



STEAM REPORT FOR 2013-2024 - FINAL

Final

CITY OF LINCOLN COUNCIL














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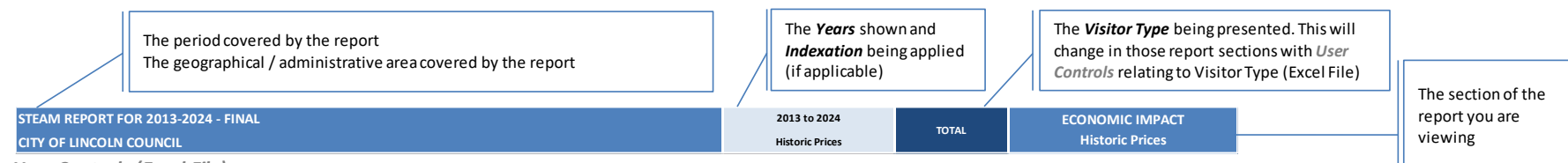
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
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Report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

Headers

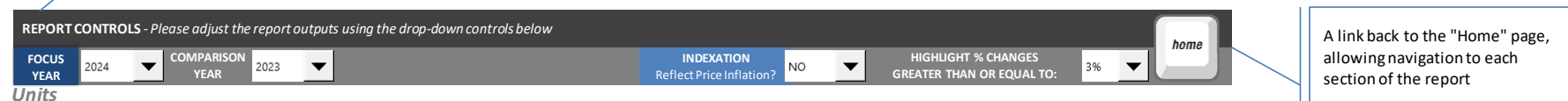
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

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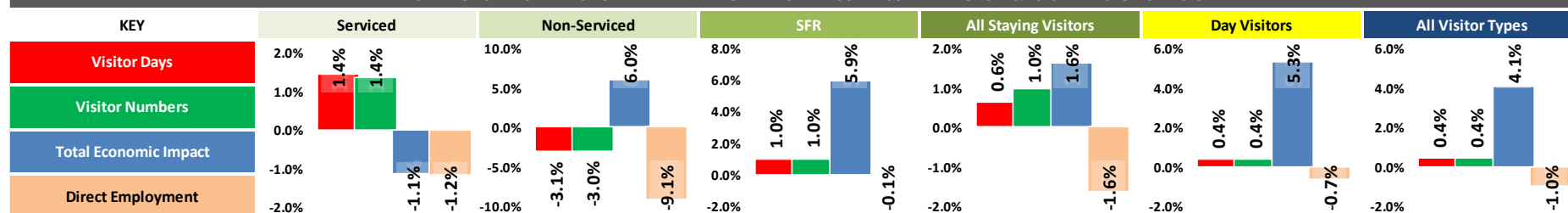
Comparing 2024 and 2023
All £'s Historic Prices

COMPARATIVE HEADLINES

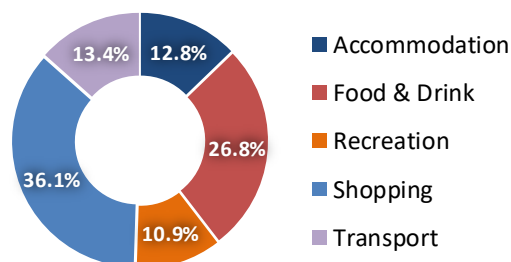
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2024 & 2023 - IN HISTORIC PRICES

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		
		Serviced			Non-Serviced																	
Less than 3% change		2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %			
A Fall of 3% or more		2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %	2024	2023	+/- %			
Visitor Days	M	0.286	0.282	1.4%	0.094	0.097	-3.1%	0.391	0.387	1.0%	0.771	0.766	0.6%	3.574	3.560	0.4%	4.345	4.327	0.4%			
Visitor Numbers	M	0.147	0.145	1.4%	0.014	0.015	-3.0%	0.165	0.163	1.0%	0.326	0.323	1.0%	3.574	3.560	0.4%	3.900	3.883	0.4%			
Direct Expenditure	£M																206.86	198.89	4.0%			
Economic Impact	£M	53.31	53.92	-1.1%	9.495	8.960	6.0%	26.79	25.29	5.9%	89.60	88.16	1.6%	185.71	176.36	5.3%	275.30	264.52	4.1%			
Direct Employment	FTEs	441	447	-1.2%	60	66	-9.1%	185	185	-0.1%	686	698	-1.6%	1,266	1,274	-0.7%	1,952	1,972	-1.0%			
Total Employment	FTEs																2,494	2,523	-1.1%			

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



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



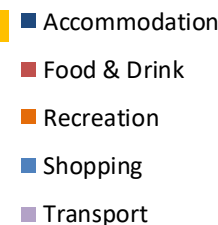
Direct Expenditure Categories

	2024	2023	+/- %
Accommodation	26.43	27.73	-4.7%
Food & Drink	55.42	52.55	5.5%
Recreation	22.63	21.46	5.5%
Shopping	74.60	70.78	5.4%
Transport	27.79	26.37	5.4%
TOTAL DIRECT	206.86	198.89	4.0%
Indirect	68.45	65.63	4.3%
TOTAL	275.30	264.52	4.1%

Sectors

Sectors	2024	2023	+/- %
Accommodation	283	294	-3.6%
Food & Drink	566	569	-0.5%
Recreation	281	282	-0.5%
Shopping	695	699	-0.6%
Transport	127	128	-0.6%
TOTAL DIRECT	1,952	1,972	-1.0%
Indirect	542	551	-1.6%
TOTAL	2,494	2,523	-1.1%

Sectoral Distribution of Employment - FTEs



Direct Employment Categories

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

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

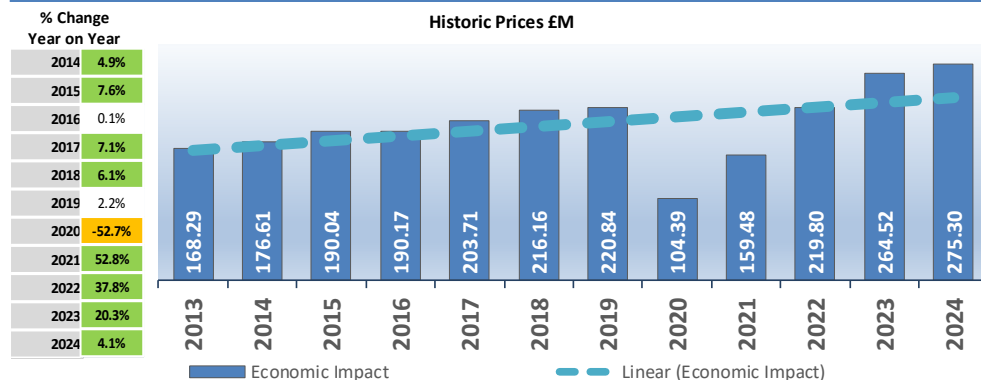
STEAM REPORT FOR 2013-2024 - FINAL
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2013 to 2024
Historic Prices

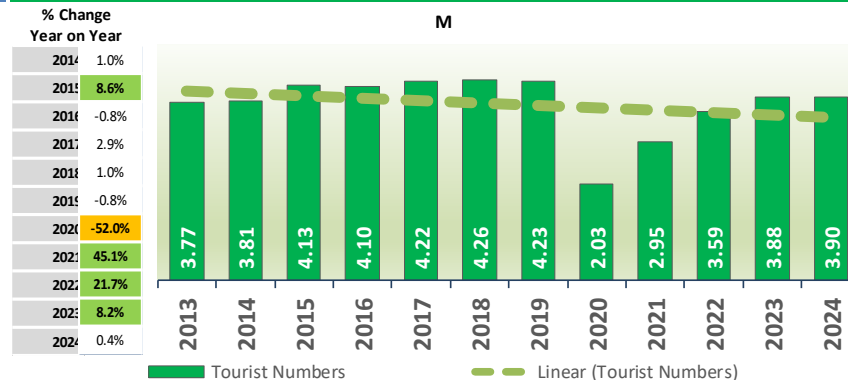
TOTAL

KEY MEASURES
Historic Prices

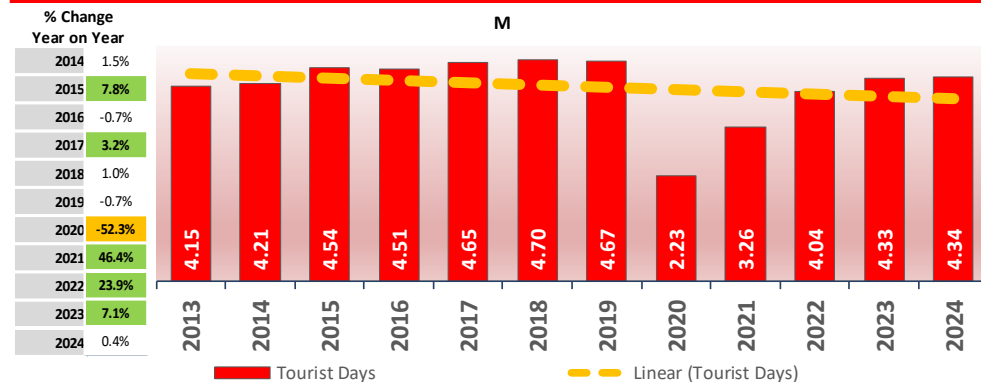
Economic Impact - Historic Prices - Total



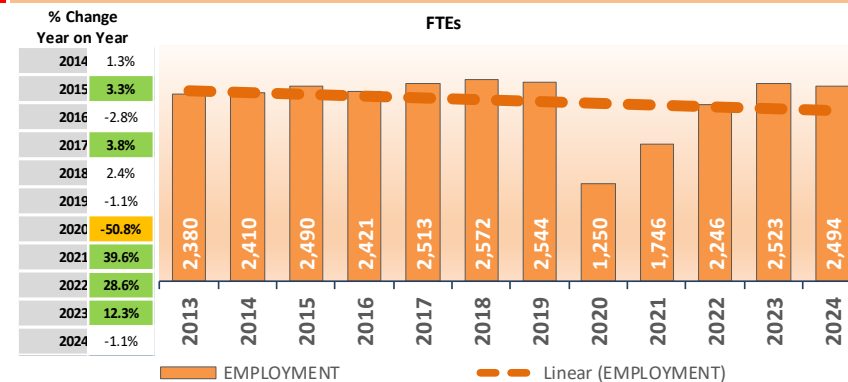
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		4.9%	12.9%	13.0%	21.0%	28.4%	31.2%	-38.0%	-5.2%	30.6%	57.2%	63.6%
Visitor Numbers		1.0%	9.7%	8.8%	12.0%	13.1%	12.1%	-46.1%	-21.8%	-4.8%	3.0%	3.4%
Visitor Days		1.5%	9.4%	8.6%	12.0%	13.2%	12.5%	-46.3%	-21.4%	-2.6%	4.3%	4.7%
Total Employment		1.3%	4.6%	1.7%	5.6%	8.1%	6.9%	-47.5%	-26.7%	-5.7%	6.0%	4.8%

"Linear" = Linear Trendline

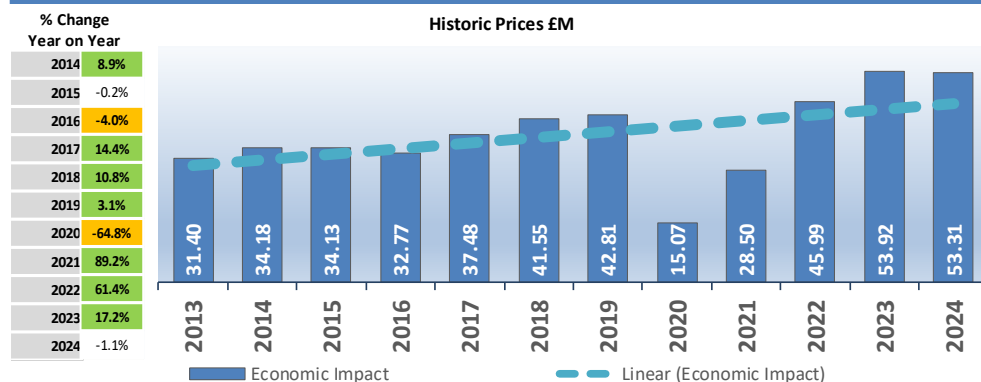
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2013 to 2024
Historic Prices

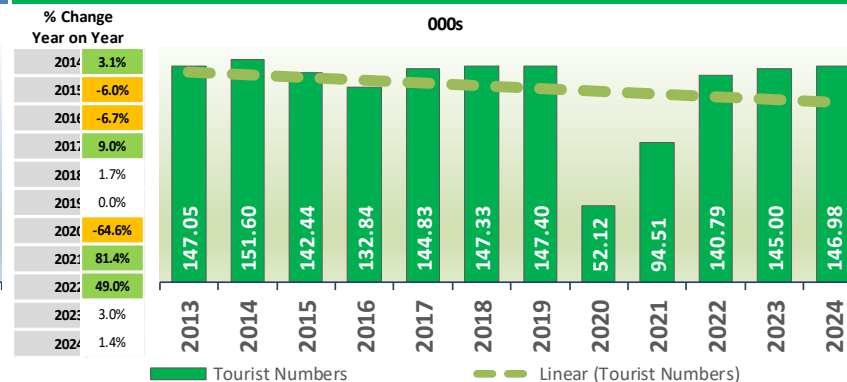
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

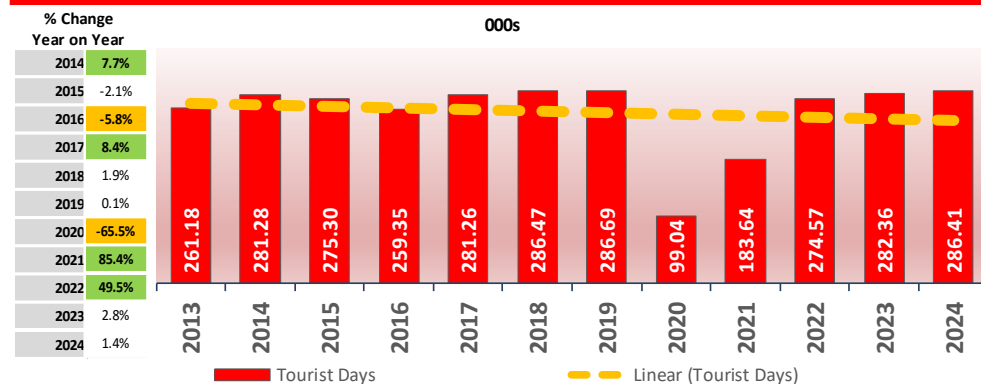
Economic Impact - Historic Prices - Serviced Accommodation



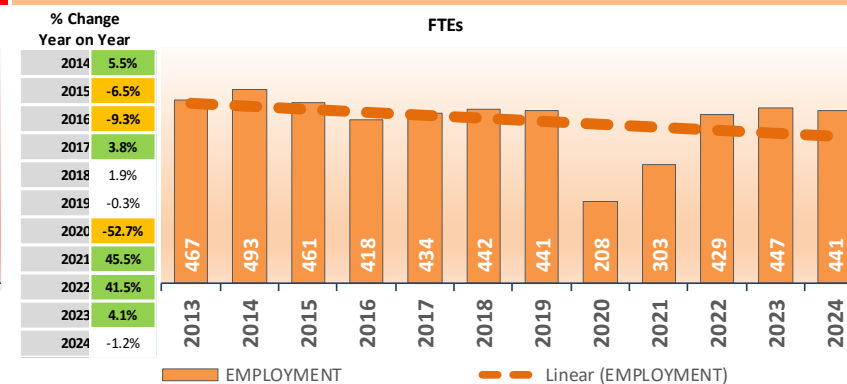
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		8.9%	8.7%	4.3%	19.4%	32.3%	36.3%	-52.0%	-9.2%	46.4%	71.7%	69.8%
Visitor Numbers		3.1%	-3.1%	-9.7%	-1.5%	0.2%	0.2%	-64.6%	-35.7%	-4.3%	-1.4%	-0.1%
Visitor Days		7.7%	5.4%	-0.7%	7.7%	9.7%	9.8%	-62.1%	-29.7%	5.1%	8.1%	9.7%
Direct Employment		5.5%	-1.4%	-10.5%	-7.1%	-5.4%	-5.7%	-55.4%	-35.1%	-8.2%	-4.4%	-5.5%

"Linear" = Linear Trendline

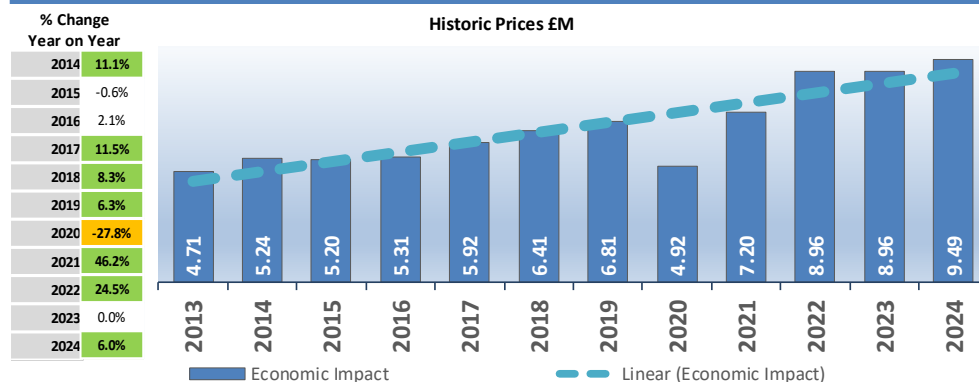
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2013 to 2024
Historic Prices

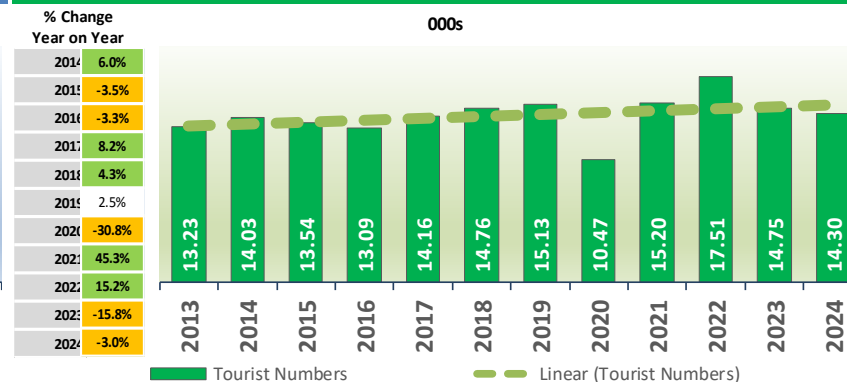
NON-SERVED
ACCOMMODATION

KEY MEASURES
Historic Prices

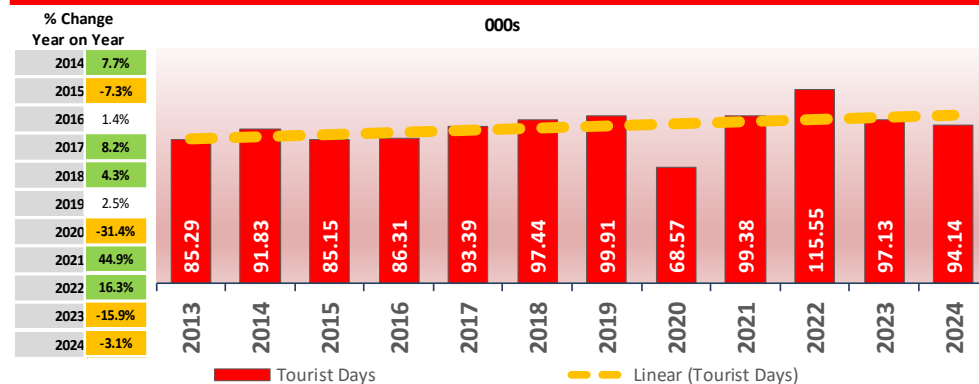
Economic Impact - Historic Prices - Non-Served Accommodation



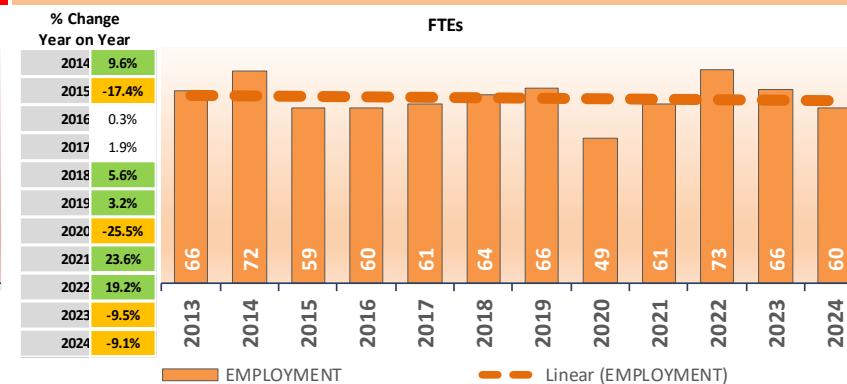
Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation



Direct Employment Supported - Non-Served Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		11.1%	10.3%	12.7%	25.6%	36.0%	44.5%	4.4%	52.7%	90.1%	90.0%	101.4%
Visitor Numbers		6.0%	2.3%	-1.1%	7.0%	11.6%	14.3%	-20.9%	14.9%	32.3%	11.4%	8.1%
Visitor Days		7.7%	-0.2%	1.2%	9.5%	14.2%	17.1%	-19.6%	16.5%	35.5%	13.9%	10.4%
Direct Employment		9.6%	-9.5%	-9.2%	-7.4%	-2.3%	0.9%	-24.8%	-7.1%	10.7%	0.2%	-8.9%

"Linear" = Linear Trendline

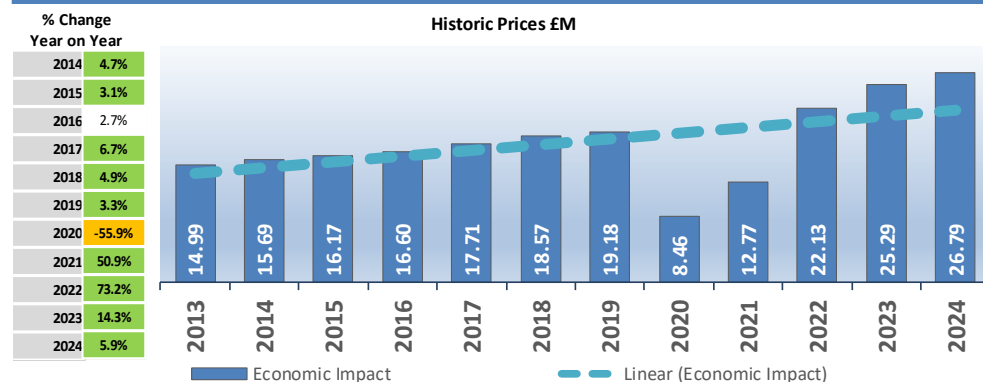
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2013 to 2024
Historic Prices

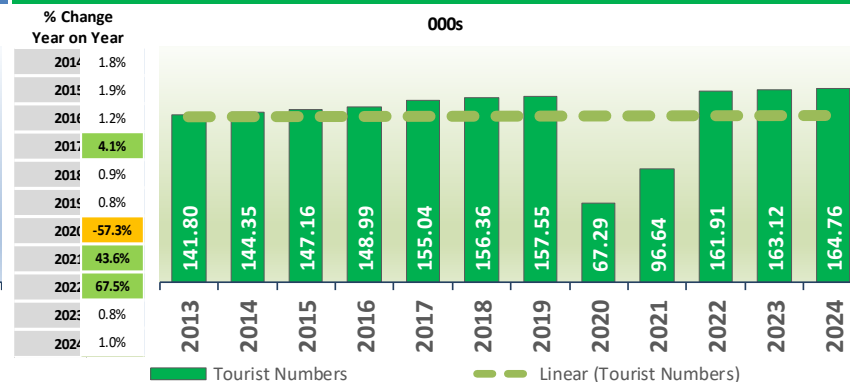
SFR

KEY MEASURES
Historic Prices

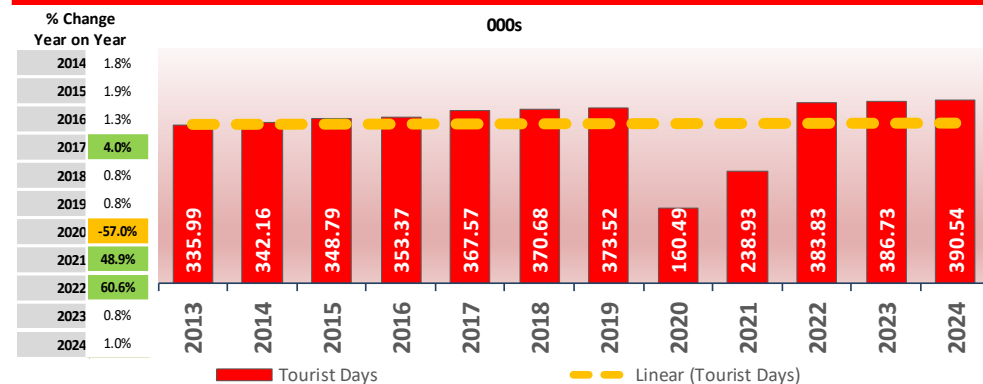
Economic Impact - Historic Prices - SFR



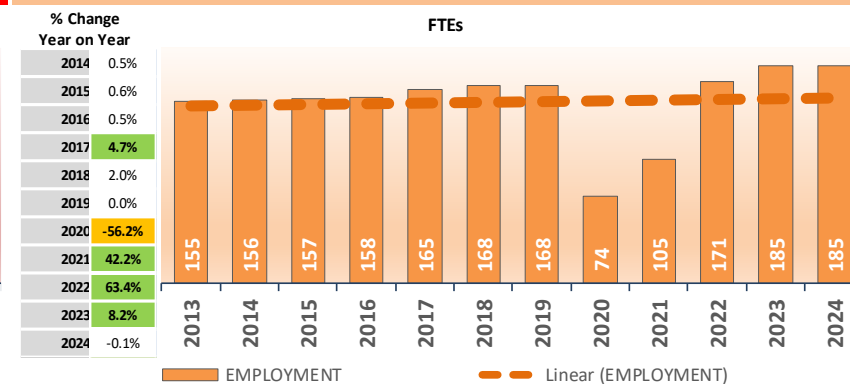
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		4.7%	7.9%	10.7%	18.1%	23.9%	28.0%	-43.5%	-14.8%	47.6%	68.7%	78.7%
Visitor Numbers		1.8%	3.8%	5.1%	9.3%	10.3%	11.1%	-52.5%	-31.8%	14.2%	15.0%	16.2%
Visitor Days		1.8%	3.8%	5.2%	9.4%	10.3%	11.2%	-52.2%	-28.9%	14.2%	15.1%	16.2%
Direct Employment		0.5%	1.1%	1.6%	6.5%	8.6%	8.6%	-52.5%	-32.4%	10.4%	19.5%	19.4%

"Linear" = Linear Trendline

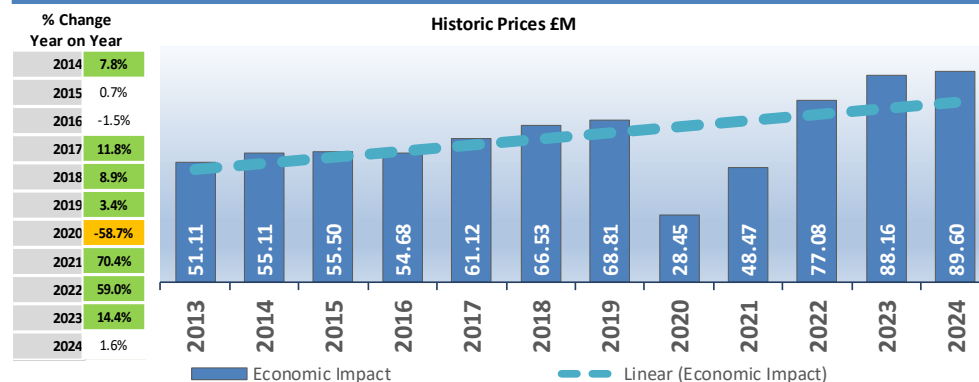
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2013 to 2024
Historic Prices

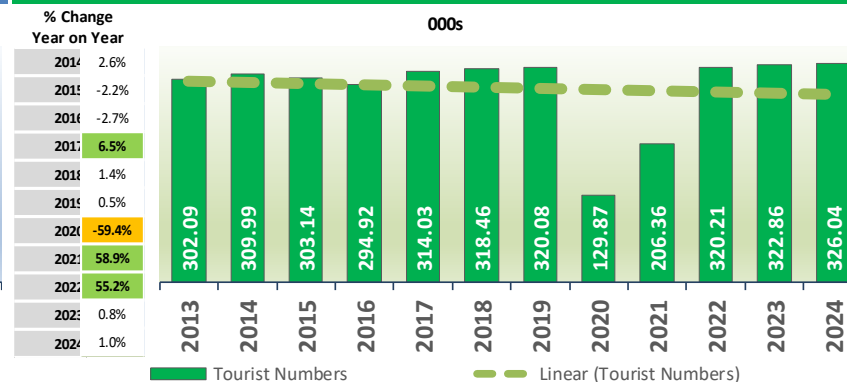
STAYING VISITOR

KEY MEASURES
Historic Prices

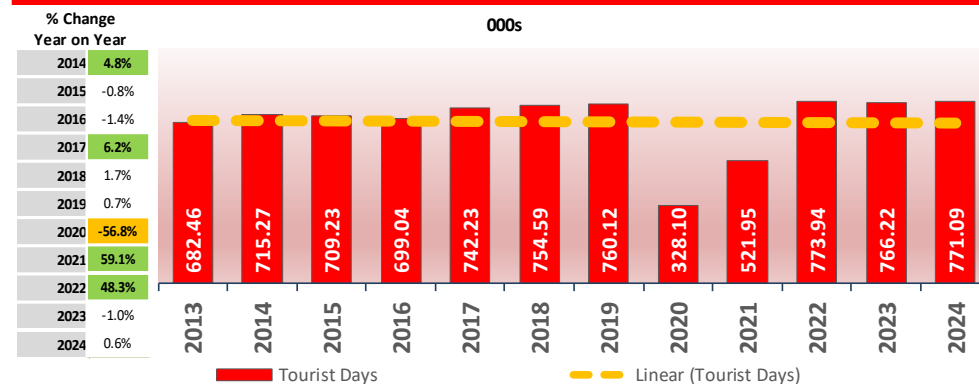
Economic Impact - Historic Prices - Staying Visitor



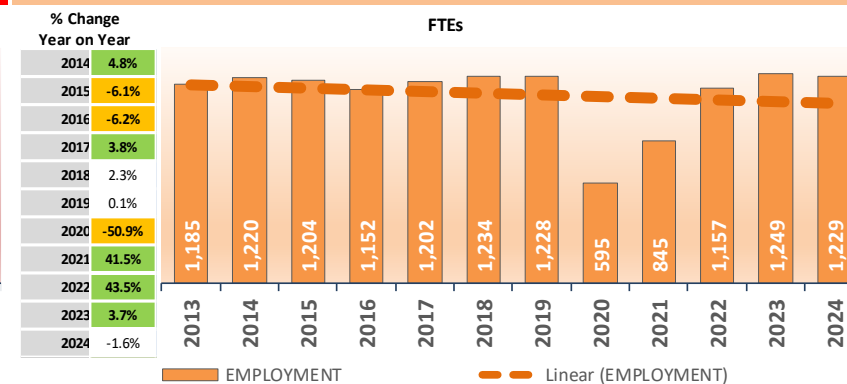
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		7.8%	8.6%	7.0%	19.6%	30.2%	34.6%	-44.3%	-5.2%	50.8%	72.5%	75.3%
Visitor Numbers		2.6%	0.3%	-2.4%	4.0%	5.4%	6.0%	-57.0%	-31.7%	6.0%	6.9%	7.9%
Visitor Days		4.8%	3.9%	2.4%	8.8%	10.6%	11.4%	-51.9%	-23.5%	13.4%	12.3%	13.0%
Direct Employment		3.0%	1.6%	-2.8%	1.4%	4.1%	3.6%	-49.7%	-28.7%	-2.4%	5.4%	3.7%

"Linear" = Linear Trendline

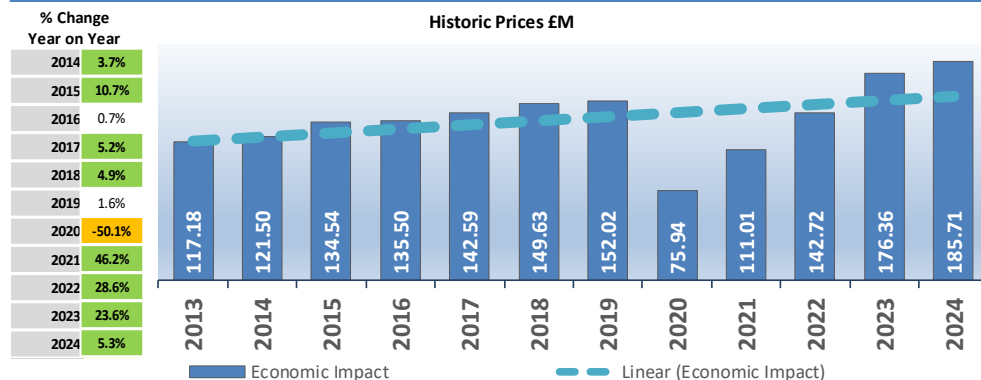
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2013 to 2024
Historic Prices

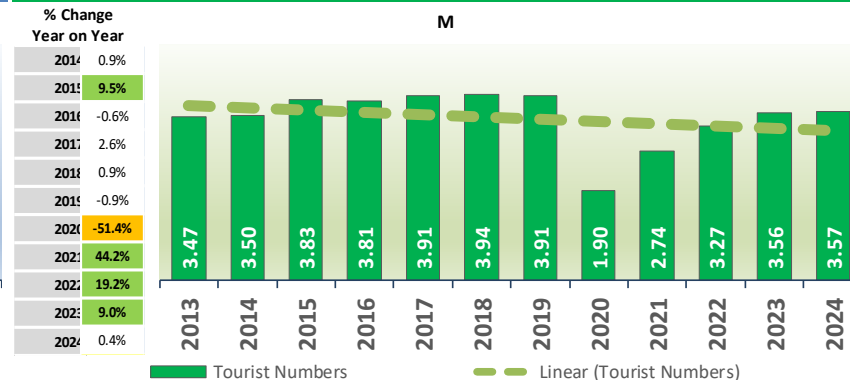
DAY VISITOR

KEY MEASURES
Historic Prices

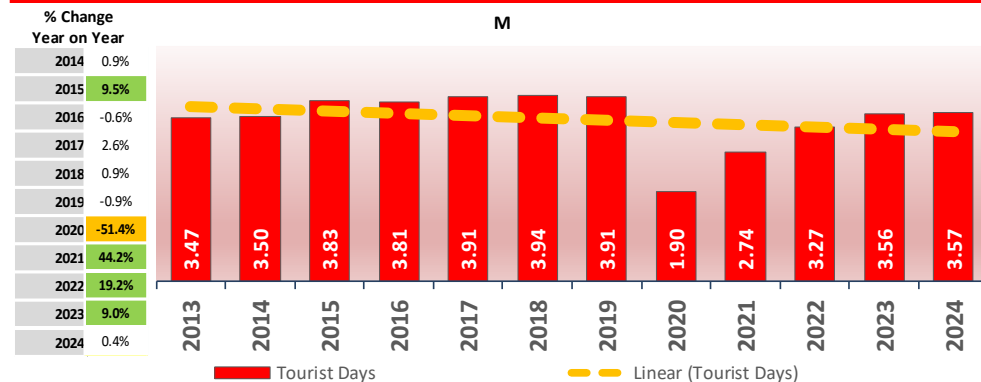
Economic Impact - Historic Prices - Day Visitor



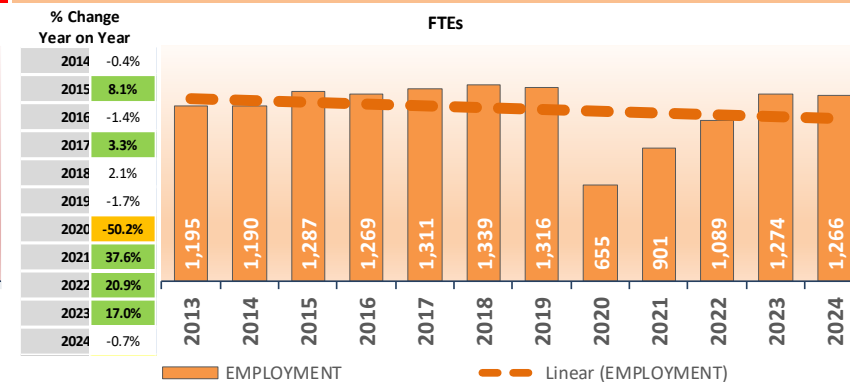
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		3.7%	14.8%	15.6%	21.7%	27.7%	29.7%	-35.2%	-5.3%	21.8%	50.5%	58.5%
Visitor Numbers		0.9%	10.5%	9.8%	12.7%	13.7%	12.7%	-45.2%	-21.0%	-5.8%	2.7%	3.1%
Visitor Days		0.9%	10.5%	9.8%	12.7%	13.7%	12.7%	-45.2%	-21.0%	-5.8%	2.7%	3.1%
Direct Employment		-0.4%	7.6%	6.2%	9.7%	12.0%	10.1%	-45.2%	-24.6%	-8.9%	6.6%	5.9%

"Linear" = Linear Trendline

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

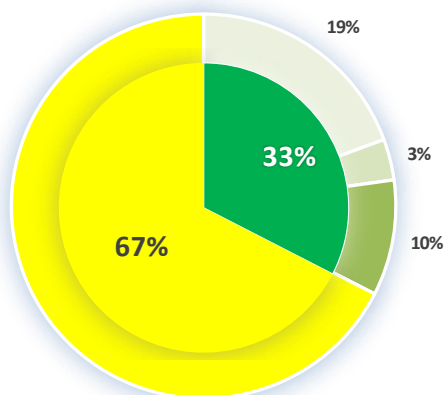
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2024 - M - Share of Total

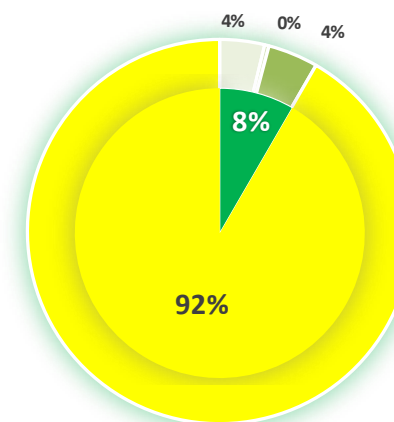
TOTAL
£275.30m

	£M
Serviced	53.31
Non-Serviced	9.49
SFR	26.79
Staying Visitor	89.60
Day Visitor	185.71
Total	275.30



TOTAL
3.90m

	M
Serviced	0.15
Non-Serviced	0.01
SFR	0.16
Staying Visitor	0.33
Day Visitor	3.57
Total	3.90

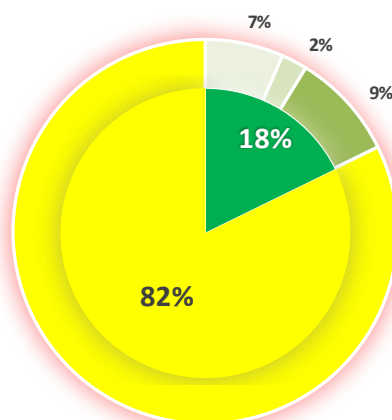


Visitor Days - 2024 - M - Share of Total

Direct Employment Supported - 2024 - FTEs - Share of Total

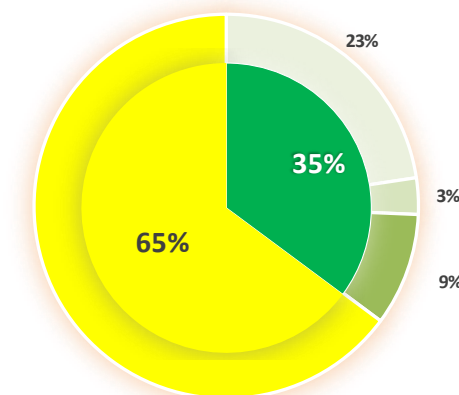
TOTAL
4.34m

	M
Serviced	0.29
Non-Serviced	0.09
SFR	0.39
Staying Visitor	0.77
Day Visitor	3.57
Total	4.34



TOTAL
1,952 Direct FTEs
2,494 Total FTEs

	FTEs
Serviced	441
Non-Serviced	60
SFR	185
Staying Visitor	686
Day Visitor	1,266
Total	1,952



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2024
Historic Prices

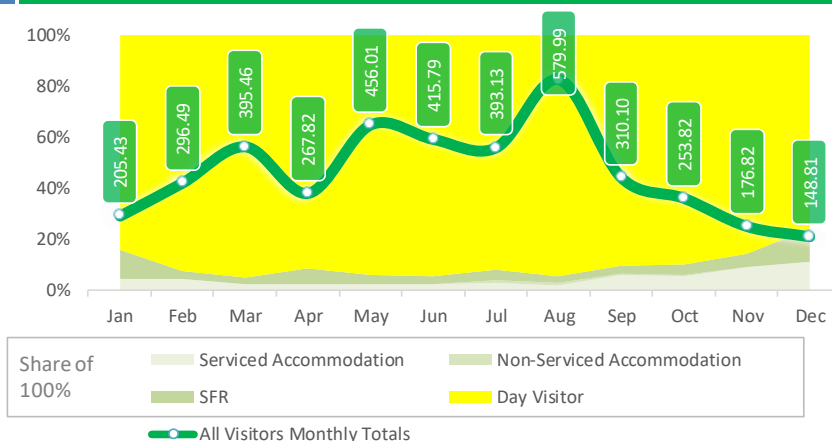
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

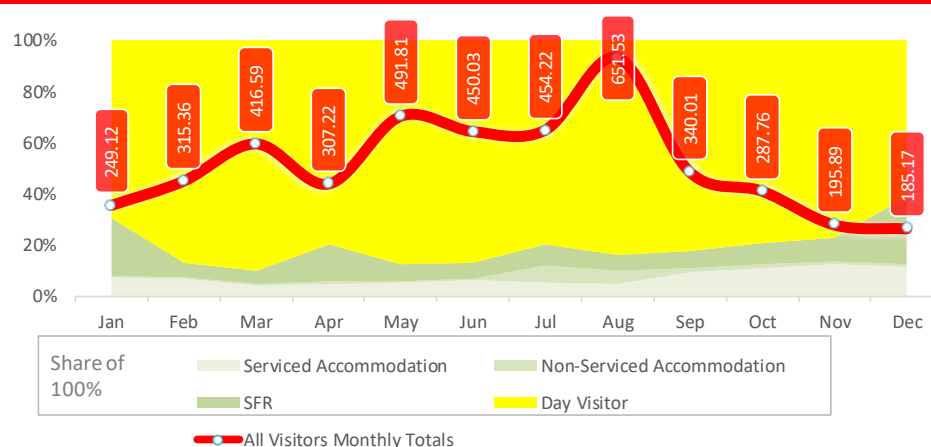
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



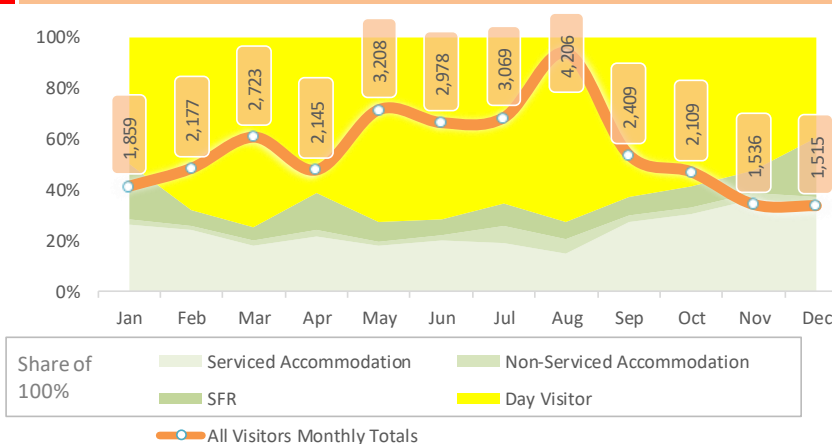
Visitor Numbers - 2024 - 000s - Distribution of Impact by Month



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



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

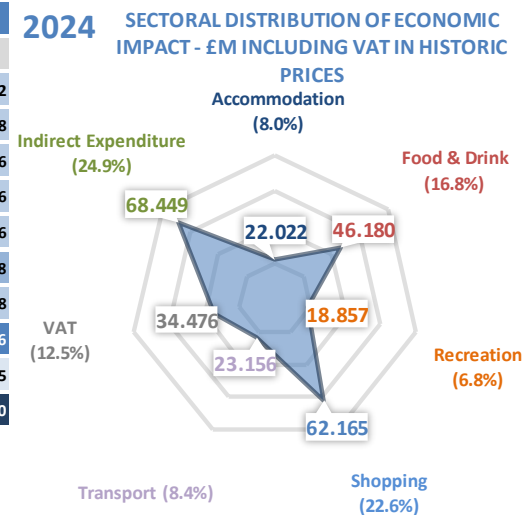


STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL										2013 to 2024 Historic Prices		TOTAL	SECTORAL ANALYSIS Historic Prices
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES													
SECTOR / YEAR	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	
Accommodation	£M	12.27	13.20	13.44	13.07	15.25	17.38	18.04	7.440	12.73	19.81	23.11	22.02
Food & Drink	£M	28.46	29.87	32.15	32.21	34.23	36.00	36.72	18.54	26.80	36.38	43.79	46.18
Recreation	£M	11.66	12.24	13.17	13.18	14.01	14.74	15.03	7.572	10.96	14.83	17.88	18.86
Shopping	£M	38.64	40.33	43.91	44.13	46.69	49.05	49.96	24.37	36.22	48.53	58.99	62.16
Transport	£M	14.34	14.97	16.23	16.33	17.29	18.17	18.53	9.049	13.45	18.18	21.98	23.16
Direct Revenue	£M	105.36	110.61	118.90	118.93	127.48	135.34	138.28	66.97	100.16	137.74	165.74	172.38
VAT	£M	21.07	22.12	23.78	23.79	25.50	27.07	27.66	11.13	19.44	27.55	33.15	34.48
Direct Expenditure	£M	126.43	132.73	142.68	142.71	152.97	162.41	165.94	78.10	119.61	165.29	198.89	206.86
Indirect Expenditure	£M	41.85	43.88	47.36	47.46	50.73	53.75	54.90	26.29	39.87	54.51	65.63	68.45
TOTAL	£M	168.29	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30

2024

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

Sector	Value (£M)	Percentage
Accommodation	22.022	8.0%
Food & Drink	46.180	16.8%
Recreation	18.857	6.8%
VAT	34.476	12.5%
Indirect Expenditure	68.449	24.9%
Direct Revenue	22.022	

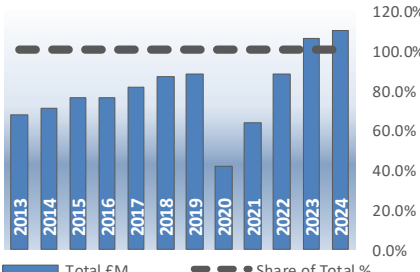


SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	337	357	322	291	291	296	297	171	222	296	294	283
Food & Drink	FTEs	522	526	553	543	566	579	572	280	389	500	569	566
Recreation	FTEs	260	262	275	270	281	288	284	139	193	247	282	281
Shopping	FTEs	646	648	689	678	704	720	709	336	479	608	699	695
Transport	FTEs	118	118	125	123	128	131	129	61	87	112	128	127
Direct Employment	FTEs	1,883	1,911	1,964	1,904	1,971	2,013	1,991	986	1,370	1,762	1,972	1,952
Indirect Employment	FTEs	497	500	527	517	542	559	552	264	376	484	551	542
TOTAL	FTEs	2,380	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494




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

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

STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		67.6%	76.0%	100.6%	62.3%	68.9%	76.1%	45.1%	46.3%	50.4%	71.1%	59.9%	78.1%		63.6%	82.6%	69.7%	46.9%	69.5%	
% Change 2023 to 2024		4.4%	5.9%	4.3%	2.0%	6.2%	6.2%	6.6%	4.3%	-1.3%	2.1%	2.0%	3.2%		4.1%	4.8%	5.1%	3.6%	2.4%	
Average Annual Change		6.1%	6.9%	9.1%	5.7%	6.3%	6.9%	4.1%	4.2%	4.6%	6.5%	5.4%	7.1%		5.8%	7.5%	6.3%	4.3%	6.3%	
2013	£M	9.628	11.06	12.13	11.56	17.46	15.58	20.52	28.02	14.87	11.47	8.576	7.418	168.29	4.9%	32.82	44.59	63.41	27.46	
2014	£M	9.499	11.28	14.17	13.10	17.97	16.03	21.44	28.62	15.59	12.29	8.921	7.696	176.61		34.95	47.09	65.65	28.91	
2015	£M	10.86	12.70	14.91	13.32	18.84	16.99	22.21	32.49	16.90	13.86	8.918	8.057	190.04		7.6%	38.46	49.14	71.60	30.83
2016	£M	10.88	12.55	16.12	13.24	19.51	18.29	21.38	32.38	15.95	12.94	8.627	8.298	190.17		0.1%	39.55	51.04	69.72	29.87
2017	£M	11.68	13.39	17.33	14.21	20.84	19.50	21.75	34.35	17.86	14.02	9.573	9.198	203.71		7.1%	42.41	54.55	73.95	32.79
2018	£M	12.81	14.52	18.21	14.63	22.82	20.59	22.58	34.66	18.48	15.54	10.80	10.50	216.16		6.1%	45.55	58.04	75.73	36.84
2019	£M	13.34	15.18	19.09	15.27	23.25	21.07	23.15	33.82	18.88	15.92	11.23	10.64	220.84		2.2%	47.61	59.59	75.85	37.79
2020	£M	14.03	14.28	8.943	1.076	2.404	3.186	7.488	24.62	12.75	9.331	2.924	3.351	104.39		-52.7%	37.25	6.665	44.86	15.61
2021	£M	3.507	5.074	7.791	6.781	13.30	17.44	21.35	32.73	17.45	14.95	10.05	9.043	159.48		52.8%	16.37	37.53	71.54	34.05
2022	£M	12.04	13.81	18.45	15.28	22.93	21.23	24.29	33.41	18.59	16.56	11.75	11.46	219.80		37.8%	44.30	59.44	76.29	39.77
2023	£M	15.46	18.39	23.34	18.39	27.76	25.84	27.93	39.31	22.64	19.22	13.45	12.81	264.52	20.3%	57.18	71.99	89.88	45.47	
2024	£M	16.14	19.47	24.34	18.75	29.50	27.43	29.77	41.01	22.35	19.62	13.71	13.21	275.30	4.1%	59.95	75.68	93.13	46.55	
ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Total	£M	168.29	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30							
All Visitor Types	£M	168.29	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30							
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share	%																			
Change in Share from 2013	%																			
Avg Ann. Change in Share	%																			

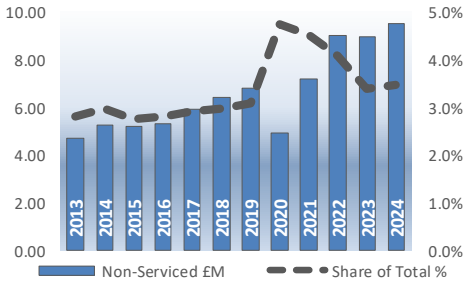
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Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/25

STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL										2013 to 2024 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		84.0%	48.1%	40.9%	79.5%	91.6%	76.0%	56.1%	55.9%	83.8%	91.9%	56.8%	88.3%		69.8%	54.9%	82.4%	64.5%	78.4%
% Change 2023 to 2024		-2.7%	-4.8%	-8.3%	-6.8%	-1.2%	-3.9%	10.1%	10.9%	-4.0%	-2.8%	-4.2%	-1.6%		-1.1%	-5.3%	-3.6%	5.1%	-2.9%
Average Annual Change		7.6%	4.4%	3.7%	7.2%	8.3%	6.9%	5.1%	5.1%	7.6%	8.4%	5.2%	8.0%		6.3%	5.0%	7.5%	5.9%	7.1%
2013	£M	1.683	2.578	2.257	1.505	2.390	2.784	3.273	3.925	3.155	3.013	2.815	2.025		31.40	6.518	6.679	10.35	7.852
2014	£M	1.778	2.515	2.284	1.774	2.537	2.783	3.662	4.150	4.081	3.547	2.884	2.188	34.18	8.9%	6.578	7.095	11.89	8.618
2015	£M	1.897	2.510	2.113	1.710	2.533	3.090	3.678	4.552	3.787	3.644	2.653	1.965	34.13	-0.2%	6.520	7.334	12.02	8.262
2016	£M	1.765	2.363	2.035	1.733	2.417	2.875	3.640	4.456	3.539	3.252	2.592	2.097	32.77	-4.0%	6.164	7.025	11.64	7.941
2017	£M	2.178	2.687	2.384	1.909	3.119	3.394	3.568	4.248	4.252	4.007	3.105	2.633	37.48	14.4%	7.249	8.422	12.07	9.746
2018	£M	2.449	3.039	2.638	2.125	3.593	3.906	3.613	4.445	4.650	4.631	3.530	2.925	41.55	10.8%	8.126	9.624	12.71	11.09
2019	£M	2.523	3.128	2.721	2.188	3.698	4.056	3.750	4.574	4.734	4.766	3.698	2.978	42.81	3.1%	8.372	9.942	13.06	11.44
2020	£M	2.530	3.083	1.120	0.188	0.371	0.354	0.775	1.904	2.052	1.890	0.470	0.328	15.07	-64.8%	6.733	0.913	4.731	2.689
2021	£M	0.442	0.532	0.497	0.431	1.006	3.065	3.142	4.263	4.493	4.613	3.417	2.599	28.50	89.2%	1.470	4.502	11.90	10.63
2022	£M	2.184	3.226	2.902	2.463	4.015	4.379	4.100	4.814	5.178	5.290	4.084	3.353	45.99	61.4%	8.313	10.86	14.09	12.73
2023	£M	3.181	4.008	3.467	2.898	4.637	5.097	4.641	5.517	6.039	5.949	4.606	3.877	53.92	17.2%	10.66	12.63	16.20	14.43
2024	£M	3.096	3.818	3.179	2.701	4.580	4.900	5.110	6.119	5.800	5.783	4.412	3.813	53.31	-1.1%	10.09	12.18	17.03	14.01
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
Serviced	£M	31.40	34.18	34.13	32.77	37.48	41.55	42.81	15.07	28.50	45.99	53.92	53.31						
All Visitor Types	£M	168.29	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30						
Share of Total	%	18.7%	19.4%	18.0%	17.2%	18.4%	19.2%	19.4%	14.4%	17.9%	20.9%	20.4%	19.4%						
Annual Change in Share	%		3.7%	-7.2%	-4.1%	6.8%	4.4%	0.9%	-25.6%	23.8%	17.1%	-2.6%	-5.0%						
Change in Share from 2013	%		3.7%	-3.8%	-7.7%	-1.4%	3.0%	3.9%	-22.7%	-4.2%	12.1%	9.2%	3.8%						
Avg Ann. Change in Share	%		3.7%	-1.9%	-2.6%	-0.3%	0.6%	0.6%	-3.2%	-0.5%	1.3%	0.9%	0.3%						

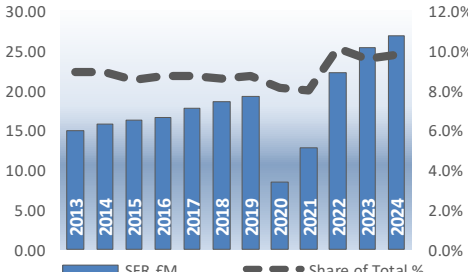
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Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/25

STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL										2013 to 2024 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		105.1%	73.9%	92.1%	83.0%	19.6%	18.6%	117.9%	119.1%	62.4%	132.6%	88.3%	136.9%		101.4%	90.0%	34.0%	114.1%	120.4%	
% Change 2023 to 2024		-5.0%	-11.0%	2.9%	-5.2%	-9.9%	2.4%	11.2%	7.8%	0.1%	1.3%	0.5%	-3.9%		6.0%	-3.4%	-4.5%	8.8%	-0.2%	
Average Annual Change		9.6%	6.7%	8.4%	7.5%	1.8%	1.7%	10.7%	10.8%	5.7%	12.1%	8.0%	12.4%		9.2%	8.2%	3.1%	10.4%	10.9%	
2013		£M	0.062	0.073	0.109	0.164	0.268	0.270	1.509	1.669	0.270	0.152	0.096		0.073	4.715	0.244	0.701	3.449	0.321
2014		£M	0.078	0.090	0.132	0.194	0.295	0.297	1.610	1.818	0.317	0.191	0.121		0.093	5.236	11.1%	0.299	0.786	3.746
2015		£M	0.075	0.086	0.128	0.176	0.224	0.224	1.726	1.935	0.247	0.185	0.107	0.090	5.202	-0.6%	0.289	0.625	3.908	0.381
2016		£M	0.080	0.089	0.130	0.179	0.229	0.229	1.748	1.977	0.257	0.190	0.110	0.093	5.313	2.1%	0.299	0.638	3.983	0.393
2017		£M	0.086	0.103	0.135	0.199	0.250	0.240	2.018	2.165	0.297	0.209	0.115	0.105	5.922	11.5%	0.325	0.688	4.480	0.429
2018		£M	0.094	0.113	0.145	0.215	0.285	0.274	2.124	2.360	0.325	0.233	0.128	0.115	6.412	8.3%	0.352	0.774	4.809	0.477
2019		£M	0.108	0.123	0.156	0.251	0.306	0.285	2.298	2.438	0.330	0.243	0.146	0.131	6.814	6.3%	0.387	0.842	5.065	0.520
2020		£M	0.121	0.101	0.088	0.009	0.017	0.018	1.574	2.296	0.379	0.233	0.016	0.073	4.923	-27.8%	0.309	0.043	4.248	0.322
2021		£M	0.003	0.003	0.004	0.072	0.259	0.313	2.640	2.885	0.435	0.312	0.149	0.123	7.198	46.2%	0.010	0.644	5.960	0.584
2022		£M	0.130	0.122	0.214	0.282	0.368	0.355	3.108	3.314	0.431	0.287	0.165	0.186	8.962	24.5%	0.466	1.005	6.853	0.638
2023		£M	0.134	0.142	0.203	0.316	0.355	0.312	2.958	3.392	0.438	0.350	0.180	0.179	8.960	0.0%	0.480	0.984	6.787	0.708
2024		£M	0.128	0.127	0.209	0.300	0.320	0.320	3.288	3.658	0.438	0.354	0.180	0.172	9.495	6.0%	0.463	0.940	7.385	0.707
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Non-Serviced		£M	4.715	5.236	5.202	5.313	5.922	6.412	6.814	4.923	7.198	8.962	8.960	9.495						
All Visitor Types		£M	168.29	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30						
Share of Total		%	2.8%	3.0%	2.7%	2.8%	2.9%	3.0%	3.1%	4.7%	4.5%	4.1%	3.4%	3.4%						
Annual Change in Share		%		5.8%	-7.7%	2.0%	4.1%	2.0%	4.0%	52.8%	-4.3%	-9.7%	-16.9%	1.8%						
Change in Share from 2013		%		5.8%	-2.3%	-0.3%	3.8%	5.9%	10.1%	68.3%	61.1%	45.5%	20.9%	23.1%						
Avg Ann. Change in Share		%		5.8%	-1.1%	-0.1%	0.9%	1.2%	1.7%	9.8%	7.6%	5.1%	2.1%	2.1%						

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Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/10/25

STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL										2013 to 2024 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		82.9%	70.4%	68.1%	78.1%	81.0%	77.3%	74.2%	74.3%	82.8%	89.0%	75.7%	83.9%		78.7%	77.1%	78.8%	76.2%	83.4%	
% Change 2023 to 2024		5.9%	5.6%	4.9%	4.8%	6.8%	6.3%	6.9%	6.5%	5.7%	6.7%	6.2%	5.4%		5.9%	5.6%	5.8%	6.5%	5.9%	
Average Annual Change		7.5%	6.4%	6.2%	7.1%	7.4%	7.0%	6.7%	6.8%	7.5%	8.1%	6.9%	7.6%		7.2%	7.0%	7.2%	6.9%	7.6%	
2013		£M	2.140	0.741	0.835	1.706	1.254	1.015	1.471	1.573	0.862	0.862	0.714		1.818	14.99	3.716	3.974	3.906	3.393
2014		£M	2.221	0.749	0.857	1.817	1.303	1.036	1.541	1.640	0.954	0.931	0.735	1.902	15.69	4.7%	3.828	4.156	4.136	3.567
2015		£M	2.348	0.777	0.867	1.857	1.332	1.096	1.586	1.707	0.960	0.978	0.745	1.916	16.17	3.1%	3.992	4.285	4.252	3.639
2016		£M	2.386	0.793	0.889	1.926	1.364	1.112	1.631	1.755	0.977	0.978	0.769	2.019	16.60	2.7%	4.067	4.402	4.362	3.766
2017		£M	2.586	0.834	0.939	2.005	1.485	1.183	1.720	1.827	1.052	1.058	0.822	2.198	17.71	6.7%	4.360	4.673	4.599	4.077
2018		£M	2.708	0.873	0.976	2.092	1.567	1.251	1.799	1.933	1.092	1.117	0.861	2.301	18.57	4.9%	4.556	4.909	4.824	4.278
2019		£M	2.800	0.901	1.008	2.171	1.619	1.293	1.870	1.990	1.120	1.151	0.896	2.367	19.18	3.3%	4.708	5.083	4.980	4.414
2020		£M	2.839	0.879	0.436	0.164	0.150	0.108	0.891	1.384	0.610	0.532	0.113	0.360	8.465	-55.9%	4.154	0.422	2.884	1.005
2021		£M	0.429	0.136	0.152	0.505	0.734	1.104	2.091	2.265	1.186	1.197	0.853	2.124	12.77	50.9%	0.716	2.343	5.542	4.174
2022		£M	3.014	1.020	1.169	2.532	1.878	1.499	2.205	2.331	1.309	1.342	1.041	2.791	22.13	73.2%	5.204	5.909	5.845	5.174
2023		£M	3.698	1.195	1.338	2.899	2.124	1.693	2.398	2.576	1.491	1.526	1.180	3.171	25.29	14.3%	6.232	6.716	6.464	5.877
2024		£M	3.915	1.262	1.403	3.037	2.270	1.799	2.563	2.743	1.576	1.629	1.253	3.342	26.79	5.9%	6.580	7.106	6.881	6.224
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
SFR		£M	14.99	15.69	16.17	16.60	17.71	18.57	19.18	8.465	12.77	22.13	25.29	26.79						
All Visitor Types		£M	168.29	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30						
Share of Total		%	8.9%	8.9%	8.5%	8.7%	8.7%	8.6%	8.7%	8.1%	8.0%	10.1%	9.6%	9.7%						
Annual Change in Share		%	-0.3%	-4.2%	2.6%	-0.4%	-1.2%	1.1%	-6.7%	-1.2%	25.7%	-5.1%	1.8%							
Change in Share from 2013		%	-0.3%	-4.5%	-2.0%	-2.4%	-3.6%	-2.5%	-9.0%	-10.1%	13.0%	7.3%	9.3%							
Avg Ann. Change in Share		%	-0.3%	-2.2%	-0.7%	-0.6%	-0.7%	-0.4%	-1.3%	-1.3%	1.4%	0.7%	0.8%							

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STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024 Historic Prices		STAYING VISITOR	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		83.7%	53.5%	49.7%	78.9%	83.3%	72.5%	75.3%	74.7%	82.2%	92.9%	61.3%	87.2%		75.3%	63.6%	78.1%	76.7%	81.0%
% Change 2023 to 2024		1.8%	-2.6%	-4.3%	-1.2%	0.7%	-1.2%	9.7%	9.0%	-1.9%	-0.7%	-2.0%	1.4%		1.6%	-1.3%	-0.5%	6.3%	-0.4%
Average Annual Change		7.6%	4.9%	4.5%	7.2%	7.6%	6.6%	6.8%	6.8%	7.5%	8.4%	5.6%	7.9%		6.8%	5.8%	7.1%	7.0%	7.4%
2013 £M		3.885	3.392	3.201	3.374	3.912	4.069	6.254	7.168	4.288	4.027	3.624	3.915		51.11	10.48	11.36	17.71	11.57
2014 £M		4.078	3.354	3.273	3.786	4.135	4.116	6.814	7.609	5.353	4.668	3.740	4.182		55.11	10.70	12.04	19.78	12.59
2015 £M		4.321	3.372	3.107	3.743	4.090	4.410	6.989	8.194	4.994	4.806	3.505	3.971	55.50	0.7%	10.80	12.24	20.18	12.28
2016 £M		4.231	3.245	3.054	3.839	4.010	4.216	7.019	8.188	4.773	4.421	3.471	4.209	54.68	-1.5%	10.53	12.07	19.98	12.10
2017 £M		4.850	3.624	3.459	4.112	4.854	4.817	7.306	8.240	5.602	5.274	4.042	4.936	61.12	11.8%	11.93	13.78	21.15	14.25
2018 £M		5.250	4.026	3.759	4.432	5.445	5.431	7.536	8.738	6.067	5.981	4.520	5.341	66.53	8.9%	13.03	15.31	22.34	15.84
2019 £M		5.431	4.151	3.885	4.611	5.622	5.633	7.918	9.002	6.184	6.160	4.741	5.476	68.81	3.4%	13.47	15.87	23.10	16.38
2020 £M		5.490	4.063	1.644	0.361	0.538	0.480	3.239	5.584	3.040	2.655	0.599	0.761	28.45	-58.7%	11.20	1.378	11.86	4.016
2021 £M		0.873	0.670	0.653	1.009	1.999	4.482	7.873	9.413	6.114	6.122	4.419	4.846	48.47	70.4%	2.196	7.489	23.40	15.39
2022 £M		5.328	4.369	4.285	5.277	6.261	6.233	9.413	10.46	6.919	6.919	5.289	6.330	77.08	59.0%	13.98	17.77	26.79	18.54
2023 £M		7.014	5.346	5.008	6.113	7.117	7.103	9.996	11.48	7.967	7.824	5.966	7.227	88.16	14.4%	17.37	20.33	29.45	21.02
2024 £M		7.139	5.206	4.792	6.038	7.170	7.019	10.96	12.52	7.814	7.766	5.846	7.328	89.60	1.6%	17.14	20.23	31.29	20.94
ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
Staying Visitor		£M	51.11	55.11	55.50	54.68	61.12	66.53	68.81	28.45	48.47	77.08	88.16	89.60					
All Visitor Types		£M	168.29	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30					
Share of Total		%	30.4%	31.2%	29.2%	28.8%	30.0%	30.8%	27.3%	30.4%	35.1%	33.3%	32.5%						
Annual Change in Share		%		2.7%	-6.4%	-1.6%	4.4%	2.6%	1.2%	-12.5%	11.5%	15.4%	-5.0%	-2.4%					
Change in Share from 2013		%		2.7%	-3.8%	-5.3%	-1.2%	1.3%	2.6%	-10.2%	0.1%	15.5%	9.7%	7.2%					
Avg Ann. Change in Share		%		2.7%	-1.9%	-1.8%	-0.3%	0.3%	0.4%	-1.5%	0.0%	1.7%	1.0%	0.7%					

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STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:			MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY			DAY VISITOR																		
An increase of 3% or more			ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024			56.7%	85.9%	118.9%	55.4%	64.8%	77.4%	31.8%	36.6%	37.4%	59.3%	58.8%	68.1%		58.5%	91.6%	66.8%	35.3%	61.1%	
% Change 2023 to 2024			6.5%	9.4%	6.7%	3.6%	8.1%	8.9%	4.9%	2.4%	-0.9%	4.1%	5.1%	5.5%		5.3%	7.5%	7.4%	2.3%	4.7%	
Average Annual Change			5.2%	7.8%	10.8%	5.0%	5.9%	7.0%	2.9%	3.3%	3.4%	5.4%	5.3%	6.2%		5.3%	8.3%	6.1%	3.2%	5.6%	
2013	£M		5.743	7.672	8.932	8.184	13.55	11.51	14.27	20.85	10.58	7.443	4.952	3.502	117.18	Annual Change	22.35	33.24	45.70	15.90	
2014	£M		5.421	7.928	10.90	9.312	13.83	11.91	14.62	21.01	10.24	7.624	5.181	3.514	121.50		3.7%	24.25	35.06	45.88	16.32
2015	£M		6.537	9.325	11.80	9.574	14.75	12.58	15.22	24.29	11.91	9.051	5.412	4.086	134.54		10.7%	27.66	36.90	51.43	18.55
2016	£M		6.651	9.306	13.06	9.400	15.50	14.07	14.36	24.19	11.18	8.521	5.156	4.090	135.50		0.7%	29.02	38.97	49.74	17.77
2017	£M		6.828	9.770	13.87	10.10	15.99	14.68	14.44	26.11	12.26	8.749	5.531	4.263	142.59		5.2%	30.47	40.77	52.81	18.54
2018	£M		7.562	10.50	14.45	10.20	17.38	15.16	15.05	25.92	12.41	9.561	6.284	5.155	149.63		4.9%	32.51	42.74	53.39	21.00
2019	£M		7.907	11.03	15.20	10.66	17.63	15.43	15.23	24.81	12.70	9.761	6.489	5.168	152.02		1.6%	34.14	43.72	52.75	21.42
2020	£M		8.537	10.22	7.300	0.715	1.866	2.706	4.248	19.04	9.711	6.675	2.325	2.589	75.94		-50.1%	26.06	5.287	33.00	11.59
2021	£M		2.634	4.403	7.138	5.772	11.30	12.96	13.48	23.32	11.33	8.833	5.631	4.197	111.01		46.2%	14.18	30.04	48.13	18.66
2022	£M		6.708	9.440	14.17	10.00	16.67	15.00	14.88	22.95	11.67	9.645	6.460	5.131	142.72		28.6%	30.31	41.67	49.50	21.24
2023	£M		8.447	13.04	18.33	12.27	20.65	18.73	17.94	27.83	14.67	11.39	7.480	5.580	176.36		23.6%	39.82	51.65	60.43	24.45
2024	£M		8.999	14.26	19.55	12.72	22.33	20.41	18.81	28.49	14.54	11.85	7.865	5.887	185.71		5.3%	42.81	55.45	61.84	25.61
ECONOMIC IMPACT - IN HISTORIC PRICES															DAY VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total							
Day Visitor	£M	117.18	121.50	134.54	135.50	142.59	149.63	152.02	75.94	111.01	142.72	176.36	185.71								
All Visitor Types	£M	168.29	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30								
Share of Total	%	69.6%	68.8%	70.8%	71.2%	70.0%	69.2%	68.8%	72.7%	69.6%	64.9%	66.7%	67.5%								
Annual Change in Share	%		-1.2%	2.9%	0.6%	-1.8%	-1.1%	-0.6%	5.7%	-4.3%	-6.7%	2.7%	1.2%								
Change in Share from 2013	%		-1.2%	1.7%	2.3%	0.5%	-0.6%	-1.1%	4.5%	0.0%	-6.8%	-4.3%	-3.1%								
Avg Ann. Change in Share	%		-1.2%	0.8%	0.8%	0.1%	-0.1%	-0.2%	0.6%	0.0%	-0.8%	-0.4%	-0.3%								

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

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

STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024				TOTAL		VISITOR NUMBERS			
VISITOR NUMBERS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			TOTAL																	
An increase of 3% or more			VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024			3.6%	18.2%	38.6%	1.8%	7.4%	14.1%	-12.8%	-10.3%	-8.3%	4.7%	3.5%	10.9%		3.4%	22.1%	8.3%	-10.6%	5.9%
% Change 2023 to 2024			1.4%	3.9%	1.5%	-1.2%	3.1%	3.7%	0.2%	-2.2%	-5.0%	-0.5%	0.4%	0.4%		0.4%	2.3%	2.2%	-2.2%	0.0%
Average Annual Change			0.3%	1.7%	3.5%	0.2%	0.7%	1.3%	-1.2%	-0.9%	-0.8%	0.4%	0.3%	1.0%		0.3%	2.0%	0.8%	-1.0%	0.5%
2013	M	0.198	0.251	0.285	0.263	0.425	0.364	0.451	0.647	0.338	0.242	0.171	0.134	3.770	1.0%	0.735	1.052	1.436	0.547	
2014	M	0.184	0.250	0.334	0.290	0.422	0.365	0.451	0.636	0.325	0.244	0.174	0.133	3.809		0.768	1.077	1.412	0.552	
2015	M	0.215	0.287	0.355	0.294	0.443	0.380	0.463	0.723	0.368	0.282	0.178	0.146	4.135		8.6%	0.856	1.117	1.555	0.606
2016	M	0.215	0.282	0.385	0.286	0.458	0.416	0.433	0.710	0.342	0.262	0.168	0.145	4.103		-0.8%	0.883	1.160	1.485	0.575
2017	M	0.218	0.289	0.399	0.299	0.463	0.424	0.426	0.746	0.366	0.264	0.176	0.151	4.221		2.9%	0.906	1.186	1.538	0.591
2018	M	0.230	0.298	0.400	0.291	0.483	0.422	0.427	0.715	0.357	0.277	0.191	0.170	4.262		1.0%	0.929	1.196	1.499	0.638
2019	M	0.235	0.305	0.410	0.296	0.479	0.419	0.422	0.669	0.356	0.276	0.192	0.167	4.228		-0.8%	0.950	1.194	1.448	0.635
2020	M	0.245	0.276	0.191	0.020	0.049	0.070	0.119	0.496	0.257	0.178	0.061	0.069	2.031		-52.0%	0.712	0.138	0.872	0.308
2021	M	0.070	0.112	0.179	0.147	0.288	0.337	0.362	0.607	0.308	0.242	0.162	0.133	2.947		45.1%	0.362	0.772	1.277	0.537
2022	M	0.182	0.237	0.343	0.252	0.407	0.366	0.373	0.558	0.297	0.246	0.173	0.153	3.588		21.7%	0.762	1.025	1.228	0.572
2023	M	0.203	0.285	0.390	0.271	0.442	0.401	0.392	0.593	0.326	0.255	0.176	0.148	3.883	8.2%	0.877	1.115	1.312	0.580	
2024	M	0.205	0.296	0.395	0.268	0.456	0.416	0.393	0.580	0.310	0.254	0.177	0.149	3.900	0.4%	0.897	1.140	1.283	0.579	
VISITOR NUMBERS														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M	Visitor No.s by Year and Share of Total					
Total	M	3.770	3.809	4.135	4.103	4.221	4.262	4.228	2.031	2.947	3.588	3.883	3.900							
All Visitor Types	M	3.770	3.809	4.135	4.103	4.221	4.262	4.228	2.031	2.947	3.588	3.883	3.900							
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share	%																			
Change in Share from 2013	%																			
Avg Ann. Change in Share	%																			

Visitor No.s by Year and Share of Total

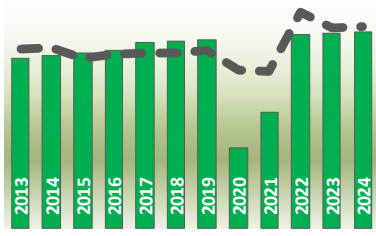
Year	Total M	Share of Total %
2013	3.770	100.0%
2014	3.809	100.0%
2015	4.135	100.0%
2016	4.103	100.0%
2017	4.221	100.0%
2018	4.262	100.0%
2019	4.228	100.0%
2020	2.031	53.6%
2021	2.947	74.7%
2022	3.588	92.3%
2023	3.883	100.0%
2024	3.900	100.0%

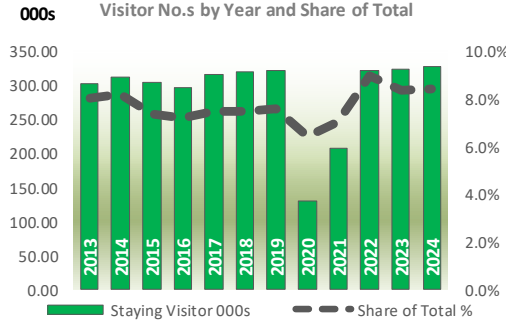
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STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024			SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2013 to 2024		1.8%	-17.0%	-22.2%	0.7%	6.9%	-16.8%	3.8%	-6.2%	22.1%	11.4%	0.5%	12.2%	-0.1%	Annual Change	-14.1%	-4.6%	8.1%	7.6%
% Change 2023 to 2024		0.6%	0.4%	-3.3%	-1.5%	5.6%	1.5%	3.8%	4.9%	0.2%	2.8%	1.5%	-0.3%	1.4%		-0.6%	2.4%	2.4%	1.2%
Average Annual Change		0.2%	-1.5%	-2.0%	0.1%	0.6%	-1.5%	0.3%	-0.6%	2.0%	1.0%	0.0%	1.1%	0.0%		-1.3%	-0.4%	0.7%	0.7%
2013	000s	9.1	15.7	12.1	6.1	10.0	12.1	11.3	11.9	15.5	12.5	16.1	14.7	147.1	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div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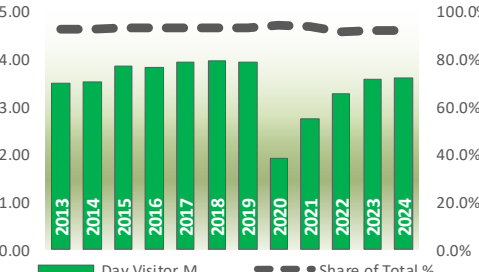
STEAM REPORT FOR 2013-2024 - FINAL													2013 to 2024	NON-SERVICED	VISITOR NUMBERS								
CITY OF LINCOLN COUNCIL																							
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER							
KEY		NON-SERVICED ACCOMMODATION																					
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Q1	Q2	Q3	Q4					
% Change 2013 to 2024		8.0%	-7.8%	2.4%	-8.8%	-39.5%	-37.2%	16.5%	23.9%	-2.3%	24.2%	-4.1%	26.3%	8.1%	Annual Change	0.6%	-31.2%	18.2%	15.2%				
% Change 2023 to 2024		-14.4%	-19.8%	-6.7%	-13.9%	-17.0%	-5.7%	2.7%	-0.3%	-8.0%	-8.2%	-9.4%	-13.3%	-3.0%		-12.6%	-12.6%	0.3%	-9.7%				
Average Annual Change		0.7%	-0.7%	0.2%	-0.8%	-3.6%	-3.4%	1.5%	2.2%	-0.2%	2.2%	-0.4%	2.4%	0.7%		0.1%	-2.8%	1.7%	1.4%				
2013	000s	0.2	0.2	0.3	0.6	1.0	0.9	3.9	4.3	0.9	0.5	0.4	0.2	13.2	Annual Change	0.7	2.4	9.1	1.1				
2014	000s	0.2	0.2	0.3	0.6	0.9	0.8	4.0	4.5	1.0	0.6	0.4	0.3	14.0		0.8	2.3	9.6	1.3				
2015	000s	0.1	0.2	0.3	0.5	0.7	0.6	4.0	5.1	0.9	0.6	0.4	0.2	13.5		0.7	1.7	10.0	1.2				
2016	000s	0.2	0.2	0.3	0.5	0.6	0.6	4.0	4.8	0.8	0.5	0.3	0.2	13.1		0.7	1.7	9.5	1.1				
2017	000s	0.2	0.2	0.3	0.5	0.7	0.6	4.5	5.0	0.9	0.6	0.3	0.2	14.2		0.8	1.8	10.4	1.2				
2018	000s	0.2	0.3	0.3	0.6	0.8	0.7	4.5	5.3	0.9	0.6	0.4	0.3	14.8		0.8	2.0	10.7	1.3				
2019	000s	0.2	0.3	0.3	0.6	0.8	0.7	4.7	5.3	0.9	0.6	0.4	0.3	15.1		0.8	2.1	10.9	1.3				
2020	000s	0.2	0.2	0.2	0.0	0.0	0.0	3.1	4.8	1.0	0.6	0.0	0.2	10.5		0.6	0.1	8.9	0.8				
2021	000s	0.0	0.0	0.0	0.2	0.6	0.7	5.2	5.9	1.1	0.8	0.4	0.3	15.2		0.0	1.5	12.2	1.4				
2022	000s	0.2	0.2	0.4	0.6	0.8	0.7	5.6	6.3	1.1	0.7	0.4	0.4	17.5		0.9	2.2	13.0	1.4				
2023	000s	0.2	0.2	0.3	0.6	0.7	0.6	4.4	5.3	0.9	0.7	0.4	0.3	14.7		0.8	1.9	10.7	1.4				
2024	000s	0.2	0.2	0.3	0.5	0.6	0.5	4.5	5.3	0.9	0.6	0.3	0.3	14.3		0.7	1.6	10.7	1.2				
VISITOR NUMBERS													NON-SERVICED ACCOMMODATION										
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s Visitor No.s by Year and Share of Total									
Non-Serviced	000s	13.2	14.0	13.5	13.1	14.2	14.8	15.1	10.5	15.2	17.5	14.7	14.3										
All Visitor Types	M	3.8	3.8	4.1	4.1	4.2	4.3	4.2	2.0	2.9	3.6	3.9	3.9										
Share of Total	%	0.4%	0.4%	0.3%	0.3%	0.3%	0.3%	0.4%	0.5%	0.5%	0.5%	0.4%	0.4%										
Annual Change in Share	%		5.0%	-11.1%	-2.6%	5.2%	3.3%	3.3%	44.0%	0.1%	-5.4%	-22.2%	-3.4%										
Change in Share from 2013	%		5.0%	-6.7%	-9.1%	-4.4%	-1.3%	2.0%	46.8%	46.9%	39.0%	8.2%	4.5%										
Avg Ann. Change in Share	%		5.0%	-3.4%	-3.0%	-1.1%	-0.3%	0.3%	6.7%	5.9%	4.3%	0.8%	0.4%										

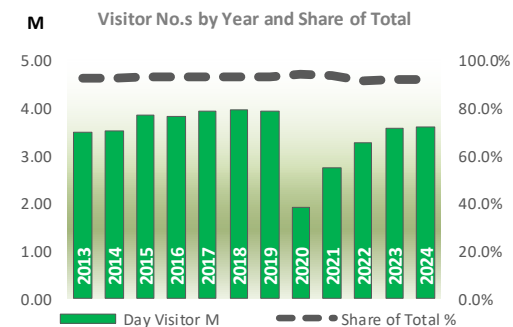
STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL										2013 to 2024			SFR	VISITOR NUMBERS						
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		19.0%	10.8%	9.3%	15.8%	17.7%	15.3%	13.3%	13.4%	18.8%	22.9%	14.2%	19.6%		16.2%	14.8%	16.3%	14.7%	19.2%	
% Change 2023 to 2024		0.9%	0.6%	0.0%	-0.1%	1.8%	1.3%	1.9%	1.5%	0.8%	1.8%	1.3%	0.5%		1.0%	0.6%	0.9%	1.4%	1.0%	
Average Annual Change		1.7%	1.0%	0.8%	1.4%	1.6%	1.4%	1.2%	1.2%	1.7%	2.1%	1.3%	1.8%		1.5%	1.3%	1.5%	1.3%	1.7%	
2013 000s		19.2	7.9	8.7	14.2	12.8	10.8	13.2	13.6	8.9	9.0	7.9	15.7	141.8	1.8%	35.8	37.8	35.7	32.6	
2014 000s		19.4	7.8	8.7	14.7	12.9	10.8	13.4	13.8	9.6	9.5	7.9	16.0	144.4		35.9	38.4	36.8	33.3	
2015 000s		20.3	8.0	8.7	14.8	13.1	11.3	13.7	14.2	9.5	9.9	7.9	15.9	147.2		1.9%	36.9	39.2	37.4	33.7
2016 000s		20.3	8.0	8.8	15.2	13.2	11.3	13.9	14.4	9.6	9.7	8.1	16.5	149.0		1.2%	37.2	39.7	37.8	34.3
2017 000s		21.5	8.2	9.1	15.4	14.0	11.7	14.3	14.6	10.1	10.3	8.4	17.5	155.0	4.1%	38.8	41.1	38.9	36.2	
2018 000s		21.6	8.3	9.1	15.5	14.2	11.9	14.4	14.8	10.0	10.4	8.5	17.7	156.4	0.9%	39.0	41.6	39.3	36.5	
2019 000s		21.8	8.4	9.1	15.7	14.3	12.0	14.6	14.9	10.0	10.5	8.6	17.7	157.6	0.8%	39.3	42.0	39.5	36.8	
2020 000s		21.5	7.9	3.8	1.1	1.3	1.0	6.8	10.1	5.3	4.7	1.1	2.6	67.3	-57.3%	33.3	3.4	22.2	8.4	
2021 000s		3.4	1.3	1.5	3.3	5.2	9.4	14.3	15.4	9.8	10.2	7.8	15.2	96.6	43.6%	6.2	17.9	39.4	33.2	
2022 000s		20.9	8.4	9.4	16.3	14.8	12.4	15.3	15.6	10.5	10.9	8.9	18.6	161.9	67.5%	38.8	43.4	41.3	38.4	
2023 000s		22.6	8.7	9.5	16.4	14.8	12.3	14.7	15.1	10.5	10.9	8.9	18.7	163.1	0.8%	40.8	43.5	40.3	38.4	
2024 000s		22.8	8.8	9.5	16.4	15.0	12.5	14.9	15.4	10.6	11.1	9.0	18.7	164.8	1.0%	41.1	43.9	40.9	38.8	
VISITOR NUMBERS														SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s Visitor No.s by Year and Share of Total						
SFR 000s		141.8	144.4	147.2	149.0	155.0	156.4	157.6	67.3	96.6	161.9	163.1	164.8							
All Visitor Types M		3.8	3.8	4.1	4.1	4.2	4.3	4.2	2.0	2.9	3.6	3.9	3.9							
Share of Total %		3.8%	3.8%	3.6%	3.6%	3.7%	3.7%	3.7%	3.3%	3.3%	4.5%	4.2%	4.2%							
Annual Change in Share %			0.8%	-6.1%	2.0%	1.2%	-0.1%	1.6%	-11.1%	-1.1%	37.6%	-6.9%	0.6%							
Change in Share from 2013 %			0.8%	-5.4%	-3.5%	-2.4%	-2.5%	-0.9%	-11.9%	-12.8%	20.0%	11.7%	12.3%							
Avg Ann. Change in Share %			0.8%	-2.7%	-1.2%	-0.6%	-0.5%	-0.2%	-1.7%	-1.6%	2.2%	1.2%	1.1%							
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Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/25																				

STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024			STAYING VISITOR	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		13.4%	-7.7%	-8.8%	10.7%	10.8%	-2.9%	10.0%	7.1%	20.1%	16.4%	4.9%	16.1%	7.9%	Annual Change	0.2%	6.0%	12.0%	12.6%	
% Change 2023 to 2024		0.7%	0.3%	-1.8%	-0.9%	2.8%	1.2%	2.7%	2.3%	0.2%	2.0%	1.2%	0.0%	1.0%		-0.1%	1.1%	1.7%	1.0%	
Average Annual Change		1.2%	-0.7%	-0.8%	1.0%	1.0%	-0.3%	0.9%	0.6%	1.8%	1.5%	0.4%	1.5%	0.7%		0.0%	0.5%	1.1%	1.1%	
2013	000s	28.4	23.9	21.1	20.9	23.8	23.7	28.3	29.7	25.2	22.1	24.3	30.6	302.1	2.6%	73.4	68.4	83.3	77.0	
2014	000s	28.1	21.8	20.1	21.7	23.3	22.2	29.9	30.6	30.5	24.8	24.7	32.1	310.0		70.1	67.3	91.0	81.7	
2015	000s	28.5	21.4	18.6	21.2	23.1	21.9	29.9	31.3	29.2	24.2	23.7	30.0	303.1		-2.2%	68.6	66.2	90.4	77.9
2016	000s	28.4	20.5	18.3	21.7	22.5	20.8	29.2	30.1	27.9	22.2	22.8	30.5	294.9		-2.7%	67.2	65.0	87.2	75.5
2017	000s	30.8	21.3	19.2	22.0	24.8	22.0	30.2	30.5	30.3	24.3	24.5	34.0	314.0		6.5%	71.2	68.9	91.1	82.9
2018	000s	31.1	21.6	19.1	22.1	25.4	22.6	30.5	31.5	30.2	25.0	24.9	34.5	318.5		1.4%	71.7	70.1	92.2	84.4
2019	000s	31.3	21.7	19.2	22.4	25.5	22.8	30.9	31.5	29.9	25.1	25.4	34.4	320.1		0.5%	72.1	70.7	92.4	84.8
2020	000s	30.9	20.7	8.0	1.7	2.4	1.9	12.2	19.4	14.4	10.7	3.1	4.5	129.9		-59.4%	59.5	5.9	46.0	18.4
2021	000s	5.0	3.4	3.2	4.6	8.5	17.4	28.8	31.3	28.2	24.0	22.7	29.1	206.4		58.9%	11.6	30.6	88.3	75.8
2022	000s	28.3	20.6	19.1	23.0	25.7	22.8	32.2	32.4	30.0	25.3	25.4	35.4	320.2		55.2%	68.1	71.5	94.6	86.1
2023	000s	32.0	22.0	19.6	23.3	25.6	22.8	30.3	31.1	30.3	25.2	25.2	35.5	322.9	0.8%	73.6	71.7	91.7	85.9	
2024	000s	32.3	22.0	19.2	23.1	26.4	23.1	31.2	31.8	30.3	25.7	25.5	35.5	326.0	1.0%	73.5	72.5	93.3	86.7	
VISITOR NUMBERS														STAYING VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor No.s by Year and Share of Total					
Staying Visitor	000s	302.1	310.0	303.1	294.9	314.0	318.5	320.1	129.9	206.4	320.2	322.9	326.0		Staying Visitor 000s	Share of Total %				
All Visitor Types	M	3.8	3.8	4.1	4.1	4.2	4.3	4.2	2.0	2.9	3.6	3.9								
Share of Total	%	8.0%	8.1%	7.3%	7.2%	7.4%	7.5%	7.6%	6.4%	7.0%	8.9%	8.3%	8.4%							
Annual Change in Share	%		1.6%	-9.9%	-2.0%	3.5%	0.4%	1.3%	-15.5%	9.5%	27.5%	-6.8%	0.6%							
Change in Share from 2013	%		1.6%	-8.5%	-10.3%	-7.2%	-6.8%	-5.5%	-20.2%	-12.6%	11.4%	3.8%	4.3%							
Avg Ann. Change in Share	%		1.6%	-4.3%	-3.4%	-1.8%	-1.4%	-0.9%	-2.9%	-1.6%	1.3%	0.4%	0.4%							

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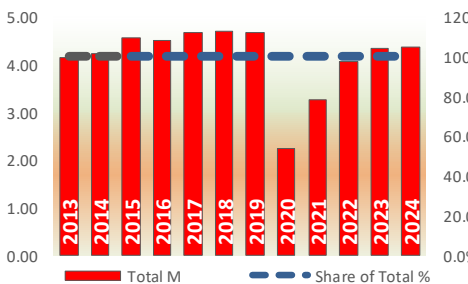
Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/24

STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024			DAY VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		1.9%	20.9%	42.3%	1.0%	7.2%	15.3%	-14.3%	-11.2%	-10.6%	3.6%	3.3%	9.3%	3.1%	Annual Change	24.6%	8.5%	-12.0%	4.7%	
% Change 2023 to 2024		1.6%	4.3%	1.7%	-1.2%	3.1%	3.8%	0.0%	-2.4%	-5.5%	-0.8%	0.2%	0.6%	0.4%		2.5%	2.3%	-2.5%	-0.2%	
Average Annual Change		0.2%	1.9%	3.8%	0.1%	0.7%	1.4%	-1.3%	-1.0%	-1.0%	0.3%	0.3%	0.8%	0.3%		2.2%	0.8%	-1.1%	0.4%	
2013	M	0.170	0.227	0.264	0.242	0.401	0.341	0.422	0.617	0.313	0.220	0.147	0.104	3.468	0.9%	0.661	0.984	1.352	0.470	
2014	M	0.156	0.228	0.314	0.268	0.398	0.343	0.421	0.605	0.295	0.220	0.149	0.101	3.499		0.698	1.009	1.321	0.470	
2015	M	0.186	0.266	0.336	0.273	0.420	0.358	0.434	0.692	0.339	0.258	0.154	0.116	3.832		9.5%	0.788	1.051	1.465	0.528
2016	M	0.187	0.262	0.367	0.264	0.436	0.395	0.404	0.680	0.314	0.239	0.145	0.115	3.808		-0.6%	0.816	1.095	1.398	0.499
2017	M	0.187	0.268	0.380	0.277	0.438	0.402	0.396	0.715	0.336	0.240	0.152	0.117	3.907		2.6%	0.835	1.117	1.447	0.508
2018	M	0.199	0.277	0.381	0.269	0.458	0.400	0.397	0.683	0.327	0.252	0.166	0.136	3.944		0.9%	0.857	1.126	1.407	0.553
2019	M	0.203	0.283	0.391	0.274	0.453	0.397	0.391	0.638	0.326	0.251	0.167	0.133	3.908		-0.9%	0.878	1.124	1.356	0.550
2020	M	0.214	0.256	0.183	0.018	0.047	0.068	0.106	0.477	0.243	0.167	0.058	0.065	1.901		-51.4%	0.652	0.132	0.826	0.290
2021	M	0.065	0.109	0.176	0.143	0.279	0.320	0.333	0.576	0.280	0.218	0.139	0.104	2.741		44.2%	0.350	0.742	1.189	0.461
2022	M	0.154	0.216	0.324	0.229	0.382	0.343	0.341	0.525	0.267	0.221	0.148	0.117	3.268		19.2%	0.694	0.954	1.133	0.486
2023	M	0.171	0.263	0.370	0.248	0.417	0.378	0.362	0.562	0.296	0.230	0.151	0.113	3.560		9.0%	0.804	1.043	1.220	0.494
2024	M	0.173	0.274	0.376	0.245	0.430	0.393	0.362	0.548	0.280	0.228	0.151	0.113	3.574	0.4%	0.824	1.067	1.190	0.493	
VISITOR NUMBERS														DAY VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor No.s by Year and Share of Total						
Day Visitor	M	3.468	3.499	3.832	3.808	3.907	3.944	3.908	1.901	2.741	3.268	3.560	3.574							
All Visitor Types	M	3.770	3.809	4.135	4.103	4.221	4.262	4.228	2.031	2.947	3.588	3.883	3.900							
Share of Total	%	92.0%	91.9%	92.7%	92.8%	92.6%	92.5%	92.4%	93.6%	93.0%	91.1%	91.7%	91.6%							
Annual Change in Share	%		-0.1%	0.9%	0.2%	-0.3%	0.0%	-0.1%	1.3%	-0.6%	-2.1%	0.7%	-0.1%							
Change in Share from 2013	%		-0.1%	0.7%	0.9%	0.6%	0.6%	0.5%	1.8%	1.1%	-1.0%	-0.3%	-0.4%							
Avg Ann. Change in Share	%		-0.1%	0.4%	0.3%	0.2%	0.1%	0.1%	0.3%	0.1%	-0.1%	0.0%	0.0%							
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Visitor Days by Month, Year and Visitor Type for the Period 2013 to 2024

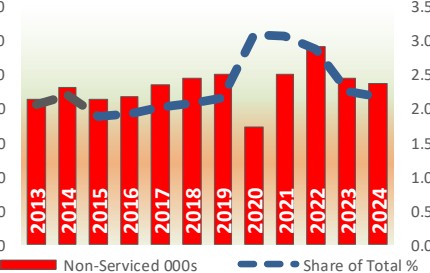
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024				TOTAL		VISITOR DAYS			
VISITOR DAYS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			TOTAL																	
An increase of 3% or more			VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024			6.4%	17.9%	36.7%	3.6%	8.0%	14.4%	-9.8%	-8.0%	-6.9%	7.1%	3.7%	13.1%		4.7%	21.7%	9.1%	-8.3%	7.6%
% Change 2023 to 2024			1.2%	3.6%	1.3%	-1.3%	2.9%	3.4%	0.5%	-1.8%	-4.7%	-0.3%	0.3%	0.2%		0.4%	2.0%	2.0%	-1.8%	0.0%
Average Annual Change			0.6%	1.6%	3.3%	0.3%	0.7%	1.3%	-0.9%	-0.7%	-0.6%	0.6%	0.3%	1.2%		0.4%	2.0%	0.8%	-0.8%	0.7%
2013	M	0.234	0.267	0.305	0.297	0.455	0.393	0.504	0.708	0.365	0.269	0.189	0.164	4.150	1.5%	0.806	1.145	1.577	0.621	
2014	M	0.222	0.268	0.355	0.327	0.454	0.396	0.506	0.699	0.357	0.274	0.192	0.164	4.214		0.845	1.177	1.563	0.630	
2015	M	0.255	0.305	0.375	0.330	0.474	0.413	0.519	0.789	0.396	0.313	0.195	0.176	4.541		7.8%	0.935	1.217	1.705	0.684
2016	M	0.254	0.300	0.405	0.323	0.489	0.448	0.489	0.777	0.369	0.291	0.185	0.177	4.507		-0.7%	0.959	1.260	1.635	0.653
2017	M	0.260	0.307	0.420	0.336	0.497	0.458	0.485	0.814	0.396	0.296	0.194	0.185	4.649		3.2%	0.987	1.291	1.695	0.676
2018	M	0.273	0.317	0.421	0.329	0.519	0.457	0.487	0.785	0.387	0.310	0.209	0.205	4.698		1.0%	1.010	1.304	1.660	0.724
2019	M	0.277	0.324	0.431	0.335	0.514	0.454	0.484	0.740	0.386	0.309	0.211	0.202	4.668		-0.7%	1.032	1.303	1.610	0.722
2020	M	0.287	0.294	0.200	0.022	0.052	0.072	0.149	0.546	0.275	0.193	0.064	0.075	2.229		-52.3%	0.781	0.147	0.969	0.332
2021	M	0.076	0.115	0.182	0.156	0.303	0.366	0.426	0.683	0.338	0.275	0.179	0.163	3.263		46.4%	0.373	0.825	1.447	0.617
2022	M	0.221	0.255	0.365	0.292	0.443	0.401	0.440	0.634	0.328	0.280	0.193	0.190	4.042		23.9%	0.841	1.136	1.402	0.662
2023	M	0.246	0.304	0.411	0.311	0.478	0.435	0.452	0.663	0.357	0.289	0.195	0.185	4.327	7.1%	0.962	1.224	1.472	0.669	
2024	M	0.249	0.315	0.417	0.307	0.492	0.450	0.454	0.652	0.340	0.288	0.196	0.185	4.345	0.4%	0.981	1.249	1.446	0.669	
VISITOR DAYS														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor Days by Year and Share of Total						
Total	M	4.150	4.214	4.541	4.507	4.649	4.698	4.668	2.229	3.263	4.042	4.327	4.345							
All Visitor Types	M	4.150	4.214	4.541	4.507	4.649	4.698	4.668	2.229	3.263	4.042	4.327	4.345							
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share	%																			
Change in Share from 2013	%																			
Avg Ann. Change in Share	%																			

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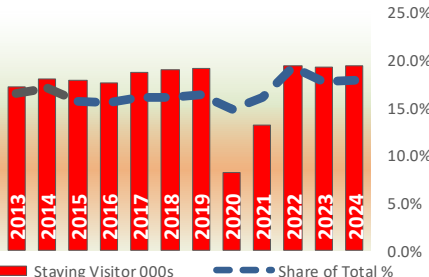
STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024			SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		15.4%	-5.7%	-10.9%	14.6%	21.2%	10.8%	8.6%	8.2%	16.4%	21.5%	-0.8%	18.2%	9.7%	Annual Change	-1.9%	15.3%	11.2%	12.7%	
% Change 2023 to 2024		0.9%	0.4%	-2.9%	-1.7%	5.4%	1.2%	3.4%	4.1%	0.1%	2.6%	1.3%	-0.5%	1.4%		-0.5%	2.0%	2.4%	1.3%	
Average Annual Change		1.4%	-0.5%	-1.0%	1.3%	1.9%	1.0%	0.8%	0.7%	1.5%	2.0%	-0.1%	1.7%	0.9%		-0.2%	1.4%	1.0%	1.2%	
2013 000s		15.1	22.4	19.7	12.9	20.8	24.5	22.6	27.1	27.4	26.2	24.5	18.0	261.2	Annual Change	57.2	58.2	77.1	68.7	
2014 000s		15.8	21.7	19.6	15.1	21.8	24.3	24.8	28.2	35.2	30.6	24.9	19.3	281.3		7.7%	57.2	61.2	88.3	74.7
2015 000s		16.6	21.3	17.9	14.3	21.4	26.4	24.6	30.4	32.0	30.9	22.4	16.9	275.3		-2.1%	55.8	62.2	87.1	70.2
2016 000s		15.1	19.7	17.0	14.3	20.1	24.2	23.8	29.0	29.5	27.2	21.6	17.8	259.4		-5.8%	51.8	58.6	82.3	66.5
2017 000s		17.3	20.7	18.2	14.5	23.7	26.2	24.1	28.6	32.7	30.7	23.7	20.9	281.3		8.4%	56.2	64.4	85.4	75.3
2018 000s		17.6	21.0	18.1	14.5	24.3	27.1	24.3	29.9	32.3	31.8	24.2	21.3	286.5		1.9%	56.7	65.9	86.5	77.3
2019 000s		17.6	21.0	18.2	14.5	24.4	27.4	24.4	29.8	32.0	31.9	24.6	21.0	286.7		0.1%	56.8	66.2	86.1	77.5
2020 000s		17.2	20.2	7.3	1.2	2.4	2.3	4.9	12.1	13.6	12.4	3.1	2.3	99.0		-65.5%	44.7	6.0	30.7	17.7
2021 000s		3.0	3.4	3.2	2.8	6.4	19.9	19.7	26.8	29.3	29.7	21.9	17.7	183.6		85.4%	9.6	29.1	75.7	69.2
2022 000s		13.6	19.3	17.2	14.6	23.6	26.3	23.8	28.0	31.2	31.5	24.2	21.1	274.6		49.5%	50.1	64.5	83.1	76.9
2023 000s		17.3	21.0	18.1	15.0	23.9	26.9	23.7	28.2	31.9	31.1	24.0	21.4	282.4	2.8%	56.4	65.8	83.8	76.4	
2024 000s		17.5	21.1	17.5	14.8	25.2	27.2	24.5	29.4	31.9	31.9	24.3	21.3	286.4	1.4%	56.1	67.1	85.8	77.4	
VISITOR DAYS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor Days by Year and Share of Total					
Serviced		000s	261.2	281.3	275.3	259.4	281.3	286.5	286.7	99.0	183.6	274.6	282.4	286.4	350.00					
All Visitor Types		M	4.1	4.2	4.5	4.5	4.6	4.7	4.7	2.2	3.3	4.0	4.3	300.00						
Share of Total		%	6.3%	6.7%	6.1%	5.8%	6.0%	6.1%	4.4%	5.6%	6.8%	6.5%	6.6%	250.00						
Annual Change in Share		%		6.1%	-9.2%	-5.1%	5.1%	0.8%	0.7%	-27.7%	26.7%	20.7%	-3.9%	1.0%	200.00					
Change in Share from 2013		%		6.1%	-3.7%	-8.6%	-3.9%	-3.1%	-2.4%	-29.4%	-10.6%	7.9%	3.7%	4.7%	150.00					
Avg Ann. Change in Share		%		6.1%	-1.8%	-2.9%	-1.0%	-0.6%	-0.4%	-4.2%	-1.3%	0.9%	0.4%	0.4%	100.00					
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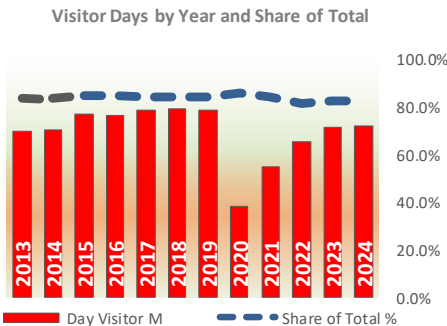
STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL										2013 to 2024				NON-SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		19.9%	1.5%	13.3%	7.4%	-29.3%	-29.9%	17.7%	18.2%	-4.0%	36.6%	8.4%	38.3%		10.4%	11.5%	-21.3%	16.0%	28.6%
% Change 2023 to 2024		-14.4%	-19.8%	-6.7%	-13.9%	-17.0%	-5.7%	2.7%	-0.4%	-7.9%	-8.2%	-9.4%	-13.3%		-3.1%	-12.7%	-12.4%	0.3%	-9.8%
Average Annual Change		1.8%	0.1%	1.2%	0.7%	-2.7%	-2.7%	1.6%	1.7%	-0.4%	3.3%	0.8%	3.5%		0.9%	1.0%	-1.9%	1.5%	2.6%
2013 000s		1.2	1.4	2.1	3.2	5.5	5.6	25.8	28.8	5.5	2.9	1.9	1.4		85.3	4.7	14.3	60.1	6.2
2014 000s		1.5	1.7	2.5	3.7	5.8	5.9	26.6	30.3	6.3	3.6	2.3	1.7	91.8	7.7%	5.6	15.4	63.1	7.6
2015 000s		1.4	1.5	2.3	3.2	4.2	4.2	26.6	30.0	4.7	3.4	1.9	1.6	85.1	-7.3%	5.2	11.7	61.3	6.9
2016 000s		1.4	1.6	2.4	3.3	4.3	4.3	26.8	30.4	4.8	3.4	2.0	1.7	86.3	1.4%	5.4	11.9	62.0	7.0
2017 000s		1.5	1.8	2.4	3.6	4.6	4.5	29.8	32.2	5.5	3.7	2.0	1.8	93.4	8.2%	5.7	12.6	67.5	7.5
2018 000s		1.6	1.9	2.5	3.7	5.1	4.9	30.2	33.7	5.8	4.0	2.2	1.9	97.4	4.3%	5.9	13.7	69.7	8.0
2019 000s		1.7	2.0	2.6	4.2	5.3	4.9	31.5	33.6	5.7	4.0	2.4	2.1	99.9	2.5%	6.3	14.4	70.8	8.4
2020 000s		1.9	1.6	1.4	0.1	0.3	0.3	20.9	30.7	6.3	3.7	0.2	1.1	68.6	-31.4%	4.9	0.7	57.9	5.1
2021 000s		0.0	0.0	0.1	1.1	4.3	5.2	34.5	37.9	7.1	4.9	2.3	1.9	99.4	44.9%	0.2	10.6	79.6	9.1
2022 000s		1.8	1.7	3.1	4.1	5.6	5.4	37.7	40.4	6.5	4.1	2.4	2.7	115.5	16.3%	6.7	15.1	84.6	9.2
2023 000s		1.7	1.8	2.6	4.0	4.7	4.1	29.6	34.1	5.8	4.4	2.2	2.2	97.1	-15.9%	6.0	12.8	69.5	8.8
2024 000s		1.4	1.4	2.4	3.5	3.9	3.9	30.4	34.0	5.3	4.0	2.0	1.9	94.1	-3.1%	5.2	11.3	69.7	7.9
VISITOR DAYS														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor Days by Year and Share of Total				
Non-Serviced 000s		85.3	91.8	85.1	86.3	93.4	97.4	99.9	68.6	99.4	115.5	97.1	94.1	140.00					
All Visitor Types M		4.1	4.2	4.5	4.5	4.6	4.7	4.7	2.2	3.3	4.0	4.3	4.3	120.00					
Share of Total %		2.1%	2.2%	1.9%	1.9%	2.0%	2.1%	2.1%	3.1%	3.0%	2.9%	2.2%	2.2%	100.00					
Annual Change in Share %			6.0%	-14.0%	2.1%	4.9%	3.2%	3.2%	43.7%	-1.0%	-6.1%	-21.5%	-3.5%	80.00					
Change in Share from 2013 %			6.0%	-8.8%	-6.8%	-2.3%	0.9%	4.1%	49.7%	48.2%	39.1%	9.2%	5.4%	60.00					
Avg Ann. Change in Share %			6.0%	-4.4%	-2.3%	-0.6%	0.2%	0.7%	7.1%	6.0%	4.3%	0.9%	0.5%	40.00					
														20.00					
														0.00					

STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024			SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024	19.0%	10.8%	9.3%	15.8%	17.7%	15.3%	13.3%	13.4%	18.8%	22.9%	14.2%	19.6%		16.2%	15.2%	16.3%	14.6%	19.3%	
% Change 2023 to 2024	0.9%	0.6%	0.0%	-0.1%	1.8%	1.3%	1.9%	1.5%	0.8%	1.8%	1.3%	0.5%		1.0%	0.7%	0.9%	1.5%	1.0%	
Average Annual Change	1.7%	1.0%	0.8%	1.4%	1.6%	1.4%	1.2%	1.2%	1.7%	2.1%	1.3%	1.8%		1.5%	1.4%	1.5%	1.3%	1.8%	
2013 000s	48.0	16.6	18.7	38.2	28.1	22.7	33.0	35.3	19.3	19.3	16.0	40.7		336.0	1.8%	83.3	89.1	87.6	76.1
2014 000s	48.5	16.3	18.7	39.6	28.4	22.6	33.6	35.8	20.8	20.3	16.0	41.5	342.2	83.5		90.7	90.2	77.8	
2015 000s	50.7	16.8	18.7	40.1	28.7	23.6	34.2	36.8	20.7	21.1	16.1	41.3	348.8	1.9%		86.1	92.4	91.7	78.5
2016 000s	50.8	16.9	18.9	41.0	29.0	23.7	34.7	37.4	20.8	20.8	16.4	43.0	353.4	1.3%		86.6	93.7	92.9	80.2
2017 000s	53.7	17.3	19.5	41.6	30.8	24.6	35.7	37.9	21.8	22.0	17.1	45.6	367.6	4.0%		90.5	97.0	95.5	84.6
2018 000s	54.1	17.4	19.5	41.8	31.3	25.0	35.9	38.6	21.8	22.3	17.2	45.9	370.7	0.8%	91.0	98.0	96.3	85.4	
2019 000s	54.5	17.5	19.6	42.3	31.5	25.2	36.4	38.7	21.8	22.4	17.4	46.1	373.5	0.8%	91.7	99.0	97.0	85.9	
2020 000s	53.8	16.7	8.3	3.1	2.8	2.1	16.9	26.2	11.6	10.1	2.1	6.8	160.5	-57.0%	78.7	8.0	54.7	19.1	
2021 000s	8.0	2.5	2.8	9.4	13.7	20.6	39.1	42.4	22.2	22.4	16.0	39.7	238.9	48.9%	13.4	43.8	103.6	78.1	
2022 000s	52.3	17.7	20.3	43.9	32.6	26.0	38.2	40.4	22.7	23.3	18.1	48.4	383.8	60.6%	90.2	102.5	101.4	89.7	
2023 000s	56.6	18.3	20.5	44.3	32.5	25.9	36.7	39.4	22.8	23.3	18.0	48.5	386.7	0.8%	95.3	102.7	98.9	89.9	
2024 000s	57.1	18.4	20.5	44.3	33.1	26.2	37.4	40.0	23.0	23.7	18.3	48.7	390.5	1.0%	95.9	103.6	100.3	90.7	
VISITOR DAYS													SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s					
SFR		000s	336.0	342.2	348.8	353.4	367.6	370.7	373.5	160.5	238.9	383.8	386.7	390.5	500.00				
All Visitor Types		M	4.1	4.2	4.5	4.5	4.6	4.7	4.7	2.2	3.3	4.0	4.3	4.3	400.00				
Share of Total		%	8.1%	8.1%	7.7%	7.8%	7.9%	8.0%	7.2%	7.3%	9.5%	8.9%	9.0%	9.0%	300.00				
Annual Change in Share		%		0.3%	-5.4%	2.1%	0.8%	-0.2%	1.4%	-10.0%	1.7%	29.7%	-5.9%	0.6%	200.00				
Change in Share from 2013		%		0.3%	-5.1%	-3.2%	-2.4%	-2.5%	-1.2%	-11.1%	-9.6%	17.3%	10.4%	11.0%	100.00				
Avg Ann. Change in Share		%		0.3%	-2.6%	-1.1%	-0.6%	-0.5%	-0.2%	-1.6%	-1.2%	1.9%	1.0%	1.0%	0.00				
														Visitor Days by Year and Share of Total					
														SFR 000s					
														Share of Total %					

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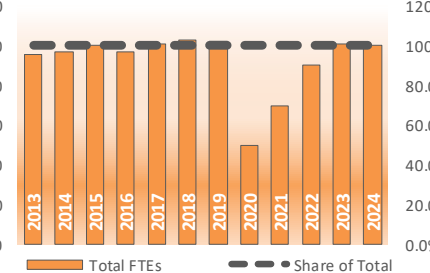
Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/25

STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024			STAYING VISITOR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		18.2%	1.3%	-0.3%	15.0%	14.3%	8.4%	13.4%	13.4%	15.1%	23.0%	5.3%	19.6%		13.0%	8.3%	12.6%	13.8%	16.7%	
% Change 2023 to 2024		0.6%	-0.4%	-1.7%	-1.4%	1.8%	0.7%	2.5%	1.6%	-0.4%	1.5%	0.8%	-0.2%		0.6%	-0.3%	0.4%	1.5%	0.6%	
Average Annual Change		1.7%	0.1%	0.0%	1.4%	1.3%	0.8%	1.2%	1.2%	1.4%	2.1%	0.5%	1.8%		1.2%	0.8%	1.1%	1.3%	1.5%	
2013 000s		64.3	40.4	40.5	54.3	54.4	52.8	81.4	91.2	52.3	48.5	42.3	60.1		682.5	4.8%	145.1	161.6	224.8	150.9
2014 000s		65.7	39.7	40.8	58.5	56.1	52.7	85.1	94.3	62.3	54.5	43.2	62.5	715.3	146.3		167.2	241.6	160.1	
2015 000s		68.6	39.6	39.0	57.6	54.4	54.3	85.5	97.2	57.4	55.3	40.5	59.9	709.2	-0.8%		147.2	166.3	240.1	155.7
2016 000s		67.3	38.2	38.3	58.6	53.5	52.1	85.3	96.8	55.1	51.4	39.9	62.4	699.0	-1.4%		143.8	164.2	237.3	153.8
2017 000s		72.5	39.8	40.1	59.7	59.1	55.2	89.6	98.7	60.1	56.3	42.8	68.4	742.2	6.2%		152.4	174.0	248.4	167.4
2018 000s		73.3	40.3	40.0	59.9	60.7	57.0	90.4	102.2	60.0	58.1	43.5	69.1	754.6	1.7%		153.6	177.7	252.5	170.7
2019 000s		73.9	40.5	40.3	60.9	61.2	57.5	92.3	102.1	59.5	58.2	44.4	69.2	760.1	0.7%		154.7	179.6	253.9	171.9
2020 000s		72.9	38.4	17.0	4.5	5.5	4.7	42.7	69.0	31.5	26.2	5.4	10.2	328.1	-56.8%		128.3	14.7	143.3	41.9
2021 000s		11.0	6.0	6.1	13.4	24.4	45.7	93.3	107.0	58.6	57.0	40.1	59.3	521.9	59.1%		23.2	83.4	258.9	156.4
2022 000s		67.7	38.7	40.6	62.6	61.7	57.7	99.8	108.8	60.5	58.9	44.6	72.2	773.9	48.3%		147.1	182.1	269.1	175.7
2023 000s		75.5	41.1	41.1	63.4	61.1	56.9	90.0	101.7	60.5	58.8	44.2	72.1	766.2	-1.0%	157.7	181.3	252.2	175.1	
2024 000s		75.9	40.9	40.4	62.5	62.2	57.3	92.3	103.4	60.2	59.6	44.5	71.9	771.1	0.6%	157.2	182.0	255.8	176.1	
VISITOR DAYS														STAYING VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor Days by Year and Share of Total					
Staying Visitor 000s		682.5	715.3	709.2	699.0	742.2	754.6	760.1	328.1	521.9	773.9	766.2	771.1	1,000.00						
All Visitor Types M		4.1	4.2	4.5	4.5	4.6	4.7	4.7	2.2	3.3	4.0	4.3	4.3							
Share of Total %		16.4%	17.0%	15.6%	15.5%	16.0%	16.1%	16.3%	14.7%	16.0%	19.1%	17.7%	17.7%							
Annual Change in Share %			3.2%	-8.0%	-0.7%	2.9%	0.6%	1.4%	-9.6%	8.7%	19.7%	-7.5%	0.2%							
Change in Share from 2013 %			3.2%	-5.0%	-5.7%	-2.9%	-2.3%	-1.0%	-10.5%	-2.7%	16.4%	7.7%	7.9%							
Avg Ann. Change in Share %			3.2%	-2.5%	-1.9%	-0.7%	-0.5%	-0.2%	-1.5%	-0.3%	1.8%	0.8%	0.7%							
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STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024			DAY VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		1.9%	20.9%	42.3%	1.0%	7.2%	15.3%	-14.3%	-11.2%	-10.6%	3.6%	3.3%	9.3%	3.1%	Annual Change	24.6%	8.5%	-12.0%	4.7%	
% Change 2023 to 2024		1.6%	4.3%	1.7%	-1.2%	3.1%	3.8%	0.0%	-2.4%	-5.5%	-0.8%	0.2%	0.6%	0.4%		2.5%	2.3%	-2.5%	-0.2%	
Average Annual Change		0.2%	1.9%	3.8%	0.1%	0.7%	1.4%	-1.3%	-1.0%	-1.0%	0.3%	0.3%	0.8%	0.3%		2.2%	0.8%	-1.1%	0.4%	
2013	M	0.170	0.227	0.264	0.242	0.401	0.341	0.422	0.617	0.313	0.220	0.147	0.104	3.468	0.9%	0.661	0.984	1.352	0.470	
2014	M	0.156	0.228	0.314	0.268	0.398	0.343	0.421	0.605	0.295	0.220	0.149	0.101	3.499		0.698	1.009	1.321	0.470	
2015	M	0.186	0.266	0.336	0.273	0.420	0.358	0.434	0.692	0.339	0.258	0.154	0.116	3.832		9.5%	0.788	1.051	1.465	0.528
2016	M	0.187	0.262	0.367	0.264	0.436	0.395	0.404	0.680	0.314	0.239	0.145	0.115	3.808		-0.6%	0.816	1.095	1.398	0.499
2017	M	0.187	0.268	0.380	0.277	0.438	0.402	0.396	0.715	0.336	0.240	0.152	0.117	3.907		2.6%	0.835	1.117	1.447	0.508
2018	M	0.199	0.277	0.381	0.269	0.458	0.400	0.397	0.683	0.327	0.252	0.166	0.136	3.944		0.9%	0.857	1.126	1.407	0.553
2019	M	0.203	0.283	0.391	0.274	0.453	0.397	0.391	0.638	0.326	0.251	0.167	0.133	3.908		-0.9%	0.878	1.124	1.356	0.550
2020	M	0.214	0.256	0.183	0.018	0.047	0.068	0.106	0.477	0.243	0.167	0.058	0.065	1.901		-51.4%	0.652	0.132	0.826	0.290
2021	M	0.065	0.109	0.176	0.143	0.279	0.320	0.333	0.576	0.280	0.218	0.139	0.104	2.741		44.2%	0.350	0.742	1.189	0.461
2022	M	0.154	0.216	0.324	0.229	0.382	0.343	0.341	0.525	0.267	0.221	0.148	0.117	3.268		19.2%	0.694	0.954	1.133	0.486
2023	M	0.171	0.263	0.370	0.248	0.417	0.378	0.362	0.562	0.296	0.230	0.151	0.113	3.560	9.0%	0.804	1.043	1.220	0.494	
2024	M	0.173	0.274	0.376	0.245	0.430	0.393	0.362	0.548	0.280	0.228	0.151	0.113	3.574	0.4%	0.824	1.067	1.190	0.493	
VISITOR DAYS														DAY VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	M Visitor Days by Year and Share of Total						
Day Visitor	M	3.468	3.499	3.832	3.808	3.907	3.944	3.908	1.901	2.741	3.268	3.560	3.574							
All Visitor Types	M	4.150	4.214	4.541	4.507	4.649	4.698	4.668	2.229	3.263	4.042	4.327	4.345							
Share of Total	%	83.6%	83.0%	84.4%	84.5%	84.0%	83.9%	83.7%	85.3%	84.0%	80.9%	82.3%	82.3%							
Annual Change in Share	%		-0.6%	1.6%	0.1%	-0.5%	-0.1%	-0.3%	1.9%	-1.5%	-3.8%	1.8%	0.0%							
Change in Share from 2013	%		-0.6%	1.0%	1.1%	0.6%	0.5%	0.2%	2.1%	0.5%	-3.2%	-1.5%	-1.6%							
Avg Ann. Change in Share	%		-0.6%	0.5%	0.4%	0.1%	0.1%	0.0%	0.3%	0.1%	-0.4%	-0.2%	-0.1%							
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Direct and Total Employment by Month, Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL										2013 to 2024			TOTAL		TOTAL EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		5.3%	12.9%	28.4%	3.5%	8.5%	12.9%	-6.6%	-5.0%	-3.5%	7.3%	1.2%	9.0%	4.8%	Annual Change	16.2%	8.7%	-5.2%	5.9%	
% Change 2023 to 2024		-0.7%	1.1%	-0.6%	-2.7%	1.1%	1.3%	-0.5%	-2.4%	-5.4%	-1.9%	-1.7%	-1.7%	-1.1%		-0.1%	0.1%	-2.6%	-1.8%	
Average Annual Change		0.5%	1.2%	2.6%	0.3%	0.8%	1.2%	-0.6%	-0.5%	-0.3%	0.7%	0.1%	0.8%	0.4%		1.5%	0.8%	-0.5%	0.5%	
2013 FTEs		1,764	1,929	2,121	2,073	2,957	2,637	3,287	4,426	2,497	1,966	1,518	1,390	2,380	1.3%	1,938	2,555	3,403	1,625	
2014 FTEs		1,704	1,926	2,378	2,241	2,939	2,633	3,294	4,350	2,504	2,017	1,540	1,400	2,410		2,003	2,604	3,383	1,652	
2015 FTEs		1,832	2,065	2,415	2,197	2,973	2,669	3,292	4,756	2,622	2,170	1,488	1,405	2,490		3.3%	2,104	2,613	3,557	1,687
2016 FTEs		1,777	1,982	2,522	2,116	2,993	2,790	3,078	4,620	2,414	1,987	1,393	1,380	2,421		-2.8%	2,094	2,633	3,371	1,587
2017 FTEs		1,833	2,042	2,626	2,203	3,080	2,876	3,079	4,839	2,606	2,055	1,466	1,451	2,513		3.8%	2,167	2,720	3,508	1,657
2018 FTEs		1,929	2,124	2,665	2,193	3,244	2,921	3,125	4,753	2,594	2,171	1,571	1,579	2,572		2.4%	2,239	2,786	3,491	1,774
2019 FTEs		1,943	2,148	2,702	2,214	3,200	2,891	3,092	4,481	2,568	2,154	1,577	1,554	2,544		-1.1%	2,265	2,768	3,380	1,762
2020 FTEs		1,979	1,966	1,337	203	382	477	1,065	3,381	1,836	1,375	475	528	1,250		-50.8%	1,760	354	2,094	793
2021 FTEs		538	733	1,093	943	1,760	2,310	2,696	4,056	2,249	1,928	1,357	1,288	1,746		39.6%	788	1,671	3,000	1,524
2022 FTEs		1,608	1,759	2,328	1,971	2,796	2,581	2,846	3,898	2,237	1,979	1,465	1,481	2,246		28.6%	1,899	2,449	2,993	1,642
2023 FTEs		1,872	2,154	2,739	2,205	3,172	2,940	3,085	4,310	2,545	2,150	1,563	1,541	2,523	12.3%	2,255	2,773	3,313	1,751	
2024 FTEs		1,859	2,177	2,723	2,145	3,208	2,978	3,069	4,206	2,409	2,109	1,536	1,515	2,494	-1.1%	2,253	2,777	3,228	1,720	
EMPLOYMENT														TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)						
Total		FTEs	2,380	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494						
Total Employment		FTEs	2,380	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494						
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share		%																		
Change in Share from 2013		%																		
Avg Ann. Change in Share		%																		

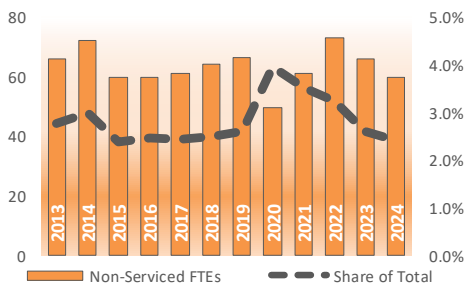
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STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024			SERVICED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		-6.6%	-11.4%	-13.7%	-7.7%	-1.9%	-4.6%	-6.5%	-4.7%	1.5%	1.3%	-9.3%	-4.3%	-5.5%	Annual Change	-10.7%	-4.6%	-3.2%	-4.1%	
% Change 2023 to 2024		-1.6%	-1.8%	-3.0%	-2.5%	0.7%	-1.2%	-0.4%	0.3%	-1.6%	-0.3%	-1.2%	-2.1%	-1.2%		-2.1%	-0.9%	-0.6%	-1.1%	
Average Annual Change		-0.6%	-1.0%	-1.2%	-0.7%	-0.2%	-0.4%	-0.6%	-0.4%	0.1%	0.1%	-0.8%	-0.4%	-0.5%		-1.0%	-0.4%	-0.3%	-0.4%	
2013 FTEs		419	471	451	398	458	489	474	510	510	500	487	441	467		447	448	498	476	
2014 FTEs		439	480	461	427	477	498	502	528	597	547	501	462	493	5.5%	460	467	542	503	
2015 FTEs		417	449	421	394	446	485	472	517	537	520	455	417	461	-6.5%	429	442	509	464	
2016 FTEs		372	403	383	363	405	436	433	475	481	458	417	393	418	-9.3%	386	401	463	423	
2017 FTEs		389	411	393	365	432	453	436	473	519	489	432	417	434	3.8%	398	417	476	446	
2018 FTEs		396	418	396	369	442	465	443	489	520	504	441	423	442	1.9%	403	426	484	456	
2019 FTEs		395	417	395	368	441	466	442	486	514	502	443	420	441	-0.3%	402	425	481	455	
2020 FTEs		388	396	258	74	93	84	184	271	288	277	105	85	208	-52.7%	347	83	248	155	
2021 FTEs		117	116	114	116	163	403	401	453	476	476	416	390	303	45.5%	115	227	443	427	
2022 FTEs		361	401	386	366	431	453	434	467	502	495	436	417	429	41.5%	383	417	468	450	
2023 FTEs		398	424	401	377	446	472	446	484	526	508	447	430	447	4.1%	408	432	485	462	
2024 FTEs		392	417	389	368	449	466	444	486	518	507	441	422	441	-1.2%	399	428	482	456	
EMPLOYMENT														SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)						
Serviced		FTEs	467	493	461	418	434	442	441	208	303	429	447	441						
Total Employment		FTEs	2,380	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494						
Share of Total		%	19.6%	20.5%	18.5%	17.3%	17.3%	17.2%	17.3%	16.7%	17.4%	19.1%	17.7%	17.7%						
Annual Change in Share		%		4.2%	-9.5%	-6.7%	0.0%	-0.5%	0.8%	-3.8%	4.2%	10.0%	-7.4%	0.0%						
Change in Share from 2013		%		4.2%	-5.7%	-12.0%	-12.0%	-12.5%	-11.7%	-15.1%	-11.5%	-2.7%	-9.8%	-9.9%						
Avg Ann. Change in Share		%		4.2%	-2.9%	-4.0%	-3.0%	-2.5%	-2.0%	-2.2%	-1.4%	-0.3%	-1.0%	-0.9%						

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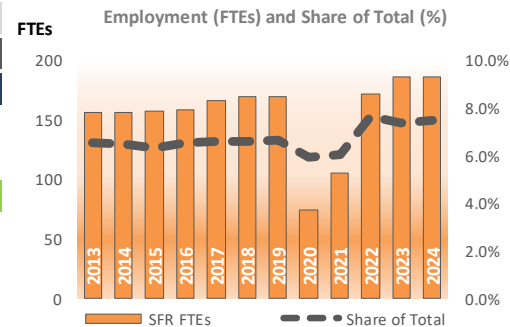
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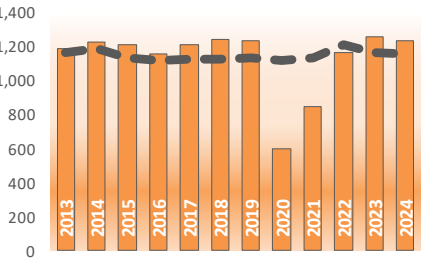
STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024			NON-SERVICED		DIRECT EMPLOYMENT			
CITY OF LINCOLN COUNCIL																			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2013 to 2024		-22.1%	-23.9%	-16.6%	-16.0%	-27.7%	-27.9%	8.3%	9.4%	-17.0%	-6.8%	-22.4%	-18.8%	-8.9%	Annual Change	-20.7%	-24.4%	4.6%	-15.6%
% Change 2023 to 2024		-15.7%	-16.8%	-12.8%	-14.7%	-16.0%	-11.6%	-1.5%	-3.7%	-12.0%	-12.3%	-14.4%	-15.4%	-9.1%		-15.0%	-14.1%	-4.0%	-13.9%
Average Annual Change		-2.0%	-2.2%	-1.5%	-1.5%	-2.5%	-2.5%	0.8%	0.9%	-1.5%	-0.6%	-2.0%	-1.7%	-0.8%		-1.9%	-2.2%	0.4%	-1.4%
2013	FTEs	39	39	44	49	61	61	146	159	61	48	42	40	66		41	57	122	43
2014	FTEs	44	45	50	55	66	66	152	168	68	55	48	45	72	9.6%	46	63	129	49
2015	FTEs	34	35	40	44	49	49	141	155	51	44	36	35	59	-17.4%	36	47	115	39
2016	FTEs	34	35	40	44	49	49	141	156	51	44	36	35	60	0.3%	36	47	116	39
2017	FTEs	33	34	39	44	49	49	152	162	53	44	35	34	61	1.9%	35	47	122	38
2018	FTEs	34	35	41	47	54	53	157	172	57	47	36	35	64	5.6%	37	51	129	40
2019	FTEs	36	37	43	50	56	54	163	172	58	49	39	38	66	3.2%	39	53	131	42
2020	FTEs	35	37	35	10	16	16	117	167	62	49	22	27	49	-25.5%	36	14	115	33
2021	FTEs	5	5	5	25	51	55	173	187	78	72	40	38	61	23.6%	5	44	146	50
2022	FTEs	38	38	45	50	57	56	188	209	61	49	40	41	73	19.2%	40	54	153	44
2023	FTEs	36	36	42	48	52	50	161	181	57	51	38	38	66	-9.5%	38	50	133	42
2024	FTEs	30	30	36	41	44	44	158	174	50	44	33	32	60	-9.1%	32	43	128	36
EMPLOYMENT														NON-SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)					
Non-Serviced	FTEs	66	72	59	60	61	64	66	49	61	73	66	60						
Total Employment	FTEs	2,380	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494						
Share of Total	%	2.8%	3.0%	2.4%	2.5%	2.4%	2.5%	2.6%	3.9%	3.5%	3.2%	2.6%	2.4%						
Annual Change in Share	%		8.3%	-20.1%	3.2%	-1.8%	3.2%	4.4%	51.6%	-11.5%	-7.4%	-19.4%	-8.0%						
Change in Share from 2013	%		8.3%	-13.5%	-10.7%	-12.3%	-9.6%	-5.6%	43.1%	26.7%	17.3%	-5.5%	-13.1%						
Avg Ann. Change in Share	%		8.3%	-6.7%	-3.6%	-3.1%	-1.9%	-0.9%	6.2%	3.3%	1.9%	-0.5%	-1.2%						

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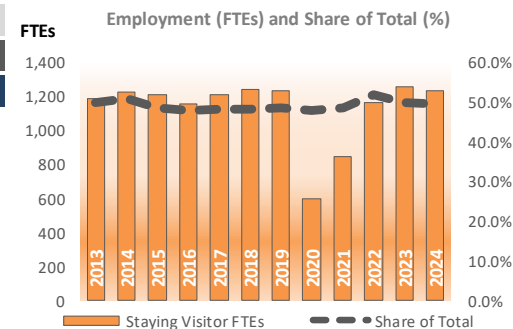
STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024			SFR	DIRECT EMPLOYMENT								
CITY OF LINCOLN COUNCIL																							
EMPLOYMENT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER							
KEY			SFR																				
An increase of 3% or more			DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																				
Less than 3% change			Q1			Q2			Q3			Q4			TOTAL	% Change							
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4			
% Change 2013 to 2024			22.2%	13.8%	12.3%	19.0%	20.9%	18.5%	16.4%	16.5%	22.1%	26.3%	17.4%	22.8%	19.4%	Annual Change	18.3%	19.5%	17.7%	22.6%			
% Change 2023 to 2024			-0.1%	-0.4%	-1.1%	-1.2%	0.8%	0.3%	0.8%	0.4%	-0.3%	0.7%	0.2%	-0.6%	-0.1%		-0.4%	-0.2%	0.4%	-0.1%			
Average Annual Change			2.0%	1.3%	1.1%	1.7%	1.9%	1.7%	1.5%	1.5%	2.0%	2.4%	1.6%	2.1%	1.8%		1.7%	1.8%	1.6%	2.1%			
2013 FTEs			266	92	104	212	156	126	183	195	107	107	89	226	155	0.5%	154	164	162	140			
2014 FTEs			265	89	102	217	155	124	184	196	114	111	88	227	156		152	165	164	142			
2015 FTEs			273	90	101	216	155	128	185	199	112	114	87	223	157		155	166	165	141			
2016 FTEs			272	90	101	220	155	127	186	200	111	111	88	230	158		0.5%	155	167	166	143		
2017 FTEs			289	93	105	224	166	132	192	204	118	118	92	246	165		4.7%	163	174	172	152		
2018 FTEs			295	95	106	228	171	136	196	210	119	122	94	250	168		2.0%	165	178	175	155		
2019 FTEs			295	95	106	229	171	136	197	210	118	121	94	249	168		0.0%	165	178	175	155		
2020 FTEs			290	90	45	17	15	11	93	149	66	57	12	39	74		-56.2%	141	14	103	36		
2021 FTEs			44	14	16	50	72	108	205	222	116	117	84	209	105		42.2%	25	77	181	137		
2022 FTEs			280	95	109	235	174	139	205	217	122	125	97	259	171		63.4%	161	183	181	160		
2023 FTEs			325	105	118	255	187	149	211	226	131	134	104	279	185	8.2%	183	197	189	172			
2024 FTEs			325	105	116	252	188	149	213	227	131	135	104	277	185	-0.1%	182	196	190	172			
EMPLOYMENT														SFR									
SHARE OF MARKET			2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs								
SFR FTEs			155	156	157	158	165	168	168	74	105	171	185	185	Employment (FTEs) and Share of Total (%)								
Total Employment FTEs			2,380	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494	200								
Share of Total %			6.5%	6.5%	6.3%	6.5%	6.6%	6.5%	6.6%	5.9%	6.0%	7.6%	7.3%	7.4%	150								
Annual Change in Share %				-0.8%	-2.6%	3.4%	0.9%	-0.3%	1.1%	-10.9%	1.8%	27.0%	-3.7%	1.1%	100								
Change in Share from 2013 %				-0.8%	-3.4%	-0.1%	0.8%	0.5%	1.6%	-9.5%	-7.8%	17.1%	12.7%	14.0%	50								
Avg Ann. Change in Share %				-0.8%	-1.7%	0.0%	0.2%	0.1%	0.3%	-1.4%	-1.0%	1.9%	1.3%	1.3%	0								
														SFR FTEs					Share of Total				
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Report Prepared by: GARETH REYNOLDS Date of Issue: 10/06/25																							

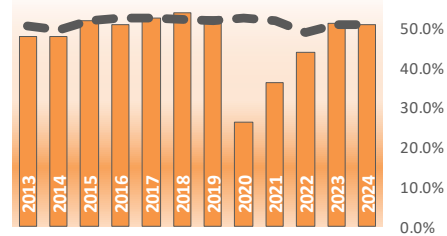


STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024			STAYING VISITOR		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4		
% Change 2013 to 2024		3.2%	-8.4%	-9.4%	0.2%	1.0%	-2.4%	1.4%	2.7%	3.1%	4.8%	-6.4%	3.5%			-0.2%	-4.3%	-0.4%	2.4%	0.8%	
% Change 2023 to 2024		-1.6%	-2.5%	-3.3%	-2.9%	-0.6%	-1.6%	-0.3%	-0.4%	-2.2%	-1.0%	-1.8%	-2.2%			-1.6%	-2.4%	-1.7%	-0.9%	-1.7%	
Average Annual Change		0.3%	-0.8%	-0.9%	0.0%	0.1%	-0.2%	0.1%	0.2%	0.3%	0.4%	-0.6%	0.3%			0.0%	-0.4%	0.0%	0.2%	0.1%	
2013 FTEs		724	602	598	659	675	676	803	864	678	655	617	706	688		641	670	782	659		
2014 FTEs		748	614	613	699	698	688	838	891	779	712	636	734	721	4.8%	658	695	836	694		
2015 FTEs		725	575	562	654	650	662	797	871	699	678	578	675	677	-6.1%	621	655	789	644		
2016 FTEs		678	529	525	627	610	612	760	830	643	614	541	658	636	-6.2%	577	616	744	604		
2017 FTEs		712	538	537	633	647	634	781	839	690	652	559	697	660	3.8%	596	638	770	636		
2018 FTEs		725	548	544	643	667	655	796	872	695	673	571	709	675	2.3%	606	655	788	651		
2019 FTEs		726	549	545	647	668	657	802	868	689	673	576	707	675	0.1%	607	657	786	652		
2020 FTEs		714	523	337	100	124	111	394	588	416	383	139	151	332	-50.9%	525	112	466	224		
2021 FTEs		167	134	134	191	286	566	779	862	671	665	539	637	469	41.5%	145	347	771	614		
2022 FTEs		679	533	539	651	662	649	827	892	685	669	573	718	673	43.5%	584	654	801	653		
2023 FTEs		759	566	560	680	685	671	817	891	715	693	588	747	698	3.7%	628	679	808	676		
2024 FTEs		747	552	542	661	681	660	814	887	699	686	578	731	686	-1.6%	613	667	800	665		
EMPLOYMENT														STAYING VISITOR							
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)							
Staying Visitor		FTEs	1,185	1,220	1,204	1,152	1,202	1,234	1,228	595	845	1,157	1,249	1,229							
Total Employment		FTEs	2,380	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494							
Share of Total		%	49.8%	50.6%	48.3%	47.6%	47.8%	48.0%	48.3%	47.6%	48.4%	51.5%	49.5%	49.3%							
Annual Change in Share		%		1.7%	-4.5%	-1.5%	0.5%	0.3%	0.6%	-1.3%	1.6%	6.4%	-3.9%	-0.5%							
Change in Share from 2013		%		1.7%	-2.9%	-4.4%	-3.9%	-3.7%	-3.0%	-4.3%	-2.8%	3.5%	-0.6%	-1.0%							
Avg Ann. Change in Share		%		1.7%	-1.5%	-1.5%	-1.0%	-0.7%	-0.5%	-0.6%	-0.3%	0.4%	-0.1%	-0.1%							

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STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL										2013 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	Annual Change		Q1	Q2	Q3	Q4	
% Change 2013 to 2024		4.7%	24.2%	46.2%	3.8%	10.1%	18.5%	-11.9%	-8.7%	-8.2%	6.4%	6.1%	12.3%			5.9%	28.0%	11.5%	-9.6%	7.6%
% Change 2023 to 2024		0.5%	3.2%	0.6%	-2.3%	2.0%	2.8%	-1.1%	-3.4%	-6.5%	-1.8%	-0.8%	-0.5%			-0.7%	1.4%	1.3%	-3.5%	-1.2%
Average Annual Change		0.4%	2.2%	4.2%	0.3%	0.9%	1.7%	-1.1%	-0.8%	-0.7%	0.6%	0.6%	1.1%			0.5%	2.5%	1.0%	-0.9%	0.7%
2013 FTEs		703	939	1,093	1,002	1,658	1,408	1,747	2,552	1,295	911	606	429	1,195	-0.4%	912	1,356	1,865	649	
2014 FTEs		637	932	1,281	1,094	1,626	1,400	1,718	2,470	1,203	896	609	413	1,190		950	1,373	1,797	639	
2015 FTEs		750	1,070	1,354	1,099	1,692	1,444	1,747	2,788	1,366	1,039	621	469	1,287		8.1%	1,058	1,411	1,967	710
2016 FTEs		747	1,046	1,468	1,056	1,742	1,581	1,614	2,719	1,256	957	579	460	1,269		-1.4%	1,087	1,460	1,863	665
2017 FTEs		753	1,078	1,531	1,114	1,764	1,620	1,593	2,880	1,352	965	610	470	1,311		3.3%	1,121	1,499	1,942	682
2018 FTEs		812	1,127	1,552	1,095	1,865	1,628	1,615	2,783	1,333	1,026	675	553	1,339		2.1%	1,163	1,529	1,910	751
2019 FTEs		821	1,146	1,579	1,107	1,831	1,603	1,582	2,577	1,319	1,014	674	537	1,316		-1.7%	1,182	1,514	1,826	742
2020 FTEs		860	1,030	735	72	188	273	438	2,012	1,026	705	246	274	655		-50.2%	875	178	1,159	408
2021 FTEs		267	447	725	559	1,094	1,255	1,305	2,257	1,097	855	545	406	901		37.6%	480	969	1,553	602
2022 FTEs		614	864	1,297	916	1,526	1,373	1,362	2,101	1,069	883	592	470	1,089		20.9%	925	1,272	1,511	648
2023 FTEs		732	1,130	1,589	1,064	1,790	1,624	1,555	2,412	1,272	988	648	484	1,274	17.0%	1,151	1,493	1,746	707	
2024 FTEs		736	1,166	1,599	1,040	1,826	1,669	1,538	2,330	1,189	969	643	481	1,266	-0.7%	1,167	1,512	1,686	698	
EMPLOYMENT														DAY VISITOR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)						
Day Visitor		FTEs	1,195	1,190	1,287	1,269	1,311	1,339	1,316	655	901	1,089	1,274	1,266						
Total Employment		FTEs	2,380	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494						
Share of Total		%	50.2%	49.4%	51.7%	52.4%	52.2%	52.0%	51.7%	52.4%	51.6%	48.5%	50.5%	50.7%						
Annual Change in Share		%		-1.7%	4.7%	1.4%	-0.5%	-0.2%	-0.6%	1.3%	-1.5%	-6.0%	4.1%	0.5%						
Change in Share from 2013		%		-1.7%	2.9%	4.4%	3.9%	3.6%	3.0%	4.3%	2.8%	-3.4%	0.6%	1.0%						
Avg Ann. Change in Share		%		-1.7%	1.4%	1.5%	1.0%	0.7%	0.5%	0.6%	0.3%	-0.4%	0.1%	0.1%						
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STEAM REPORT FOR 2013-2024 - FINAL
CITY OF LINCOLN COUNCIL

SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	32	1,450	0	-1	-20	-111
+50 Room	4	730	0	0	0	+12
11-50 Room	12	524	-1	-20	+1	+71
<10 Room	16	196	+1	+19	-21	-194

NON-SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	18	1,436	-3	-19	-6	+118
Self catering	17	1,336	-3	-13	-6	+222
Static caravans/chalets	0	4	0	0	0	+4
Touring caravans/camping	1	96	0	-6	0	-108
Youth Hostels	0	0	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	50	2,886	-3	-20	-26	+7
Serviced Accommodation Share of Total	64%	50%				
Non-Serviced Accommodation Share of Total	36%	50%				

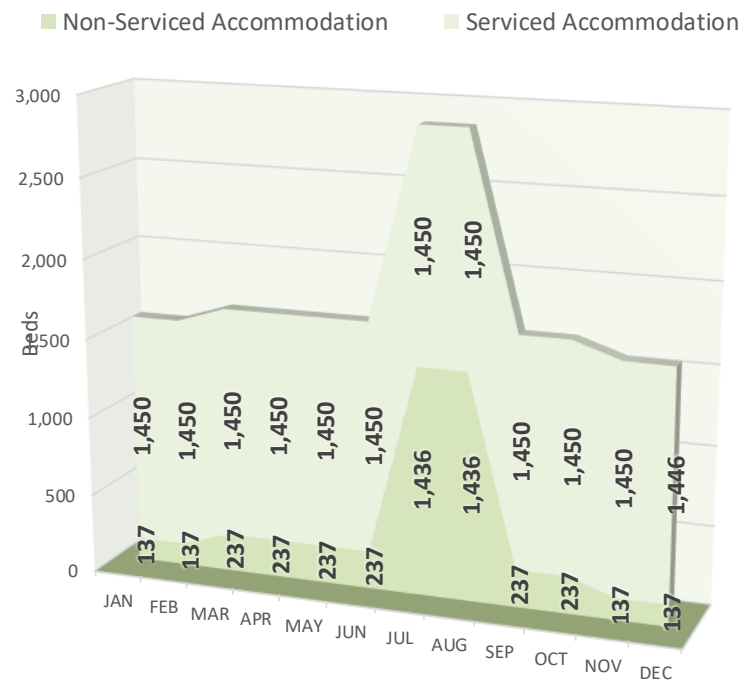
SEASONAL AVAILABILITY OF BED SUPPLY 2024	2024											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	1,587	1,587	1,687	1,687	1,687	1,687	2,886	2,886	1,687	1,687	1,587	1,583
Serviced Accommodation	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,450	1,446
Non-Serviced Accommodation	137	137	237	237	237	237	1,436	1,436	237	237	137	137

2024

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

SEASONAL AVAILABILITY OF BED SUPPLY
2024



Report Sections With Historic Financial Data Indexed to 2024 Prices

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

Indexation: *Indexation to: 2024*

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



13.4%

12.8%

26.8%

10.9%

36.1%

Accommodation

Food & Drink

Recreation

Shopping

Transport

6.5%

14.5%

29.0%

14.4%

35.6%

Accommodation

Food & Drink

Recreation

Shopping

Transport

2024

2023

+/- %

Accommodation	283	294	-3.6%
Food & Drink	566	569	-0.5%
Recreation	281	282	-0.5%
Shopping	695	699	-0.6%
Transport	127	128	-0.6%
TOTAL DIRECT	1,952	1,972	-1.0%
Indirect	542	551	-1.6%
TOTAL	2,494	2,523	-1.1%

Direct Employment Categories

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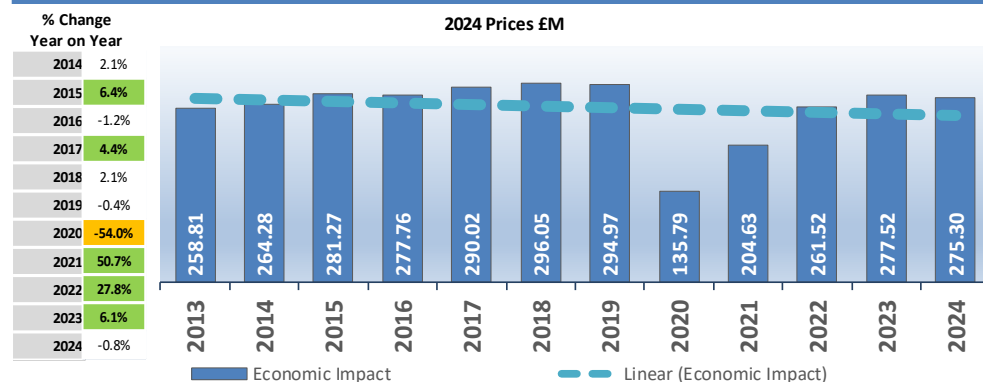
STEAM REPORT FOR 2013-2024 - FINAL
CITY OF LINCOLN COUNCIL

2013 to 2024
2024 Prices

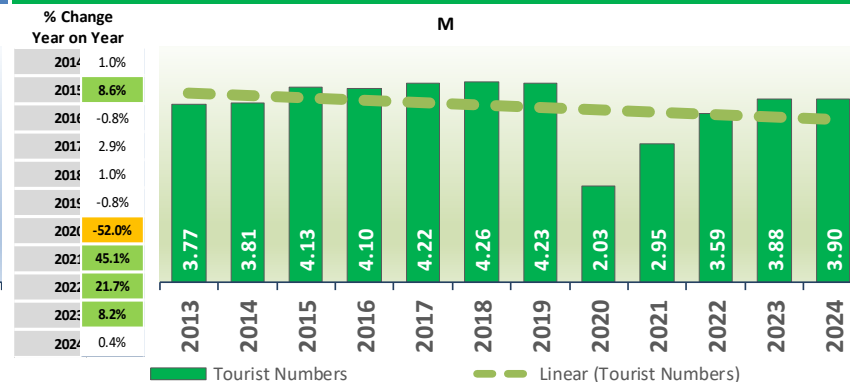
TOTAL

KEY MEASURES
Indexed

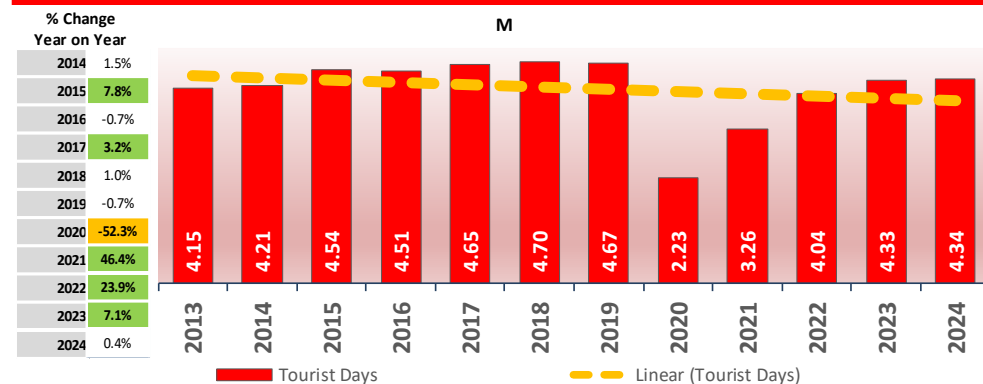
Economic Impact - Indexed - Total



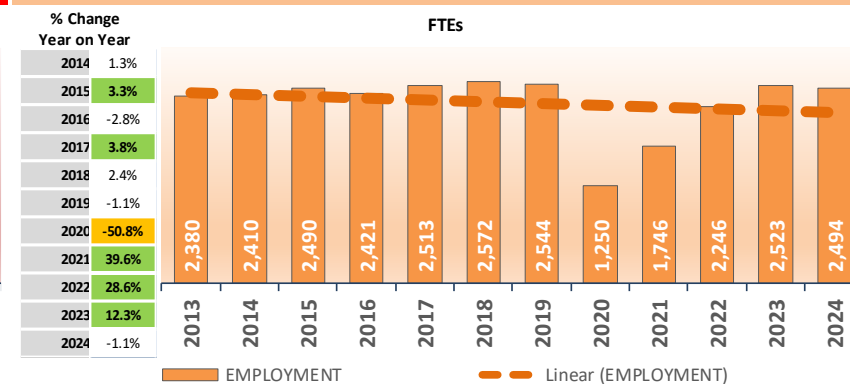
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		2.1%	8.7%	7.3%	12.1%	14.4%	14.0%	-47.5%	-20.9%	1.0%	7.2%	6.4%
Visitor Numbers		1.0%	9.7%	8.8%	12.0%	13.1%	12.1%	-46.1%	-21.8%	-4.8%	3.0%	3.4%
Visitor Days		1.5%	9.4%	8.6%	12.0%	13.2%	12.5%	-46.3%	-21.4%	-2.6%	4.3%	4.7%
Total Employment		1.3%	4.6%	1.7%	5.6%	8.1%	6.9%	-47.5%	-26.7%	-5.7%	6.0%	4.8%

"Linear" = Linear Trendline

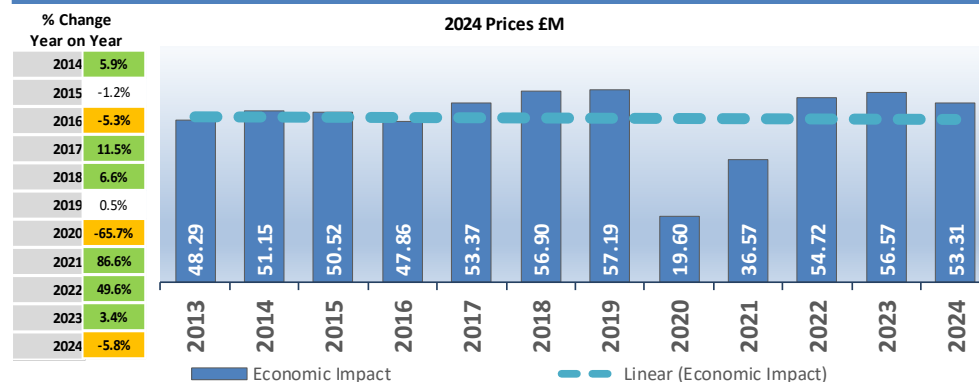
STEAM REPORT FOR 2013-2024 - FINAL
CITY OF LINCOLN COUNCIL

2013 to 2024
2024 Prices

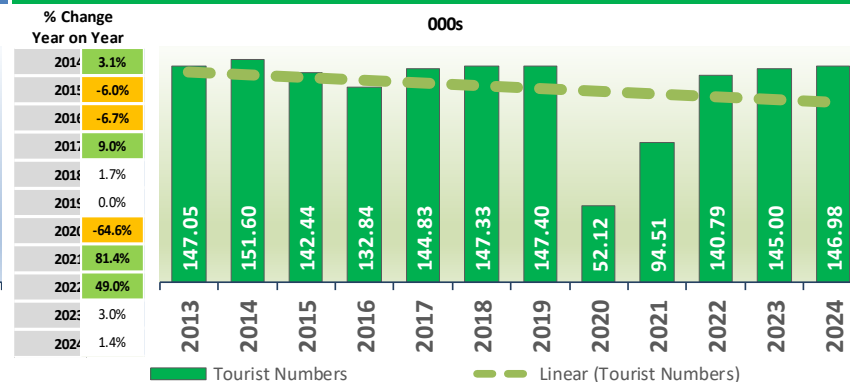
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

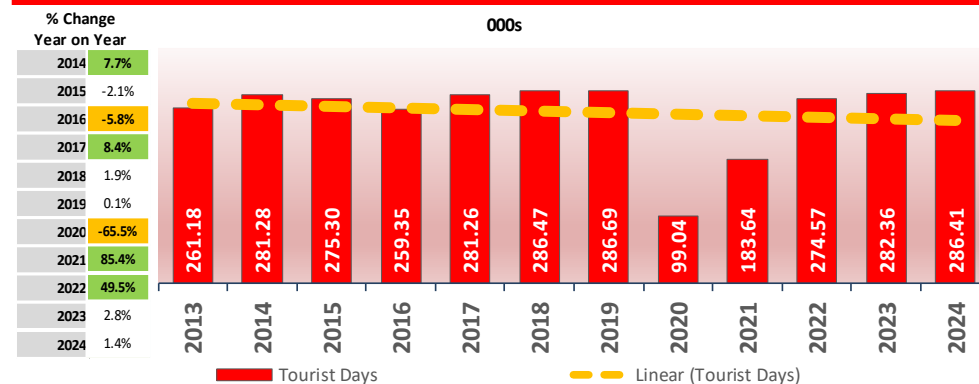
Economic Impact - Indexed - Serviced Accommodation



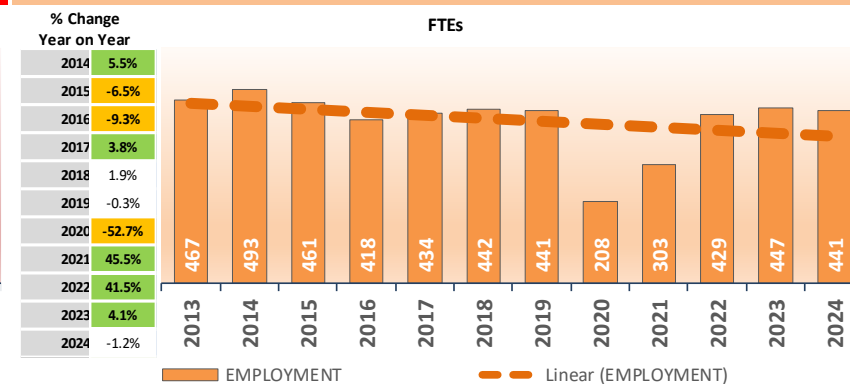
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		5.9%	4.6%	-0.9%	10.5%	17.8%	18.4%	-59.4%	-24.3%	13.3%	17.1%	10.4%
Visitor Numbers		3.1%	-3.1%	-9.7%	-1.5%	0.2%	0.2%	-64.6%	-35.7%	-4.3%	-1.4%	-0.1%
Visitor Days		7.7%	5.4%	-0.7%	7.7%	9.7%	9.8%	-62.1%	-29.7%	5.1%	8.1%	9.7%
Direct Employment		5.5%	-1.4%	-10.5%	-7.1%	-5.4%	-5.7%	-55.4%	-35.1%	-8.2%	-4.4%	-5.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
CITY OF LINCOLN COUNCIL

2013 to 2024
2024 Prices

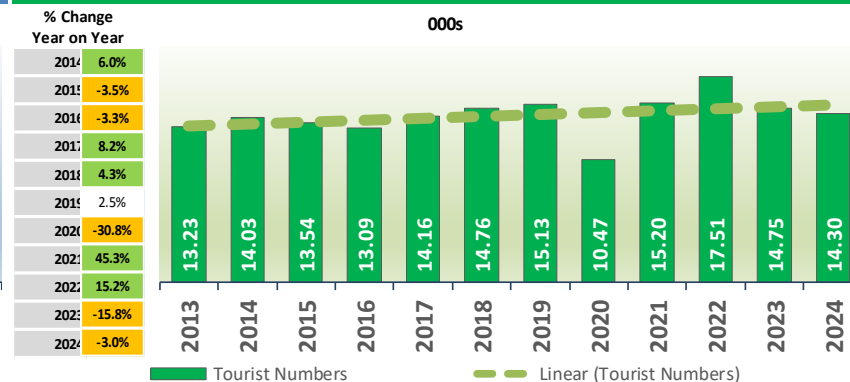
NON-SERVED
ACCOMMODATION

KEY MEASURES
Indexed

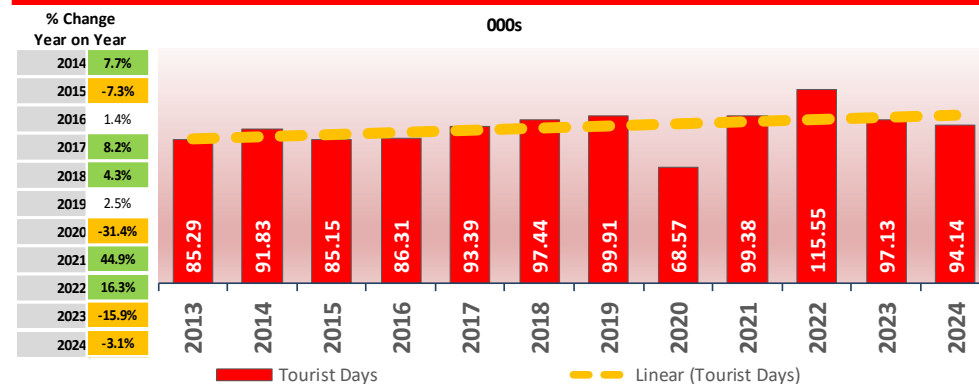
Economic Impact - Indexed - Non-Served Accommodation



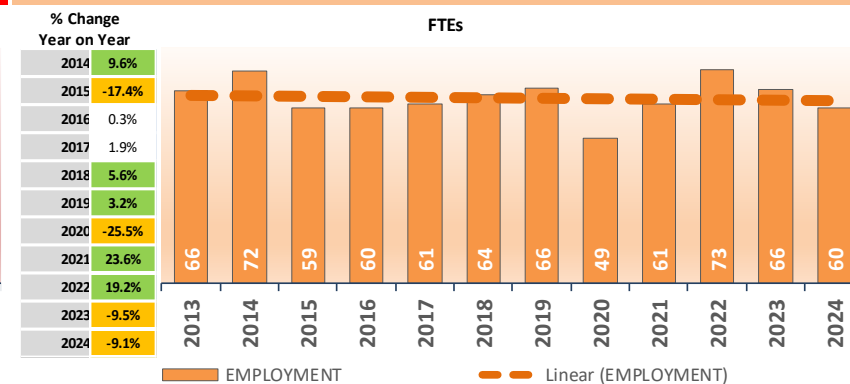
Visitor Numbers - Non-Served Accommodation



Visitor Days - Non-Served Accommodation



Direct Employment Supported - Non-Served Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		8.1%	6.2%	7.0%	16.3%	21.1%	25.5%	-11.7%	27.4%	47.1%	29.6%	30.9%
Visitor Numbers		6.0%	2.3%	-1.1%	7.0%	11.6%	14.3%	-20.9%	14.9%	32.3%	11.4%	8.1%
Visitor Days		7.7%	-0.2%	1.2%	9.5%	14.2%	17.1%	-19.6%	16.5%	35.5%	13.9%	10.4%
Direct Employment		9.6%	-9.5%	-9.2%	-7.4%	-2.3%	0.9%	-24.8%	-7.1%	10.7%	0.2%	-8.9%

"Linear" = Linear Trendline

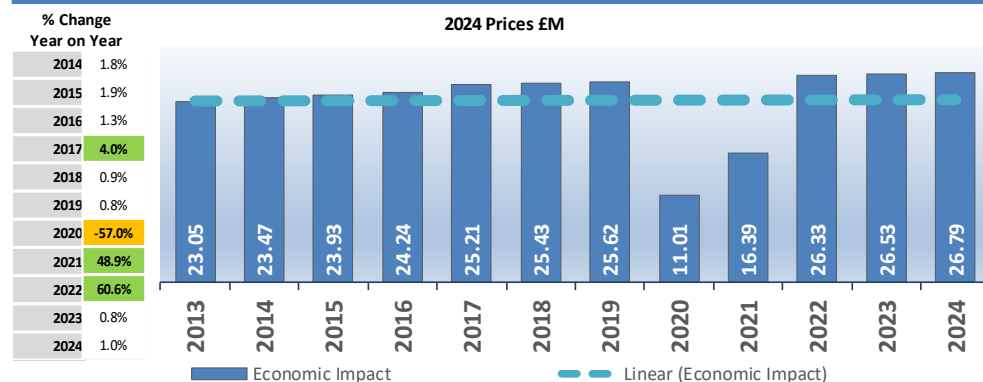
STEAM REPORT FOR 2013-2024 - FINAL
CITY OF LINCOLN COUNCIL

2013 to 2024
2024 Prices

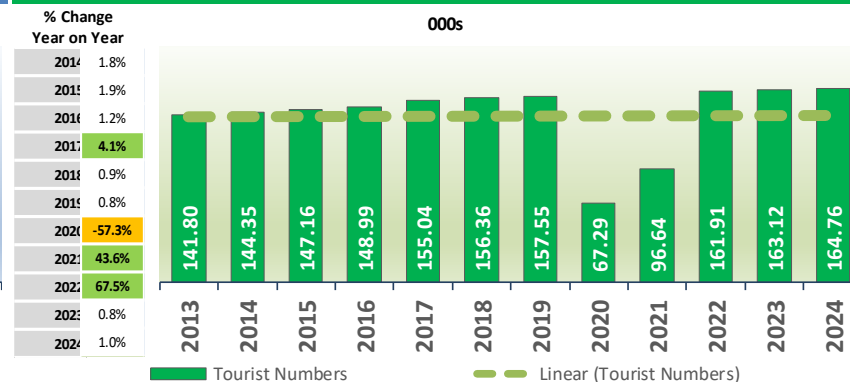
SFR

KEY MEASURES
Indexed

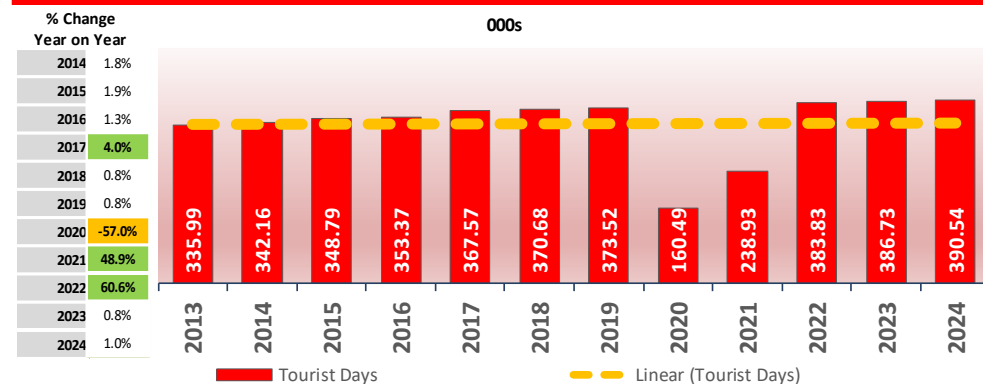
Economic Impact - Indexed - SFR



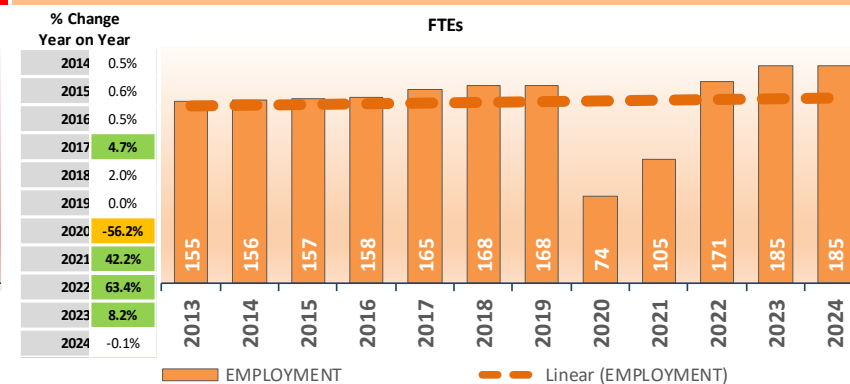
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		1.8%	3.8%	5.2%	9.4%	10.3%	11.2%	-52.2%	-28.9%	14.2%	15.1%	16.2%
Visitor Numbers		1.8%	3.8%	5.1%	9.3%	10.3%	11.1%	-52.5%	-31.8%	14.2%	15.0%	16.2%
Visitor Days		1.8%	3.8%	5.2%	9.4%	10.3%	11.2%	-52.2%	-28.9%	14.2%	15.1%	16.2%
Direct Employment		0.5%	1.1%	1.6%	6.5%	8.6%	8.6%	-52.5%	-32.4%	10.4%	19.5%	19.4%

"Linear" = Linear Trendline

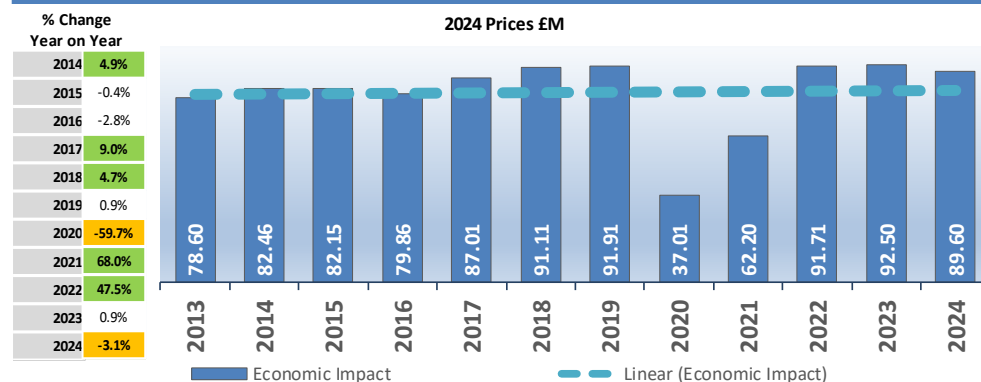
STEAM REPORT FOR 2013-2024 - FINAL
CITY OF LINCOLN COUNCIL

2013 to 2024
2024 Prices

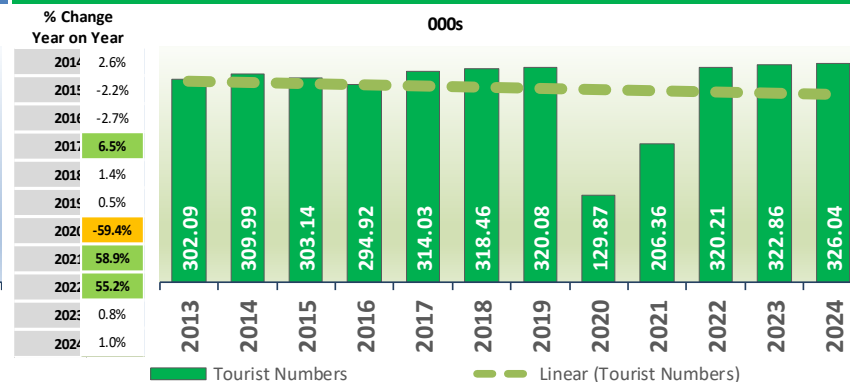
STAYING VISITOR

KEY MEASURES
Indexed

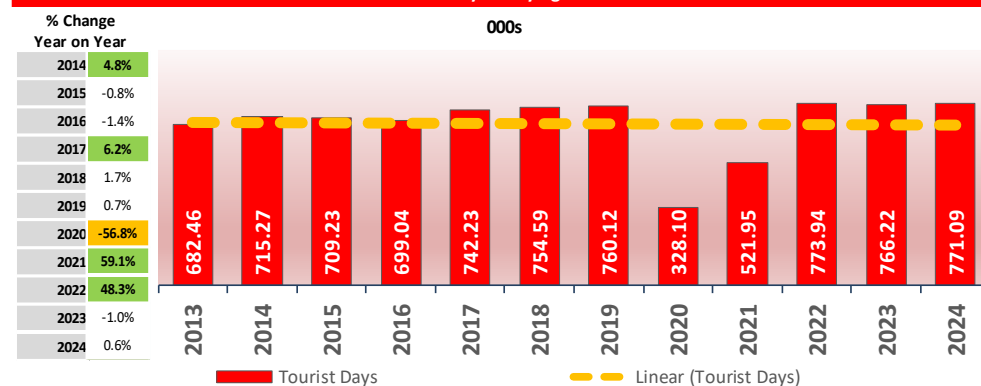
Economic Impact - Indexed - Staying Visitor



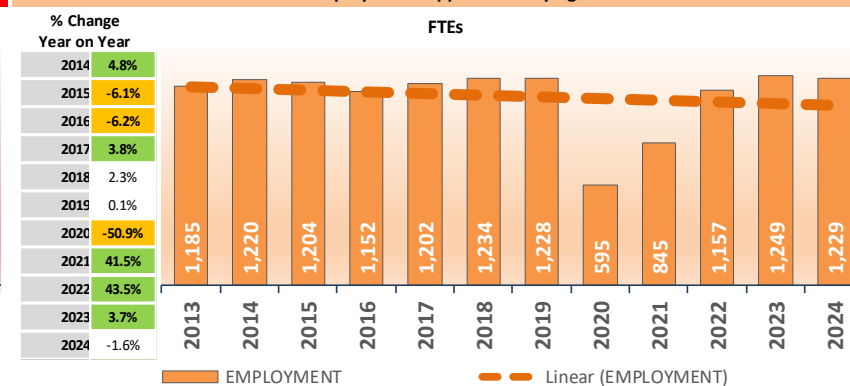
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		4.9%	4.5%	1.6%	10.7%	15.9%	16.9%	-52.9%	-20.9%	16.7%	17.7%	14.0%
Visitor Numbers		2.6%	0.3%	-2.4%	4.0%	5.4%	6.0%	-57.0%	-31.7%	6.0%	6.9%	7.9%
Visitor Days		4.8%	3.9%	2.4%	8.8%	10.6%	11.4%	-51.9%	-23.5%	13.4%	12.3%	13.0%
Direct Employment		3.0%	1.6%	-2.8%	1.4%	4.1%	3.6%	-49.7%	-28.7%	-2.4%	5.4%	3.7%

"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL
CITY OF LINCOLN COUNCIL

2013 to 2024
2024 Prices

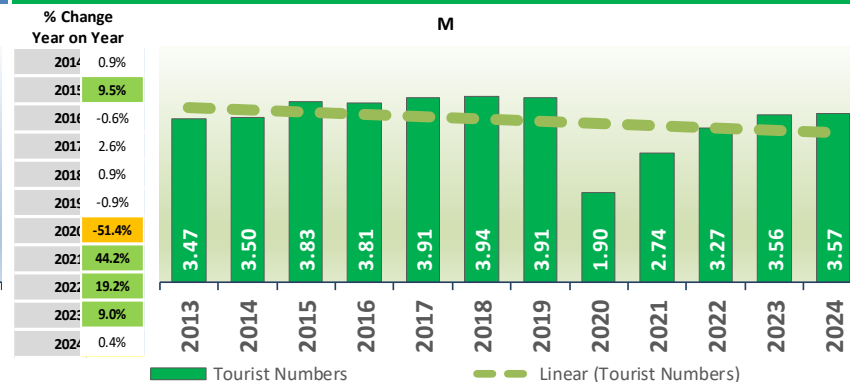
DAY VISITOR

KEY MEASURES
Indexed

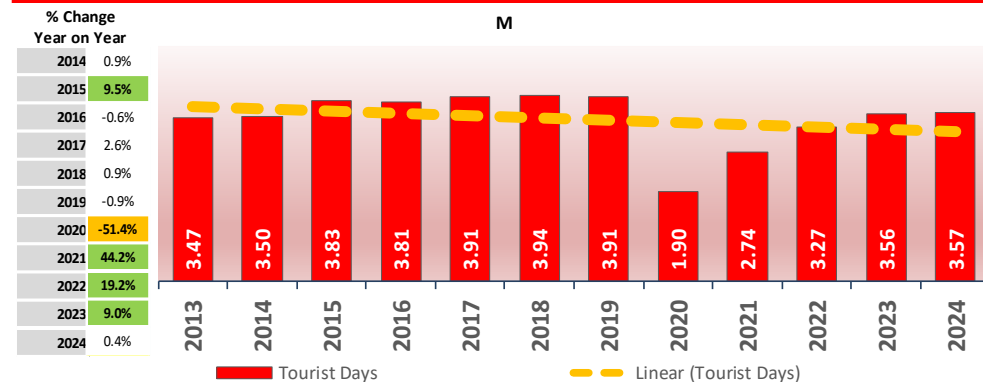
Economic Impact - Indexed - Day Visitor



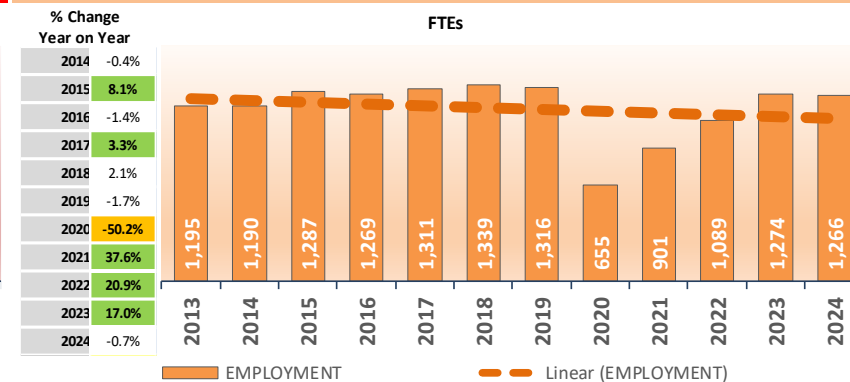
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		0.9%	10.5%	9.8%	12.7%	13.7%	12.7%	-45.2%	-21.0%	-5.8%	2.7%	3.0%
Visitor Numbers		0.9%	10.5%	9.8%	12.7%	13.7%	12.7%	-45.2%	-21.0%	-5.8%	2.7%	3.1%
Visitor Days		0.9%	10.5%	9.8%	12.7%	13.7%	12.7%	-45.2%	-21.0%	-5.8%	2.7%	3.1%
Direct Employment		-0.4%	7.6%	6.2%	9.7%	12.0%	10.1%	-45.2%	-24.6%	-8.9%	6.6%	5.9%

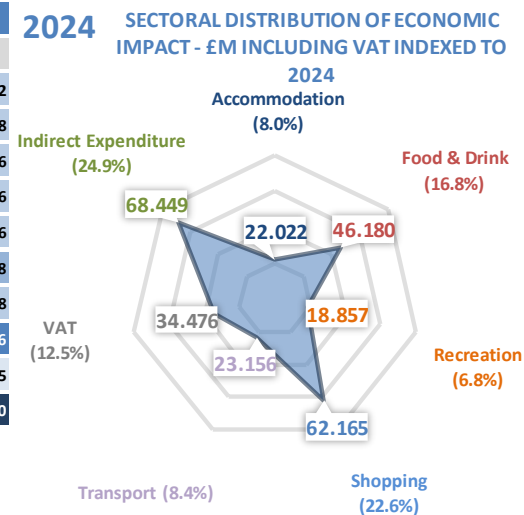
"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL										2013 to 2024 2024 Prices		TOTAL	SECTORAL ANALYSIS Indexed
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2024													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	£M	18.86	19.75	19.89	19.10	21.72	23.81	24.09	9.678	16.34	23.58	24.24	22.02
Food & Drink	£M	43.77	44.70	47.58	47.04	48.74	49.30	49.05	24.12	34.38	43.29	45.94	46.18
Recreation	£M	17.93	18.32	19.50	19.25	19.95	20.18	20.07	9.849	14.07	17.64	18.76	18.86
Shopping	£M	59.42	60.35	64.99	64.45	66.47	67.18	66.74	31.69	46.48	57.74	61.88	62.16
Transport	£M	22.05	22.40	24.02	23.86	24.62	24.89	24.74	11.77	17.25	21.63	23.06	23.16
Direct Revenue	£M	162.04	165.52	175.97	173.70	181.50	185.36	184.70	87.11	128.52	163.88	173.88	172.38
VAT	£M	32.41	33.10	35.19	34.74	36.30	37.07	36.94	14.48	24.95	32.78	34.78	34.48
Direct Expenditure	£M	194.44	198.62	211.17	208.44	217.79	222.43	221.64	101.59	153.47	196.66	208.66	206.86
Indirect Expenditure	£M	64.37	65.66	70.10	69.32	72.23	73.62	73.33	34.20	51.16	64.86	68.86	68.45
TOTAL	£M	258.81	264.28	281.27	277.76	290.02	296.05	294.97	135.79	204.63	261.52	277.52	275.30

2024

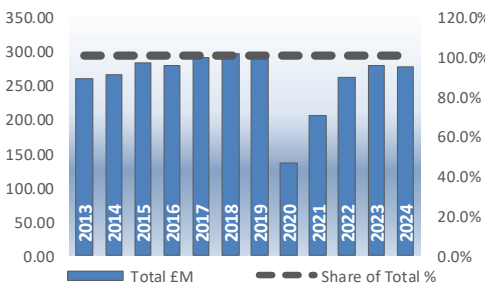
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2024

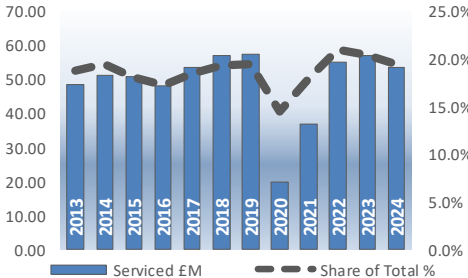
Sector	Value (£M)	Percentage
Accommodation	22.022	8.0%
Food & Drink	46.180	16.8%
Recreation	18.857	6.8%
VAT	34.476	12.5%
Indirect Expenditure	68.449	24.9%
Direct Revenue	22.022	22.022%



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	337	357	322	291	291	296	297	171	222	296	294	283
Food & Drink	FTEs	522	526	553	543	566	579	572	280	389	500	569	566
Recreation	FTEs	260	262	275	270	281	288	284	139	193	247	282	281
Shopping	FTEs	646	648	689	678	704	720	709	336	479	608	699	695
Transport	FTEs	118	118	125	123	128	131	129	61	87	112	128	127
Direct Employment	FTEs	1,883	1,911	1,964	1,904	1,971	2,013	1,991	986	1,370	1,762	1,972	1,952
Indirect Employment	FTEs	497	500	527	517	542	559	552	264	376	484	551	542
TOTAL	FTEs	2,380	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494



STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024 2024 Prices			TOTAL		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		TOTAL																			
An increase of 3% or more		ECONOMIC IMPACT £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 2013 to 2024		9.0%	14.4%	30.5%	5.5%	9.9%	14.5%	-5.7%	-4.8%	-2.2%	11.2%	4.0%	15.8%	6.4%	Annual Change	18.8%	10.4%	-4.5%	10.2%		
% Change 2023 to 2024		-0.5%	0.9%	-0.6%	-2.8%	1.3%	1.2%	1.6%	-0.6%	-5.9%	-2.7%	-2.8%	-1.7%	-0.8%		-0.1%	0.2%	-1.2%	-2.4%		
Average Annual Change		0.8%	1.3%	2.8%	0.5%	0.9%	1.3%	-0.5%	-0.4%	-0.2%	1.0%	0.4%	1.4%	0.6%		1.7%	0.9%	-0.4%	0.9%		
2013		£M	14.81	17.01	18.66	17.78	26.85	23.95	31.56	43.09	22.86	17.64	13.19	11.41	258.81	2.1%	50.48	68.58	97.52	42.24	
2014		£M	14.21	16.88	21.21	19.60	26.89	23.98	32.08	42.83	23.33	18.39	13.35	11.52	264.28		52.31	70.47	98.24	43.26	
2015		£M	16.07	18.79	22.06	19.71	27.88	25.14	32.88	48.08	25.01	20.51	13.20	11.92	281.27		6.4%	56.93	72.73	105.97	45.63
2016		£M	15.89	18.33	23.54	19.34	28.50	26.71	31.23	47.30	23.30	18.90	12.60	12.12	277.76		-1.2%	57.77	74.55	101.83	43.62
2017		£M	16.63	19.07	24.68	20.23	29.67	27.76	30.96	48.90	25.42	19.96	13.63	13.10	290.02		4.4%	60.37	77.67	105.29	46.69
2018		£M	17.55	19.89	24.94	20.04	31.26	28.20	30.93	47.47	25.31	21.29	14.80	14.38	296.05		2.1%	62.38	79.49	103.71	50.46
2019		£M	17.82	20.28	25.50	20.40	31.06	28.14	30.92	45.17	25.22	21.27	15.00	14.22	294.97		-0.4%	63.59	79.59	101.31	50.48
2020		£M	18.25	18.58	11.63	1.399	3.127	4.144	9.740	32.03	16.59	12.14	3.804	4.359	135.79		-54.0%	48.46	8.670	58.36	20.30
2021		£M	4.500	6.510	9.996	8.700	17.06	22.38	27.40	42.00	22.39	19.19	12.90	11.60	204.63		50.7%	21.01	48.15	91.79	43.69
2022		£M	14.32	16.43	21.95	18.18	27.28	25.26	28.90	39.75	22.12	19.71	13.98	13.64	261.52		27.8%	52.70	70.72	90.77	47.32
2023		£M	16.22	19.29	24.49	19.29	29.13	27.11	29.31	41.24	23.75	20.16	14.11	13.44	277.52	6.1%	59.99	75.52	94.30	47.70	
2024		£M	16.14	19.47	24.34	18.75	29.50	27.43	29.77	41.01	22.35	19.62	13.71	13.21	275.30	-0.8%	59.95	75.68	93.13	46.55	
ECONOMIC IMPACT - INDEXED TO 2024															TOTAL						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total							
Total		£M	258.81	264.28	281.27	277.76	290.02	296.05	294.97	135.79	204.63	261.52	277.52	275.30							
All Visitor Types		£M	258.81	264.28	281.27	277.76	290.02	296.05	294.97	135.79	204.63	261.52	277.52	275.30							
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%								
Annual Change in Share		%																			
Change in Share from 2013		%																			
Avg Ann. Change in Share		%																			
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STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024 2024 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		19.6%	-3.7%	-8.4%	16.7%	24.6%	14.4%	1.5%	1.4%	19.5%	24.8%	1.9%	22.4%	10.4%	Annual Change	0.7%	18.6%	6.9%	16.0%	
% Change 2023 to 2024		-7.2%	-9.2%	-12.6%	-11.2%	-5.9%	-8.4%	5.0%	5.7%	-8.5%	-7.3%	-8.7%	-6.3%	-5.8%		-9.7%	-8.1%	0.2%	-7.5%	
Average Annual Change		1.8%	-0.3%	-0.8%	1.5%	2.2%	1.3%	0.1%	0.1%	1.8%	2.3%	0.2%	2.0%	0.9%		0.1%	1.7%	0.6%	1.5%	
2013		£M	2.588	3.965	3.471	2.314	3.676	4.282	5.034	6.037	4.852	4.633	4.328	3.114	48.29		10.02	10.27	15.92	12.08
2014		£M	2.661	3.763	3.418	2.655	3.797	4.165	5.481	6.210	6.107	5.307	4.316	3.274	51.15	5.9%	9.843	10.62	17.80	12.90
2015		£M	2.808	3.714	3.127	2.531	3.749	4.574	5.443	6.737	5.605	5.393	3.926	2.909	50.52	-1.2%	9.650	10.85	17.78	12.23
2016		£M	2.578	3.451	2.973	2.531	3.530	4.199	5.317	6.509	5.169	4.750	3.786	3.062	47.86	-5.3%	9.002	10.26	16.99	11.60
2017		£M	3.101	3.825	3.395	2.718	4.441	4.833	5.080	6.047	6.054	5.705	4.421	3.749	53.37	11.5%	10.32	11.99	17.18	13.88
2018		£M	3.353	4.163	3.613	2.910	4.922	5.349	4.948	6.088	6.369	6.343	4.835	4.007	56.90	6.6%	11.13	13.18	17.40	15.18
2019		£M	3.369	4.178	3.635	2.923	4.939	5.417	5.009	6.109	6.323	6.366	4.940	3.977	57.19	0.5%	11.18	13.28	17.44	15.28
2020		£M	3.291	4.011	1.457	0.245	0.483	0.460	1.008	2.477	2.669	2.459	0.612	0.427	19.60	-65.7%	8.758	1.188	6.154	3.497
2021		£M	0.567	0.682	0.637	0.553	1.291	3.932	4.032	5.470	5.766	5.919	4.384	3.335	36.57	86.6%	1.886	5.777	15.27	13.64
2022		£M	2.599	3.838	3.453	2.931	4.777	5.210	4.878	5.728	6.161	6.294	4.859	3.990	54.72	49.6%	9.890	12.92	16.77	15.14
2023		£M	3.337	4.205	3.638	3.040	4.865	5.348	4.869	5.788	6.335	6.241	4.833	4.068	56.57	3.4%	11.18	13.25	16.99	15.14
2024		£M	3.096	3.818	3.179	2.701	4.580	4.900	5.110	6.119	5.800	5.783	4.412	3.813	53.31	-5.8%	10.09	12.18	17.03	14.01
ECONOMIC IMPACT - INDEXED TO 2024														SERVICED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Serviced		£M	48.29	51.15	50.52	47.86	53.37	56.90	57.19	19.60	36.57	54.72	56.57	53.31						
All Visitor Types		£M	258.81	264.28	281.27	277.76	290.02	296.05	294.97	135.79	204.63	261.52	277.52	275.30						
Share of Total		%	18.7%	19.4%	18.0%	17.2%	18.4%	19.2%	19.4%	14.4%	17.9%	20.9%	20.4%	19.4%						
Annual Change in Share		%		3.7%	-7.2%	-4.1%	6.8%	4.4%	0.9%	-25.6%	23.8%	17.1%	-2.6%	-5.0%						
Change in Share from 2013		%		3.7%	-3.8%	-7.7%	-1.4%	3.0%	3.9%	-22.7%	-4.2%	12.1%	9.2%	3.8%						
Avg Ann. Change in Share		%		3.7%	-1.9%	-2.6%	-0.3%	0.6%	0.6%	-3.2%	-0.5%	1.3%	0.9%	0.3%						

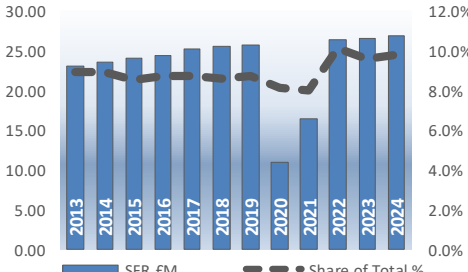
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Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/2025

STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024 2024 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed																			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER																	
KEY		NON-SERVICED ACCOMMODATION												TOTAL						% Change													
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES																															
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change		Q1				Q2				Q3				Q4			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																				
% Change 2013 to 2024		33.3%	13.1%	24.9%	19.0%	-22.3%	-22.9%	41.7%	42.5%	5.6%	51.3%	22.4%	54.1%	30.9%	Annual Change		23.5%	-12.9%	39.2%	43.3%													
% Change 2023 to 2024		-9.5%	-15.2%	-1.9%	-9.7%	-14.1%	-2.4%	6.0%	2.8%	-4.6%	-3.4%	-4.2%	-8.4%	1.0%			-8.0%	-9.0%	3.7%	-4.9%													
Average Annual Change		3.0%	1.2%	2.3%	1.7%	-2.0%	-2.1%	3.8%	3.9%	0.5%	4.7%	2.0%	4.9%	2.8%			2.1%	-1.2%	3.6%	3.9%													
2013	£M	0.096	0.112	0.167	0.252	0.412	0.415	2.321	2.567	0.415	0.234	0.147	0.112	7.251	Annual Change		0.375	1.078	5.304	0.493													
2014	£M	0.116	0.135	0.197	0.291	0.441	0.444	2.409	2.721	0.475	0.285	0.181	0.139	7.835			8.1%	0.448	1.176	5.605	0.606												
2015	£M	0.111	0.127	0.189	0.261	0.332	0.332	2.554	2.864	0.365	0.273	0.158	0.133	7.700			-1.7%	0.428	0.924	5.783	0.565												
2016	£M	0.117	0.130	0.190	0.262	0.334	0.335	2.554	2.888	0.375	0.278	0.160	0.136	7.759			0.8%	0.437	0.931	5.817	0.573												
2017	£M	0.123	0.147	0.193	0.283	0.355	0.341	2.873	3.083	0.423	0.298	0.164	0.149	8.431			8.7%	0.462	0.979	6.379	0.611												
2018	£M	0.129	0.155	0.198	0.295	0.390	0.375	2.909	3.232	0.445	0.319	0.176	0.158	8.781			4.2%	0.482	1.060	6.586	0.653												
2019	£M	0.145	0.164	0.208	0.336	0.408	0.380	3.069	3.256	0.440	0.325	0.195	0.175	9.102			3.6%	0.517	1.124	6.766	0.695												
2020	£M	0.157	0.131	0.114	0.012	0.022	0.023	2.047	2.987	0.493	0.304	0.020	0.095	6.404			-29.6%	0.402	0.056	5.526	0.419												
2021	£M	0.004	0.004	0.005	0.093	0.332	0.402	3.388	3.702	0.558	0.400	0.191	0.158	9.236			44.2%	0.012	0.827	7.648	0.749												
2022	£M	0.154	0.146	0.254	0.336	0.438	0.422	3.698	3.943	0.513	0.341	0.196	0.222	10.66			15.4%	0.554	1.196	8.154	0.759												
2023	£M	0.141	0.149	0.213	0.332	0.373	0.328	3.103	3.558	0.460	0.367	0.188	0.188	9.400	-11.8%	0.503	1.032	7.121	0.743														
2024	£M	0.128	0.127	0.209	0.300	0.320	0.320	3.288	3.658	0.438	0.354	0.180	0.172	9.495	1.0%	0.463	0.940	7.385	0.707														
ECONOMIC IMPACT - INDEXED TO 2024														NON-SERVICED ACCOMMODATION																			
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total																			
Non-Serviced	£M	7.251	7.835	7.700	7.759	8.431	8.781	9.102	6.404	9.236	10.66	9.400	9.495																				
All Visitor Types	£M	258.81	264.28	281.27	277.76	290.02	296.05	294.97	135.79	204.63	261.52	277.52	275.30																				
Share of Total	%	2.8%	3.0%	2.7%	2.8%	2.9%	3.0%	3.1%	4.7%	4.5%	4.1%	3.4%	3.4%																				
Annual Change in Share	%		5.8%	-7.7%	2.0%	4.1%	2.0%	4.0%	52.8%	-4.3%	-9.7%	-16.9%	1.8%																				
Change in Share from 2013	%		5.8%	-2.3%	-0.3%	3.8%	5.9%	10.1%	68.3%	61.1%	45.5%	20.9%	23.1%																				
Avg Ann. Change in Share	%		5.8%	-1.1%	-0.1%	0.9%	1.2%	1.7%	9.8%	7.6%	5.1%	2.1%	2.1%																				

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STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 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	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		19.0%	10.8%	9.3%	15.8%	17.7%	15.3%	13.3%	13.4%	18.8%	22.9%	14.2%	19.6%		16.2%	15.2%	16.3%	14.5%	19.3%	
% Change 2023 to 2024		0.9%	0.6%	0.0%	-0.1%	1.8%	1.3%	1.9%	1.5%	0.8%	1.8%	1.3%	0.5%		1.0%	0.7%	0.9%	1.5%	1.0%	
Average Annual Change		1.7%	1.0%	0.8%	1.4%	1.6%	1.4%	1.2%	1.2%	1.7%	2.1%	1.3%	1.8%		1.5%	1.4%	1.5%	1.3%	1.8%	
2013		£M	3.291	1.139	1.284	2.623	1.929	1.561	2.262	2.419	1.326	1.326	1.097		2.795	23.05	1.8%	5.714	6.112	6.008
2014		£M	3.324	1.121	1.282	2.720	1.949	1.551	2.306	2.455	1.428	1.393	1.099	2.846	23.47	5.728		6.220	6.189	5.338
2015		£M	3.476	1.150	1.283	2.748	1.972	1.622	2.347	2.526	1.420	1.447	1.103	2.836	23.93	5.908		6.342	6.293	5.386
2016		£M	3.484	1.158	1.298	2.814	1.992	1.624	2.382	2.563	1.426	1.429	1.123	2.949	24.24	5.940		6.430	6.372	5.501
2017		£M	3.682	1.188	1.337	2.854	2.114	1.685	2.448	2.601	1.498	1.506	1.170	3.129	25.21	6.207		6.653	6.547	5.805
2018		£M	3.708	1.196	1.336	2.865	2.145	1.713	2.464	2.647	1.496	1.529	1.179	3.151	25.43	6.240		6.723	6.607	5.859
2019		£M	3.739	1.203	1.346	2.900	2.162	1.727	2.497	2.658	1.496	1.537	1.197	3.162	25.62	6.289		6.789	6.651	5.896
2020		£M	3.693	1.143	0.567	0.213	0.195	0.141	1.159	1.800	0.793	0.692	0.147	0.468	11.01	5.403		0.549	3.752	1.307
2021		£M	0.550	0.174	0.195	0.648	0.941	1.416	2.683	2.907	1.521	1.535	1.095	2.726	16.39	0.919		3.006	7.111	5.356
2022		£M	3.587	1.214	1.391	3.013	2.234	1.783	2.623	2.774	1.558	1.596	1.239	3.320	26.33	6.191		7.030	6.954	6.155
2023		£M	3.880	1.254	1.404	3.041	2.229	1.776	2.516	2.702	1.564	1.601	1.238	3.327	26.53	6.538	7.046	6.782	6.165	
2024		£M	3.915	1.262	1.403	3.037	2.270	1.799	2.563	2.743	1.576	1.629	1.253	3.342	26.79	7.106	6.881	6.224		
ECONOMIC IMPACT - INDEXED TO 2024														SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
SFR		£M	23.05	23.47	23.93	24.24	25.21	25.43	25.62	11.01	16.39	26.33	26.53	26.79						
All Visitor Types		£M	258.81	264.28	281.27	277.76	290.02	296.05	294.97	135.79	204.63	261.52	277.52	275.30						
Share of Total		%	8.9%	8.9%	8.5%	8.7%	8.7%	8.6%	8.7%	8.1%	8.0%	10.1%	9.6%	9.7%						
Annual Change in Share		%	-0.3%	-4.2%	2.6%	-0.4%	-1.2%	1.1%	-6.7%	-1.2%	25.7%	-5.1%	1.8%							
Change in Share from 2013		%	-0.3%	-4.5%	-2.0%	-2.4%	-3.6%	-2.5%	-9.0%	-10.1%	13.0%	7.3%	9.3%							
Avg Ann. Change in Share		%	-0.3%	-2.2%	-0.7%	-0.6%	-0.7%	-0.4%	-1.3%	-1.3%	1.4%	0.7%	0.8%							

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STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024		2024 Prices		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		2024		202	
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Report Prepared by: GARETH REYNOLDS. Date of Issue: 10/06/25

STEAM REPORT FOR 2013-2024 - FINAL CITY OF LINCOLN COUNCIL											2013 to 2024 2024 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY			DAY VISITOR																		
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024			1.9%	20.9%	42.3%	1.0%	7.2%	15.3%	-14.3%	-11.2%	-10.6%	3.6%	3.3%	9.3%		3.0%	24.6%	8.5%	-12.0%	4.7%	
% Change 2023 to 2024			1.6%	4.3%	1.7%	-1.2%	3.1%	3.8%	0.0%	-2.4%	-5.5%	-0.8%	0.2%	0.6%		0.4%	2.5%	2.3%	-2.5%	-0.2%	
Average Annual Change			0.2%	1.9%	3.8%	0.1%	0.7%	1.4%	-1.3%	-1.0%	-1.0%	0.3%	0.3%	0.8%		0.3%	2.2%	0.8%	-1.1%	0.4%	
2013			£M	8.832	11.80	13.74	12.59	20.83	17.70	21.94	32.07	16.27	11.45	7.616		5.386	180.21	34.37	51.12	70.28	24.45
2014			£M	8.112	11.86	16.31	13.93	20.70	17.82	21.88	31.45	15.32	11.41	7.753	5.258	181.82	0.9%	36.29	52.46	68.65	24.42
2015			£M	9.676	13.80	17.47	14.17	21.83	18.62	22.53	35.96	17.62	13.40	8.011	6.047	199.12	9.5%	40.94	54.61	76.11	27.45
2016			£M	9.715	13.59	19.08	13.73	22.64	20.55	20.98	35.34	16.33	12.45	7.531	5.973	197.91	-0.6%	42.39	56.92	72.64	25.95
2017			£M	9.721	13.91	19.75	14.38	22.76	20.90	20.56	37.17	17.45	12.46	7.875	6.069	203.01	2.6%	43.39	58.04	75.18	26.40
2018			£M	10.36	14.37	19.80	13.97	23.80	20.76	20.61	35.50	17.00	13.09	8.607	7.060	204.93	0.9%	44.53	58.53	73.12	28.76
2019			£M	10.56	14.73	20.31	14.24	23.55	20.61	20.34	33.14	16.96	13.04	8.667	6.902	203.06	-0.9%	45.60	58.40	70.45	28.61
2020			£M	11.10	13.30	9.495	0.930	2.427	3.519	5.526	24.77	12.63	8.683	3.025	3.368	98.77	-51.4%	33.90	6.877	42.93	15.08
2021			£M	3.380	5.650	9.159	7.406	14.50	16.63	17.30	29.92	14.54	11.33	7.225	5.385	142.43	44.2%	18.19	38.54	61.76	23.94
2022			£M	7.981	11.23	16.86	11.90	19.83	17.84	17.70	27.31	13.89	11.48	7.686	6.105	169.80	19.2%	36.07	49.58	58.89	25.27
2023			£M	8.862	13.68	19.23	12.88	21.66	19.66	18.82	29.19	15.39	11.95	7.847	5.854	185.02	9.0%	41.77	54.19	63.40	25.65
2024			£M	8.999	14.26	19.55	12.72	22.33	20.41	18.81	28.49	14.54	11.85	7.865	5.887	185.71	0.4%	42.81	55.45	61.84	25.61
ECONOMIC IMPACT - INDEXED TO 2024															DAY VISITOR						
SHARE OF MARKET			2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total						
Day Visitor			£M	180.21	181.82	199.12	197.91	203.01	204.93	203.06	98.77	142.43	169.80	185.02	185.71						
All Visitor Types			£M	258.81	264.28	281.27	277.76	290.02	296.05	294.97	135.79	204.63	261.52	277.52	275.30						
Share of Total			%	69.6%	68.8%	70.8%	71.2%	70.0%	69.2%	68.8%	72.7%	69.6%	64.9%	66.7%	67.5%						
Annual Change in Share			%		-1.2%	2.9%	0.6%	-1.8%	-1.1%	-0.6%	5.7%	-4.3%	-6.7%	2.7%	1.2%						
Change in Share from 2013			%		-1.2%	1.7%	2.3%	0.5%	-0.6%	-1.1%	4.5%	0.0%	-6.8%	-4.3%	-3.1%						
Avg Ann. Change in Share			%		-1.2%	0.8%	0.8%	0.1%	-0.1%	-0.2%	0.6%	0.0%	-0.8%	-0.4%	-0.3%						

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