



STEAM REPORT FOR 2016-2024 - FINAL

Final

GREATER LINCOLNSHIRE

Global Tourism Solutions (UK) Ltd

71 Heol Gwys

Upper Cwmtwrch


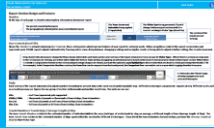



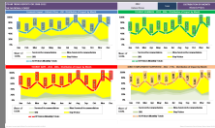







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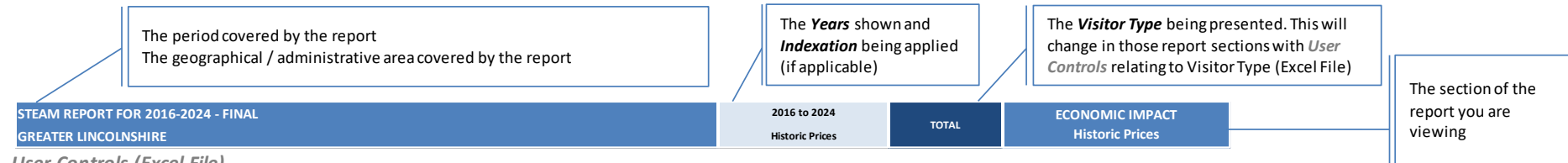
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
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Report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

Headers

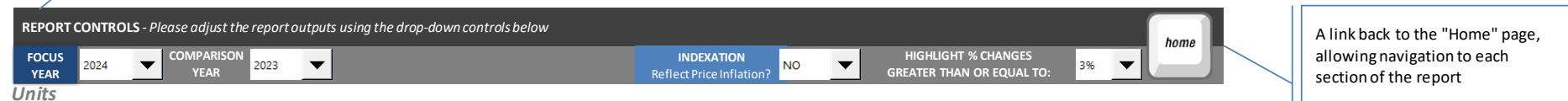
At the top of each page is a band containing key information about your report



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

STEAM REPORT FOR 2016-2024 - FINAL
GREATER LINCOLNSHIRE

Comparing 2024 and 2023

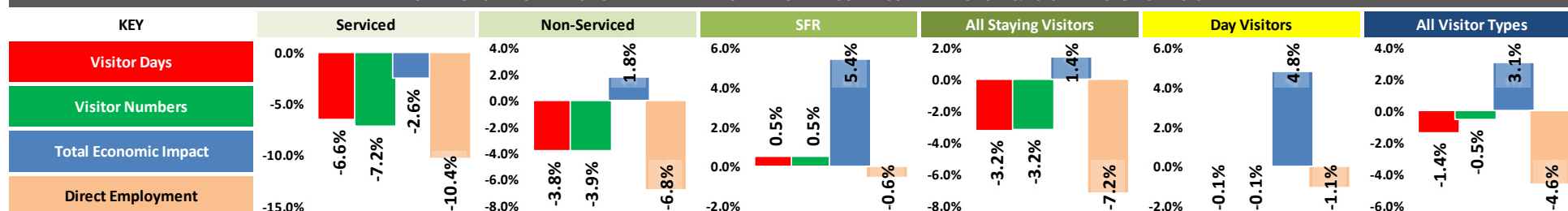
All £'s Historic Prices

COMPARATIVE HEADLINES

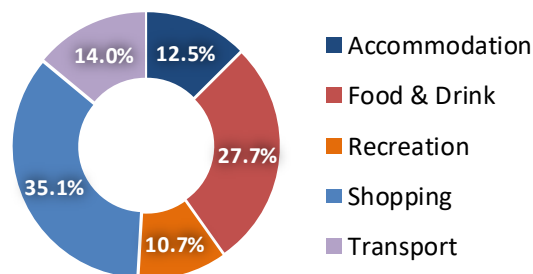
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - IN HISTORIC PRICES

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %
Visitor Days	M	2.366	2.532	-6.6%	11.52	11.98	-3.8%	4.256	4.236	0.5%	18.14	18.75	-3.2%	27.69	27.71	-0.1%	45.83	46.46	-1.4%
Visitor Numbers	M	1.150	1.239	-7.2%	1.611	1.676	-3.9%	1.721	1.713	0.5%	4.482	4.628	-3.2%	27.69	27.71	-0.1%	32.17	32.34	-0.5%
Direct Expenditure	£Bn																2.201	2.137	3.0%
Economic Impact	£Bn	0.360	0.369	-2.6%	0.874	0.858	1.8%	0.299	0.284	5.4%	1.533	1.512	1.4%	1.483	1.415	4.8%	3.016	2.926	3.1%
Direct Employment	FTEs	4,667	5,207	-10.4%	5,737	6,154	-6.8%	2,039	2,050	-0.6%	12,443	13,411	-7.2%	9,805	9,916	-1.1%	22,248	23,327	-4.6%
Total Employment	FTEs															28,700	29,956	-4.2%	

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2024 & 2023 - IN HISTORIC PRICES



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



Direct Expenditure Categories

	2024	2023	+/- %
Accommodation	0.276	0.272	1.3%
Food & Drink	0.609	0.591	2.9%
Recreation	0.236	0.230	2.8%
Shopping	0.773	0.746	3.6%
Transport	0.308	0.298	3.4%
TOTAL DIRECT	2,201	2,137	3.0%
Indirect	0.814	0.789	3.2%
TOTAL	3,016	2,926	3.1%

Sectors

Sectors	2024	2023	+/- %
Accommodation	4,493	5,094	-11.8%
Food & Drink	6,220	6,407	-2.9%
Recreation	2,927	3,018	-3.0%
Shopping	7,202	7,366	-2.2%
Transport	1,405	1,441	-2.5%
TOTAL DIRECT	22,248	23,327	-4.6%
Indirect	6,452	6,630	-2.7%
TOTAL	28,700	29,956	-4.2%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

Unindexed Key Measures by Year and Visitor Type for the Period 2016 to 2024

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

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE

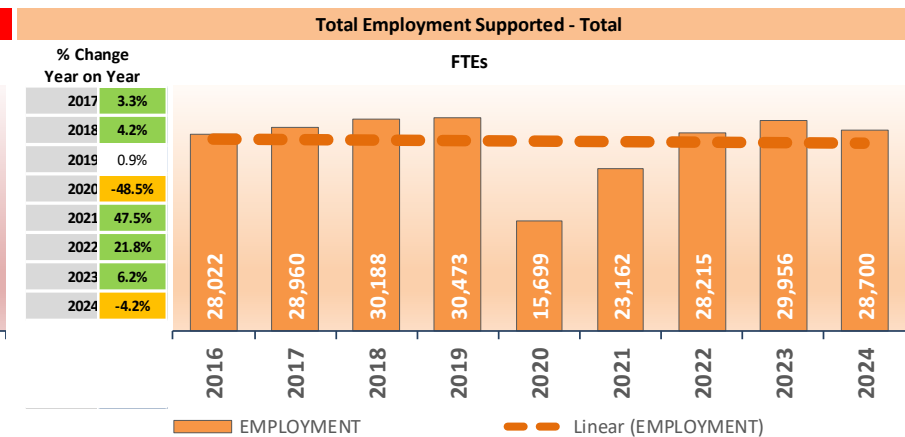
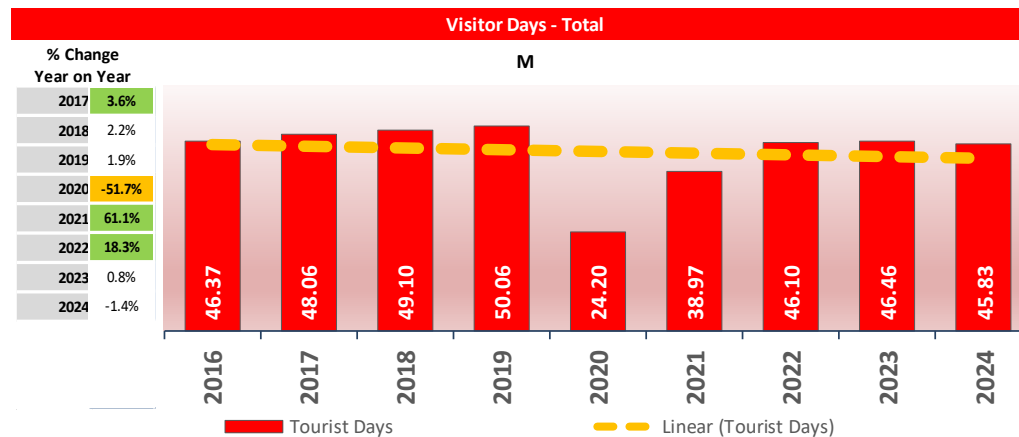
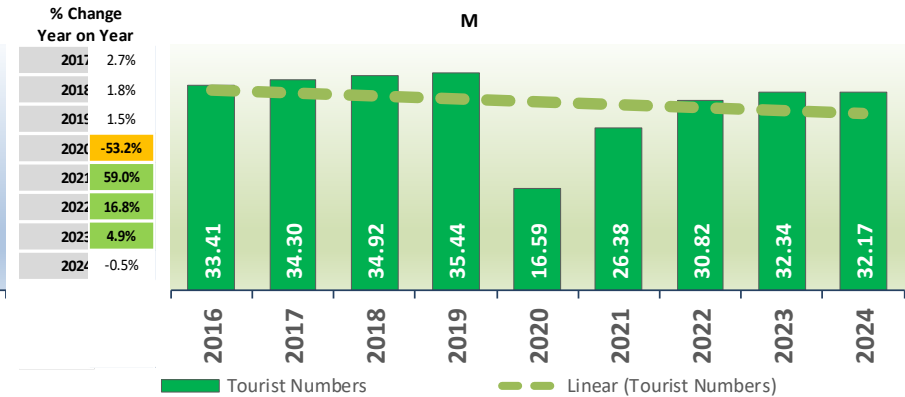
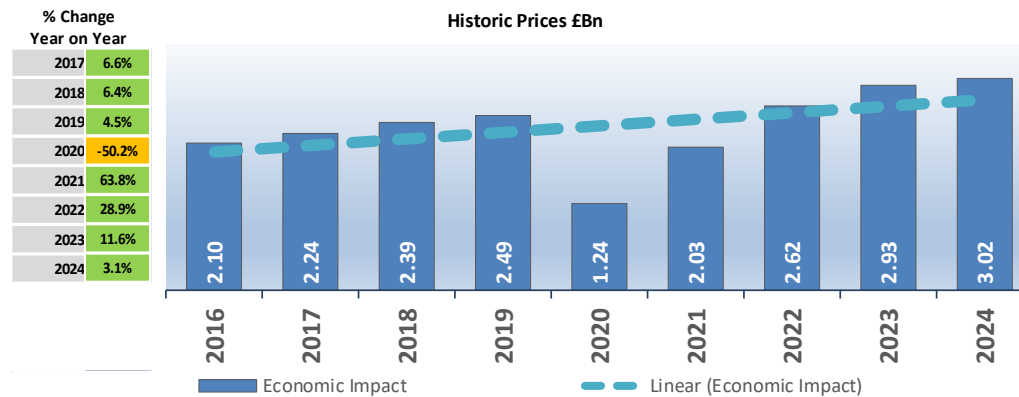
2016 to 2024
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		6.6%	13.4%	18.5%	-41.0%	-3.4%	24.5%	39.0%	43.3%
Visitor Numbers		2.7%	4.5%	6.1%	-50.3%	-21.1%	-7.8%	-3.2%	-3.7%
Visitor Days		3.6%	5.9%	8.0%	-47.8%	-15.9%	-0.6%	0.2%	-1.2%
Total Employment		3.3%	7.7%	8.7%	-44.0%	-17.3%	0.7%	6.9%	2.4%

"Linear" = Linear Trendline

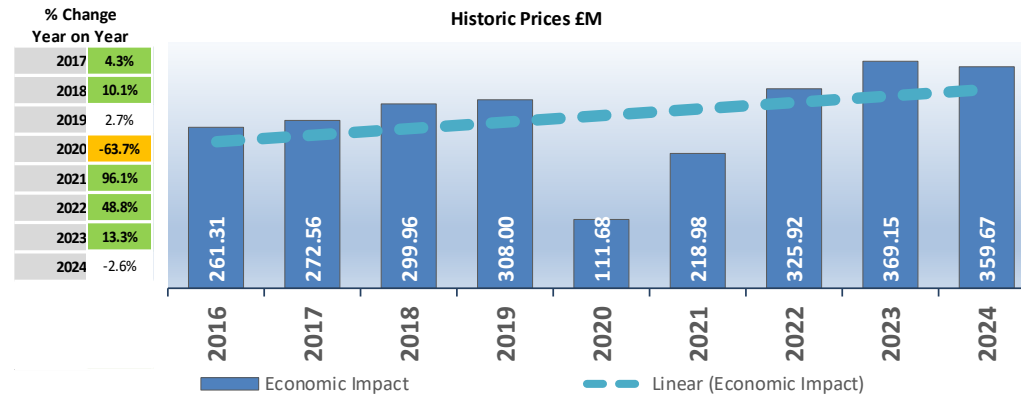
STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE

2016 to 2024
Historic Prices

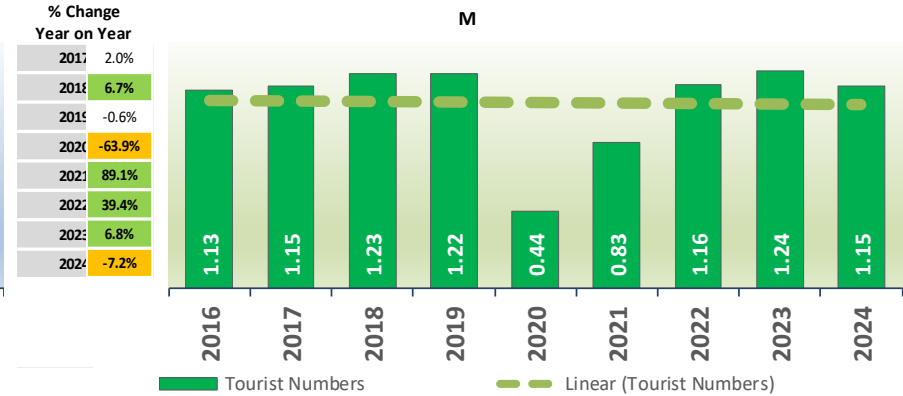
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

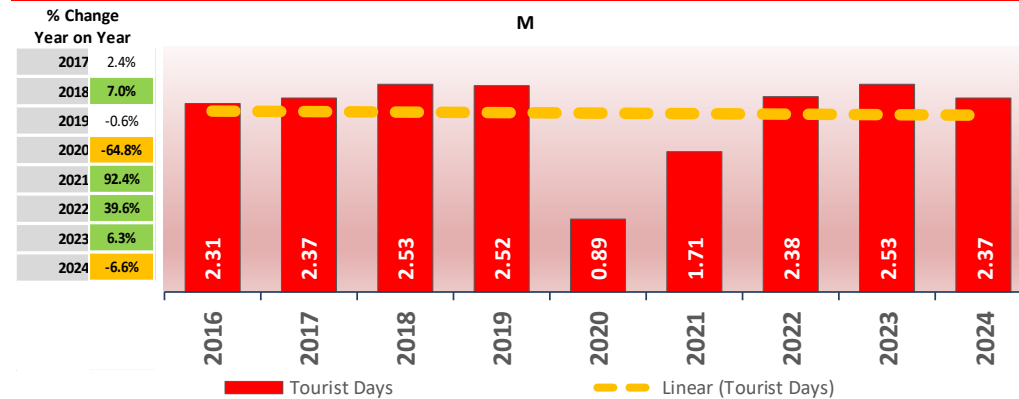
Economic Impact - Historic Prices - Serviced Accommodation



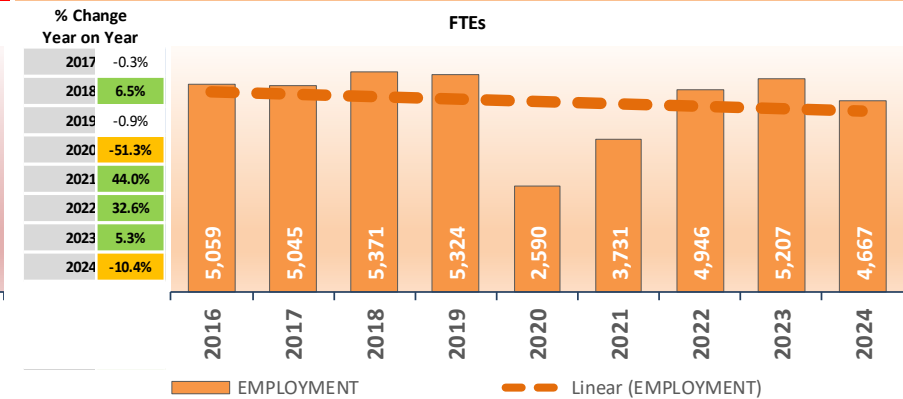
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		4.3%	14.8%	17.9%	-57.3%	-16.2%	24.7%	41.3%	37.6%
Visitor Numbers		2.0%	8.9%	8.2%	-61.0%	-26.2%	2.9%	9.9%	2.0%
Visitor Days		2.4%	9.7%	9.0%	-61.6%	-26.1%	3.2%	9.7%	2.5%
Direct Employment		-0.3%	6.2%	5.2%	-48.8%	-26.2%	-2.2%	2.9%	-7.7%

"Linear" = Linear Trendline

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE

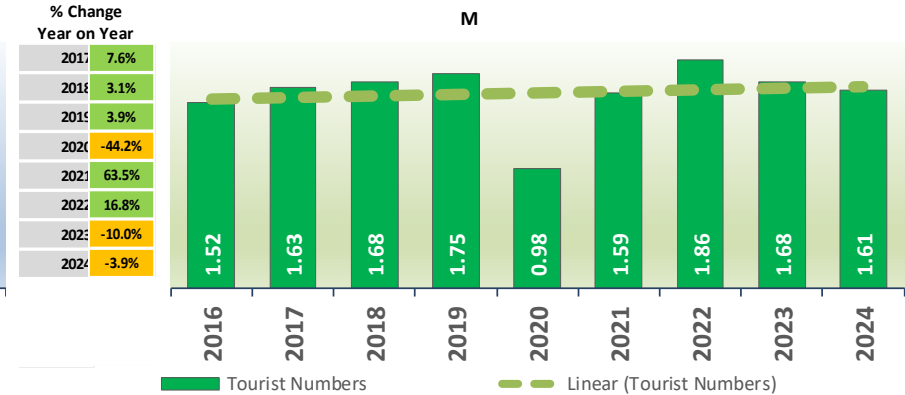
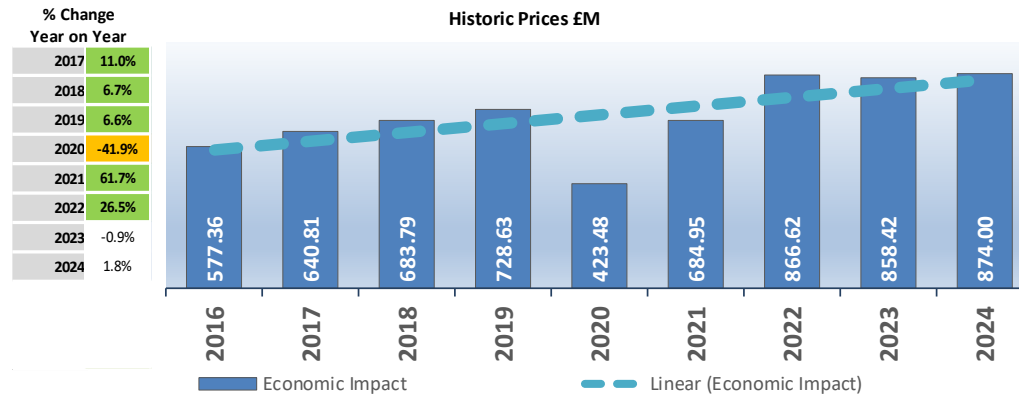
2016 to 2024
Historic Prices

NON-SERVED
ACCOMMODATION

KEY MEASURES
Historic Prices

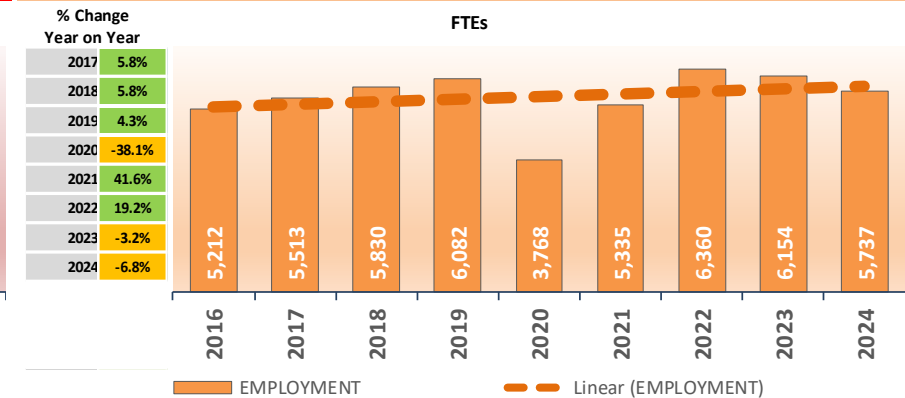
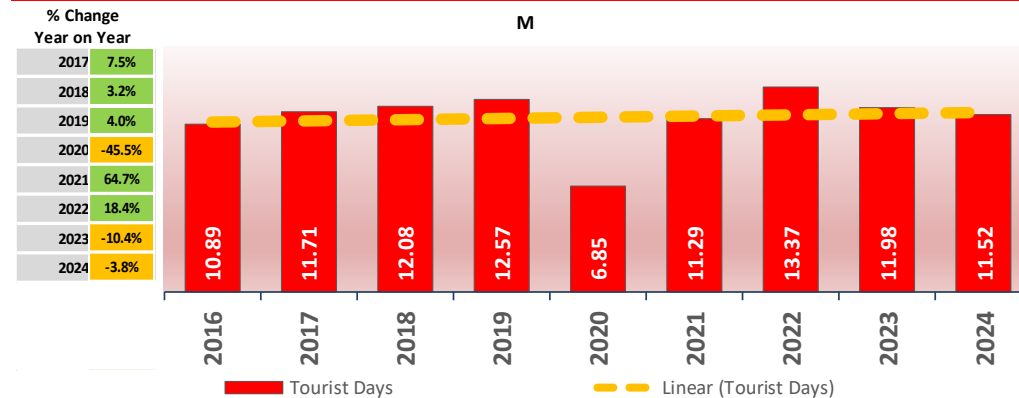
Economic Impact - Historic Prices - Non-Served Accommodation

Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation

Direct Employment Supported - Non-Served Accommodation

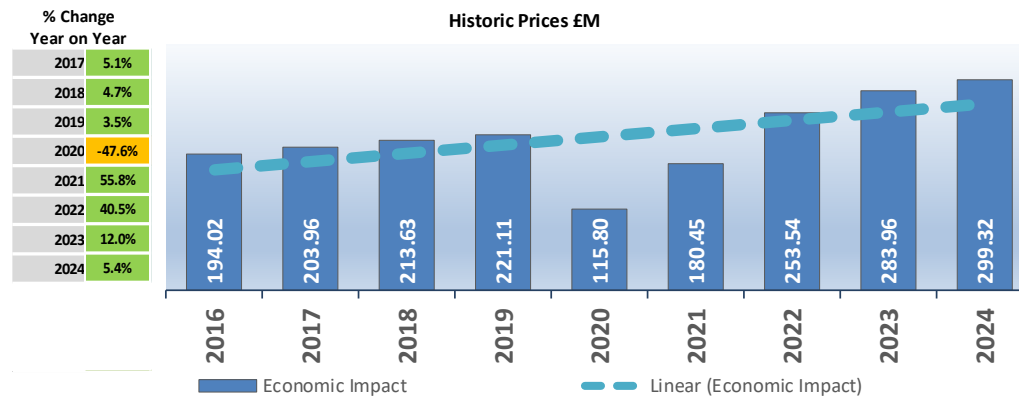


% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		11.0%	18.4%	26.2%	-26.7%	18.6%	50.1%	48.7%	51.4%
Visitor Numbers		7.6%	11.0%	15.4%	-35.7%	5.2%	22.9%	10.6%	6.3%
Visitor Days		7.5%	10.9%	15.4%	-37.1%	3.6%	22.7%	10.0%	5.8%
Direct Employment		5.8%	11.9%	16.7%	-27.7%	2.4%	22.0%	18.1%	10.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE

Economic Impact - Historic Prices - SFR

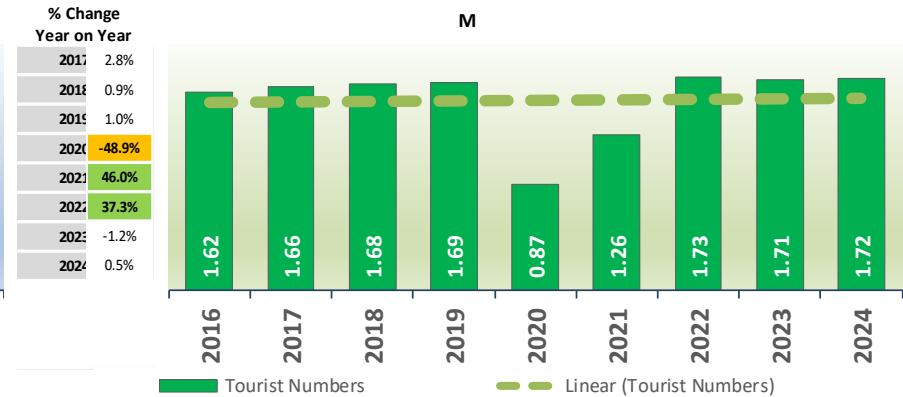


2016 to 2024
Historic Prices

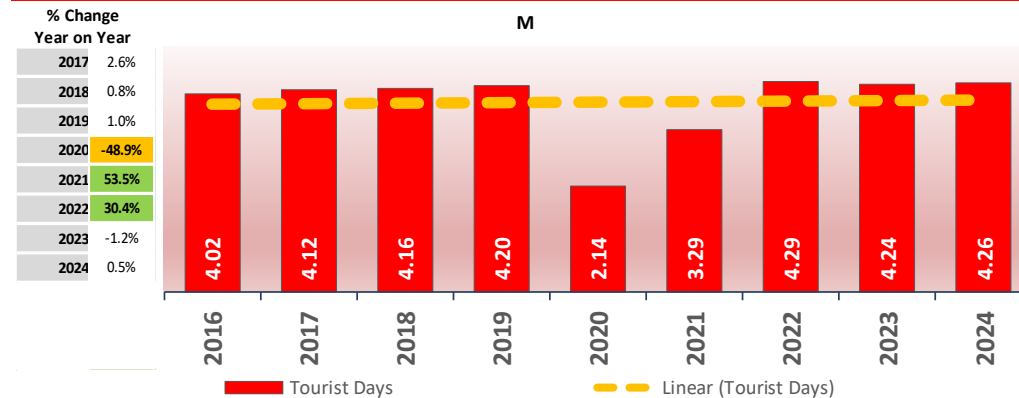
SFR

KEY MEASURES
Historic Prices

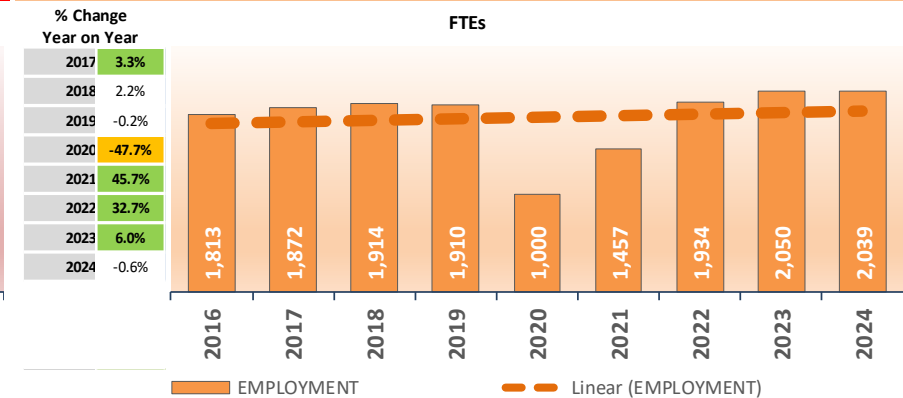
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		5.1%	10.1%	14.0%	-40.3%	-7.0%	30.7%	46.4%	54.3%
Visitor Numbers		2.8%	3.7%	4.7%	-46.5%	-22.0%	7.2%	5.8%	6.3%
Visitor Days		2.6%	3.4%	4.4%	-46.7%	-18.1%	6.7%	5.4%	5.9%
Direct Employment		3.3%	5.6%	5.4%	-44.9%	-19.6%	6.7%	13.1%	12.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE

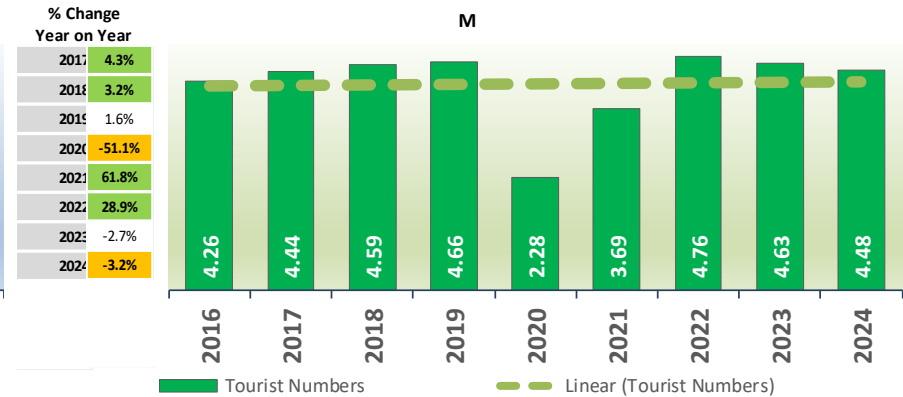
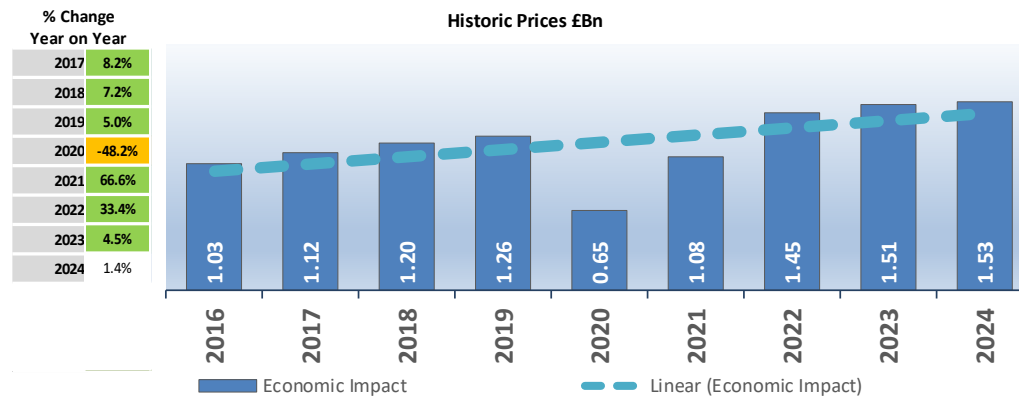
2016 to 2024
Historic Prices

STAYING VISITOR

KEY MEASURES
Historic Prices

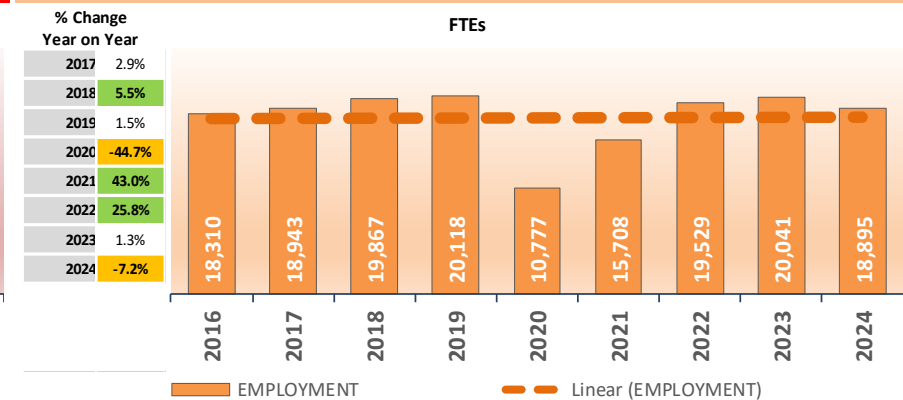
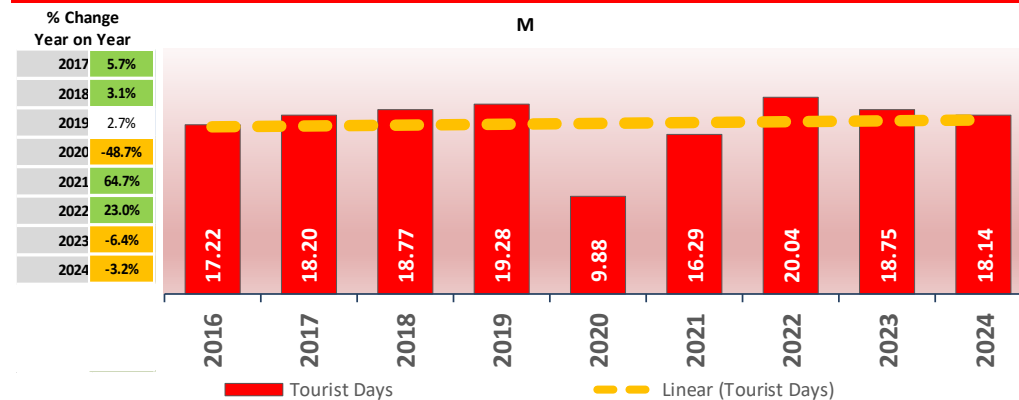
Economic Impact - Historic Prices - Staying Visitor

Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor

Direct Employment Supported - Staying Visitor



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		8.2%	15.9%	21.8%	-37.0%	5.0%	40.0%	46.4%	48.4%
Visitor Numbers		4.3%	7.7%	9.4%	-46.5%	-13.4%	11.6%	8.6%	5.2%
Visitor Days		5.7%	9.0%	12.0%	-42.6%	-5.4%	16.4%	8.9%	5.4%
Direct Employment		3.5%	8.5%	9.9%	-41.1%	-14.2%	6.7%	9.4%	3.2%

"Linear" = Linear Trendline

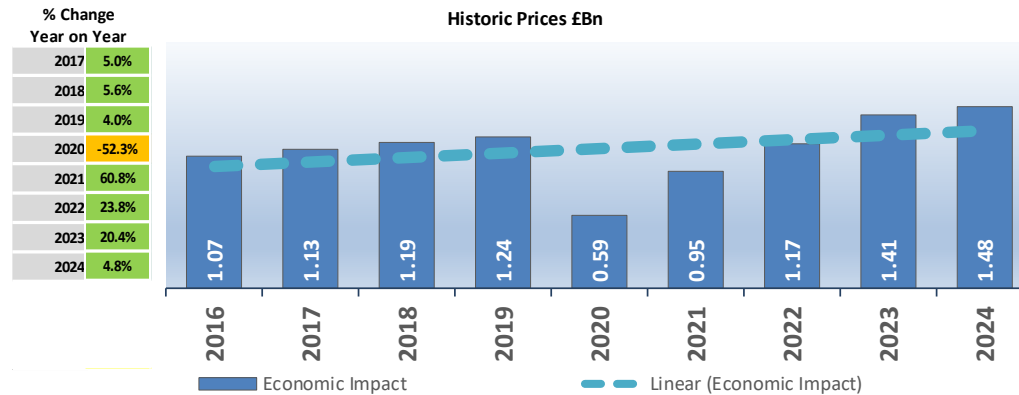
STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE

2016 to 2024
Historic Prices

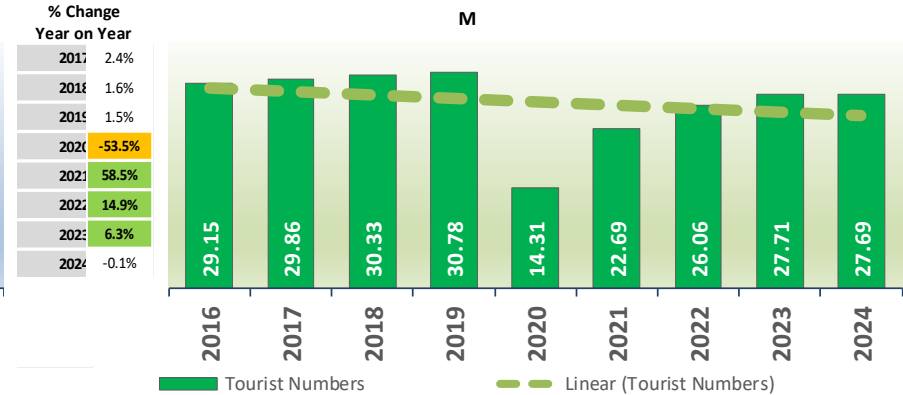
DAY VISITOR

KEY MEASURES
Historic Prices

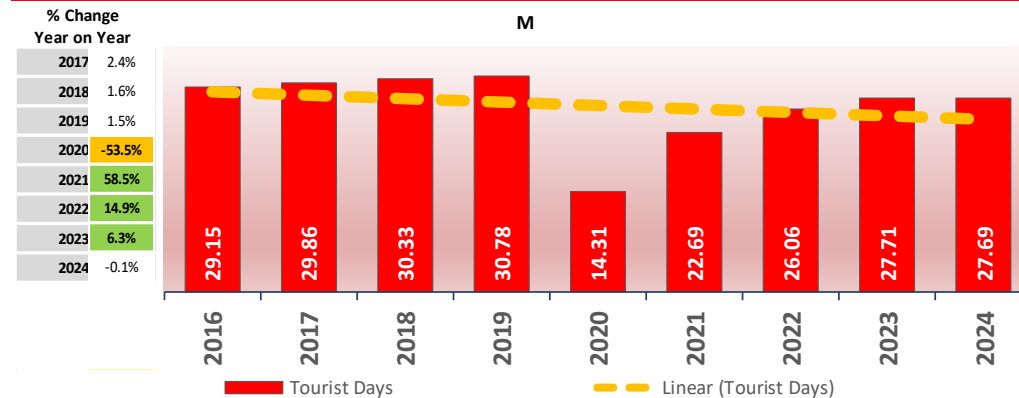
Economic Impact - Historic Prices - Day Visitor



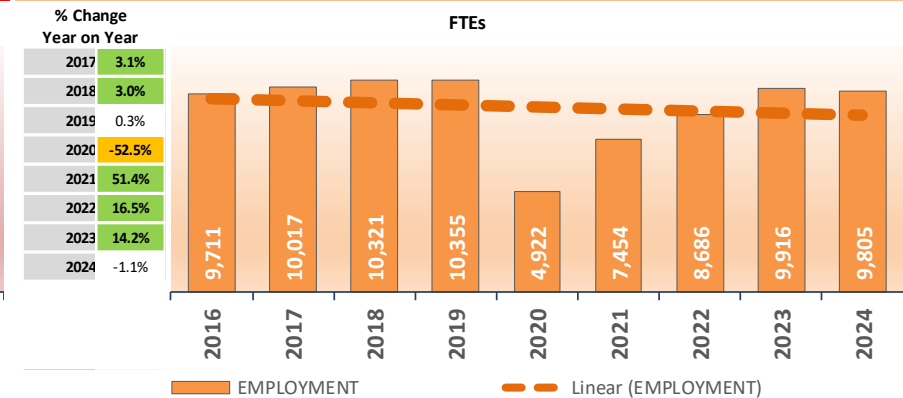
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor

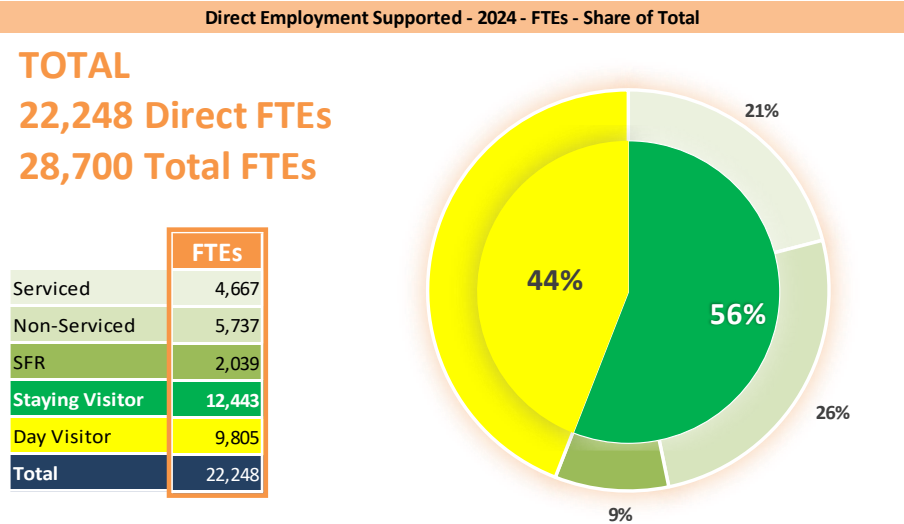
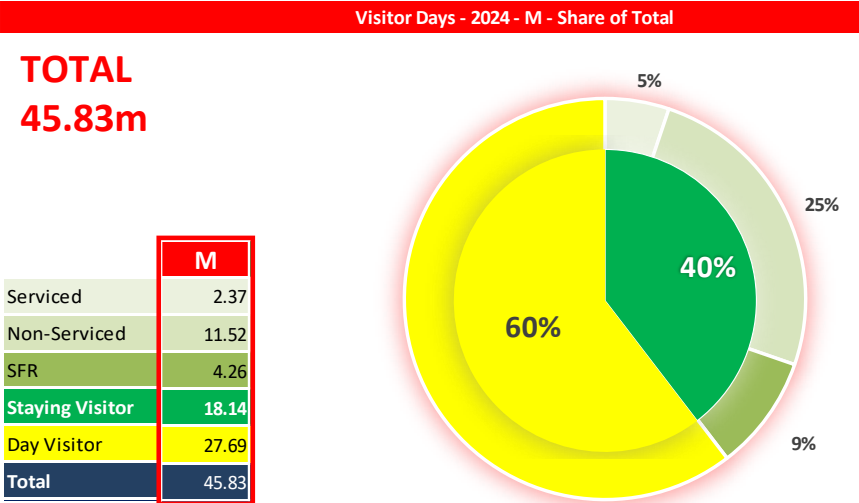
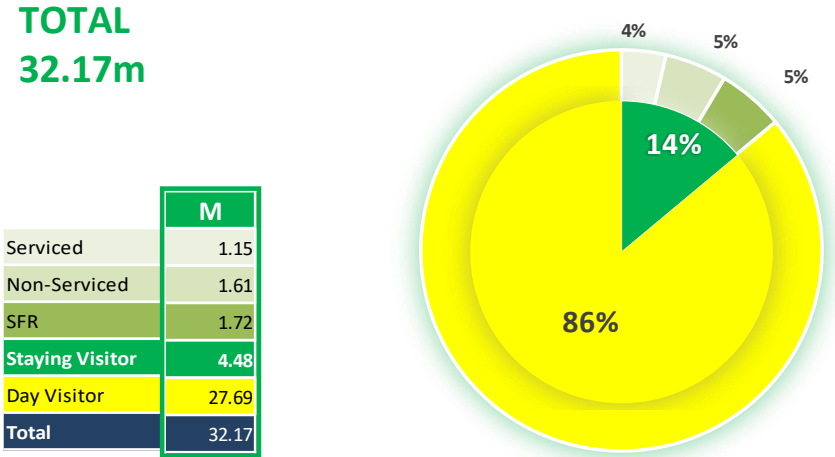
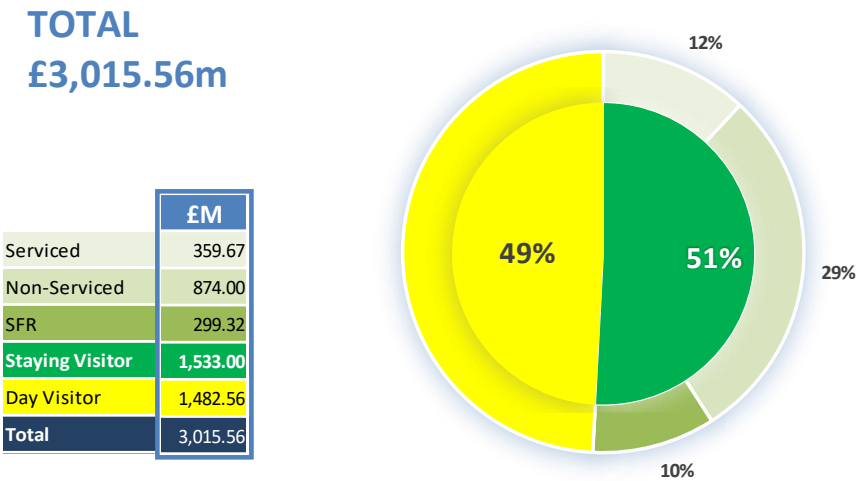


% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		5.0%	10.9%	15.3%	-45.0%	-11.5%	9.6%	31.9%	38.3%
Visitor Numbers		2.4%	4.1%	5.6%	-50.9%	-22.2%	-10.6%	-4.9%	-5.0%
Visitor Days		2.4%	4.1%	5.6%	-50.9%	-22.2%	-10.6%	-4.9%	-5.0%
Direct Employment		3.1%	6.3%	6.6%	-49.3%	-23.2%	-10.6%	2.1%	1.0%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2016 to 2024

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



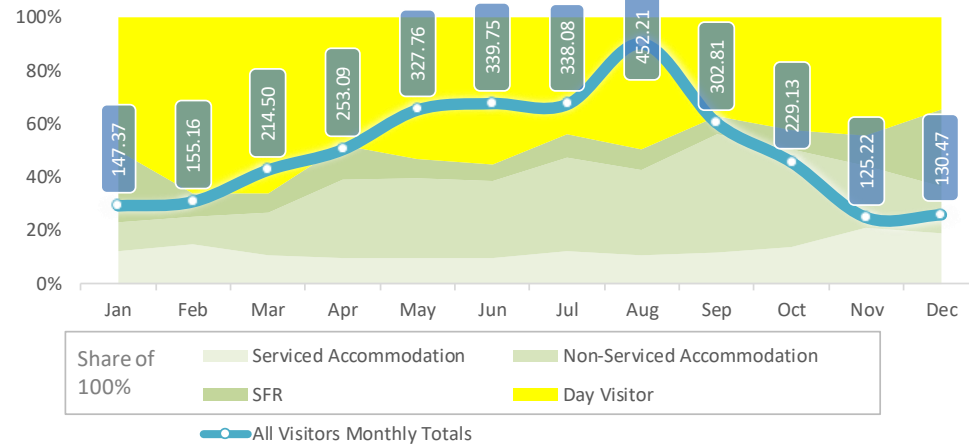
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GREATER LINCOLNSHIRE

2024
Historic Prices

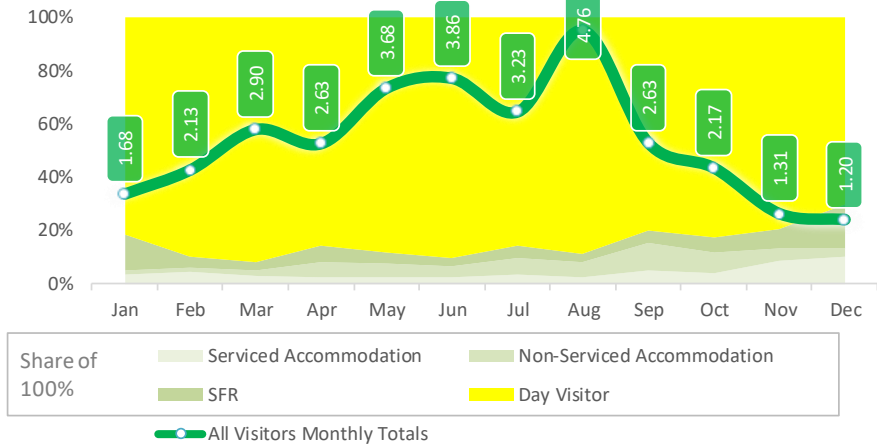
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

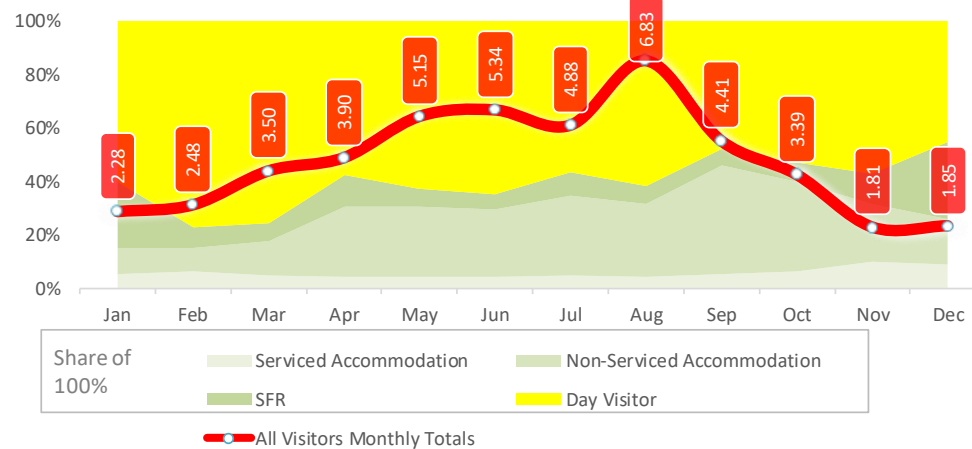
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



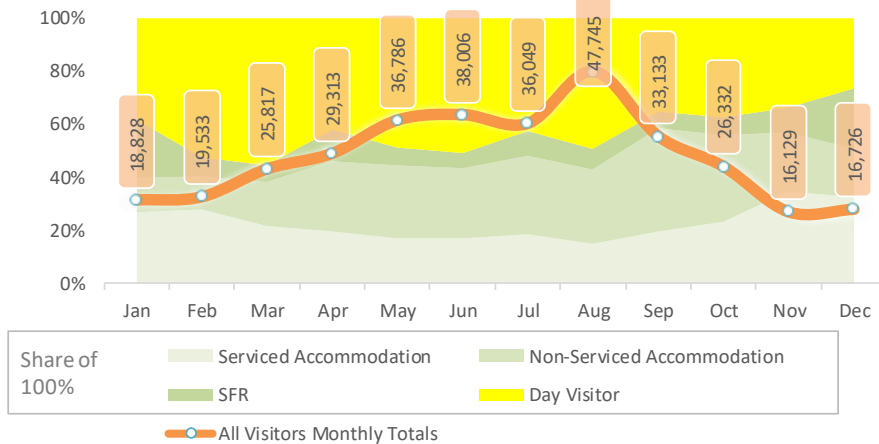
Visitor Numbers - 2024 - M - Distribution of Impact by Month

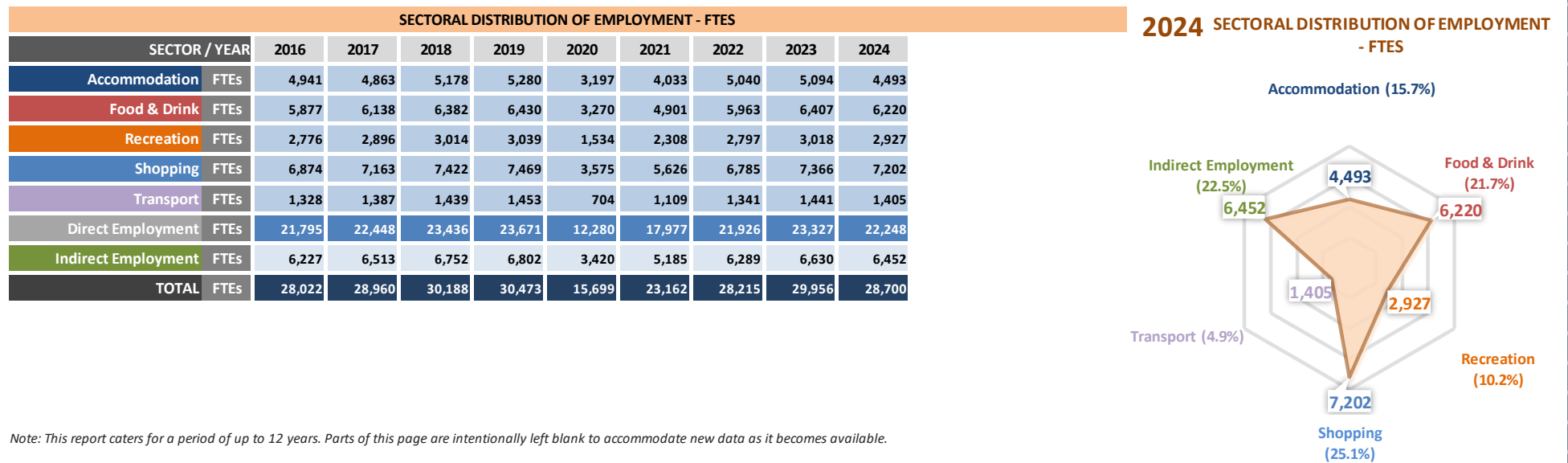


Visitor Days - 2024 - M - Distribution of Impact by Month



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





Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2016 to 2024

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

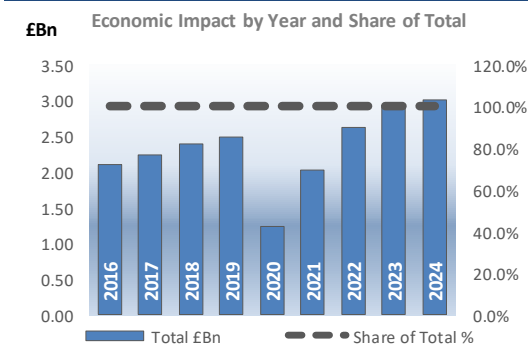
STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £Bn - IN HISTORIC 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			Q1	Q2	Q3	Q4
% Change 2016 to 2024		41.2%	40.7%	38.0%	44.5%	44.9%	50.3%	38.2%	39.0%	49.0%	52.8%	37.7%	39.8%	43.3%	Annual Change	39.7%	46.8%	41.4%	45.1%
% Change 2023 to 2024		3.1%	3.4%	4.5%	0.3%	1.4%	6.0%	5.6%	3.2%	0.9%	3.0%	2.4%	1.8%	3.1%		3.8%	2.7%	3.3%	2.5%
Average Annual Change		5.2%	5.1%	4.7%	5.6%	5.6%	6.3%	4.8%	4.9%	6.1%	6.6%	4.7%	5.0%	5.4%		5.0%	5.8%	5.2%	5.6%
2016	£Bn	0.104	0.110	0.155	0.175	0.226	0.226	0.245	0.325	0.203	0.150	0.091	0.093	2.105		0.370	0.627	0.773	0.334
2017	£Bn	0.110	0.117	0.161	0.190	0.242	0.240	0.259	0.343	0.226	0.160	0.096	0.100	2.244	6.6%	0.388	0.672	0.828	0.356
2018	£Bn	0.117	0.124	0.170	0.199	0.264	0.257	0.272	0.375	0.237	0.171	0.100	0.101	2.387	6.4%	0.411	0.719	0.884	0.372
2019	£Bn	0.123	0.131	0.182	0.213	0.276	0.272	0.286	0.384	0.241	0.178	0.103	0.104	2.494	4.5%	0.437	0.761	0.911	0.385
2020	£Bn	0.127	0.120	0.087	0.015	0.028	0.042	0.134	0.270	0.212	0.133	0.026	0.046	1.241	-50.2%	0.334	0.086	0.616	0.205
2021	£Bn	0.029	0.040	0.061	0.091	0.203	0.267	0.278	0.385	0.278	0.200	0.102	0.098	2.033	63.8%	0.130	0.561	0.941	0.400
2022	£Bn	0.118	0.118	0.176	0.217	0.289	0.296	0.311	0.408	0.267	0.192	0.110	0.120	2.621	28.9%	0.412	0.801	0.986	0.422
2023	£Bn	0.143	0.150	0.205	0.252	0.323	0.321	0.320	0.438	0.300	0.222	0.122	0.128	2.926	11.6%	0.498	0.896	1.059	0.473
2024	£Bn	0.147	0.155	0.215	0.253	0.328	0.340	0.338	0.452	0.303	0.229	0.125	0.130	3.016	3.1%	0.517	0.921	1.093	0.485

ECONOMIC IMPACT - IN HISTORIC PRICES										TOTAL	
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024		
Total	£Bn	2.105	2.244	2.387	2.494	1.241	2.033	2.621	2.926	3.016	
All Visitor Types	£Bn	2.105	2.244	2.387	2.494	1.241	2.033	2.621	2.926	3.016	
Share of Total	%	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 2016	%										
Avg Ann. Change in Share	%										

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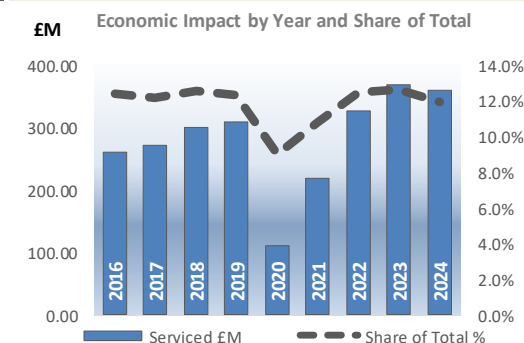
STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		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						
% Change 2016 to 2024		45.5%	26.1%	22.6%	42.2%	57.8%	40.3%	33.4%	33.4%	30.4%	43.9%	39.4%	46.5%	37.6%	Annual Change	29.7%	46.7%	32.6%	43.2%
% Change 2023 to 2024		-3.3%	-6.2%	-5.9%	-6.4%	0.4%	-4.0%	0.6%	1.5%	-3.9%	-1.8%	-3.3%	-4.1%	-2.6%		-5.3%	-3.2%	-0.4%	-3.0%
Average Annual Change		5.7%	3.3%	2.8%	5.3%	7.2%	5.0%	4.2%	4.2%	3.8%	5.5%	4.9%	5.8%	4.7%		3.7%	5.8%	4.1%	5.4%
2016	£M	12.48	18.16	18.74	17.12	20.45	23.55	30.28	36.39	26.87	21.69	18.82	16.76	261.31		49.37	61.12	93.54	57.28
2017	£M	13.41	17.80	18.05	18.82	23.51	25.04	30.09	35.79	28.39	23.22	19.88	18.57	272.56	4.3%	49.26	67.37	94.27	61.67
2018	£M	14.83	19.69	19.49	20.36	26.37	27.90	32.15	39.80	30.30	26.02	22.32	20.74	299.96	10.1%	54.01	74.62	102.25	69.08
2019	£M	15.10	19.98	20.07	20.91	27.17	28.85	33.90	41.38	30.49	26.76	23.01	20.37	308.00	2.7%	55.16	76.93	105.77	70.14
2020	£M	15.66	19.81	8.668	1.823	2.791	2.595	8.204	19.97	14.73	11.93	3.093	2.402	111.68	-63.7%	44.14	7.208	42.90	17.43
2021	£M	2.971	3.673	4.205	4.532	7.701	24.21	31.09	41.35	30.14	27.48	22.55	19.08	218.98	96.1%	10.85	36.44	102.58	69.11
2022	£M	13.12	19.66	20.23	21.63	27.26	31.14	38.40	44.59	32.34	29.30	25.21	23.03	325.92	48.8%	53.01	80.03	115.34	77.54
2023	£M	18.78	24.42	24.41	26.00	32.14	34.42	40.15	47.84	36.46	31.79	27.13	25.61	369.15	13.3%	67.62	92.56	124.46	84.52
2024	£M	18.16	22.90	22.97	24.34	32.27	33.03	40.40	48.56	35.03	31.22	26.24	24.56	359.67	-2.6%	64.03	89.64	123.99	82.01

ECONOMIC IMPACT - IN HISTORIC PRICES										SERVICED ACCOMMODATION	
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024		
Serviced	£M	261.31	272.56	299.96	308.00	111.68	218.98	325.92	369.15	359.67	
All Visitor Types	£Bn	2.105	2.244	2.387	2.494	1.241	2.033	2.621	2.926	3.016	
Share of Total	%	12.4%	12.1%	12.6%	12.3%	9.0%	10.8%	12.4%	12.6%	11.9%	
Annual Change in Share	%		-2.1%	3.4%	-1.7%	-27.1%	19.7%	15.5%	1.4%	-5.5%	
Change in Share from 2016	%		-2.1%	1.2%	-0.5%	-27.5%	-13.2%	0.2%	1.6%	-3.9%	
Avg Ann. Change in Share	%		-2.1%	0.6%	-0.2%	-6.9%	-2.6%	0.0%	0.2%	-0.5%	

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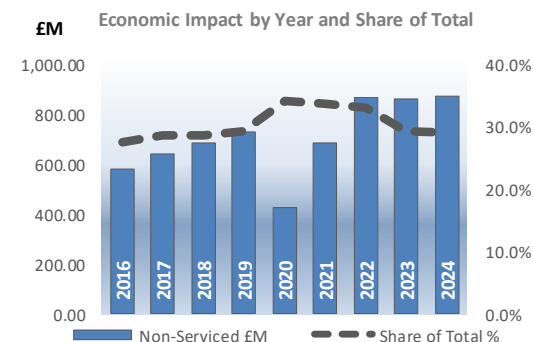
STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% 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			Q1	Q2	Q3	Q4
% Change 2016 to 2024		56.0%	35.0%	9.7%	65.2%	41.1%	42.6%	44.2%	45.9%	70.0%	80.8%	57.5%	76.2%	51.4%	Annual Change	24.3%	47.6%	52.6%	74.5%
% Change 2023 to 2024		-5.4%	-11.4%	4.5%	-3.3%	-7.5%	5.1%	8.3%	4.9%	3.2%	3.5%	1.9%	-3.8%	1.8%		-2.2%	-2.0%	5.3%	1.8%
Average Annual Change		7.0%	4.4%	1.2%	8.1%	5.1%	5.3%	5.5%	5.7%	8.7%	10.1%	7.2%	9.5%	6.4%		3.0%	5.9%	6.6%	9.3%
2016	£M	10.33	11.84	31.24	45.13	68.91	68.88	83.33	99.63	79.68	46.52	18.69	13.18	577.36		53.41	182.92	262.64	78.39
2017	£M	11.75	14.07	32.03	51.04	75.94	73.78	93.33	107.04	94.28	52.18	19.99	15.36	640.81	11.0%	57.86	200.76	294.65	87.53
2018	£M	12.39	14.83	33.19	54.53	83.42	80.17	97.08	116.52	98.22	55.88	21.35	16.22	683.79	6.7%	60.40	218.12	311.82	93.45
2019	£M	14.22	15.98	36.26	62.76	89.53	84.08	105.66	120.48	98.91	58.51	24.09	18.16	728.63	6.6%	66.46	236.36	325.05	100.76
2020	£M	15.88	13.29	14.90	2.206	4.793	5.091	70.05	110.47	116.22	57.48	2.689	10.41	423.48	-41.9%	44.07	12.09	296.74	70.59
2021	£M	0.406	0.407	1.041	18.78	76.46	94.77	110.80	129.68	132.01	76.69	25.84	18.07	684.95	61.7%	1.854	190.02	372.49	120.60
2022	£M	16.95	15.90	35.12	69.89	105.98	103.44	125.92	144.75	126.66	68.77	27.16	26.06	866.62	26.5%	67.98	279.32	397.33	122.00
2023	£M	17.03	18.04	32.79	77.10	105.06	93.43	110.92	138.55	131.20	81.32	28.87	24.13	858.42	-0.9%	67.85	275.59	380.66	134.32
2024	£M	16.11	15.99	34.28	74.54	97.20	98.21	120.14	145.32	135.42	84.13	29.43	23.22	874.00	1.8%	66.38	269.96	400.88	136.79

ECONOMIC IMPACT - IN HISTORIC PRICES										NON-SERVICED ACCOMMODATION									
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024										
Non-Serviced	£M	577.36	640.81	683.79	728.63	423.48	684.95	866.62	858.42	874.00									
All Visitor Types	£Bn	2.105	2.244	2.387	2.494	1.241	2.033	2.621	2.926	3.016									
Share of Total	%	27.4%	28.6%	28.6%	29.2%	34.1%	33.7%	33.1%	29.3%	29.0%									
Annual Change in Share	%		4.1%	0.3%	2.0%	16.8%	-1.3%	-1.9%	-11.3%	-1.2%									
Change in Share from 2016	%		4.1%	4.4%	6.5%	24.4%	22.8%	20.6%	7.0%	5.7%									
Avg Ann. Change in Share	%		4.1%	2.2%	2.2%	6.1%	4.6%	3.4%	1.0%	0.7%									

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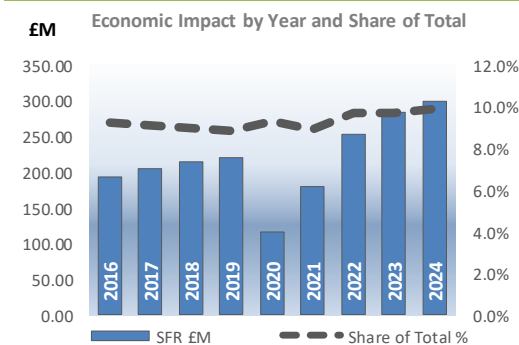


STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024 Historic Prices			SFR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / 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			Q1	Q2	Q3	Q4
% Change 2016 to 2024		56.8%	48.5%	46.6%	55.1%	53.9%	53.7%	51.4%	49.5%	56.1%	57.8%	56.6%	60.8%	54.3%	Annual Change	52.7%	54.4%	51.7%	59.1%
% Change 2023 to 2024		4.9%	3.9%	5.9%	4.4%	3.8%	6.2%	6.9%	6.3%	5.7%	6.2%	5.9%	5.3%	5.4%		4.9%	4.7%	6.4%	5.6%
Average Annual Change		7.1%	6.1%	5.8%	6.9%	6.7%	6.7%	6.4%	6.2%	7.0%	7.2%	7.1%	7.6%	6.8%		6.6%	6.8%	6.5%	7.4%
2016	£M	25.29	9.217	10.66	21.42	15.68	13.17	19.98	22.49	12.73	11.04	8.939	23.42	194.02		45.17	50.27	55.19	43.39
2017	£M	26.58	9.537	10.86	22.69	16.78	13.81	20.98	23.35	13.61	11.61	9.340	24.82	203.96	5.1%	46.97	53.27	57.94	45.77
2018	£M	28.09	10.05	11.16	23.40	17.60	14.73	21.79	24.33	14.00	12.09	9.965	26.42	213.63	4.7%	49.29	55.74	60.11	48.48
2019	£M	29.13	10.32	11.55	24.51	18.30	15.19	22.74	25.07	14.29	12.47	10.38	27.16	221.11	3.5%	51.00	58.00	62.10	50.01
2020	£M	32.17	9.770	5.528	1.409	1.338	1.141	11.93	19.51	13.99	9.627	1.324	8.066	115.80	-47.6%	47.47	3.888	45.43	19.02
2021	£M	3.426	1.121	1.248	7.808	15.94	17.67	25.81	28.85	20.36	17.34	11.85	29.02	180.45	55.8%	5.795	41.42	75.02	58.22
2022	£M	32.60	11.42	13.36	27.88	21.07	17.56	26.18	28.76	16.76	14.21	11.70	32.04	253.54	40.5%	57.38	66.51	71.70	57.95
2023	£M	37.81	13.17	14.76	31.82	23.26	19.06	28.29	31.62	18.78	16.40	13.22	35.76	283.96	12.0%	65.73	74.14	78.69	65.39
2024	£M	39.66	13.68	15.62	33.21	24.13	20.25	30.25	33.61	19.86	17.41	14.00	37.64	299.32	5.4%	68.97	77.59	83.71	69.05

ECONOMIC IMPACT - IN HISTORIC PRICES										SFR	
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024		
SFR £M	194.02	203.96	213.63	221.11	115.80	180.45	253.54	283.96	299.32		
All Visitor Types £Bn	2.105	2.244	2.387	2.494	1.241	2.033	2.621	2.926	3.016		
Share of Total	%	9.2%	9.1%	9.0%	8.9%	9.3%	8.9%	9.7%	9.7%	9.9%	
Annual Change in Share	%		-1.4%	-1.5%	-1.0%	5.3%	-4.9%	9.0%	0.3%	2.3%	
Change in Share from 2016	%		-1.4%	-2.9%	-3.8%	1.2%	-3.7%	5.0%	5.3%	7.7%	
Avg Ann. Change in Share	%		-1.4%	-1.4%	-1.3%	0.3%	-0.7%	0.8%	0.8%	1.0%	

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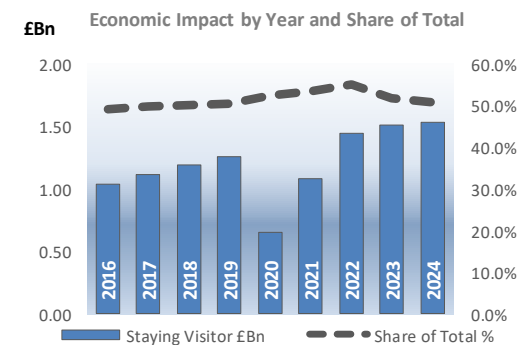
Report Prepared by: GARETH REYNOLDS. Date of Issue: 03/07/25

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 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 £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			Q1	Q2	Q3	Q4
% Change 2016 to 2024		53.7%	34.1%	20.2%	57.9%	46.2%	43.5%	42.8%	43.5%	59.6%	67.5%	50.0%	60.1%	48.4%	Annual Change	34.8%	48.5%	47.9%	60.8%
% Change 2023 to 2024		0.4%	-5.5%	1.3%	-2.1%	-4.3%	3.1%	6.4%	4.3%	2.1%	2.5%	0.6%	-0.1%	1.4%		-0.9%	-1.2%	4.2%	1.3%
Average Annual Change		6.7%	4.3%	2.5%	7.2%	5.8%	5.4%	5.4%	5.4%	7.4%	8.4%	6.2%	7.5%	6.1%		4.3%	6.1%	6.0%	7.6%
2016	£Bn	0.048	0.039	0.061	0.084	0.105	0.106	0.134	0.159	0.119	0.079	0.046	0.053	1.033		0.148	0.294	0.411	0.179
2017	£Bn	0.052	0.041	0.061	0.093	0.116	0.113	0.144	0.166	0.136	0.087	0.049	0.059	1.117		8.2%	0.154	0.321	0.447
2018	£Bn	0.055	0.045	0.064	0.098	0.127	0.123	0.151	0.181	0.143	0.094	0.054	0.063	1.197	7.2%	0.164	0.348	0.474	0.211
2019	£Bn	0.058	0.046	0.068	0.108	0.135	0.128	0.162	0.187	0.144	0.098	0.057	0.066	1.258	5.0%	0.173	0.371	0.493	0.221
2020	£Bn	0.064	0.043	0.029	0.005	0.009	0.009	0.090	0.150	0.145	0.079	0.007	0.021	0.651	-48.2%	0.136	0.023	0.385	0.107
2021	£Bn	0.007	0.005	0.006	0.031	0.100	0.137	0.168	0.200	0.183	0.122	0.060	0.066	1.084	66.6%	0.018	0.268	0.550	0.248
2022	£Bn	0.063	0.047	0.069	0.119	0.154	0.152	0.191	0.218	0.176	0.112	0.064	0.081	1.446	33.4%	0.178	0.426	0.584	0.257
2023	£Bn	0.074	0.056	0.072	0.135	0.160	0.147	0.179	0.218	0.186	0.130	0.069	0.085	1.512	4.5%	0.201	0.442	0.584	0.284
2024	£Bn	0.074	0.053	0.073	0.132	0.154	0.152	0.191	0.227	0.190	0.133	0.070	0.085	1.533	1.4%	0.199	0.437	0.609	0.288

ECONOMIC IMPACT - IN HISTORIC PRICES										STAYING VISITOR	
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024		
Staying Visitor	£Bn	1.033	1.117	1.197	1.258	0.651	1.084	1.446	1.512	1.533	
All Visitor Types	£Bn	2.105	2.244	2.387	2.494	1.241	2.033	2.621	2.926	3.016	
Share of Total	%	49.1%	49.8%	50.2%	50.4%	52.5%	53.3%	55.2%	51.7%	50.8%	
Annual Change in Share	%		1.5%	0.7%	0.5%	4.0%	1.7%	3.4%	-6.4%	-1.6%	
Change in Share from 2016	%		1.5%	2.3%	2.8%	6.9%	8.7%	12.5%	5.3%	3.6%	
Avg Ann. Change in Share	%		1.5%	1.1%	0.9%	1.7%	1.7%	2.1%	0.8%	0.5%	

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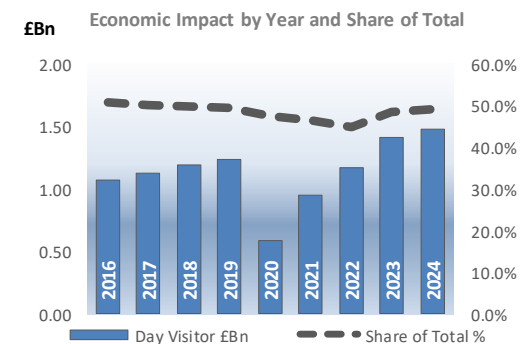
Report Prepared by: GARETH REYNOLDS. Date of Issue: 03/07/25

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 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 £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			Q1	Q2	Q3	Q4
% Change 2016 to 2024		30.5%	44.4%	49.3%	32.2%	43.8%	56.4%	32.6%	34.7%	34.0%	36.2%	24.9%	12.7%	38.3%	Annual Change	43.0%	45.2%	33.9%	26.9%
% Change 2023 to 2024		6.0%	8.6%	6.2%	3.0%	7.0%	8.4%	4.6%	2.0%	-1.1%	3.7%	4.8%	5.4%	4.8%		6.9%	6.5%	2.1%	4.4%
Average Annual Change		3.8%	5.5%	6.2%	4.0%	5.5%	7.0%	4.1%	4.3%	4.2%	4.5%	3.1%	1.6%	4.8%		5.4%	5.6%	4.2%	3.4%
2016	£Bn	0.056	0.071	0.095	0.092	0.121	0.120	0.111	0.167	0.084	0.071	0.044	0.040	1.072		0.222	0.333	0.362	0.155
2017	£Bn	0.058	0.075	0.100	0.097	0.126	0.127	0.114	0.177	0.089	0.073	0.047	0.041	1.126	5.0%	0.234	0.350	0.381	0.161
2018	£Bn	0.062	0.079	0.106	0.100	0.136	0.134	0.121	0.195	0.094	0.077	0.046	0.038	1.189	5.6%	0.247	0.371	0.410	0.161
2019	£Bn	0.065	0.085	0.114	0.105	0.141	0.144	0.124	0.197	0.098	0.080	0.045	0.039	1.237	4.0%	0.265	0.389	0.418	0.165
2020	£Bn	0.063	0.077	0.058	0.010	0.020	0.033	0.044	0.120	0.067	0.054	0.019	0.025	0.590	-52.3%	0.199	0.063	0.231	0.098
2021	£Bn	0.023	0.035	0.054	0.060	0.103	0.131	0.111	0.185	0.095	0.079	0.041	0.032	0.949	60.8%	0.112	0.293	0.391	0.153
2022	£Bn	0.055	0.071	0.107	0.097	0.134	0.143	0.120	0.190	0.092	0.080	0.046	0.039	1.175	23.8%	0.233	0.375	0.402	0.165
2023	£Bn	0.069	0.095	0.133	0.117	0.163	0.174	0.141	0.220	0.114	0.093	0.053	0.043	1.415	20.4%	0.297	0.454	0.475	0.189
2024	£Bn	0.073	0.103	0.142	0.121	0.174	0.188	0.147	0.225	0.112	0.096	0.056	0.045	1.483	4.8%	0.318	0.483	0.485	0.197

ECONOMIC IMPACT - IN HISTORIC PRICES										DAY VISITOR	
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024		
Day Visitor	£Bn	1.072	1.126	1.189	1.237	0.590	0.949	1.175	1.415	1.483	
All Visitor Types	£Bn	2.105	2.244	2.387	2.494	1.241	2.033	2.621	2.926	3.016	
Share of Total	%	50.9%	50.2%	49.8%	49.6%	47.5%	46.7%	44.8%	48.3%	49.2%	
Annual Change in Share	%		-1.5%	-0.7%	-0.5%	-4.1%	-1.9%	-3.9%	7.9%	1.7%	
Change in Share from 2016	%		-1.5%	-2.2%	-2.7%	-6.7%	-8.4%	-12.0%	-5.1%	-3.5%	
Avg Ann. Change in Share	%		-1.5%	-1.1%	-0.9%	-1.7%	-1.7%	-2.0%	-0.7%	-0.4%	

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Report Prepared by: GARETH REYNOLDS. Date of Issue: 03/07/25

Visitor Numbers by Month, Year and Visitor Type for the Period 2016 to 2024

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

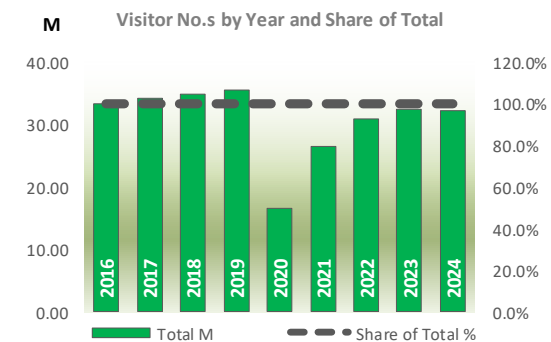
STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024			TOTAL		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% 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 2016 to 2024		-7.2%	-0.7%	1.6%	-6.9%	-0.7%	6.6%	-7.5%	-6.8%	-4.8%	-3.3%	-10.3%	-14.0%	-3.7%	Annual Change	-1.5%	0.2%	-6.5%	-8.2%
% Change 2023 to 2024		0.4%	2.3%	0.9%	-2.3%	0.9%	2.8%	-0.3%	-2.6%	-5.2%	-1.3%	-0.8%	-0.8%	-0.5%		1.2%	0.8%	-2.6%	-1.1%
Average Annual Change		-0.9%	-0.1%	0.2%	-0.9%	-0.1%	0.8%	-0.9%	-0.8%	-0.6%	-0.4%	-1.3%	-1.8%	-0.5%		-0.2%	0.0%	-0.8%	-1.0%
2016	M	1.810	2.150	2.849	2.824	3.705	3.619	3.491	5.105	2.767	2.241	1.456	1.391	33.41			6.810	10.15	11.36
2017	M	1.835	2.211	2.921	2.943	3.783	3.720	3.518	5.280	2.896	2.279	1.489	1.424	34.30	2.7%	6.967	10.45	11.69	5.192
2018	M	1.883	2.254	2.967	2.928	3.933	3.790	3.586	5.559	2.942	2.309	1.457	1.312	34.92	1.8%	7.104	10.65	12.09	5.078
2019	M	1.924	2.349	3.119	2.986	3.967	3.960	3.593	5.507	2.956	2.353	1.415	1.312	35.44	1.5%	7.393	10.91	12.06	5.080
2020	M	1.864	2.083	1.521	0.253	0.501	0.824	1.302	3.351	2.114	1.576	0.505	0.696	16.59	-53.2%	5.468	1.578	6.768	2.778
2021	M	0.582	0.868	1.326	1.526	2.777	3.506	3.154	5.051	2.902	2.305	1.273	1.109	26.38	59.0%	2.775	7.809	11.11	4.686
2022	M	1.523	1.784	2.636	2.540	3.456	3.578	3.200	4.825	2.599	2.139	1.298	1.240	30.82	16.8%	5.943	9.575	10.62	4.677
2023	M	1.672	2.086	2.870	2.693	3.644	3.753	3.236	4.885	2.779	2.196	1.318	1.206	32.34	4.9%	6.628	10.09	10.90	4.721
2024	M	1.679	2.135	2.896	2.630	3.678	3.859	3.228	4.758	2.634	2.168	1.307	1.196	32.17	-0.5%	6.710	10.17	10.62	4.671

VISITOR NUMBERS											TOTAL	
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	M	Visitor No.s by Year and Share of Total
Total	M	33.41	34.30	34.92	35.44	16.59	26.38	30.82	32.34	32.17		
All Visitor Types	M	33.41	34.30	34.92	35.44	16.59	26.38	30.82	32.34	32.17		
Share of Total	%	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 2016	%											
Avg Ann. Change in Share	%											

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Report Prepared by: GARETH REYNOLDS. Date of Issue: 03/07/25



STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 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 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 2016 to 2024		13.9%	-4.3%	-9.0%	7.8%	17.8%	3.1%	-3.9%	-5.3%	-4.4%	6.0%	3.7%	13.2%	2.0%	Annual Change	-1.8%	9.6%	-4.5%	7.8%
% Change 2023 to 2024		-6.8%	-9.2%	-9.3%	-10.3%	-3.5%	-7.9%	-6.0%	-5.2%	-8.2%	-5.4%	-6.9%	-8.1%	-7.2%		-8.6%	-7.0%	-6.6%	-7.0%
Average Annual Change		1.7%	-0.5%	-1.1%	1.0%	2.2%	0.4%	-0.5%	-0.7%	-0.5%	0.7%	0.5%	1.6%	0.3%		-0.2%	1.2%	-0.6%	1.0%
2016	M	0.054	0.100	0.084	0.062	0.077	0.080	0.118	0.114	0.143	0.082	0.106	0.107	1.127		2.0%	0.238	0.219	0.375
2017	M	0.057	0.096	0.079	0.067	0.087	0.082	0.116	0.110	0.146	0.085	0.109	0.116	1.150	2.0%	0.231	0.236	0.372	0.310
2018	M	0.061	0.103	0.082	0.071	0.094	0.089	0.121	0.119	0.151	0.093	0.118	0.125	1.227	6.7%	0.245	0.254	0.392	0.336
2019	M	0.060	0.102	0.082	0.071	0.095	0.089	0.122	0.118	0.149	0.093	0.119	0.120	1.220	-0.6%	0.244	0.254	0.389	0.332
2020	M	0.061	0.099	0.035	0.006	0.009	0.008	0.028	0.055	0.070	0.040	0.015	0.014	0.440	-63.9%	0.195	0.023	0.153	0.070
2021	M	0.012	0.018	0.017	0.015	0.026	0.072	0.107	0.113	0.141	0.091	0.112	0.109	0.832	89.1%	0.046	0.112	0.361	0.312
2022	M	0.047	0.090	0.074	0.065	0.084	0.087	0.121	0.111	0.143	0.092	0.119	0.126	1.160	39.4%	0.210	0.237	0.376	0.337
2023	M	0.066	0.106	0.084	0.075	0.094	0.089	0.121	0.114	0.149	0.092	0.118	0.131	1.239	6.8%	0.256	0.258	0.383	0.342
2024	M	0.061	0.096	0.076	0.067	0.091	0.082	0.114	0.108	0.137	0.087	0.110	0.121	1.150	-7.2%	0.234	0.240	0.358	0.318

VISITOR NUMBERS										
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024
Serviced	M	1.127	1.150	1.227	1.220	0.440	0.832	1.160	1.239	1.150
All Visitor Types	M	33.41	34.30	34.92	35.44	16.59	26.38	30.82	32.34	32.17
Share of Total	%	3.4%	3.4%	3.5%	3.4%	2.7%	3.2%	3.8%	3.8%	3.6%
Annual Change in Share	%		-0.7%	4.8%	-2.1%	-22.9%	19.0%	19.3%	1.8%	-6.7%
Change in Share from 2016	%		-0.7%	4.2%	2.0%	-21.4%	-6.5%	11.6%	13.6%	6.0%
Avg Ann. Change in Share	%		-0.7%	2.1%	0.7%	-5.3%	-1.3%	1.9%	1.9%	0.7%

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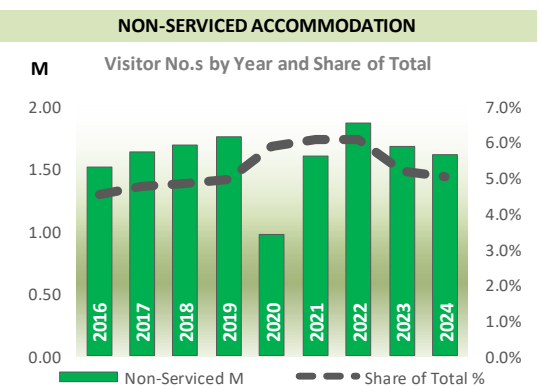
Report Prepared by: GARETHREYNOLDS. Date of Issue: 03/07/25

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 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		Q1	Q2	Q3	Q4	
% Change 2016 to 2024		8.9%	-5.9%	-22.5%	14.4%	-2.4%	-1.4%	2.7%	2.5%	19.1%	25.4%	9.7%	22.7%	6.3%	Annual Change	-13.6%	2.2%	8.1%	21.0%
% Change 2023 to 2024		-11.1%	-16.7%	-1.4%	-8.4%	-12.2%	-0.2%	1.7%	-1.2%	-2.3%	-2.0%	-3.9%	-9.5%	-3.9%		-7.6%	-7.3%	-0.9%	-3.6%
Average Annual Change		1.1%	-0.7%	-2.8%	1.8%	-0.3%	-0.2%	0.3%	0.3%	2.4%	3.2%	1.2%	2.8%	0.8%		-1.7%	0.3%	1.0%	2.6%
2016	M	0.022	0.029	0.079	0.123	0.192	0.171	0.188	0.262	0.225	0.136	0.058	0.032	1.516		0.129	0.486	0.675	0.226
2017	M	0.024	0.034	0.078	0.134	0.205	0.178	0.205	0.274	0.257	0.147	0.061	0.036	1.632	7.6%	0.135	0.517	0.736	0.244
2018	M	0.024	0.034	0.078	0.138	0.216	0.186	0.207	0.289	0.259	0.152	0.062	0.037	1.683	3.1%	0.136	0.540	0.756	0.251
2019	M	0.027	0.036	0.082	0.154	0.226	0.189	0.222	0.294	0.255	0.154	0.069	0.040	1.749	3.9%	0.145	0.570	0.771	0.263
2020	M	0.029	0.029	0.034	0.005	0.012	0.011	0.135	0.249	0.292	0.149	0.007	0.022	0.976	-44.2%	0.092	0.028	0.676	0.179
2021	M	0.001	0.001	0.002	0.044	0.185	0.205	0.223	0.303	0.327	0.195	0.070	0.038	1.595	63.5%	0.004	0.435	0.853	0.303
2022	M	0.029	0.032	0.073	0.154	0.239	0.208	0.237	0.315	0.293	0.162	0.069	0.051	1.863	16.8%	0.134	0.601	0.845	0.283
2023	M	0.026	0.033	0.062	0.153	0.213	0.169	0.190	0.272	0.274	0.174	0.067	0.043	1.676	-10.0%	0.121	0.536	0.735	0.284
2024	M	0.023	0.027	0.061	0.141	0.187	0.169	0.193	0.269	0.268	0.171	0.064	0.039	1.611	-3.9%	0.112	0.497	0.729	0.273

VISITOR NUMBERS									
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024
Non-Serviced M	1.516	1.632	1.683	1.749	0.976	1.595	1.863	1.676	1.611
All Visitor Types M	33.41	34.30	34.92	35.44	16.59	26.38	30.82	32.34	32.17
Share of Total %	4.5%	4.8%	4.8%	4.9%	5.9%	6.0%	6.0%	5.2%	5.0%
Annual Change in Share %		4.8%	1.3%	2.4%	19.1%	2.8%	0.0%	-14.2%	-3.4%
Change in Share from 2016 %		4.8%	6.2%	8.7%	29.6%	33.2%	33.2%	14.2%	10.4%
Avg Ann. Change in Share %		4.8%	3.1%	2.9%	7.4%	6.6%	5.5%	2.0%	1.3%

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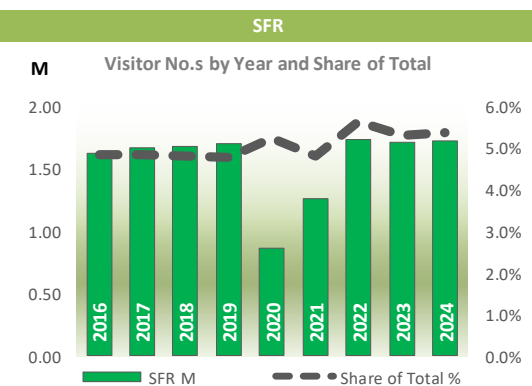
Report Prepared by: GARETH REYNOLDS. Date of Issue: 03/07/25

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024			SFR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
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 2016 to 2024		7.6%	1.9%	1.3%	7.0%	6.1%	5.7%	4.9%	4.0%	7.9%	8.7%	7.5%	10.4%	6.3%	Annual Change	4.7%	6.3%	5.4%	9.2%
% Change 2023 to 2024		0.0%	-1.0%	1.0%	-0.5%	-1.1%	1.3%	2.0%	1.4%	0.9%	1.2%	0.9%	0.3%	0.5%		0.0%	-0.2%	1.4%	0.7%
Average Annual Change		0.9%	0.2%	0.2%	0.9%	0.8%	0.7%	0.6%	0.5%	1.0%	1.1%	0.9%	1.3%	0.8%		0.6%	0.8%	0.7%	1.2%
2016	M	0.207	0.089	0.100	0.161	0.144	0.120	0.151	0.160	0.114	0.104	0.087	0.179	1.618		2.8%	0.397	0.426	0.425
2017	M	0.212	0.090	0.100	0.167	0.151	0.123	0.155	0.163	0.119	0.107	0.089	0.185	1.663	2.8%	0.402	0.441	0.437	0.382
2018	M	0.216	0.091	0.099	0.166	0.153	0.126	0.156	0.164	0.118	0.107	0.091	0.190	1.679	0.9%	0.406	0.445	0.438	0.388
2019	M	0.218	0.092	0.100	0.170	0.155	0.127	0.159	0.165	0.118	0.108	0.093	0.190	1.695	1.0%	0.410	0.452	0.442	0.391
2020	M	0.235	0.085	0.047	0.009	0.011	0.009	0.081	0.126	0.113	0.081	0.012	0.057	0.865	-48.9%	0.367	0.029	0.319	0.149
2021	M	0.030	0.012	0.013	0.048	0.107	0.134	0.167	0.182	0.149	0.135	0.098	0.189	1.263	46.0%	0.054	0.289	0.498	0.422
2022	M	0.218	0.090	0.104	0.172	0.159	0.131	0.163	0.170	0.124	0.110	0.094	0.200	1.734	37.3%	0.412	0.463	0.456	0.404
2023	M	0.223	0.092	0.101	0.174	0.155	0.125	0.155	0.164	0.122	0.112	0.093	0.197	1.713	-1.2%	0.415	0.454	0.442	0.402
2024	M	0.223	0.091	0.102	0.173	0.153	0.127	0.158	0.167	0.123	0.113	0.094	0.198	1.721	0.5%	0.415	0.453	0.448	0.405

VISITOR NUMBERS									
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024
SFR M	1.618	1.663	1.679	1.695	0.865	1.263	1.734	1.713	1.721
All Visitor Types M	33.41	34.30	34.92	35.44	16.59	26.38	30.82	32.34	32.17
Share of Total %	4.8%	4.8%	4.8%	4.8%	5.2%	4.8%	5.6%	5.3%	5.4%
Annual Change in Share %		0.1%	-0.9%	-0.5%	9.1%	-8.2%	17.5%	-5.9%	1.0%
Change in Share from 2016 %		0.1%	-0.8%	-1.3%	7.7%	-1.1%	16.2%	9.3%	10.4%
Avg Ann. Change in Share %		0.1%	-0.4%	-0.4%	1.9%	-0.2%	2.7%	1.3%	1.3%

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Report Prepared by: GARETHREYNOLDS. Date of Issue: 03/07/25

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 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			Q1	Q2	Q3	Q4
% Change 2016 to 2024		8.9%	-2.0%	-9.1%	9.8%	4.3%	1.9%	1.7%	1.3%	9.5%	15.1%	6.4%	12.6%	5.2%	Annual Change	-0.4%	5.2%	4.1%	11.7%
% Change 2023 to 2024		-2.4%	-7.0%	-3.1%	-5.3%	-6.7%	-1.5%	-0.2%	-1.2%	-3.2%	-1.9%	-3.6%	-3.8%	-3.2%		-3.9%	-4.7%	-1.6%	-3.0%
Average Annual Change		1.1%	-0.2%	-1.1%	1.2%	0.5%	0.2%	0.2%	0.2%	1.2%	1.9%	0.8%	1.6%	0.6%		-0.1%	0.6%	0.5%	1.5%
2016	M	0.282	0.219	0.263	0.347	0.414	0.371	0.457	0.536	0.482	0.322	0.252	0.317	4.262		0.764	1.131	1.475	0.892
2017	M	0.293	0.220	0.256	0.369	0.442	0.383	0.476	0.546	0.523	0.340	0.259	0.337	4.444	4.3%	0.769	1.194	1.545	0.936
2018	M	0.301	0.228	0.259	0.375	0.464	0.401	0.484	0.573	0.529	0.352	0.272	0.351	4.588	3.2%	0.788	1.239	1.586	0.975
2019	M	0.306	0.229	0.264	0.395	0.476	0.405	0.502	0.577	0.522	0.355	0.280	0.351	4.663	1.6%	0.799	1.276	1.602	0.986
2020	M	0.326	0.212	0.116	0.021	0.032	0.028	0.244	0.430	0.474	0.271	0.034	0.092	2.281	-51.1%	0.654	0.081	1.148	0.398
2021	M	0.042	0.031	0.032	0.107	0.318	0.411	0.497	0.597	0.617	0.421	0.280	0.336	3.690	61.8%	0.105	0.836	1.712	1.037
2022	M	0.294	0.212	0.251	0.391	0.483	0.426	0.521	0.596	0.559	0.364	0.281	0.378	4.757	28.9%	0.756	1.300	1.677	1.024
2023	M	0.315	0.231	0.247	0.402	0.462	0.384	0.466	0.550	0.545	0.378	0.278	0.371	4.628	-2.7%	0.792	1.248	1.560	1.028
2024	M	0.307	0.215	0.239	0.380	0.432	0.378	0.465	0.543	0.527	0.371	0.268	0.357	4.482	-3.2%	0.761	1.190	1.535	0.996

VISITOR NUMBERS										
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024
Staying Visitor	M	4.262	4.444	4.588	4.663	2.281	3.690	4.757	4.628	4.482
All Visitor Types	M	33.41	34.30	34.92	35.44	16.59	26.38	30.82	32.34	32.17
Share of Total	%	12.8%	13.0%	13.1%	13.2%	13.7%	14.0%	15.4%	14.3%	13.9%
Annual Change in Share	%		1.6%	1.4%	0.1%	4.5%	1.8%	10.3%	-7.3%	-2.6%
Change in Share from 2016	%		1.6%	3.0%	3.2%	7.8%	9.7%	21.0%	12.2%	9.2%
Avg Ann. Change in Share	%		1.6%	1.5%	1.1%	1.9%	1.9%	3.5%	1.7%	1.2%

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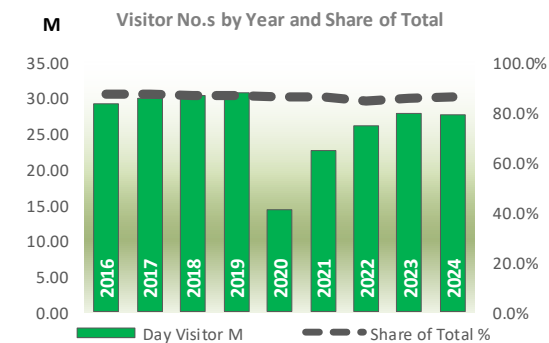
STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024			DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											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 2016 to 2024		-10.2%	-0.6%	2.7%	-9.2%	-1.4%	7.2%	-8.9%	-7.7%	-7.8%	-6.4%	-13.8%	-21.9%	-5.0%	Annual Change	-1.6%	-0.4%	-8.1%	-12.4%
% Change 2023 to 2024		1.0%	3.5%	1.3%	-1.8%	2.0%	3.3%	-0.3%	-2.8%	-5.7%	-1.2%	-0.1%	0.5%	-0.1%		1.9%	1.5%	-2.7%	-0.5%
Average Annual Change		-1.3%	-0.1%	0.3%	-1.1%	-0.2%	0.9%	-1.1%	-1.0%	-1.0%	-0.8%	-1.7%	-2.7%	-0.6%		-0.2%	-0.1%	-1.0%	-1.6%
2016	M	1.528	1.931	2.586	2.477	3.291	3.247	3.034	4.569	2.286	1.919	1.205	1.074	29.15			6.046	9.016	9.889
2017	M	1.542	1.991	2.665	2.574	3.341	3.337	3.042	4.734	2.373	1.939	1.231	1.087	29.86	2.4%	6.198	9.252	10.15	4.256
2018	M	1.582	2.025	2.709	2.553	3.469	3.389	3.102	4.986	2.413	1.957	1.186	0.961	30.33	1.6%	6.316	9.412	10.50	4.103
2019	M	1.618	2.120	2.855	2.591	3.491	3.555	3.091	4.929	2.434	1.998	1.134	0.961	30.78	1.5%	6.593	9.637	10.45	4.094
2020	M	1.538	1.870	1.406	0.233	0.469	0.796	1.058	2.922	1.640	1.305	0.471	0.603	14.31	-53.5%	4.815	1.497	5.619	2.380
2021	M	0.539	0.837	1.294	1.418	2.459	3.095	2.657	4.453	2.285	1.884	0.993	0.772	22.69	58.5%	2.670	6.972	9.395	3.649
2022	M	1.229	1.572	2.386	2.149	2.974	3.152	2.679	4.228	2.040	1.774	1.016	0.862	26.06	14.9%	5.186	8.275	8.947	3.653
2023	M	1.358	1.855	2.623	2.291	3.182	3.369	2.771	4.335	2.234	1.818	1.040	0.835	27.71	6.3%	5.836	8.841	9.340	3.693
2024	M	1.372	1.920	2.657	2.249	3.246	3.481	2.763	4.215	2.107	1.797	1.039	0.839	27.69	-0.1%	5.949	8.976	9.086	3.675

VISITOR NUMBERS										DAY VISITOR	
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	
Day Visitor	M	29.15	29.86	30.33	30.78	14.31	22.69	26.06	27.71	27.69	
All Visitor Types	M	33.41	34.30	34.92	35.44	16.59	26.38	30.82	32.34	32.17	
Share of Total	%	87.2%	87.0%	86.9%	86.8%	86.3%	86.0%	84.6%	85.7%	86.1%	
Annual Change in Share	%		-0.2%	-0.2%	0.0%	-0.7%	-0.3%	-1.7%	1.3%	0.4%	
Change in Share from 2016	%		-0.2%	-0.4%	-0.5%	-1.1%	-1.4%	-3.1%	-1.8%	-1.4%	
Avg Ann. Change in Share	%		-0.2%	-0.2%	-0.2%	-0.3%	-0.3%	-0.5%	-0.3%	-0.2%	

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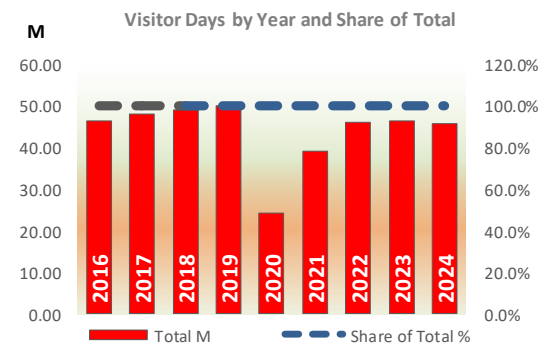


Visitor Days by Month, Year and Visitor Type for the Period 2016 to 2024

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

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 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 2016 to 2024		-3.8%	-1.2%	-2.2%	-1.5%	-0.5%	4.7%	-4.4%	-4.3%	2.8%	4.4%	-5.7%	-5.7%	-1.2%	Annual Change	-2.4%	1.1%	-2.5%	-1.1%
% Change 2023 to 2024		-1.0%	0.2%	0.4%	-3.8%	-2.5%	1.8%	0.3%	-2.1%	-4.0%	-1.5%	-1.5%	-2.1%	-1.4%		0.0%	-1.3%	-2.0%	-1.7%
Average Annual Change		-0.5%	-0.1%	-0.3%	-0.2%	-0.1%	0.6%	-0.5%	-0.5%	0.3%	0.6%	-0.7%	-0.7%	-0.1%		-0.3%	0.1%	-0.3%	-0.1%
2016	M	2.368	2.511	3.584	3.964	5.174	5.104	5.105	7.130	4.291	3.250	1.922	1.963	46.37		8.462	14.24	16.53	7.135
2017	M	2.421	2.600	3.645	4.172	5.352	5.259	5.247	7.374	4.615	3.361	1.970	2.039	48.06	3.6%	8.666	14.78	17.24	7.371
2018	M	2.482	2.653	3.692	4.182	5.586	5.402	5.339	7.763	4.674	3.428	1.957	1.944	49.10	2.2%	8.827	15.17	17.78	7.329
2019	M	2.550	2.759	3.875	4.347	5.682	5.599	5.448	7.739	4.660	3.486	1.949	1.965	50.06	1.9%	9.184	15.63	17.85	7.400
2020	M	2.535	2.435	1.837	0.312	0.601	0.927	2.353	5.138	3.964	2.577	0.566	0.950	24.20	-51.7%	6.807	1.840	11.46	4.094
2021	M	0.633	0.893	1.368	1.918	4.137	5.252	5.030	7.362	5.075	3.717	1.826	1.759	38.97	61.1%	2.895	11.31	17.47	7.302
2022	M	2.147	2.158	3.325	3.893	5.241	5.348	5.157	7.175	4.518	3.318	1.834	1.988	46.10	18.3%	7.629	14.48	16.85	7.139
2023	M	2.299	2.476	3.489	4.058	5.277	5.246	4.868	6.974	4.596	3.445	1.839	1.891	46.46	0.8%	8.265	14.58	16.44	7.175
2024	M	2.277	2.482	3.504	3.904	5.147	5.342	4.881	6.825	4.411	3.394	1.812	1.851	45.83	-1.4%	8.263	14.39	16.12	7.056

VISITOR DAYS										TOTAL	
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024		
Total	M	46.37	48.06	49.10	50.06	24.20	38.97	46.10	46.46	45.83	
All Visitor Types	M	46.37	48.06	49.10	50.06	24.20	38.97	46.10	46.46	45.83	
Share of Total	%	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 2016	%										
Avg Ann. Change in Share	%										



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STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 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 MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2016 to 2024		8.1%	-4.8%	-8.0%	7.1%	17.8%	4.5%	-3.0%	-3.1%	-2.5%	7.6%	4.5%	10.5%	2.5%	Annual Change	-2.7%	9.7%	-2.9%	7.4%
% Change 2023 to 2024		-7.3%	-8.8%	-8.7%	-9.9%	-3.0%	-7.3%	-5.6%	-5.0%	-7.2%	-4.8%	-6.2%	-7.6%	-6.6%		-8.3%	-6.6%	-5.9%	-6.1%
Average Annual Change		1.0%	-0.6%	-1.0%	0.9%	2.2%	0.6%	-0.4%	-0.4%	-0.3%	1.0%	0.6%	1.3%	0.3%		-0.3%	1.2%	-0.4%	0.9%
2016	M	0.114	0.163	0.169	0.156	0.186	0.214	0.248	0.300	0.244	0.196	0.169	0.151	2.309			0.446	0.556	0.792
2017	M	0.119	0.155	0.158	0.168	0.209	0.223	0.245	0.293	0.252	0.204	0.175	0.164	2.365	2.4%	0.433	0.599	0.790	0.543
2018	M	0.127	0.167	0.166	0.177	0.227	0.241	0.257	0.319	0.261	0.222	0.190	0.178	2.532	7.0%	0.460	0.645	0.837	0.590
2019	M	0.127	0.165	0.166	0.177	0.227	0.242	0.258	0.316	0.257	0.222	0.191	0.170	2.517	-0.6%	0.458	0.646	0.831	0.583
2020	M	0.128	0.160	0.070	0.015	0.023	0.021	0.060	0.148	0.121	0.097	0.025	0.020	0.887	-64.8%	0.358	0.059	0.329	0.142
2021	M	0.024	0.029	0.034	0.037	0.062	0.195	0.227	0.304	0.244	0.219	0.179	0.153	1.707	92.4%	0.087	0.294	0.775	0.551
2022	M	0.098	0.145	0.149	0.163	0.203	0.236	0.256	0.300	0.246	0.220	0.190	0.175	2.382	39.6%	0.392	0.602	0.803	0.585
2023	M	0.132	0.170	0.170	0.185	0.226	0.241	0.255	0.306	0.256	0.221	0.189	0.180	2.532	6.3%	0.473	0.652	0.817	0.590
2024	M	0.123	0.155	0.156	0.167	0.219	0.224	0.241	0.290	0.238	0.211	0.177	0.167	2.366	-6.6%	0.433	0.609	0.769	0.554

VISITOR DAYS										
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024
Serviced	M	2.309	2.365	2.532	2.517	0.887	1.707	2.382	2.532	2.366
All Visitor Types	M	46.37	48.06	49.10	50.06	24.20	38.97	46.10	46.46	45.83
Share of Total	%	5.0%	4.9%	5.2%	5.0%	3.7%	4.4%	5.2%	5.5%	5.2%
Annual Change in Share	%		-1.2%	4.8%	-2.5%	-27.1%	19.5%	18.0%	5.5%	-5.3%
Change in Share from 2016	%		-1.2%	3.6%	1.0%	-26.4%	-12.1%	3.7%	9.5%	3.7%
Avg Ann. Change in Share	%		-1.2%	1.8%	0.3%	-6.6%	-2.4%	0.6%	1.4%	0.5%

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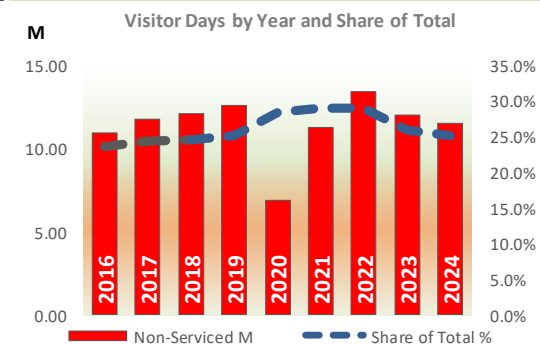


Report Prepared by: GARETH REYNOLDS. Date of Issue: 03/07/25

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 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			Q1	Q2	Q3	Q4
% Change 2016 to 2024		8.6%	-6.0%	-22.9%	14.4%	-2.4%	-1.5%	2.6%	2.5%	19.0%	25.5%	9.6%	22.6%	5.8%	Annual Change	-13.2%	2.0%	7.8%	21.2%
% Change 2023 to 2024		-11.1%	-16.7%	-1.3%	-8.3%	-12.1%	-0.1%	1.8%	-1.1%	-2.3%	-1.9%	-3.8%	-9.5%	-3.8%		-7.8%	-7.0%	-0.7%	-3.7%
Average Annual Change		1.1%	-0.8%	-2.9%	1.8%	-0.3%	-0.2%	0.3%	0.3%	2.4%	3.2%	1.2%	2.8%	0.7%		-1.6%	0.3%	1.0%	2.7%
2016	M	0.196	0.225	0.607	0.885	1.371	1.371	1.411	1.800	1.500	0.908	0.363	0.253	10.89		1.029	3.627	4.712	1.523
2017	M	0.217	0.260	0.601	0.968	1.462	1.422	1.537	1.880	1.718	0.984	0.377	0.286	11.71	7.5%	1.078	3.852	5.134	1.647
2018	M	0.221	0.265	0.599	0.993	1.546	1.487	1.558	1.988	1.730	1.015	0.389	0.291	12.08	3.2%	1.084	4.026	5.276	1.695
2019	M	0.247	0.278	0.633	1.110	1.615	1.516	1.670	2.021	1.700	1.030	0.428	0.318	12.57	4.0%	1.159	4.241	5.391	1.775
2020	M	0.267	0.224	0.258	0.038	0.084	0.089	1.016	1.711	1.946	0.997	0.046	0.177	6.855	-45.5%	0.749	0.212	4.674	1.220
2021	M	0.007	0.007	0.018	0.319	1.324	1.641	1.676	2.081	2.178	1.298	0.438	0.302	11.29	64.7%	0.031	3.285	5.935	2.038
2022	M	0.263	0.247	0.563	1.106	1.706	1.665	1.781	2.164	1.950	1.083	0.430	0.408	13.37	18.4%	1.073	4.477	5.895	1.921
2023	M	0.240	0.254	0.475	1.104	1.522	1.353	1.423	1.866	1.827	1.161	0.413	0.342	11.98	-10.4%	0.968	3.979	5.117	1.917
2024	M	0.213	0.212	0.468	1.012	1.337	1.351	1.449	1.845	1.786	1.139	0.398	0.310	11.52	-3.8%	0.893	3.701	5.080	1.846

VISITOR DAYS										NON-SERVICED ACCOMMODATION									
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024									
Non-Serviced	M	10.89	11.71	12.08	12.57	6.855	11.29	13.37	11.98	11.52									
All Visitor Types	M	46.37	48.06	49.10	50.06	24.20	38.97	46.10	46.46	45.83									
Share of Total	%	23.5%	24.4%	24.6%	25.1%	28.3%	29.0%	29.0%	25.8%	25.1%									
Annual Change in Share	%		3.8%	1.0%	2.0%	12.9%	2.2%	0.1%	-11.1%	-2.5%									
Change in Share from 2016	%		3.8%	4.7%	6.9%	20.6%	23.3%	23.4%	9.8%	7.0%									
Avg Ann. Change in Share	%		3.8%	2.4%	2.3%	5.2%	4.7%	3.9%	1.4%	0.9%									

Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

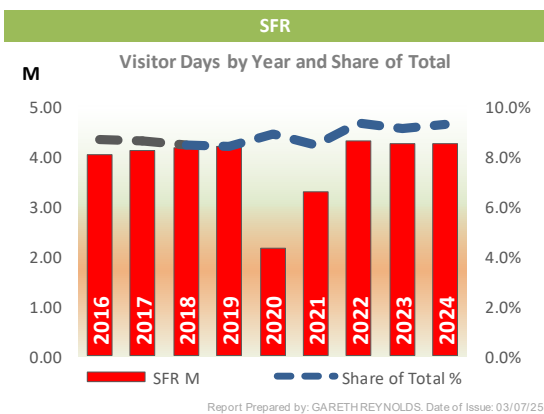


STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024			SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
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	Q1	Q2	Q3	Q4
% Change 2016 to 2024		7.5%	1.8%	0.8%	6.5%	5.7%	5.4%	4.0%	2.8%	7.3%	8.4%	7.4%	10.2%	5.9%	Annual Change	4.7%	6.0%	4.2%	9.2%
% Change 2023 to 2024		0.0%	-1.0%	0.9%	-0.5%	-1.1%	1.3%	1.9%	1.3%	0.8%	1.2%	0.9%	0.3%	0.5%		0.0%	-0.2%	1.4%	0.7%
Average Annual Change		0.9%	0.2%	0.1%	0.8%	0.7%	0.7%	0.5%	0.3%	0.9%	1.1%	0.9%	1.3%	0.7%		0.6%	0.7%	0.5%	1.1%
2016	M	0.530	0.191	0.221	0.447	0.325	0.271	0.412	0.461	0.261	0.228	0.185	0.486	4.019		0.943	1.044	1.134	0.898
2017	M	0.543	0.193	0.220	0.462	0.340	0.278	0.422	0.467	0.273	0.234	0.188	0.502	4.123	2.6%	0.956	1.080	1.162	0.925
2018	M	0.552	0.196	0.218	0.459	0.344	0.285	0.422	0.469	0.270	0.235	0.193	0.514	4.156	0.8%	0.966	1.087	1.161	0.942
2019	M	0.558	0.196	0.220	0.469	0.348	0.286	0.430	0.472	0.269	0.236	0.196	0.515	4.197	1.0%	0.975	1.104	1.170	0.948
2020	M	0.601	0.181	0.103	0.026	0.025	0.021	0.220	0.358	0.256	0.177	0.024	0.151	2.143	-48.9%	0.885	0.072	0.834	0.352
2021	M	0.063	0.020	0.023	0.144	0.293	0.321	0.470	0.523	0.369	0.317	0.216	0.531	3.290	53.5%	0.106	0.757	1.363	1.064
2022	M	0.557	0.194	0.227	0.475	0.358	0.295	0.441	0.482	0.281	0.240	0.197	0.542	4.289	30.4%	0.977	1.128	1.205	0.979
2023	M	0.569	0.197	0.221	0.478	0.348	0.282	0.420	0.468	0.278	0.244	0.196	0.533	4.236	-1.2%	0.987	1.109	1.166	0.974
2024	M	0.569	0.195	0.223	0.476	0.344	0.286	0.428	0.474	0.280	0.247	0.198	0.535	4.256	0.5%	0.987	1.106	1.182	0.980

VISITOR DAYS										SFR	
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024		
SFR M	M	4.019	4.123	4.156	4.197	2.143	3.290	4.289	4.236	4.256	
All Visitor Types	M	46.37	48.06	49.10	50.06	24.20	38.97	46.10	46.46	45.83	
Share of Total	%	8.7%	8.6%	8.5%	8.4%	8.9%	8.4%	9.3%	9.1%	9.3%	
Annual Change in Share	%		-1.0%	-1.3%	-1.0%	5.7%	-4.7%	10.2%	-2.0%	1.9%	
Change in Share from 2016	%		-1.0%	-2.3%	-3.3%	2.2%	-2.6%	7.4%	5.2%	7.2%	
Avg Ann. Change in Share	%		-1.0%	-1.2%	-1.1%	0.6%	-0.5%	1.2%	0.7%	0.9%	

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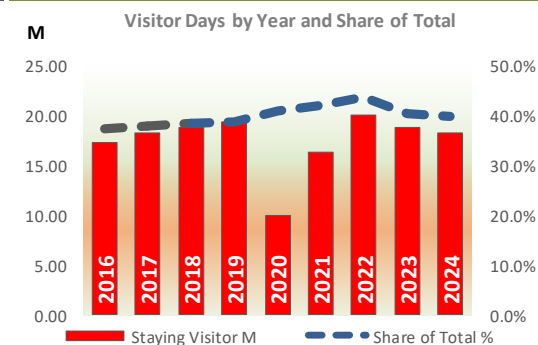


STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024			STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											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			Q1	Q2	Q3	Q4
% Change 2016 to 2024		7.8%	-3.1%	-15.1%	11.3%	1.0%	0.2%	2.2%	1.9%	14.9%	19.9%	7.8%	13.8%	5.4%	Annual Change	-4.3%	3.6%	5.9%	15.1%
% Change 2023 to 2024		-3.9%	-9.5%	-2.2%	-6.4%	-9.3%	-0.9%	0.9%	-1.1%	-2.4%	-1.8%	-3.2%	-4.2%	-3.2%		-4.7%	-5.6%	-1.0%	-2.9%
Average Annual Change		1.0%	-0.4%	-1.9%	1.4%	0.1%	0.0%	0.3%	0.2%	1.9%	2.5%	1.0%	1.7%	0.7%		-0.5%	0.5%	0.7%	1.9%
2016	M	0.840	0.580	0.998	1.487	1.882	1.857	2.071	2.561	2.005	1.332	0.717	0.889	17.22			2.417	5.226	6.638
2017	M	0.879	0.609	0.980	1.597	2.011	1.922	2.204	2.640	2.242	1.422	0.740	0.953	18.20	5.7%	2.468	5.531	7.086	3.115
2018	M	0.900	0.627	0.983	1.629	2.117	2.012	2.237	2.777	2.261	1.471	0.772	0.984	18.77	3.1%	2.510	5.758	7.274	3.226
2019	M	0.932	0.639	1.020	1.756	2.191	2.044	2.358	2.809	2.226	1.488	0.814	1.004	19.28	2.7%	2.591	5.990	7.392	3.306
2020	M	0.996	0.565	0.431	0.079	0.132	0.131	1.295	2.217	2.324	1.272	0.095	0.347	9.885	-48.7%	1.993	0.342	5.836	1.714
2021	M	0.094	0.057	0.074	0.500	1.678	2.157	2.373	2.908	2.791	1.833	0.833	0.986	16.29	64.7%	0.224	4.336	8.072	3.653
2022	M	0.918	0.586	0.939	1.744	2.267	2.196	2.478	2.946	2.478	1.543	0.817	1.125	20.04	23.0%	2.443	6.207	7.903	3.486
2023	M	0.941	0.621	0.866	1.767	2.096	1.877	2.098	2.640	2.362	1.627	0.799	1.056	18.75	-6.4%	2.429	5.740	7.099	3.481
2024	M	0.905	0.562	0.847	1.655	1.901	1.861	2.117	2.610	2.304	1.597	0.773	1.012	18.14	-3.2%	2.314	5.417	7.031	3.381

VISITOR DAYS										STAYING VISITOR									
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024										
Staying Visitor	M	17.22	18.20	18.77	19.28	9.885	16.29	20.04	18.75	18.14									
All Visitor Types	M	46.37	48.06	49.10	50.06	24.20	38.97	46.10	46.46	45.83									
Share of Total	%	37.1%	37.9%	38.2%	38.5%	40.9%	41.8%	43.5%	40.4%	39.6%									
Annual Change in Share	%		2.0%	0.9%	0.8%	6.1%	2.3%	4.0%	-7.2%	-1.9%									
Change in Share from 2016	%		2.0%	2.9%	3.7%	10.0%	12.5%	17.0%	8.7%	6.6%									
Avg Ann. Change in Share	%		2.0%	1.5%	1.2%	2.5%	2.5%	2.8%	1.2%	0.8%									

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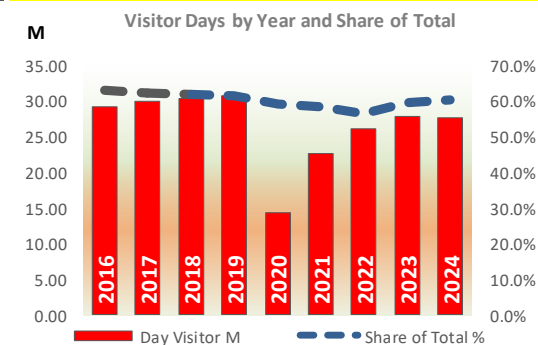
Report Prepared by: GARETHREYNOLDS. Date of Issue: 03/07/25

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 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			Q1	Q2	Q3	Q4
% Change 2016 to 2024		-10.2%	-0.6%	2.7%	-9.2%	-1.4%	7.2%	-8.9%	-7.7%	-7.8%	-6.4%	-13.8%	-21.9%	-5.0%	Annual Change	-1.6%	-0.4%	-8.1%	-12.4%
% Change 2023 to 2024		1.0%	3.5%	1.3%	-1.8%	2.0%	3.3%	-0.3%	-2.8%	-5.7%	-1.2%	-0.1%	0.5%	-0.1%		1.9%	1.5%	-2.7%	-0.5%
Average Annual Change		-1.3%	-0.1%	0.3%	-1.1%	-0.2%	0.9%	-1.1%	-1.0%	-1.0%	-0.8%	-1.7%	-2.7%	-0.6%		-0.2%	-0.1%	-1.0%	-1.6%
2016	M	1.528	1.931	2.586	2.477	3.291	3.247	3.034	4.569	2.286	1.919	1.205	1.074	29.15			6.046	9.016	9.889
2017	M	1.542	1.991	2.665	2.574	3.341	3.337	3.042	4.734	2.373	1.939	1.231	1.087	29.86	2.4%	6.198	9.252	10.15	4.256
2018	M	1.582	2.025	2.709	2.553	3.469	3.389	3.102	4.986	2.413	1.957	1.186	0.961	30.33	1.6%	6.316	9.412	10.50	4.103
2019	M	1.618	2.120	2.855	2.591	3.491	3.555	3.091	4.929	2.434	1.998	1.134	0.961	30.78	1.5%	6.593	9.637	10.45	4.094
2020	M	1.538	1.870	1.406	0.233	0.469	0.796	1.058	2.922	1.640	1.305	0.471	0.603	14.31	-53.5%	4.815	1.497	5.619	2.380
2021	M	0.539	0.837	1.294	1.418	2.459	3.095	2.657	4.453	2.285	1.884	0.993	0.772	22.69	58.5%	2.670	6.972	9.395	3.649
2022	M	1.229	1.572	2.386	2.149	2.974	3.152	2.679	4.228	2.040	1.774	1.016	0.862	26.06	14.9%	5.186	8.275	8.947	3.653
2023	M	1.358	1.855	2.623	2.291	3.182	3.369	2.771	4.335	2.234	1.818	1.040	0.835	27.71	6.3%	5.836	8.841	9.340	3.693
2024	M	1.372	1.920	2.657	2.249	3.246	3.481	2.763	4.215	2.107	1.797	1.039	0.839	27.69	-0.1%	5.949	8.976	9.086	3.675

VISITOR DAYS										DAY VISITOR																															
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	<div><div>M</div><div>Visitor Days by Year and Share of Total</div><table><thead><tr><th>Year</th><th>Visitor Days (M)</th><th>Share of Total (%)</th></tr></thead><tbody><tr><td>2016</td><td>29.15</td><td>62.9%</td></tr><tr><td>2017</td><td>29.86</td><td>62.1%</td></tr><tr><td>2018</td><td>30.33</td><td>61.8%</td></tr><tr><td>2019</td><td>30.78</td><td>61.5%</td></tr><tr><td>2020</td><td>14.31</td><td>59.1%</td></tr><tr><td>2021</td><td>22.69</td><td>58.2%</td></tr><tr><td>2022</td><td>26.06</td><td>56.5%</td></tr><tr><td>2023</td><td>27.71</td><td>59.6%</td></tr><tr><td>2024</td><td>27.69</td><td>60.4%</td></tr></tbody></table></div>	Year	Visitor Days (M)	Share of Total (%)	2016	29.15	62.9%	2017	29.86	62.1%	2018	30.33	61.8%	2019	30.78	61.5%	2020	14.31	59.1%	2021	22.69	58.2%	2022	26.06	56.5%	2023	27.71	59.6%	2024	27.69	60.4%
Year	Visitor Days (M)	Share of Total (%)																																							
2016	29.15	62.9%																																							
2017	29.86	62.1%																																							
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Day Visitor	M	29.15	29.86	30.33	30.78	14.31	22.69	26.06	27.71	27.69																															
All Visitor Types	M	46.37	48.06	49.10	50.06	24.20	38.97	46.10	46.46	45.83																															
Share of Total	%	62.9%	62.1%	61.8%	61.5%	59.1%	58.2%	56.5%	59.6%	60.4%																															
Annual Change in Share	%		-1.2%	-0.6%	-0.5%	-3.8%	-1.6%	-2.9%	5.5%	1.3%																															
Change in Share from 2016	%		-1.2%	-1.7%	-2.2%	-5.9%	-7.4%	-10.1%	-5.1%	-3.9%																															
Avg Ann. Change in Share	%		-1.2%	-0.9%	-0.7%	-1.5%	-1.5%	-1.7%	-0.7%	-0.5%																															

Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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Report Prepared by: GARETH REYNOLDS. Date of Issue: 03/07/25

Direct and Total Employment by Month, Year and Visitor Type for the Period 2016 to 2024

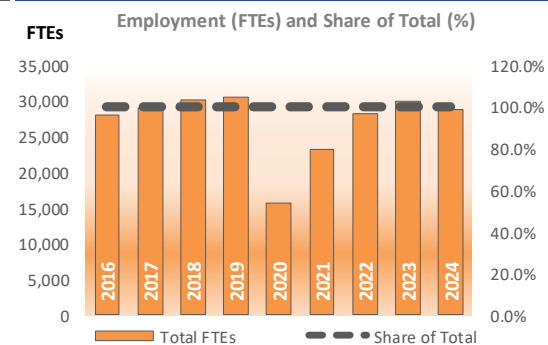
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 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			Q1	Q2	Q3	Q4
% Change 2016 to 2024		-0.4%	0.6%	0.0%	2.7%	3.8%	7.8%	-0.1%	0.6%	6.2%	7.2%	-2.5%	-1.8%	2.4%	Annual Change	0.1%	4.9%	1.9%	1.8%
% Change 2023 to 2024		-4.7%	-4.1%	-3.1%	-6.2%	-5.0%	-1.3%	-2.3%	-3.9%	-6.0%	-4.4%	-5.5%	-5.9%	-4.2%		-3.9%	-4.0%	-4.0%	-5.1%
Average Annual Change		0.0%	0.1%	0.0%	0.3%	0.5%	1.0%	0.0%	0.1%	0.8%	0.9%	-0.3%	-0.2%	0.3%		0.0%	0.6%	0.2%	0.2%
2016	FTEs	18,895	19,422	25,820	28,549	35,442	35,264	36,072	47,459	31,201	24,574	16,536	17,026	28,022		21,379	33,085	38,244	19,379
2017	FTEs	19,275	19,930	26,153	29,907	36,754	36,338	37,074	49,009	33,347	25,352	16,832	17,552	28,960	3.3%	21,786	34,333	39,810	19,912
2018	FTEs	20,151	20,773	27,062	30,704	39,006	38,088	38,406	52,353	34,426	26,446	17,299	17,540	30,188	4.2%	22,662	35,933	41,728	20,428
2019	FTEs	20,433	21,237	27,951	31,544	39,347	38,967	38,894	51,834	34,059	26,655	17,216	17,542	30,473	0.9%	23,207	36,619	41,596	20,471
2020	FTEs	20,154	19,088	14,855	3,222	5,303	6,972	18,466	36,717	29,879	20,516	5,483	7,737	15,699	-48.5%	18,033	5,166	28,354	11,245
2021	FTEs	5,251	6,569	9,244	13,182	26,991	36,005	35,559	48,515	36,382	28,099	16,165	15,981	23,162	47.5%	7,021	25,393	40,152	20,082
2022	FTEs	17,558	17,303	24,120	28,379	36,257	37,196	36,989	48,562	33,013	25,391	16,307	17,505	28,215	21.8%	19,660	33,944	39,521	19,734
2023	FTEs	19,763	20,372	26,649	31,252	38,706	38,522	36,909	49,701	35,230	27,535	17,070	17,767	29,956	6.2%	22,261	36,160	40,613	20,791
2024	FTEs	18,828	19,533	25,817	29,313	36,786	38,006	36,049	47,745	33,133	26,332	16,129	16,726	28,700	-4.2%	21,393	34,701	38,976	19,729

EMPLOYMENT										TOTAL	
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024		
Total FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700		
Total Employment FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700		
Share of Total %	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 2016 %											
Avg Ann. Change in Share %											

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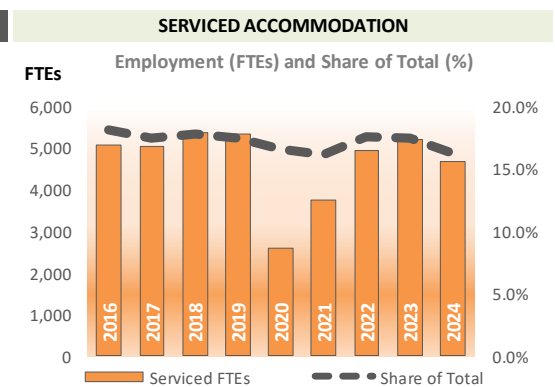
Report Prepared by: GARETH REYNOLDS. Date of Issue: 03/07/25

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE										2016 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 2016 to 2024		-8.5%	-10.0%	-10.9%	-7.4%	-3.6%	-6.7%	-8.8%	-7.9%	-8.3%	-6.3%	-7.8%	-6.8%	-7.7%	Annual Change	-9.8%	-5.9%	-8.3%	-7.0%
% Change 2023 to 2024		-10.9%	-11.2%	-11.1%	-11.5%	-9.2%	-10.6%	-9.8%	-9.2%	-10.4%	-9.8%	-10.4%	-10.8%	-10.4%		-11.1%	-10.4%	-9.8%	-10.3%
Average Annual Change		-1.1%	-1.2%	-1.4%	-0.9%	-0.4%	-0.8%	-1.1%	-1.0%	-1.0%	-0.8%	-1.0%	-0.9%	-1.0%		-1.2%	-0.7%	-1.0%	-0.9%
2016	FTEs	4,460	4,820	4,877	4,783	5,010	5,227	5,503	5,922	5,460	5,071	4,869	4,704	5,059			4,719	5,007	5,628
2017	FTEs	4,449	4,724	4,752	4,828	5,125	5,240	5,424	5,823	5,491	5,088	4,856	4,747	5,045	-0.3%	4,642	5,064	5,579	4,897
2018	FTEs	4,721	5,024	5,025	5,112	5,486	5,601	5,734	6,268	5,783	5,441	5,189	5,070	5,371	6.5%	4,923	5,400	5,928	5,233
2019	FTEs	4,683	4,981	4,994	5,076	5,453	5,571	5,706	6,206	5,702	5,403	5,154	4,958	5,324	-0.9%	4,886	5,367	5,872	5,172
2020	FTEs	4,533	4,619	3,366	1,015	1,223	1,086	2,496	3,621	3,481	3,261	1,319	1,066	2,590	-51.3%	4,173	1,108	3,199	1,882
2021	FTEs	1,508	1,483	1,518	1,623	2,103	5,070	5,304	5,903	5,422	5,211	4,924	4,706	3,731	44.0%	1,503	2,932	5,543	4,947
2022	FTEs	4,068	4,416	4,446	4,558	4,884	5,321	5,480	5,838	5,411	5,178	4,947	4,809	4,946	32.6%	4,310	4,921	5,576	4,978
2023	FTEs	4,579	4,887	4,888	5,004	5,320	5,452	5,563	6,004	5,590	5,270	5,011	4,914	5,207	5.3%	4,784	5,259	5,719	5,065
2024	FTEs	4,081	4,339	4,344	4,430	4,832	4,876	5,017	5,454	5,008	4,752	4,488	4,383	4,667	-10.4%	4,255	4,712	5,160	4,541

EMPLOYMENT									
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024
Serviced FTEs	5,059	5,045	5,371	5,324	2,590	3,731	4,946	5,207	4,667
Total Employment FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700
Share of Total %	18.1%	17.4%	17.8%	17.5%	16.5%	16.1%	17.5%	17.4%	16.3%
Annual Change in Share %		-3.5%	2.1%	-1.8%	-5.6%	-2.4%	8.8%	-0.9%	-6.4%
Change in Share from 2016 %		-3.5%	-1.4%	-3.2%	-8.6%	-10.8%	-2.9%	-3.7%	-9.9%
Avg Ann. Change in Share %		-3.5%	-0.7%	-1.1%	-2.2%	-2.2%	-0.5%	-0.5%	-1.2%

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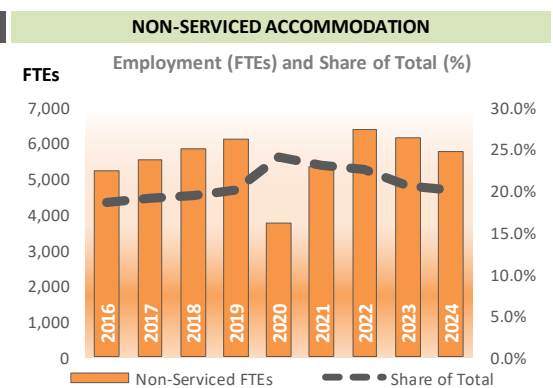
Report Prepared by: GARETH REYNOLDS. Date of Issue: 03/07/25

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024			NON-SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											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 2016 to 2024		7.1%	0.3%	-12.1%	16.8%	3.7%	4.6%	8.1%	8.2%	22.7%	26.0%	10.3%	15.0%	10.1%	Annual Change	-4.4%	7.4%	12.8%	19.5%
% Change 2023 to 2024		-13.5%	-16.1%	-6.7%	-10.0%	-12.9%	-3.5%	-1.9%	-3.8%	-4.7%	-5.0%	-8.3%	-12.3%	-6.8%		-11.2%	-8.9%	-3.5%	-7.4%
Average Annual Change		0.9%	0.0%	-1.5%	2.1%	0.5%	0.6%	1.0%	1.0%	2.8%	3.3%	1.3%	1.9%	1.3%		-0.5%	0.9%	1.6%	2.4%
2016	FTEs	1,792	1,922	3,852	5,169	7,460	7,464	7,575	9,340	8,018	5,224	2,633	2,091	5,212		2,522	6,698	8,311	3,316
2017	FTEs	1,872	2,057	3,817	5,523	7,881	7,702	8,140	9,723	9,002	5,546	2,676	2,218	5,513	5.8%	2,582	7,036	8,955	3,480
2018	FTEs	1,978	2,168	3,962	5,827	8,493	8,228	8,471	10,482	9,305	5,877	2,841	2,334	5,830	5.8%	2,703	7,516	9,420	3,684
2019	FTEs	2,170	2,303	4,201	6,422	8,867	8,426	9,044	10,684	9,227	6,024	3,089	2,526	6,082	4.3%	2,891	7,905	9,652	3,879
2020	FTEs	2,177	2,142	2,466	631	1,127	1,150	5,981	9,668	10,863	6,167	1,142	1,695	3,768	-38.1%	2,262	969	8,837	3,001
2021	FTEs	219	206	299	2,399	7,450	8,834	8,909	10,753	11,638	7,666	3,151	2,497	5,335	41.6%	241	6,228	10,433	4,438
2022	FTEs	2,208	2,161	3,819	6,355	9,218	9,037	9,488	11,493	10,288	6,236	3,111	2,909	6,360	19.2%	2,729	8,203	10,423	4,085
2023	FTEs	2,219	2,300	3,631	6,710	8,890	8,089	8,343	10,505	10,323	6,932	3,166	2,742	6,154	-3.2%	2,717	7,896	9,723	4,280
2024	FTEs	1,920	1,929	3,388	6,037	7,739	7,806	8,188	10,108	9,838	6,584	2,904	2,405	5,737	-6.8%	2,412	7,194	9,378	3,964

EMPLOYMENT									
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024
Non-Serviced FTEs	5,212	5,513	5,830	6,082	3,768	5,335	6,360	6,154	5,737
Total Employment FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700
Share of Total	18.6%	19.0%	19.3%	20.0%	24.0%	23.0%	22.5%	20.5%	20.0%
Annual Change in Share		2.4%	1.5%	3.3%	20.2%	-4.0%	-2.1%	-8.9%	-2.7%
Change in Share from 2016		2.4%	3.8%	7.3%	29.0%	23.8%	21.2%	10.5%	7.5%
Avg Ann. Change in Share		2.4%	1.9%	2.4%	7.3%	4.8%	3.5%	1.5%	0.9%

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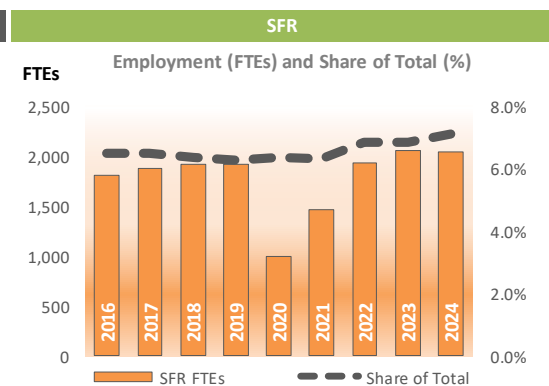
Report Prepared by: GARETH REYNOLDS. Date of Issue: 03/07/25

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024			SFR	DIRECT EMPLOYMENT				
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											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 2016 to 2024		14.2%	8.2%	7.0%	13.1%	12.2%	12.0%	10.4%	9.0%	13.8%	15.1%	14.1%	17.1%	12.5%	Annual Change	11.3%	12.5%	10.6%	15.9%
% Change 2023 to 2024		-1.1%	-2.0%	-0.1%	-1.5%	-2.1%	0.2%	0.9%	0.3%	-0.2%	0.2%	-0.1%	-0.7%	-0.6%		-1.0%	-1.3%	0.4%	-0.4%
Average Annual Change		1.8%	1.0%	0.9%	1.6%	1.5%	1.5%	1.3%	1.1%	1.7%	1.9%	1.8%	2.1%	1.6%		1.4%	1.6%	1.3%	2.0%
2016	FTEs	2,855	1,035	1,197	2,412	1,760	1,473	2,234	2,506	1,419	1,236	1,001	2,627	1,813			1,696	1,882	2,053
2017	FTEs	2,946	1,052	1,198	2,509	1,851	1,517	2,305	2,557	1,491	1,277	1,027	2,736	1,872	3.3%	1,732	1,959	2,118	1,680
2018	FTEs	3,037	1,082	1,202	2,528	1,896	1,577	2,336	2,602	1,497	1,299	1,068	2,840	1,914	2.2%	1,774	2,000	2,145	1,736
2019	FTEs	3,037	1,072	1,200	2,553	1,901	1,569	2,352	2,585	1,474	1,291	1,073	2,815	1,910	-0.2%	1,770	2,008	2,137	1,727
2020	FTEs	3,258	985	560	142	135	114	1,229	2,066	1,481	1,023	140	863	1,000	-47.7%	1,601	130	1,592	675
2021	FTEs	352	115	128	760	1,547	1,705	2,495	2,781	1,963	1,679	1,146	2,812	1,457	45.7%	198	1,337	2,413	1,879
2022	FTEs	3,000	1,046	1,227	2,563	1,932	1,600	2,390	2,618	1,526	1,299	1,069	2,932	1,934	32.7%	1,757	2,032	2,178	1,767
2023	FTEs	3,294	1,142	1,282	2,770	2,019	1,645	2,445	2,726	1,619	1,420	1,143	3,098	2,050	6.0%	1,906	2,144	2,263	1,887
2024	FTEs	3,259	1,120	1,281	2,727	1,976	1,649	2,466	2,733	1,616	1,422	1,141	3,076	2,039	-0.6%	1,886	2,117	2,271	1,880

EMPLOYMENT										
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024
SFR	FTEs	1,813	1,872	1,914	1,910	1,000	1,457	1,934	2,050	2,039
Total Employment	FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700
Share of Total	%	6.5%	6.5%	6.3%	6.3%	6.4%	6.3%	6.9%	6.8%	7.1%
Annual Change in Share	%		-0.1%	-1.9%	-1.1%	1.6%	-1.2%	9.0%	-0.1%	3.8%
Change in Share from 2016	%		-0.1%	-2.0%	-3.1%	-1.6%	-2.8%	5.9%	5.8%	9.8%
Avg Ann. Change in Share	%		-0.1%	-1.0%	-1.0%	-0.4%	-0.6%	1.0%	0.8%	1.2%

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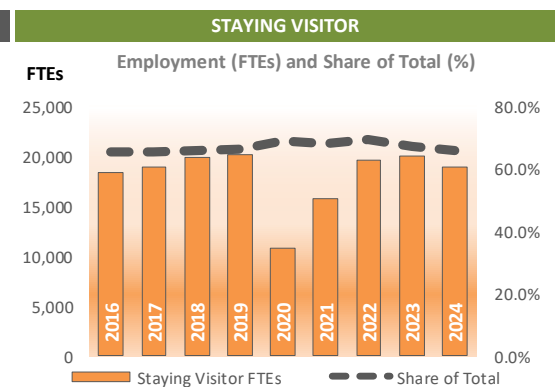
Report Prepared by: GARETH REYNOLDS. Date of Issue: 03/07/25

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 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 2016 to 2024		1.7%	-5.0%	-9.2%	6.7%	2.2%	1.2%	2.3%	3.0%	10.5%	10.6%	0.4%	4.7%	3.0%	Annual Change	-4.3%	3.2%	5.1%	5.8%
% Change 2023 to 2024		-8.2%	-11.3%	-8.0%	-8.9%	-10.4%	-5.6%	-4.2%	-4.9%	-6.1%	-6.3%	-8.4%	-8.3%	-7.2%		-9.1%	-8.3%	-5.1%	-7.5%
Average Annual Change		0.2%	-0.6%	-1.2%	0.8%	0.3%	0.1%	0.3%	0.4%	1.3%	1.3%	0.0%	0.6%	0.4%		-0.5%	0.4%	0.6%	0.7%
2016	FTEs	9,106	7,778	9,926	12,364	14,230	14,163	15,313	17,769	14,897	11,532	8,503	9,422	12,084		8,937	13,586	15,993	9,819
2017	FTEs	9,266	7,833	9,767	12,860	14,857	14,459	15,868	18,103	15,984	11,911	8,559	9,701	12,431		8,955	14,059	16,652	10,057
2018	FTEs	9,735	8,273	10,190	13,467	15,875	15,406	16,541	19,352	16,585	12,617	9,098	10,243	13,115	5.5%	9,399	14,916	17,493	10,653
2019	FTEs	9,890	8,356	10,395	14,052	16,220	15,566	17,101	19,475	16,404	12,718	9,316	10,299	13,316	1.5%	9,547	15,279	17,660	10,778
2020	FTEs	9,968	7,746	6,393	1,789	2,485	2,350	9,707	15,355	15,825	10,451	2,601	3,624	7,358	-44.7%	8,036	2,208	13,629	5,559
2021	FTEs	2,079	1,804	1,946	4,781	11,101	15,609	16,707	19,437	19,024	14,556	9,221	10,015	10,523	43.0%	1,943	10,497	18,389	11,264
2022	FTEs	9,276	7,623	9,491	13,476	16,034	15,959	17,358	19,950	17,225	12,712	9,126	10,650	13,240	25.8%	8,797	15,156	18,177	10,830
2023	FTEs	10,092	8,329	9,801	14,484	16,228	15,186	16,351	19,234	17,532	13,623	9,320	10,753	13,411	1.3%	9,407	15,299	17,706	11,232
2024	FTEs	9,260	7,388	9,013	13,194	14,547	14,330	15,671	18,296	16,462	12,758	8,533	9,864	12,443	-7.2%	8,554	14,023	16,810	10,385

EMPLOYMENT									
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024
Staying Visitor FTEs	18,310	18,943	19,867	20,118	10,777	15,708	19,529	20,041	18,895
Total Employment FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700
Share of Total	65.3%	65.4%	65.8%	66.0%	68.6%	67.8%	69.2%	66.9%	65.8%
Annual Change in Share		0.1%	0.6%	0.3%	4.0%	-1.2%	2.1%	-3.3%	-1.6%
Change in Share from 2016		0.1%	0.7%	1.0%	5.1%	3.8%	5.9%	2.4%	0.8%
Avg Ann. Change in Share		0.1%	0.4%	0.3%	1.3%	0.8%	1.0%	0.3%	0.1%

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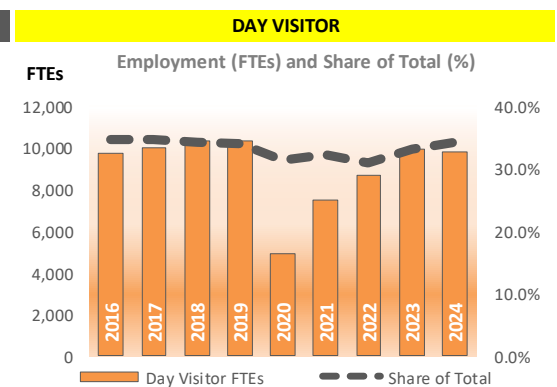
Report Prepared by: GARETHREYNOLDS. Date of Issue: 03/07/25

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024			DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2024		-4.6%	5.7%	9.2%	-3.5%	4.8%	13.9%	-3.2%	-1.9%	-2.0%	-0.5%	-8.3%	-16.9%	1.0%	Annual Change	4.6%	5.8%	-2.3%	-6.9%
% Change 2023 to 2024		0.0%	2.4%	0.2%	-2.8%	1.0%	2.3%	-1.3%	-3.8%	-6.7%	-2.2%	-1.1%	-0.6%	-1.1%		0.9%	0.5%	-3.7%	-1.5%
Average Annual Change		-0.6%	0.7%	1.1%	-0.4%	0.6%	1.7%	-0.4%	-0.2%	-0.3%	-0.1%	-1.0%	-2.1%	0.1%		0.6%	0.7%	-0.3%	-0.9%
2016	FTEs	6,109	7,722	10,340	9,904	13,159	12,984	12,130	18,269	9,138	7,671	4,816	4,293	9,711		8,057	12,016	13,179	5,593
2017	FTEs	6,208	8,017	10,729	10,364	13,451	13,436	12,249	19,060	9,554	7,806	4,955	4,375	10,017	3.1%	8,318	12,417	13,621	5,712
2018	FTEs	6,461	8,270	11,059	10,425	14,166	13,841	12,665	20,358	9,853	7,989	4,841	3,922	10,321	3.0%	8,597	12,810	14,292	5,584
2019	FTEs	6,534	8,557	11,527	10,461	14,094	14,351	12,479	19,901	9,826	8,066	4,579	3,881	10,355	0.3%	8,873	12,969	14,069	5,509
2020	FTEs	6,192	7,528	5,659	936	1,888	3,203	4,353	12,336	6,922	5,511	1,989	2,548	4,922	-52.5%	6,459	2,009	7,871	3,349
2021	FTEs	2,218	3,441	5,321	5,560	9,639	12,134	10,415	17,458	8,956	7,384	3,892	3,028	7,454	51.4%	3,660	9,111	12,276	4,768
2022	FTEs	4,915	6,286	9,541	8,596	11,892	12,606	10,714	16,911	8,159	7,097	4,065	3,449	8,686	16.5%	6,914	11,031	11,928	4,870
2023	FTEs	5,830	7,966	11,263	9,837	13,662	14,466	11,896	18,613	9,595	7,806	4,467	3,585	9,916	14.2%	8,353	12,655	13,368	5,286
2024	FTEs	5,830	8,160	11,291	9,558	13,796	14,792	11,743	17,914	8,955	7,635	4,415	3,566	9,805	-1.1%	8,427	12,715	12,871	5,205

EMPLOYMENT									
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024
Day Visitor FTEs	9,711	10,017	10,321	10,355	4,922	7,454	8,686	9,916	9,805
Total Employment FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700
Share of Total	34.7%	34.6%	34.2%	34.0%	31.4%	32.2%	30.8%	33.1%	34.2%
Annual Change in Share		-0.2%	-1.2%	-0.6%	-7.7%	2.6%	-4.3%	7.5%	3.2%
Change in Share from 2016		-0.2%	-1.3%	-2.0%	-9.5%	-7.1%	-11.2%	-4.5%	-1.4%
Avg Ann. Change in Share		-0.2%	-0.7%	-0.7%	-2.4%	-1.4%	-1.9%	-0.6%	-0.2%

Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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Report Prepared by: GARETHREYNOLDS. Date of Issue: 03/07/25

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE							2024		STAYING VISITORS		ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE																																							
SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2016		<div>SEASONAL AVAILABILITY OF BED SUPPLY 2024</div> <div><div>■ Non-Serviced Accommodation</div><div>■ Serviced Accommodation</div></div> <table><caption>SEASONAL AVAILABILITY OF BED SUPPLY 2024</caption><thead><tr><th>Month</th><th>Non-Serviced Accommodation</th><th>Serviced Accommodation</th></tr></thead><tbody><tr><td>JAN</td><td>30,778</td><td>15,569</td></tr><tr><td>FEB</td><td>31,347</td><td>15,617</td></tr><tr><td>MAR</td><td>57,918</td><td>15,676</td></tr><tr><td>APR</td><td>74,450</td><td>15,676</td></tr><tr><td>MAY</td><td>76,497</td><td>15,680</td></tr><tr><td>JUN</td><td>76,497</td><td>15,680</td></tr><tr><td>JUL</td><td>77,925</td><td>15,680</td></tr><tr><td>AUG</td><td>77,925</td><td>15,680</td></tr><tr><td>SEP</td><td>76,673</td><td>15,680</td></tr><tr><td>OCT</td><td>76,203</td><td>15,654</td></tr><tr><td>NOV</td><td>42,096</td><td>15,603</td></tr><tr><td>DEC</td><td>35,520</td><td>15,423</td></tr></tbody></table>					Month	Non-Serviced Accommodation	Serviced Accommodation	JAN	30,778	15,569	FEB	31,347	15,617	MAR	57,918	15,676	APR	74,450	15,676	MAY	76,497	15,680	JUN	76,497	15,680	JUL	77,925	15,680	AUG	77,925	15,680	SEP	76,673	15,680	OCT	76,203	15,654	NOV	42,096	15,603	DEC	35,520	15,423
	Month	Non-Serviced Accommodation	Serviced Accommodation																																															
	JAN	30,778	15,569																																															
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OCT	76,203	15,654																																																
NOV	42,096	15,603																																																
DEC	35,520	15,423																																																
Est.	Beds	Est.	Beds	Est.	Beds																																													
Serviced Accommodation Total		636	15,680	-106	-1,647	-188	-754																																											
+50 Room		28	5,044	-1	-187	+5	+1,063																																											
11-50 Room		131	5,770	-16	-655	-16	-422																																											
<10 Room		477	4,866	-89	-805	-177	-1,395																																											
NON-SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2016																																													
	Est.	Beds	Est.	Beds	Est.	Beds																																												
	Non-Serviced Accommodation Total		816	78,071	-126	-1,472						+5	+2,669																																					
	Self catering		470	16,663	-104	-1,000						-46	+102																																					
	Static caravans/chalets		0	32,536	0	+290						0	+911																																					
Touring caravans/camping		346	28,872	-22	-762	+51	+1,656																																											
Youth Hostels		2	30	-1	-36	0	-11																																											
DISTRIBUTION BY TYPE OF ACCOMMODATION 2024	2024		Change on 2023		Change on 2016																																													
	Est.	Beds	Est.	Beds	Est.	Beds																																												
	All Paid Accommodation Total		1,452	93,751	-232	-3,119						-183	+1,915																																					
	Serviced Accommodation Share of Total		44%	17%																																														
Non-Serviced Accommodation Share of Total		56%	83%																																															
SEASONAL AVAILABILITY OF BED SUPPLY 2024	2024																																																	
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																																						
	All Paid Accommodation Total		46,346	46,964	73,593	90,126	92,177	92,177	93,605	93,605	92,353	91,857			57,699	50,943																																		
	Serviced Accommodation		15,569	15,617	15,676	15,676	15,680	15,680	15,680	15,680	15,680	15,654			15,603	15,423																																		
	Non-Serviced Accommodation		30,778	31,347	57,918	74,450	76,497	76,497	77,925	77,925	76,673	76,203			42,096	35,520																																		

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:	<i>Indexation to: 2024</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>



STEAM REPORT FOR 2016-2024 - FINAL
GREATER LINCOLNSHIRE

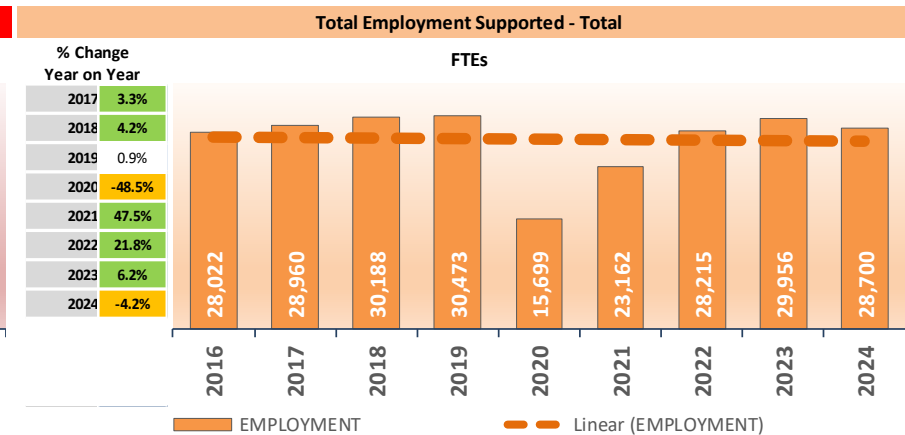
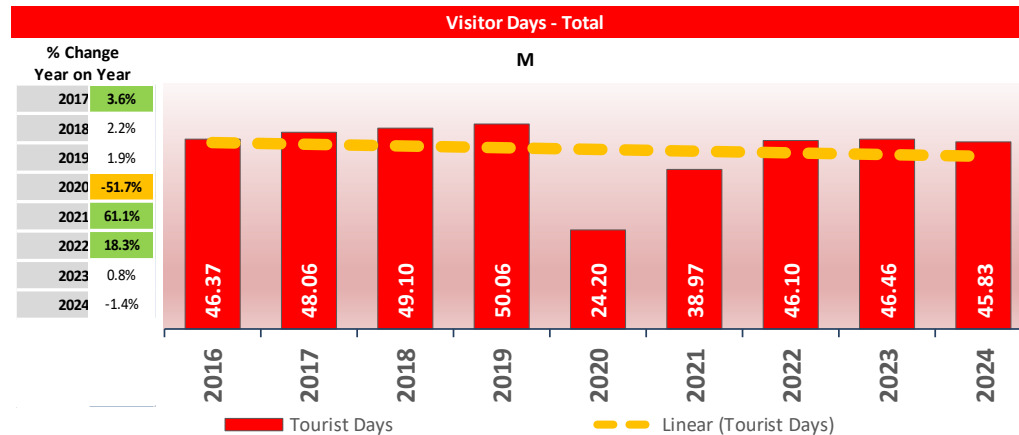
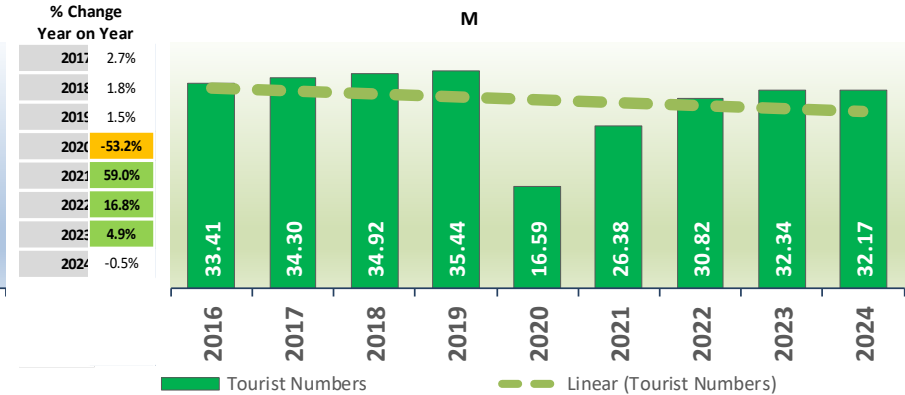
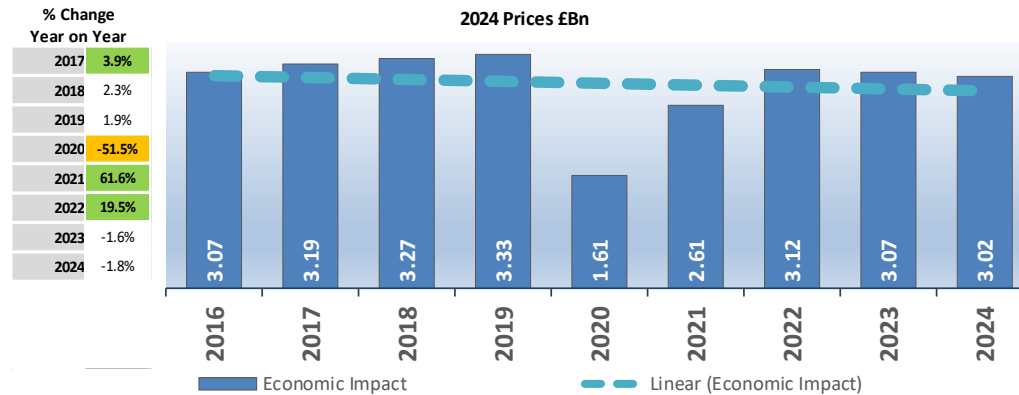
2016 to 2024
2024 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		3.9%	6.3%	8.4%	-47.5%	-15.2%	1.4%	-0.2%	-1.9%
Visitor Numbers		2.7%	4.5%	6.1%	-50.3%	-21.1%	-7.8%	-3.2%	-3.7%
Visitor Days		3.6%	5.9%	8.0%	-47.8%	-15.9%	-0.6%	0.2%	-1.2%
Total Employment		3.3%	7.7%	8.7%	-44.0%	-17.3%	0.7%	6.9%	2.4%

"Linear" = Linear Trendline

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE

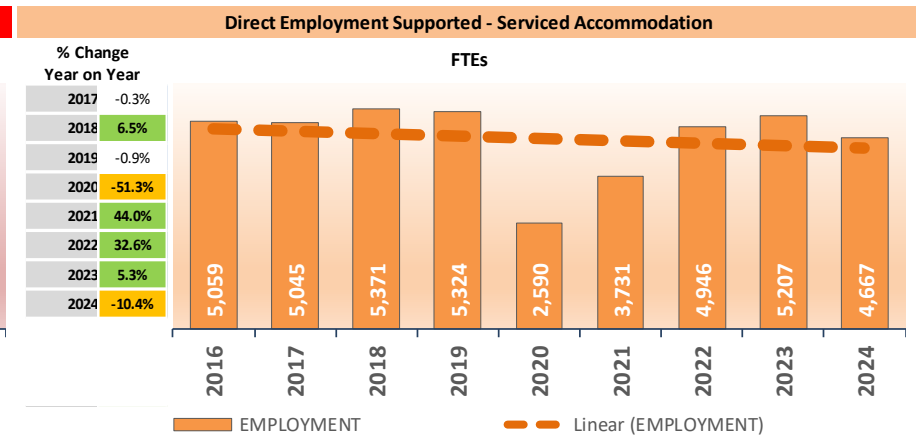
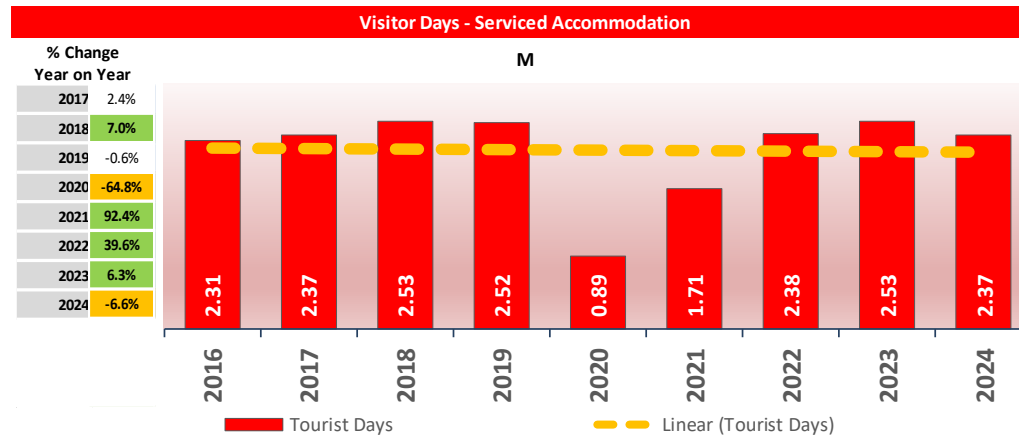
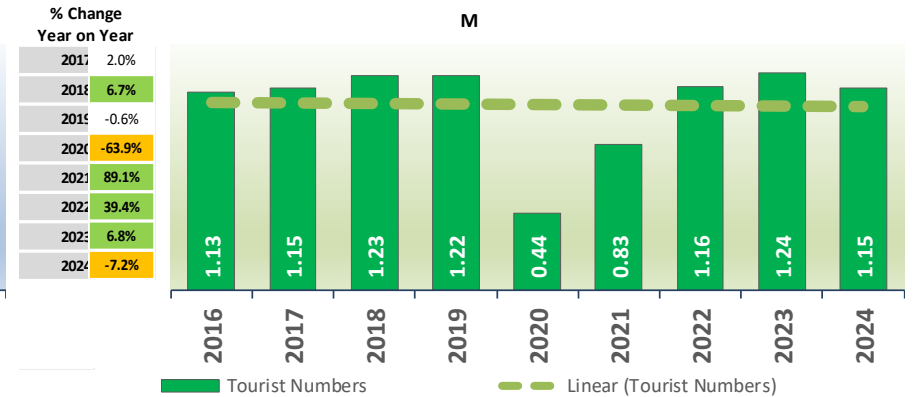
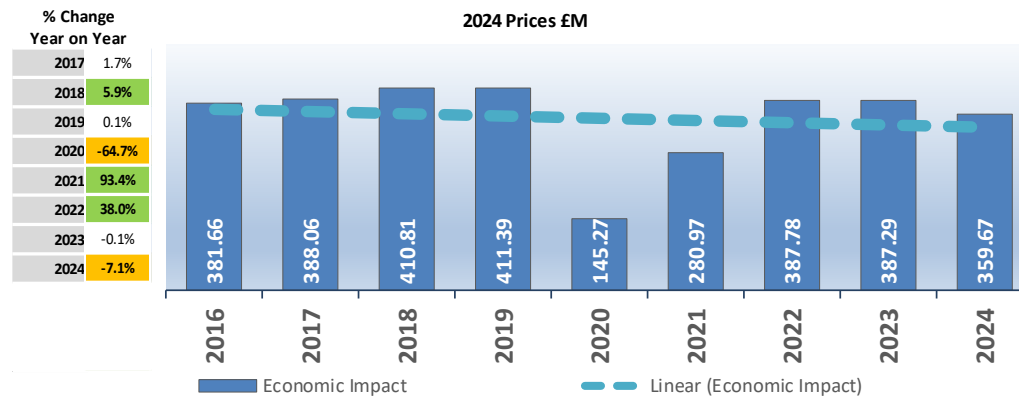
2016 to 2024
2024 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		1.7%	7.6%	7.8%	-61.9%	-26.4%	1.6%	1.5%	-5.8%
Visitor Numbers		2.0%	8.9%	8.2%	-61.0%	-26.2%	2.9%	9.9%	2.0%
Visitor Days		2.4%	9.7%	9.0%	-61.6%	-26.1%	3.2%	9.7%	2.5%
Direct Employment		-0.3%	6.2%	5.2%	-48.8%	-26.2%	-2.2%	2.9%	-7.7%

"Linear" = Linear Trendline

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE

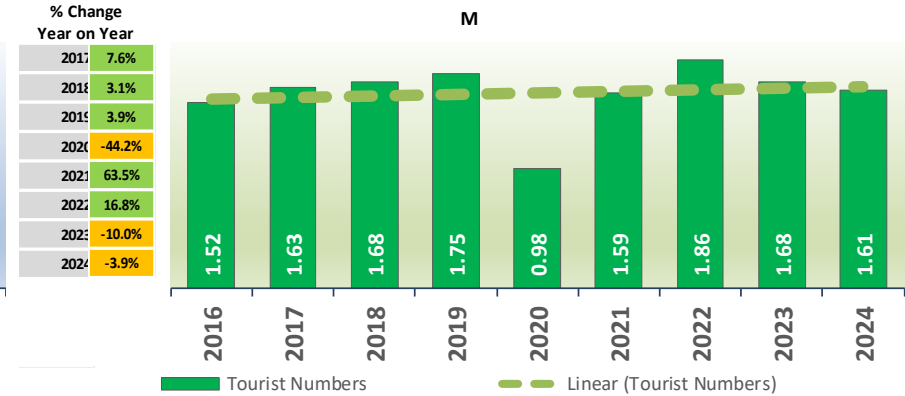
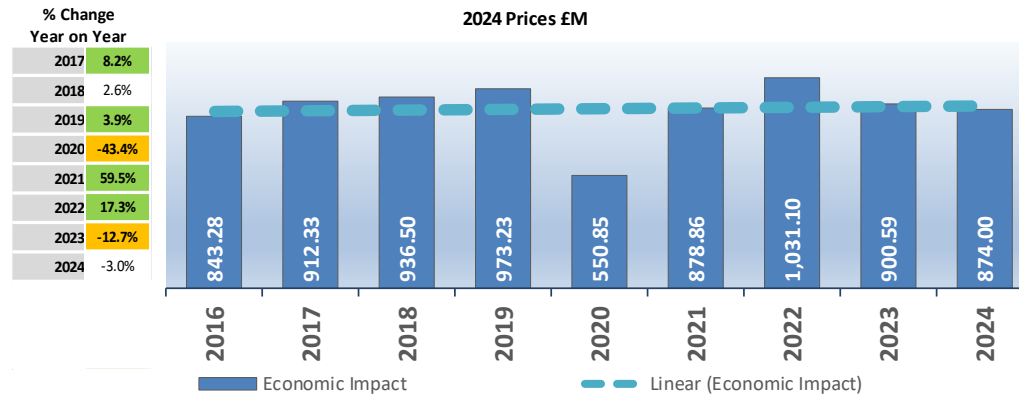
2016 to 2024
2024 Prices

NON-SERVED
ACCOMMODATION

KEY MEASURES
Indexed

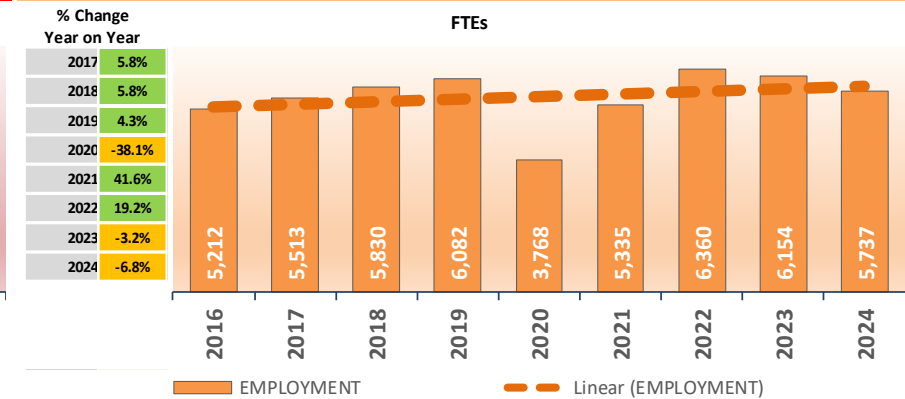
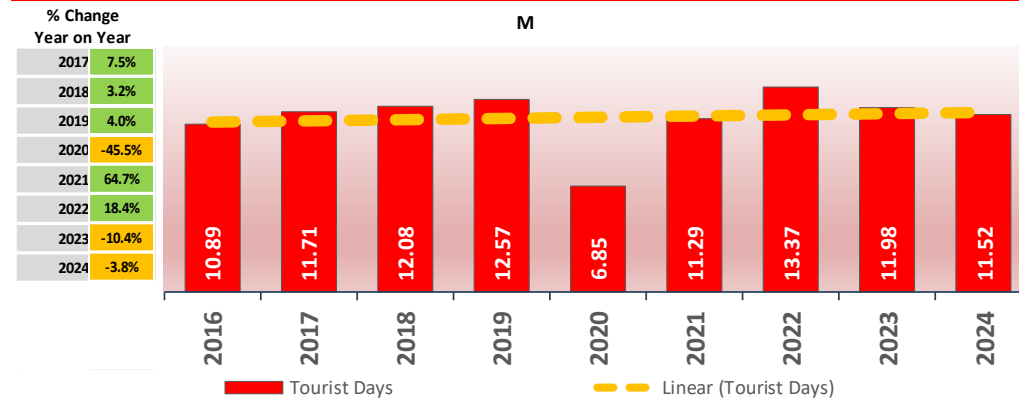
Economic Impact - Indexed - Non-Served Accommodation

Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation

Direct Employment Supported - Non-Served Accommodation



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		8.2%	11.1%	15.4%	-34.7%	4.2%	22.3%	6.8%	3.6%
Visitor Numbers		7.6%	11.0%	15.4%	-35.7%	5.2%	22.9%	10.6%	6.3%
Visitor Days		7.5%	10.9%	15.4%	-37.1%	3.6%	22.7%	10.0%	5.8%
Direct Employment		5.8%	11.9%	16.7%	-27.7%	2.4%	22.0%	18.1%	10.1%

"Linear" = Linear Trendline

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE

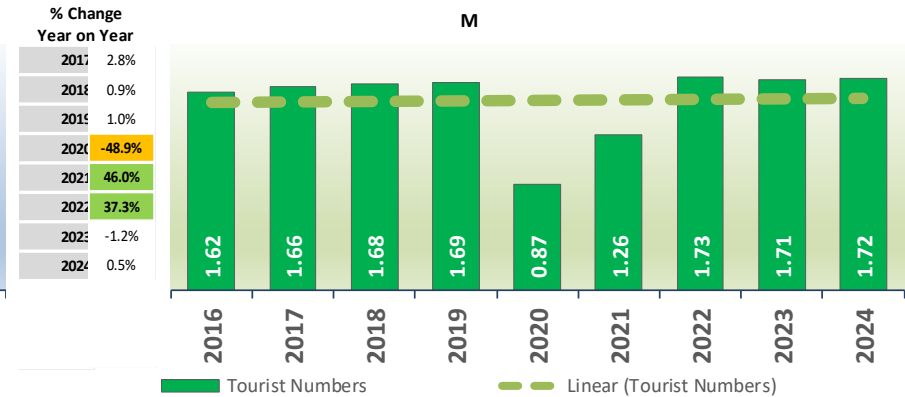
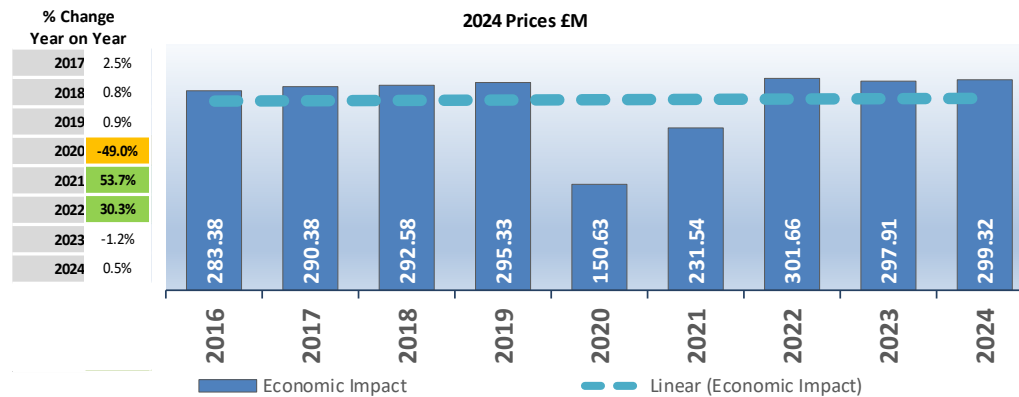
2016 to 2024
2024 Prices

SFR

KEY MEASURES
Indexed

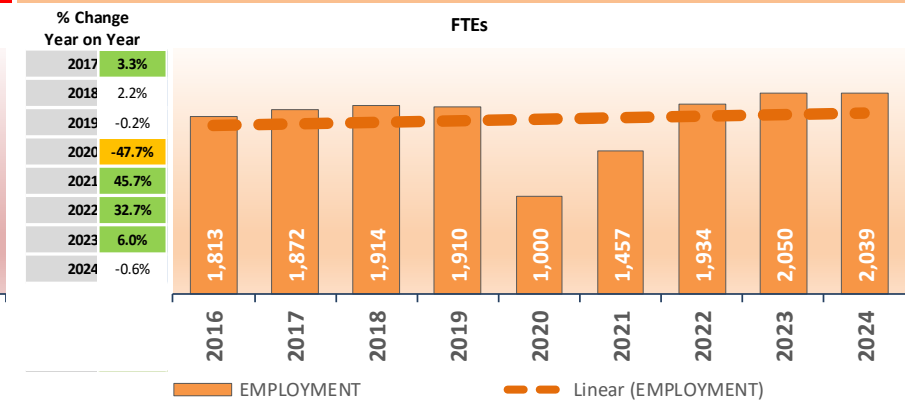
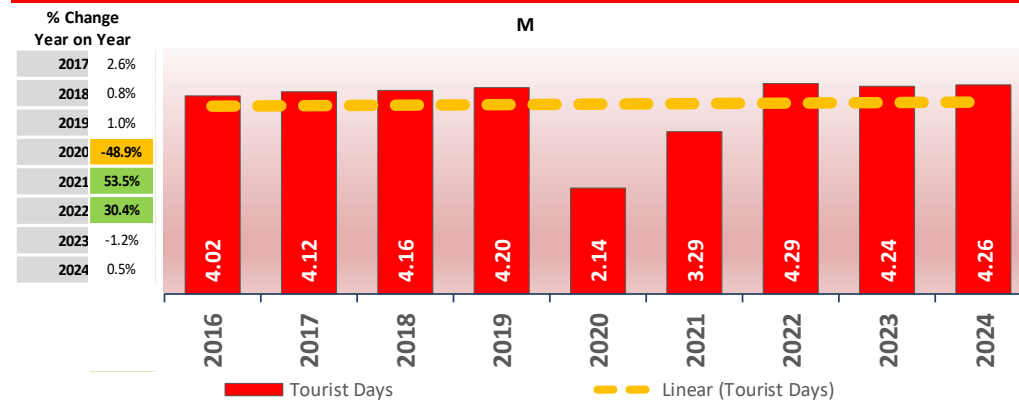
Economic Impact - Indexed - SFR

Visitor Numbers - SFR



Visitor Days - SFR

Direct Employment Supported - SFR



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		2.5%	3.2%	4.2%	-46.8%	-18.3%	6.5%	5.1%	5.6%
Visitor Numbers		2.8%	3.7%	4.7%	-46.5%	-22.0%	7.2%	5.8%	6.3%
Visitor Days		2.6%	3.4%	4.4%	-46.7%	-18.1%	6.7%	5.4%	5.9%
Direct Employment		3.3%	5.6%	5.4%	-44.9%	-19.6%	6.7%	13.1%	12.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE

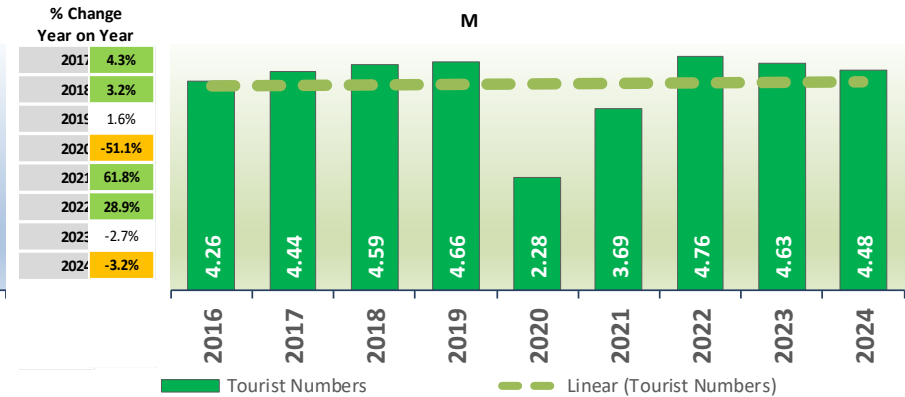
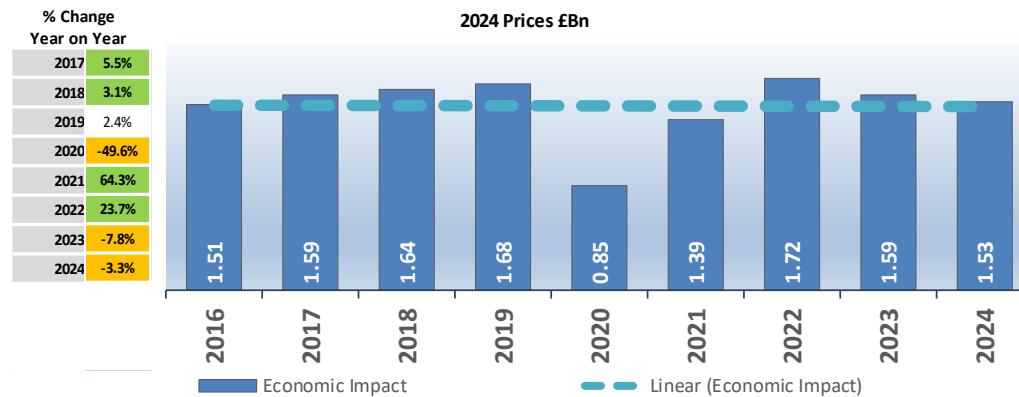
2016 to 2024
2024 Prices

STAYING VISITOR

KEY MEASURES
Indexed

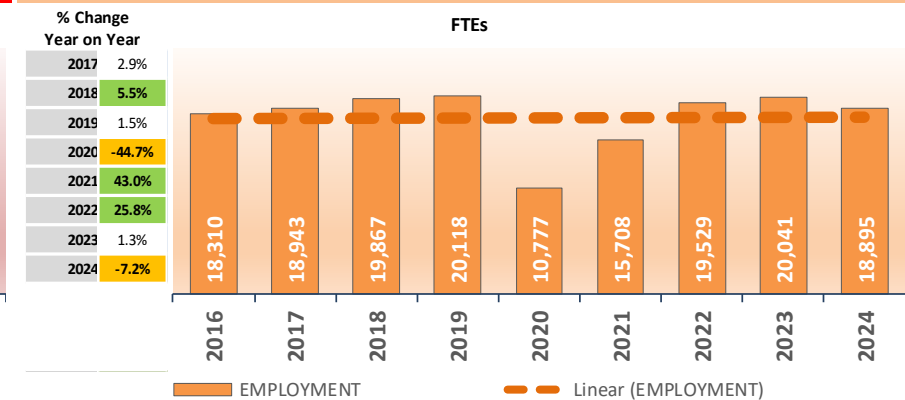
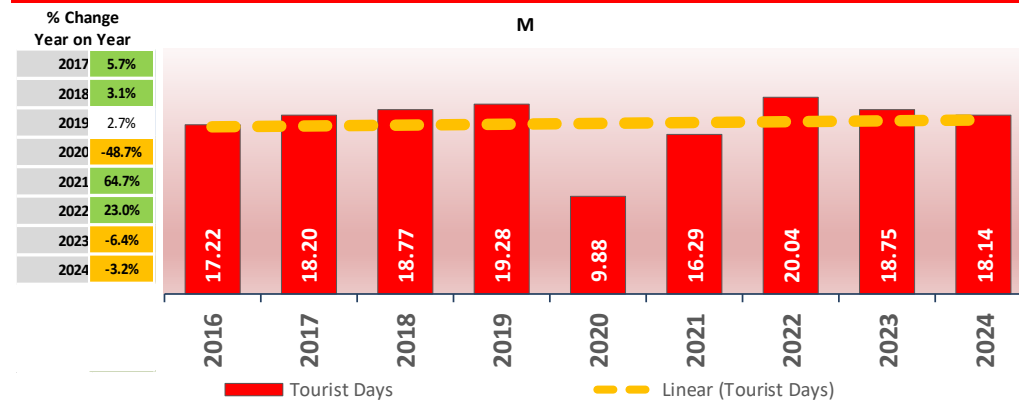
Economic Impact - Indexed - Staying Visitor

Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor

Direct Employment Supported - Staying Visitor



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		5.5%	8.7%	11.4%	-43.9%	-7.8%	14.1%	5.1%	1.6%
Visitor Numbers		4.3%	7.7%	9.4%	-46.5%	-13.4%	11.6%	8.6%	5.2%
Visitor Days		5.7%	9.0%	12.0%	-42.6%	-5.4%	16.4%	8.9%	5.4%
Direct Employment		3.5%	8.5%	9.9%	-41.1%	-14.2%	6.7%	9.4%	3.2%

"Linear" = Linear Trendline

STEAM REPORT FOR 2016-2024 - FINAL
GREATER LINCOLNSHIRE

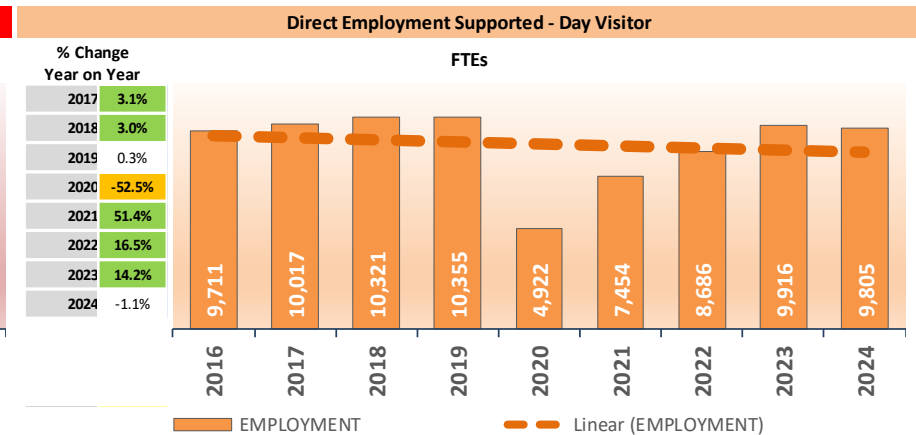
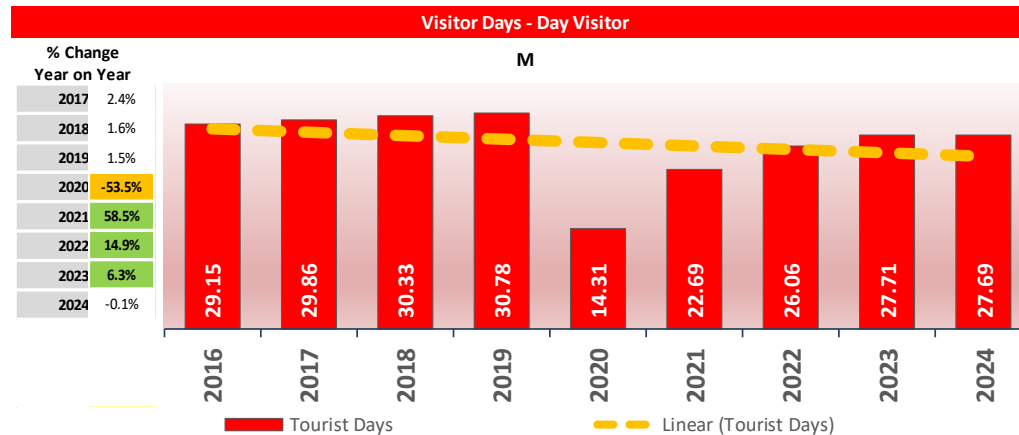
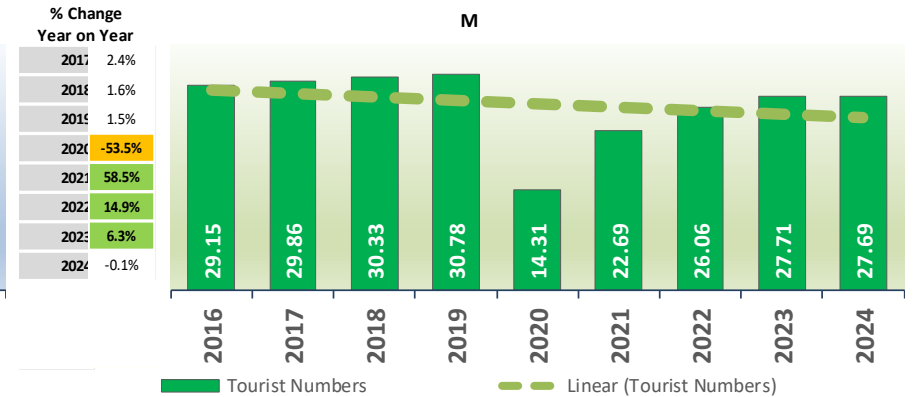
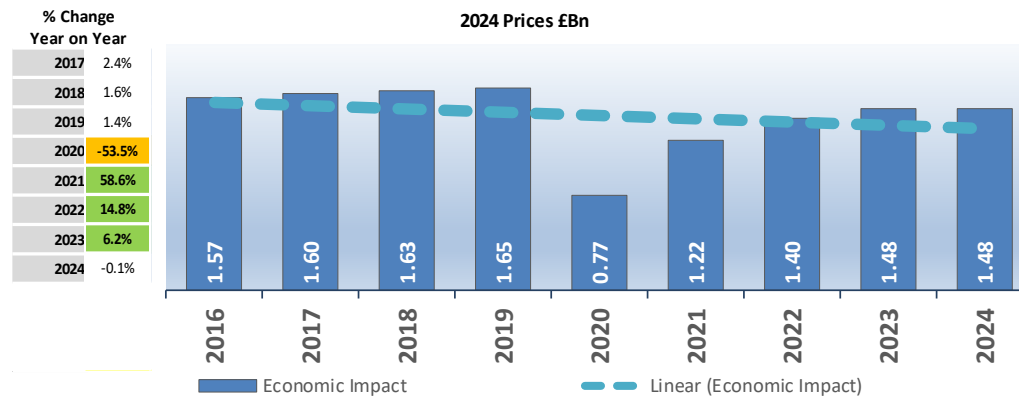
2016 to 2024
2024 Prices

DAY VISITOR

KEY MEASURES
Indexed

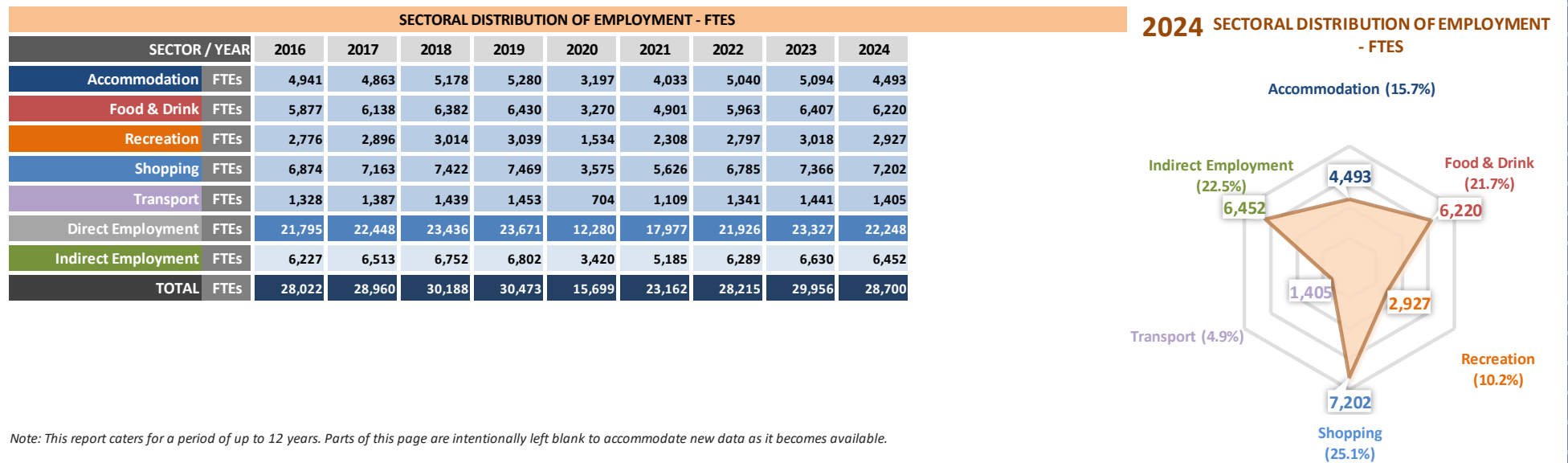
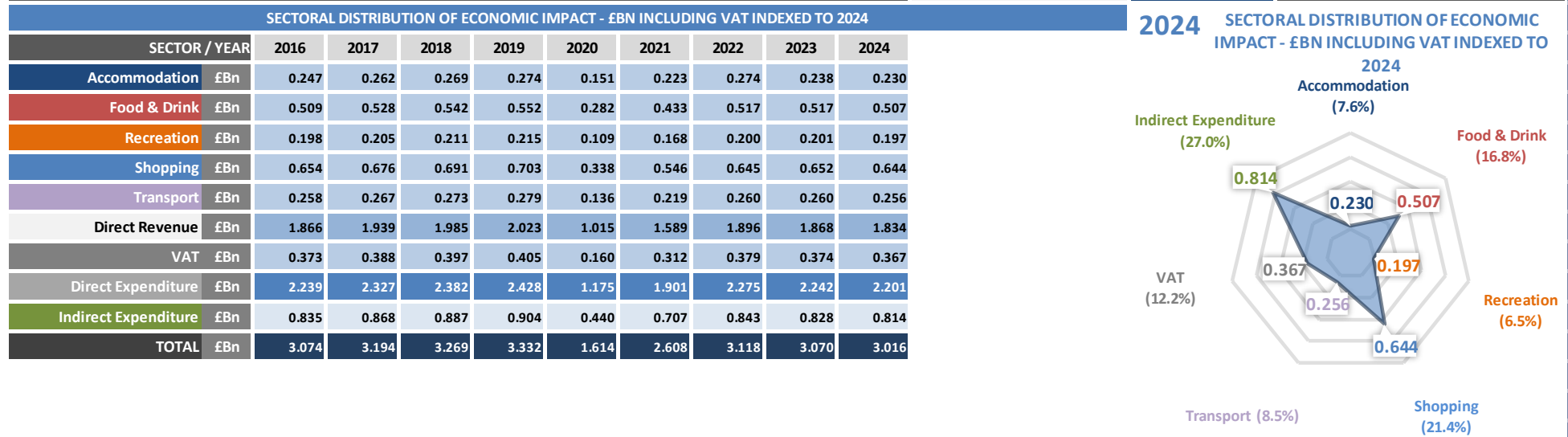
Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		2.4%	4.0%	5.5%	-51.0%	-22.3%	-10.8%	-5.2%	-5.3%
Visitor Numbers		2.4%	4.1%	5.6%	-50.9%	-22.2%	-10.6%	-4.9%	-5.0%
Visitor Days		2.4%	4.1%	5.6%	-50.9%	-22.2%	-10.6%	-4.9%	-5.0%
Direct Employment		3.1%	6.3%	6.6%	-49.3%	-23.2%	-10.6%	2.1%	1.0%

"Linear" = Linear Trendline



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 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			Q1	Q2	Q3	Q4
% Change 2016 to 2024		-3.3%	-3.7%	-5.5%	-1.1%	-0.8%	2.9%	-5.4%	-4.9%	2.0%	4.6%	-5.7%	-4.3%	-1.9%	Annual Change	-4.4%	0.5%	-3.2%	-0.7%
% Change 2023 to 2024		-1.7%	-1.5%	-0.4%	-4.4%	-3.3%	1.0%	0.7%	-1.7%	-3.8%	-1.8%	-2.4%	-3.0%	-1.8%		-1.1%	-2.1%	-1.6%	-2.3%
Average Annual Change		-0.4%	-0.5%	-0.7%	-0.1%	-0.1%	0.4%	-0.7%	-0.6%	0.3%	0.6%	-0.7%	-0.5%	-0.2%		-0.5%	0.1%	-0.4%	-0.1%
2016	£Bn	0.152	0.161	0.227	0.256	0.330	0.330	0.357	0.475	0.297	0.219	0.133	0.136	3.074		0.541	0.916	1.130	0.488
2017	£Bn	0.157	0.166	0.229	0.271	0.345	0.341	0.368	0.489	0.321	0.228	0.136	0.143	3.194	3.9%	0.552	0.957	1.178	0.507
2018	£Bn	0.161	0.170	0.233	0.272	0.361	0.352	0.373	0.514	0.324	0.234	0.137	0.138	3.269	2.3%	0.563	0.985	1.211	0.510
2019	£Bn	0.165	0.176	0.244	0.284	0.368	0.364	0.382	0.513	0.322	0.238	0.137	0.139	3.332	1.9%	0.584	1.016	1.217	0.515
2020	£Bn	0.165	0.156	0.113	0.020	0.037	0.055	0.174	0.351	0.276	0.173	0.034	0.060	1.614	-51.5%	0.435	0.112	0.801	0.267
2021	£Bn	0.038	0.052	0.078	0.116	0.261	0.343	0.357	0.494	0.356	0.257	0.130	0.126	2.608	61.6%	0.167	0.720	1.207	0.514
2022	£Bn	0.140	0.140	0.209	0.258	0.343	0.352	0.370	0.485	0.318	0.229	0.131	0.143	3.118	19.5%	0.490	0.953	1.173	0.502
2023	£Bn	0.150	0.158	0.215	0.265	0.339	0.336	0.336	0.460	0.315	0.233	0.128	0.135	3.070	-1.6%	0.523	0.940	1.111	0.496
2024	£Bn	0.147	0.155	0.215	0.253	0.328	0.340	0.338	0.452	0.303	0.229	0.125	0.130	3.016	-1.8%	0.517	0.921	1.093	0.485

ECONOMIC IMPACT - INDEXED TO 2024										TOTAL		
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024		
Total	£Bn	3.074	3.194	3.269	3.332	1.614	2.608	3.118	3.070	3.016		
All Visitor Types	£Bn	3.074	3.194	3.269	3.332	1.614	2.608	3.118	3.070	3.016		
Share of Total	%	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 2016	%											
Avg Ann. Change in Share	%											

£Bn

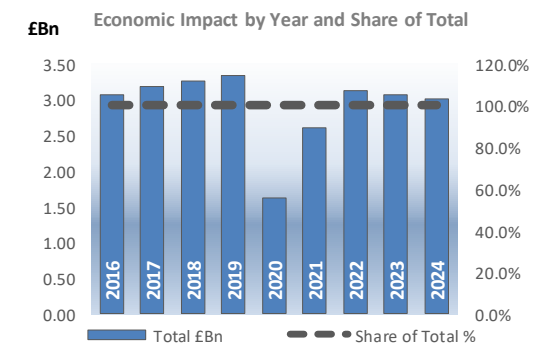
Economic Impact by Year and Share of Total

Year	Economic Impact (£Bn)	Share of Total (%)
2016	3.074	100.0%
2017	3.194	100.0%
2018	3.269	100.0%
2019	3.332	100.0%
2020	1.614	100.0%
2021	2.608	100.0%
2022	3.118	100.0%
2023	3.070	100.0%
2024	3.016	100.0%

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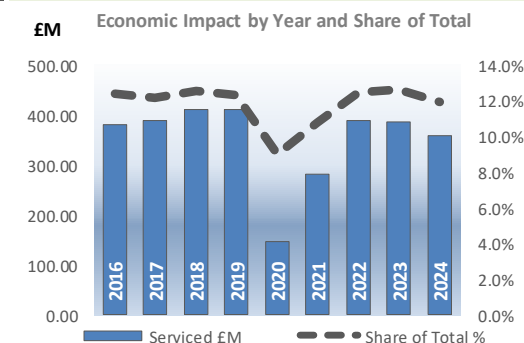
STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024 2024 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC 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			Q1	Q2	Q3	Q4
% Change 2016 to 2024		-0.4%	-13.6%	-16.1%	-2.7%	8.0%	-3.9%	-8.6%	-8.7%	-10.7%	-1.5%	-4.5%	0.3%	-5.8%	Annual Change	-11.2%	0.4%	-9.2%	-2.0%
% Change 2023 to 2024		-7.9%	-10.6%	-10.3%	-10.8%	-4.3%	-8.5%	-4.1%	-3.3%	-8.4%	-6.4%	-7.8%	-8.6%	-7.1%		-9.7%	-7.7%	-5.0%	-7.5%
Average Annual Change		0.0%	-1.7%	-2.0%	-0.3%	1.0%	-0.5%	-1.1%	-1.1%	-1.3%	-0.2%	-0.6%	0.0%	-0.7%		-1.4%	0.1%	-1.2%	-0.2%
2016	£M	18.22	26.52	27.37	25.00	29.87	34.39	44.22	53.16	39.24	31.69	27.48	24.49	381.66		1.7%	72.11	89.26	136.62
2017	£M	19.09	25.34	25.70	26.79	33.47	35.65	42.84	50.95	40.42	33.05	28.31	26.44	388.06		70.13	95.91	134.21	87.80
2018	£M	20.31	26.97	26.69	27.88	36.11	38.21	44.03	54.50	41.50	35.64	30.58	28.40	410.81	5.9%	73.97	102.20	140.03	94.61
2019	£M	20.17	26.69	26.81	27.93	36.29	38.53	45.28	55.27	40.73	35.74	30.74	27.21	411.39	0.1%	73.67	102.75	141.27	93.69
2020	£M	20.37	25.77	11.28	2.371	3.630	3.375	10.67	25.98	19.16	15.52	4.023	3.124	145.27	-64.7%	57.41	9.376	55.81	22.67
2021	£M	3.812	4.712	5.395	5.815	9.881	31.06	39.89	53.06	38.67	35.25	28.94	24.48	280.97	93.4%	13.92	46.76	131.62	88.67
2022	£M	15.61	23.39	24.07	25.74	32.44	37.05	45.69	53.06	38.48	34.86	29.99	27.40	387.78	38.0%	63.07	95.22	137.23	92.25
2023	£M	19.71	25.62	25.61	27.27	33.72	36.11	42.13	50.19	38.25	33.35	28.46	26.86	387.29	-0.1%	70.94	97.11	130.57	88.67
2024	£M	18.16	22.90	22.97	24.34	32.27	33.03	40.40	48.56	35.03	31.22	26.24	24.56	359.67	-7.1%	64.03	89.64	123.99	82.01

ECONOMIC IMPACT - INDEXED TO 2024										SERVICED ACCOMMODATION	
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	
Serviced	£M	381.66	388.06	410.81	411.39	145.27	280.97	387.78	387.29	359.67	
All Visitor Types	£Bn	3.074	3.194	3.269	3.332	1.614	2.608	3.118	3.070	3.016	
Share of Total	%	12.4%	12.1%	12.6%	12.3%	9.0%	10.8%	12.4%	12.6%	11.9%	
Annual Change in Share	%		-2.1%	3.4%	-1.7%	-27.1%	19.7%	15.5%	1.4%	-5.5%	
Change in Share from 2016	%		-2.1%	1.2%	-0.5%	-27.5%	-13.2%	0.2%	1.6%	-3.9%	
Avg Ann. Change in Share	%		-2.1%	0.6%	-0.2%	-6.9%	-2.6%	0.0%	0.2%	-0.5%	

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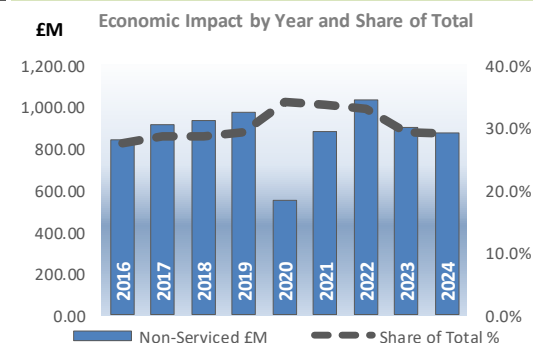
STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024 2024 Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	NON-SERVICED ACCOMMODATION																		
An increase of 3% or more	ECONOMIC 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			Q1	Q2	Q3	Q4	
% Change 2016 to 2024	6.8%	-7.6%	-24.9%	13.1%	-3.4%	-2.4%	-1.3%	-0.1%	16.4%	23.8%	7.8%	20.6%	3.6%	Annual Change	-14.9%	1.0%	4.5%	19.5%	
% Change 2023 to 2024	-9.8%	-15.5%	-0.3%	-7.8%	-11.8%	0.2%	3.2%	0.0%	-1.6%	-1.4%	-2.8%	-8.3%	-3.0%		-6.8%	-6.6%	0.4%	-2.9%	
Average Annual Change	0.8%	-0.9%	-3.1%	1.6%	-0.4%	-0.3%	-0.2%	0.0%	2.0%	3.0%	1.0%	2.6%	0.5%		-1.9%	0.1%	0.6%	2.4%	
2016	£M	15.09	17.29	45.62	65.91	100.65	100.61	121.70	145.52	116.38	67.95	27.30	19.25	843.28		78.01	267.18	383.60	114.50
2017	£M	16.73	20.04	45.61	72.67	108.12	105.04	132.88	152.39	134.23	74.29	28.46	21.87	912.33	8.2%	82.37	285.83	419.51	124.62
2018	£M	16.96	20.31	45.45	74.69	114.25	109.80	132.96	159.58	134.52	76.53	29.24	22.21	936.50	2.6%	82.72	298.74	427.06	127.98
2019	£M	19.00	21.34	48.43	83.82	119.58	112.30	141.12	160.93	132.11	78.15	32.18	24.26	973.23	3.9%	88.77	315.71	434.16	134.58
2020	£M	20.66	17.28	19.38	2.870	6.235	6.622	91.12	143.70	151.17	74.77	3.498	13.55	550.85	-43.4%	57.32	15.73	385.99	91.82
2021	£M	0.521	0.522	1.336	24.10	98.10	121.60	142.16	166.39	169.38	98.40	33.16	23.18	878.86	59.5%	2.379	243.81	477.94	154.74
2022	£M	20.17	18.92	41.79	83.15	126.10	123.08	149.82	172.22	150.70	81.83	32.31	31.01	1,031.10	17.3%	80.88	332.33	472.74	145.15
2023	£M	17.86	18.92	34.40	80.89	110.22	98.02	116.37	145.35	137.64	85.32	30.29	25.31	900.59	-12.7%	71.19	289.13	399.36	140.92
2024	£M	16.11	15.99	34.28	74.54	97.20	98.21	120.14	145.32	135.42	84.13	29.43	23.22	874.00	-3.0%	66.38	269.96	400.88	136.79

ECONOMIC IMPACT - INDEXED TO 2024										NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024		
Non-Serviced	£M	843.28	912.33	936.50	973.23	550.85	878.86	1,031.10	900.59	874.00	
All Visitor Types	£Bn	3.074	3.194	3.269	3.332	1.614	2.608	3.118	3.070	3.016	
Share of Total	%	27.4%	28.6%	28.6%	29.2%	34.1%	33.7%	33.1%	29.3%	29.0%	
Annual Change in Share	%		4.1%	0.3%	2.0%	16.8%	-1.3%	-1.9%	-11.3%	-1.2%	
Change in Share from 2016	%		4.1%	4.4%	6.5%	24.4%	22.8%	20.6%	7.0%	5.7%	
Avg Ann. Change in Share	%		4.1%	2.2%	2.2%	6.1%	4.6%	3.4%	1.0%	0.7%	

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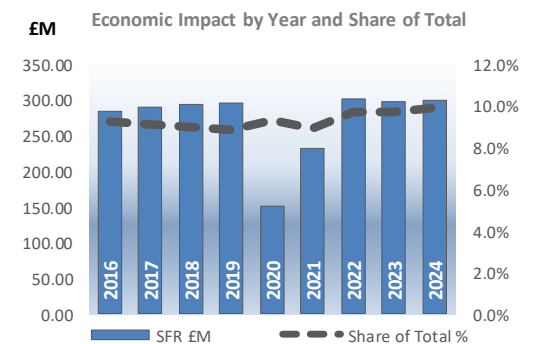


STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024 2024 Prices			SFR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE 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			Q1	Q2	Q3	Q4	
% Change 2016 to 2024		7.4%	1.7%	0.4%	6.2%	5.4%	5.2%	3.6%	2.3%	6.8%	8.0%	7.2%	10.1%	5.6%	Annual Change	4.5%	5.7%	3.8%	9.0%	
% Change 2023 to 2024		0.0%	-0.9%	0.9%	-0.5%	-1.1%	1.3%	1.9%	1.3%	0.8%	1.2%	0.9%	0.3%	0.5%		0.0%	-0.2%	1.4%	0.7%	
Average Annual Change		0.9%	0.2%	0.0%	0.8%	0.7%	0.7%	0.5%	0.3%	0.9%	1.0%	0.9%	1.3%	0.7%		0.6%	0.7%	0.5%	1.1%	
2016	£M	36.94	13.46	15.57	31.28	22.90	19.24	29.18	32.84	18.59	16.12	13.06	34.20	283.38		2.5% 0.8% 0.9% -49.0% 53.7% 30.3% -1.2% 0.5%	65.97	73.42	80.61	63.38
2017	£M	37.84	13.58	15.46	32.30	23.88	19.66	29.87	33.25	19.37	16.53	13.30	35.34	290.38	66.88		75.85	82.49	65.17	
2018	£M	38.47	13.76	15.28	32.05	24.11	20.18	29.84	33.32	19.17	16.56	13.65	36.19	292.58	67.51		76.34	82.33	66.40	
2019	£M	38.91	13.79	15.42	32.74	24.44	20.29	30.38	33.48	19.09	16.65	13.86	36.28	295.33	68.12		77.47	82.94	66.80	
2020	£M	41.84	12.71	7.190	1.833	1.741	1.484	15.52	25.38	18.20	12.52	1.722	10.49	150.63	-49.0%		61.74	5.058	59.09	24.74
2021	£M	4.395	1.439	1.602	10.02	20.45	22.68	33.12	37.01	26.12	22.25	15.20	37.24	231.54	53.7%		7.436	53.15	96.26	74.70
2022	£M	38.78	13.59	15.90	33.17	25.07	20.89	31.15	34.22	19.94	16.90	13.93	38.12	301.66	30.3%		68.27	79.14	85.31	68.95
2023	£M	39.67	13.81	15.48	33.38	24.40	20.00	29.68	33.17	19.70	17.21	13.87	37.52	297.91	-1.2%		68.96	77.79	82.56	68.60
2024	£M	39.66	13.68	15.62	33.21	24.13	20.25	30.25	33.61	19.86	17.41	14.00	37.64	299.32	0.5%		68.97	77.59	83.71	69.05

ECONOMIC IMPACT - INDEXED TO 2024										SFR	
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024		
SFR £M	283.38	290.38	292.58	295.33	150.63	231.54	301.66	297.91	299.32		
All Visitor Types £Bn	3.074	3.194	3.269	3.332	1.614	2.608	3.118	3.070	3.016		
Share of Total	%	9.2%	9.1%	9.0%	8.9%	9.3%	8.9%	9.7%	9.7%		
Annual Change in Share	%		-1.4%	-1.5%	-1.0%	5.3%	-4.9%	9.0%	0.3%		
Change in Share from 2016	%		-1.4%	-2.9%	-3.8%	1.2%	-3.7%	5.0%	5.3%		
Avg Ann. Change in Share	%		-1.4%	-1.4%	-1.3%	0.3%	-0.7%	0.8%	0.8%		

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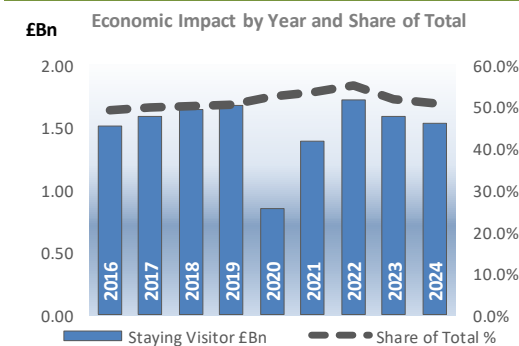
STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024 2024 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £Bn - INDEXED 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			Q1	Q2	Q3	Q4
% Change 2016 to 2024		5.2%	-8.2%	-17.7%	8.1%	0.1%	-1.8%	-2.2%	-1.7%	9.2%	14.7%	2.7%	9.6%	1.6%	Annual Change	-7.7%	1.7%	1.3%	10.1%
% Change 2023 to 2024		-4.3%	-9.9%	-3.5%	-6.7%	-8.8%	-1.7%	1.4%	-0.5%	-2.7%	-2.3%	-4.1%	-4.8%	-3.3%		-5.5%	-5.8%	-0.6%	-3.5%
Average Annual Change		0.7%	-1.0%	-2.2%	1.0%	0.0%	-0.2%	-0.3%	-0.2%	1.2%	1.8%	0.3%	1.2%	0.2%		-1.0%	0.2%	0.2%	1.3%
2016	£Bn	0.070	0.057	0.089	0.122	0.153	0.154	0.195	0.232	0.174	0.116	0.068	0.078	1.508		0.216	0.430	0.601	0.262
2017	£Bn	0.074	0.059	0.087	0.132	0.165	0.160	0.206	0.237	0.194	0.124	0.070	0.084	1.591	5.5%	0.219	0.458	0.636	0.278
2018	£Bn	0.076	0.061	0.087	0.135	0.174	0.168	0.207	0.247	0.195	0.129	0.073	0.087	1.640	3.1%	0.224	0.477	0.649	0.289
2019	£Bn	0.078	0.062	0.091	0.144	0.180	0.171	0.217	0.250	0.192	0.131	0.077	0.088	1.680	2.4%	0.231	0.496	0.658	0.295
2020	£Bn	0.083	0.056	0.038	0.007	0.012	0.011	0.117	0.195	0.189	0.103	0.009	0.027	0.847	-49.6%	0.176	0.030	0.501	0.139
2021	£Bn	0.009	0.007	0.008	0.040	0.128	0.175	0.215	0.256	0.234	0.156	0.077	0.085	1.391	64.3%	0.024	0.344	0.706	0.318
2022	£Bn	0.075	0.056	0.082	0.142	0.184	0.181	0.227	0.259	0.209	0.134	0.076	0.097	1.721	23.7%	0.212	0.507	0.695	0.306
2023	£Bn	0.077	0.058	0.075	0.142	0.168	0.154	0.188	0.229	0.196	0.136	0.073	0.090	1.586	-7.8%	0.211	0.464	0.612	0.298
2024	£Bn	0.074	0.053	0.073	0.132	0.154	0.152	0.191	0.227	0.190	0.133	0.070	0.085	1.533	-3.3%	0.199	0.437	0.609	0.288

ECONOMIC IMPACT - INDEXED TO 2024										STAYING VISITOR	
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024		
Staying Visitor	£Bn	1.508	1.591	1.640	1.680	0.847	1.391	1.721	1.586	1.533	
All Visitor Types	£Bn	3.074	3.194	3.269	3.332	1.614	2.608	3.118	3.070	3.016	
Share of Total	%	49.1%	49.8%	50.2%	50.4%	52.5%	53.3%	55.2%	51.7%	50.8%	
Annual Change in Share	%		1.5%	0.7%	0.5%	4.0%	1.7%	3.4%	-6.4%	-1.6%	
Change in Share from 2016	%		1.5%	2.3%	2.8%	6.9%	8.7%	12.5%	5.3%	3.6%	
Avg Ann. Change in Share	%		1.5%	1.1%	0.9%	1.7%	1.7%	2.1%	0.8%	0.5%	

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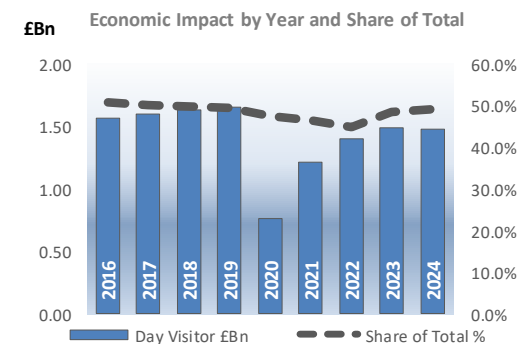


STEAM REPORT FOR 2016-2024 - FINAL GREATER LINCOLNSHIRE											2016 to 2024 2024 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £Bn - INDEXED TO 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			Q1	Q2	Q3	Q4
% Change 2016 to 2024		-10.6%	-1.1%	2.2%	-9.5%	-1.6%	7.1%	-9.2%	-7.8%	-8.3%	-6.7%	-14.5%	-22.8%	-5.3%	Annual Change	-2.1%	-0.6%	-8.3%	-13.1%
% Change 2023 to 2024		1.0%	3.5%	1.3%	-1.8%	2.0%	3.3%	-0.3%	-2.8%	-5.7%	-1.2%	-0.1%	0.5%	-0.1%		1.9%	1.5%	-2.7%	-0.5%
Average Annual Change		-1.3%	-0.1%	0.3%	-1.2%	-0.2%	0.9%	-1.2%	-1.0%	-1.0%	-0.8%	-1.8%	-2.9%	-0.7%		-0.3%	-0.1%	-1.0%	-1.6%
2016	£Bn	0.082	0.104	0.139	0.134	0.177	0.176	0.162	0.244	0.123	0.103	0.065	0.058	1.566			0.324	0.486	0.529
2017	£Bn	0.083	0.107	0.143	0.139	0.179	0.181	0.163	0.252	0.127	0.104	0.066	0.059	1.603	2.4%	0.333	0.499	0.542	0.230
2018	£Bn	0.085	0.109	0.145	0.138	0.187	0.184	0.166	0.266	0.129	0.105	0.064	0.052	1.629	1.6%	0.339	0.508	0.562	0.221
2019	£Bn	0.087	0.114	0.153	0.140	0.188	0.193	0.165	0.263	0.130	0.107	0.061	0.052	1.652	1.4%	0.353	0.520	0.559	0.220
2020	£Bn	0.082	0.100	0.076	0.013	0.025	0.043	0.057	0.156	0.088	0.070	0.025	0.032	0.768	-53.5%	0.258	0.082	0.300	0.128
2021	£Bn	0.029	0.045	0.069	0.076	0.132	0.168	0.142	0.237	0.122	0.101	0.053	0.041	1.217	58.6%	0.143	0.376	0.502	0.196
2022	£Bn	0.066	0.084	0.128	0.116	0.160	0.171	0.143	0.226	0.109	0.095	0.054	0.046	1.398	14.8%	0.278	0.446	0.478	0.196
2023	£Bn	0.073	0.099	0.140	0.123	0.171	0.182	0.148	0.231	0.119	0.098	0.056	0.045	1.484	6.2%	0.312	0.476	0.498	0.198
2024	£Bn	0.073	0.103	0.142	0.121	0.174	0.188	0.147	0.225	0.112	0.096	0.056	0.045	1.483	-0.1%	0.318	0.483	0.485	0.197

ECONOMIC IMPACT - INDEXED TO 2024										DAY VISITOR	
SHARE OF MARKET	2016	2017	2018	2019	2020	2021	2022	2023	2024		
Day Visitor	£Bn	1.566	1.603	1.629	1.652	0.768	1.217	1.398	1.484	1.483	
All Visitor Types	£Bn	3.074	3.194	3.269	3.332	1.614	2.608	3.118	3.070	3.016	
Share of Total	%	50.9%	50.2%	49.8%	49.6%	47.5%	46.7%	44.8%	48.3%	49.2%	
Annual Change in Share	%		-1.5%	-0.7%	-0.5%	-4.1%	-1.9%	-3.9%	7.9%	1.7%	
Change in Share from 2016	%		-1.5%	-2.2%	-2.7%	-6.7%	-8.4%	-12.0%	-5.1%	-3.5%	
Avg Ann. Change in Share	%		-1.5%	-1.1%	-0.9%	-1.7%	-1.7%	-2.0%	-0.7%	-0.4%	

Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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