



## STEAM REPORT FOR 2015-2024 - FINAL

Final

### EAST LINDSEY COASTAL STRIP














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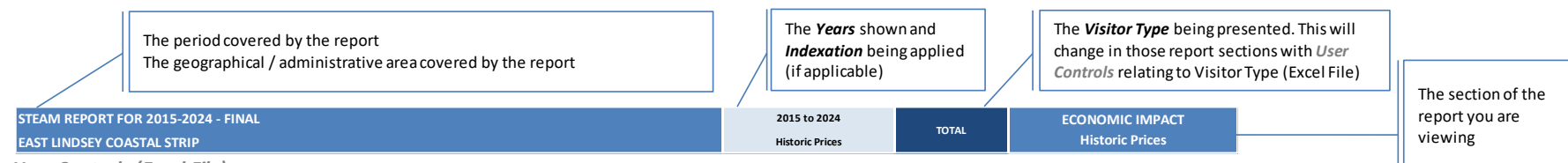
<b>REPORT SECTIONS</b>  <b>Page</b>	<b>USER GUIDE</b>  <b>3</b>	<b>COMPARATIVE HEADLINES</b>  <b>4</b>	<b>KEY MEASURES</b>  <b>5-11</b>
<b>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</b>	<b>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></b>  <b>13</b>	<b>DISTRIBUTION OF IMPACT: <i>by Month</i></b>  <b>14</b>	<b>DISTRIBUTION OF IMPACT: <i>by Sector</i></b>  <b>15</b>
<b>UNINDEXED ECONOMIC IMPACT</b>  <b>16-22</b>	<b>VISITOR NUMBERS</b>  <b>23-29</b>	<b>VISITOR DAYS</b>  <b>30-36</b>	<b>DIRECT AND TOTAL EMPLOYMENT</b>  <b>37-43</b>
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## Report Section Design and Features

### Headers

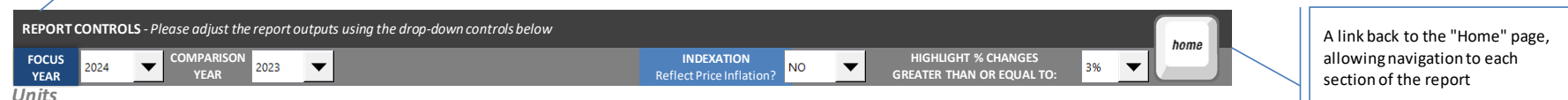
At the top of each page is a band containing key information about your report



### 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



Unindexed Key Measures by Year and Visitor Type for the Period 2015 to 2024

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

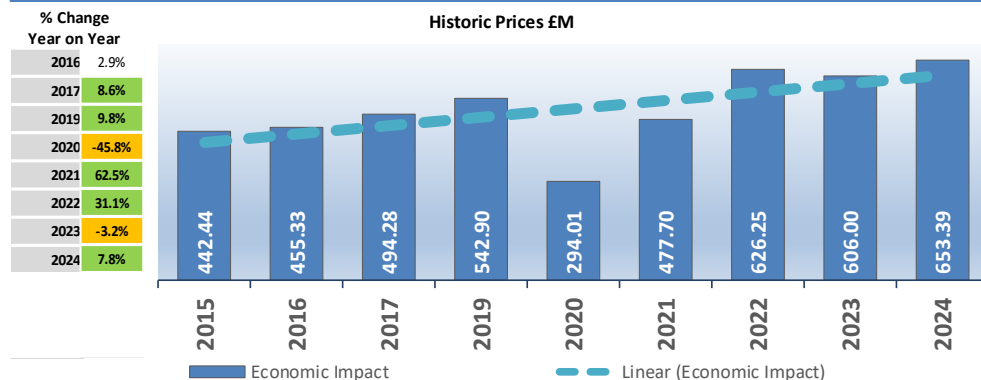
STEAM REPORT FOR 2015-2024 - FINAL  
EAST LINDSEY COASTAL STRIP

2015 to 2024  
Historic Prices

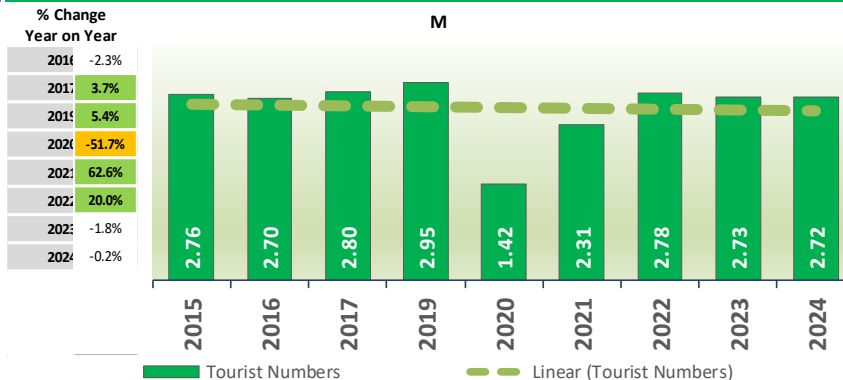
TOTAL

KEY MEASURES  
Historic Prices

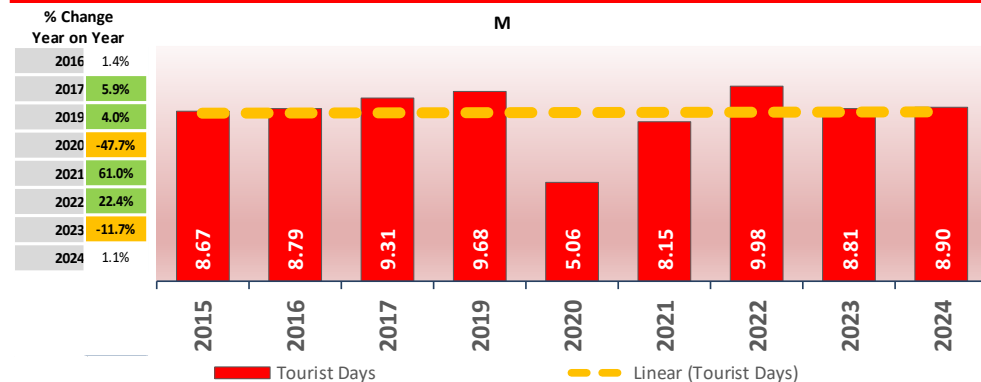
Economic Impact - Historic Prices - Total



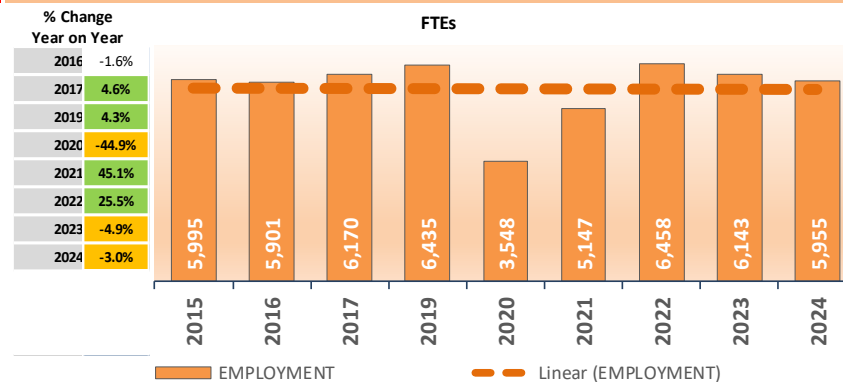
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		2.9%	11.7%	22.7%	-33.5%	8.0%	41.5%	37.0%	47.7%
Visitor Numbers		-2.3%	1.3%	6.7%	-48.5%	-16.2%	0.5%	-1.3%	-1.5%
Visitor Days		1.4%	7.4%	11.7%	-41.6%	-6.0%	15.1%	1.6%	2.7%
Total Employment		-1.6%	2.9%	7.3%	-40.8%	-14.1%	7.7%	2.5%	-0.7%

"Linear" = Linear Trendline

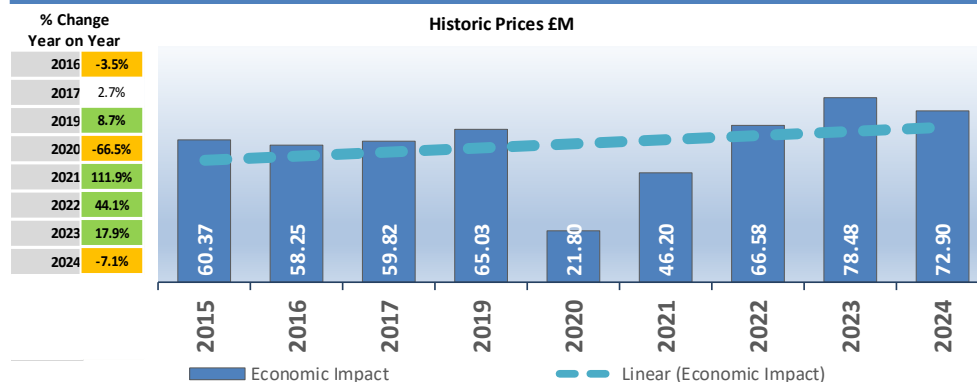
STEAM REPORT FOR 2015-2024 - FINAL  
EAST LINDSEY COASTAL STRIP

2015 to 2024  
Historic Prices

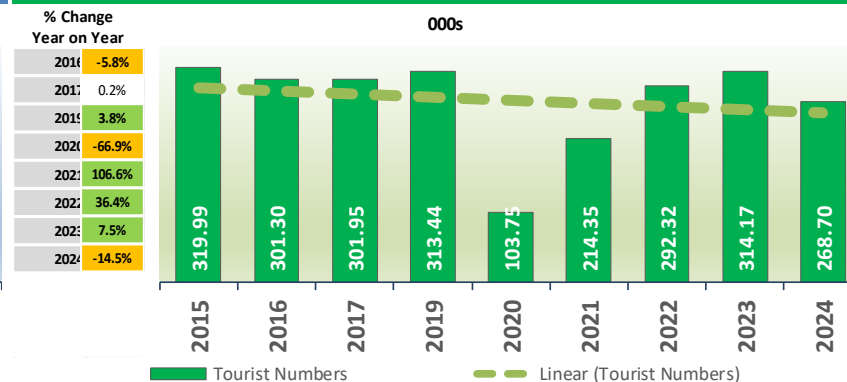
SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

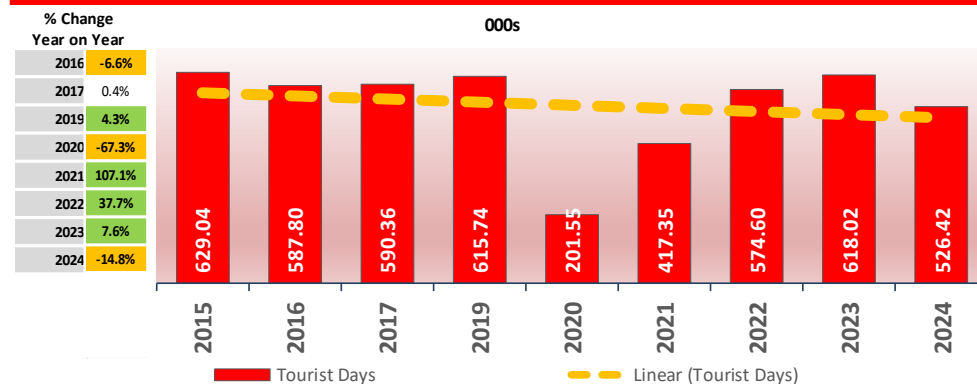
Economic Impact - Historic Prices - Serviced Accommodation



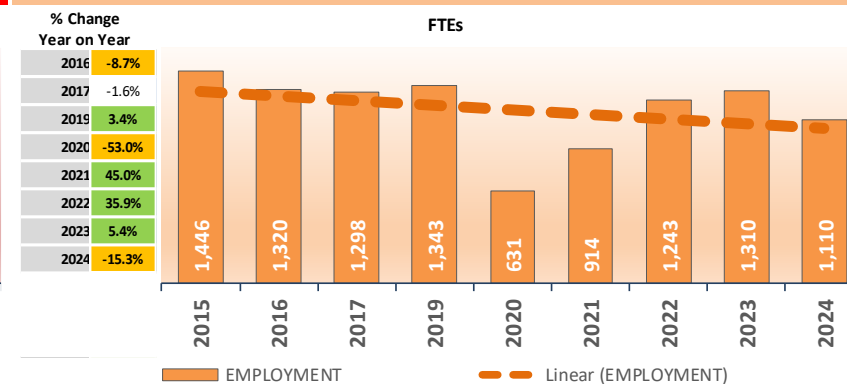
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		-3.5%	-0.9%	7.7%	-63.9%	-23.5%	10.3%	30.0%	20.8%
Visitor Numbers		-5.8%	-5.6%	-2.0%	-67.6%	-33.0%	-8.6%	-1.8%	-16.0%
Visitor Days		-6.6%	-6.1%	-2.1%	-68.0%	-33.7%	-8.7%	-1.8%	-16.3%
Direct Employment		-8.7%	-10.2%	-7.1%	-56.4%	-36.7%	-14.0%	-9.4%	-23.2%

"Linear" = Linear Trendline

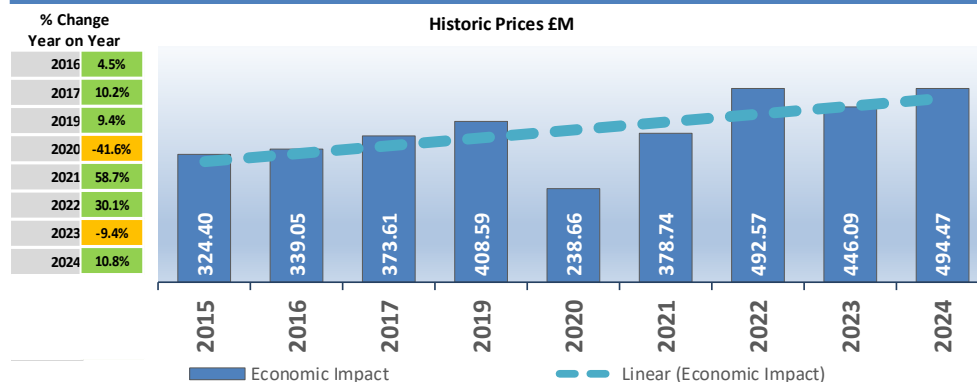
STEAM REPORT FOR 2015-2024 - FINAL  
EAST LINDSEY COASTAL STRIP

2015 to 2024  
Historic Prices

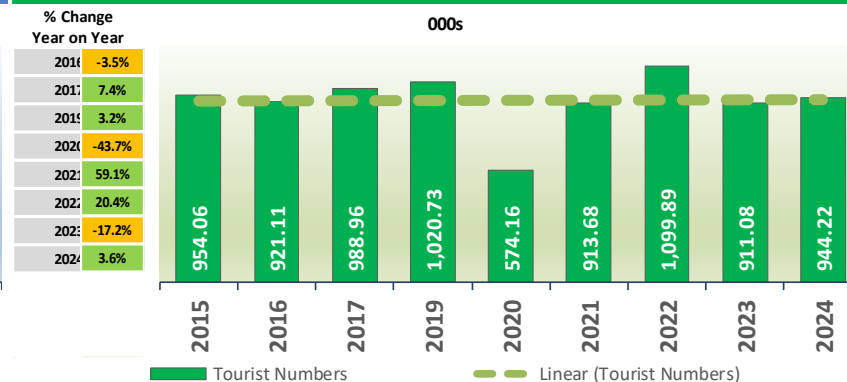
NON-SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

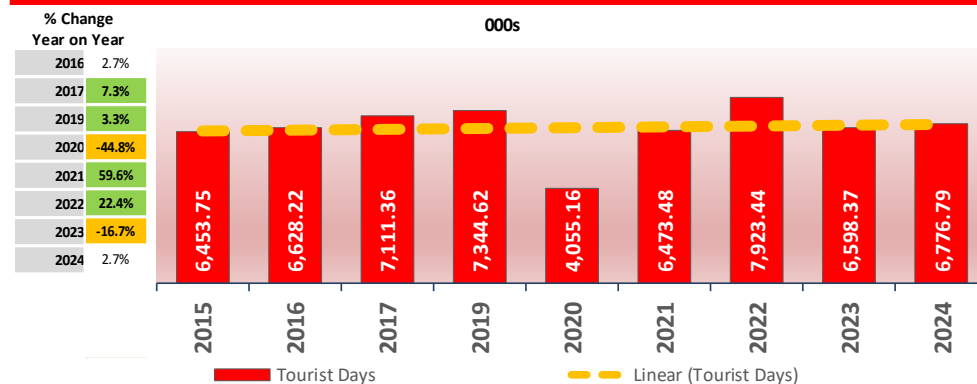
Economic Impact - Historic Prices - Non-Serviced Accommodation



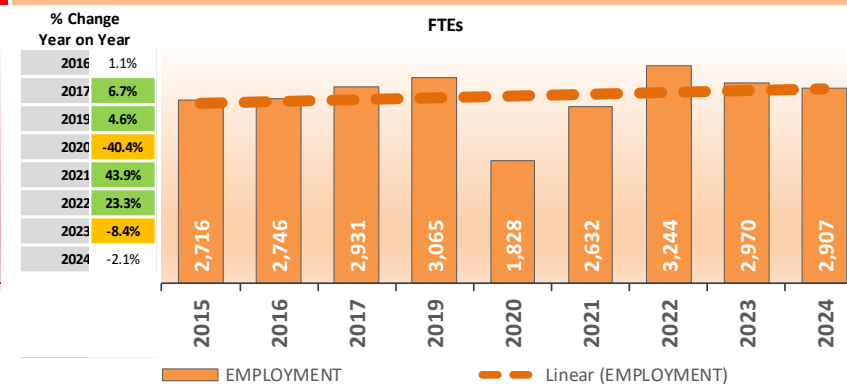
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		4.5%	15.2%	26.0%	-26.4%	16.7%	51.8%	37.5%	52.4%
Visitor Numbers		-3.5%	3.7%	7.0%	-39.8%	-4.2%	15.3%	-4.5%	-1.0%
Visitor Days		2.7%	10.2%	13.8%	-37.2%	0.3%	22.8%	2.2%	5.0%
Direct Employment		1.1%	7.9%	12.8%	-32.7%	-3.1%	19.4%	9.3%	7.0%

"Linear" = Linear Trendline



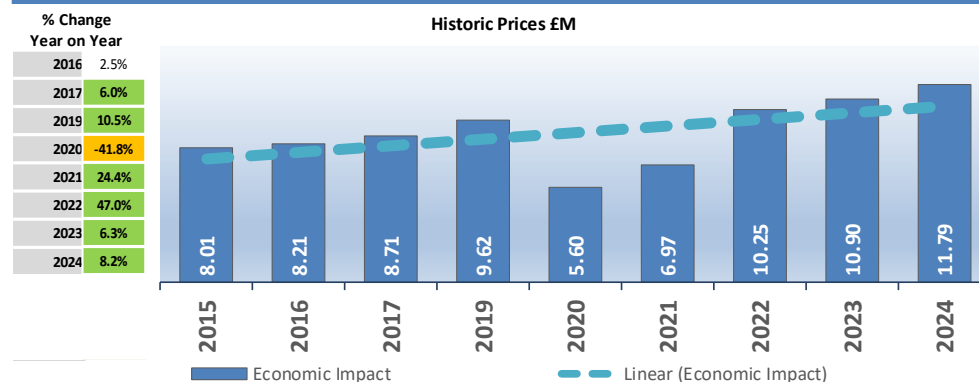
STEAM REPORT FOR 2015-2024 - FINAL  
EAST LINDSEY COASTAL STRIP

2015 to 2024  
Historic Prices

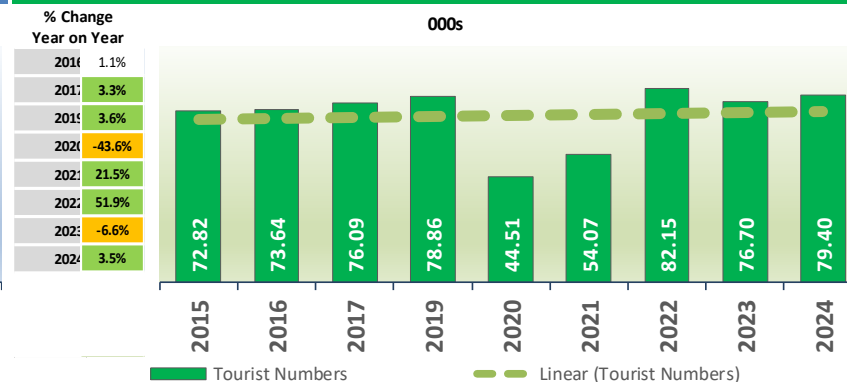
SFR

KEY MEASURES  
Historic Prices

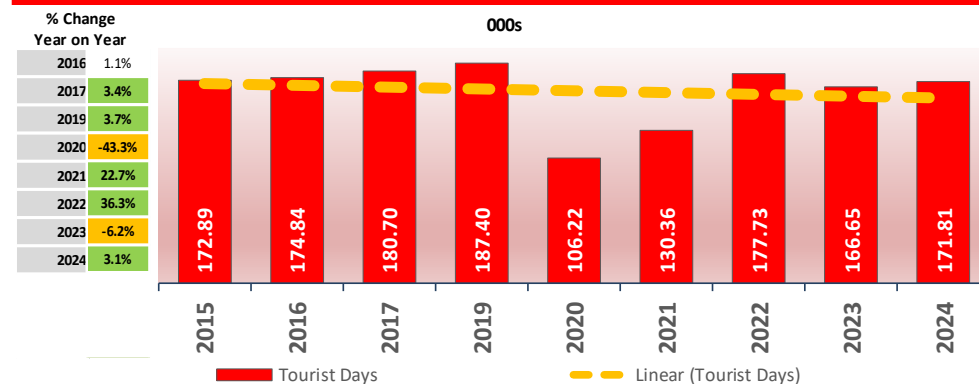
Economic Impact - Historic Prices - SFR



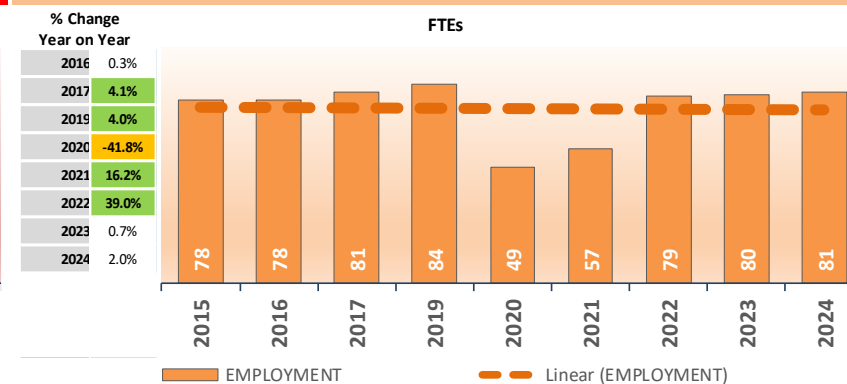
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		2.5%	8.6%	20.1%	-30.1%	-13.0%	27.9%	36.0%	47.1%
Visitor Numbers		1.1%	4.5%	8.3%	-38.9%	-25.7%	12.8%	5.3%	9.0%
Visitor Days		1.1%	4.5%	8.4%	-38.6%	-24.6%	2.8%	-3.6%	-0.6%
Direct Employment		0.3%	4.4%	8.6%	-36.8%	-26.6%	2.0%	2.7%	4.8%

"Linear" = Linear Trendline

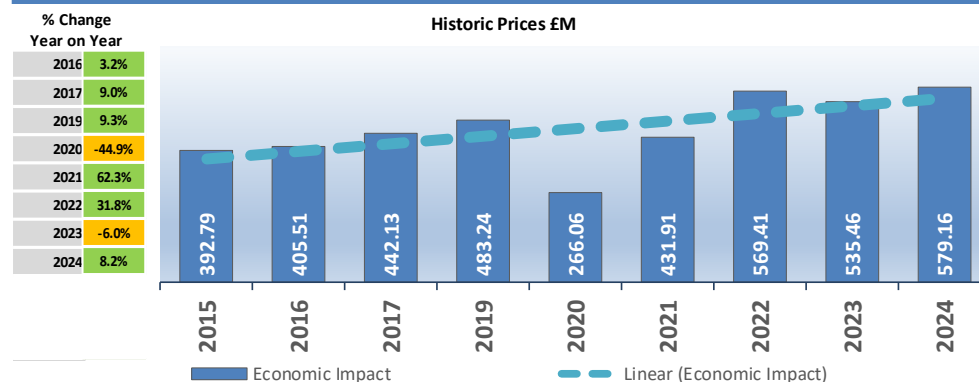
STEAM REPORT FOR 2015-2024 - FINAL  
EAST LINDSEY COASTAL STRIP

2015 to 2024  
Historic Prices

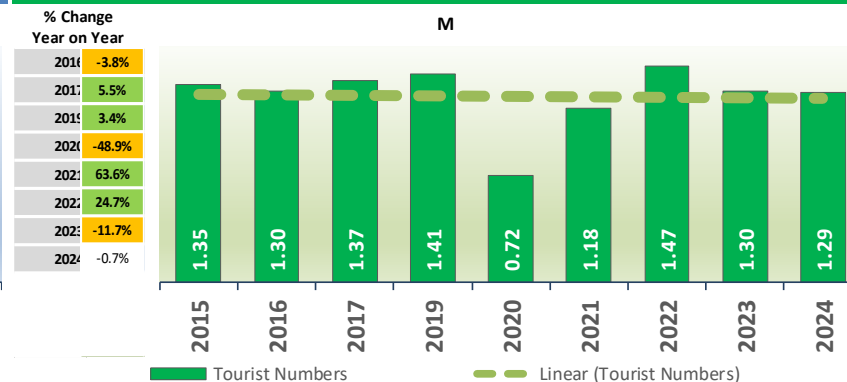
STAYING VISITOR

KEY MEASURES  
Historic Prices

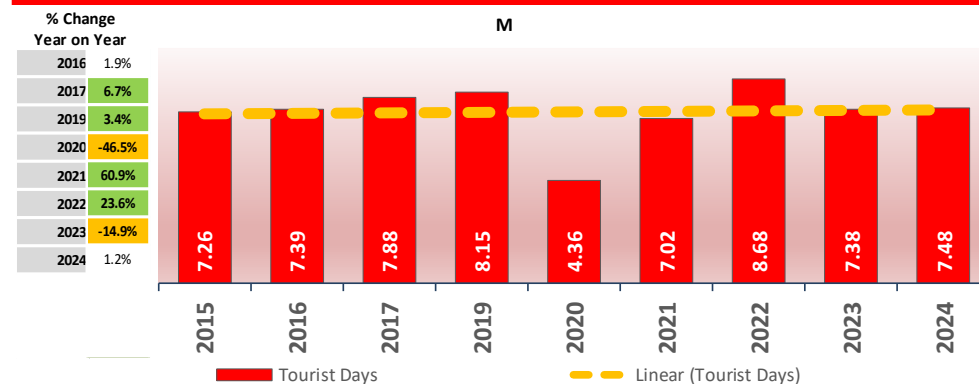
Economic Impact - Historic Prices - Staying Visitor



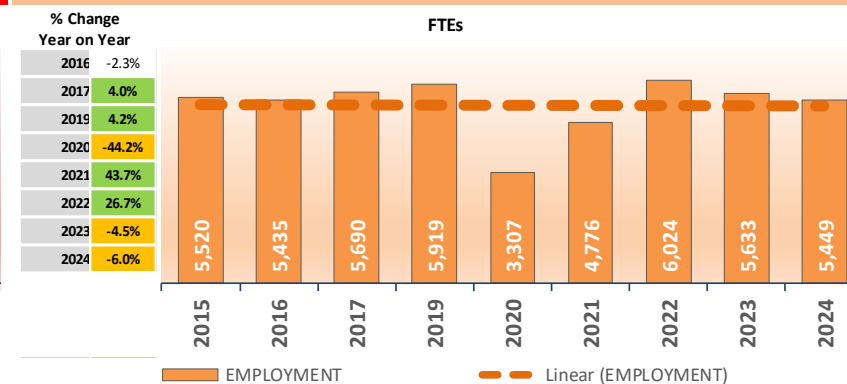
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		3.2%	12.6%	23.0%	-32.3%	10.0%	45.0%	36.3%	47.4%
Visitor Numbers		-3.8%	1.5%	4.9%	-46.4%	-12.2%	9.5%	-3.3%	-4.0%
Visitor Days		1.9%	8.6%	12.3%	-39.9%	-3.2%	19.6%	1.8%	3.0%
Direct Employment		-1.5%	3.1%	7.2%	-40.1%	-13.5%	9.1%	2.1%	-1.3%

"Linear" = Linear Trendline

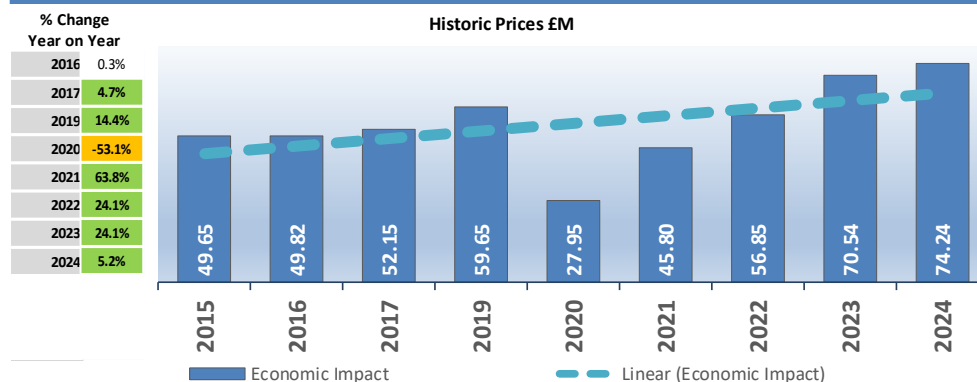
STEAM REPORT FOR 2015-2024 - FINAL  
EAST LINDSEY COASTAL STRIP

2015 to 2024  
Historic Prices

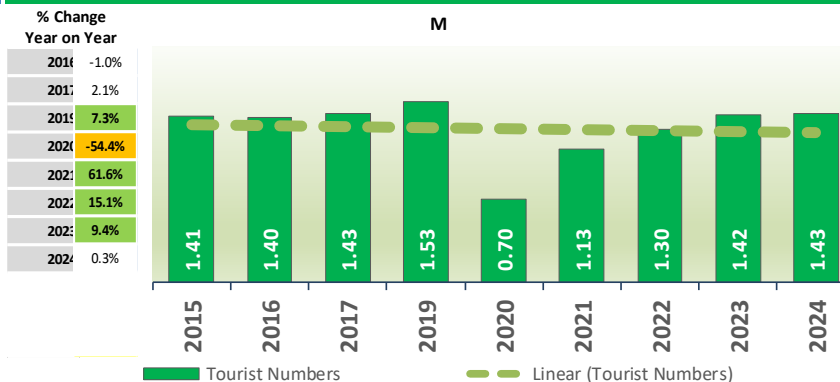
DAY VISITOR

KEY MEASURES  
Historic Prices

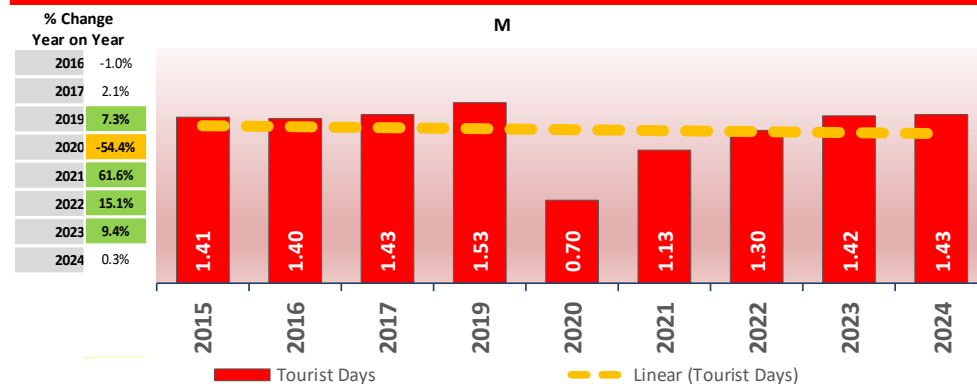
Economic Impact - Historic Prices - Day Visitor



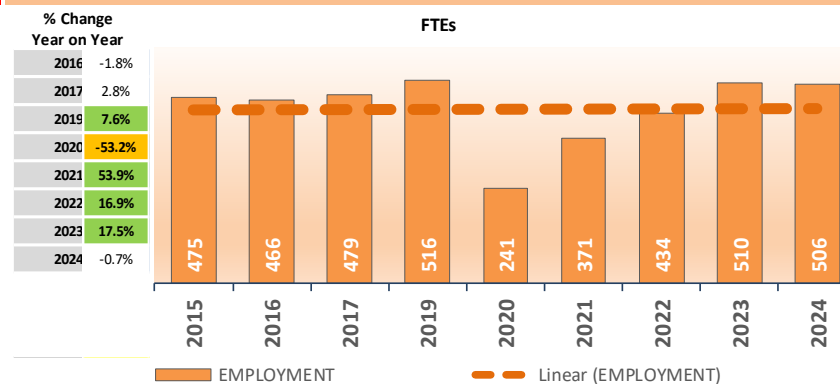
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024
Economic Impact - Historic Prices		0.3%	5.0%	20.1%	-43.7%	-7.8%	14.5%	42.1%	49.5%
Visitor Numbers		-1.0%	1.1%	8.5%	-50.5%	-20.0%	-8.0%	0.7%	1.0%
Visitor Days		-1.0%	1.1%	8.5%	-50.5%	-20.0%	-8.0%	0.7%	1.0%
Direct Employment		-1.8%	1.0%	8.6%	-49.2%	-21.9%	-8.7%	7.3%	6.5%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2015 to 2024

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

STEAM REPORT FOR 2015-2024 - FINAL  
EAST LINDSEY COASTAL STRIP

2024  
Historic Prices

TOTAL

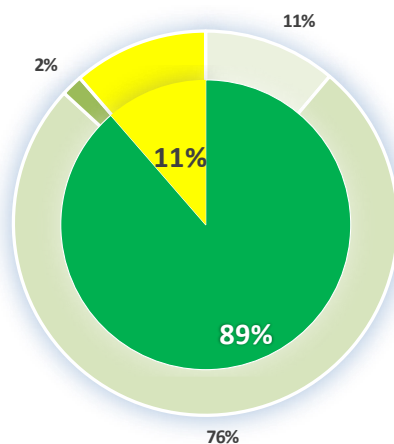
DISTRIBUTION BY VISITOR TYPE  
Historic Prices

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

Visitor Numbers - 2024 - M - Share of Total

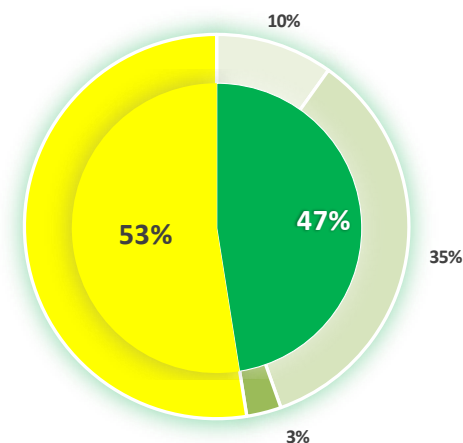
**TOTAL**  
**£653.39m**

	£M
Serviced	72.90
Non-Serviced	494.47
SFR	11.79
Staying Visitor	579.16
Day Visitor	74.24
Total	653.39



**TOTAL**  
**2.72m**

	M
Serviced	0.27
Non-Serviced	0.94
SFR	0.08
Staying Visitor	1.29
Day Visitor	1.43
Total	2.72

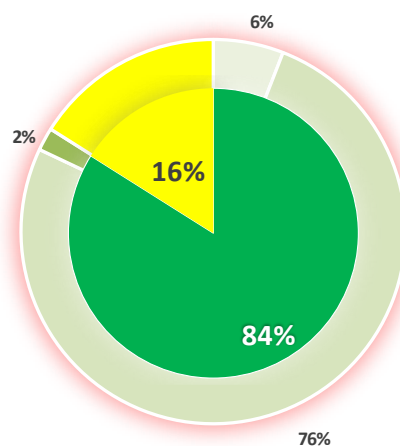


Visitor Days - 2024 - M - Share of Total

Direct Employment Supported - 2024 - FTEs - Share of Total

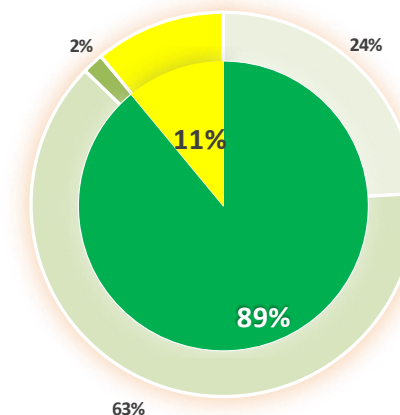
**TOTAL**  
**8.90m**

	M
Serviced	0.53
Non-Serviced	6.78
SFR	0.17
Staying Visitor	7.48
Day Visitor	1.43
Total	8.90



**TOTAL**  
**4,604 Direct FTEs**  
**5,955 Total FTEs**

	FTEs
Serviced	1,110
Non-Serviced	2,907
SFR	81
Staying Visitor	4,098
Day Visitor	506
Total	4,604



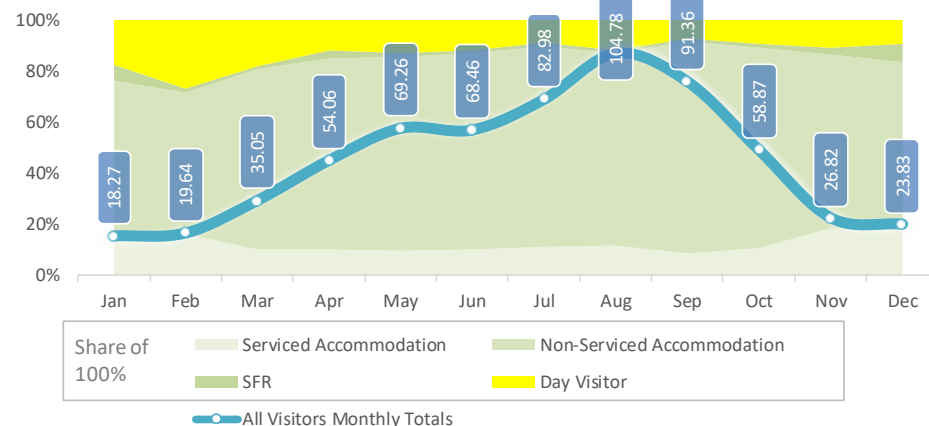
**STEAM REPORT FOR 2015-2024 - FINAL**  
**EAST LINDSEY COASTAL STRIP**

**2024**  
**Historic Prices**

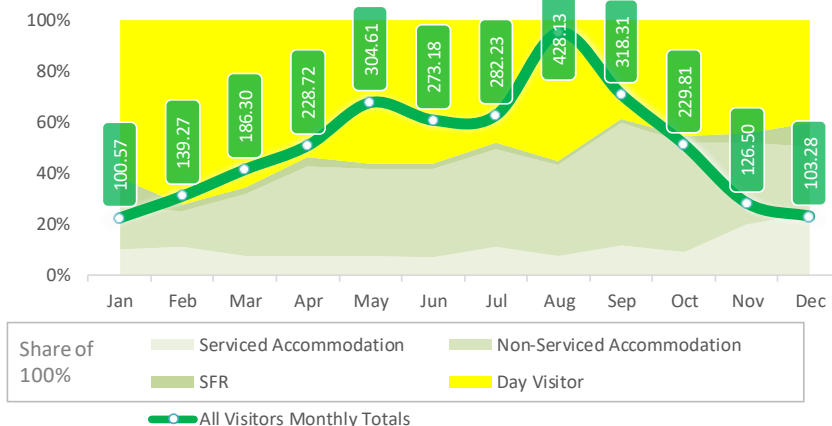
**TOTAL**

**DISTRIBUTION BY MONTH**  
**Historic Prices**

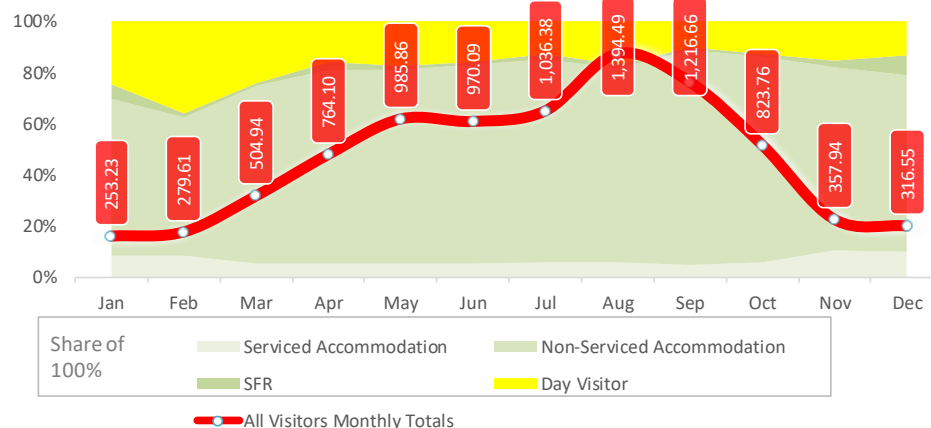
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**



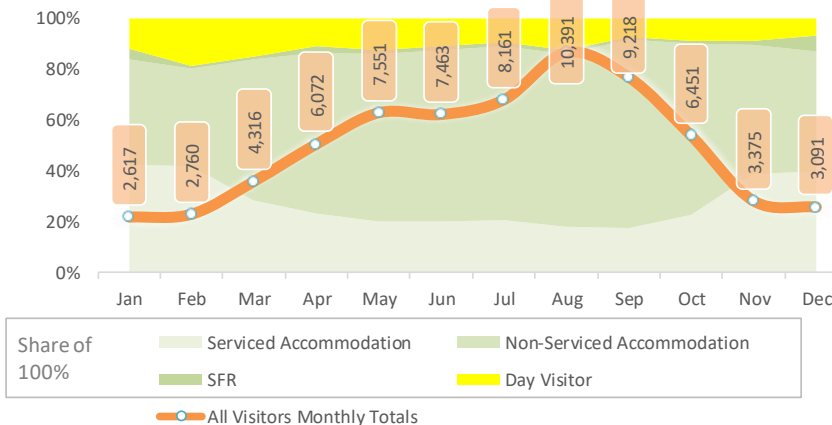
**Visitor Numbers - 2024 - 000s - Distribution of Impact by Month**



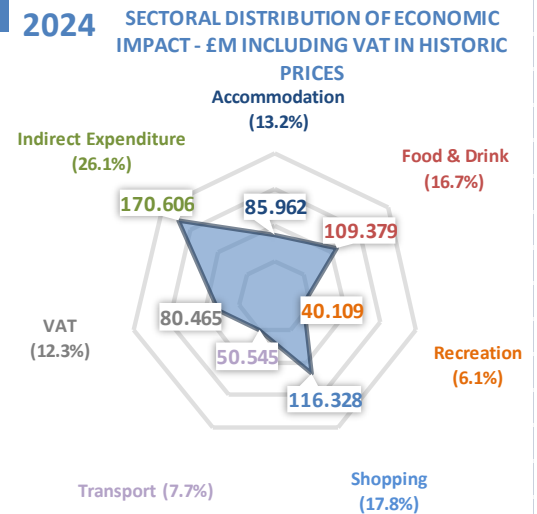
**Visitor Days - 2024 - 000s - Distribution of Impact by Month**



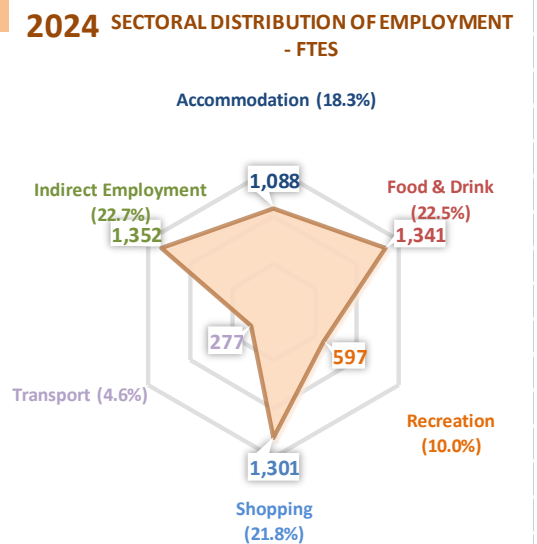
**Direct Employment Supported - 2024 - FTEs - Distribution of Impact by Month**



STEAM REPORT FOR 2015-2024 - FINAL										2015 to 2024	TOTAL	SECTORAL ANALYSIS
EAST LINDSEY COASTAL STRIP										Historic Prices		Historic Prices
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES												
SECTOR / YEAR		2015	2016	2017	2019	2020	2021	2022	2023	2024		
Accommodation	£M	62.34	64.99	70.75	75.49	48.07	68.08	86.52	75.30	85.96		
Food & Drink	£M	73.20	74.83	81.10	89.79	50.77	78.01	103.83	102.40	109.38		
Recreation	£M	27.13	27.65	29.89	33.12	18.43	28.71	38.02	36.72	40.11		
Shopping	£M	76.69	78.74	85.19	94.38	50.04	82.78	108.60	118.26	116.33		
Transport	£M	33.42	34.38	37.35	41.37	22.27	36.62	48.01	46.04	50.54		
Direct Revenue	£M	272.78	280.60	304.28	334.15	189.58	294.21	384.97	378.72	402.32		
VAT	£M	54.56	56.12	60.86	66.83	26.65	58.53	76.99	75.74	80.46		
Direct Expenditure	£M	327.34	336.72	365.14	400.98	216.23	352.74	461.97	454.47	482.79		
Indirect Expenditure	£M	115.10	118.61	129.14	141.92	77.78	124.96	164.29	151.54	170.61		
TOTAL	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39		



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES										
SECTOR / YEAR		2015	2016	2017	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	1,428	1,315	1,287	1,359	805	1,003	1,287	1,291	1,088
Food & Drink	FTEs	1,260	1,261	1,342	1,397	767	1,132	1,426	1,331	1,341
Recreation	FTEs	567	565	600	625	338	506	634	579	597
Shopping	FTEs	1,203	1,210	1,285	1,339	689	1,095	1,359	1,401	1,301
Transport	FTEs	257	259	276	288	150	237	294	267	277
Direct Employment	FTEs	4,715	4,610	4,790	5,008	2,749	3,974	5,000	4,870	4,604
Indirect Employment	FTEs	1,280	1,291	1,380	1,427	799	1,173	1,457	1,273	1,352
TOTAL	FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955



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

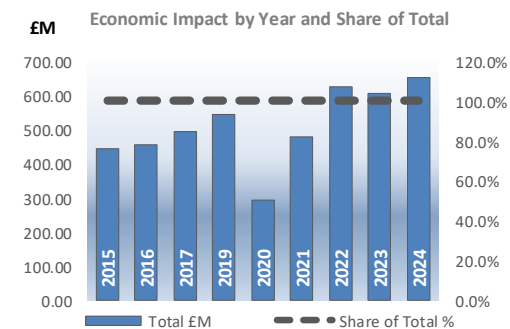
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2015 to 2024

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



STEAM REPORT FOR 2015-2024 - FINAL											2015 to 2024			TOTAL		ECONOMIC IMPACT																	
EAST LINDSEY COASTAL STRIP											Historic Prices			Historic Prices																			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER																		
KEY		TOTAL											TOTAL						% Change														
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																															
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change		Q1				Q2				Q3				Q4			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																				
% Change 2015 to 2024		45.5%	35.0%	47.5%	52.3%	40.3%	39.1%	37.4%	43.4%	61.3%	68.1%	46.3%	69.8%	47.7%	Annual Change	43.4%	43.0%	46.8%	62.5%														
% Change 2023 to 2024		17.1%	10.6%	17.1%	7.3%	-3.5%	5.7%	11.5%	3.0%	7.4%	17.0%	14.6%	14.3%	7.8%		15.3%	2.6%	6.9%	15.8%														
Average Annual Change		5.1%	3.9%	5.3%	5.8%	4.5%	4.3%	4.2%	4.8%	6.8%	7.6%	5.1%	7.8%	5.3%		4.8%	4.8%	5.2%	6.9%														
2015		£M	12.56	14.55	23.76	35.51	49.37	49.22	60.40	73.05	56.62	35.02	18.33	14.04		442.44	2.9%	50.87	134.10	190.08	67.39												
2016		£M	12.85	14.74	24.16	35.77	50.61	50.44	62.30	76.62	58.85	35.76	18.64	14.60	455.33	51.75		136.82	197.77	68.99													
2017		£M	14.17	16.40	24.53	39.67	54.72	53.06	67.90	81.06	67.62	38.95	19.56	16.64	494.28	8.6%		55.10	147.45	216.58	75.14												
2019		£M	16.26	18.25	26.87	45.79	62.02	57.86	73.70	88.82	69.38	43.02	22.22	18.69	542.90	9.8%		61.38	165.68	231.90	83.94												
2020		£M	17.42	15.71	14.48	2.087	4.109	4.551	40.58	69.29	75.05	38.40	3.327	8.989	294.01	-45.8%		47.62	10.75	184.93	50.71												
2021		£M	1.581	2.315	3.168	14.62	48.22	61.46	74.30	92.01	87.15	52.55	22.58	17.77	477.70	62.5%		7.065	124.29	253.46	92.89												
2022		£M	17.52	17.71	33.66	49.79	70.68	68.37	84.64	100.90	84.78	48.58	24.67	24.96	626.25	31.1%		68.89	188.83	270.32	98.21												
2023		£M	15.60	17.76	29.92	50.39	71.79	64.79	74.39	101.76	85.03	50.31	23.41	20.86	606.00	-3.2%		63.29	186.96	261.18	94.57												
2024		£M	18.27	19.64	35.05	54.06	69.26	68.46	82.98	104.78	91.36	58.87	26.82	23.83	653.39	7.8%	72.96	191.79	279.12	109.53													

ECONOMIC IMPACT - IN HISTORIC PRICES										TOTAL	
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	
Total	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39	
All Visitor Types	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%										
Change in Share from 2015	%										
Avg Ann. Change in Share	%										

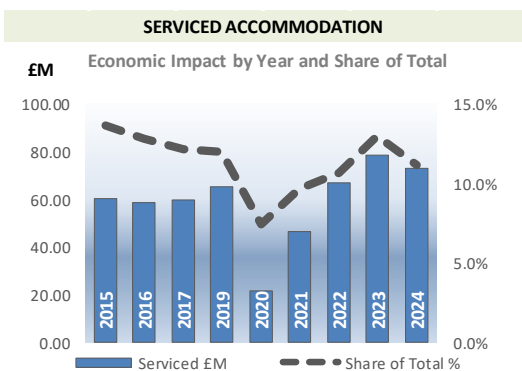


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STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2015 to 2024		24.1%	7.6%	5.5%	21.9%	34.4%	17.7%	23.6%	24.4%	10.8%	16.8%	20.0%	42.7%		20.8%	11.0%	24.4%	20.2%	24.1%
% Change 2023 to 2024		-8.4%	-10.0%	-8.8%	-11.6%	-3.9%	-8.3%	-4.9%	-3.6%	-9.0%	-6.6%	-7.9%	-9.8%		-7.1%	-9.1%	-7.8%	-5.5%	-7.9%
Average Annual Change		2.7%	0.8%	0.6%	2.4%	3.8%	2.0%	2.6%	2.7%	1.2%	1.9%	2.2%	4.7%		2.3%	1.2%	2.7%	2.2%	2.7%
2015	£M	2.227	2.988	3.421	4.534	5.056	5.789	7.370	9.710	6.966	5.260	4.088	2.955		60.37	8.636	15.38	24.05	12.30
2016	£M	1.991	2.830	3.222	4.269	4.904	5.542	7.431	9.747	6.560	4.815	3.901	3.036	58.25	-3.5%	8.043	14.71	23.74	11.75
2017	£M	2.221	2.736	3.063	4.623	5.364	5.659	7.424	9.650	6.723	4.947	3.998	3.409	59.82	2.7%	8.020	15.65	23.80	12.35
2019	£M	2.393	2.919	3.252	4.951	5.950	6.204	8.010	10.72	7.030	5.512	4.455	3.639	65.03	8.7%	8.564	17.10	25.76	13.61
2020	£M	2.404	2.773	1.351	0.411	0.585	0.530	1.839	5.093	3.374	2.450	0.572	0.417	21.80	-66.5%	6.528	1.525	10.31	3.438
2021	£M	0.454	0.514	0.665	1.042	1.583	5.043	7.103	10.36	6.671	5.384	4.157	3.223	46.20	111.9%	1.633	7.668	24.13	12.76
2022	£M	2.187	2.939	3.360	5.289	6.038	6.364	8.374	10.71	7.096	5.676	4.638	3.918	66.58	44.1%	8.486	17.69	26.18	14.23
2023	£M	3.018	3.573	3.957	6.249	7.071	7.430	9.581	12.54	8.484	6.579	5.327	4.674	78.48	17.9%	10.55	20.75	30.60	16.58
2024	£M	2.764	3.214	3.609	5.526	6.795	6.815	9.109	12.08	7.721	6.146	4.907	4.216	72.90	-7.1%	9.588	19.14	28.91	15.27

ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024
Serviced	£M	60.37	58.25	59.82	65.03	21.80	46.20	66.58	78.48	72.90
All Visitor Types	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39
Share of Total	%	13.6%	12.8%	12.1%	12.0%	7.4%	9.7%	10.6%	13.0%	11.2%
Annual Change in Share	%		-6.2%	-5.4%	-1.0%	-38.1%	30.4%	9.9%	21.8%	-13.8%
Change in Share from 2015	%		-6.2%	-11.3%	-12.2%	-45.7%	-29.1%	-22.1%	-5.1%	-18.2%
Avg Ann. Change in Share	%		-6.2%	-5.7%	-3.1%	-9.1%	-4.9%	-3.2%	-0.6%	-2.0%

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STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2024		64.2%	38.5%	47.9%	60.0%	37.9%	36.9%	40.3%	47.4%	69.9%	83.7%	57.1%	83.8%	52.4%	Annual Change	49.1%	43.0%	52.1%	76.9%
% Change 2023 to 2024		29.7%	19.1%	25.1%	11.1%	-5.1%	7.3%	15.2%	4.1%	10.3%	22.9%	24.4%	24.9%	10.8%		24.7%	3.4%	9.3%	23.6%
Average Annual Change		7.1%	4.3%	5.3%	6.7%	4.2%	4.1%	4.5%	5.3%	7.8%	9.3%	6.3%	9.3%	5.8%		5.5%	4.8%	5.8%	8.5%
2015	£M	6.837	7.878	16.71	25.35	38.07	38.58	46.74	53.70	44.98	25.31	11.69	8.549	324.40		31.42	102.01	145.42	45.55
2016	£M	7.290	8.224	16.96	25.94	39.17	39.52	48.86	57.24	47.86	26.71	12.28	9.001	339.05	4.5%	32.48	104.63	153.96	47.99
2017	£M	8.256	9.799	17.27	29.09	42.65	41.83	54.49	61.03	56.02	29.70	12.93	10.54	373.61	10.2%	35.32	113.57	171.54	53.18
2019	£M	9.671	10.71	18.62	34.28	48.35	45.22	59.09	66.51	56.50	32.59	14.94	12.12	408.59	9.4%	39.00	127.85	182.09	59.65
2020	£M	10.78	8.829	10.72	1.192	2.590	2.730	36.21	57.07	67.48	32.55	1.655	6.848	238.66	-41.6%	30.33	6.512	160.77	41.05
2021	£M	0.274	0.268	0.536	10.19	40.70	50.38	61.25	70.74	74.57	42.17	15.80	11.87	378.74	58.7%	1.078	101.26	206.56	69.84
2022	£M	12.01	11.04	25.47	38.13	57.00	55.43	69.68	79.26	71.90	37.90	17.12	17.64	492.57	30.1%	48.52	150.56	220.84	72.66
2023	£M	8.657	9.163	19.74	36.50	55.35	49.22	56.95	76.01	69.30	37.84	14.76	12.58	446.09	-9.4%	37.56	141.08	202.26	65.19
2024	£M	11.23	10.91	24.71	40.56	52.51	52.81	65.59	79.15	76.42	46.50	18.37	15.71	494.47	10.8%	46.84	145.88	221.16	80.58

ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024
Non-Serviced	£M	324.40	339.05	373.61	408.59	238.66	378.74	492.57	446.09	494.47
All Visitor Types	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39
Share of Total	%	73.3%	74.5%	75.6%	75.3%	81.2%	79.3%	78.7%	73.6%	75.7%
Annual Change in Share	%		1.6%	1.5%	-0.4%	7.9%	-2.3%	-0.8%	-6.4%	2.8%
Change in Share from 2015	%		1.6%	3.1%	2.6%	10.7%	8.1%	7.3%	0.4%	3.2%
Avg Ann. Change in Share	%		1.6%	1.5%	0.7%	2.1%	1.4%	1.0%	0.0%	0.4%

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STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 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 2015 to 2024		-12.1%	-23.4%	-11.9%	67.7%	68.4%	60.4%	61.5%	60.4%	77.0%	74.9%	69.2%	75.6%	47.1%	Annual Change	-14.2%	66.1%	64.6%	74.1%	
% Change 2023 to 2024		13.4%	9.2%	11.1%	6.8%	2.3%	6.2%	7.7%	6.1%	5.8%	10.8%	11.6%	11.1%	8.2%		12.1%	5.2%	6.6%	11.1%	
Average Annual Change		-1.3%	-2.6%	-1.3%	7.5%	7.6%	6.7%	6.8%	6.7%	8.6%	8.3%	7.7%	8.4%	5.2%		-1.6%	7.3%	7.2%	8.2%	
2015	£M	1.203	0.387	0.450	0.941	0.642	0.506	0.775	0.827	0.464	0.446	0.380	0.992	8.014		2.5%	2.040	2.090	2.067	1.818
2016	£M	1.238	0.396	0.456	0.957	0.655	0.517	0.794	0.851	0.479	0.458	0.390	1.021	8.212	2.091		2.129	2.124	1.868	
2017	£M	1.323	0.426	0.470	1.014	0.691	0.540	0.840	0.888	0.520	0.486	0.411	1.097	8.706	6.0%		2.219	2.245	2.248	1.994
2019	£M	1.486	0.466	0.510	1.134	0.766	0.590	0.924	0.975	0.555	0.529	0.463	1.225	9.623	10.5%		2.463	2.490	2.453	2.217
2020	£M	1.646	0.394	0.285	0.043	0.042	0.036	0.547	0.816	0.625	0.500	0.052	0.618	5.602	-41.8%		2.324	0.121	1.987	1.171
2021	£M	0.038	0.010	0.012	0.344	0.674	0.671	0.974	1.046	0.759	0.698	0.503	1.239	6.970	24.4%		0.061	1.689	2.779	2.440
2022	£M	0.930	0.255	0.350	1.338	0.964	0.718	1.100	1.147	0.701	0.632	0.544	1.569	10.25	47.0%		1.535	3.020	2.948	2.745
2023	£M	0.933	0.272	0.356	1.477	1.058	0.765	1.162	1.250	0.777	0.703	0.577	1.568	10.90	6.3%		1.561	3.299	3.190	2.848
2024	£M	1.057	0.297	0.396	1.577	1.082	0.812	1.252	1.326	0.822	0.780	0.643	1.742	11.79	8.2%	1.750	3.471	3.401	3.165	

ECONOMIC IMPACT - IN HISTORIC PRICES										
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024
SFR	£M	8.014	8.212	8.706	9.623	5.602	6.970	10.25	10.90	11.79
All Visitor Types	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39
Share of Total	%	1.8%	1.8%	1.8%	1.8%	1.9%	1.5%	1.6%	1.8%	1.8%
Annual Change in Share	%		-0.4%	-2.3%	0.6%	7.5%	-23.4%	12.2%	9.9%	0.3%
Change in Share from 2015	%		-0.4%	-2.8%	-2.1%	5.2%	-19.5%	-9.7%	-0.7%	-0.4%
Avg Ann. Change in Share	%		-0.4%	-1.4%	-0.5%	1.0%	-3.2%	-1.4%	-0.1%	0.0%

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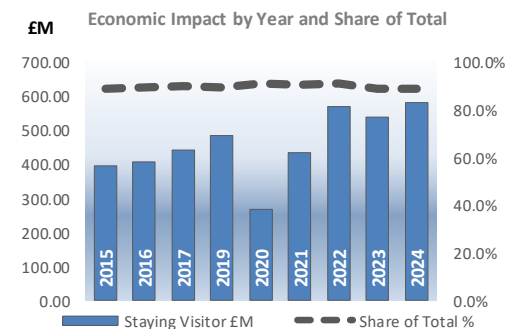


Report Prepared by: Alison Tipler, Date of Issue: 10/06/25

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STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 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			Q1	Q2	Q3	Q4
% Change 2015 to 2024		46.6%	28.2%	39.5%	54.6%	37.9%	34.7%	38.4%	44.1%	62.1%	72.3%	48.0%	73.4%	47.4%	Annual Change	38.2%	41.0%	47.8%	65.9%
% Change 2023 to 2024		19.4%	10.9%	19.3%	7.8%	-4.9%	5.3%	12.2%	3.1%	8.1%	18.4%	15.7%	15.1%	8.2%		17.1%	2.0%	7.4%	17.0%
Average Annual Change		5.2%	3.1%	4.4%	6.1%	4.2%	3.9%	4.3%	4.9%	6.9%	8.0%	5.3%	8.2%	5.3%		4.2%	4.6%	5.3%	7.3%
2015	£M	10.27	11.25	20.58	30.82	43.77	44.88	54.88	64.24	52.41	31.02	16.16	12.50	392.79		42.10	119.48	171.53	59.67
2016	£M	10.52	11.45	20.64	31.17	44.72	45.58	57.09	67.83	54.90	31.98	16.57	13.06	405.51	3.2%	42.61	121.47	179.82	61.61
2017	£M	11.80	12.96	20.80	34.73	48.71	48.03	62.75	71.56	63.27	35.14	17.34	15.05	442.13	9.0%	45.56	131.46	197.58	67.53
2019	£M	13.55	14.09	22.39	40.36	55.06	52.01	68.03	78.20	64.08	38.63	19.86	16.98	483.24	9.3%	50.03	147.44	210.30	75.47
2020	£M	14.83	11.99	12.35	1.646	3.217	3.295	38.60	62.98	71.48	35.50	2.280	7.883	266.06	-44.9%	39.18	8.158	173.06	45.66
2021	£M	0.766	0.792	1.214	11.58	42.96	56.09	69.33	82.14	82.00	48.25	20.46	16.34	431.91	62.3%	2.772	110.62	233.47	85.04
2022	£M	15.12	14.23	29.18	44.76	64.00	62.51	79.15	91.12	79.69	44.21	22.30	23.13	569.41	31.8%	58.54	171.27	249.96	89.64
2023	£M	12.61	13.01	24.06	44.23	63.48	57.42	67.70	89.79	78.57	45.13	20.66	18.82	535.46	-6.0%	49.67	165.13	236.05	84.61
2024	£M	15.05	14.42	28.71	47.66	60.38	60.44	75.95	92.56	84.96	53.43	23.92	21.67	579.16	8.2%	58.18	168.49	253.47	99.02

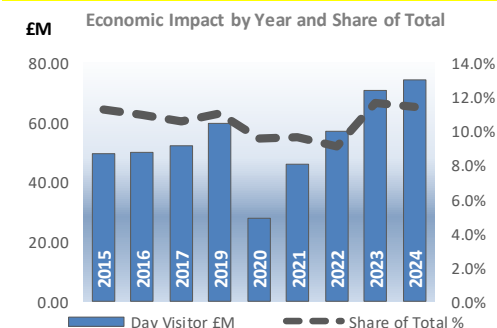
ECONOMIC IMPACT - IN HISTORIC PRICES										STAYING VISITOR	
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022	2023	2024		
Staying Visitor	£M	392.79	405.51	442.13	483.24	266.06	431.91	569.41	535.46	579.16	
All Visitor Types	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39	
Share of Total	%	88.8%	89.1%	89.4%	89.0%	90.5%	90.4%	90.9%	88.4%	88.6%	
Annual Change in Share	%		0.3%	0.4%	-0.5%	1.7%	-0.1%	0.6%	-2.8%	0.3%	
Change in Share from 2015	%		0.3%	0.8%	0.3%	1.9%	1.8%	2.4%	-0.5%	-0.2%	
Avg Ann. Change in Share	%		0.3%	0.4%	0.1%	0.4%	0.3%	0.3%	-0.1%	0.0%	



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

STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 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			TOTAL		% Change		Q1				Q2				Q3				Q4			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																				
% Change 2015 to 2024		40.7%	58.5%	99.2%	36.6%	58.6%	84.6%	27.3%	38.7%	51.9%	35.8%	33.8%	40.5%	49.5%	Annual Change	68.6%	59.3%	38.3%	36.2%														
% Change 2023 to 2024		7.7%	9.8%	8.0%	3.9%	6.9%	8.8%	5.0%	2.1%	-1.0%	5.0%	5.9%	6.3%	5.2%		8.6%	6.7%	2.1%	5.5%														
Average Annual Change		4.5%	6.5%	11.0%	4.1%	6.5%	9.4%	3.0%	4.3%	5.8%	4.0%	3.8%	4.5%	5.5%		7.6%	6.6%	4.3%	4.0%														
2015	£M	2.294	3.293	3.180	4.683	5.599	4.343	5.521	8.816	4.209	4.006	2.171	1.539	49.65		0.3%	8.767	14.63	18.55	7.716													
2016	£M	2.334	3.288	3.521	4.599	5.888	4.859	5.210	8.782	3.954	3.772	2.069	1.541	49.82	9.143		15.35	17.95	7.382														
2017	£M	2.372	3.436	3.733	4.943	6.015	5.036	5.151	9.494	4.355	3.812	2.216	1.588	52.15	4.7%		9.540	15.99	19.00	7.615													
2019	£M	2.710	4.155	4.485	5.429	6.960	5.846	5.677	10.63	5.298	4.394	2.364	1.710	59.65	14.4%		11.35	18.24	21.60	8.467													
2020	£M	2.589	3.717	2.133	0.441	0.892	1.255	1.984	6.313	3.573	2.903	1.047	1.106	27.95	-53.1%		8.439	2.588	11.87	5.055													
2021	£M	0.815	1.523	1.955	3.041	5.265	5.365	4.973	9.865	5.146	4.298	2.121	1.429	45.80	63.8%		4.292	13.67	19.98	7.848													
2022	£M	2.398	3.479	4.476	5.027	6.677	5.857	5.487	9.784	5.091	4.375	2.364	1.831	56.85	24.1%		10.35	17.56	20.36	8.569													
2023	£M	2.997	4.755	5.865	6.161	8.305	7.370	6.696	11.97	6.460	5.181	2.743	2.034	70.54	24.1%		13.62	21.84	25.13	9.957													
2024	£M	3.226	5.220	6.335	6.399	8.880	8.019	7.031	12.23	6.393	5.440	2.905	2.163	74.24	5.2%	14.78	23.30	25.65	10.51														

ECONOMIC IMPACT - IN HISTORIC PRICES										DAY VISITOR	
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022	2023	2024		
Day Visitor	£M	49.65	49.82	52.15	59.65	27.95	45.80	56.85	70.54	74.24	
All Visitor Types	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39	
Share of Total	%	11.2%	10.9%	10.6%	11.0%	9.5%	9.6%	9.1%	11.6%	11.4%	
Annual Change in Share	%		-2.5%	-3.6%	4.1%	-13.5%	0.8%	-5.3%	28.2%	-2.4%	
Change in Share from 2015	%		-2.5%	-6.0%	-2.1%	-15.3%	-14.6%	-19.1%	3.7%	1.2%	
Avg Ann. Change in Share	%		-2.5%	-3.0%	-0.5%	-3.1%	-2.4%	-2.7%	0.5%	0.1%	



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Visitor Numbers by Month, Year and Visitor Type for the Period 2015 to 2024

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

STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 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 2015 to 2024		1.6%	1.0%	17.3%	-2.7%	-0.6%	10.7%	-8.8%	-8.5%	-1.3%	-3.0%	-11.4%	6.1%	-1.5%	Annual Change	7.7%	2.3%	-6.5%	-3.7%	
% Change 2023 to 2024		3.5%	2.3%	4.0%	-0.8%	-3.9%	1.2%	1.1%	-2.0%	-4.4%	4.7%	1.8%	0.1%	-0.2%		3.3%	-1.3%	-2.0%	2.8%	
Average Annual Change		0.2%	0.1%	1.9%	-0.3%	-0.1%	1.2%	-1.0%	-0.9%	-0.1%	-0.3%	-1.3%	0.7%	-0.2%		0.9%	0.3%	-0.7%	-0.4%	
2015	M	0.099	0.138	0.159	0.235	0.306	0.247	0.309	0.468	0.323	0.237	0.143	0.097	2.761		-2.3%	0.396	0.788	1.100	0.477
2016	M	0.101	0.136	0.166	0.229	0.307	0.266	0.302	0.450	0.295	0.216	0.130	0.098	2.696	0.404		0.802	1.047	0.444	
2017	M	0.104	0.140	0.168	0.244	0.315	0.270	0.305	0.467	0.323	0.221	0.133	0.105	2.796	3.7%		0.413	0.829	1.095	0.459
2019	M	0.111	0.154	0.182	0.257	0.339	0.285	0.316	0.488	0.333	0.234	0.139	0.108	2.947	5.4%		0.448	0.881	1.137	0.481
2020	M	0.109	0.133	0.088	0.016	0.032	0.040	0.138	0.323	0.282	0.176	0.035	0.050	1.422	-51.7%		0.330	0.087	0.744	0.261
2021	M	0.023	0.041	0.053	0.107	0.245	0.270	0.286	0.458	0.360	0.249	0.128	0.093	2.313	62.6%		0.118	0.621	1.104	0.470
2022	M	0.097	0.123	0.179	0.232	0.317	0.278	0.302	0.446	0.331	0.223	0.132	0.115	2.776	20.0%		0.400	0.827	1.079	0.470
2023	M	0.097	0.136	0.179	0.231	0.317	0.270	0.279	0.437	0.333	0.219	0.124	0.103	2.726	-1.8%		0.413	0.817	1.049	0.447
2024	M	0.101	0.139	0.186	0.229	0.305	0.273	0.282	0.428	0.318	0.230	0.127	0.103	2.721	-0.2%	0.426	0.807	1.029	0.460	

VISITOR NUMBERS										TOTAL		
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024		
Total	M	2.761	2.696	2.796	2.947	1.422	2.313	2.776	2.726	2.721		
All Visitor Types	M	2.761	2.696	2.796	2.947	1.422	2.313	2.776	2.726	2.721		
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%											
Change in Share from 2015	%											
Avg Ann. Change in Share	%											

M Visitor No.s by Year and Share of Total

Legend: Total M (Green bars), Share of Total % (Grey line with markers)

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

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Report Prepared by: Alison Tipler, Date of Issue: 10/06/25

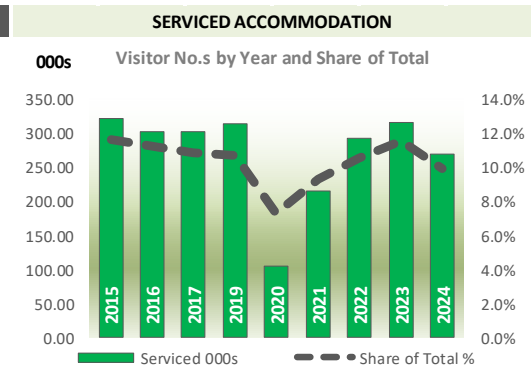


STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024			SERVICED		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE 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 2015 to 2024		0.2%	-23.3%	-31.6%	-7.7%	-6.8%	-19.0%	-14.2%	-20.0%	-22.5%	-21.4%	-13.1%	2.6%	-16.0%	Annual Change	-22.0%	-11.5%	-19.2%	-11.0%	
% Change 2023 to 2024		-14.9%	-17.1%	-17.2%	-18.0%	-11.0%	-14.7%	-12.3%	-10.3%	-16.1%	-14.0%	-14.8%	-16.5%	-14.5%		-16.6%	-14.4%	-13.2%	-15.2%	
Average Annual Change		0.0%	-2.6%	-3.5%	-0.9%	-0.8%	-2.1%	-1.6%	-2.2%	-2.5%	-2.4%	-1.5%	0.3%	-1.8%		-2.4%	-1.3%	-2.1%	-1.2%	
2015	000s	10.1	19.8	20.8	18.8	24.0	24.4	36.0	39.4	47.6	26.0	28.7	24.2	320.0	Annual Change	50.8	67.2	123.1	78.9	
2016	000s	9.5	18.3	17.9	18.2	22.2	22.4	36.9	37.5	44.0	22.5	27.6	24.1	301.3		-5.8%	45.8	62.9	118.4	74.2
2017	000s	10.6	17.4	16.8	19.5	23.8	22.3	35.2	35.2	44.2	22.6	27.6	26.7	302.0		0.2%	44.7	65.7	114.6	76.9
2019	000s	11.0	17.9	17.1	20.1	25.4	23.5	36.0	36.9	44.4	24.2	29.5	27.4	313.4		3.8%	46.0	68.9	117.3	81.2
2020	000s	10.8	16.7	7.0	1.6	2.4	2.0	8.1	17.1	20.8	10.5	3.7	3.1	103.8		-66.9%	34.5	6.1	45.9	17.3
2021	000s	2.0	3.0	3.4	4.0	6.5	18.2	30.4	33.9	40.4	22.6	26.4	23.4	214.3		106.6%	8.4	28.7	104.8	72.4
2022	000s	9.2	16.4	16.1	19.5	23.4	21.8	34.2	33.4	40.7	22.6	27.9	26.9	292.3		36.4%	41.7	64.7	108.3	77.5
2023	000s	11.9	18.4	17.2	21.1	25.1	23.2	35.3	35.2	44.0	23.8	29.3	29.8	314.2		7.5%	47.5	69.4	114.5	82.8
2024	000s	10.2	15.2	14.2	17.3	22.3	19.8	30.9	31.6	36.9	20.5	24.9	24.8	268.7	-14.5%	39.6	59.5	99.4	70.2	

VISITOR NUMBERS									
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022	2023	2024
Serviced 000s	320.0	301.3	302.0	313.4	103.8	214.3	292.3	314.2	268.7
All Visitor Types M	2.8	2.7	2.8	2.9	1.4	2.3	2.8	2.7	2.7
Share of Total %	11.6%	11.2%	10.8%	10.6%	7.3%	9.3%	10.5%	11.5%	9.9%
Annual Change in Share %		-3.6%	-3.4%	-1.5%	-31.4%	27.0%	13.6%	9.4%	-14.3%
Change in Share from 2015 %		-3.6%	-6.8%	-8.2%	-37.0%	-20.0%	-9.1%	-0.6%	-14.8%
Avg Ann. Change in Share %		-3.6%	-3.4%	-2.1%	-7.4%	-3.3%	-1.3%	-0.1%	-1.6%

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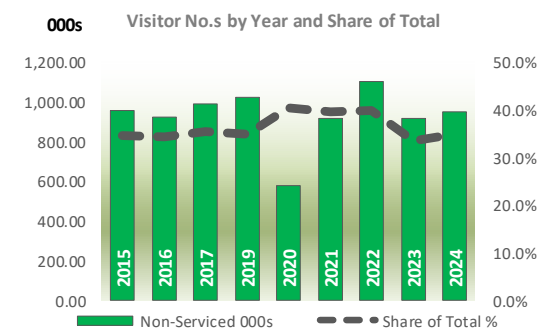
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Report Prepared by: Alison Tipler, Date of Issue: 10/06/25

STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024			NON-SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN 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 2015 to 2024		28.9%	-3.6%	5.7%	6.0%	-10.3%	0.1%	-0.6%	-9.7%	1.8%	7.8%	-14.6%	30.0%	-1.0%	Annual Change	7.2%	-2.6%	-3.4%	4.0%
% Change 2023 to 2024		19.2%	8.9%	16.2%	4.0%	-10.7%	1.1%	6.8%	0.8%	-0.1%	15.5%	16.2%	16.7%	3.6%		15.0%	-2.9%	2.0%	15.8%
Average Annual Change		3.2%	-0.4%	0.6%	0.7%	-1.1%	0.0%	-0.1%	-1.1%	0.2%	0.9%	-1.6%	3.3%	-0.1%		0.8%	-0.3%	-0.4%	0.4%
2015	000s	13.1	20.2	43.0	75.5	116.7	93.6	109.5	170.5	150.5	92.3	48.2	21.1	954.1		76.3	285.8	430.4	161.6
2016	000s	15.8	21.2	45.0	74.0	113.1	101.4	112.2	158.4	135.1	82.6	39.8	22.6	921.1	-3.5%	82.0	288.5	405.7	145.0
2017	000s	17.5	24.6	44.6	80.8	120.0	104.6	122.0	164.5	154.2	89.5	40.8	25.8	989.0	7.4%	86.7	305.4	440.7	156.2
2019	000s	19.1	25.1	45.1	89.2	127.6	106.1	126.9	170.1	147.5	92.0	44.1	27.8	1,020.7	3.2%	89.4	322.9	444.6	163.9
2020	000s	20.7	20.1	24.9	3.0	6.4	6.0	76.0	142.4	166.8	88.0	4.7	15.2	574.2	-43.7%	65.7	15.4	385.2	107.9
2021	000s	0.5	0.6	1.2	25.4	102.8	113.1	125.7	173.0	186.2	114.1	44.8	26.1	913.7	59.1%	2.4	241.4	485.0	185.0
2022	000s	21.3	23.2	55.1	88.7	134.2	116.0	134.7	181.4	168.4	95.6	45.2	36.2	1,099.9	20.4%	99.6	338.8	484.4	177.0
2023	000s	14.2	17.9	39.1	77.0	117.3	92.6	101.9	152.7	153.3	86.2	35.5	23.5	911.1	-17.2%	71.1	286.9	407.9	145.1
2024	000s	16.9	19.5	45.4	80.0	104.8	93.6	108.8	153.9	153.1	99.5	41.2	27.4	944.2	3.6%	81.8	278.4	415.9	168.1

VISITOR NUMBERS										NON-SERVICED ACCOMMODATION									
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024									
Non-Serviced	000s	954.1	921.1	989.0	1,020.7	574.2	913.7	1,099.9	911.1	944.2									
All Visitor Types	M	2.8	2.7	2.8	2.9	1.4	2.3	2.8	2.7	2.7									
Share of Total	%	34.6%	34.2%	35.4%	34.6%	40.4%	39.5%	39.6%	33.4%	34.7%									
Annual Change in Share	%		-1.1%	3.5%	-2.1%	16.6%	-2.2%	0.3%	-15.7%	3.8%									
Change in Share from 2015	%		-1.1%	2.4%	0.2%	16.8%	14.3%	14.7%	-3.3%	0.4%									
Avg Ann. Change in Share	%		-1.1%	1.2%	0.1%	3.4%	2.4%	2.1%	-0.4%	0.0%									



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STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024			SFR	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY	SFR																			
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change							
Less than 3% change	Q1			Q2			Q3			Q4										
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4			
% Change 2015 to 2024	10.0%	3.0%	6.5%	9.4%	5.1%	4.9%	6.7%	7.2%	13.9%	14.3%	10.5%	14.5%		9.0%	7.7%	6.7%	8.7%	13.5%		
% Change 2023 to 2024	8.1%	4.1%	5.9%	1.8%	-2.5%	1.3%	2.7%	1.1%	0.8%	5.7%	6.3%	5.9%		3.5%	6.7%	0.2%	1.6%	5.9%		
Average Annual Change	1.1%	0.3%	0.7%	1.0%	0.6%	0.5%	0.7%	0.8%	1.5%	1.6%	1.2%	1.6%		1.0%	0.9%	0.7%	1.0%	1.5%		
2015	000s	10.4	4.0	4.5	7.5	6.3	5.2	6.7	6.9	4.6	4.5	4.0		8.2	72.8	1.1%	18.9	19.0	18.2	16.8
2016	000s	10.5	4.0	4.5	7.5	6.3	5.2	6.8	7.0	4.7	4.6	4.1	8.4	73.6	19.1		19.1	18.4	17.0	
2017	000s	11.0	4.2	4.5	7.8	6.5	5.3	7.0	7.1	5.0	4.7	4.2	8.8	76.1	3.3%		19.7	19.7	19.0	17.7
2019	000s	11.6	4.3	4.6	8.2	6.8	5.5	7.2	7.3	5.0	4.8	4.4	9.2	78.9	3.6%		20.5	20.4	19.5	18.4
2020	000s	12.5	3.6	2.5	0.3	0.4	0.3	4.1	5.9	5.5	4.4	0.5	4.5	44.5	-43.6%		18.5	1.0	15.6	9.4
2021	000s	0.5	0.2	0.2	2.3	5.3	5.8	7.1	7.4	6.2	5.9	4.5	8.6	54.1	21.5%		0.9	13.4	20.8	19.0
2022	000s	11.9	4.2	5.1	8.3	7.0	5.7	7.5	7.6	5.3	5.0	4.5	10.1	82.2	51.9%		21.2	21.1	20.4	19.5
2023	000s	10.6	3.9	4.5	8.1	6.8	5.4	7.0	7.3	5.2	4.9	4.2	8.9	76.7	-6.6%		19.0	20.3	19.4	18.0
2024	000s	11.4	4.1	4.8	8.2	6.6	5.5	7.1	7.4	5.3	5.1	4.5	9.4	79.4	3.5%	20.3	20.3	19.8	19.0	

VISITOR NUMBERS										
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024
SFR	000s	72.8	73.6	76.1	78.9	44.5	54.1	82.2	76.7	79.4
All Visitor Types	M	2.8	2.7	2.8	2.9	1.4	2.3	2.8	2.7	2.7
Share of Total	%	2.6%	2.7%	2.7%	2.7%	3.1%	2.3%	3.0%	2.8%	2.9%
Annual Change in Share	%		3.6%	-0.4%	-1.7%	17.0%	-25.3%	26.6%	-4.9%	3.7%
Change in Share from 2015	%		3.6%	3.2%	1.5%	18.7%	-11.4%	12.2%	6.7%	10.6%
Avg Ann. Change in Share	%		3.6%	1.6%	0.4%	3.7%	-1.9%	1.7%	0.8%	1.2%



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STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024			STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2024		14.4%	-11.9%	-5.6%	3.7%	-9.0%	-3.5%	-3.5%	-11.0%	-3.6%	1.9%	-12.8%	15.2%	-4.0%	Annual Change	-2.9%	-3.7%	-6.4%	0.0%
% Change 2023 to 2024		4.9%	-3.4%	6.0%	-0.6%	-10.4%	-1.9%	2.0%	-1.2%	-3.6%	8.9%	2.4%	-0.8%	-0.7%		2.9%	-4.9%	-1.3%	4.7%
Average Annual Change		1.6%	-1.3%	-0.6%	0.4%	-1.0%	-0.4%	-0.4%	-1.2%	-0.4%	0.2%	-1.4%	1.7%	-0.4%		-0.3%	-0.4%	-0.7%	0.0%
2015	M	0.034	0.044	0.068	0.102	0.147	0.123	0.152	0.217	0.203	0.123	0.081	0.054	1.347		0.146	0.372	0.572	0.257
2016	M	0.036	0.044	0.067	0.100	0.142	0.129	0.156	0.203	0.184	0.110	0.071	0.055	1.296	-3.8%	0.147	0.371	0.543	0.236
2017	M	0.039	0.046	0.066	0.108	0.150	0.132	0.164	0.207	0.203	0.117	0.073	0.061	1.367	5.5%	0.151	0.391	0.574	0.251
2019	M	0.042	0.047	0.067	0.118	0.160	0.135	0.170	0.214	0.197	0.121	0.078	0.064	1.413	3.4%	0.156	0.412	0.581	0.264
2020	M	0.044	0.040	0.034	0.005	0.009	0.008	0.088	0.165	0.193	0.103	0.009	0.023	0.722	-48.9%	0.119	0.022	0.447	0.135
2021	M	0.003	0.004	0.005	0.032	0.115	0.137	0.163	0.214	0.233	0.143	0.076	0.058	1.182	63.6%	0.012	0.284	0.611	0.276
2022	M	0.042	0.044	0.076	0.116	0.165	0.144	0.176	0.222	0.214	0.123	0.078	0.073	1.474	24.7%	0.163	0.425	0.613	0.274
2023	M	0.037	0.040	0.061	0.106	0.149	0.121	0.144	0.195	0.203	0.115	0.069	0.062	1.302	-11.7%	0.138	0.377	0.542	0.246
2024	M	0.038	0.039	0.064	0.106	0.134	0.119	0.147	0.193	0.195	0.125	0.071	0.062	1.292	-0.7%	0.142	0.358	0.535	0.257

VISITOR NUMBERS										
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024
Staying Visitor	M	1.347	1.296	1.367	1.413	0.722	1.182	1.474	1.302	1.292
All Visitor Types	M	2.761	2.696	2.796	2.947	1.422	2.313	2.776	2.726	2.721
Share of Total	%	48.8%	48.1%	48.9%	48.0%	50.8%	51.1%	53.1%	47.8%	47.5%
Annual Change in Share	%		-1.5%	1.7%	-1.9%	5.9%	0.6%	3.9%	-10.1%	-0.6%
Change in Share from 2015	%		-1.5%	0.2%	-1.7%	4.1%	4.8%	8.9%	-2.1%	-2.6%
Avg Ann. Change in Share	%		-1.5%	0.1%	-0.4%	0.8%	0.8%	1.3%	-0.3%	-0.3%



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STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024			DAY VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2024		-5.0%	7.1%	34.6%	-7.7%	7.2%	24.8%	-14.0%	-6.3%	2.6%	-8.2%	-9.6%	-5.0%	1.0%	Annual Change	13.9%	7.6%	-6.6%	-8.0%	
% Change 2023 to 2024		2.6%	4.6%	3.0%	-1.0%	1.9%	3.7%	0.1%	-2.7%	-5.7%	0.1%	1.0%	1.3%	0.3%		3.5%	1.7%	-2.7%	0.6%	
Average Annual Change		-0.6%	0.8%	3.8%	-0.9%	0.8%	2.8%	-1.6%	-0.7%	0.3%	-0.9%	-1.1%	-0.6%	0.1%		1.5%	0.8%	-0.7%	-0.9%	
2015	M	0.065	0.094	0.091	0.133	0.159	0.124	0.157	0.251	0.120	0.114	0.062	0.044	1.414		-1.0%	0.250	0.417	0.528	0.220
2016	M	0.066	0.092	0.099	0.129	0.165	0.137	0.146	0.247	0.111	0.106	0.058	0.043	1.400	0.257		0.431	0.504	0.207	
2017	M	0.065	0.094	0.102	0.135	0.165	0.138	0.141	0.260	0.119	0.104	0.061	0.044	1.429	0.261		0.438	0.521	0.209	
2019	M	0.070	0.107	0.115	0.140	0.179	0.150	0.146	0.273	0.136	0.113	0.061	0.044	1.534	7.3%		0.292	0.469	0.555	0.218
2020	M	0.065	0.093	0.053	0.011	0.022	0.031	0.050	0.158	0.089	0.073	0.026	0.028	0.700	-54.4%		0.211	0.065	0.297	0.127
2021	M	0.020	0.038	0.048	0.075	0.130	0.132	0.123	0.244	0.127	0.106	0.052	0.035	1.131	61.6%		0.106	0.338	0.493	0.194
2022	M	0.055	0.080	0.102	0.115	0.153	0.134	0.126	0.224	0.117	0.100	0.054	0.042	1.302	15.1%		0.237	0.402	0.466	0.196
2023	M	0.061	0.096	0.118	0.124	0.168	0.149	0.135	0.242	0.130	0.105	0.055	0.041	1.424	9.4%		0.275	0.441	0.507	0.201
2024	M	0.062	0.100	0.122	0.123	0.171	0.154	0.135	0.235	0.123	0.105	0.056	0.042	1.429	0.3%	0.284	0.448	0.494	0.202	

VISITOR NUMBERS										
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024
Day Visitor	M	1.414	1.400	1.429	1.534	0.700	1.131	1.302	1.424	1.429
All Visitor Types	M	2.761	2.696	2.796	2.947	1.422	2.313	2.776	2.726	2.721
Share of Total	%	51.2%	51.9%	51.1%	52.0%	49.2%	48.9%	46.9%	52.2%	52.5%
Annual Change in Share	%		1.4%	-1.6%	1.8%	-5.5%	-0.6%	-4.1%	11.4%	0.5%
Change in Share from 2015	%		1.4%	-0.2%	1.6%	-3.9%	-4.5%	-8.5%	2.0%	2.5%
Avg Ann. Change in Share	%		1.4%	-0.1%	0.4%	-0.8%	-0.8%	-1.2%	0.2%	0.3%

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Report Prepared by: Alison Tipler, Date of Issue: 10/06/25

Visitor Days by Month, Year and Visitor Type for the Period 2015 to 2024

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

STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024			TOTAL		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2024		-0.1%	-4.8%	4.1%	4.4%	-3.9%	-2.7%	-3.4%	-1.2%	14.0%	16.3%	1.4%	17.0%	2.7%	Annual Change	0.6%	-1.3%	2.7%	12.5%	
% Change 2023 to 2024		9.7%	4.2%	10.0%	0.9%	-9.1%	0.0%	3.6%	-1.3%	-2.4%	9.8%	7.7%	7.4%	1.1%		8.3%	-3.3%	-0.3%	8.7%	
Average Annual Change		0.0%	-0.5%	0.5%	0.5%	-0.4%	-0.3%	-0.4%	-0.1%	1.6%	1.8%	0.2%	1.9%	0.3%		0.1%	-0.1%	0.3%	1.4%	
2015	M	0.253	0.294	0.485	0.732	1.026	0.997	1.073	1.412	1.067	0.708	0.353	0.271	8.670		1.4%	1.032	2.755	3.551	1.332
2016	M	0.257	0.294	0.489	0.726	1.038	1.020	1.083	1.449	1.092	0.714	0.354	0.276	8.791	1.040		2.784	3.623	1.344	
2017	M	0.275	0.321	0.487	0.785	1.090	1.047	1.149	1.500	1.228	0.759	0.363	0.306	9.311	5.9%		1.083	2.923	3.877	1.428
2019	M	0.297	0.339	0.505	0.853	1.163	1.075	1.193	1.557	1.201	0.788	0.387	0.324	9.681	4.0%		1.141	3.090	3.951	1.499
2020	M	0.309	0.282	0.263	0.037	0.075	0.086	0.649	1.197	1.248	0.690	0.062	0.164	5.063	-47.7%		0.855	0.197	3.094	0.916
2021	M	0.030	0.047	0.064	0.274	0.892	1.102	1.150	1.541	1.448	0.927	0.379	0.297	8.152	61.0%		0.141	2.268	4.140	1.603
2022	M	0.286	0.290	0.563	0.824	1.181	1.135	1.229	1.578	1.317	0.796	0.386	0.392	9.977	22.4%		1.139	3.140	4.124	1.574
2023	M	0.231	0.268	0.459	0.757	1.084	0.970	1.000	1.413	1.246	0.750	0.333	0.295	8.807	-11.7%		0.958	2.812	3.660	1.378
2024	M	0.253	0.280	0.505	0.764	0.986	0.970	1.036	1.394	1.217	0.824	0.358	0.317	8.904	1.1%	1.038	2.720	3.648	1.498	

VISITOR DAYS										
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024
Total	M	8.670	8.791	9.311	9.681	5.063	8.152	9.977	8.807	8.904
All Visitor Types	M	8.670	8.791	9.311	9.681	5.063	8.152	9.977	8.807	8.904
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%									
Change in Share from 2015	%									
Avg Ann. Change in Share	%									



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STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 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 2015 to 2024		-12.3%	-24.0%	-25.5%	-13.9%	-5.1%	-16.8%	-18.4%	-18.0%	-21.6%	-17.5%	-15.2%	0.9%	-16.3%	Annual Change	-21.6%	-12.1%	-19.2%	-12.3%
% Change 2023 to 2024		-15.8%	-17.1%	-16.1%	-18.7%	-11.6%	-15.4%	-13.4%	-12.3%	-16.2%	-14.1%	-15.4%	-17.1%	-14.8%		-16.3%	-15.1%	-13.8%	-15.4%
Average Annual Change		-1.4%	-2.7%	-2.8%	-1.5%	-0.6%	-1.9%	-2.0%	-2.0%	-2.4%	-1.9%	-1.7%	0.1%	-1.8%		-2.4%	-1.3%	-2.1%	-1.4%
2015	000s	23.4	31.4	36.0	47.7	53.2	60.8	75.1	99.0	73.2	55.3	43.0	31.0	629.0		90.8	161.7	247.3	129.3
2016	000s	20.4	28.9	32.9	43.6	50.2	56.7	72.7	95.3	67.0	49.2	39.9	31.0	587.8	-6.6%	82.2	150.5	235.0	120.1
2017	000s	22.3	27.5	30.8	46.5	53.9	56.9	69.9	90.8	67.6	49.7	40.2	34.3	590.4	0.4%	80.6	157.2	228.3	124.2
2019	000s	23.2	28.2	31.5	47.9	57.5	60.0	71.7	95.9	68.0	53.4	43.1	35.2	615.7	4.3%	82.9	165.5	235.7	131.7
2020	000s	22.8	26.2	12.8	3.9	5.5	5.0	16.1	44.6	32.0	23.2	5.4	4.0	201.6	-67.3%	61.8	14.4	92.7	32.6
2021	000s	4.2	4.8	6.2	9.7	14.7	46.8	61.1	89.0	62.1	50.1	38.7	30.0	417.4	107.1%	15.2	71.3	212.1	118.8
2022	000s	19.3	25.9	29.6	46.7	53.2	56.0	68.5	87.5	62.6	50.0	40.9	34.6	574.6	37.7%	74.8	155.8	218.5	125.6
2023	000s	24.4	28.8	31.9	50.5	57.0	59.8	70.8	92.5	68.4	53.1	43.0	37.8	618.0	7.6%	85.1	167.3	231.7	133.9
2024	000s	20.5	23.9	26.8	41.0	50.4	50.6	61.3	81.1	57.4	45.6	36.4	31.3	526.4	-14.8%	71.2	142.1	199.8	113.4

VISITOR DAYS									
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022	2023	2024
Serviced 000s	629.0	587.8	590.4	615.7	201.6	417.4	574.6	618.0	526.4
All Visitor Types M	8.7	8.8	9.3	9.7	5.1	8.2	10.0	8.8	8.9
Share of Total %	7.3%	6.7%	6.3%	6.4%	4.0%	5.1%	5.8%	7.0%	5.9%
Annual Change in Share %		-7.8%	-5.2%	0.3%	-37.4%	28.6%	12.5%	21.8%	-15.7%
Change in Share from 2015 %		-7.8%	-12.6%	-12.3%	-45.1%	-29.4%	-20.6%	-3.3%	-18.5%
Avg Ann. Change in Share %		-7.8%	-6.3%	-3.1%	-9.0%	-4.9%	-2.9%	-0.4%	-2.1%

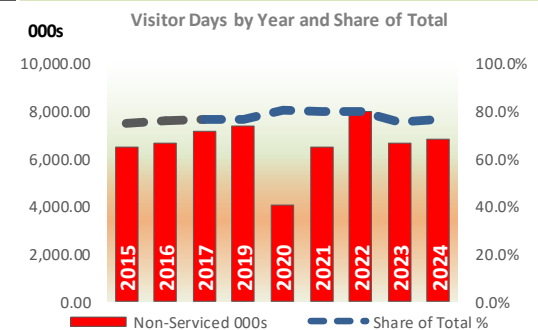


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STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024			NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase 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 2015 to 2024		11.8%	-5.7%	0.5%	8.7%	-6.3%	-6.1%	-0.3%	1.4%	18.6%	25.1%	6.8%	25.2%	5.0%	Annual Change	1.4%	-2.5%	6.4%	20.5%	
% Change 2023 to 2024		17.9%	8.2%	15.6%	3.1%	-11.2%	0.4%	5.8%	-0.1%	-1.1%	13.8%	13.7%	13.7%	2.7%		14.3%	-3.4%	1.1%	13.7%	
Average Annual Change		1.3%	-0.6%	0.1%	1.0%	-0.7%	-0.7%	0.0%	0.2%	2.1%	2.8%	0.8%	2.8%	0.6%		0.2%	-0.3%	0.7%	2.3%	
2015 000s		138.8	160.1	348.7	530.6	799.0	802.0	823.7	1,043.7	863.7	529.2	240.0	174.2	6,453.8		2.7%	647.6	2,131.6	2,731.1	943.4
2016 000s		145.1	163.8	347.3	533.2	808.2	815.7	846.7	1,088.8	903.2	548.8	247.3	180.0	6,628.2	656.2		2,157.1	2,838.8	976.2	
2017 000s		160.2	190.3	344.4	582.4	857.4	841.1	920.5	1,130.7	1,030.6	594.5	253.6	205.6	7,111.4	7.3%		694.9	2,280.9	3,081.8	1,053.7
2019 000s		175.6	194.6	348.0	643.0	911.4	852.8	957.4	1,169.4	985.8	611.4	274.1	221.0	7,344.6	3.3%		718.2	2,407.2	3,112.7	1,106.5
2020 000s		190.0	155.6	191.9	21.3	46.1	48.5	572.9	979.0	1,114.9	584.6	29.3	121.0	4,055.2	-44.8%		537.5	115.9	2,666.8	734.9
2021 000s		4.8	4.7	9.6	183.1	734.8	909.8	948.2	1,189.3	1,244.9	758.0	278.2	208.1	6,473.5	59.6%		19.1	1,827.7	3,382.4	1,244.3
2022 000s		195.4	179.7	425.3	638.9	958.7	932.6	1,015.9	1,246.7	1,125.6	635.2	281.2	288.3	7,923.4	22.4%		800.5	2,530.1	3,388.2	1,204.6
2023 000s		131.7	139.5	303.1	559.5	843.3	750.0	776.8	1,059.9	1,035.2	582.0	225.3	192.0	6,598.4	-16.7%		574.3	2,152.9	2,871.9	999.2
2024 000s		155.2	151.0	350.5	576.9	748.8	753.3	821.5	1,058.7	1,024.3	662.1	256.2	218.2	6,776.8	2.7%	656.6	2,079.0	2,904.6	1,136.5	

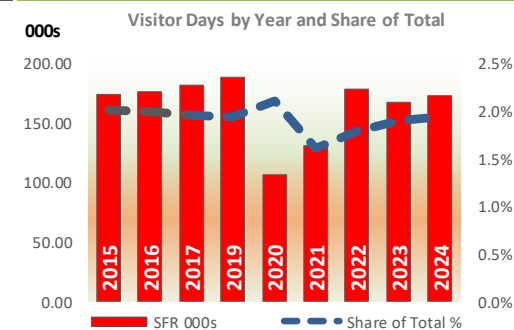
VISITOR DAYS										NON-SERVICED ACCOMMODATION									
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022	2023	2024										
Non-Serviced 000s	6,453.8	6,628.2	7,111.4	7,344.6	4,055.2	6,473.5	7,923.4	6,598.4	6,776.8										
All Visitor Types M	8.7	8.8	9.3	9.7	5.1	8.2	10.0	8.8	8.9										
Share of Total %	74.4%	75.4%	76.4%	75.9%	80.1%	79.4%	79.4%	74.9%	76.1%										
Annual Change in Share %		1.3%	1.3%	-0.7%	5.6%	-0.9%	0.0%	-5.7%	1.6%										
Change in Share from 2015 %		1.3%	2.6%	1.9%	7.6%	6.7%	6.7%	0.6%	2.2%										
Avg Ann. Change in Share %		1.3%	1.3%	0.5%	1.5%	1.1%	1.0%	0.1%	0.2%										



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

STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 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 2015 to 2024	-40.6%	-48.2%	-40.5%	13.3%	13.8%	8.4%	9.1%	8.4%	19.6%	18.2%	14.3%	18.6%	-0.6%	Annual Change	-42.0%	12.2%	11.2%	17.6%		
% Change 2023 to 2024	8.1%	4.1%	5.9%	1.8%	-2.5%	1.3%	2.7%	1.1%	0.8%	5.7%	6.3%	5.9%	3.1%		6.9%	0.3%	1.6%	5.9%		
Average Annual Change	-4.5%	-5.4%	-4.5%	1.5%	1.5%	0.9%	1.0%	0.9%	2.2%	2.0%	1.6%	2.1%	-0.1%		-4.7%	1.4%	1.2%	2.0%		
2015	000s	25.9	8.4	9.7	20.3	13.9	10.9	16.7	17.8	10.0	9.6	8.2	21.4	172.9	1.1%	44.0	45.1	44.6	39.2	
2016	000s	26.4	8.4	9.7	20.4	13.9	11.0	16.9	18.1	10.2	9.7	8.3	21.7	174.8		44.5	45.3	45.2	39.8	
2017	000s	27.5	8.9	9.7	21.0	14.3	11.2	17.4	18.4	10.8	10.1	8.5	22.8	180.7		3.4%	46.1	46.6	46.7	41.4
2019	000s	28.9	9.1	9.9	22.1	14.9	11.5	18.0	19.0	10.8	10.3	9.0	23.9	187.4		3.7%	48.0	48.5	47.8	43.2
2020	000s	31.2	7.5	5.4	0.8	0.8	0.7	10.4	15.5	11.8	9.5	1.0	11.7	106.2		-43.3%	44.1	2.3	37.7	22.2
2021	000s	0.7	0.2	0.2	6.4	12.6	12.5	18.2	19.6	14.2	13.1	9.4	23.2	130.4		22.7%	1.1	31.6	52.0	45.6
2022	000s	16.1	4.4	6.1	23.2	16.7	12.4	19.1	19.9	12.2	11.0	9.4	27.2	177.7		36.3%	26.6	52.4	51.1	47.6
2023	000s	14.3	4.2	5.5	22.6	16.2	11.7	17.8	19.1	11.9	10.8	8.8	24.0	166.7		-6.2%	23.9	50.5	48.8	43.6
2024	000s	15.4	4.3	5.8	23.0	15.8	11.8	18.3	19.3	12.0	11.4	9.4	25.4	171.8	3.1%	25.5	50.6	49.6	46.1	

VISITOR DAYS										
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024
SFR	000s	172.9	174.8	180.7	187.4	106.2	130.4	177.7	166.7	171.8
All Visitor Types	M	8.7	8.8	9.3	9.7	5.1	8.2	10.0	8.8	8.9
Share of Total	%	2.0%	2.0%	1.9%	1.9%	2.1%	1.6%	1.8%	1.9%	1.9%
Annual Change in Share	%		-0.3%	-2.4%	-0.3%	8.4%	-23.8%	11.4%	6.2%	2.0%
Change in Share from 2015	%		-0.3%	-2.7%	-2.9%	5.2%	-19.8%	-10.7%	-5.1%	-3.2%
Avg Ann. Change in Share	%		-0.3%	-1.3%	-0.7%	1.0%	-3.3%	-1.5%	-0.6%	-0.4%



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STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024			STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2024		1.6%	-10.3%	-2.9%	7.1%	-5.9%	-6.6%	-1.6%	-0.1%	15.5%	21.0%	3.7%	21.3%	3.0%	Annual Change	-3.7%	-2.9%	4.3%	16.6%	
% Change 2023 to 2024		12.2%	3.9%	12.5%	1.3%	-11.1%	-0.7%	4.1%	-1.1%	-2.0%	11.3%	9.0%	8.4%	1.2%		10.3%	-4.2%	0.0%	10.1%	
Average Annual Change		0.2%	-1.1%	-0.3%	0.8%	-0.7%	-0.7%	-0.2%	0.0%	1.7%	2.3%	0.4%	2.4%	0.3%		-0.4%	-0.3%	0.5%	1.8%	
2015	M	0.188	0.200	0.394	0.599	0.866	0.874	0.916	1.160	0.947	0.594	0.291	0.227	7.256		1.9%	0.782	2.338	3.023	1.112
2016	M	0.192	0.201	0.390	0.597	0.872	0.883	0.936	1.202	0.980	0.608	0.296	0.233	7.391	0.783		2.353	3.119	1.136	
2017	M	0.210	0.227	0.385	0.650	0.926	0.909	1.008	1.240	1.109	0.654	0.302	0.263	7.882	6.7%		0.822	2.485	3.357	1.219
2019	M	0.228	0.232	0.389	0.713	0.984	0.924	1.047	1.284	1.065	0.675	0.326	0.280	8.148	3.4%		0.849	2.621	3.396	1.281
2020	M	0.244	0.189	0.210	0.026	0.052	0.054	0.599	1.039	1.159	0.617	0.036	0.137	4.363	-46.5%		0.643	0.133	2.797	0.790
2021	M	0.010	0.010	0.016	0.199	0.762	0.969	1.027	1.298	1.321	0.821	0.326	0.261	7.021	60.9%		0.035	1.931	3.647	1.409
2022	M	0.231	0.210	0.461	0.709	1.029	1.001	1.103	1.354	1.200	0.696	0.332	0.350	8.676	23.6%		0.902	2.738	3.658	1.378
2023	M	0.170	0.172	0.341	0.633	0.917	0.822	0.865	1.172	1.116	0.646	0.277	0.254	7.383	-14.9%		0.683	2.371	3.152	1.177
2024	M	0.191	0.179	0.383	0.641	0.815	0.816	0.901	1.159	1.094	0.719	0.302	0.275	7.475	1.2%	0.753	2.272	3.154	1.296	

VISITOR DAYS										
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024
Staying Visitor	M	7.256	7.391	7.882	8.148	4.363	7.021	8.676	7.383	7.475
All Visitor Types	M	8.670	8.791	9.311	9.681	5.063	8.152	9.977	8.807	8.904
Share of Total	%	83.7%	84.1%	84.7%	84.2%	86.2%	86.1%	87.0%	83.8%	84.0%
Annual Change in Share	%		0.5%	0.7%	-0.6%	2.4%	-0.1%	1.0%	-3.6%	0.1%
Change in Share from 2015	%		0.5%	1.2%	0.6%	3.0%	2.9%	3.9%	0.2%	0.3%
Avg Ann. Change in Share	%		0.5%	0.6%	0.1%	0.6%	0.5%	0.6%	0.0%	0.0%

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Report Prepared by: Alison Tipler, Date of Issue: 10/06/25

STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024			DAY VISITOR		VISITOR DAYS					
VISITOR DAYS BY:			MONTH AND QUARTER										CALENDAR YEAR		QUARTER						
KEY			DAY VISITOR																		
An increase of 3% or more			VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES										TOTAL	% Change							
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2024			-5.0%	7.1%	34.6%	-7.7%	7.2%	24.8%	-14.0%	-6.3%	2.6%	-8.2%	-9.6%	-5.0%	1.0%	Annual Change		13.9%	7.6%	-6.6%	-8.0%
% Change 2023 to 2024			2.6%	4.6%	3.0%	-1.0%	1.9%	3.7%	0.1%	-2.7%	-5.7%	0.1%	1.0%	1.3%	0.3%			3.5%	1.7%	-2.7%	0.6%
Average Annual Change			-0.6%	0.8%	3.8%	-0.9%	0.8%	2.8%	-1.6%	-0.7%	0.3%	-0.9%	-1.1%	-0.6%	0.1%			1.5%	0.8%	-0.7%	-0.9%
2015	M		0.065	0.094	0.091	0.133	0.159	0.124	0.157	0.251	0.120	0.114	0.062	0.044	1.414		-1.0%	0.250	0.417	0.528	0.220
2016	M		0.066	0.092	0.099	0.129	0.165	0.137	0.146	0.247	0.111	0.106	0.058	0.043	1.400	0.257		0.431	0.504	0.207	
2017	M		0.065	0.094	0.102	0.135	0.165	0.138	0.141	0.260	0.119	0.104	0.061	0.044	1.429	2.1%	0.261	0.438	0.521	0.209	
2019	M		0.070	0.107	0.115	0.140	0.179	0.150	0.146	0.273	0.136	0.113	0.061	0.044	1.534	7.3%	0.292	0.469	0.555	0.218	
2020	M		0.065	0.093	0.053	0.011	0.022	0.031	0.050	0.158	0.089	0.073	0.026	0.028	0.700	-54.4%	0.211	0.065	0.297	0.127	
2021	M		0.020	0.038	0.048	0.075	0.130	0.132	0.123	0.244	0.127	0.106	0.052	0.035	1.131	61.6%	0.106	0.338	0.493	0.194	
2022	M		0.055	0.080	0.102	0.115	0.153	0.134	0.126	0.224	0.117	0.100	0.054	0.042	1.302	15.1%	0.237	0.402	0.466	0.196	
2023	M		0.061	0.096	0.118	0.124	0.168	0.149	0.135	0.242	0.130	0.105	0.055	0.041	1.424	9.4%	0.275	0.441	0.507	0.201	
2024	M		0.062	0.100	0.122	0.123	0.171	0.154	0.135	0.235	0.123	0.105	0.056	0.042	1.429	0.3%	0.284	0.448	0.494	0.202	

VISITOR DAYS										
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024
Day Visitor	M	1.414	1.400	1.429	1.534	0.700	1.131	1.302	1.424	1.429
All Visitor Types	M	8.670	8.791	9.311	9.681	5.063	8.152	9.977	8.807	8.904
Share of Total	%	16.3%	15.9%	15.3%	15.8%	13.8%	13.9%	13.0%	16.2%	16.0%
Annual Change in Share	%		-2.4%	-3.6%	3.2%	-12.8%	0.4%	-6.0%	24.0%	-0.8%
Change in Share from 2015	%		-2.4%	-5.9%	-2.9%	-15.3%	-15.0%	-20.0%	-0.9%	-1.6%
Avg Ann. Change in Share	%		-2.4%	-3.0%	-0.7%	-3.1%	-2.5%	-2.9%	-0.1%	-0.2%

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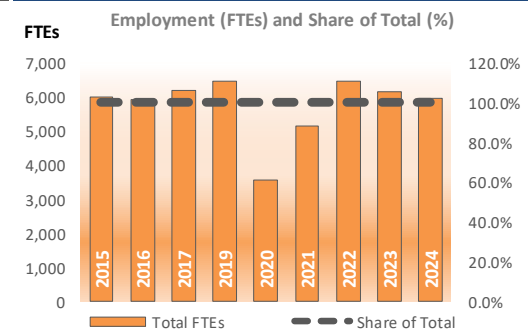
Report Prepared by: Alison Tipler, Date of Issue: 10/06/25

Direct and Total Employment by Month, Year and Visitor Type for the Period 2015 to 2024

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

STEAM REPORT FOR 2015-2024 - FINAL											2015 to 2024			TOTAL		TOTAL EMPLOYMENT				
EAST LINDSEY COASTAL STRIP																				
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 2015 to 2024		-9.6%	-12.0%	-3.0%	1.1%	-3.8%	-3.7%	-4.0%	-0.7%	10.2%	9.7%	-6.2%	1.6%	-0.7%	Annual Change	-7.5%	-2.4%	1.6%	3.2%	
% Change 2023 to 2024		-2.4%	-5.0%	1.4%	-3.3%	-10.6%	-3.6%	0.1%	-4.1%	-3.9%	3.5%	-1.7%	-2.4%	-3.0%		-1.5%	-6.1%	-2.8%	0.7%	
Average Annual Change		-1.1%	-1.3%	-0.3%	0.1%	-0.4%	-0.4%	-0.4%	-0.1%	1.1%	1.1%	-0.7%	0.2%	-0.1%		-0.8%	-0.3%	0.2%	0.4%	
2015	FTEs	2,896	3,136	4,449	6,004	7,847	7,752	8,500	10,466	8,363	5,883	3,597	3,042	5,995		-1.6%	3,494	7,201	9,109	4,174
2016	FTEs	2,778	2,999	4,322	5,816	7,749	7,694	8,412	10,529	8,345	5,754	3,466	2,948	5,901	3,367		7,086	9,095	4,056	
2017	FTEs	2,881	3,144	4,291	6,180	8,100	7,872	8,849	10,849	9,210	6,025	3,505	3,132	6,170	3,439		7,384	9,636	4,221	
2019	FTEs	3,076	3,306	4,471	6,677	8,640	8,136	9,188	11,295	9,096	6,307	3,724	3,303	6,435	3,617		7,818	9,860	4,445	
2020	FTEs	3,054	2,860	2,685	586	938	964	5,145	8,979	9,466	5,533	882	1,485	3,548	-44.9%		2,866	829	7,863	2,633
2021	FTEs	547	623	751	2,221	6,137	7,998	8,621	10,854	10,425	7,049	3,532	3,007	5,147	45.1%		640	5,452	9,967	4,529
2022	FTEs	2,904	2,931	4,705	6,383	8,601	8,347	9,241	11,305	9,631	6,213	3,614	3,618	6,458	25.5%		3,513	7,777	10,059	4,482
2023	FTEs	2,681	2,906	4,255	6,280	8,442	7,738	8,150	10,838	9,588	6,231	3,435	3,168	6,143	-4.9%		3,281	7,487	9,525	4,278
2024	FTEs	2,617	2,760	4,316	6,072	7,551	7,463	8,161	10,391	9,218	6,451	3,375	3,091	5,955	-3.0%	3,231	7,028	9,257	4,306	

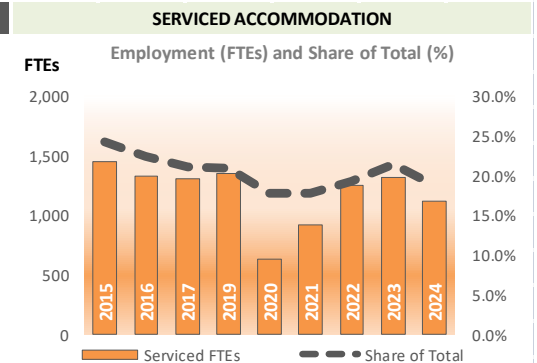
EMPLOYMENT										TOTAL	
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022	2023	2024		
Total FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955		
Total Employment FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955		
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%										
Change in Share from 2015	%										
Avg Ann. Change in Share	%										



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STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024			SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2024		-24.9%	-26.4%	-26.2%	-22.7%	-19.8%	-22.9%	-22.8%	-21.7%	-24.1%	-23.5%	-23.5%	-21.4%	-23.2%	Annual Change	-25.9%	-21.8%	-22.8%	-22.9%
% Change 2023 to 2024		-15.3%	-15.8%	-15.5%	-16.5%	-14.2%	-15.5%	-14.8%	-14.1%	-15.9%	-15.1%	-15.6%	-15.9%	-15.3%		-15.5%	-15.4%	-14.9%	-15.5%
Average Annual Change		-2.8%	-2.9%	-2.9%	-2.5%	-2.2%	-2.5%	-2.5%	-2.4%	-2.7%	-2.6%	-2.6%	-2.4%	-2.6%		-2.9%	-2.4%	-2.5%	-2.5%
2015	FTEs	1,213	1,276	1,319	1,410	1,456	1,518	1,633	1,828	1,614	1,467	1,357	1,257	1,446		1,269	1,462	1,692	1,360
2016	FTEs	1,087	1,156	1,198	1,281	1,335	1,387	1,515	1,699	1,467	1,321	1,235	1,155	1,320	-8.7%	1,147	1,334	1,560	1,237
2017	FTEs	1,078	1,122	1,158	1,281	1,341	1,366	1,470	1,641	1,449	1,302	1,215	1,157	1,298	-1.6%	1,119	1,329	1,520	1,224
2019	FTEs	1,112	1,155	1,190	1,320	1,398	1,418	1,513	1,710	1,480	1,358	1,265	1,191	1,343	3.4%	1,152	1,379	1,568	1,272
2020	FTEs	1,051	1,042	795	251	301	265	628	977	885	803	316	253	631	-53.0%	963	272	830	457
2021	FTEs	349	337	352	399	511	1,243	1,354	1,573	1,354	1,257	1,161	1,083	914	45.0%	346	718	1,427	1,167
2022	FTEs	1,012	1,067	1,105	1,238	1,291	1,314	1,413	1,567	1,359	1,256	1,176	1,115	1,243	35.9%	1,061	1,281	1,447	1,182
2023	FTEs	1,076	1,116	1,151	1,305	1,361	1,386	1,479	1,667	1,456	1,322	1,230	1,175	1,310	5.4%	1,114	1,351	1,534	1,242
2024	FTEs	911	939	973	1,090	1,168	1,171	1,261	1,432	1,225	1,122	1,038	988	1,110	-15.3%	941	1,143	1,306	1,049

EMPLOYMENT									
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022	2023	2024
Serviced FTEs	1,446	1,320	1,298	1,343	631	914	1,243	1,310	1,110
Total Employment FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955
Share of Total %	24.1%	22.4%	21.0%	20.9%	17.8%	17.8%	19.2%	21.3%	18.6%
Annual Change in Share %		-7.3%	-5.9%	-0.8%	-14.8%	0.0%	8.3%	10.8%	-12.6%
Change in Share from 2015 %		-7.3%	-12.8%	-13.5%	-26.3%	-26.3%	-20.2%	-11.6%	-22.7%
Avg Ann. Change in Share %		-7.3%	-6.4%	-3.4%	-5.3%	-4.4%	-2.9%	-1.4%	-2.5%



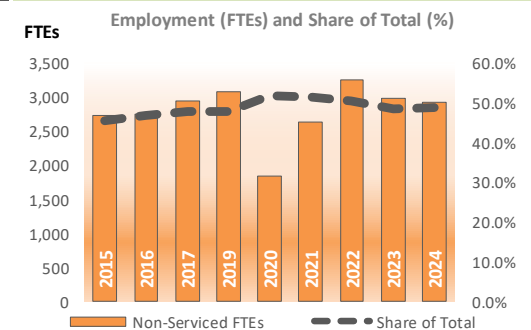
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM REPORT FOR 2015-2024 - FINAL											2015 to 2024			NON-SERVICED		DIRECT EMPLOYMENT				
EAST LINDSEY COASTAL STRIP																				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2024		6.4%	-5.6%	1.6%	9.9%	-2.6%	-2.4%	3.1%	5.2%	20.9%	24.7%	5.0%	18.1%	7.0%	Annual Change	0.9%	0.7%	9.6%	18.2%	
% Change 2023 to 2024		2.1%	-3.9%	5.7%	-2.1%	-13.2%	-3.1%	1.3%	-3.2%	-4.1%	6.8%	2.8%	1.6%	-2.1%		2.4%	-6.7%	-2.3%	4.8%	
Average Annual Change		0.7%	-0.6%	0.2%	1.1%	-0.3%	-0.3%	0.3%	0.6%	2.3%	2.7%	0.6%	2.0%	0.8%		0.1%	0.1%	1.1%	2.0%	
2015	FTEs	832	920	1,876	2,705	3,977	3,991	4,046	5,040	4,248	2,672	1,300	993	2,716		1.1%	1,209	3,557	4,445	1,655
2016	FTEs	836	913	1,841	2,682	3,974	4,008	4,104	5,189	4,378	2,721	1,308	995	2,746			1,197	3,554	4,557	1,675
2017	FTEs	903	1,027	1,835	2,901	4,207	4,138	4,443	5,398	4,956	2,923	1,332	1,106	2,931	6.7%		1,255	3,749	4,932	1,787
2019	FTEs	996	1,075	1,901	3,215	4,508	4,252	4,668	5,634	4,825	3,061	1,448	1,199	3,065	4.6%		1,324	3,992	5,042	1,903
2020	FTEs	1,020	909	1,192	224	421	432	2,952	4,998	5,644	3,073	340	733	1,828	-40.4%		1,040	359	4,531	1,382
2021	FTEs	64	60	104	1,058	3,630	4,380	4,501	5,567	5,926	3,729	1,435	1,125	2,632	43.9%		76	3,023	5,331	2,096
2022	FTEs	1,074	1,011	2,198	3,160	4,662	4,551	4,867	5,975	5,377	3,123	1,468	1,467	3,244	23.3%	1,428	4,124	5,406	2,019	
2023	FTEs	867	903	1,804	3,036	4,460	4,020	4,118	5,475	5,356	3,121	1,328	1,153	2,970	-8.4%	1,192	3,839	4,983	1,868	
2024	FTEs	885	868	1,906	2,974	3,873	3,895	4,171	5,300	5,137	3,332	1,365	1,172	2,907	-2.1%	1,220	3,581	4,869	1,957	

EMPLOYMENT										NON-SERVICED ACCOMMODATION				
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022	2023	2024					
Non-Serviced FTEs	2,716	2,746	2,931	3,065	1,828	2,632	3,244	2,970	2,907					
Total Employment FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955					
Share of Total %	45.3%	46.5%	47.5%	47.6%	51.5%	51.1%	50.2%	48.4%	48.8%					
Annual Change in Share %		2.7%	2.1%	0.3%	8.2%	-0.8%	-1.7%	-3.8%	0.9%					
Change in Share from 2015 %		2.7%	4.8%	5.1%	13.7%	12.8%	10.9%	6.7%	7.7%					
Avg Ann. Change in Share %		2.7%	2.4%	1.3%	2.7%	2.1%	1.6%	0.8%	0.9%					

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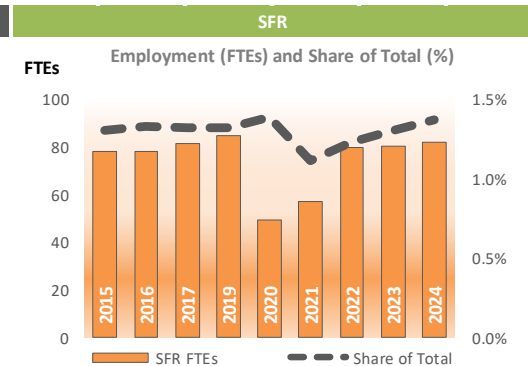


Report Prepared by: Alison Tipler, Date of Issue: 10/06/25



STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP										2015 to 2024			SFR	DIRECT EMPLOYMENT																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER																		
KEY		SFR											TOTAL						% Change														
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																															
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change		Q1				Q2				Q3				Q4			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																				
% Change 2015 to 2024		-37.4%	-45.4%	-37.2%	19.5%	20.0%	14.3%	15.1%	14.3%	26.1%	24.6%	20.6%	25.1%	4.8%	Annual Change		-38.9%	18.4%	17.3%	24.0%													
% Change 2023 to 2024		6.9%	3.1%	4.8%	0.8%	-3.5%	0.2%	1.6%	0.1%	-0.2%	4.6%	5.2%	4.8%	2.0%			5.8%	-0.7%	0.6%	4.8%													
Average Annual Change		-4.2%	-5.0%	-4.1%	2.2%	2.2%	1.6%	1.7%	1.6%	2.9%	2.7%	2.3%	2.8%	0.5%			-4.3%	2.0%	1.9%	2.7%													
2015	FTEs	140	45	52	110	75	59	90	96	54	52	44	115	78	0.3%		79	81	80	71													
2016	FTEs	141	45	52	109	75	59	91	97	55	52	44	116	78			79	81	81	71													
2017	FTEs	148	48	53	113	77	60	94	99	58	54	46	123	81			4.1%	83	84	84	74												
2019	FTEs	156	49	54	119	81	62	97	103	58	56	49	129	84	4.0%	86	87	86	78														
2020	FTEs	168	40	29	4	4	4	57	88	67	54	6	67	49	-41.8%	79	4	71	42														
2021	FTEs	4	1	1	34	66	66	96	103	75	69	49	122	57	16.2%	2	55	91	80														
2022	FTEs	86	24	33	124	90	67	102	107	65	59	51	146	79	39.0%	48	93	91	85														
2023	FTEs	82	24	31	130	93	67	102	110	68	62	51	138	80	0.7%		46	97	93	83													
2024	FTEs	88	25	33	131	90	67	104	110	68	65	53	144	81			2.0%	48	96	94	88												

EMPLOYMENT										
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024
SFR	FTEs	78	78	81	84	49	57	79	80	81
Total Employment	FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955
Share of Total	%	1.3%	1.3%	1.3%	1.3%	1.4%	1.1%	1.2%	1.3%	1.4%
Annual Change in Share	%		1.9%	-0.5%	-0.3%	5.5%	-19.9%	10.8%	5.8%	5.2%
Change in Share from 2015	%		1.9%	1.5%	1.2%	6.7%	-14.5%	-5.3%	0.2%	5.5%
Avg Ann. Change in Share	%		1.9%	0.7%	0.3%	1.3%	-2.4%	-0.8%	0.0%	0.6%



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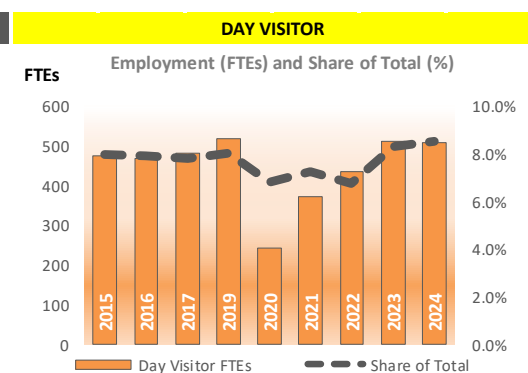
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Report Prepared by: Alison Tipler. Date of Issue: 10/06/25

STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024			STAYING VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2024		-13.8%	-18.3%	-10.3%	-0.7%	-6.8%	-7.8%	-4.0%	-1.8%	8.7%	7.8%	-9.1%	-2.5%	-3.4%	Annual Change	-13.6%	-5.5%	0.8%	0.3%	
% Change 2023 to 2024		-7.0%	-10.3%	-2.5%	-6.2%	-13.2%	-6.2%	-2.9%	-5.7%	-6.5%	0.3%	-5.9%	-6.5%	-6.0%		-6.1%	-8.8%	-5.2%	-3.1%	
Average Annual Change		-1.5%	-2.0%	-1.1%	-0.1%	-0.8%	-0.9%	-0.4%	-0.2%	1.0%	0.9%	-1.0%	-0.3%	-0.4%		-1.5%	-0.6%	0.1%	0.0%	
2015	FTEs	2,185	2,241	3,247	4,225	5,508	5,568	5,769	6,964	5,916	4,191	2,701	2,365	4,240	-2.3%	2,558	5,100	6,216	3,086	
2016	FTEs	2,064	2,114	3,092	4,072	5,383	5,454	5,710	6,985	5,899	4,095	2,587	2,266	4,143		2,423	4,970	6,198	2,983	
2017	FTEs	2,129	2,196	3,045	4,295	5,626	5,564	6,008	7,139	6,463	4,279	2,592	2,385	4,310		4.0%	2,457	5,162	6,536	3,086
2019	FTEs	2,264	2,279	3,145	4,655	5,986	5,732	6,278	7,447	6,363	4,475	2,762	2,519	4,492		4.2%	2,563	5,458	6,696	3,252
2020	FTEs	2,239	1,991	2,017	479	726	701	3,637	6,063	6,597	3,930	662	1,053	2,508		-44.2%	2,082	635	5,432	1,881
2021	FTEs	417	399	458	1,491	4,208	5,689	5,950	7,243	7,354	5,054	2,645	2,330	3,603		43.7%	425	3,796	6,849	3,343
2022	FTEs	2,172	2,102	3,336	4,523	6,043	5,931	6,382	7,648	6,802	4,437	2,694	2,728	4,567		26.7%	2,537	5,499	6,944	3,286
2023	FTEs	2,025	2,043	2,987	4,471	5,914	5,473	5,699	7,252	6,880	4,505	2,609	2,466	4,360		-4.5%	2,352	5,286	6,610	3,193
2024	FTEs	1,883	1,832	2,912	4,194	5,131	5,133	5,536	6,842	6,430	4,519	2,456	2,305	4,098		-6.0%	2,209	4,819	6,269	3,099

STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 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 2015 to 2024		0.2%	13.0%	42.0%	-2.6%	13.0%	31.6%	-9.3%	-1.2%	8.2%	-3.2%	-4.6%	0.1%	6.5%	Annual Change	20.1%	13.5%	-1.4%	-2.9%	
% Change 2023 to 2024		1.6%	3.6%	1.9%	-2.0%	0.9%	2.6%	-0.9%	-3.7%	-6.6%	-0.9%	-0.1%	0.3%	-0.7%		2.4%	0.6%	-3.7%	-0.4%	
Average Annual Change		0.0%	1.4%	4.7%	-0.3%	1.4%	3.5%	-1.0%	-0.1%	0.9%	-0.4%	-0.5%	0.0%	0.7%		2.2%	1.5%	-0.2%	-0.3%	
2015	FTEs	263	378	365	537	643	498	634	1,012	483	460	249	177	475		-1.8%	335	559	709	295
2016	FTEs	262	369	396	517	662	546	585	987	444	424	232	173	466	-1.8%	342	575	672	277	
2017	FTEs	262	379	412	545	664	556	568	1,047	480	421	244	175	479	2.8%	351	588	699	280	
2019	FTEs	281	431	465	563	722	607	589	1,103	550	456	245	177	516	7.6%	393	631	747	293	
2020	FTEs	261	375	215	44	90	126	204	667	378	307	111	117	241	-53.2%	283	87	416	178	
2021	FTEs	83	155	198	294	510	519	481	955	498	416	205	138	371	53.9%	145	441	645	253	
2022	FTEs	220	319	410	460	611	536	502	896	466	401	216	168	434	16.9%	316	536	622	262	
2023	FTEs	260	412	508	534	720	639	580	1,038	560	449	238	176	510	17.5%	393	631	726	288	
2024	FTEs	264	427	518	523	726	656	575	1,000	523	445	238	177	506	-0.7%	403	635	699	286	

EMPLOYMENT										
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024
Day Visitor	FTEs	475	466	479	516	241	371	434	510	506
Total Employment	FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955
Share of Total	%	7.9%	7.9%	7.8%	8.0%	6.8%	7.2%	6.7%	8.3%	8.5%
Annual Change in Share	%		-0.2%	-1.7%	3.2%	-15.2%	6.1%	-6.8%	23.5%	2.4%
Change in Share from 2015	%		-0.2%	-1.9%	1.2%	-14.2%	-9.0%	-15.2%	4.7%	7.2%
Avg Ann. Change in Share	%		-0.2%	-1.0%	0.3%	-2.8%	-1.5%	-2.2%	0.6%	0.8%



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

**STEAM REPORT FOR 2015-2024 - FINAL**  
**EAST LINDSEY COASTAL STRIP**

**2024**

**STAYING VISITORS**

**ACCOMMODATION SUPPLY**  
**DISTRIBUTION BY TYPE**

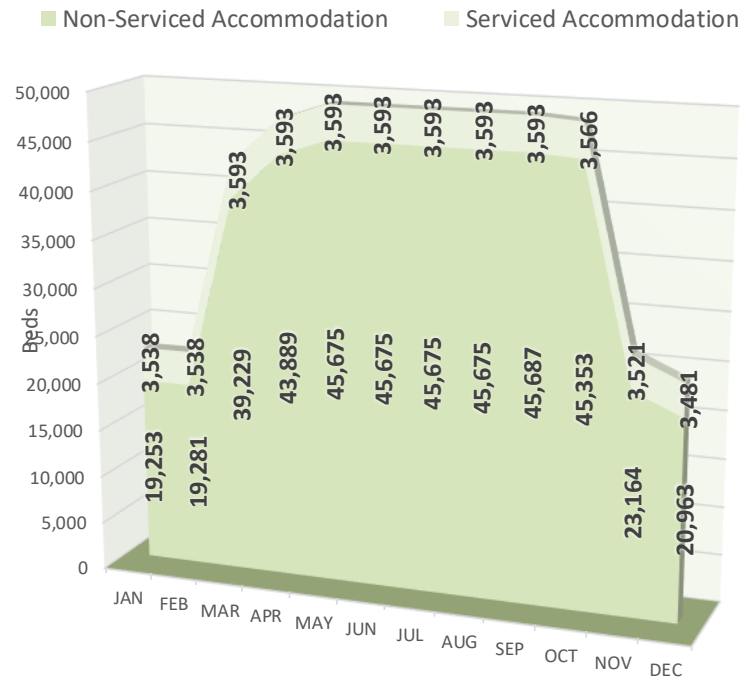
SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	161	3,593	-23	-690	-56	-1,001
+50 Room	3	505	0	+4	+1	+282
11-50 Room	39	1,399	-11	-457	-24	-833
<10 Room	119	1,689	-12	-237	-33	-450

NON-SERVICED ACCOMMODATION 2024	2024		Change on 2023		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	229	45,687	-47	-541	-42	-1,514
Self catering	106	11,522	-38	+8,057	-41	-754
Static caravans/chalets	0	19,912	0	-8,448	0	-133
Touring caravans/camping	123	14,253	-9	-150	-1	-627
Youth Hostels	0	0	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2024	2024		Change on 2023		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	390	49,280	-70	-1,231	-98	-2,515
Serviced Accommodation Share of Total	41%	7%				
Non-Serviced Accommodation Share of Total	59%	93%				

SEASONAL AVAILABILITY OF BED SUPPLY 2024	2024											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	22,791	22,819	42,822	47,482	49,268	49,268	49,268	49,268	49,280	48,919	26,685	24,444
Serviced Accommodation	3,538	3,538	3,593	3,593	3,593	3,593	3,593	3,593	3,593	3,566	3,521	3,481
Non-Serviced Accommodation	19,253	19,281	39,229	43,889	45,675	45,675	45,675	45,675	45,687	45,353	23,164	20,963

**SEASONAL AVAILABILITY OF BED SUPPLY**  
**2024**



Report Sections With Historic Financial Data Indexed to 2024 Prices

<b>Sections:</b>	<i>Comparative Headlines</i>	<b>Visitor Types:</b>	<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>

<b>Indexation:</b>	<i>Indexation to: 2024</i>
<b>2015</b>	<i>1.48</i>
<b>2016</b>	<i>1.46</i>
<b>2017</b>	<i>1.42</i>
<b>2019</b>	<i>1.34</i>
<b>2020</b>	<i>1.30</i>
<b>2021</b>	<i>1.28</i>
<b>2022</b>	<i>1.19</i>
<b>2023</b>	<i>1.05</i>
<b>2024</b>	<i>1.00</i>



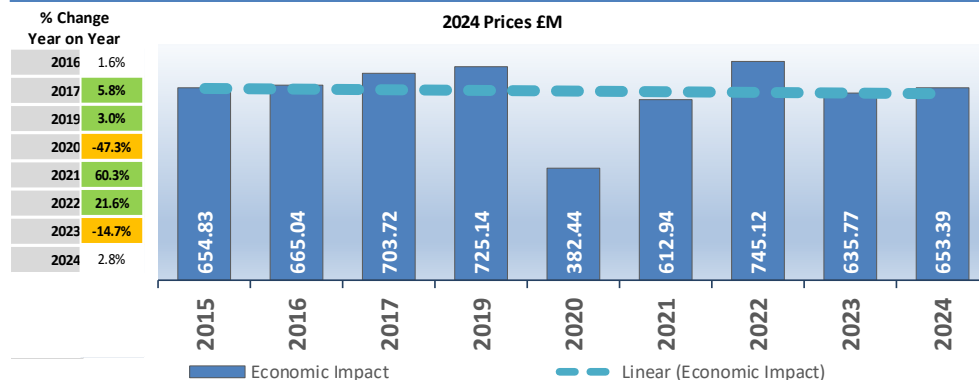
**STEAM REPORT FOR 2015-2024 - FINAL**  
**EAST LINDSEY COASTAL STRIP**

2015 to 2024  
2024 Prices

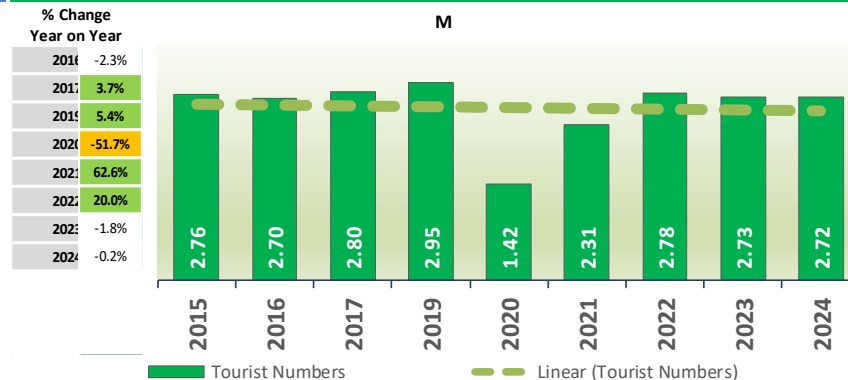
TOTAL

**KEY MEASURES**  
**Indexed**

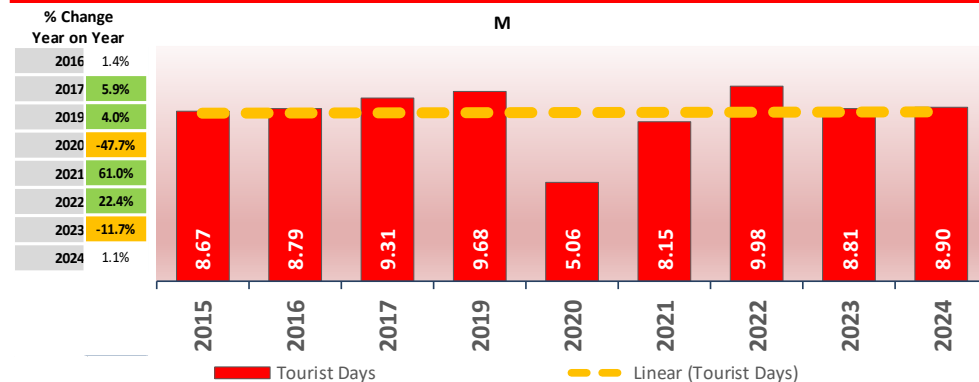
**Economic Impact - Indexed - Total**



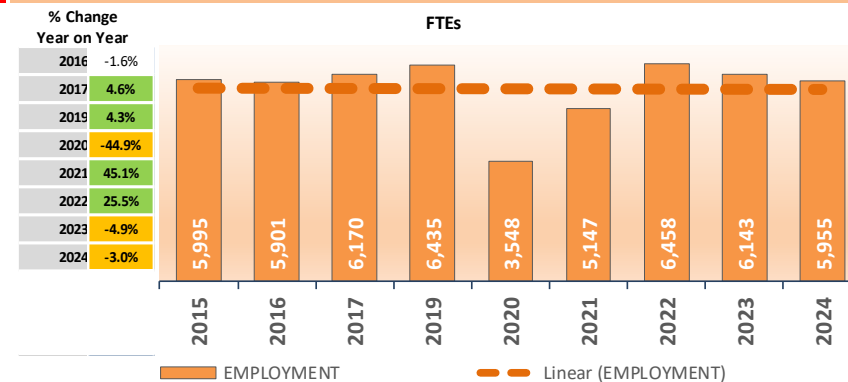
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		1.6%	7.5%	10.7%	-41.6%	-6.4%	13.8%	-2.9%	-0.2%
Visitor Numbers		-2.3%	1.3%	6.7%	-48.5%	-16.2%	0.5%	-1.3%	-1.5%
Visitor Days		1.4%	7.4%	11.7%	-41.6%	-6.0%	15.1%	1.6%	2.7%
Total Employment		-1.6%	2.9%	7.3%	-40.8%	-14.1%	7.7%	2.5%	-0.7%

"Linear" = Linear Trendline

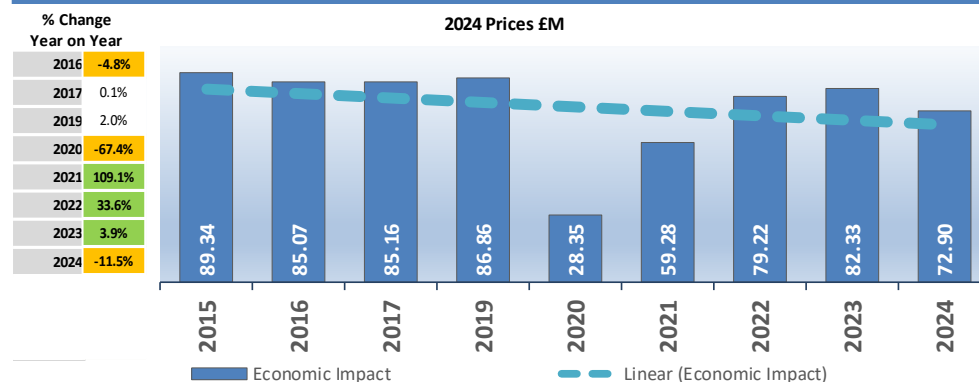
**STEAM REPORT FOR 2015-2024 - FINAL**  
**EAST LINDSEY COASTAL STRIP**

2015 to 2024  
2024 Prices

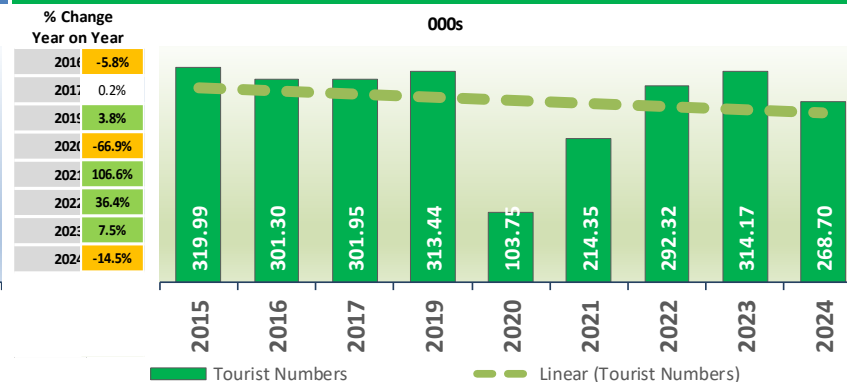
SERVED  
ACCOMMODATION

KEY MEASURES  
Indexed

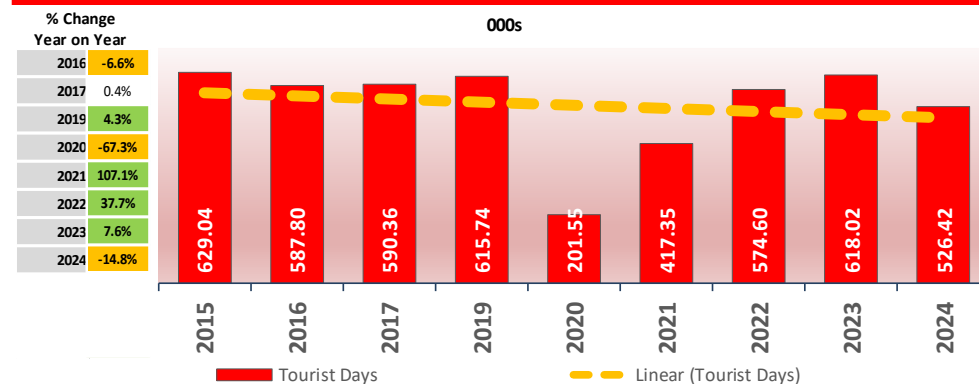
**Economic Impact - Indexed - Serviced Accommodation**



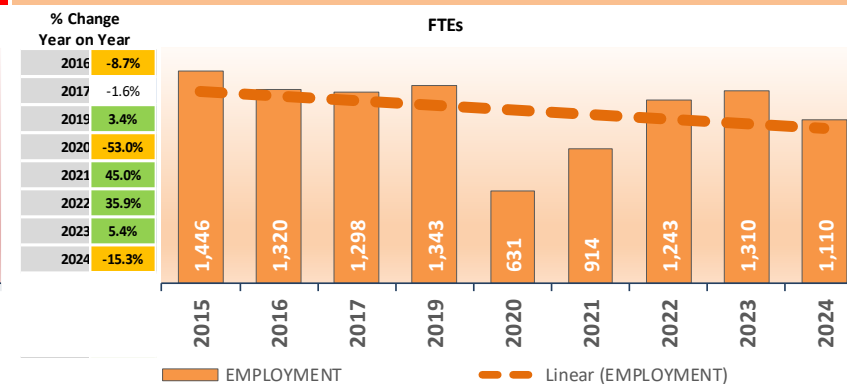
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		-4.8%	-4.7%	-2.8%	-68.3%	-33.7%	-11.3%	-7.8%	-18.4%
Visitor Numbers		-5.8%	-5.6%	-2.0%	-67.6%	-33.0%	-8.6%	-1.8%	-16.0%
Visitor Days		-6.6%	-6.1%	-2.1%	-68.0%	-33.7%	-8.7%	-1.8%	-16.3%
Direct Employment		-8.7%	-10.2%	-7.1%	-56.4%	-36.7%	-14.0%	-9.4%	-23.2%

"Linear" = Linear Trendline



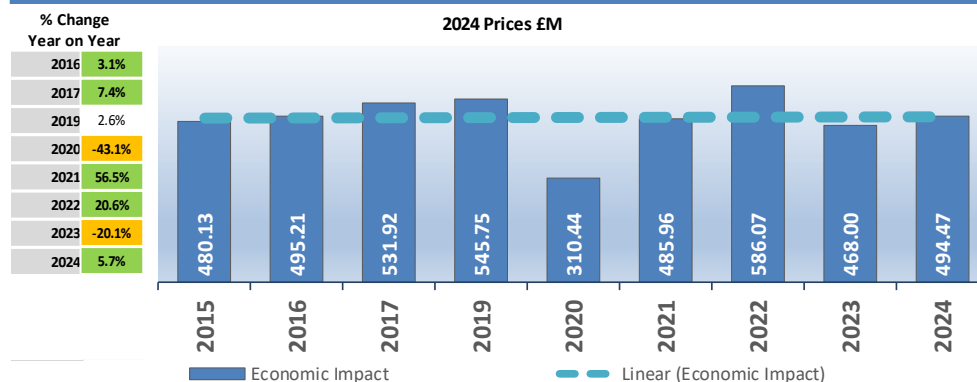
**STEAM REPORT FOR 2015-2024 - FINAL**  
**EAST LINDSEY COASTAL STRIP**

2015 to 2024  
2024 Prices

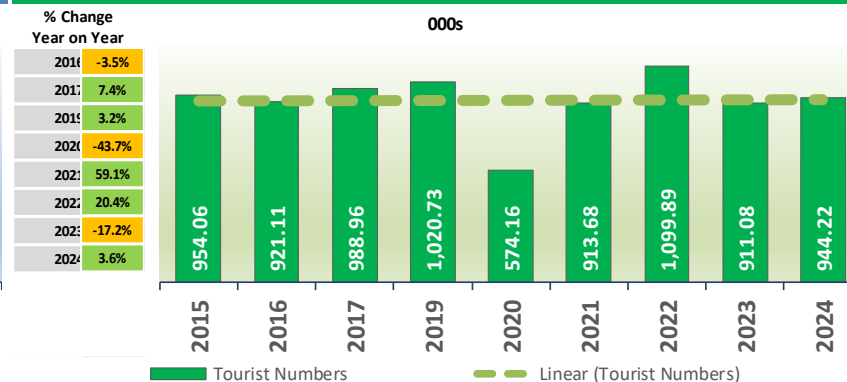
NON-SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

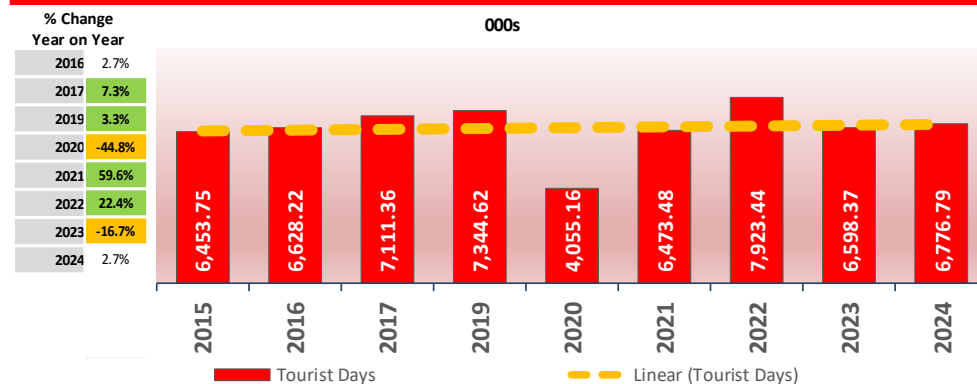
**Economic Impact - Indexed - Non-Serviced Accommodation**



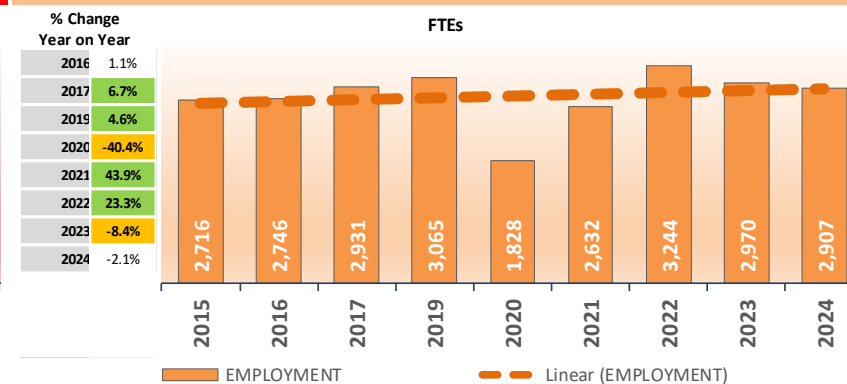
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



**Direct Employment Supported - Non-Serviced Accommodation**



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		3.1%	10.8%	13.7%	-35.3%	1.2%	22.1%	-2.5%	3.0%
Visitor Numbers		-3.5%	3.7%	7.0%	-39.8%	-4.2%	15.3%	-4.5%	-1.0%
Visitor Days		2.7%	10.2%	13.8%	-37.2%	0.3%	22.8%	2.2%	5.0%
Direct Employment		1.1%	7.9%	12.8%	-32.7%	-3.1%	19.4%	9.3%	7.0%

"Linear" = Linear Trendline

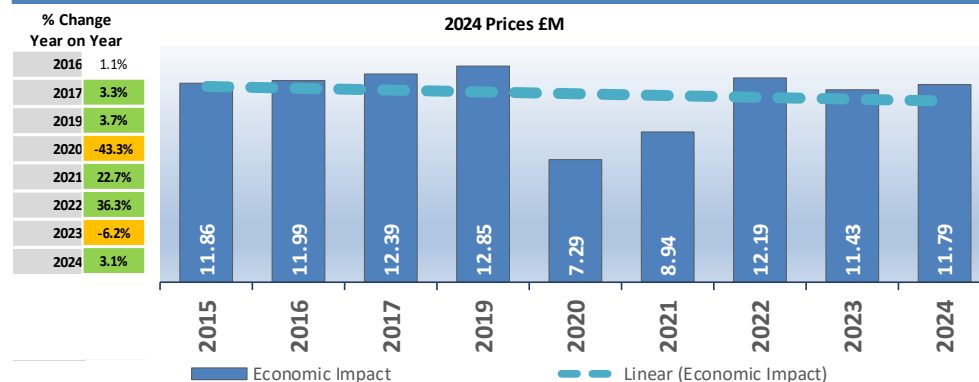
STEAM REPORT FOR 2015-2024 - FINAL  
EAST LINDSEY COASTAL STRIP

2015 to 2024  
2024 Prices

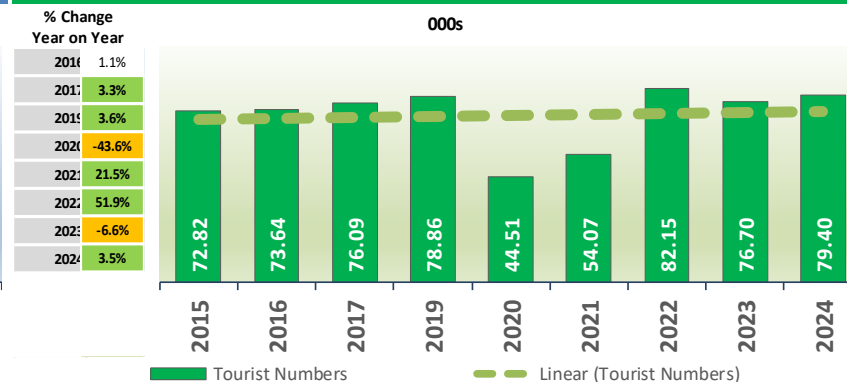
SFR

KEY MEASURES  
Indexed

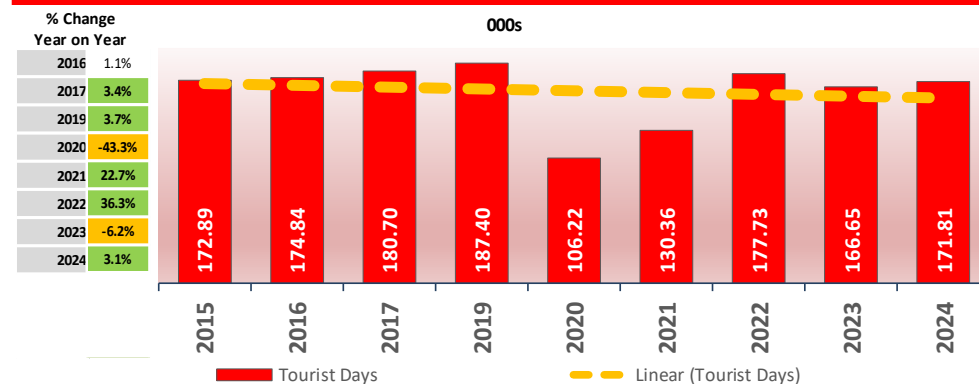
Economic Impact - Indexed - SFR



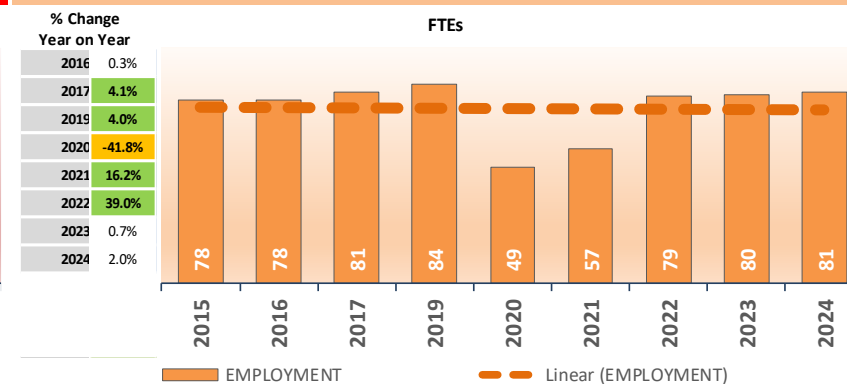
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		1.1%	4.5%	8.4%	-38.6%	-24.6%	2.8%	-3.6%	-0.6%
Visitor Numbers		1.1%	4.5%	8.3%	-38.9%	-25.7%	12.8%	5.3%	9.0%
Visitor Days		1.1%	4.5%	8.4%	-38.6%	-24.6%	2.8%	-3.6%	-0.6%
Direct Employment		0.3%	4.4%	8.6%	-36.8%	-26.6%	2.0%	2.7%	4.8%

"Linear" = Linear Trendline

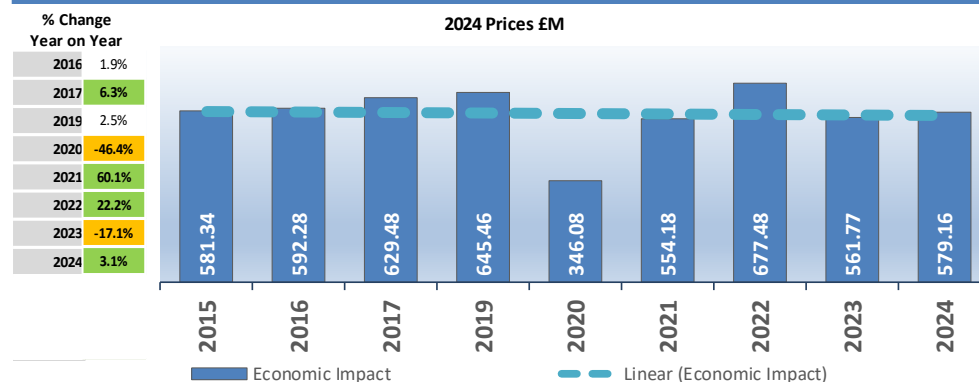
**STEAM REPORT FOR 2015-2024 - FINAL**  
**EAST LINDSEY COASTAL STRIP**

2015 to 2024  
2024 Prices

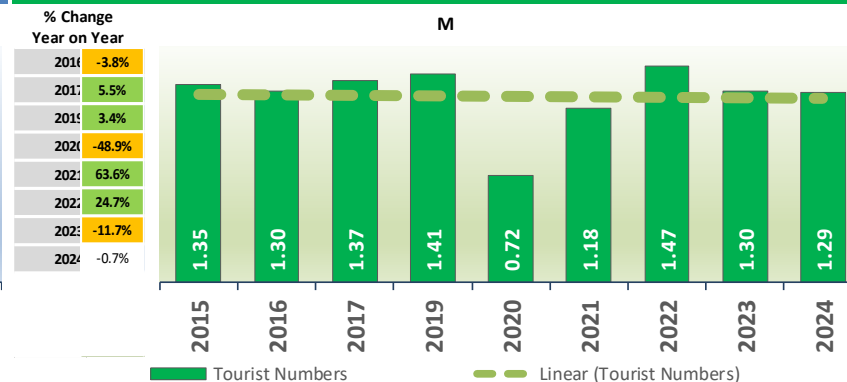
STAYING VISITOR

**KEY MEASURES**  
Indexed

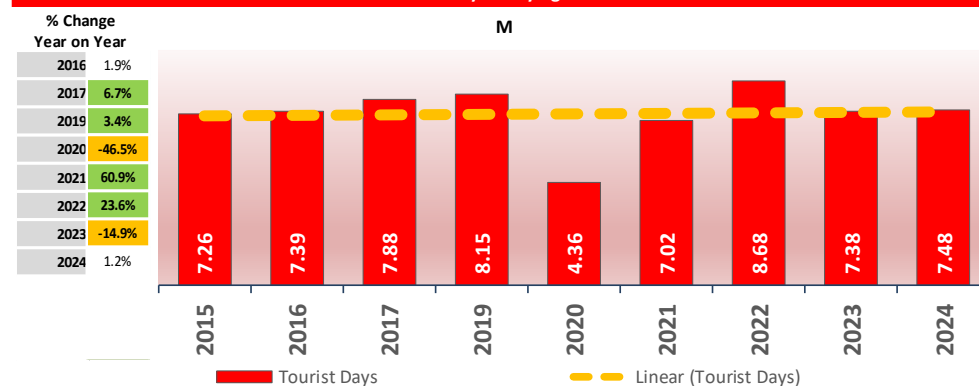
**Economic Impact - Indexed - Staying Visitor**



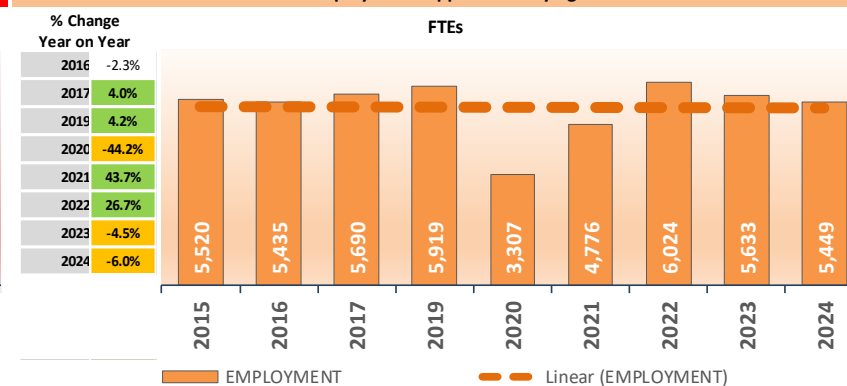
**Visitor Numbers - Staying Visitor**



**Visitor Days - Staying Visitor**



**Direct Employment Supported - Staying Visitor**



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		1.9%	8.3%	11.0%	-40.5%	-4.7%	16.5%	-3.4%	-0.4%
Visitor Numbers		-3.8%	1.5%	4.9%	-46.4%	-12.2%	9.5%	-3.3%	-4.0%
Visitor Days		1.9%	8.6%	12.3%	-39.9%	-3.2%	19.6%	1.8%	3.0%
Direct Employment		-1.5%	3.1%	7.2%	-40.1%	-13.5%	9.1%	2.1%	-1.3%

"Linear" = Linear Trendline

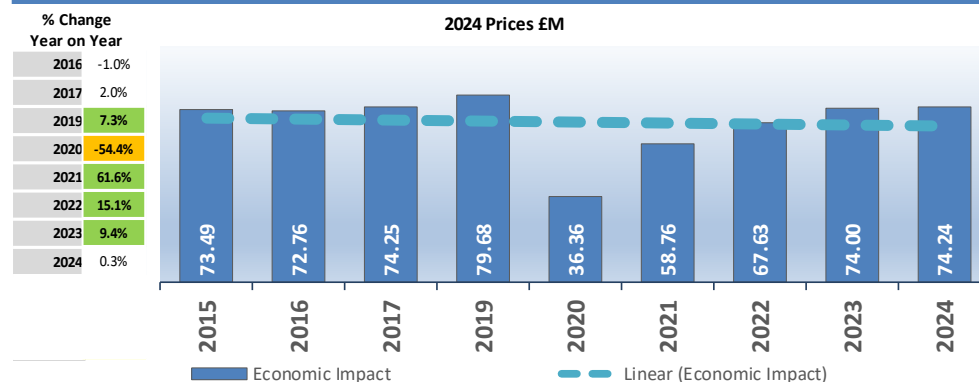
STEAM REPORT FOR 2015-2024 - FINAL  
EAST LINDSEY COASTAL STRIP

2015 to 2024  
2024 Prices

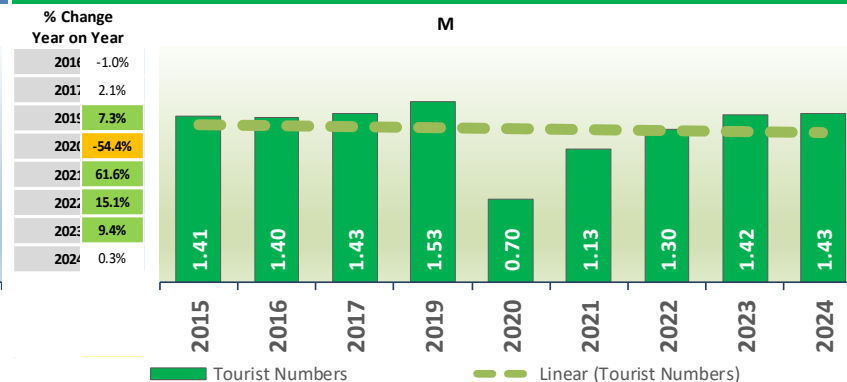
DAY VISITOR

KEY MEASURES  
Indexed

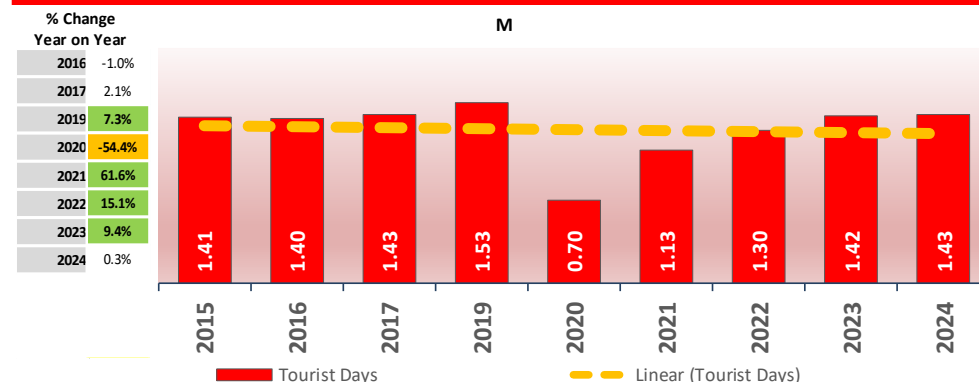
Economic Impact - Indexed - Day Visitor



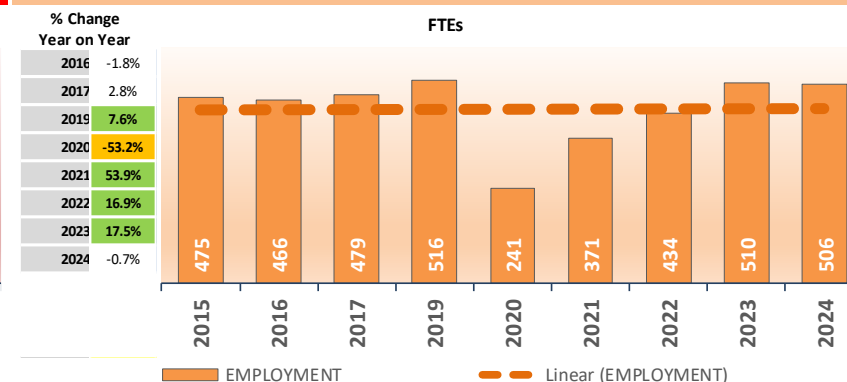
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



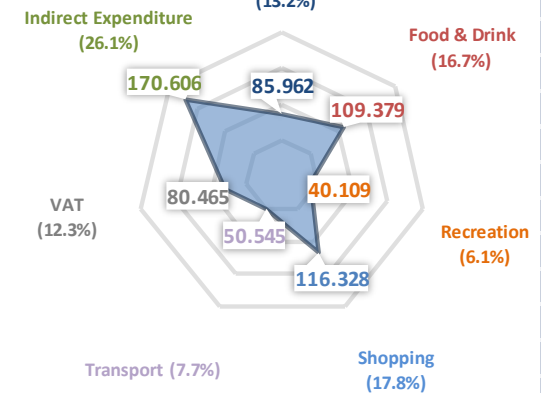
Direct Employment Supported - Day Visitor



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024
Economic Impact - Indexed		-1.0%	1.0%	8.4%	-50.5%	-20.0%	-8.0%	0.7%	1.0%
Visitor Numbers		-1.0%	1.1%	8.5%	-50.5%	-20.0%	-8.0%	0.7%	1.0%
Visitor Days		-1.0%	1.1%	8.5%	-50.5%	-20.0%	-8.0%	0.7%	1.0%
Direct Employment		-1.8%	1.0%	8.6%	-49.2%	-21.9%	-8.7%	7.3%	6.5%

"Linear" = Linear Trendline

STEAM REPORT FOR 2015-2024 - FINAL										2015 to 2024	TOTAL	SECTORAL ANALYSIS
EAST LINDSEY COASTAL STRIP										2024 Prices		Indexed
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2024											2024	SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2024
SECTOR / YEAR		2015	2016	2017	2019	2020	2021	2022	2023	2024		
Accommodation	£M	92.26	94.92	100.72	100.83	62.53	87.36	102.94	79.00	85.96		2024 Accommodation (13.2%)
Food & Drink	£M	108.34	109.29	115.47	119.93	66.04	100.10	123.53	107.43	109.38		Food & Drink (16.7%)
Recreation	£M	40.15	40.39	42.55	44.24	23.97	36.84	45.24	38.53	40.11		Recreation (6.1%)
Shopping	£M	113.50	115.01	121.29	126.06	65.09	106.21	129.22	124.06	116.33		Shopping (17.8%)
Transport	£M	49.47	50.22	53.18	55.26	28.96	46.99	57.12	48.31	50.54		Transport (7.7%)
Direct Revenue	£M	403.72	409.84	433.22	446.32	246.60	377.49	458.04	397.33	402.32		
VAT	£M	80.74	81.97	86.64	89.26	34.66	75.10	91.61	79.47	80.46		VAT (12.3%)
Direct Expenditure	£M	484.47	491.81	519.86	535.59	281.26	452.60	549.65	476.79	482.79		
Indirect Expenditure	£M	170.36	173.24	183.86	189.56	101.18	160.34	195.47	158.98	170.61		Indirect Expenditure (26.1%)
TOTAL	£M	654.83	665.04	703.72	725.14	382.44	612.94	745.12	635.77	653.39		



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES										
SECTOR / YEAR		2015	2016	2017	2019	2020	2021	2022	2023	2024
Accommodation	FTEs	1,428	1,315	1,287	1,359	805	1,003	1,287	1,291	1,088
Food & Drink	FTEs	1,260	1,261	1,342	1,397	767	1,132	1,426	1,331	1,341
Recreation	FTEs	567	565	600	625	338	506	634	579	597
Shopping	FTEs	1,203	1,210	1,285	1,339	689	1,095	1,359	1,401	1,301
Transport	FTEs	257	259	276	288	150	237	294	267	277
Direct Employment	FTEs	4,715	4,610	4,790	5,008	2,749	3,974	5,000	4,870	4,604
Indirect Employment	FTEs	1,280	1,291	1,380	1,427	799	1,173	1,457	1,273	1,352
TOTAL	FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955



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

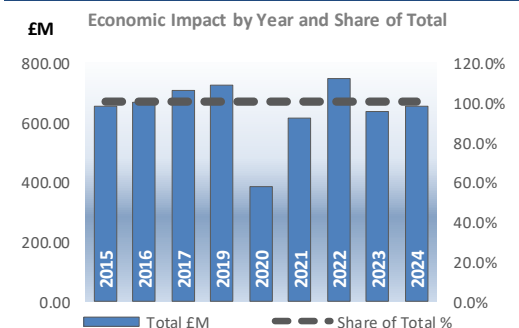
STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024 2024 Prices			TOTAL		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2024		-1.7%	-8.8%	-0.3%	2.9%	-5.2%	-6.0%	-7.2%	-3.1%	9.0%	13.6%	-1.2%	14.7%	-0.2%	Annual Change	-3.1%	-3.4%	-0.8%	9.8%	
% Change 2023 to 2024		11.6%	5.4%	11.6%	2.3%	-8.0%	0.7%	6.3%	-1.9%	2.4%	11.5%	9.2%	8.9%	2.8%		9.9%	-2.2%	1.9%	10.4%	
Average Annual Change		-0.2%	-1.0%	0.0%	0.3%	-0.6%	-0.7%	-0.8%	-0.3%	1.0%	1.5%	-0.1%	1.6%	0.0%		-0.3%	-0.4%	-0.1%	1.1%	
2015	£M	18.59	21.53	35.16	52.55	73.07	72.85	89.40	108.12	83.80	51.83	27.13	20.77	654.83		1.6%	75.28	198.48	281.33	99.74
2016	£M	18.77	21.53	35.29	52.24	73.92	73.67	90.99	111.91	85.96	52.22	27.22	21.32	665.04	75.59		199.83	288.86	100.77	
2017	£M	20.18	23.35	34.93	56.48	77.91	75.55	96.68	115.41	96.28	55.45	27.84	23.69	703.72	5.8%		78.45	209.93	308.36	106.98
2019	£M	21.72	24.37	35.89	61.16	82.84	77.28	98.44	118.64	92.67	57.46	29.68	24.97	725.14	3.0%		81.99	221.29	309.75	112.11
2020	£M	22.66	20.44	18.84	2.714	5.345	5.919	52.79	90.13	97.63	49.95	4.327	11.69	382.44	-47.3%		61.94	13.98	240.55	65.97
2021	£M	2.029	2.971	4.065	18.76	61.87	78.85	95.34	118.05	111.82	67.42	28.97	22.79	612.94	60.3%		9.065	159.48	325.21	119.18
2022	£M	20.85	21.07	40.05	59.24	84.09	81.34	100.70	120.05	100.88	57.80	29.35	29.69	745.12	21.6%		81.97	224.67	321.63	116.85
2023	£M	16.37	18.64	31.39	52.86	75.31	67.97	78.05	106.76	89.20	52.78	24.56	21.88	635.77	-14.7%		66.40	196.15	274.01	99.22
2024	£M	18.27	19.64	35.05	54.06	69.26	68.46	82.98	104.78	91.36	58.87	26.82	23.83	653.39	2.8%	72.96	191.79	279.12	109.53	

ECONOMIC IMPACT - INDEXED TO 2024											TOTAL		
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024			
Total	£M	654.83	665.04	703.72	725.14	382.44	612.94	745.12	635.77	653.39			
All Visitor Types	£M	654.83	665.04	703.72	725.14	382.44	612.94	745.12	635.77	653.39			
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			
Annual Change in Share	%												
Change in Share from 2015	%												
Avg Ann. Change in Share	%												

£M

Economic Impact by Year and Share of Total

Year	Economic Impact (£M)	Share of Total (%)
2015	654.83	100.0%
2016	665.04	100.0%
2017	703.72	100.0%
2019	725.14	100.0%
2020	382.44	100.0%
2021	612.94	100.0%
2022	745.12	100.0%
2023	635.77	100.0%
2024	653.39	100.0%



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

STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 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 2015 to 2024		-16.1%	-27.3%	-28.7%	-17.7%	-9.2%	-20.5%	-16.5%	-15.9%	-25.1%	-21.1%	-18.9%	-3.6%	-18.4%	Annual Change	-25.0%	-15.9%	-18.8%	-16.2%
% Change 2023 to 2024		-12.7%	-14.2%	-13.1%	-15.7%	-8.4%	-12.6%	-9.4%	-8.2%	-13.3%	-11.0%	-12.2%	-14.0%	-11.5%		-13.4%	-12.1%	-9.9%	-12.2%
Average Annual Change		-1.8%	-3.0%	-3.2%	-2.0%	-1.0%	-2.3%	-1.8%	-1.8%	-2.8%	-2.3%	-2.1%	-0.4%	-2.0%		-2.8%	-1.8%	-2.1%	-1.8%
2015	£M	3.296	4.423	5.063	6.711	7.483	8.568	10.91	14.37	10.31	7.786	6.051	4.374	89.34		12.78	22.76	35.59	18.21
2016	£M	2.908	4.133	4.706	6.235	7.163	8.095	10.85	14.24	9.581	7.032	5.698	4.434	85.07	-4.8%	11.75	21.49	34.67	17.16
2017	£M	3.162	3.896	4.360	6.582	7.636	8.056	10.57	13.74	9.572	7.043	5.691	4.854	85.16	0.1%	11.42	22.27	33.88	17.59
2019	£M	3.197	3.898	4.344	6.614	7.947	8.286	10.70	14.31	9.390	7.362	5.950	4.860	86.86	2.0%	11.44	22.85	34.40	18.17
2020	£M	3.127	3.607	1.758	0.534	0.761	0.689	2.392	6.625	4.389	3.187	0.744	0.542	28.35	-67.4%	8.492	1.984	13.41	4.473
2021	£M	0.583	0.659	0.853	1.337	2.031	6.471	9.114	13.29	8.560	6.908	5.334	4.136	59.28	109.1%	2.095	9.839	30.97	16.38
2022	£M	2.602	3.497	3.997	6.293	7.184	7.572	9.963	12.74	8.442	6.753	5.518	4.661	79.22	33.6%	10.10	21.05	31.14	16.93
2023	£M	3.167	3.748	4.151	6.556	7.418	7.795	10.05	13.15	8.901	6.902	5.589	4.904	82.33	3.9%	11.07	21.77	32.10	17.39
2024	£M	2.764	3.214	3.609	5.526	6.795	6.815	9.109	12.08	7.721	6.146	4.907	4.216	72.90	-11.5%	9.588	19.14	28.91	15.27

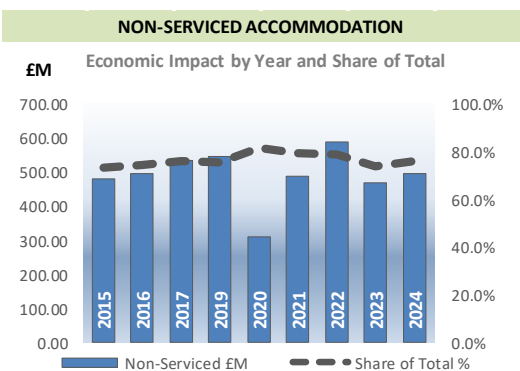
ECONOMIC IMPACT - INDEXED TO 2024										
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024
Serviced	£M	89.34	85.07	85.16	86.86	28.35	59.28	79.22	82.33	72.90
All Visitor Types	£M	654.83	665.04	703.72	725.14	382.44	612.94	745.12	635.77	653.39
Share of Total	%	13.6%	12.8%	12.1%	12.0%	7.4%	9.7%	10.6%	13.0%	11.2%
Annual Change in Share	%		-6.2%	-5.4%	-1.0%	-38.1%	30.4%	9.9%	21.8%	-13.8%
Change in Share from 2015	%		-6.2%	-11.3%	-12.2%	-45.7%	-29.1%	-22.1%	-5.1%	-18.2%
Avg Ann. Change in Share	%		-6.2%	-5.7%	-3.1%	-9.1%	-4.9%	-3.2%	-0.6%	-2.0%

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



STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024 2024 Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2024		10.9%	-6.4%	-0.1%	8.1%	-6.8%	-7.5%	-5.2%	-0.4%	14.8%	24.1%	6.1%	24.2%	3.0%	Annual Change	0.7%	-3.4%	2.8%	19.5%
% Change 2023 to 2024		23.6%	13.5%	19.3%	5.9%	-9.6%	2.3%	9.8%	-0.7%	5.1%	17.1%	18.6%	19.0%	5.7%		18.9%	-1.4%	4.2%	17.8%
Average Annual Change		1.2%	-0.7%	0.0%	0.9%	-0.8%	-0.8%	-0.6%	0.0%	1.6%	2.7%	0.7%	2.7%	0.3%		0.1%	-0.4%	0.3%	2.2%
2015	£M	10.12	11.66	24.73	37.52	56.35	57.11	69.17	79.48	66.58	37.46	17.31	12.65	480.13		46.51	150.98	215.23	67.42
2016	£M	10.65	12.01	24.78	37.89	57.20	57.72	71.37	83.60	69.90	39.01	17.93	13.15	495.21	3.1%	47.44	152.82	224.87	70.09
2017	£M	11.75	13.95	24.59	41.41	60.72	59.55	77.58	86.89	79.76	42.29	18.41	15.01	531.92	7.4%	50.29	161.69	244.22	75.72
2019	£M	12.92	14.30	24.88	45.78	64.58	60.40	78.93	88.83	75.46	43.53	19.96	16.19	545.75	2.6%	52.10	170.76	243.22	79.67
2020	£M	14.03	11.48	13.94	1.551	3.369	3.551	47.11	74.24	87.78	42.34	2.153	8.908	310.44	-43.1%	39.45	8.471	209.12	53.40
2021	£M	0.352	0.344	0.688	13.07	52.22	64.64	78.59	90.76	95.68	54.10	20.27	15.24	485.96	56.5%	1.384	129.93	265.03	89.61
2022	£M	14.29	13.13	30.31	45.37	67.82	65.95	82.90	94.31	85.54	45.09	20.37	20.99	586.07	20.6%	57.72	179.14	262.75	86.45
2023	£M	9.082	9.614	20.71	38.29	58.07	51.64	59.75	79.74	72.71	39.70	15.49	13.20	468.00	-20.1%	39.41	148.01	212.20	68.39
2024	£M	11.23	10.91	24.71	40.56	52.51	52.81	65.59	79.15	76.42	46.50	18.37	15.71	494.47	5.7%	46.84	145.88	221.16	80.58


ECONOMIC IMPACT - INDEXED TO 2024										
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024
Non-Serviced	£M	480.13	495.21	531.92	545.75	310.44	485.96	586.07	468.00	494.47
All Visitor Types	£M	654.83	665.04	703.72	725.14	382.44	612.94	745.12	635.77	653.39
Share of Total	%	73.3%	74.5%	75.6%	75.3%	81.2%	79.3%	78.7%	73.6%	75.7%
Annual Change in Share	%		1.6%	1.5%	-0.4%	7.9%	-2.3%	-0.8%	-6.4%	2.8%
Change in Share from 2015	%		1.6%	3.1%	2.6%	10.7%	8.1%	7.3%	0.4%	3.2%
Avg Ann. Change in Share	%		1.6%	1.5%	0.7%	2.1%	1.4%	1.0%	0.0%	0.4%



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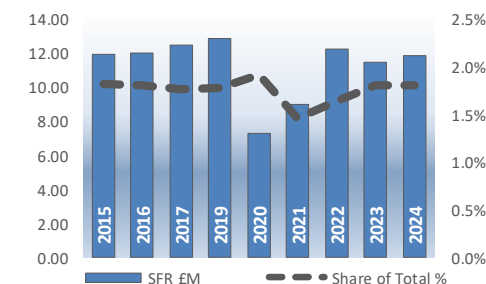
STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 to 2024 2024 Prices			SFR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2024 / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2024		-40.6%	-48.2%	-40.5%	13.3%	13.8%	8.4%	9.1%	8.4%	19.6%	18.1%	14.3%	18.6%	-0.6%	Annual Change	-42.0%	12.2%	11.2%	17.6%	
% Change 2023 to 2024		8.1%	4.1%	5.9%	1.8%	-2.5%	1.3%	2.7%	1.1%	0.8%	5.7%	6.3%	5.9%	3.1%		6.9%	0.3%	1.6%	5.9%	
Average Annual Change		-4.5%	-5.4%	-4.5%	1.5%	1.5%	0.9%	1.0%	0.9%	2.2%	2.0%	1.6%	2.1%	-0.1%		-4.7%	1.4%	1.2%	2.0%	
2015	£M	1.780	0.574	0.665	1.392	0.951	0.750	1.148	1.224	0.687	0.660	0.563	1.468	11.86	1.1%	3.019	3.093	3.059	2.691	
2016	£M	1.809	0.579	0.666	1.397	0.957	0.756	1.160	1.243	0.699	0.668	0.570	1.491	11.99		3.054	3.110	3.102	2.729	
2017	£M	1.884	0.607	0.669	1.444	0.984	0.769	1.196	1.264	0.741	0.692	0.585	1.562	12.39		3.160	3.196	3.200	2.838	
2019	£M	1.985	0.623	0.682	1.515	1.024	0.787	1.234	1.302	0.741	0.707	0.618	1.636	12.85		3.290	3.326	3.277	2.961	
2020	£M	2.141	0.512	0.370	0.056	0.055	0.047	0.711	1.061	0.812	0.651	0.068	0.804	7.287		-43.3%	3.023	0.157	2.584	1.523
2021	£M	0.049	0.013	0.016	0.442	0.865	0.861	1.249	1.342	0.974	0.896	0.645	1.590	8.943		22.7%	0.078	2.168	3.565	3.131
2022	£M	1.107	0.303	0.417	1.592	1.147	0.854	1.309	1.365	0.834	0.752	0.647	1.867	12.19		36.3%	1.827	3.593	3.507	3.266
2023	£M	0.979	0.285	0.374	1.549	1.110	0.802	1.220	1.312	0.815	0.738	0.605	1.645	11.43		-6.2%	1.638	3.461	3.347	2.988
2024	£M	1.057	0.297	0.396	1.577	1.082	0.812	1.252	1.326	0.822	0.780	0.643	1.742	11.79	3.1%	1.750	3.471	3.401	3.165	

ECONOMIC IMPACT - INDEXED TO 2024											SFR	
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	<div><div>£M</div><div>Economic Impact by Year and Share of Total</div></div>	
SFR	£M	11.86	11.99	12.39	12.85	7.287	8.943	12.19	11.43	11.79		
All Visitor Types	£M	654.83	665.04	703.72	725.14	382.44	612.94	745.12	635.77	653.39		
Share of Total	%	1.8%	1.8%	1.8%	1.8%	1.9%	1.5%	1.6%	1.8%	1.8%		
Annual Change in Share	%		-0.4%	-2.3%	0.6%	7.5%	-23.4%	12.2%	9.9%	0.3%		
Change in Share from 2015	%		-0.4%	-2.8%	-2.1%	5.2%	-19.5%	-9.7%	-0.7%	-0.4%		
Avg Ann. Change in Share	%		-0.4%	-1.4%	-0.5%	1.0%	-3.2%	-1.4%	-0.1%	0.0%		

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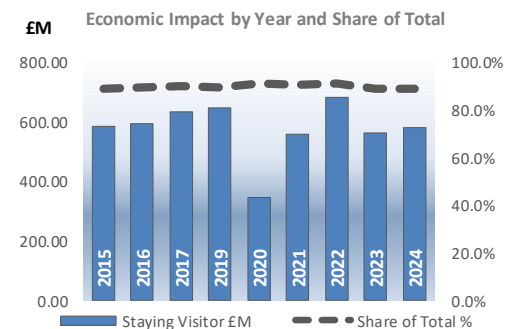
£M Economic Impact by Year and Share of Total



Report Prepared by: Alison Tipler, Date of Issue: 10/06/25

STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 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			Q1	Q2	Q3	Q4
% Change 2015 to 2024		-1.0%	-13.4%	-5.7%	4.5%	-6.8%	-9.0%	-6.5%	-2.6%	9.5%	16.4%	0.0%	17.2%	-0.4%	Annual Change	-6.6%	-4.7%	-0.2%	12.1%
% Change 2023 to 2024		13.8%	5.7%	13.8%	2.7%	-9.3%	0.3%	6.9%	-1.7%	3.1%	12.9%	10.3%	9.7%	3.1%		11.6%	-2.7%	2.4%	11.5%
Average Annual Change		-0.1%	-1.5%	-0.6%	0.5%	-0.8%	-1.0%	-0.7%	-0.3%	1.1%	1.8%	0.0%	1.9%	0.0%		-0.7%	-0.5%	0.0%	1.3%
2015	£M	15.20	16.66	30.46	45.62	64.79	66.42	81.23	95.07	77.57	45.91	23.92	18.50	581.34	1.9%	62.31	176.83	253.88	88.32
2016	£M	15.36	16.72	30.15	45.52	65.32	66.57	83.38	99.08	80.18	46.71	24.20	19.07	592.28		62.24	177.42	262.64	89.98
2017	£M	16.80	18.45	29.62	49.44	69.34	68.38	89.34	101.89	90.07	50.03	24.69	21.43	629.48	6.3%	64.87	187.16	281.31	96.14
2019	£M	18.10	18.82	29.90	53.91	73.55	69.48	90.86	104.45	85.59	51.60	26.53	22.68	645.46	2.5%	66.82	196.94	280.90	100.80
2020	£M	19.30	15.60	16.07	2.141	4.184	4.287	50.21	81.92	92.98	46.17	2.966	10.25	346.08	-46.4%	50.96	10.61	225.11	59.39
2021	£M	0.983	1.016	1.557	14.85	55.12	71.97	88.96	105.39	105.22	61.91	26.25	20.96	554.18	60.1%	3.557	141.94	299.57	109.12
2022	£M	17.99	16.93	34.72	53.26	76.15	74.38	94.17	108.41	94.82	52.60	26.54	27.51	677.48	22.2%	69.65	203.78	297.40	106.65
2023	£M	13.23	13.65	25.24	46.40	66.60	60.24	71.02	94.20	82.43	47.34	21.68	19.75	561.77	-17.1%	52.11	173.24	247.65	88.77
2024	£M	15.05	14.42	28.71	47.66	60.38	60.44	75.95	92.56	84.96	53.43	23.92	21.67	579.16	3.1%	58.18	168.49	253.47	99.02

ECONOMIC IMPACT - INDEXED TO 2024										STAYING VISITOR	
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022	2023	2024		
Staying Visitor	£M	581.34	592.28	629.48	645.46	346.08	554.18	677.48	561.77	579.16	
All Visitor Types	£M	654.83	665.04	703.72	725.14	382.44	612.94	745.12	635.77	653.39	
Share of Total	%	88.8%	89.1%	89.4%	89.0%	90.5%	90.4%	90.9%	88.4%	88.6%	
Annual Change in Share	%		0.3%	0.4%	-0.5%	1.7%	-0.1%	0.6%	-2.8%	0.3%	
Change in Share from 2015	%		0.3%	0.8%	0.3%	1.9%	1.8%	2.4%	-0.5%	-0.2%	
Avg Ann. Change in Share	%		0.3%	0.4%	0.1%	0.4%	0.3%	0.3%	-0.1%	0.0%	



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STEAM REPORT FOR 2015-2024 - FINAL EAST LINDSEY COASTAL STRIP											2015 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			Q1	Q2	Q3	Q4
% Change 2015 to 2024		-5.0%	7.1%	34.6%	-7.7%	7.2%	24.8%	-14.0%	-6.3%	2.6%	-8.2%	-9.6%	-5.1%	1.0%	Annual Change	13.9%	7.6%	-6.6%	-8.0%
% Change 2023 to 2024		2.6%	4.6%	3.0%	-1.0%	1.9%	3.7%	0.1%	-2.7%	-5.7%	0.1%	1.0%	1.3%	0.3%		3.5%	1.7%	-2.7%	0.6%
Average Annual Change		-0.6%	0.8%	3.8%	-0.9%	0.8%	2.8%	-1.6%	-0.7%	0.3%	-0.9%	-1.1%	-0.6%	0.1%		1.5%	0.8%	-0.7%	-0.9%
2015	£M	3.395	4.874	4.706	6.931	8.287	6.427	8.172	13.05	6.230	5.929	3.213	2.278	73.49	-1.0%	12.98	21.65	27.45	11.42
2016	£M	3.410	4.802	5.143	6.718	8.600	7.098	7.610	12.83	5.775	5.510	3.022	2.251	72.76		13.35	22.42	26.21	10.78
2017	£M	3.377	4.891	5.314	7.038	8.563	7.170	7.333	13.52	6.201	5.427	3.155	2.261	74.25	2.0%	13.58	22.77	27.05	10.84
2019	£M	3.620	5.550	5.990	7.251	9.297	7.809	7.583	14.19	7.077	5.869	3.157	2.284	79.68	7.3%	15.16	24.36	28.85	11.31
2020	£M	3.368	4.835	2.774	0.573	1.161	1.633	2.580	8.211	4.648	3.776	1.361	1.438	36.36	-54.4%	10.98	3.367	15.44	6.576
2021	£M	1.045	1.954	2.508	3.902	6.755	6.884	6.381	12.66	6.602	5.515	2.722	1.833	58.76	61.6%	5.508	17.54	25.64	10.07
2022	£M	2.854	4.139	5.326	5.981	7.944	6.969	6.529	11.64	6.058	5.205	2.812	2.178	67.63	15.1%	12.32	20.89	24.23	10.20
2023	£M	3.144	4.989	6.153	6.464	8.713	7.732	7.024	12.56	6.777	5.435	2.877	2.134	74.00	9.4%	14.29	22.91	26.36	10.45
2024	£M	3.226	5.220	6.335	6.399	8.880	8.019	7.031	12.23	6.393	5.440	2.905	2.163	74.24	0.3%	14.78	23.30	25.65	10.51

ECONOMIC IMPACT - INDEXED TO 2024										
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024
Day Visitor	£M	73.49	72.76	74.25	79.68	36.36	58.76	67.63	74.00	74.24
All Visitor Types	£M	654.83	665.04	703.72	725.14	382.44	612.94	745.12	635.77	653.39
Share of Total	%	11.2%	10.9%	10.6%	11.0%	9.5%	9.6%	9.1%	11.6%	11.4%
Annual Change in Share	%		-2.5%	-3.6%	4.1%	-13.5%	0.8%	-5.3%	28.2%	-2.4%
Change in Share from 2015	%		-2.5%	-6.0%	-2.1%	-15.3%	-14.6%	-19.1%	3.7%	1.2%
Avg Ann. Change in Share	%		-2.5%	-3.0%	-0.5%	-3.1%	-2.4%	-2.7%	0.5%	0.1%

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