%	23.2%	23.9%	-49.7%	-20.1%	23.9%
Visitor Days		8.5%	12.1%	17.5%	16.5%	14.8%	21.9%	23.9%	24.9%	-46.1%	-14.3%	27.1%
Direct Employment		8.5%	14.7%	18.1%	16.5%	11.5%	16.3%	19.4%	18.8%	-42.4%	-18.2%	11.9%

"Linear" = Linear Trendline

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		6.7%	17.2%	21.5%	34.5%	35.5%	42.6%	49.6%	52.0%	-24.1%	11.0%	42.7%
Visitor Numbers		2.7%	9.2%	10.2%	20.6%	19.9%	23.0%	24.2%	23.0%	-40.2%	-13.7%	2.9%
Visitor Days		2.7%	9.2%	10.2%	20.6%	19.9%	23.0%	24.2%	23.0%	-40.2%	-13.7%	2.9%
Direct Employment		4.5%	13.9%	13.4%	22.7%	21.0%	25.0%	27.6%	25.4%	-37.6%	-14.1%	3.8%

"Linear" = Linear Trendline

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

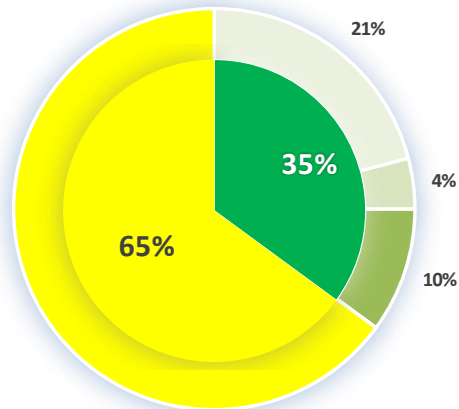
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2022 - M - Share of Total

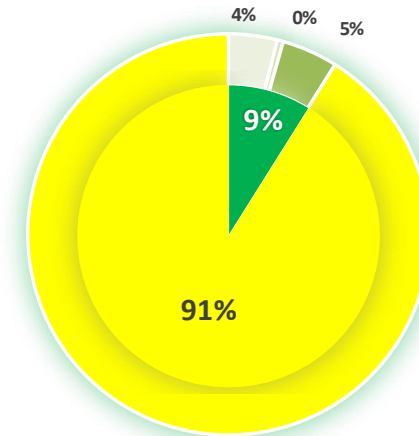
TOTAL
£219.80m

	£M
Serviced	45.99
Non-Serviced	8.96
SFR	22.13
Staying Visitor	77.08
Day Visitor	142.72
Total	219.80



TOTAL
3.59m

	M
Serviced	0.14
Non-Serviced	0.02
SFR	0.16
Staying Visitor	0.32
Day Visitor	3.27
Total	3.59

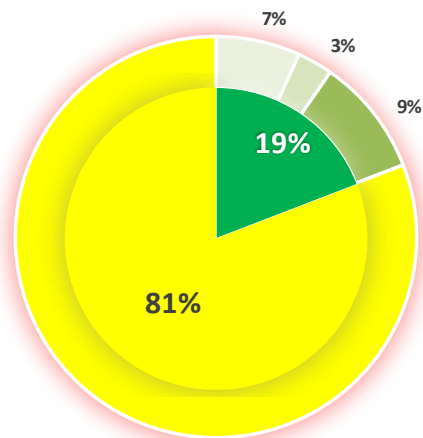


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

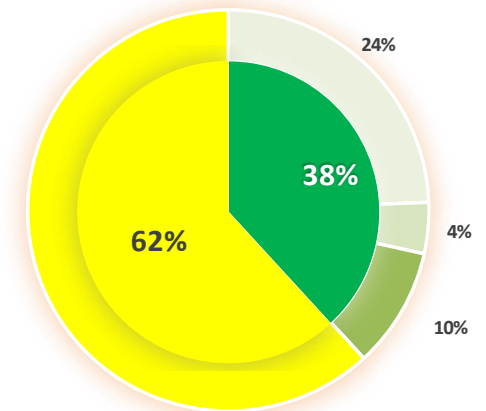
TOTAL
4.04m

	M
Serviced	0.27
Non-Serviced	0.12
SFR	0.38
Staying Visitor	0.77
Day Visitor	3.27
Total	4.04



TOTAL
1,762 Direct FTEs
2,246 Total FTEs

	FTEs
Serviced	429
Non-Serviced	73
SFR	171
Staying Visitor	673
Day Visitor	1,089
Total	1,762



STEAM REPORT FOR 2011-2022 - FINAL
CITY OF LINCOLN COUNCIL

2022
 Historic Prices

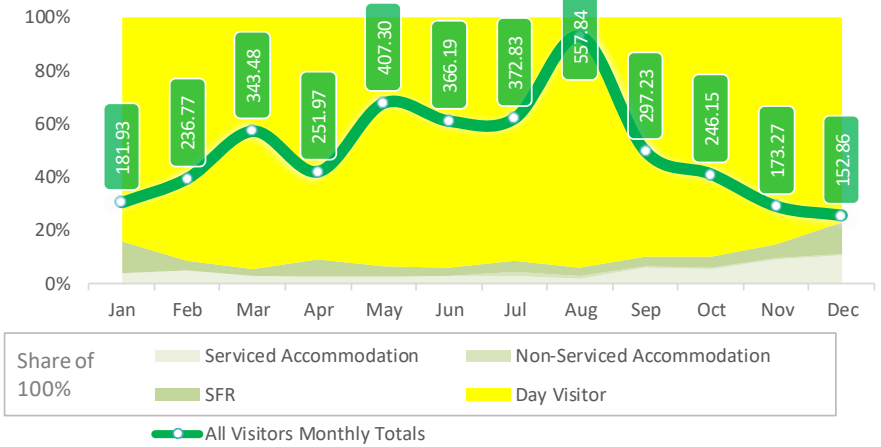
TOTAL

DISTRIBUTION BY MONTH
 Historic Prices

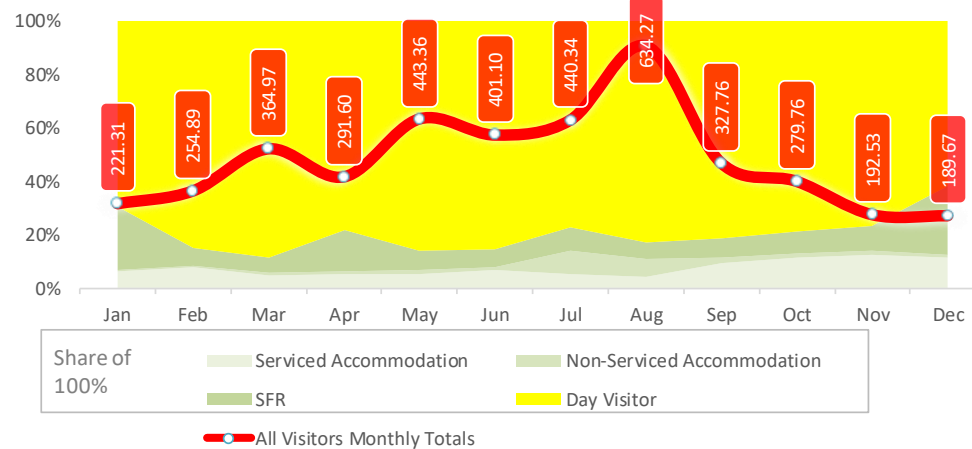
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



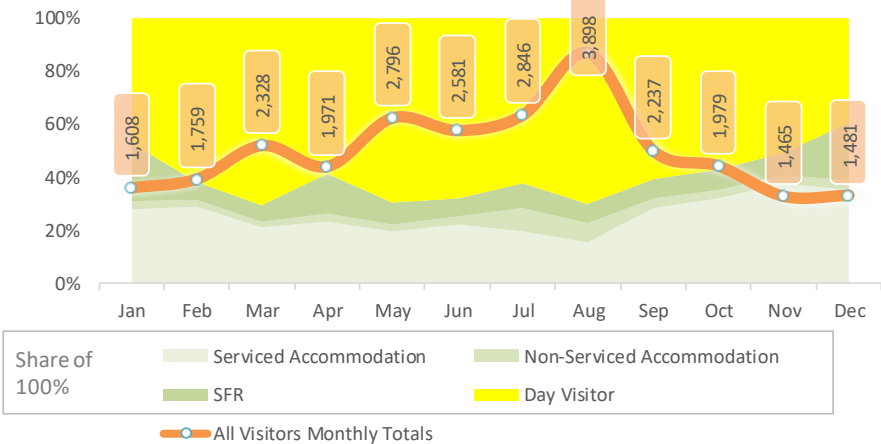
Visitor Numbers - 2022 - 000s - Distribution of Impact by Month



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

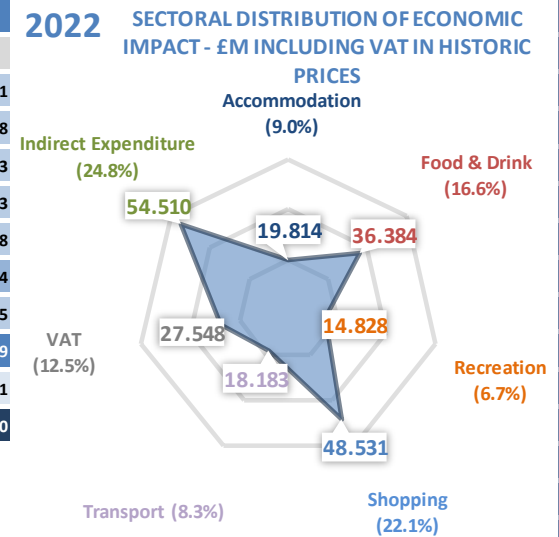


Direct Employment Supported - 2022 - FTEs - Distribution of Impact by Month



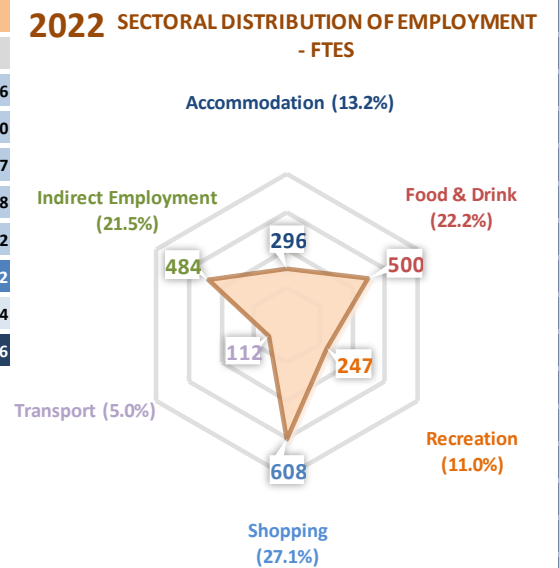
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	£M	8.533	10.42	12.27	13.20	13.44	13.07	15.25	17.38	18.04	7.440	12.73	19.81
Food & Drink	£M	23.99	26.10	28.46	29.87	32.15	32.21	34.23	36.00	36.72	18.54	26.80	36.38
Recreation	£M	9.809	10.69	11.66	12.24	13.17	13.18	14.01	14.74	15.03	7.572	10.96	14.83
Shopping	£M	32.81	35.35	38.64	40.33	43.91	44.13	46.69	49.05	49.96	24.37	36.22	48.53
Transport	£M	12.22	13.14	14.34	14.97	16.23	16.33	17.29	18.17	18.53	9.049	13.45	18.18
Direct Revenue	£M	87.36	95.71	105.36	110.61	118.90	118.93	127.48	135.34	138.28	66.97	100.16	137.74
VAT	£M	17.47	19.14	21.07	22.12	23.78	23.79	25.50	27.07	27.66	11.13	19.44	27.55
Direct Expenditure	£M	104.83	114.85	126.43	132.73	142.68	142.71	152.97	162.41	165.94	78.10	119.61	165.29
Indirect Expenditure	£M	34.99	38.09	41.85	43.88	47.36	47.46	50.73	53.75	54.90	26.29	39.87	54.51
TOTAL	£M	139.82	152.94	168.29	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	310	336	337	357	322	291	291	296	297	171	222	296
Food & Drink	FTEs	453	483	522	526	553	543	566	579	572	280	389	500
Recreation	FTEs	225	240	260	262	275	270	281	288	284	139	193	247
Shopping	FTEs	565	596	646	648	689	678	704	720	709	336	479	608
Transport	FTEs	103	109	118	118	125	123	128	131	129	61	87	112
Direct Employment	FTEs	1,656	1,763	1,883	1,911	1,964	1,904	1,971	2,013	1,991	986	1,370	1,762
Indirect Employment	FTEs	427	455	497	500	527	517	542	559	552	264	376	484
TOTAL	FTEs	2,082	2,218	2,380	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246



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 CITY OF LINCOLN COUNCIL													2011 to 2022 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change						
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change					
% Change 2011 to 2022		40.1%	57.5%	112.5%	36.5%	63.7%	61.5%	45.7%	51.5%	42.4%	59.1%	71.1%	79.8%	57.2%	Annual Change		70.1%	55.0%	47.3%	68.1%	
% Change 2021 to 2022		243.2%	172.2%	136.8%	125.3%	72.4%	21.7%	13.7%	2.1%	6.6%	10.8%	16.9%	26.7%	37.8%	Annual Change		170.6%	58.4%	6.6%	16.8%	
Average Annual Change		3.6%	5.2%	10.2%	3.3%	5.8%	5.6%	4.2%	4.7%	3.9%	5.4%	6.5%	7.3%	5.2%	Annual Change		6.4%	5.0%	4.3%	6.2%	
2011	£M	8.589	8.769	8.684	11.19	14.01	13.15	16.66	22.06	13.06	10.41	6.867	6.375	139.82	Annual Change		26.04	38.34	51.78	23.66	
2012	£M	9.221	9.727	10.32	11.02	14.32	15.12	18.64	24.88	14.51	10.87	7.783	6.526	152.94	9.4%	Annual Change		29.27	40.46	58.03	25.18
2013	£M	9.628	11.06	12.13	11.56	17.46	15.58	20.52	28.02	14.87	11.47	8.576	7.418	168.29	10.0%	Annual Change		32.82	44.59	63.41	27.46
2014	£M	9.499	11.28	14.17	13.10	17.97	16.03	21.44	28.62	15.59	12.29	8.921	7.696	176.61	4.9%	Annual Change		34.95	47.09	65.65	28.91
2015	£M	10.86	12.70	14.91	13.32	18.84	16.99	22.21	32.49	16.90	13.86	8.918	8.057	190.04	7.6%	Annual Change		38.46	49.14	71.60	30.83
2016	£M	10.88	12.55	16.12	13.24	19.51	18.29	21.38	32.38	15.95	12.94	8.627	8.298	190.17	0.1%	Annual Change		39.55	51.04	69.72	29.87
2017	£M	11.68	13.39	17.33	14.21	20.84	19.50	21.75	34.35	17.86	14.02	9.573	9.198	203.71	7.1%	Annual Change		42.41	54.55	73.95	32.79
2018	£M	12.81	14.52	18.21	14.63	22.82	20.59	22.58	34.66	18.48	15.54	10.80	10.50	216.16	6.1%	Annual Change		45.55	58.04	75.73	36.84
2019	£M	13.34	15.18	19.09	15.27	23.25	21.07	23.15	33.82	18.88	15.92	11.23	10.64	220.84	2.2%	Annual Change		47.61	59.59	75.85	37.79
2020	£M	14.03	14.28	8.943	1.076	2.404	3.186	7.488	24.62	12.75	9.331	2.924	3.351	104.39	-52.7%	Annual Change		37.25	6.665	44.86	15.61
2021	£M	3.507	5.074	7.791	6.781	13.30	17.44	21.35	32.73	17.45	14.95	10.05	9.043	159.48	52.8%	Annual Change		16.37	37.53	71.54	34.05
2022	£M	12.04	13.81	18.45	15.28	22.93	21.23	24.29	33.41	18.59	16.56	11.75	11.46	219.80	37.8%	Annual Change		44.30	59.44	76.29	39.77

ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	TOTAL	
Total	£M	139.82	152.94	168.29	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	TOTAL	
All Visitor Types	£M	139.82	152.94	168.29	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	TOTAL	
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%	TOTAL	
Annual Change in Share	%													TOTAL	
Change in Share from 2011	%													TOTAL	
Avg Ann. Change in Share	%													TOTAL	

£M Economic Impact by Year and Share of Total

Legend: Total £M (blue bars), Share of Total % (dashed line)

Year	Total £M	Share of Total %
2011	139.82	100.0%
2012	152.94	100.0%
2013	168.29	100.0%
2014	176.61	100.0%
2015	190.04	100.0%
2016	190.17	100.0%
2017	203.71	100.0%
2018	216.16	100.0%
2019	220.84	100.0%
2020	104.39	100.0%
2021	159.48	100.0%
2022	219.80	100.0%

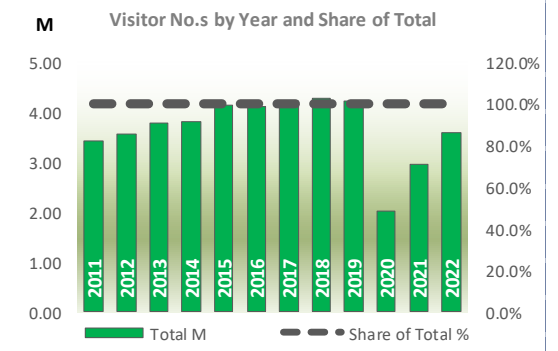
Visitor Numbers by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL
CITY OF LINCOLN COUNCIL

VISITOR NUMBERS BY:													2011 to 2022		TOTAL	VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER				
TOTAL													TOTAL						
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL		% Change				
KEY													TOTAL		Annual Change				
An increase of 3% or more													TOTAL		% Change				
Less than 3% change													TOTAL		% Change				
A Fall of 3% or more													TOTAL		% Change				
Q1													Q2		Q3		Q4		
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC													TOTAL		% Change				
% Change 2011 to 2022													TOTAL		% Change				
% Change 2021 to 2022													TOTAL		% Change				
Average Annual Change													TOTAL		% Change				
2011	M	0.191	0.222	0.224	0.286	0.372	0.340	0.391	0.547	0.328	0.248	0.158	0.129	3.435		0.637	0.997	1.266	0.535
2012	M	0.200	0.233	0.257	0.260	0.356	0.370	0.423	0.587	0.339	0.237	0.164	0.123	3.550	3.4%	0.690	0.986	1.350	0.525
2013	M	0.198	0.251	0.285	0.263	0.425	0.364	0.451	0.647	0.338	0.242	0.171	0.134	3.770	6.2%	0.735	1.052	1.436	0.547
2014	M	0.184	0.250	0.334	0.290	0.422	0.365	0.451	0.636	0.325	0.244	0.174	0.133	3.809	1.0%	0.768	1.077	1.412	0.552
2015	M	0.215	0.287	0.355	0.294	0.443	0.380	0.463	0.723	0.368	0.282	0.178	0.146	4.135	8.6%	0.856	1.117	1.555	0.606
2016	M	0.215	0.282	0.385	0.286	0.458	0.416	0.433	0.710	0.342	0.262	0.168	0.145	4.103	-0.8%	0.883	1.160	1.485	0.575
2017	M	0.218	0.289	0.399	0.299	0.463	0.424	0.426	0.746	0.366	0.264	0.176	0.151	4.221	2.9%	0.906	1.186	1.538	0.591
2018	M	0.230	0.298	0.400	0.291	0.483	0.422	0.427	0.715	0.357	0.277	0.191	0.170	4.262	1.0%	0.929	1.196	1.499	0.638
2019	M	0.235	0.305	0.410	0.296	0.479	0.419	0.422	0.669	0.356	0.276	0.192	0.167	4.228	-0.8%	0.950	1.194	1.448	0.635
2020	M	0.245	0.276	0.191	0.020	0.049	0.070	0.119	0.496	0.257	0.178	0.061	0.069	2.031	-52.0%	0.712	0.138	0.872	0.308
2021	M	0.070	0.112	0.179	0.147	0.288	0.337	0.362	0.607	0.308	0.242	0.162	0.133	2.947	45.1%	0.362	0.772	1.277	0.537
2022	M	0.182	0.237	0.343	0.252	0.407	0.366	0.373	0.558	0.297	0.246	0.173	0.153	3.588	21.7%	0.762	1.025	1.228	0.572

VISITOR NUMBERS													TOTAL		
SHARE OF MARKET													TOTAL		
2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022													TOTAL		
Total	M	3.435	3.550	3.770	3.809	4.135	4.103	4.221	4.262	4.228	2.031	2.947	3.588		
All Visitor Types	M	3.435	3.550	3.770	3.809	4.135	4.103	4.221	4.262	4.228	2.031	2.947	3.588		
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	%														



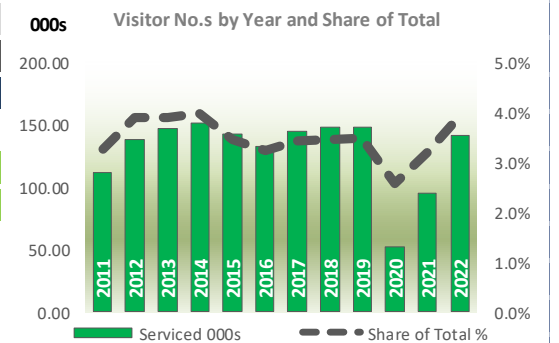
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL
CITY OF LINCOLN COUNCIL

VISITOR NUMBERS BY:													2011 to 2022		SERVICED		VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													TOTAL						% Change	
SERVICED ACCOMMODATION													Annual Change							
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																				
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
Q1																				
Q2																				
Q3																				
Q4																				
JAN																				
FEB																				
MAR																				
APR																				
MAY																				
JUN																				
JUL																				
AUG																				
SEP																				
OCT																				
NOV																				
DEC																				
% Change 2011 to 2022																				
% Change 2021 to 2022																				
Average Annual Change																				
2011	000s	8.0	9.2	7.9	5.9	7.9	9.3	9.1	9.3	12.1	11.8	11.2	10.0	111.7		25.1	23.0	30.5	33.0	
2012	000s	8.3	11.3	9.7	7.4	9.7	11.4	10.8	11.4	16.3	13.8	15.1	12.8	137.9	23.5%	29.3	28.6	38.5	41.6	
2013	000s	9.1	15.7	12.1	6.1	10.0	12.1	11.3	11.9	15.5	12.5	16.1	14.7	147.1	6.6%	36.9	28.3	38.6	43.3	
2014	000s	8.5	13.8	11.1	6.4	9.5	10.7	12.4	12.3	19.9	14.7	16.4	15.9	151.6	3.1%	33.4	26.6	44.6	47.0	
2015	000s	8.1	13.2	9.6	5.8	9.4	10.1	12.1	12.1	18.8	13.7	15.4	13.9	142.4	-6.0%	31.0	25.3	43.1	43.0	
2016	000s	7.9	12.3	9.1	6.0	8.6	9.0	11.3	11.0	17.5	11.9	14.4	13.8	132.8	-6.7%	29.3	23.6	39.9	40.1	
2017	000s	9.1	12.8	9.8	6.1	10.1	9.7	11.5	10.9	19.4	13.5	15.8	16.3	144.8	9.0%	31.7	25.9	41.8	45.5	
2018	000s	9.2	13.0	9.7	6.1	10.4	10.1	11.6	11.4	19.2	14.0	16.1	16.5	147.3	1.7%	32.0	26.6	42.2	46.6	
2019	000s	9.2	13.1	9.7	6.1	10.4	10.2	11.7	11.4	19.0	14.0	16.4	16.3	147.4	0.0%	32.0	26.7	42.0	46.7	
2020	000s	9.1	12.5	3.9	0.5	1.0	0.9	2.3	4.6	8.1	5.4	2.0	1.8	52.1	-64.6%	25.6	2.4	14.9	9.2	
2021	000s	1.6	2.1	1.7	1.2	2.7	7.3	9.3	10.0	17.3	13.0	14.5	13.7	94.5	81.4%	5.4	11.2	36.7	41.2	
2022	000s	7.2	12.0	9.3	6.1	10.0	9.7	11.3	10.5	18.4	13.8	16.1	16.4	140.8	49.0%	28.4	25.8	40.3	46.3	

VISITOR NUMBERS													SERVICED ACCOMMODATION						
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total				
2011													2011		2011				
2012													2012		2012				
2013													2013		2013				
2014													2014		2014				
2015													2015		2015				
2016													2016		2016				
2017													2017		2017				
2018													2018		2018				
2019													2019		2019				
2020													2020		2020				
2021													2021		2021				
2022													2022		2022				
Serviced	000s	111.7	137.9	147.1	151.6	142.4	132.8	144.8	147.3	147.4	52.1	94.5	140.8						
All Visitor Types	M	3.4	3.6	3.8	3.8	4.1	4.1	4.2	4.3	4.2	2.0	2.9	3.6						
Share of Total	%	3.3%	3.9%	3.9%	4.0%	3.4%	3.2%	3.4%	3.5%	3.5%	2.6%	3.2%	3.9%						
Annual Change in Share	%		19.5%	0.4%	2.0%	-13.5%	-6.0%	6.0%	0.8%	0.9%	-26.4%	24.9%	22.4%						
Change in Share from 2011	%		19.5%	19.9%	22.4%	5.9%	-0.5%	5.5%	6.3%	7.2%	-21.1%	-1.4%	20.6%						
Avg Ann. Change in Share	%		19.5%	10.0%	7.5%	1.5%	-0.1%	0.9%	0.9%	0.9%	-2.3%	-0.1%	1.9%						



STEAM REPORT FOR 2011-2022 - FINAL
CITY OF LINCOLN 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																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022	41.6%	12.9%	34.5%	5.9%	-16.1%	-22.5%	40.9%	45.2%	18.7%	36.9%	31.3%	70.1%	30.1%		29.4%	-13.3%	40.8%	42.1%
% Change 2021 to 2022	4107.1%	3866.0%	4863.9%	260.1%	31.3%	4.6%	9.2%	6.5%	-8.5%	-15.3%	1.9%	39.5%	15.2%	Annual Change	4357.5%	45.2%	6.2%	-0.7%
Average Annual Change	3.8%	1.2%	3.1%	0.5%	-1.5%	-2.0%	3.7%	4.1%	1.7%	3.4%	2.8%	6.4%	2.7%		2.7%	-1.2%	3.7%	3.8%
2011 000s	0.2	0.2	0.3	0.6	1.0	1.0	4.0	4.3	0.9	0.5	0.3	0.2	13.5		0.7	2.5	9.2	1.0
2012 000s	0.2	0.2	0.3	0.6	0.9	0.9	3.8	4.2	0.8	0.5	0.3	0.2	12.8	-4.7%	0.7	2.4	8.8	1.0
2013 000s	0.2	0.2	0.3	0.6	1.0	0.9	3.9	4.3	0.9	0.5	0.4	0.2	13.2	3.2%	0.7	2.4	9.1	1.1
2014 000s	0.2	0.2	0.3	0.6	0.9	0.8	4.0	4.5	1.0	0.6	0.4	0.3	14.0	6.0%	0.8	2.3	9.6	1.3
2015 000s	0.1	0.2	0.3	0.5	0.7	0.6	4.0	5.1	0.9	0.6	0.4	0.2	13.5	-3.5%	0.7	1.7	10.0	1.2
2016 000s	0.2	0.2	0.3	0.5	0.6	0.6	4.0	4.8	0.8	0.5	0.3	0.2	13.1	-3.3%	0.7	1.7	9.5	1.1
2017 000s	0.2	0.2	0.3	0.5	0.7	0.6	4.5	5.0	0.9	0.6	0.3	0.2	14.2	8.2%	0.8	1.8	10.4	1.2
2018 000s	0.2	0.3	0.3	0.6	0.8	0.7	4.5	5.3	0.9	0.6	0.4	0.3	14.8	4.3%	0.8	2.0	10.7	1.3
2019 000s	0.2	0.3	0.3	0.6	0.8	0.7	4.7	5.3	0.9	0.6	0.4	0.3	15.1	2.5%	0.8	2.1	10.9	1.3
2020 000s	0.2	0.2	0.2	0.0	0.0	0.0	3.1	4.8	1.0	0.6	0.0	0.2	10.5	-30.8%	0.6	0.1	8.9	0.8
2021 000s	0.0	0.0	0.0	0.2	0.6	0.7	5.2	5.9	1.1	0.8	0.4	0.3	15.2	45.3%	0.0	1.5	12.2	1.4
2022 000s	0.2	0.2	0.4	0.6	0.8	0.7	5.6	6.3	1.1	0.7	0.4	0.4	17.5	15.2%	0.9	2.2	13.0	1.4

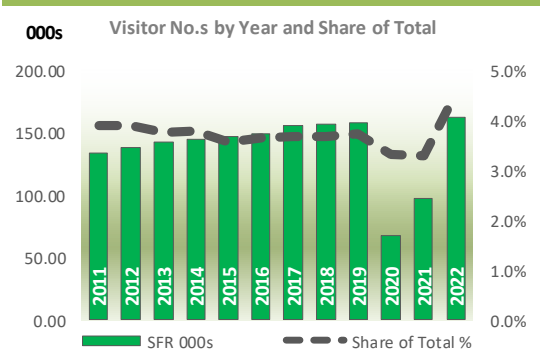
VISITOR NUMBERS													NON-SERVICED ACCOMMODATION			
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022				
Non-Serviced 000s	13.5	12.8	13.2	14.0	13.5	13.1	14.2	14.8	15.1	10.5	15.2	17.5				
All Visitor Types M	3.4	3.6	3.8	3.8	4.1	4.1	4.2	4.3	4.2	2.0	2.9	3.6				
Share of Total %	0.4%	0.4%	0.4%	0.4%	0.3%	0.3%	0.3%	0.3%	0.4%	0.5%	0.5%	0.5%				
Annual Change in Share %		-7.8%	-2.8%	5.0%	-11.1%	-2.6%	5.2%	3.3%	3.3%	44.0%	0.1%	-5.4%				
Change in Share from 2011 %		-7.8%	-10.4%	-6.0%	-16.5%	-18.6%	-14.4%	-11.6%	-8.7%	31.5%	31.6%	24.5%				
Avg Ann. Change in Share %		-7.8%	-5.2%	-2.0%	-4.1%	-3.7%	-2.4%	-1.7%	-1.1%	3.5%	3.2%	2.2%				



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VISITOR NUMBERS BY:													2011 to 2022		SFR	VISITOR NUMBERS																
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																	
KEY													SFR																			
An increase of 3% or more													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES		TOTAL				% Change													
Less than 3% change													Q1										Q2		Q3		Q4					
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1		Q2		Q3		Q4	
% Change 2011 to 2022													11.5%	18.7%	22.5%	20.4%	24.3%	22.1%	21.4%	21.6%	23.3%	25.9%	26.2%	27.7%	21.5%	15.6%	22.2%	21.9%	26.8%			
% Change 2021 to 2022													510.2%	558.4%	550.3%	391.6%	185.3%	31.8%	7.1%	1.2%	6.7%	6.6%	14.2%	22.8%	67.5%	529.7%	142.8%	4.7%	15.8%			
Average Annual Change													1.0%	1.7%	2.0%	1.9%	2.2%	2.0%	1.9%	2.0%	2.1%	2.4%	2.4%	2.5%	2.0%	1.4%	2.0%	2.0%	2.4%			
2011	000s	18.7	7.1	7.7	13.5	11.9	10.1	12.6	12.8	8.5	8.6	7.0	14.6	133.2	33.5	35.6	33.9	30.3														
2012	000s	18.7	7.3	8.1	14.1	12.4	10.7	12.9	13.3	9.0	9.1	7.6	15.0	138.1	34.1	37.2	35.2	31.6														
2013	000s	19.2	7.9	8.7	14.2	12.8	10.8	13.2	13.6	8.9	9.0	7.9	15.7	141.8	35.8	37.8	35.7	32.6														
2014	000s	19.4	7.8	8.7	14.7	12.9	10.8	13.4	13.8	9.6	9.5	7.9	16.0	144.4	35.9	38.4	36.8	33.3														
2015	000s	20.3	8.0	8.7	14.8	13.1	11.3	13.7	14.2	9.5	9.9	7.9	15.9	147.2	36.9	39.2	37.4	33.7														
2016	000s	20.3	8.0	8.8	15.2	13.2	11.3	13.9	14.4	9.6	9.7	8.1	16.5	149.0	37.2	39.7	37.8	34.3														
2017	000s	21.5	8.2	9.1	15.4	14.0	11.7	14.3	14.6	10.1	10.3	8.4	17.5	155.0	38.8	41.1	38.9	36.2														
2018	000s	21.6	8.3	9.1	15.5	14.2	11.9	14.4	14.8	10.0	10.4	8.5	17.7	156.4	39.0	41.6	39.3	36.5														
2019	000s	21.8	8.4	9.1	15.7	14.3	12.0	14.6	14.9	10.0	10.5	8.6	17.7	157.6	39.3	42.0	39.5	36.8														
2020	000s	21.5	7.9	3.8	1.1	1.3	1.0	6.8	10.1	5.3	4.7	1.1	2.6	67.3	33.3	3.4	22.2	8.4														
2021	000s	3.4	1.3	1.5	3.3	5.2	9.4	14.3	15.4	9.8	10.2	7.8	15.2	96.6	6.2	17.9	39.4	33.2														
2022	000s	20.9	8.4	9.4	16.3	14.8	12.4	15.3	15.6	10.5	10.9	8.9	18.6	161.9	38.8	43.4	41.3	38.4														

VISITOR NUMBERS													SFR																
SHARE OF MARKET													000s				Visitor No.s by Year and Share of Total												
SFR													2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s				
All Visitor Types													M	3.4	3.6	3.8	3.8	4.1	4.1	4.2	4.3	4.2	2.0	2.9	3.6	200.00			
Share of Total													%	3.9%	3.9%	3.8%	3.8%	3.6%	3.6%	3.7%	3.7%	3.7%	3.3%	3.3%	4.5%	150.00			
Annual Change in Share													%	0.3%	-3.3%	0.8%	-6.1%	2.0%	1.2%	-0.1%	1.6%	-11.1%	-1.1%	37.6%	100.00				
Change in Share from 2011													%	0.3%	-3.0%	-2.3%	-8.3%	-6.4%	-5.3%	-5.4%	-3.9%	-14.6%	-15.5%	16.3%	50.00				
Avg Ann. Change in Share													%	0.3%	-1.5%	-0.8%	-2.1%	-1.3%	-0.9%	-0.8%	-0.5%	-1.6%	-1.5%	1.5%	0.00				



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VISITOR NUMBERS BY:													2011 to 2022		STAYING VISITOR		VISITOR NUMBERS							
MONTH AND QUARTER													CALENDAR YEAR		QUARTER									
STAYING VISITOR													TOTAL						% Change					
KEY													ANNUAL CHANGE											
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																								
An increase of 3% or more																								
Less than 3% change																								
A Fall of 3% or more																								
Q1													Q2			Q3			Q4					
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																								
% Change 2011 to 2022													23.9%		Annual Change		14.7%		16.9%		28.5%		33.9%	
% Change 2021 to 2022													55.2%				486.7%		133.5%		7.1%		13.5%	
Average Annual Change													2.2%				1.3%		1.5%		2.6%		3.1%	
2011	000s	26.9	16.6	15.9	20.0	20.8	20.4	25.7	26.5	21.5	20.9	18.6	24.8	258.4		59.4	61.1	73.6	64.3					
2012	000s	27.2	18.8	18.0	22.1	23.0	23.0	27.4	28.8	26.2	23.3	23.0	28.0	288.9	11.8%	64.1	68.2	82.4	74.3					
2013	000s	28.4	23.9	21.1	20.9	23.8	23.7	28.3	29.7	25.2	22.1	24.3	30.6	302.1	4.6%	73.4	68.4	83.3	77.0					
2014	000s	28.1	21.8	20.1	21.7	23.3	22.2	29.9	30.6	30.5	24.8	24.7	32.1	310.0	2.6%	70.1	67.3	91.0	81.7					
2015	000s	28.5	21.4	18.6	21.2	23.1	21.9	29.9	31.3	29.2	24.2	23.7	30.0	303.1	-2.2%	68.6	66.2	90.4	77.9					
2016	000s	28.4	20.5	18.3	21.7	22.5	20.8	29.2	30.1	27.9	22.2	22.8	30.5	294.9	-2.7%	67.2	65.0	87.2	75.5					
2017	000s	30.8	21.3	19.2	22.0	24.8	22.0	30.2	30.5	30.3	24.3	24.5	34.0	314.0	6.5%	71.2	68.9	91.1	82.9					
2018	000s	31.1	21.6	19.1	22.1	25.4	22.6	30.5	31.5	30.2	25.0	24.9	34.5	318.5	1.4%	71.7	70.1	92.2	84.4					
2019	000s	31.3	21.7	19.2	22.4	25.5	22.8	30.9	31.5	29.9	25.1	25.4	34.4	320.1	0.5%	72.1	70.7	92.4	84.8					
2020	000s	30.9	20.7	8.0	1.7	2.4	1.9	12.2	19.4	14.4	10.7	3.1	4.5	129.9	-59.4%	59.5	5.9	46.0	18.4					
2021	000s	5.0	3.4	3.2	4.6	8.5	17.4	28.8	31.3	28.2	24.0	22.7	29.1	206.4	58.9%	11.6	30.6	88.3	75.8					
2022	000s	28.3	20.6	19.1	23.0	25.7	22.8	32.2	32.4	30.0	25.3	25.4	35.4	320.2	55.2%	68.1	71.5	94.6	86.1					

VISITOR NUMBERS													STAYING VISITOR				
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total		
2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022																	
Staying Visitor	000s	258.4	288.9	302.1	310.0	303.1	294.9	314.0	318.5	320.1	129.9	206.4	320.2				
All Visitor Types	M	3.4	3.6	3.8	3.8	4.1	4.1	4.2	4.3	4.2	2.0	2.9	3.6				
Share of Total	%	7.5%	8.1%	8.0%	8.1%	7.3%	7.2%	7.4%	7.5%	7.6%	6.4%	7.0%	8.9%				
Annual Change in Share	%		8.1%	-1.5%	1.6%	-9.9%	-2.0%	3.5%	0.4%	1.3%	-15.5%	9.5%	27.5%				
Change in Share from 2011	%		8.1%	6.5%	8.2%	-2.6%	-4.5%	-1.1%	-0.7%	0.6%	-15.0%	-6.9%	18.6%				
Avg Ann. Change in Share	%		8.1%	3.3%	2.7%	-0.6%	-0.9%	-0.2%	-0.1%	0.1%	-1.7%	-0.7%	1.7%				



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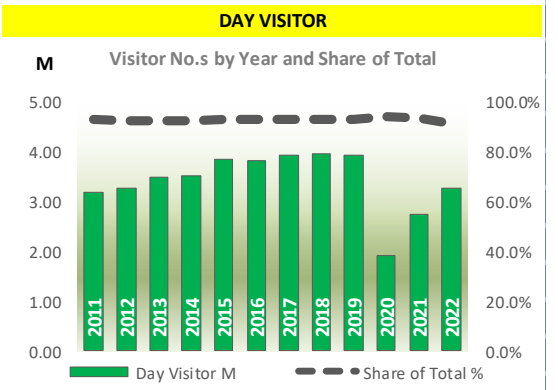
2011 to 2022

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																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		-6.4%	5.4%	55.8%	-13.9%	8.7%	7.5%	-6.8%	1.0%	-12.7%	-2.7%	5.8%	13.2%	2.9%	20.2%	1.9%	-4.9%	3.3%	
% Change 2021 to 2022		136.1%	98.8%	84.0%	60.7%	36.8%	7.3%	2.3%	-8.7%	-4.5%	1.3%	6.4%	13.4%	19.2%	98.3%	28.6%	-4.6%	5.5%	
Average Annual Change		-0.6%	0.5%	5.1%	-1.3%	0.8%	0.7%	-0.6%	0.1%	-1.2%	-0.2%	0.5%	1.2%	0.3%	1.8%	0.2%	-0.4%	0.3%	
2011	M	0.164	0.205	0.208	0.266	0.351	0.319	0.365	0.520	0.306	0.227	0.140	0.104	3.176		0.577	0.936	1.192	0.471
2012	M	0.173	0.214	0.239	0.238	0.333	0.347	0.396	0.559	0.313	0.214	0.141	0.095	3.261	2.7%	0.626	0.917	1.267	0.450
2013	M	0.170	0.227	0.264	0.242	0.401	0.341	0.422	0.617	0.313	0.220	0.147	0.104	3.468	6.3%	0.661	0.984	1.352	0.470
2014	M	0.156	0.228	0.314	0.268	0.398	0.343	0.421	0.605	0.295	0.220	0.149	0.101	3.499	0.9%	0.698	1.009	1.321	0.470
2015	M	0.186	0.266	0.336	0.273	0.420	0.358	0.434	0.692	0.339	0.258	0.154	0.116	3.832	9.5%	0.788	1.051	1.465	0.528
2016	M	0.187	0.262	0.367	0.264	0.436	0.395	0.404	0.680	0.314	0.239	0.145	0.115	3.808	-0.6%	0.816	1.095	1.398	0.499
2017	M	0.187	0.268	0.380	0.277	0.438	0.402	0.396	0.715	0.336	0.240	0.152	0.117	3.907	2.6%	0.835	1.117	1.447	0.508
2018	M	0.199	0.277	0.381	0.269	0.458	0.400	0.397	0.683	0.327	0.252	0.166	0.136	3.944	0.9%	0.857	1.126	1.407	0.553
2019	M	0.203	0.283	0.391	0.274	0.453	0.397	0.391	0.638	0.326	0.251	0.167	0.133	3.908	-0.9%	0.878	1.124	1.356	0.550
2020	M	0.214	0.256	0.183	0.018	0.047	0.068	0.106	0.477	0.243	0.167	0.058	0.065	1.901	-51.4%	0.652	0.132	0.826	0.290
2021	M	0.065	0.109	0.176	0.143	0.279	0.320	0.333	0.576	0.280	0.218	0.139	0.104	2.741	44.2%	0.350	0.742	1.189	0.461
2022	M	0.154	0.216	0.324	0.229	0.382	0.343	0.341	0.525	0.267	0.221	0.148	0.117	3.268	19.2%	0.694	0.954	1.133	0.486

		VISITOR NUMBERS											
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Day Visitor	M	3.176	3.261	3.468	3.499	3.832	3.808	3.907	3.944	3.908	1.901	2.741	3.268
All Visitor Types	M	3.435	3.550	3.770	3.809	4.135	4.103	4.221	4.262	4.228	2.031	2.947	3.588
Share of Total	%	92.5%	91.9%	92.0%	91.9%	92.7%	92.8%	92.6%	92.5%	92.4%	93.6%	93.0%	91.1%
Annual Change in Share	%		-0.7%	0.1%	-0.1%	0.9%	0.2%	-0.3%	0.0%	-0.1%	1.3%	-0.6%	-2.1%
Change in Share from 2011	%		-0.7%	-0.5%	-0.7%	0.2%	0.4%	0.1%	0.1%	-0.1%	1.2%	0.6%	-1.5%
Avg Ann. Change in Share	%		-0.7%	-0.3%	-0.2%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	-0.1%



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

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2011 to 2022													SERVICED	VISITOR DAYS							
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / 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		-3.8%	22.4%	31.2%	34.3%	51.9%	39.5%	34.6%	38.3%	36.2%	37.4%	39.4%	48.6%	34.8%	Annual Change		16.5%	42.5%	36.4%	40.9%	
% Change 2021 to 2022		357.2%	460.8%	439.8%	428.4%	269.7%	32.1%	21.0%	4.7%	6.7%	6.2%	10.7%	19.5%	49.5%			421.8%	121.8%	9.7%	11.0%	
Average Annual Change		-0.3%	2.0%	2.8%	3.1%	4.7%	3.6%	3.1%	3.5%	3.3%	3.4%	3.6%	4.4%	3.2%			1.5%	3.9%	3.3%	3.7%	
2011	000s	14.1	15.8	13.1	10.8	15.5	18.9	17.7	20.3	22.9	22.9	17.4	14.2	203.7			43.0	45.2	60.9	54.5	
2012	000s	14.5	18.9	15.7	13.5	19.2	24.3	20.5	25.5	30.1	27.6	23.0	15.8	248.7	22.1%			49.2	57.0	76.2	66.4
2013	000s	15.1	22.4	19.7	12.9	20.8	24.5	22.6	27.1	27.4	26.2	24.5	18.0	261.2	5.0%			57.2	58.2	77.1	68.7
2014	000s	15.8	21.7	19.6	15.1	21.8	24.3	24.8	28.2	35.2	30.6	24.9	19.3	281.3	7.7%			57.2	61.2	88.3	74.7
2015	000s	16.6	21.3	17.9	14.3	21.4	26.4	24.6	30.4	32.0	30.9	22.4	16.9	275.3	-2.1%			55.8	62.2	87.1	70.2
2016	000s	15.1	19.7	17.0	14.3	20.1	24.2	23.8	29.0	29.5	27.2	21.6	17.8	259.4	-5.8%			51.8	58.6	82.3	66.5
2017	000s	17.3	20.7	18.2	14.5	23.7	26.2	24.1	28.6	32.7	30.7	23.7	20.9	281.3	8.4%			56.2	64.4	85.4	75.3
2018	000s	17.6	21.0	18.1	14.5	24.3	27.1	24.3	29.9	32.3	31.8	24.2	21.3	286.5	1.9%			56.7	65.9	86.5	77.3
2019	000s	17.6	21.0	18.2	14.5	24.4	27.4	24.4	29.8	32.0	31.9	24.6	21.0	286.7	0.1%			56.8	66.2	86.1	77.5
2020	000s	17.2	20.2	7.3	1.2	2.4	2.3	4.9	12.1	13.6	12.4	3.1	2.3	99.0	-65.5%			44.7	6.0	30.7	17.7
2021	000s	3.0	3.4	3.2	2.8	6.4	19.9	19.7	26.8	29.3	29.7	21.9	17.7	183.6	85.4%			9.6	29.1	75.7	69.2
2022	000s	13.6	19.3	17.2	14.6	23.6	26.3	23.8	28.0	31.2	31.5	24.2	21.1	274.6	49.5%			50.1	64.5	83.1	76.9

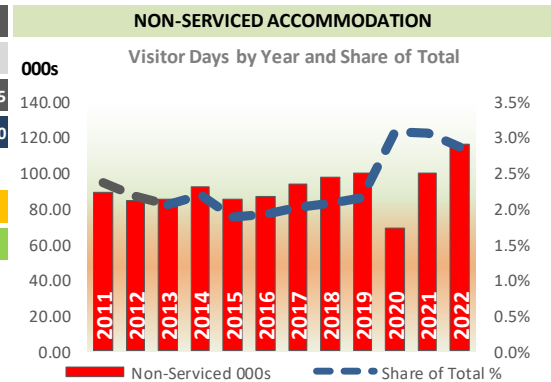
VISITOR DAYS													SERVICED ACCOMMODATION		
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s		
Serviced	000s	203.7	248.7	261.2	281.3	275.3	259.4	281.3	286.5	286.7	99.0	183.6	274.6		
All Visitor Types	M	3.8	3.9	4.1	4.2	4.5	4.5	4.6	4.7	4.7	2.2	3.3	4.0		
Share of Total	%	5.4%	6.3%	6.3%	6.7%	6.1%	5.8%	6.0%	6.1%	6.1%	4.4%	5.6%	6.8%		
Annual Change in Share	%		17.8%	-0.8%	6.1%	-9.2%	-5.1%	5.1%	0.8%	0.7%	-27.7%	26.7%	20.7%		
Change in Share from 2011	%		17.8%	16.9%	24.0%	12.6%	6.9%	12.4%	13.3%	14.1%	-17.4%	4.6%	26.2%		
Avg Ann. Change in Share	%		17.8%	8.5%	8.0%	3.2%	1.4%	2.1%	1.9%	1.8%	-1.9%	0.5%	2.4%		



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CITY OF LINCOLN 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																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022	71.4%	25.6%	65.2%	19.8%	-6.9%	-12.5%	37.2%	35.8%	10.1%	42.3%	36.7%	115.8%	29.9%	Annual Change	54.1%	-3.2%	34.0%	56.1%
% Change 2021 to 2022	4107.1%	3866.0%	4863.9%	260.1%	31.3%	4.6%	9.2%	6.5%	-8.5%	-15.3%	1.9%	39.5%	16.3%		4350.6%	43.1%	6.3%	0.5%
Average Annual Change	6.5%	2.3%	5.9%	1.8%	-0.6%	-1.1%	3.4%	3.3%	0.9%	3.8%	3.3%	10.5%	2.7%		4.9%	-0.3%	3.1%	5.1%
2011 000s	1.1	1.4	1.9	3.4	6.0	6.2	27.5	29.7	5.9	2.9	1.7	1.2	89.0		4.3	15.6	63.1	5.9
2012 000s	1.1	1.3	1.9	3.3	5.5	5.7	25.8	28.5	5.5	2.8	1.7	1.3	84.5	-5.0%	4.4	14.5	59.8	5.9
2013 000s	1.2	1.4	2.1	3.2	5.5	5.6	25.8	28.8	5.5	2.9	1.9	1.4	85.3	0.9%	4.7	14.3	60.1	6.2
2014 000s	1.5	1.7	2.5	3.7	5.8	5.9	26.6	30.3	6.3	3.6	2.3	1.7	91.8	7.7%	5.6	15.4	63.1	7.6
2015 000s	1.4	1.5	2.3	3.2	4.2	4.2	26.6	30.0	4.7	3.4	1.9	1.6	85.1	-7.3%	5.2	11.7	61.3	6.9
2016 000s	1.4	1.6	2.4	3.3	4.3	4.3	26.8	30.4	4.8	3.4	2.0	1.7	86.3	1.4%	5.4	11.9	62.0	7.0
2017 000s	1.5	1.8	2.4	3.6	4.6	4.5	29.8	32.2	5.5	3.7	2.0	1.8	93.4	8.2%	5.7	12.6	67.5	7.5
2018 000s	1.6	1.9	2.5	3.7	5.1	4.9	30.2	33.7	5.8	4.0	2.2	1.9	97.4	4.3%	5.9	13.7	69.7	8.0
2019 000s	1.7	2.0	2.6	4.2	5.3	4.9	31.5	33.6	5.7	4.0	2.4	2.1	99.9	2.5%	6.3	14.4	70.8	8.4
2020 000s	1.9	1.6	1.4	0.1	0.3	0.3	20.9	30.7	6.3	3.7	0.2	1.1	68.6	-31.4%	4.9	0.7	57.9	5.1
2021 000s	0.0	0.0	0.1	1.1	4.3	5.2	34.5	37.9	7.1	4.9	2.3	1.9	99.4	44.9%	0.2	10.6	79.6	9.1
2022 000s	1.8	1.7	3.1	4.1	5.6	5.4	37.7	40.4	6.5	4.1	2.4	2.7	115.5	16.3%	6.7	15.1	84.6	9.2

VISITOR DAYS													NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	
Non-Serviced	89.0	84.5	85.3	91.8	85.1	86.3	93.4	97.4	99.9	68.6	99.4	115.5		
All Visitor Types	3.8	3.9	4.1	4.2	4.5	4.5	4.6	4.7	4.7	2.2	3.3	4.0		
Share of Total	2.4%	2.2%	2.1%	2.2%	1.9%	1.9%	2.0%	2.1%	2.1%	3.1%	3.0%	2.9%		
Annual Change in Share		-8.3%	-4.6%	6.0%	-14.0%	2.1%	4.9%	3.2%	3.2%	43.7%	-1.0%	-6.1%		
Change in Share from 2011		-8.3%	-12.6%	-7.3%	-20.2%	-18.5%	-14.5%	-11.8%	-8.9%	30.9%	29.6%	21.7%		
Avg Ann. Change in Share		-8.3%	-6.3%	-2.4%	-5.1%	-3.7%	-2.4%	-1.7%	-1.1%	3.4%	3.0%	2.0%		



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

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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																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		-6.4%	5.4%	55.8%	-13.9%	8.7%	7.5%	-6.8%	1.0%	-12.7%	-2.7%	5.8%	13.2%	2.9%	20.2%	1.9%	-4.9%	3.3%	
% Change 2021 to 2022		136.1%	98.8%	84.0%	60.7%	36.8%	7.3%	2.3%	-8.7%	-4.5%	1.3%	6.4%	13.4%	19.2%	98.3%	28.6%	-4.6%	5.5%	
Average Annual Change		-0.6%	0.5%	5.1%	-1.3%	0.8%	0.7%	-0.6%	0.1%	-1.2%	-0.2%	0.5%	1.2%	0.3%	1.8%	0.2%	-0.4%	0.3%	
2011	M	0.164	0.205	0.208	0.266	0.351	0.319	0.365	0.520	0.306	0.227	0.140	0.104	3.176		0.577	0.936	1.192	0.471
2012	M	0.173	0.214	0.239	0.238	0.333	0.347	0.396	0.559	0.313	0.214	0.141	0.095	3.261	2.7%	0.626	0.917	1.267	0.450
2013	M	0.170	0.227	0.264	0.242	0.401	0.341	0.422	0.617	0.313	0.220	0.147	0.104	3.468	6.3%	0.661	0.984	1.352	0.470
2014	M	0.156	0.228	0.314	0.268	0.398	0.343	0.421	0.605	0.295	0.220	0.149	0.101	3.499	0.9%	0.698	1.009	1.321	0.470
2015	M	0.186	0.266	0.336	0.273	0.420	0.358	0.434	0.692	0.339	0.258	0.154	0.116	3.832	9.5%	0.788	1.051	1.465	0.528
2016	M	0.187	0.262	0.367	0.264	0.436	0.395	0.404	0.680	0.314	0.239	0.145	0.115	3.808	-0.6%	0.816	1.095	1.398	0.499
2017	M	0.187	0.268	0.380	0.277	0.438	0.402	0.396	0.715	0.336	0.240	0.152	0.117	3.907	2.6%	0.835	1.117	1.447	0.508
2018	M	0.199	0.277	0.381	0.269	0.458	0.400	0.397	0.683	0.327	0.252	0.166	0.136	3.944	0.9%	0.857	1.126	1.407	0.553
2019	M	0.203	0.283	0.391	0.274	0.453	0.397	0.391	0.638	0.326	0.251	0.167	0.133	3.908	-0.9%	0.878	1.124	1.356	0.550
2020	M	0.214	0.256	0.183	0.018	0.047	0.068	0.106	0.477	0.243	0.167	0.058	0.065	1.901	-51.4%	0.652	0.132	0.826	0.290
2021	M	0.065	0.109	0.176	0.143	0.279	0.320	0.333	0.576	0.280	0.218	0.139	0.104	2.741	44.2%	0.350	0.742	1.189	0.461
2022	M	0.154	0.216	0.324	0.229	0.382	0.343	0.341	0.525	0.267	0.221	0.148	0.117	3.268	19.2%	0.694	0.954	1.133	0.486

VISITOR DAYS													DAY VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M				
Day Visitor		M	3.176	3.261	3.468	3.499	3.832	3.808	3.907	3.944	3.908	1.901	2.741	3.268	Visitor Days by Year and Share of Total			
All Visitor Types		M	3.785	3.922	4.150	4.214	4.541	4.507	4.649	4.698	4.668	2.229	3.263	4.042				
Share of Total		%	83.9%	83.2%	83.6%	83.0%	84.4%	84.5%	84.0%	83.9%	83.7%	85.3%	84.0%	80.9%				
Annual Change in Share		%		-0.9%	0.5%	-0.6%	1.6%	0.1%	-0.5%	-0.1%	-0.3%	1.9%	-1.5%	-3.8%				
Change in Share from 2011		%		-0.9%	-0.4%	-1.1%	0.6%	0.7%	0.1%	0.0%	-0.2%	1.6%	0.1%	-3.7%				
Avg Ann. Change in Share		%		-0.9%	-0.2%	-0.4%	0.1%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	-0.3%				

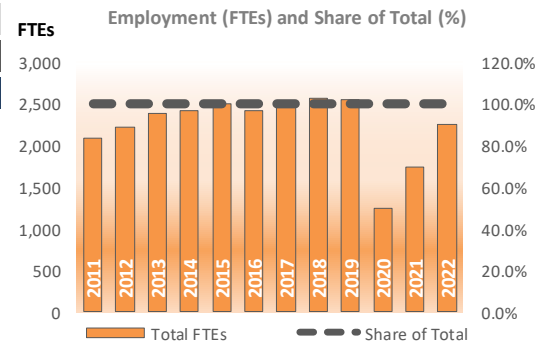
Direct and Total Employment by Month, Year and Visitor Type for the Period 2011 to 2022

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

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EMPLOYMENT BY:													2011 to 2022		TOTAL		TOTAL EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
TOTAL													TOTAL							
TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													% Change							
KEY													Annual Change							
An increase of 3% or more													Annual Change							
Less than 3% change													Annual Change							
A Fall of 3% or more													Annual Change							
TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													Annual Change							
Q1													Annual Change							
Q2													Annual Change							
Q3													Annual Change							
Q4													Annual Change							
JAN													Annual Change							
FEB													Annual Change							
MAR													Annual Change							
APR													Annual Change							
MAY													Annual Change							
JUN													Annual Change							
JUL													Annual Change							
AUG													Annual Change							
SEP													Annual Change							
OCT													Annual Change							
NOV													Annual Change							
DEC													Annual Change							
% Change 2011 to 2022													Annual Change							
% Change 2021 to 2022													Annual Change							
Average Annual Change													Annual Change							
2011	FTEs	1,630	1,642	1,644	2,064	2,497	2,339	2,790	3,644	2,295	1,866	1,319	1,260	2,082		1,638	2,300	2,909	1,482	
2012	FTEs	1,724	1,772	1,888	2,009	2,504	2,604	3,043	3,987	2,468	1,902	1,433	1,279	2,218	6.5%	1,795	2,372	3,166	1,538	
2013	FTEs	1,764	1,929	2,121	2,073	2,957	2,637	3,287	4,426	2,497	1,966	1,518	1,390	2,380	7.3%	1,938	2,555	3,403	1,625	
2014	FTEs	1,704	1,926	2,378	2,241	2,939	2,633	3,294	4,350	2,504	2,017	1,540	1,400	2,410	1.3%	2,003	2,604	3,383	1,652	
2015	FTEs	1,832	2,065	2,415	2,197	2,973	2,669	3,292	4,756	2,622	2,170	1,488	1,405	2,490	3.3%	2,104	2,613	3,557	1,687	
2016	FTEs	1,777	1,982	2,522	2,116	2,993	2,790	3,078	4,620	2,414	1,987	1,393	1,380	2,421	-2.8%	2,094	2,633	3,371	1,587	
2017	FTEs	1,833	2,042	2,626	2,203	3,080	2,876	3,079	4,839	2,606	2,055	1,466	1,451	2,513	3.8%	2,167	2,720	3,508	1,657	
2018	FTEs	1,929	2,124	2,665	2,193	3,244	2,921	3,125	4,753	2,594	2,171	1,571	1,579	2,572	2.4%	2,239	2,786	3,491	1,774	
2019	FTEs	1,943	2,148	2,702	2,214	3,200	2,891	3,092	4,481	2,568	2,154	1,577	1,554	2,544	-1.1%	2,265	2,768	3,380	1,762	
2020	FTEs	1,979	1,966	1,337	203	382	477	1,065	3,381	1,836	1,375	475	528	1,250	-50.8%	1,760	354	2,094	793	
2021	FTEs	538	733	1,093	943	1,760	2,310	2,696	4,056	2,249	1,928	1,357	1,288	1,746	39.6%	788	1,671	3,000	1,524	
2022	FTEs	1,608	1,759	2,328	1,971	2,796	2,581	2,846	3,898	2,237	1,979	1,465	1,481	2,246	28.6%	1,899	2,449	2,993	1,642	

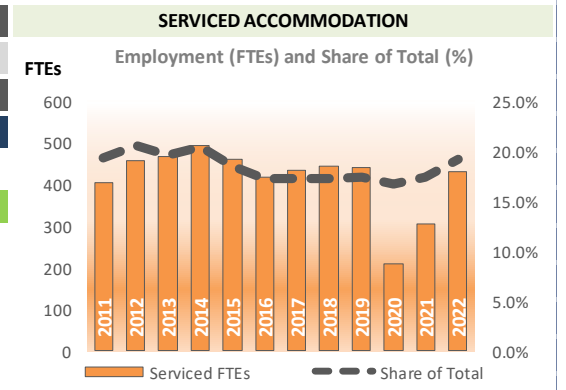
EMPLOYMENT													TOTAL						
SHARE OF MARKET													TOTAL						
2011													TOTAL						
2012													TOTAL						
2013													TOTAL						
2014													TOTAL						
2015													TOTAL						
2016													TOTAL						
2017													TOTAL						
2018													TOTAL						
2019													TOTAL						
2020													TOTAL						
2021													TOTAL						
2022													TOTAL						
Total	FTEs	2,082	2,218	2,380	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246						
Total Employment	FTEs	2,082	2,218	2,380	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246						
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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EMPLOYMENT BY:													2011 to 2022		SERVICED		DIRECT EMPLOYMENT			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													SERVICED ACCOMMODATION							
An increase of 3% or more													DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES							
Less than 3% change													TOTAL							
A Fall of 3% or more													Annual Change							
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																				
Q1																				
Q2																				
Q3																				
Q4																				
JAN																				
FEB																				
MAR																				
APR																				
MAY																				
JUN																				
JUL																				
AUG																				
SEP																				
OCT																				
NOV																				
DEC																				
% Change 2011 to 2022													6.6%		-0.3% 7.5% 9.3% 9.3%					
% Change 2021 to 2022													41.5%		231.3% 83.4% 5.5% 5.2%					
Average Annual Change													0.6%		0.0% 0.7% 0.8% 0.8%					
2011	FTEs	384	394	373	356	390	416	408	428	447	447	404	383	403		384	388	428	411	
2012	FTEs	412	442	419	401	443	483	455	492	528	508	470	420	456	13.3%	424	442	492	466	
2013	FTEs	419	471	451	398	458	489	474	510	510	500	487	441	467	2.5%	447	448	498	476	
2014	FTEs	439	480	461	427	477	498	502	528	597	547	501	462	493	5.5%	460	467	542	503	
2015	FTEs	417	449	421	394	446	485	472	517	537	520	455	417	461	-6.5%	429	442	509	464	
2016	FTEs	372	403	383	363	405	436	433	475	481	458	417	393	418	-9.3%	386	401	463	423	
2017	FTEs	389	411	393	365	432	453	436	473	519	489	432	417	434	3.8%	398	417	476	446	
2018	FTEs	396	418	396	369	442	465	443	489	520	504	441	423	442	1.9%	403	426	484	456	
2019	FTEs	395	417	395	368	441	466	442	486	514	502	443	420	441	-0.3%	402	425	481	455	
2020	FTEs	388	396	258	74	93	84	184	271	288	277	105	85	208	-52.7%	347	83	248	155	
2021	FTEs	117	116	114	116	163	403	401	453	476	476	416	390	303	45.5%	115	227	443	427	
2022	FTEs	361	401	386	366	431	453	434	467	502	495	436	417	429	41.5%	383	417	468	450	

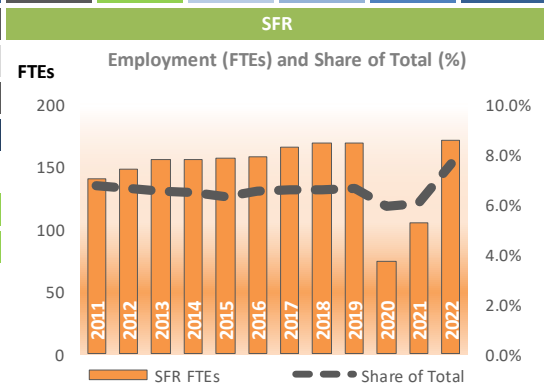
EMPLOYMENT													
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Serviced	FTEs	403	456	467	493	461	418	434	442	441	208	303	429
Total Employment	FTEs	2,082	2,218	2,380	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246
Share of Total	%	19.3%	20.6%	19.6%	20.5%	18.5%	17.3%	17.3%	17.2%	17.3%	16.7%	17.4%	19.1%
Annual Change in Share	%		6.4%	-4.5%	4.2%	-9.5%	-6.7%	0.0%	-0.5%	0.8%	-3.8%	4.2%	10.0%
Change in Share from 2011	%		6.4%	1.6%	5.8%	-4.3%	-10.6%	-10.7%	-11.1%	-10.4%	-13.8%	-10.1%	-1.2%
Avg Ann. Change in Share	%		6.4%	0.8%	1.9%	-1.1%	-2.1%	-1.8%	-1.6%	-1.3%	-1.5%	-1.0%	-0.1%



STEAM REPORT FOR 2011-2022 - FINAL
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EMPLOYMENT BY:													2011 to 2022		SFR		DIRECT EMPLOYMENT															
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																	
KEY													SFR																			
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													TOTAL	% Change																		
An increase of 3% or more															Annual Change	Q1	Q2	Q3	Q4													
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													12.6%	19.8%	23.6%	21.5%	25.4%	23.2%	22.5%	22.7%	24.4%	27.0%	27.3%	28.9%	22.5%		16.3%	23.2%	23.0%	28.1%		
% Change 2021 to 2022													529.5%	572.9%	588.1%	374.2%	142.1%	28.4%	-0.2%	-2.6%	4.4%	6.1%	15.4%	24.3%	63.4%		550.2%	138.6%	-0.2%	17.3%		
Average Annual Change													1.1%	1.8%	2.1%	2.0%	2.3%	2.1%	2.0%	2.1%	2.2%	2.5%	2.5%	2.6%	2.0%		1.5%	2.1%	2.1%	2.6%		
2011	FTEs	249	79	88	194	139	113	167	177	98	98	76	201	140		139	149	147	125													
2012	FTEs	253	83	94	206	147	121	174	186	106	105	84	210	147	5.4%	143	158	155	133													
2013	FTEs	266	92	104	212	156	126	183	195	107	107	89	226	155	5.3%	154	164	162	140													
2014	FTEs	265	89	102	217	155	124	184	196	114	111	88	227	156	0.5%	152	165	164	142													
2015	FTEs	273	90	101	216	155	128	185	199	112	114	87	223	157	0.6%	155	166	165	141													
2016	FTEs	272	90	101	220	155	127	186	200	111	111	88	230	158	0.5%	155	167	166	143													
2017	FTEs	289	93	105	224	166	132	192	204	118	118	92	246	165	4.7%	163	174	172	152													
2018	FTEs	295	95	106	228	171	136	196	210	119	122	94	250	168	2.0%	165	178	175	155													
2019	FTEs	295	95	106	229	171	136	197	210	118	121	94	249	168	0.0%	165	178	175	155													
2020	FTEs	290	90	45	17	15	11	93	149	66	57	12	39	74	-56.2%	141	14	103	36													
2021	FTEs	44	14	16	50	72	108	205	222	116	117	84	209	105	42.2%	25	77	181	137													
2022	FTEs	280	95	109	235	174	139	205	217	122	125	97	259	171	63.4%	161	183	181	160													

EMPLOYMENT													SFR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
SFR	FTEs	140	147	155	156	157	158	165	168	168	74	105	171		
Total Employment	FTEs	2,082	2,218	2,380	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246		
Share of Total	%	6.7%	6.6%	6.5%	6.5%	6.3%	6.5%	6.6%	6.5%	6.6%	5.9%	6.0%	7.6%		
Annual Change in Share	%		-1.1%	-1.9%	-0.8%	-2.6%	3.4%	0.9%	-0.3%	1.1%	-10.9%	1.8%	27.0%		
Change in Share from 2011	%		-1.1%	-3.0%	-3.7%	-6.2%	-3.0%	-2.1%	-2.5%	-1.4%	-12.2%	-10.6%	13.6%		
Avg Ann. Change in Share	%		-1.1%	-1.5%	-1.2%	-1.6%	-0.6%	-0.4%	-0.4%	-0.2%	-1.4%	-1.1%	1.2%		



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CITY OF LINCOLN 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	32	1,451	0	0	-19	+140
+50 Room	4	730	0	0	+1	+259
11-50 Room	13	544	0	0	+2	+91
<10 Room	15	177	0	0	-22	-210

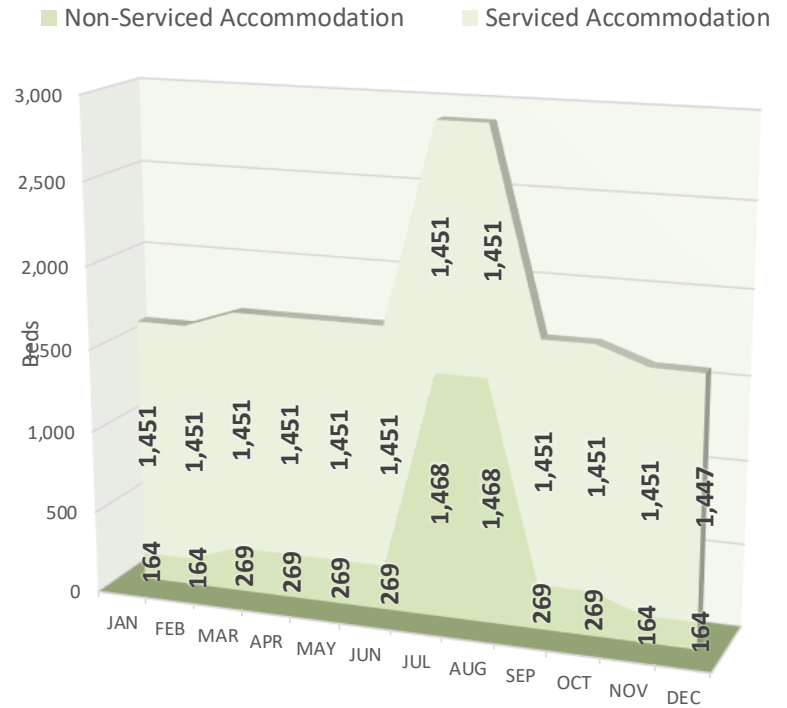
NON-SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	23	1,468	0	0	0	+158
Self catering	21	1,347	0	0	-1	+241
Static caravans/chalets	0	4	0	0	0	+4
Touring caravans/camping	2	117	0	0	+1	-87
Youth Hostels	0	0	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	55	2,919	0	0	-19	+298
Serviced Accommodation Share of Total	58%	50%				
Non-Serviced Accommodation Share of Total	42%	50%				

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	1,615	1,615	1,720	1,720	1,720	1,720	2,919	2,919	1,720	1,720	1,615	1,610
Serviced Accommodation	1,451	1,451	1,451	1,451	1,451	1,451	1,451	1,451	1,451	1,451	1,451	1,447
Non-Serviced Accommodation	164	164	269	269	269	269	1,468	1,468	269	269	164	164

SEASONAL AVAILABILITY OF BED SUPPLY

2022



Report Sections With Historic Financial Data Indexed to 2022 Prices

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

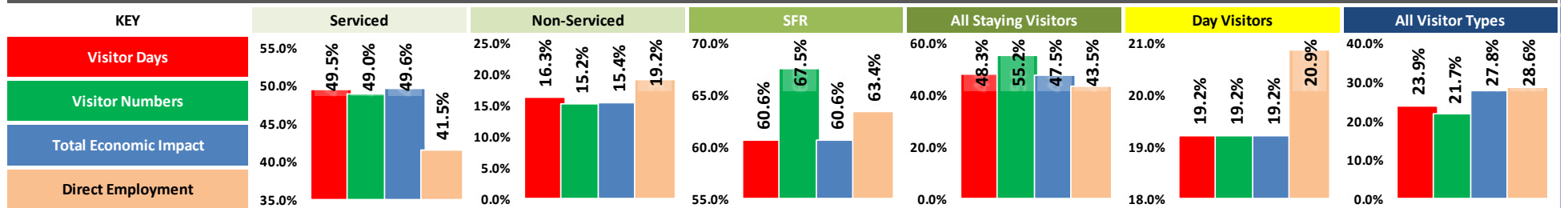
Indexation: *Indexation to: 2022*

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

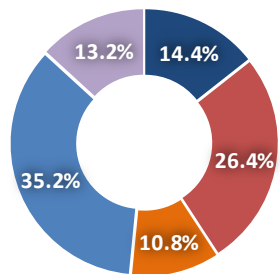
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %						
Visitor Days	M	0.275	0.184	49.5%	0.116	0.099	16.3%	0.384	0.239	60.6%	0.774	0.522	48.3%	3.268	2.741	19.2%	4.042	3.263	23.9%					
Visitor Numbers	M	0.141	0.095	49.0%	0.018	0.015	15.2%	0.162	0.097	67.5%	0.320	0.206	55.2%	3.268	2.741	19.2%	3.588	2.947	21.7%					
Direct Expenditure	£M																165.29	128.98	28.1%					
Economic Impact	£M	45.99	30.73	49.6%	8.962	7.763	15.4%	22.13	13.78	60.6%	77.08	52.27	47.5%	142.72	119.71	19.2%	219.80	171.99	27.8%					
Direct Employment	FTEs	429	303	41.5%	73	61	19.2%	171	105	63.4%	673	469	43.5%	1,089	901	20.9%	1,762	1,370	28.6%					
Total Employment	FTEs																2,246	1,746	28.6%					

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



- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

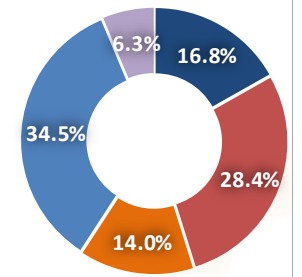
Direct Expenditure Categories

	2022	2021	+/- %
Accommodation	23.78	16.40	45.0%
Food & Drink	43.66	34.51	26.5%
Recreation	17.79	14.12	26.0%
Shopping	58.24	46.64	24.9%
Transport	21.82	17.32	26.0%
TOTAL DIRECT	165.29	128.98	28.1%
Indirect	54.51	43.00	26.8%
TOTAL	219.80	171.99	27.8%

Sectors

Sectors	2022	2021	+/- %
Accommodation	296	222	33.8%
Food & Drink	500	389	28.5%
Recreation	247	193	27.9%
Shopping	608	479	26.8%
Transport	112	87	27.9%
TOTAL DIRECT	1,762	1,370	28.6%
Indirect	484	376	28.7%
TOTAL	2,246	1,746	28.6%

Sectoral Distribution of Employment - FTEs



- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport

Direct Employment Categories

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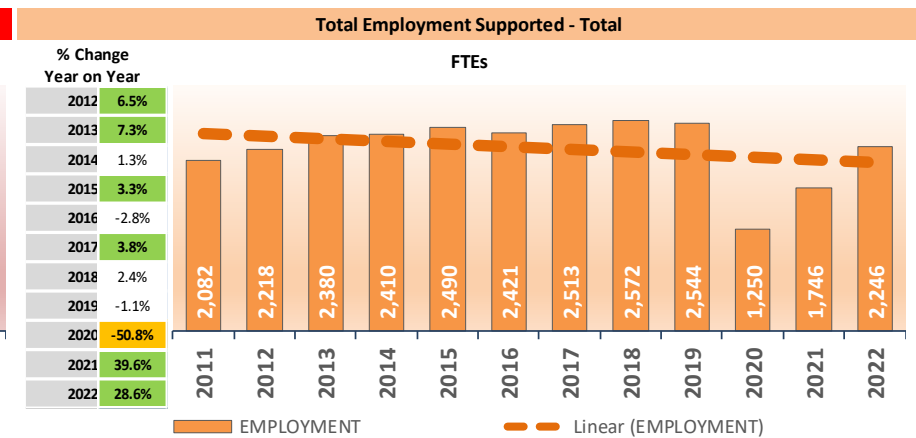
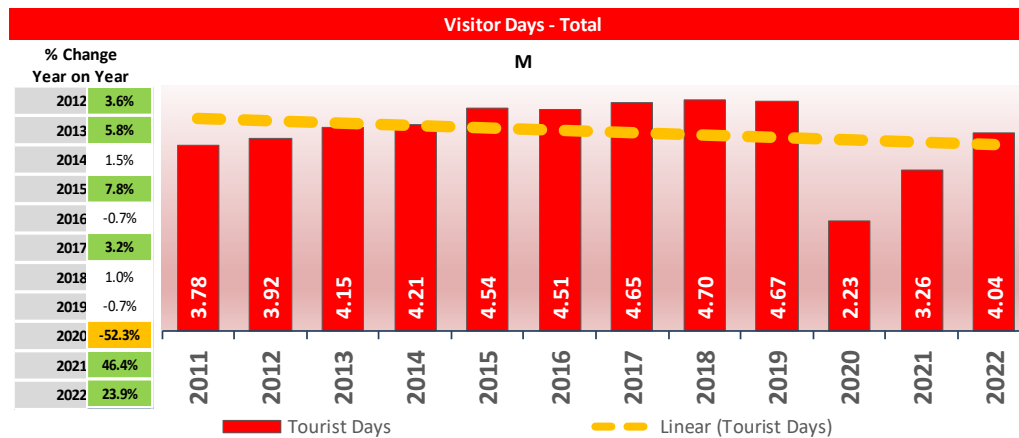
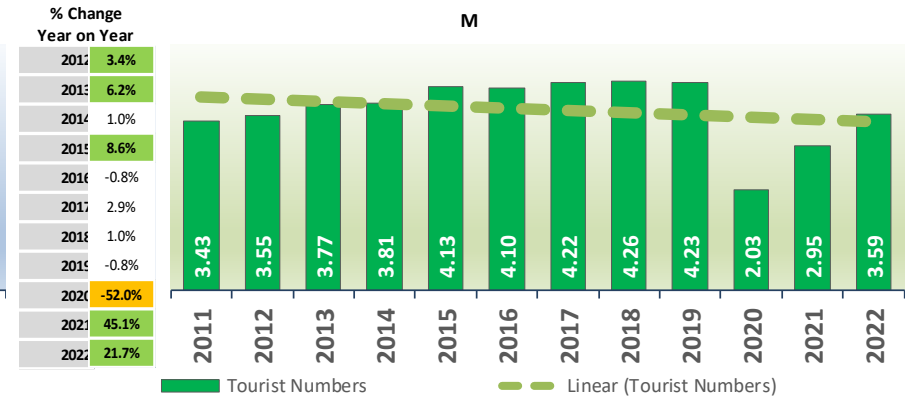
2011 to 2022
2022 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



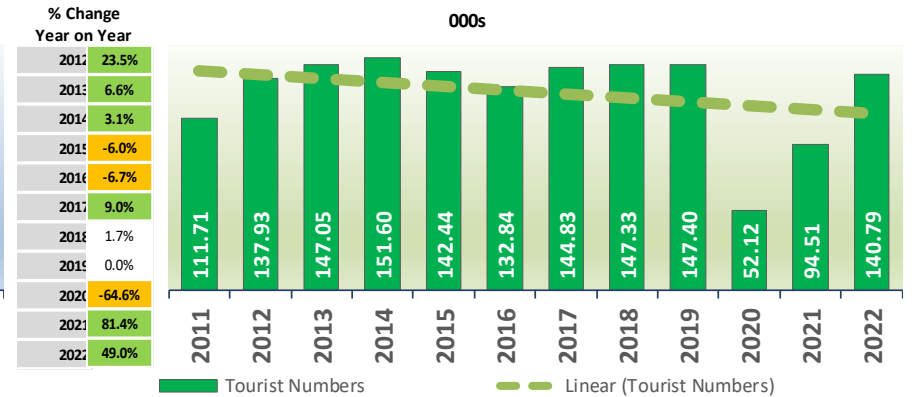
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		5.2%	12.1%	14.5%	21.9%	20.3%	25.7%	28.3%	27.8%	-41.2%	-11.3%	13.3%
Visitor Numbers		3.4%	9.8%	10.9%	20.4%	19.5%	22.9%	24.1%	23.1%	-40.9%	-14.2%	4.5%
Visitor Days		3.6%	9.6%	11.3%	20.0%	19.1%	22.8%	24.1%	23.3%	-41.1%	-13.8%	6.8%
Total Employment		6.5%	14.3%	15.8%	19.6%	16.3%	20.7%	23.5%	22.2%	-40.0%	-16.2%	7.8%

"Linear" = Linear Trendline

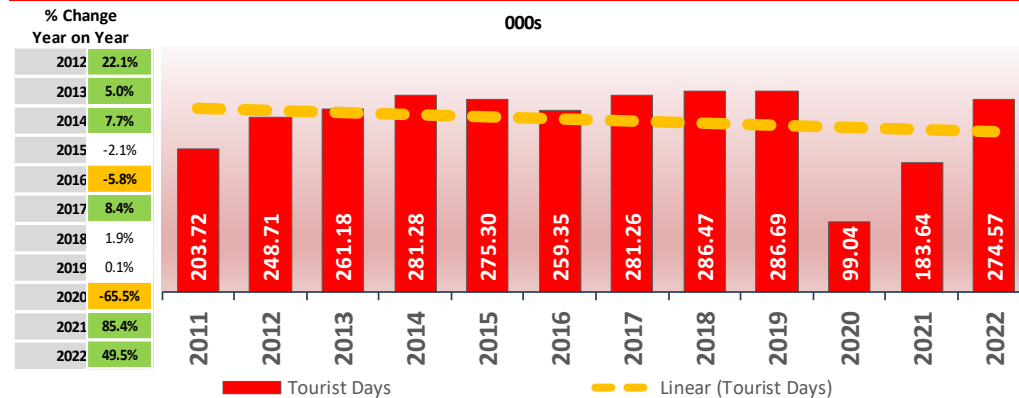
Economic Impact - Indexed - Serviced Accommodation



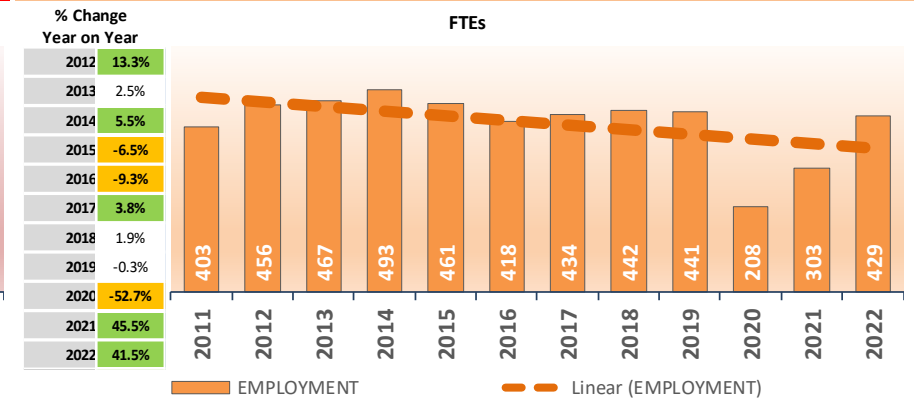
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



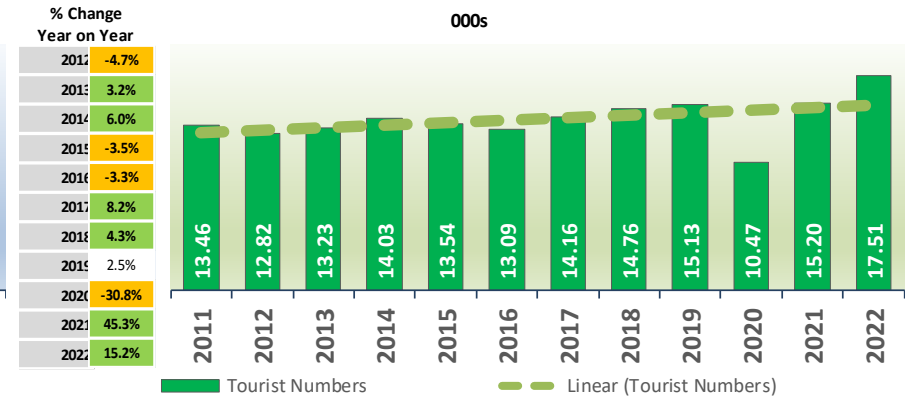
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		20.4%	33.0%	40.9%	39.2%	31.8%	47.0%	56.7%	57.5%	-46.0%	0.7%	50.7%
Visitor Numbers		23.5%	31.6%	35.7%	27.5%	18.9%	29.6%	31.9%	31.9%	-53.3%	-15.4%	26.0%
Visitor Days		22.1%	28.2%	38.1%	35.1%	27.3%	38.1%	40.6%	40.7%	-51.4%	-9.9%	34.8%
Direct Employment		13.3%	16.1%	22.5%	14.5%	3.9%	7.8%	9.8%	9.5%	-48.2%	-24.7%	6.6%

"Linear" = Linear Trendline

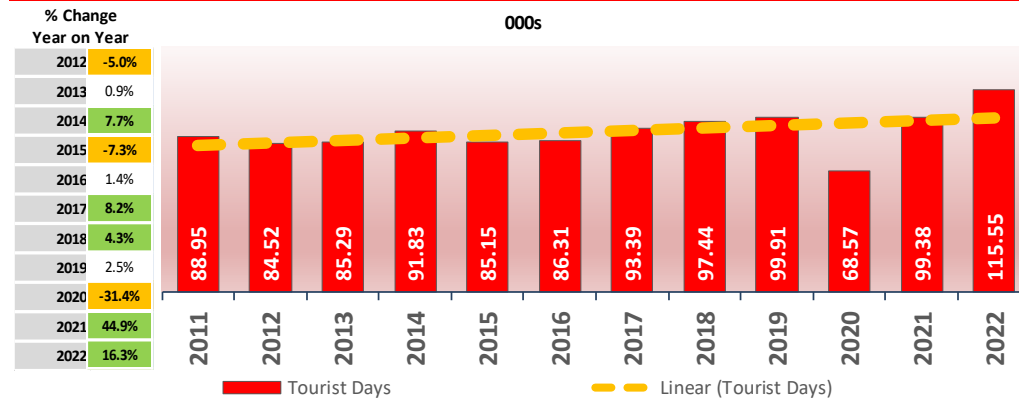
Economic Impact - Indexed - Non-Serviced Accommodation



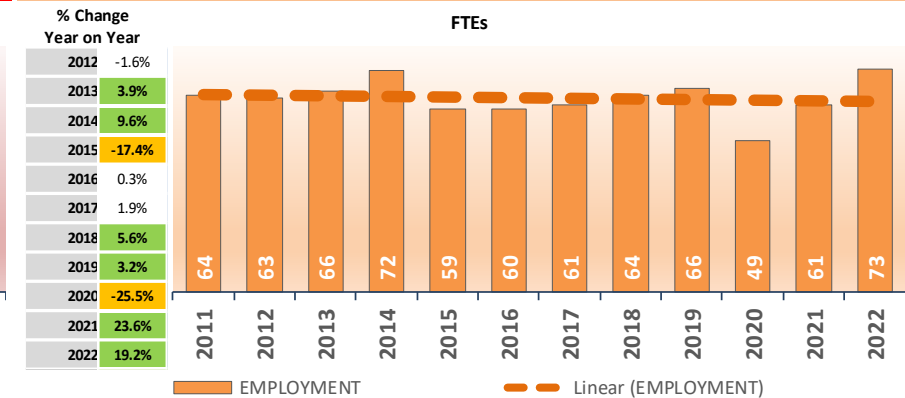
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

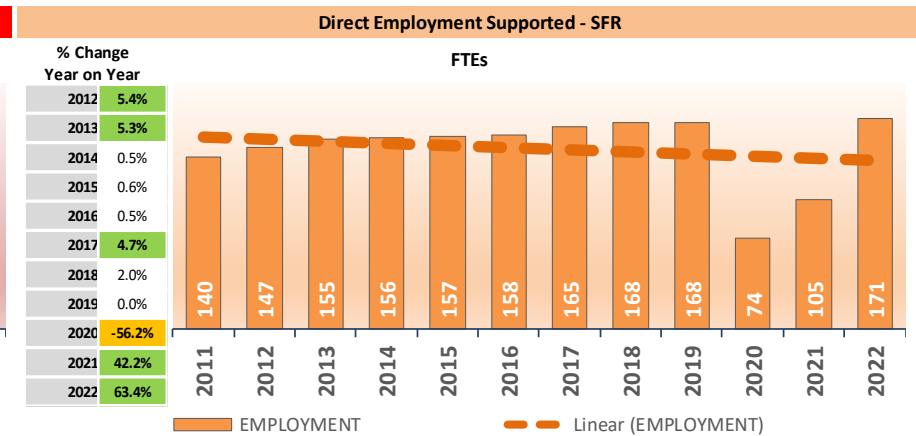
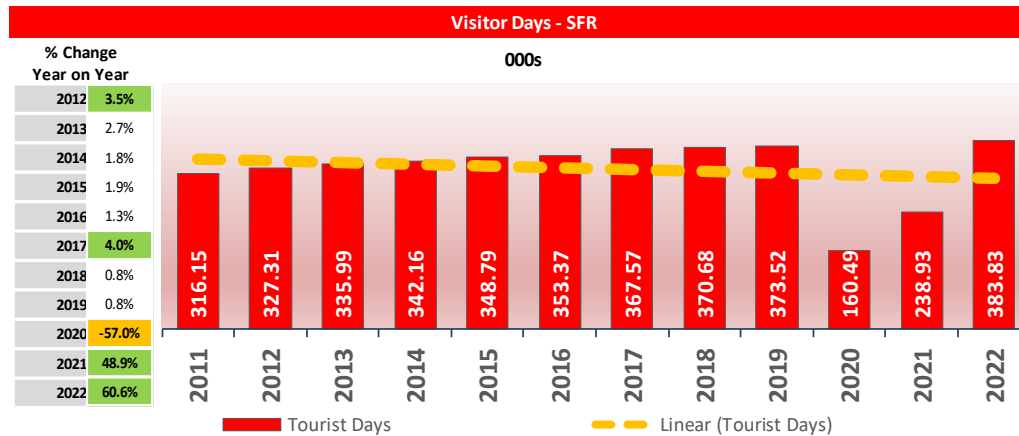
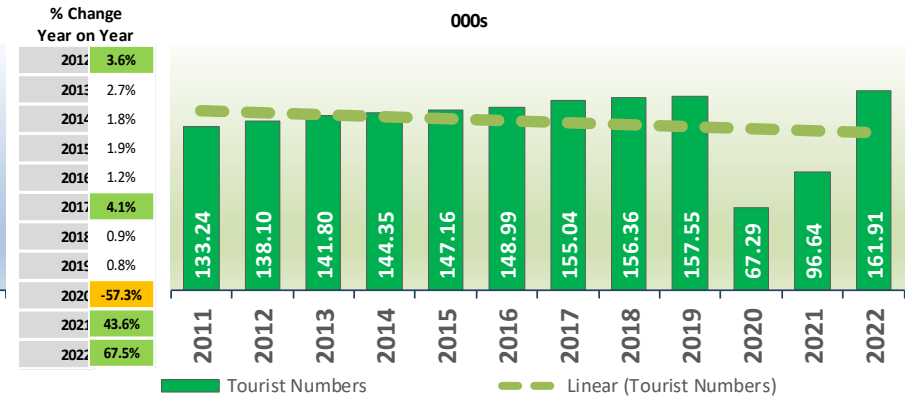


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed	-	-6.1%	-6.4%	1.1%	-0.6%	0.2%	8.8%	13.4%	17.5%	-17.3%	19.2%	37.6%
Visitor Numbers	-	-4.7%	-1.7%	4.2%	0.6%	-2.8%	5.2%	9.7%	12.4%	-22.3%	12.9%	30.1%
Visitor Days	-	-5.0%	-4.1%	3.2%	-4.3%	-3.0%	5.0%	9.5%	12.3%	-22.9%	11.7%	29.9%
Direct Employment	-	-1.6%	2.2%	12.1%	-7.5%	-7.2%	-5.4%	-0.1%	3.1%	-23.1%	-5.0%	13.1%

"Linear" = Linear Trendline

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



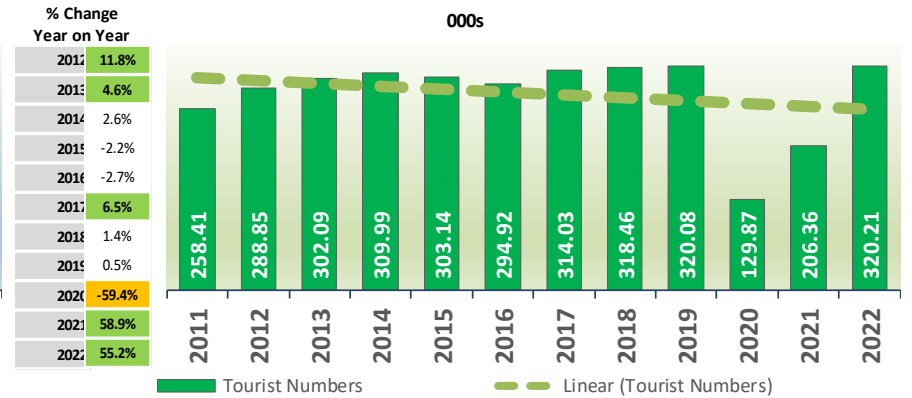
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		3.5%	6.3%	8.2%	10.3%	11.8%	16.2%	17.2%	18.1%	-49.2%	-24.4%	21.4%
Visitor Numbers		3.6%	6.4%	8.3%	10.4%	11.8%	16.4%	17.4%	18.2%	-49.5%	-27.5%	21.5%
Visitor Days		3.5%	6.3%	8.2%	10.3%	11.8%	16.3%	17.2%	18.1%	-49.2%	-24.4%	21.4%
Direct Employment		5.4%	10.9%	11.5%	12.2%	12.8%	18.1%	20.5%	20.5%	-47.3%	-25.0%	22.5%

"Linear" = Linear Trendline

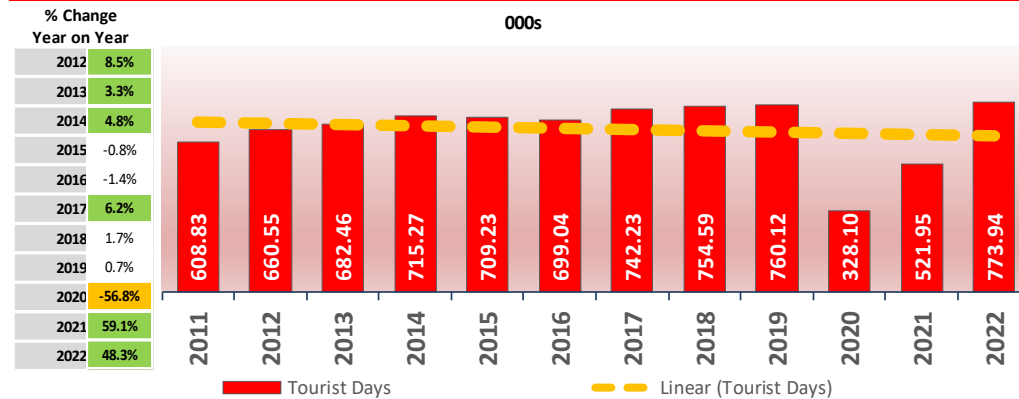
Economic Impact - Indexed - Staying Visitor



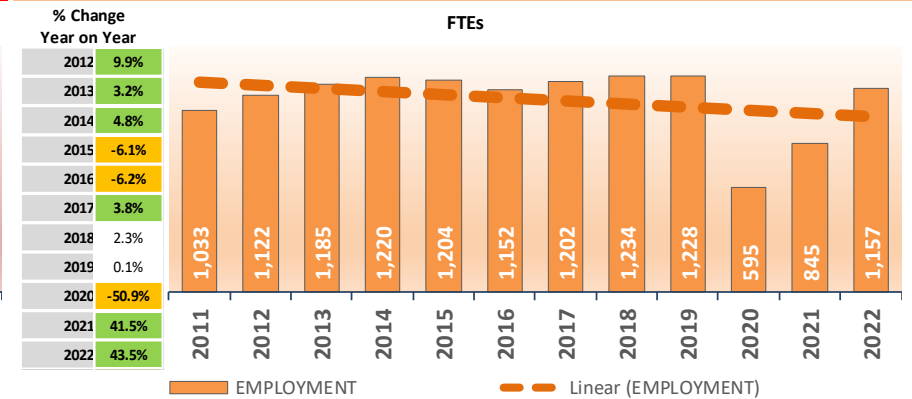
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor

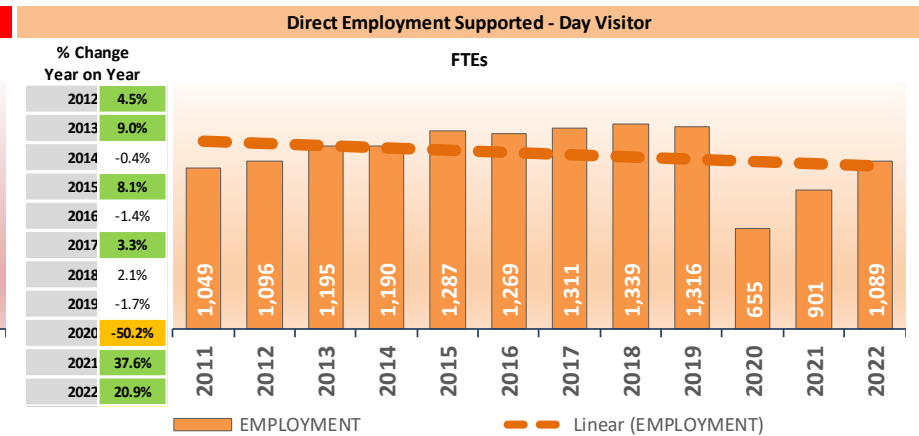
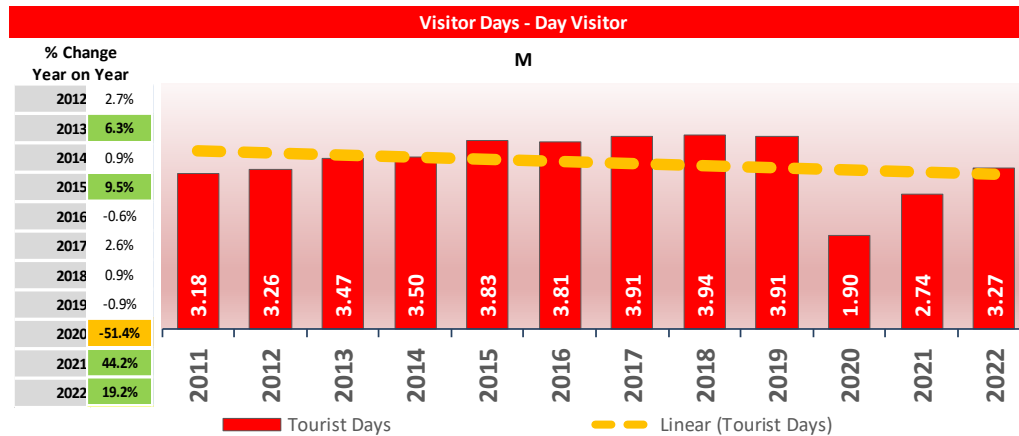
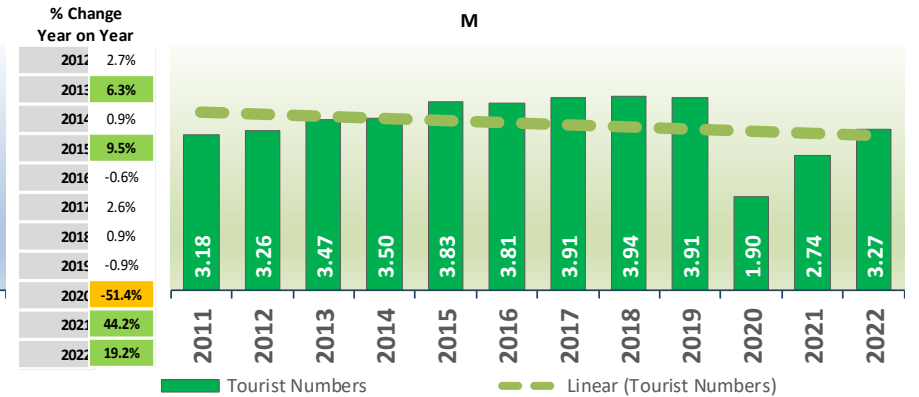


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		11.7%	19.6%	25.4%	25.0%	21.5%	32.4%	38.6%	39.8%	-43.7%	-5.4%	39.5%
Visitor Numbers		11.8%	16.9%	20.0%	17.3%	14.1%	21.5%	23.2%	23.9%	-49.7%	-20.1%	23.9%
Visitor Days		8.5%	12.1%	17.5%	16.5%	14.8%	21.9%	23.9%	24.9%	-46.1%	-14.3%	27.1%
Direct Employment		8.5%	14.7%	18.1%	16.5%	11.5%	16.3%	19.4%	18.8%	-42.4%	-18.2%	11.9%

"Linear" = Linear Trendline

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor

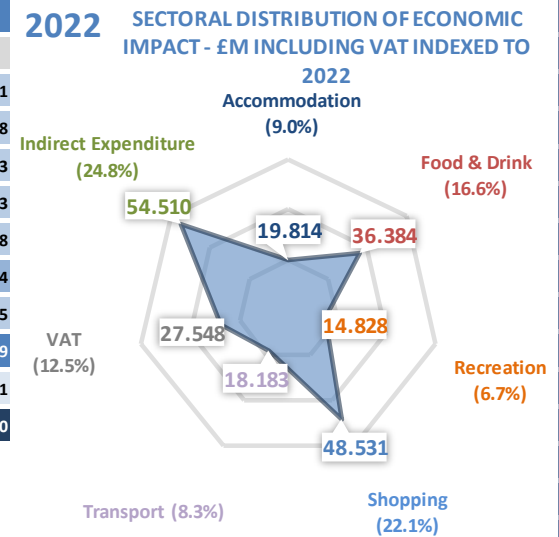


% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		2.7%	9.2%	10.2%	20.6%	19.9%	23.0%	24.2%	23.0%	-40.2%	-13.7%	2.9%
Visitor Numbers		2.7%	9.2%	10.2%	20.6%	19.9%	23.0%	24.2%	23.0%	-40.2%	-13.7%	2.9%
Visitor Days		2.7%	9.2%	10.2%	20.6%	19.9%	23.0%	24.2%	23.0%	-40.2%	-13.7%	2.9%
Direct Employment		4.5%	13.9%	13.4%	22.7%	21.0%	25.0%	27.6%	25.4%	-37.6%	-14.1%	3.8%

"Linear" = Linear Trendline

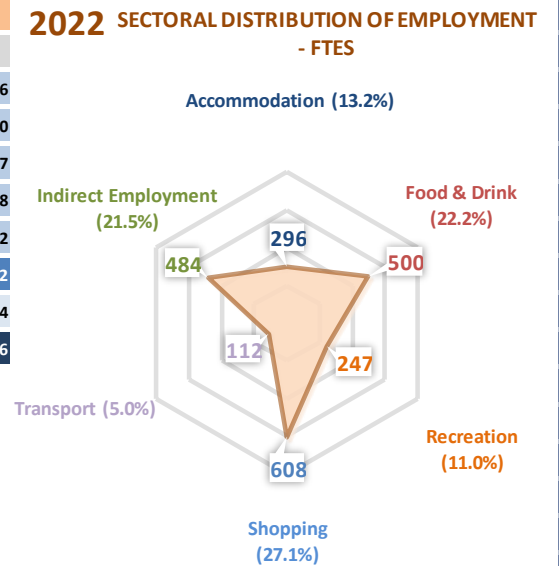
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022

SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	£M	11.84	13.91	15.85	16.60	16.71	16.05	18.25	20.01	20.25	8.134	13.73	19.81
Food & Drink	£M	33.29	34.84	36.78	37.57	39.99	39.54	40.96	41.43	41.23	20.27	28.90	36.38
Recreation	£M	13.61	14.27	15.07	15.40	16.39	16.18	16.77	16.96	16.87	8.278	11.82	14.83
Shopping	£M	45.51	47.19	49.94	50.72	54.62	54.17	55.87	56.46	56.09	26.64	39.06	48.53
Transport	£M	16.95	17.54	18.53	18.83	20.19	20.05	20.69	20.92	20.80	9.892	14.50	18.18
Direct Revenue	£M	121.20	127.76	136.18	139.11	147.90	145.99	152.54	155.79	155.23	73.22	108.02	137.74
VAT	£M	24.24	25.55	27.24	27.82	29.58	29.20	30.51	31.16	31.05	12.17	20.97	27.55
Direct Expenditure	£M	145.44	153.31	163.42	166.94	177.48	175.19	183.05	186.95	186.28	85.38	128.98	165.29
Indirect Expenditure	£M	48.54	50.84	54.10	55.18	58.92	58.26	60.71	61.87	61.64	28.74	43.00	54.51
TOTAL	£M	193.98	204.16	217.52	222.12	236.40	233.45	243.76	248.82	247.92	114.12	171.99	219.80

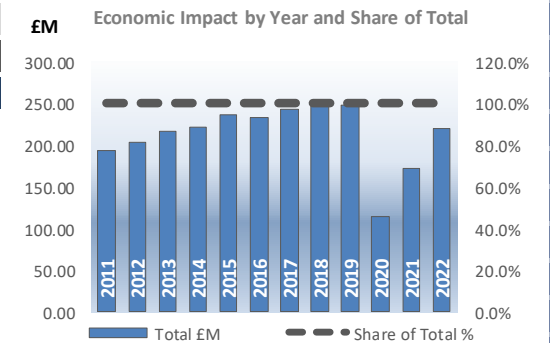


SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	310	336	337	357	322	291	291	296	297	171	222	296
Food & Drink	FTEs	453	483	522	526	553	543	566	579	572	280	389	500
Recreation	FTEs	225	240	260	262	275	270	281	288	284	139	193	247
Shopping	FTEs	565	596	646	648	689	678	704	720	709	336	479	608
Transport	FTEs	103	109	118	118	125	123	128	131	129	61	87	112
Direct Employment	FTEs	1,656	1,763	1,883	1,911	1,964	1,904	1,971	2,013	1,991	986	1,370	1,762
Indirect Employment	FTEs	427	455	497	500	527	517	542	559	552	264	376	484
TOTAL	FTEs	2,082	2,218	2,380	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246



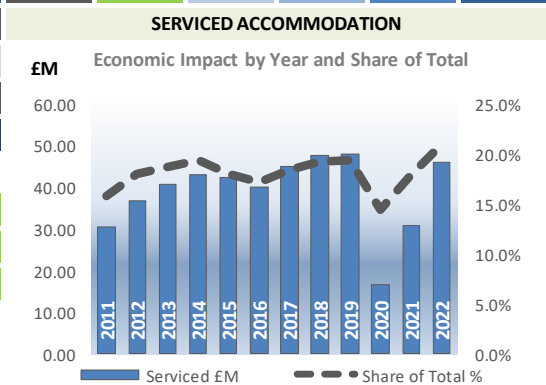
STEAM REPORT FOR 2011-2022 - FINAL CITY OF LINCOLN COUNCIL											2011 to 2022 2022 Prices		TOTAL	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											TOTAL		% Change				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change			
% Change 2011 to 2022		1.0%	13.5%	53.2%	-1.6%	18.0%	16.4%	5.1%	9.2%	2.6%	14.7%	23.3%	29.6%	13.3%	22.6%	11.7%	6.2%	21.2%	
% Change 2021 to 2022		218.2%	152.4%	119.6%	108.9%	59.9%	12.9%	5.5%	-5.4%	-1.2%	2.7%	8.4%	17.5%	27.8%	150.9%	46.9%	-1.1%	8.3%	
Average Annual Change		0.1%	1.2%	4.8%	-0.1%	1.6%	1.5%	0.5%	0.8%	0.2%	1.3%	2.1%	2.7%	1.2%	2.1%	1.1%	0.6%	1.9%	
2011	£M	11.92	12.17	12.05	15.52	19.43	18.24	23.12	30.60	18.12	14.45	9.527	8.844	193.98	36.13	53.20	71.84	32.82	
2012	£M	12.31	12.98	13.77	14.71	19.11	20.18	24.88	33.22	19.37	14.52	10.39	8.711	204.16	5.2%	39.07	54.00	77.47	33.62
2013	£M	12.44	14.30	15.68	14.94	22.57	20.13	26.53	36.22	19.21	14.82	11.08	9.587	217.52	6.5%	42.43	57.64	81.96	35.50
2014	£M	11.95	14.19	17.83	16.47	22.60	20.16	26.96	36.00	19.61	15.46	11.22	9.679	222.12	2.1%	43.96	59.23	82.57	36.36
2015	£M	13.51	15.79	18.54	16.56	23.43	21.13	27.63	40.41	21.02	17.24	11.09	10.02	236.40	6.4%	47.85	61.13	89.07	38.35
2016	£M	13.36	15.41	19.79	16.25	23.95	22.45	26.25	39.75	19.58	15.89	10.59	10.19	233.45	-1.2%	48.55	62.65	85.58	36.66
2017	£M	13.97	16.03	20.74	17.01	24.94	23.33	26.02	41.10	21.37	16.78	11.46	11.01	243.76	4.4%	50.74	65.28	88.49	39.24
2018	£M	14.75	16.72	20.96	16.84	26.27	23.70	26.00	39.90	21.27	17.89	12.44	12.08	248.82	2.1%	52.43	66.81	87.17	42.41
2019	£M	14.97	17.04	21.43	17.14	26.10	23.65	25.99	37.96	21.20	17.87	12.61	11.95	247.92	-0.4%	53.45	66.89	85.15	42.43
2020	£M	15.33	15.62	9.777	1.176	2.628	3.483	8.186	26.92	13.94	10.20	3.197	3.663	114.12	-54.0%	40.73	7.287	49.05	17.06
2021	£M	3.782	5.471	8.401	7.313	14.34	18.81	23.03	35.30	18.82	16.13	10.84	9.752	171.99	50.7%	17.66	40.47	77.14	36.72
2022	£M	12.04	13.81	18.45	15.28	22.93	21.23	24.29	33.41	18.59	16.56	11.75	11.46	219.80	27.8%	44.30	59.44	76.29	39.77
ECONOMIC IMPACT - INDEXED TO 2022														TOTAL					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022						
Total	£M	193.98	204.16	217.52	222.12	236.40	233.45	243.76	248.82	247.92	114.12	171.99	219.80						
All Visitor Types	£M	193.98	204.16	217.52	222.12	236.40	233.45	243.76	248.82	247.92	114.12	171.99	219.80						
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	%																		



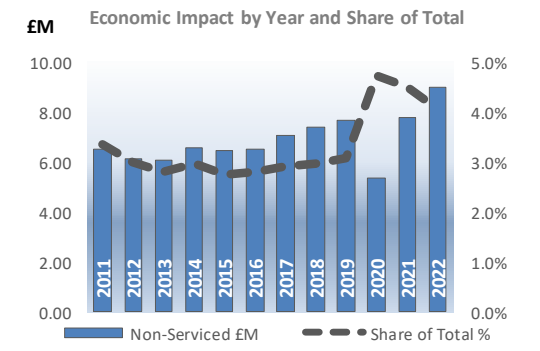
STEAM REPORT FOR 2011-2022 - FINAL
CITY OF LINCOLN COUNCIL

ECONOMIC IMPACT BY:													2011 to 2022 2022 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed					
MONTH AND QUARTER													CALENDAR YEAR		QUARTER							
KEY													TOTAL						Q1		Q2	
ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES													Annual Change		Q1		Q2		Q3		Q4	
An increase of 3% or more													Annual Change		Q1		Q2		Q3		Q4	
Less than 3% change													Annual Change		Q1		Q2		Q3		Q4	
A Fall of 3% or more													Annual Change		Q1		Q2		Q3		Q4	
ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES													Annual Change		Q1		Q2		Q3		Q4	
Q1													Annual Change		Q1		Q2		Q3		Q4	
Q2													Annual Change		Q1		Q2		Q3		Q4	
Q3													Annual Change		Q1		Q2		Q3		Q4	
Q4													Annual Change		Q1		Q2		Q3		Q4	
JAN													Annual Change		Q1		Q2		Q3		Q4	
FEB													Annual Change		Q1		Q2		Q3		Q4	
MAR													Annual Change		Q1		Q2		Q3		Q4	
APR													Annual Change		Q1		Q2		Q3		Q4	
MAY													Annual Change		Q1		Q2		Q3		Q4	
JUN													Annual Change		Q1		Q2		Q3		Q4	
JUL													Annual Change		Q1		Q2		Q3		Q4	
AUG													Annual Change		Q1		Q2		Q3		Q4	
SEP													Annual Change		Q1		Q2		Q3		Q4	
OCT													Annual Change		Q1		Q2		Q3		Q4	
NOV													Annual Change		Q1		Q2		Q3		Q4	
DEC													Annual Change		Q1		Q2		Q3		Q4	
TOTAL													Annual Change		Q1		Q2		Q3		Q4	
% Change 2011 to 2022													Annual Change		Q1		Q2		Q3		Q4	
% Change 2021 to 2022													Annual Change		Q1		Q2		Q3		Q4	
Average Annual Change													Annual Change		Q1		Q2		Q3		Q4	
2011	£M	1.971	2.255	1.875	1.579	2.208	2.670	3.207	3.664	3.299	3.269	2.478	2.038	30.51		6.102	6.457	10.17	7.784			
2012	£M	1.994	2.643	2.195	1.905	2.668	3.374	3.760	4.668	4.229	3.859	3.217	2.218	36.73	20.4%	6.833	7.946	12.66	9.293			
2013	£M	2.175	3.332	2.917	1.945	3.089	3.599	4.231	5.074	4.078	3.894	3.638	2.617	40.59	10.5%	8.424	8.633	13.38	10.15			
2014	£M	2.237	3.163	2.873	2.232	3.191	3.500	4.606	5.219	5.133	4.461	3.627	2.751	42.99	5.9%	8.273	8.923	14.96	10.84			
2015	£M	2.360	3.122	2.628	2.127	3.151	3.844	4.575	5.662	4.711	4.533	3.300	2.445	42.46	-1.2%	8.110	9.123	14.95	10.28			
2016	£M	2.167	2.901	2.499	2.127	2.967	3.530	4.468	5.470	4.345	3.993	3.182	2.574	40.22	-5.3%	7.566	8.624	14.28	9.749			
2017	£M	2.606	3.215	2.853	2.284	3.732	4.062	4.270	5.083	5.088	4.795	3.716	3.151	44.85	11.5%	8.674	10.08	14.44	11.66			
2018	£M	2.818	3.499	3.037	2.446	4.136	4.496	4.159	5.117	5.353	5.331	4.063	3.367	47.82	6.6%	9.354	11.08	14.63	12.76			
2019	£M	2.832	3.512	3.055	2.457	4.151	4.553	4.210	5.135	5.314	5.351	4.152	3.343	48.06	0.5%	9.399	11.16	14.66	12.85			
2020	£M	2.766	3.371	1.224	0.206	0.406	0.387	0.847	2.082	2.243	2.066	0.514	0.359	16.47	-65.7%	7.361	0.998	5.172	2.940			
2021	£M	0.476	0.573	0.536	0.465	1.085	3.305	3.389	4.597	4.846	4.975	3.685	2.803	30.73	86.6%	1.585	4.855	12.83	11.46			
2022	£M	2.184	3.226	2.902	2.463	4.015	4.379	4.100	4.814	5.178	5.290	4.084	3.353	45.99	49.6%	8.313	10.86	14.09	12.73			

ECONOMIC IMPACT - INDEXED TO 2022													
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Serviced	£M	30.51	36.73	40.59	42.99	42.46	40.22	44.85	47.82	48.06	16.47	30.73	45.99
All Visitor Types	£M	193.98	204.16	217.52	222.12	236.40	233.45	243.76	248.82	247.92	114.12	171.99	219.80
Share of Total	%	15.7%	18.0%	18.7%	19.4%	18.0%	17.2%	18.4%	19.2%	19.4%	14.4%	17.9%	20.9%
Annual Change in Share	%		14.4%	3.7%	3.7%	-7.2%	-4.1%	6.8%	4.4%	0.9%	-25.6%	23.8%	17.1%
Change in Share from 2011	%		14.4%	18.6%	23.1%	14.2%	9.5%	17.0%	22.2%	23.3%	-8.2%	13.6%	33.0%
Avg Ann. Change in Share	%		14.4%	9.3%	7.7%	3.5%	1.9%	2.8%	3.2%	2.9%	-0.9%	1.4%	3.0%



STEAM REPORT FOR 2011-2022 - FINAL CITY OF LINCOLN 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											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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		72.3%	26.5%	67.0%	22.7%	-3.2%	-9.2%	45.6%	44.4%	13.8%	44.4%	40.0%	116.4%	37.6%	Annual Change	55.2%	0.4%	42.5%	58.5%		
% Change 2021 to 2022		4135.4%	3892.7%	4894.2%	262.1%	31.8%	5.1%	9.2%	6.5%	-8.1%	-14.7%	2.6%	40.4%	15.4%		4375.8%	44.6%	6.6%	1.3%		
Average Annual Change		6.6%	2.4%	6.1%	2.1%	-0.3%	-0.8%	4.1%	4.0%	1.3%	4.0%	3.6%	10.6%	3.4%		5.0%	0.0%	3.9%	5.3%		
2011	£M	0.075	0.097	0.128	0.230	0.380	0.391	2.134	2.295	0.379	0.198	0.118	0.086	6.511		0.300	1.001	4.808	0.402		
2012	£M	0.076	0.092	0.131	0.219	0.344	0.361	1.974	2.165	0.352	0.192	0.117	0.090	6.113	-6.1%	0.299	0.924	4.491	0.399		
2013	£M	0.080	0.094	0.141	0.212	0.346	0.349	1.951	2.158	0.349	0.197	0.124	0.094	6.094	-0.3%	0.315	0.906	4.458	0.415		
2014	£M	0.098	0.113	0.166	0.245	0.371	0.373	2.025	2.287	0.399	0.240	0.152	0.117	6.585	8.1%	0.377	0.989	4.711	0.509		
2015	£M	0.094	0.107	0.159	0.219	0.279	0.279	2.146	2.407	0.307	0.230	0.133	0.112	6.471	-1.7%	0.359	0.777	4.861	0.475		
2016	£M	0.098	0.110	0.160	0.220	0.281	0.281	2.146	2.427	0.315	0.233	0.135	0.114	6.522	0.8%	0.368	0.783	4.889	0.482		
2017	£M	0.103	0.123	0.162	0.238	0.299	0.287	2.414	2.591	0.356	0.250	0.138	0.125	7.086	8.7%	0.388	0.823	5.361	0.513		
2018	£M	0.108	0.131	0.166	0.248	0.328	0.315	2.445	2.717	0.374	0.269	0.148	0.133	7.381	4.2%	0.405	0.891	5.535	0.549		
2019	£M	0.122	0.138	0.175	0.282	0.343	0.319	2.579	2.737	0.370	0.273	0.164	0.147	7.650	3.6%	0.434	0.945	5.686	0.584		
2020	£M	0.132	0.110	0.096	0.010	0.018	0.019	1.720	2.510	0.414	0.255	0.017	0.080	5.382	-29.6%	0.338	0.047	4.645	0.352		
2021	£M	0.003	0.003	0.004	0.078	0.279	0.338	2.847	3.111	0.469	0.336	0.161	0.133	7.763	44.2%	0.010	0.695	6.428	0.630		
2022	£M	0.130	0.122	0.214	0.282	0.368	0.355	3.108	3.314	0.431	0.287	0.165	0.186	8.962	15.4%	0.466	1.005	6.853	0.638		
ECONOMIC IMPACT - INDEXED TO 2022													NON-SERVICED ACCOMMODATION								
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022								
Non-Serviced		£M	6.511	6.113	6.094	6.585	6.471	6.522	7.086	7.381	7.650	5.382	7.763	8.962							
All Visitor Types		£M	193.98	204.16	217.52	222.12	236.40	233.45	243.76	248.82	247.92	114.12	171.99	219.80							
Share of Total		%	3.4%	3.0%	2.8%	3.0%	2.7%	2.8%	2.9%	3.0%	3.1%	4.7%	4.5%	4.1%							
Annual Change in Share		%		-10.8%	-6.4%	5.8%	-7.7%	2.0%	4.1%	2.0%	4.0%	52.8%	-4.3%	-9.7%							
Change in Share from 2011		%		-10.8%	-16.5%	-11.7%	-18.4%	-16.8%	-13.4%	-11.6%	-8.1%	40.5%	34.5%	21.5%							
Avg Ann. Change in Share		%		-10.8%	-8.3%	-3.9%	-4.6%	-3.4%	-2.2%	-1.7%	-1.0%	4.5%	3.4%	2.0%							

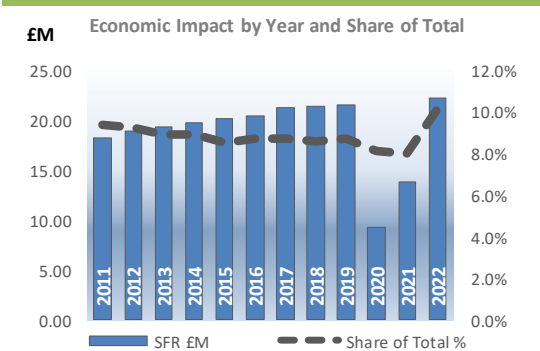


STEAM REPORT FOR 2011-2022 - FINAL
CITY OF LINCOLN COUNCIL

ECONOMIC IMPACT BY:													2011 to 2022 2022 Prices		SFR	ECONOMIC IMPACT Indexed														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
An increase of 3% or more													ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES		Annual 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	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2011 to 2022													11.5%	18.7%	22.5%	20.4%	24.3%	22.1%	21.4%	21.5%	23.3%	25.9%	26.2%	27.7%	21.4%		15.2%	22.0%	21.9%	26.9%
% Change 2021 to 2022													552.3%	597.3%	613.1%	364.8%	137.3%	25.9%	-2.2%	-4.6%	2.4%	4.0%	13.1%	21.8%	60.6%		573.7%	133.9%	-2.2%	14.9%
Average Annual Change													1.0%	1.7%	2.0%	1.9%	2.2%	2.0%	1.9%	2.0%	2.1%	2.4%	2.4%	2.5%	1.9%		1.4%	2.0%	2.0%	2.4%
2011	£M	2.702	0.859	0.954	2.104	1.511	1.227	1.816	1.918	1.062	1.066	0.825	2.185	18.23		4.516	4.842	4.796	4.076											
2012	£M	2.697	0.888	0.998	2.198	1.569	1.297	1.853	1.987	1.132	1.119	0.892	2.243	18.87	3.5%	4.583	5.064	4.972	4.253											
2013	£M	2.766	0.957	1.079	2.205	1.621	1.312	1.901	2.033	1.114	1.114	0.922	2.349	19.37	2.7%	4.803	5.137	5.049	4.386											
2014	£M	2.794	0.942	1.078	2.286	1.638	1.303	1.938	2.063	1.200	1.170	0.924	2.392	19.73	1.8%	4.814	5.227	5.202	4.487											
2015	£M	2.921	0.966	1.078	2.310	1.657	1.363	1.972	2.123	1.194	1.216	0.927	2.383	20.11	1.9%	4.966	5.330	5.290	4.527											
2016	£M	2.929	0.973	1.091	2.365	1.675	1.365	2.002	2.154	1.199	1.201	0.944	2.479	20.38	1.3%	4.993	5.404	5.355	4.623											
2017	£M	3.095	0.999	1.124	2.399	1.777	1.416	2.058	2.186	1.259	1.266	0.983	2.630	21.19	4.0%	5.217	5.592	5.503	4.879											
2018	£M	3.117	1.005	1.123	2.408	1.803	1.440	2.071	2.225	1.257	1.285	0.991	2.648	21.37	0.9%	5.245	5.651	5.553	4.925											
2019	£M	3.143	1.011	1.131	2.438	1.817	1.451	2.099	2.234	1.257	1.292	1.006	2.658	21.54	0.8%	5.285	5.706	5.590	4.955											
2020	£M	3.104	0.961	0.476	0.179	0.164	0.119	0.974	1.513	0.666	0.581	0.123	0.394	9.254	-57.0%	4.541	0.461	3.153	1.099											
2021	£M	0.462	0.146	0.164	0.545	0.791	1.190	2.255	2.443	1.279	1.291	0.920	2.291	13.78	48.9%	0.772	2.526	5.976	4.501											
2022	£M	3.014	1.020	1.169	2.532	1.878	1.499	2.205	2.331	1.309	1.342	1.041	2.791	22.13	60.6%	5.204	5.909	5.845	5.174											

ECONOMIC IMPACT - INDEXED TO 2022

SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
SFR	£M	18.23	18.87	19.37	19.73	20.11	20.38	21.19	21.37	21.54	9.254	13.78	22.13
All Visitor Types	£M	193.98	204.16	217.52	222.12	236.40	233.45	243.76	248.82	247.92	114.12	171.99	219.80
Share of Total	%	9.4%	9.2%	8.9%	8.9%	8.5%	8.7%	8.7%	8.6%	8.7%	8.1%	8.0%	10.1%
Annual Change in Share	%		-1.6%	-3.6%	-0.3%	-4.2%	2.6%	-0.4%	-1.2%	1.1%	-6.7%	-1.2%	25.7%
Change in Share from 2011	%		-1.6%	-5.2%	-5.5%	-9.5%	-7.1%	-7.5%	-8.6%	-7.6%	-13.7%	-14.8%	7.1%
Avg Ann. Change in Share	%		-1.6%	-2.6%	-1.8%	-2.4%	-1.4%	-1.2%	-1.2%	-0.9%	-1.5%	-1.5%	0.6%



STEAM REPORT FOR 2011-2022 - FINAL
CITY OF LINCOLN COUNCIL

2011 to 2022
2022 Prices

STAYING VISITOR

ECONOMIC IMPACT
Indexed

ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL		QUARTER				
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											Annual Change	QUARTER					
Less than 3% change		Q1			Q2			Q3			Q4			% 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		12.2%	36.0%	44.9%	34.9%	52.7%	45.3%	31.5%	32.8%	46.0%	52.6%	54.6%	46.9%	39.5%		28.1%	44.5%	35.5%	51.2%
% Change 2021 to 2022		466.0%	504.4%	508.8%	385.2%	190.4%	28.9%	10.9%	3.0%	4.9%	4.8%	11.0%	21.1%	47.5%		490.5%	120.0%	6.2%	11.7%
Average Annual Change		1.1%	3.3%	4.1%	3.2%	4.8%	4.1%	2.9%	3.0%	4.2%	4.8%	5.0%	4.3%	3.6%		2.6%	4.0%	3.2%	4.7%
2011	£M	4.749	3.212	2.957	3.912	4.099	4.288	7.157	7.877	4.739	4.533	3.420	4.309	55.25		10.92	12.30	19.77	12.26
2012	£M	4.767	3.624	3.324	4.321	4.581	5.031	7.588	8.820	5.713	5.169	4.226	4.551	61.72	11.7%	11.72	13.93	22.12	13.95
2013	£M	5.022	4.384	4.137	4.361	5.056	5.259	8.083	9.265	5.542	5.205	4.684	5.061	66.06	7.0%	13.54	14.68	22.89	14.95
2014	£M	5.129	4.219	4.116	4.762	5.200	5.177	8.569	9.570	6.733	5.871	4.704	5.260	69.31	4.9%	13.46	15.14	24.87	15.83
2015	£M	5.375	4.195	3.865	4.656	5.088	5.486	8.694	10.19	6.212	5.979	4.360	4.940	69.04	-0.4%	13.44	15.23	25.10	15.28
2016	£M	5.194	3.983	3.750	4.712	4.923	5.176	8.617	10.05	5.859	5.427	4.261	5.166	67.12	-2.8%	12.93	14.81	24.53	14.85
2017	£M	5.804	4.337	4.139	4.921	5.808	5.764	8.742	9.860	6.703	6.311	4.837	5.906	73.13	9.0%	14.28	16.49	25.30	17.05
2018	£M	6.044	4.634	4.326	5.101	6.267	6.251	8.674	10.06	6.984	6.885	5.203	6.148	76.58	4.7%	15.00	17.62	25.72	18.24
2019	£M	6.097	4.660	4.361	5.177	6.312	6.324	8.889	10.11	6.942	6.916	5.322	6.147	77.25	0.9%	15.12	17.81	25.94	18.38
2020	£M	6.001	4.442	1.797	0.394	0.588	0.525	3.541	6.105	3.324	2.903	0.655	0.832	31.11	-59.7%	12.24	1.507	12.97	4.390
2021	£M	0.941	0.723	0.704	1.088	2.156	4.833	8.491	10.15	6.593	6.602	4.766	5.226	52.27	68.0%	2.368	8.077	25.24	16.59
2022	£M	5.328	4.369	4.285	5.277	6.261	6.233	9.413	10.46	6.919	6.919	5.289	6.330	77.08	47.5%	13.98	17.77	26.79	18.54

ECONOMIC IMPACT - INDEXED TO 2022													STAYING VISITOR		
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Staying Visitor	£M	55.25	61.72	66.06	69.31	69.04	67.12	73.13	76.58	77.25	31.11	52.27	77.08		
All Visitor Types	£M	193.98	204.16	217.52	222.12	236.40	233.45	243.76	248.82	247.92	114.12	171.99	219.80		
Share of Total	%	28.5%	30.2%	30.4%	31.2%	29.2%	28.8%	30.0%	30.8%	31.2%	27.3%	30.4%	35.1%		
Annual Change in Share	%		6.1%	0.5%	2.7%	-6.4%	-1.6%	4.4%	2.6%	1.2%	-12.5%	11.5%	15.4%		
Change in Share from 2011	%		6.1%	6.6%	9.5%	2.5%	0.9%	5.3%	8.0%	9.4%	-4.3%	6.7%	23.1%		
Avg Ann. Change in Share	%		6.1%	3.3%	3.2%	0.6%	0.2%	0.9%	1.1%	1.2%	-0.5%	0.7%	2.1%		



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ECONOMIC IMPACT BY:													2011 to 2022 2022 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed																							
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																									
DAY VISITOR													TOTAL						% Change																					
KEY																																								
ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES																																								
An increase of 3% or more																																								
Less than 3% change																																								
A Fall of 3% or more																																								
													Q1		Q2		Q3		Q4		Q1		Q2		Q3		Q4													
													JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC					
% Change 2011 to 2022													-6.4%	5.4%	55.8%	-13.9%	8.7%	7.5%	-6.8%	1.0%	-12.7%	-2.7%	5.8%	13.1%	2.9%	20.2%	1.9%	-4.9%	3.3%											
% Change 2021 to 2022													136.1%	98.8%	84.0%	60.7%	36.8%	7.3%	2.3%	-8.7%	-4.5%	1.3%	6.4%	13.4%	19.2%	98.3%	28.6%	-4.6%	5.5%											
Average Annual Change													-0.6%	0.5%	5.1%	-1.3%	0.8%	0.7%	-0.6%	0.1%	-1.2%	-0.2%	0.5%	1.2%	0.3%	1.8%	0.2%	-0.4%	0.3%											
2011	£M	7.167	8.954	9.090	11.61	15.33	13.95	15.96	22.72	13.38	9.913	6.106	4.535	138.73	25.21	40.90	52.06	20.55																						
2012	£M	7.542	9.360	10.45	10.39	14.53	15.15	17.30	24.40	13.65	9.347	6.164	4.161	142.44	27.35	40.07	55.34	19.67																						
2013	£M	7.423	9.916	11.54	10.58	17.51	14.87	18.44	26.95	13.67	9.620	6.401	4.527	151.46	28.88	42.96	59.07	20.55																						
2014	£M	6.818	9.972	13.71	11.71	17.40	14.98	18.39	26.43	12.88	9.589	6.516	4.419	152.81	30.50	44.09	57.70	20.52																						
2015	£M	8.132	11.60	14.68	11.91	18.34	15.65	18.94	30.22	14.81	11.26	6.733	5.082	167.36	34.41	45.90	63.97	23.07																						
2016	£M	8.165	11.42	16.04	11.54	19.03	17.27	17.63	29.70	13.73	10.46	6.330	5.020	166.34	35.63	47.84	61.06	21.81																						
2017	£M	8.171	11.69	16.60	12.09	19.13	17.57	17.28	31.24	14.66	10.47	6.619	5.101	170.63	36.46	48.78	63.19	22.19																						
2018	£M	8.705	12.08	16.64	11.74	20.00	17.45	17.32	29.84	14.29	11.01	7.234	5.934	172.24	37.42	49.19	61.45	24.17																						
2019	£M	8.877	12.38	17.07	11.97	19.79	17.32	17.10	27.86	14.26	10.96	7.285	5.801	170.66	38.33	49.08	59.21	24.04																						
2020	£M	9.333	11.17	7.980	0.782	2.040	2.958	4.645	20.82	10.62	7.298	2.542	2.831	83.02	28.49	5.780	36.08	12.67																						
2021	£M	2.841	4.749	7.698	6.225	12.19	13.98	14.54	25.15	12.22	9.526	6.073	4.526	119.71	15.29	32.39	51.91	20.12																						
2022	£M	6.708	9.440	14.17	10.00	16.67	15.00	14.88	22.95	11.67	9.645	6.460	5.131	142.72	30.31	41.67	49.50	21.24																						

ECONOMIC IMPACT - INDEXED TO 2022

SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Day Visitor	£M	138.73	142.44	151.46	152.81	167.36	166.34	170.63	172.24	170.66	83.02	119.71	142.72
All Visitor Types	£M	193.98	204.16	217.52	222.12	236.40	233.45	243.76	248.82	247.92	114.12	171.99	219.80
Share of Total	%	71.5%	69.8%	69.6%	68.8%	70.8%	71.2%	70.0%	69.2%	68.8%	72.7%	69.6%	64.9%
Annual Change in Share	%		-2.4%	-0.2%	-1.2%	2.9%	0.6%	-1.8%	-1.1%	-0.6%	5.7%	-4.3%	-6.7%
Change in Share from 2011	%		-2.4%	-2.6%	-3.8%	-1.0%	-0.4%	-2.1%	-3.2%	-3.7%	1.7%	-2.7%	-9.2%
Avg Ann. Change in Share	%		-2.4%	-1.3%	-1.3%	-0.3%	-0.1%	-0.4%	-0.5%	-0.5%	0.2%	-0.3%	-0.8%

DAY VISITOR

