



STEAM REPORT FOR 2013-2024 - FINAL

Final

Boston Borough Council














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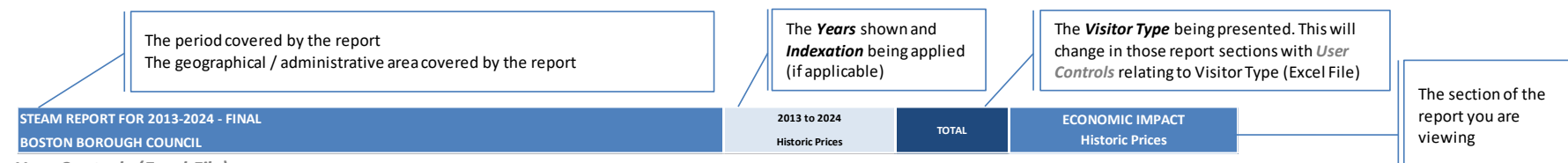
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
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Report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

Headers

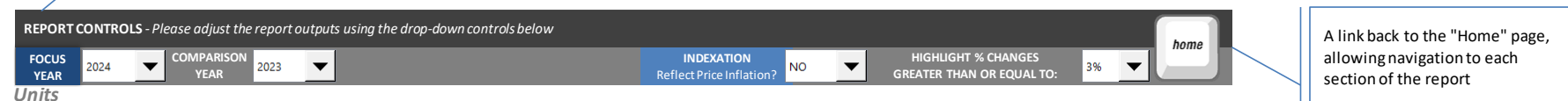
At the top of each page is a band containing key information about your report



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



37.1%

29.0%

11.3%

14.5%

8.0%

Direct Expenditure Categories

33.4%

28.6%

13.6%

6.4%

17.9%

Direct Employment Categories

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Report Prepared by: Gareth Reynolds. Date of Issue: 10/06/25

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

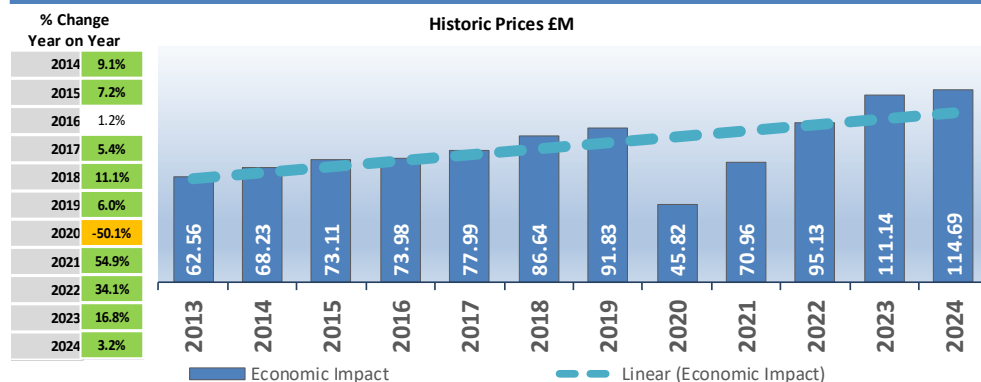
STEAM REPORT FOR 2013-2024 - FINAL
BOSTON BOROUGH COUNCIL

2013 to 2024
Historic Prices

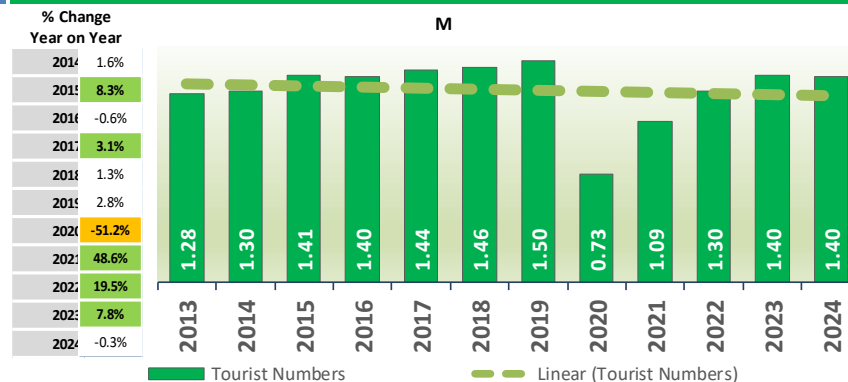
TOTAL

KEY MEASURES
Historic Prices

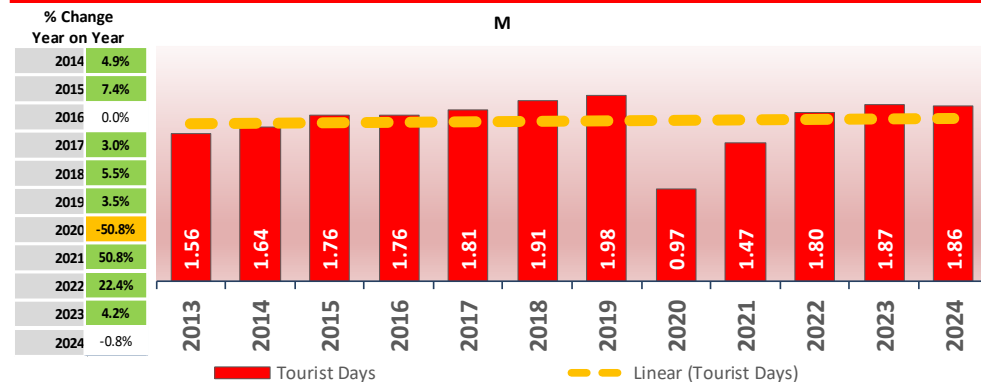
Economic Impact - Historic Prices - Total



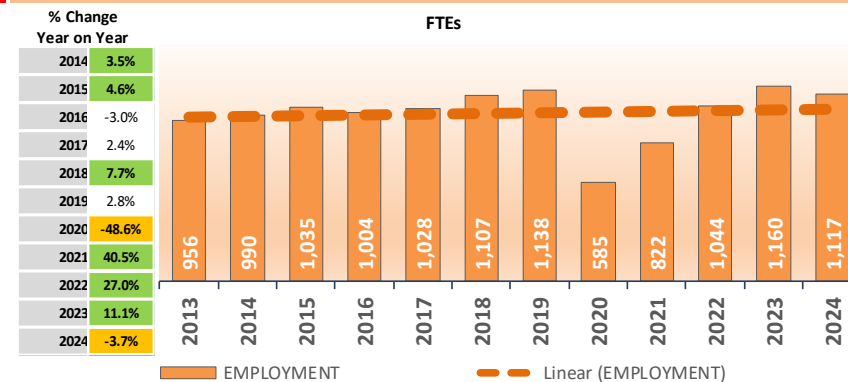
Visitor Numbers - Total



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		9.1%	16.9%	18.3%	24.7%	38.5%	46.8%	-26.8%	13.4%	52.1%	77.6%	83.3%
Visitor Numbers		1.6%	10.0%	9.3%	12.6%	14.0%	17.2%	-42.8%	-15.0%	1.6%	9.5%	9.2%
Visitor Days		4.9%	12.6%	12.6%	16.0%	22.4%	26.6%	-37.7%	-6.0%	15.1%	19.9%	18.9%
Total Employment		3.5%	8.3%	5.0%	7.5%	15.8%	19.1%	-38.8%	-14.0%	9.3%	21.4%	16.8%

"Linear" = Linear Trendline

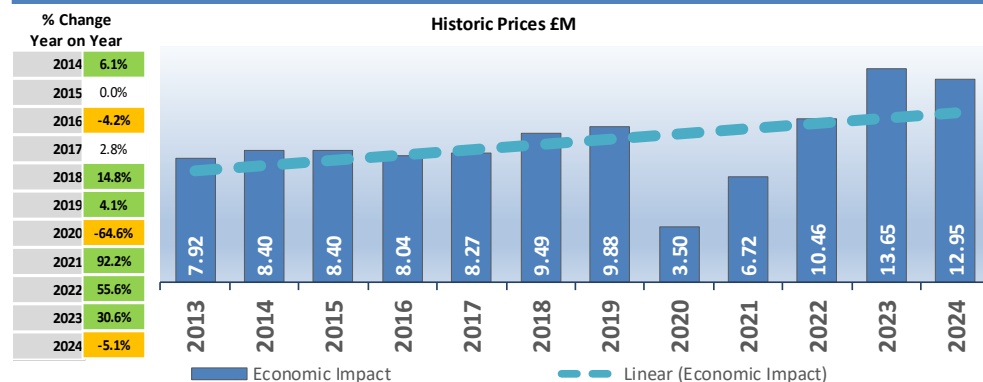
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2013 to 2024
Historic Prices

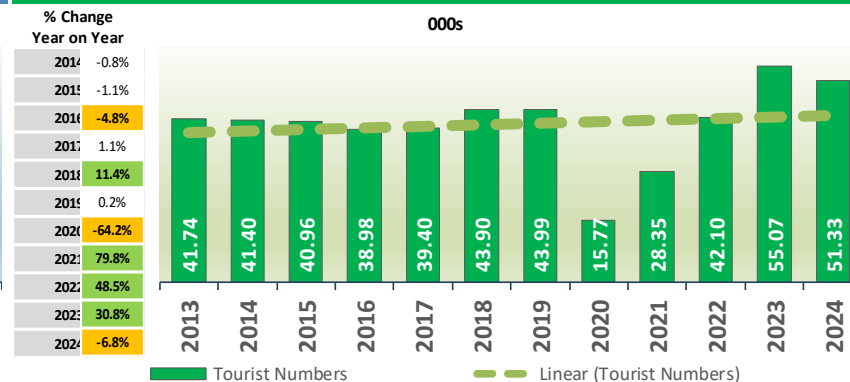
SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

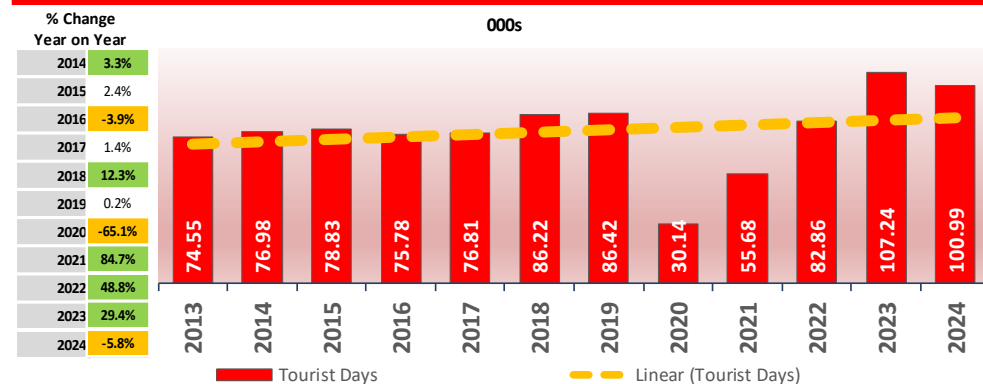
Economic Impact - Historic Prices - Serviced Accommodation



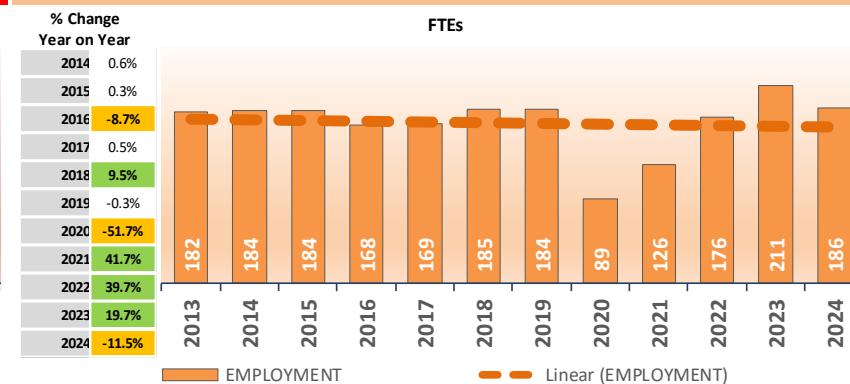
Visitor Numbers - Serviced Accommodation



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		6.1%	6.1%	1.6%	4.4%	19.9%	24.8%	-55.8%	-15.1%	32.1%	72.5%	63.6%
Visitor Numbers		-0.8%	-1.9%	-6.6%	-5.6%	5.2%	5.4%	-62.2%	-32.1%	0.9%	31.9%	23.0%
Visitor Days		3.3%	5.7%	1.6%	3.0%	15.6%	15.9%	-59.6%	-25.3%	11.1%	43.8%	35.5%
Direct Employment		0.6%	0.9%	-7.9%	-7.4%	1.4%	1.1%	-51.2%	-30.9%	-3.5%	15.6%	2.3%

"Linear" = Linear Trendline

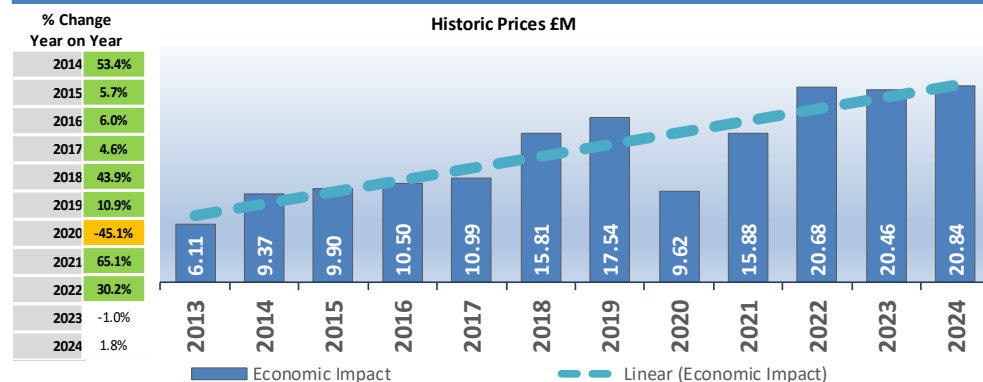
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2013 to 2024
Historic Prices

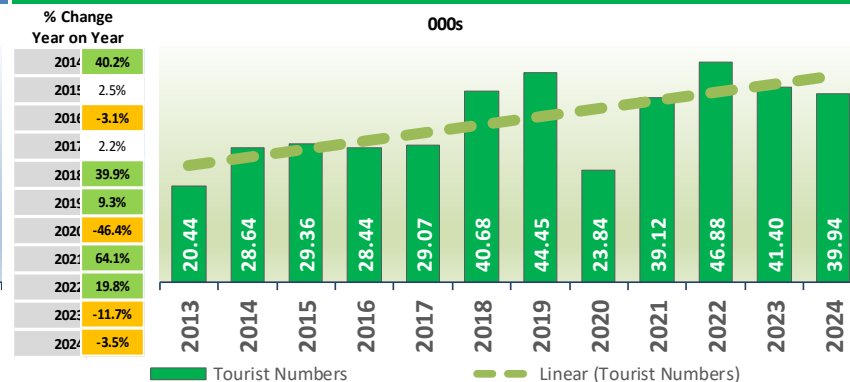
NON-SERVED
ACCOMMODATION

KEY MEASURES
Historic Prices

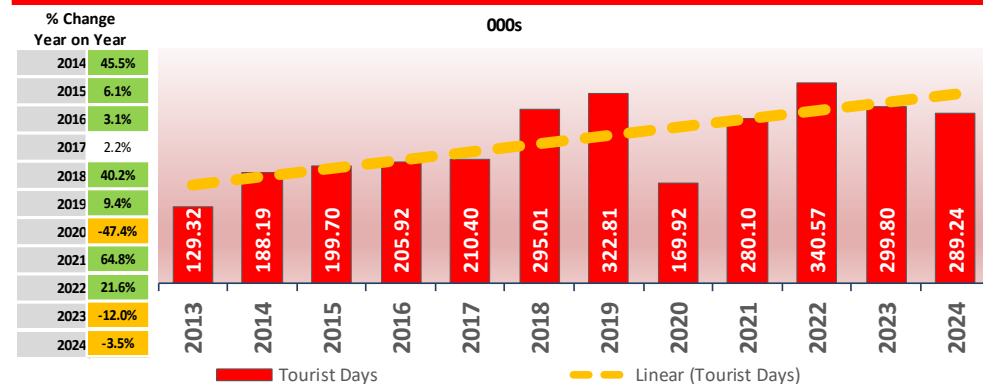
Economic Impact - Historic Prices - Non-Served Accommodation



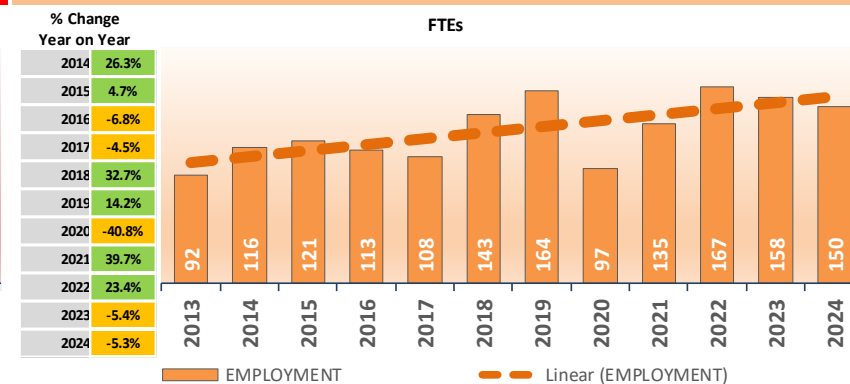
Visitor Numbers - Non-Served Accommodation



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		53.4%	62.1%	71.9%	79.8%	158.8%	187.0%	57.5%	159.9%	238.4%	234.8%	241.0%
Visitor Numbers		40.2%	43.7%	39.2%	42.2%	99.1%	117.5%	16.7%	91.4%	129.4%	102.6%	95.4%
Visitor Days		45.5%	54.4%	59.2%	62.7%	128.1%	149.6%	31.4%	116.6%	163.4%	131.8%	123.7%
Direct Employment		26.3%	32.3%	23.3%	17.8%	56.3%	78.5%	5.7%	47.7%	82.3%	72.4%	63.3%

"Linear" = Linear Trendline

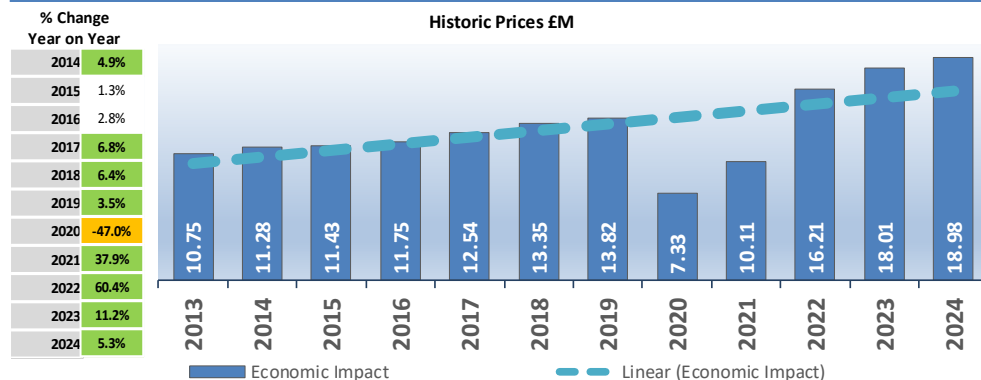
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2013 to 2024
Historic Prices

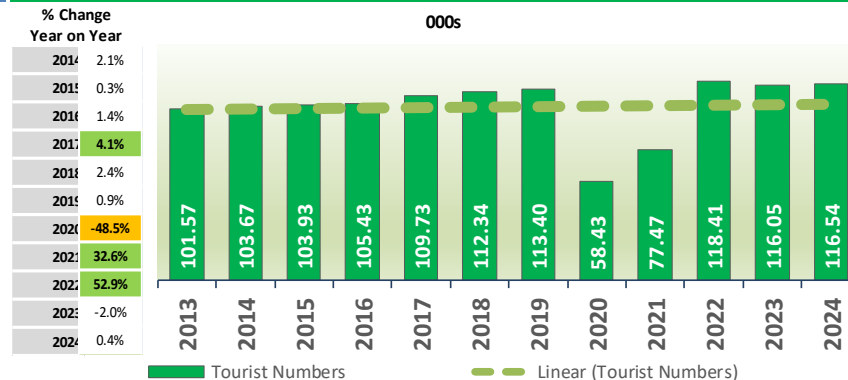
SFR

KEY MEASURES
Historic Prices

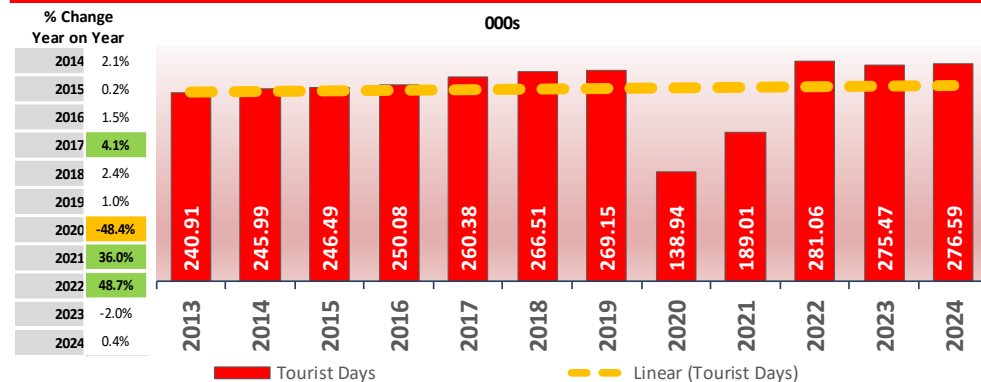
Economic Impact - Historic Prices - SFR



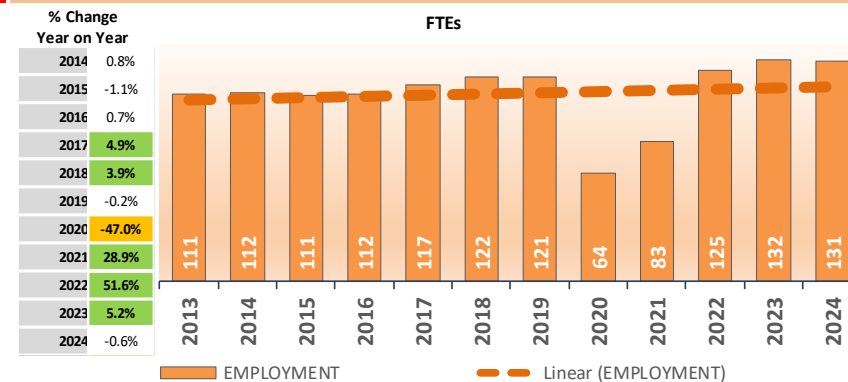
Visitor Numbers - SFR



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		4.9%	6.3%	9.3%	16.7%	24.2%	28.6%	-31.8%	-6.0%	50.8%	67.6%	76.5%
Visitor Numbers		2.1%	2.3%	3.8%	8.0%	10.6%	11.6%	-42.5%	-23.7%	16.6%	14.3%	14.7%
Visitor Days		2.1%	2.3%	3.8%	8.1%	10.6%	11.7%	-42.3%	-21.5%	16.7%	14.3%	14.8%
Direct Employment		0.8%	-0.3%	0.4%	5.2%	9.3%	9.1%	-42.2%	-25.6%	12.8%	18.7%	18.0%

"Linear" = Linear Trendline

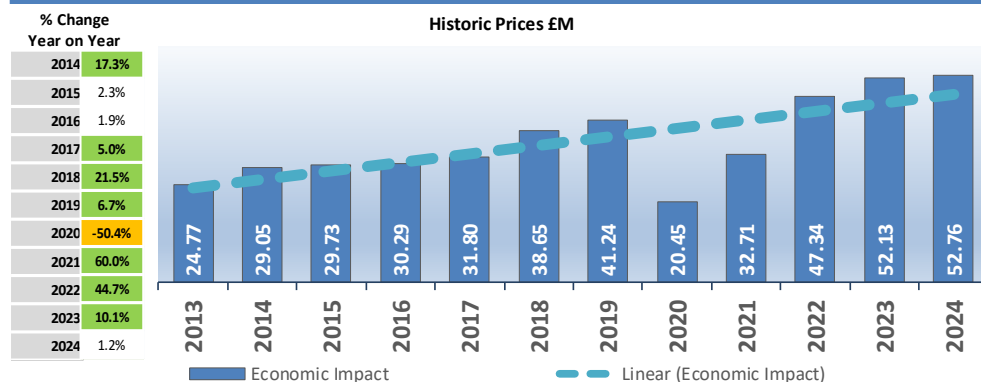
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2013 to 2024
Historic Prices

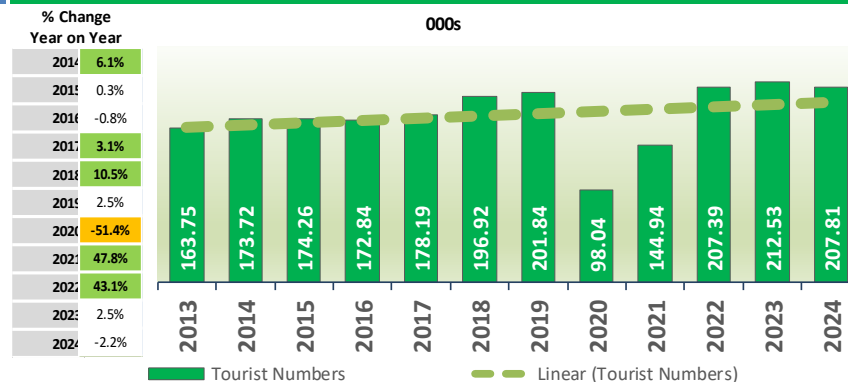
STAYING VISITOR

KEY MEASURES
Historic Prices

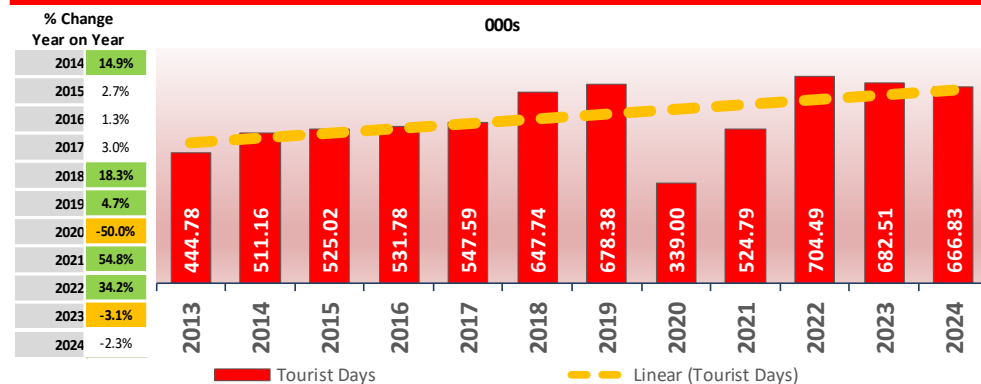
Economic Impact - Historic Prices - Staying Visitor



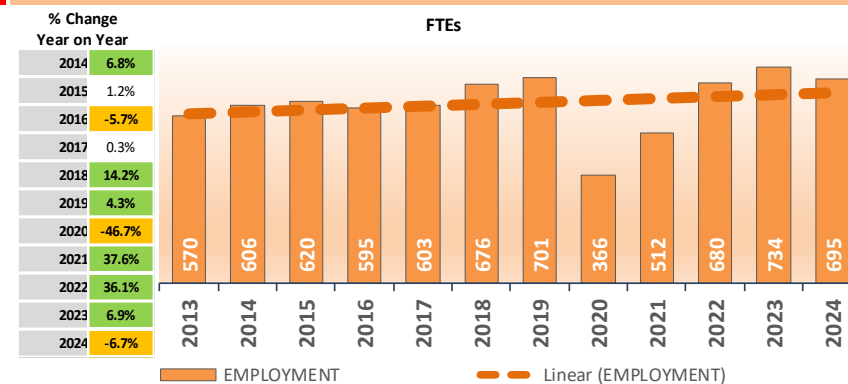
Visitor Numbers - Staying Visitor



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		17.3%	20.0%	22.3%	28.4%	56.0%	66.5%	-17.5%	32.0%	91.1%	110.4%	113.0%
Visitor Numbers		6.1%	6.4%	5.6%	8.8%	20.3%	23.3%	-40.1%	-11.5%	26.6%	29.8%	26.9%
Visitor Days		14.9%	18.0%	19.6%	23.1%	45.6%	52.5%	-23.8%	18.0%	58.4%	53.4%	49.9%
Direct Employment		6.2%	8.7%	4.3%	5.7%	18.5%	22.8%	-35.8%	-10.3%	19.2%	28.7%	21.8%

"Linear" = Linear Trendline

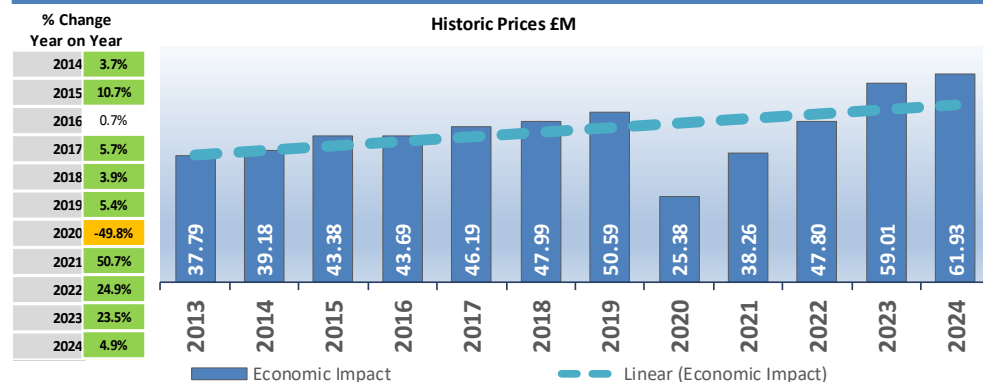
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2013 to 2024
Historic Prices

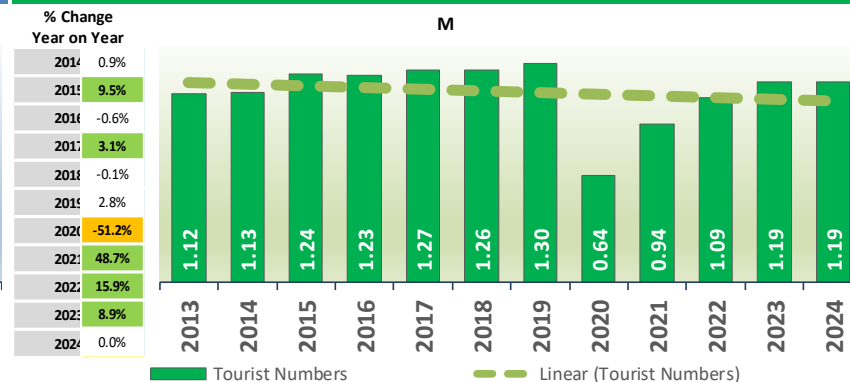
DAY VISITOR

KEY MEASURES
Historic Prices

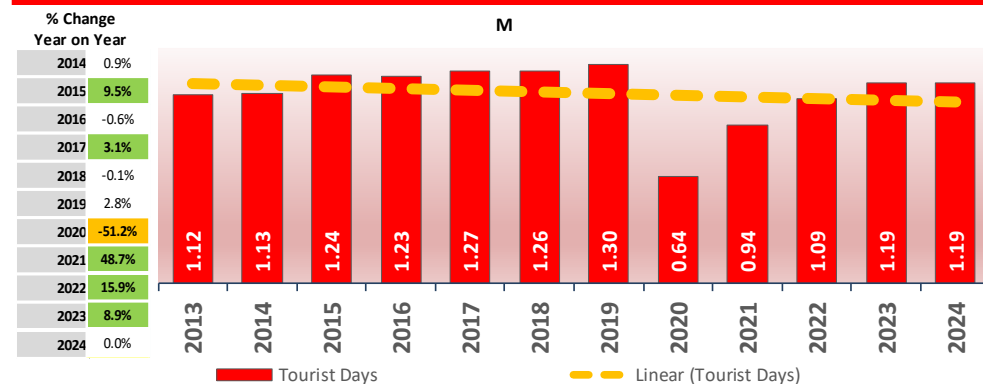
Economic Impact - Historic Prices - Day Visitor



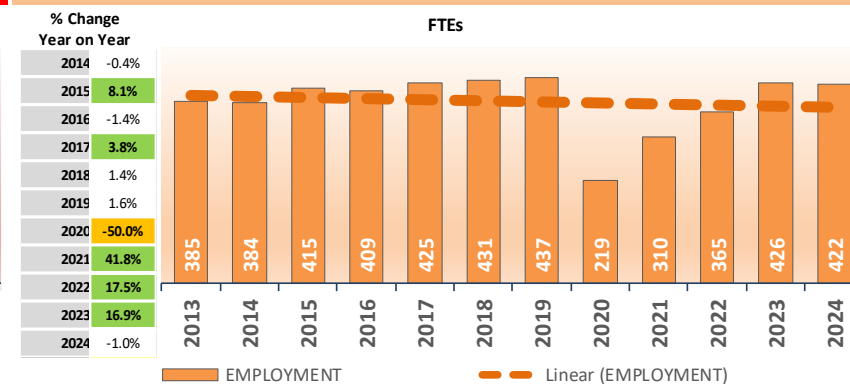
Visitor Numbers - Day Visitor



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%	22.2%	27.0%	33.9%	-32.8%	1.2%	26.5%	56.2%	63.9%
Visitor Numbers		0.9%	10.5%	9.8%	13.2%	13.1%	16.3%	-43.2%	-15.5%	-2.1%	6.5%	6.6%
Visitor Days		0.9%	10.5%	9.8%	13.2%	13.1%	16.3%	-43.2%	-15.5%	-2.1%	6.5%	6.6%
Direct Employment		-0.4%	7.7%	6.2%	10.2%	11.8%	13.5%	-43.2%	-19.5%	-5.3%	10.6%	9.5%

"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

STEAM REPORT FOR 2013-2024 - FINAL
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2024
Historic Prices

TOTAL

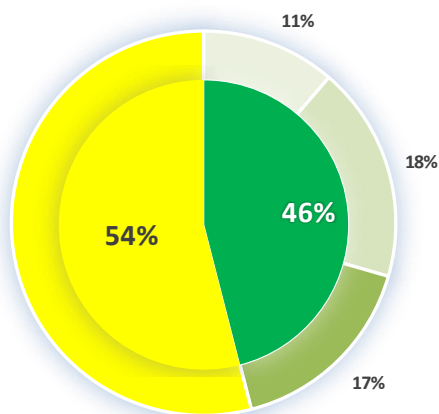
DISTRIBUTION BY VISITOR TYPE
Historic Prices

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

Visitor Numbers - 2024 - M - Share of Total

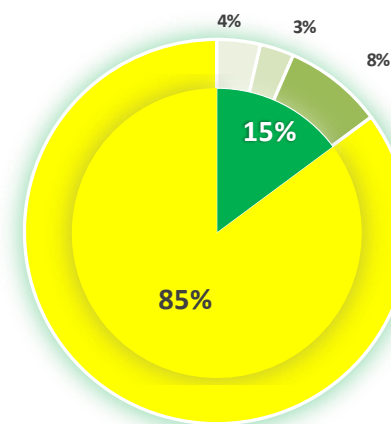
TOTAL
£114.69m

	£M
Serviced	12.95
Non-Serviced	20.84
SFR	18.98
Staying Visitor	52.76
Day Visitor	61.93
Total	114.69



TOTAL
1.40m

	M
Serviced	0.05
Non-Serviced	0.04
SFR	0.12
Staying Visitor	0.21
Day Visitor	1.19
Total	1.40

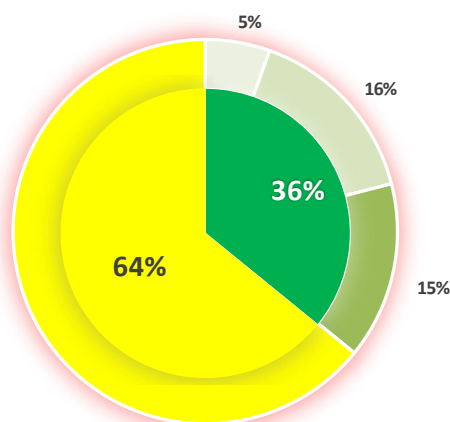


Visitor Days - 2024 - M - Share of Total

Direct Employment Supported - 2024 - FTEs - Share of Total

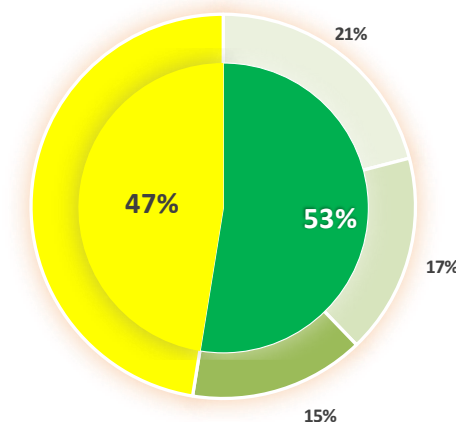
TOTAL
1.86m

	M
Serviced	0.10
Non-Serviced	0.29
SFR	0.28
Staying Visitor	0.67
Day Visitor	1.19
Total	1.86



TOTAL
889 Direct FTEs
1,117 Total FTEs

	FTEs
Serviced	186
Non-Serviced	150
SFR	131
Staying Visitor	467
Day Visitor	422
Total	889



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2024
Historic Prices

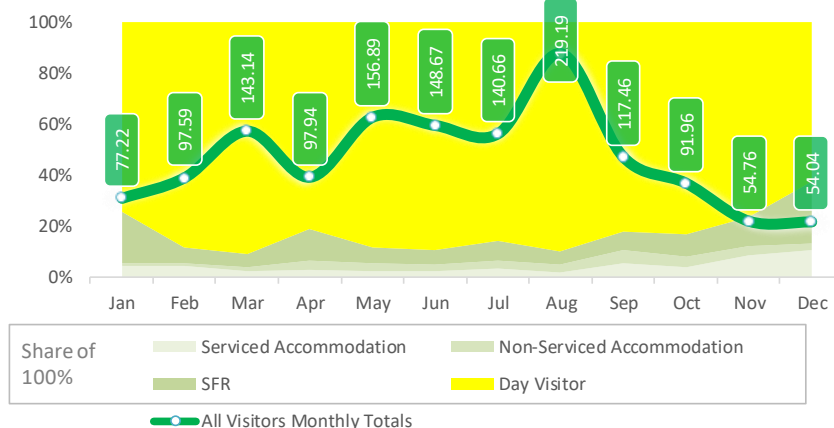
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

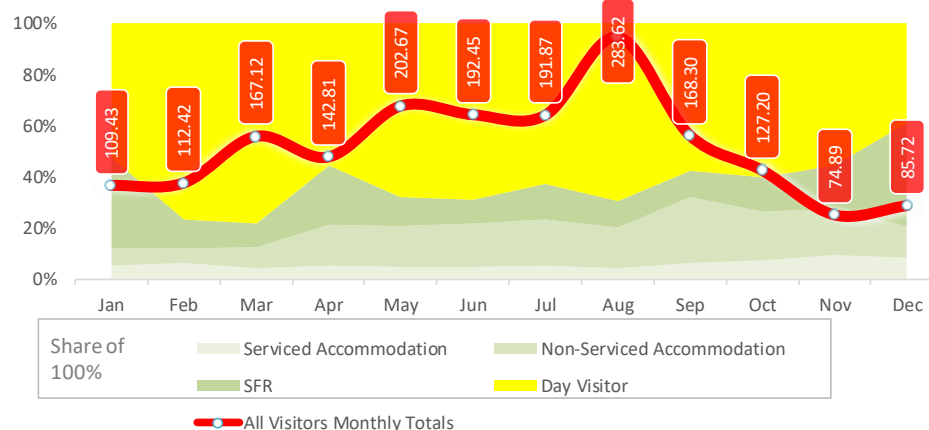
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



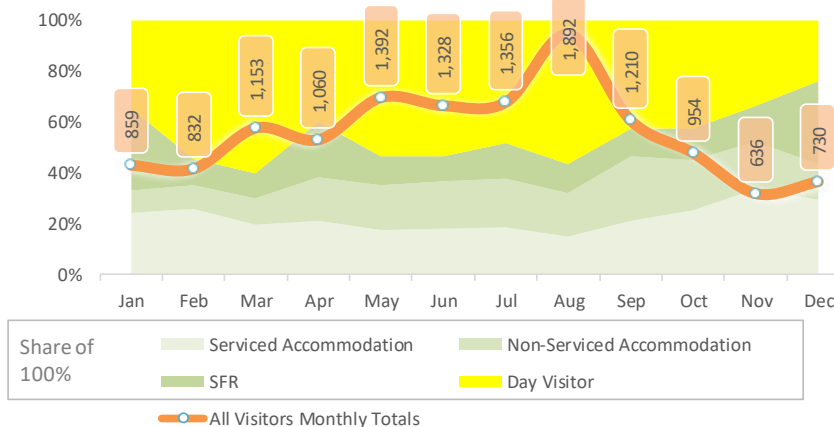
Visitor Numbers - 2024 - 000s - Distribution of Impact by Month



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



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

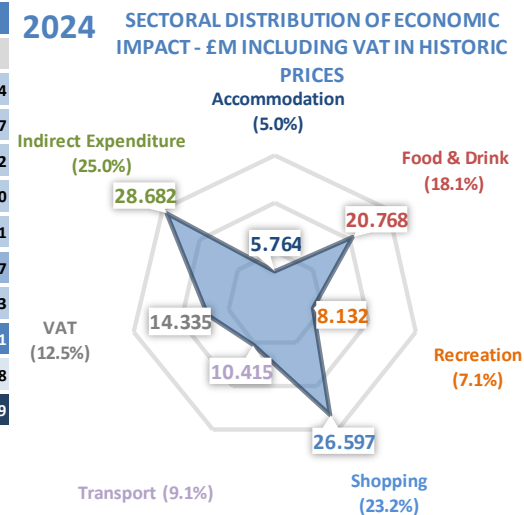


STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH COUNCIL										2013 to 2024 Historic Prices		TOTAL	SECTORAL ANALYSIS Historic Prices
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	£M	3.177	3.888	3.786	3.802	3.921	4.883	5.125	2.548	4.060	5.609	5.969	5.764
Food & Drink	£M	11.18	12.10	13.03	13.18	13.92	15.40	16.32	8.648	12.64	17.00	20.06	20.77
Recreation	£M	4.463	4.804	5.180	5.232	5.511	6.039	6.423	3.375	4.965	6.629	7.871	8.132
Shopping	£M	14.57	15.65	16.99	17.20	18.19	19.99	21.17	10.67	16.32	21.60	25.56	26.60
Transport	£M	5.733	6.182	6.671	6.763	7.134	7.798	8.313	4.214	6.438	8.605	10.03	10.41
Direct Revenue	£M	39.12	42.63	45.65	46.18	48.67	54.12	57.35	29.46	44.42	59.45	69.49	71.67
VAT	£M	7.823	8.526	9.130	9.236	9.735	10.82	11.47	4.814	8.717	11.89	13.90	14.33
Direct Expenditure	£M	46.94	51.15	54.78	55.41	58.41	64.94	68.82	34.27	53.14	71.34	83.39	86.01
Indirect Expenditure	£M	15.62	17.08	18.33	18.57	19.58	21.70	23.00	11.55	17.82	23.79	27.75	28.68
TOTAL	£M	62.56	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13	111.14	114.69

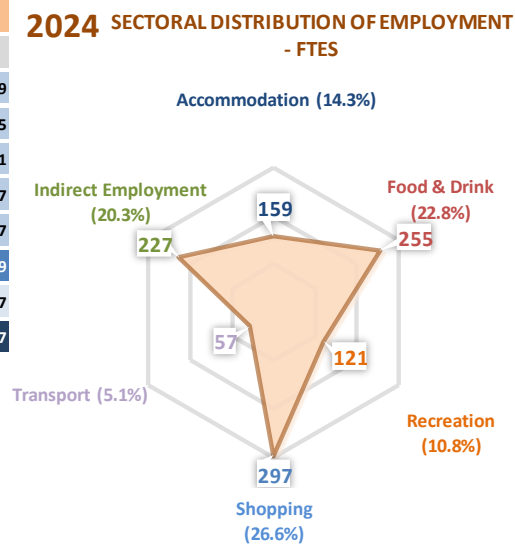
2024

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

Category	Value (£M)	Percentage
Accommodation	5.764	5.0%
Food & Drink	20.768	18.1%
Recreation	8.132	7.1%
VAT	14.335	12.5%
Indirect Expenditure	28.682	25.0%

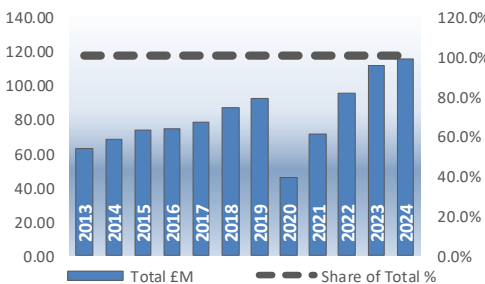


SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	175	179	181	158	151	163	173	101	126	166	181	159
Food & Drink	FTEs	205	213	224	222	230	249	254	131	183	233	261	255
Recreation	FTEs	99	103	108	107	111	118	121	62	87	110	124	121
Shopping	FTEs	244	251	267	264	274	294	300	147	216	270	303	297
Transport	FTEs	47	49	51	51	53	56	58	28	42	53	58	57
Direct Employment	FTEs	771	795	831	802	819	880	907	469	655	833	927	889
Indirect Employment	FTEs	185	194	204	202	209	226	231	116	168	211	233	227
TOTAL	FTEs	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117



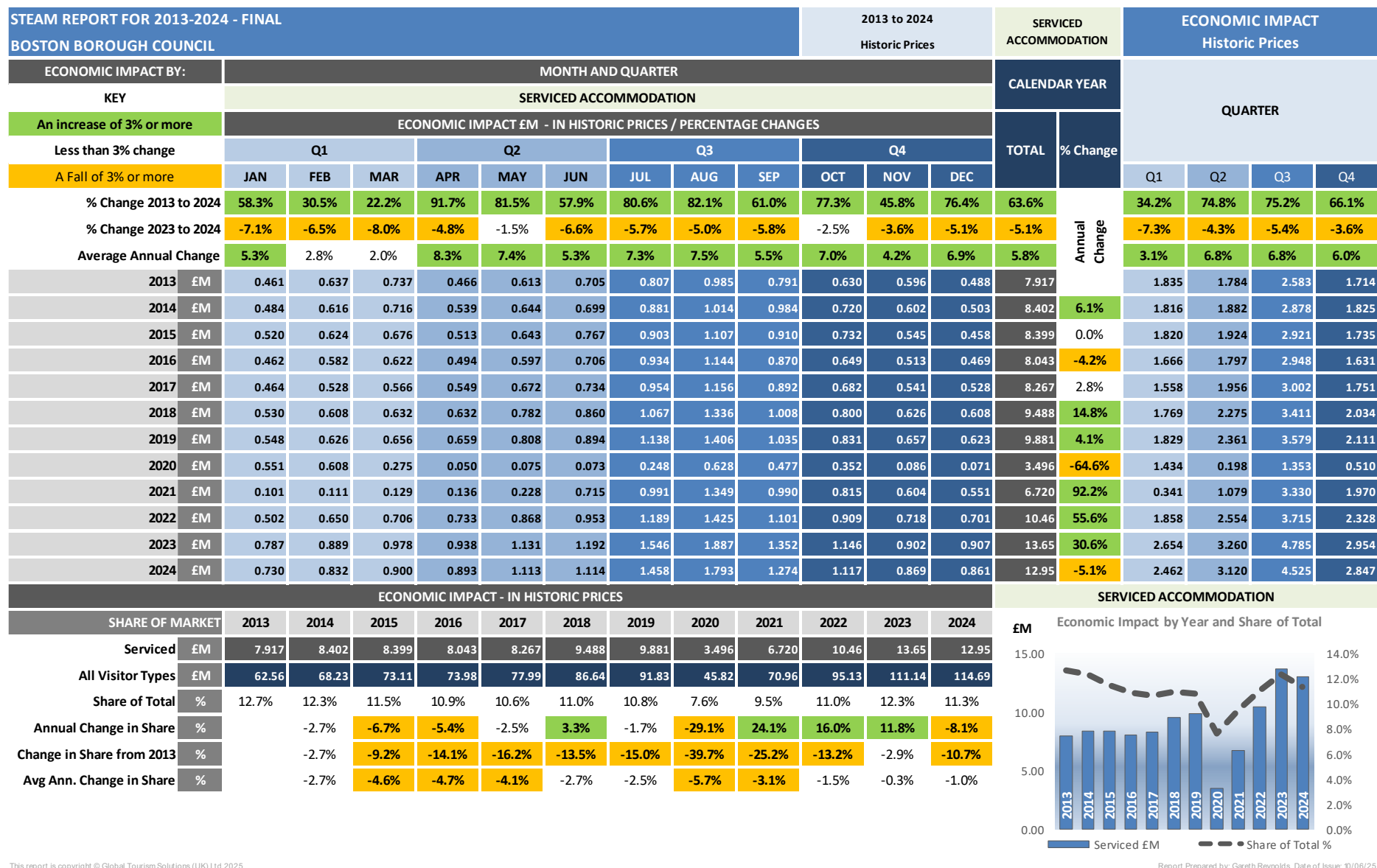
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2013 to 2024

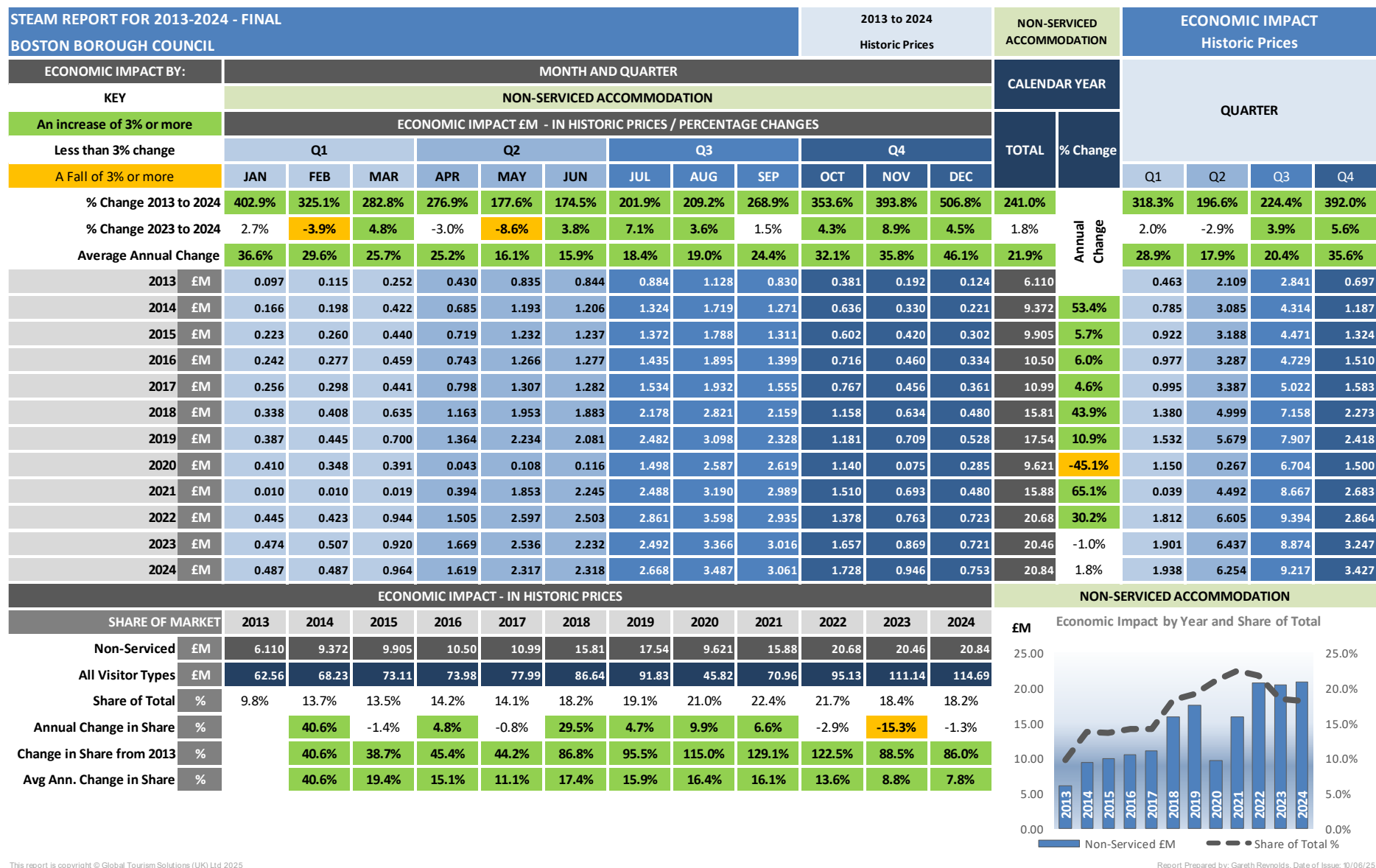
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

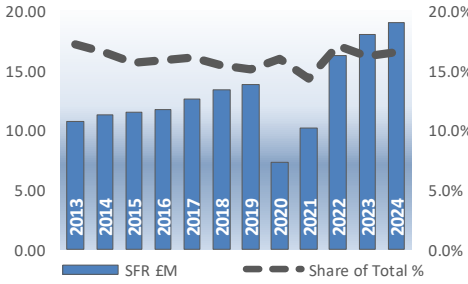
STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH COUNCIL										2013 to 2024 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC 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		71.2%	76.6%	116.4%	87.3%	81.4%	93.8%	66.9%	76.1%	86.5%	99.5%	68.5%	86.6%		83.3%	89.4%	87.3%	75.7%	86.5%	
% Change 2023 to 2024		3.5%	5.0%	4.9%	1.6%	2.5%	5.8%	4.2%	2.1%	-0.2%	3.5%	4.3%	3.3%		3.2%	4.5%	3.4%	2.1%	3.6%	
Average Annual Change		6.5%	7.0%	10.6%	7.9%	7.4%	8.5%	6.1%	6.9%	7.9%	9.0%	6.2%	7.9%		7.6%	8.1%	7.9%	6.9%	7.9%	
2013	£M	4.023	3.770	4.486	4.754	6.691	5.950	7.332	9.943	5.667	4.000	2.877	3.066	62.56	9.1%	12.28	17.39	22.94	9.943	
2014	£M	4.071	3.920	5.289	5.529	7.212	6.462	8.019	10.68	6.242	4.452	3.117	3.239	68.23		9.1%	13.28	19.20	24.94	10.81
2015	£M	4.497	4.431	5.572	5.654	7.573	6.803	8.317	11.94	6.763	4.917	3.220	3.424	73.11		7.2%	14.50	20.03	27.02	11.56
2016	£M	4.522	4.413	5.957	5.639	7.829	7.282	8.167	12.09	6.605	4.788	3.163	3.525	73.98		1.2%	14.89	20.75	26.87	11.48
2017	£M	4.784	4.589	6.148	6.025	8.302	7.619	8.630	12.66	7.044	5.071	3.309	3.808	77.99		5.4%	15.52	21.95	28.33	12.19
2018	£M	5.168	4.947	6.663	6.657	9.351	8.451	9.584	14.26	8.052	5.760	3.631	4.121	86.64		11.1%	16.78	24.46	31.89	13.51
2019	£M	5.430	5.209	7.180	7.176	9.907	9.049	10.18	15.04	8.509	6.044	3.783	4.318	91.83		6.0%	17.82	26.13	33.73	14.14
2020	£M	5.518	4.793	3.658	0.396	0.857	1.435	4.264	9.811	7.269	4.644	1.131	2.048	45.82		-50.1%	13.97	2.688	21.34	7.822
2021	£M	1.005	1.467	2.432	2.983	7.421	8.663	9.433	14.46	9.275	6.508	3.498	3.817	70.96		54.9%	4.904	19.07	33.17	13.82
2022	£M	5.417	4.755	7.475	7.390	10.26	9.641	10.64	15.03	9.133	6.432	3.974	4.994	95.13		34.1%	17.65	27.29	34.80	15.40
2023	£M	6.653	6.343	9.253	8.760	11.85	10.90	11.75	17.15	10.59	7.713	4.648	5.538	111.14		16.8%	22.25	31.50	39.49	17.90
2024	£M	6.889	6.658	9.708	8.902	12.14	11.53	12.24	17.51	10.57	7.980	4.848	5.720	114.69		3.2%	23.26	32.57	40.32	18.55
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	62.56	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13	111.14	114.69							
All Visitor Types	£M	62.56	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13	111.14	114.69							
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 BOSTON BOROUGH 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			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		66.3%	56.6%	72.3%	85.0%	74.8%	72.1%	77.4%	78.8%	90.0%	95.9%	74.3%	78.0%	76.5%	Annual Change	65.7%	78.6%	80.8%	81.6%	
% Change 2023 to 2024		3.9%	3.0%	6.6%	4.8%	3.1%	6.6%	7.3%	6.5%	6.1%	7.1%	6.1%	4.7%	5.3%		4.4%	4.7%	6.7%	5.6%	
Average Annual Change		6.0%	5.1%	6.6%	7.7%	6.8%	6.6%	7.0%	7.2%	8.2%	8.7%	6.8%	7.1%	7.0%		6.0%	7.1%	7.3%	7.4%	
2013	£M	1.613	0.545	0.617	1.219	0.875	0.690	1.040	1.106	0.635	0.589	0.493	1.324	10.75	Annual Change	2.775	2.784	2.781	2.407	
2014	£M	1.673	0.550	0.636	1.303	0.914	0.716	1.099	1.171	0.685	0.637	0.514	1.382	11.28		4.9%	2.859	2.932	2.955	2.532
2015	£M	1.646	0.541	0.651	1.335	0.943	0.743	1.132	1.212	0.703	0.665	0.510	1.347	11.43		1.3%	2.839	3.020	3.047	2.521
2016	£M	1.673	0.554	0.663	1.370	0.967	0.762	1.167	1.255	0.730	0.675	0.527	1.404	11.75		2.8%	2.890	3.099	3.152	2.605
2017	£M	1.795	0.587	0.684	1.469	1.032	0.802	1.243	1.319	0.797	0.726	0.560	1.529	12.54		6.8%	3.067	3.303	3.360	2.816
2018	£M	1.883	0.622	0.731	1.567	1.116	0.862	1.319	1.415	0.840	0.783	0.596	1.615	13.35		6.4%	3.236	3.545	3.573	2.994
2019	£M	1.945	0.634	0.745	1.650	1.168	0.893	1.383	1.465	0.860	0.791	0.622	1.666	13.82		3.5%	3.324	3.711	3.708	3.079
2020	£M	2.048	0.553	0.389	0.067	0.065	0.055	0.751	1.138	0.879	0.663	0.072	0.648	7.328		-47.0%	2.990	0.187	2.768	1.383
2021	£M	0.111	0.033	0.035	0.494	1.051	1.001	1.441	1.551	1.173	1.037	0.623	1.553	10.11		37.9%	0.180	2.546	4.166	3.214
2022	£M	2.227	0.710	0.904	1.895	1.365	1.053	1.616	1.714	1.038	0.923	0.717	2.043	16.21		60.4%	3.842	4.313	4.368	3.682
2023	£M	2.581	0.828	0.998	2.154	1.483	1.114	1.720	1.858	1.137	1.078	0.810	2.252	18.01	11.2%	4.408	4.751	4.715	4.140	
2024	£M	2.683	0.853	1.064	2.256	1.529	1.187	1.846	1.978	1.206	1.155	0.859	2.358	18.98	5.3%	4.600	4.973	5.030	4.372	
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	10.75	11.28	11.43	11.75	12.54	13.35	13.82	7.328	10.11	16.21	18.01	18.98							
All Visitor Types	£M	62.56	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13	111.14	114.69							
Share of Total	%	17.2%	16.5%	15.6%	15.9%	16.1%	15.4%	15.1%	16.0%	14.2%	17.0%	16.2%	16.5%							
Annual Change in Share	%		-3.8%	-5.5%	1.6%	1.3%	-4.2%	-2.3%	6.3%	-11.0%	19.6%	-4.9%	2.1%							
Change in Share from 2013	%		-3.8%	-9.0%	-7.6%	-6.4%	-10.3%	-12.4%	-6.9%	-17.1%	-0.8%	-5.7%	-3.7%							
Avg Ann. Change in Share	%		-3.8%	-4.5%	-2.5%	-1.6%	-2.1%	-2.1%	-1.0%	-2.1%	-0.1%	-0.6%	-0.3%							

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STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH 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		79.6%	67.5%	82.3%	125.5%	113.5%	106.2%	118.7%	125.5%	145.6%	149.9%	108.9%	105.1%		113.0%	77.4%	114.9%	128.8%	121.0%	
% Change 2023 to 2024		1.5%	-2.3%	1.1%	0.2%	-3.7%	1.8%	3.7%	2.1%	0.7%	3.1%	3.6%	2.4%		1.2%	0.4%	-0.7%	2.2%	2.9%	
Average Annual Change		7.2%	6.1%	7.5%	11.4%	10.3%	9.7%	10.8%	11.4%	13.2%	13.6%	9.9%	9.6%		10.3%	7.0%	10.4%	11.7%	11.0%	
2013	£M	2.171	1.297	1.606	2.115	2.323	2.240	2.731	3.219	2.256	1.600	1.281	1.936		24.77	5.074	6.677	8.206	4.817	
2014	£M	2.323	1.363	1.774	2.527	2.751	2.621	3.304	3.904	2.940	1.993	1.446	2.106		29.05	17.3%	5.460	7.899	10.15	5.545
2015	£M	2.389	1.424	1.767	2.567	2.818	2.747	3.407	4.108	2.924	1.999	1.475	2.107		29.73	2.3%	5.580	8.131	10.44	5.580
2016	£M	2.377	1.412	1.744	2.608	2.830	2.745	3.536	4.293	2.999	2.040	1.500	2.207		30.29	1.9%	5.533	8.183	10.83	5.747
2017	£M	2.515	1.414	1.691	2.817	3.010	2.819	3.732	4.408	3.244	2.175	1.557	2.418		31.80	5.0%	5.620	8.646	11.38	6.149
2018	£M	2.751	1.638	1.997	3.363	3.852	3.605	4.564	5.572	4.007	2.741	1.856	2.703		38.65	21.5%	6.386	10.82	14.14	7.300
2019	£M	2.880	1.704	2.101	3.673	4.210	3.867	5.003	5.968	4.223	2.803	1.987	2.817	41.24	6.7%	6.685	11.75	15.19	7.608	
2020	£M	3.009	1.509	1.055	0.160	0.248	0.244	2.497	4.354	3.974	2.156	0.234	1.004	20.45	-50.4%	5.574	0.653	10.82	3.394	
2021	£M	0.222	0.154	0.183	1.025	3.131	3.961	4.921	6.090	5.152	3.362	1.920	2.585	32.71	60.0%	0.560	8.117	16.16	7.867	
2022	£M	3.174	1.784	2.555	4.133	4.830	4.510	5.666	6.737	5.074	3.210	2.198	3.467	47.34	44.7%	7.512	13.47	17.48	8.874	
2023	£M	3.842	2.224	2.896	4.760	5.150	4.538	5.758	7.111	5.505	3.881	2.581	3.880	52.13	10.1%	8.963	14.45	18.37	10.34	
2024	£M	3.901	2.172	2.928	4.768	4.959	4.619	5.972	7.259	5.541	4.000	2.675	3.971	52.76	1.2%	9.001	14.35	18.77	10.65	
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	24.77	29.05	29.73	30.29	31.80	38.65	41.24	20.45	32.71	47.34	52.13	52.76							
All Visitor Types	£M	62.56	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13	111.14	114.69							
Share of Total	%	39.6%	42.6%	40.7%	40.9%	40.8%	44.6%	44.9%	44.6%	46.1%	49.8%	46.9%	46.0%							
Annual Change in Share	%		7.5%	-4.5%	0.7%	-0.4%	9.4%	0.7%	-0.7%	3.3%	8.0%	-5.7%	-1.9%							
Change in Share from 2013	%		7.5%	2.7%	3.4%	3.0%	12.6%	13.4%	12.7%	16.4%	25.6%	18.4%	16.2%							
Avg Ann. Change in Share	%		7.5%	1.3%	1.1%	0.7%	2.5%	2.2%	1.8%	2.0%	2.8%	1.8%	1.5%							

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STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH COUNCIL											2013 to 2024 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY			DAY VISITOR											TOTAL						% Change		
An increase of 3% or more			ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change			Q1			Q2			Q3			Q4			Annual Change		Q1Q2Q3Q4					
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC								
% Change 2013 to 2024			61.4%	81.4%	135.4%	56.6%	64.4%	86.3%	36.2%	52.4%	47.4%	65.9%	36.1%	54.8%							63.9%	97.8%70.1%46.2%54.2%7.3%6.9%2.0%4.6%8.9%6.4%4.2%4.9%
% Change 2023 to 2024			6.3%	8.9%	6.7%	3.4%	7.2%	8.7%	4.7%	2.1%	-1.1%	3.9%	5.1%	5.4%							4.9%	
Average Annual Change			5.6%	7.4%	12.3%	5.1%	5.9%	7.8%	3.3%	4.8%	4.3%	6.0%	3.3%	5.0%							5.8%	
2013	£M		1.852	2.474	2.880	2.639	4.368	3.710	4.601	6.724	3.411	2.400	1.597	1.129	37.79	3.7%10.7%0.7%5.7%3.9%5.4%-49.8%50.7%24.9%23.5%4.9%	7.206	10.72	14.74	5.126		
2014	£M		1.748	2.557	3.515	3.003	4.460	3.841	4.715	6.776	3.302	2.458	1.671	1.133	39.18		7.819	11.30	14.79	5.262		
2015	£M		2.108	3.007	3.805	3.087	4.755	4.056	4.909	7.834	3.839	2.918	1.745	1.317	43.38		8.920	11.90	16.58	5.981		
2016	£M		2.145	3.001	4.212	3.031	4.999	4.537	4.631	7.801	3.605	2.748	1.663	1.319	43.69		9.358	12.57	16.04	5.729		
2017	£M		2.269	3.175	4.457	3.208	5.291	4.800	4.898	8.250	3.800	2.896	1.753	1.390	46.19		9.901	13.30	16.95	6.039		
2018	£M		2.417	3.309	4.666	3.294	5.499	4.846	5.020	8.686	4.045	3.019	1.775	1.417	47.99		10.39	13.64	17.75	6.211		
2019	£M		2.550	3.504	5.079	3.503	5.696	5.182	5.180	9.069	4.286	3.240	1.796	1.501	50.59		11.13	14.38	18.54	6.537		
2020	£M		2.508	3.284	2.603	0.236	0.609	1.190	1.768	5.457	3.295	2.488	0.897	1.043	25.38		8.395	2.035	10.52	4.428		
2021	£M		0.782	1.313	2.249	1.958	4.290	4.702	4.512	8.370	4.123	3.146	1.578	1.233	38.26		4.344	10.95	17.01	5.957		
2022	£M		2.243	2.972	4.920	3.257	5.431	5.132	4.971	8.289	4.058	3.222	1.777	1.527	47.80		10.13	13.82	17.32	6.526		
2023	£M		2.811	4.119	6.357	3.999	6.699	6.358	5.987	10.04	5.084	3.832	2.067	1.659	59.01		13.29	17.06	21.11	7.557		
2024	£M		2.988	4.486	6.781	4.134	7.182	6.913	6.267	10.25	5.027	3.980	2.173	1.748	61.93		14.25	18.23	21.54	7.902		
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	37.79	39.18	43.38	43.69	46.19	47.99	50.59	25.38	38.26	47.80	59.01	61.93									
All Visitor Types	£M	62.56	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13	111.14	114.69									
Share of Total	%	60.4%	57.4%	59.3%	59.1%	59.2%	55.4%	55.1%	55.4%	53.9%	50.2%	53.1%	54.0%									
Annual Change in Share	%		-4.9%	3.3%	-0.5%	0.3%	-6.5%	-0.5%	0.5%	-2.7%	-6.8%	5.7%	1.7%									
Change in Share from 2013	%		-4.9%	-1.8%	-2.2%	-1.9%	-8.3%	-8.8%	-8.3%	-10.7%	-16.8%	-12.1%	-10.6%									
Avg Ann. Change in Share	%		-4.9%	-0.9%	-0.7%	-0.5%	-1.7%	-1.5%	-1.2%	-1.3%	-1.9%	-1.2%	-1.0%									

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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 BOSTON BOROUGH 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			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		7.3%	16.8%	47.8%	6.5%	8.7%	20.5%	-7.2%	1.7%	2.2%	12.7%	-4.2%	10.3%	9.2%	Annual Change	26.0%	12.2%	-1.0%	6.9%	
% Change 2023 to 2024		0.5%	2.8%	1.3%	-1.7%	1.3%	3.1%	-0.3%	-2.6%	-5.3%	-0.9%	-0.1%	-0.4%	-0.3%		1.6%	1.2%	-2.6%	-0.6%	
Average Annual Change		0.7%	1.5%	4.3%	0.6%	0.8%	1.9%	-0.7%	0.2%	0.2%	1.2%	-0.4%	0.9%	0.8%		2.4%	1.1%	-0.1%	0.6%	
2013	M	0.072	0.084	0.097	0.092	0.144	0.123	0.152	0.215	0.115	0.082	0.057	0.049	1.282	1.6%	0.252	0.360	0.482	0.188	
2014	M	0.068	0.083	0.113	0.101	0.144	0.124	0.153	0.213	0.112	0.083	0.059	0.049	1.302		0.264	0.370	0.478	0.190	
2015	M	0.077	0.096	0.120	0.103	0.151	0.129	0.157	0.242	0.127	0.095	0.060	0.053	1.410		8.3%	0.292	0.383	0.526	0.209
2016	M	0.077	0.094	0.129	0.100	0.156	0.141	0.147	0.238	0.118	0.089	0.057	0.053	1.401		-0.6%	0.301	0.397	0.503	0.199
2017	M	0.080	0.097	0.133	0.104	0.161	0.145	0.152	0.245	0.122	0.092	0.059	0.055	1.444		3.1%	0.310	0.410	0.518	0.206
2018	M	0.082	0.098	0.135	0.104	0.164	0.144	0.152	0.250	0.127	0.094	0.059	0.056	1.462		1.3%	0.314	0.411	0.529	0.208
2019	M	0.084	0.101	0.142	0.108	0.166	0.149	0.153	0.255	0.130	0.097	0.058	0.057	1.502		2.8%	0.327	0.423	0.539	0.212
2020	M	0.082	0.092	0.071	0.007	0.016	0.031	0.054	0.153	0.100	0.073	0.024	0.032	0.733		-51.2%	0.244	0.054	0.307	0.129
2021	M	0.021	0.034	0.057	0.053	0.119	0.132	0.130	0.229	0.125	0.093	0.050	0.047	1.090		48.6%	0.111	0.304	0.484	0.190
2022	M	0.070	0.078	0.125	0.093	0.144	0.134	0.135	0.213	0.114	0.088	0.053	0.055	1.302		19.5%	0.273	0.371	0.462	0.196
2023	M	0.077	0.095	0.141	0.100	0.155	0.144	0.141	0.225	0.124	0.093	0.055	0.054	1.404	7.8%	0.313	0.399	0.490	0.202	
2024	M	0.077	0.098	0.143	0.098	0.157	0.149	0.141	0.219	0.117	0.092	0.055	0.054	1.400	-0.3%	0.318	0.403	0.477	0.201	
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	1.282	1.302	1.410	1.401	1.444	1.462	1.502	0.733	1.090	1.302	1.404	1.400	2.00						
All Visitor Types	M	1.282	1.302	1.410	1.401	1.444	1.462	1.502	0.733	1.090	1.302	1.404	1.400	1.50						
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%	1.00						
Annual Change in Share	%													0.50						
Change in Share from 2013	%													0.00						
Avg Ann. Change in Share	%													0.00						
															<div><div>Total M</div><div>Share of Total %</div></div>					

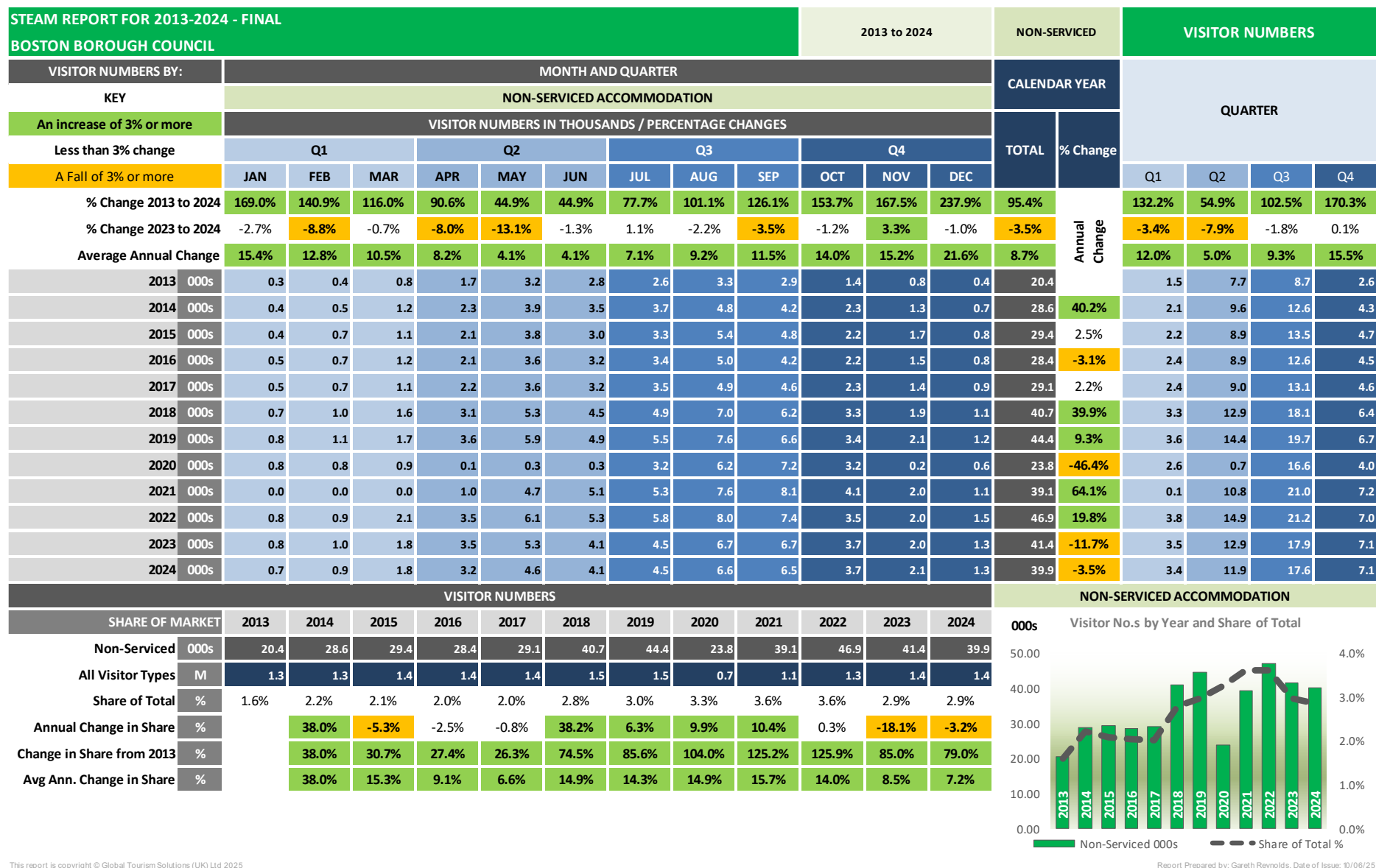
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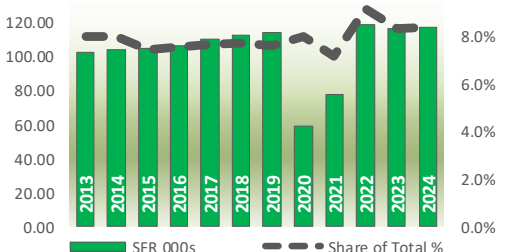
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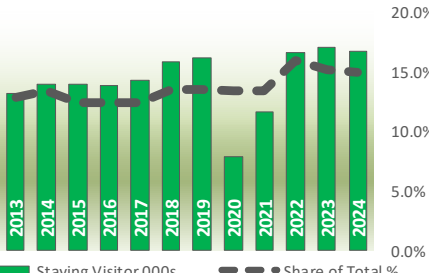
STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH COUNCIL										2013 to 2024			SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE 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		36.2%	6.3%	-16.2%	48.4%	30.9%	-2.6%	35.8%	15.1%	33.8%	29.7%	26.6%	55.4%	23.0%	Annual Change	4.0%	21.6%	28.5%	37.9%
% Change 2023 to 2024		-6.2%	-6.9%	-9.0%	-6.3%	-3.4%	-9.1%	-7.5%	-8.3%	-8.0%	-4.7%	-6.0%	-5.7%	-6.8%		-7.4%	-6.2%	-7.9%	-5.5%
Average Annual Change		3.3%	0.6%	-1.5%	4.4%	2.8%	-0.2%	3.3%	1.4%	3.1%	2.7%	2.4%	5.0%	2.1%		0.4%	2.0%	2.6%	3.4%
2013	000s	2.4	4.2	4.4	2.0	3.0	3.4	3.5	3.7	4.6	3.0	3.7	3.8	41.7	-0.8%	11.0	8.5	11.8	10.4
2014	000s	2.3	3.6	3.8	2.1	2.8	3.0	3.8	3.8	5.6	3.3	3.6	3.8	41.4		9.6	7.8	13.1	10.8
2015	000s	2.3	3.8	3.6	1.9	2.8	3.0	3.8	3.8	5.6	3.3	3.6	3.6	41.0		-1.1%	9.7	7.7	13.2
2016	000s	2.3	3.7	3.3	2.0	2.6	2.7	3.7	3.4	5.4	2.8	3.4	3.7	39.0	-4.8%	9.3	7.3	12.4	10.0
2017	000s	2.3	3.3	2.9	2.2	2.9	2.7	3.7	3.3	5.4	2.9	3.5	4.1	39.4	1.1%	8.6	7.8	12.4	10.6
2018	000s	2.6	3.8	3.2	2.5	3.3	3.1	4.0	3.6	6.0	3.3	4.0	4.6	43.9	11.4%	9.6	8.8	13.6	12.0
2019	000s	2.6	3.7	3.3	2.5	3.3	3.1	4.0	3.6	6.0	3.4	4.0	4.6	44.0	0.2%	9.6	8.8	13.6	12.0
2020	000s	2.6	3.6	1.3	0.2	0.3	0.2	0.9	1.6	2.7	1.4	0.5	0.5	15.8	-64.2%	7.5	0.7	5.1	2.4
2021	000s	0.5	0.6	0.6	0.5	0.9	2.4	3.4	3.3	5.5	3.2	3.6	3.9	28.3	79.8%	1.7	3.8	12.2	10.7
2022	000s	2.1	3.5	3.1	2.5	3.1	2.9	3.9	3.4	5.7	3.3	3.9	4.6	42.1	48.5%	8.7	8.5	13.0	11.9
2023	000s	3.6	4.8	4.0	3.2	4.1	3.7	5.2	4.7	6.7	4.0	4.9	6.2	55.1	30.8%	12.4	11.0	16.5	15.2
2024	000s	3.3	4.5	3.7	3.0	3.9	3.3	4.8	4.3	6.1	3.8	4.6	5.9	51.3	-6.8%	11.5	10.3	15.2	14.4
VISITOR NUMBERS														SERVICED ACCOMMODATION					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s Visitor No.s by Year and Share of Total					
Serviced	000s	41.7	41.4	41.0	39.0	39.4	43.9	44.0	15.8	28.3	42.1	55.1	51.3						
All Visitor Types	M	1.3	1.3	1.4	1.4	1.4	1.5	1.5	0.7	1.1	1.3	1.4	1.4						
Share of Total	%	3.3%	3.2%	2.9%	2.8%	2.7%	3.0%	2.9%	2.2%	2.6%	3.2%	3.9%	3.7%						
Annual Change in Share	%		-2.3%	-8.6%	-4.2%	-1.9%	10.1%	-2.5%	-26.6%	21.0%	24.3%	21.3%	-6.5%						
Change in Share from 2013	%		-2.3%	-10.8%	-14.6%	-16.2%	-7.8%	-10.1%	-34.0%	-20.1%	-0.7%	20.5%	12.6%						
Avg Ann. Change in Share	%		-2.3%	-5.4%	-4.9%	-4.1%	-1.6%	-1.7%	-4.9%	-2.5%	-0.1%	2.0%	1.1%						

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STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH 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			Q1	Q2	Q3	Q4		
% Change 2013 to 2024	8.2%	1.8%	12.0%	20.3%	13.7%	11.9%	15.4%	16.3%	23.5%	27.4%	13.4%	15.8%	14.7%	Annual Change	7.7%	15.7%	17.8%	18.3%		
% Change 2023 to 2024	-0.9%	-1.8%	1.6%	-0.1%	-1.7%	1.6%	2.3%	1.5%	1.1%	2.1%	1.1%	-0.2%	0.4%		-0.5%	-0.2%	1.7%	0.7%		
Average Annual Change	0.7%	0.2%	1.1%	1.8%	1.2%	1.1%	1.4%	1.5%	2.1%	2.5%	1.2%	1.4%	1.3%		0.7%	1.4%	1.6%	1.7%		
2013	000s	14.5	5.8	6.4	10.1	8.9	7.4	9.3	9.5	6.6	6.2	5.4	11.4	101.6	2.1%	26.7	26.4	25.4	23.0	
2014	000s	14.6	5.7	6.5	10.5	9.1	7.4	9.6	9.8	6.9	6.5	5.5	11.6	103.7		26.8	27.0	26.3	23.6	
2015	000s	14.2	5.6	6.5	10.7	9.2	7.6	9.8	10.1	7.0	6.7	5.4	11.2	103.9		0.3%	26.3	27.5	26.8	23.3
2016	000s	14.2	5.6	6.6	10.8	9.4	7.7	9.9	10.3	7.2	6.7	5.5	11.5	105.4		1.4%	26.4	27.9	27.4	23.7
2017	000s	14.9	5.8	6.6	11.3	9.7	7.9	10.3	10.5	7.6	7.0	5.7	12.2	109.7		4.1%	27.3	29.0	28.5	25.0
2018	000s	15.0	5.9	6.8	11.6	10.1	8.2	10.5	10.9	7.7	7.3	5.9	12.4	112.3		2.4%	27.7	29.9	29.1	25.6
2019	000s	15.2	5.9	6.7	11.9	10.3	8.3	10.8	11.0	7.7	7.2	6.0	12.5	113.4		0.9%	27.8	30.5	29.5	25.6
2020	000s	15.5	5.0	3.4	0.5	0.6	0.5	5.7	8.3	7.7	5.9	0.7	4.7	58.4		-48.5%	24.0	1.5	21.7	11.3
2021	000s	1.4	0.5	0.5	3.2	7.6	8.4	10.4	11.0	9.3	8.5	5.6	11.1	77.5		32.6%	2.4	19.2	30.7	25.2
2022	000s	15.5	5.9	7.3	12.2	10.8	8.7	11.2	11.4	8.3	7.5	6.1	13.6	118.4		52.9%	28.6	31.6	30.9	27.2
2023	000s	15.8	6.0	7.1	12.2	10.3	8.1	10.5	10.9	8.0	7.7	6.1	13.2	116.1	-2.0%	28.9	30.6	29.5	27.1	
2024	000s	15.6	5.9	7.2	12.2	10.1	8.2	10.8	11.1	8.1	7.9	6.2	13.2	116.5	0.4%	28.8	30.6	30.0	27.3	
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	101.6	103.7	103.9	105.4	109.7	112.3	113.4	58.4	77.5	118.4	116.1	116.5							
All Visitor Types	M	1.3	1.3	1.4	1.4	1.4	1.5	1.5	0.7	1.1	1.3	1.4	1.4							
Share of Total	%	7.9%	8.0%	7.4%	7.5%	7.6%	7.7%	7.5%	8.0%	7.1%	9.1%	8.3%	8.3%							
Annual Change in Share	%		0.5%	-7.4%	2.1%	1.0%	1.1%	-1.8%	5.6%	-10.8%	27.9%	-9.1%	0.7%							
Change in Share from 2013	%		0.5%	-7.0%	-5.0%	-4.1%	-3.0%	-4.7%	0.6%	-10.3%	14.8%	4.3%	5.1%							
Avg Ann. Change in Share	%		0.5%	-3.5%	-1.7%	-1.0%	-0.6%	-0.8%	0.1%	-1.3%	1.6%	0.4%	0.5%							
																				
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STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		14.7%	8.6%	8.7%	33.0%	23.7%	15.1%	30.4%	32.7%	47.9%	45.3%	30.6%	30.9%		26.9%	11.3%	24.0%	36.6%	35.0%
% Change 2023 to 2024		-1.9%	-4.4%	-2.0%	-2.6%	-5.1%	-1.6%	-0.5%	-1.7%	-3.2%	-0.5%	-1.2%	-1.9%		-2.2%	-2.6%	-3.2%	-1.8%	-1.3%
Average Annual Change		1.3%	0.8%	0.8%	3.0%	2.2%	1.4%	2.8%	3.0%	4.4%	4.1%	2.8%	2.8%		2.4%	1.0%	2.2%	3.3%	3.2%
2013 000s		17.2	10.4	11.6	13.8	15.1	13.6	15.4	16.5	14.0	10.6	9.9	15.6		163.7	39.2	42.5	45.9	36.1
2014 000s		17.3	9.8	11.4	14.9	15.7	13.9	17.0	18.4	16.7	12.1	10.5	16.1	173.7	6.1%	38.5	44.5	52.0	38.7
2015 000s		16.9	10.0	11.3	14.7	15.8	13.6	16.9	19.3	17.4	12.1	10.7	15.5	174.3	0.3%	38.2	44.1	53.6	38.3
2016 000s		17.1	10.1	11.0	14.9	15.6	13.6	17.0	18.6	16.8	11.7	10.4	16.0	172.8	-0.8%	38.2	44.1	52.5	38.2
2017 000s		17.8	9.9	10.7	15.7	16.3	13.8	17.5	18.8	17.7	12.2	10.7	17.2	178.2	3.1%	38.3	45.7	54.0	40.2
2018 000s		18.3	10.7	11.6	17.2	18.7	15.8	19.4	21.5	19.9	14.0	11.8	18.2	196.9	10.5%	40.6	51.6	60.8	43.9
2019 000s		18.5	10.7	11.7	18.0	19.5	16.3	20.3	22.2	20.3	13.9	12.1	18.3	201.8	2.5%	40.9	53.8	62.8	44.3
2020 000s		18.9	9.4	5.7	0.8	1.1	1.0	9.8	16.0	17.6	10.4	1.4	5.9	98.0	-51.4%	34.0	2.9	43.4	17.7
2021 000s		1.8	1.2	1.2	4.7	13.2	15.8	19.1	21.9	22.9	15.8	11.2	16.1	144.9	47.8%	4.2	33.7	63.9	43.1
2022 000s		18.4	10.3	12.5	18.2	20.0	16.9	20.9	22.8	21.4	14.2	12.1	19.8	207.4	43.1%	41.1	55.1	65.1	46.1
2023 000s		20.1	11.8	12.9	18.9	19.7	15.9	20.2	22.3	21.4	15.4	13.1	20.8	212.5	2.5%	44.8	54.5	63.9	49.3
2024 000s		19.7	11.3	12.7	18.4	18.7	15.7	20.1	21.9	20.7	15.4	12.9	20.4	207.8	-2.2%	43.6	52.7	62.7	48.7
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	163.7	173.7	174.3	172.8	178.2	196.9	201.8	98.0	144.9	207.4	212.5	207.8					
All Visitor Types		M	1.3	1.3	1.4	1.4	1.4	1.5	1.5	0.7	1.1	1.3	1.4						
Share of Total		%	12.8%	13.3%	12.4%	12.3%	12.3%	13.5%	13.4%	13.4%	13.3%	15.9%	15.1%	14.8%					
Annual Change in Share		%		4.5%	-7.4%	-0.2%	0.0%	9.1%	-0.3%	-0.5%	-0.5%	19.8%	-5.0%	-1.9%					
Change in Share from 2013		%		4.5%	-3.2%	-3.4%	-3.4%	5.5%	5.2%	4.7%	4.1%	24.7%	18.5%	16.2%					
Avg Ann. Change in Share		%		4.5%	-1.6%	-1.1%	-0.8%	1.1%	0.9%	0.7%	0.5%	2.7%	1.9%	1.5%					

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STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH 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	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024			4.9%	17.9%	53.1%	1.9%	6.9%	21.2%	-11.4%	-0.9%	-4.2%	7.9%	-11.5%	0.7%		6.6%	28.6%	10.6%	-4.9%	0.2%	
% Change 2023 to 2024			1.3%	3.8%	1.7%	-1.5%	2.2%	3.6%	-0.2%	-2.7%	-5.8%	-1.0%	0.2%	0.5%		0.0%	2.3%	1.9%	-2.7%	-0.3%	
Average Annual Change			0.4%	1.6%	4.8%	0.2%	0.6%	1.9%	-1.0%	-0.1%	-0.4%	0.7%	-1.0%	0.1%		0.6%	2.6%	1.0%	-0.4%	0.0%	
2013		M	0.055	0.073	0.085	0.078	0.129	0.110	0.136	0.199	0.101	0.071	0.047	0.033	1.118	0.9%	0.213	0.317	0.436	0.152	
2014		M	0.050	0.074	0.101	0.086	0.128	0.111	0.136	0.195	0.095	0.071	0.048	0.033	1.128		0.225	0.325	0.426	0.152	
2015		M	0.060	0.086	0.108	0.088	0.135	0.116	0.140	0.223	0.109	0.083	0.050	0.038	1.235		9.5%	0.254	0.339	0.472	0.170
2016		M	0.060	0.084	0.118	0.085	0.141	0.128	0.130	0.219	0.101	0.077	0.047	0.037	1.228		-0.6%	0.263	0.353	0.451	0.161
2017		M	0.062	0.087	0.122	0.088	0.145	0.132	0.134	0.226	0.104	0.079	0.048	0.038	1.266		3.1%	0.271	0.364	0.464	0.165
2018		M	0.064	0.087	0.123	0.087	0.145	0.128	0.132	0.229	0.107	0.080	0.047	0.037	1.265		-0.1%	0.274	0.360	0.468	0.164
2019		M	0.066	0.090	0.131	0.090	0.146	0.133	0.133	0.233	0.110	0.083	0.046	0.039	1.300		2.8%	0.286	0.370	0.477	0.168
2020		M	0.063	0.082	0.065	0.006	0.015	0.030	0.044	0.137	0.082	0.062	0.022	0.026	0.635		-51.2%	0.210	0.051	0.263	0.111
2021		M	0.019	0.032	0.056	0.048	0.106	0.116	0.111	0.207	0.102	0.078	0.039	0.030	0.945		48.7%	0.107	0.270	0.420	0.147
2022		M	0.051	0.068	0.113	0.075	0.124	0.117	0.114	0.190	0.093	0.074	0.041	0.035	1.094		15.9%	0.232	0.316	0.397	0.149
2023		M	0.057	0.083	0.128	0.081	0.135	0.128	0.121	0.203	0.103	0.077	0.042	0.033	1.191		8.9%	0.268	0.344	0.426	0.153
2024		M	0.057	0.086	0.130	0.080	0.138	0.133	0.121	0.197	0.097	0.077	0.042	0.034	1.192		0.0%	0.274	0.351	0.415	0.152
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	1.118	1.128	1.235	1.228	1.266	1.265	1.300	0.635	0.945	1.094	1.191	1.192							
All Visitor Types		M	1.282	1.302	1.410	1.401	1.444	1.462	1.502	0.733	1.090	1.302	1.404	1.400							
Share of Total		%	87.2%	86.7%	87.6%	87.7%	87.7%	86.5%	86.6%	86.6%	86.7%	84.1%	84.9%	85.2%							
Annual Change in Share		%		-0.7%	1.1%	0.0%	0.0%	-1.3%	0.0%	0.1%	0.1%	-3.0%	0.9%	0.3%							
Change in Share from 2013		%		-0.7%	0.5%	0.5%	0.5%	-0.8%	-0.8%	-0.7%	-0.6%	-3.6%	-2.7%	-2.4%							
Avg Ann. Change in Share		%		-0.7%	0.2%	0.2%	0.1%	-0.2%	-0.1%	-0.1%	-0.1%	-0.4%	-0.3%	-0.2%							

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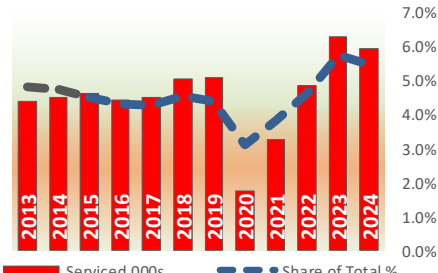
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Visitor Days by Month, Year and Visitor Type for the Period 2013 to 2024

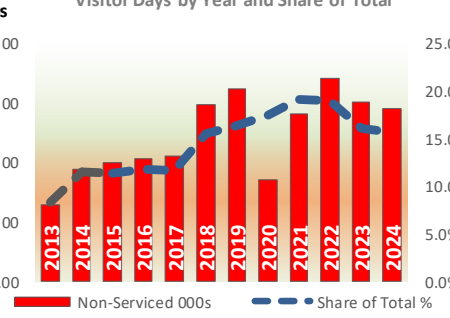
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH 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		12.3%	19.7%	49.7%	19.7%	17.0%	27.7%	4.4%	11.4%	19.3%	29.0%	9.9%	21.7%		18.9%	28.4%	21.4%	11.1%	21.3%	
% Change 2023 to 2024		-0.3%	1.6%	0.9%	-2.5%	-1.3%	2.0%	0.0%	-2.3%	-4.5%	-0.8%	0.4%	-0.5%		-0.8%	0.8%	-0.5%	-2.2%	-0.4%	
Average Annual Change		1.1%	1.8%	4.5%	1.8%	1.5%	2.5%	0.4%	1.0%	1.8%	2.6%	0.9%	2.0%		1.7%	2.6%	1.9%	1.0%	1.9%	
2013	M	0.097	0.094	0.112	0.119	0.173	0.151	0.184	0.255	0.141	0.099	0.068	0.070	1.563	Annual Change	0.303	0.443	0.580	0.237	
2014	M	0.095	0.095	0.130	0.134	0.179	0.158	0.192	0.262	0.146	0.105	0.072	0.072	1.639		4.9%	0.320	0.471	0.599	0.248
2015	M	0.105	0.109	0.138	0.137	0.188	0.165	0.197	0.292	0.161	0.117	0.075	0.077	1.761		7.4%	0.352	0.489	0.650	0.269
2016	M	0.105	0.107	0.148	0.134	0.193	0.177	0.188	0.290	0.154	0.113	0.072	0.078	1.760		0.0%	0.361	0.504	0.632	0.263
2017	M	0.109	0.110	0.151	0.140	0.199	0.181	0.194	0.297	0.160	0.116	0.074	0.082	1.813		3.0%	0.370	0.520	0.651	0.272
2018	M	0.113	0.113	0.156	0.147	0.213	0.190	0.204	0.316	0.175	0.125	0.077	0.085	1.913		5.5%	0.382	0.549	0.695	0.287
2019	M	0.116	0.117	0.165	0.154	0.219	0.199	0.210	0.325	0.181	0.129	0.078	0.087	1.979		3.5%	0.397	0.572	0.716	0.294
2020	M	0.114	0.105	0.082	0.008	0.019	0.034	0.085	0.205	0.152	0.099	0.026	0.044	0.974		-50.8%	0.301	0.061	0.442	0.170
2021	M	0.022	0.034	0.058	0.066	0.162	0.182	0.186	0.298	0.187	0.132	0.069	0.073	1.469		50.8%	0.114	0.410	0.671	0.274
2022	M	0.102	0.093	0.150	0.139	0.199	0.186	0.194	0.285	0.170	0.121	0.072	0.088	1.799		22.4%	0.345	0.525	0.648	0.281
2023	M	0.110	0.111	0.166	0.146	0.205	0.189	0.192	0.290	0.176	0.128	0.075	0.086	1.874		4.2%	0.386	0.540	0.658	0.289
2024	M	0.109	0.112	0.167	0.143	0.203	0.192	0.192	0.284	0.168	0.127	0.075	0.086	1.859		-0.8%	0.389	0.538	0.644	0.288
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	1.563	1.639	1.761	1.760	1.813	1.913	1.979	0.974	1.469	1.799	1.874	1.859							
All Visitor Types	M	1.563	1.639	1.761	1.760	1.813	1.913	1.979	0.974	1.469	1.799	1.874	1.859							
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 BOSTON BOROUGH 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		33.8%	11.3%	5.0%	63.9%	53.6%	31.9%	39.9%	41.1%	34.1%	50.6%	23.6%	49.8%	35.5%	Annual Change	14.4%	47.6%	38.5%	41.0%	
% Change 2023 to 2024		-8.0%	-7.4%	-9.1%	-5.6%	-2.5%	-7.4%	-5.7%	-5.0%	-6.5%	-3.5%	-4.6%	-6.1%	-5.8%		-8.2%	-5.2%	-5.7%	-4.6%	
Average Annual Change		3.1%	1.0%	0.5%	5.8%	4.9%	2.9%	3.6%	3.7%	3.1%	4.6%	2.1%	4.5%	3.2%		1.3%	4.3%	3.5%	3.7%	
2013 000s		4.5	6.1	7.0	4.4	5.9	6.8	7.0	8.6	7.7	6.1	5.7	4.7	74.6	Annual Change	17.6	17.2	23.3	16.5	
2014 000s		4.6	5.7	6.7	5.0	6.1	6.6	7.4	8.6	9.3	6.7	5.6	4.7	77.0		3.3%	17.0	17.6	25.3	17.1
2015 000s		5.0	6.0	6.5	4.9	6.2	7.5	7.7	9.5	8.8	7.0	5.3	4.4	78.8		2.4%	17.5	18.6	26.0	16.7
2016 000s		4.6	5.8	6.2	4.9	6.0	7.0	7.5	9.1	8.5	6.5	5.1	4.6	75.8		-3.9%	16.6	17.8	25.2	16.2
2017 000s		4.5	5.2	5.6	5.3	6.6	7.2	7.5	9.1	8.7	6.7	5.3	5.2	76.8		1.4%	15.3	19.1	25.3	17.1
2018 000s		5.1	5.8	6.1	6.0	7.5	8.2	8.2	10.3	9.6	7.6	6.0	5.8	86.2		12.3%	17.0	21.7	28.1	19.5
2019 000s		5.1	5.8	6.1	6.1	7.5	8.3	8.3	10.2	9.5	7.7	6.1	5.8	86.4		0.2%	17.0	21.8	28.0	19.5
2020 000s		5.0	5.5	2.5	0.5	0.7	0.7	1.8	4.5	4.3	3.2	0.8	0.6	30.1		-65.1%	13.1	1.8	10.6	4.6
2021 000s		0.9	1.0	1.2	1.2	2.0	6.4	7.0	9.5	8.8	7.3	5.4	4.9	55.7		84.7%	3.1	9.6	25.3	17.7
2022 000s		4.2	5.4	5.9	6.1	7.2	7.9	8.1	9.7	9.1	7.5	6.0	5.8	82.9		48.8%	15.4	21.2	26.9	19.3
2023 000s		6.5	7.3	8.1	7.7	9.3	9.7	10.5	12.8	11.0	9.4	7.4	7.5	107.2		29.4%	21.9	26.7	34.2	24.4
2024 000s		6.0	6.8	7.4	7.3	9.1	9.0	9.9	12.1	10.3	9.1	7.1	7.0	101.0		-5.8%	20.1	25.4	32.3	23.2
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	74.6	77.0	78.8	75.8	76.8	86.2	86.4	30.1	55.7	82.9	107.2	101.0						
All Visitor Types		M	1.6	1.6	1.8	1.8	1.8	1.9	2.0	1.0	1.5	1.8	1.9							
Share of Total		%	4.8%	4.7%	4.5%	4.3%	4.2%	4.5%	4.4%	3.1%	3.8%	4.6%	5.7%	5.4%						
Annual Change in Share		%		-1.6%	-4.7%	-3.8%	-1.6%	6.4%	-3.1%	-29.2%	22.5%	21.6%	24.2%	-5.0%						
Change in Share from 2013		%		-1.6%	-6.1%	-9.7%	-11.2%	-5.5%	-8.5%	-35.1%	-20.6%	-3.4%	20.0%	13.9%						
Avg Ann. Change in Share		%		-1.6%	-3.1%	-3.2%	-2.8%	-1.1%	-1.4%	-5.0%	-2.6%	-0.4%	2.0%	1.3%						

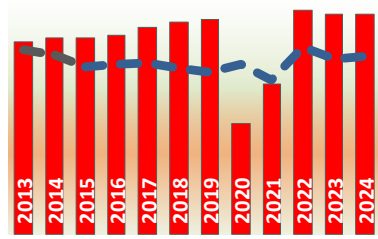
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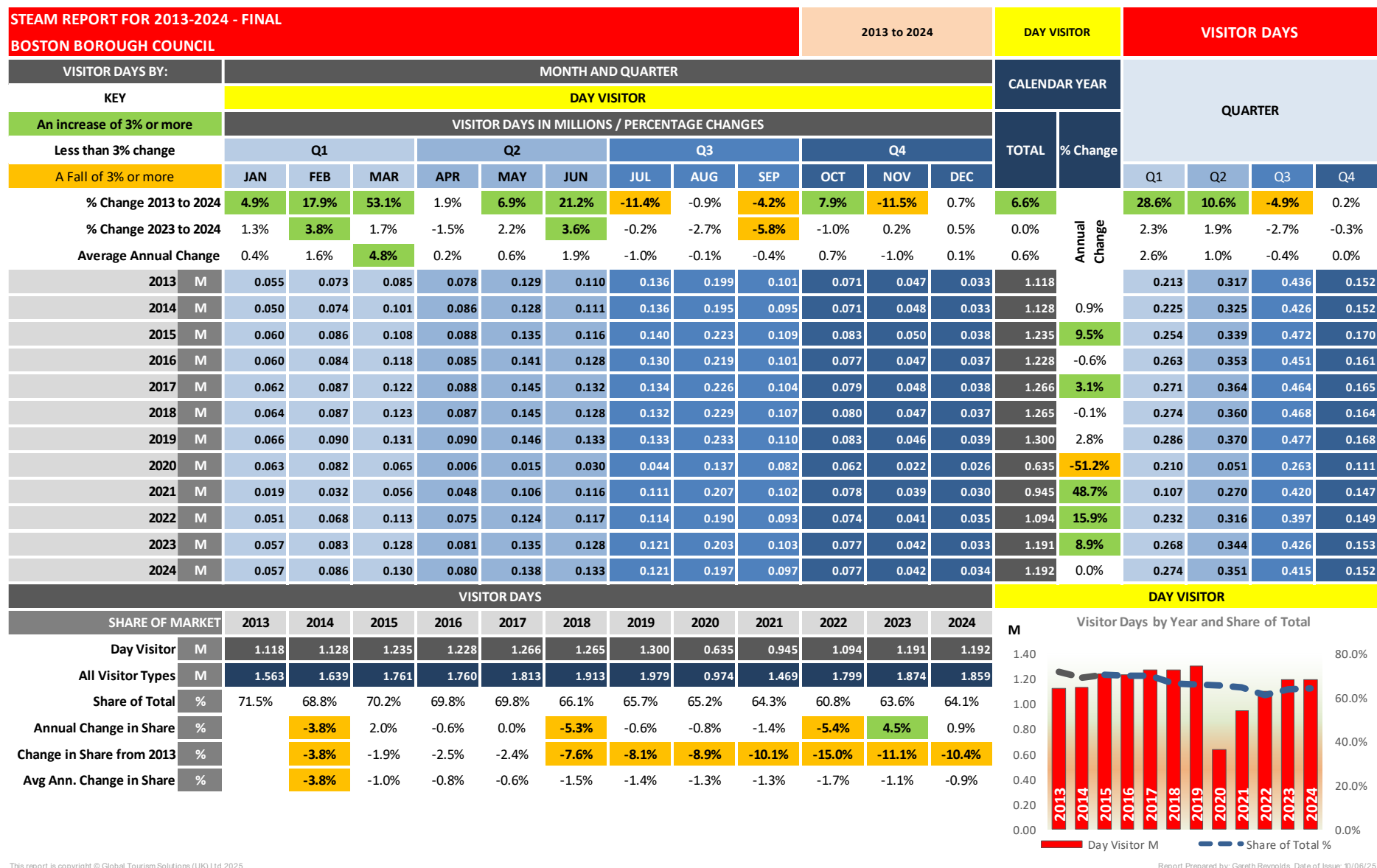
STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH COUNCIL										2013 to 2024				NON-SERVICED		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																			
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE 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			Q1	Q2	Q3	Q4		
% Change 2013 to 2024		234.6%	182.4%	150.3%	145.6%	80.1%	78.1%	99.7%	103.7%	139.4%	195.9%	225.4%	303.3%	123.7%	Annual Change	175.5%	92.6%	113.8%	222.8%		
% Change 2023 to 2024		-2.6%	-8.8%	-0.7%	-8.0%	-13.1%	-1.3%	1.1%	-2.2%	-3.5%	-1.2%	3.4%	-0.9%	-3.5%		-3.3%	-7.7%	-1.8%	0.1%		
Average Annual Change		21.3%	16.6%	13.7%	13.2%	7.3%	7.1%	9.1%	9.4%	12.7%	17.8%	20.5%	27.6%	11.2%		16.0%	8.4%	10.3%	20.3%		
2013 000s		2.1	2.4	5.5	9.4	18.4	18.6	17.3	22.3	18.3	8.3	4.1	2.7	129.3	Annual Change	10.0	46.4	57.8	15.1		
2014 000s		3.3	4.0	8.7	14.2	24.9	25.2	24.6	32.3	26.6	13.2	6.8	4.5	188.2		45.5%	16.0	64.4	83.4	24.4	
2015 000s		4.6	5.4	9.2	15.1	25.8	25.9	25.3	33.3	27.5	12.6	8.8	6.3	199.7		6.1%	19.2	66.8	86.1	27.6	
2016 000s		4.8	5.5	9.2	15.1	25.8	26.1	25.8	34.5	28.6	14.5	9.3	6.7	205.9		3.1%	19.6	67.0	88.9	30.5	
2017 000s		5.0	5.8	8.7	15.9	26.1	25.6	26.8	34.1	31.0	15.2	9.0	7.1	210.4		2.2%	19.5	67.5	92.0	31.3	
2018 000s		6.4	7.8	12.3	22.5	37.9	36.5	37.2	48.6	41.9	22.4	12.2	9.2	295.0		40.2%	26.5	97.0	127.6	43.9	
2019 000s		7.3	8.4	13.4	26.1	42.6	39.7	42.0	52.9	44.4	22.6	13.5	10.0	322.8		9.4%	29.1	108.3	139.2	46.1	
2020 000s		7.5	6.4	7.3	0.8	2.0	2.2	24.5	42.7	48.7	21.2	1.4	5.3	169.9		-47.4%	21.2	5.0	115.8	27.9	
2021 000s		0.2	0.2	0.3	7.2	34.0	41.2	40.6	52.4	54.8	27.8	12.7	8.8	280.1		64.8%	0.7	82.4	147.8	49.2	
2022 000s		7.5	7.1	16.0	25.6	44.1	42.5	43.8	55.5	49.9	23.4	12.9	12.2	340.6		21.6%	30.6	112.3	149.2	48.5	
2023 000s		7.1	7.5	13.8	25.1	38.1	33.5	34.1	46.4	45.3	25.0	13.0	10.8	299.8	-12.0%	28.4	96.8	125.9	48.8		
2024 000s		6.9	6.9	13.7	23.1	33.1	33.1	34.5	45.4	43.7	24.7	13.5	10.7	289.2	-3.5%	27.5	89.3	123.6	48.8		
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	129.3	188.2	199.7	205.9	210.4	295.0	322.8	169.9	280.1	340.6	299.8	289.2							
All Visitor Types		M	1.6	1.6	1.8	1.8	1.8	1.9	2.0	1.0	1.5	1.8	1.9	400.00							
Share of Total		%	8.3%	11.5%	11.3%	11.7%	11.6%	15.4%	16.3%	17.4%	19.1%	18.9%	16.0%	15.6%		300.00					
Annual Change in Share		%		38.7%	-1.2%	3.2%	-0.8%	32.9%	5.8%	6.9%	9.3%	-0.7%	-15.5%	-2.7%		200.00					
Change in Share from 2013		%		38.7%	37.1%	41.4%	40.2%	86.4%	97.2%	110.8%	130.4%	128.8%	93.4%	88.1%		100.00					
Avg Ann. Change in Share		%		38.7%	18.5%	13.8%	10.1%	17.3%	16.2%	15.8%	16.3%	14.3%	9.3%	8.0%	0.00						

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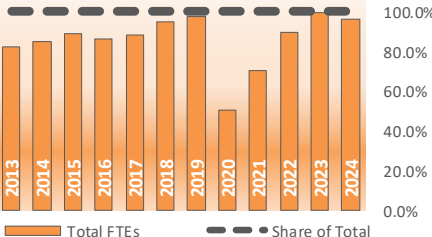
STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH COUNCIL											2013 to 2024			SFR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SFR																			
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change						
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			Q1	Q2	Q3	Q4		
% Change 2013 to 2024	8.2%	1.8%	12.0%	20.3%	13.7%	11.9%	15.4%	16.3%	23.5%	27.4%	13.4%	15.8%	14.8%	Annual Change	7.8%	16.2%	17.6%	18.1%		
% Change 2023 to 2024	-0.9%	-1.8%	1.6%	-0.1%	-1.7%	1.6%	2.3%	1.5%	1.1%	2.1%	1.1%	-0.2%	0.4%		-0.5%	-0.2%	1.7%	0.6%		
Average Annual Change	0.7%	0.2%	1.1%	1.8%	1.2%	1.1%	1.4%	1.5%	2.1%	2.5%	1.2%	1.4%	1.3%		0.7%	1.5%	1.6%	1.6%		
2013	000s	36.2	12.2	13.8	27.3	19.6	15.5	23.3	24.8	14.2	13.2	11.0	29.7	240.9	2.1%	62.2	62.4	62.3	53.9	
2014	000s	36.5	12.0	13.9	28.4	19.9	15.6	24.0	25.5	14.9	13.9	11.2	30.1	246.0		62.4	64.0	64.4	55.2	
2015	000s	35.5	11.7	14.0	28.8	20.3	16.0	24.4	26.1	15.2	14.3	11.0	29.1	246.5		0.2%	61.2	65.1	65.7	54.4
2016	000s	35.6	11.8	14.1	29.2	20.6	16.2	24.8	26.7	15.6	14.4	11.2	29.9	250.1	1.5%	61.5	66.0	67.1	55.5	
2017	000s	37.3	12.2	14.2	30.5	21.4	16.6	25.8	27.4	16.5	15.1	11.6	31.7	260.4	4.1%	63.7	68.6	69.7	58.4	
2018	000s	37.6	12.4	14.6	31.3	22.3	17.2	26.3	28.2	16.8	15.6	11.9	32.2	266.5	2.4%	64.6	70.8	71.3	59.8	
2019	000s	37.9	12.3	14.5	32.1	22.8	17.4	26.9	28.5	16.8	15.4	12.1	32.5	269.1	1.0%	64.7	72.3	72.2	60.0	
2020	000s	38.8	10.5	7.4	1.3	1.2	1.0	14.2	21.6	16.7	12.6	1.4	12.3	138.9	-48.4%	56.7	3.5	52.5	26.2	
2021	000s	2.1	0.6	0.7	9.2	19.7	18.7	27.0	29.0	21.9	19.4	11.7	29.0	189.0	36.0%	3.4	47.6	77.9	60.1	
2022	000s	38.6	12.3	15.7	32.9	23.7	18.3	28.0	29.7	18.0	16.0	12.4	35.4	281.1	48.7%	66.6	74.8	75.8	63.9	
2023	000s	39.5	12.7	15.3	32.9	22.7	17.0	26.3	28.4	17.4	16.5	12.4	34.4	275.5	-2.0%	67.4	72.7	72.1	63.3	
2024	000s	39.1	12.4	15.5	32.9	22.3	17.3	26.9	28.8	17.6	16.8	12.5	34.4	276.6	0.4%	67.1	72.5	73.3	63.7	
VISITOR DAYS														SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	000s	Visitor Days by Year and Share of Total					
SFR	000s	240.9	246.0	246.5	250.1	260.4	266.5	269.1	138.9	189.0	281.1	275.5	276.6	300.00						
All Visitor Types	M	1.6	1.6	1.8	1.8	1.8	1.9	2.0	1.0	1.5	1.8	1.9	1.9	250.00						
Share of Total	%	15.4%	15.0%	14.0%	14.2%	14.4%	13.9%	13.6%	14.3%	12.9%	15.6%	14.7%	14.9%	200.00						
Annual Change in Share	%		-2.6%	-6.7%	1.5%	1.1%	-3.0%	-2.4%	4.9%	-9.8%	21.5%	-5.9%	1.2%	150.00						
Change in Share from 2013	%		-2.6%	-9.2%	-7.8%	-6.8%	-9.6%	-11.8%	-7.5%	-16.5%	1.4%	-4.6%	-3.5%	100.00						
Avg Ann. Change in Share	%		-2.6%	-4.6%	-2.6%	-1.7%	-1.9%	-2.0%	-1.1%	-2.1%	0.2%	-0.5%	-0.3%	50.00						
															0.00					

STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH 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		21.7%	25.8%	38.9%	53.7%	46.9%	45.3%	49.6%	55.1%	78.3%	83.4%	58.1%	40.7%		49.9%	27.7%	48.6%	59.8%	58.7%			
% Change 2023 to 2024		-2.0%	-5.2%	-1.6%	-3.8%	-8.0%	-1.4%	0.5%	-1.4%	-2.9%	-0.6%	0.7%	-1.2%		-2.3%	-2.6%	-4.6%	-1.3%	-0.5%			
Average Annual Change		2.0%	2.3%	3.5%	4.9%	4.3%	4.1%	4.5%	5.0%	7.1%	7.6%	5.3%	3.7%		4.5%	2.5%	4.4%	5.4%	5.3%			
2013 000s		42.7	20.7	26.4	41.2	43.9	40.9	47.7	55.7	40.1	27.6	20.9	37.0		444.8	89.8	126.0	143.5	85.5			
2014 000s		44.4	21.7	29.2	47.6	50.9	47.4	56.0	66.4	50.8	33.8	23.6	39.3	511.2	14.9%	95.3	146.0	173.2	96.7			
2015 000s		45.2	23.1	29.7	48.7	52.4	49.4	57.4	68.9	51.4	34.0	25.0	39.8	525.0	2.7%	98.0	150.5	177.8	98.7			
2016 000s		45.0	23.1	29.6	49.1	52.4	49.3	58.1	70.4	52.7	35.3	25.6	41.2	531.8	1.3%	97.7	150.8	181.2	102.1			
2017 000s		46.8	23.2	28.5	51.7	54.1	49.4	60.1	70.6	56.2	37.0	25.9	44.0	547.6	3.0%	98.5	155.2	187.0	106.9			
2018 000s		49.1	26.0	32.9	59.9	67.7	62.0	71.7	87.1	68.2	45.7	30.1	47.3	647.7	18.3%	108.1	189.5	227.1	123.1			
2019 000s		50.3	26.5	34.0	64.3	72.9	65.3	77.2	91.6	70.6	45.7	31.7	48.3	678.4	4.7%	110.8	202.4	239.5	125.6			
2020 000s		51.4	22.4	17.2	2.5	3.9	3.9	40.5	68.8	69.6	37.0	3.5	18.2	339.0	-50.0%	91.0	10.3	178.9	58.8			
2021 000s		3.2	1.8	2.2	17.7	55.7	66.3	74.5	91.0	85.5	54.5	29.7	42.8	524.8	54.8%	7.1	139.6	251.0	127.0			
2022 000s		50.3	24.8	37.6	64.5	75.0	68.7	79.9	94.9	77.0	47.0	31.3	53.4	704.5	34.2%	112.6	208.3	251.9	131.7			
2023 000s		53.0	27.5	37.2	65.8	70.1	60.3	70.9	87.6	73.7	50.9	32.8	52.7	682.5	-3.1%	117.7	196.2	232.2	136.4			
2024 000s		51.9	26.1	36.6	63.3	64.5	59.4	71.3	86.4	71.6	50.6	33.1	52.1	666.8	-2.3%	114.7	187.2	229.2	135.8			
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	444.8	511.2	525.0	531.8	547.6	647.7	678.4	339.0	524.8	704.5	682.5	666.8	800.00							
All Visitor Types		M	1.6	1.6	1.8	1.8	1.8	1.9	2.0	1.0	1.5	1.8	1.9	1.9	400.00							
Share of Total		%	28.5%	31.2%	29.8%	30.2%	30.2%	33.9%	34.3%	34.8%	35.7%	39.2%	36.4%	35.9%	600.00							
Annual Change in Share		%		9.6%	-4.4%	1.3%	-0.1%	12.1%	1.2%	1.5%	2.6%	9.7%	-7.0%	-1.5%	400.00							
Change in Share from 2013		%		9.6%	4.8%	6.2%	6.1%	19.0%	20.5%	22.3%	25.5%	37.6%	28.0%	26.1%	200.00							
Avg Ann. Change in Share		%		9.6%	2.4%	2.1%	1.5%	3.8%	3.4%	3.2%	3.2%	4.2%	2.8%	2.4%	0.00							
															Staying Visitor 000s				Share of Total %			
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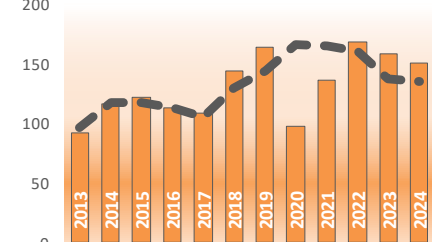


Direct and Total Employment by Month, Year and Visitor Type for the Period 2013 to 2024

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

STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH 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		10.5%	14.4%	36.7%	17.8%	16.4%	23.6%	6.7%	13.3%	18.1%	23.4%	7.7%	16.9%	16.8%	Annual Change	21.2%	19.2%	12.4%	16.7%	
% Change 2023 to 2024		-3.8%	-2.6%	-2.4%	-5.1%	-4.0%	-1.4%	-2.7%	-4.2%	-6.5%	-3.9%	-3.9%	-4.2%	-3.7%		-2.9%	-3.4%	-4.4%	-4.0%	
Average Annual Change		1.0%	1.3%	3.3%	1.6%	1.5%	2.1%	0.6%	1.2%	1.6%	2.1%	0.7%	1.5%	1.5%		1.9%	1.7%	1.1%	1.5%	
2013	FTEs	777	727	843	900	1,196	1,074	1,271	1,669	1,024	773	590	624	956	Annual Change	782	1,057	1,322	663	
2014	FTEs	759	729	938	982	1,227	1,110	1,314	1,703	1,063	809	609	632	990		3.5%	809	1,106	1,360	683
2015	FTEs	814	799	968	986	1,259	1,139	1,331	1,851	1,125	865	623	660	1,035		4.6%	860	1,128	1,436	716
2016	FTEs	784	762	988	943	1,252	1,167	1,253	1,803	1,058	813	583	640	1,004		-3.0%	845	1,121	1,371	679
2017	FTEs	805	773	997	974	1,288	1,188	1,287	1,844	1,094	832	589	662	1,028		2.4%	858	1,150	1,408	695
2018	FTEs	850	814	1,054	1,046	1,404	1,277	1,382	2,006	1,209	913	628	700	1,107		7.7%	906	1,242	1,532	747
2019	FTEs	866	832	1,101	1,092	1,442	1,326	1,420	2,048	1,243	936	638	714	1,138		2.8%	933	1,287	1,570	763
2020	FTEs	846	747	595	93	164	236	623	1,373	1,067	733	215	331	585		-48.6%	729	164	1,021	426
2021	FTEs	179	236	364	438	997	1,197	1,242	1,842	1,258	939	565	610	822		40.5%	260	877	1,447	705
2022	FTEs	775	691	1,013	997	1,320	1,246	1,314	1,817	1,173	879	595	715	1,044		27.0%	826	1,188	1,434	730
2023	FTEs	892	854	1,181	1,117	1,451	1,346	1,394	1,975	1,295	993	661	762	1,160		11.1%	976	1,305	1,555	806
2024	FTEs	859	832	1,153	1,060	1,392	1,328	1,356	1,892	1,210	954	636	730	1,117		-3.7%	948	1,260	1,486	773
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	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117						
Total Employment		FTEs	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117						
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										2013 to 2024			SERVICED		DIRECT EMPLOYMENT					
BOSTON BOROUGH COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024		-0.8%	-4.1%	-5.6%	5.7%	6.3%	2.0%	4.3%	7.8%	3.9%	5.8%	-1.5%	3.0%	2.3%	Annual Change	-3.6%	4.6%	5.4%	2.5%	
% Change 2023 to 2024		-12.5%	-12.2%	-12.7%	-11.6%	-10.4%	-12.0%	-11.4%	-10.5%	-11.4%	-10.6%	-11.4%	-11.8%	-11.5%		-12.5%	-11.3%	-11.1%	-11.3%	
Average Annual Change		-0.1%	-0.4%	-0.5%	0.5%	0.6%	0.2%	0.4%	0.7%	0.4%	0.5%	-0.1%	0.3%	0.2%		-0.3%	0.4%	0.5%	0.2%	
2013 FTEs		169	181	189	168	180	188	189	202	194	181	179	170	182	0.6%	179	179	195	177	
2014 FTEs		169	178	185	172	181	185	192	200	209	186	177	170	184		177	179	200	178	
2015 FTEs		172	179	183	170	181	191	193	207	203	187	174	167	184		0.3%	178	181	201	176
2016 FTEs		155	164	167	156	165	173	177	190	186	169	158	155	168		-8.7%	162	165	184	161
2017 FTEs		155	159	162	160	170	175	177	190	187	171	160	159	169		0.5%	159	169	185	163
2018 FTEs		168	174	176	176	187	193	193	210	204	188	175	174	185		9.5%	173	185	202	179
2019 FTEs		168	173	176	175	187	193	193	209	202	188	176	173	184		-0.3%	172	185	201	179
2020 FTEs		162	160	116	34	41	37	83	120	121	111	45	37	89		-51.7%	146	37	108	64
2021 FTEs		52	50	51	55	71	171	176	195	189	178	164	160	126		41.7%	51	99	187	167
2022 FTEs		155	164	168	169	178	184	185	198	193	181	169	168	176		39.7%	162	177	192	172
2023 FTEs		191	198	204	201	214	217	223	243	228	214	199	199	211	19.7%	198	211	231	204	
2024 FTEs		167	174	178	177	191	191	197	217	202	192	176	175	186	-11.5%	173	187	205	181	
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	182	184	184	168	169	185	184	89	126	176	211	186	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></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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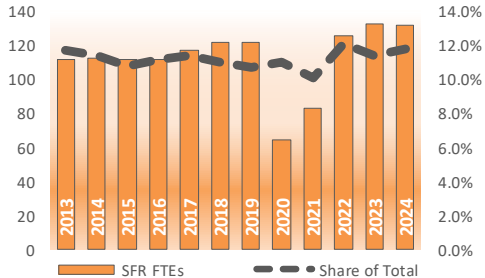
STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024			NON-SERVED		DIRECT EMPLOYMENT				
BOSTON BOROUGH COUNCIL														CALENDAR YEAR		QUARTER				
EMPLOYMENT BY:		MONTH AND QUARTER																		
KEY		NON-SERVED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		55.4%	46.5%	48.4%	65.2%	47.4%	46.3%	58.3%	67.7%	85.6%	81.7%	78.1%	83.9%			63.3%	49.8%	51.4%	70.5%	81.2%
% Change 2023 to 2024		-3.9%	-7.1%	-4.5%	-8.7%	-13.0%	-3.7%	-1.8%	-4.2%	-5.3%	-3.9%	0.0%	-2.7%			-5.3%	-5.1%	-8.6%	-3.9%	-2.5%
Average Annual Change		5.0%	4.2%	4.4%	5.9%	4.3%	4.2%	5.3%	6.2%	7.8%	7.4%	7.1%	7.6%			5.8%	4.5%	4.7%	6.4%	7.4%
2013	FTEs	40	42	67	89	133	134	128	152	133	84	54	45	92	Annual Change	50	119	137	61	
2014	FTEs	48	51	84	113	165	166	162	198	172	107	69	56	116		26.3%	61	148	177	77
2015	FTEs	60	63	86	116	167	168	164	201	174	101	83	72	121		4.7%	70	151	180	85
2016	FTEs	51	54	76	105	156	157	155	195	168	102	75	64	113		-6.8%	60	140	172	80
2017	FTEs	47	50	67	102	150	148	152	186	172	98	67	59	108		-4.5%	54	133	170	74
2018	FTEs	55	60	85	136	208	202	203	256	226	134	84	70	143		32.7%	67	182	228	96
2019	FTEs	67	70	101	163	241	228	236	287	248	146	98	82	164		14.2%	79	210	257	108
2020	FTEs	62	59	68	17	30	31	150	246	277	143	32	50	97		-40.8%	63	26	224	75
2021	FTEs	6	5	7	60	195	227	222	275	293	171	90	73	135		39.7%	6	161	264	111
2022	FTEs	64	62	109	157	244	236	240	298	269	146	92	88	167		23.4%	78	212	269	109
2023	FTEs	65	66	104	160	226	204	206	265	260	158	97	85	158	-5.4%	78	197	244	113	
2024	FTEs	63	62	99	146	197	197	202	254	246	152	97	83	150	-5.3%	74	180	234	111	
EMPLOYMENT														NON-SERVED ACCOMMODATION						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)						
Non-Served	FTEs	92	116	121	113	108	143	164	97	135	167	158	150							
Total Employment	FTEs	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117							
Share of Total	%	9.6%	11.7%	11.7%	11.3%	10.5%	13.0%	14.4%	16.6%	16.5%	16.0%	13.6%	13.4%							
Annual Change in Share	%		22.0%	0.1%	-3.9%	-6.7%	23.2%	11.1%	15.2%	-0.5%	-2.9%	-14.9%	-1.6%							
Change in Share from 2013	%		22.0%	22.2%	17.4%	9.5%	35.0%	49.9%	72.7%	71.7%	66.8%	42.0%	39.8%							
Avg Ann. Change in Share	%		22.0%	11.1%	5.8%	2.4%	7.0%	8.3%	10.4%	9.0%	7.4%	4.2%	3.6%							

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Report Prepared by: Gareth Reynolds. Date of Issue: 10/06/24

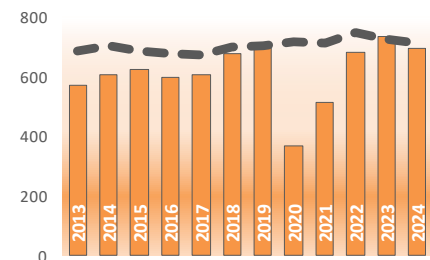
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Report Prepared by: Gareth Reynolds. Date of Issue: 10/06/25

STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH COUNCIL											2013 to 2024			SFR	DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2013 to 2024	11.2%	4.7%	15.1%	23.7%	16.8%	15.0%	18.6%	19.5%	26.9%	30.9%	16.5%	19.0%	18.0%	Annual Change	10.8%	19.4%	20.9%	21.4%	
% Change 2023 to 2024	-1.9%	-2.8%	0.5%	-1.2%	-2.7%	0.6%	1.2%	0.5%	0.1%	1.0%	0.1%	-1.2%	-0.6%		-1.5%	-1.3%	0.6%	-0.4%	
Average Annual Change	1.0%	0.4%	1.4%	2.2%	1.5%	1.4%	1.7%	1.8%	2.4%	2.8%	1.5%	1.7%	1.6%		1.0%	1.8%	1.9%	1.9%	
2013 FTEs	200	68	77	151	109	86	129	137	79	73	61	164	111	0.8%	115	115	115	100	
2014 FTEs	199	66	76	155	109	85	131	140	82	76	61	165	112		114	117	117	101	
2015 FTEs	192	63	76	155	110	86	132	141	82	77	59	157	111		110	117	118	98	
2016 FTEs	191	63	76	156	110	87	133	143	83	77	60	160	112		110	118	120	99	
2017 FTEs	201	66	77	164	115	90	139	148	89	81	63	171	117		4.9%	114	123	125	105
2018 FTEs	206	68	80	171	122	94	144	155	92	86	65	176	122		3.9%	118	129	130	109
2019 FTEs	205	67	78	174	123	94	146	154	91	83	65	175	121		-0.2%	117	130	130	108
2020 FTEs	209	57	40	7	7	6	79	123	95	72	8	70	64		-47.0%	102	6	99	50
2021 FTEs	12	3	4	49	103	98	142	152	115	102	61	152	83		28.9%	6	83	136	105
2022 FTEs	207	66	84	176	127	98	150	159	96	86	67	190	125		51.6%	119	134	135	114
2023 FTEs	227	73	88	189	130	98	151	163	100	95	71	198	132	5.2%	129	139	138	121	
2024 FTEs	223	71	88	187	127	98	153	164	100	96	71	196	131	-0.6%	127	137	139	121	
EMPLOYMENT													SFR						
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	FTEs Employment (FTEs) and Share of Total (%)					
SFR	FTEs	111	112	111	112	117	122	121	64	83	125	132	131						
Total Employment	FTEs	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117						
Share of Total	%	11.6%	11.3%	10.7%	11.1%	11.4%	11.0%	10.7%	11.0%	10.1%	12.0%	11.4%	11.7%						
Annual Change in Share	%		-2.7%	-5.4%	3.8%	2.4%	-3.6%	-3.0%	3.0%	-8.3%	19.3%	-5.3%	3.2%						
Change in Share from 2013	%		-2.7%	-7.9%	-4.5%	-2.1%	-5.6%	-8.4%	-5.6%	-13.5%	3.2%	-2.2%	1.0%						
Avg Ann. Change in Share	%		-2.7%	-4.0%	-1.5%	-0.5%	-1.1%	-1.4%	-0.8%	-1.7%	0.4%	-0.2%	0.1%						

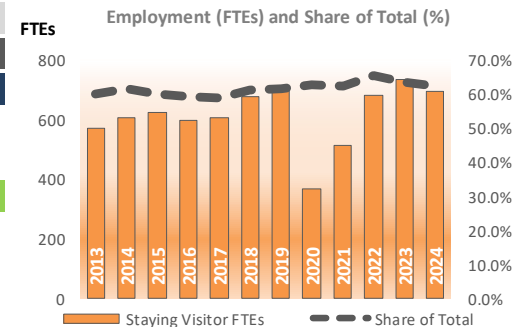
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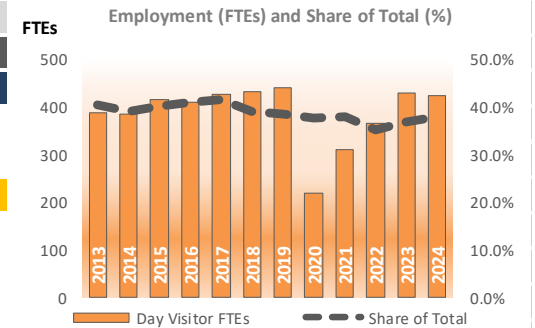
STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH COUNCIL											2013 to 2024			STAYING VISITOR		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (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		10.6%	5.3%	10.0%	25.3%	22.0%	19.3%	23.9%	29.6%	35.1%	30.1%	17.0%	19.5%			21.3%	8.9%	22.2%	29.4%	22.3%	
% Change 2023 to 2024		-6.4%	-9.2%	-7.6%	-7.2%	-9.7%	-6.4%	-4.7%	-5.3%	-6.7%	-6.0%	-6.2%	-5.9%			-6.7%	-7.6%	-7.8%	-5.6%	-6.0%	
Average Annual Change		1.0%	0.5%	0.9%	2.3%	2.0%	1.8%	2.2%	2.7%	3.2%	2.7%	1.5%	1.8%			1.9%	0.8%	2.0%	2.7%	2.0%	
2013 FTEs		409	291	332	408	422	408	446	490	406	338	294	380	385		344	413	447	337		
2014 FTEs		417	295	344	440	454	437	485	538	462	368	307	390	411	6.8%	352	444	495	355		
2015 FTEs		424	306	345	442	459	446	489	549	459	366	316	396	416	1.2%	358	449	499	359		
2016 FTEs		397	280	318	418	431	417	465	528	437	347	293	379	393	-5.7%	332	422	477	340		
2017 FTEs		402	275	306	426	436	413	469	524	448	350	290	389	394	0.3%	328	425	480	343		
2018 FTEs		429	302	341	482	517	489	540	621	521	408	325	421	450	14.2%	357	496	561	384		
2019 FTEs		439	310	355	511	550	514	575	650	541	417	339	430	469	4.3%	368	525	589	395		
2020 FTEs		433	276	224	58	78	73	312	490	493	326	85	157	250	-46.7%	311	69	431	189		
2021 FTEs		69	59	63	163	369	496	540	623	597	451	315	385	344	37.6%	64	343	587	384		
2022 FTEs		426	292	361	503	549	518	576	656	558	413	327	445	469	36.1%	360	523	596	395		
2023 FTEs		483	337	395	550	570	520	580	671	588	467	367	482	501	6.9%	405	547	613	439		
2024 FTEs		452	306	365	511	515	487	552	636	548	439	344	454	467	-6.7%	375	504	579	412		
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	570	606	620	595	603	676	701	366	512	680	734	695							
Total Employment		FTEs	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117							
Share of Total		%	59.7%	61.2%	59.9%	59.2%	58.7%	61.1%	61.6%	62.6%	62.3%	65.1%	63.3%	62.2%							
Annual Change in Share		%		2.6%	-2.1%	-1.1%	-1.0%	4.1%	0.8%	1.7%	-0.6%	4.5%	-2.8%	-1.7%							
Change in Share from 2013		%		2.6%	0.4%	-0.7%	-1.7%	2.4%	3.1%	4.9%	4.3%	9.0%	6.0%	4.2%							
Avg Ann. Change in Share		%		2.6%	0.2%	-0.2%	-0.4%	0.5%	0.5%	0.7%	0.5%	1.0%	0.6%	0.4%							

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Report Prepared by: Gareth Reynolds. Date of Issue: 10/06/25



STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH 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			Q1	Q2	Q3	Q4		
% Change 2013 to 2024	7.8%	21.2%	57.3%	4.7%	9.9%	24.5%	-9.0%	1.9%	-1.5%	10.8%	-9.0%	3.5%	9.5%	Annual Change	32.2%	13.7%	-2.3%	3.0%		
% Change 2023 to 2024	0.3%	2.7%	0.6%	-2.5%	1.1%	2.6%	-1.3%	-3.7%	-6.7%	-2.0%	-0.8%	-0.6%	-1.0%		1.2%	0.8%	-3.7%	-1.4%		
Average Annual Change	0.7%	1.9%	5.2%	0.4%	0.9%	2.2%	-0.8%	0.2%	-0.1%	1.0%	-0.8%	0.3%	0.9%		2.9%	1.2%	-0.2%	0.3%		
2013	FTEs	227	303	352	323	535	454	563	823	417	294	195	138	385	Annual Change	294	437	601	209	
2014	FTEs	205	300	413	353	524	451	554	796	388	289	196	133	384		-0.4%	306	443	580	206
2015	FTEs	242	345	437	354	546	465	563	899	441	335	200	151	415		8.1%	341	455	634	229
2016	FTEs	241	337	473	341	562	510	520	877	405	309	187	148	409		-1.4%	351	471	601	215
2017	FTEs	250	350	492	354	584	530	540	910	419	320	193	153	425		3.8%	364	489	623	222
2018	FTEs	260	356	502	355	592	522	541	935	436	325	191	153	431		1.4%	373	490	637	223
2019	FTEs	265	364	527	364	591	538	538	941	445	336	186	156	437		1.6%	385	497	641	226
2020	FTEs	253	331	262	24	61	120	182	577	348	263	95	110	219		-50.0%	282	68	369	156
2021	FTEs	79	133	228	190	415	455	437	810	399	305	153	119	310		41.8%	147	353	549	192
2022	FTEs	205	272	451	298	497	470	455	759	372	295	163	140	365		17.5%	309	422	529	199
2023	FTEs	244	357	551	347	581	551	519	870	441	332	179	144	426	16.9%	384	493	610	218	
2024	FTEs	244	367	555	338	587	565	512	838	411	326	178	143	422	-1.0%	389	497	587	215	
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	385	384	415	409	425	431	437	219	310	365	426	422							
Total Employment	FTEs	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117							
Share of Total	%	40.3%	38.8%	40.1%	40.8%	41.3%	38.9%	38.4%	37.4%	37.7%	34.9%	36.7%	37.8%							
Annual Change in Share	%		-3.8%	3.4%	1.7%	1.4%	-5.8%	-1.2%	-2.7%	0.9%	-7.5%	5.2%	2.9%							
Change in Share from 2013	%		-3.8%	-0.6%	1.1%	2.5%	-3.5%	-4.7%	-7.3%	-6.4%	-13.4%	-8.9%	-6.3%							
Avg Ann. Change in Share	%		-3.8%	-0.3%	0.4%	0.6%	-0.7%	-0.8%	-1.0%	-0.8%	-1.5%	-0.9%	-0.6%							
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Report Prepared by: Gareth Reynolds. Date of Issue: 10/06/24																				



STEAM REPORT FOR 2013-2024 - FINAL
BOSTON BOROUGH COUNCIL

2024

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

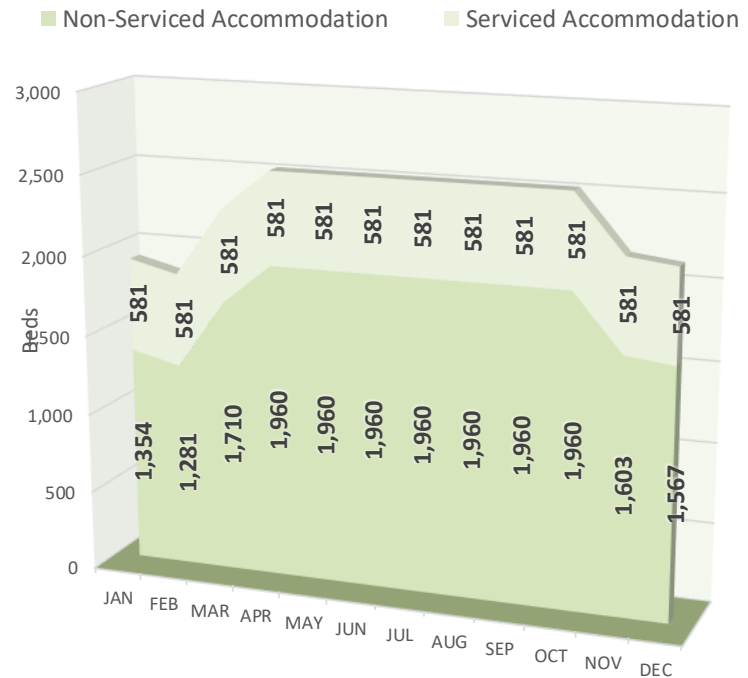
SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	16	581	-7	-62	-13	+67
+50 Room	2	278	0	0	+1	+168
11-50 Room	5	220	0	0	0	+16
<10 Room	9	83	-7	-62	-14	-117

NON-SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2013	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	23	1,960	-2	-65	-5	+863
Self catering	10	207	-1	-5	-7	+59
Static caravans/chalets	0	1,018	0	-0	0	+660
Touring caravans/camping	13	735	-1	-60	+2	+144
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	39	2,541	-9	-127	-18	+930
Serviced Accommodation Share of Total	41%	23%				
Non-Serviced Accommodation Share of Total	59%	77%				

SEASONAL AVAILABILITY OF BED SUPPLY 2024	2024											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	1,935	1,862	2,291	2,541	2,541	2,541	2,541	2,541	2,541	2,541	2,184	2,148
Serviced Accommodation	581	581	581	581	581	581	581	581	581	581	581	581
Non-Serviced Accommodation	1,354	1,281	1,710	1,960	1,960	1,960	1,960	1,960	1,960	1,960	1,603	1,567

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>



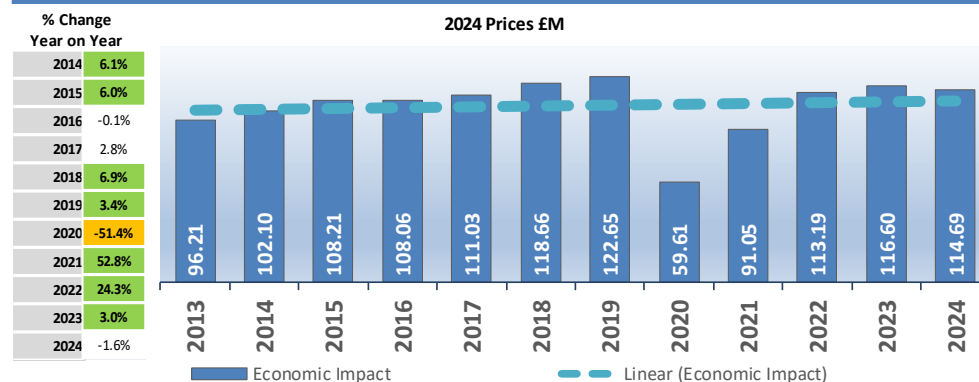
STEAM REPORT FOR 2013-2024 - FINAL
BOSTON BOROUGH COUNCIL

2013 to 2024
2024 Prices

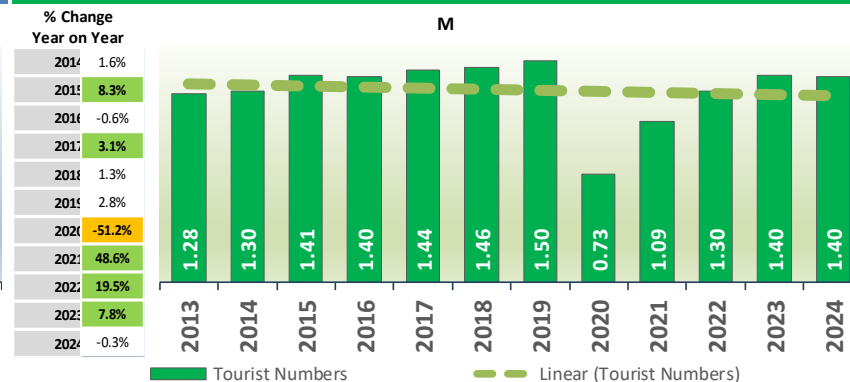
TOTAL

KEY MEASURES
Indexed

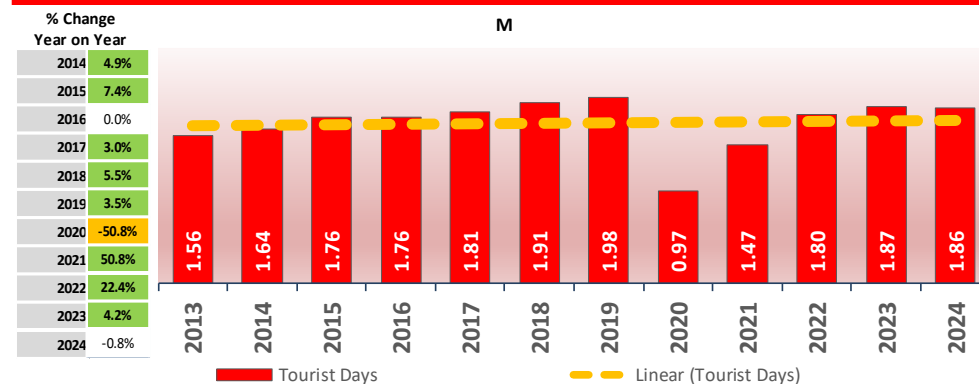
Economic Impact - Indexed - Total



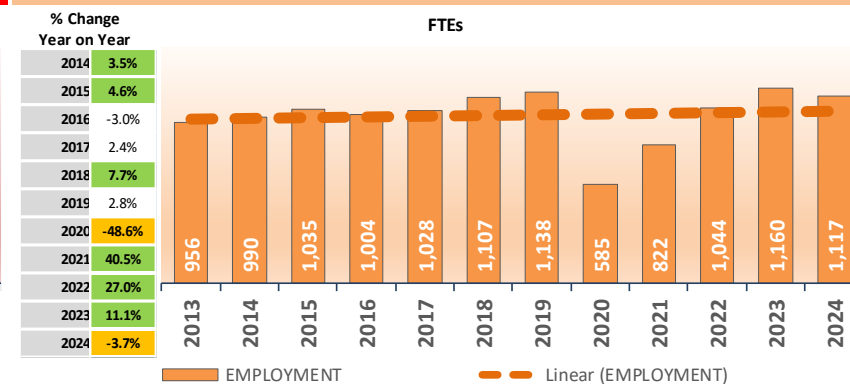
Visitor Numbers - Total



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		6.1%	12.5%	12.3%	15.4%	23.3%	27.5%	-38.0%	-5.4%	17.6%	21.2%	19.2%
Visitor Numbers		1.6%	10.0%	9.3%	12.6%	14.0%	17.2%	-42.8%	-15.0%	1.6%	9.5%	9.2%
Visitor Days		4.9%	12.6%	12.6%	16.0%	22.4%	26.6%	-37.7%	-6.0%	15.1%	19.9%	18.9%
Total Employment		3.5%	8.3%	5.0%	7.5%	15.8%	19.1%	-38.8%	-14.0%	9.3%	21.4%	16.8%

"Linear" = Linear Trendline

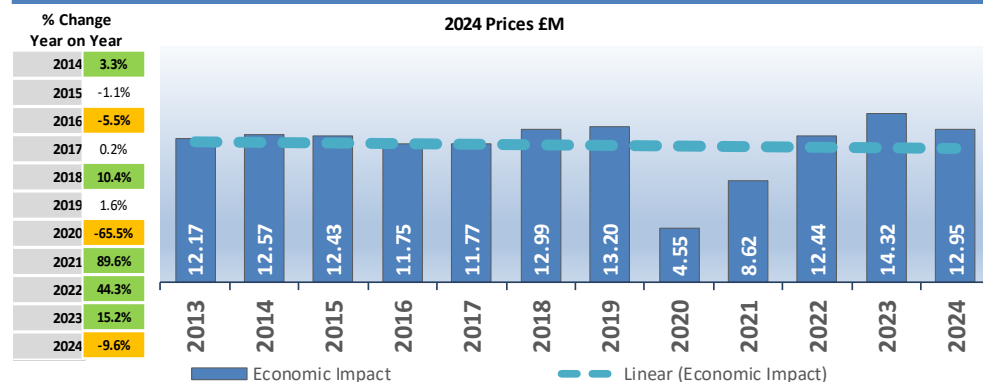
STEAM REPORT FOR 2013-2024 - FINAL
BOSTON BOROUGH COUNCIL

2013 to 2024
2024 Prices

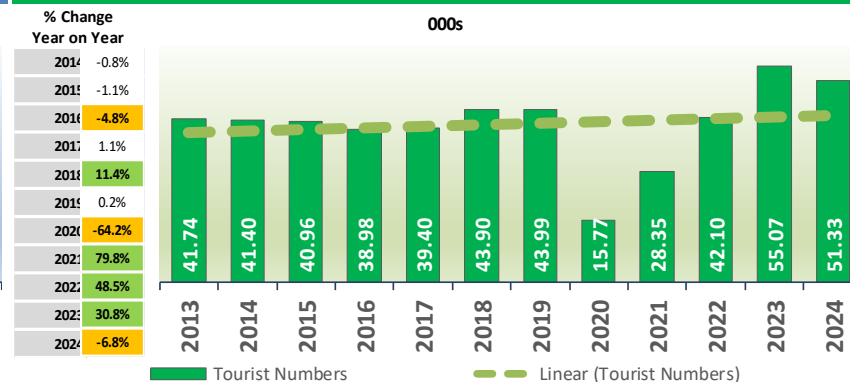
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

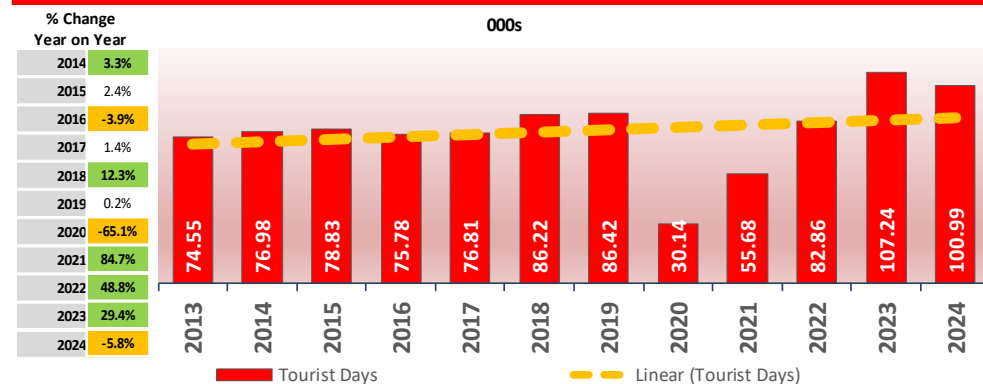
Economic Impact - Indexed - Serviced Accommodation



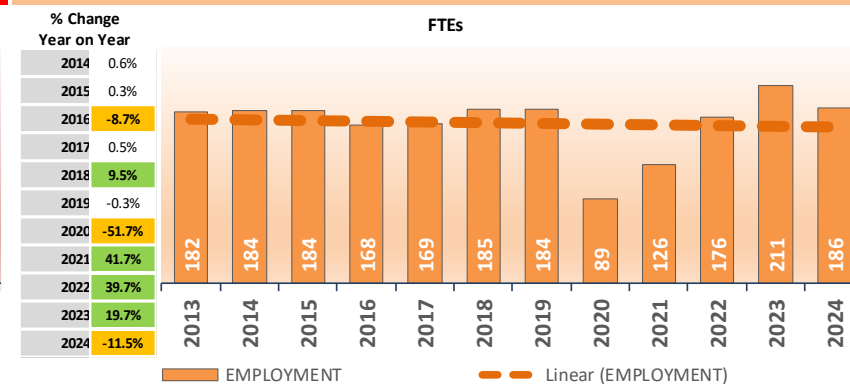
Visitor Numbers - Serviced Accommodation



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		3.3%	2.1%	-3.5%	-3.3%	6.7%	8.4%	-62.7%	-29.2%	2.2%	17.7%	6.4%
Visitor Numbers		-0.8%	-1.9%	-6.6%	-5.6%	5.2%	5.4%	-62.2%	-32.1%	0.9%	31.9%	23.0%
Visitor Days		3.3%	5.7%	1.6%	3.0%	15.6%	15.9%	-59.6%	-25.3%	11.1%	43.8%	35.5%
Direct Employment		0.6%	0.9%	-7.9%	-7.4%	1.4%	1.1%	-51.2%	-30.9%	-3.5%	15.6%	2.3%

"Linear" = Linear Trendline

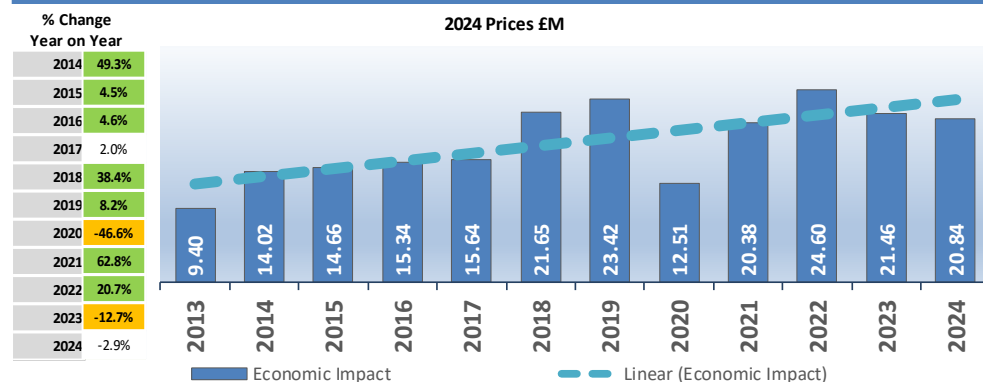
STEAM REPORT FOR 2013-2024 - FINAL
BOSTON BOROUGH COUNCIL

2013 to 2024
2024 Prices

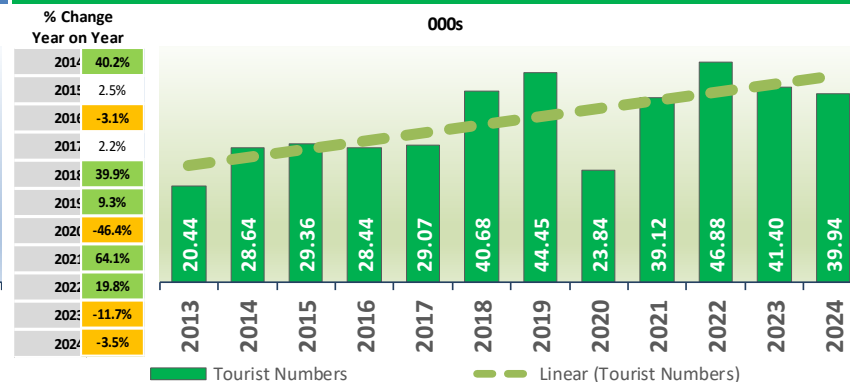
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

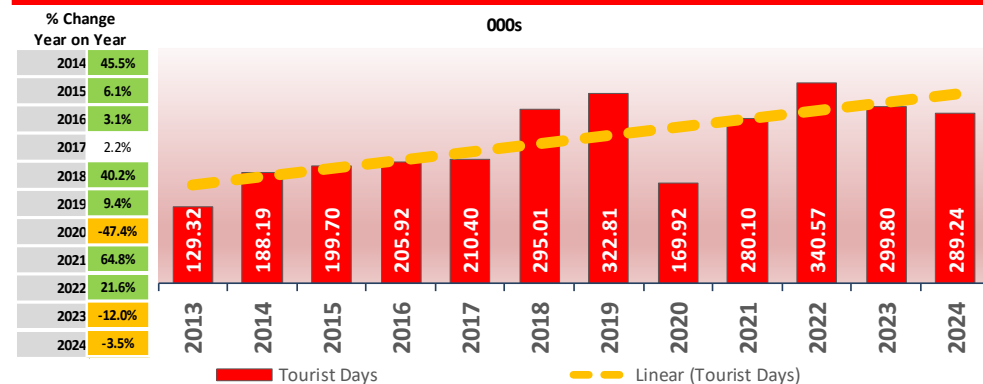
Economic Impact - Indexed - Non-Serviced Accommodation



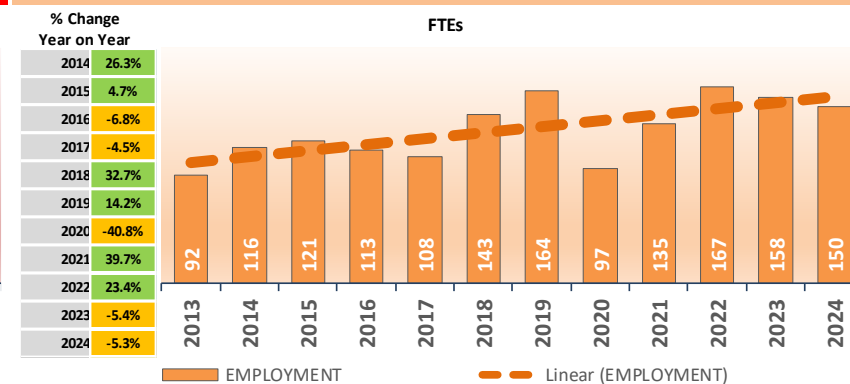
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		49.3%	56.0%	63.3%	66.5%	130.4%	149.3%	33.2%	116.9%	161.8%	128.4%	121.7%
Visitor Numbers		40.2%	43.7%	39.2%	42.2%	99.1%	117.5%	16.7%	91.4%	129.4%	102.6%	95.4%
Visitor Days		45.5%	54.4%	59.2%	62.7%	128.1%	149.6%	31.4%	116.6%	163.4%	131.8%	123.7%
Direct Employment		26.3%	32.3%	23.3%	17.8%	56.3%	78.5%	5.7%	47.7%	82.3%	72.4%	63.3%

"Linear" = Linear Trendline

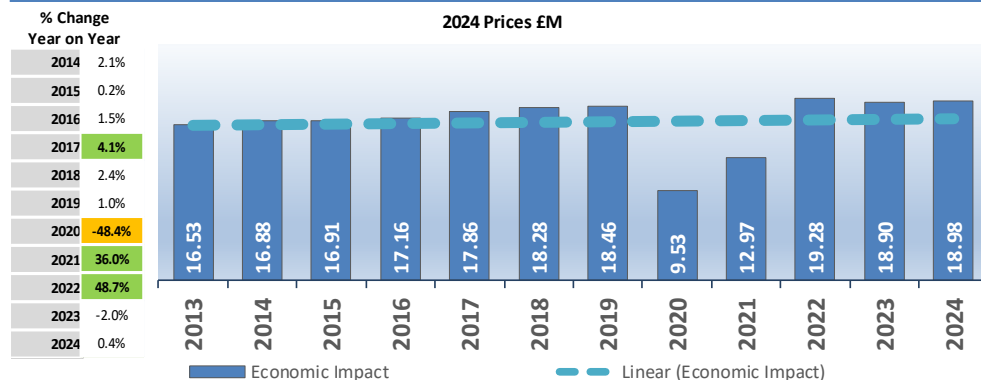
STEAM REPORT FOR 2013-2024 - FINAL
BOSTON BOROUGH COUNCIL

2013 to 2024
2024 Prices

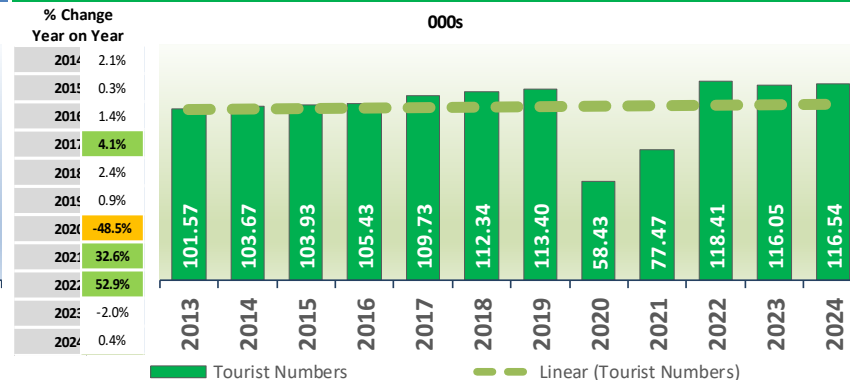
SFR

KEY MEASURES
Indexed

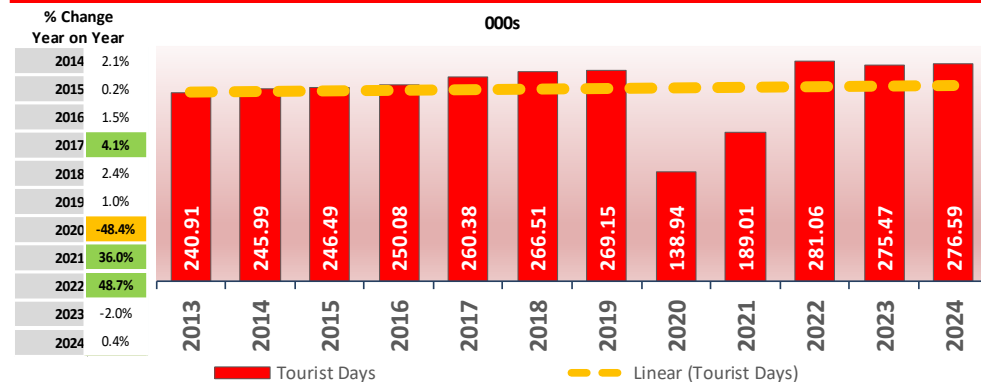
Economic Impact - Indexed - SFR



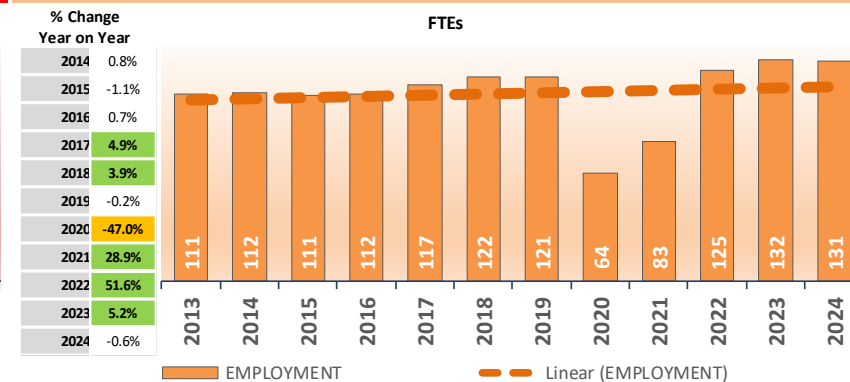
Visitor Numbers - SFR



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		2.1%	2.3%	3.8%	8.1%	10.6%	11.7%	-42.3%	-21.6%	16.7%	14.3%	14.8%
Visitor Numbers		2.1%	2.3%	3.8%	8.0%	10.6%	11.6%	-42.5%	-23.7%	16.6%	14.3%	14.7%
Visitor Days		2.1%	2.3%	3.8%	8.1%	10.6%	11.7%	-42.3%	-21.5%	16.7%	14.3%	14.8%
Direct Employment		0.8%	-0.3%	0.4%	5.2%	9.3%	9.1%	-42.2%	-25.6%	12.8%	18.7%	18.0%

"Linear" = Linear Trendline

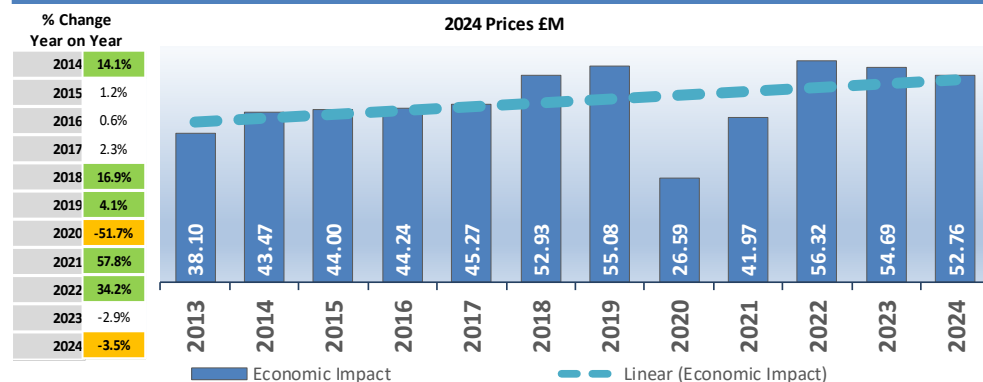
STEAM REPORT FOR 2013-2024 - FINAL
BOSTON BOROUGH COUNCIL

2013 to 2024
2024 Prices

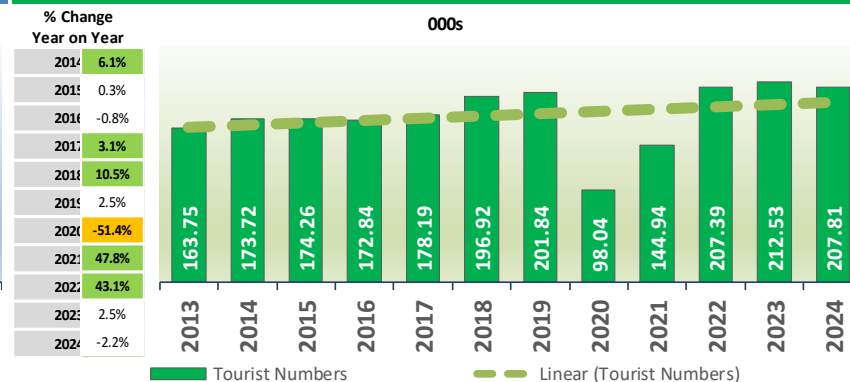
STAYING VISITOR

KEY MEASURES
Indexed

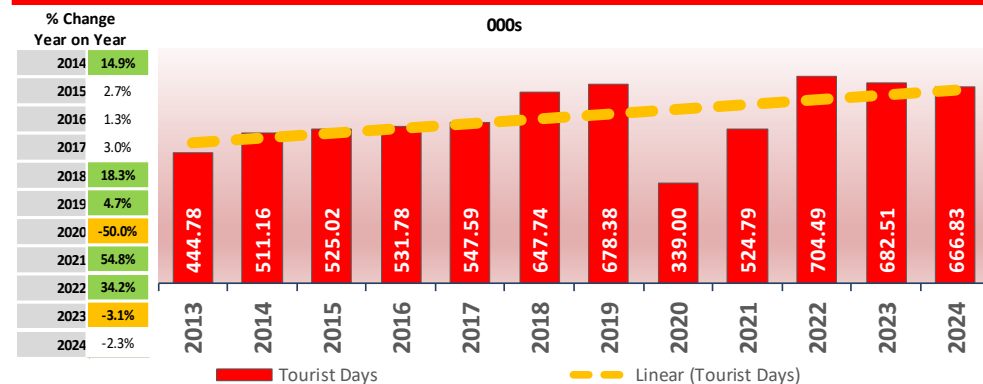
Economic Impact - Indexed - Staying Visitor



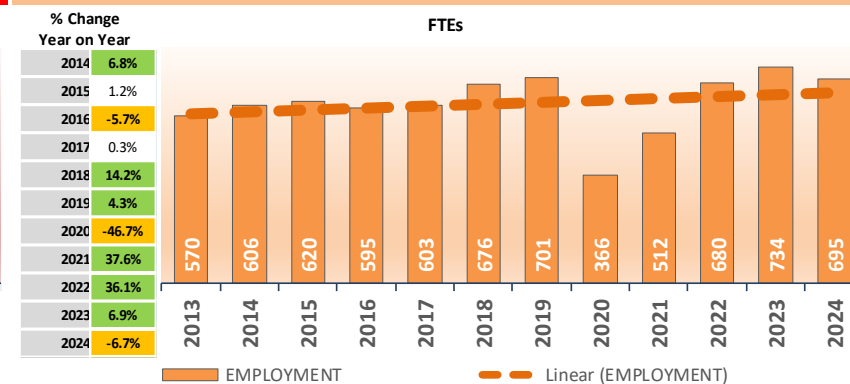
Visitor Numbers - Staying Visitor



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		14.1%	15.5%	16.1%	18.8%	38.9%	44.6%	-30.2%	10.1%	47.8%	43.5%	38.5%
Visitor Numbers		6.1%	6.4%	5.6%	8.8%	20.3%	23.3%	-40.1%	-11.5%	26.6%	29.8%	26.9%
Visitor Days		14.9%	18.0%	19.6%	23.1%	45.6%	52.5%	-23.8%	18.0%	58.4%	53.4%	49.9%
Direct Employment		6.2%	8.7%	4.3%	5.7%	18.5%	22.8%	-35.8%	-10.3%	19.2%	28.7%	21.8%

"Linear" = Linear Trendline

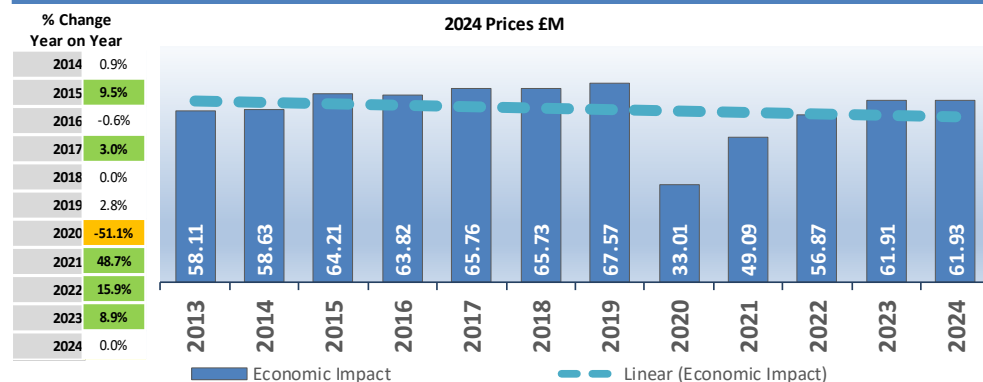
STEAM REPORT FOR 2013-2024 - FINAL
BOSTON BOROUGH COUNCIL

2013 to 2024
2024 Prices

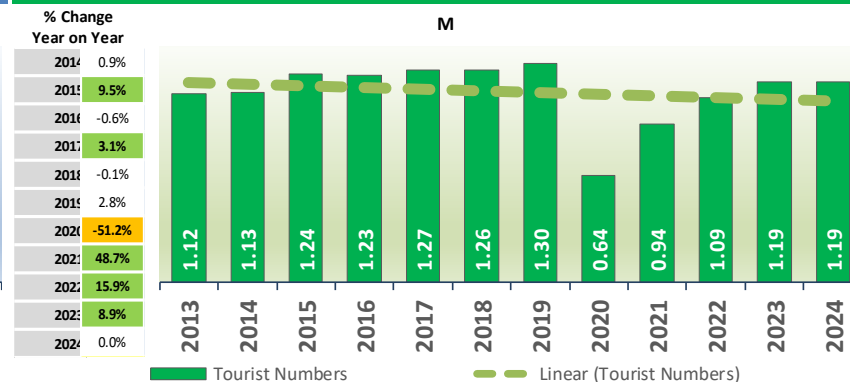
DAY VISITOR

KEY MEASURES
Indexed

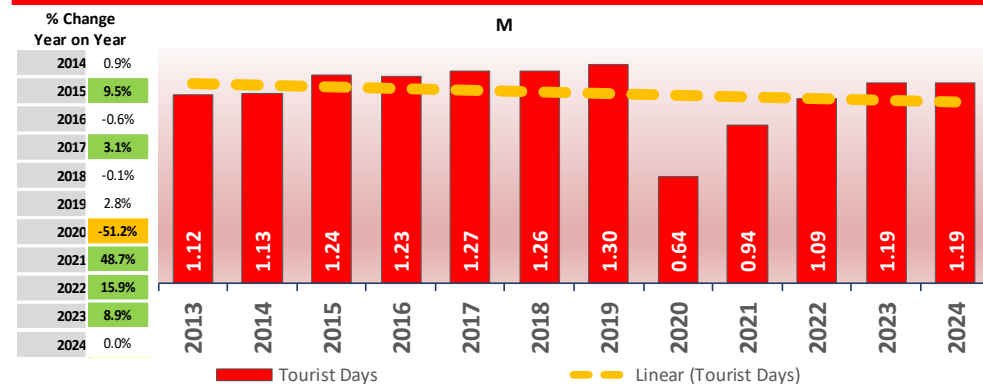
Economic Impact - Indexed - Day Visitor



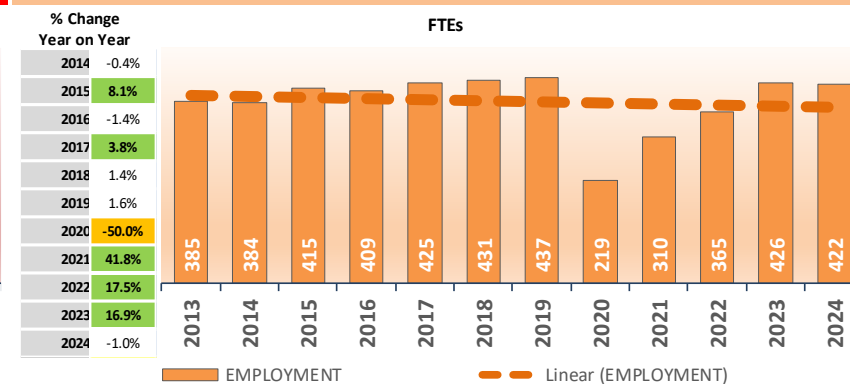
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



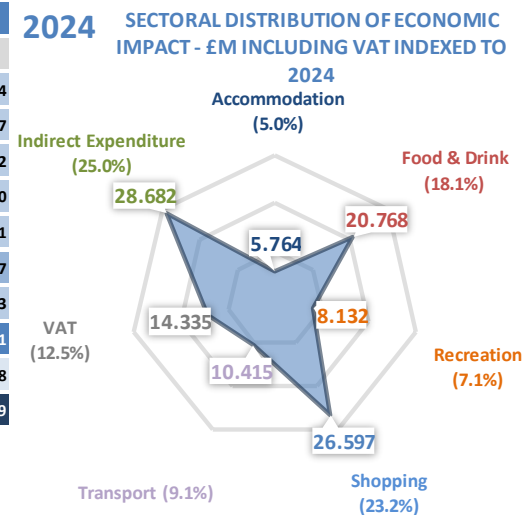
Direct Employment Supported - Day Visitor



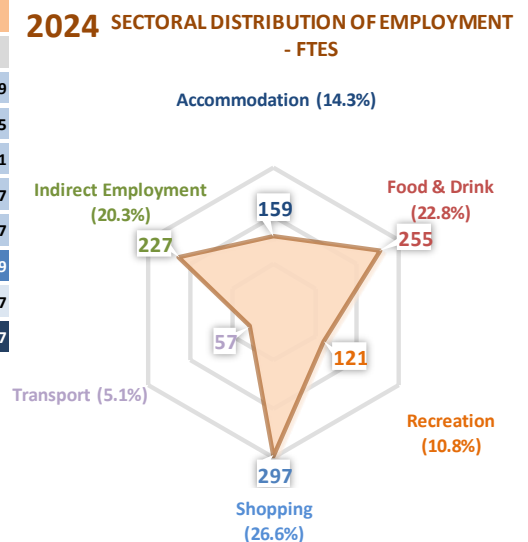
% Change from 2013	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		0.9%	10.5%	9.8%	13.2%	13.1%	16.3%	-43.2%	-15.5%	-2.1%	6.5%	6.6%
Visitor Numbers		0.9%	10.5%	9.8%	13.2%	13.1%	16.3%	-43.2%	-15.5%	-2.1%	6.5%	6.6%
Visitor Days		0.9%	10.5%	9.8%	13.2%	13.1%	16.3%	-43.2%	-15.5%	-2.1%	6.5%	6.6%
Direct Employment		-0.4%	7.7%	6.2%	10.2%	11.8%	13.5%	-43.2%	-19.5%	-5.3%	10.6%	9.5%

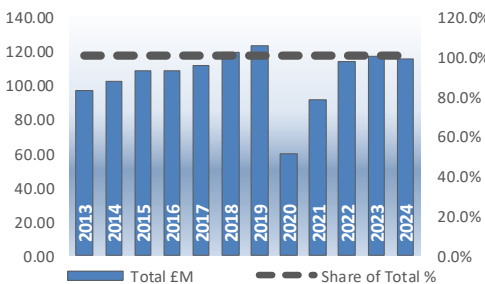
"Linear" = Linear Trendline

STEAM REPORT FOR 2013-2024 - FINAL											2013 to 2024	TOTAL	SECTORAL ANALYSIS
BOSTON BOROUGH COUNCIL											2024 Prices		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	4.886	5.818	5.603	5.553	5.583	6.688	6.846	3.314	5.210	6.673	6.262	5.764
Food & Drink	£M	17.19	18.11	19.28	19.25	19.81	21.09	21.80	11.25	16.22	20.23	21.05	20.77
Recreation	£M	6.864	7.189	7.667	7.642	7.846	8.271	8.579	4.391	6.371	7.887	8.258	8.132
Shopping	£M	22.40	23.42	25.14	25.12	25.90	27.38	28.27	13.89	20.94	25.71	26.82	26.60
Transport	£M	8.816	9.250	9.873	9.878	10.16	10.68	11.10	5.481	8.260	10.24	10.52	10.41
Direct Revenue	£M	60.16	63.79	67.56	67.45	69.30	74.11	76.60	38.32	57.00	70.73	72.91	71.67
VAT	£M	12.03	12.76	13.51	13.49	13.86	14.82	15.32	6.262	11.19	14.15	14.58	14.33
Direct Expenditure	£M	72.19	76.55	81.08	80.94	83.16	88.94	91.92	44.58	68.19	84.88	87.49	86.01
Indirect Expenditure	£M	24.02	25.55	27.13	27.12	27.87	29.72	30.73	15.02	22.87	28.31	29.11	28.68
TOTAL	£M	96.21	102.10	108.21	108.06	111.03	118.66	122.65	59.61	91.05	113.19	116.60	114.69




SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs													
SECTOR / YEAR		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	175	179	181	158	151	163	173	101	126	166	181	159
Food & Drink	FTEs	205	213	224	222	230	249	254	131	183	233	261	255
Recreation	FTEs	99	103	108	107	111	118	121	62	87	110	124	121
Shopping	FTEs	244	251	267	264	274	294	300	147	216	270	303	297
Transport	FTEs	47	49	51	51	53	56	58	28	42	53	58	57
Direct Employment	FTEs	771	795	831	802	819	880	907	469	655	833	927	889
Indirect Employment	FTEs	185	194	204	202	209	226	231	116	168	211	233	227
TOTAL	FTEs	956	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117



STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH 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	Annual Change	Q1	Q2	Q3	Q4		
% Change 2013 to 2024		11.3%	14.8%	40.7%	21.8%	18.0%	26.0%	8.5%	14.5%	21.3%	29.7%	9.6%	21.3%		19.2%	23.1%	21.8%	14.3%	21.3%	
% Change 2023 to 2024		-1.3%	0.1%	0.0%	-3.1%	-2.3%	0.9%	-0.7%	-2.7%	-4.9%	-1.4%	-0.6%	-1.6%		-1.6%	-0.4%	-1.4%	-2.7%	-1.2%	
Average Annual Change		1.0%	1.3%	3.7%	2.0%	1.6%	2.4%	0.8%	1.3%	1.9%	2.7%	0.9%	1.9%		1.7%	2.1%	2.0%	1.3%	1.9%	
2013		£M	6.187	5.799	6.899	7.311	10.29	9.151	11.28	15.29	8.715	6.152	4.425		4.715	96.21	18.88	26.75	35.28	15.29
2014		£M	6.092	5.865	7.914	8.274	10.79	9.670	12.00	15.98	9.341	6.661	4.664	4.847	102.10	6.1%	19.87	28.74	37.32	16.17
2015		£M	6.656	6.558	8.247	8.368	11.21	10.07	12.31	17.67	10.01	7.278	4.766	5.068	108.21	6.0%	21.46	29.64	39.99	17.11
2016		£M	6.604	6.446	8.700	8.236	11.44	10.64	11.93	17.67	9.647	6.993	4.619	5.149	108.06	-0.1%	21.75	30.31	39.24	16.76
2017		£M	6.811	6.534	8.754	8.578	11.82	10.85	12.29	18.02	10.03	7.220	4.712	5.422	111.03	2.8%	22.10	31.24	40.34	17.35
2018		£M	7.078	6.776	9.125	9.117	12.81	11.57	13.13	19.53	11.03	7.888	4.972	5.644	118.66	6.9%	22.98	33.50	43.68	18.50
2019		£M	7.253	6.957	9.590	9.585	13.23	12.09	13.60	20.09	11.37	8.073	5.053	5.767	122.65	3.4%	23.80	34.90	45.05	18.89
2020		£M	7.177	6.235	4.759	0.515	1.115	1.866	5.547	12.76	9.455	6.040	1.471	2.663	59.61	-51.4%	18.17	3.496	27.76	10.17
2021		£M	1.289	1.882	3.121	3.828	9.522	11.11	12.10	18.55	11.90	8.351	4.488	4.898	91.05	52.8%	6.292	24.46	42.56	17.74
2022		£M	6.445	5.658	8.893	8.792	12.21	11.47	12.66	17.88	10.87	7.653	4.728	5.942	113.19	24.3%	21.00	32.47	41.40	18.32
2023		£M	6.980	6.655	9.707	9.190	12.43	11.43	12.32	17.99	11.11	8.092	4.876	5.810	116.60	3.0%	23.34	33.05	41.42	18.78
2024		£M	6.889	6.658	9.708	8.902	12.14	11.53	12.24	17.51	10.57	7.980	4.848	5.720	114.69	-1.6%	23.26	32.57	40.32	18.55
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	96.21	102.10	108.21	108.06	111.03	118.66	122.65	59.61	91.05	113.19	116.60	114.69						
All Visitor Types		£M	96.21	102.10	108.21	108.06	111.03	118.66	122.65	59.61	91.05	113.19	116.60	114.69						
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		%																		

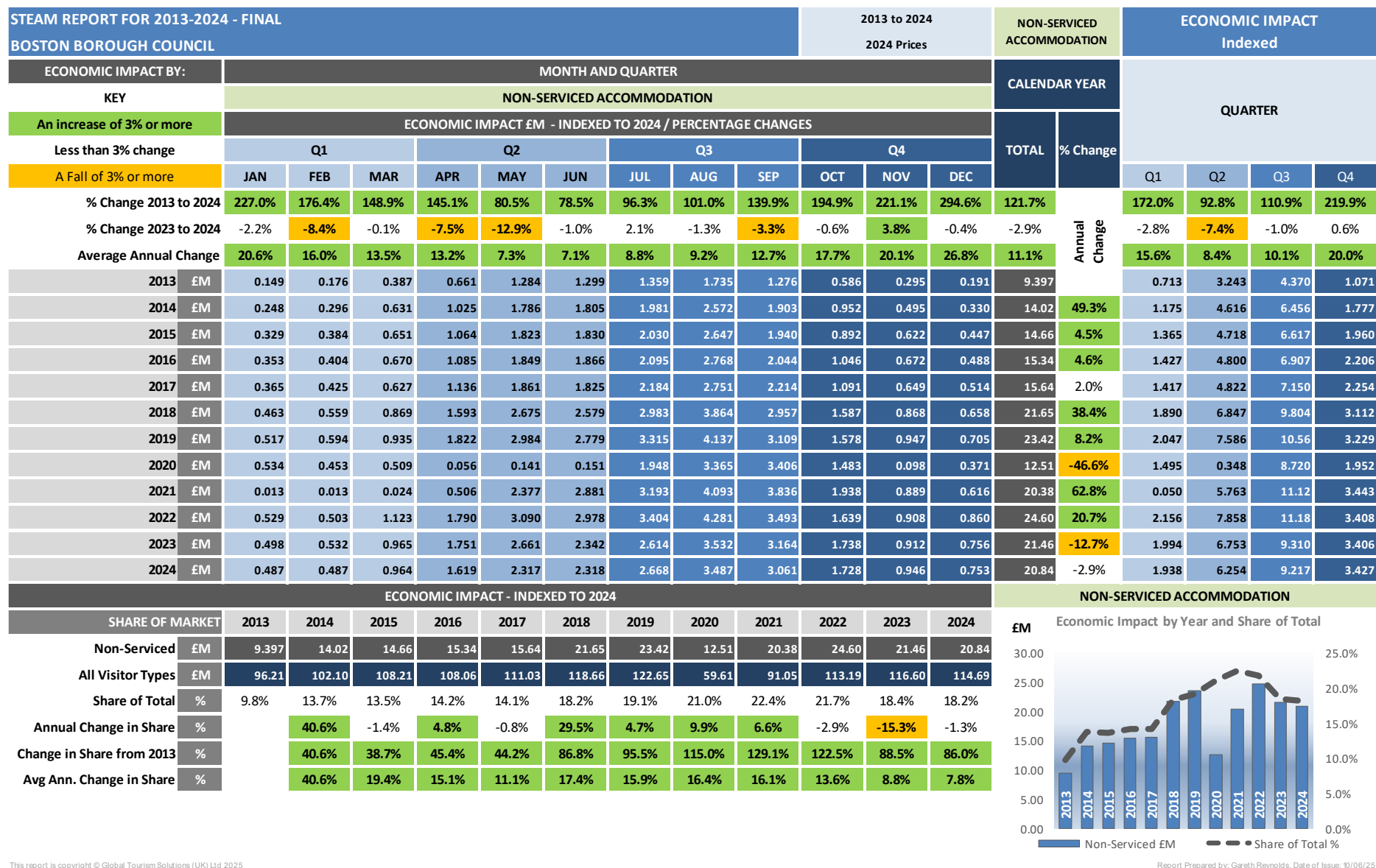
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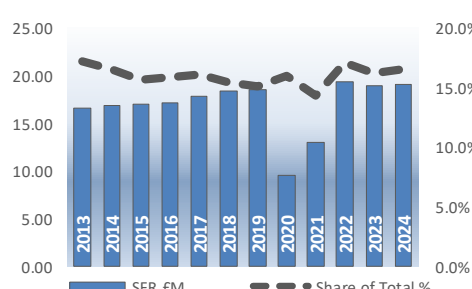
Report Prepared by: Gareth Reynolds. Date of Issue: 10/06/2025

STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH 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		3.0%	-15.1%	-20.6%	24.7%	18.0%	2.7%	17.5%	18.4%	4.7%	15.3%	-5.2%	14.7%	6.4%	Annual Change	-12.8%	13.7%	13.9%	8.0%	
% Change 2023 to 2024		-11.5%	-10.9%	-12.3%	-9.2%	-6.1%	-10.9%	-10.1%	-9.4%	-10.2%	-7.1%	-8.2%	-9.6%	-9.6%		-11.6%	-8.8%	-9.9%	-8.2%	
Average Annual Change		0.3%	-1.4%	-1.9%	2.2%	1.6%	0.2%	1.6%	1.7%	0.4%	1.4%	-0.5%	1.3%	0.6%		-1.2%	1.2%	1.3%	0.7%	
2013	£M	0.709	0.980	1.133	0.716	0.943	1.084	1.241	1.514	1.217	0.969	0.917	0.750	12.17	3.3%	2.822	2.744	3.973	2.635	
2014	£M	0.725	0.921	1.072	0.807	0.964	1.046	1.318	1.518	1.472	1.078	0.901	0.753	12.57		2.718	2.816	4.307	2.732	
2015	£M	0.770	0.923	1.000	0.759	0.952	1.136	1.337	1.639	1.347	1.083	0.807	0.677	12.43		-1.1%	2.693	2.847	4.323	2.567
2016	£M	0.675	0.850	0.909	0.722	0.872	1.031	1.365	1.670	1.270	0.948	0.750	0.685	11.75		-5.5%	2.433	2.625	4.306	2.382
2017	£M	0.660	0.752	0.807	0.782	0.956	1.046	1.359	1.646	1.270	0.972	0.770	0.752	11.77		0.2%	2.219	2.784	4.275	2.493
2018	£M	0.725	0.832	0.865	0.866	1.072	1.178	1.461	1.830	1.380	1.095	0.857	0.833	12.99		10.4%	2.423	3.115	4.671	2.785
2019	£M	0.732	0.836	0.876	0.881	1.079	1.194	1.520	1.878	1.383	1.110	0.878	0.832	13.20		1.6%	2.443	3.154	4.781	2.820
2020	£M	0.717	0.791	0.358	0.066	0.097	0.095	0.323	0.817	0.620	0.458	0.112	0.092	4.547		-65.5%	1.866	0.258	1.760	0.663
2021	£M	0.130	0.142	0.166	0.175	0.292	0.918	1.272	1.731	1.270	1.045	0.775	0.707	8.623		89.6%	0.438	1.385	4.273	2.528
2022	£M	0.597	0.773	0.840	0.872	1.033	1.134	1.414	1.696	1.310	1.082	0.854	0.834	12.44		44.3%	2.211	3.039	4.420	2.770
2023	£M	0.825	0.933	1.027	0.984	1.186	1.250	1.622	1.980	1.418	1.202	0.946	0.952	14.32		15.2%	2.785	3.420	5.020	3.100
2024	£M	0.730	0.832	0.900	0.893	1.113	1.114	1.458	1.793	1.274	1.117	0.869	0.861	12.95		-9.6%	2.462	3.120	4.525	2.847
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	12.17	12.57	12.43	11.75	11.77	12.99	13.20	4.547	8.623	12.44	14.32	12.95							
All Visitor Types	£M	96.21	102.10	108.21	108.06	111.03	118.66	122.65	59.61	91.05	113.19	116.60	114.69							
Share of Total	%	12.7%	12.3%	11.5%	10.9%	10.6%	11.0%	10.8%	7.6%	9.5%	11.0%	12.3%	11.3%							
Annual Change in Share	%		-2.7%	-6.7%	-5.4%	-2.5%	3.3%	-1.7%	-29.1%	24.1%	16.0%	11.8%	-8.1%							
Change in Share from 2013	%		-2.7%	-9.2%	-14.1%	-16.2%	-13.5%	-15.0%	-39.7%	-25.2%	-13.2%	-2.9%	-10.7%							
Avg Ann. Change in Share	%		-2.7%	-4.6%	-4.7%	-4.1%	-2.7%	-2.5%	-5.7%	-3.1%	-1.5%	-0.3%	-1.0%							

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Report Prepared by: Gareth Reynolds. Date of Issue: 10/06/2025



STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH 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		8.2%	1.8%	12.0%	20.3%	13.7%	11.9%	15.4%	16.3%	23.5%	27.4%	13.4%	15.7%		14.8%	7.8%	16.1%	17.6%	18.1%	
% Change 2023 to 2024		-0.9%	-1.8%	1.6%	-0.1%	-1.7%	1.6%	2.3%	1.5%	1.1%	2.1%	1.1%	-0.2%		0.4%	-0.5%	-0.2%	1.7%	0.6%	
Average Annual Change		0.7%	0.2%	1.1%	1.8%	1.2%	1.1%	1.4%	1.5%	2.1%	2.5%	1.2%	1.4%		1.3%	0.7%	1.5%	1.6%	1.6%	
2013		£M	2.481	0.838	0.950	1.875	1.345	1.061	1.600	1.701	0.976	0.907	0.758		2.037	16.53	2.1%	4.268	4.282	4.277
2014		£M	2.503	0.822	0.952	1.949	1.367	1.071	1.645	1.752	1.025	0.953	0.769	2.068	16.88	2.1%	4.278	4.388	4.422	3.789
2015		£M	2.437	0.801	0.963	1.975	1.395	1.099	1.675	1.794	1.040	0.984	0.754	1.994	16.91	0.2%	4.201	4.470	4.509	3.732
2016		£M	2.444	0.809	0.969	2.001	1.413	1.113	1.704	1.832	1.067	0.986	0.769	2.050	17.16	1.5%	4.221	4.527	4.604	3.806
2017		£M	2.555	0.836	0.974	2.092	1.469	1.142	1.770	1.878	1.135	1.033	0.798	2.177	17.86	4.1%	4.366	4.703	4.783	4.009
2018		£M	2.580	0.852	1.001	2.147	1.528	1.181	1.807	1.937	1.150	1.072	0.817	2.212	18.28	2.4%	4.432	4.855	4.894	4.101
2019		£M	2.598	0.846	0.995	2.203	1.561	1.192	1.847	1.957	1.149	1.056	0.830	2.226	18.46	1.0%	4.439	4.956	4.953	4.112
2020		£M	2.664	0.720	0.506	0.087	0.085	0.071	0.976	1.481	1.143	0.863	0.094	0.843	9.532	-48.4%	3.890	0.243	3.600	1.800
2021		£M	0.143	0.043	0.045	0.634	1.348	1.284	1.850	1.990	1.505	1.331	0.800	1.993	12.97	36.0%	0.231	3.267	5.345	4.124
2022		£M	2.650	0.845	1.076	2.255	1.624	1.253	1.923	2.039	1.235	1.098	0.853	2.431	19.28	48.7%	4.571	5.132	5.197	4.381
2023		£M	2.708	0.869	1.047	2.260	1.556	1.169	1.805	1.949	1.192	1.131	0.850	2.362	18.90	-2.0%	4.624	4.984	4.947	4.344
2024		£M	2.683	0.853	1.064	2.256	1.529	1.187	1.846	1.978	1.206	1.155	0.859	2.358	18.98	0.4%	4.600	4.973	5.030	4.372
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	16.53	16.88	16.91	17.16	17.86	18.28	18.46	9.532	12.97	19.28	18.90	18.98						
All Visitor Types		£M	96.21	102.10	108.21	108.06	111.03	118.66	122.65	59.61	91.05	113.19	116.60	114.69						
Share of Total		%	17.2%	16.5%	15.6%	15.9%	16.1%	15.4%	15.1%	16.0%	14.2%	17.0%	16.2%	16.5%						
Annual Change in Share		%		-3.8%	-5.5%	1.6%	1.3%	-4.2%	-2.3%	6.3%	-11.0%	19.6%	-4.9%	2.1%						
Change in Share from 2013		%		-3.8%	-9.0%	-7.6%	-6.4%	-10.3%	-12.4%	-6.9%	-17.1%	-0.8%	-5.7%	-3.7%						
Avg Ann. Change in Share		%		-3.8%	-4.5%	-2.5%	-1.6%	-2.1%	-2.1%	-1.0%	-2.1%	-0.1%	-0.6%	-0.3%						

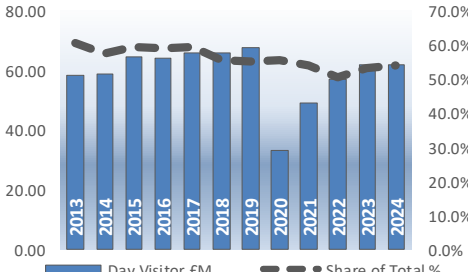
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Report Prepared by: Gareth Reynolds. Date of Issue: 10/06/25

STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH COUNCIL											2013 to 2024 2024 Prices			STAYING VISITOR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2013 to 2024		16.8%	8.9%	18.5%	46.6%	38.8%	34.1%	42.2%	46.6%	59.7%	62.5%	35.8%	33.4%		38.5%	15.3%	39.7%	48.7%	43.7%
% Change 2023 to 2024		-3.2%	-6.9%	-3.7%	-4.5%	-8.2%	-3.0%	-1.1%	-2.7%	-4.1%	-1.8%	-1.2%	-2.4%		-3.5%	-4.3%	-5.4%	-2.6%	-1.9%
Average Annual Change		1.5%	0.8%	1.7%	4.2%	3.5%	3.1%	3.8%	4.2%	5.4%	5.7%	3.3%	3.0%		3.5%	1.4%	3.6%	4.4%	4.0%
2013	£M	3.339	1.994	2.470	3.252	3.572	3.444	4.200	4.951	3.469	2.461	1.969	2.978		38.10	7.803	10.27	12.62	7.408
2014	£M	3.476	2.040	2.655	3.781	4.117	3.922	4.944	5.842	4.400	2.983	2.164	3.151	43.47	14.1%	8.171	11.82	15.19	8.298
2015	£M	3.536	2.108	2.615	3.799	4.171	4.065	5.043	6.079	4.327	2.959	2.183	3.118	44.00	1.2%	8.259	12.03	15.45	8.259
2016	£M	3.471	2.063	2.548	3.809	4.134	4.010	5.165	6.271	4.381	2.980	2.191	3.223	44.24	0.6%	8.082	11.95	15.82	8.394
2017	£M	3.581	2.013	2.408	4.010	4.286	4.013	5.313	6.276	4.618	3.097	2.216	3.442	45.27	2.3%	8.002	12.31	16.21	8.755
2018	£M	3.768	2.243	2.735	4.605	5.275	4.938	6.250	7.631	5.488	3.754	2.542	3.702	52.93	16.9%	8.746	14.82	19.37	9.998
2019	£M	3.847	2.276	2.806	4.906	5.624	5.166	6.682	7.972	5.641	3.745	2.655	3.763	55.08	4.1%	8.930	15.70	20.30	10.16
2020	£M	3.915	1.963	1.373	0.208	0.323	0.318	3.248	5.663	5.170	2.804	0.304	1.307	26.59	-51.7%	7.250	0.849	14.08	4.414
2021	£M	0.285	0.198	0.235	1.315	4.017	5.082	6.314	7.814	6.611	4.314	2.464	3.316	41.97	57.8%	0.719	10.42	20.74	10.09
2022	£M	3.777	2.122	3.039	4.917	5.746	5.366	6.741	8.016	6.037	3.819	2.615	4.125	56.32	34.2%	8.938	16.03	20.79	10.56
2023	£M	4.031	2.334	3.039	4.994	5.403	4.761	6.041	7.460	5.775	4.072	2.708	4.070	54.69	-2.9%	9.403	15.16	19.28	10.85
2024	£M	3.901	2.172	2.928	4.768	4.959	4.619	5.972	7.259	5.541	4.000	2.675	3.971	52.76	-3.5%	9.001	14.35	18.77	10.65
ECONOMIC IMPACT - INDEXED TO 2024														STAYING VISITOR					
SHARE OF MARKET		2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	£M Economic Impact by Year and Share of Total					
Staying Visitor	£M	38.10	43.47	44.00	44.24	45.27	52.93	55.08	26.59	41.97	56.32	54.69	52.76						
All Visitor Types	£M	96.21	102.10	108.21	108.06	111.03	118.66	122.65	59.61	91.05	113.19	116.60	114.69						
Share of Total	%	39.6%	42.6%	40.7%	40.9%	40.8%	44.6%	44.9%	44.6%	46.1%	49.8%	46.9%	46.0%						
Annual Change in Share	%		7.5%	-4.5%	0.7%	-0.4%	9.4%	0.7%	-0.7%	3.3%	8.0%	-5.7%	-1.9%						
Change in Share from 2013	%		7.5%	2.7%	3.4%	3.0%	12.6%	13.4%	12.7%	16.4%	25.6%	18.4%	16.2%						
Avg Ann. Change in Share	%		7.5%	1.3%	1.1%	0.7%	2.5%	2.2%	1.8%	2.0%	2.8%	1.8%	1.5%						

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STEAM REPORT FOR 2013-2024 - FINAL BOSTON BOROUGH 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		4.9%	17.9%	53.1%	1.9%	6.9%	21.1%	-11.4%	-0.9%	-4.2%	7.8%	-11.5%	0.7%		6.6%	28.6%	10.6%	-4.9%	0.2%
% Change 2023 to 2024		1.3%	3.8%	1.7%	-1.5%	2.2%	3.6%	-0.2%	-2.7%	-5.8%	-1.0%	0.2%	0.5%		0.0%	2.3%	1.9%	-2.7%	-0.3%
Average Annual Change		0.4%	1.6%	4.8%	0.2%	0.6%	1.9%	-1.0%	-0.1%	-0.4%	0.7%	-1.0%	0.1%		0.6%	2.6%	1.0%	-0.4%	0.0%
2013	£M	2.848	3.804	4.429	4.058	6.718	5.706	7.076	10.34	5.246	3.691	2.456	1.737	58.11	0.9%	11.08	16.48	22.66	7.883
2014	£M	2.616	3.826	5.260	4.493	6.674	5.748	7.056	10.14	4.941	3.679	2.500	1.695	58.63		11.70	16.92	22.14	7.874
2015	£M	3.120	4.450	5.632	4.569	7.038	6.003	7.266	11.59	5.682	4.319	2.583	1.950	64.21		13.20	17.61	24.54	8.852
2016	£M	3.133	4.383	6.152	4.427	7.301	6.627	6.764	11.39	5.266	4.013	2.429	1.926	63.82		13.67	18.36	23.42	8.368
2017	£M	3.230	4.521	6.346	4.567	7.533	6.835	6.973	11.75	5.411	4.123	2.495	1.979	65.76		14.10	18.94	24.13	8.598
2018	£M	3.311	4.533	6.390	4.512	7.532	6.637	6.876	11.90	5.540	4.135	2.430	1.941	65.73		14.23	18.68	24.31	8.506
2019	£M	3.405	4.681	6.784	4.679	7.608	6.922	6.919	12.11	5.724	4.328	2.399	2.004	67.57		14.87	19.21	24.76	8.731
2020	£M	3.262	4.271	3.386	0.307	0.792	1.548	2.299	7.099	4.286	3.236	1.167	1.357	33.01		10.92	2.648	13.68	5.760
2021	£M	1.004	1.684	2.886	2.512	5.505	6.033	5.790	10.74	5.290	4.037	2.025	1.581	49.09		5.573	14.05	21.82	7.643
2022	£M	2.668	3.536	5.854	3.875	6.462	6.105	5.914	9.862	4.829	3.834	2.114	1.817	56.87		12.06	16.44	20.60	7.764
2023	£M	2.949	4.321	6.669	4.196	7.028	6.670	6.281	10.53	5.334	4.020	2.169	1.740	61.91	13.94	17.89	22.15	7.929	
2024	£M	2.988	4.486	6.781	4.134	7.182	6.913	6.267	10.25	5.027	3.980	2.173	1.748	61.93	14.25	18.23	21.54	7.902	
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	58.11	58.63	64.21	63.82	65.76	65.73	67.57	33.01	49.09	56.87	61.91	61.93						
All Visitor Types	£M	96.21	102.10	108.21	108.06	111.03	118.66	122.65	59.61	91.05	113.19	116.60	114.69						
Share of Total	%	60.4%	57.4%	59.3%	59.1%	59.2%	55.4%	55.1%	55.4%	53.9%	50.2%	53.1%	54.0%						
Annual Change in Share	%		-4.9%	3.3%	-0.5%	0.3%	-6.5%	-0.5%	0.5%	-2.7%	-6.8%	5.7%	1.7%						
Change in Share from 2013	%		-4.9%	-1.8%	-2.2%	-1.9%	-8.3%	-8.8%	-8.3%	-10.7%	-16.8%	-12.1%	-10.6%						
Avg Ann. Change in Share	%		-4.9%	-0.9%	-0.7%	-0.5%	-1.7%	-1.5%	-1.2%	-1.3%	-1.9%	-1.2%	-1.0%						

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