



STEAM REPORT FOR 2012-2023 - FINAL

Final

SOUTH KESTEVEN DISTRICT COUNCIL


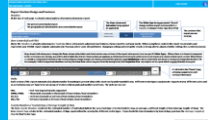



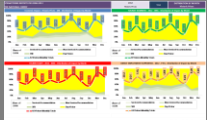







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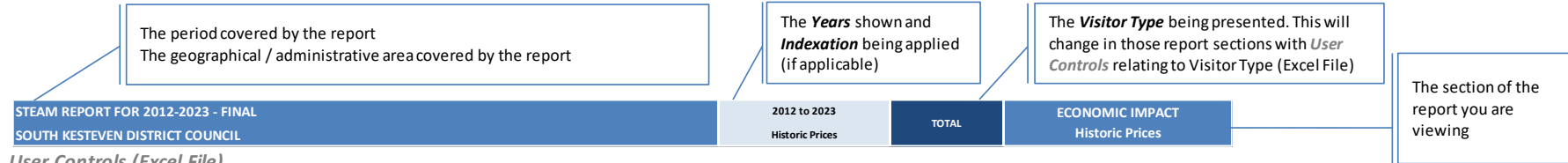
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
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Report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

Headers

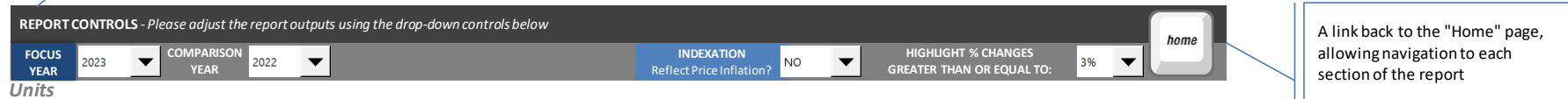
At the top of each page is a band containing key information about your report



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

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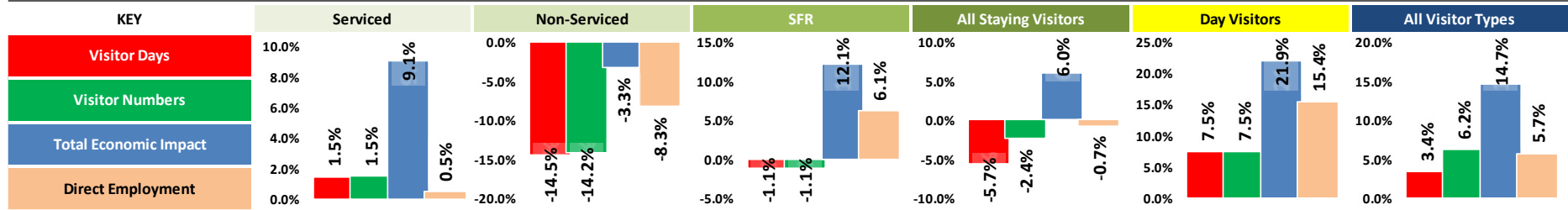
Comparing 2023 and 2022
All £'s Historic Prices

COMPARATIVE HEADLINES

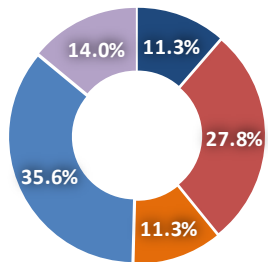
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %			
Visitor Days	M	0.272	0.268	1.5%	0.406	0.475	-14.5%	0.502	0.508	-1.1%	1.181	1.252	-5.7%	2.927	2.722	7.5%	4.107	3.974	3.4%		
Visitor Numbers	M	0.143	0.141	1.5%	0.059	0.068	-14.2%	0.212	0.214	-1.1%	0.413	0.423	-2.4%	2.927	2.722	7.5%	3.340	3.145	6.2%		
Direct Expenditure	£M																187.74	163.77	14.6%		
Economic Impact	£M	41.21	37.78	9.1%	31.16	32.21	-3.3%	32.85	29.30	12.1%	105.22	99.29	6.0%	144.96	118.89	21.9%	250.18	218.18	14.7%		
Direct Employment	FTEs	809	805	0.5%	305	332	-8.3%	241	227	6.1%	1,354	1,364	-0.7%	1,047	907	15.4%	2,401	2,271	5.7%		
Total Employment	FTEs																2,926	2,754	6.2%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - IN HISTORIC PRICES



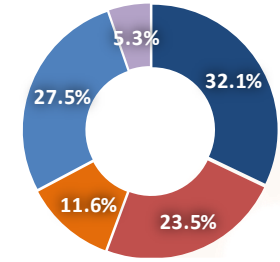
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



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

	2023	2022	+/- %
Accommodation	21.30	21.00	1.4%
Food & Drink	52.20	45.02	15.9%
Recreation	21.14	18.24	15.9%
Shopping	66.81	56.82	17.6%
Transport	26.29	22.70	15.8%
TOTAL DIRECT	187.74	163.77	14.6%
Indirect	62.44	54.40	14.8%
TOTAL	250.18	218.18	14.7%

Sectoral Distribution of Employment - FTEs



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

	2023	2022	+/- %
Accommodation	771	794	-2.9%
Food & Drink	565	515	9.8%
Recreation	278	253	9.8%
Shopping	660	593	11.3%
Transport	127	116	9.6%
TOTAL DIRECT	2,401	2,271	5.7%
Indirect	524	483	8.7%
TOTAL	2,926	2,754	6.2%

Direct Expenditure Categories

Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2012 to 2023

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

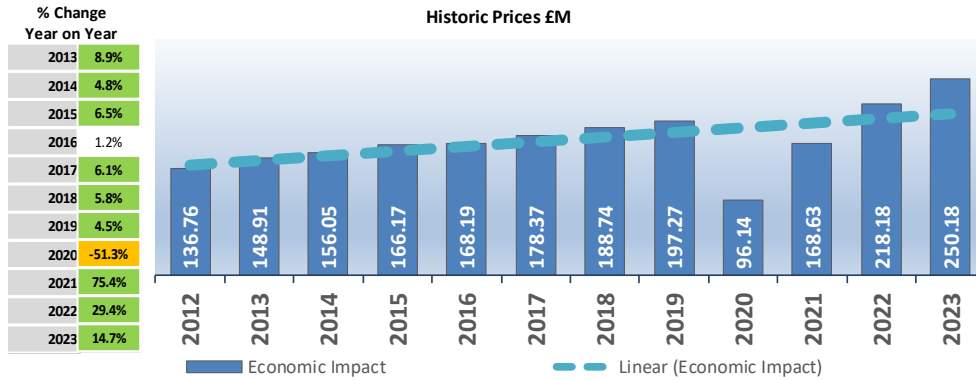
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2012 to 2023
 Historic Prices

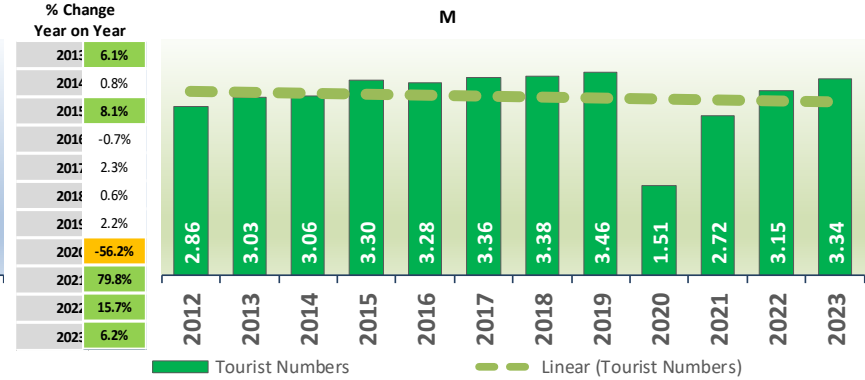
TOTAL

KEY MEASURES
 Historic Prices

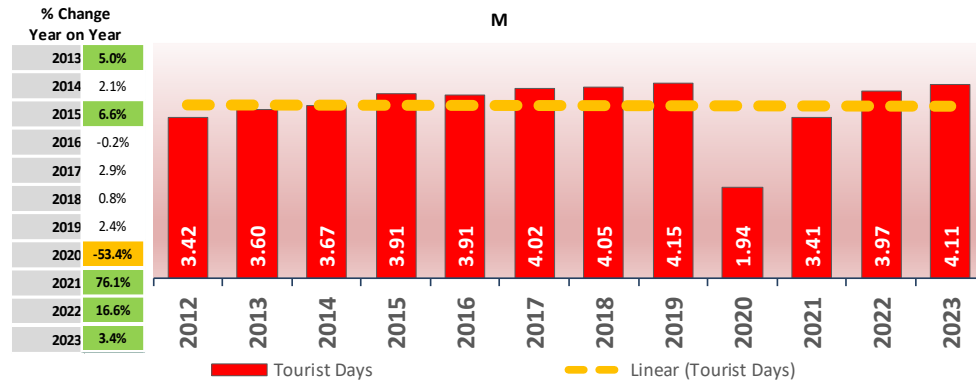
Economic Impact - Historic Prices - Total



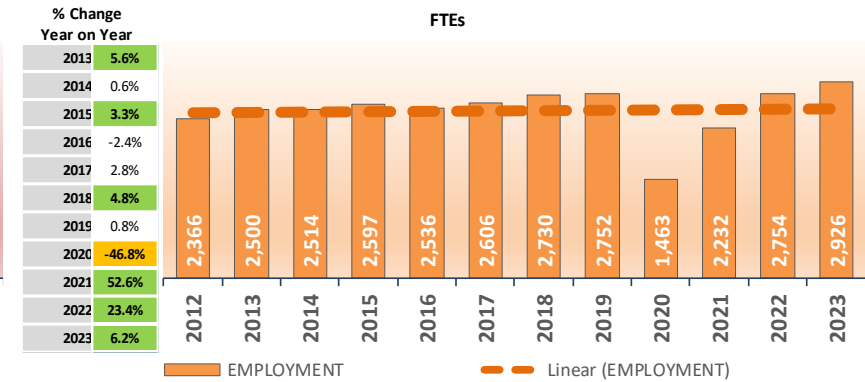
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		8.9%	14.1%	21.5%	23.0%	30.4%	38.0%	44.2%	-29.7%	23.3%	59.5%	82.9%
Visitor Numbers		6.1%	6.9%	15.7%	14.9%	17.5%	18.3%	20.9%	-47.1%	-4.8%	10.1%	16.9%
Visitor Days		5.0%	7.2%	14.3%	14.0%	17.4%	18.3%	21.2%	-43.5%	-0.5%	16.0%	19.9%
Total Employment		5.6%	6.2%	9.7%	7.1%	10.1%	15.4%	16.3%	-38.2%	-5.7%	16.4%	23.6%

"Linear" = Linear Trendline

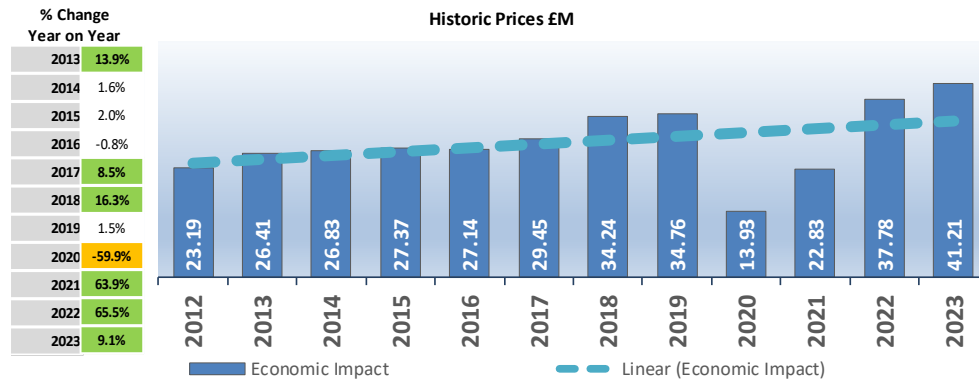
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2012 to 2023
Historic Prices

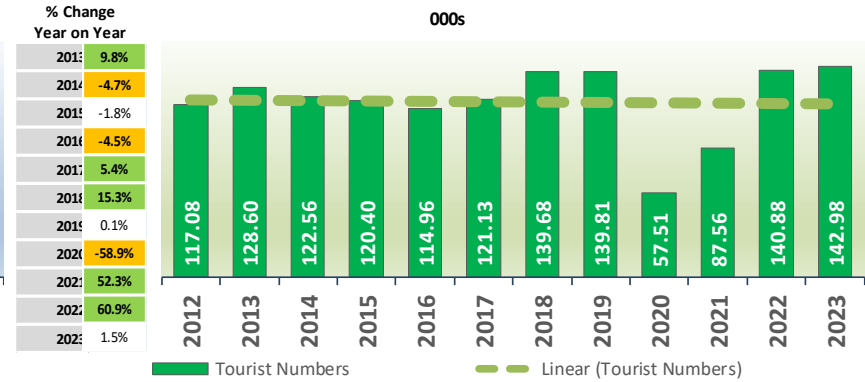
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

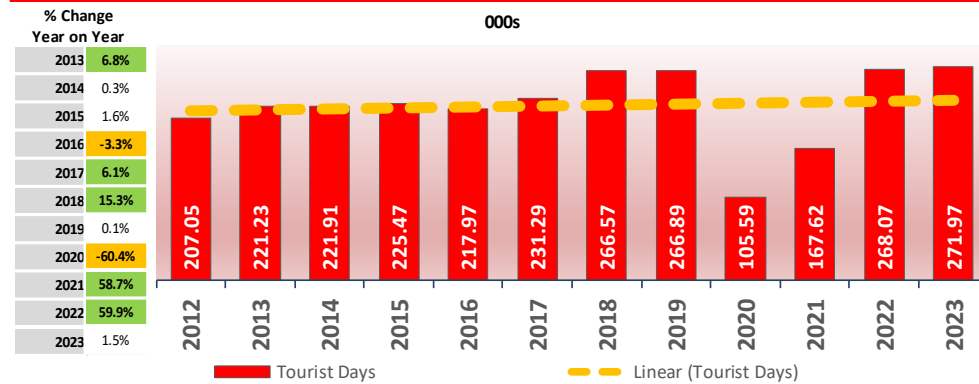
Economic Impact - Historic Prices - Serviced Accommodation



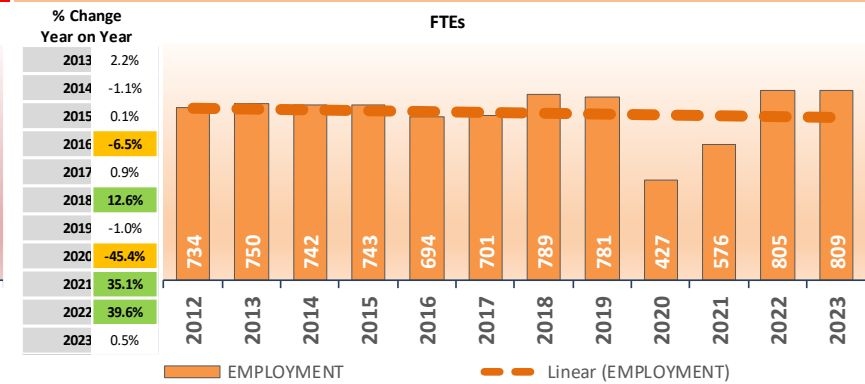
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		13.9%	15.7%	18.1%	17.1%	27.0%	47.7%	49.9%	-39.9%	-1.5%	62.9%	77.7%
Visitor Numbers		9.8%	4.7%	2.8%	-1.8%	3.5%	19.3%	19.4%	-50.9%	-25.2%	20.3%	22.1%
Visitor Days		6.8%	7.2%	8.9%	5.3%	11.7%	28.7%	28.9%	-49.0%	-19.0%	29.5%	31.4%
Direct Employment		2.2%	1.1%	1.2%	-5.4%	-4.6%	7.5%	6.4%	-41.9%	-21.5%	9.6%	10.2%

"Linear" = Linear Trendline

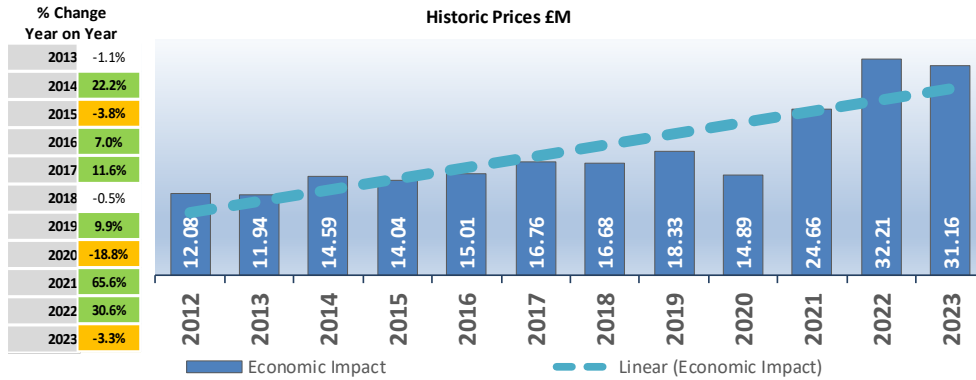
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2012 to 2023
 Historic Prices

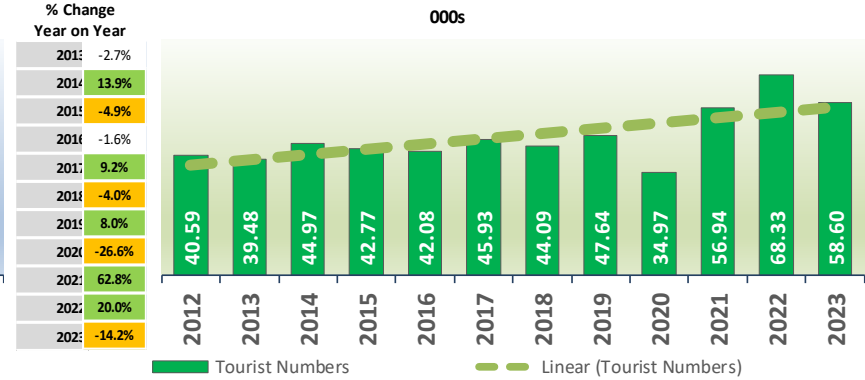
NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

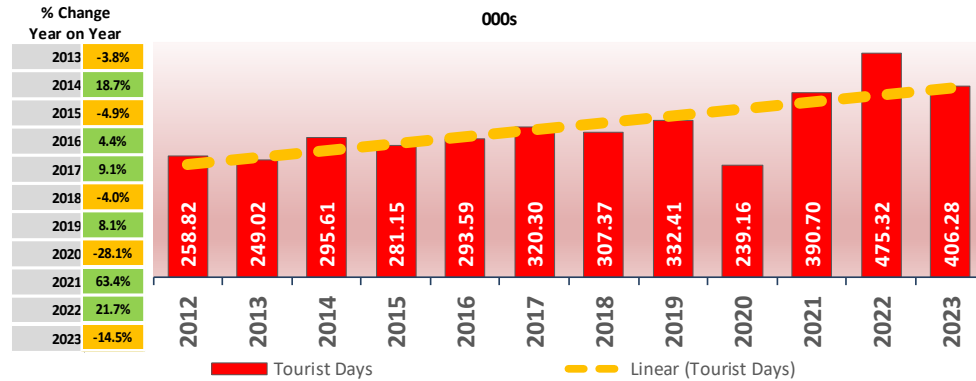
Economic Impact - Historic Prices - Non-Serviced Accommodation



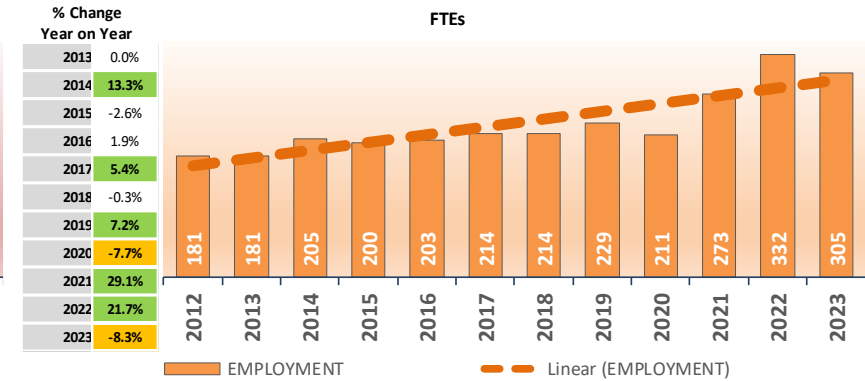
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		-1.1%	20.9%	16.2%	24.3%	38.8%	38.1%	51.8%	23.3%	104.2%	166.7%	158.0%
Visitor Numbers		-2.7%	10.8%	5.4%	3.7%	13.2%	8.6%	17.4%	-13.8%	40.3%	68.3%	44.4%
Visitor Days		-3.8%	14.2%	8.6%	13.4%	23.8%	18.8%	28.4%	-7.6%	51.0%	83.6%	57.0%
Direct Employment		0.0%	13.3%	10.3%	12.4%	18.5%	18.2%	26.7%	16.9%	51.0%	83.7%	68.5%

"Linear" = Linear Trendline

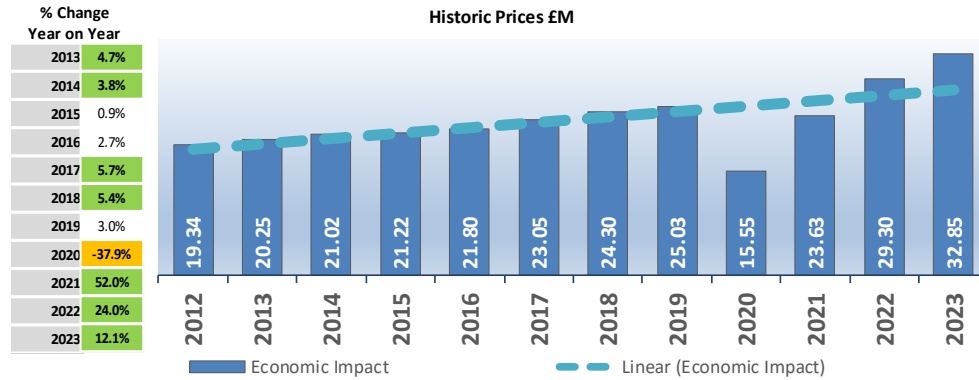
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2012 to 2023
Historic Prices

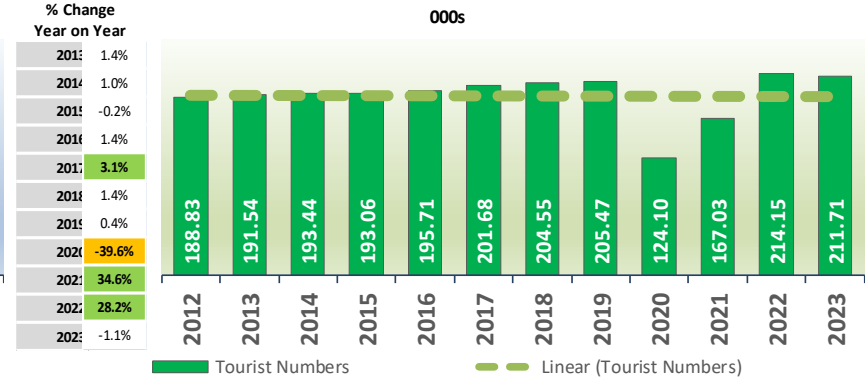
SFR

KEY MEASURES
Historic Prices

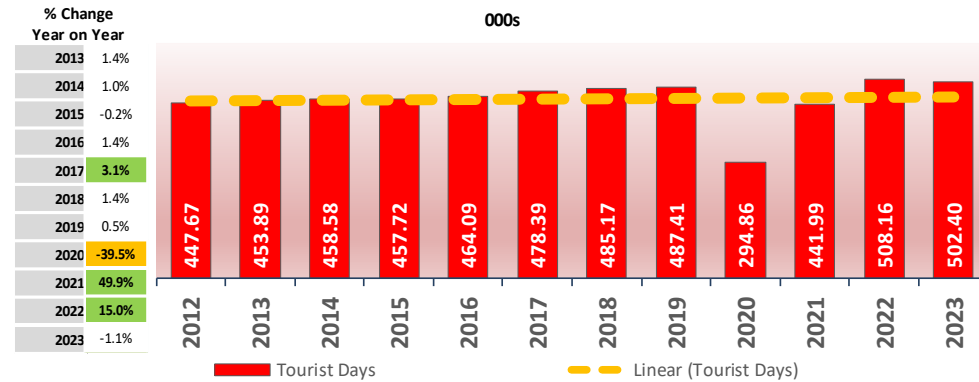
Economic Impact - Historic Prices - SFR



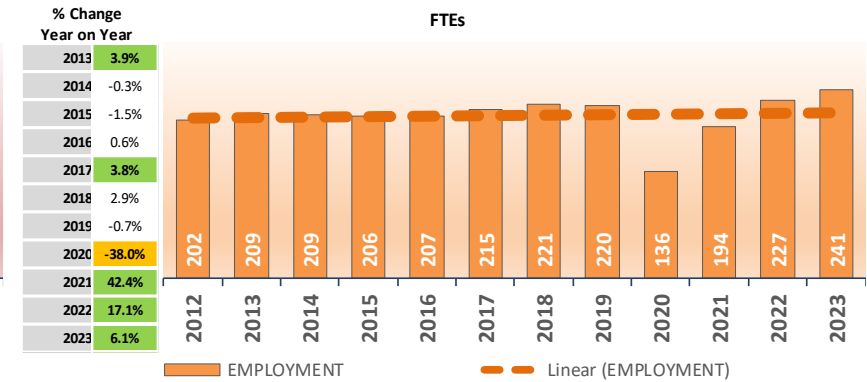
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		4.7%	8.7%	9.7%	12.7%	19.2%	25.7%	29.4%	-19.6%	22.2%	51.5%	69.9%
Visitor Numbers		1.4%	2.4%	2.2%	3.6%	6.8%	8.3%	8.8%	-34.3%	-11.5%	13.4%	12.1%
Visitor Days		1.4%	2.4%	2.2%	3.7%	6.9%	8.4%	8.9%	-34.1%	-1.3%	13.5%	12.2%
Direct Employment		3.9%	3.6%	2.1%	2.7%	6.7%	9.8%	9.0%	-32.5%	-3.9%	12.5%	19.5%

"Linear" = Linear Trendline

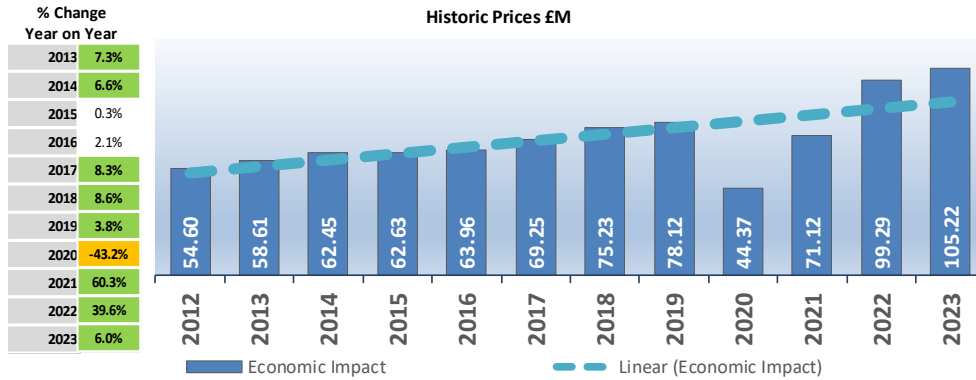
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2012 to 2023
Historic Prices

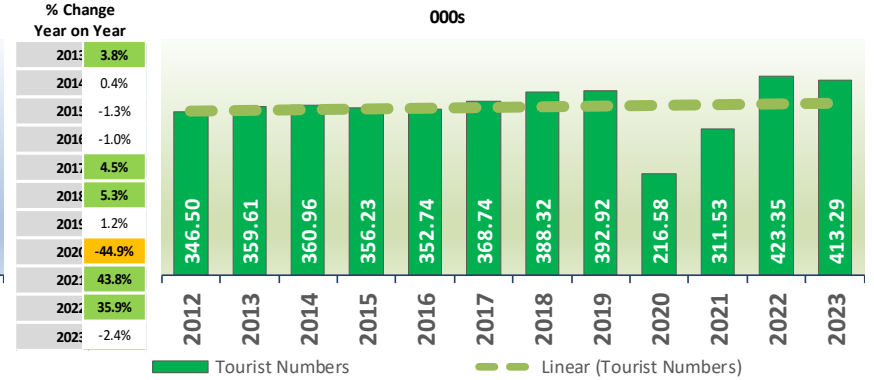
STAYING VISITOR

KEY MEASURES
Historic Prices

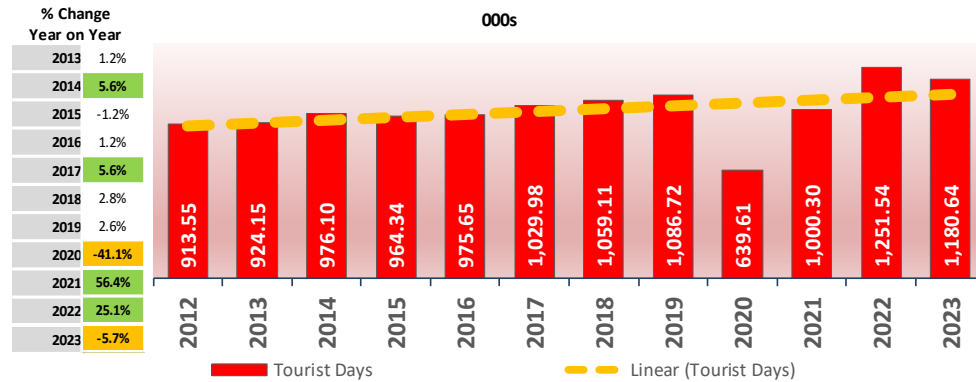
Economic Impact - Historic Prices - Staying Visitor



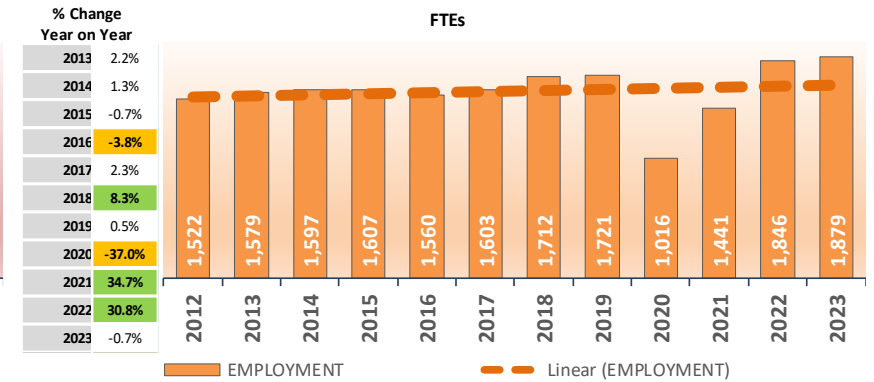
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		7.3%	14.4%	14.7%	17.1%	26.8%	37.8%	43.1%	-18.7%	30.3%	81.8%	92.7%
Visitor Numbers		3.8%	4.2%	2.8%	1.8%	6.4%	12.1%	13.4%	-37.5%	-10.1%	22.2%	19.3%
Visitor Days		1.2%	6.8%	5.6%	6.8%	12.7%	15.9%	19.0%	-30.0%	9.5%	37.0%	29.2%
Direct Employment		3.7%	4.9%	5.6%	2.4%	5.3%	12.4%	13.1%	-33.2%	-5.3%	21.3%	23.4%

"Linear" = Linear Trendline

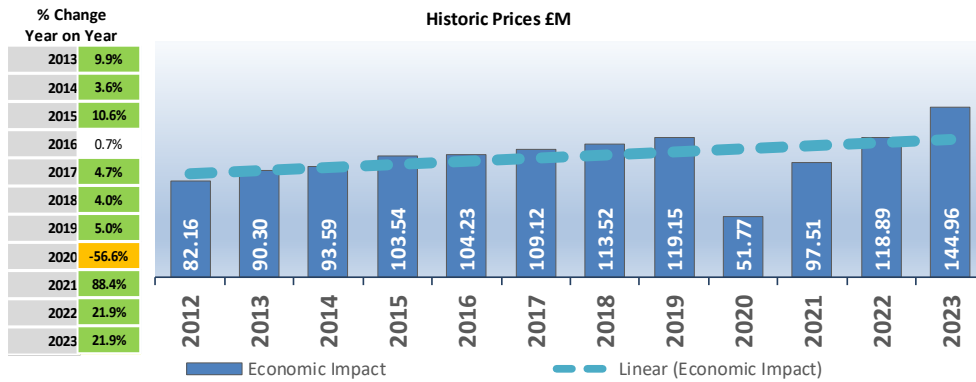
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2012 to 2023
 Historic Prices

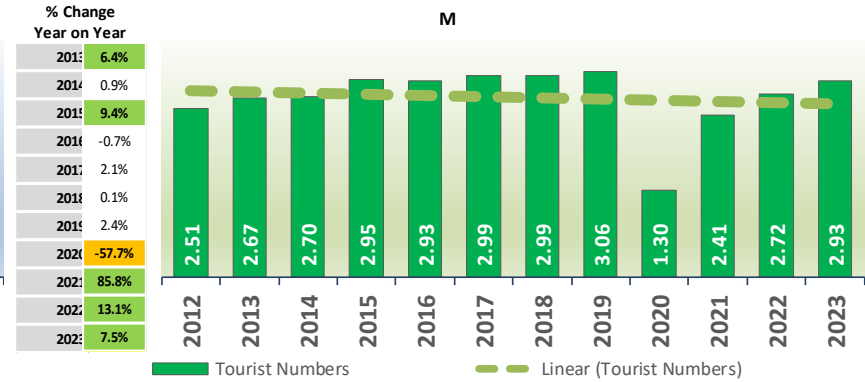
DAY VISITOR

KEY MEASURES
 Historic Prices

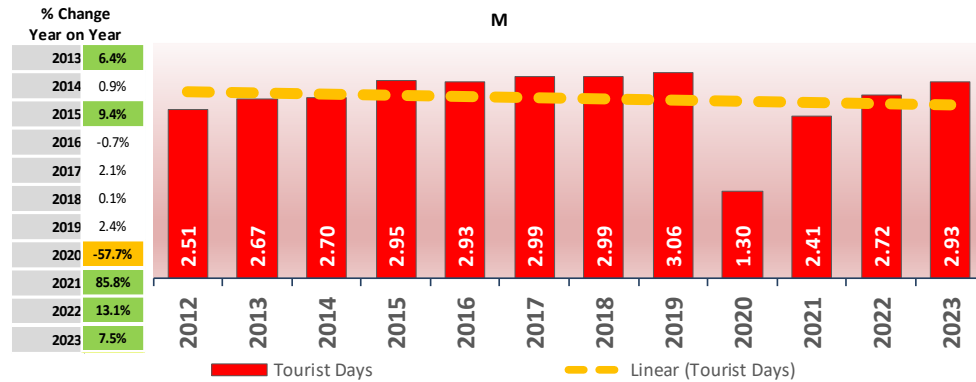
Economic Impact - Historic Prices - Day Visitor



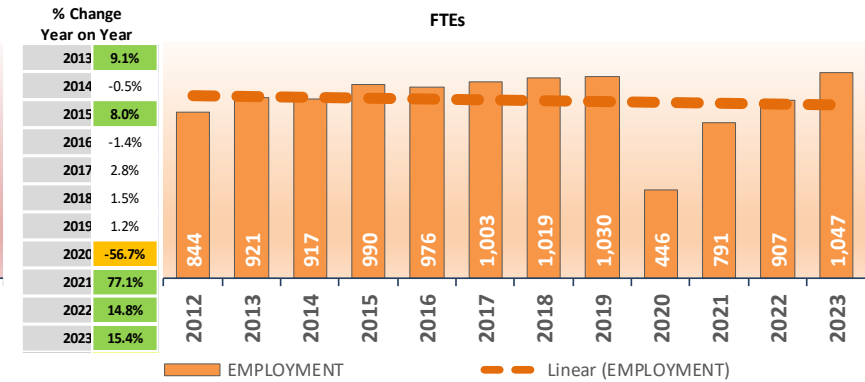
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Historic Prices		9.9%	13.9%	26.0%	26.9%	32.8%	38.2%	45.0%	-37.0%	18.7%	44.7%	76.4%
Visitor Numbers		6.4%	7.3%	17.4%	16.7%	19.1%	19.1%	22.0%	-48.4%	-4.1%	8.4%	16.5%
Visitor Days		6.4%	7.3%	17.4%	16.7%	19.1%	19.1%	22.0%	-48.4%	-4.1%	8.4%	16.5%
Direct Employment		9.1%	8.6%	17.3%	15.6%	18.8%	20.7%	22.1%	-47.1%	-6.3%	7.5%	24.1%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2012 to 2023

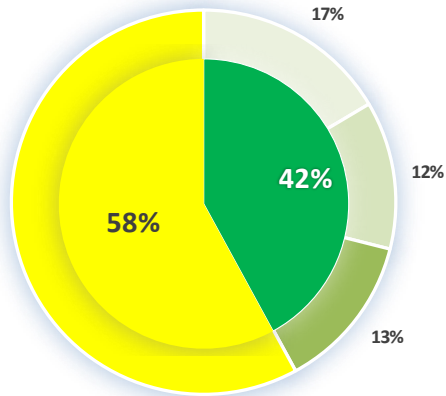
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2023 - M - Share of Total

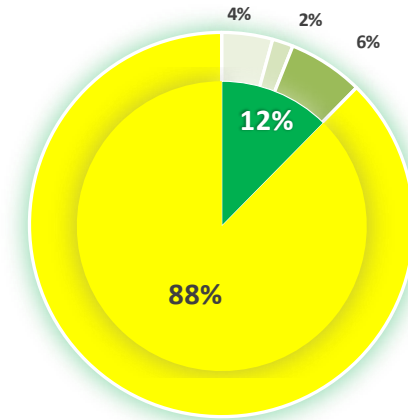
TOTAL
£250.18m

	£M
Serviced	41.21
Non-Serviced	31.16
SFR	32.85
Staying Visitor	105.22
Day Visitor	144.96
Total	250.18



TOTAL
3.34m

	M
Serviced	0.14
Non-Serviced	0.06
SFR	0.21
Staying Visitor	0.41
Day Visitor	2.93
Total	3.34

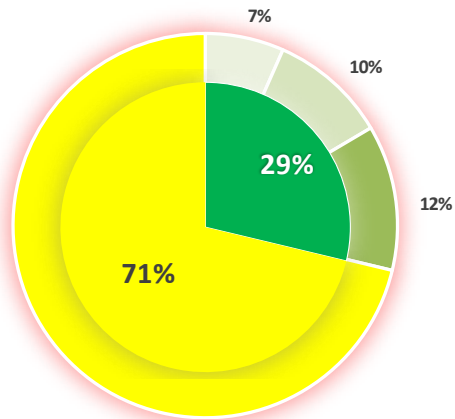


Visitor Days - 2023 - M - Share of Total

Direct Employment Supported - 2023 - FTEs - Share of Total

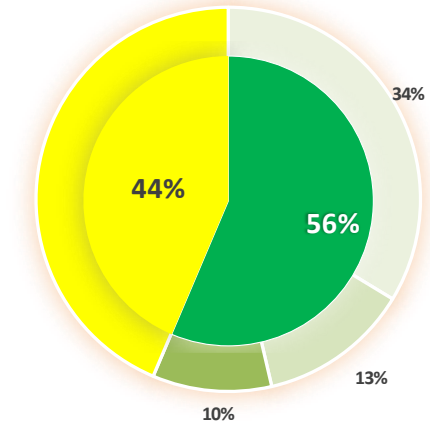
TOTAL
4.11m

	M
Serviced	0.27
Non-Serviced	0.41
SFR	0.50
Staying Visitor	1.18
Day Visitor	2.93
Total	4.11



TOTAL
2,401 Direct FTEs
2,926 Total FTEs

	FTEs
Serviced	809
Non-Serviced	305
SFR	241
Staying Visitor	1,354
Day Visitor	1,047
Total	2,401



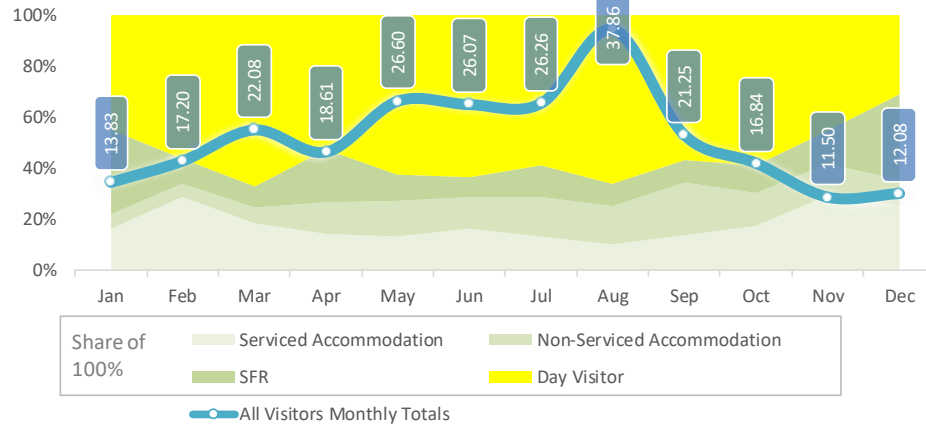
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2023
 Historic Prices

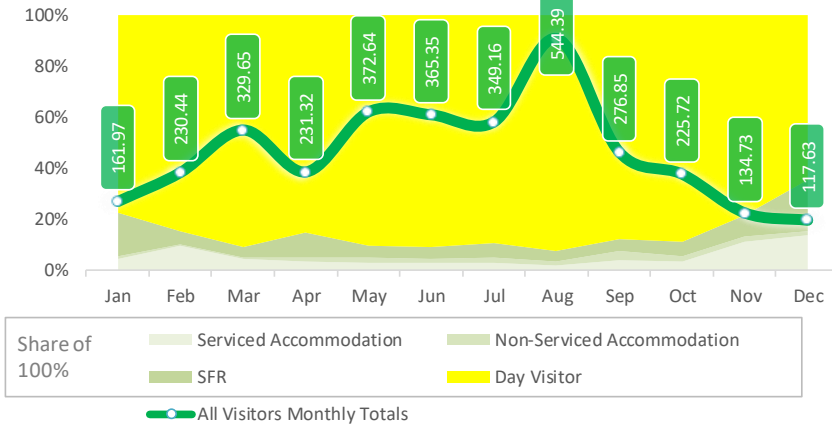
TOTAL

DISTRIBUTION BY MONTH
 Historic Prices

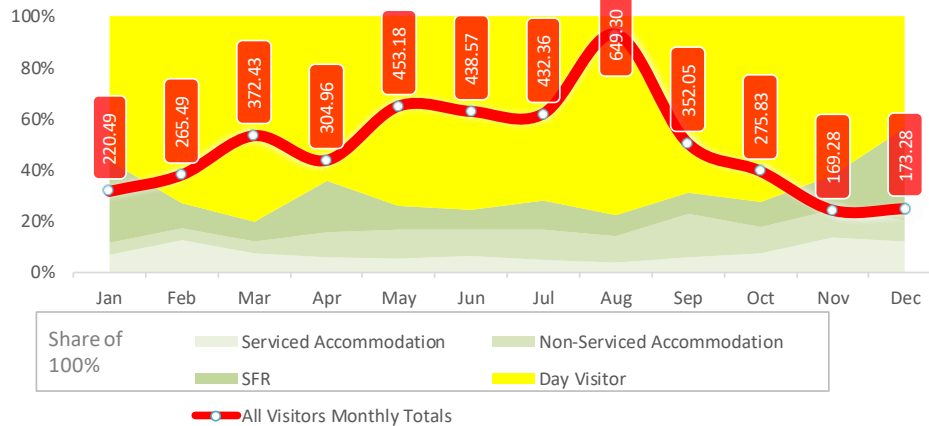
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



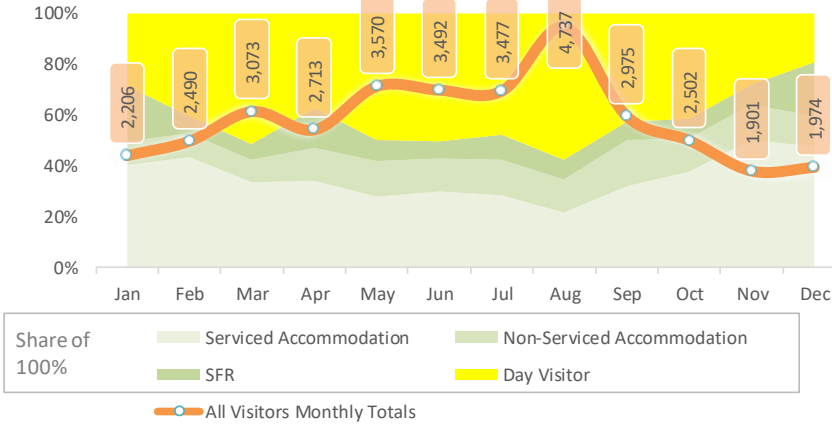
Visitor Numbers - 2023 - 000s - Distribution of Impact by Month



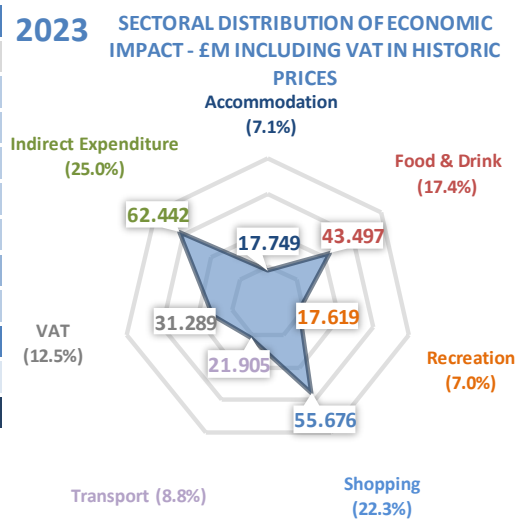
Visitor Days - 2023 - 000s - Distribution of Impact by Month



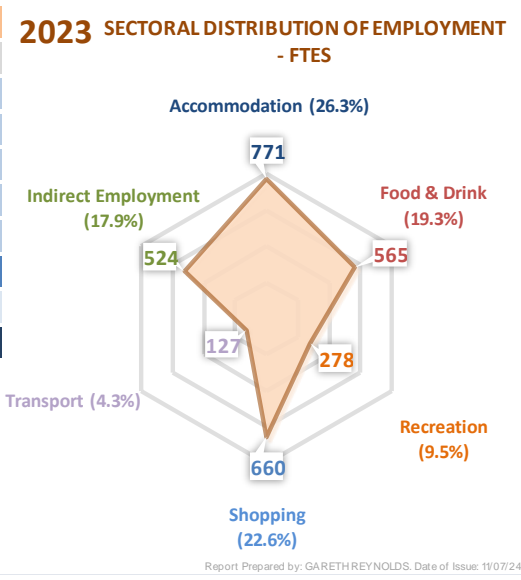
Direct Employment Supported - 2023 - FTEs - Distribution of Impact by Month



SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES													
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	£M	9.510	10.83	11.15	11.15	11.39	12.38	13.76	13.90	7.553	11.80	17.50	17.75
Food & Drink	£M	23.73	25.67	26.96	28.74	29.04	30.78	32.57	34.14	17.63	29.35	37.52	43.50
Recreation	£M	9.583	10.38	10.93	11.69	11.80	12.51	13.24	13.90	7.078	11.87	15.20	17.62
Shopping	£M	30.80	33.44	35.01	37.82	38.21	40.33	42.32	44.40	21.07	37.61	47.35	55.68
Transport	£M	12.02	12.98	13.70	14.68	14.88	15.74	16.46	17.31	8.544	15.06	18.91	21.91
Direct Revenue	£M	85.64	93.30	97.74	104.08	105.32	111.73	118.35	123.65	61.87	105.69	136.48	156.45
VAT	£M	17.13	18.66	19.55	20.82	21.06	22.35	23.67	24.73	10.19	20.64	27.30	31.29
Direct Expenditure	£M	102.77	111.96	117.29	124.90	126.39	134.08	142.01	148.37	72.06	126.33	163.77	187.74
Indirect Expenditure	£M	33.99	36.95	38.75	41.27	41.80	44.30	46.73	48.89	24.08	42.30	54.40	62.44
TOTAL	£M	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	688	694	693	693	651	648	716	716	477	603	794	771
Food & Drink	FTEs	439	471	475	495	489	509	526	531	266	426	515	565
Recreation	FTEs	215	231	234	244	241	251	259	262	130	209	253	278
Shopping	FTEs	519	559	563	593	587	608	623	630	290	498	593	660
Transport	FTEs	99	106	108	113	112	116	119	120	58	98	116	127
Direct Employment	FTEs	1,960	2,062	2,073	2,138	2,081	2,133	2,243	2,260	1,221	1,834	2,271	2,401
Indirect Employment	FTEs	406	438	441	459	455	473	488	492	242	398	483	524
TOTAL	FTEs	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926



Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL													2012 to 2023 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 2012 to 2023		74.8%	88.8%	124.0%	78.1%	99.1%	81.7%	63.9%	78.7%	77.8%	84.2%	65.6%	86.5%	82.9%	Annual Change	97.6%	86.8%	73.7%	79.1%	
% Change 2022 to 2023		20.5%	26.1%	20.4%	16.8%	14.1%	13.2%	9.8%	12.4%	14.5%	14.2%	10.5%	8.2%	14.7%	Annual Change	22.2%	14.5%	12.1%	11.3%	
Average Annual Change		6.8%	8.1%	11.3%	7.1%	9.0%	7.4%	5.8%	7.2%	7.1%	7.7%	6.0%	7.9%	7.5%	Annual Change	8.9%	7.9%	6.7%	7.2%	
2012	£M	7.912	9.107	9.857	10.45	13.36	14.34	16.02	21.19	11.95	9.146	6.945	6.477	136.76		26.88	38.15	49.17	22.57	
2013	£M	8.255	10.43	11.64	10.80	15.79	14.48	17.30	23.47	12.23	9.591	7.654	7.273	148.91	8.9%	30.32	41.07	53.00	24.52	
2014	£M	8.158	10.38	12.96	12.06	16.47	15.27	18.17	24.31	12.91	10.09	7.877	7.401	156.05	4.8%	31.50	43.80	55.38	25.37	
2015	£M	9.059	11.45	13.43	12.09	17.17	16.08	18.89	27.46	13.91	11.15	7.891	7.587	166.17	6.5%	33.94	45.34	60.25	26.63	
2016	£M	9.102	11.40	14.39	12.11	17.84	17.32	18.47	27.73	13.51	10.70	7.777	7.843	168.19	1.2%	34.89	47.27	59.71	26.32	
2017	£M	9.688	11.78	14.78	13.04	19.32	18.36	19.64	29.22	14.62	11.37	8.184	8.370	178.37	6.1%	36.24	50.72	63.49	27.92	
2018	£M	10.41	12.71	15.68	13.61	20.41	19.16	20.52	31.01	15.41	12.12	8.730	8.979	188.74	5.8%	38.80	53.18	66.93	29.83	
2019	£M	10.98	13.49	16.80	14.30	21.23	20.41	21.13	31.79	16.19	12.73	9.003	9.215	197.27	4.5%	41.28	55.94	69.11	30.95	
2020	£M	12.46	13.24	7.414	0.973	2.082	2.929	8.392	20.66	13.02	8.833	2.234	3.892	96.14	-51.3%	33.12	5.984	42.08	14.96	
2021	£M	2.641	4.021	6.307	6.908	16.63	21.06	22.26	34.03	19.62	15.46	9.672	10.03	168.63	75.4%	12.97	44.59	75.91	35.16	
2022	£M	11.48	13.64	18.33	15.92	23.30	23.03	23.92	33.68	18.55	14.76	10.41	11.16	218.18	29.4%	43.45	62.26	76.15	36.32	
2023	£M	13.83	17.20	22.08	18.61	26.60	26.07	26.26	37.86	21.25	16.84	11.50	12.08	250.18	14.7%	53.10	71.27	85.38	40.42	

ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	Share of Total %
Total	£M	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18		
All Visitor Types	£M	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18		
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 2012	%														
Avg Ann. Change in Share	%														

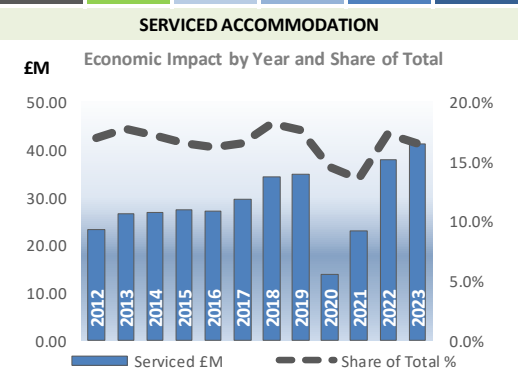
Economic Impact by Year and Share of Total

Year	Total £M	Share of Total %
2012	136.76	100.0%
2013	148.91	100.0%
2014	156.05	100.0%
2015	166.17	100.0%
2016	168.19	100.0%
2017	178.37	100.0%
2018	188.74	100.0%
2019	197.27	100.0%
2020	96.14	100.0%
2021	168.63	100.0%
2022	218.18	100.0%
2023	250.18	100.0%

Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

STEAM REPORT FOR 2012-2023 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL													2012 to 2023 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											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 2012 to 2023		95.1%	67.4%	60.8%	91.7%	109.8%	79.8%	84.5%	76.7%	66.6%	76.7%	60.1%	92.9%	77.7%	Annual Change	69.7%	92.1%	76.1%	75.1%	
% Change 2022 to 2023		27.2%	12.9%	8.6%	8.9%	7.7%	8.4%	4.6%	6.8%	10.4%	6.1%	5.0%	9.3%	9.1%	Annual Change	13.8%	8.3%	7.1%	6.7%	
Average Annual Change		8.6%	6.1%	5.5%	8.3%	10.0%	7.3%	7.7%	7.0%	6.1%	7.0%	5.5%	8.4%	7.1%	Annual Change	6.3%	8.4%	6.9%	6.8%	
2012	£M	1.153	2.951	2.534	1.365	1.648	2.340	1.858	2.191	1.762	1.648	2.115	1.620	23.19		6.638	5.354	5.812	5.383	
2013	£M	1.300	3.717	3.383	1.402	1.927	2.558	1.960	2.239	1.755	1.694	2.495	1.982	26.41	13.9%	8.400	5.886	5.955	6.171	
2014	£M	1.314	3.472	3.195	1.577	1.967	2.446	2.107	2.276	2.140	1.903	2.446	1.992	26.83	1.6%	7.981	5.989	6.523	6.341	
2015	£M	1.465	3.598	3.091	1.540	2.003	2.781	2.183	2.551	2.026	1.989	2.289	1.857	27.37	2.0%	8.154	6.324	6.760	6.134	
2016	£M	1.365	3.521	3.079	1.585	1.967	2.706	2.242	2.576	1.954	1.875	2.294	1.978	27.14	-0.8%	7.966	6.258	6.773	6.147	
2017	£M	1.532	3.483	2.975	1.890	2.486	2.989	2.411	2.735	2.236	2.092	2.438	2.178	29.45	8.5%	7.989	7.365	7.382	6.708	
2018	£M	1.782	4.045	3.359	2.120	2.942	3.482	2.870	3.370	2.479	2.443	2.825	2.527	34.24	16.3%	9.186	8.544	8.718	7.796	
2019	£M	1.810	4.074	3.419	2.147	3.001	3.563	2.932	3.392	2.485	2.517	2.919	2.497	34.76	1.5%	9.303	8.710	8.809	7.932	
2020	£M	1.966	4.160	1.505	0.181	0.304	0.316	0.706	1.698	1.239	1.162	0.396	0.299	13.93	-59.9%	7.631	0.801	3.642	1.857	
2021	£M	0.366	0.758	0.734	0.471	0.845	3.055	2.766	3.495	2.497	2.598	2.895	2.349	22.83	63.9%	1.858	4.371	8.758	7.842	
2022	£M	1.769	4.377	3.749	2.402	3.211	3.881	3.276	3.627	2.659	2.744	3.226	2.859	37.78	65.5%	9.895	9.494	9.562	8.830	
2023	£M	2.250	4.941	4.073	2.617	3.458	4.208	3.427	3.873	2.936	2.912	3.387	3.125	41.21	9.1%	11.26	10.28	10.24	9.424	

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Serviced	£M	23.19	26.41	26.83	27.37	27.14	29.45	34.24	34.76	13.93	22.83	37.78	41.21
All Visitor Types	£M	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18
Share of Total	%	17.0%	17.7%	17.2%	16.5%	16.1%	16.5%	18.1%	17.6%	14.5%	13.5%	17.3%	16.5%
Annual Change in Share	%		4.6%	-3.1%	-4.2%	-2.0%	2.3%	9.9%	-2.9%	-17.8%	-6.6%	27.9%	-4.9%
Change in Share from 2012	%		4.6%	1.4%	-2.8%	-4.8%	-2.6%	7.0%	3.9%	-14.5%	-20.1%	2.1%	-2.8%
Avg Ann. Change in Share	%		4.6%	0.7%	-0.9%	-1.2%	-0.5%	1.2%	0.6%	-1.8%	-2.2%	0.2%	-0.3%

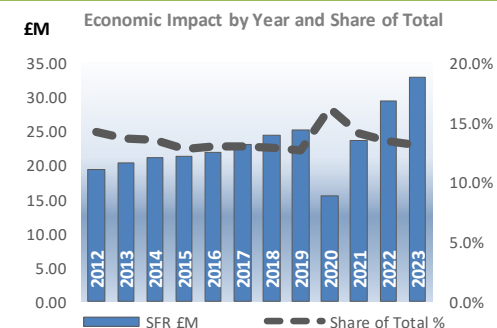


STEAM REPORT FOR 2012-2023 - FINAL											2012 to 2023		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT					
SOUTH KESTEVEN DISTRICT COUNCIL											Historic Prices			Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
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 2012 to 2023		246.7%	233.0%	164.7%	155.5%	133.4%	93.6%	144.3%	159.9%	170.5%	191.2%	253.8%	305.5%	158.0%	Annual Change	202.4%	122.2%	158.1%	230.9%
% Change 2022 to 2023		-2.1%	10.5%	-9.1%	7.6%	-4.5%	-13.0%	-11.1%	-4.6%	0.4%	16.8%	4.7%	-8.1%	-3.3%		-1.9%	-5.1%	-5.2%	6.3%
Average Annual Change		22.4%	21.2%	15.0%	14.1%	12.1%	8.5%	13.1%	14.5%	15.5%	17.4%	23.1%	27.8%	14.4%		18.4%	11.1%	14.4%	21.0%
2012	£M	0.227	0.282	0.497	0.901	1.604	1.680	1.706	2.137	1.606	0.755	0.401	0.279	12.08		1.006	4.186	5.449	1.435
2013	£M	0.233	0.277	0.522	0.856	1.613	1.447	1.732	2.191	1.601	0.765	0.420	0.288	11.94	-1.1%	1.032	3.916	5.524	1.473
2014	£M	0.252	0.302	0.587	0.987	1.954	1.975	2.061	2.742	2.057	0.860	0.494	0.324	14.59	22.2%	1.140	4.916	6.860	1.678
2015	£M	0.210	0.308	0.506	0.842	1.860	1.868	2.151	2.872	1.937	0.667	0.503	0.313	14.04	-3.8%	1.024	4.570	6.959	1.484
2016	£M	0.233	0.330	0.527	0.881	1.932	1.951	2.310	3.122	2.094	0.732	0.553	0.350	15.01	7.0%	1.090	4.763	7.527	1.635
2017	£M	0.262	0.394	0.541	0.998	2.175	2.102	2.624	3.399	2.460	0.809	0.593	0.401	16.76	11.6%	1.197	5.274	8.483	1.803
2018	£M	0.259	0.396	0.538	0.987	2.204	2.101	2.578	3.435	2.359	0.839	0.598	0.386	16.68	-0.5%	1.194	5.293	8.373	1.822
2019	£M	0.306	0.430	0.579	1.174	2.484	2.283	2.891	3.688	2.503	0.873	0.687	0.436	18.33	9.9%	1.315	5.941	9.081	1.996
2020	£M	0.684	0.644	0.555	0.062	0.170	0.176	2.445	4.226	3.867	1.485	0.124	0.452	14.89	-18.8%	1.883	0.408	10.54	2.061
2021	£M	0.017	0.020	0.029	0.555	2.791	3.388	4.168	5.283	4.442	2.001	1.184	0.783	24.66	65.6%	0.066	6.734	13.89	3.968
2022	£M	0.804	0.850	1.447	2.139	3.921	3.739	4.690	5.820	4.329	1.882	1.355	1.232	32.21	30.6%	3.100	9.799	14.84	4.469
2023	£M	0.786	0.939	1.315	2.302	3.745	3.254	4.168	5.553	4.344	2.198	1.420	1.132	31.16	-3.3%	3.040	9.300	14.07	4.750

ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total	
Non-Serviced	£M	12.08	11.94	14.59	14.04	15.01	16.76	16.68	18.33	14.89	24.66	32.21	31.16		
All Visitor Types	£M	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18		
Share of Total	%	8.8%	8.0%	9.4%	8.4%	8.9%	9.4%	8.8%	9.3%	15.5%	14.6%	14.8%	12.5%		
Annual Change in Share	%		-9.2%	16.6%	-9.7%	5.7%	5.2%	-5.9%	5.2%	66.6%	-5.6%	0.9%	-15.6%		
Change in Share from 2012	%		-9.2%	5.9%	-4.3%	1.1%	6.4%	0.1%	5.3%	75.4%	65.6%	67.2%	41.0%		
Avg Ann. Change in Share	%		-9.2%	3.0%	-1.4%	0.3%	1.3%	0.0%	0.8%	9.4%	7.3%	6.7%	3.7%		

STEAM REPORT FOR 2012-2023 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL													2012 to 2023 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / 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 2012 to 2023		71.5%	61.0%	63.4%	70.3%	72.7%	64.3%	70.0%	71.9%	75.8%	73.1%	65.7%	71.3%	69.9%	Annual Change	67.4%	69.5%	72.1%	70.6%
% Change 2022 to 2023		15.7%	15.9%	11.7%	13.9%	10.4%	8.7%	8.3%	9.8%	11.5%	15.4%	13.0%	12.0%	12.1%		14.8%	11.5%	9.6%	13.0%
Average Annual Change		6.5%	5.5%	5.8%	6.4%	6.6%	5.8%	6.4%	6.5%	6.9%	6.6%	6.0%	6.5%	6.4%		6.1%	6.3%	6.6%	6.4%
2012	£M	2.672	1.037	1.115	2.306	1.597	1.287	1.886	2.006	1.118	1.051	0.885	2.379	19.34		4.824	5.190	5.009	4.314
2013	£M	2.800	1.139	1.219	2.358	1.662	1.316	1.969	2.092	1.144	1.081	0.938	2.531	20.25	4.7%	5.158	5.336	5.205	4.551
2014	£M	2.890	1.139	1.223	2.461	1.737	1.371	2.067	2.209	1.231	1.129	0.962	2.605	21.02	3.8%	5.253	5.569	5.508	4.696
2015	£M	2.919	1.112	1.221	2.479	1.780	1.422	2.129	2.290	1.250	1.138	0.945	2.533	21.22	0.9%	5.252	5.680	5.669	4.616
2016	£M	2.961	1.132	1.248	2.547	1.827	1.458	2.197	2.369	1.294	1.163	0.974	2.629	21.80	2.7%	5.341	5.832	5.860	4.766
2017	£M	3.135	1.174	1.275	2.708	1.966	1.538	2.335	2.495	1.398	1.228	1.019	2.776	23.05	5.7%	5.585	6.212	6.228	5.023
2018	£M	3.338	1.264	1.352	2.835	2.064	1.613	2.428	2.612	1.435	1.303	1.084	2.972	24.30	5.4%	5.955	6.512	6.475	5.359
2019	£M	3.432	1.287	1.384	2.945	2.144	1.661	2.523	2.690	1.471	1.335	1.122	3.035	25.03	3.0%	6.103	6.750	6.683	5.492
2020	£M	4.619	1.409	0.784	0.190	0.167	0.133	1.549	2.438	1.750	1.266	0.165	1.082	15.55	-37.9%	6.812	0.490	5.737	2.513
2021	£M	0.469	0.179	0.193	1.182	2.322	2.240	3.312	3.495	2.513	2.302	1.500	3.926	23.63	52.0%	0.840	5.744	9.319	7.728
2022	£M	3.963	1.441	1.630	3.446	2.498	1.946	2.961	3.142	1.763	1.577	1.297	3.638	29.30	24.0%	7.033	7.890	7.865	6.512
2023	£M	4.583	1.669	1.821	3.926	2.758	2.114	3.205	3.448	1.965	1.819	1.467	4.076	32.85	12.1%	8.074	8.798	8.619	7.362

ECONOMIC IMPACT - IN HISTORIC PRICES													SFR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
SFR	£M	19.34	20.25	21.02	21.22	21.80	23.05	24.30	25.03	15.55	23.63	29.30	32.85		
All Visitor Types	£M	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18		
Share of Total	%	14.1%	13.6%	13.5%	12.8%	13.0%	12.9%	12.9%	12.7%	16.2%	14.0%	13.4%	13.1%		
Annual Change in Share	%		-3.8%	-0.9%	-5.2%	1.5%	-0.3%	-0.4%	-1.5%	27.5%	-13.4%	-4.2%	-2.2%		
Change in Share from 2012	%		-3.8%	-4.7%	-9.7%	-8.3%	-8.6%	-8.9%	-10.3%	14.4%	-0.9%	-5.0%	-7.1%		
Avg Ann. Change in Share	%		-3.8%	-2.4%	-3.2%	-2.1%	-1.7%	-1.5%	-1.5%	1.8%	-0.1%	-0.5%	-0.6%		



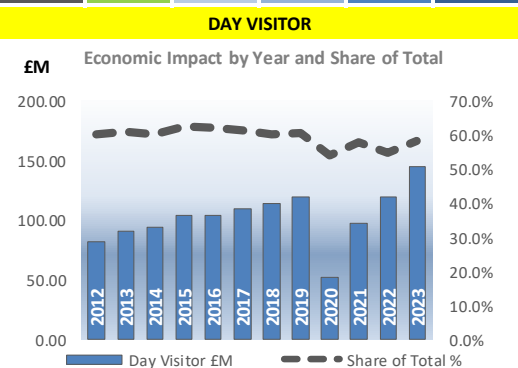
STEAM REPORT FOR 2012-2023 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL													2012 to 2023 Historic Prices		STAYING VISITOR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% Change
An increase of 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 2012 to 2023		88.0%	76.8%	73.9%	93.5%	105.4%	80.4%	98.2%	103.3%	106.1%	100.6%	84.4%	94.8%	92.7%	79.5%	92.7%	102.3%	93.4%	
% Change 2022 to 2023		16.6%	13.2%	5.6%	10.7%	3.4%	0.1%	-1.1%	2.3%	5.7%	11.7%	6.7%	7.8%	6.0%	11.7%	4.4%	2.0%	8.7%	
Average Annual Change		8.0%	7.0%	6.7%	8.5%	9.6%	7.3%	8.9%	9.4%	9.6%	9.1%	7.7%	8.6%	8.4%	7.2%	8.4%	9.3%	8.5%	
2012	£M	4.052	4.270	4.145	4.572	4.850	5.308	5.450	6.334	4.486	3.454	3.401	4.278	54.60	12.47	14.73	16.27	11.13	
2013	£M	4.333	5.133	5.124	4.616	5.202	5.320	5.662	6.521	4.501	3.540	3.853	4.802	58.61	7.3%	14.59	15.14	16.68	12.20
2014	£M	4.455	4.913	5.005	5.024	5.658	5.792	6.234	7.228	5.429	3.891	3.901	4.921	62.45	6.6%	14.37	16.47	18.89	12.71
2015	£M	4.593	5.018	4.818	4.861	5.643	6.071	6.463	7.713	5.213	3.794	3.738	4.703	62.63	0.3%	14.43	16.57	19.39	12.23
2016	£M	4.559	4.984	4.854	5.013	5.726	6.115	6.749	8.067	5.343	3.770	3.820	4.957	63.96	2.1%	14.40	16.85	20.16	12.55
2017	£M	4.929	5.051	4.791	5.596	6.626	6.629	7.369	8.629	6.095	4.128	4.051	5.355	69.25	8.3%	14.77	18.85	22.09	13.53
2018	£M	5.379	5.706	5.249	5.943	7.210	7.196	7.876	9.417	6.273	4.585	4.507	5.885	75.23	8.6%	16.33	20.35	23.57	14.98
2019	£M	5.548	5.791	5.382	6.266	7.628	7.507	8.345	9.770	6.458	4.726	4.727	5.968	78.12	3.8%	16.72	21.40	24.57	15.42
2020	£M	7.269	6.213	2.845	0.434	0.640	0.624	4.699	8.362	6.855	3.914	0.684	1.833	44.37	-43.2%	16.33	1.698	19.92	6.431
2021	£M	0.852	0.957	0.955	2.209	5.957	8.683	10.25	12.27	9.452	6.901	5.579	7.058	71.12	60.3%	2.763	16.85	31.97	19.54
2022	£M	6.535	6.667	6.826	7.987	9.630	9.566	10.93	12.59	8.751	6.202	5.879	7.729	99.29	39.6%	20.03	27.18	32.27	19.81
2023	£M	7.620	7.549	7.209	8.845	9.961	9.576	10.80	12.88	9.246	6.929	6.273	8.333	105.22	6.0%	22.38	28.38	32.92	21.53

ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	
Staying Visitor	£M	54.60	58.61	62.45	62.63	63.96	69.25	75.23	78.12	44.37	71.12	99.29	105.22	Economic Impact by Year and Share of Total	
All Visitor Types	£M	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18		
Share of Total	%	39.9%	39.4%	40.0%	37.7%	38.0%	38.8%	39.9%	39.6%	46.2%	42.2%	45.5%	42.1%		
Annual Change in Share	%		-1.4%	1.7%	-5.8%	0.9%	2.1%	2.7%	-0.6%	16.6%	-8.6%	7.9%	-7.6%		
Change in Share from 2012	%		-1.4%	0.2%	-5.6%	-4.7%	-2.8%	-0.2%	-0.8%	15.6%	5.6%	14.0%	5.3%		
Avg Ann. Change in Share	%		-1.4%	0.1%	-1.9%	-1.2%	-0.6%	0.0%	-0.1%	2.0%	0.6%	1.4%	0.5%		



STEAM REPORT FOR 2012-2023 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL													2012 to 2023 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2012 to 2023		60.9%	99.5%	160.3%	66.1%	95.6%	82.5%	46.3%	68.2%	60.7%	74.2%	47.6%	70.2%	76.4%	113.2%	83.1%	59.5%	65.2%		
% Change 2022 to 2023		25.5%	38.3%	29.2%	23.0%	21.7%	22.5%	19.0%	18.5%	22.5%	15.9%	15.5%	9.2%	21.9%	31.2%	22.3%	19.5%	14.4%		
Average Annual Change		5.5%	9.0%	14.6%	6.0%	8.7%	7.5%	4.2%	6.2%	5.5%	6.7%	4.3%	6.4%	6.9%	10.3%	7.6%	5.4%	5.9%		
2012	£M	3.859	4.837	5.712	5.879	8.507	9.035	10.57	14.86	7.469	5.693	3.544	2.199	82.16	14.41	23.42	32.90	11.44		
2013	£M	3.923	5.292	6.517	6.181	10.59	9.161	11.64	16.95	7.725	6.051	3.800	2.471	90.30	15.73	25.93	36.32	12.32		
2014	£M	3.703	5.469	7.953	7.032	10.81	9.482	11.93	17.08	7.477	6.198	3.976	2.479	93.59	17.12	27.33	36.49	12.65		
2015	£M	4.465	6.433	8.610	7.230	11.53	10.01	12.42	19.75	8.694	7.358	4.154	2.883	103.54	19.51	28.77	40.87	14.39		
2016	£M	4.543	6.420	9.531	7.099	12.12	11.20	11.72	19.67	8.164	6.927	3.957	2.886	104.23	20.49	30.42	39.55	13.77		
2017	£M	4.759	6.726	9.986	7.439	12.70	11.73	12.27	20.59	8.529	7.237	4.134	3.015	109.12	21.47	31.87	41.40	14.39		
2018	£M	5.029	7.004	10.43	7.671	13.20	11.96	12.64	21.59	9.135	7.537	4.223	3.094	113.52	22.46	32.83	43.37	14.85		
2019	£M	5.435	7.702	11.42	8.035	13.60	12.90	12.78	22.02	9.732	8.002	4.276	3.247	119.15	24.56	34.53	44.54	15.52		
2020	£M	5.194	7.029	4.570	0.539	1.442	2.305	3.692	12.30	6.166	4.919	1.550	2.058	51.77	16.79	4.286	22.16	8.528		
2021	£M	1.789	3.065	5.352	4.699	10.67	12.38	12.02	21.75	10.16	8.560	4.093	2.969	97.51	10.21	27.74	43.94	15.62		
2022	£M	4.945	6.975	11.50	7.937	13.67	13.46	12.99	21.09	9.804	8.553	4.527	3.429	118.89	23.42	35.07	43.89	16.51		
2023	£M	6.208	9.649	14.87	9.763	16.64	16.49	15.46	24.99	12.00	9.914	5.230	3.744	144.96	30.72	42.89	52.46	18.89		

ECONOMIC IMPACT - IN HISTORIC PRICES													DAY VISITOR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	
Day Visitor	£M	82.16	90.30	93.59	103.54	104.23	109.12	113.52	119.15	51.77	97.51	118.89	144.96	Economic Impact by Year and Share of Total	
All Visitor Types	£M	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18		
Share of Total	%	60.1%	60.6%	60.0%	62.3%	62.0%	61.2%	60.1%	60.4%	53.8%	57.8%	54.5%	57.9%		
Annual Change in Share	%		0.9%	-1.1%	3.9%	-0.5%	-1.3%	-1.7%	0.4%	-10.9%	7.4%	-5.8%	6.3%		
Change in Share from 2012	%		0.9%	-0.2%	3.7%	3.2%	1.8%	0.1%	0.5%	-10.4%	-3.7%	-9.3%	-3.6%		
Avg Ann. Change in Share	%		0.9%	-0.1%	1.2%	0.8%	0.4%	0.0%	0.1%	-1.3%	-0.4%	-0.9%	-0.3%		



Visitor Numbers by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		TOTAL	VISITOR NUMBERS			
VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	TOTAL												TOTAL						% Change
An increase of 3% or more	VISITOR NUMBERS IN MILLIONS / 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 2012 to 2023	8.6%	30.8%	62.7%	10.3%	28.3%	19.2%	-1.1%	12.1%	8.8%	15.3%	1.7%	15.8%	16.9%	36.8%	20.2%	7.1%	11.2%		
% Change 2022 to 2023	9.2%	18.7%	12.3%	7.1%	6.0%	6.5%	3.4%	3.6%	6.5%	2.1%	1.0%	-2.8%	6.2%	13.6%	6.5%	4.2%	0.5%		
Average Annual Change	0.8%	2.8%	5.7%	0.9%	2.6%	1.7%	-0.1%	1.1%	0.8%	1.4%	0.2%	1.4%	1.5%	3.3%	1.8%	0.6%	1.0%		
2012	M	0.149	0.176	0.203	0.210	0.291	0.306	0.353	0.486	0.254	0.196	0.132	0.102	2.858	0.528	0.807	1.093	0.430	
2013	M	0.148	0.191	0.225	0.211	0.344	0.301	0.375	0.534	0.254	0.200	0.138	0.110	3.032	0.564	0.856	1.163	0.448	
2014	M	0.138	0.188	0.258	0.231	0.342	0.302	0.376	0.526	0.245	0.201	0.140	0.108	3.056	0.585	0.876	1.147	0.449	
2015	M	0.158	0.214	0.273	0.233	0.359	0.314	0.386	0.598	0.277	0.231	0.144	0.117	3.305	0.645	0.906	1.262	0.491	
2016	M	0.159	0.212	0.295	0.228	0.371	0.344	0.362	0.588	0.258	0.215	0.136	0.116	3.282	0.665	0.942	1.208	0.467	
2017	M	0.163	0.215	0.300	0.234	0.381	0.352	0.371	0.601	0.265	0.220	0.138	0.119	3.359	0.678	0.967	1.237	0.477	
2018	M	0.167	0.219	0.303	0.233	0.383	0.347	0.369	0.608	0.272	0.221	0.139	0.121	3.380	0.688	0.963	1.249	0.481	
2019	M	0.174	0.232	0.322	0.238	0.385	0.364	0.365	0.605	0.282	0.229	0.138	0.122	3.456	0.728	0.987	1.252	0.489	
2020	M	0.174	0.211	0.129	0.016	0.039	0.060	0.112	0.340	0.186	0.142	0.043	0.062	1.512	0.514	0.115	0.637	0.247	
2021	M	0.050	0.081	0.137	0.126	0.288	0.340	0.337	0.582	0.292	0.242	0.131	0.113	2.719	0.268	0.753	1.212	0.486	
2022	M	0.148	0.194	0.293	0.216	0.352	0.343	0.338	0.526	0.260	0.221	0.133	0.121	3.145	0.636	0.911	1.123	0.475	
2023	M	0.162	0.230	0.330	0.231	0.373	0.365	0.349	0.544	0.277	0.226	0.135	0.118	3.340	0.722	0.969	1.170	0.478	
VISITOR NUMBERS													TOTAL						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M					
Total	M	2.858	3.032	3.056	3.305	3.282	3.359	3.380	3.456	1.512	2.719	3.145	3.340	Visitor No.s by Year and Share of Total					
All Visitor Types	M	2.858	3.032	3.056	3.305	3.282	3.359	3.380	3.456	1.512	2.719	3.145	3.340						
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 2012	%																		
Avg Ann. Change in Share	%																		

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		SERVICED		VISITOR NUMBERS			
SOUTH KESTEVEN DISTRICT COUNCIL																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		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 2012 to 2023		28.2%	36.8%	-0.4%	11.7%	31.5%	7.9%	39.3%	25.0%	27.6%	8.3%	20.4%	32.2%	22.1%	20.7%	16.2%	30.4%	22.0%		
% Change 2022 to 2023		18.3%	4.7%	0.9%	1.3%	0.0%	0.5%	-2.4%	-0.5%	2.4%	-1.5%	-2.5%	1.5%	1.5%	5.5%	0.6%	-0.1%	-0.7%		
Average Annual Change		2.6%	3.3%	0.0%	1.1%	2.9%	0.7%	3.6%	2.3%	2.5%	0.8%	1.9%	2.9%	2.0%	1.9%	1.5%	2.8%	2.0%		
2012	000s	5.8	16.0	14.3	6.8	7.7	10.3	7.5	7.6	8.8	7.6	12.5	12.3	117.1	36.1	24.7	23.9	32.3		
2013	000s	6.3	21.8	17.5	5.5	8.1	10.8	7.8	7.9	8.4	6.9	13.8	13.8	128.6	9.8%	45.6	24.4	24.1	34.5	
2014	000s	5.7	18.3	14.9	5.5	7.3	9.2	8.4	8.0	10.2	7.7	13.5	13.8	122.6	-4.7%	38.9	22.0	26.6	35.0	
2015	000s	5.7	18.7	14.0	5.1	7.5	9.2	8.6	8.2	10.1	7.5	13.2	12.9	120.4	-1.8%	38.4	21.7	26.8	33.5	
2016	000s	5.5	18.9	13.2	5.5	7.0	8.7	8.3	7.6	9.1	6.4	12.4	12.5	115.0	-4.5%	37.5	21.1	25.0	31.3	
2017	000s	6.1	18.3	12.4	6.4	8.5	9.3	9.0	8.2	10.1	6.9	12.8	13.4	121.1	5.4%	36.8	24.1	27.2	33.0	
2018	000s	7.1	21.2	13.9	7.2	10.1	10.8	10.2	9.6	11.2	8.1	14.8	15.5	139.7	15.3%	42.2	28.1	31.0	38.4	
2019	000s	7.1	21.1	13.9	7.2	10.2	10.9	10.4	9.6	11.0	8.2	15.1	15.1	139.8	0.1%	42.1	28.3	31.0	38.4	
2020	000s	7.5	21.2	6.0	0.6	1.0	1.0	2.5	4.8	5.5	3.8	2.0	1.8	57.5	-58.9%	34.7	2.6	12.7	7.5	
2021	000s	1.4	3.8	2.9	1.5	2.8	9.1	9.4	9.6	10.8	8.2	14.5	13.7	87.6	52.3%	8.0	13.4	29.8	36.4	
2022	000s	6.3	20.9	14.1	7.5	10.1	11.0	10.7	9.6	11.0	8.3	15.4	16.0	140.9	60.9%	41.3	28.6	31.3	39.7	
2023	000s	7.4	21.9	14.2	7.6	10.1	11.1	10.5	9.5	11.2	8.2	15.0	16.2	143.0	1.5%	43.6	28.8	31.2	39.4	

VISITOR NUMBERS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	
Serviced	000s	117.1	128.6	122.6	120.4	115.0	121.1	139.7	139.8	57.5	87.6	140.9	143.0		
All Visitor Types	M	2.9	3.0	3.1	3.3	3.3	3.4	3.4	3.5	1.5	2.7	3.1	3.3		
Share of Total	%	4.1%	4.2%	4.0%	3.6%	3.5%	3.6%	4.1%	4.0%	3.8%	3.2%	4.5%	4.3%		
Annual Change in Share	%		3.5%	-5.5%	-9.2%	-3.9%	3.0%	14.6%	-2.1%	-6.0%	-15.3%	39.1%	-4.4%		
Change in Share from 2012	%		3.5%	-2.1%	-11.1%	-14.5%	-12.0%	0.9%	-1.3%	-7.2%	-21.4%	9.3%	4.5%		
Avg Ann. Change in Share	%		3.5%	-1.1%	-3.7%	-3.6%	-2.4%	0.1%	-0.2%	-0.9%	-2.4%	0.9%	0.4%		

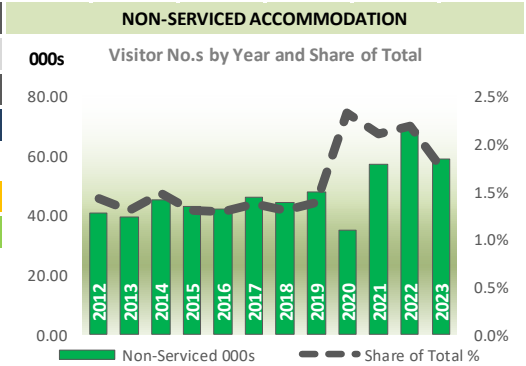


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Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		NON-SERVICED		VISITOR NUMBERS			
SOUTH KESTEVEN DISTRICT COUNCIL																				
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 2012 to 2023		65.4%	72.4%	33.3%	26.1%	23.5%	2.7%	40.6%	61.2%	75.5%	55.8%	91.5%	96.9%	44.4%	Annual Change	50.7%	16.2%	59.7%	73.7%	
% Change 2022 to 2023		-11.7%	-0.5%	-18.3%	-3.7%	-15.2%	-22.8%	-23.4%	-17.7%	-10.9%	5.1%	-6.1%	-17.2%	-14.2%		-11.8%	-15.4%	-17.0%	-3.8%	
Average Annual Change		5.9%	6.6%	3.0%	2.4%	2.1%	0.2%	3.7%	5.6%	6.9%	5.1%	8.3%	8.8%	4.0%		4.6%	1.5%	5.4%	6.7%	
2012	000s	0.7	0.9	1.7	3.5	6.0	5.8	4.9	6.2	5.4	2.8	1.6	0.9	40.6		3.4	15.3	16.5	5.3	
2013	000s	0.6	0.9	1.7	3.3	6.1	4.8	4.9	6.3	5.5	2.8	1.7	0.9	39.5	-2.7%	3.2	14.2	16.7	5.4	
2014	000s	0.6	0.8	1.7	3.3	6.4	5.7	5.8	7.8	6.8	3.1	2.0	1.0	45.0	13.9%	3.1	15.4	20.4	6.1	
2015	000s	0.4	0.8	1.4	2.6	5.7	4.8	5.6	8.8	7.4	2.4	2.1	0.8	42.8	-4.9%	2.6	13.1	21.8	5.3	
2016	000s	0.5	0.9	1.4	2.6	5.6	5.2	5.8	8.5	6.6	2.3	1.8	0.9	42.1	-1.6%	2.9	13.4	20.9	5.0	
2017	000s	0.6	1.0	1.5	2.9	6.2	5.5	6.4	9.0	7.6	2.4	1.9	1.0	45.9	9.2%	3.1	14.5	23.0	5.3	
2018	000s	0.6	1.0	1.4	2.7	6.0	5.3	6.1	8.8	7.0	2.4	1.9	0.9	44.1	-4.0%	3.0	14.0	21.9	5.2	
2019	000s	0.7	1.1	1.5	3.2	6.7	5.6	6.8	9.3	7.3	2.5	2.1	1.0	47.6	8.0%	3.2	15.5	23.4	5.6	
2020	000s	1.3	1.4	1.2	0.2	0.4	0.4	5.1	9.6	10.5	3.7	0.3	0.9	35.0	-26.6%	3.9	1.0	25.2	5.0	
2021	000s	0.0	0.0	0.1	1.3	6.8	7.5	8.4	11.7	11.7	4.8	3.1	1.5	56.9	62.8%	0.1	15.6	31.8	9.4	
2022	000s	1.3	1.6	2.8	4.6	8.8	7.7	9.1	12.2	10.6	4.2	3.3	2.2	68.3	20.0%	5.8	21.1	31.8	9.7	
2023	000s	1.2	1.6	2.3	4.4	7.5	5.9	6.9	10.1	9.4	4.4	3.1	1.8	58.6	-14.2%	5.1	17.8	26.4	9.3	

VISITOR NUMBERS													NON-SERVICED ACCOMMODATION		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	
Non-Serviced	000s	40.6	39.5	45.0	42.8	42.1	45.9	44.1	47.6	35.0	56.9	68.3	58.6	Visitor No.s by Year and Share of Total	
All Visitor Types	M	2.9	3.0	3.1	3.3	3.3	3.4	3.4	3.5	1.5	2.7	3.1	3.3	80.00	
Share of Total	%	1.4%	1.3%	1.5%	1.3%	1.3%	1.4%	1.3%	1.4%	2.3%	2.1%	2.2%	1.8%	60.00	
Annual Change in Share	%		-8.3%	13.0%	-12.1%	-0.9%	6.7%	-4.6%	5.7%	67.8%	-9.5%	3.7%	-19.2%	40.00	
Change in Share from 2012	%		-8.3%	3.6%	-8.9%	-9.7%	-3.7%	-8.2%	-3.0%	62.8%	47.4%	52.9%	23.5%	20.00	
Avg Ann. Change in Share	%		-8.3%	1.8%	-3.0%	-2.4%	-0.7%	-1.4%	-0.4%	7.9%	5.3%	5.3%	2.1%	0.00	



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Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		SFR		VISITOR NUMBERS			
SOUTH KESTEVEN DISTRICT COUNCIL																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
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 2012 to 2023		13.3%	6.4%	7.9%	12.5%	14.1%	8.5%	12.3%	13.6%	16.1%	14.4%	9.5%	13.2%	12.1%	Annual Change	10.3%	11.9%	13.7%	12.6%	
% Change 2022 to 2023		2.0%	2.2%	-1.5%	0.5%	-2.7%	-4.2%	-4.5%	-3.2%	-1.7%	1.7%	-0.3%	-1.2%	-1.1%		1.2%	-1.9%	-3.3%	-0.2%	
Average Annual Change		1.2%	0.6%	0.7%	1.1%	1.3%	0.8%	1.1%	1.2%	1.5%	1.3%	0.9%	1.2%	1.1%		0.9%	1.1%	1.2%	1.1%	
2012	000s	24.7	11.4	12.0	19.8	16.8	14.2	17.5	17.9	11.9	11.4	10.1	21.2	188.8		48.2	50.8	47.2	42.6	
2013	000s	25.1	12.2	12.7	19.6	16.9	14.0	17.7	18.0	11.8	11.3	10.4	21.8	191.5	1.4%	50.0	50.6	47.5	43.5	
2014	000s	25.2	11.8	12.4	19.9	17.2	14.2	18.0	18.5	12.4	11.5	10.3	21.9	193.4	1.0%	49.5	51.3	48.9	43.7	
2015	000s	25.2	11.4	12.3	19.8	17.4	14.6	18.4	19.0	12.4	11.5	10.0	21.0	193.1	-0.2%	48.9	51.9	49.8	42.5	
2016	000s	25.2	11.5	12.4	20.1	17.7	14.8	18.7	19.4	12.7	11.6	10.2	21.5	195.7	1.4%	49.0	52.5	50.8	43.3	
2017	000s	26.0	11.6	12.3	20.8	18.5	15.2	19.4	19.9	13.4	11.9	10.4	22.2	201.7	3.1%	50.0	54.6	52.7	44.5	
2018	000s	26.7	12.0	12.6	21.0	18.7	15.3	19.4	20.1	13.2	12.2	10.7	22.8	204.6	1.4%	51.2	55.0	52.7	45.6	
2019	000s	26.7	11.9	12.5	21.2	19.0	15.4	19.7	20.1	13.2	12.2	10.8	22.7	205.5	0.4%	51.2	55.6	53.0	45.6	
2020	000s	35.0	12.7	6.9	1.3	1.4	1.2	11.7	17.8	15.3	11.2	1.5	7.9	124.1	-39.6%	54.7	4.0	44.8	20.6	
2021	000s	4.1	1.8	2.0	6.9	14.6	17.6	22.7	24.0	18.8	17.3	12.4	24.8	167.0	34.6%	8.0	39.2	65.4	54.5	
2022	000s	27.5	11.9	13.1	22.1	19.7	16.1	20.5	21.0	14.1	12.8	11.1	24.3	214.1	28.2%	52.5	57.9	55.6	48.1	
2023	000s	28.0	12.2	13.0	22.2	19.2	15.4	19.6	20.3	13.0	11.0	24.0	211.7	-1.1%	53.1	56.8	53.7	48.0		

VISITOR NUMBERS													SFR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	
SFR	000s	188.8	191.5	193.4	193.1	195.7	201.7	204.6	205.5	124.1	167.0	214.1	211.7		
All Visitor Types	M	2.9	3.0	3.1	3.3	3.3	3.4	3.4	3.5	1.5	2.7	3.1	3.3		
Share of Total	%	6.6%	6.3%	6.3%	5.8%	6.0%	6.0%	6.1%	5.9%	8.2%	6.1%	6.8%	6.3%		
Annual Change in Share	%		-4.4%	0.2%	-7.7%	2.1%	0.7%	0.8%	-1.8%	38.0%	-25.1%	10.8%	-6.9%		
Change in Share from 2012	%		-4.4%	-4.2%	-11.6%	-9.8%	-9.1%	-8.4%	-10.0%	24.2%	-7.0%	3.0%	-4.1%		
Avg Ann. Change in Share	%		-4.4%	-2.1%	-3.9%	-2.4%	-1.8%	-1.4%	-1.4%	3.0%	-0.8%	0.3%	-0.4%		



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Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		STAYING VISITOR		VISITOR NUMBERS			
SOUTH KESTEVEN DISTRICT COUNCIL																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
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 2012 to 2023		17.2%	25.7%	5.3%	13.9%	20.3%	7.2%	23.7%	25.7%	32.2%	17.6%	20.5%	22.3%	19.3%	16.1%	13.8%	27.0%	20.5%		
% Change 2022 to 2023		4.4%	3.6%	-2.0%	0.1%	-4.8%	-6.8%	-8.2%	-6.7%	-3.1%	1.2%	-2.1%	-1.0%	-2.4%	2.2%	-3.9%	-6.2%	-0.8%		
Average Annual Change		1.6%	2.3%	0.5%	1.3%	1.8%	0.7%	2.2%	2.3%	2.9%	1.6%	1.9%	2.0%	1.8%	1.5%	1.3%	2.5%	1.9%		
2012	000s	31.3	28.4	28.0	30.1	30.5	30.3	29.9	31.7	26.1	21.7	24.2	34.4	346.5		87.6	90.8	87.7	80.3	
2013	000s	32.0	34.9	31.9	28.4	31.1	29.7	30.4	32.2	25.7	21.1	25.9	36.5	359.6	3.8%	98.8	89.1	88.3	83.4	
2014	000s	31.5	31.0	29.0	28.7	30.9	29.1	32.2	34.3	29.4	22.4	25.8	36.6	361.0	0.4%	91.5	88.7	95.9	84.8	
2015	000s	31.3	31.0	27.6	27.5	30.6	28.6	32.6	36.0	29.9	21.3	25.3	34.6	356.2	-1.3%	89.8	86.7	98.4	81.3	
2016	000s	31.2	31.2	27.0	28.1	30.3	28.7	32.8	35.5	28.4	20.2	24.4	34.9	352.7	-1.0%	89.4	87.0	96.7	79.6	
2017	000s	32.7	30.9	26.1	30.0	33.2	30.0	34.8	37.0	31.1	21.3	25.1	36.5	368.7	4.5%	89.8	93.2	102.9	82.8	
2018	000s	34.3	34.3	27.8	30.9	34.9	31.4	35.7	38.5	31.4	22.7	27.3	39.2	388.3	5.3%	96.4	97.2	105.6	89.2	
2019	000s	34.5	34.1	27.9	31.6	35.8	32.0	36.8	39.1	31.6	22.8	27.9	38.8	392.9	1.2%	96.5	99.4	107.4	89.6	
2020	000s	43.8	35.3	14.2	2.1	2.9	2.6	19.3	32.2	31.2	18.7	3.9	10.6	216.6	-44.9%	93.2	7.5	82.7	33.2	
2021	000s	5.5	5.6	5.0	9.7	24.1	34.2	40.5	45.3	41.2	30.4	29.9	40.0	311.5	43.8%	16.1	68.1	127.0	100.3	
2022	000s	35.1	34.4	30.1	34.2	38.6	34.8	40.3	42.8	35.6	25.3	29.8	42.5	423.4	35.9%	99.6	107.6	118.7	97.5	
2023	000s	36.6	35.6	29.5	34.2	36.7	32.4	37.0	39.9	34.5	25.6	29.1	42.0	413.3	-2.4%	101.8	103.4	111.4	96.7	
VISITOR NUMBERS													STAYING VISITOR							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s						
Staying Visitor		000s	346.5	359.6	361.0	356.2	352.7	368.7	388.3	392.9	216.6	311.5	423.4	413.3	Visitor No.s by Year and Share of Total					
All Visitor Types		M	2.9	3.0	3.1	3.3	3.3	3.4	3.4	3.5	1.5	2.7	3.1	3.3						
Share of Total		%	12.1%	11.9%	11.8%	10.8%	10.7%	11.0%	11.4%	14.3%	11.5%	13.5%	12.4%							
Annual Change in Share		%		-2.2%	-0.4%	-8.7%	-0.3%	2.2%	4.6%	-1.0%	26.0%	-20.0%	17.5%	-8.1%						
Change in Share from 2012		%		-2.2%	-2.6%	-11.1%	-11.4%	-9.5%	-5.3%	-6.2%	18.1%	-5.5%	11.0%	2.1%						
Avg Ann. Change in Share		%		-2.2%	-1.3%	-3.7%	-2.8%	-1.9%	-0.9%	-0.9%	2.3%	-0.6%	1.1%	0.2%						

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		DAY VISITOR		VISITOR NUMBERS			
SOUTH KESTEVEN DISTRICT COUNCIL																				
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						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		6.3%	31.8%	72.0%	9.7%	29.2%	20.6%	-3.4%	11.1%	6.2%	15.0%	-2.5%	12.5%	16.5%	Annual Change	40.9%	21.0%	5.3%	9.1%	
% Change 2022 to 2023		10.7%	22.0%	14.0%	8.5%	7.3%	8.0%	5.0%	4.5%	8.0%	2.2%	1.9%	-3.7%	7.5%		15.7%	7.8%	5.4%	0.9%	
Average Annual Change		0.6%	2.9%	6.5%	0.9%	2.7%	1.9%	-0.3%	1.0%	0.6%	1.4%	-0.2%	1.1%	1.5%		3.7%	1.9%	0.5%	0.8%	
2012	M	0.118	0.148	0.175	0.180	0.260	0.276	0.323	0.454	0.228	0.174	0.108	0.067	2.511		0.440	0.716	1.005	0.350	
2013	M	0.116	0.157	0.193	0.183	0.313	0.271	0.345	0.502	0.229	0.179	0.112	0.073	2.672	6.4%	0.466	0.767	1.075	0.365	
2014	M	0.107	0.157	0.229	0.202	0.311	0.273	0.344	0.492	0.215	0.178	0.114	0.071	2.695	0.9%	0.493	0.787	1.051	0.364	
2015	M	0.127	0.183	0.245	0.206	0.328	0.285	0.354	0.562	0.248	0.210	0.118	0.082	2.949	9.4%	0.556	0.819	1.164	0.410	
2016	M	0.128	0.180	0.268	0.200	0.341	0.315	0.329	0.553	0.229	0.195	0.111	0.081	2.929	-0.7%	0.576	0.855	1.112	0.387	
2017	M	0.130	0.184	0.274	0.204	0.348	0.322	0.336	0.564	0.234	0.198	0.113	0.083	2.990	2.1%	0.588	0.873	1.134	0.394	
2018	M	0.133	0.185	0.275	0.202	0.348	0.315	0.333	0.569	0.241	0.199	0.111	0.082	2.992	0.1%	0.592	0.865	1.143	0.391	
2019	M	0.140	0.198	0.294	0.207	0.350	0.332	0.329	0.566	0.250	0.206	0.110	0.083	3.063	2.4%	0.631	0.888	1.145	0.399	
2020	M	0.130	0.176	0.114	0.013	0.036	0.058	0.092	0.308	0.154	0.123	0.039	0.052	1.296	-57.7%	0.420	0.107	0.555	0.213	
2021	M	0.044	0.076	0.132	0.116	0.263	0.306	0.297	0.537	0.251	0.211	0.101	0.073	2.408	85.8%	0.252	0.685	1.085	0.386	
2022	M	0.113	0.160	0.263	0.182	0.313	0.308	0.297	0.483	0.224	0.196	0.104	0.079	2.722	13.1%	0.536	0.803	1.005	0.378	
2023	M	0.125	0.195	0.300	0.197	0.336	0.333	0.312	0.505	0.242	0.200	0.106	0.076	2.927	7.5%	0.620	0.866	1.059	0.381	
VISITOR NUMBERS													DAY VISITOR							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M Visitor No.s by Year and Share of Total						
Day Visitor	M	2.511	2.672	2.695	2.949	2.929	2.990	2.992	3.063	1.296	2.408	2.722	2.927	3.50						
All Visitor Types	M	2.858	3.032	3.056	3.305	3.282	3.359	3.380	3.456	1.512	2.719	3.145	3.340	3.00						
Share of Total	%	87.9%	88.1%	88.2%	89.2%	89.3%	89.0%	88.5%	88.6%	85.7%	88.5%	86.5%	87.6%	2.50						
Annual Change in Share	%		0.3%	0.1%	1.2%	0.0%	-0.3%	-0.6%	0.1%	-3.3%	3.3%	-2.3%	1.3%	2.00						
Change in Share from 2012	%		0.3%	0.4%	1.5%	1.6%	1.3%	0.7%	0.9%	-2.5%	0.8%	-1.5%	-0.3%	1.50						
Avg Ann. Change in Share	%		0.3%	0.2%	0.5%	0.4%	0.3%	0.1%	0.1%	-0.3%	0.1%	-0.2%	0.0%	1.00						

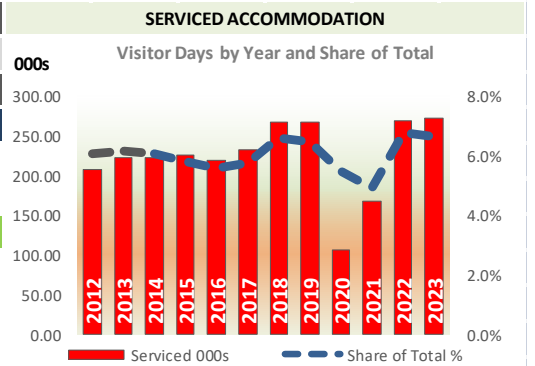
Visitor Days by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		TOTAL	VISITOR DAYS			
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	TOTAL												TOTAL						
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL		% Change				
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2012 to 2023	12.8%	29.4%	58.7%	14.9%	30.2%	20.1%	4.3%	16.0%	15.0%	19.9%	7.9%	21.0%	19.9%	35.1%	22.3%	11.9%	16.7%		
% Change 2022 to 2023	7.0%	16.2%	9.6%	5.1%	2.8%	2.4%	-0.8%	0.8%	3.1%	2.2%	0.0%	-3.6%	3.4%	10.9%	3.2%	0.9%	-0.1%		
Average Annual Change	1.2%	2.7%	5.3%	1.4%	2.7%	1.8%	0.4%	1.5%	1.4%	1.8%	0.7%	1.9%	1.8%	3.2%	2.0%	1.1%	1.5%		
2012	M	0.195	0.205	0.235	0.265	0.348	0.365	0.415	0.560	0.306	0.230	0.157	0.143	3.425	0.635	0.978	1.281	0.530	
2013	M	0.195	0.219	0.260	0.266	0.402	0.354	0.438	0.609	0.304	0.234	0.163	0.153	3.596	5.0%	0.674	1.022	1.350	0.550
2014	M	0.186	0.218	0.295	0.290	0.406	0.365	0.444	0.611	0.303	0.237	0.166	0.152	3.671	2.1%	0.698	1.061	1.358	0.554
2015	M	0.207	0.244	0.308	0.289	0.422	0.378	0.457	0.686	0.331	0.264	0.168	0.159	3.913	6.6%	0.758	1.089	1.474	0.591
2016	M	0.207	0.240	0.330	0.284	0.435	0.408	0.435	0.680	0.315	0.249	0.162	0.160	3.905	-0.2%	0.777	1.127	1.430	0.571
2017	M	0.213	0.244	0.334	0.295	0.452	0.419	0.450	0.698	0.329	0.256	0.165	0.165	4.020	2.9%	0.792	1.165	1.476	0.587
2018	M	0.218	0.250	0.339	0.294	0.454	0.415	0.447	0.705	0.334	0.260	0.167	0.168	4.051	0.8%	0.807	1.164	1.486	0.595
2019	M	0.227	0.263	0.358	0.302	0.461	0.435	0.448	0.706	0.345	0.268	0.167	0.170	4.150	2.4%	0.848	1.198	1.499	0.605
2020	M	0.244	0.245	0.150	0.020	0.045	0.066	0.163	0.431	0.264	0.180	0.047	0.082	1.935	-53.4%	0.639	0.130	0.858	0.309
2021	M	0.056	0.085	0.142	0.151	0.360	0.428	0.439	0.706	0.391	0.305	0.170	0.176	3.408	76.1%	0.283	0.938	1.536	0.651
2022	M	0.206	0.228	0.340	0.290	0.441	0.428	0.436	0.644	0.342	0.270	0.169	0.180	3.974	16.6%	0.774	1.159	1.421	0.619
2023	M	0.220	0.265	0.372	0.305	0.453	0.439	0.432	0.649	0.352	0.276	0.169	0.173	4.107	3.4%	0.858	1.197	1.434	0.618
VISITOR DAYS													TOTAL						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	M					
Total	M	3.425	3.596	3.671	3.913	3.905	4.020	4.051	4.150	1.935	3.408	3.974	4.107	Visitor Days by Year and Share of Total					
All Visitor Types	M	3.425	3.596	3.671	3.913	3.905	4.020	4.051	4.150	1.935	3.408	3.974	4.107						
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 2012	%																		
Avg Ann. Change in Share	%																		

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		SERVICED		VISITOR DAYS			
SOUTH KESTEVEN DISTRICT COUNCIL																				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		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 2012 to 2023		40.1%	21.6%	16.3%	39.4%	53.3%	30.7%	49.7%	43.7%	21.1%	28.6%	16.4%	40.4%	31.4%	22.8%	39.9%	37.8%	27.3%		
% Change 2022 to 2023		17.8%	4.7%	0.8%	1.4%	0.2%	0.7%	-2.3%	-0.2%	2.7%	-1.3%	-2.5%	1.5%	1.5%	5.6%	0.7%	-0.1%	-0.8%		
Average Annual Change		3.6%	2.0%	1.5%	3.6%	4.8%	2.8%	4.5%	4.0%	1.9%	2.6%	1.5%	3.7%	2.9%	2.1%	3.6%	3.4%	2.5%		
2012	000s	10.8	27.2	23.5	12.4	15.1	21.5	14.2	16.8	16.1	15.1	19.4	14.9	207.1	61.5	49.1	47.1	49.4		
2013	000s	11.3	31.4	28.8	11.6	16.3	21.7	15.6	17.8	14.7	14.2	21.1	16.8	221.2	6.8%	71.5	49.6	48.0	52.1	
2014	000s	11.3	29.0	26.8	12.9	16.4	20.5	16.5	17.8	17.7	15.8	20.5	16.7	221.9	0.3%	67.1	49.8	52.0	53.0	
2015	000s	12.5	30.0	25.9	12.6	16.6	23.2	17.0	19.9	16.7	16.5	19.1	15.5	225.5	1.6%	68.5	52.4	53.5	51.1	
2016	000s	11.4	28.7	25.2	12.6	15.9	22.0	16.9	19.4	15.7	15.1	18.7	16.1	218.0	-3.3%	65.4	50.6	52.0	50.0	
2017	000s	12.4	27.8	23.6	14.7	19.6	23.6	18.4	20.9	17.5	16.4	19.3	17.2	231.3	6.1%	63.8	57.9	56.8	52.8	
2018	000s	14.3	32.2	26.6	16.5	23.1	27.5	20.9	24.6	19.4	19.2	22.3	19.9	266.6	15.3%	73.1	67.2	64.9	61.4	
2019	000s	14.3	31.9	26.7	16.5	23.3	27.7	21.1	24.5	19.2	19.5	22.7	19.4	266.9	0.1%	73.0	67.5	64.8	61.6	
2020	000s	15.3	32.0	11.6	1.4	2.3	2.4	5.0	12.0	9.4	8.9	3.0	2.3	105.6	-60.4%	58.9	6.1	26.4	14.2	
2021	000s	2.8	5.7	5.5	3.5	6.3	23.0	19.2	24.3	18.6	19.4	21.7	17.6	167.6	58.7%	14.0	32.8	62.0	58.8	
2022	000s	12.9	31.6	27.1	17.1	23.1	27.9	21.8	24.2	19.0	19.7	23.2	20.5	268.1	59.9%	71.6	68.1	65.0	63.4	
2023	000s	15.2	33.1	27.3	17.3	23.1	28.1	21.3	24.1	19.5	19.4	22.6	20.9	272.0	1.5%	75.5	68.6	64.9	62.9	

VISITOR DAYS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s	
Serviced	000s	207.1	221.2	221.9	225.5	218.0	231.3	266.6	266.9	105.6	167.6	268.1	272.0		
All Visitor Types	M	3.4	3.6	3.7	3.9	3.9	4.0	4.1	4.1	1.9	3.4	4.0	4.1		
Share of Total	%	6.0%	6.2%	6.0%	5.8%	5.6%	5.8%	6.6%	6.4%	5.5%	4.9%	6.7%	6.6%		
Annual Change in Share	%		1.7%	-1.7%	-4.7%	-3.1%	3.1%	14.4%	-2.3%	-15.2%	-9.9%	37.2%	-1.8%		
Change in Share from 2012	%		1.7%	0.0%	-4.7%	-7.7%	-4.8%	8.8%	6.4%	-9.8%	-18.6%	11.6%	9.5%		
Avg Ann. Change in Share	%		1.7%	0.0%	-1.6%	-1.9%	-1.0%	1.5%	0.9%	-1.2%	-2.1%	1.2%	0.9%		



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STEAM REPORT FOR 2012-2023 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

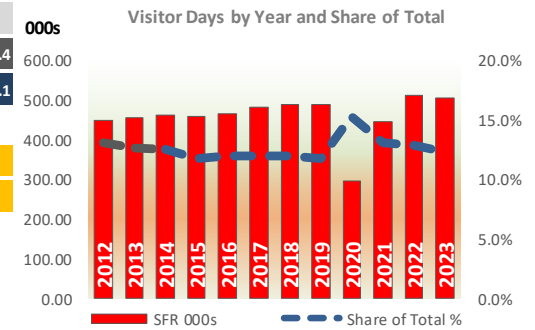
2012 to 2023													NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2023		104.2%	99.5%	57.5%	53.1%	44.6%	20.1%	48.3%	59.0%	67.5%	71.5%	113.9%	141.6%	57.0%	79.6%	36.5%	58.5%	96.7%	
% Change 2022 to 2023		-11.6%	-0.5%	-18.3%	-3.7%	-15.2%	-22.8%	-23.4%	-17.7%	-10.9%	5.1%	-6.1%	-17.2%	-14.5%	-11.8%	-15.7%	-17.3%	-4.4%	
Average Annual Change		9.5%	9.0%	5.2%	4.8%	4.1%	1.8%	4.4%	5.4%	6.1%	6.5%	10.4%	12.9%	5.2%	7.2%	3.3%	5.3%	8.8%	
2012	000s	4.9	6.0	10.9	19.9	35.9	37.6	33.6	42.7	35.9	16.6	8.7	6.0	258.8	21.8	93.5	112.3	31.3	
2013	000s	4.8	5.8	11.1	18.4	35.1	31.7	33.4	42.8	34.8	16.3	8.9	6.0	249.0	-3.8%	21.7	85.1	111.0	31.2
2014	000s	5.1	6.2	12.2	20.5	40.8	41.3	39.2	52.7	42.9	17.9	10.2	6.6	295.6	18.7%	23.5	102.6	134.8	34.7
2015	000s	4.3	6.4	10.5	17.4	38.5	38.6	40.3	54.4	40.1	13.8	10.4	6.5	281.1	-4.9%	21.2	94.5	134.7	30.7
2016	000s	4.6	6.6	10.6	17.8	39.3	39.7	41.9	57.4	42.6	14.8	11.2	7.0	293.6	4.4%	21.9	96.8	141.9	33.0
2017	000s	5.1	7.8	10.8	19.8	43.2	41.8	46.4	60.8	48.9	16.0	11.7	7.9	320.3	9.1%	23.7	104.9	156.1	35.7
2018	000s	4.9	7.5	10.3	18.9	42.2	40.3	44.0	59.3	45.2	16.0	11.4	7.3	307.4	-4.0%	22.7	101.4	148.5	34.8
2019	000s	5.6	8.0	10.9	22.0	46.7	42.9	48.9	63.0	47.0	16.3	12.8	8.1	332.4	8.1%	24.5	111.7	158.9	37.3
2020	000s	10.8	10.4	9.1	1.0	2.9	3.1	36.7	64.9	67.0	24.1	2.0	7.2	239.2	-28.1%	30.2	7.0	168.6	33.3
2021	000s	0.3	0.3	0.5	8.9	47.1	57.2	60.7	78.9	74.8	31.2	18.8	12.1	390.7	63.4%	1.0	113.2	214.4	62.1
2022	000s	11.2	12.1	21.0	31.6	61.3	58.5	65.1	82.6	67.5	27.1	19.9	17.5	475.3	21.7%	44.3	151.4	215.2	64.4
2023	000s	9.9	12.1	17.1	30.5	52.0	45.2	49.9	67.9	60.1	28.4	18.7	14.5	406.3	-14.5%	39.1	127.6	178.0	61.6

VISITOR DAYS													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s			
Non-Serviced	000s	258.8	249.0	295.6	281.1	293.6	320.3	307.4	332.4	239.2	390.7	475.3	406.3	Visitor Days by Year and Share of Total			
All Visitor Types	M	3.4	3.6	3.7	3.9	3.9	4.0	4.1	4.1	1.9	3.4	4.0	4.1				
Share of Total	%	7.6%	6.9%	8.1%	7.2%	7.5%	8.0%	7.6%	8.0%	12.4%	11.5%	12.0%	9.9%				
Annual Change in Share	%		-8.4%	16.3%	-10.8%	4.6%	6.0%	-4.8%	5.6%	54.3%	-7.2%	4.3%	-17.3%				
Change in Share from 2012	%		-8.4%	6.5%	-4.9%	-0.5%	5.4%	0.4%	6.0%	63.5%	51.7%	58.3%	30.9%				
Avg Ann. Change in Share	%		-8.4%	3.3%	-1.6%	-0.1%	1.1%	0.1%	0.9%	7.9%	5.7%	5.8%	2.8%				

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STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		SFR		VISITOR DAYS			
SOUTH KESTEVEN DISTRICT COUNCIL																				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
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 2012 to 2023		13.3%	6.4%	7.9%	12.5%	14.1%	8.5%	12.3%	13.6%	16.1%	14.4%	9.5%	13.2%	12.2%	Annual Change	10.6%	12.0%	13.7%	12.7%	
% Change 2022 to 2023		2.0%	2.2%	-1.5%	0.5%	-2.7%	-4.2%	-4.5%	-3.2%	-1.7%	1.7%	-0.3%	-1.2%	-1.1%		1.2%	-1.7%	-3.4%	-0.3%	
Average Annual Change		1.2%	0.6%	0.7%	1.1%	1.3%	0.8%	1.1%	1.2%	1.5%	1.3%	0.9%	1.2%	1.1%		1.0%	1.1%	1.2%	1.2%	
2012	000s	61.9	24.0	25.8	53.4	37.0	29.8	43.7	46.4	25.9	24.3	20.5	55.1	447.7	1.4%	111.7	120.2	116.0	99.9	
2013	000s	62.8	25.5	27.3	52.9	37.3	29.5	44.1	46.9	25.6	24.2	21.0	56.7	453.9		115.6	119.6	116.7	102.0	
2014	000s	63.0	24.9	26.7	53.7	37.9	29.9	45.1	48.2	26.9	24.6	21.0	56.8	458.6	1.0%	114.6	121.5	120.1	102.4	
2015	000s	63.0	24.0	26.3	53.5	38.4	30.7	45.9	49.4	27.0	24.5	20.4	54.7	457.7	-0.2%	113.3	122.5	122.3	99.6	
2016	000s	63.0	24.1	26.6	54.2	38.9	31.0	46.8	50.4	27.6	24.8	20.7	56.0	464.1	1.4%	113.7	124.2	124.8	101.5	
2017	000s	65.1	24.4	26.5	56.2	40.8	31.9	48.5	51.8	29.0	25.5	21.2	57.6	478.4	3.1%	115.9	128.9	129.3	104.3	
2018	000s	66.6	25.2	27.0	56.6	41.2	32.2	48.5	52.1	28.7	26.0	21.6	59.3	485.2	1.4%	118.9	130.0	129.3	107.0	
2019	000s	66.8	25.1	27.0	57.4	41.7	32.4	49.1	52.4	28.6	26.0	21.8	59.1	487.4	0.5%	118.9	131.5	130.1	107.0	
2020	000s	87.6	26.7	14.9	3.6	3.2	2.5	29.4	46.2	33.2	24.0	3.1	20.5	294.9	-39.5%	129.2	9.3	108.8	47.7	
2021	000s	8.8	3.3	3.6	22.1	43.4	41.9	61.9	65.4	47.0	43.1	28.1	73.4	442.0	49.9%	15.7	107.4	174.3	144.5	
2022	000s	68.7	25.0	28.3	59.8	43.3	33.7	51.3	54.5	30.6	27.3	22.5	63.1	508.2	15.0%	122.0	136.8	136.4	112.9	
2023	000s	70.1	25.5	27.8	60.0	42.2	32.3	49.0	52.7	30.0	27.8	22.4	62.3	502.4	-1.1%	123.5	134.6	131.8	112.6	
VISITOR DAYS													SFR							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023							
SFR	000s	447.7	453.9	458.6	457.7	464.1	478.4	485.2	487.4	294.9	442.0	508.2	502.4							
All Visitor Types	M	3.4	3.6	3.7	3.9	3.9	4.0	4.1	4.1	1.9	3.4	4.0	4.1							
Share of Total	%	13.1%	12.6%	12.5%	11.7%	11.9%	11.9%	12.0%	11.7%	15.2%	13.0%	12.8%	12.2%							
Annual Change in Share	%		-3.5%	-1.0%	-6.4%	1.6%	0.1%	0.6%	-1.9%	29.7%	-14.9%	-1.4%	-4.3%							
Change in Share from 2012	%		-3.5%	-4.4%	-10.5%	-9.1%	-9.0%	-8.4%	-10.2%	16.5%	-0.8%	-2.2%	-6.4%							
Avg Ann. Change in Share	%		-3.5%	-2.2%	-3.5%	-2.3%	-1.8%	-1.4%	-1.5%	2.1%	-0.1%	-0.2%	-0.6%							

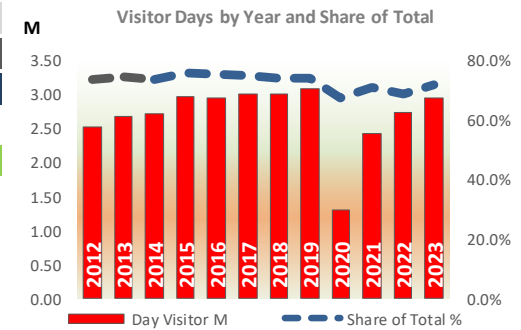


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Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		STAYING VISITOR		VISITOR DAYS			
SOUTH KESTEVEN DISTRICT COUNCIL																				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
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 2012 to 2023		22.7%	23.4%	20.2%	25.8%	33.3%	18.8%	31.3%	36.7%	40.8%	35.1%	31.0%	28.7%	29.2%	22.1%	25.9%	36.1%	31.3%		
% Change 2022 to 2023		2.5%	2.9%	-5.3%	-0.6%	-8.2%	-12.1%	-13.1%	-10.2%	-6.3%	2.2%	-2.9%	-3.4%	-5.7%	0.1%	-7.2%	-10.0%	-1.5%		
Average Annual Change		2.1%	2.1%	1.8%	2.3%	3.0%	1.7%	2.8%	3.3%	3.7%	3.2%	2.8%	2.6%	2.7%	2.0%	2.4%	3.3%	2.8%		
2012	000s	77.5	57.3	60.1	85.7	88.0	89.0	91.5	105.9	77.9	56.0	48.6	75.9	913.6		195.0	262.7	275.4	180.6	
2013	000s	78.9	62.7	67.2	82.8	88.6	82.9	93.1	107.5	75.1	54.8	51.0	79.5	924.1	1.2%	208.8	254.3	275.7	185.3	
2014	000s	79.4	60.0	65.6	87.1	95.1	91.7	100.8	118.7	87.5	58.3	51.6	80.1	976.1	5.6%	205.1	273.9	307.0	190.1	
2015	000s	79.8	60.4	62.7	83.5	93.5	92.5	103.2	123.7	83.7	54.8	49.9	76.6	964.3	-1.2%	202.9	269.5	310.6	181.4	
2016	000s	79.1	59.5	62.4	84.7	94.1	92.8	105.6	127.2	85.9	54.7	50.6	79.2	975.6	1.2%	201.0	271.6	318.7	184.4	
2017	000s	82.6	59.9	60.9	90.7	103.6	97.4	113.2	133.5	95.4	57.9	52.1	82.7	1,030.0	5.6%	203.4	291.7	342.1	192.8	
2018	000s	85.8	64.9	63.9	92.0	106.6	99.9	113.4	136.1	93.2	61.2	55.3	86.6	1,059.1	2.8%	214.7	298.6	342.7	203.1	
2019	000s	86.8	65.0	64.5	95.9	111.8	103.0	119.1	139.9	94.9	61.8	57.4	86.6	1,086.7	2.6%	216.3	310.7	353.8	205.8	
2020	000s	113.6	69.1	35.5	6.0	8.4	8.0	71.0	123.1	109.6	56.9	8.2	30.0	639.6	-41.1%	218.3	22.5	303.7	95.2	
2021	000s	11.8	9.4	9.6	34.5	96.9	122.1	141.8	168.5	140.4	93.7	68.6	103.1	1,000.3	56.4%	30.8	253.4	450.7	265.4	
2022	000s	92.8	68.7	76.3	108.5	127.7	120.2	138.3	161.2	117.0	74.1	65.6	101.1	1,251.5	25.1%	237.9	356.4	416.5	240.8	
2023	000s	95.2	70.7	72.3	107.9	117.3	105.7	120.2	144.8	109.7	75.7	63.7	97.7	1,180.6	-5.7%	238.1	330.8	374.7	237.1	
VISITOR DAYS													STAYING VISITOR							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	000s						
Staying Visitor		000s	913.6	924.1	976.1	964.3	975.6	1,030.0	1,086.7	639.6	1,000.3	1,251.5	1,180.6	1,400.00						
All Visitor Types		M	3.4	3.6	3.7	3.9	3.9	4.0	4.1	4.1	1.9	3.4	4.0	1,200.00						
Share of Total		%	26.7%	25.7%	26.6%	24.6%	25.0%	25.6%	26.1%	26.2%	33.0%	29.4%	31.5%	1,000.00						
Annual Change in Share		%		-3.7%	3.5%	-7.3%	1.4%	2.5%	2.0%	0.2%	26.2%	-11.2%	7.3%	800.00						
Change in Share from 2012		%		-3.7%	-0.3%	-7.6%	-6.3%	-4.0%	-2.0%	-1.8%	23.9%	10.0%	18.1%	600.00						
Avg Ann. Change in Share		%		-3.7%	-0.2%	-2.5%	-1.6%	-0.8%	-0.3%	-0.3%	3.0%	1.1%	1.8%	400.00						

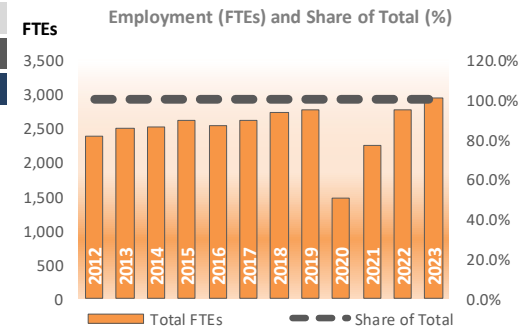
STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		DAY VISITOR		VISITOR DAYS			
SOUTH KESTEVEN DISTRICT COUNCIL																				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		6.3%	31.8%	72.0%	9.7%	29.2%	20.6%	-3.4%	11.1%	6.2%	15.0%	-2.5%	12.5%	16.5%	Annual Change	40.9%	21.0%	5.3%	9.1%	
% Change 2022 to 2023		10.7%	22.0%	14.0%	8.5%	7.3%	8.0%	5.0%	4.5%	8.0%	2.2%	1.9%	-3.7%	7.5%		15.7%	7.8%	5.4%	0.9%	
Average Annual Change		0.6%	2.9%	6.5%	0.9%	2.7%	1.9%	-0.3%	1.0%	0.6%	1.4%	-0.2%	1.1%	1.5%		3.7%	1.9%	0.5%	0.8%	
2012	M	0.118	0.148	0.175	0.180	0.260	0.276	0.323	0.454	0.228	0.174	0.108	0.067	2.511		0.440	0.716	1.005	0.350	
2013	M	0.116	0.157	0.193	0.183	0.313	0.271	0.345	0.502	0.229	0.179	0.112	0.073	2.672	6.4%	0.466	0.767	1.075	0.365	
2014	M	0.107	0.157	0.229	0.202	0.311	0.273	0.344	0.492	0.215	0.178	0.114	0.071	2.695	0.9%	0.493	0.787	1.051	0.364	
2015	M	0.127	0.183	0.245	0.206	0.328	0.285	0.354	0.562	0.248	0.210	0.118	0.082	2.949	9.4%	0.556	0.819	1.164	0.410	
2016	M	0.128	0.180	0.268	0.200	0.341	0.315	0.329	0.553	0.229	0.195	0.111	0.081	2.929	-0.7%	0.576	0.855	1.112	0.387	
2017	M	0.130	0.184	0.274	0.204	0.348	0.322	0.336	0.564	0.234	0.198	0.113	0.083	2.990	2.1%	0.588	0.873	1.134	0.394	
2018	M	0.133	0.185	0.275	0.202	0.348	0.315	0.333	0.569	0.241	0.199	0.111	0.082	2.992	0.1%	0.592	0.865	1.143	0.391	
2019	M	0.140	0.198	0.294	0.207	0.350	0.332	0.329	0.566	0.250	0.206	0.110	0.083	3.063	2.4%	0.631	0.888	1.145	0.399	
2020	M	0.130	0.176	0.114	0.013	0.036	0.058	0.092	0.308	0.154	0.123	0.039	0.052	1.296	-57.7%	0.420	0.107	0.555	0.213	
2021	M	0.044	0.076	0.132	0.116	0.263	0.306	0.297	0.537	0.251	0.211	0.101	0.073	2.408	85.8%	0.252	0.685	1.085	0.386	
2022	M	0.113	0.160	0.263	0.182	0.313	0.308	0.297	0.483	0.224	0.196	0.104	0.079	2.722	13.1%	0.536	0.803	1.005	0.378	
2023	M	0.125	0.195	0.300	0.197	0.336	0.333	0.312	0.505	0.242	0.200	0.106	0.076	2.927	7.5%	0.620	0.866	1.059	0.381	
VISITOR DAYS													DAY VISITOR							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023							
Day Visitor	M	2.511	2.672	2.695	2.949	2.929	2.990	2.992	3.063	1.296	2.408	2.722	2.927							
All Visitor Types	M	3.425	3.596	3.671	3.913	3.905	4.020	4.051	4.150	1.935	3.408	3.974	4.107							
Share of Total	%	73.3%	74.3%	73.4%	75.4%	75.0%	74.4%	73.9%	73.8%	67.0%	70.6%	68.5%	71.3%							
Annual Change in Share	%		1.3%	-1.2%	2.6%	-0.5%	-0.8%	-0.7%	-0.1%	-9.3%	5.5%	-3.0%	4.0%							
Change in Share from 2012	%		1.3%	0.1%	2.8%	2.3%	1.4%	0.7%	0.7%	-8.7%	-3.7%	-6.6%	-2.8%							
Avg Ann. Change in Share	%		1.3%	0.1%	0.9%	0.6%	0.3%	0.1%	0.1%	-1.1%	-0.4%	-0.7%	-0.3%							



Direct and Total Employment by Month, Year and Visitor Type for the Period 2012 to 2023

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

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		TOTAL		TOTAL EMPLOYMENT				
SOUTH KESTEVEN DISTRICT COUNCIL																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL																			
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
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 2012 to 2023		17.8%	27.5%	45.9%	20.2%	32.3%	24.0%	13.3%	22.6%	20.6%	22.9%	15.0%	22.9%	23.6%	Annual Change		31.0%	25.8%	19.0%	20.4%	
% Change 2022 to 2023		8.2%	13.4%	10.7%	7.3%	6.5%	5.9%	3.5%	5.0%	6.2%	5.2%	2.6%	1.2%	6.2%			10.8%	6.5%	4.8%	3.2%	
Average Annual Change		1.6%	2.5%	4.2%	1.8%	2.9%	2.2%	1.2%	2.1%	1.9%	2.1%	1.4%	2.1%	2.1%			2.8%	2.3%	1.7%	1.9%	
2012	FTEs	1,873	1,953	2,106	2,257	2,699	2,815	3,070	3,863	2,467	2,036	1,653	1,607	2,366			1,977	2,590	3,133	1,765	
2013	FTEs	1,910	2,096	2,321	2,299	3,053	2,813	3,263	4,214	2,497	2,093	1,734	1,704	2,500	5.6%		2,109	2,722	3,325	1,844	
2014	FTEs	1,841	2,046	2,465	2,418	3,058	2,849	3,280	4,193	2,500	2,103	1,731	1,683	2,514	0.6%		2,117	2,775	3,324	1,839	
2015	FTEs	1,945	2,178	2,505	2,386	3,104	2,899	3,320	4,560	2,614	2,225	1,724	1,706	2,597	3.3%		2,209	2,797	3,498	1,885	
2016	FTEs	1,886	2,099	2,561	2,306	3,109	2,991	3,147	4,461	2,473	2,087	1,640	1,670	2,536	-2.4%		2,182	2,802	3,360	1,799	
2017	FTEs	1,933	2,125	2,585	2,386	3,239	3,076	3,253	4,591	2,574	2,139	1,667	1,710	2,606	2.8%		2,214	2,900	3,473	1,839	
2018	FTEs	2,058	2,264	2,718	2,486	3,377	3,178	3,355	4,776	2,700	2,262	1,771	1,820	2,730	4.8%		2,347	3,013	3,610	1,951	
2019	FTEs	2,084	2,313	2,796	2,512	3,388	3,255	3,337	4,735	2,735	2,286	1,765	1,814	2,752	0.8%		2,398	3,052	3,602	1,955	
2020	FTEs	2,276	2,270	1,524	321	512	600	1,502	3,213	2,256	1,713	588	776	1,463	-46.8%		2,024	478	2,324	1,026	
2021	FTEs	584	735	1,038	1,169	2,445	3,238	3,334	4,753	3,106	2,629	1,839	1,912	2,232	52.6%		785	2,284	3,731	2,127	
2022	FTEs	2,039	2,196	2,775	2,528	3,352	3,297	3,360	4,513	2,802	2,377	1,853	1,951	2,754	23.4%		2,337	3,059	3,558	2,060	
2023	FTEs	2,206	2,490	3,073	2,713	3,570	3,492	3,477	4,737	2,975	2,502	1,901	1,974	2,926	6.2%		2,590	3,258	3,730	2,126	
EMPLOYMENT													TOTAL								
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023								
Total	FTEs	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926								
Total Employment	FTEs	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926								
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 2012	%																				
Avg Ann. Change in Share	%																				



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Report Prepared by: GARETH REYNOLDS. Date of Issue: 11/07/24

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		SERVICED		DIRECT EMPLOYMENT			
SOUTH KESTEVEN DISTRICT COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
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 2012 to 2023		8.6%	9.9%	7.7%	10.0%	13.4%	11.4%	12.3%	12.4%	8.2%	9.2%	8.0%	11.2%	10.2%	8.7%	11.6%	11.0%	9.4%		
% Change 2022 to 2023		2.0%	2.1%	0.7%	0.0%	0.2%	0.7%	-0.4%	0.2%	0.4%	-0.3%	-0.4%	0.4%	0.5%	1.6%	0.3%	0.1%	-0.1%		
Average Annual Change		0.8%	0.9%	0.7%	0.9%	1.2%	1.0%	1.1%	1.1%	0.7%	0.8%	0.7%	1.0%	0.9%	0.8%	1.1%	1.0%	0.9%		
2012	FTEs	691	813	786	695	715	765	711	729	724	716	749	714	734	763	725	721	726		
2013	FTEs	701	854	835	694	731	775	727	744	720	716	771	736	750	797	734	731	741		
2014	FTEs	689	822	804	697	725	758	727	737	736	721	759	728	742	772	727	733	736		
2015	FTEs	697	828	797	694	726	777	730	751	727	724	746	719	743	774	732	736	730		
2016	FTEs	646	773	747	651	677	724	685	703	676	671	699	680	694	722	684	688	683		
2017	FTEs	650	765	733	664	702	734	694	713	687	678	701	685	701	716	700	698	688		
2018	FTEs	731	866	823	744	795	830	780	807	768	765	791	772	789	807	790	785	776		
2019	FTEs	723	855	815	736	788	823	773	798	758	759	785	760	781	798	782	776	768		
2020	FTEs	756	853	590	169	203	182	398	529	521	513	223	182	427	733	185	483	306		
2021	FTEs	254	264	263	261	335	809	782	818	777	782	801	770	576	260	469	792	784		
2022	FTEs	736	876	840	764	809	847	801	818	780	784	812	791	805	817	807	800	796		
2023	FTEs	751	894	846	764	811	853	798	820	783	781	809	794	809	830	809	800	795		

EMPLOYMENT													SERVICED ACCOMMODATION						
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Employment (FTEs) and Share of Total (%)					
Serviced	FTEs	734	750	742	743	694	701	789	781	427	576	805	809	FTEs					
Total Employment	FTEs	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926	Share of Total (%)					
Share of Total	%	31.0%	30.0%	29.5%	28.6%	27.4%	26.9%	28.9%	28.4%	29.2%	25.8%	29.2%	27.6%						
Annual Change in Share	%		-3.2%	-1.7%	-3.1%	-4.3%	-1.8%	7.5%	-1.8%	2.8%	-11.5%	13.2%	-5.4%						
Change in Share from 2012	%		-3.2%	-4.8%	-7.8%	-11.7%	-13.3%	-6.8%	-8.5%	-5.9%	-16.7%	-5.8%	-10.9%						
Avg Ann. Change in Share	%		-3.2%	-2.4%	-2.6%	-2.9%	-2.7%	-1.1%	-1.2%	-0.7%	-1.9%	-0.6%	-1.0%						

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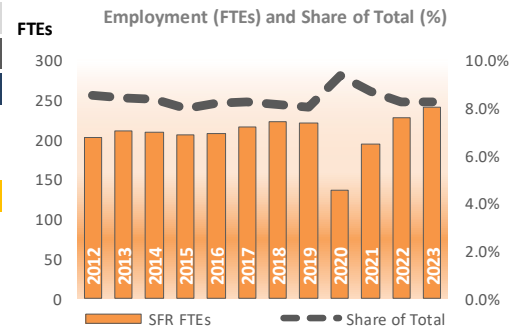
STEAM REPORT FOR 2012-2023 - FINAL											2012 to 2023			NON-SERVICED		DIRECT EMPLOYMENT			
SOUTH KESTEVEN DISTRICT COUNCIL																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2012 to 2023		84.3%	94.5%	70.8%	64.1%	57.3%	40.1%	61.1%	68.5%	73.4%	71.9%	97.9%	102.2%	68.5%	81.9%	52.5%	67.8%	87.9%	
% Change 2022 to 2023		-5.5%	-2.8%	-8.8%	-2.1%	-8.4%	-13.4%	-13.9%	-14.8%	-5.3%	1.5%	-3.9%	-7.9%	-8.3%	-6.0%	-8.6%	-11.6%	-3.1%	
Average Annual Change		7.7%	8.6%	6.4%	5.8%	5.2%	3.6%	5.6%	6.2%	6.7%	6.5%	8.9%	9.3%	6.2%	7.4%	4.8%	6.2%	8.0%	
2012	FTEs	93	98	131	176	255	263	242	285	254	160	115	100	181	107	231	260	125	
2013	FTEs	94	98	134	172	256	242	246	292	254	162	118	102	181	108	224	264	128	
2014	FTEs	99	104	145	190	290	292	280	345	300	175	129	110	205	116	257	308	138	
2015	FTEs	99	113	137	173	275	276	283	350	282	154	136	118	200	116	241	305	136	
2016	FTEs	100	115	138	174	277	279	289	362	292	157	139	120	203	117	243	314	139	
2017	FTEs	102	120	139	183	297	290	311	379	323	163	142	124	214	120	257	338	143	
2018	FTEs	102	121	141	184	298	289	306	380	312	168	144	121	214	121	257	333	144	
2019	FTEs	110	129	149	205	325	308	334	402	326	175	156	131	229	129	279	354	154	
2020	FTEs	166	189	178	49	85	86	305	472	488	267	114	139	211	178	73	421	173	
2021	FTEs	22	22	24	140	373	418	432	516	545	356	230	196	273	23	310	498	261	
2022	FTEs	181	196	245	295	438	425	453	563	465	271	236	220	332	207	386	494	242	
2023	FTEs	171	190	223	289	401	368	390	480	440	275	227	202	305	195	353	437	235	

EMPLOYMENT													NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs			
Non-Serviced	FTEs	181	181	205	200	203	214	214	229	211	273	332	305	Employment (FTEs) and Share of Total (%)			
Total Employment	FTEs	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926				
Share of Total	%	7.6%	7.2%	8.2%	7.7%	8.0%	8.2%	7.8%	8.3%	14.5%	12.2%	12.1%	10.4%				
Annual Change in Share	%		-5.3%	12.6%	-5.8%	4.4%	2.5%	-4.8%	6.4%	73.6%	-15.4%	-1.4%	-13.7%				
Change in Share from 2012	%		-5.3%	6.7%	0.5%	4.9%	7.6%	2.5%	9.0%	89.2%	60.1%	57.9%	36.3%				
Avg Ann. Change in Share	%		-5.3%	3.3%	0.2%	1.2%	1.5%	0.4%	1.3%	11.1%	6.7%	5.8%	3.3%				

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STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		SFR	DIRECT EMPLOYMENT				
SOUTH KESTEVEN DISTRICT COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2012 to 2023		20.6%	13.2%	14.9%	19.7%	21.4%	15.5%	19.5%	20.9%	23.6%	21.7%	16.5%	20.5%	19.5%		17.7%	19.2%	21.0%	20.0%	
% Change 2022 to 2023		9.5%	9.7%	5.8%	7.9%	4.5%	2.9%	2.5%	3.9%	5.5%	9.2%	7.0%	6.1%	6.1%		8.7%	5.6%	3.7%	7.0%	
Average Annual Change		1.9%	1.2%	1.4%	1.8%	1.9%	1.4%	1.8%	1.9%	2.1%	2.0%	1.5%	1.9%	1.8%		1.6%	1.7%	1.9%	1.8%	
2012	FTEs	334	130	139	288	200	161	236	251	140	131	111	297	202		201	216	209	180	
2013	FTEs	348	141	151	293	206	163	244	260	142	134	116	314	209	3.9%	213	221	215	188	
2014	FTEs	345	136	146	293	207	163	246	263	147	135	115	311	209	-0.3%	209	221	219	187	
2015	FTEs	340	129	142	289	207	165	248	267	146	132	110	295	206	-1.5%	204	220	220	179	
2016	FTEs	337	129	142	290	208	166	250	270	148	133	111	300	207	0.6%	203	222	223	181	
2017	FTEs	351	131	143	303	220	172	261	279	156	137	114	311	215	3.8%	208	232	232	187	
2018	FTEs	365	138	148	310	225	176	265	285	157	142	118	325	221	2.9%	217	237	236	195	
2019	FTEs	361	135	146	310	226	175	266	283	155	141	118	320	220	-0.7%	214	237	234	193	
2020	FTEs	472	144	80	19	17	14	162	263	189	137	18	117	136	-38.0%	232	17	205	90	
2021	FTEs	49	19	20	116	228	220	325	343	247	226	147	385	194	42.4%	29	188	305	253	
2022	FTEs	368	134	151	320	232	181	275	292	164	146	121	338	227	17.1%	218	244	243	202	
2023	FTEs	403	147	160	345	243	186	282	303	173	160	129	358	241	6.1%	237	258	253	216	
EMPLOYMENT													SFR							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023							
SFR	FTEs	202	209	209	206	207	215	221	220	136	194	227	241							
Total Employment	FTEs	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926							
Share of Total	%	8.5%	8.4%	8.3%	7.9%	8.2%	8.2%	8.1%	8.0%	9.3%	8.7%	8.2%	8.2%							
Annual Change in Share	%		-1.6%	-0.8%	-4.6%	3.0%	1.0%	-1.7%	-1.5%	16.6%	-6.7%	-5.1%	-0.1%							
Change in Share from 2012	%		-1.6%	-2.4%	-6.9%	-4.1%	-3.2%	-4.9%	-6.3%	9.2%	1.9%	-3.3%	-3.4%							
Avg Ann. Change in Share	%		-1.6%	-1.2%	-2.3%	-1.0%	-0.6%	-0.8%	-0.9%	1.2%	0.2%	-0.3%	-0.3%							



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STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		STAYING VISITOR		DIRECT EMPLOYMENT				
SOUTH KESTEVEN DISTRICT COUNCIL																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																			
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 2012 to 2023		18.5%	18.3%	16.4%	20.6%	24.3%	18.3%	23.7%	26.7%	25.0%	20.8%	19.5%	21.9%	21.3%		17.7%	21.1%	25.2%	20.8%		
% Change 2022 to 2023		3.1%	2.1%	-0.6%	1.4%	-1.6%	-3.2%	-3.9%	-4.2%	-0.9%	1.3%	-0.3%	0.4%	-0.7%	Annual Change	1.6%	-1.2%	-3.1%	0.5%		
Average Annual Change		1.7%	1.7%	1.5%	1.9%	2.2%	1.7%	2.2%	2.4%	2.3%	1.9%	1.8%	2.0%	1.9%		1.6%	1.9%	2.3%	1.9%		
2012	FTEs	1,118	1,041	1,056	1,159	1,170	1,189	1,188	1,265	1,117	1,007	975	1,112	1,116		1,072	1,173	1,190	1,031		
2013	FTEs	1,142	1,093	1,120	1,159	1,194	1,181	1,218	1,296	1,116	1,012	1,006	1,153	1,141	2.2%	1,118	1,178	1,210	1,057		
2014	FTEs	1,132	1,061	1,095	1,180	1,223	1,214	1,254	1,346	1,182	1,031	1,003	1,149	1,156	1.3%	1,096	1,206	1,261	1,061		
2015	FTEs	1,136	1,071	1,076	1,155	1,208	1,218	1,260	1,367	1,154	1,011	992	1,131	1,148	-0.7%	1,094	1,193	1,260	1,045		
2016	FTEs	1,083	1,017	1,027	1,115	1,162	1,169	1,224	1,335	1,115	961	949	1,099	1,105	-3.8%	1,042	1,149	1,225	1,003		
2017	FTEs	1,103	1,017	1,014	1,150	1,218	1,196	1,266	1,371	1,166	979	957	1,119	1,130	2.3%	1,045	1,188	1,268	1,018		
2018	FTEs	1,197	1,125	1,111	1,238	1,319	1,295	1,351	1,472	1,236	1,075	1,053	1,218	1,224	8.3%	1,144	1,284	1,353	1,115		
2019	FTEs	1,195	1,119	1,110	1,251	1,338	1,305	1,372	1,483	1,239	1,075	1,059	1,210	1,230	0.5%	1,141	1,298	1,365	1,115		
2020	FTEs	1,394	1,186	848	238	306	281	865	1,264	1,198	917	356	438	774	-37.0%	1,143	275	1,109	570		
2021	FTEs	324	305	307	517	936	1,448	1,539	1,678	1,569	1,364	1,178	1,351	1,043	34.7%	312	967	1,595	1,298		
2022	FTEs	1,285	1,205	1,236	1,379	1,479	1,453	1,529	1,674	1,409	1,201	1,169	1,349	1,364	30.8%	1,242	1,437	1,537	1,239		
2023	FTEs	1,324	1,231	1,229	1,398	1,455	1,407	1,470	1,603	1,396	1,216	1,165	1,355	1,354	-0.7%	1,262	1,420	1,490	1,245		
EMPLOYMENT													STAYING VISITOR								
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs							
Staying Visitor		FTEs	1,522	1,579	1,597	1,607	1,560	1,603	1,712	1,721	1,016	1,441	1,846	1,879	Employment (FTEs) and Share of Total (%)						
Total Employment		FTEs	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926							
Share of Total		%	64.3%	63.2%	63.5%	61.9%	61.5%	61.5%	62.7%	62.6%	69.5%	64.6%	67.1%	64.2%							
Annual Change in Share		%		-1.8%	0.6%	-2.6%	-0.6%	0.0%	1.9%	-0.2%	11.1%	-7.1%	3.8%	-4.2%							
Change in Share from 2012		%		-1.8%	-1.2%	-3.8%	-4.4%	-4.4%	-2.6%	-2.8%	8.0%	0.4%	4.2%	-0.2%							
Avg Ann. Change in Share		%		-1.8%	-0.6%	-1.3%	-1.1%	-0.9%	-0.4%	-0.4%	1.0%	0.0%	0.4%	0.0%							

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		DAY VISITOR		DIRECT EMPLOYMENT					
SOUTH KESTEVEN DISTRICT COUNCIL																						
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER							
KEY		DAY VISITOR																				
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																				
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 2012 to 2023		13.1%	40.3%	83.0%	16.8%	37.5%	28.3%	2.8%	18.3%	13.0%	22.5%	3.8%	19.7%	24.1%			49.9%	28.8%	12.1%	16.1%		
% Change 2022 to 2023		18.9%	31.0%	22.4%	16.4%	15.2%	16.0%	12.7%	12.2%	15.9%	9.7%	9.4%	3.4%	15.4%			24.2%	15.8%	13.2%	8.3%		
Average Annual Change		1.2%	3.7%	7.5%	1.5%	3.4%	2.6%	0.3%	1.7%	1.2%	2.0%	0.3%	1.8%	2.2%			4.5%	2.6%	1.1%	1.5%		
2012	FTEs	476	596	704	725	1,049	1,114	1,303	1,831	921	702	437	271	844			592	963	1,352	470		
2013	FTEs	480	648	798	756	1,296	1,121	1,425	2,074	945	740	465	302	921	9.1%		642	1,058	1,481	503		
2014	FTEs	435	643	935	827	1,271	1,114	1,402	2,008	879	728	467	291	917	-0.5%		671	1,071	1,430	496		
2015	FTEs	512	738	988	830	1,323	1,149	1,426	2,266	998	844	477	331	990	8.0%		746	1,101	1,563	551		
2016	FTEs	511	721	1,071	798	1,361	1,259	1,317	2,210	917	778	445	324	976	-1.4%		768	1,139	1,481	516		
2017	FTEs	525	742	1,102	821	1,401	1,295	1,354	2,272	941	798	456	333	1,003	2.8%		790	1,172	1,522	529		
2018	FTEs	542	754	1,123	826	1,421	1,288	1,361	2,325	984	812	455	333	1,019	1.5%		806	1,179	1,557	533		
2019	FTEs	564	799	1,185	834	1,411	1,339	1,326	2,285	1,010	830	444	337	1,030	1.2%		849	1,195	1,541	537		
2020	FTEs	523	708	460	54	145	232	380	1,300	652	520	164	218	446	-56.7%		564	144	777	300		
2021	FTEs	182	311	543	455	1,033	1,198	1,163	2,106	984	829	396	287	791	77.1%		345	895	1,418	504		
2022	FTEs	453	639	1,053	727	1,252	1,233	1,189	1,931	898	783	414	314	907	14.8%		715	1,070	1,340	504		
2023	FTEs	538	836	1,289	846	1,442	1,430	1,340	2,166	1,041	859	453	325	1,047	15.4%		888	1,239	1,516	546		
EMPLOYMENT													DAY VISITOR									
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	FTEs								
Day Visitor		FTEs	844	921	917	990	976	1,003	1,019	1,030	446	791	907	1,047	Employment (FTEs) and Share of Total (%)							
Total Employment		FTEs	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926								
Share of Total		%	35.7%	36.8%	36.5%	38.1%	38.5%	38.5%	37.3%	37.4%	30.5%	35.4%	32.9%	35.8%								
Annual Change in Share		%		3.3%	-1.0%	4.6%	1.0%	0.0%	-3.1%	0.4%	-18.5%	16.1%	-7.0%	8.6%								
Change in Share from 2012		%		3.3%	2.2%	6.9%	7.9%	7.9%	4.6%	5.0%	-14.4%	-0.7%	-7.6%	0.3%								
Avg Ann. Change in Share		%		3.3%	1.1%	2.3%	2.0%	1.6%	0.8%	0.7%	-1.8%	-0.1%	-0.8%	0.0%								

STEAM REPORT FOR 2012-2023 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

2023

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

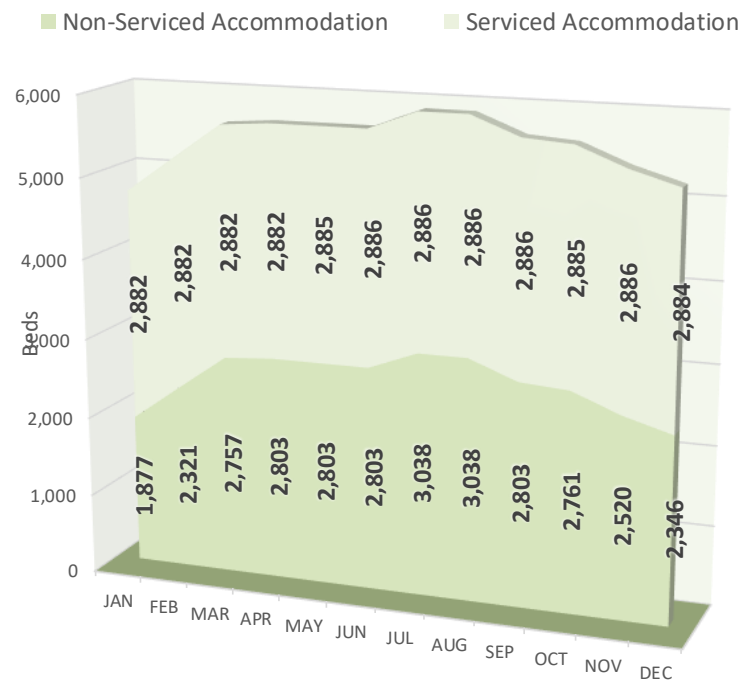
SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	151	2,886	-4	-29	+4	+254
+50 Room	6	1,151	0	0	+1	+175
11-50 Room	13	748	0	0	-2	-6
<10 Room	132	987	-4	-29	+5	+85

NON-SERVICED ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	93	3,038	-6	-112	+37	+923
Self catering	69	805	-3	-12	+26	+382
Static caravans/chalets	0	478	0	+32	0	+36
Touring caravans/camping	23	1,731	-3	-135	+11	+513
Youth Hostels	1	24	0	+3	0	-8

DISTRIBUTION BY TYPE OF ACCOMMODATION 2023	2023		Change on 2022		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	244	5,924	-10	-141	+41	+1,177
Serviced Accommodation Share of Total	62%	49%				
Non-Serviced Accommodation Share of Total	38%	51%				

SEASONAL AVAILABILITY OF BED SUPPLY 2023	2023											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	4,758	5,203	5,639	5,685	5,688	5,689	5,924	5,924	5,689	5,646	5,406	5,230
Serviced Accommodation	2,882	2,882	2,882	2,882	2,885	2,886	2,886	2,886	2,886	2,885	2,886	2,884
Non-Serviced Accommodation	1,877	2,321	2,757	2,803	2,803	2,803	3,038	3,038	2,803	2,761	2,520	2,346

SEASONAL AVAILABILITY OF BED SUPPLY
2023



Report Sections With Historic Financial Data Indexed to 2023 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: 2023*

2012	<i>1.51</i>
2013	<i>1.47</i>
2014	<i>1.43</i>
2015	<i>1.41</i>
2016	<i>1.39</i>
2017	<i>1.36</i>
2018	<i>1.31</i>
2019	<i>1.27</i>
2020	<i>1.24</i>
2021	<i>1.22</i>
2022	<i>1.13</i>
2023	<i>1.00</i>

STEAM REPORT FOR 2012-2023 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

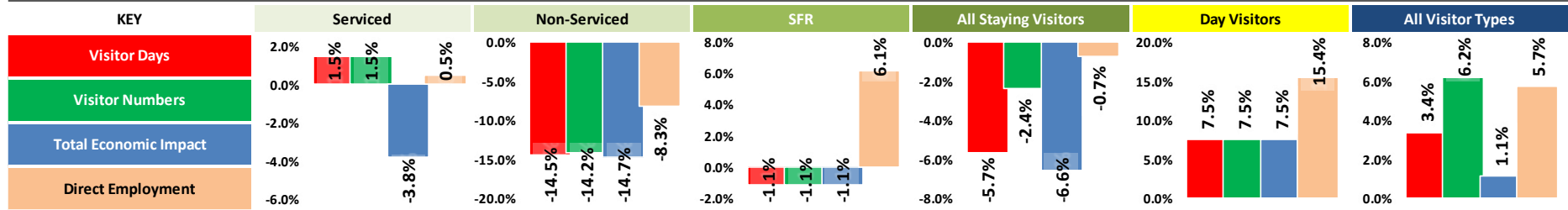
Comparing 2023 and 2022
2022 in 2023 prices (1.134)

COMPARATIVE HEADLINES

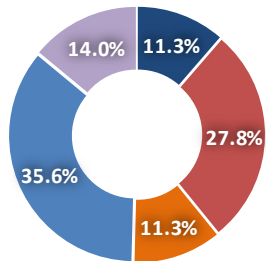
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - INDEXED TO 2023

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																	
	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %			
Visitor Days	M	0.272	0.268	1.5%	0.406	0.475	-14.5%	0.502	0.508	-1.1%	1.181	1.252	-5.7%	2.927	2.722	7.5%	4.107	3.974	3.4%		
Visitor Numbers	M	0.143	0.141	1.5%	0.059	0.068	-14.2%	0.212	0.214	-1.1%	0.413	0.423	-2.4%	2.927	2.722	7.5%	3.340	3.145	6.2%		
Direct Expenditure	£M																187.74	185.73	1.1%		
Economic Impact	£M	41.21	42.85	-3.8%	31.16	36.53	-14.7%	32.85	33.23	-1.1%	105.22	112.60	-6.6%	144.96	134.83	7.5%	250.18	247.43	1.1%		
Direct Employment	FTEs	809	805	0.5%	305	332	-8.3%	241	227	6.1%	1,354	1,364	-0.7%	1,047	907	15.4%	2,401	2,271	5.7%		
Total Employment	FTEs																2,926	2,754	6.2%		

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2023 & 2022 - INDEXED TO 2023



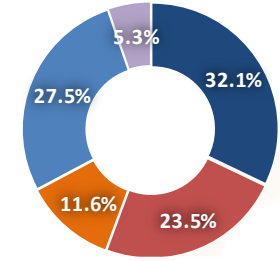
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2023



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

Sectors	2023	2022	+/- %
Accommodation	21.30	23.82	-10.6%
Food & Drink	52.20	51.06	2.2%
Recreation	21.14	20.68	2.2%
Shopping	66.81	64.44	3.7%
Transport	26.29	25.74	2.1%
TOTAL DIRECT	187.74	185.73	1.1%
Indirect	62.44	61.70	1.2%
TOTAL	250.18	247.43	1.1%

Sectoral Distribution of Employment - FTEs



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

Sectors	2023	2022	+/- %
Accommodation	771	794	-2.9%
Food & Drink	565	515	9.8%
Recreation	278	253	9.8%
Shopping	660	593	11.3%
Transport	127	116	9.6%
TOTAL DIRECT	2,401	2,271	5.7%
Indirect	524	483	8.7%
TOTAL	2,926	2,754	6.2%

Direct Employment Categories

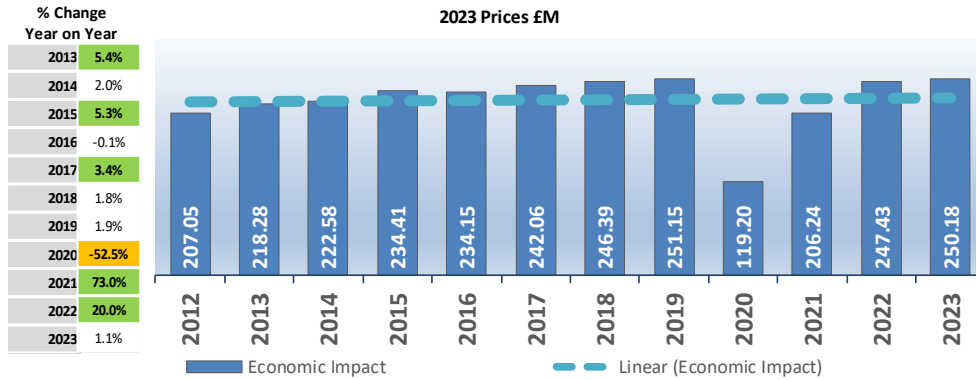
STEAM REPORT FOR 2012-2023 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

2012 to 2023
2023 Prices

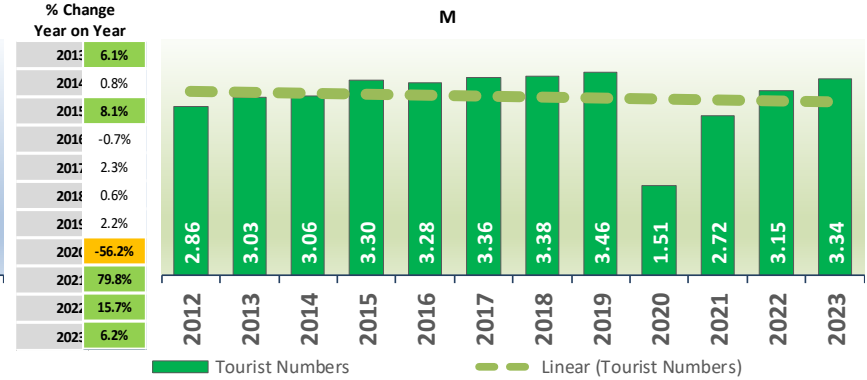
TOTAL

KEY MEASURES
Indexed

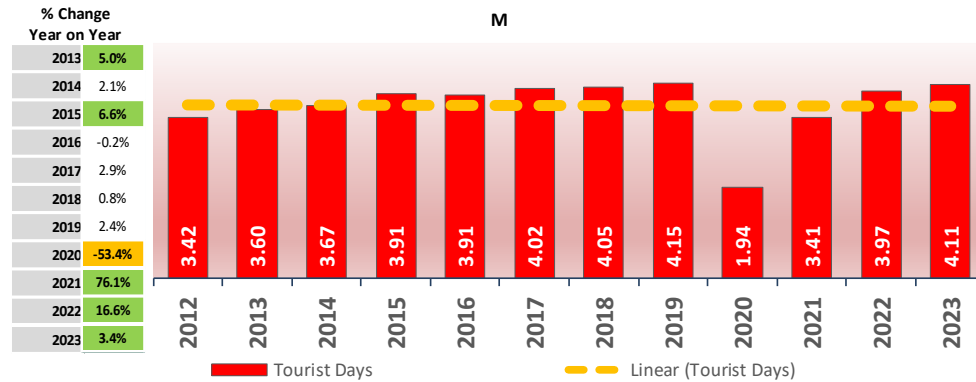
Economic Impact - Indexed - Total



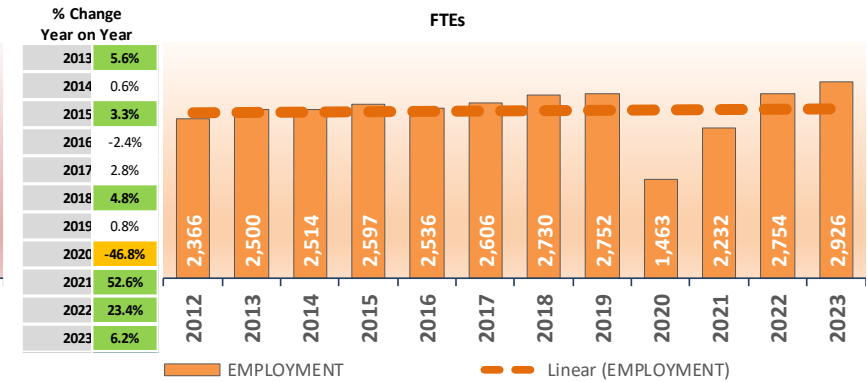
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		5.4%	7.5%	13.2%	13.1%	16.9%	19.0%	21.3%	-42.4%	-0.4%	19.5%	20.8%
Visitor Numbers		6.1%	6.9%	15.7%	14.9%	17.5%	18.3%	20.9%	-47.1%	-4.8%	10.1%	16.9%
Visitor Days		5.0%	7.2%	14.3%	14.0%	17.4%	18.3%	21.2%	-43.5%	-0.5%	16.0%	19.9%
Total Employment		5.6%	6.2%	9.7%	7.1%	10.1%	15.4%	16.3%	-38.2%	-5.7%	16.4%	23.6%

"Linear" = Linear Trendline

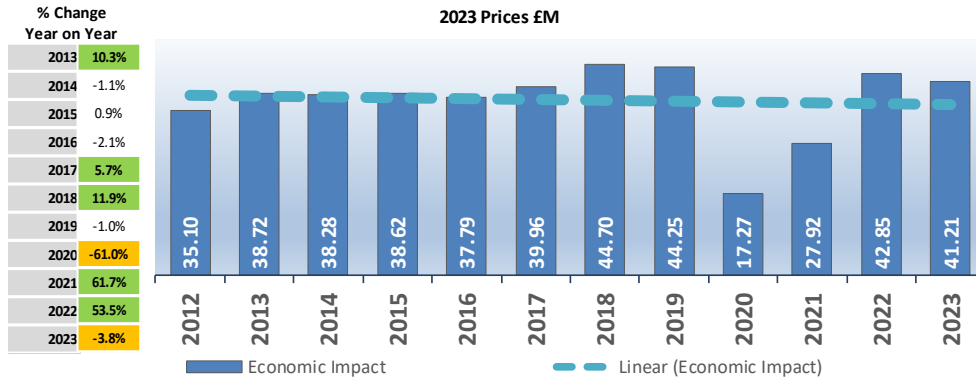
STEAM REPORT FOR 2012-2023 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

2012 to 2023
 2023 Prices

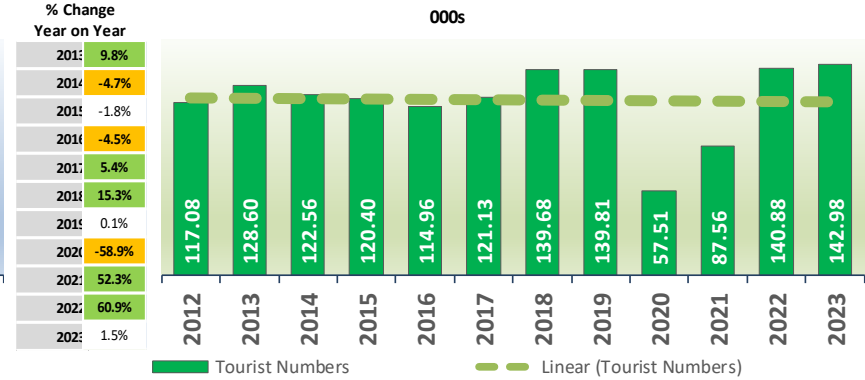
SERVICED
 ACCOMMODATION

KEY MEASURES
 Indexed

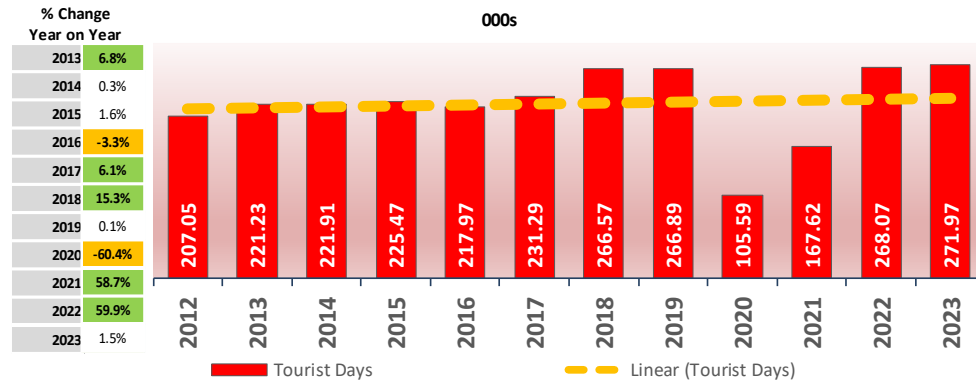
Economic Impact - Indexed - Serviced Accommodation



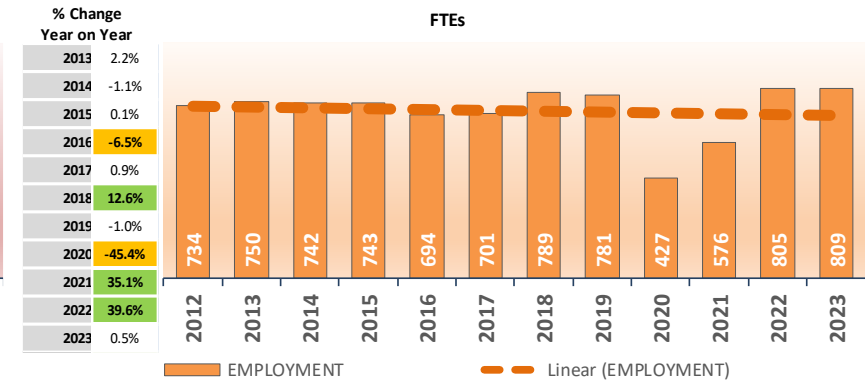
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		10.3%	9.0%	10.0%	7.7%	13.8%	27.3%	26.1%	-50.8%	-20.5%	22.1%	17.4%
Visitor Numbers		9.8%	4.7%	2.8%	-1.8%	3.5%	19.3%	19.4%	-50.9%	-25.2%	20.3%	22.1%
Visitor Days		6.8%	7.2%	8.9%	5.3%	11.7%	28.7%	28.9%	-49.0%	-19.0%	29.5%	31.4%
Direct Employment		2.2%	1.1%	1.2%	-5.4%	-4.6%	7.5%	6.4%	-41.9%	-21.5%	9.6%	10.2%

"Linear" = Linear Trendline

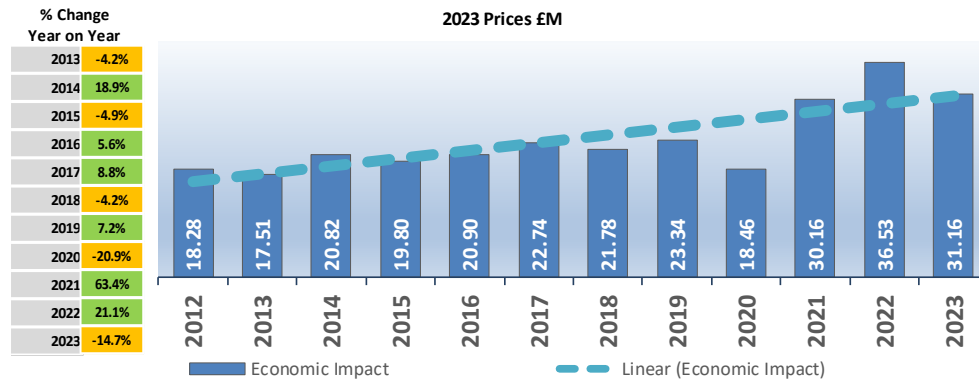
STEAM REPORT FOR 2012-2023 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

2012 to 2023
 2023 Prices

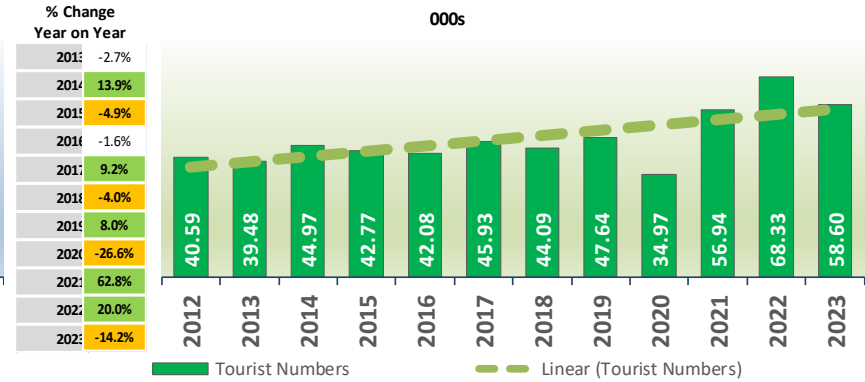
NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Indexed

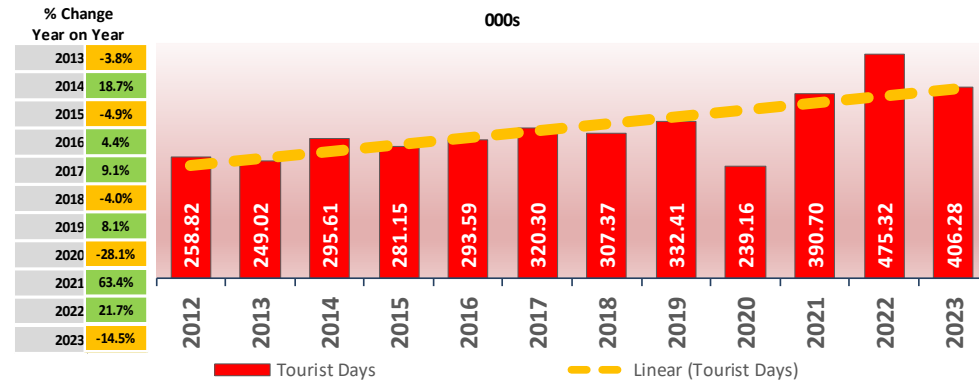
Economic Impact - Indexed - Non-Serviced Accommodation



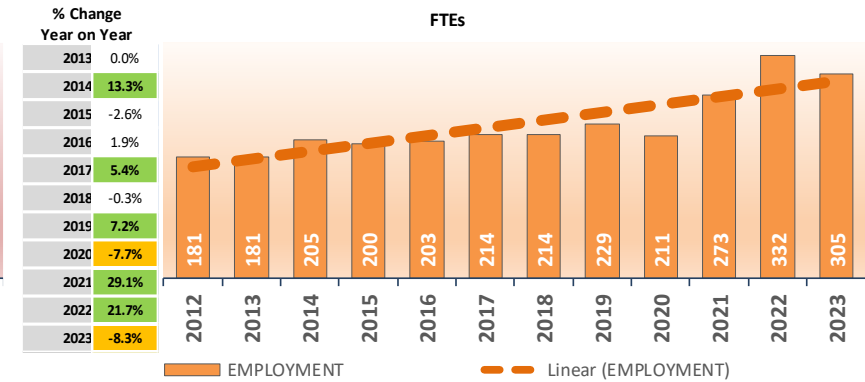
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		-4.2%	13.9%	8.3%	14.3%	24.4%	19.1%	27.7%	1.0%	65.0%	99.8%	70.4%
Visitor Numbers		-2.7%	10.8%	5.4%	3.7%	13.2%	8.6%	17.4%	-13.8%	40.3%	68.3%	44.4%
Visitor Days		-3.8%	14.2%	8.6%	13.4%	23.8%	18.8%	28.4%	-7.6%	51.0%	83.6%	57.0%
Direct Employment		0.0%	13.3%	10.3%	12.4%	18.5%	18.2%	26.7%	16.9%	51.0%	83.7%	68.5%

"Linear" = Linear Trendline

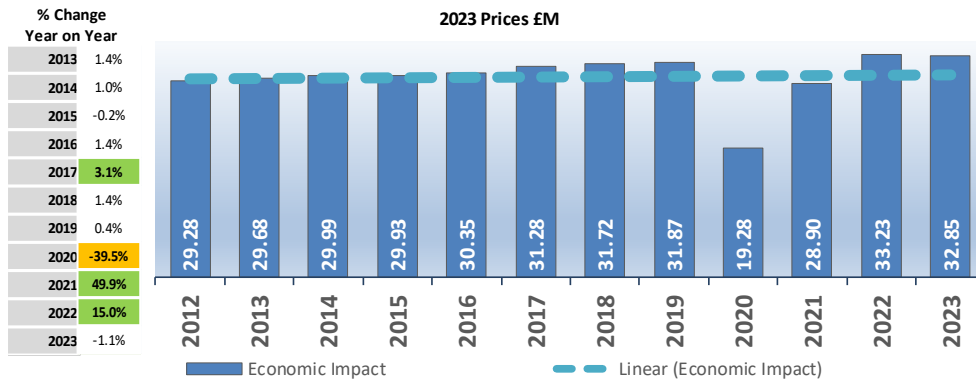
STEAM REPORT FOR 2012-2023 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

2012 to 2023
2023 Prices

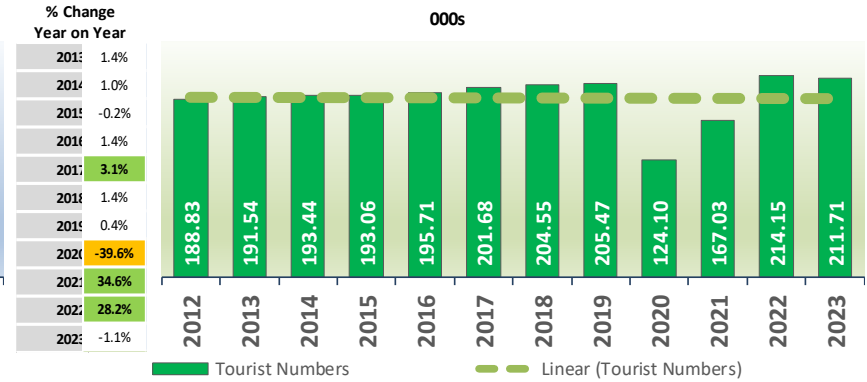
SFR

KEY MEASURES
Indexed

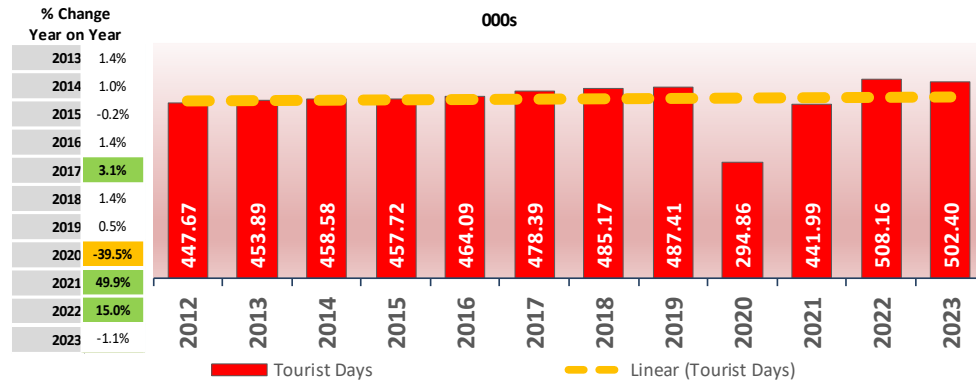
Economic Impact - Indexed - SFR



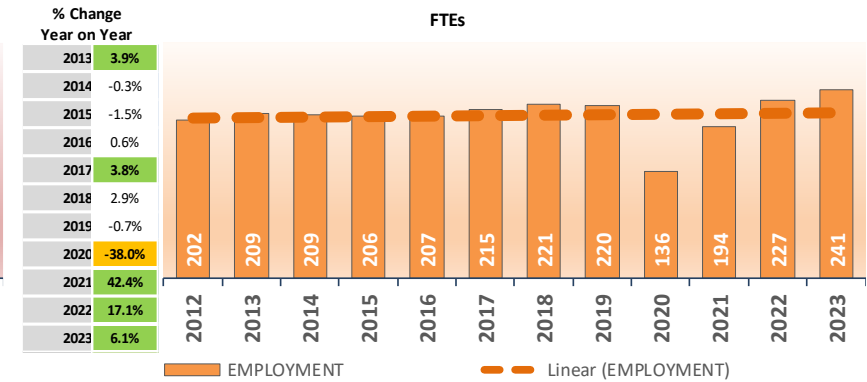
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		1.4%	2.4%	2.2%	3.7%	6.8%	8.4%	8.8%	-34.1%	-1.3%	13.5%	12.2%
Visitor Numbers		1.4%	2.4%	2.2%	3.6%	6.8%	8.3%	8.8%	-34.3%	-11.5%	13.4%	12.1%
Visitor Days		1.4%	2.4%	2.2%	3.7%	6.9%	8.4%	8.9%	-34.1%	-1.3%	13.5%	12.2%
Direct Employment		3.9%	3.6%	2.1%	2.7%	6.7%	9.8%	9.0%	-32.5%	-3.9%	12.5%	19.5%

"Linear" = Linear Trendline

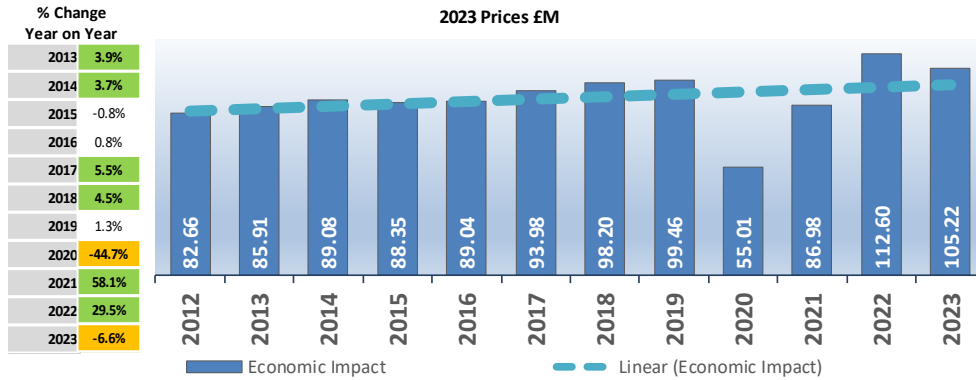
STEAM REPORT FOR 2012-2023 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

2012 to 2023
 2023 Prices

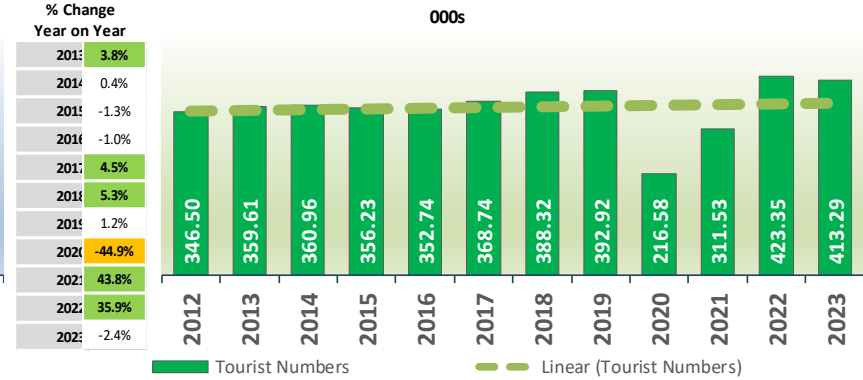
STAYING VISITOR

KEY MEASURES
 Indexed

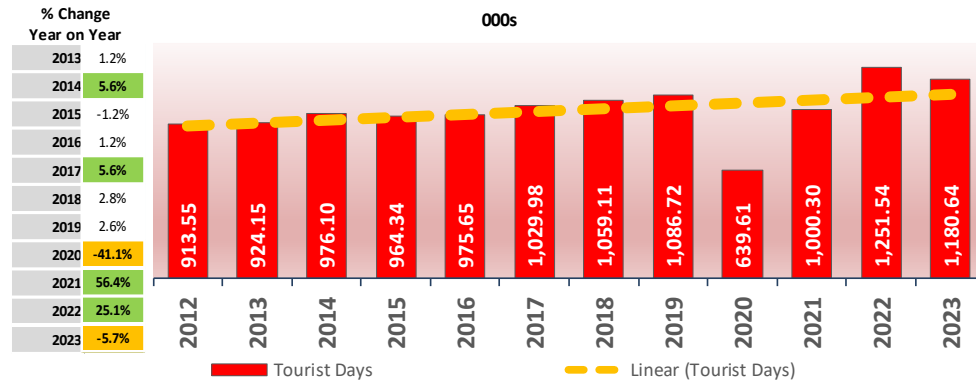
Economic Impact - Indexed - Staying Visitor



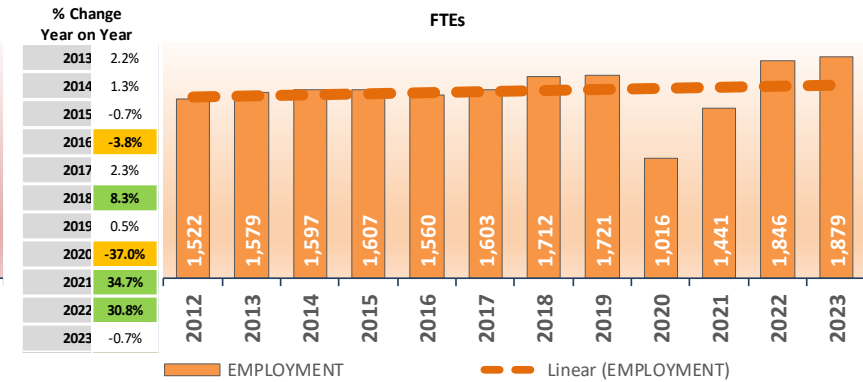
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		3.9%	7.8%	6.9%	7.7%	13.7%	18.8%	20.3%	-33.4%	5.2%	36.2%	27.3%
Visitor Numbers		3.8%	4.2%	2.8%	1.8%	6.4%	12.1%	13.4%	-37.5%	-10.1%	22.2%	19.3%
Visitor Days		1.2%	6.8%	5.6%	6.8%	12.7%	15.9%	19.0%	-30.0%	9.5%	37.0%	29.2%
Direct Employment		3.7%	4.9%	5.6%	2.4%	5.3%	12.4%	13.1%	-33.2%	-5.3%	21.3%	23.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2012-2023 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

2012 to 2023
 2023 Prices

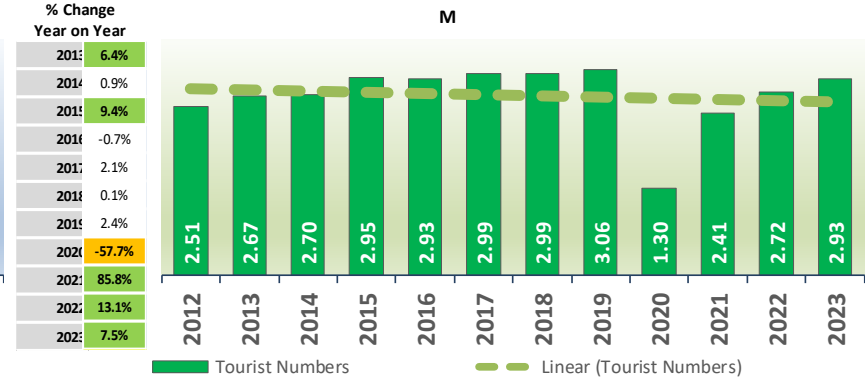
DAY VISITOR

KEY MEASURES
 Indexed

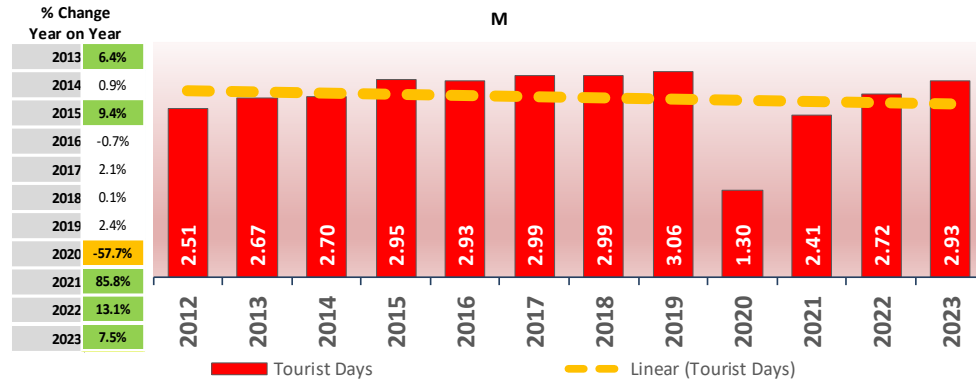
Economic Impact - Indexed - Day Visitor



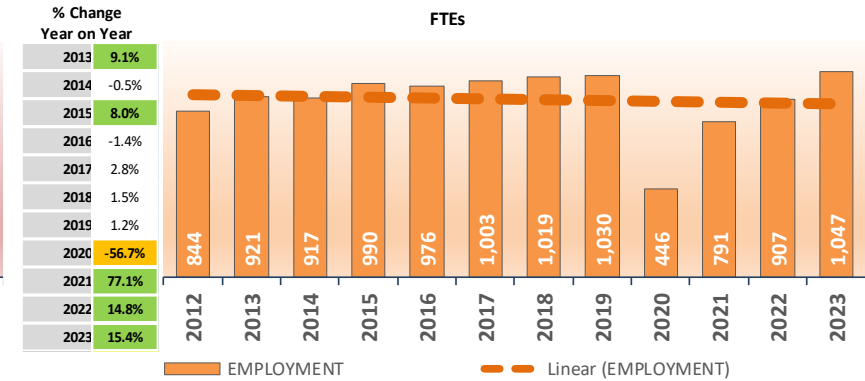
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



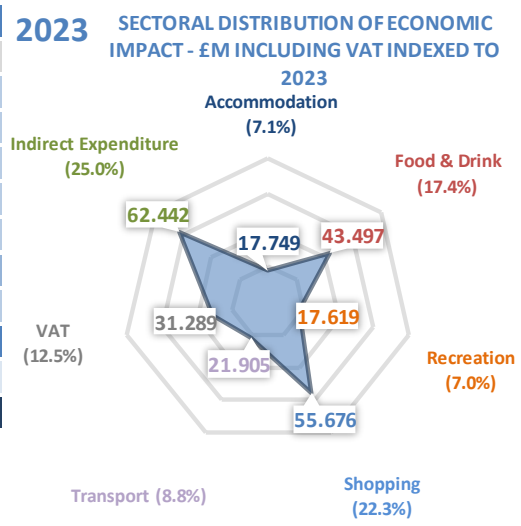
Direct Employment Supported - Day Visitor



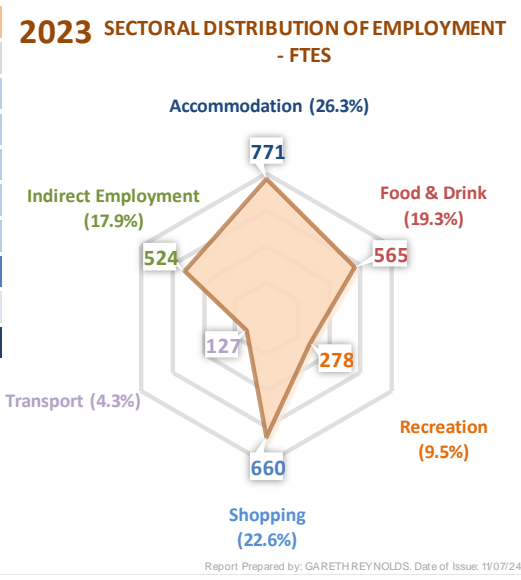
% Change from 2012	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economic Impact - Indexed		6.4%	7.3%	17.4%	16.7%	19.1%	19.1%	22.0%	-48.4%	-4.1%	8.4%	16.5%
Visitor Numbers		6.4%	7.3%	17.4%	16.7%	19.1%	19.1%	22.0%	-48.4%	-4.1%	8.4%	16.5%
Visitor Days		6.4%	7.3%	17.4%	16.7%	19.1%	19.1%	22.0%	-48.4%	-4.1%	8.4%	16.5%
Direct Employment		9.1%	8.6%	17.3%	15.6%	18.8%	20.7%	22.1%	-47.1%	-6.3%	7.5%	24.1%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2023													
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	£M	14.40	15.87	15.90	15.72	15.85	16.80	17.96	17.70	9.365	14.43	19.85	17.75
Food & Drink	£M	35.93	37.62	38.45	40.55	40.44	41.76	42.51	43.46	21.85	35.89	42.55	43.50
Recreation	£M	14.51	15.22	15.59	16.49	16.43	16.98	17.29	17.69	8.776	14.52	17.23	17.62
Shopping	£M	46.63	49.02	49.94	53.35	53.20	54.73	55.25	56.53	26.13	46.00	53.70	55.68
Transport	£M	18.20	19.03	19.54	20.71	20.71	21.36	21.48	22.03	10.59	18.42	21.45	21.91
Direct Revenue	£M	129.66	136.76	139.42	146.83	146.63	151.62	154.49	157.42	76.71	129.26	154.78	156.45
VAT	£M	25.93	27.35	27.88	29.37	29.33	30.32	30.90	31.48	12.63	25.24	30.96	31.29
Direct Expenditure	£M	155.59	164.12	167.30	176.20	175.96	181.95	185.39	188.90	89.35	154.51	185.73	187.74
Indirect Expenditure	£M	51.46	54.16	55.28	58.22	58.19	60.11	61.00	62.25	29.85	51.73	61.70	62.44
TOTAL	£M	207.05	218.28	222.58	234.41	234.15	242.06	246.39	251.15	119.20	206.24	247.43	250.18



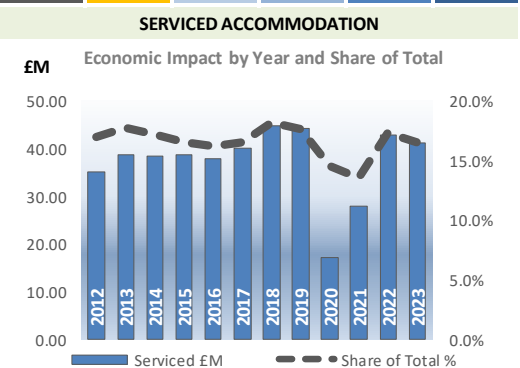
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Accommodation	FTEs	688	694	693	693	651	648	716	716	477	603	794	771
Food & Drink	FTEs	439	471	475	495	489	509	526	531	266	426	515	565
Recreation	FTEs	215	231	234	244	241	251	259	262	130	209	253	278
Shopping	FTEs	519	559	563	593	587	608	623	630	290	498	593	660
Transport	FTEs	99	106	108	113	112	116	119	120	58	98	116	127
Direct Employment	FTEs	1,960	2,062	2,073	2,138	2,081	2,133	2,243	2,260	1,221	1,834	2,271	2,401
Indirect Employment	FTEs	406	438	441	459	455	473	488	492	242	398	483	524
TOTAL	FTEs	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926



STEAM REPORT FOR 2012-2023 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL													2012 to 2023 2023 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 2023 / 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 2012 to 2023		15.4%	24.7%	47.9%	17.6%	31.5%	20.0%	8.3%	18.0%	17.4%	21.6%	9.4%	23.2%	20.8%	30.5%	23.4%	14.7%	18.3%		
% Change 2022 to 2023		6.2%	11.2%	6.2%	3.0%	0.7%	-0.2%	-3.2%	-0.9%	1.0%	0.7%	-2.5%	-4.6%	1.1%	7.8%	0.9%	-1.1%	-1.9%		
Average Annual Change		1.4%	2.2%	4.4%	1.6%	2.9%	1.8%	0.8%	1.6%	1.6%	2.0%	0.9%	2.1%	1.9%	2.8%	2.1%	1.3%	1.7%		
2012	£M	11.98	13.79	14.92	15.82	20.22	21.71	24.26	32.08	18.10	13.85	10.51	9.806	207.05	40.69	57.76	74.44	34.17		
2013	£M	12.10	15.28	17.06	15.83	23.15	21.23	25.37	34.40	17.92	14.06	11.22	10.66	218.28	5.4%	44.45	60.20	77.69	35.94	
2014	£M	11.64	14.81	18.48	17.20	23.49	21.79	25.91	34.67	18.41	14.39	11.24	10.56	222.58	2.0%	44.93	62.47	78.99	36.18	
2015	£M	12.78	16.15	18.94	17.06	24.22	22.69	26.64	38.74	19.62	15.73	11.13	10.70	234.41	5.3%	47.88	63.97	85.00	37.57	
2016	£M	12.67	15.88	20.03	16.86	24.84	24.11	25.71	38.61	18.80	14.89	10.83	10.92	234.15	-0.1%	48.58	65.81	83.13	36.64	
2017	£M	13.15	15.98	20.05	17.69	26.22	24.92	26.65	39.66	19.85	15.42	11.11	11.36	242.06	3.4%	49.18	68.83	86.16	37.89	
2018	£M	13.59	16.59	20.47	17.77	26.64	25.01	26.78	40.48	20.11	15.82	11.40	11.72	246.39	1.8%	50.65	69.43	87.38	38.94	
2019	£M	13.98	17.18	21.39	18.21	27.03	25.98	26.90	40.48	20.61	16.20	11.46	11.73	251.15	1.9%	52.55	71.21	87.99	39.40	
2020	£M	15.45	16.42	9.193	1.206	2.581	3.631	10.40	25.62	16.14	10.95	2.770	4.825	119.20	-52.5%	41.06	7.419	52.17	18.55	
2021	£M	3.230	4.918	7.714	8.448	20.34	25.76	27.23	41.61	23.99	18.91	11.83	12.26	206.24	73.0%	15.86	54.54	92.83	43.00	
2022	£M	13.02	15.47	20.79	18.06	26.43	26.12	27.12	38.20	21.04	16.73	11.80	12.65	247.43	20.0%	49.28	70.60	86.36	41.19	
2023	£M	13.83	17.20	22.08	18.61	26.60	26.07	26.26	37.86	21.25	16.84	11.50	12.08	250.18	1.1%	53.10	71.27	85.38	40.42	
ECONOMIC IMPACT - INDEXED TO 2023													TOTAL							
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M Economic Impact by Year and Share of Total						
Total	£M	207.05	218.28	222.58	234.41	234.15	242.06	246.39	251.15	119.20	206.24	247.43	250.18							
All Visitor Types	£M	207.05	218.28	222.58	234.41	234.15	242.06	246.39	251.15	119.20	206.24	247.43	250.18							
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 2012	%																			
Avg Ann. Change in Share	%																			

STEAM REPORT FOR 2012-2023 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL													2012 to 2023 2023 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2012 to 2023		28.9%	10.6%	6.2%	26.6%	38.6%	18.8%	21.8%	16.7%	10.1%	16.7%	5.8%	27.4%	17.4%	12.1%	26.9%	16.3%	15.6%		
% Change 2022 to 2023		12.2%	-0.5%	-4.2%	-3.9%	-5.0%	-4.4%	-7.7%	-5.8%	-2.6%	-6.4%	-7.4%	-3.6%	-3.8%	0.4%	-4.5%	-5.6%	-5.9%		
Average Annual Change		2.6%	1.0%	0.6%	2.4%	3.5%	1.7%	2.0%	1.5%	0.9%	1.5%	0.5%	2.5%	1.6%	1.1%	2.4%	1.5%	1.4%		
2012	£M	1.746	4.468	3.836	2.067	2.496	3.543	2.813	3.318	2.668	2.495	3.202	2.452	35.10	10.05	8.106	8.799	8.150		
2013	£M	1.906	5.448	4.959	2.055	2.824	3.749	2.874	3.282	2.573	2.483	3.658	2.906	38.72	10.3%	12.31	8.629	8.729	9.047	
2014	£M	1.874	4.952	4.557	2.249	2.805	3.489	3.005	3.247	3.053	2.714	3.488	2.841	38.28	-1.1%	11.38	8.543	9.305	9.044	
2015	£M	2.066	5.076	4.361	2.172	2.826	3.924	3.079	3.599	2.858	2.806	3.229	2.619	38.62	0.9%	11.50	8.922	9.536	8.654	
2016	£M	1.901	4.902	4.287	2.207	2.739	3.768	3.122	3.587	2.721	2.611	3.193	2.754	37.79	-2.1%	11.09	8.713	9.429	8.558	
2017	£M	2.079	4.726	4.037	2.565	3.373	4.056	3.271	3.712	3.035	2.839	3.309	2.956	39.96	5.7%	10.84	9.995	10.02	9.104	
2018	£M	2.326	5.281	4.384	2.768	3.840	4.545	3.747	4.399	3.236	3.189	3.688	3.299	44.70	11.9%	11.99	11.15	11.38	10.18	
2019	£M	2.305	5.187	4.353	2.734	3.820	4.536	3.733	4.319	3.164	3.205	3.716	3.179	44.25	-1.0%	11.84	11.09	11.22	10.10	
2020	£M	2.437	5.157	1.866	0.225	0.377	0.391	0.875	2.105	1.536	1.441	0.490	0.371	17.27	-61.0%	9.461	0.993	4.516	2.302	
2021	£M	0.447	0.927	0.897	0.576	1.033	3.737	3.383	4.274	3.054	3.177	3.541	2.873	27.92	61.7%	2.272	5.346	10.71	9.591	
2022	£M	2.006	4.963	4.252	2.725	3.642	4.401	3.715	4.113	3.016	3.112	3.659	3.242	42.85	53.5%	11.22	10.77	10.84	10.01	
2023	£M	2.250	4.941	4.073	2.617	3.458	4.208	3.427	3.873	2.936	2.912	3.387	3.125	41.21	-3.8%	11.26	10.28	10.24	9.424	

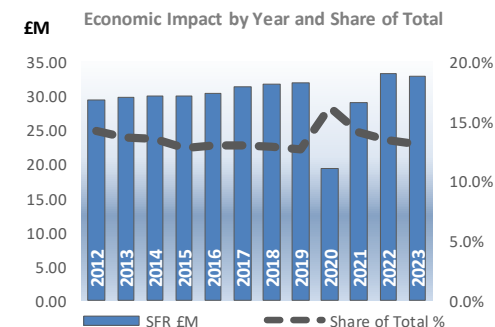
ECONOMIC IMPACT - INDEXED TO 2023													
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Serviced	£M	35.10	38.72	38.28	38.62	37.79	39.96	44.70	44.25	17.27	27.92	42.85	41.21
All Visitor Types	£M	207.05	218.28	222.58	234.41	234.15	242.06	246.39	251.15	119.20	206.24	247.43	250.18
Share of Total	%	17.0%	17.7%	17.2%	16.5%	16.1%	16.5%	18.1%	17.6%	14.5%	13.5%	17.3%	16.5%
Annual Change in Share	%		4.6%	-3.1%	-4.2%	-2.0%	2.3%	9.9%	-2.9%	-17.8%	-6.6%	27.9%	-4.9%
Change in Share from 2012	%		4.6%	1.4%	-2.8%	-4.8%	-2.6%	7.0%	3.9%	-14.5%	-20.1%	2.1%	-2.8%
Avg Ann. Change in Share	%		4.6%	0.7%	-0.9%	-1.2%	-0.5%	1.2%	0.6%	-1.8%	-2.2%	0.2%	-0.3%



STEAM REPORT FOR 2012-2023 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL													2012 to 2023 2023 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 2023 / 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 2012 to 2023		129.0%	119.9%	74.9%	68.8%	54.2%	27.9%	61.4%	71.7%	78.7%	92.4%	133.7%	167.8%	70.4%	99.7%	46.8%	70.5%	118.6%		
% Change 2022 to 2023		-13.7%	-2.6%	-19.9%	-5.1%	-15.8%	-23.3%	-21.6%	-15.9%	-11.5%	3.0%	-7.6%	-19.0%	-14.7%	-13.5%	-16.3%	-16.4%	-6.3%		
Average Annual Change		11.7%	10.9%	6.8%	6.3%	4.9%	2.5%	5.6%	6.5%	7.2%	8.4%	12.2%	15.3%	6.4%	9.1%	4.3%	6.4%	10.8%		
2012	£M	0.343	0.427	0.752	1.364	2.429	2.544	2.583	3.235	2.431	1.143	0.607	0.423	18.28	1.522	6.337	8.250	2.173		
2013	£M	0.341	0.406	0.765	1.255	2.364	2.121	2.539	3.211	2.347	1.121	0.615	0.423	17.51	1.513	5.740	8.098	2.159		
2014	£M	0.359	0.430	0.837	1.408	2.787	2.817	2.939	3.911	2.934	1.226	0.705	0.462	20.82	1.627	7.012	9.785	2.393		
2015	£M	0.296	0.434	0.714	1.187	2.624	2.635	3.034	4.052	2.732	0.941	0.710	0.442	19.80	1.444	6.447	9.818	2.093		
2016	£M	0.324	0.460	0.733	1.226	2.690	2.716	3.216	4.347	2.916	1.019	0.770	0.487	20.90	1.517	6.631	10.48	2.276		
2017	£M	0.355	0.535	0.735	1.354	2.951	2.852	3.561	4.612	3.339	1.097	0.805	0.544	22.74	1.625	7.157	11.51	2.447		
2018	£M	0.338	0.517	0.703	1.289	2.877	2.743	3.365	4.485	3.080	1.095	0.780	0.503	21.78	1.558	6.909	10.93	2.379		
2019	£M	0.389	0.547	0.737	1.495	3.162	2.907	3.680	4.695	3.186	1.112	0.875	0.555	23.34	1.674	7.564	11.56	2.542		
2020	£M	0.848	0.798	0.689	0.077	0.210	0.218	3.031	5.239	4.794	1.842	0.153	0.560	18.46	2.335	0.505	13.06	2.555		
2021	£M	0.021	0.024	0.035	0.679	3.413	4.144	5.097	6.461	5.432	2.447	1.448	0.958	30.16	0.080	8.236	16.99	4.853		
2022	£M	0.911	0.964	1.641	2.426	4.447	4.241	5.319	6.600	4.910	2.134	1.537	1.397	36.53	3.516	11.11	16.83	5.068		
2023	£M	0.786	0.939	1.315	2.302	3.745	3.254	4.168	5.553	4.344	2.198	1.420	1.132	31.16	3.040	9.300	14.07	4.750		

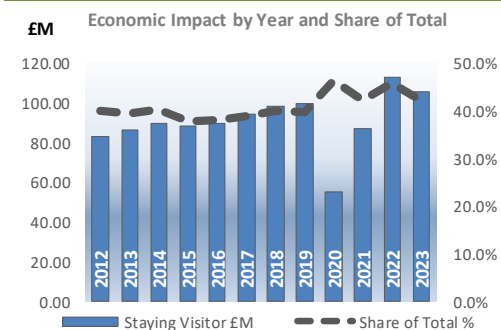
ECONOMIC IMPACT - INDEXED TO 2023													NON-SERVICED ACCOMMODATION			
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M		
Non-Serviced		£M	18.28	17.51	20.82	19.80	20.90	22.74	21.78	23.34	18.46	30.16	36.53	31.16	Economic Impact by Year and Share of Total	
All Visitor Types		£M	207.05	218.28	222.58	234.41	234.15	242.06	246.39	251.15	119.20	206.24	247.43	250.18		
Share of Total		%	8.8%	8.0%	9.4%	8.4%	8.9%	9.4%	8.8%	9.3%	15.5%	14.6%	14.8%	12.5%		
Annual Change in Share		%		-9.2%	16.6%	-9.7%	5.7%	5.2%	-5.9%	5.2%	66.6%	-5.6%	0.9%	-15.6%		
Change in Share from 2012		%		-9.2%	5.9%	-4.3%	1.1%	6.4%	0.1%	5.3%	75.4%	65.6%	67.2%	41.0%		
Avg Ann. Change in Share		%		-9.2%	3.0%	-1.4%	0.3%	1.3%	0.0%	0.8%	9.4%	7.3%	6.7%	3.7%		

STEAM REPORT FOR 2012-2023 - FINAL													2012 to 2023		SFR		ECONOMIC IMPACT				
SOUTH KESTEVEN DISTRICT COUNCIL													2023 Prices				Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SFR																			
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2012 to 2023		13.3%	6.3%	7.9%	12.5%	14.1%	8.5%	12.3%	13.6%	16.1%	14.4%	9.4%	13.2%	12.2%	Annual Change	10.6%	12.0%	13.6%	12.7%		
% Change 2022 to 2023		2.0%	2.2%	-1.5%	0.5%	-2.7%	-4.2%	-4.5%	-3.2%	-1.7%	1.7%	-0.3%	-1.2%	-1.1%		1.2%	-1.7%	-3.4%	-0.3%		
Average Annual Change		1.2%	0.6%	0.7%	1.1%	1.3%	0.8%	1.1%	1.2%	1.5%	1.3%	0.9%	1.2%	1.1%		1.0%	1.1%	1.2%	1.2%		
2012	£M	4.046	1.570	1.687	3.491	2.418	1.949	2.855	3.036	1.693	1.591	1.340	3.601	29.28		7.303	7.857	7.584	6.532		
2013	£M	4.104	1.670	1.786	3.456	2.437	1.929	2.886	3.067	1.677	1.585	1.375	3.711	29.68	1.4%	7.560	7.822	7.630	6.671		
2014	£M	4.123	1.625	1.744	3.510	2.478	1.956	2.948	3.151	1.756	1.610	1.372	3.716	29.99	1.0%	7.492	7.943	7.856	6.698		
2015	£M	4.118	1.569	1.722	3.497	2.510	2.005	3.004	3.230	1.764	1.605	1.334	3.574	29.93	-0.2%	7.409	8.013	7.998	6.512		
2016	£M	4.122	1.576	1.737	3.546	2.543	2.030	3.059	3.298	1.802	1.619	1.355	3.660	30.35	1.4%	7.435	8.120	8.158	6.635		
2017	£M	4.255	1.594	1.731	3.675	2.667	2.088	3.168	3.386	1.897	1.666	1.383	3.767	31.28	3.1%	7.579	8.430	8.452	6.816		
2018	£M	4.358	1.651	1.765	3.702	2.695	2.105	3.169	3.410	1.874	1.701	1.415	3.880	31.72	1.4%	7.773	8.501	8.453	6.996		
2019	£M	4.369	1.639	1.763	3.750	2.730	2.115	3.212	3.425	1.872	1.700	1.428	3.865	31.87	0.4%	7.770	8.594	8.509	6.992		
2020	£M	5.727	1.747	0.972	0.236	0.207	0.165	1.920	3.023	2.169	1.570	0.204	1.342	19.28	-39.5%	8.446	0.607	7.113	3.116		
2021	£M	0.573	0.219	0.236	1.446	2.840	2.739	4.050	4.274	3.073	2.816	1.835	4.801	28.90	49.9%	1.027	7.025	11.40	9.452		
2022	£M	4.494	1.634	1.848	3.908	2.833	2.207	3.358	3.563	1.999	1.788	1.471	4.126	33.23	15.0%	7.976	8.948	8.920	7.386		
2023	£M	4.583	1.669	1.821	3.926	2.758	2.114	3.205	3.448	1.965	1.819	1.467	4.076	32.85	-1.1%	8.074	8.798	8.619	7.362		
ECONOMIC IMPACT - INDEXED TO 2023													SFR								
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023								
SFR		£M	29.28	29.68	29.99	29.93	30.35	31.28	31.72	31.87	19.28	28.90	33.23	32.85							
All Visitor Types		£M	207.05	218.28	222.58	234.41	234.15	242.06	246.39	251.15	119.20	206.24	247.43	250.18							
Share of Total		%	14.1%	13.6%	13.5%	12.8%	13.0%	12.9%	12.7%	16.2%	14.0%	13.4%	13.1%								
Annual Change in Share		%		-3.8%	-0.9%	-5.2%	1.5%	-0.3%	-0.4%	-1.5%	27.5%	-13.4%	-4.2%	-2.2%							
Change in Share from 2012		%		-3.8%	-4.7%	-9.7%	-8.3%	-8.6%	-8.9%	-10.3%	14.4%	-0.9%	-5.0%	-7.1%							
Avg Ann. Change in Share		%		-3.8%	-2.4%	-3.2%	-2.1%	-1.7%	-1.5%	-1.5%	1.8%	-0.1%	-0.5%	-0.6%							



STEAM REPORT FOR 2012-2023 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL													2012 to 2023 2023 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / 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 2012 to 2023		24.2%	16.8%	14.9%	27.8%	35.7%	19.2%	30.9%	34.3%	36.1%	32.5%	21.8%	28.7%	27.3%	18.6%	27.3%	33.7%	27.8%		
% Change 2022 to 2023		2.8%	-0.2%	-6.9%	-2.4%	-8.8%	-11.7%	-12.8%	-9.8%	-6.8%	-1.5%	-5.9%	-4.9%	-6.6%	-1.5%	-7.9%	-10.0%	-4.1%		
Average Annual Change		2.2%	1.5%	1.4%	2.5%	3.2%	1.7%	2.8%	3.1%	3.3%	3.0%	2.0%	2.6%	2.5%	1.7%	2.5%	3.1%	2.5%		
2012	£M	6.135	6.464	6.275	6.921	7.342	8.036	8.252	9.589	6.792	5.229	5.149	6.476	82.66	18.87	22.30	24.63	16.85		
2013	£M	6.351	7.525	7.511	6.767	7.625	7.799	8.300	9.559	6.597	5.189	5.648	7.039	85.91	3.9%	21.39	22.19	24.46	17.88	
2014	£M	6.355	7.008	7.139	7.166	8.071	8.262	8.893	10.31	7.743	5.551	5.565	7.020	89.08	3.7%	20.50	23.50	26.95	18.14	
2015	£M	6.480	7.079	6.798	6.857	7.961	8.564	9.117	10.88	7.354	5.352	5.273	6.635	88.35	-0.8%	20.36	23.38	27.35	17.26	
2016	£M	6.347	6.938	6.758	6.979	7.971	8.514	9.396	11.23	7.439	5.249	5.318	6.901	89.04	0.8%	20.04	23.46	28.07	17.47	
2017	£M	6.689	6.855	6.502	7.594	8.992	8.996	10.00	11.71	8.271	5.603	5.497	7.268	93.98	5.5%	20.05	25.58	29.98	18.37	
2018	£M	7.022	7.449	6.852	7.758	9.412	9.393	10.28	12.29	8.189	5.985	5.884	7.683	98.20	4.5%	21.32	26.56	30.76	19.55	
2019	£M	7.063	7.372	6.852	7.978	9.712	9.557	10.62	12.44	8.222	6.017	6.018	7.598	99.46	1.3%	21.29	27.25	31.29	19.63	
2020	£M	9.013	7.703	3.527	0.538	0.794	0.774	5.827	10.37	8.499	4.852	0.848	2.273	55.01	-44.7%	20.24	2.106	24.69	7.973	
2021	£M	1.042	1.170	1.168	2.701	7.286	10.62	12.53	15.01	11.56	8.440	6.824	8.632	86.98	58.1%	3.380	20.61	39.10	23.90	
2022	£M	7.411	7.561	7.741	9.058	10.92	10.85	12.39	14.28	9.924	7.034	6.668	8.766	112.60	29.5%	22.71	30.83	36.59	22.47	
2023	£M	7.620	7.549	7.209	8.845	9.961	9.576	10.80	12.88	9.246	6.929	6.273	8.333	105.22	-6.6%	22.38	28.38	32.92	21.53	

ECONOMIC IMPACT - INDEXED TO 2023													STAYING VISITOR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	STAYING VISITOR	
Staying Visitor	£M	82.66	85.91	89.08	88.35	89.04	93.98	98.20	99.46	55.01	86.98	112.60	105.22		
All Visitor Types	£M	207.05	218.28	222.58	234.41	234.15	242.06	246.39	251.15	119.20	206.24	247.43	250.18		
Share of Total	%	39.9%	39.4%	40.0%	37.7%	38.0%	38.8%	39.9%	39.6%	46.2%	42.2%	45.5%	42.1%		
Annual Change in Share	%		-1.4%	1.7%	-5.8%	0.9%	2.1%	2.7%	-0.6%	16.6%	-8.6%	7.9%	-7.6%		
Change in Share from 2012	%		-1.4%	0.2%	-5.6%	-4.7%	-2.8%	-0.2%	-0.8%	15.6%	5.6%	14.0%	5.3%		
Avg Ann. Change in Share	%		-1.4%	0.1%	-1.9%	-1.2%	-0.6%	0.0%	-0.1%	2.0%	0.6%	1.4%	0.5%		



STEAM REPORT FOR 2012-2023 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL													2012 to 2023 2023 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2023 / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2012 to 2023		6.3%	31.8%	71.9%	9.7%	29.2%	20.6%	-3.4%	11.1%	6.2%	15.0%	-2.5%	12.5%	16.5%	40.9%	21.0%	5.3%	9.1%		
% Change 2022 to 2023		10.7%	22.0%	14.0%	8.5%	7.3%	8.0%	5.0%	4.5%	8.0%	2.2%	1.9%	-3.7%	7.5%	15.7%	7.8%	5.4%	0.9%		
Average Annual Change		0.6%	2.9%	6.5%	0.9%	2.7%	1.9%	-0.3%	1.0%	0.6%	1.4%	-0.2%	1.1%	1.5%	3.7%	1.9%	0.5%	0.8%		
2012	£M	5.843	7.323	8.647	8.900	12.88	13.68	16.01	22.49	11.31	8.618	5.365	3.330	124.39	21.81	35.46	49.80	17.31		
2013	£M	5.750	7.757	9.553	9.060	15.52	13.43	17.07	24.85	11.32	8.870	5.571	3.623	132.37	6.4%	23.06	38.01	53.24	18.06	
2014	£M	5.281	7.801	11.34	10.03	15.42	13.53	17.02	24.36	10.66	8.841	5.671	3.536	133.50	0.9%	24.43	38.98	52.05	18.05	
2015	£M	6.300	9.075	12.15	10.20	16.26	14.13	17.53	27.86	12.27	10.38	5.860	4.067	146.06	9.4%	27.52	40.59	57.65	20.31	
2016	£M	6.325	8.937	13.27	9.883	16.87	15.60	16.31	27.38	11.37	9.644	5.509	4.018	145.11	-0.7%	28.53	42.35	55.06	19.17	
2017	£M	6.458	9.127	13.55	10.10	17.23	15.92	16.65	27.95	11.57	9.821	5.610	4.091	148.09	2.1%	29.14	43.25	56.18	19.52	
2018	£M	6.565	9.143	13.61	10.01	17.23	15.62	16.50	28.19	11.93	9.839	5.513	4.039	148.19	0.1%	29.32	42.86	56.61	19.39	
2019	£M	6.919	9.805	14.54	10.23	17.31	16.42	16.27	28.04	12.39	10.19	5.444	4.133	151.69	2.4%	31.26	43.97	56.70	19.77	
2020	£M	6.440	8.715	5.666	0.669	1.787	2.857	4.578	15.25	7.645	6.099	1.922	2.552	64.18	-57.7%	20.82	5.313	27.47	10.57	
2021	£M	2.188	3.748	6.545	5.747	13.05	15.14	14.70	26.61	12.43	10.47	5.005	3.631	119.25	85.8%	12.48	33.93	53.73	19.11	
2022	£M	5.608	7.910	13.05	9.001	15.51	15.27	14.73	23.92	11.12	9.700	5.134	3.889	134.83	13.1%	26.56	39.77	49.77	18.72	
2023	£M	6.208	9.649	14.87	9.763	16.64	16.49	15.46	24.99	12.00	9.914	5.230	3.744	144.96	7.5%	30.72	42.89	52.46	18.89	

ECONOMIC IMPACT - INDEXED TO 2023													DAY VISITOR		
SHARE OF MARKET		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	£M	Economic Impact by Year and Share of Total
Day Visitor	£M	124.39	132.37	133.50	146.06	145.11	148.09	148.19	151.69	64.18	119.25	134.83	144.96	124.39	
All Visitor Types	£M	207.05	218.28	222.58	234.41	234.15	242.06	246.39	251.15	119.20	206.24	247.43	250.18	207.05	
Share of Total	%	60.1%	60.6%	60.0%	62.3%	62.0%	61.2%	60.1%	60.4%	53.8%	57.8%	54.5%	57.9%	60.1%	
Annual Change in Share	%		0.9%	-1.1%	3.9%	-0.5%	-1.3%	-1.7%	0.4%	-10.9%	7.4%	-5.8%	6.3%	0.9%	
Change in Share from 2012	%		0.9%	-0.2%	3.7%	3.2%	1.8%	0.1%	0.5%	-10.4%	-3.7%	-9.3%	-3.6%	0.9%	
Avg Ann. Change in Share	%		0.9%	-0.1%	1.2%	0.8%	0.4%	0.0%	0.1%	-1.3%	-0.4%	-0.9%	-0.3%	0.9%	