



STEAM REPORT FOR 2013-2024 - FINAL

Final

LINCOLNSHIRE

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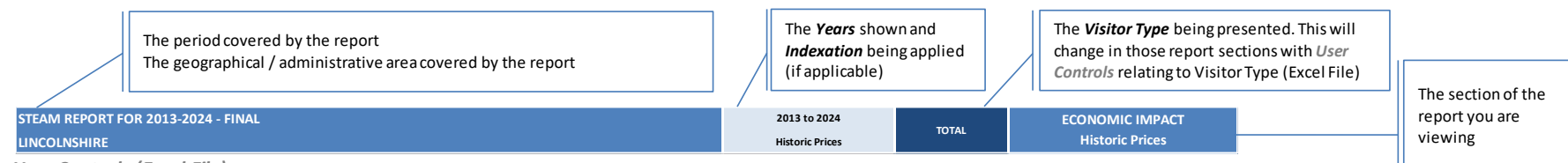
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
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Report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

Headers

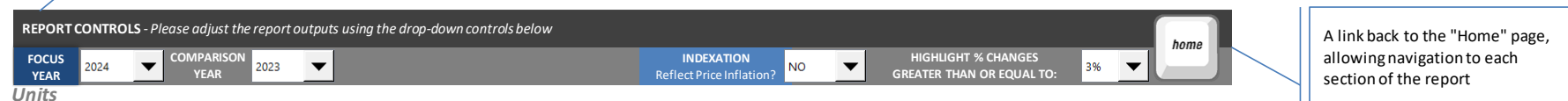
At the top of each page is a band containing key information about your report



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



#VALUE!

Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

Unindexed Key Measures by Year and Visitor Type for the Period 2013 to 2024

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

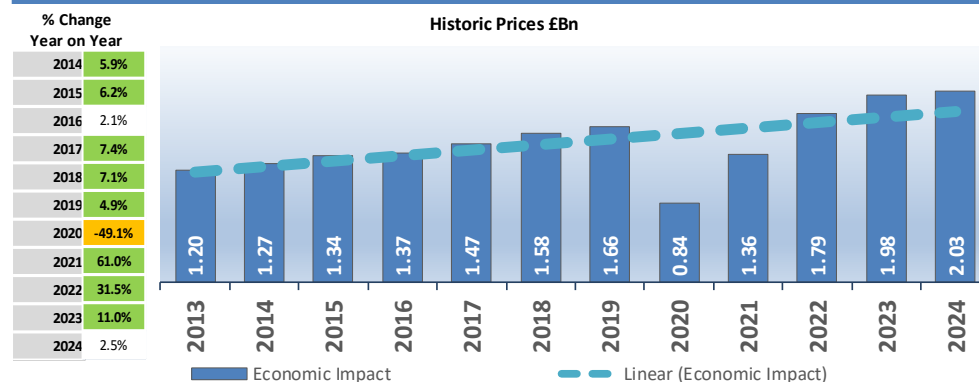
STEAM REPORT FOR 2013-2024 - FINAL
LINCOLNSHIRE

2013 to 2024
Historic Prices

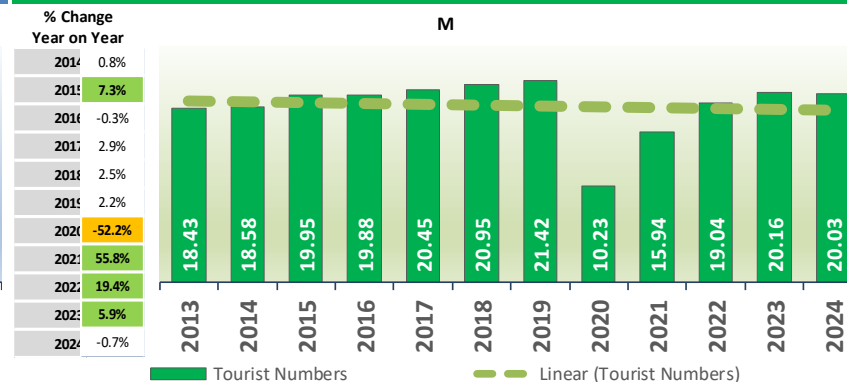
TOTAL

KEY MEASURES
Historic Prices

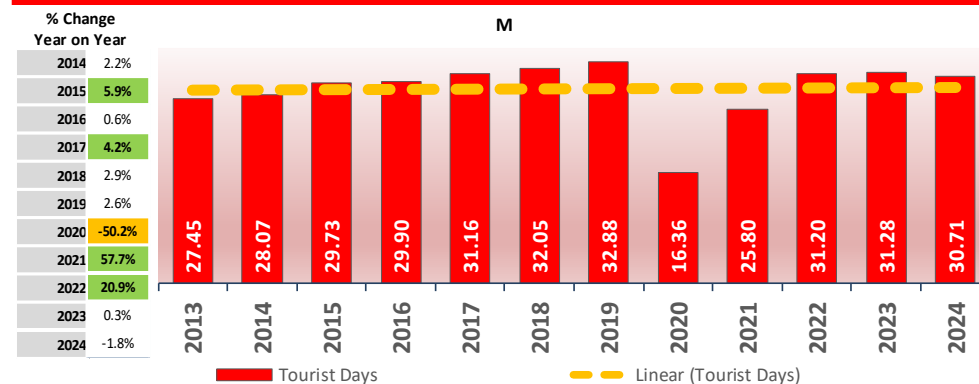
Economic Impact - Historic Prices - Total



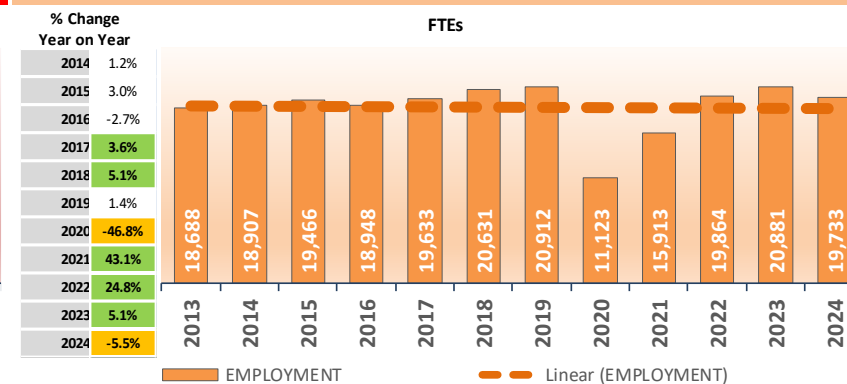
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		5.9%	12.4%	14.8%	23.2%	32.0%	38.5%	-29.5%	13.5%	49.3%	65.7%	69.8%
Visitor Numbers		0.8%	8.2%	7.9%	11.0%	13.7%	16.2%	-44.5%	-13.5%	3.3%	9.4%	8.7%
Visitor Days		2.2%	8.3%	8.9%	13.5%	16.8%	19.8%	-40.4%	-6.0%	13.6%	14.0%	11.9%
Total Employment		1.2%	4.2%	1.4%	5.1%	10.4%	11.9%	-40.5%	-14.8%	6.3%	11.7%	5.6%

"Linear" = Linear Trendline

VALUE!

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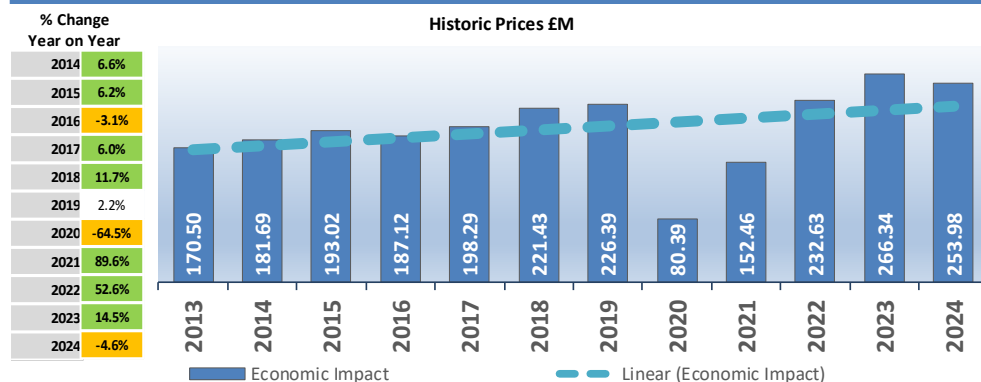
STEAM REPORT FOR 2013-2024 - FINAL
LINCOLNSHIRE

2013 to 2024
Historic Prices

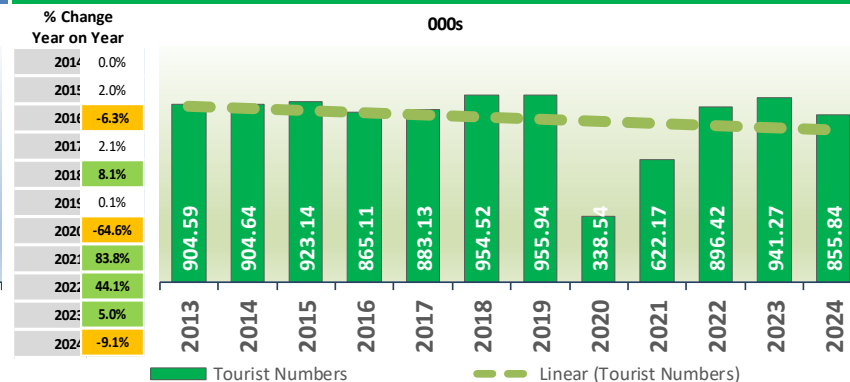
SERVED
ACCOMMODATION

KEY MEASURES
Historic Prices

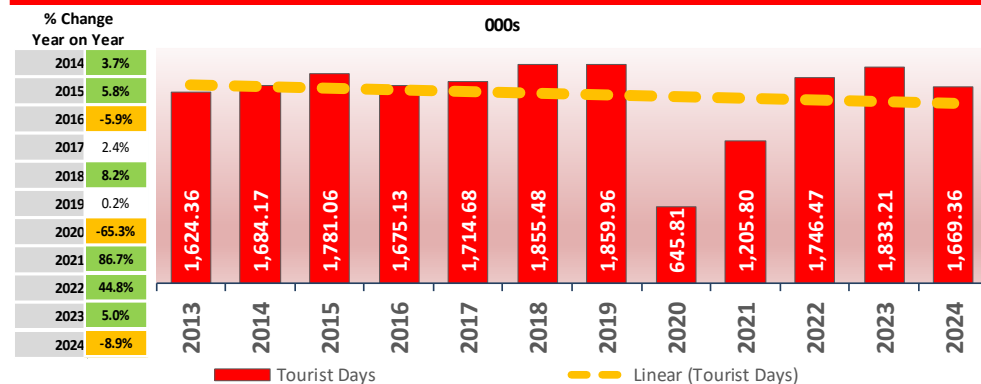
Economic Impact - Historic Prices - Serviced Accommodation



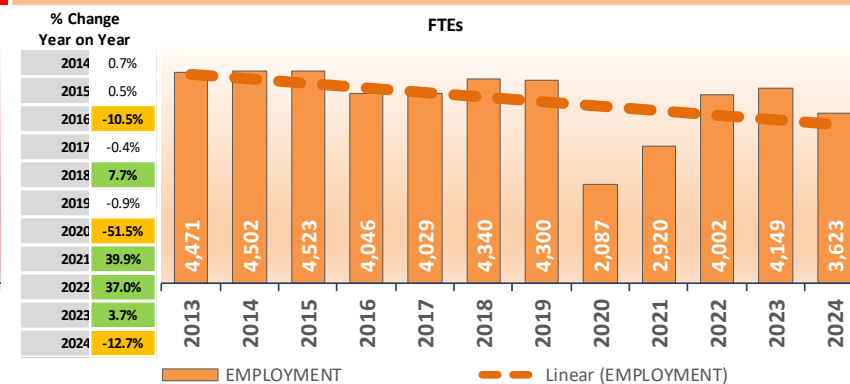
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		6.6%	13.2%	9.7%	16.3%	29.9%	32.8%	-52.8%	-10.6%	36.4%	56.2%	49.0%
Visitor Numbers		0.0%	2.1%	-4.4%	-2.4%	5.5%	5.7%	-62.6%	-31.2%	-0.9%	4.1%	-5.4%
Visitor Days		3.7%	9.6%	3.1%	5.6%	14.2%	14.5%	-60.2%	-25.8%	7.5%	12.9%	2.8%
Direct Employment		0.7%	1.2%	-9.5%	-9.9%	-2.9%	-3.8%	-53.3%	-34.7%	-10.5%	-7.2%	-19.0%

"Linear" = Linear Trendline

VALUE!

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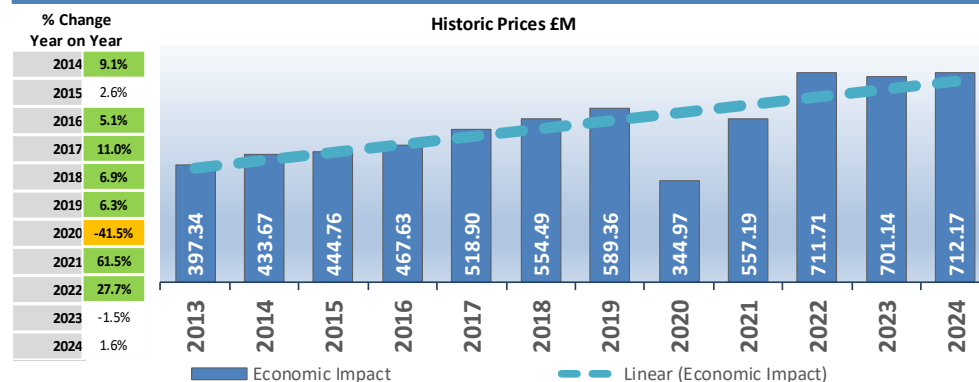
STEAM REPORT FOR 2013-2024 - FINAL
LINCOLNSHIRE

2013 to 2024
Historic Prices

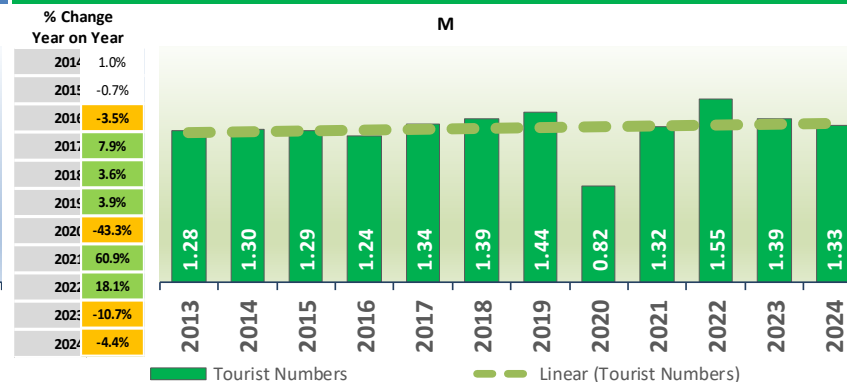
NON-SERVED
ACCOMMODATION

KEY MEASURES
Historic Prices

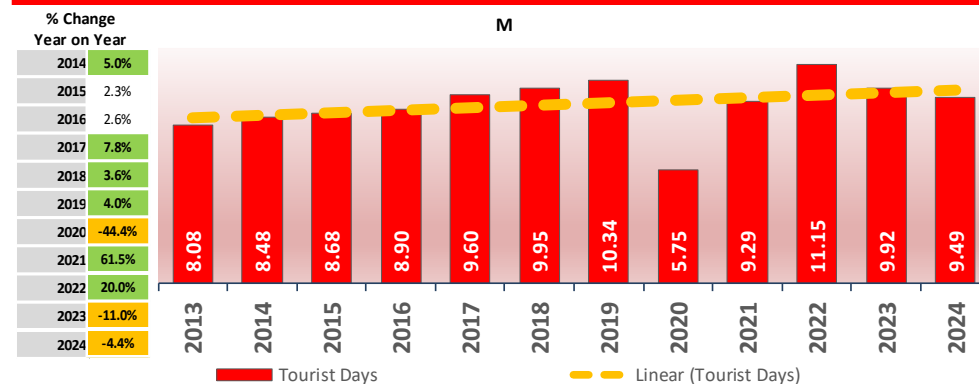
Economic Impact - Historic Prices - Non-Served Accommodation



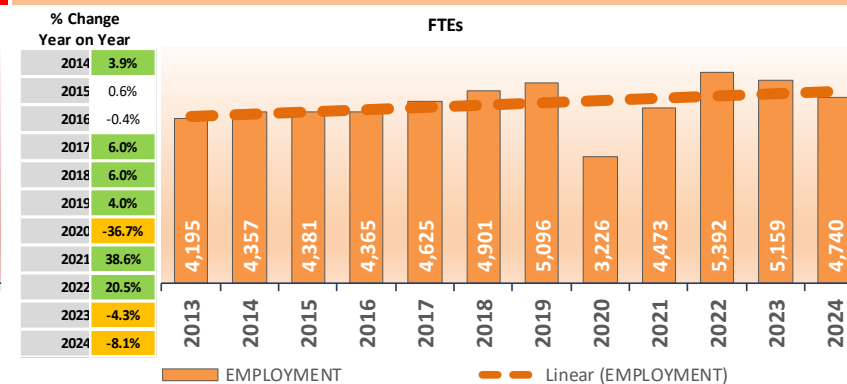
Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation



Direct Employment Supported - Non-Served Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		9.1%	11.9%	17.7%	30.6%	39.5%	48.3%	-13.2%	40.2%	79.1%	76.5%	79.2%
Visitor Numbers		1.0%	0.3%	-3.2%	4.4%	8.2%	12.4%	-36.2%	2.6%	21.2%	8.2%	3.5%
Visitor Days		5.0%	7.4%	10.2%	18.9%	23.2%	28.1%	-28.7%	15.1%	38.1%	22.8%	17.5%
Direct Employment		3.9%	4.4%	4.0%	10.2%	16.8%	21.5%	-23.1%	6.6%	28.5%	23.0%	13.0%

"Linear" = Linear Trendline

VALUE!

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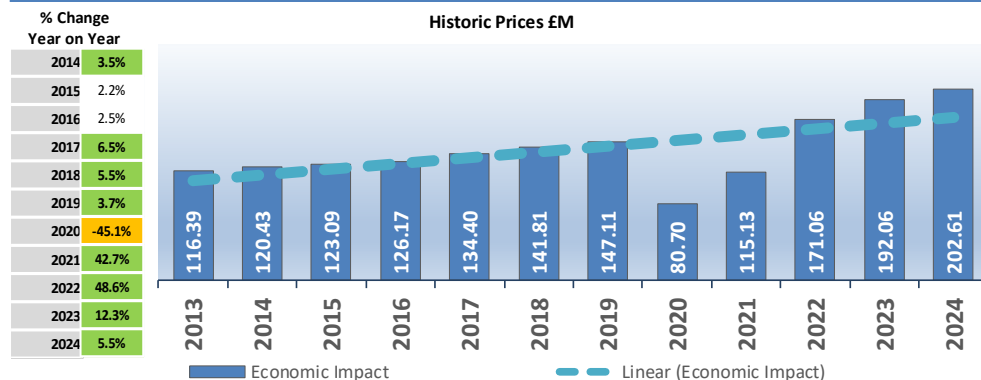
STEAM REPORT FOR 2013-2024 - FINAL
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2013 to 2024
Historic Prices

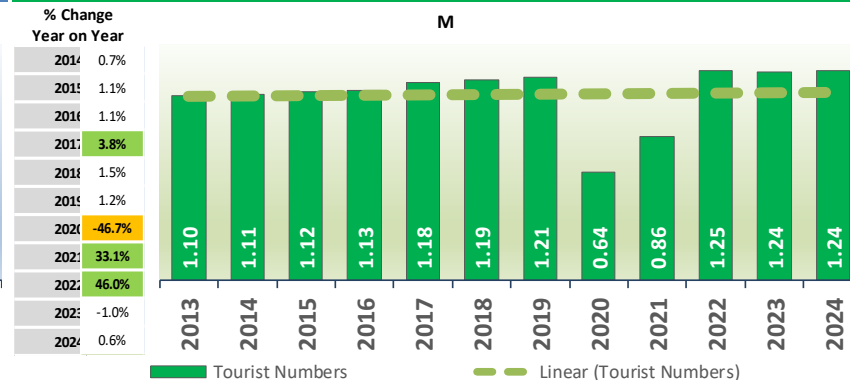
SFR

KEY MEASURES
Historic Prices

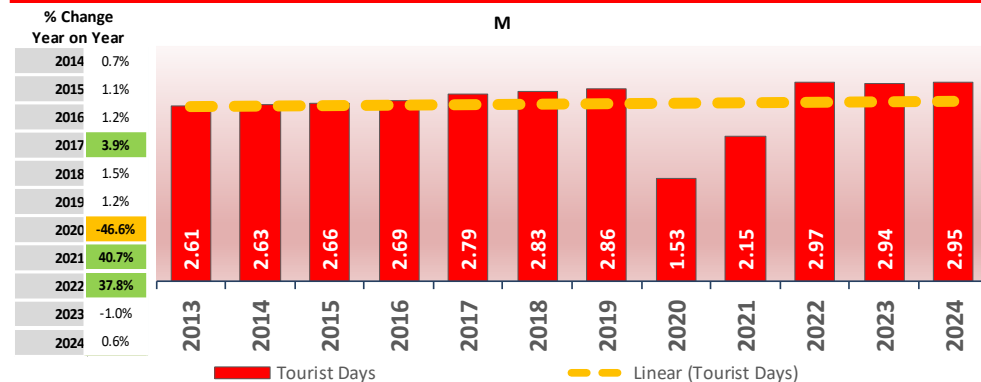
Economic Impact - Historic Prices - SFR



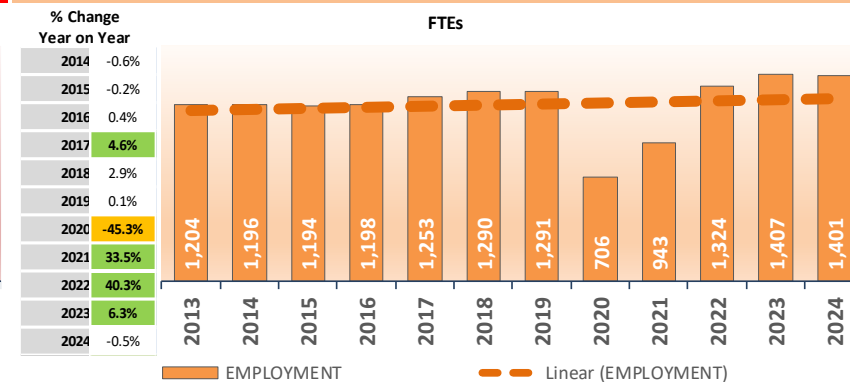
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		3.5%	5.8%	8.4%	15.5%	21.8%	26.4%	-30.7%	-1.1%	47.0%	65.0%	74.1%
Visitor Numbers		0.7%	1.8%	2.9%	6.9%	8.5%	9.7%	-41.5%	-22.2%	13.6%	12.5%	13.1%
Visitor Days		0.7%	1.8%	3.0%	6.9%	8.5%	9.8%	-41.4%	-17.5%	13.7%	12.6%	13.2%
Direct Employment		-0.6%	-0.8%	-0.5%	4.1%	7.1%	7.2%	-41.3%	-21.6%	10.0%	16.9%	16.3%

"Linear" = Linear Trendline

VALUE!

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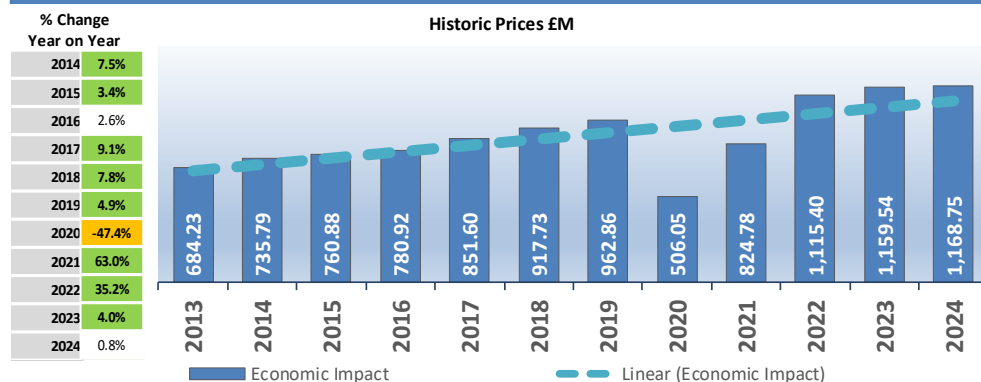
STEAM REPORT FOR 2013-2024 - FINAL
LINCOLNSHIRE

2013 to 2024
Historic Prices

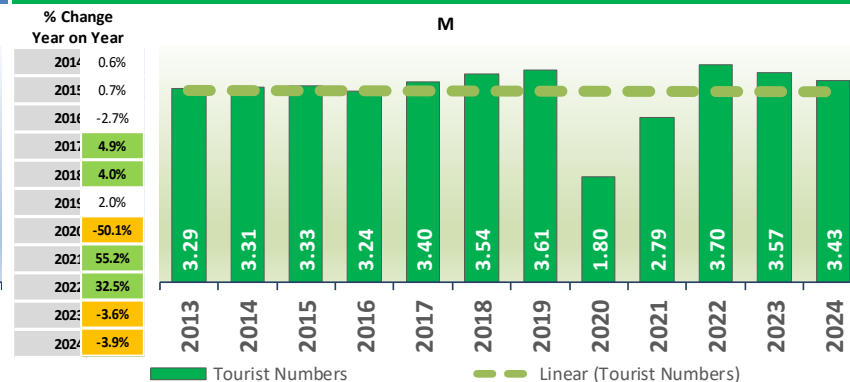
STAYING VISITOR

KEY MEASURES
Historic Prices

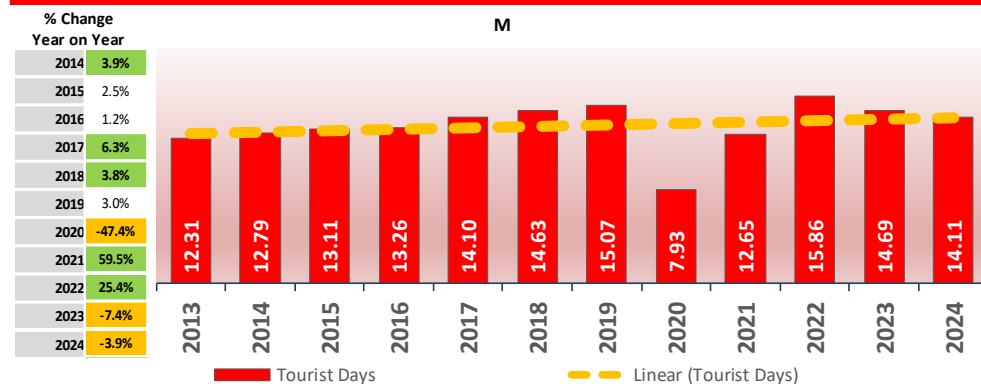
Economic Impact - Historic Prices - Staying Visitor



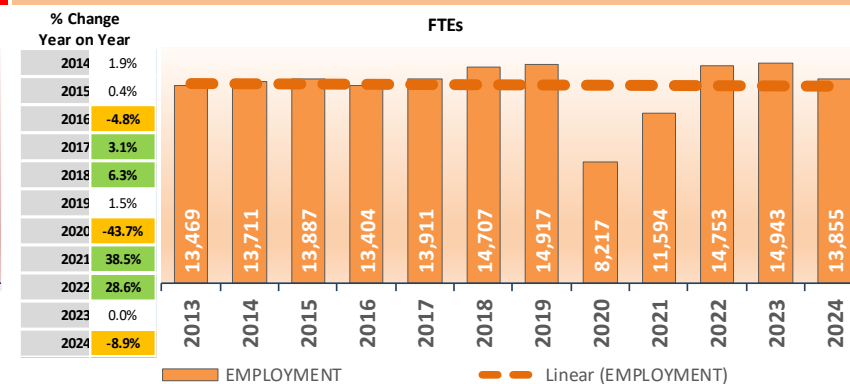
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		7.5%	11.2%	14.1%	24.5%	34.1%	40.7%	-26.0%	20.5%	63.0%	69.5%	70.8%
Visitor Numbers		0.6%	1.3%	-1.5%	3.4%	7.6%	9.7%	-45.3%	-15.0%	12.6%	8.5%	4.3%
Visitor Days		3.9%	6.5%	7.8%	14.6%	18.9%	22.4%	-35.6%	2.8%	28.9%	19.4%	14.6%
Direct Employment		1.8%	3.1%	-0.5%	3.3%	9.2%	10.8%	-39.0%	-13.9%	9.5%	10.9%	2.9%

"Linear" = Linear Trendline

VALUE!

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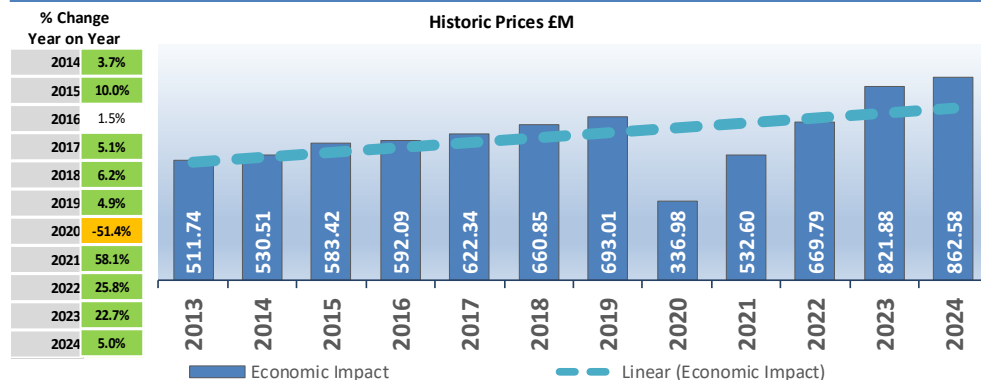
STEAM REPORT FOR 2013-2024 - FINAL
LINCOLNSHIRE

2013 to 2024
Historic Prices

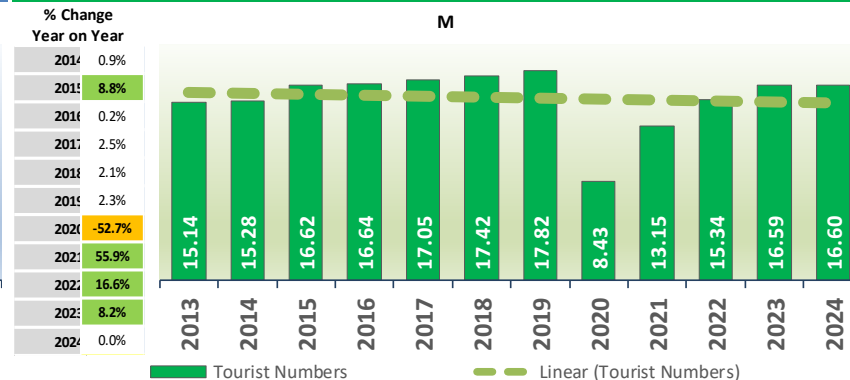
DAY VISITOR

KEY MEASURES
Historic Prices

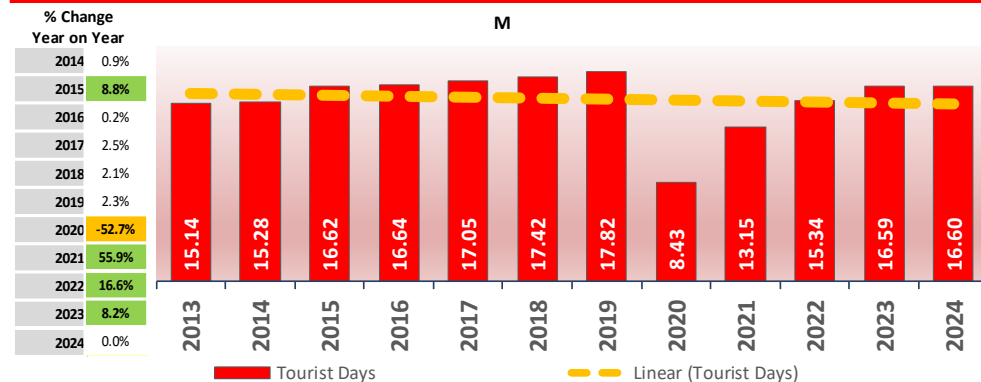
Economic Impact - Historic Prices - Day Visitor



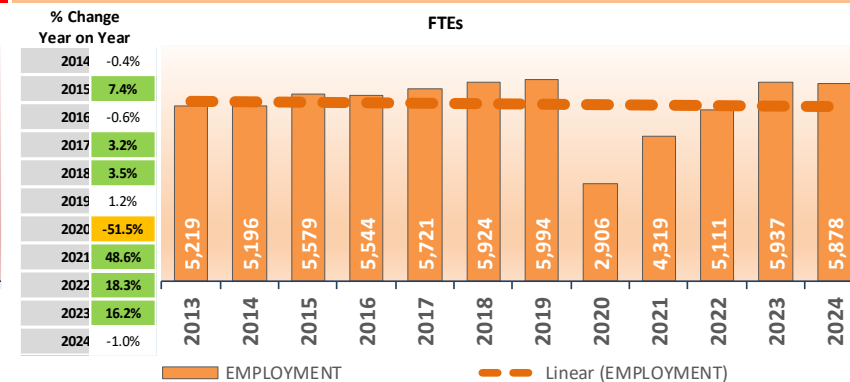
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		3.7%	14.0%	15.7%	21.6%	29.1%	35.4%	-34.2%	4.1%	30.9%	60.6%	68.6%
Visitor Numbers		0.9%	9.7%	9.9%	12.6%	15.0%	17.6%	-44.3%	-13.2%	1.3%	9.6%	9.6%
Visitor Days		0.9%	9.7%	9.9%	12.6%	15.0%	17.6%	-44.3%	-13.2%	1.3%	9.6%	9.6%
Direct Employment		-0.4%	6.9%	6.2%	9.6%	13.5%	14.9%	-44.3%	-17.2%	-2.1%	13.8%	12.6%

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VALUE!

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Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2013 to 2024

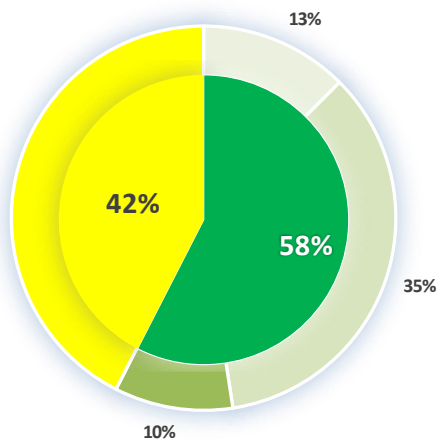
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2024 - M - Share of Total

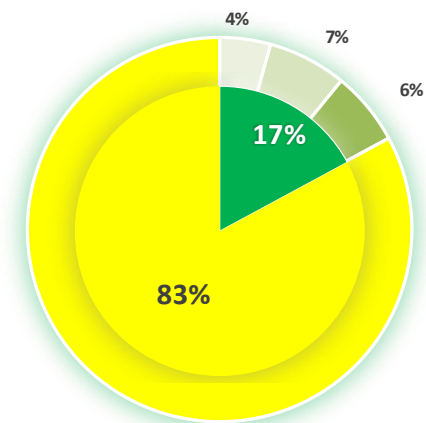
TOTAL
£2,031.34m

	£M
Serviced	253.98
Non-Serviced	712.17
SFR	202.61
Staying Visitor	1,168.75
Day Visitor	862.58
Total	2,031.34



TOTAL
20.03m

	M
Serviced	0.86
Non-Serviced	1.33
SFR	1.24
Staying Visitor	3.43
Day Visitor	16.60
Total	20.03

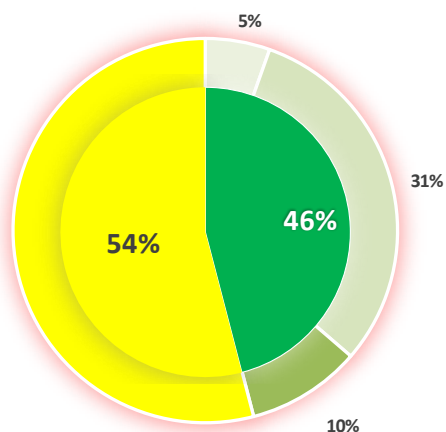


Visitor Days - 2024 - M - Share of Total

Direct Employment Supported - 2024 - FTEs - Share of Total

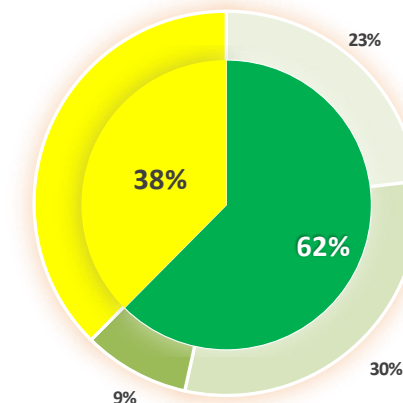
TOTAL
30.71m

	M
Serviced	1.67
Non-Serviced	9.49
SFR	2.95
Staying Visitor	14.11
Day Visitor	16.60
Total	30.71



TOTAL
15,642 Direct FTEs
19,733 Total FTEs

	FTEs
Serviced	3,623
Non-Serviced	4,740
SFR	1,401
Staying Visitor	9,764
Day Visitor	5,878
Total	15,642



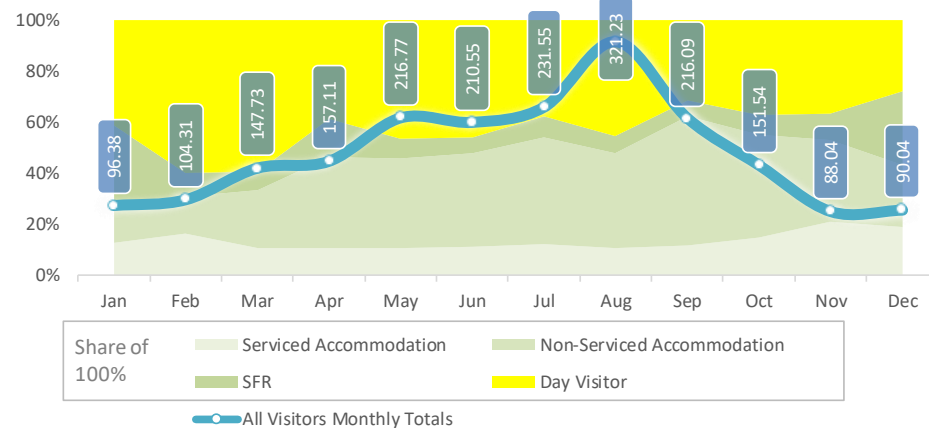
STEAM REPORT FOR 2013-2024 - FINAL
LINCOLNSHIRE

2024
Historic Prices

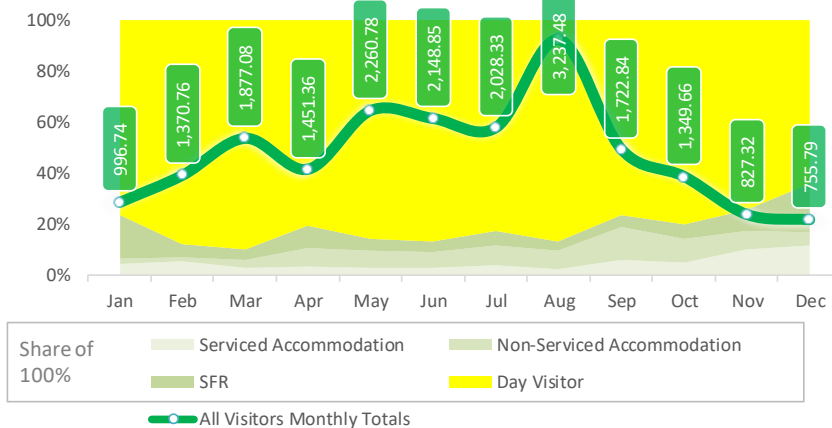
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

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



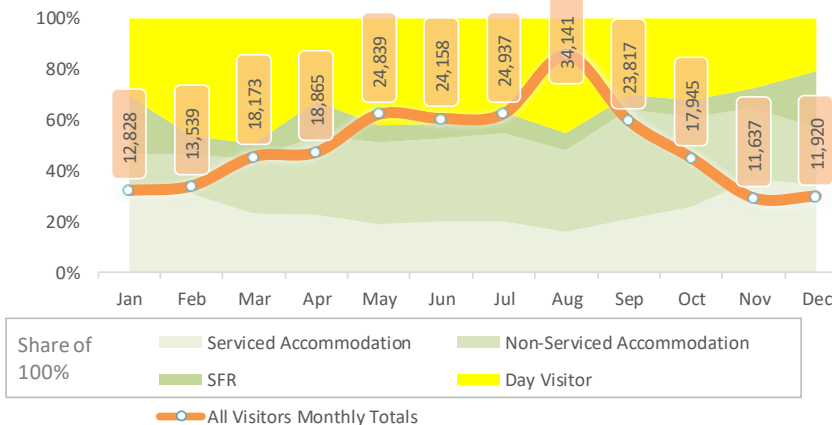
Visitor Numbers - 2024 - 000s - Distribution of Impact by Month



Visitor Days - 2024 - 000s - Distribution of Impact by Month



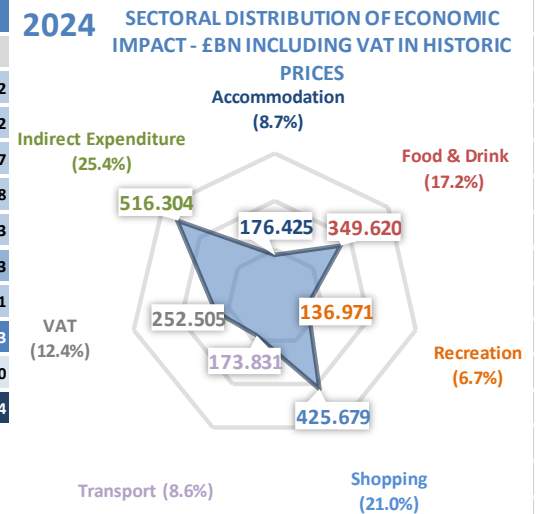
Direct Employment Supported - 2024 - FTEs - Distribution of Impact by Month



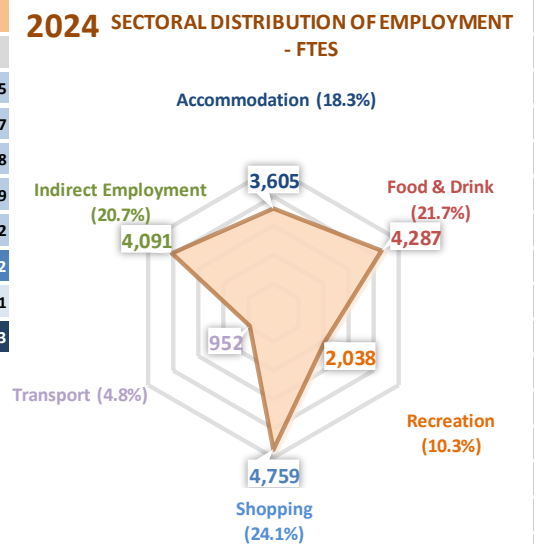
VALUE!

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STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024 Historic Prices				TOTAL	SECTORAL ANALYSIS Historic Prices	
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES														2024 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES PRICES Accommodation (8.7%) Food & Drink (17.2%) Recreation (6.7%) VAT (12.4%) Indirect Expenditure (25.4%)		
SECTOR / YEAR	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024				
Accommodation	£M	110.59	121.76	124.53	129.72	142.68	152.72	158.04	88.01	132.51	175.87	173.87	176.42			
Food & Drink	£M	204.26	215.07	229.19	232.71	248.93	267.21	280.75	151.22	229.87	303.34	342.09	349.62			
Recreation	£M	80.31	84.50	90.28	91.57	97.81	105.16	110.59	58.92	90.36	118.56	134.21	136.97			
Shopping	£M	247.71	260.35	279.17	284.21	303.04	324.13	340.46	172.45	276.53	360.58	412.42	425.68			
Transport	£M	100.86	106.03	113.11	115.49	123.62	132.37	139.48	71.89	115.30	150.31	169.11	173.83			
Direct Revenue	£M	743.72	787.71	836.28	853.70	916.08	981.59	1,029.32	542.48	844.56	1,108.66	1,231.70	1,262.53			
VAT	£M	148.74	157.54	167.26	170.74	183.22	196.32	205.86	84.00	166.31	221.73	246.34	252.51			
Direct Expenditure	£M	892.47	945.25	1,003.54	1,024.45	1,099.30	1,177.91	1,235.18	626.48	1,010.87	1,330.40	1,478.04	1,515.03			
Indirect Expenditure	£M	303.51	321.06	340.76	348.56	374.64	400.67	420.70	216.55	346.51	454.80	503.38	516.30			
TOTAL	£M	1,195.98	1,266.30	1,344.30	1,373.01	1,473.94	1,578.58	1,655.88	843.03	1,357.38	1,785.20	1,981.42	2,031.34			



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	4,581	4,635	4,599	4,125	4,063	4,361	4,423	2,701	3,321	4,252	4,219	3,605
Food & Drink	FTEs	3,748	3,790	3,944	3,921	4,118	4,312	4,370	2,284	3,336	4,165	4,447	4,287
Recreation	FTEs	1,788	1,807	1,885	1,872	1,964	2,059	2,089	1,080	1,592	1,976	2,117	2,038
Shopping	FTEs	4,144	4,183	4,380	4,366	4,570	4,768	4,831	2,375	3,659	4,514	4,888	4,759
Transport	FTEs	827	835	870	869	914	954	970	485	748	922	982	952
Direct Employment	FTEs	15,089	15,251	15,678	15,154	15,628	16,454	16,681	8,926	12,656	15,829	16,653	15,642
Indirect Employment	FTEs	3,599	3,656	3,789	3,795	4,004	4,177	4,230	2,197	3,257	4,035	4,228	4,091
TOTAL	FTEs	18,688	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733



#VALUE!

Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £Bn - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		70.3%	67.7%	92.8%	71.5%	67.2%	73.1%	54.8%	61.1%	83.3%	84.2%	53.3%	75.9%		69.8%	78.3%	70.5%	64.7%	72.7%	
% Change 2023 to 2024		1.9%	1.9%	4.3%	-0.5%	0.3%	5.5%	5.7%	3.2%	0.7%	2.4%	1.6%	0.5%		2.5%	2.9%	1.9%	3.2%	1.7%	
Average Annual Change		6.4%	6.2%	8.4%	6.5%	6.1%	6.6%	5.0%	5.6%	7.6%	7.7%	4.8%	6.9%		6.3%	7.1%	6.4%	5.9%	6.6%	
2013		£Bn	0.057	0.062	0.077	0.092	0.130	0.122	0.150	0.199	0.118	0.082	0.051		1.196	0.195	0.343	0.467	0.191	
2014		£Bn	0.057	0.064	0.086	0.101	0.135	0.126	0.157	0.204	0.134	0.088	0.061	0.053	1.266	5.9%	0.206	0.363	0.495	0.202
2015		£Bn	0.064	0.071	0.091	0.104	0.142	0.133	0.163	0.224	0.139	0.097	0.061	0.056	1.344	6.2%	0.225	0.379	0.526	0.214
2016		£Bn	0.064	0.071	0.096	0.105	0.147	0.142	0.164	0.230	0.140	0.096	0.060	0.058	1.373	2.1%	0.231	0.394	0.533	0.214
2017		£Bn	0.069	0.075	0.100	0.115	0.159	0.150	0.175	0.243	0.157	0.103	0.064	0.064	1.474	7.4%	0.244	0.424	0.575	0.231
2018		£Bn	0.074	0.080	0.105	0.121	0.173	0.161	0.185	0.264	0.166	0.112	0.069	0.069	1.579	7.1%	0.260	0.455	0.614	0.250
2019		£Bn	0.079	0.086	0.113	0.130	0.182	0.169	0.195	0.272	0.170	0.116	0.073	0.071	1.656	4.9%	0.278	0.481	0.637	0.261
2020		£Bn	0.083	0.079	0.057	0.008	0.016	0.021	0.091	0.194	0.157	0.089	0.017	0.031	0.843	-49.1%	0.219	0.044	0.442	0.137
2021		£Bn	0.015	0.022	0.034	0.051	0.135	0.168	0.191	0.274	0.198	0.131	0.071	0.067	1.357	61.0%	0.071	0.354	0.663	0.269
2022		£Bn	0.080	0.081	0.123	0.137	0.195	0.187	0.213	0.287	0.193	0.127	0.078	0.085	1.785	31.5%	0.283	0.519	0.694	0.289
2023		£Bn	0.095	0.102	0.142	0.158	0.216	0.200	0.219	0.311	0.215	0.148	0.087	0.090	1.981	11.0%	0.339	0.574	0.745	0.324
2024		£Bn	0.096	0.104	0.148	0.157	0.217	0.211	0.232	0.321	0.216	0.152	0.088	0.090	2.031	2.5%	0.348	0.584	0.769	0.330
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£Bn Economic Impact by Year and Share of Total						
Total		£Bn	1.196	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	1.785	1.981	2.031						
All Visitor Types		£Bn	1.196	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	1.785	1.981	2.031						
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%							
Annual Change in Share		%																		
Change in Share from 2013		%																		
Avg Ann. Change in Share		%																		

#VALUE!

Report Prepared by: GARETH REYNOLDS Date of Issue: 01/07/2024

VALUE!

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STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		69.8%	26.1%	17.1%	68.0%	74.1%	54.1%	51.1%	44.7%	49.0%	67.9%	26.3%	62.2%		49.0%	31.8%	64.6%	47.9%	50.4%
% Change 2023 to 2024		-6.3%	-8.3%	-7.9%	-8.6%	-1.9%	-6.3%	-1.0%	0.0%	-6.0%	-3.9%	-5.5%	-6.3%		-4.6%	-7.6%	-5.4%	-2.1%	-5.1%
Average Annual Change		6.3%	2.4%	1.6%	6.2%	6.7%	4.9%	4.6%	4.1%	4.5%	6.2%	2.4%	5.7%		4.5%	2.9%	5.9%	4.4%	4.6%
2013	£M	7.332	13.45	13.73	10.14	13.08	15.25	18.42	23.92	16.98	13.16	14.66	10.39		170.50	34.51	38.47	59.31	38.21
2014	£M	7.762	13.01	13.25	11.80	13.79	15.14	20.14	24.70	21.25	15.15	14.87	10.82		181.69	6.6%	34.02	40.73	66.08
2015	£M	9.448	14.13	13.77	12.40	15.12	17.99	21.46	26.80	20.43	16.77	13.72	10.99	193.02	6.2%	37.34	45.51	68.69	41.48
2016	£M	8.560	13.46	13.31	12.18	14.65	17.08	21.52	26.76	19.48	15.33	13.37	11.43	187.12	-3.1%	35.33	43.90	67.76	40.13
2017	£M	9.518	13.54	13.10	13.61	17.18	18.42	21.57	26.44	20.84	16.79	14.37	12.92	198.29	6.0%	36.16	49.21	68.85	44.08
2018	£M	10.63	15.16	14.32	14.95	19.57	20.83	23.55	30.05	22.57	19.04	16.24	14.52	221.43	11.7%	40.11	55.35	76.18	49.80
2019	£M	10.87	15.37	14.67	15.24	20.05	21.42	24.37	30.69	22.79	19.70	16.81	14.40	226.39	2.2%	40.92	56.72	77.85	50.91
2020	£M	11.11	15.09	6.187	1.266	1.978	1.840	5.498	14.28	10.74	8.557	2.181	1.654	80.39	-64.5%	32.39	5.085	30.52	12.39
2021	£M	2.022	2.696	2.926	3.149	5.332	17.08	21.13	29.11	21.51	19.11	15.63	12.75	152.46	89.6%	7.644	25.56	71.76	47.50
2022	£M	9.786	15.63	15.25	16.29	20.45	22.11	25.28	30.48	23.32	20.61	17.73	15.70	232.63	52.6%	40.67	58.84	79.08	54.04
2023	£M	13.28	18.49	17.46	18.64	23.19	25.10	28.10	34.60	26.92	23.00	19.59	17.97	266.34	14.5%	49.23	66.93	89.61	60.56
2024	£M	12.45	16.95	16.08	17.04	22.76	23.51	27.82	34.60	25.31	22.11	18.51	16.84	253.98	-4.6%	45.47	63.31	87.73	57.47
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
Serviced	£M	170.50	181.69	193.02	187.12	198.29	221.43	226.39	80.39	152.46	232.63	266.34	253.98						
All Visitor Types	£Bn	1.196	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	1.785	1.981	2.031						
Share of Total	%	14.3%	14.3%	14.4%	13.6%	13.5%	14.0%	13.7%	9.5%	11.2%	13.0%	13.4%	12.5%						
Annual Change in Share	%		0.6%	0.1%	-5.1%	-1.3%	4.3%	-2.5%	-30.3%	17.8%	16.0%	3.2%	-7.0%						
Change in Share from 2013	%		0.6%	0.7%	-4.4%	-5.6%	-1.6%	-4.1%	-33.1%	-21.2%	-8.6%	-5.7%	-12.3%						
Avg Ann. Change in Share	%		0.6%	0.4%	-1.5%	-1.4%	-0.3%	-0.7%	-4.7%	-2.7%	-1.0%	-0.6%	-1.1%						

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Report Prepared by: GARETH REYNOLDS Date of Issue: 01/07/2024

VALUE!

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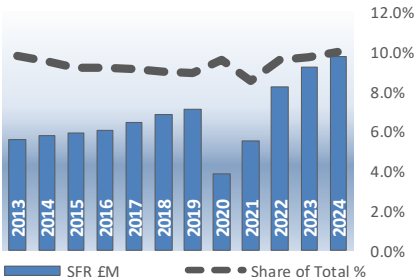
STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		75.4%	47.5%	70.0%	84.0%	59.3%	58.9%	68.9%	70.0%	124.0%	113.8%	86.5%	105.1%		79.2%	65.2%	65.0%	84.7%	104.6%
% Change 2023 to 2024		-5.9%	-11.8%	4.4%	-3.7%	-7.6%	4.9%	8.4%	4.9%	2.9%	3.0%	1.5%	-4.2%		1.6%	-2.5%	-2.3%	5.2%	1.1%
Average Annual Change		6.9%	4.3%	6.4%	7.6%	5.4%	5.4%	6.3%	6.4%	11.3%	10.3%	7.9%	9.6%		7.2%	5.9%	5.9%	7.7%	9.5%
2013	£M	8.786	10.31	19.41	30.27	48.35	48.66	57.46	70.19	49.03	28.88	15.14	10.87		397.34	38.50	127.28	176.67	54.89
2014	£M	9.429	11.10	21.03	32.56	51.18	51.68	61.56	72.95	61.51	31.57	17.00	12.10	433.67	9.1%	41.55	135.41	196.02	60.68
2015	£M	9.457	10.99	21.66	33.51	52.99	53.17	63.92	76.10	61.01	32.58	17.20	12.16	444.76	2.6%	42.11	139.68	201.03	61.94
2016	£M	10.14	11.52	22.10	34.47	54.72	55.19	67.29	81.29	65.11	34.63	18.24	12.92	467.63	5.1%	43.76	144.38	213.70	65.79
2017	£M	11.51	13.68	22.62	38.84	60.16	58.86	75.81	87.50	76.76	38.63	19.48	15.04	518.90	11.0%	47.81	157.86	240.08	73.15
2018	£M	12.13	14.39	23.63	40.90	66.10	64.00	78.95	95.61	80.02	42.08	20.81	15.88	554.49	6.9%	50.15	170.99	254.58	78.77
2019	£M	13.76	15.27	24.97	47.00	71.33	66.55	85.97	99.67	80.94	43.07	23.26	17.57	589.36	6.3%	54.00	184.88	266.58	83.90
2020	£M	15.46	12.85	14.49	1.640	3.807	4.005	53.43	86.70	96.51	43.30	2.623	10.15	344.97	-41.5%	42.81	9.452	236.64	56.07
2021	£M	0.390	0.386	0.730	14.21	61.02	75.27	90.36	107.54	108.39	56.75	24.78	17.36	557.19	61.5%	1.506	150.50	306.29	98.90
2022	£M	16.62	15.50	34.40	52.67	84.33	81.76	101.85	119.07	103.41	50.61	26.29	25.19	711.71	27.7%	66.52	218.77	324.33	102.10
2023	£M	16.39	17.24	31.59	57.85	83.38	73.67	89.54	113.74	106.69	59.97	27.82	23.27	701.14	-1.5%	65.22	214.89	309.97	111.05
2024	£M	15.41	15.21	32.99	55.71	77.02	77.31	97.06	119.34	109.84	61.74	28.25	22.29	712.17	1.6%	63.61	210.04	326.24	112.28
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
Non-Serviced	£M	397.34	433.67	444.76	467.63	518.90	554.49	589.36	344.97	557.19	711.71	701.14	712.17						
All Visitor Types	£Bn	1.196	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	1.785	1.981	2.031						
Share of Total	%	33.2%	34.2%	33.1%	34.1%	35.2%	35.1%	35.6%	40.9%	41.0%	39.9%	35.4%	35.1%						
Annual Change in Share	%		3.1%	-3.4%	2.9%	3.4%	-0.2%	1.3%	15.0%	0.3%	-2.9%	-11.2%	-0.9%						
Change in Share from 2013	%		3.1%	-0.4%	2.5%	6.0%	5.7%	7.1%	23.2%	23.6%	20.0%	6.5%	5.5%						
Avg Ann. Change in Share	%		3.1%	-0.2%	0.8%	1.5%	1.1%	1.2%	3.3%	2.9%	2.2%	0.7%	0.5%						

#VALUE!

Report Prepared by: GARETH REYNOLDS Date of Issue: 01/07/2024

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STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		73.0%	57.3%	63.8%	77.0%	73.7%	71.7%	74.0%	76.0%	86.2%	84.0%	71.1%	75.4%		74.1%	67.7%	74.6%	77.5%	76.6%	
% Change 2023 to 2024		4.8%	3.6%	6.2%	4.5%	3.8%	6.6%	7.2%	6.6%	6.1%	6.4%	6.0%	5.1%		5.5%	4.9%	4.8%	6.7%	5.6%	
Average Annual Change		6.6%	5.2%	5.8%	7.0%	6.7%	6.5%	6.7%	6.9%	7.8%	7.6%	6.5%	6.9%		6.7%	6.2%	6.8%	7.0%	7.0%	
2013		£M	16.66	6.023	6.742	13.41	9.515	7.527	11.34	11.94	6.794	6.369	5.409		14.66	116.39	29.43	30.45	30.07	26.44
2014		£M	17.13	6.031	6.823	14.00	9.829	7.730	11.81	12.48	7.279	6.707	5.548	15.06	120.43	3.5%	29.98	31.56	31.57	27.32
2015		£M	17.55	6.045	6.963	14.32	10.13	8.048	12.19	12.94	7.442	6.928	5.561	14.97	123.09	2.2%	30.56	32.50	32.57	27.46
2016		£M	17.75	6.139	7.073	14.68	10.40	8.248	12.56	13.38	7.703	7.036	5.721	15.50	126.17	2.5%	30.96	33.32	33.63	28.26
2017		£M	18.92	6.489	7.305	15.66	11.21	8.742	13.39	14.10	8.390	7.514	6.056	16.63	134.40	6.5%	32.71	35.61	35.88	30.20
2018		£M	20.01	6.879	7.651	16.43	11.89	9.257	14.01	14.95	8.729	7.955	6.409	17.64	141.81	5.5%	34.54	37.57	37.69	32.00
2019		£M	20.86	7.073	7.888	17.26	12.39	9.547	14.65	15.42	8.916	8.168	6.708	18.23	147.11	3.7%	35.82	39.20	38.99	33.11
2020		£M	23.46	6.705	4.144	0.913	0.850	0.675	8.180	12.61	9.184	6.650	0.841	6.480	80.70	-45.1%	34.31	2.438	29.98	13.97
2021		£M	1.876	0.610	0.666	5.467	11.10	11.17	16.64	17.72	12.75	11.00	7.402	18.73	115.13	42.7%	3.151	27.74	47.11	37.13
2022		£M	23.60	7.837	9.359	19.82	14.42	11.21	17.10	17.98	10.67	9.437	7.676	21.95	171.06	48.6%	40.80	45.45	45.75	39.06
2023		£M	27.52	9.147	10.40	22.70	15.92	12.12	18.40	19.71	11.93	11.01	8.730	24.46	192.06	12.3%	47.07	50.75	50.04	44.20
2024		£M	28.83	9.475	11.05	23.72	16.53	12.92	19.74	21.01	12.65	11.72	9.257	25.72	202.61	5.5%	49.35	53.17	53.40	46.69
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
SFR		£M	116.39	120.43	123.09	126.17	134.40	141.81	147.11	80.70	115.13	171.06	192.06	202.61						
All Visitor Types		£Bn	1.196	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	1.785	1.981	2.031						
Share of Total		%	9.7%	9.5%	9.2%	9.2%	9.1%	9.0%	8.9%	9.6%	8.5%	9.6%	9.7%	10.0%						
Annual Change in Share		%	-2.3%	-3.7%	0.4%	-0.8%	-1.5%	-1.1%	7.7%	-11.4%	13.0%	1.2%	2.9%							
Change in Share from 2013		%	-2.3%	-5.9%	-5.6%	-6.3%	-7.7%	-8.7%	-1.6%	-12.8%	-1.5%	-0.4%	2.5%							
Avg Ann. Change in Share		%	-2.3%	-3.0%	-1.9%	-1.6%	-1.5%	-1.5%	-0.2%	-1.6%	-0.2%	0.0%	0.2%							

#VALUE!

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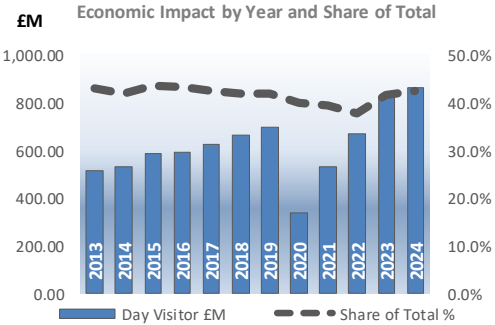
STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE											2013 to 2024 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		72.9%	39.8%	50.7%	79.3%	63.9%	59.2%	65.8%	65.0%	103.0%	97.4%	59.1%	80.5%		70.8%	54.7%	66.4%	75.7%	81.1%
% Change 2023 to 2024		-0.9%	-7.2%	1.1%	-2.7%	-5.0%	2.6%	6.3%	4.1%	1.6%	1.7%	-0.2%	-1.3%		0.8%	-1.9%	-1.8%	3.9%	0.3%
Average Annual Change		6.6%	3.6%	4.6%	7.2%	5.8%	5.4%	6.0%	5.9%	9.4%	8.9%	5.4%	7.3%		6.4%	5.0%	6.0%	6.9%	7.4%
2013	£M	32.78	29.78	39.88	53.82	70.94	71.44	87.22	106.04	72.80	48.41	35.21	35.92		684.23	102.44	196.20	266.06	119.53
2014	£M	34.32	30.14	41.10	58.36	74.80	74.55	93.51	110.13	90.04	53.44	37.43	37.99		735.79	7.5%	105.56	207.71	293.68
2015	£M	36.46	31.16	42.39	60.23	78.24	79.22	97.57	115.83	88.88	56.28	36.48	38.12	760.88	3.4%	110.01	217.69	302.29	130.89
2016	£M	36.45	31.12	42.48	61.32	79.77	80.52	101.37	121.42	92.30	57.00	37.33	39.85	780.92	2.6%	110.05	221.61	315.09	134.17
2017	£M	39.95	33.71	43.02	68.11	88.54	86.03	110.77	128.05	105.99	62.93	39.90	44.59	851.60	9.1%	116.68	242.68	344.80	147.43
2018	£M	42.77	36.43	45.59	72.27	97.56	94.09	116.52	140.61	111.32	69.08	43.46	48.03	917.73	7.8%	124.80	263.92	368.45	160.57
2019	£M	45.48	37.72	47.53	79.51	103.78	97.51	124.99	145.77	112.65	70.94	46.78	50.20	962.86	4.9%	130.73	280.80	383.41	167.92
2020	£M	50.04	34.65	24.82	3.819	6.635	6.520	67.11	113.59	116.44	58.51	5.645	18.28	506.05	-47.4%	109.51	16.97	297.13	82.43
2021	£M	4.287	3.692	4.322	22.83	77.44	103.53	128.13	154.38	142.65	86.86	47.82	48.85	824.78	63.0%	12.30	203.80	425.15	183.53
2022	£M	50.01	38.97	59.01	88.78	119.19	115.08	144.23	167.53	137.40	80.66	51.70	62.84	1,115.40	35.2%	147.99	323.06	449.16	195.20
2023	£M	57.19	44.88	59.46	99.20	122.49	110.89	136.04	168.05	145.54	93.97	56.14	65.71	1,159.54	4.0%	161.52	332.57	449.63	215.82
2024	£M	56.69	41.63	60.11	96.48	116.31	113.74	144.62	174.95	147.80	95.57	56.02	64.85	1,168.75	0.8%	158.43	326.53	467.36	216.43
ECONOMIC IMPACT - IN HISTORIC PRICES														STAYING VISITOR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total				
Staying Visitor	£M	684.23	735.79	760.88	780.92	851.60	917.73	962.86	506.05	824.78	1,115.40	1,159.54	1,168.75						
All Visitor Types	£Bn	1.196	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	1.785	1.981	2.031						
Share of Total	%	57.2%	58.1%	56.6%	56.9%	57.8%	58.1%	58.1%	60.0%	60.8%	62.5%	58.5%	57.5%						
Annual Change in Share	%		1.6%	-2.6%	0.5%	1.6%	0.6%	0.0%	3.2%	1.2%	2.8%	-6.3%	-1.7%						
Change in Share from 2013	%		1.6%	-1.1%	-0.6%	1.0%	1.6%	1.6%	4.9%	6.2%	9.2%	2.3%	0.6%						
Avg Ann. Change in Share	%		1.6%	-0.5%	-0.2%	0.2%	0.3%	0.3%	0.7%	0.8%	1.0%	0.2%	0.1%						

#VALUE!

Report Prepared by: GARETH REYNOLDS Date of Issue: 01/07/2024

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Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE											2013 to 2024 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:			MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY			DAY VISITOR																		
An increase of 3% or more			ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024			66.6%	93.4%	138.5%	60.4%	71.2%	92.9%	39.5%	56.7%	51.4%	65.2%	44.2%	64.9%		68.6%	104.4%	75.8%	50.2%	58.6%	
% Change 2023 to 2024			6.3%	9.0%	6.7%	3.2%	7.4%	9.1%	4.7%	2.1%	-1.0%	3.7%	5.0%	5.3%		5.0%	7.3%	7.0%	2.1%	4.4%	
Average Annual Change			6.1%	8.5%	12.6%	5.5%	6.5%	8.4%	3.6%	5.2%	4.7%	5.9%	4.0%	5.9%		6.2%	9.5%	6.9%	4.6%	5.3%	
2013			£M	23.83	32.41	36.74	37.79	58.70	50.18	62.33	93.32	45.10	33.88	22.20		15.27	511.74	92.97	146.67	200.75	71.35
2014			£M	22.49	33.49	44.83	43.00	59.93	51.94	63.87	94.05	43.65	34.70	23.23	15.32	530.51	3.7%	100.82	154.87	201.57	73.25
2015			£M	27.23	39.39	48.50	43.78	63.46	54.28	65.70	107.76	50.31	41.08	24.20	17.71	583.42	10.0%	115.12	161.53	223.78	83.00
2016			£M	27.81	39.46	53.82	43.64	67.68	61.29	62.49	108.38	47.46	38.92	23.08	18.05	592.09	1.5%	121.09	172.61	218.34	80.05
2017			£M	28.80	41.37	56.71	46.51	70.65	64.23	64.70	115.21	50.67	40.11	24.32	19.05	622.34	5.1%	126.88	181.40	230.59	83.48
2018			£M	31.16	43.97	59.84	48.24	75.94	66.57	68.45	123.22	54.32	42.82	25.83	20.50	660.85	6.2%	134.97	190.74	245.99	89.15
2019			£M	33.39	48.14	65.29	50.40	78.10	71.22	70.16	126.28	57.45	45.26	26.02	21.30	693.01	4.9%	146.82	199.72	253.89	92.58
2020			£M	33.39	44.29	31.82	3.841	9.340	14.30	24.15	80.40	40.53	30.65	11.07	13.21	336.98	-51.4%	109.49	27.48	145.08	54.92
2021			£M	10.69	18.42	29.64	28.21	57.56	64.92	62.62	119.23	55.76	44.23	23.39	17.93	532.60	58.1%	58.75	150.69	237.61	85.55
2022			£M	29.79	41.72	63.79	47.86	76.10	71.94	69.26	119.67	55.53	45.88	26.38	21.89	669.79	25.8%	135.30	195.90	244.45	94.15
2023			£M	37.35	57.50	82.16	58.77	93.54	88.76	83.03	143.33	69.02	53.98	30.51	23.93	821.88	22.7%	177.01	241.07	295.38	108.42
2024			£M	39.70	62.68	87.62	60.64	100.46	96.81	86.93	146.28	68.30	55.97	32.02	25.19	862.58	5.0%	190.00	257.91	301.50	113.18
ECONOMIC IMPACT - IN HISTORIC PRICES															DAY VISITOR						
SHARE OF MARKET			2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Day Visitor			£M	511.74	530.51	583.42	592.09	622.34	660.85	693.01	336.98	532.60	669.79	821.88	862.58						
All Visitor Types			£Bn	1.196	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	1.785	1.981	2.031						
Share of Total			%	42.8%	41.9%	43.4%	43.1%	42.2%	41.9%	40.0%	39.2%	37.5%	41.5%	42.5%							
Annual Change in Share			%	-2.1%	3.6%	-0.6%	-2.1%	-0.9%	0.0%	-4.5%	-1.8%	-4.4%	10.6%	2.4%							
Change in Share from 2013			%	-2.1%	1.4%	0.8%	-1.3%	-2.2%	-2.2%	-6.6%	-8.3%	-12.3%	-3.1%	-0.8%							
Avg Ann. Change in Share			%	-2.1%	0.7%	0.3%	-0.3%	-0.4%	-0.4%	-0.9%	-1.0%	-1.4%	-0.3%	-0.1%							

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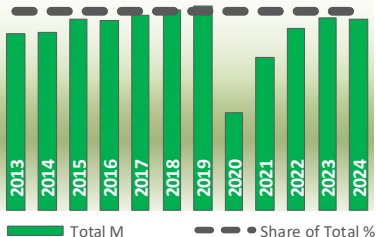
Report Prepared by: GARETH REYNOLDS Date of Issue: 01/07/2024

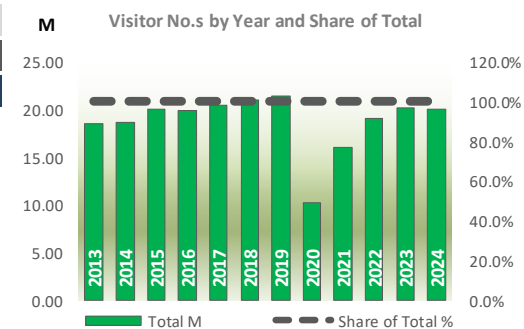
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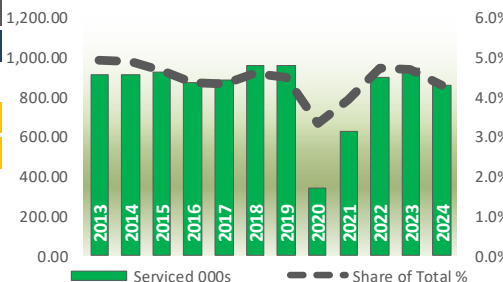
Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

Visitor Numbers by Month, Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024				TOTAL		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		8.8%	20.0%	44.4%	4.5%	8.7%	19.4%	-7.2%	2.7%	3.1%	9.1%	-4.7%	9.3%	8.7%	Annual Change	26.4%	11.2%	-0.3%	4.9%	
% Change 2023 to 2024		0.3%	2.2%	1.1%	-2.5%	0.8%	3.1%	-0.3%	-2.6%	-5.3%	-1.5%	-1.2%	-1.5%	-0.7%		1.3%	0.8%	-2.6%	-1.4%	
Average Annual Change		0.8%	1.8%	4.0%	0.4%	0.8%	1.8%	-0.7%	0.2%	0.3%	0.8%	-0.4%	0.8%	0.8%		2.4%	1.0%	0.0%	0.4%	
2013	M	0.916	1.142	1.300	1.389	2.080	1.799	2.185	3.152	1.670	1.238	0.868	0.691	18.43	0.8%	3.359	5.268	7.007	2.797	
2014	M	0.855	1.132	1.488	1.505	2.049	1.788	2.194	3.118	1.632	1.251	0.886	0.685	18.58		3.476	5.342	6.944	2.822	
2015	M	0.984	1.293	1.577	1.505	2.130	1.825	2.218	3.507	1.834	1.428	0.904	0.740	19.95		7.3%	3.854	5.460	7.559	3.072
2016	M	0.992	1.277	1.704	1.484	2.216	2.006	2.107	3.464	1.706	1.329	0.848	0.747	19.88		-0.3%	3.972	5.707	7.277	2.924
2017	M	1.010	1.305	1.741	1.550	2.273	2.054	2.140	3.583	1.795	1.349	0.872	0.778	20.45		2.9%	4.057	5.877	7.519	2.999
2018	M	1.049	1.339	1.769	1.553	2.358	2.063	2.181	3.699	1.846	1.391	0.897	0.808	20.95		2.5%	4.157	5.974	7.726	3.097
2019	M	1.092	1.419	1.873	1.594	2.376	2.143	2.195	3.704	1.888	1.428	0.894	0.817	21.42		2.2%	4.383	6.112	7.787	3.139
2020	M	1.087	1.275	0.893	0.111	0.258	0.379	0.798	2.357	1.392	0.971	0.304	0.410	10.23		-52.2%	3.254	0.747	4.548	1.685
2021	M	0.291	0.476	0.754	0.776	1.668	1.915	1.925	3.407	1.855	1.396	0.794	0.688	15.94		55.8%	1.521	4.359	7.188	2.878
2022	M	0.911	1.126	1.670	1.395	2.119	1.973	1.989	3.209	1.709	1.319	0.827	0.791	19.04		19.4%	3.707	5.487	6.907	2.936
2023	M	0.994	1.341	1.857	1.489	2.243	2.084	2.035	3.324	1.819	1.370	0.837	0.768	20.16	5.9%	4.191	5.816	7.178	2.975	
2024	M	0.997	1.371	1.877	1.451	2.261	2.149	2.028	3.237	1.723	1.350	0.827	0.756	20.03	-0.7%	4.245	5.861	6.989	2.933	
VISITOR NUMBERS														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M	Visitor No.s by Year and Share of Total					
Total	M	18.43	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	19.04	20.16	20.03	25.00						
All Visitor Types	M	18.43	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	19.04	20.16	20.03							
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 2013	%																			
Avg Ann. Change in Share	%																			
#VALUE!																				
Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025																				



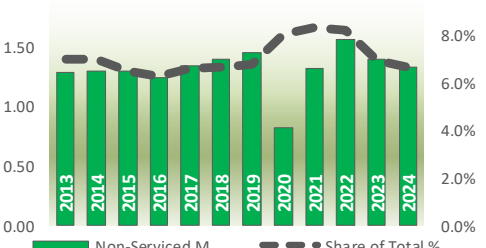
STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024			SERVICED		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		12.2%	-16.9%	-30.0%	8.0%	3.4%	-18.1%	0.4%	-16.6%	5.9%	3.5%	-8.7%	11.4%		-5.4%	-16.8%	-4.1%	-3.5%	1.4%	
% Change 2023 to 2024		-8.3%	-11.0%	-11.2%	-12.2%	-5.5%	-10.0%	-8.1%	-7.0%	-10.1%	-7.4%	-8.7%	-9.8%		-9.1%	-10.4%	-9.0%	-8.6%	-8.7%	
Average Annual Change		1.1%	-1.5%	-2.7%	0.7%	0.3%	-1.6%	0.0%	-1.5%	0.5%	0.3%	-0.8%	1.0%		-0.5%	-1.5%	-0.4%	-0.3%	0.1%	
2013 000s		37.7	87.4	81.6	45.6	65.1	74.7	82.6	96.3	99.6	62.6	91.1	80.3		904.6	0.0%	206.8	185.3	278.5	234.0
2014 000s		35.2	75.2	70.1	46.5	60.2	65.0	88.5	98.0	121.9	71.0	90.8	82.3		904.6		180.5	171.8	308.3	244.1
2015 000s		39.6	81.9	71.7	46.8	64.5	68.0	90.5	94.2	123.0	73.2	87.2	82.5	923.1	193.2		179.4	307.7	242.8	
2016 000s		37.7	77.5	64.7	47.0	59.4	61.5	89.6	87.8	113.3	62.8	82.7	81.2	865.1	-6.3%		179.9	167.9	290.7	226.6
2017 000s		40.9	74.8	61.0	50.9	66.4	63.3	87.3	83.9	116.0	65.3	84.7	88.6	883.1	2.1%		176.7	180.7	287.2	238.6
2018 000s		44.2	81.2	64.4	54.4	73.3	69.3	92.8	92.8	121.3	71.3	92.5	96.9	954.5	8.1%		189.8	197.0	307.0	260.7
2019 000s		44.5	81.0	64.8	54.6	73.8	70.0	93.8	92.6	120.2	72.4	94.1	94.2	955.9	0.1%		190.2	198.4	306.6	260.7
2020 000s		44.5	77.9	26.8	4.5	7.1	5.9	20.8	42.1	55.6	30.9	11.9	10.6	338.5	-64.6%		149.2	17.5	118.4	53.4
2021 000s		8.0	13.7	12.6	10.9	18.8	53.7	78.4	84.1	109.4	67.7	84.1	80.7	622.2	83.8%		34.3	83.5	271.8	232.6
2022 000s		36.6	75.2	61.7	53.2	68.3	65.4	88.8	83.3	111.5	68.7	89.9	93.8	896.4	44.1%		173.4	186.9	283.7	252.4
2023 000s		46.1	81.7	64.4	56.1	71.2	67.9	90.2	86.4	117.3	69.9	91.0	99.2	941.3	5.0%	192.2	195.2	293.8	260.1	
2024 000s		42.3	72.7	57.2	49.2	67.3	61.1	82.9	80.3	105.4	64.8	83.2	89.5	855.8	-9.1%	172.1	177.7	268.6	237.4	
VISITOR NUMBERS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor No.s by Year and Share of Total					
Serviced		000s	904.6	904.6	923.1	865.1	883.1	954.5	955.9	338.5	622.2	896.4	941.3	855.8						
All Visitor Types		M	18.4	18.6	19.9	19.9	20.5	21.0	21.4	10.2	15.9	19.0	20.2	20.0						
Share of Total		%	4.9%	4.9%	4.6%	4.4%	4.3%	4.6%	4.5%	3.3%	3.9%	4.7%	4.7%	4.3%						
Annual Change in Share		%		-0.8%	-4.9%	-6.0%	-0.8%	5.5%	-2.0%	-25.9%	18.0%	20.7%	-0.8%	-8.5%						
Change in Share from 2013		%		-0.8%	-5.7%	-11.3%	-12.0%	-7.2%	-9.1%	-32.6%	-20.5%	-4.1%	-4.9%	-12.9%						
Avg Ann. Change in Share		%		-0.8%	-2.8%	-3.8%	-3.0%	-1.4%	-1.5%	-4.7%	-2.6%	-0.5%	-0.5%	-1.2%						

#VAL11E1

Report Prepared by: GARETH REYNOLDS Date of Issue: 01/07/2024

VALUE!

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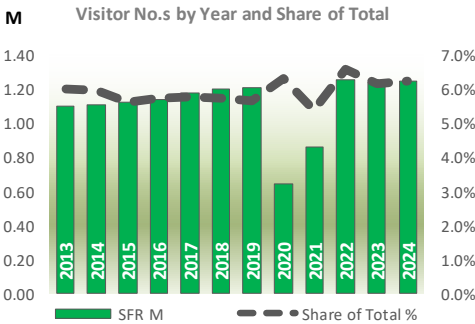
STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024				NON-SERVICED		VISITOR NUMBERS					
VISITOR NUMBERS BY:			MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY			NON-SERVICED ACCOMMODATION																		
An increase of 3% or more			VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024			-6.4%	-17.4%	-3.5%	-6.1%	-16.5%	-15.4%	1.0%	17.5%	31.4%	21.1%	1.8%	14.8%		3.5%	-7.9%	-13.5%	17.0%	14.2%	
% Change 2023 to 2024			-11.5%	-17.0%	-1.4%	-9.0%	-12.5%	-0.7%	1.3%	-1.5%	-2.9%	-2.9%	-4.3%	-9.9%		-4.4%	-7.9%	-7.8%	-1.3%	-4.5%	
Average Annual Change			-0.6%	-1.6%	-0.3%	-0.6%	-1.5%	-1.4%	0.1%	1.6%	2.9%	1.9%	0.2%	1.3%		0.3%	-0.7%	-1.2%	1.5%	1.3%	
2013			M	0.024	0.032	0.061	0.114	0.181	0.160	0.156	0.191	0.166	0.106	0.060		0.033	1.283	1.0%	0.117	0.454	0.513
2014			M	0.023	0.030	0.058	0.107	0.166	0.147	0.163	0.207	0.180	0.113	0.066	0.036	1.296	0.111		0.420	0.550	0.215
2015			M	0.018	0.027	0.054	0.097	0.159	0.128	0.151	0.236	0.204	0.115	0.069	0.029	1.287	-0.7%	0.099	0.384	0.592	0.212
2016			M	0.021	0.028	0.056	0.095	0.154	0.139	0.155	0.220	0.183	0.103	0.057	0.031	1.242	-3.5%	0.106	0.388	0.558	0.190
2017			M	0.023	0.033	0.056	0.104	0.165	0.144	0.169	0.230	0.210	0.111	0.059	0.035	1.340	7.9%	0.112	0.413	0.609	0.206
2018			M	0.024	0.033	0.057	0.106	0.175	0.151	0.172	0.244	0.213	0.117	0.061	0.036	1.388	3.6%	0.114	0.432	0.629	0.214
2019			M	0.026	0.035	0.058	0.119	0.184	0.154	0.184	0.249	0.211	0.117	0.067	0.039	1.443	3.9%	0.119	0.457	0.644	0.223
2020			M	0.029	0.028	0.033	0.004	0.009	0.009	0.111	0.211	0.242	0.114	0.007	0.022	0.818	-43.3%	0.090	0.022	0.564	0.143
2021			M	0.001	0.001	0.002	0.034	0.151	0.166	0.184	0.256	0.270	0.147	0.068	0.037	1.316	60.9%	0.003	0.351	0.710	0.252
2022			M	0.028	0.031	0.072	0.119	0.194	0.168	0.195	0.266	0.241	0.123	0.067	0.050	1.555	18.1%	0.132	0.481	0.702	0.240
2023			M	0.025	0.032	0.060	0.118	0.172	0.136	0.155	0.228	0.225	0.132	0.064	0.042	1.389	-10.7%	0.117	0.426	0.608	0.238
2024			M	0.022	0.026	0.059	0.107	0.151	0.135	0.157	0.225	0.218	0.128	0.061	0.037	1.328	-4.4%	0.108	0.393	0.600	0.227
VISITOR NUMBERS															NON-SERVICED ACCOMMODATION						
SHARE OF MARKET			2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor No.s by Year and Share of Total						
Non-Serviced			M	1.283	1.296	1.287	1.242	1.340	1.388	1.443	0.818	1.316	1.555	1.389	1.328						
All Visitor Types			M	18.43	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	19.04	20.16	20.03						
Share of Total			%	7.0%	7.0%	6.5%	6.2%	6.6%	6.6%	6.7%	8.0%	8.3%	8.2%	6.9%	6.6%						
Annual Change in Share			%		0.2%	-7.5%	-3.2%	4.9%	1.1%	1.6%	18.7%	3.3%	-1.0%	-15.7%	-3.8%						
Change in Share from 2013			%		0.2%	-7.3%	-10.3%	-5.9%	-4.8%	-3.3%	14.8%	18.6%	17.3%	-1.0%	-4.8%						
Avg Ann. Change in Share			%		0.2%	-3.7%	-3.4%	-1.5%	-1.0%	-0.5%	2.1%	2.3%	1.9%	-0.1%	-0.4%						

#VALUE!

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VALUE!

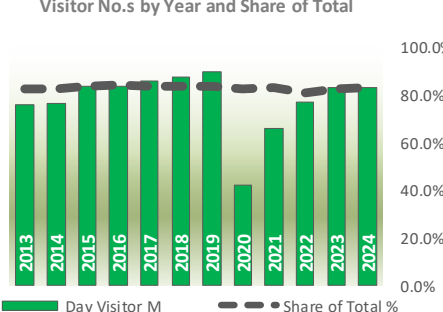
Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024			SFR		VISITOR NUMBERS								
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER							
KEY		SFR												TOTAL						% Change			
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																					
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change		Q1		Q2		Q3		Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC										
% Change 2013 to 2024		12.5%	2.3%	6.6%	15.1%	13.0%	11.7%	13.2%	14.4%	21.1%	19.7%	11.3%	14.1%	13.1%	Annual Change	8.7%	13.4%	15.7%	14.9%				
% Change 2023 to 2024		-0.1%	-1.3%	1.2%	-0.4%	-1.1%	1.6%	2.2%	1.6%	1.1%	1.5%	1.1%	0.2%	0.6%		-0.1%	-0.1%	1.7%	0.7%				
Average Annual Change		1.1%	0.2%	0.6%	1.4%	1.2%	1.1%	1.2%	1.3%	1.9%	1.8%	1.0%	1.3%	1.2%		0.8%	1.2%	1.4%	1.4%				
2013	M	0.149	0.064	0.070	0.111	0.097	0.080	0.102	0.103	0.070	0.067	0.060	0.126	1.100	0.7%	0.284	0.289	0.275	0.253				
2014	M	0.149	0.063	0.069	0.113	0.097	0.080	0.103	0.105	0.073	0.068	0.060	0.126	1.107		0.281	0.291	0.281	0.254				
2015	M	0.151	0.062	0.070	0.114	0.099	0.083	0.105	0.107	0.074	0.070	0.059	0.124	1.120	1.1%	0.283	0.296	0.287	0.253				
2016	M	0.151	0.062	0.070	0.116	0.101	0.084	0.107	0.110	0.076	0.070	0.060	0.127	1.132	1.1%	0.283	0.300	0.292	0.257				
2017	M	0.157	0.064	0.071	0.120	0.106	0.086	0.111	0.113	0.080	0.073	0.062	0.133	1.176	3.8%	0.292	0.313	0.304	0.268				
2018	M	0.160	0.065	0.071	0.121	0.108	0.088	0.112	0.115	0.080	0.074	0.063	0.135	1.193	1.5%	0.296	0.317	0.307	0.273				
2019	M	0.162	0.066	0.071	0.124	0.110	0.089	0.114	0.115	0.080	0.074	0.064	0.137	1.207	1.2%	0.299	0.323	0.310	0.275				
2020	M	0.178	0.061	0.037	0.006	0.007	0.006	0.062	0.092	0.080	0.059	0.008	0.047	0.643	-46.7%	0.275	0.020	0.234	0.114				
2021	M	0.018	0.007	0.008	0.034	0.077	0.092	0.116	0.123	0.100	0.089	0.065	0.128	0.856	33.1%	0.033	0.203	0.339	0.281				
2022	M	0.164	0.065	0.075	0.127	0.114	0.093	0.119	0.120	0.085	0.076	0.066	0.146	1.250	46.0%	0.304	0.334	0.324	0.288				
2023	M	0.168	0.067	0.074	0.129	0.111	0.088	0.113	0.116	0.084	0.079	0.066	0.144	1.237	-1.0%	0.309	0.328	0.313	0.288				
2024	M	0.168	0.066	0.075	0.128	0.109	0.090	0.115	0.118	0.085	0.080	0.066	0.144	1.244	0.6%	0.309	0.327	0.318	0.290				
VISITOR NUMBERS														SFR									
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor No.s by Year and Share of Total									
SFR	M	1.100	1.107	1.120	1.132	1.176	1.193	1.207	0.643	0.856	1.250	1.237	1.244										
All Visitor Types	M	18.43	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	19.04	20.16	20.03										
Share of Total	%	6.0%	6.0%	5.6%	5.7%	5.7%	5.7%	5.6%	6.3%	5.4%	6.6%	6.1%	6.2%										
Annual Change in Share	%		-0.2%	-5.8%	1.5%	0.9%	-0.9%	-1.1%	11.5%	-14.6%	22.3%	-6.5%	1.2%										
Change in Share from 2013	%		-0.2%	-6.0%	-4.6%	-3.7%	-4.6%	-5.6%	5.3%	-10.1%	10.0%	2.8%	4.1%										
Avg Ann. Change in Share	%		-0.2%	-3.0%	-1.5%	-0.9%	-0.9%	-0.9%	0.8%	-1.3%	1.1%	0.3%	0.4%										

STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024				STAYING VISITOR		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																			
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4			
% Change 2013 to 2024		10.3%	-10.2%	-10.3%	5.0%	-4.4%	-9.1%	4.5%	8.3%	21.7%	16.0%	0.0%	13.2%		4.3%	-3.1%	-3.3%	11.3%	10.1%		
% Change 2023 to 2024		-2.9%	-8.5%	-3.6%	-6.0%	-7.5%	-2.1%	-0.8%	-1.8%	-4.1%	-2.8%	-4.5%	-4.8%		-3.9%	-4.8%	-5.4%	-2.3%	-4.0%		
Average Annual Change		0.9%	-0.9%	-0.9%	0.5%	-0.4%	-0.8%	0.4%	0.8%	2.0%	1.5%	0.0%	1.2%		0.4%	-0.3%	-0.3%	1.0%	0.9%		
2013		M	0.211	0.183	0.213	0.271	0.343	0.315	0.340	0.390	0.336	0.235	0.211		0.239	3.288	0.6%	0.608	0.928	1.066	0.686
2014		M	0.207	0.168	0.198	0.267	0.324	0.292	0.355	0.409	0.375	0.252	0.217	0.244	3.308	0.573		0.883	1.139	0.713	
2015		M	0.209	0.171	0.196	0.258	0.323	0.279	0.347	0.438	0.401	0.258	0.215	0.236	3.330	0.7%		0.575	0.860	1.186	0.708
2016		M	0.210	0.168	0.191	0.258	0.314	0.284	0.351	0.417	0.372	0.235	0.199	0.239	3.239	-2.7%		0.569	0.856	1.141	0.674
2017		M	0.221	0.172	0.188	0.275	0.337	0.294	0.367	0.426	0.406	0.250	0.206	0.257	3.399	4.9%		0.581	0.906	1.200	0.712
2018		M	0.228	0.180	0.192	0.282	0.356	0.309	0.377	0.452	0.414	0.263	0.216	0.268	3.536	4.0%	0.600	0.947	1.243	0.747	
2019		M	0.233	0.181	0.195	0.298	0.368	0.312	0.392	0.457	0.411	0.264	0.225	0.270	3.606	2.0%	0.609	0.978	1.260	0.759	
2020		M	0.251	0.167	0.096	0.015	0.024	0.021	0.194	0.345	0.377	0.204	0.027	0.080	1.800	-50.1%	0.514	0.060	0.916	0.310	
2021		M	0.027	0.022	0.022	0.080	0.247	0.312	0.379	0.463	0.479	0.304	0.216	0.245	2.794	55.2%	0.070	0.638	1.321	0.766	
2022		M	0.229	0.171	0.209	0.299	0.376	0.326	0.403	0.469	0.438	0.268	0.223	0.290	3.701	32.5%	0.609	1.002	1.310	0.781	
2023		M	0.240	0.180	0.198	0.303	0.354	0.292	0.358	0.430	0.426	0.280	0.221	0.285	3.567	-3.6%	0.618	0.949	1.215	0.786	
2024		M	0.233	0.165	0.191	0.285	0.328	0.286	0.355	0.423	0.409	0.273	0.211	0.271	3.428	-3.9%	0.588	0.898	1.187	0.755	
VISITOR NUMBERS														STAYING VISITOR							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor No.s by Year and Share of Total							
Staying Visitor		M	3.288	3.308	3.330	3.239	3.399	3.536	3.606	1.800	2.794	3.701	3.567	3.428							
All Visitor Types		M	18.43	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	19.04	20.16	20.03							
Share of Total		%	17.8%	17.8%	16.7%	16.3%	16.6%	16.9%	16.8%	17.6%	17.5%	19.4%	17.7%	17.1%							
Annual Change in Share		%		-0.2%	-6.2%	-2.4%	2.0%	1.6%	-0.3%	4.5%	-0.4%	10.9%	-9.0%	-3.3%							
Change in Share from 2013		%		-0.2%	-6.4%	-8.7%	-6.8%	-5.4%	-5.6%	-1.4%	-1.8%	9.0%	-0.8%	-4.0%							
Avg Ann. Change in Share		%		-0.2%	-3.2%	-2.9%	-1.7%	-1.1%	-0.9%	-0.2%	-0.2%	1.0%	-0.1%	-0.4%							

#VALUE!

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STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE											2013 to 2024			DAY VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		8.3%	25.8%	55.1%	4.3%	11.3%	25.5%	-9.3%	1.9%	-1.5%	7.4%	-6.2%	7.3%	9.6%	Annual Change	32.9%	14.4%	-2.3%	3.2%	
% Change 2023 to 2024		1.3%	3.9%	1.7%	-1.7%	2.4%	4.0%	-0.2%	-2.7%	-5.7%	-1.2%	0.0%	0.3%	0.0%		2.3%	2.0%	-2.7%	-0.5%	
Average Annual Change		0.8%	2.3%	5.0%	0.4%	1.0%	2.3%	-0.8%	0.2%	-0.1%	0.7%	-0.6%	0.7%	0.9%		3.0%	1.3%	-0.2%	0.3%	
2013	M	0.705	0.959	1.087	1.118	1.737	1.485	1.844	2.762	1.335	1.002	0.657	0.452	15.14	0.9%	2.751	4.340	5.940	2.111	
2014	M	0.648	0.964	1.291	1.238	1.726	1.496	1.839	2.708	1.257	0.999	0.669	0.441	15.28		2.903	4.460	5.804	2.109	
2015	M	0.775	1.122	1.381	1.247	1.807	1.546	1.871	3.069	1.433	1.170	0.689	0.504	16.62		8.8%	3.278	4.600	6.373	2.364
2016	M	0.782	1.109	1.513	1.227	1.902	1.723	1.756	3.046	1.334	1.094	0.649	0.507	16.64		0.2%	3.403	4.851	6.137	2.250
2017	M	0.789	1.134	1.554	1.275	1.936	1.760	1.773	3.157	1.389	1.099	0.666	0.522	17.05		2.5%	3.477	4.971	6.319	2.287
2018	M	0.821	1.159	1.577	1.271	2.001	1.754	1.804	3.248	1.432	1.129	0.681	0.540	17.42		2.1%	3.557	5.027	6.483	2.350
2019	M	0.858	1.238	1.678	1.296	2.008	1.831	1.804	3.246	1.477	1.164	0.669	0.548	17.82		2.3%	3.774	5.134	6.527	2.380
2020	M	0.836	1.108	0.796	0.096	0.234	0.358	0.604	2.012	1.014	0.767	0.277	0.331	8.434		-52.7%	2.741	0.688	3.631	1.375
2021	M	0.264	0.455	0.732	0.697	1.421	1.603	1.546	2.944	1.377	1.092	0.578	0.443	13.15		55.9%	1.450	3.721	5.867	2.112
2022	M	0.682	0.955	1.461	1.096	1.742	1.647	1.586	2.740	1.271	1.050	0.604	0.501	15.34		16.6%	3.098	4.485	5.597	2.156
2023	M	0.754	1.161	1.659	1.186	1.888	1.792	1.676	2.894	1.393	1.090	0.616	0.483	16.59		8.2%	3.574	4.867	5.963	2.189
2024	M	0.764	1.206	1.686	1.167	1.933	1.863	1.673	2.815	1.314	1.077	0.616	0.485	16.60		0.0%	3.656	4.963	5.802	2.178
VISITOR NUMBERS														DAY VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor No.s by Year and Share of Total						
Day Visitor	M	15.14	15.28	16.62	16.64	17.05	17.42	17.82	8.434	13.15	15.34	16.59	16.60							
All Visitor Types	M	18.43	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	19.04	20.16	20.03							
Share of Total	%	82.2%	82.2%	83.3%	83.7%	83.4%	83.1%	83.2%	82.4%	82.5%	80.6%	82.3%	82.9%							
Annual Change in Share	%		0.0%	1.3%	0.5%	-0.4%	-0.3%	0.1%	-0.9%	0.1%	-2.3%	2.2%	0.7%							
Change in Share from 2013	%		0.0%	1.4%	1.9%	1.5%	1.2%	1.2%	0.3%	0.4%	-2.0%	0.2%	0.9%							
Avg Ann. Change in Share	%		0.0%	0.7%	0.6%	0.4%	0.2%	0.2%	0.0%	0.0%	-0.2%	0.0%	0.1%							

VALUE!

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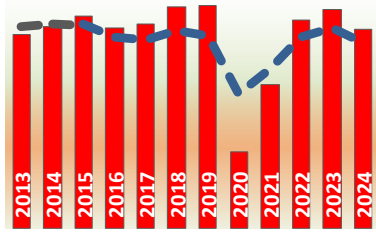
Visitor Days by Month, Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024				TOTAL		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		10.9%	16.0%	35.5%	11.1%	9.1%	15.4%	-0.2%	7.1%	15.4%	19.4%	1.9%	15.2%	11.9%	Annual Change	22.1%	11.9%	6.9%	13.2%	
% Change 2023 to 2024		-1.7%	-0.7%	0.4%	-4.5%	-3.4%	1.6%	0.1%	-2.3%	-4.2%	-2.0%	-2.1%	-3.3%	-1.8%		-0.5%	-2.0%	-2.1%	-2.4%	
Average Annual Change		1.0%	1.5%	3.2%	1.0%	0.8%	1.4%	0.0%	0.6%	1.4%	1.8%	0.2%	1.4%	1.1%		2.0%	1.1%	0.6%	1.2%	
2013		M	1.328	1.431	1.777	2.158	3.118	2.850	3.315	4.549	2.707	1.881	1.234	1.104		27.45	4.536	8.126	10.57	4.219
2014		M	1.281	1.436	1.990	2.321	3.129	2.877	3.366	4.597	2.754	1.931	1.272	1.112	28.07	2.2%	4.707	8.328	10.72	4.316
2015		M	1.428	1.598	2.097	2.353	3.257	2.981	3.446	5.027	2.955	2.135	1.280	1.170	29.73	5.9%	5.123	8.591	11.43	4.585
2016		M	1.431	1.579	2.217	2.332	3.358	3.164	3.361	5.064	2.899	2.065	1.246	1.189	29.90	0.6%	5.227	8.854	11.32	4.501
2017		M	1.478	1.638	2.251	2.468	3.496	3.255	3.493	5.244	3.147	2.142	1.285	1.261	31.16	4.2%	5.367	9.218	11.88	4.688
2018		M	1.527	1.680	2.286	2.488	3.654	3.326	3.558	5.461	3.216	2.227	1.325	1.302	32.05	2.9%	5.493	9.468	12.23	4.854
2019		M	1.595	1.768	2.403	2.614	3.732	3.424	3.655	5.495	3.246	2.265	1.353	1.332	32.88	2.6%	5.766	9.771	12.40	4.950
2020		M	1.632	1.574	1.177	0.153	0.333	0.457	1.635	3.807	2.885	1.718	0.356	0.640	16.36	-50.2%	4.383	0.942	8.326	2.713
2021		M	0.322	0.494	0.780	1.071	2.746	3.277	3.395	5.253	3.585	2.429	1.262	1.188	25.80	57.7%	1.596	7.093	12.23	4.879
2022		M	1.424	1.449	2.290	2.418	3.533	3.354	3.526	5.093	3.240	2.186	1.288	1.397	31.20	20.9%	5.164	9.305	11.86	4.871
2023		M	1.499	1.671	2.398	2.512	3.523	3.239	3.305	4.986	3.260	2.292	1.284	1.314	31.28	0.3%	5.568	9.274	11.55	4.891
2024		M	1.473	1.659	2.408	2.398	3.403	3.290	3.308	4.872	3.122	2.246	1.258	1.272	30.71	-1.8%	5.540	9.091	11.30	4.776
VISITOR DAYS														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor Days by Year and Share of Total						
Total		M	27.45	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80	31.20	31.28	30.71						
All Visitor Types		M	27.45	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80	31.20	31.28	30.71						
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%							
Annual Change in Share		%																		
Change in Share from 2013		%																		
Avg Ann. Change in Share		%																		

VALUE!

Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024			SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		17.9%	-11.2%	-17.8%	17.8%	20.7%	6.8%	2.2%	-3.2%	2.6%	15.8%	-12.9%	13.1%		2.8%	-7.6%	14.4%	0.2%	4.0%
% Change 2023 to 2024		-9.5%	-11.0%	-10.8%	-12.4%	-5.4%	-9.8%	-8.2%	-7.3%	-9.6%	-7.0%	-8.6%	-10.2%		-8.9%	-10.5%	-9.0%	-8.3%	-8.5%
Average Annual Change		1.6%	-1.0%	-1.6%	1.6%	1.9%	0.6%	0.2%	-0.3%	0.2%	1.4%	-1.2%	1.2%		0.3%	-0.7%	1.3%	0.0%	0.4%
2013 000s		71.1	127.2	131.7	99.1	127.6	148.8	164.7	216.9	166.8	127.8	142.2	100.4		1,624.4	330.1	375.5	548.4	370.4
2014 000s		73.6	120.5	123.6	112.0	130.9	143.9	174.3	216.8	202.7	143.2	140.6	102.0	1,684.2	3.7%	317.7	386.9	593.8	385.8
2015 000s		89.3	130.6	128.5	117.6	143.3	170.3	185.1	232.4	194.0	157.9	128.7	103.4	1,781.1	5.8%	348.3	431.3	611.5	390.0
2016 000s		78.6	121.0	120.9	112.1	135.1	157.3	179.2	224.1	179.9	140.6	121.9	104.5	1,675.1	-5.9%	320.5	404.4	583.2	367.0
2017 000s		83.9	116.9	113.9	120.9	151.5	163.0	176.2	217.2	184.8	147.1	125.4	113.9	1,714.7	2.4%	314.7	435.4	578.2	386.4
2018 000s		90.4	126.6	120.6	129.1	167.1	178.4	187.3	240.2	193.7	160.8	137.1	124.3	1,855.5	8.2%	337.6	474.6	621.1	422.2
2019 000s		90.7	126.0	121.4	129.4	168.2	180.1	189.1	239.4	192.0	163.5	139.2	120.9	1,860.0	0.2%	338.2	477.7	620.5	423.6
2020 000s		90.8	121.1	50.2	10.5	16.2	15.2	42.0	109.6	89.0	69.9	17.7	13.6	645.8	-65.3%	262.0	41.9	240.6	101.2
2021 000s		16.3	21.4	23.5	25.9	43.2	139.0	159.2	220.2	175.1	153.2	125.1	103.6	1,205.8	86.7%	61.2	208.1	554.5	382.0
2022 000s		74.6	117.1	115.3	126.5	156.3	169.3	180.4	218.4	178.9	155.5	133.8	120.3	1,746.5	44.8%	307.0	452.1	577.7	409.7
2023 000s		92.6	126.9	121.3	133.2	162.9	176.2	183.2	226.6	189.1	159.1	135.6	126.4	1,833.2	5.0%	340.9	472.3	598.9	421.1
2024 000s		83.8	113.0	108.3	116.7	154.0	159.0	168.3	209.9	171.1	147.9	123.9	113.6	1,669.4	-8.9%	305.1	429.7	549.2	385.4
VISITOR DAYS														SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor Days by Year and Share of Total				
Serviced		000s	1,624.4	1,684.2	1,781.1	1,675.1	1,714.7	1,855.5	1,860.0	645.8	1,205.8	1,746.5	1,833.2	1,669.4	2,000.00 1,500.00 1,000.00 500.00 0.00				
All Visitor Types		M	27.5	28.1	29.7	29.9	31.2	32.1	32.9	16.4	25.8	31.2	31.3	30.7					
Share of Total		%	5.9%	6.0%	6.0%	5.6%	5.5%	5.8%	5.7%	3.9%	4.7%	5.6%	5.9%	5.4%					
Annual Change in Share		%		1.4%	-0.2%	-6.5%	-1.8%	5.2%	-2.3%	-30.2%	18.4%	19.8%	4.7%	-7.2%					
Change in Share from 2013		%		1.4%	1.3%	-5.3%	-7.0%	-2.2%	-4.4%	-33.3%	-21.0%	-5.4%	-1.0%	-8.1%					
Avg Ann. Change in Share		%		1.4%	0.6%	-1.8%	-1.7%	-0.4%	-0.7%	-4.8%	-2.6%	-0.6%	-0.1%	-0.7%					

#VALUE!

Report Prepared by: GARETH REYNOLDS Date of Issue: 01/07/2024

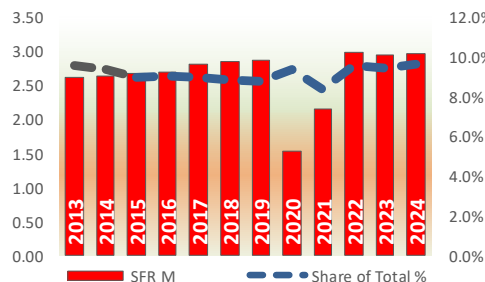
VALUE!

Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024				NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		14.5%	-3.7%	11.3%	20.2%	3.3%	3.0%	12.2%	18.3%	38.0%	39.9%	21.9%	34.1%		17.5%	8.0%	7.2%	22.5%	33.9%	
% Change 2023 to 2024		-11.5%	-17.0%	-1.4%	-9.0%	-12.5%	-0.6%	1.4%	-1.5%	-2.8%	-2.8%	-4.1%	-9.8%		-4.4%	-8.0%	-7.4%	-1.2%	-4.5%	
Average Annual Change		1.3%	-0.3%	1.0%	1.8%	0.3%	0.3%	1.1%	1.7%	3.5%	3.6%	2.0%	3.1%		1.6%	0.7%	0.7%	2.0%	3.1%	
2013		M	0.179	0.210	0.407	0.640	1.040	1.048	1.052	1.303	1.053	0.608	0.314		0.223	8.075	0.795	2.728	3.408	1.144
2014		M	0.186	0.220	0.427	0.665	1.058	1.069	1.095	1.400	1.136	0.642	0.342	0.241	8.480	5.0%	0.833	2.793	3.630	1.225
2015		M	0.185	0.215	0.437	0.680	1.087	1.091	1.127	1.446	1.167	0.658	0.342	0.239	8.675	2.3%	0.837	2.858	3.741	1.239
2016		M	0.192	0.219	0.433	0.681	1.099	1.109	1.158	1.509	1.221	0.681	0.354	0.247	8.902	2.6%	0.844	2.889	3.887	1.282
2017		M	0.213	0.253	0.432	0.747	1.175	1.151	1.266	1.577	1.399	0.740	0.367	0.280	9.599	7.8%	0.897	3.073	4.242	1.387
2018		M	0.216	0.257	0.435	0.760	1.248	1.209	1.287	1.675	1.416	0.779	0.379	0.285	9.947	3.6%	0.909	3.217	4.378	1.443
2019		M	0.240	0.267	0.450	0.853	1.315	1.227	1.377	1.709	1.404	0.779	0.414	0.309	10.34	4.0%	0.956	3.396	4.490	1.501
2020		M	0.261	0.217	0.252	0.029	0.067	0.071	0.833	1.446	1.607	0.754	0.045	0.173	5.755	-44.4%	0.730	0.167	3.886	0.972
2021		M	0.006	0.006	0.013	0.246	1.074	1.326	1.379	1.758	1.795	0.978	0.421	0.291	9.293	61.5%	0.025	2.646	4.931	1.690
2022		M	0.258	0.241	0.552	0.852	1.384	1.343	1.463	1.823	1.604	0.816	0.417	0.395	11.15	20.0%	1.052	3.579	4.890	1.628
2023		M	0.231	0.244	0.459	0.845	1.228	1.085	1.164	1.564	1.495	0.875	0.399	0.331	9.920	-11.0%	0.934	3.158	4.223	1.605
2024		M	0.205	0.202	0.452	0.769	1.075	1.079	1.180	1.541	1.453	0.851	0.383	0.298	9.488	-4.4%	0.859	2.923	4.174	1.532
VISITOR DAYS														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor Days by Year and Share of Total						
Non-Serviced		M	8.075	8.480	8.675	8.902	9.599	9.947	10.34	5.755	9.293	11.15	9.920	9.488						
All Visitor Types		M	27.45	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80	31.20	31.28	30.71						
Share of Total		%	29.4%	30.2%	29.2%	29.8%	30.8%	31.0%	31.5%	35.2%	36.0%	35.7%	31.7%	30.9%						
Annual Change in Share		%		2.7%	-3.4%	2.0%	3.5%	0.7%	1.4%	11.8%	2.4%	-0.8%	-11.3%	-2.6%						
Change in Share from 2013		%		2.7%	-0.8%	1.2%	4.7%	5.5%	6.9%	19.5%	22.4%	21.5%	7.8%	5.0%						
Avg Ann. Change in Share		%		2.7%	-0.4%	0.4%	1.2%	1.1%	1.2%	2.8%	2.8%	2.4%	0.8%	0.5%						
#VALUE!															Report Prepared by: GARETH REYNOLDS Date of Issue: 01/07/2024					

VALUE!

Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE											2013 to 2024			SFR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SFR																			
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 2013 to 2024	12.5%	2.3%	6.6%	15.1%	13.0%	11.7%	13.2%	14.4%	21.1%	19.7%	11.3%	14.1%		13.2%	9.0%	13.6%	15.5%	14.8%		
% Change 2023 to 2024	-0.1%	-1.3%	1.2%	-0.4%	-1.1%	1.6%	2.2%	1.6%	1.1%	1.5%	1.1%	0.2%		0.6%	-0.1%	-0.1%	1.7%	0.7%		
Average Annual Change	1.1%	0.2%	0.6%	1.4%	1.2%	1.1%	1.2%	1.3%	1.9%	1.8%	1.0%	1.3%		1.2%	0.8%	1.2%	1.4%	1.3%		
2013	M	0.374	0.135	0.151	0.300	0.213	0.169	0.254	0.268	0.152	0.143	0.121	0.329	2.609	0.7%	0.660	0.682	0.674	0.593	
2014	M	0.374	0.132	0.149	0.305	0.214	0.169	0.258	0.272	0.159	0.146	0.121	0.328	2.627		0.654	0.688	0.689	0.596	
2015	M	0.379	0.130	0.150	0.309	0.219	0.174	0.263	0.279	0.161	0.149	0.120	0.323	2.655		1.1%	0.659	0.701	0.703	0.592
2016	M	0.378	0.131	0.151	0.312	0.221	0.176	0.267	0.285	0.164	0.150	0.122	0.330	2.686		1.2%	0.659	0.709	0.716	0.602
2017	M	0.393	0.135	0.152	0.325	0.233	0.181	0.278	0.293	0.174	0.156	0.126	0.345	2.790	3.9%	0.679	0.739	0.745	0.627	
2018	M	0.399	0.137	0.153	0.328	0.237	0.185	0.280	0.298	0.174	0.159	0.128	0.352	2.831	1.5%	0.690	0.750	0.752	0.639	
2019	M	0.406	0.138	0.154	0.336	0.241	0.186	0.285	0.300	0.174	0.159	0.131	0.355	2.865	1.2%	0.697	0.763	0.759	0.645	
2020	M	0.445	0.127	0.079	0.017	0.016	0.013	0.155	0.239	0.174	0.126	0.016	0.123	1.530	-46.6%	0.651	0.046	0.568	0.265	
2021	M	0.035	0.011	0.012	0.102	0.208	0.209	0.311	0.331	0.238	0.206	0.138	0.350	2.153	40.7%	0.059	0.519	0.881	0.694	
2022	M	0.409	0.136	0.162	0.344	0.250	0.194	0.297	0.312	0.185	0.164	0.133	0.381	2.967	37.8%	0.708	0.788	0.793	0.677	
2023	M	0.421	0.140	0.159	0.347	0.243	0.185	0.281	0.301	0.182	0.168	0.134	0.374	2.937	-1.0%	0.720	0.776	0.765	0.676	
2024	M	0.420	0.138	0.161	0.346	0.241	0.188	0.288	0.306	0.184	0.171	0.135	0.375	2.953	0.6%	0.719	0.775	0.778	0.681	
VISITOR DAYS														SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor Days by Year and Share of Total						
SFR	M	2.609	2.627	2.655	2.686	2.790	2.831	2.865	1.530	2.153	2.967	2.937	2.953							
All Visitor Types	M	27.45	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80	31.20	31.28	30.71							
Share of Total	%	9.5%	9.4%	8.9%	9.0%	9.0%	8.8%	8.7%	9.3%	8.3%	9.5%	9.4%	9.6%							
Annual Change in Share	%		-1.5%	-4.6%	0.6%	-0.3%	-1.3%	-1.4%	7.3%	-10.7%	14.0%	-1.3%	2.4%							
Change in Share from 2013	%		-1.5%	-6.0%	-5.5%	-5.8%	-7.1%	-8.3%	-1.6%	-12.2%	0.1%	-1.2%	1.2%							
Avg Ann. Change in Share	%		-1.5%	-3.0%	-1.8%	-1.4%	-1.4%	-1.4%	-0.2%	-1.5%	0.0%	-0.1%	0.1%							
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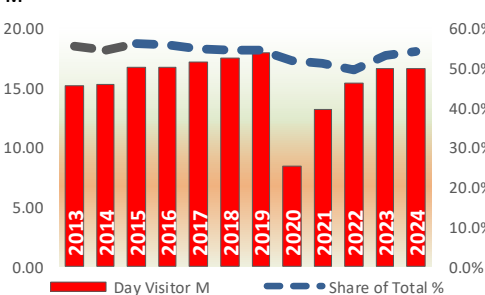
STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE											2013 to 2024			STAYING VISITOR		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																			
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4			
% Change 2013 to 2024		13.7%	-4.0%	4.7%	18.5%	6.4%	4.5%	11.2%	15.1%	31.8%	33.1%	11.1%	20.7%		14.6%	5.5%	9.0%	18.8%	23.3%		
% Change 2023 to 2024		-4.8%	-11.2%	-2.4%	-7.1%	-10.1%	-1.4%	0.4%	-1.7%	-3.1%	-2.7%	-4.0%	-5.4%		-3.9%	-5.5%	-6.3%	-1.5%	-3.9%		
Average Annual Change		1.2%	-0.4%	0.4%	1.7%	0.6%	0.4%	1.0%	1.4%	2.9%	3.0%	1.0%	1.9%		1.3%	0.5%	0.8%	1.7%	2.1%		
2013		M	0.623	0.472	0.689	1.040	1.381	1.365	1.471	1.787	1.372	0.878	0.577		0.652	12.31	3.9%	1.785	3.786	4.630	2.107
2014		M	0.633	0.472	0.699	1.083	1.404	1.382	1.527	1.889	1.497	0.932	0.603	0.671	12.79	1.804		3.868	4.913	2.206	
2015		M	0.653	0.476	0.715	1.106	1.449	1.435	1.575	1.958	1.522	0.965	0.591	0.666	13.11	2.5%		1.844	3.991	5.055	2.222
2016		M	0.649	0.470	0.705	1.106	1.455	1.442	1.604	2.017	1.565	0.972	0.597	0.682	13.26	1.2%		1.824	4.003	5.186	2.251
2017		M	0.689	0.504	0.697	1.193	1.560	1.495	1.720	2.087	1.758	1.043	0.618	0.739	14.10	6.3%		1.891	4.248	5.565	2.400
2018		M	0.706	0.521	0.709	1.217	1.652	1.572	1.754	2.213	1.784	1.099	0.644	0.762	14.63	3.8%	1.936	4.441	5.751	2.505	
2019		M	0.737	0.530	0.725	1.319	1.725	1.593	1.851	2.249	1.770	1.101	0.684	0.785	15.07	3.0%	1.992	4.637	5.870	2.570	
2020		M	0.797	0.465	0.380	0.056	0.100	0.099	1.030	1.795	1.870	0.950	0.079	0.309	7.930	-47.4%	1.642	0.255	4.695	1.338	
2021		M	0.058	0.039	0.048	0.374	1.325	1.674	1.849	2.309	2.209	1.337	0.684	0.745	12.65	59.5%	0.146	3.373	6.367	2.767	
2022		M	0.742	0.494	0.830	1.322	1.791	1.707	1.940	2.353	1.968	1.135	0.684	0.896	15.86	25.4%	2.066	4.820	6.261	2.715	
2023		M	0.745	0.510	0.739	1.325	1.634	1.447	1.628	2.092	1.867	1.202	0.668	0.831	14.69	-7.4%	1.994	4.407	5.587	2.702	
2024		M	0.709	0.453	0.722	1.232	1.470	1.427	1.636	2.057	1.808	1.169	0.642	0.787	14.11	-3.9%	1.884	4.128	5.501	2.598	
VISITOR DAYS														STAYING VISITOR							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor Days by Year and Share of Total							
Staying Visitor		M	12.31	12.79	13.11	13.26	14.10	14.63	15.07	7.930	12.65	15.86	14.69	14.11							
All Visitor Types		M	27.45	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80	31.20	31.28	30.71							
Share of Total		%	44.8%	45.6%	44.1%	44.4%	45.3%	45.7%	45.8%	48.5%	49.0%	50.8%	47.0%	45.9%							
Annual Change in Share		%		1.6%	-3.2%	0.6%	2.1%	0.9%	0.4%	5.8%	1.2%	3.7%	-7.6%	-2.2%							
Change in Share from 2013		%		1.6%	-1.6%	-1.1%	1.0%	1.8%	2.2%	8.1%	9.4%	13.4%	4.7%	2.5%							
Avg Ann. Change in Share		%		1.6%	-0.8%	-0.4%	0.2%	0.4%	0.4%	1.2%	1.2%	1.5%	0.5%	0.2%							

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STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024			DAY VISITOR		VISITOR DAYS					
VISITOR DAYS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			DAY VISITOR																	
An increase of 3% or more			VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024			8.3%	25.8%	55.1%	4.3%	11.3%	25.5%	-9.3%	1.9%	-1.5%	7.4%	-6.2%	7.3%		9.6%	32.9%	14.4%	-2.3%	3.2%
% Change 2023 to 2024			1.3%	3.9%	1.7%	-1.7%	2.4%	4.0%	-0.2%	-2.7%	-5.7%	-1.2%	0.0%	0.3%		0.0%	2.3%	2.0%	-2.7%	-0.5%
Average Annual Change			0.8%	2.3%	5.0%	0.4%	1.0%	2.3%	-0.8%	0.2%	-0.1%	0.7%	-0.6%	0.7%		0.9%	3.0%	1.3%	-0.2%	0.3%
2013	M	0.705	0.959	1.087	1.118	1.737	1.485	1.844	2.762	1.335	1.002	0.657	0.452	15.14		0.9%	2.751	4.340	5.940	2.111
2014	M	0.648	0.964	1.291	1.238	1.726	1.496	1.839	2.708	1.257	0.999	0.669	0.441	15.28	2.903		4.460	5.804	2.109	
2015	M	0.775	1.122	1.381	1.247	1.807	1.546	1.871	3.069	1.433	1.170	0.689	0.504	16.62	8.8%		3.278	4.600	6.373	2.364
2016	M	0.782	1.109	1.513	1.227	1.902	1.723	1.756	3.046	1.334	1.094	0.649	0.507	16.64	0.2%		3.403	4.851	6.137	2.250
2017	M	0.789	1.134	1.554	1.275	1.936	1.760	1.773	3.157	1.389	1.099	0.666	0.522	17.05	2.5%		3.477	4.971	6.319	2.287
2018	M	0.821	1.159	1.577	1.271	2.001	1.754	1.804	3.248	1.432	1.129	0.681	0.540	17.42	2.1%		3.557	5.027	6.483	2.350
2019	M	0.858	1.238	1.678	1.296	2.008	1.831	1.804	3.246	1.477	1.164	0.669	0.548	17.82	2.3%		3.774	5.134	6.527	2.380
2020	M	0.836	1.108	0.796	0.096	0.234	0.358	0.604	2.012	1.014	0.767	0.277	0.331	8.434	-52.7%		2.741	0.688	3.631	1.375
2021	M	0.264	0.455	0.732	0.697	1.421	1.603	1.546	2.944	1.377	1.092	0.578	0.443	13.15	55.9%		1.450	3.721	5.867	2.112
2022	M	0.682	0.955	1.461	1.096	1.742	1.647	1.586	2.740	1.271	1.050	0.604	0.501	15.34	16.6%		3.098	4.485	5.597	2.156
2023	M	0.754	1.161	1.659	1.186	1.888	1.792	1.676	2.894	1.393	1.090	0.616	0.483	16.59	8.2%	3.574	4.867	5.963	2.189	
2024	M	0.764	1.206	1.686	1.167	1.933	1.863	1.673	2.815	1.314	1.077	0.616	0.485	16.60	0.0%	3.656	4.963	5.802	2.178	
VISITOR DAYS														DAY VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor Days by Year and Share of Total						
Day Visitor	M	15.14	15.28	16.62	16.64	17.05	17.42	17.82	8.434	13.15	15.34	16.59	16.60							
All Visitor Types	M	27.45	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80	31.20	31.28	30.71							
Share of Total	%	55.2%	54.4%	55.9%	55.6%	54.7%	54.3%	54.2%	51.5%	51.0%	49.2%	53.0%	54.1%							
Annual Change in Share	%		-1.3%	2.7%	-0.4%	-1.6%	-0.7%	-0.3%	-4.9%	-1.1%	-3.6%	7.9%	1.9%							
Change in Share from 2013	%		-1.3%	1.3%	0.9%	-0.8%	-1.5%	-1.8%	-6.6%	-7.6%	-10.9%	-3.8%	-2.0%							
Avg Ann. Change in Share	%		-1.3%	0.7%	0.3%	-0.2%	-0.3%	-0.3%	-0.9%	-1.0%	-1.2%	-0.4%	-0.2%							
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Direct and Total Employment by Month, Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024			TOTAL		TOTAL EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2013 to 2024		1.2%	2.9%	17.3%	5.4%	5.6%	9.1%	-1.2%	5.0%	11.1%	10.4%	-5.6%	2.8%			5.6%	7.8%	6.8%	4.7%	3.3%
% Change 2023 to 2024		-6.6%	-6.2%	-4.2%	-7.7%	-6.5%	-2.6%	-3.2%	-4.6%	-6.8%	-5.8%	-7.3%	-7.9%			-5.5%	-5.5%	-5.5%	-4.8%	-6.8%
Average Annual Change		0.1%	0.3%	1.6%	0.5%	0.5%	0.8%	-0.1%	0.5%	1.0%	0.9%	-0.5%	0.3%			0.5%	0.7%	0.6%	0.4%	0.3%
2013 FTEs		12,670	13,159	15,494	17,890	23,525	22,141	25,241	32,510	21,433	16,254	12,334	11,600			18,688	1.2%	13,774	21,186	26,395
2014 FTEs		12,371	13,082	16,504	18,752	23,453	22,127	25,413	32,395	22,108	16,545	12,502	11,627	18,907	13,986	21,444		26,639	13,558	
2015 FTEs		13,110	13,846	16,903	18,746	23,934	22,574	25,635	34,404	22,773	17,515	12,345	11,808	19,466	3.0%	14,620		21,751	27,604	13,889
2016 FTEs		12,530	13,163	16,931	18,050	23,826	22,881	24,599	33,964	21,871	16,524	11,626	11,413	18,948	-2.7%	14,208		21,586	26,812	13,188
2017 FTEs		12,861	13,499	17,098	18,923	24,809	23,511	25,503	35,096	23,488	17,048	11,863	11,891	19,633	3.6%	14,486		22,414	28,029	13,601
2018 FTEs		13,557	14,176	17,805	19,602	26,410	24,615	26,515	37,215	24,482	18,113	12,534	12,547	20,631	5.1%	15,179		23,542	29,404	14,398
2019 FTEs		13,869	14,558	18,351	20,264	26,734	25,013	26,969	37,145	24,463	18,245	12,675	12,651	20,912	1.4%	15,593		24,004	29,526	14,524
2020 FTEs		13,918	13,213	10,360	2,068	3,467	4,001	13,220	27,208	22,225	14,349	3,889	5,558	11,123	-46.8%	12,497		3,179	20,884	7,932
2021 FTEs		3,105	3,946	5,541	7,994	18,402	23,463	24,768	34,859	26,352	19,287	11,799	11,444	15,913	43.1%	4,197		16,620	28,660	14,177
2022 FTEs		12,619	12,535	17,503	18,888	25,295	24,308	25,917	34,761	24,171	17,494	12,042	12,827	19,864	24.8%	14,219		22,830	28,283	14,121
2023 FTEs		13,736	14,427	18,961	20,436	26,558	24,816	25,770	35,779	25,551	19,049	12,548	12,937	20,881	5.1%	15,708		23,936	29,033	14,845
2024 FTEs		12,828	13,539	18,173	18,865	24,839	24,158	24,937	34,141	23,817	17,945	11,637	11,920	19,733	-5.5%	14,847	22,621	27,631	13,834	
EMPLOYMENT													TOTAL							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs	Employment (FTEs) and Share of Total (%)					
Total		FTEs	18,688	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733	25,000					

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Report Prepared by: GARETH REYNOLDS. Date of Issue: 0/07/2025

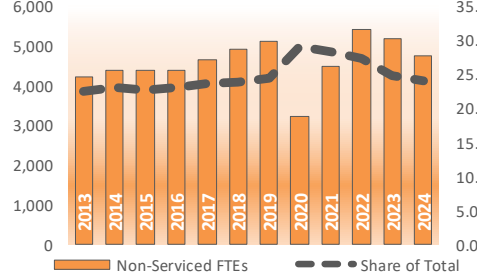
STEAM REPORT FOR 2013-2024 - FINAL										2013 to 2024			SERVICED		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		-20.0%	-22.7%	-24.2%	-17.6%	-15.1%	-17.4%	-18.1%	-18.0%	-17.5%	-16.2%	-22.7%	-18.4%	-19.0%	Annual Change	-22.4%	-16.7%	-17.9%	-19.1%	
% Change 2023 to 2024		-13.1%	-13.4%	-13.3%	-13.7%	-11.5%	-12.9%	-12.3%	-11.7%	-12.7%	-12.1%	-12.7%	-13.1%	-12.7%		-13.3%	-12.7%	-12.2%	-12.6%	
Average Annual Change		-1.8%	-2.1%	-2.2%	-1.6%	-1.4%	-1.6%	-1.6%	-1.6%	-1.6%	-1.5%	-2.1%	-1.7%	-1.7%		-2.0%	-1.5%	-1.6%	-1.7%	
2013 FTEs		3,965	4,395	4,448	4,178	4,412	4,588	4,724	5,152	4,725	4,402	4,501	4,161	4,471	0.7%	4,269	4,393	4,867	4,355	
2014 FTEs		3,979	4,333	4,365	4,273	4,428	4,538	4,786	5,133	5,021	4,516	4,479	4,167	4,502		4,226	4,413	4,980	4,387	
2015 FTEs		4,066	4,374	4,368	4,282	4,486	4,702	4,824	5,204	4,894	4,591	4,343	4,141	4,523		4,269	4,490	4,974	4,358	
2016 FTEs		3,570	3,888	3,904	3,835	4,017	4,193	4,369	4,729	4,371	4,049	3,887	3,745	4,046	-10.5%	3,787	4,015	4,490	3,894	
2017 FTEs		3,563	3,814	3,804	3,861	4,098	4,193	4,302	4,632	4,379	4,057	3,869	3,770	4,029	-0.4%	3,727	4,051	4,438	3,899	
2018 FTEs		3,829	4,107	4,074	4,142	4,440	4,536	4,612	5,045	4,668	4,384	4,176	4,067	4,340	7.7%	4,003	4,373	4,775	4,209	
2019 FTEs		3,794	4,062	4,040	4,104	4,405	4,504	4,580	4,986	4,607	4,361	4,153	4,002	4,300	-0.9%	3,965	4,337	4,724	4,172	
2020 FTEs		3,650	3,746	2,715	819	987	875	2,001	2,917	2,799	2,619	1,061	862	2,087	-51.5%	3,370	893	2,572	1,514	
2021 FTEs		1,186	1,171	1,192	1,275	1,648	3,981	4,138	4,609	4,250	4,071	3,846	3,676	2,920	39.9%	1,183	2,301	4,332	3,864	
2022 FTEs		3,451	3,772	3,771	3,858	4,086	4,192	4,283	4,588	4,275	4,074	3,892	3,780	4,002	37.0%	3,665	4,045	4,382	3,915	
2023 FTEs		3,648	3,925	3,891	3,989	4,232	4,349	4,411	4,783	4,467	4,197	3,990	3,907	4,149	3.7%	3,822	4,190	4,554	4,031	
2024 FTEs		3,171	3,400	3,373	3,441	3,744	3,790	3,868	4,226	3,900	3,690	3,482	3,395	3,623	-12.7%	3,314	3,658	3,998	3,522	
EMPLOYMENT														SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs	Employment (FTEs) and Share of Total (%)					
Serviced		FTEs	4,471	4,502	4,523	4,046	4,029	4,340	4,300	2,087	2,920	4,002	4,149	3,623						
Total Employment		FTEs	18,688	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733						
Share of Total		%	23.9%	23.8%	23.2%	21.4%	20.5%	21.0%	20.6%	18.8%	18.4%	20.1%	19.9%	18.4%						
Annual Change in Share		%		-0.5%	-2.4%	-8.1%	-3.9%	2.5%	-2.3%	-8.7%	-2.2%	9.8%	-1.4%	-7.6%						
Change in Share from 2013		%		-0.5%	-2.9%	-10.7%	-14.2%	-12.1%	-14.1%	-21.6%	-23.3%	-15.8%	-16.9%	-23.3%						
Avg Ann. Change in Share		%		-0.5%	-1.4%	-3.6%	-3.6%	-2.4%	-2.3%	-3.1%	-2.9%	-1.8%	-1.7%	-2.1%						

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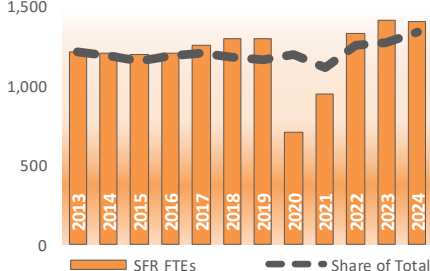
STEAM REPORT FOR 2013-2024 - FINAL										2013 to 2024		NON-SERVED		DIRECT EMPLOYMENT						
LINCOLNSHIRE																				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME 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 2013 to 2024		1.1%	-6.0%	5.9%	14.6%	3.8%	3.5%	10.9%	16.9%	31.9%	27.8%	10.6%	12.9%	13.0%	Annual Change	1.3%	6.4%	19.8%	19.3%	
% Change 2023 to 2024		-15.7%	-18.3%	-7.8%	-11.4%	-13.8%	-4.7%	-3.0%	-4.6%	-5.8%	-6.9%	-9.8%	-14.0%	-8.1%		-12.9%	-10.0%	-4.6%	-9.3%	
Average Annual Change		0.1%	-0.5%	0.5%	1.3%	0.3%	0.3%	1.0%	1.5%	2.9%	2.5%	1.0%	1.2%	1.2%		0.1%	0.6%	1.8%	1.8%	
2013 FTEs		1,691	1,825	2,951	4,089	6,059	6,096	6,049	7,233	6,100	3,921	2,396	1,931	4,195		2,155	5,415	6,461	2,749	
2014 FTEs		1,753	1,902	3,073	4,224	6,133	6,182	6,231	7,649	6,464	4,078	2,551	2,044	4,357	3.9%	2,243	5,513	6,781	2,891	
2015 FTEs		1,742	1,877	3,078	4,238	6,189	6,207	6,302	7,764	6,525	4,094	2,535	2,026	4,381	0.6%	2,232	5,545	6,864	2,885	
2016 FTEs		1,694	1,812	2,969	4,142	6,125	6,170	6,322	7,917	6,649	4,098	2,499	1,978	4,365	-0.4%	2,158	5,479	6,963	2,858	
2017 FTEs		1,780	1,951	2,958	4,426	6,481	6,373	6,814	8,247	7,460	4,345	2,551	2,112	4,625	6.0%	2,230	5,760	7,507	3,003	
2018 FTEs		1,863	2,039	3,101	4,637	7,001	6,827	7,106	8,909	7,744	4,680	2,694	2,205	4,901	6.0%	2,334	6,155	7,920	3,193	
2019 FTEs		2,008	2,125	3,233	5,106	7,353	6,962	7,552	9,094	7,733	4,746	2,895	2,351	5,096	4.0%	2,455	6,474	8,126	3,330	
2020 FTEs		2,035	1,985	2,314	544	980	996	5,013	8,262	9,089	4,877	1,043	1,580	3,226	-36.7%	2,111	840	7,455	2,500	
2021 FTEs		196	183	254	1,972	6,186	7,282	7,435	9,142	9,738	6,059	2,929	2,302	4,473	38.6%	211	5,147	8,772	3,763	
2022 FTEs		2,090	2,039	3,671	5,088	7,621	7,439	7,887	9,767	8,575	4,893	2,916	2,717	5,392	20.5%	2,600	6,716	8,743	3,509	
2023 FTEs		2,028	2,099	3,390	5,291	7,295	6,620	6,920	8,869	8,545	5,380	2,937	2,534	5,159	-4.3%	2,506	6,402	8,111	3,617	
2024 FTEs		1,710	1,715	3,126	4,685	6,287	6,309	6,710	8,457	8,045	5,011	2,649	2,180	4,740	-8.1%	2,183	5,760	7,737	3,280	
EMPLOYMENT														NON-SERVED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)						
Non-Served		FTEs	4,195	4,357	4,381	4,365	4,625	4,901	5,096	3,226	4,473	5,392	5,159	4,740						
Total Employment		FTEs	18,688	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733						
Share of Total		%	22.4%	23.0%	22.5%	23.0%	23.6%	23.8%	24.4%	29.0%	28.1%	27.1%	24.7%	24.0%						
Annual Change in Share		%		2.7%	-2.3%	2.3%	2.3%	0.8%	2.6%	19.0%	-3.1%	-3.4%	-9.0%	-2.8%						
Change in Share from 2013		%		2.7%	0.3%	2.6%	4.9%	5.8%	8.6%	29.2%	25.2%	20.9%	10.1%	7.0%						
Avg Ann. Change in Share		%		2.7%	0.1%	0.9%	1.2%	1.2%	1.4%	4.2%	3.2%	2.3%	1.0%	0.6%						

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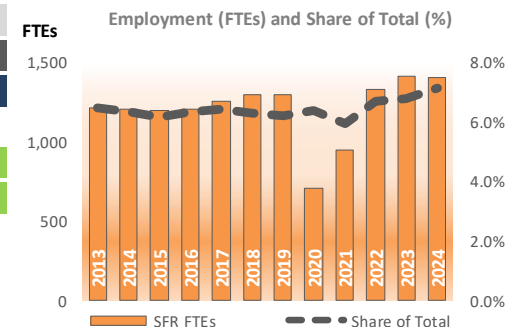
STEAM REPORT FOR 2013-2024 - FINAL										2013 to 2024			SFR		DIRECT EMPLOYMENT					
LINCOLNSHIRE																				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE 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 2013 to 2024		15.6%	5.1%	9.5%	18.3%	16.1%	14.7%	16.3%	17.6%	24.4%	23.0%	14.4%	17.2%	16.3%	Annual Change	12.1%	16.7%	18.6%	18.0%	
% Change 2023 to 2024		-1.2%	-2.3%	0.2%	-1.4%	-2.1%	0.6%	1.2%	0.5%	0.0%	0.4%	0.0%	-0.8%	-0.5%		-1.1%	-1.2%	0.7%	-0.4%	
Average Annual Change		1.4%	0.5%	0.9%	1.7%	1.5%	1.3%	1.5%	1.6%	2.2%	2.1%	1.3%	1.6%	1.5%		1.1%	1.5%	1.7%	1.6%	
2013 FTEs		2,068	748	837	1,664	1,181	934	1,408	1,482	843	791	671	1,820	1,204	-0.6%	1,218	1,260	1,244	1,094	
2014 FTEs		2,042	719	813	1,669	1,172	921	1,408	1,488	868	800	661	1,795	1,196		1,191	1,254	1,255	1,085	
2015 FTEs		2,043	704	810	1,666	1,179	937	1,419	1,506	866	806	647	1,743	1,194		-0.2%	1,186	1,261	1,264	1,066
2016 FTEs		2,023	700	806	1,673	1,185	940	1,431	1,524	878	802	652	1,766	1,198		0.4%	1,176	1,266	1,278	1,073
2017 FTEs		2,117	726	817	1,752	1,254	978	1,498	1,578	939	841	678	1,861	1,253		4.6%	1,220	1,328	1,338	1,127
2018 FTEs		2,184	751	835	1,792	1,298	1,010	1,529	1,631	953	868	699	1,925	1,290		2.9%	1,256	1,367	1,371	1,164
2019 FTEs		2,196	745	830	1,817	1,305	1,005	1,542	1,623	939	860	706	1,919	1,291		0.1%	1,257	1,376	1,368	1,162
2020 FTEs		2,397	685	423	93	87	69	858	1,363	992	718	91	700	706		-45.3%	1,169	83	1,071	503
2021 FTEs		195	63	69	537	1,089	1,097	1,633	1,740	1,251	1,080	727	1,839	943		33.5%	109	908	1,542	1,215
2022 FTEs		2,192	728	869	1,841	1,339	1,042	1,588	1,670	991	876	713	2,038	1,324		40.3%	1,263	1,407	1,416	1,209
2023 FTEs		2,419	804	915	1,996	1,400	1,066	1,618	1,733	1,049	968	768	2,151	1,407	6.3%	1,379	1,487	1,467	1,296	
2024 FTEs		2,391	786	916	1,968	1,371	1,072	1,637	1,742	1,049	972	768	2,133	1,401	-0.5%	1,364	1,470	1,476	1,291	
EMPLOYMENT														SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)						
SFR FTEs		1,204	1,196	1,194	1,198	1,253	1,290	1,291	706	943	1,324	1,407	1,401							
Total Employment FTEs		18,688	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733							
Share of Total %		6.4%	6.3%	6.1%	6.3%	6.4%	6.3%	6.2%	6.4%	5.9%	6.7%	6.7%	7.1%							
Annual Change in Share %		-1.8%	-3.1%	3.1%	0.9%	-2.1%	-1.3%	2.9%	-6.7%	12.4%	1.1%	5.3%								
Change in Share from 2013 %		-1.8%	-4.8%	-1.8%	-0.9%	-3.0%	-4.2%	-1.4%	-8.0%	3.5%	4.6%	10.2%								
Avg Ann. Change in Share %		-1.8%	-2.4%	-0.6%	-0.2%	-0.6%	-0.7%	-0.2%	-1.0%	0.4%	0.5%	0.9%								

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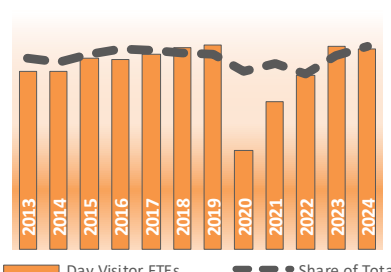
STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024			STAYING VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2013 to 2024		-5.9%	-15.3%	-10.0%	1.6%	-2.1%	-3.8%	0.3%	4.0%	11.4%	6.1%	-8.9%	-2.6%	-1.1%	Annual Change	-10.2%	-1.6%	5.1%	-1.3%
% Change 2023 to 2024		-10.2%	-13.6%	-9.5%	-10.5%	-11.8%	-7.2%	-5.7%	-6.2%	-7.6%	-8.3%	-10.3%	-10.3%	-8.9%		-11.0%	-9.9%	-6.5%	-9.5%
Average Annual Change		-0.5%	-1.4%	-0.9%	0.1%	-0.2%	-0.3%	0.0%	0.4%	1.0%	0.6%	-0.8%	-0.2%	-0.1%		-0.9%	-0.1%	0.5%	-0.1%
2013 FTEs		7,724	6,967	8,236	9,931	11,652	11,618	12,180	13,867	11,668	9,113	7,569	7,912	9,870			7,642	11,067	12,572
2014 FTEs		7,774	6,954	8,252	10,166	11,733	11,642	12,425	14,270	12,353	9,394	7,691	8,005	10,055	1.9%	7,660	11,180	13,016	8,363
2015 FTEs		7,851	6,954	8,256	10,186	11,854	11,846	12,545	14,474	12,285	9,491	7,525	7,910	10,098	0.4%	7,687	11,295	13,101	8,309
2016 FTEs		7,287	6,399	7,679	9,650	11,327	11,303	12,123	14,171	11,897	8,948	7,039	7,490	9,609	-4.8%	7,122	10,760	12,730	7,825
2017 FTEs		7,459	6,491	7,580	10,040	11,834	11,545	12,614	14,457	12,778	9,243	7,097	7,744	9,907	3.1%	7,177	11,140	13,283	8,028
2018 FTEs		7,876	6,897	8,010	10,572	12,739	12,373	13,247	15,584	13,365	9,932	7,569	8,197	10,530	6.3%	7,594	11,895	14,066	8,566
2019 FTEs		7,998	6,931	8,103	11,027	13,063	12,471	13,674	15,704	13,279	9,967	7,754	8,272	10,687	1.5%	7,677	12,187	14,219	8,664
2020 FTEs		8,083	6,416	5,452	1,456	2,054	1,940	7,871	12,542	12,880	8,214	2,194	3,142	6,020	-43.7%	6,650	1,816	11,098	4,517
2021 FTEs		1,576	1,417	1,515	3,784	8,924	12,359	13,207	15,491	15,240	11,210	7,502	7,817	8,337	38.5%	1,503	8,356	14,646	8,843
2022 FTEs		7,733	6,539	8,312	10,787	13,046	12,673	13,758	16,024	13,841	9,843	7,521	8,536	10,718	28.6%	7,528	12,169	14,541	8,634
2023 FTEs		8,096	6,829	8,195	11,276	12,928	12,035	12,950	15,385	14,060	10,545	7,695	8,592	10,715	0.0%	7,707	12,079	14,132	8,944
2024 FTEs		7,272	5,900	7,415	10,094	11,402	11,171	12,216	14,425	12,994	9,673	6,898	7,708	9,764	-8.9%	6,862	10,889	13,212	8,093
EMPLOYMENT														STAYING VISITOR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs	Employment (FTEs) and Share of Total (%)				
Staying Visitor FTEs		13,469	13,711	13,887	13,404	13,911	14,707	14,917	8,217	11,594	14,753	14,943	13,855	20,000					
Total Employment FTEs		18,688	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733						
Share of Total %		72.1%	72.5%	71.3%	70.7%	70.9%	71.3%	71.3%	73.9%	72.9%	74.3%	71.6%	70.2%						
Annual Change in Share %			0.6%	-1.6%	-0.8%	0.2%	0.6%	0.1%	3.6%	-1.4%	1.9%	-3.6%	-1.9%						
Change in Share from 2013 %			0.6%	-1.0%	-1.8%	-1.7%	-1.1%	-1.0%	2.5%	1.1%	3.0%	-0.7%	-2.6%						
Avg Ann. Change in Share %			0.6%	-0.5%	-0.6%	-0.4%	-0.2%	-0.2%	0.4%	0.1%	0.3%	-0.1%	-0.2%						

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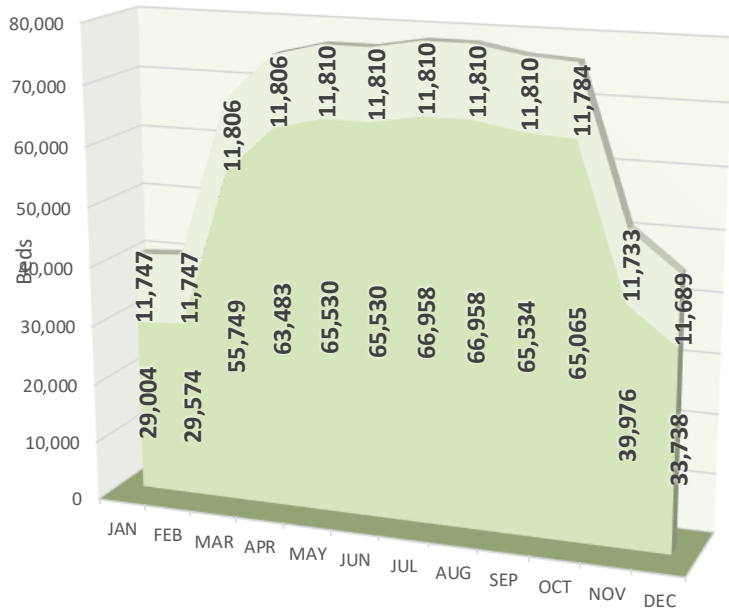
STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024			DAY VISITOR		DIRECT EMPLOYMENT								
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER								
KEY		DAY VISITOR											TOTAL						% Change				
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																					
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change		Q1		Q2		Q3		Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC										
% Change 2013 to 2024		11.3%	29.2%	59.4%	7.2%	14.4%	28.9%	-6.8%	4.7%	1.2%	10.4%	-3.6%	10.2%	12.6%	Annual Change	36.6%	17.5%	0.4%	6.0%				
% Change 2023 to 2024		0.3%	2.8%	0.6%	-2.7%	1.3%	2.9%	-1.2%	-3.7%	-6.6%	-2.2%	-1.0%	-0.7%	-1.0%		1.3%	0.9%	-3.7%	-1.5%				
Average Annual Change		1.0%	2.7%	5.4%	0.7%	1.3%	2.6%	-0.6%	0.4%	0.1%	0.9%	-0.3%	0.9%	1.1%		3.3%	1.6%	0.0%	0.5%				
2013 FTEs		2,916	3,966	4,496	4,625	7,183	6,140	7,628	11,421	5,519	4,146	2,717	1,869	5,219	-0.4%	3,793	5,983	8,189	2,911				
2014 FTEs		2,643	3,936	5,269	5,054	7,043	6,104	7,506	11,054	5,130	4,079	2,730	1,801	5,196		3,950	6,067	7,897	2,870				
2015 FTEs		3,125	4,520	5,566	5,024	7,283	6,229	7,540	12,367	5,774	4,714	2,777	2,033	5,579		7.4%	4,404	6,179	8,560	3,175			
2016 FTEs		3,125	4,434	6,047	4,904	7,605	6,887	7,022	12,179	5,333	4,373	2,593	2,029	5,544		-0.6%	4,535	6,465	8,178	2,998			
2017 FTEs		3,177	4,564	6,256	5,132	7,794	7,086	7,138	12,710	5,590	4,425	2,683	2,101	5,721		3.2%	4,666	6,671	8,480	3,070			
2018 FTEs		3,351	4,730	6,436	5,189	8,168	7,160	7,363	13,254	5,843	4,606	2,779	2,204	5,924		3.5%	4,839	6,839	8,820	3,196			
2019 FTEs		3,466	4,997	6,777	5,231	8,106	7,393	7,282	13,108	5,963	4,698	2,701	2,211	5,994		1.2%	5,080	6,910	8,784	3,203			
2020 FTEs		3,363	4,462	3,206	387	941	1,440	2,487	8,497	4,283	3,239	1,169	1,396	2,906		-51.5%	3,677	923	5,089	1,935			
2021 FTEs		1,085	1,870	3,009	2,730	5,572	6,284	6,061	11,540	5,397	4,281	2,264	1,735	4,319		48.6%	1,988	4,862	7,666	2,760			
2022 FTEs		2,728	3,820	5,841	4,383	6,968	6,587	6,342	10,958	5,084	4,201	2,416	2,004	5,111		18.3%	4,130	5,979	7,461	2,874			
2023 FTEs		3,238	4,985	7,122	5,095	8,109	7,695	7,198	12,426	5,983	4,680	2,645	2,074	5,937		16.2%	5,115	6,966	8,536	3,133			
2024 FTEs		3,246	5,126	7,166	4,959	8,216	7,917	7,109	11,962	5,585	4,577	2,619	2,060	5,878		-1.0%	5,179	7,030	8,219	3,085			
EMPLOYMENT														DAY VISITOR									
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)									
Day Visitor		FTEs	5,219	5,196	5,579	5,544	5,721	5,924	5,994	2,906	4,319	5,111	5,937	5,878									
Total Employment		FTEs	18,688	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733									
Share of Total		%	27.9%	27.5%	28.7%	29.3%	29.1%	28.7%	28.7%	26.1%	27.1%	25.7%	28.4%	29.8%									
Annual Change in Share		%		-1.6%	4.3%	2.1%	-0.4%	-1.5%	-0.2%	-8.9%	3.9%	-5.2%	10.5%	4.8%									
Change in Share from 2013		%		-1.6%	2.6%	4.8%	4.4%	2.8%	2.6%	-6.5%	-2.8%	-7.9%	1.8%	6.7%									
Avg Ann. Change in Share		%		-1.6%	1.3%	1.6%	1.1%	0.6%	0.4%	-0.9%	-0.4%	-0.9%	0.2%	0.6%									

#VALUE!

Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2024

VALUE!

Report Prepared by: GARETH REYNOLDS. Date of Issue: 0/07/2025

STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE							2024		STAYING VISITORS		ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE	
SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013		SEASONAL AVAILABILITY OF BED SUPPLY 2024					
	Est.	Beds	Est.	Beds	Est.	Beds						
Serviced Accommodation Total	532	11,810	-105	-1,560	-279	-2,071	Non-Serviced Accommodation Serviced Accommodation 					
+50 Room	20	3,315	0	-72	+5	+824						
11-50 Room	96	4,281	-18	-715	-40	-1,230						
<10 Room	416	4,214	-87	-773	-244	-1,665						
NON-SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013							
	Est.	Beds	Est.	Beds	Est.	Beds						
Non-Serviced Accommodation Total	720	66,962	-144	-1,650	-70	+4,029						
Self catering	405	15,950	-117	-1,102	-123	-272						
Static caravans/chalets	0	24,219	0	+346	0	+2,133						
Touring caravans/camping	313	26,763	-26	-858	+54	+2,196						
Youth Hostels	2	30	-1	-36	-1	-28						
DISTRIBUTION BY TYPE OF ACCOMMODATION 2024	2024		Change on 2023		Change on 2013							
	Est.	Beds	Est.	Beds	Est.	Beds						
All Paid Accommodation Total	1,252	78,772	-249	-3,210	-349	+1,959						
Serviced Accommodation Share of Total	42%	15%										
Non-Serviced Accommodation Share of Total	58%	85%										
SEASONAL AVAILABILITY OF BED SUPPLY 2024	2024											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	40,751	41,320	67,555	75,289	77,340	77,340	78,768	78,768	77,344	76,848	51,709	45,428
Serviced Accommodation	11,747	11,747	11,806	11,806	11,810	11,810	11,810	11,810	11,810	11,784	11,733	11,689
Non-Serviced Accommodation	29,004	29,574	55,749	63,483	65,530	65,530	66,958	66,958	65,534	65,065	39,976	33,738

#VA1111E1

Report Prepared by: GARETH REYNOLDS, Date of Issue: 01/07/2024

VALUE!

Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

Report Sections With Historic Financial Data Indexed to 2024 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: 2024*

2013	<i>1.54</i>
2014	<i>1.50</i>
2015	<i>1.48</i>
2016	<i>1.46</i>
2017	<i>1.42</i>
2018	<i>1.37</i>
2019	<i>1.34</i>
2020	<i>1.30</i>
2021	<i>1.28</i>
2022	<i>1.19</i>
2023	<i>1.05</i>
2024	<i>1.00</i>



#VALUE!

Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

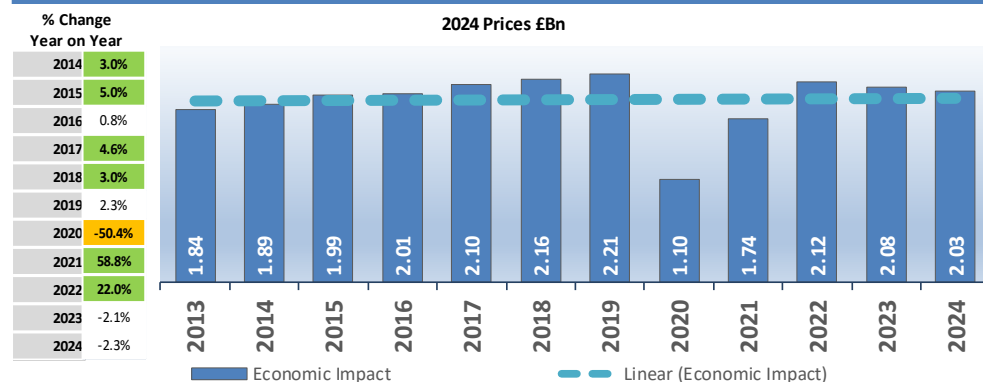
STEAM REPORT FOR 2013-2024 - FINAL
LINCOLNSHIRE

2013 to 2024
2024 Prices

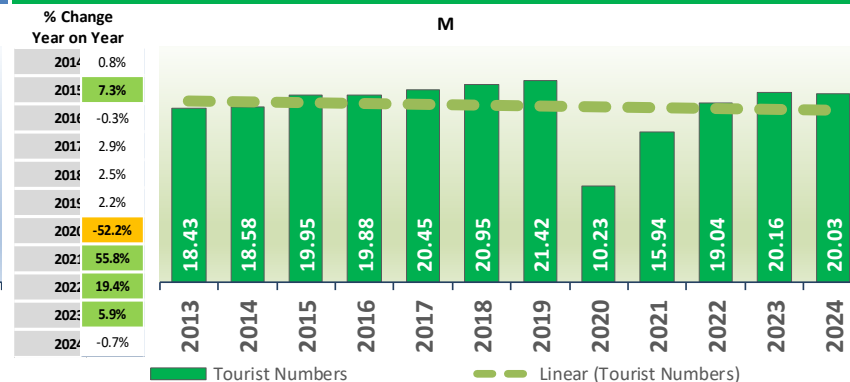
TOTAL

KEY MEASURES
Indexed

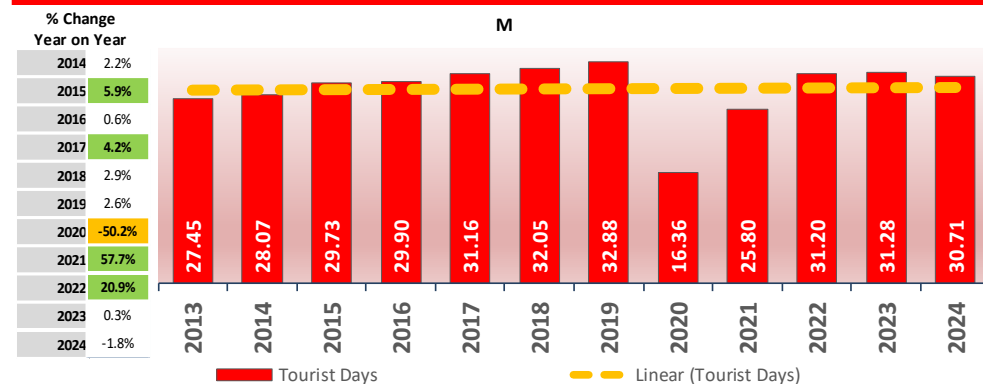
Economic Impact - Indexed - Total



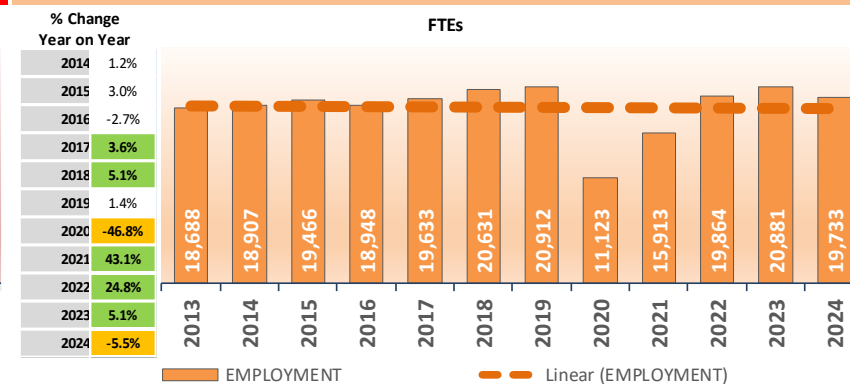
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		3.0%	8.2%	9.0%	14.1%	17.5%	20.3%	-40.4%	-5.3%	15.5%	13.0%	10.4%
Visitor Numbers		0.8%	8.2%	7.9%	11.0%	13.7%	16.2%	-44.5%	-13.5%	3.3%	9.4%	8.7%
Visitor Days		2.2%	8.3%	8.9%	13.5%	16.8%	19.8%	-40.4%	-6.0%	13.6%	14.0%	11.9%
Total Employment		1.2%	4.2%	1.4%	5.1%	10.4%	11.9%	-40.5%	-14.8%	6.3%	11.7%	5.6%

"Linear" = Linear Trendline

VALUE!

Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

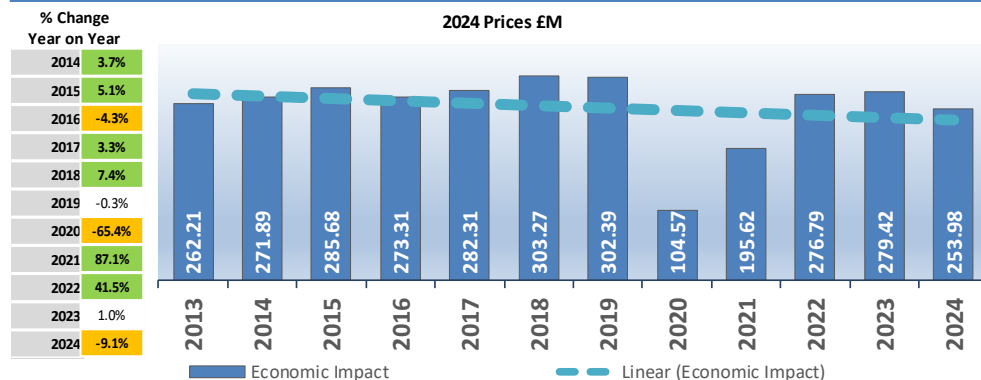
STEAM REPORT FOR 2013-2024 - FINAL
LINCOLNSHIRE

2013 to 2024
2024 Prices

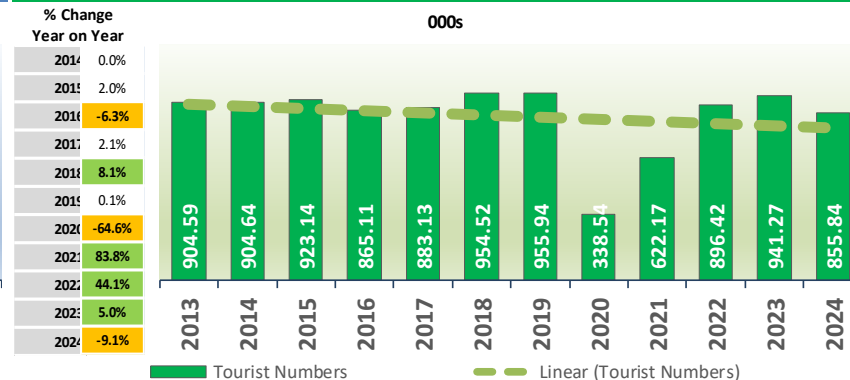
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

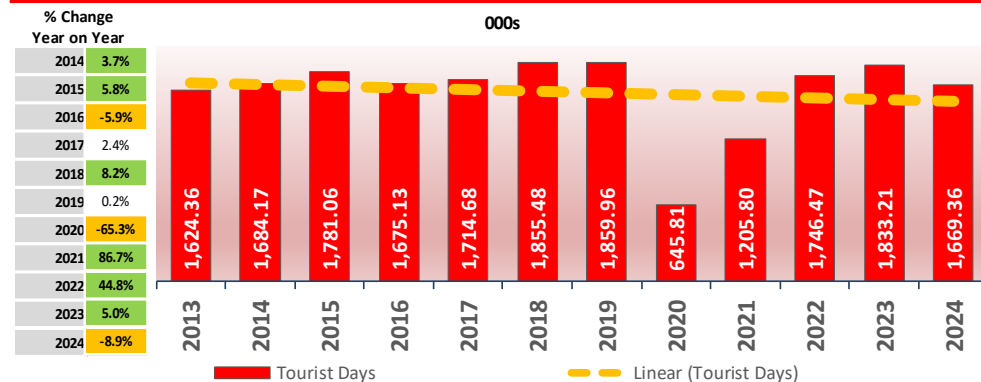
Economic Impact - Indexed - Serviced Accommodation



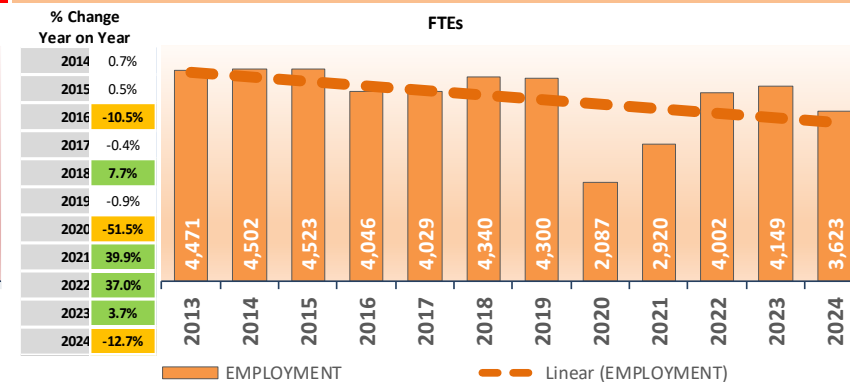
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		3.7%	9.0%	4.2%	7.7%	15.7%	15.3%	-60.1%	-25.4%	5.6%	6.6%	-3.1%
Visitor Numbers		0.0%	2.1%	-4.4%	-2.4%	5.5%	5.7%	-62.6%	-31.2%	-0.9%	4.1%	-5.4%
Visitor Days		3.7%	9.6%	3.1%	5.6%	14.2%	14.5%	-60.2%	-25.8%	7.5%	12.9%	2.8%
Direct Employment		0.7%	1.2%	-9.5%	-9.9%	-2.9%	-3.8%	-53.3%	-34.7%	-10.5%	-7.2%	-19.0%

"Linear" = Linear Trendline

VALUE!

Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

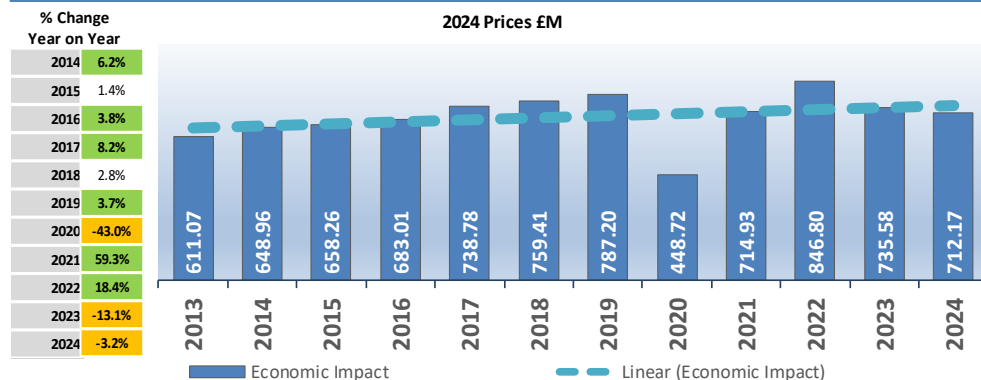
STEAM REPORT FOR 2013-2024 - FINAL
LINCOLNSHIRE

2013 to 2024
2024 Prices

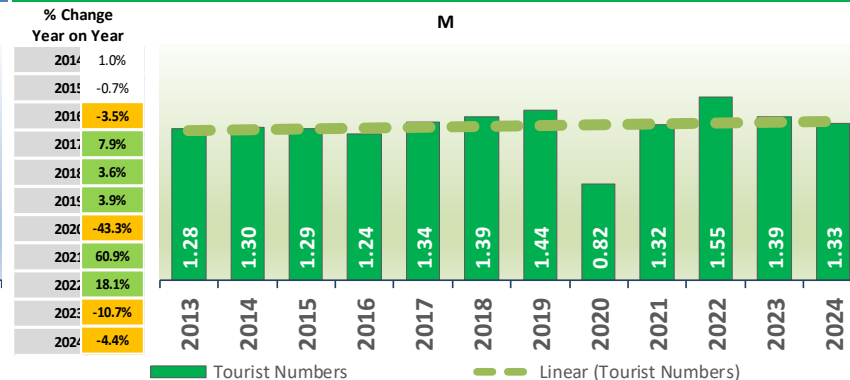
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

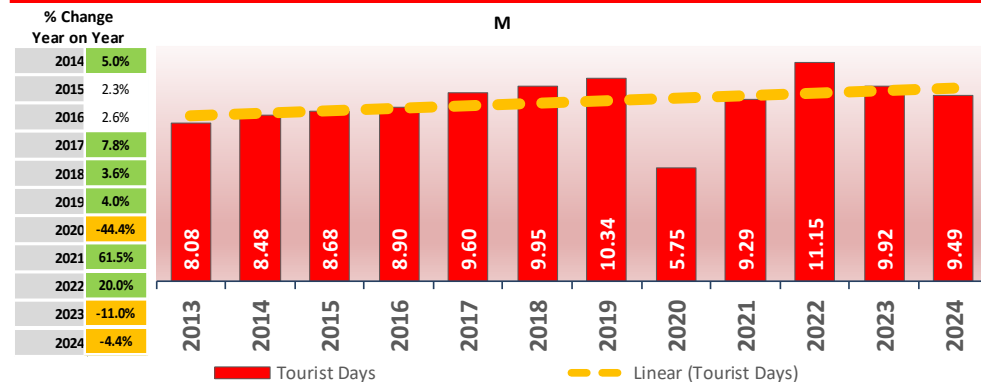
Economic Impact - Indexed - Non-Serviced Accommodation



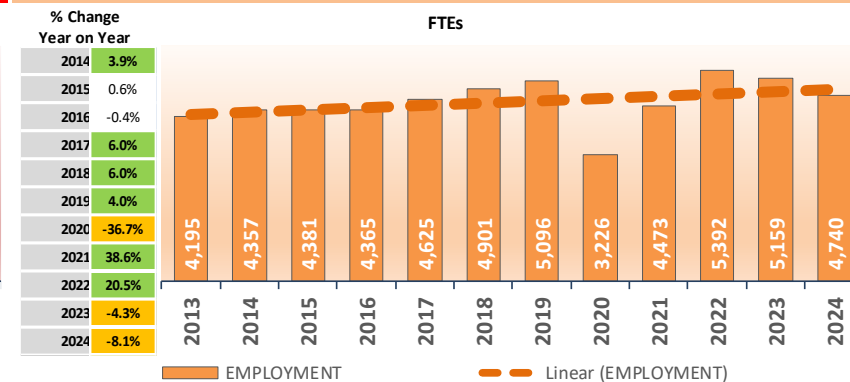
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		6.2%	7.7%	11.8%	20.9%	24.3%	28.8%	-26.6%	17.0%	38.6%	20.4%	16.5%
Visitor Numbers		1.0%	0.3%	-3.2%	4.4%	8.2%	12.4%	-36.2%	2.6%	21.2%	8.2%	3.5%
Visitor Days		5.0%	7.4%	10.2%	18.9%	23.2%	28.1%	-28.7%	15.1%	38.1%	22.8%	17.5%
Direct Employment		3.9%	4.4%	4.0%	10.2%	16.8%	21.5%	-23.1%	6.6%	28.5%	23.0%	13.0%

"Linear" = Linear Trendline

VALUE!

Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

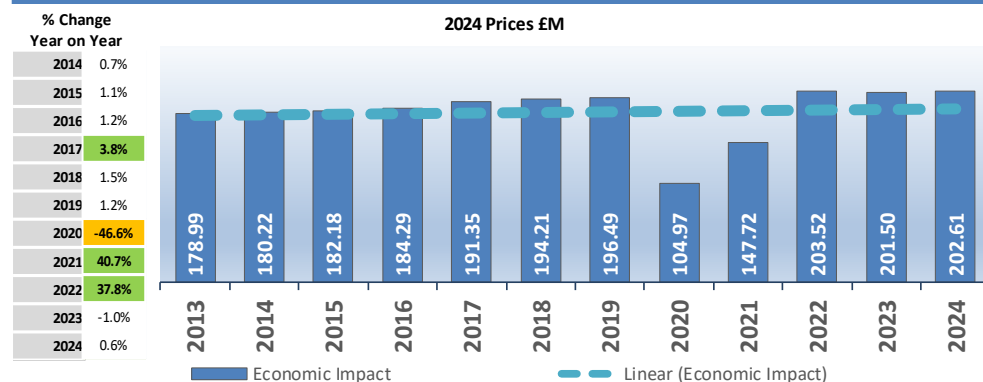
STEAM REPORT FOR 2013-2024 - FINAL
LINCOLNSHIRE

2013 to 2024
2024 Prices

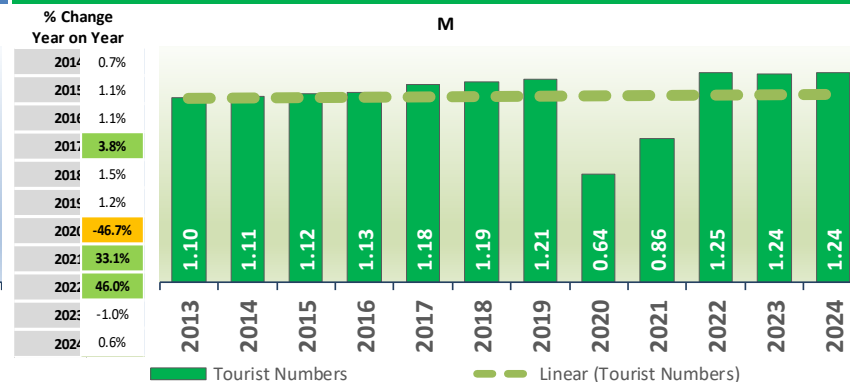
SFR

KEY MEASURES
Indexed

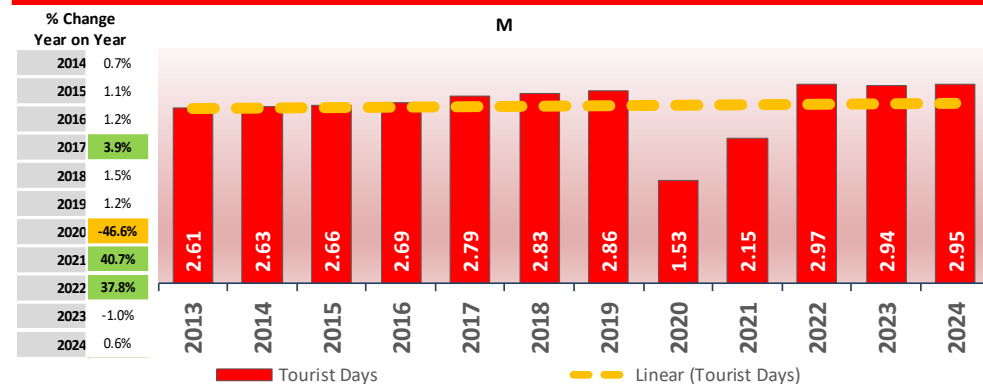
Economic Impact - Indexed - SFR



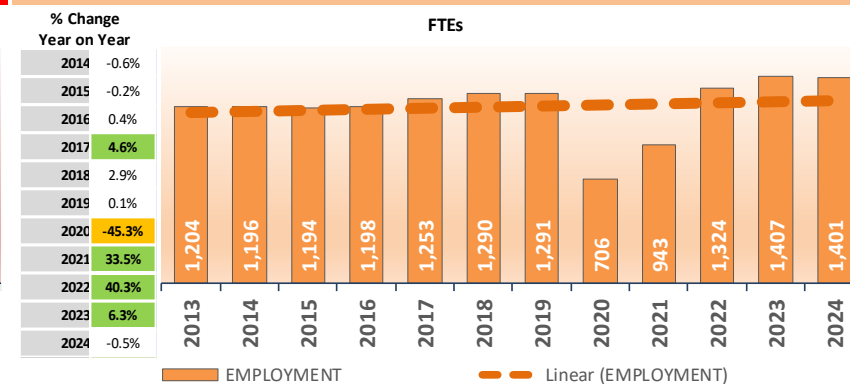
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		0.7%	1.8%	3.0%	6.9%	8.5%	9.8%	-41.4%	-17.5%	13.7%	12.6%	13.2%
Visitor Numbers		0.7%	1.8%	2.9%	6.9%	8.5%	9.7%	-41.5%	-22.2%	13.6%	12.5%	13.1%
Visitor Days		0.7%	1.8%	3.0%	6.9%	8.5%	9.8%	-41.4%	-17.5%	13.7%	12.6%	13.2%
Direct Employment		-0.6%	-0.8%	-0.5%	4.1%	7.1%	7.2%	-41.3%	-21.6%	10.0%	16.9%	16.3%

"Linear" = Linear Trendline

VALUE!

Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

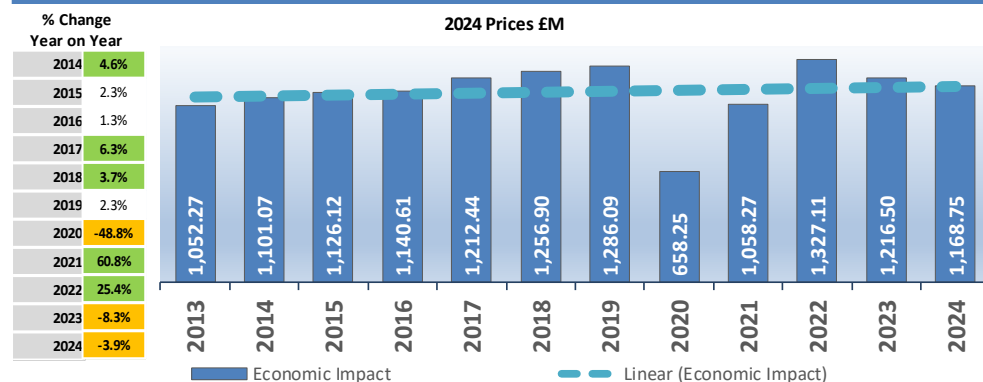
STEAM REPORT FOR 2013-2024 - FINAL
LINCOLNSHIRE

2013 to 2024
2024 Prices

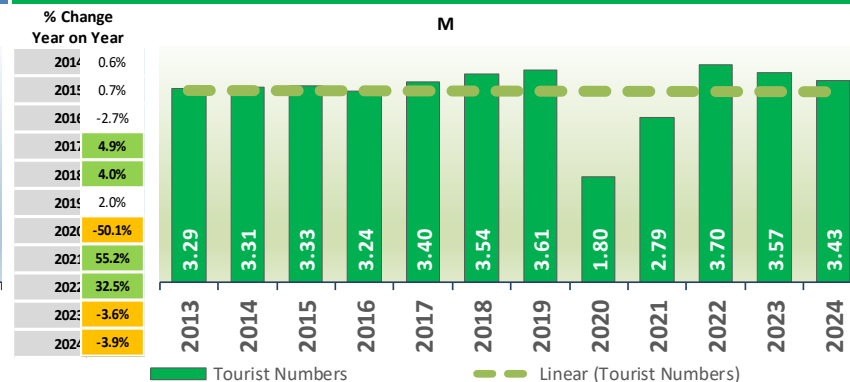
STAYING VISITOR

KEY MEASURES
Indexed

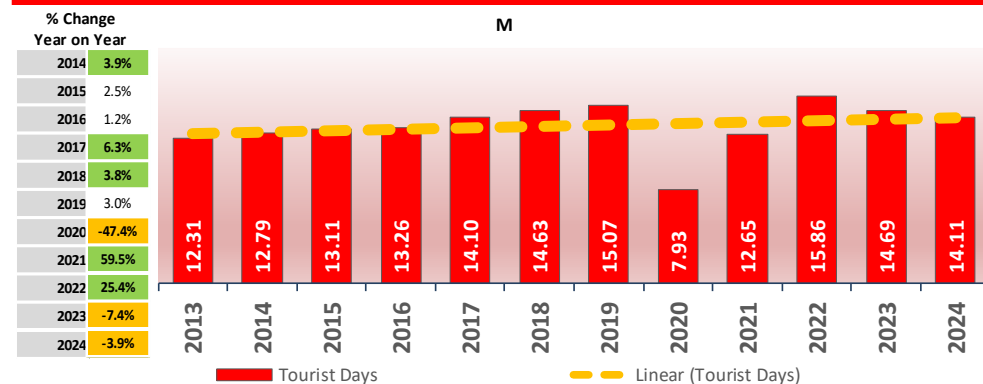
Economic Impact - Indexed - Staying Visitor



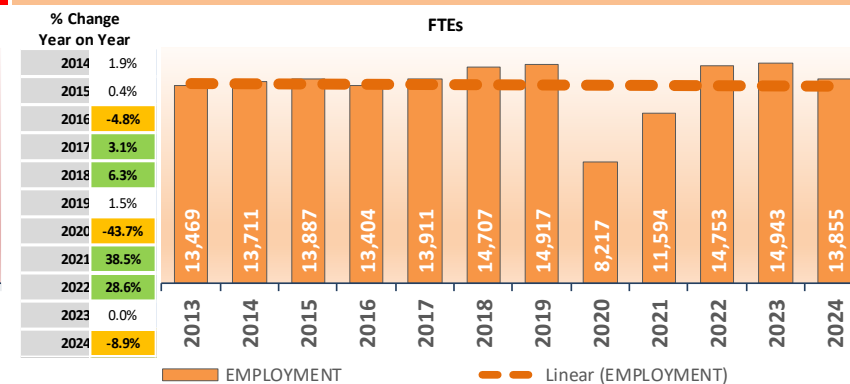
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		4.6%	7.0%	8.4%	15.2%	19.4%	22.2%	-37.4%	0.6%	26.1%	15.6%	11.1%
Visitor Numbers		0.6%	1.3%	-1.5%	3.4%	7.6%	9.7%	-45.3%	-15.0%	12.6%	8.5%	4.3%
Visitor Days		3.9%	6.5%	7.8%	14.6%	18.9%	22.4%	-35.6%	2.8%	28.9%	19.4%	14.6%
Direct Employment		1.8%	3.1%	-0.5%	3.3%	9.2%	10.8%	-39.0%	-13.9%	9.5%	10.9%	2.9%

"Linear" = Linear Trendline

VALUE!

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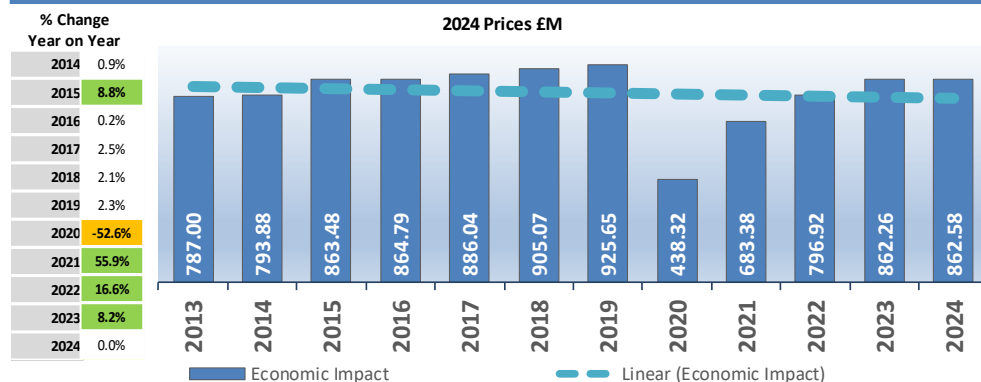
STEAM REPORT FOR 2013-2024 - FINAL
LINCOLNSHIRE

2013 to 2024
2024 Prices

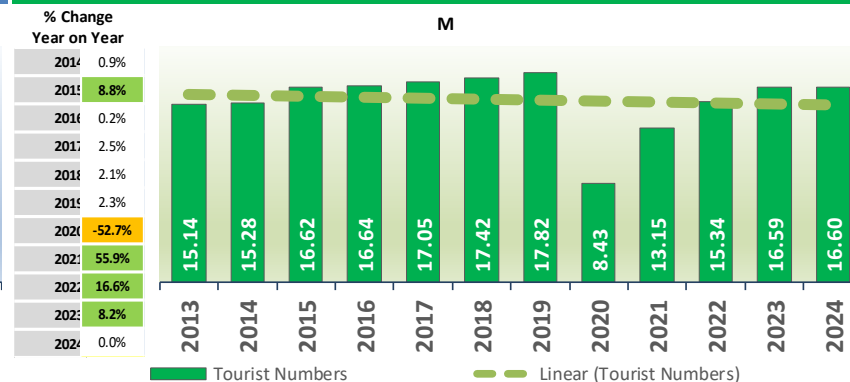
DAY VISITOR

KEY MEASURES
Indexed

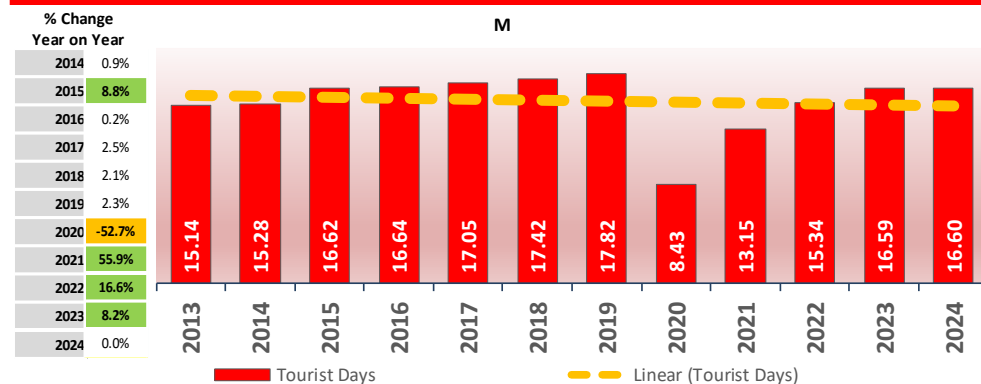
Economic Impact - Indexed - Day Visitor



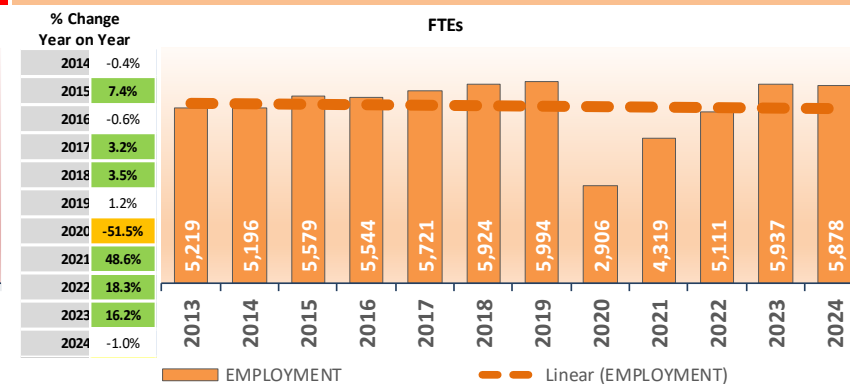
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



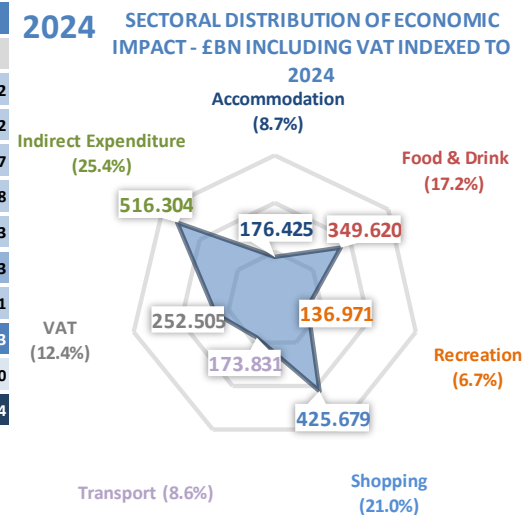
% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		0.9%	9.7%	9.9%	12.6%	15.0%	17.6%	-44.3%	-13.2%	1.3%	9.6%	9.6%
Visitor Numbers		0.9%	9.7%	9.9%	12.6%	15.0%	17.6%	-44.3%	-13.2%	1.3%	9.6%	9.6%
Visitor Days		0.9%	9.7%	9.9%	12.6%	15.0%	17.6%	-44.3%	-13.2%	1.3%	9.6%	9.6%
Direct Employment		-0.4%	6.9%	6.2%	9.6%	13.5%	14.9%	-44.3%	-17.2%	-2.1%	13.8%	12.6%

"Linear" = Linear Trendline

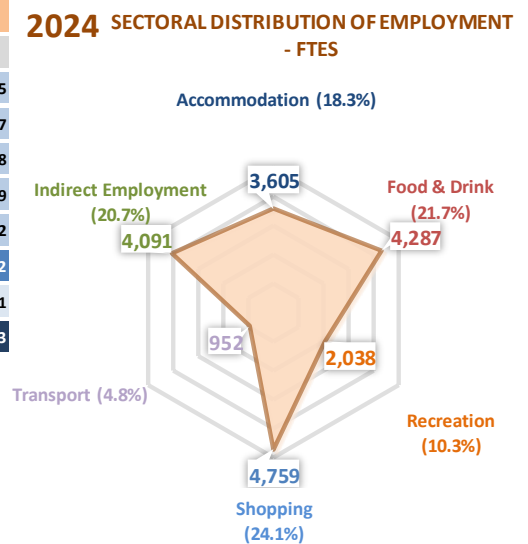
VALUE!

Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE											2013 to 2024 2024 Prices			TOTAL	SECTORAL ANALYSIS Indexed																				
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2024														2024 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2024 <table><thead><tr><th>Sector</th><th>Value (£M)</th><th>Percentage</th></tr></thead><tbody><tr><td>Accommodation</td><td>176.42</td><td>8.7%</td></tr><tr><td>Food & Drink</td><td>349.62</td><td>17.2%</td></tr><tr><td>Recreation</td><td>136.97</td><td>6.7%</td></tr><tr><td>VAT</td><td>252.51</td><td>12.4%</td></tr><tr><td>Indirect Expenditure</td><td>516.30</td><td>25.4%</td></tr><tr><td>Total</td><td>1,262.53</td><td></td></tr></tbody></table>	Sector	Value (£M)	Percentage	Accommodation	176.42	8.7%	Food & Drink	349.62	17.2%	Recreation	136.97	6.7%	VAT	252.51	12.4%	Indirect Expenditure	516.30	25.4%	Total	1,262.53	
Sector	Value (£M)	Percentage																																	
Accommodation	176.42	8.7%																																	
Food & Drink	349.62	17.2%																																	
Recreation	136.97	6.7%																																	
VAT	252.51	12.4%																																	
Indirect Expenditure	516.30	25.4%																																	
Total	1,262.53																																		
SECTOR / YEAR	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024																							
Accommodation	£M	170.07	182.20	184.31	189.46	203.14	209.17	211.09	114.48	170.02	209.25	182.41	176.42																						
Food & Drink	£M	314.13	321.83	339.21	339.89	354.41	365.96	375.00	196.70	294.94	360.92	358.89	349.62																						
Recreation	£M	123.51	126.45	133.62	133.74	139.25	144.02	147.71	76.64	115.94	141.06	140.81	136.97																						
Shopping	£M	380.95	389.60	413.18	415.12	431.45	443.92	454.75	224.31	354.81	429.02	432.68	425.68																						
Transport	£M	155.11	158.66	167.40	168.69	176.00	181.28	186.31	93.51	147.94	178.84	177.42	173.83																						
Direct Revenue	£M	1,143.76	1,178.75	1,237.73	1,246.91	1,304.25	1,344.35	1,374.85	705.64	1,083.65	1,319.09	1,292.21	1,262.53																						
VAT	£M	228.75	235.75	247.55	249.38	260.85	268.87	274.97	109.27	213.39	263.82	258.44	252.51																						
Direct Expenditure	£M	1,372.52	1,414.50	1,485.27	1,496.29	1,565.10	1,613.22	1,649.82	814.90	1,297.04	1,582.91	1,550.65	1,515.03																						
Indirect Expenditure	£M	466.76	480.44	504.33	509.11	533.39	548.75	561.92	281.67	444.61	541.12	528.11	516.30																						
TOTAL	£M	1,839.28	1,894.94	1,989.60	2,005.40	2,098.49	2,161.97	2,211.74	1,096.58	1,741.65	2,124.03	2,078.76	2,031.34																						

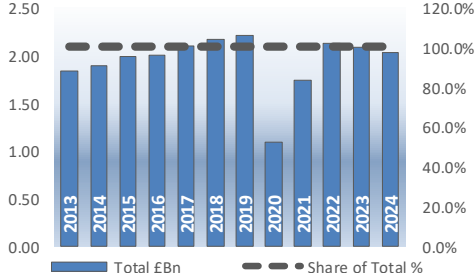


SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	4,581	4,635	4,599	4,125	4,063	4,361	4,423	2,701	3,321	4,252	4,219	3,605
Food & Drink	FTEs	3,748	3,790	3,944	3,921	4,118	4,312	4,370	2,284	3,336	4,165	4,447	4,287
Recreation	FTEs	1,788	1,807	1,885	1,872	1,964	2,059	2,089	1,080	1,592	1,976	2,117	2,038
Shopping	FTEs	4,144	4,183	4,380	4,366	4,570	4,768	4,831	2,375	3,659	4,514	4,888	4,759
Transport	FTEs	827	835	870	869	914	954	970	485	748	922	982	952
Direct Employment	FTEs	15,089	15,251	15,678	15,154	15,628	16,454	16,681	8,926	12,656	15,829	16,653	15,642
Indirect Employment	FTEs	3,599	3,656	3,789	3,795	4,004	4,177	4,230	2,197	3,257	4,035	4,228	4,091
TOTAL	FTEs	18,688	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733



#VALUE!

Report Prepared by: GARETH REYNOLDS. Date of Issue: 01/07/2025

STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE										2013 to 2024 2024 Prices			TOTAL		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £Bn - INDEXED TO 2024 / 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 2013 to 2024		10.7%	9.1%	25.4%	11.5%	8.7%	12.6%	0.7%	4.8%	19.2%	19.7%	-0.3%	14.4%		10.4%	15.9%	10.8%	7.1%	12.3%	
% Change 2023 to 2024		-2.8%	-2.9%	-0.6%	-5.2%	-4.4%	0.5%	0.7%	-1.7%	-4.0%	-2.4%	-3.2%	-4.3%		-2.3%	-1.9%	-2.9%	-1.6%	-3.1%	
Average Annual Change		1.0%	0.8%	2.3%	1.0%	0.8%	1.1%	0.1%	0.4%	1.7%	1.8%	0.0%	1.3%		0.9%	1.4%	1.0%	0.6%	1.1%	
2013		£Bn	0.087	0.096	0.118	0.141	0.199	0.187	0.230	0.307	0.181	0.127	0.088		0.079	1.839	0.301	0.527	0.718	0.294
2014		£Bn	0.085	0.095	0.129	0.152	0.202	0.189	0.236	0.306	0.200	0.132	0.091	0.080	1.895	3.0%	0.309	0.543	0.741	0.302
2015		£Bn	0.094	0.104	0.135	0.154	0.210	0.198	0.242	0.331	0.206	0.144	0.090	0.083	1.990	5.0%	0.333	0.561	0.779	0.317
2016		£Bn	0.094	0.103	0.141	0.153	0.215	0.207	0.239	0.336	0.204	0.140	0.088	0.085	2.005	0.8%	0.338	0.576	0.779	0.313
2017		£Bn	0.098	0.107	0.142	0.163	0.227	0.214	0.250	0.346	0.223	0.147	0.091	0.091	2.098	4.6%	0.347	0.604	0.819	0.329
2018		£Bn	0.101	0.110	0.144	0.165	0.238	0.220	0.253	0.361	0.227	0.153	0.095	0.094	2.162	3.0%	0.356	0.623	0.842	0.342
2019		£Bn	0.105	0.115	0.151	0.174	0.243	0.225	0.261	0.363	0.227	0.155	0.097	0.096	2.212	2.3%	0.371	0.642	0.851	0.348
2020		£Bn	0.109	0.103	0.074	0.010	0.021	0.027	0.119	0.252	0.204	0.116	0.022	0.041	1.097	-50.4%	0.285	0.058	0.575	0.179
2021		£Bn	0.019	0.028	0.044	0.065	0.173	0.216	0.245	0.351	0.255	0.168	0.091	0.086	1.742	58.8%	0.091	0.455	0.850	0.345
2022		£Bn	0.095	0.096	0.146	0.163	0.232	0.223	0.254	0.342	0.230	0.151	0.093	0.101	2.124	22.0%	0.337	0.617	0.825	0.344
2023		£Bn	0.099	0.107	0.149	0.166	0.227	0.209	0.230	0.327	0.225	0.155	0.091	0.094	2.079	-2.1%	0.355	0.602	0.782	0.340
2024		£Bn	0.096	0.104	0.148	0.157	0.217	0.211	0.232	0.321	0.216	0.152	0.088	0.090	2.031	-2.3%	0.348	0.584	0.769	0.330
ECONOMIC IMPACT - INDEXED TO 2024														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£Bn Economic Impact by Year and Share of Total						
Total		£Bn	1.839	1.895	1.990	2.005	2.098	2.162	2.212	1.097	1.742	2.124	2.079	2.031						
All Visitor Types		£Bn	1.839	1.895	1.990	2.005	2.098	2.162	2.212	1.097	1.742	2.124	2.079	2.031						
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%							
Annual Change in Share		%																		
Change in Share from 2013		%																		
Avg Ann. Change in Share		%																		

#VALUE!

Report Prepared by: GARETH REYNOLDS Date of Issue: 01/07/2024

VALUE!

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STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE											2013 to 2024 2024 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / 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 2013 to 2024		10.4%	-18.0%	-23.9%	9.3%	13.2%	0.2%	-1.8%	-5.9%	-3.1%	9.2%	-17.9%	5.4%		-3.1%	-14.3%	7.0%	-3.8%	-2.2%
% Change 2023 to 2024		-10.7%	-12.6%	-12.2%	-12.9%	-6.5%	-10.7%	-5.6%	-4.7%	-10.4%	-8.4%	-9.9%	-10.7%		-9.1%	-12.0%	-9.8%	-6.7%	-9.6%
Average Annual Change		0.9%	-1.6%	-2.2%	0.8%	1.2%	0.0%	-0.2%	-0.5%	-0.3%	0.8%	-1.6%	0.5%		-0.3%	-1.3%	0.6%	-0.3%	-0.2%
2013 £M		11.28	20.68	21.11	15.60	20.11	23.46	28.32	36.78	26.11	20.25	22.54	15.97		262.21	53.07	59.16	91.22	58.76
2014 £M		11.62	19.47	19.83	17.66	20.64	22.66	30.13	36.97	31.79	22.68	22.26	16.20		271.89	3.7%	50.91	60.95	98.89
2015 £M		13.98	20.91	20.37	18.35	22.38	26.63	31.76	39.66	30.24	24.82	20.31	16.26	285.68	5.1%	55.27	67.36	101.66	61.39
2016 £M		12.50	19.66	19.44	17.79	21.39	24.94	31.43	39.08	28.46	22.39	19.52	16.70	273.31	-4.3%	51.60	64.12	98.97	58.61
2017 £M		13.55	19.28	18.65	19.37	24.45	26.23	30.70	37.64	29.67	23.90	20.46	18.39	282.31	3.3%	51.48	70.06	98.02	62.75
2018 £M		14.56	20.76	19.61	20.47	26.80	28.53	32.26	41.16	30.91	26.08	22.25	19.88	303.27	7.4%	54.93	75.80	104.33	68.21
2019 £M		14.52	20.53	19.59	20.36	26.79	28.61	32.55	40.99	30.44	26.32	22.46	19.23	302.39	-0.3%	54.65	75.75	103.98	68.01
2020 £M		14.46	19.63	8.048	1.647	2.573	2.394	7.152	18.57	13.98	11.13	2.837	2.151	104.57	-65.4%	42.14	6.614	39.70	16.12
2021 £M		2.594	3.459	3.755	4.040	6.842	21.92	27.11	37.36	27.60	24.52	20.06	16.36	195.62	87.1%	9.808	32.80	92.07	60.94
2022 £M		11.64	18.60	18.15	19.38	24.33	26.30	30.08	36.27	27.74	24.52	21.10	18.68	276.79	41.5%	48.39	70.01	94.09	64.30
2023 £M		13.94	19.40	18.32	19.56	24.33	26.33	29.48	36.30	28.24	24.13	20.56	18.86	279.42	1.0%	51.65	70.22	94.01	63.54
2024 £M		12.45	16.95	16.08	17.04	22.76	23.51	27.82	34.60	25.31	22.11	18.51	16.84	253.98	-9.1%	45.47	63.31	87.73	57.47
ECONOMIC IMPACT - INDEXED TO 2024														SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total				
Serviced		£M	262.21	271.89	285.68	273.31	282.31	303.27	302.39	104.57	195.62	276.79	279.42	253.98					
All Visitor Types		£Bn	1.839	1.895	1.990	2.005	2.098	2.162	2.212	1.097	1.742	2.124	2.079	2.031					
Share of Total		%	14.3%	14.3%	14.4%	13.6%	13.5%	14.0%	13.7%	9.5%	11.2%	13.0%	13.4%	12.5%					
Annual Change in Share		%		0.6%	0.1%	-5.1%	-1.3%	4.3%	-2.5%	-30.3%	17.8%	16.0%	3.2%	-7.0%					
Change in Share from 2013		%		0.6%	0.7%	-4.4%	-5.6%	-1.6%	-4.1%	-33.1%	-21.2%	-8.6%	-5.7%	-12.3%					
Avg Ann. Change in Share		%		0.6%	0.4%	-1.5%	-1.4%	-0.3%	-0.7%	-4.7%	-2.7%	-1.0%	-0.6%	-1.1%					

#VALUE!

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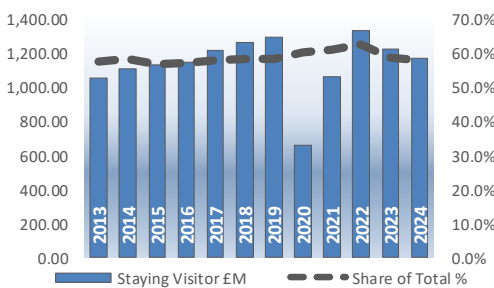
STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE											2013 to 2024 2024 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / 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 2013 to 2024		14.1%	-4.1%	10.5%	19.7%	3.6%	3.3%	9.8%	10.6%	45.7%	39.0%	21.3%	33.3%		16.5%	7.4%	7.3%	20.1%	33.0%
% Change 2023 to 2024		-10.3%	-15.9%	-0.5%	-8.2%	-11.9%	0.0%	3.3%	0.0%	-1.9%	-1.9%	-3.2%	-8.7%		-3.2%	-7.0%	-6.8%	0.3%	-3.6%
Average Annual Change		1.3%	-0.4%	1.0%	1.8%	0.3%	0.3%	0.9%	1.0%	4.2%	3.5%	1.9%	3.0%		1.5%	0.7%	0.7%	1.8%	3.0%
2013 £M		13.51	15.85	29.85	46.56	74.36	74.83	88.36	107.94	75.40	44.41	23.29	16.71		611.07	59.21	195.75	271.70	84.41
2014 £M		14.11	16.61	31.46	48.72	76.58	77.33	92.12	109.17	92.05	47.25	25.45	18.11	648.96	6.2%	62.18	202.64	293.33	90.80
2015 £M		14.00	16.26	32.06	49.60	78.43	78.70	94.61	112.62	90.30	48.23	25.46	17.99	658.26	1.4%	62.32	206.73	297.53	91.68
2016 £M		14.81	16.82	32.28	50.34	79.93	80.61	98.29	118.74	95.10	50.58	26.64	18.87	683.01	3.8%	63.91	210.88	312.12	96.09
2017 £M		16.39	19.47	32.21	55.30	85.64	83.80	107.94	124.58	109.28	55.00	27.73	21.42	738.78	8.2%	68.07	224.75	341.80	104.15
2018 £M		16.62	19.71	32.36	56.01	90.52	87.65	108.13	130.94	109.59	57.63	28.50	21.74	759.41	2.8%	68.69	234.19	348.66	107.88
2019 £M		18.37	20.40	33.35	62.78	95.28	88.88	114.82	133.12	108.12	57.53	31.07	23.46	787.20	3.7%	72.12	246.95	356.06	112.07
2020 £M		20.12	16.72	18.85	2.133	4.952	5.209	69.50	112.77	125.53	56.32	3.412	13.20	448.72	-43.0%	55.68	12.29	307.81	72.93
2021 £M		0.500	0.496	0.937	18.23	78.29	96.58	115.94	137.98	139.07	72.82	31.80	22.28	714.93	59.3%	1.933	193.10	393.00	126.90
2022 £M		19.78	18.44	40.92	62.67	100.34	97.28	121.18	141.67	123.03	60.22	31.28	29.97	846.80	18.4%	79.15	260.29	385.88	121.48
2023 £M		17.19	18.09	33.15	60.69	87.47	77.29	93.94	119.33	111.94	62.92	29.18	24.41	735.58	-13.1%	68.43	225.45	325.20	116.51
2024 £M		15.41	15.21	32.99	55.71	77.02	77.31	97.06	119.34	109.84	61.74	28.25	22.29	712.17	-3.2%	63.61	210.04	326.24	112.28
ECONOMIC IMPACT - INDEXED TO 2024														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
Non-Serviced		£M	611.07	648.96	658.26	683.01	738.78	759.41	787.20	448.72	714.93	846.80	735.58	712.17	1,000.00 800.00 600.00 400.00 200.00 0.00 50.0% 40.0% 30.0% 20.0% 10.0% 0.0% Non-Serviced £M Share of Total %				
All Visitor Types		£Bn	1.839	1.895	1.990	2.005	2.098	2.162	2.212	1.097	1.742	2.124	2.079	2.031					
Share of Total		%	33.2%	34.2%	33.1%	34.1%	35.2%	35.1%	35.6%	40.9%	41.0%	39.9%	35.4%	35.1%					
Annual Change in Share		%		3.1%	-3.4%	2.9%	3.4%	-0.2%	1.3%	15.0%	0.3%	-2.9%	-11.2%	-0.9%					
Change in Share from 2013		%		3.1%	-0.4%	2.5%	6.0%	5.7%	7.1%	23.2%	23.6%	20.0%	6.5%	5.5%					
Avg Ann. Change in Share		%		3.1%	-0.2%	0.8%	1.5%	1.1%	1.2%	3.3%	2.9%	2.2%	0.7%	0.5%					

#VALUE!

Report Prepared by: GARETH REYNOLDS Date of Issue: 01/07/2024

VALUE!

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STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE											2013 to 2024 2024 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / 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 2013 to 2024		12.4%	-9.1%	-2.0%	16.6%	6.6%	3.5%	7.8%	7.3%	32.0%	28.4%	3.5%	17.4%		11.1%	0.6%	8.2%	14.2%	17.7%
% Change 2023 to 2024		-5.5%	-11.6%	-3.6%	-7.3%	-9.5%	-2.2%	1.3%	-0.8%	-3.2%	-3.1%	-4.9%	-5.9%		-3.9%	-6.5%	-6.4%	-0.9%	-4.4%
Average Annual Change		1.1%	-0.8%	-0.2%	1.5%	0.6%	0.3%	0.7%	0.7%	2.9%	2.6%	0.3%	1.6%		1.0%	0.1%	0.7%	1.3%	1.6%
2013	£M	50.41	45.80	61.33	82.77	109.10	109.87	134.13	163.08	111.96	74.45	54.14	55.24		1,052.27	157.54	301.74	409.17	183.83
2014	£M	51.36	45.11	61.50	87.34	111.93	111.56	139.93	164.81	134.73	79.96	56.00	56.84	1,101.07	4.6%	157.96	310.82	439.47	192.81
2015	£M	53.96	46.12	62.74	89.14	115.80	117.24	144.41	171.44	131.55	83.30	54.00	56.42	1,126.12	2.3%	162.82	322.19	447.39	193.72
2016	£M	53.24	45.45	62.05	89.56	116.51	117.60	148.06	177.35	134.81	83.25	54.52	58.20	1,140.61	1.3%	160.74	323.68	460.22	195.97
2017	£M	56.87	47.99	61.25	96.97	126.06	122.48	157.70	182.30	150.90	89.60	56.81	63.49	1,212.44	6.3%	166.12	345.51	490.91	209.90
2018	£M	58.58	49.90	62.44	98.97	133.61	128.86	159.58	192.57	152.46	94.61	59.53	65.78	1,256.90	3.7%	170.92	361.45	504.61	219.92
2019	£M	60.75	50.38	63.48	106.20	138.62	130.24	166.95	194.70	150.47	94.76	62.49	67.05	1,286.09	2.3%	174.62	375.06	512.12	224.29
2020	£M	65.09	45.07	32.29	4.968	8.630	8.481	87.29	147.75	151.45	76.10	7.343	23.78	658.25	-48.8%	142.45	22.08	386.50	107.22
2021	£M	5.501	4.737	5.546	29.29	99.37	132.83	164.40	198.08	183.03	111.45	61.36	62.68	1,058.27	60.8%	15.78	261.49	545.51	235.48
2022	£M	59.50	46.37	70.21	105.63	141.82	136.93	171.60	199.33	163.47	95.97	61.51	74.77	1,327.11	25.4%	176.07	384.37	534.41	232.25
2023	£M	60.00	47.08	62.38	104.07	128.51	116.33	142.72	176.30	152.69	98.59	58.90	68.93	1,216.50	-8.3%	169.46	348.91	471.71	226.42
2024	£M	56.69	41.63	60.11	96.48	116.31	113.74	144.62	174.95	147.80	95.57	56.02	64.85	1,168.75	-3.9%	158.43	326.53	467.36	216.43
ECONOMIC IMPACT - INDEXED TO 2024														STAYING VISITOR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M	Economic Impact by Year and Share of Total				
Staying Visitor	£M	1,052.27	1,101.07	1,126.12	1,140.61	1,212.44	1,256.90	1,286.09	658.25	1,058.27	1,327.11	1,216.50	1,168.75						
All Visitor Types	£Bn	1.839	1.895	1.990	2.005	2.098	2.162	2.212	1.097	1.742	2.124	2.079	2.031						
Share of Total	%	57.2%	58.1%	56.6%	56.9%	57.8%	58.1%	58.1%	60.0%	60.8%	62.5%	58.5%	57.5%						
Annual Change in Share	%		1.6%	-2.6%	0.5%	1.6%	0.6%	0.0%	3.2%	1.2%	2.8%	-6.3%	-1.7%						
Change in Share from 2013	%		1.6%	-1.1%	-0.6%	1.0%	1.6%	1.6%	4.9%	6.2%	9.2%	2.3%	0.6%						
Avg Ann. Change in Share	%		1.6%	-0.5%	-0.2%	0.2%	0.3%	0.3%	0.7%	0.8%	1.0%	0.2%	0.1%						
#VALUE!															Report Prepared by: GARETH REYNOLDS Date of Issue: 01/07/2024				

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STEAM REPORT FOR 2013-2024 - FINAL LINCOLNSHIRE											2013 to 2024 2024 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			DAY VISITOR																	
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2024 / 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 2013 to 2024			8.3%	25.8%	55.1%	4.3%	11.3%	25.5%	-9.3%	1.9%	-1.5%	7.4%	-6.2%	7.3%		9.6%	32.9%	14.3%	-2.3%	3.1%
% Change 2023 to 2024			1.3%	3.9%	1.7%	-1.7%	2.4%	4.0%	-0.2%	-2.7%	-5.7%	-1.2%	0.0%	0.3%		0.0%	2.3%	2.0%	-2.7%	-0.5%
Average Annual Change			0.8%	2.3%	5.0%	0.4%	1.0%	2.3%	-0.8%	0.2%	-0.1%	0.7%	-0.6%	0.7%		0.9%	3.0%	1.3%	-0.2%	0.3%
2013 £M			36.64	49.84	56.50	58.12	90.27	77.17	95.85	143.52	69.36	52.10	34.15	23.48		787.00	142.98	225.56	308.73	109.73
2014 £M			33.65	50.12	67.09	64.35	89.68	77.72	95.57	140.74	65.32	51.93	34.76	22.93		793.88	150.86	231.76	301.64	109.62
2015 £M			40.30	58.30	71.78	64.80	93.93	80.34	97.24	159.49	74.46	60.80	35.82	26.21	863.48	170.38	239.06	331.20	122.84	
2016 £M			40.62	57.63	78.61	63.74	98.86	89.51	91.27	158.30	69.32	56.84	33.71	26.37	864.79	176.86	252.11	318.90	116.92	
2017 £M			41.01	58.90	80.74	66.22	100.59	91.45	92.12	164.03	72.15	57.11	34.63	27.12	886.04	180.64	258.26	328.30	118.85	
2018 £M			42.67	60.22	81.95	66.06	104.00	91.17	93.75	168.76	74.39	58.64	35.38	28.07	905.07	184.85	261.23	336.90	122.09	
2019 £M			44.60	64.30	87.21	67.31	104.31	95.13	93.71	168.67	76.73	60.45	34.76	28.45	925.65	196.11	266.76	339.12	123.66	
2020 £M			43.43	57.61	41.39	4.996	12.15	18.60	31.41	104.58	52.72	39.87	14.39	17.18	438.32	-52.6%	142.43	35.74	188.71	71.44
2021 £M			13.72	23.63	38.03	36.20	73.86	83.30	80.35	152.98	71.54	56.75	30.02	23.00	683.38	55.9%	75.38	193.35	304.88	109.77
2022 £M			35.44	49.64	75.90	56.95	90.54	85.59	82.40	142.38	66.07	54.59	31.39	26.04	796.92	16.6%	160.98	233.08	290.85	112.02
2023 £M			39.19	60.32	86.19	61.66	98.13	93.12	87.11	150.38	72.41	56.64	32.01	25.10	862.26	8.2%	185.71	252.91	309.89	113.75
2024 £M			39.70	62.68	87.62	60.64	100.46	96.81	86.93	146.28	68.30	55.97	32.02	25.19	862.58	0.0%	190.00	257.91	301.50	113.18
ECONOMIC IMPACT - INDEXED TO 2024															DAY VISITOR					
SHARE OF MARKET			2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
Day Visitor			£M	787.00	793.88	863.48	864.79	886.04	905.07	925.65	438.32	683.38	796.92	862.26	862.58	1,000.00 800.00 600.00 400.00 200.00 0.00 50.0% 40.0% 30.0% 20.0% 10.0% 0.0% Day Visitor £M Share of Total %				
All Visitor Types			£Bn	1.839	1.895	1.990	2.005	2.098	2.162	2.212	1.097	1.742	2.124	2.079	2.031					
Share of Total			%	42.8%	41.9%	43.4%	43.1%	42.2%	41.9%	40.0%	39.2%	37.5%	41.5%	42.5%						
Annual Change in Share			%		-2.1%	3.6%	-0.6%	-2.1%	-0.9%	0.0%	-4.5%	-1.8%	-4.4%	10.6%	2.4%					
Change in Share from 2013			%		-2.1%	1.4%	0.8%	-1.3%	-2.2%	-2.2%	-6.6%	-8.3%	-12.3%	-3.1%	-0.8%					
Avg Ann. Change in Share			%		-2.1%	0.7%	0.3%	-0.3%	-0.4%	-0.4%	-0.9%	-1.0%	-1.4%	-0.3%	-0.1%					

#VALUE!

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