STEAM REPORT FOR 2014-2025 - FINAL

Final

LINCOLNSHIRE

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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE

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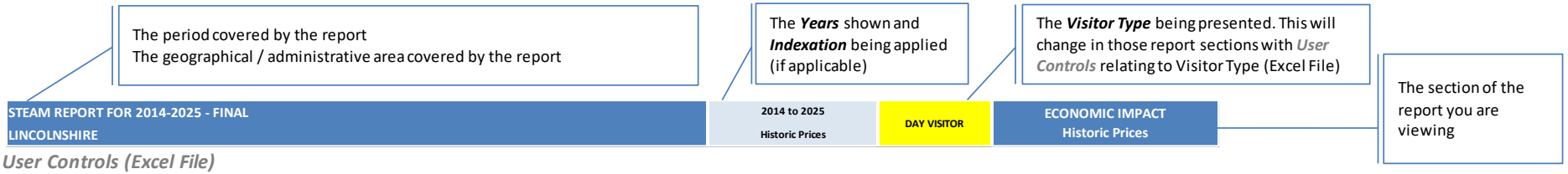
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Report Section Design and Features

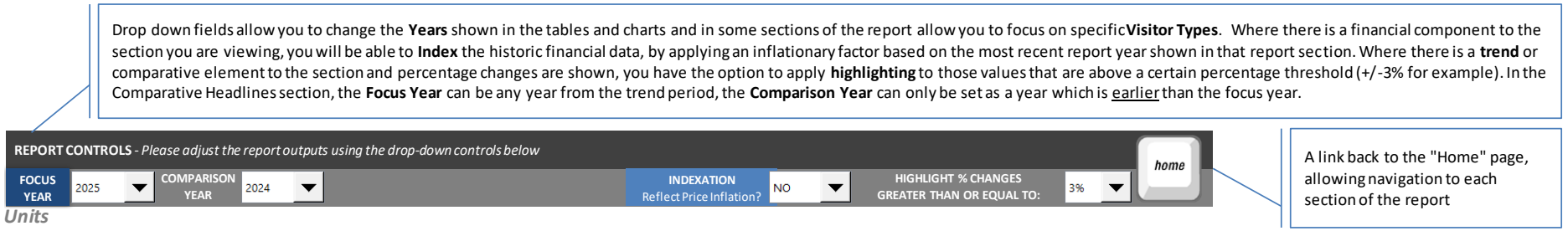
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Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

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Comparing 2025 and 2024

All £'s Historic Prices

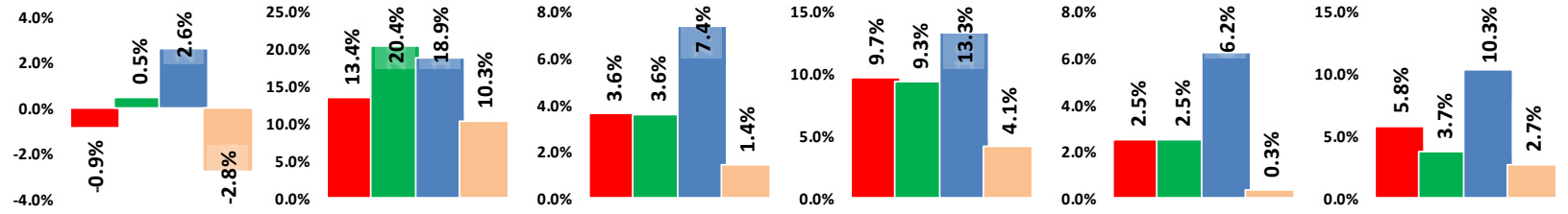
COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

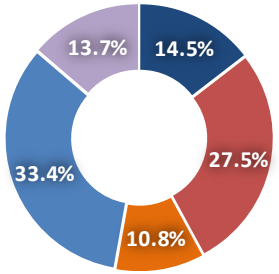
KEY		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
An increase of 3% or more		Serviced			Non-Serviced														
Less than 3% change																			
A Fall of 3% or more		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	1.655	1.669	-0.9%	10.76	9.488	13.4%	3.060	2.953	3.6%	15.47	14.11	9.7%	17.02	16.60	2.5%	32.49	30.71	5.8%
Visitor Numbers	M	0.860	0.856	0.5%	1.599	1.328	20.4%	1.289	1.244	3.6%	3.748	3.428	9.3%	17.02	16.60	2.5%	20.76	20.03	3.7%
Direct Expenditure	£Bn																1.670	1.515	10.2%
Economic Impact	£Bn	0.261	0.254	2.6%	0.847	0.712	18.9%	0.218	0.203	7.4%	1.325	1.169	13.3%	0.916	0.863	6.2%	2.241	2.031	10.3%
Direct Employment	FTEs	3,521	3,623	-2.8%	5,227	4,740	10.3%	1,420	1,401	1.4%	10,168	9,764	4.1%	5,897	5,878	0.3%	16,065	15,642	2.7%
Total Employment	FTEs																20,339	19,733	3.1%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2024 - IN HISTORIC PRICES

KEY: Visitor Days; Visitor Numbers; Total Economic Impact; Direct Employment



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



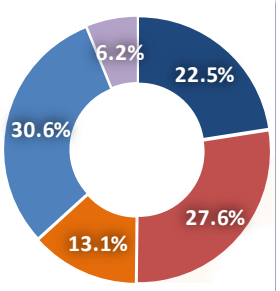
Accommodation; Food & Drink; Recreation; Shopping; Transport

Direct Expenditure Categories

Sectors	2025	2024	+/- %
Accommodation	0.243	0.212	14.6%
Food & Drink	0.460	0.420	9.6%
Recreation	0.180	0.164	9.2%
Shopping	0.558	0.511	9.3%
Transport	0.229	0.209	9.9%
TOTAL DIRECT	**1.670**	**1.515**	**10.2%**
Indirect	0.571	0.516	10.6%
TOTAL	**2.241**	**2.031**	**10.3%**

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	3,622	3,605	0.5%
Food & Drink	4,439	4,287	3.5%
Recreation	2,103	2,038	3.2%
Shopping	4,914	4,759	3.3%
Transport	988	952	3.8%
TOTAL DIRECT	**16,065**	**15,642**	**2.7%**
Indirect	4,274	4,091	4.5%
TOTAL	**20,339**	**19,733**	**3.1%**



Accommodation; Food & Drink; Recreation; Shopping; Transport

Direct Employment Categories

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Unindexed Key Measures by Year and Visitor Type for the Period 2014 to 2025

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

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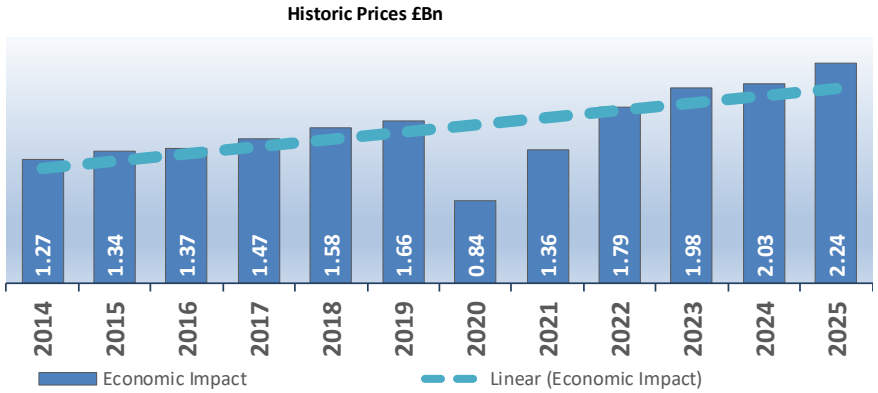
2014 to 2025
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

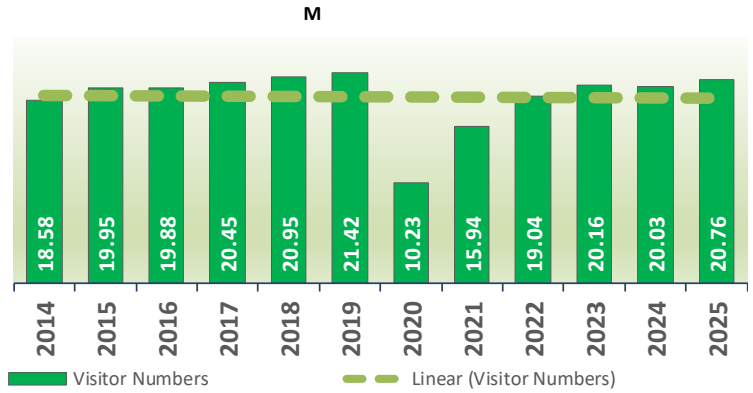
Economic Impact - Historic Prices - Total

	% Change Year on Year
2015	6.2%
2016	2.1%
2017	7.4%
2018	7.1%
2019	4.9%
2020	-49.1%
2021	61.0%
2022	31.5%
2023	11.0%
2024	2.5%
2025	10.3%



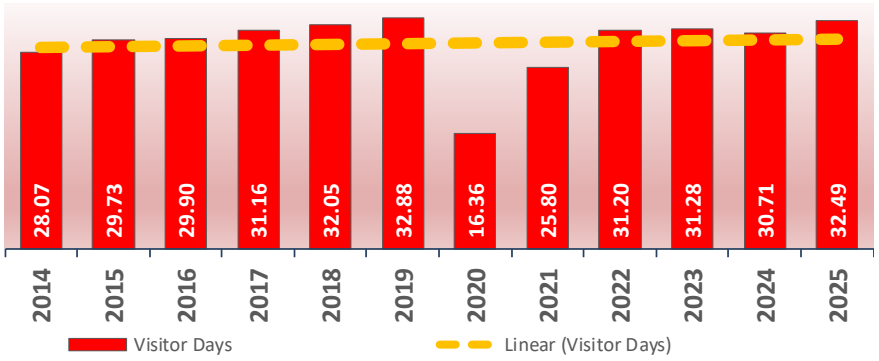
Visitor Numbers - Total

	% Change Year on Year
2015	7.3%
2016	-0.3%
2017	2.9%
2018	2.5%
2019	2.2%
2020	-52.2%
2021	55.8%
2022	19.4%
2023	5.9%
2024	-0.7%
2025	3.7%



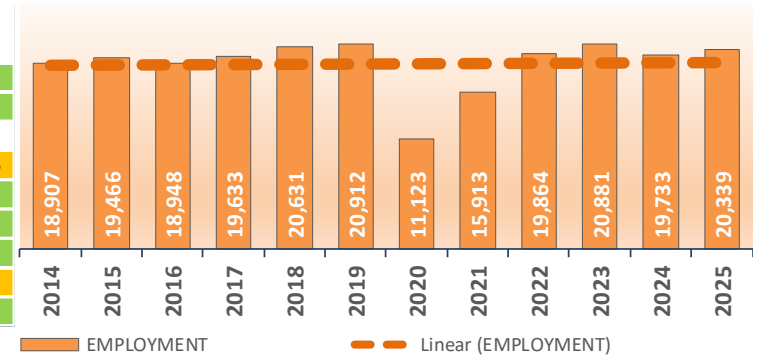
Visitor Days - Total

	% Change Year on Year
2015	5.9%
2016	0.6%
2017	4.2%
2018	2.9%
2019	2.6%
2020	-50.2%
2021	57.7%
2022	20.9%
2023	0.3%
2024	-1.8%
2025	5.8%



Total Employment Supported - Total

	% Change Year on Year
2015	3.0%
2016	-2.7%
2017	3.6%
2018	5.1%
2019	1.4%
2020	-46.8%
2021	43.1%
2022	24.8%
2023	5.1%
2024	-5.5%
2025	3.1%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		6.2%	8.4%	16.4%	24.7%	30.8%	-33.4%	7.2%	41.0%	56.5%	60.4%	77.0%
Visitor Numbers		7.3%	7.0%	10.1%	12.8%	15.3%	-44.9%	-14.2%	2.4%	8.5%	7.8%	11.7%
Visitor Days		5.9%	6.5%	11.0%	14.2%	17.2%	-41.7%	-8.1%	11.2%	11.5%	9.4%	15.8%
Total Employment		3.0%	0.2%	3.8%	9.1%	10.6%	-41.2%	-15.8%	5.1%	10.4%	4.4%	7.6%

"Linear" = *Linear Trendline*

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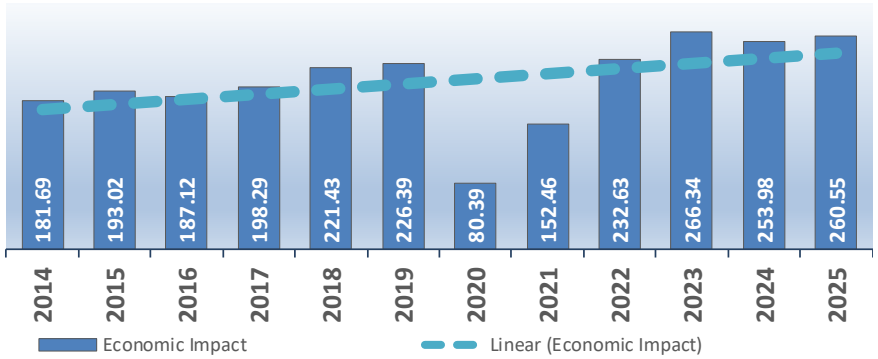
2014 to 2025
Historic Prices

SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

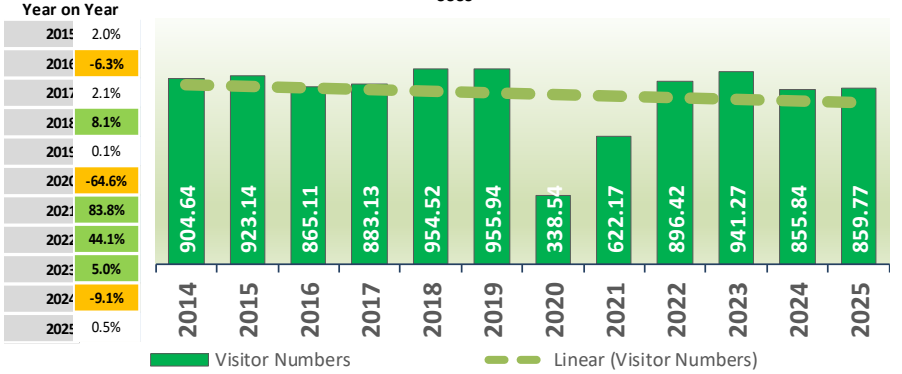
Economic Impact - Historic Prices - Serviced Accommodation

	% Change Year on Year
2015	6.2%
2016	-3.1%
2017	6.0%
2018	11.7%
2019	2.2%
2020	-64.5%
2021	89.6%
2022	52.6%
2023	14.5%
2024	-4.6%
2025	2.6%



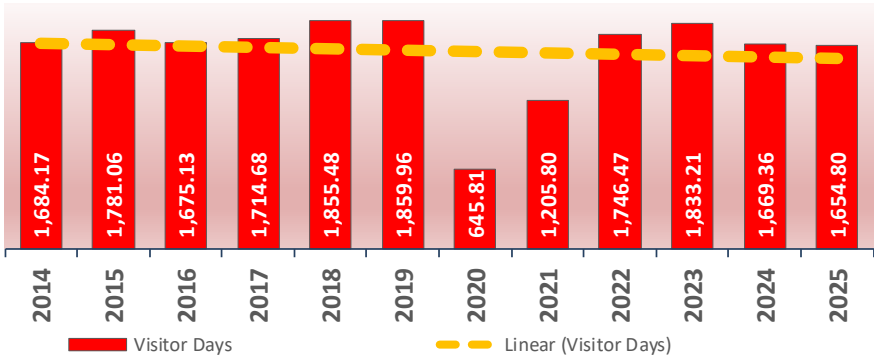
Visitor Numbers - Serviced Accommodation

	% Change Year on Year
2015	2.0%
2016	-6.3%
2017	2.1%
2018	8.1%
2019	0.1%
2020	-64.6%
2021	83.8%
2022	44.1%
2023	5.0%
2024	-9.1%
2025	0.5%



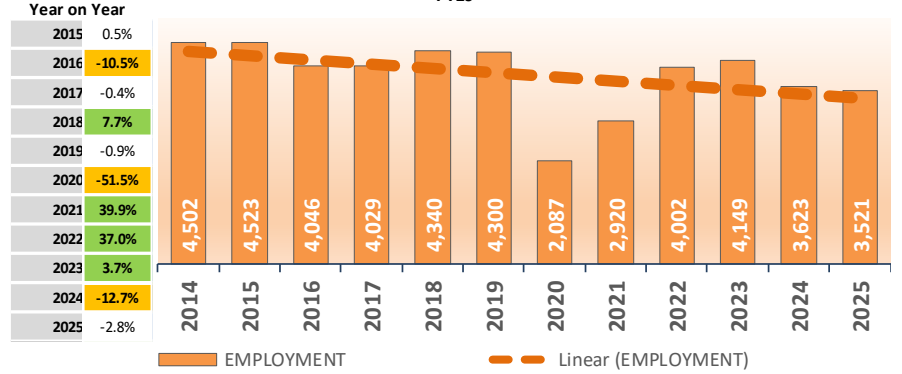
Visitor Days - Serviced Accommodation

	% Change Year on Year
2015	5.8%
2016	-5.9%
2017	2.4%
2018	8.2%
2019	0.2%
2020	-65.3%
2021	86.7%
2022	44.8%
2023	5.0%
2024	-8.9%
2025	-0.9%



Direct Employment Supported - Serviced Accommodation

	% Change Year on Year
2015	0.5%
2016	-10.5%
2017	-0.4%
2018	7.7%
2019	-0.9%
2020	-51.5%
2021	39.9%
2022	37.0%
2023	3.7%
2024	-12.7%
2025	-2.8%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		6.2%	3.0%	9.1%	21.9%	24.6%	-55.8%	-16.1%	28.0%	46.6%	39.8%	43.4%
Visitor Numbers		2.0%	-4.4%	-2.4%	5.5%	5.7%	-62.6%	-31.2%	-0.9%	4.0%	-5.4%	-5.0%
Visitor Days		5.8%	-0.5%	1.8%	10.2%	10.4%	-61.7%	-28.4%	3.7%	8.8%	-0.9%	-1.7%
Direct Employment		0.5%	-10.1%	-10.5%	-3.6%	-4.5%	-53.6%	-35.1%	-11.1%	-7.8%	-19.5%	-21.8%

"Linear" = *Linear Trendline*

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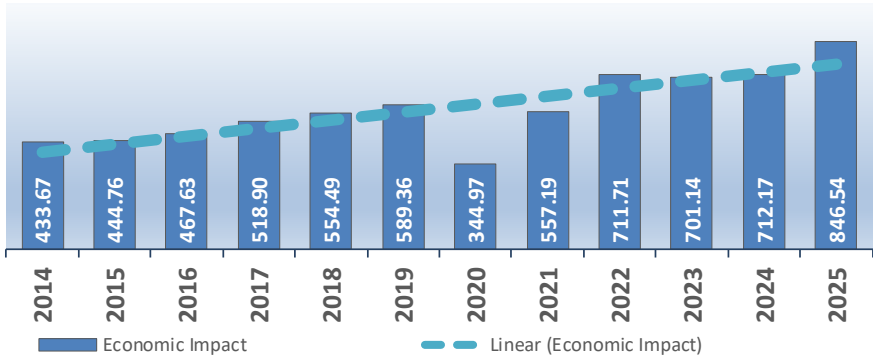
2014 to 2025
Historic Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

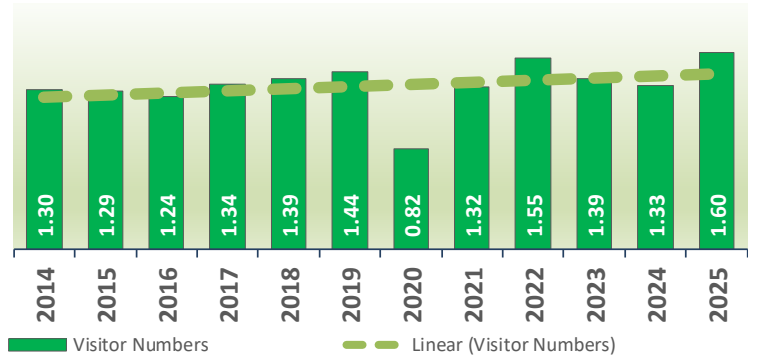
Economic Impact - Historic Prices - Non-Serviced Accommodation

	% Change Year on Year
2015	2.6%
2016	5.1%
2017	11.0%
2018	6.9%
2019	6.3%
2020	-41.5%
2021	61.5%
2022	27.7%
2023	-1.5%
2024	1.6%
2025	18.9%



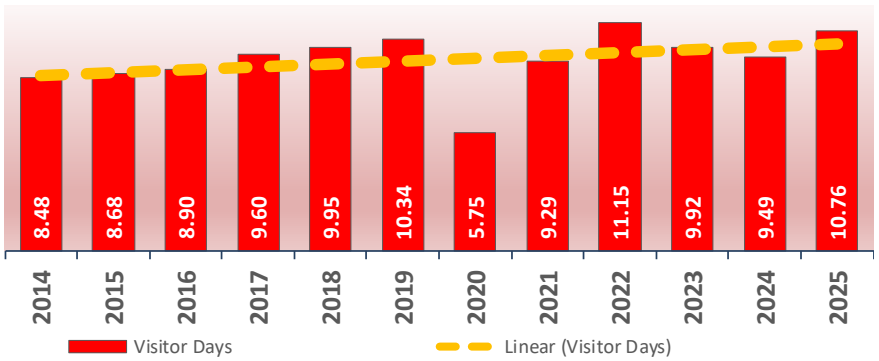
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2015	-0.7%
2016	-3.5%
2017	7.9%
2018	3.6%
2019	3.9%
2020	-43.3%
2021	60.9%
2022	18.1%
2023	-10.7%
2024	-4.4%
2025	20.4%



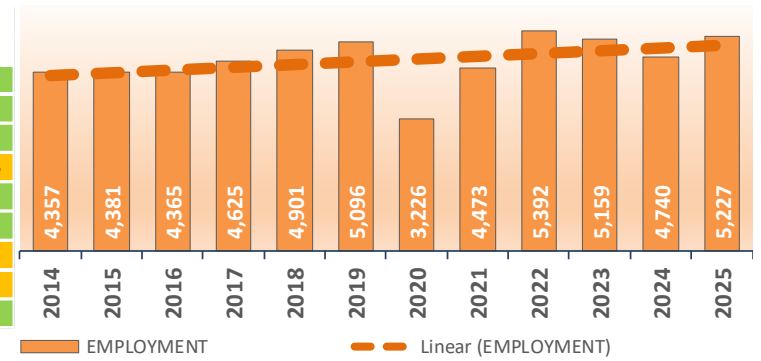
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2015	2.3%
2016	2.6%
2017	7.8%
2018	3.6%
2019	4.0%
2020	-44.4%
2021	61.5%
2022	20.0%
2023	-11.0%
2024	-4.4%
2025	13.4%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2015	0.6%
2016	-0.4%
2017	6.0%
2018	6.0%
2019	4.0%
2020	-36.7%
2021	38.6%
2022	20.5%
2023	-4.3%
2024	-8.1%
2025	10.3%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		2.6%	7.8%	19.7%	27.9%	35.9%	-20.5%	28.5%	64.1%	61.7%	64.2%	95.2%
Visitor Numbers		-0.7%	-4.2%	3.4%	7.1%	11.3%	-36.9%	1.6%	20.0%	7.2%	2.5%	23.4%
Visitor Days		2.3%	5.0%	13.2%	17.3%	22.0%	-32.1%	9.6%	31.5%	17.0%	11.9%	26.9%
Direct Employment		0.6%	0.2%	6.2%	12.5%	17.0%	-25.9%	2.7%	23.8%	18.4%	8.8%	20.0%

"Linear" = *Linear Trendline*

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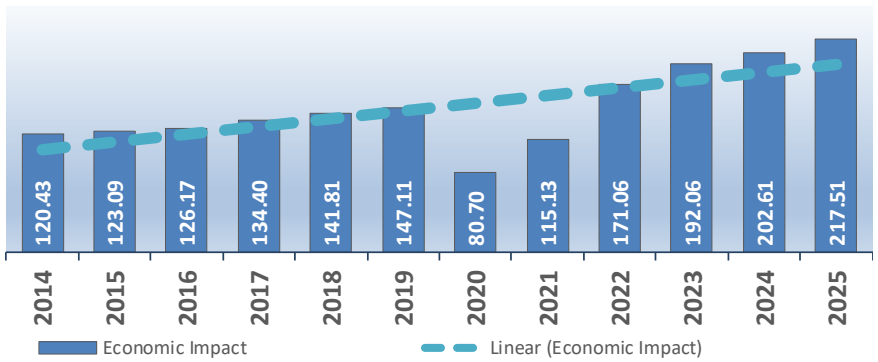
2014 to 2025
Historic Prices

SFR

KEY MEASURES
Historic Prices

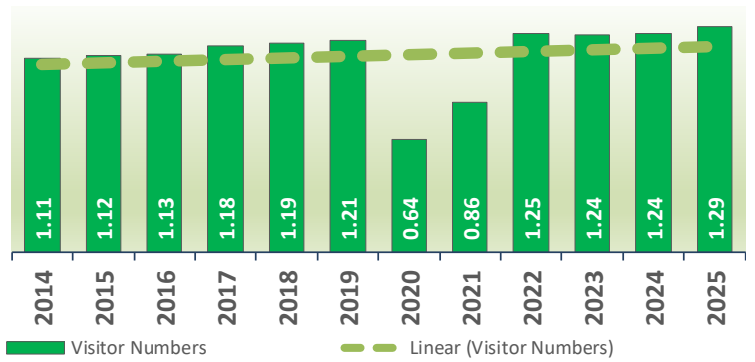
Economic Impact - Historic Prices - SFR

	% Change Year on Year
2015	2.2%
2016	2.5%
2017	6.5%
2018	5.5%
2019	3.7%
2020	-45.1%
2021	42.7%
2022	48.6%
2023	12.3%
2024	5.5%
2025	7.4%



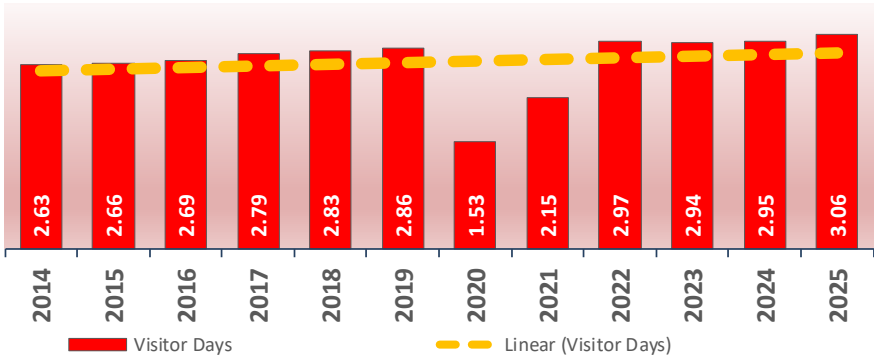
Visitor Numbers - SFR

	% Change Year on Year
2015	1.1%
2016	1.1%
2017	3.8%
2018	1.5%
2019	1.2%
2020	-46.7%
2021	33.1%
2022	46.0%
2023	-1.0%
2024	0.6%
2025	3.6%



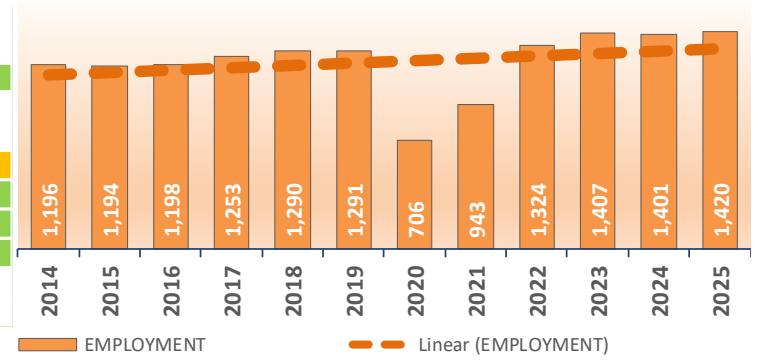
Visitor Days - SFR

	% Change Year on Year
2015	1.1%
2016	1.2%
2017	3.9%
2018	1.5%
2019	1.2%
2020	-46.6%
2021	40.7%
2022	37.8%
2023	-1.0%
2024	0.6%
2025	3.6%



Direct Employment Supported - SFR

	% Change Year on Year
2015	-0.2%
2016	0.4%
2017	4.6%
2018	2.9%
2019	0.1%
2020	-45.3%
2021	33.5%
2022	40.3%
2023	6.3%
2024	-0.5%
2025	1.4%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		2.2%	4.8%	11.6%	17.7%	22.2%	-33.0%	-4.4%	42.0%	59.5%	68.2%	80.6%
Visitor Numbers		1.1%	2.3%	6.2%	7.8%	9.0%	-41.9%	-22.7%	12.9%	11.7%	12.4%	16.4%
Visitor Days		1.1%	2.3%	6.2%	7.8%	9.1%	-41.8%	-18.0%	12.9%	11.8%	12.4%	16.5%
Direct Employment		-0.2%	0.2%	4.8%	7.8%	7.9%	-41.0%	-21.1%	10.7%	17.6%	17.1%	18.7%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE

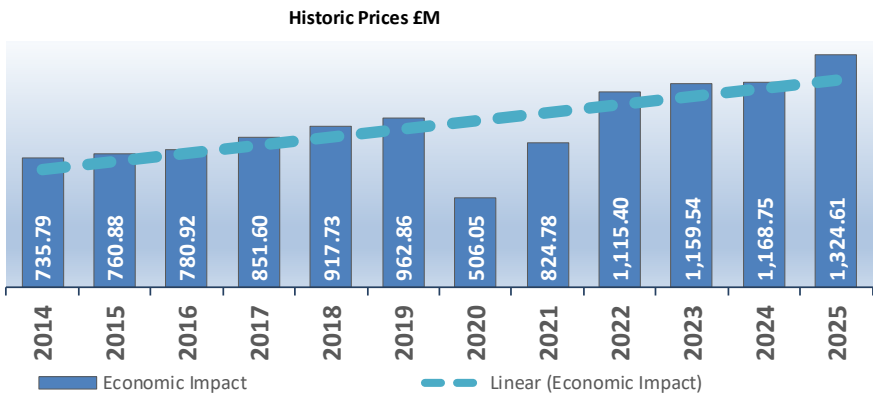
2014 to 2025
Historic Prices

STAYING VISITOR

KEY MEASURES
Historic Prices

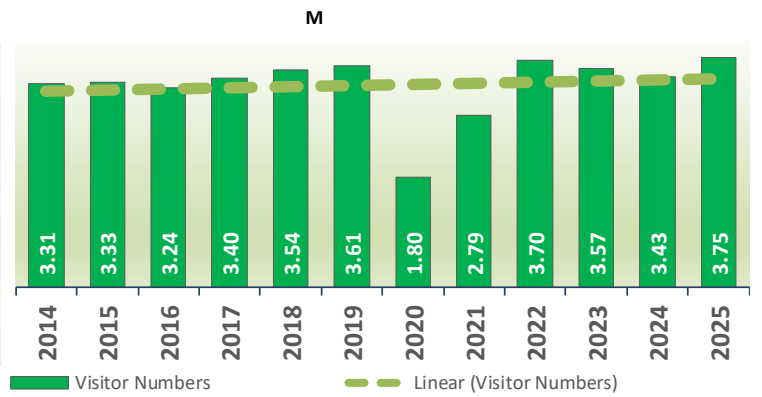
Economic Impact - Historic Prices - Staying Visitor

	% Change Year on Year
2015	3.4%
2016	2.6%
2017	9.1%
2018	7.8%
2019	4.9%
2020	-47.4%
2021	63.0%
2022	35.2%
2023	4.0%
2024	0.8%
2025	13.3%



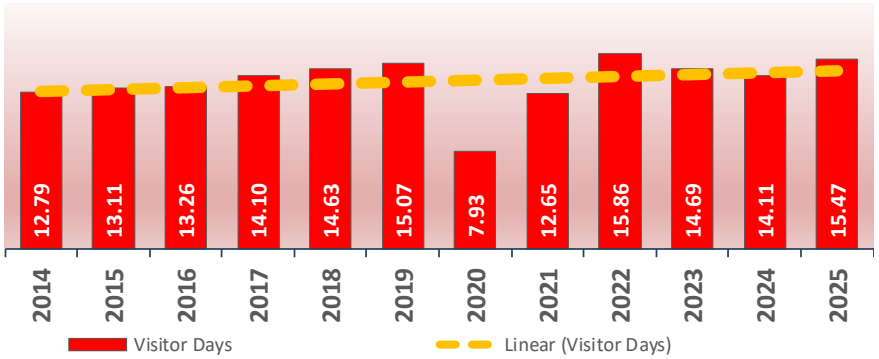
Visitor Numbers - Staying Visitor

	% Change Year on Year
2015	0.7%
2016	-2.7%
2017	4.9%
2018	4.0%
2019	2.0%
2020	-50.1%
2021	55.2%
2022	32.5%
2023	-3.6%
2024	-3.9%
2025	9.3%



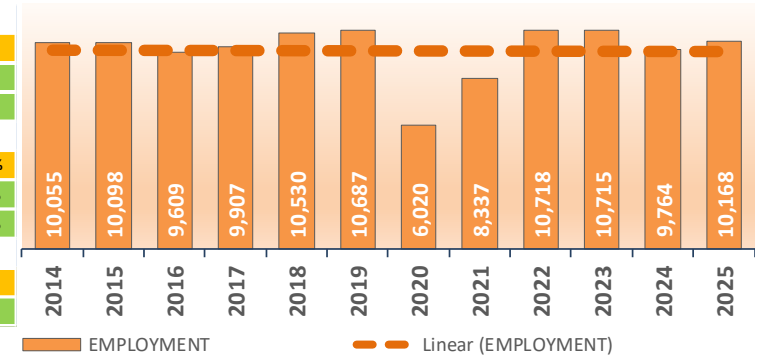
Visitor Days - Staying Visitor

	% Change Year on Year
2015	2.5%
2016	1.2%
2017	6.3%
2018	3.8%
2019	3.0%
2020	-47.4%
2021	59.5%
2022	25.4%
2023	-7.4%
2024	-3.9%
2025	9.7%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2015	0.4%
2016	-4.8%
2017	3.1%
2018	6.3%
2019	1.5%
2020	-43.7%
2021	38.5%
2022	28.6%
2023	0.0%
2024	-8.9%
2025	4.1%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		3.4%	6.1%	15.7%	24.7%	30.9%	-31.2%	12.1%	51.6%	57.6%	58.8%	80.0%
Visitor Numbers		0.7%	-2.1%	2.7%	6.9%	9.0%	-45.6%	-15.5%	11.9%	7.8%	3.6%	13.3%
Visitor Days		2.5%	3.7%	10.3%	14.4%	17.8%	-38.0%	-1.1%	24.0%	14.8%	10.3%	21.0%
Direct Employment		0.4%	-4.4%	-1.5%	4.7%	6.3%	-40.1%	-17.1%	6.6%	6.6%	-2.9%	1.1%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE

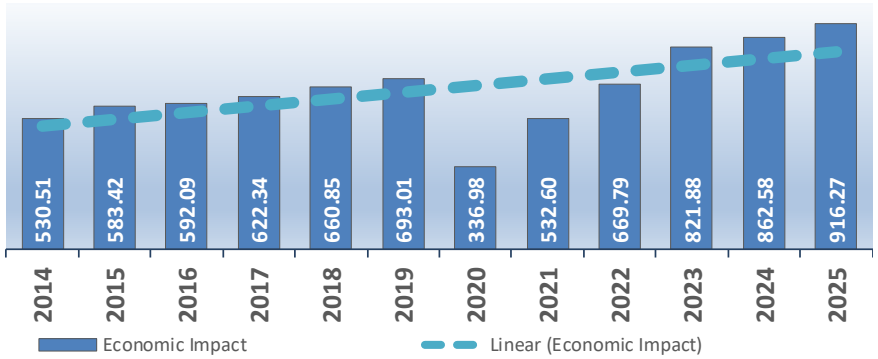
2014 to 2025
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

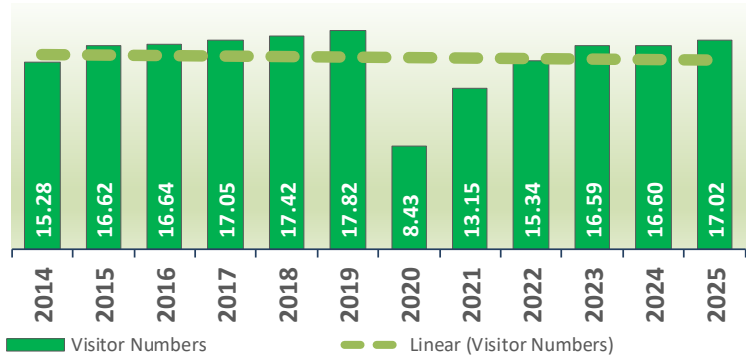
Economic Impact - Historic Prices - Day Visitor

	% Change Year on Year
2015	10.0%
2016	1.5%
2017	5.1%
2018	6.2%
2019	4.9%
2020	-51.4%
2021	58.1%
2022	25.8%
2023	22.7%
2024	5.0%
2025	6.2%



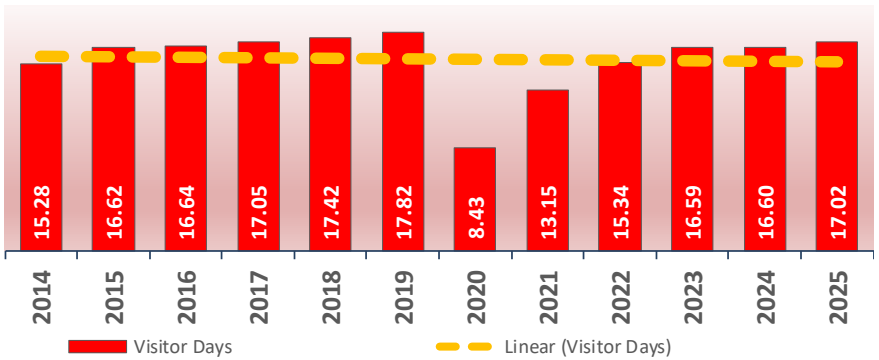
Visitor Numbers - Day Visitor

	% Change Year on Year
2015	8.8%
2016	0.2%
2017	2.5%
2018	2.1%
2019	2.3%
2020	-52.7%
2021	55.9%
2022	16.6%
2023	8.2%
2024	0.0%
2025	2.5%



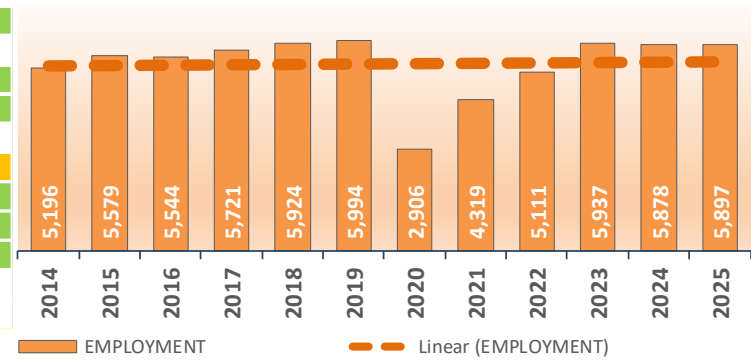
Visitor Days - Day Visitor

	% Change Year on Year
2015	8.8%
2016	0.2%
2017	2.5%
2018	2.1%
2019	2.3%
2020	-52.7%
2021	55.9%
2022	16.6%
2023	8.2%
2024	0.0%
2025	2.5%



Direct Employment Supported - Day Visitor

	% Change Year on Year
2015	7.4%
2016	-0.6%
2017	3.2%
2018	3.5%
2019	1.2%
2020	-51.5%
2021	48.6%
2022	18.3%
2023	16.2%
2024	-1.0%
2025	0.3%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		10.0%	11.6%	17.3%	24.6%	30.6%	-36.5%	0.4%	26.3%	54.9%	62.6%	72.7%
Visitor Numbers		8.8%	8.9%	11.6%	14.0%	16.6%	-44.8%	-13.9%	0.4%	8.6%	8.7%	11.4%
Visitor Days		8.8%	8.9%	11.6%	14.0%	16.6%	-44.8%	-13.9%	0.4%	8.6%	8.7%	11.4%
Direct Employment		7.4%	6.7%	10.1%	14.0%	15.4%	-44.1%	-16.9%	-1.6%	14.3%	13.1%	13.5%

"Linear" = *Linear Trendline*

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Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2014 to 2025

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

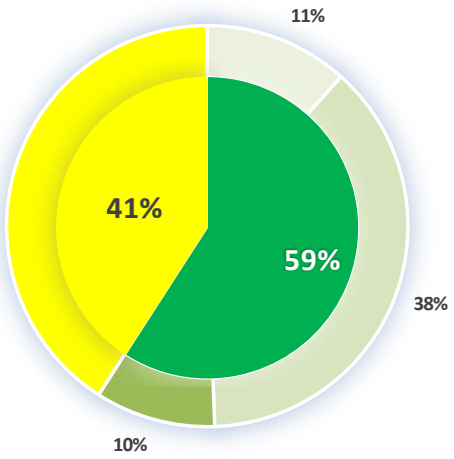
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STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE	2025 Historic Prices	TOTAL	DISTRIBUTION BY VISITOR TYPE Historic Prices

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

TOTAL
£2,240.89m

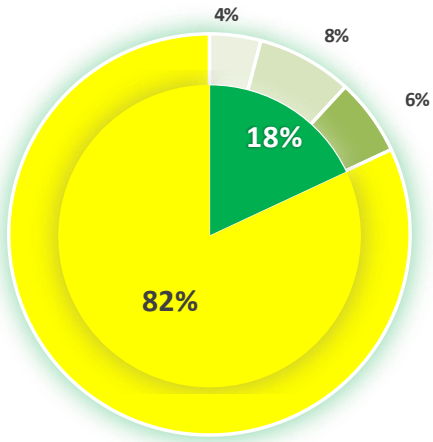
	£M
Serviced	260.55
Non-Serviced	846.54
SFR	217.51
Staying Visitor	1,324.61
Day Visitor	916.27
Total	2,240.89



Visitor Numbers - 2025 - M - Share of Total

TOTAL
20.76m

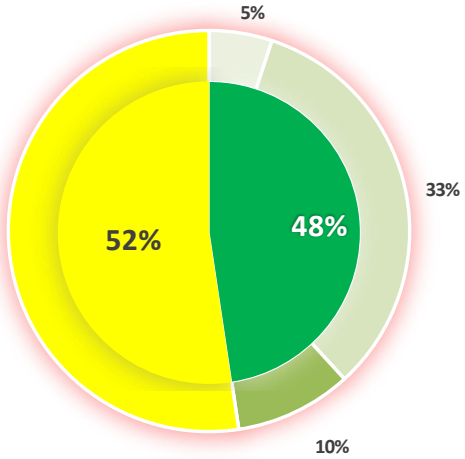
	M
Serviced	0.86
Non-Serviced	1.60
SFR	1.29
Staying Visitor	3.75
Day Visitor	17.02
Total	20.76



Visitor Days - 2025 - M - Share of Total

TOTAL
32.49m

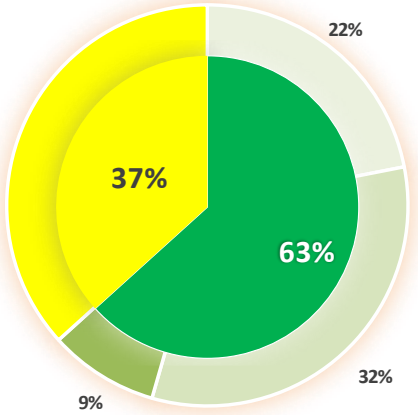
	M
Serviced	1.65
Non-Serviced	10.76
SFR	3.06
Staying Visitor	15.47
Day Visitor	17.02
Total	32.49



Direct Employment Supported - 2025 - FTEs - Share of Total

TOTAL
16,065 Direct FTEs
20,339 Total FTEs

	FTEs
Serviced	3,521
Non-Serviced	5,227
SFR	1,420
Staying Visitor	10,168
Day Visitor	5,897
Total	16,065

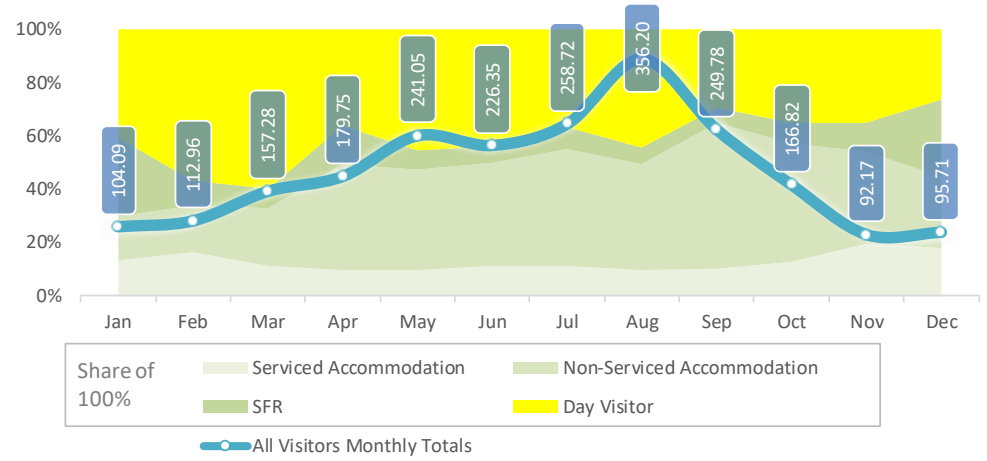


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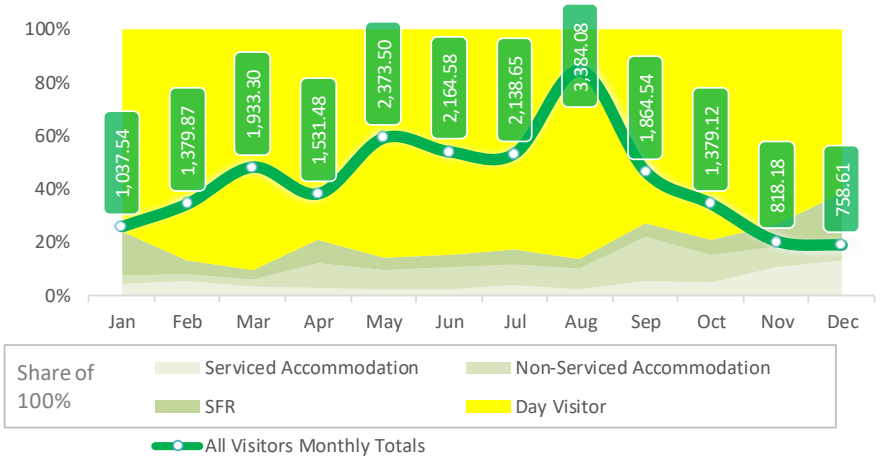
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STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE	2025 Historic Prices	TOTAL	DISTRIBUTION BY MONTH Historic Prices

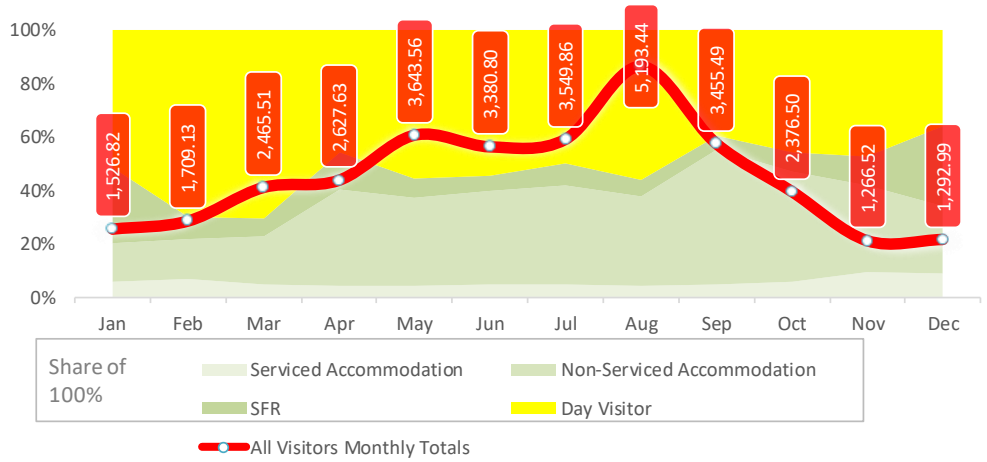
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



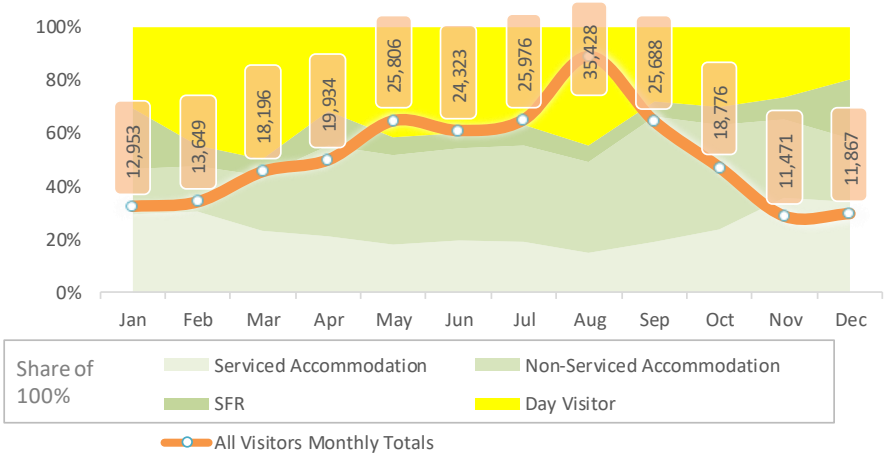
Visitor Numbers - 2025 - 000s - Distribution of Impact by Month



Visitor Days - 2025 - 000s - Distribution of Impact by Month



Direct Employment Supported - 2025 - FTEs - Distribution of Impact by Month



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STEAM REPORT FOR 2014-2025 - FINAL

LINCOLNSHIRE

2014 to 2025

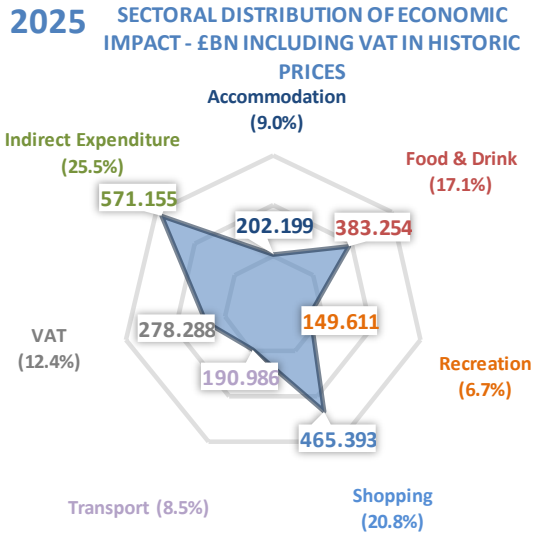
Historic Prices

TOTAL

SECTORAL ANALYSIS
Historic Prices

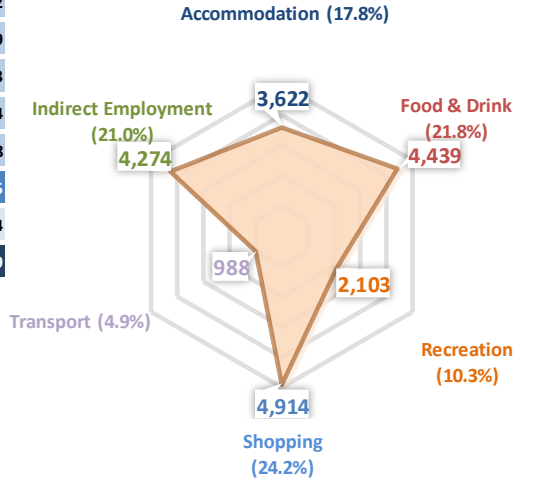
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	121.76	124.53	129.72	142.68	152.72	158.04	88.01	132.51	175.87	173.87	176.42	202.20
Food & Drink	£M	215.07	229.19	232.71	248.93	267.21	280.75	151.22	229.87	303.34	342.09	349.62	383.25
Recreation	£M	84.50	90.28	91.57	97.81	105.16	110.59	58.92	90.36	118.56	134.21	136.97	149.61
Shopping	£M	260.35	279.17	284.21	303.04	324.13	340.46	172.45	276.53	360.58	412.42	425.68	465.39
Transport	£M	106.03	113.11	115.49	123.62	132.37	139.48	71.89	115.30	150.31	169.11	173.83	190.99
Direct Revenue	£M	787.71	836.28	853.70	916.08	981.59	1,029.32	542.48	844.56	1,108.66	1,231.70	1,262.53	1,391.44
VAT	£M	157.54	167.26	170.74	183.22	196.32	205.86	84.00	166.31	221.73	246.34	252.51	278.29
Direct Expenditure	£M	945.25	1,003.54	1,024.45	1,099.30	1,177.91	1,235.18	626.48	1,010.87	1,330.40	1,478.04	1,515.03	1,669.73
Indirect Expenditure	£M	321.06	340.76	348.56	374.64	400.67	420.70	216.55	346.51	454.80	503.38	516.30	571.15
TOTAL	£M	1,266.30	1,344.30	1,373.01	1,473.94	1,578.58	1,655.88	843.03	1,357.38	1,785.20	1,981.42	2,031.34	2,240.89



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	4,635	4,599	4,125	4,063	4,361	4,423	2,701	3,321	4,252	4,219	3,605	3,622
Food & Drink	FTEs	3,790	3,944	3,921	4,118	4,312	4,370	2,284	3,336	4,165	4,447	4,287	4,439
Recreation	FTEs	1,807	1,885	1,872	1,964	2,059	2,089	1,080	1,592	1,976	2,117	2,038	2,103
Shopping	FTEs	4,183	4,380	4,366	4,570	4,768	4,831	2,375	3,659	4,514	4,888	4,759	4,914
Transport	FTEs	835	870	869	914	954	970	485	748	922	982	952	988
Direct Employment	FTEs	15,251	15,678	15,154	15,628	16,454	16,681	8,926	12,656	15,829	16,653	15,642	16,065
Indirect Employment	FTEs	3,656	3,789	3,795	4,004	4,177	4,230	2,197	3,257	4,035	4,228	4,091	4,274
TOTAL	FTEs	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733	20,339



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Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2014 to 2025

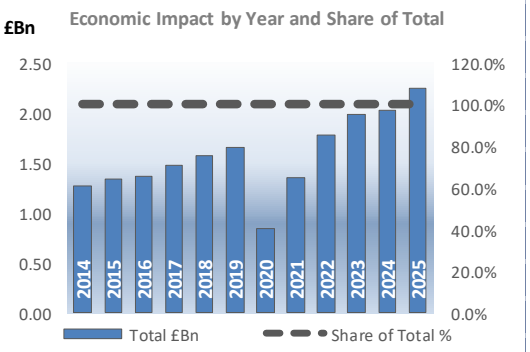
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE										2014 to 2025 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL																	
An increase of 3% or more	ECONOMIC IMPACT £Bn - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	83.2%	77.5%	83.0%	77.3%	78.9%	79.0%	64.4%	74.4%	86.8%	89.3%	52.0%	79.5%	77.0%		81.4%	78.5%	74.6%	75.5%
% Change 2024 to 2025	8.0%	8.3%	6.5%	14.4%	11.2%	7.5%	11.7%	10.9%	15.6%	10.1%	4.7%	6.3%	10.3%		7.4%	10.7%	12.5%	7.6%
Average Annual Change	7.6%	7.0%	7.5%	7.0%	7.2%	7.2%	5.9%	6.8%	7.9%	8.1%	4.7%	7.2%	7.0%	Annual Change	7.4%	7.1%	6.8%	6.9%
2014 £Bn	0.057	0.064	0.086	0.101	0.135	0.126	0.157	0.204	0.134	0.088	0.061	0.053	1.266		0.206	0.363	0.495	0.202
2015 £Bn	0.064	0.071	0.091	0.104	0.142	0.133	0.163	0.224	0.139	0.097	0.061	0.056	1.344	6.2%	0.225	0.379	0.526	0.214
2016 £Bn	0.064	0.071	0.096	0.105	0.147	0.142	0.164	0.230	0.140	0.096	0.060	0.058	1.373	2.1%	0.231	0.394	0.533	0.214
2017 £Bn	0.069	0.075	0.100	0.115	0.159	0.150	0.175	0.243	0.157	0.103	0.064	0.064	1.474	7.4%	0.244	0.424	0.575	0.231
2018 £Bn	0.074	0.080	0.105	0.121	0.173	0.161	0.185	0.264	0.166	0.112	0.069	0.069	1.579	7.1%	0.260	0.455	0.614	0.250
2019 £Bn	0.079	0.086	0.113	0.130	0.182	0.169	0.195	0.272	0.170	0.116	0.073	0.071	1.656	4.9%	0.278	0.481	0.637	0.261
2020 £Bn	0.083	0.079	0.057	0.008	0.016	0.021	0.091	0.194	0.157	0.089	0.017	0.031	0.843	-49.1%	0.219	0.044	0.442	0.137
2021 £Bn	0.015	0.022	0.034	0.051	0.135	0.168	0.191	0.274	0.198	0.131	0.071	0.067	1.357	61.0%	0.071	0.354	0.663	0.269
2022 £Bn	0.080	0.081	0.123	0.137	0.195	0.187	0.213	0.287	0.193	0.127	0.078	0.085	1.785	31.5%	0.283	0.519	0.694	0.289
2023 £Bn	0.095	0.102	0.142	0.158	0.216	0.200	0.219	0.311	0.215	0.148	0.087	0.090	1.981	11.0%	0.339	0.574	0.745	0.324
2024 £Bn	0.096	0.104	0.148	0.157	0.217	0.211	0.232	0.321	0.216	0.152	0.088	0.090	2.031	2.5%	0.348	0.584	0.769	0.330
2025 £Bn	0.104	0.113	0.157	0.180	0.241	0.226	0.259	0.356	0.250	0.167	0.092	0.096	2.241	10.3%	0.374	0.647	0.865	0.355

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	£Bn	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	1.785	1.981	2.031	2.241
All Visitor Types	£Bn	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	1.785	1.981	2.031	2.241
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												

TOTAL



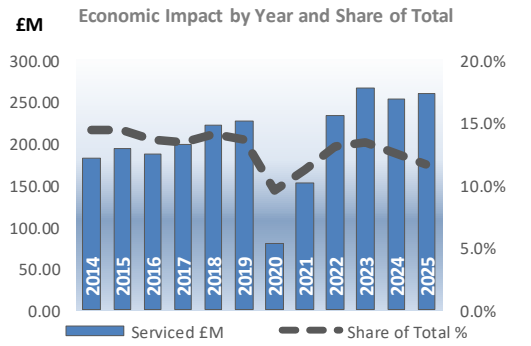
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STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE													2014 to 2025 Historic Prices	SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER													CALENDAR YEAR		QUARTER		
KEY	SERVICED ACCOMMODATION																	
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				Q1	Q2	Q3	Q4
% Change 2014 to 2025	74.9%	41.2%	35.3%	46.1%	69.7%	63.3%	43.7%	39.3%	19.7%	40.8%	20.3%	59.7%		43.4%		46.6%	60.5%	34.3%	38.4%
% Change 2024 to 2025	9.1%	8.4%	11.5%	1.2%	2.9%	5.2%	4.0%	-0.6%	0.5%	-3.5%	-3.3%	2.7%		2.6%	Annual Change	9.7%	3.3%	1.2%	-1.6%
Average Annual Change	6.8%	3.7%	3.2%	4.2%	6.3%	5.8%	4.0%	3.6%	1.8%	3.7%	1.8%	5.4%		3.9%		4.2%	5.5%	3.1%	3.5%
2014 £M	7.762	13.01	13.25	11.80	13.79	15.14	20.14	24.70	21.25	15.15	14.87	10.82		181.69		34.02	40.73	66.08	40.85
2015 £M	9.448	14.13	13.77	12.40	15.12	17.99	21.46	26.80	20.43	16.77	13.72	10.99		193.02	6.2%	37.34	45.51	68.69	41.48
2016 £M	8.560	13.46	13.31	12.18	14.65	17.08	21.52	26.76	19.48	15.33	13.37	11.43		187.12	-3.1%	35.33	43.90	67.76	40.13
2017 £M	9.518	13.54	13.10	13.61	17.18	18.42	21.57	26.44	20.84	16.79	14.37	12.92		198.29	6.0%	36.16	49.21	68.85	44.08
2018 £M	10.63	15.16	14.32	14.95	19.57	20.83	23.55	30.05	22.57	19.04	16.24	14.52		221.43	11.7%	40.11	55.35	76.18	49.80
2019 £M	10.87	15.37	14.67	15.24	20.05	21.42	24.37	30.69	22.79	19.70	16.81	14.40		226.39	2.2%	40.92	56.72	77.85	50.91
2020 £M	11.11	15.09	6.187	1.266	1.978	1.840	5.498	14.28	10.74	8.557	2.181	1.654		80.39	-64.5%	32.39	5.085	30.52	12.39
2021 £M	2.022	2.696	2.926	3.149	5.332	17.08	21.13	29.11	21.51	19.11	15.63	12.75		152.46	89.6%	7.644	25.56	71.76	47.50
2022 £M	9.786	15.63	15.25	16.29	20.45	22.11	25.28	30.48	23.32	20.61	17.73	15.70		232.63	52.6%	40.67	58.84	79.08	54.04
2023 £M	13.28	18.49	17.46	18.64	23.19	25.10	28.10	34.60	26.92	23.00	19.59	17.97		266.34	14.5%	49.23	66.93	89.61	60.56
2024 £M	12.45	16.95	16.08	17.04	22.76	23.51	27.82	34.60	25.31	22.11	18.51	16.84		253.98	-4.6%	45.47	63.31	87.73	57.47
2025 £M	13.58	18.38	17.93	17.25	23.41	24.73	28.94	34.41	25.43	21.34	17.89	17.29		260.55	2.6%	49.88	65.38	88.77	56.52

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	181.69	193.02	187.12	198.29	221.43	226.39	80.39	152.46	232.63	266.34	253.98	260.55
All Visitor Types	£Bn	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	1.785	1.981	2.031	2.241
Share of Total	%	14.3%	14.4%	13.6%	13.5%	14.0%	13.7%	9.5%	11.2%	13.0%	13.4%	12.5%	11.6%
Annual Change in Share	%		0.1%	-5.1%	-1.3%	4.3%	-2.5%	-30.3%	17.8%	16.0%	3.2%	-7.0%	-7.0%
Change in Share from 2014	%		0.1%	-5.0%	-6.2%	-2.2%	-4.7%	-33.5%	-21.7%	-9.2%	-6.3%	-12.9%	-19.0%
Avg Ann. Change in Share	%		0.1%	-2.5%	-2.1%	-0.6%	-0.9%	-5.6%	-3.1%	-1.1%	-0.7%	-1.3%	-1.7%

SERVICED ACCOMMODATION



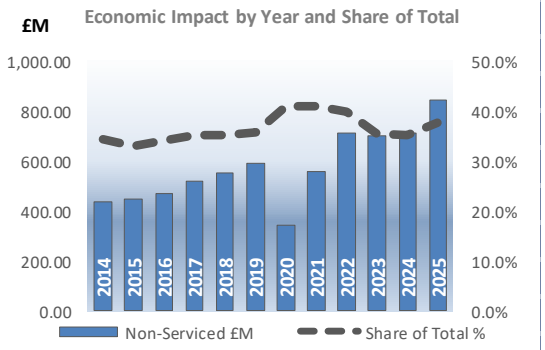
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE													2014 to 2025 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 2014 to 2025	83.1%	78.6%	61.0%	120.1%	76.7%	71.9%	84.2%	94.3%	123.0%	135.4%	89.4%	113.0%		95.2%		70.7%	85.3%	100.2%	118.0%
% Change 2024 to 2025	12.0%	30.3%	2.6%	28.7%	17.4%	14.9%	16.8%	18.8%	24.9%	20.4%	14.1%	15.6%		18.9%		11.5%	19.5%	20.3%	17.8%
Average Annual Change	7.6%	7.1%	5.5%	10.9%	7.0%	6.5%	7.7%	8.6%	11.2%	12.3%	8.1%	10.3%		8.7%		6.4%	7.8%	9.1%	10.7%
2014 £M	9.429	11.10	21.03	32.56	51.18	51.68	61.56	72.95	61.51	31.57	17.00	12.10		433.67		41.55	135.41	196.02	60.68
2015 £M	9.457	10.99	21.66	33.51	52.99	53.17	63.92	76.10	61.01	32.58	17.20	12.16		444.76	2.6%	42.11	139.68	201.03	61.94
2016 £M	10.14	11.52	22.10	34.47	54.72	55.19	67.29	81.29	65.11	34.63	18.24	12.92		467.63	5.1%	43.76	144.38	213.70	65.79
2017 £M	11.51	13.68	22.62	38.84	60.16	58.86	75.81	87.50	76.76	38.63	19.48	15.04		518.90	11.0%	47.81	157.86	240.08	73.15
2018 £M	12.13	14.39	23.63	40.90	66.10	64.00	78.95	95.61	80.02	42.08	20.81	15.88		554.49	6.9%	50.15	170.99	254.58	78.77
2019 £M	13.76	15.27	24.97	47.00	71.33	66.55	85.97	99.67	80.94	43.07	23.26	17.57		589.36	6.3%	54.00	184.88	266.58	83.90
2020 £M	15.46	12.85	14.49	1.640	3.807	4.005	53.43	86.70	96.51	43.30	2.623	10.15		344.97	-41.5%	42.81	9.452	236.64	56.07
2021 £M	0.390	0.386	0.730	14.21	61.02	75.27	90.36	107.54	108.39	56.75	24.78	17.36		557.19	61.5%	1.506	150.50	306.29	98.90
2022 £M	16.62	15.50	34.40	52.67	84.33	81.76	101.85	119.07	103.41	50.61	26.29	25.19		711.71	27.7%	66.52	218.77	324.33	102.10
2023 £M	16.39	17.24	31.59	57.85	83.38	73.67	89.54	113.74	106.69	59.97	27.82	23.27		701.14	-1.5%	65.22	214.89	309.97	111.05
2024 £M	15.41	15.21	32.99	55.71	77.02	77.31	97.06	119.34	109.84	61.74	28.25	22.29		712.17	1.6%	63.61	210.04	326.24	112.28
2025 £M	17.26	19.82	33.85	71.68	90.43	88.85	113.41	141.77	137.17	74.31	32.21	25.77		846.54	18.9%	70.94	250.96	392.35	132.30

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	433.67	444.76	467.63	518.90	554.49	589.36	344.97	557.19	711.71	701.14	712.17	846.54
All Visitor Types	£Bn	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	1.785	1.981	2.031	2.241
Share of Total	%	34.2%	33.1%	34.1%	35.2%	35.1%	35.6%	40.9%	41.0%	39.9%	35.4%	35.1%	37.8%
Annual Change in Share	%		-3.4%	2.9%	3.4%	-0.2%	1.3%	15.0%	0.3%	-2.9%	-11.2%	-0.9%	7.8%
Change in Share from 2014	%		-3.4%	-0.5%	2.8%	2.6%	3.9%	19.5%	19.9%	16.4%	3.3%	2.4%	10.3%
Avg Ann. Change in Share	%		-3.4%	-0.3%	0.9%	0.6%	0.8%	3.2%	2.8%	2.1%	0.4%	0.2%	0.9%

NON-SERVICED ACCOMMODATION



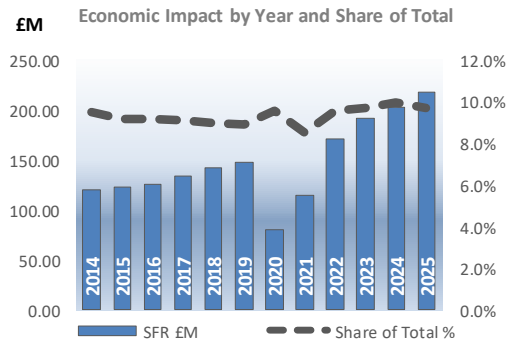
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE													2014 to 2025 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 2014 to 2025	80.1%	72.2%	70.2%	84.5%	80.0%	78.5%	78.7%	80.3%	90.8%	87.3%	76.5%	82.4%		80.6%		76.3%	81.6%	82.1%	82.4%
% Change 2024 to 2025	7.0%	9.6%	5.1%	8.9%	7.0%	6.7%	7.0%	7.1%	9.8%	7.2%	5.8%	6.8%		7.4%	Annual Change	7.1%	7.8%	7.7%	6.7%
Average Annual Change	7.3%	6.6%	6.4%	7.7%	7.3%	7.1%	7.2%	7.3%	8.3%	7.9%	7.0%	7.5%		7.3%		6.9%	7.4%	7.5%	7.5%
2014 £M	17.13	6.031	6.823	14.00	9.829	7.730	11.81	12.48	7.279	6.707	5.548	15.06		120.43		29.98	31.56	31.57	27.32
2015 £M	17.55	6.045	6.963	14.32	10.13	8.048	12.19	12.94	7.442	6.928	5.561	14.97		123.09	2.2%	30.56	32.50	32.57	27.46
2016 £M	17.75	6.139	7.073	14.68	10.40	8.248	12.56	13.38	7.703	7.036	5.721	15.50		126.17	2.5%	30.96	33.32	33.63	28.26
2017 £M	18.92	6.489	7.305	15.66	11.21	8.742	13.39	14.10	8.390	7.514	6.056	16.63		134.40	6.5%	32.71	35.61	35.88	30.20
2018 £M	20.01	6.879	7.651	16.43	11.89	9.257	14.01	14.95	8.729	7.955	6.409	17.64		141.81	5.5%	34.54	37.57	37.69	32.00
2019 £M	20.86	7.073	7.888	17.26	12.39	9.547	14.65	15.42	8.916	8.168	6.708	18.23		147.11	3.7%	35.82	39.20	38.99	33.11
2020 £M	23.46	6.705	4.144	0.913	0.850	0.675	8.180	12.61	9.184	6.650	0.841	6.480		80.70	-45.1%	34.31	2.438	29.98	13.97
2021 £M	1.876	0.610	0.666	5.467	11.10	11.17	16.64	17.72	12.75	11.00	7.402	18.73		115.13	42.7%	3.151	27.74	47.11	37.13
2022 £M	23.60	7.837	9.359	19.82	14.42	11.21	17.10	17.98	10.67	9.437	7.676	21.95		171.06	48.6%	40.80	45.45	45.75	39.06
2023 £M	27.52	9.147	10.40	22.70	15.92	12.12	18.40	19.71	11.93	11.01	8.730	24.46		192.06	12.3%	47.07	50.75	50.04	44.20
2024 £M	28.83	9.475	11.05	23.72	16.53	12.92	19.74	21.01	12.65	11.72	9.257	25.72		202.61	5.5%	49.35	53.17	53.40	46.69
2025 £M	30.85	10.38	11.61	25.84	17.69	13.79	21.11	22.50	13.89	12.57	9.795	27.47		217.51	7.4%	52.85	57.33	57.50	49.83

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	120.43	123.09	126.17	134.40	141.81	147.11	80.70	115.13	171.06	192.06	202.61	217.51
All Visitor Types	£Bn	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	1.785	1.981	2.031	2.241
Share of Total	%	9.5%	9.2%	9.2%	9.1%	9.0%	8.9%	9.6%	8.5%	9.6%	9.7%	10.0%	9.7%
Annual Change in Share	%		-3.7%	0.4%	-0.8%	-1.5%	-1.1%	7.7%	-11.4%	13.0%	1.2%	2.9%	-2.7%
Change in Share from 2014	%		-3.7%	-3.4%	-4.1%	-5.5%	-6.6%	0.6%	-10.8%	0.8%	1.9%	4.9%	2.1%
Avg Ann. Change in Share	%		-3.7%	-1.7%	-1.4%	-1.4%	-1.3%	0.1%	-1.5%	0.1%	0.2%	0.5%	0.2%

SFR



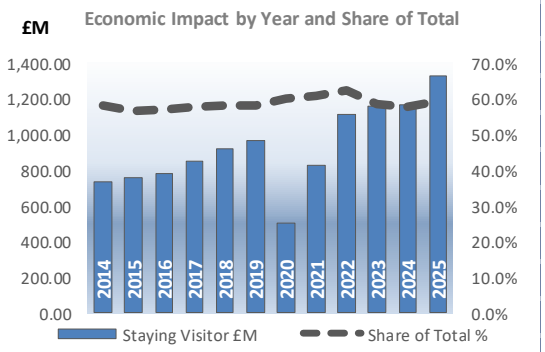
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE													2014 to 2025 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																	
Less than 3% change	Q1			Q2			Q3			Q4				TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC				Q1	Q2	Q3	Q4
% Change 2014 to 2025	79.8%	61.2%	54.3%	96.6%	75.9%	70.9%	74.8%	80.4%	96.0%	102.5%	60.1%	85.7%		80.0%		64.5%	79.9%	83.4%	85.2%
% Change 2024 to 2025	8.8%	16.7%	5.5%	19.0%	13.1%	12.0%	13.0%	13.6%	19.4%	13.2%	6.9%	8.8%		13.3%	Annual Change	9.6%	14.4%	15.2%	10.3%
Average Annual Change	7.3%	5.6%	4.9%	8.8%	6.9%	6.4%	6.8%	7.3%	8.7%	9.3%	5.5%	7.8%		7.3%		5.9%	7.3%	7.6%	7.7%
2014 £M	34.32	30.14	41.10	58.36	74.80	74.55	93.51	110.13	90.04	53.44	37.43	37.99		735.79		105.56	207.71	293.68	128.85
2015 £M	36.46	31.16	42.39	60.23	78.24	79.22	97.57	115.83	88.88	56.28	36.48	38.12		760.88	3.4%	110.01	217.69	302.29	130.89
2016 £M	36.45	31.12	42.48	61.32	79.77	80.52	101.37	121.42	92.30	57.00	37.33	39.85		780.92	2.6%	110.05	221.61	315.09	134.17
2017 £M	39.95	33.71	43.02	68.11	88.54	86.03	110.77	128.05	105.99	62.93	39.90	44.59		851.60	9.1%	116.68	242.68	344.80	147.43
2018 £M	42.77	36.43	45.59	72.27	97.56	94.09	116.52	140.61	111.32	69.08	43.46	48.03		917.73	7.8%	124.80	263.92	368.45	160.57
2019 £M	45.48	37.72	47.53	79.51	103.78	97.51	124.99	145.77	112.65	70.94	46.78	50.20		962.86	4.9%	130.73	280.80	383.41	167.92
2020 £M	50.04	34.65	24.82	3.819	6.635	6.520	67.11	113.59	116.44	58.51	5.645	18.28		506.05	-47.4%	109.51	16.97	297.13	82.43
2021 £M	4.287	3.692	4.322	22.83	77.44	103.53	128.13	154.38	142.65	86.86	47.82	48.85		824.78	63.0%	12.30	203.80	425.15	183.53
2022 £M	50.01	38.97	59.01	88.78	119.19	115.08	144.23	167.53	137.40	80.66	51.70	62.84		1,115.40	35.2%	147.99	323.06	449.16	195.20
2023 £M	57.19	44.88	59.46	99.20	122.49	110.89	136.04	168.05	145.54	93.97	56.14	65.71		1,159.54	4.0%	161.52	332.57	449.63	215.82
2024 £M	56.69	41.63	60.11	96.48	116.31	113.74	144.62	174.95	147.80	95.57	56.02	64.85		1,168.75	0.8%	158.43	326.53	467.36	216.43
2025 £M	61.69	48.58	63.40	114.77	131.53	127.37	163.45	198.69	176.48	108.21	59.90	70.54		1,324.61	13.3%	173.67	373.66	538.63	238.65

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	735.79	760.88	780.92	851.60	917.73	962.86	506.05	824.78	1,115.40	1,159.54	1,168.75	1,324.61
All Visitor Types	£Bn	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	1.785	1.981	2.031	2.241
Share of Total	%	58.1%	56.6%	56.9%	57.8%	58.1%	58.1%	60.0%	60.8%	62.5%	58.5%	57.5%	59.1%
Annual Change in Share	%		-2.6%	0.5%	1.6%	0.6%	0.0%	3.2%	1.2%	2.8%	-6.3%	-1.7%	2.7%
Change in Share from 2014	%		-2.6%	-2.1%	-0.6%	0.1%	0.1%	3.3%	4.6%	7.5%	0.7%	-1.0%	1.7%
Avg Ann. Change in Share	%		-2.6%	-1.1%	-0.2%	0.0%	0.0%	0.6%	0.7%	0.9%	0.1%	-0.1%	0.2%

STAYING VISITOR



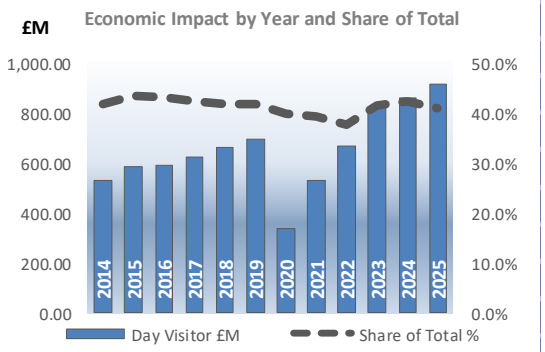
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE													2014 to 2025 Historic Prices	DAY VISITOR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER													CALENDAR YEAR	QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2014 to 2025	88.5%	92.2%	109.4%	51.1%	82.8%	90.6%	49.2%	67.5%	67.9%	68.9%	38.9%	64.3%		72.7%		99.0%	76.6%	61.8%	58.4%
% Change 2024 to 2025	6.8%	2.7%	7.1%	7.2%	9.0%	2.2%	9.6%	7.7%	7.3%	4.7%	0.8%	-0.1%		6.2%	Annual Change	5.6%	6.0%	8.1%	2.5%
Average Annual Change	8.0%	8.4%	9.9%	4.6%	7.5%	8.2%	4.5%	6.1%	6.2%	6.3%	3.5%	5.8%		6.6%		9.0%	7.0%	5.6%	5.3%
2014 £M	22.49	33.49	44.83	43.00	59.93	51.94	63.87	94.05	43.65	34.70	23.23	15.32		530.51		100.82	154.87	201.57	73.25
2015 £M	27.23	39.39	48.50	43.78	63.46	54.28	65.70	107.76	50.31	41.08	24.20	17.71		583.42	10.0%	115.12	161.53	223.78	83.00
2016 £M	27.81	39.46	53.82	43.64	67.68	61.29	62.49	108.38	47.46	38.92	23.08	18.05		592.09	1.5%	121.09	172.61	218.34	80.05
2017 £M	28.80	41.37	56.71	46.51	70.65	64.23	64.70	115.21	50.67	40.11	24.32	19.05		622.34	5.1%	126.88	181.40	230.59	83.48
2018 £M	31.16	43.97	59.84	48.24	75.94	66.57	68.45	123.22	54.32	42.82	25.83	20.50		660.85	6.2%	134.97	190.74	245.99	89.15
2019 £M	33.39	48.14	65.29	50.40	78.10	71.22	70.16	126.28	57.45	45.26	26.02	21.30		693.01	4.9%	146.82	199.72	253.89	92.58
2020 £M	33.39	44.29	31.82	3.841	9.340	14.30	24.15	80.40	40.53	30.65	11.07	13.21		336.98	-51.4%	109.49	27.48	145.08	54.92
2021 £M	10.69	18.42	29.64	28.21	57.56	64.92	62.62	119.23	55.76	44.23	23.39	17.93		532.60	58.1%	58.75	150.69	237.61	85.55
2022 £M	29.79	41.72	63.79	47.86	76.10	71.94	69.26	119.67	55.53	45.88	26.38	21.89		669.79	25.8%	135.30	195.90	244.45	94.15
2023 £M	37.35	57.50	82.16	58.77	93.54	88.76	83.03	143.33	69.02	53.98	30.51	23.93		821.88	22.7%	177.01	241.07	295.38	108.42
2024 £M	39.70	62.68	87.62	60.64	100.46	96.81	86.93	146.28	68.30	55.97	32.02	25.19		862.58	5.0%	190.00	257.91	301.50	113.18
2025 £M	42.40	64.39	93.89	64.99	109.52	98.99	95.26	157.51	73.30	58.60	32.26	25.17		916.27	6.2%	200.67	273.49	326.07	116.04

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	530.51	583.42	592.09	622.34	660.85	693.01	336.98	532.60	669.79	821.88	862.58	916.27
All Visitor Types	£Bn	1.266	1.344	1.373	1.474	1.579	1.656	0.843	1.357	1.785	1.981	2.031	2.241
Share of Total	%	41.9%	43.4%	43.1%	42.2%	41.9%	41.9%	40.0%	39.2%	37.5%	41.5%	42.5%	40.9%
Annual Change in Share	%		3.6%	-0.6%	-2.1%	-0.9%	0.0%	-4.5%	-1.8%	-4.4%	10.6%	2.4%	-3.7%
Change in Share from 2014	%		3.6%	2.9%	0.8%	-0.1%	-0.1%	-4.6%	-6.3%	-10.4%	-1.0%	1.4%	-2.4%
Avg Ann. Change in Share	%		3.6%	1.5%	0.3%	0.0%	0.0%	-0.8%	-0.9%	-1.3%	-0.1%	0.1%	-0.2%

DAY VISITOR



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Visitor Numbers by Month, Year and Visitor Type for the Period 2014 to 2025

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

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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE

2014 to 2025

TOTAL

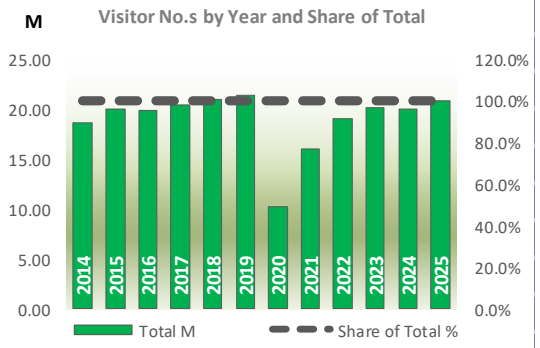
VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		21.4%	21.9%	29.9%	1.8%	15.8%	21.1%	-2.5%	8.5%	14.2%	10.2%	-7.6%	10.7%	11.7%		25.2%	13.6%	6.4%	4.7%
% Change 2024 to 2025		4.1%	0.7%	3.0%	5.5%	5.0%	0.7%	5.4%	4.5%	8.2%	2.2%	-1.1%	0.4%	3.7%	Annual Change	2.5%	3.6%	5.7%	0.8%
Average Annual Change		1.9%	2.0%	2.7%	0.2%	1.4%	1.9%	-0.2%	0.8%	1.3%	0.9%	-0.7%	1.0%	1.1%		2.3%	1.2%	0.6%	0.4%
2014	M	0.855	1.132	1.488	1.505	2.049	1.788	2.194	3.118	1.632	1.251	0.886	0.685	18.58		3.476	5.342	6.944	2.822
2015	M	0.984	1.293	1.577	1.505	2.130	1.825	2.218	3.507	1.834	1.428	0.904	0.740	19.95	7.3%	3.854	5.460	7.559	3.072
2016	M	0.992	1.277	1.704	1.484	2.216	2.006	2.107	3.464	1.706	1.329	0.848	0.747	19.88	-0.3%	3.972	5.707	7.277	2.924
2017	M	1.010	1.305	1.741	1.550	2.273	2.054	2.140	3.583	1.795	1.349	0.872	0.778	20.45	2.9%	4.057	5.877	7.519	2.999
2018	M	1.049	1.339	1.769	1.553	2.358	2.063	2.181	3.699	1.846	1.391	0.897	0.808	20.95	2.5%	4.157	5.974	7.726	3.097
2019	M	1.092	1.419	1.873	1.594	2.376	2.143	2.195	3.704	1.888	1.428	0.894	0.817	21.42	2.2%	4.383	6.112	7.787	3.139
2020	M	1.087	1.275	0.893	0.111	0.258	0.379	0.798	2.357	1.392	0.971	0.304	0.410	10.23	-52.2%	3.254	0.747	4.548	1.685
2021	M	0.291	0.476	0.754	0.776	1.668	1.915	1.925	3.407	1.855	1.396	0.794	0.688	15.94	55.8%	1.521	4.359	7.188	2.878
2022	M	0.911	1.126	1.670	1.395	2.119	1.973	1.989	3.209	1.709	1.319	0.827	0.791	19.04	19.4%	3.707	5.487	6.907	2.936
2023	M	0.994	1.341	1.857	1.489	2.243	2.084	2.035	3.324	1.819	1.370	0.837	0.768	20.16	5.9%	4.191	5.816	7.178	2.975
2024	M	0.997	1.371	1.877	1.451	2.261	2.149	2.028	3.237	1.723	1.350	0.827	0.756	20.03	-0.7%	4.245	5.861	6.989	2.933
2025	M	1.038	1.380	1.933	1.531	2.373	2.165	2.139	3.384	1.865	1.379	0.818	0.759	20.76	3.7%	4.351	6.070	7.387	2.956

VISITOR NUMBERS

TOTAL

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	19.04	20.16	20.03	20.76
All Visitor Types	M	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	19.04	20.16	20.03	20.76
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												



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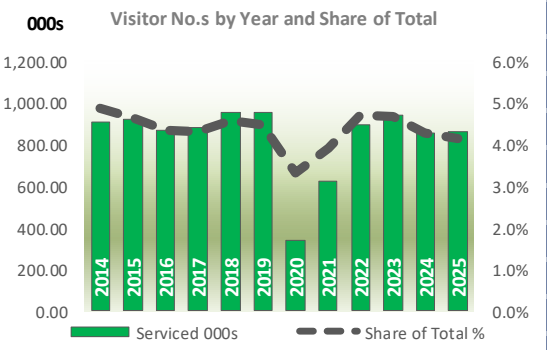
STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE

2014 to 2025 | 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																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	31.7%	4.9%	-8.2%	-11.8%	-5.1%	-18.5%	-4.4%	-20.2%	-15.8%	-4.6%	-4.3%	20.3%	-5.0%		5.1%	-12.0%	-13.9%	3.9%
% Change 2024 to 2025	9.5%	8.5%	12.7%	-16.6%	-15.2%	-13.3%	2.0%	-2.6%	-2.7%	4.5%	4.5%	10.7%	0.5%	Annual Change	10.1%	-14.9%	-1.2%	6.9%
Average Annual Change	2.9%	0.4%	-0.7%	-1.1%	-0.5%	-1.7%	-0.4%	-1.8%	-1.4%	-0.4%	-0.4%	1.8%	-0.5%		0.5%	-1.1%	-1.3%	0.4%
2014 000s	35.2	75.2	70.1	46.5	60.2	65.0	88.5	98.0	121.9	71.0	90.8	82.3	904.6		180.5	171.8	308.3	244.1
2015 000s	39.6	81.9	71.7	46.8	64.5	68.0	90.5	94.2	123.0	73.2	87.2	82.5	923.1	2.0%	193.2	179.4	307.7	242.8
2016 000s	37.7	77.5	64.7	47.0	59.4	61.5	89.6	87.8	113.3	62.8	82.7	81.2	865.1	-6.3%	179.9	167.9	290.7	226.6
2017 000s	40.9	74.8	61.0	50.9	66.4	63.3	87.3	83.9	116.0	65.3	84.7	88.6	883.1	2.1%	176.7	180.7	287.2	238.6
2018 000s	44.2	81.2	64.4	54.4	73.3	69.3	92.8	92.8	121.3	71.3	92.5	96.9	954.5	8.1%	189.8	197.0	307.0	260.7
2019 000s	44.5	81.0	64.8	54.6	73.8	70.0	93.8	92.6	120.2	72.4	94.1	94.2	955.9	0.1%	190.2	198.4	306.6	260.7
2020 000s	44.5	77.9	26.8	4.5	7.1	5.9	20.8	42.1	55.6	30.9	11.9	10.6	338.5	-64.6%	149.2	17.5	118.4	53.4
2021 000s	8.0	13.7	12.6	10.9	18.8	53.7	78.4	84.1	109.4	67.7	84.1	80.7	622.2	83.8%	34.3	83.5	271.8	232.6
2022 000s	36.6	75.2	61.7	53.2	68.3	65.4	88.8	83.3	111.5	68.7	89.9	93.8	896.4	44.1%	173.4	186.9	283.7	252.4
2023 000s	46.1	81.7	64.4	56.1	71.2	67.9	90.2	86.4	117.3	69.9	91.0	99.2	941.3	5.0%	192.2	195.2	293.8	260.1
2024 000s	42.3	72.7	57.2	49.2	67.3	61.1	82.9	80.3	105.4	64.8	83.2	89.5	855.8	-9.1%	172.1	177.7	268.6	237.4
2025 000s	46.3	78.8	64.4	41.0	57.1	53.0	84.6	78.2	102.6	67.7	86.9	99.0	859.8	0.5%	189.6	151.2	265.4	253.7

VISITOR NUMBERS | **SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	904.6	923.1	865.1	883.1	954.5	955.9	338.5	622.2	896.4	941.3	855.8	859.8
All Visitor Types	M	18.6	19.9	19.9	20.5	21.0	21.4	10.2	15.9	19.0	20.2	20.0	20.8
Share of Total	%	4.9%	4.6%	4.4%	4.3%	4.6%	4.5%	3.3%	3.9%	4.7%	4.7%	4.3%	4.1%
Annual Change in Share	%		-4.9%	-6.0%	-0.8%	5.5%	-2.0%	-25.9%	18.0%	20.7%	-0.8%	-8.5%	-3.1%
Change in Share from 2014	%		-4.9%	-10.6%	-11.3%	-6.4%	-8.3%	-32.0%	-19.8%	-3.3%	-4.1%	-12.2%	-14.9%
Avg Ann. Change in Share	%		-4.9%	-5.3%	-3.8%	-1.6%	-1.7%	-5.3%	-2.8%	-0.4%	-0.5%	-1.2%	-1.4%



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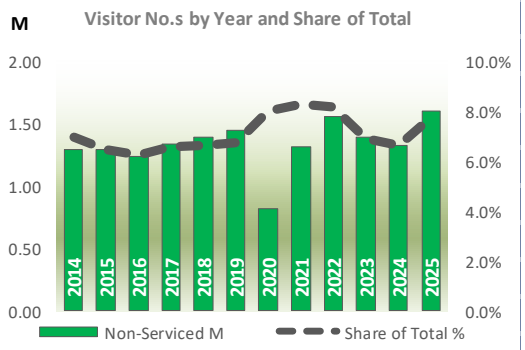
STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE

2014 to 2025 | NON-SERVICED | VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		33.0%	18.8%	-15.1%	39.1%	2.1%	23.0%	1.7%	25.4%	72.5%	24.6%	-3.2%	22.2%	23.4%		4.0%	18.9%	33.8%	15.6%
% Change 2024 to 2025		34.4%	36.6%	-16.1%	39.0%	12.4%	34.0%	5.5%	15.4%	42.4%	9.7%	4.5%	16.1%	20.4%		7.3%	27.0%	22.6%	9.4%
Average Annual Change		3.0%	1.7%	-1.4%	3.6%	0.2%	2.1%	0.2%	2.3%	6.6%	2.2%	-0.3%	2.0%	2.1%	Annual Change	0.4%	1.7%	3.1%	1.4%
2014	M	0.023	0.030	0.058	0.107	0.166	0.147	0.163	0.207	0.180	0.113	0.066	0.036	1.296		0.111	0.420	0.550	0.215
2015	M	0.018	0.027	0.054	0.097	0.159	0.128	0.151	0.236	0.204	0.115	0.069	0.029	1.287	-0.7%	0.099	0.384	0.592	0.212
2016	M	0.021	0.028	0.056	0.095	0.154	0.139	0.155	0.220	0.183	0.103	0.057	0.031	1.242	-3.5%	0.106	0.388	0.558	0.190
2017	M	0.023	0.033	0.056	0.104	0.165	0.144	0.169	0.230	0.210	0.111	0.059	0.035	1.340	7.9%	0.112	0.413	0.609	0.206
2018	M	0.024	0.033	0.057	0.106	0.175	0.151	0.172	0.244	0.213	0.117	0.061	0.036	1.388	3.6%	0.114	0.432	0.629	0.214
2019	M	0.026	0.035	0.058	0.119	0.184	0.154	0.184	0.249	0.211	0.117	0.067	0.039	1.443	3.9%	0.119	0.457	0.644	0.223
2020	M	0.029	0.028	0.033	0.004	0.009	0.009	0.111	0.211	0.242	0.114	0.007	0.022	0.818	-43.3%	0.090	0.022	0.564	0.143
2021	M	0.001	0.001	0.002	0.034	0.151	0.166	0.184	0.256	0.270	0.147	0.068	0.037	1.316	60.9%	0.003	0.351	0.710	0.252
2022	M	0.028	0.031	0.072	0.119	0.194	0.168	0.195	0.266	0.241	0.123	0.067	0.050	1.555	18.1%	0.132	0.481	0.702	0.240
2023	M	0.025	0.032	0.060	0.118	0.172	0.136	0.155	0.228	0.225	0.132	0.064	0.042	1.389	-10.7%	0.117	0.426	0.608	0.238
2024	M	0.022	0.026	0.059	0.107	0.151	0.135	0.157	0.225	0.218	0.128	0.061	0.037	1.328	-4.4%	0.108	0.393	0.600	0.227
2025	M	0.030	0.036	0.049	0.149	0.169	0.181	0.166	0.259	0.311	0.141	0.064	0.043	1.599	20.4%	0.115	0.499	0.736	0.248

VISITOR NUMBERS | **NON-SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	M	1.296	1.287	1.242	1.340	1.388	1.443	0.818	1.316	1.555	1.389	1.328	1.599
All Visitor Types	M	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	19.04	20.16	20.03	20.76
Share of Total	%	7.0%	6.5%	6.2%	6.6%	6.6%	6.7%	8.0%	8.3%	8.2%	6.9%	6.6%	7.7%
Annual Change in Share	%		-7.5%	-3.2%	4.9%	1.1%	1.6%	18.7%	3.3%	-1.0%	-15.7%	-3.8%	16.2%
Change in Share from 2014	%		-7.5%	-10.4%	-6.0%	-5.0%	-3.4%	14.6%	18.4%	17.1%	-1.2%	-4.9%	10.4%
Avg Ann. Change in Share	%		-7.5%	-5.2%	-2.0%	-1.2%	-0.7%	2.4%	2.6%	2.1%	-0.1%	-0.5%	0.9%



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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE

2014 to 2025

SFR

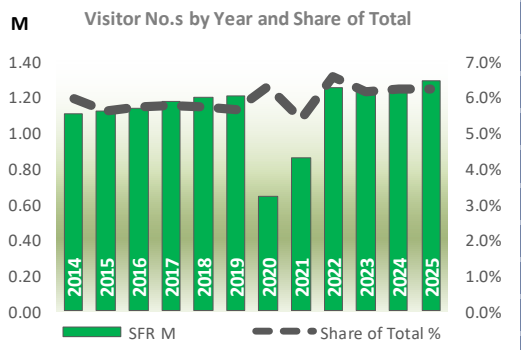
VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	16.2%	11.0%	9.8%	19.0%	16.1%	15.1%	15.3%	16.3%	23.0%	20.8%	13.9%	17.6%	16.4%		13.5%	16.9%	17.7%	17.6%
% Change 2024 to 2025	3.3%	5.8%	1.5%	5.1%	3.3%	3.0%	3.2%	3.4%	5.9%	3.5%	2.1%	3.1%	3.6%	Annual Change	3.4%	3.9%	4.0%	3.0%
Average Annual Change	1.5%	1.0%	0.9%	1.7%	1.5%	1.4%	1.4%	1.5%	2.1%	1.9%	1.3%	1.6%	1.5%		1.2%	1.5%	1.6%	1.6%
2014 M	0.149	0.063	0.069	0.113	0.097	0.080	0.103	0.105	0.073	0.068	0.060	0.126	1.107		0.281	0.291	0.281	0.254
2015 M	0.151	0.062	0.070	0.114	0.099	0.083	0.105	0.107	0.074	0.070	0.059	0.124	1.120	1.1%	0.283	0.296	0.287	0.253
2016 M	0.151	0.062	0.070	0.116	0.101	0.084	0.107	0.110	0.076	0.070	0.060	0.127	1.132	1.1%	0.283	0.300	0.292	0.257
2017 M	0.157	0.064	0.071	0.120	0.106	0.086	0.111	0.113	0.080	0.073	0.062	0.133	1.176	3.8%	0.292	0.313	0.304	0.268
2018 M	0.160	0.065	0.071	0.121	0.108	0.088	0.112	0.115	0.080	0.074	0.063	0.135	1.193	1.5%	0.296	0.317	0.307	0.273
2019 M	0.162	0.066	0.071	0.124	0.110	0.089	0.114	0.115	0.080	0.074	0.064	0.137	1.207	1.2%	0.299	0.323	0.310	0.275
2020 M	0.178	0.061	0.037	0.006	0.007	0.006	0.062	0.092	0.080	0.059	0.008	0.047	0.643	-46.7%	0.275	0.020	0.234	0.114
2021 M	0.018	0.007	0.008	0.034	0.077	0.092	0.116	0.123	0.100	0.089	0.065	0.128	0.856	33.1%	0.033	0.203	0.339	0.281
2022 M	0.164	0.065	0.075	0.127	0.114	0.093	0.119	0.120	0.085	0.076	0.066	0.146	1.250	46.0%	0.304	0.334	0.324	0.288
2023 M	0.168	0.067	0.074	0.129	0.111	0.088	0.113	0.116	0.084	0.079	0.066	0.144	1.237	-1.0%	0.309	0.328	0.313	0.288
2024 M	0.168	0.066	0.075	0.128	0.109	0.090	0.115	0.118	0.085	0.080	0.066	0.144	1.244	0.6%	0.309	0.327	0.318	0.290
2025 M	0.174	0.070	0.076	0.135	0.113	0.092	0.119	0.122	0.090	0.083	0.068	0.149	1.289	3.6%	0.319	0.340	0.331	0.299

VISITOR NUMBERS

SFR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	M	1.107	1.120	1.132	1.176	1.193	1.207	0.643	0.856	1.250	1.237	1.244	1.289
All Visitor Types	M	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	19.04	20.16	20.03	20.76
Share of Total	%	6.0%	5.6%	5.7%	5.7%	5.7%	5.6%	6.3%	5.4%	6.6%	6.1%	6.2%	6.2%
Annual Change in Share	%		-5.8%	1.5%	0.9%	-0.9%	-1.1%	11.5%	-14.6%	22.3%	-6.5%	1.2%	-0.1%
Change in Share from 2014	%		-5.8%	-4.4%	-3.5%	-4.4%	-5.4%	5.5%	-9.9%	10.2%	3.0%	4.3%	4.2%
Avg Ann. Change in Share	%		-5.8%	-2.2%	-1.2%	-1.1%	-1.1%	0.9%	-1.4%	1.3%	0.3%	0.4%	0.4%



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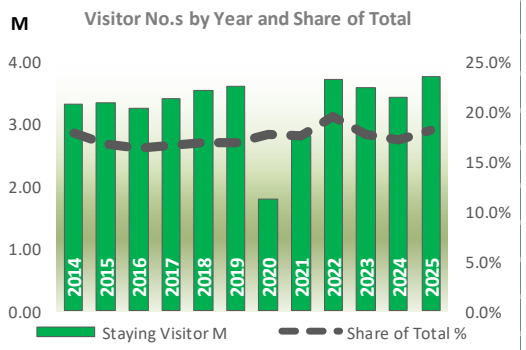
2014 to 2025 | STAYING VISITOR | VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	20.7%	9.7%	-3.9%	21.7%	5.0%	11.6%	4.1%	12.1%	34.2%	15.3%	1.0%	19.2%	13.3%		9.0%	12.2%	16.9%	12.3%
% Change 2024 to 2025	7.4%	11.9%	-0.6%	14.1%	3.7%	14.1%	4.0%	8.6%	23.2%	6.7%	3.8%	7.4%	9.3%	Annual Change	6.1%	10.3%	12.2%	6.1%
Average Annual Change	1.9%	0.9%	-0.4%	2.0%	0.5%	1.1%	0.4%	1.1%	3.1%	1.4%	0.1%	1.7%	1.2%		0.8%	1.1%	1.5%	1.1%
2014 M	0.207	0.168	0.198	0.267	0.324	0.292	0.355	0.409	0.375	0.252	0.217	0.244	3.308		0.573	0.883	1.139	0.713
2015 M	0.209	0.171	0.196	0.258	0.323	0.279	0.347	0.438	0.401	0.258	0.215	0.236	3.330	0.7%	0.575	0.860	1.186	0.708
2016 M	0.210	0.168	0.191	0.258	0.314	0.284	0.351	0.417	0.372	0.235	0.199	0.239	3.239	-2.7%	0.569	0.856	1.141	0.674
2017 M	0.221	0.172	0.188	0.275	0.337	0.294	0.367	0.426	0.406	0.250	0.206	0.257	3.399	4.9%	0.581	0.906	1.200	0.712
2018 M	0.228	0.180	0.192	0.282	0.356	0.309	0.377	0.452	0.414	0.263	0.216	0.268	3.536	4.0%	0.600	0.947	1.243	0.747
2019 M	0.233	0.181	0.195	0.298	0.368	0.312	0.392	0.457	0.411	0.264	0.225	0.270	3.606	2.0%	0.609	0.978	1.260	0.759
2020 M	0.251	0.167	0.096	0.015	0.024	0.021	0.194	0.345	0.377	0.204	0.027	0.080	1.800	-50.1%	0.514	0.060	0.916	0.310
2021 M	0.027	0.022	0.022	0.080	0.247	0.312	0.379	0.463	0.479	0.304	0.216	0.245	2.794	55.2%	0.070	0.638	1.321	0.766
2022 M	0.229	0.171	0.209	0.299	0.376	0.326	0.403	0.469	0.438	0.268	0.223	0.290	3.701	32.5%	0.609	1.002	1.310	0.781
2023 M	0.240	0.180	0.198	0.303	0.354	0.292	0.358	0.430	0.426	0.280	0.221	0.285	3.567	-3.6%	0.618	0.949	1.215	0.786
2024 M	0.233	0.165	0.191	0.285	0.328	0.286	0.355	0.423	0.409	0.273	0.211	0.271	3.428	-3.9%	0.588	0.898	1.187	0.755
2025 M	0.250	0.184	0.190	0.325	0.340	0.326	0.370	0.459	0.503	0.291	0.219	0.291	3.748	9.3%	0.624	0.991	1.332	0.801

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	M	3.308	3.330	3.239	3.399	3.536	3.606	1.800	2.794	3.701	3.567	3.428	3.748
All Visitor Types	M	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	19.04	20.16	20.03	20.76
Share of Total	%	17.8%	16.7%	16.3%	16.6%	16.9%	16.8%	17.6%	17.5%	19.4%	17.7%	17.1%	18.0%
Annual Change in Share	%		-6.2%	-2.4%	2.0%	1.6%	-0.3%	4.5%	-0.4%	10.9%	-9.0%	-3.3%	5.5%
Change in Share from 2014	%		-6.2%	-8.5%	-6.6%	-5.2%	-5.4%	-1.2%	-1.5%	9.2%	-0.6%	-3.8%	1.4%
Avg Ann. Change in Share	%		-6.2%	-4.2%	-2.2%	-1.3%	-1.1%	-0.2%	-0.2%	1.2%	-0.1%	-0.4%	0.1%

STAYING VISITOR



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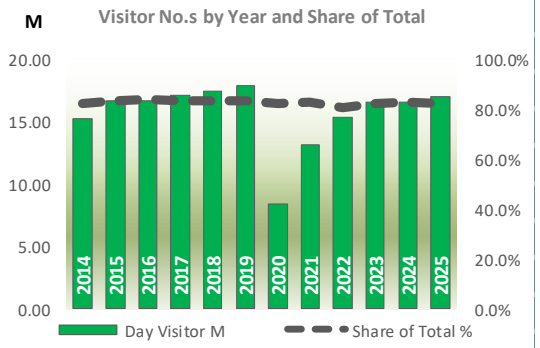
2014 to 2025 | DAY VISITOR | VISITOR NUMBERS

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 2014 to 2025	21.6%	24.0%	35.1%	-2.5%	17.9%	22.9%	-3.8%	8.0%	8.3%	8.9%	-10.4%	6.0%	11.4%		28.4%	13.9%	4.3%	2.2%
% Change 2024 to 2025	3.1%	-0.9%	3.4%	3.4%	5.2%	-1.3%	5.8%	3.9%	3.6%	1.0%	-2.8%	-3.6%	2.5%	Annual Change	1.9%	2.3%	4.4%	-1.1%
Average Annual Change	2.0%	2.2%	3.2%	-0.2%	1.6%	2.1%	-0.3%	0.7%	0.8%	0.8%	-0.9%	0.5%	1.0%		2.6%	1.3%	0.4%	0.2%
2014 M	0.648	0.964	1.291	1.238	1.726	1.496	1.839	2.708	1.257	0.999	0.669	0.441	15.28		2.903	4.460	5.804	2.109
2015 M	0.775	1.122	1.381	1.247	1.807	1.546	1.871	3.069	1.433	1.170	0.689	0.504	16.62	8.8%	3.278	4.600	6.373	2.364
2016 M	0.782	1.109	1.513	1.227	1.902	1.723	1.756	3.046	1.334	1.094	0.649	0.507	16.64	0.2%	3.403	4.851	6.137	2.250
2017 M	0.789	1.134	1.554	1.275	1.936	1.760	1.773	3.157	1.389	1.099	0.666	0.522	17.05	2.5%	3.477	4.971	6.319	2.287
2018 M	0.821	1.159	1.577	1.271	2.001	1.754	1.804	3.248	1.432	1.129	0.681	0.540	17.42	2.1%	3.557	5.027	6.483	2.350
2019 M	0.858	1.238	1.678	1.296	2.008	1.831	1.804	3.246	1.477	1.164	0.669	0.548	17.82	2.3%	3.774	5.134	6.527	2.380
2020 M	0.836	1.108	0.796	0.096	0.234	0.358	0.604	2.012	1.014	0.767	0.277	0.331	8.434	-52.7%	2.741	0.688	3.631	1.375
2021 M	0.264	0.455	0.732	0.697	1.421	1.603	1.546	2.944	1.377	1.092	0.578	0.443	13.15	55.9%	1.450	3.721	5.867	2.112
2022 M	0.682	0.955	1.461	1.096	1.742	1.647	1.586	2.740	1.271	1.050	0.604	0.501	15.34	16.6%	3.098	4.485	5.597	2.156
2023 M	0.754	1.161	1.659	1.186	1.888	1.792	1.676	2.894	1.393	1.090	0.616	0.483	16.59	8.2%	3.574	4.867	5.963	2.189
2024 M	0.764	1.206	1.686	1.167	1.933	1.863	1.673	2.815	1.314	1.077	0.616	0.485	16.60	0.0%	3.656	4.963	5.802	2.178
2025 M	0.787	1.196	1.744	1.207	2.034	1.838	1.769	2.925	1.361	1.088	0.599	0.467	17.02	2.5%	3.727	5.079	6.055	2.155

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	15.28	16.62	16.64	17.05	17.42	17.82	8.434	13.15	15.34	16.59	16.60	17.02
All Visitor Types	M	18.58	19.95	19.88	20.45	20.95	21.42	10.23	15.94	19.04	20.16	20.03	20.76
Share of Total	%	82.2%	83.3%	83.7%	83.4%	83.1%	83.2%	82.4%	82.5%	80.6%	82.3%	82.9%	82.0%
Annual Change in Share	%		1.3%	0.5%	-0.4%	-0.3%	0.1%	-0.9%	0.1%	-2.3%	2.2%	0.7%	-1.1%
Change in Share from 2014	%		1.3%	1.8%	1.4%	1.1%	1.2%	0.3%	0.3%	-2.0%	0.1%	0.8%	-0.3%
Avg Ann. Change in Share	%		1.3%	0.9%	0.5%	0.3%	0.2%	0.0%	0.0%	-0.2%	0.0%	0.1%	0.0%

DAY VISITOR



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Visitor Days by Month, Year and Visitor Type for the Period 2014 to 2025

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

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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE

2014 to 2025

TOTAL

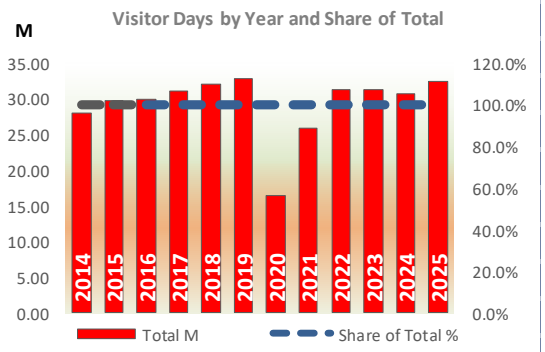
VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		19.2%	19.0%	23.9%	13.2%	16.4%	17.5%	5.5%	13.0%	25.5%	23.1%	-0.5%	16.2%	15.8%		21.1%	15.9%	13.8%	14.4%
% Change 2024 to 2025		3.7%	3.0%	2.4%	9.6%	7.1%	2.8%	7.3%	6.6%	10.7%	5.8%	0.7%	1.7%	5.8%	Annual Change	2.9%	6.2%	7.9%	3.4%
Average Annual Change		1.7%	1.7%	2.2%	1.2%	1.5%	1.6%	0.5%	1.2%	2.3%	2.1%	0.0%	1.5%	1.4%		1.9%	1.4%	1.3%	1.3%
2014	M	1.281	1.436	1.990	2.321	3.129	2.877	3.366	4.597	2.754	1.931	1.272	1.112	28.07		4.707	8.328	10.72	4.316
2015	M	1.428	1.598	2.097	2.353	3.257	2.981	3.446	5.027	2.955	2.135	1.280	1.170	29.73	5.9%	5.123	8.591	11.43	4.585
2016	M	1.431	1.579	2.217	2.332	3.358	3.164	3.361	5.064	2.899	2.065	1.246	1.189	29.90	0.6%	5.227	8.854	11.32	4.501
2017	M	1.478	1.638	2.251	2.468	3.496	3.255	3.493	5.244	3.147	2.142	1.285	1.261	31.16	4.2%	5.367	9.218	11.88	4.688
2018	M	1.527	1.680	2.286	2.488	3.654	3.326	3.558	5.461	3.216	2.227	1.325	1.302	32.05	2.9%	5.493	9.468	12.23	4.854
2019	M	1.595	1.768	2.403	2.614	3.732	3.424	3.655	5.495	3.246	2.265	1.353	1.332	32.88	2.6%	5.766	9.771	12.40	4.950
2020	M	1.632	1.574	1.177	0.153	0.333	0.457	1.635	3.807	2.885	1.718	0.356	0.640	16.36	-50.2%	4.383	0.942	8.326	2.713
2021	M	0.322	0.494	0.780	1.071	2.746	3.277	3.395	5.253	3.585	2.429	1.262	1.188	25.80	57.7%	1.596	7.093	12.23	4.879
2022	M	1.424	1.449	2.290	2.418	3.533	3.354	3.526	5.093	3.240	2.186	1.288	1.397	31.20	20.9%	5.164	9.305	11.86	4.871
2023	M	1.499	1.671	2.398	2.512	3.523	3.239	3.305	4.986	3.260	2.292	1.284	1.314	31.28	0.3%	5.568	9.274	11.55	4.891
2024	M	1.473	1.659	2.408	2.398	3.403	3.290	3.308	4.872	3.122	2.246	1.258	1.272	30.71	-1.8%	5.540	9.091	11.30	4.776
2025	M	1.527	1.709	2.466	2.628	3.644	3.381	3.550	5.193	3.455	2.376	1.267	1.293	32.49	5.8%	5.701	9.652	12.20	4.936

VISITOR DAYS

TOTAL

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80	31.20	31.28	30.71	32.49
All Visitor Types	M	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80	31.20	31.28	30.71	32.49
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												



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LINCOLNSHIRE

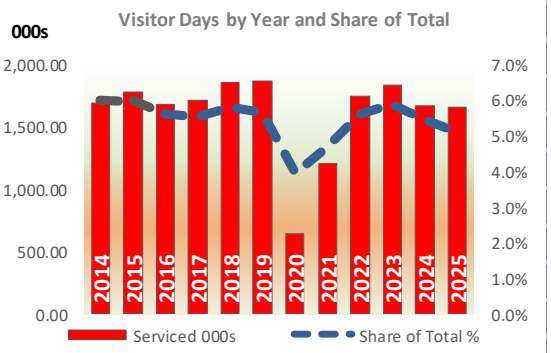
2014 to 2025 | SERVICED | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	20.0%	-2.2%	-5.5%	1.8%	16.7%	12.0%	-2.1%	-6.1%	-18.5%	-4.2%	-18.2%	9.8%	-1.7%		1.7%	10.7%	-9.1%	-5.6%
% Change 2024 to 2025	5.4%	4.3%	7.8%	-2.2%	-0.8%	1.4%	1.4%	-3.0%	-3.4%	-7.3%	-7.2%	-1.4%	-0.9%	Annual Change	5.9%	-0.4%	-1.8%	-5.5%
Average Annual Change	1.8%	-0.2%	-0.5%	0.2%	1.5%	1.1%	-0.2%	-0.6%	-1.7%	-0.4%	-1.7%	0.9%	-0.2%		0.2%	1.0%	-0.8%	-0.5%
2014 000s	73.6	120.5	123.6	112.0	130.9	143.9	174.3	216.8	202.7	143.2	140.6	102.0	1,684.2		317.7	386.9	593.8	385.8
2015 000s	89.3	130.6	128.5	117.6	143.3	170.3	185.1	232.4	194.0	157.9	128.7	103.4	1,781.1	5.8%	348.3	431.3	611.5	390.0
2016 000s	78.6	121.0	120.9	112.1	135.1	157.3	179.2	224.1	179.9	140.6	121.9	104.5	1,675.1	-5.9%	320.5	404.4	583.2	367.0
2017 000s	83.9	116.9	113.9	120.9	151.5	163.0	176.2	217.2	184.8	147.1	125.4	113.9	1,714.7	2.4%	314.7	435.4	578.2	386.4
2018 000s	90.4	126.6	120.6	129.1	167.1	178.4	187.3	240.2	193.7	160.8	137.1	124.3	1,855.5	8.2%	337.6	474.6	621.1	422.2
2019 000s	90.7	126.0	121.4	129.4	168.2	180.1	189.1	239.4	192.0	163.5	139.2	120.9	1,860.0	0.2%	338.2	477.7	620.5	423.6
2020 000s	90.8	121.1	50.2	10.5	16.2	15.2	42.0	109.6	89.0	69.9	17.7	13.6	645.8	-65.3%	262.0	41.9	240.6	101.2
2021 000s	16.3	21.4	23.5	25.9	43.2	139.0	159.2	220.2	175.1	153.2	125.1	103.6	1,205.8	86.7%	61.2	208.1	554.5	382.0
2022 000s	74.6	117.1	115.3	126.5	156.3	169.3	180.4	218.4	178.9	155.5	133.8	120.3	1,746.5	44.8%	307.0	452.1	577.7	409.7
2023 000s	92.6	126.9	121.3	133.2	162.9	176.2	183.2	226.6	189.1	159.1	135.6	126.4	1,833.2	5.0%	340.9	472.3	598.9	421.1
2024 000s	83.8	113.0	108.3	116.7	154.0	159.0	168.3	209.9	171.1	147.9	123.9	113.6	1,669.4	-8.9%	305.1	429.7	549.2	385.4
2025 000s	88.4	117.9	116.7	114.1	152.8	161.2	170.7	203.5	165.3	137.1	115.0	112.0	1,654.8	-0.9%	323.0	428.2	539.5	364.2

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	1,684.2	1,781.1	1,675.1	1,714.7	1,855.5	1,860.0	645.8	1,205.8	1,746.5	1,833.2	1,669.4	1,654.8
All Visitor Types	M	28.1	29.7	29.9	31.2	32.1	32.9	16.4	25.8	31.2	31.3	30.7	32.5
Share of Total	%	6.0%	6.0%	5.6%	5.5%	5.8%	5.7%	3.9%	4.7%	5.6%	5.9%	5.4%	5.1%
Annual Change in Share	%		-0.2%	-6.5%	-1.8%	5.2%	-2.3%	-30.2%	18.4%	19.8%	4.7%	-7.2%	-6.3%
Change in Share from 2014	%		-0.2%	-6.6%	-8.3%	-3.5%	-5.7%	-34.2%	-22.1%	-6.7%	-2.3%	-9.4%	-15.1%
Avg Ann. Change in Share	%		-0.2%	-3.3%	-2.8%	-0.9%	-1.1%	-5.7%	-3.2%	-0.8%	-0.3%	-0.9%	-1.4%

SERVICED ACCOMMODATION



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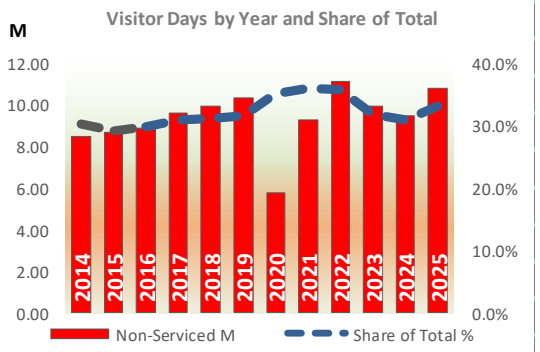
2014 to 2025 | NON-SERVICED | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	16.6%	13.6%	3.5%	41.8%	14.1%	11.1%	20.0%	24.9%	52.7%	51.7%	21.3%	35.8%	26.9%		9.1%	19.5%	32.1%	40.1%
% Change 2024 to 2025	6.0%	23.4%	-2.3%	22.6%	12.4%	10.0%	11.3%	13.4%	19.3%	14.6%	8.3%	9.6%	13.4%	Annual Change	5.7%	14.2%	14.9%	12.0%
Average Annual Change	1.5%	1.2%	0.3%	3.8%	1.3%	1.0%	1.8%	2.3%	4.8%	4.7%	1.9%	3.3%	2.4%		0.8%	1.8%	2.9%	3.6%
2014 M	0.186	0.220	0.427	0.665	1.058	1.069	1.095	1.400	1.136	0.642	0.342	0.241	8.480		0.833	2.793	3.630	1.225
2015 M	0.185	0.215	0.437	0.680	1.087	1.091	1.127	1.446	1.167	0.658	0.342	0.239	8.675	2.3%	0.837	2.858	3.741	1.239
2016 M	0.192	0.219	0.433	0.681	1.099	1.109	1.158	1.509	1.221	0.681	0.354	0.247	8.902	2.6%	0.844	2.889	3.887	1.282
2017 M	0.213	0.253	0.432	0.747	1.175	1.151	1.266	1.577	1.399	0.740	0.367	0.280	9.599	7.8%	0.897	3.073	4.242	1.387
2018 M	0.216	0.257	0.435	0.760	1.248	1.209	1.287	1.675	1.416	0.779	0.379	0.285	9.947	3.6%	0.909	3.217	4.378	1.443
2019 M	0.240	0.267	0.450	0.853	1.315	1.227	1.377	1.709	1.404	0.779	0.414	0.309	10.34	4.0%	0.956	3.396	4.490	1.501
2020 M	0.261	0.217	0.252	0.029	0.067	0.071	0.833	1.446	1.607	0.754	0.045	0.173	5.755	-44.4%	0.730	0.167	3.886	0.972
2021 M	0.006	0.006	0.013	0.246	1.074	1.326	1.379	1.758	1.795	0.978	0.421	0.291	9.293	61.5%	0.025	2.646	4.931	1.690
2022 M	0.258	0.241	0.552	0.852	1.384	1.343	1.463	1.823	1.604	0.816	0.417	0.395	11.15	20.0%	1.052	3.579	4.890	1.628
2023 M	0.231	0.244	0.459	0.845	1.228	1.085	1.164	1.564	1.495	0.875	0.399	0.331	9.920	-11.0%	0.934	3.158	4.223	1.605
2024 M	0.205	0.202	0.452	0.769	1.075	1.079	1.180	1.541	1.453	0.851	0.383	0.298	9.488	-4.4%	0.859	2.923	4.174	1.532
2025 M	0.217	0.250	0.442	0.943	1.208	1.187	1.313	1.748	1.734	0.974	0.415	0.327	10.76	13.4%	0.908	3.339	4.795	1.716

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	M	8.480	8.675	8.902	9.599	9.947	10.34	5.755	9.293	11.15	9.920	9.488	10.76
All Visitor Types	M	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80	31.20	31.28	30.71	32.49
Share of Total	%	30.2%	29.2%	29.8%	30.8%	31.0%	31.5%	35.2%	36.0%	35.7%	31.7%	30.9%	33.1%
Annual Change in Share	%		-3.4%	2.0%	3.5%	0.7%	1.4%	11.8%	2.4%	-0.8%	-11.3%	-2.6%	7.2%
Change in Share from 2014	%		-3.4%	-1.5%	2.0%	2.7%	4.1%	16.4%	19.2%	18.3%	5.0%	2.3%	9.6%
Avg Ann. Change in Share	%		-3.4%	-0.7%	0.7%	0.7%	0.8%	2.7%	2.7%	2.3%	0.6%	0.2%	0.9%

NON-SERVICED ACCOMMODATION



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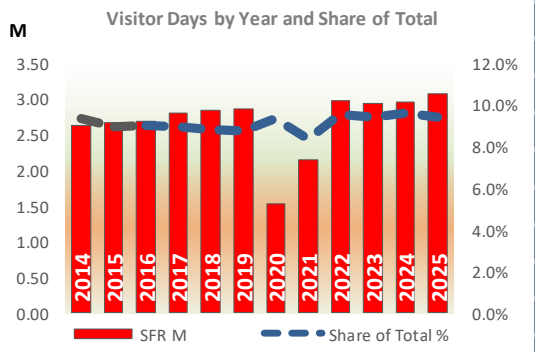
2014 to 2025 | SFR | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	16.2%	11.0%	9.8%	19.0%	16.1%	15.1%	15.3%	16.3%	23.0%	20.8%	13.9%	17.6%	16.5%		13.7%	17.1%	17.5%	17.7%
% Change 2024 to 2025	3.3%	5.8%	1.5%	5.1%	3.3%	3.0%	3.2%	3.4%	5.9%	3.5%	2.1%	3.1%	3.6%	Annual Change	3.4%	4.0%	3.9%	3.0%
Average Annual Change	1.5%	1.0%	0.9%	1.7%	1.5%	1.4%	1.4%	1.5%	2.1%	1.9%	1.3%	1.6%	1.5%		1.2%	1.6%	1.6%	1.6%
2014 M	0.374	0.132	0.149	0.305	0.214	0.169	0.258	0.272	0.159	0.146	0.121	0.328	2.627		0.654	0.688	0.689	0.596
2015 M	0.379	0.130	0.150	0.309	0.219	0.174	0.263	0.279	0.161	0.149	0.120	0.323	2.655	1.1%	0.659	0.701	0.703	0.592
2016 M	0.378	0.131	0.151	0.312	0.221	0.176	0.267	0.285	0.164	0.150	0.122	0.330	2.686	1.2%	0.659	0.709	0.716	0.602
2017 M	0.393	0.135	0.152	0.325	0.233	0.181	0.278	0.293	0.174	0.156	0.126	0.345	2.790	3.9%	0.679	0.739	0.745	0.627
2018 M	0.399	0.137	0.153	0.328	0.237	0.185	0.280	0.298	0.174	0.159	0.128	0.352	2.831	1.5%	0.690	0.750	0.752	0.639
2019 M	0.406	0.138	0.154	0.336	0.241	0.186	0.285	0.300	0.174	0.159	0.131	0.355	2.865	1.2%	0.697	0.763	0.759	0.645
2020 M	0.445	0.127	0.079	0.017	0.016	0.013	0.155	0.239	0.174	0.126	0.016	0.123	1.530	-46.6%	0.651	0.046	0.568	0.265
2021 M	0.035	0.011	0.012	0.102	0.208	0.209	0.311	0.331	0.238	0.206	0.138	0.350	2.153	40.7%	0.059	0.519	0.881	0.694
2022 M	0.409	0.136	0.162	0.344	0.250	0.194	0.297	0.312	0.185	0.164	0.133	0.381	2.967	37.8%	0.708	0.788	0.793	0.677
2023 M	0.421	0.140	0.159	0.347	0.243	0.185	0.281	0.301	0.182	0.168	0.134	0.374	2.937	-1.0%	0.720	0.776	0.765	0.676
2024 M	0.420	0.138	0.161	0.346	0.241	0.188	0.288	0.306	0.184	0.171	0.135	0.375	2.953	0.6%	0.719	0.775	0.778	0.681
2025 M	0.434	0.146	0.163	0.364	0.249	0.194	0.297	0.317	0.195	0.177	0.138	0.386	3.060	3.6%	0.743	0.806	0.809	0.701

VISITOR DAYS | SFR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	M	2.627	2.655	2.686	2.790	2.831	2.865	1.530	2.153	2.967	2.937	2.953	3.060
All Visitor Types	M	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80	31.20	31.28	30.71	32.49
Share of Total	%	9.4%	8.9%	9.0%	9.0%	8.8%	8.7%	9.3%	8.3%	9.5%	9.4%	9.6%	9.4%
Annual Change in Share	%		-4.6%	0.6%	-0.3%	-1.3%	-1.4%	7.3%	-10.7%	14.0%	-1.3%	2.4%	-2.1%
Change in Share from 2014	%		-4.6%	-4.0%	-4.3%	-5.6%	-6.9%	-0.1%	-10.8%	1.6%	0.3%	2.8%	0.6%
Avg Ann. Change in Share	%		-4.6%	-2.0%	-1.4%	-1.4%	-1.4%	0.0%	-1.5%	0.2%	0.0%	0.3%	0.1%

SFR



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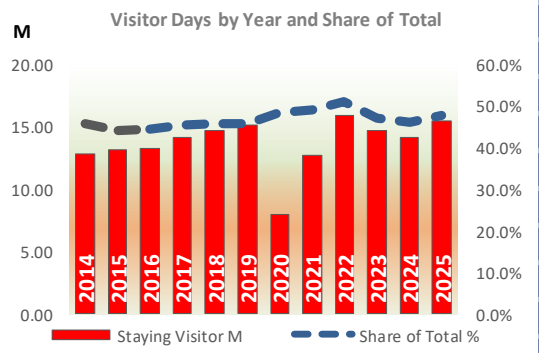
STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE

2014 to 2025 | 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																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	16.7%	8.9%	3.2%	31.2%	14.7%	11.7%	16.7%	20.1%	39.9%	38.3%	10.6%	23.0%	21.0%		9.4%	18.2%	25.1%	26.0%
% Change 2024 to 2025	4.3%	13.3%	0.0%	15.4%	9.5%	8.1%	8.9%	10.3%	15.8%	10.2%	4.0%	4.9%	9.7%	Annual Change	4.8%	10.8%	11.7%	7.1%
Average Annual Change	1.5%	0.8%	0.3%	2.8%	1.3%	1.1%	1.5%	1.8%	3.6%	3.5%	1.0%	2.1%	1.9%		0.9%	1.7%	2.3%	2.4%
2014 M	0.633	0.472	0.699	1.083	1.404	1.382	1.527	1.889	1.497	0.932	0.603	0.671	12.79		1.804	3.868	4.913	2.206
2015 M	0.653	0.476	0.715	1.106	1.449	1.435	1.575	1.958	1.522	0.965	0.591	0.666	13.11	2.5%	1.844	3.991	5.055	2.222
2016 M	0.649	0.470	0.705	1.106	1.455	1.442	1.604	2.017	1.565	0.972	0.597	0.682	13.26	1.2%	1.824	4.003	5.186	2.251
2017 M	0.689	0.504	0.697	1.193	1.560	1.495	1.720	2.087	1.758	1.043	0.618	0.739	14.10	6.3%	1.891	4.248	5.565	2.400
2018 M	0.706	0.521	0.709	1.217	1.652	1.572	1.754	2.213	1.784	1.099	0.644	0.762	14.63	3.8%	1.936	4.441	5.751	2.505
2019 M	0.737	0.530	0.725	1.319	1.725	1.593	1.851	2.249	1.770	1.101	0.684	0.785	15.07	3.0%	1.992	4.637	5.870	2.570
2020 M	0.797	0.465	0.380	0.056	0.100	0.099	1.030	1.795	1.870	0.950	0.079	0.309	7.930	-47.4%	1.642	0.255	4.695	1.338
2021 M	0.058	0.039	0.048	0.374	1.325	1.674	1.849	2.309	2.209	1.337	0.684	0.745	12.65	59.5%	0.146	3.373	6.367	2.767
2022 M	0.742	0.494	0.830	1.322	1.791	1.707	1.940	2.353	1.968	1.135	0.684	0.896	15.86	25.4%	2.066	4.820	6.261	2.715
2023 M	0.745	0.510	0.739	1.325	1.634	1.447	1.628	2.092	1.867	1.202	0.668	0.831	14.69	-7.4%	1.994	4.407	5.587	2.702
2024 M	0.709	0.453	0.722	1.232	1.470	1.427	1.636	2.057	1.808	1.169	0.642	0.787	14.11	-3.9%	1.884	4.128	5.501	2.598
2025 M	0.739	0.513	0.722	1.421	1.610	1.543	1.781	2.268	2.094	1.288	0.667	0.826	15.47	9.7%	1.975	4.573	6.144	2.781

VISITOR DAYS | STAYING VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	M	12.79	13.11	13.26	14.10	14.63	15.07	7.930	12.65	15.86	14.69	14.11	15.47
All Visitor Types	M	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80	31.20	31.28	30.71	32.49
Share of Total	%	45.6%	44.1%	44.4%	45.3%	45.7%	45.8%	48.5%	49.0%	50.8%	47.0%	45.9%	47.6%
Annual Change in Share	%		-3.2%	0.6%	2.1%	0.9%	0.4%	5.8%	1.2%	3.7%	-7.6%	-2.2%	3.6%
Change in Share from 2014	%		-3.2%	-2.7%	-0.7%	0.2%	0.5%	6.3%	7.6%	11.6%	3.0%	0.8%	4.5%
Avg Ann. Change in Share	%		-3.2%	-1.3%	-0.2%	0.0%	0.1%	1.1%	1.1%	1.4%	0.3%	0.1%	0.4%



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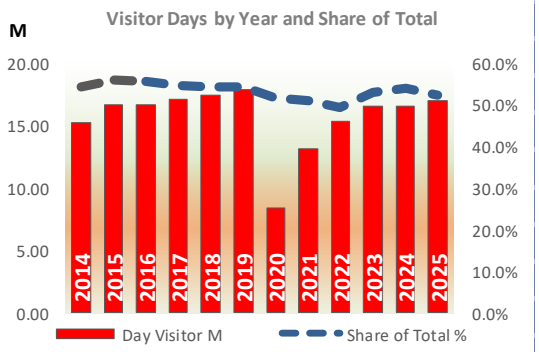
2014 to 2025 | DAY VISITOR | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	21.6%	24.0%	35.1%	-2.5%	17.9%	22.9%	-3.8%	8.0%	8.3%	8.9%	-10.4%	6.0%	11.4%		28.4%	13.9%	4.3%	2.2%
% Change 2024 to 2025	3.1%	-0.9%	3.4%	3.4%	5.2%	-1.3%	5.8%	3.9%	3.6%	1.0%	-2.8%	-3.6%	2.5%	Annual Change	1.9%	2.3%	4.4%	-1.1%
Average Annual Change	2.0%	2.2%	3.2%	-0.2%	1.6%	2.1%	-0.3%	0.7%	0.8%	0.8%	-0.9%	0.5%	1.0%		2.6%	1.3%	0.4%	0.2%
2014 M	0.648	0.964	1.291	1.238	1.726	1.496	1.839	2.708	1.257	0.999	0.669	0.441	15.28		2.903	4.460	5.804	2.109
2015 M	0.775	1.122	1.381	1.247	1.807	1.546	1.871	3.069	1.433	1.170	0.689	0.504	16.62	8.8%	3.278	4.600	6.373	2.364
2016 M	0.782	1.109	1.513	1.227	1.902	1.723	1.756	3.046	1.334	1.094	0.649	0.507	16.64	0.2%	3.403	4.851	6.137	2.250
2017 M	0.789	1.134	1.554	1.275	1.936	1.760	1.773	3.157	1.389	1.099	0.666	0.522	17.05	2.5%	3.477	4.971	6.319	2.287
2018 M	0.821	1.159	1.577	1.271	2.001	1.754	1.804	3.248	1.432	1.129	0.681	0.540	17.42	2.1%	3.557	5.027	6.483	2.350
2019 M	0.858	1.238	1.678	1.296	2.008	1.831	1.804	3.246	1.477	1.164	0.669	0.548	17.82	2.3%	3.774	5.134	6.527	2.380
2020 M	0.836	1.108	0.796	0.096	0.234	0.358	0.604	2.012	1.014	0.767	0.277	0.331	8.434	-52.7%	2.741	0.688	3.631	1.375
2021 M	0.264	0.455	0.732	0.697	1.421	1.603	1.546	2.944	1.377	1.092	0.578	0.443	13.15	55.9%	1.450	3.721	5.867	2.112
2022 M	0.682	0.955	1.461	1.096	1.742	1.647	1.586	2.740	1.271	1.050	0.604	0.501	15.34	16.6%	3.098	4.485	5.597	2.156
2023 M	0.754	1.161	1.659	1.186	1.888	1.792	1.676	2.894	1.393	1.090	0.616	0.483	16.59	8.2%	3.574	4.867	5.963	2.189
2024 M	0.764	1.206	1.686	1.167	1.933	1.863	1.673	2.815	1.314	1.077	0.616	0.485	16.60	0.0%	3.656	4.963	5.802	2.178
2025 M	0.787	1.196	1.744	1.207	2.034	1.838	1.769	2.925	1.361	1.088	0.599	0.467	17.02	2.5%	3.727	5.079	6.055	2.155

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	15.28	16.62	16.64	17.05	17.42	17.82	8.434	13.15	15.34	16.59	16.60	17.02
All Visitor Types	M	28.07	29.73	29.90	31.16	32.05	32.88	16.36	25.80	31.20	31.28	30.71	32.49
Share of Total	%	54.4%	55.9%	55.6%	54.7%	54.3%	54.2%	51.5%	51.0%	49.2%	53.0%	54.1%	52.4%
Annual Change in Share	%		2.7%	-0.4%	-1.6%	-0.7%	-0.3%	-4.9%	-1.1%	-3.6%	7.9%	1.9%	-3.1%
Change in Share from 2014	%		2.7%	2.2%	0.6%	-0.2%	-0.5%	-5.3%	-6.4%	-9.7%	-2.5%	-0.7%	-3.8%
Avg Ann. Change in Share	%		2.7%	1.1%	0.2%	0.0%	-0.1%	-0.9%	-0.9%	-1.2%	-0.3%	-0.1%	-0.3%

DAY VISITOR



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Direct and Total Employment by Month, Year and Visitor Type for the Period 2014 to 2025

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

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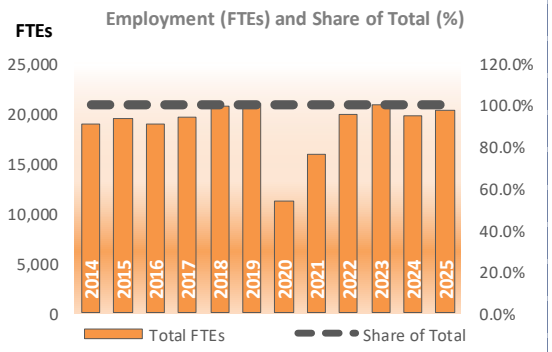
2014 to 2025

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL												TOTAL	% Change				
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	4.7%	4.3%	10.3%	6.3%	10.0%	9.9%	2.2%	9.4%	16.2%	13.5%	-8.2%	2.1%	7.6%		6.8%	8.9%	9.0%	3.5%
% Change 2024 to 2025	1.0%	0.8%	0.1%	5.7%	3.9%	0.7%	4.2%	3.8%	7.9%	4.6%	-1.4%	-0.4%	3.1%	Annual Change	0.6%	3.2%	5.1%	1.5%
Average Annual Change	0.4%	0.4%	0.9%	0.6%	0.9%	0.9%	0.2%	0.9%	1.5%	1.2%	-0.7%	0.2%	0.7%		0.6%	0.8%	0.8%	0.3%
2014 FTEs	12,371	13,082	16,504	18,752	23,453	22,127	25,413	32,395	22,108	16,545	12,502	11,627	18,907		13,986	21,444	26,639	13,558
2015 FTEs	13,110	13,846	16,903	18,746	23,934	22,574	25,635	34,404	22,773	17,515	12,345	11,808	19,466	3.0%	14,620	21,751	27,604	13,889
2016 FTEs	12,530	13,163	16,931	18,050	23,826	22,881	24,599	33,964	21,871	16,524	11,626	11,413	18,948	-2.7%	14,208	21,586	26,812	13,188
2017 FTEs	12,861	13,499	17,098	18,923	24,809	23,511	25,503	35,096	23,488	17,048	11,863	11,891	19,633	3.6%	14,486	22,414	28,029	13,601
2018 FTEs	13,557	14,176	17,805	19,602	26,410	24,615	26,515	37,215	24,482	18,113	12,534	12,547	20,631	5.1%	15,179	23,542	29,404	14,398
2019 FTEs	13,869	14,558	18,351	20,264	26,734	25,013	26,969	37,145	24,463	18,245	12,675	12,651	20,912	1.4%	15,593	24,004	29,526	14,524
2020 FTEs	13,918	13,213	10,360	2,068	3,467	4,001	13,220	27,208	22,225	14,349	3,889	5,558	11,123	-46.8%	12,497	3,179	20,884	7,932
2021 FTEs	3,105	3,946	5,541	7,994	18,402	23,463	24,768	34,859	26,352	19,287	11,799	11,444	15,913	43.1%	4,197	16,620	28,660	14,177
2022 FTEs	12,619	12,535	17,503	18,888	25,295	24,308	25,917	34,761	24,171	17,494	12,042	12,827	19,864	24.8%	14,219	22,830	28,283	14,121
2023 FTEs	13,736	14,427	18,961	20,436	26,558	24,816	25,770	35,779	25,551	19,049	12,548	12,937	20,881	5.1%	15,708	23,936	29,033	14,845
2024 FTEs	12,828	13,539	18,173	18,865	24,839	24,158	24,937	34,141	23,817	17,945	11,637	11,920	19,733	-5.5%	14,847	22,621	27,631	13,834
2025 FTEs	12,953	13,649	18,196	19,934	25,806	24,323	25,976	35,428	25,688	18,776	11,471	11,867	20,339	3.1%	14,932	23,354	29,030	14,038

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	FTEs	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733	20,339
Total Employment	FTEs	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733	20,339
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												

TOTAL



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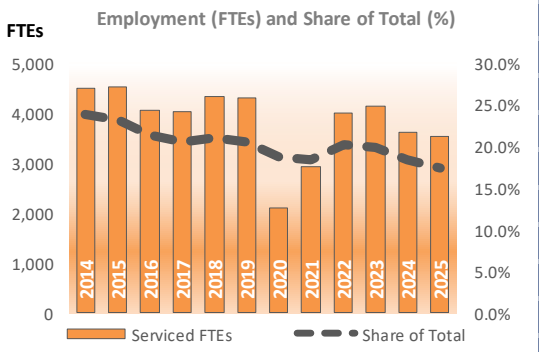
2014 to 2025 | **SERVICED** | **DIRECT EMPLOYMENT**

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																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	-21.5%	-22.7%	-23.2%	-22.0%	-17.8%	-18.2%	-20.8%	-20.7%	-25.2%	-22.3%	-25.8%	-20.9%	-21.8%		-22.5%	-19.3%	-22.2%	-23.1%
% Change 2024 to 2025	-1.5%	-1.5%	-0.6%	-3.1%	-2.8%	-2.0%	-2.0%	-3.7%	-3.7%	-4.8%	-4.6%	-3.0%	-2.8%	Annual Change	-1.2%	-2.6%	-3.1%	-4.2%
Average Annual Change	-2.0%	-2.1%	-2.1%	-2.0%	-1.6%	-1.7%	-1.9%	-1.9%	-2.3%	-2.0%	-2.3%	-1.9%	-2.0%		-2.0%	-1.8%	-2.0%	-2.1%
2014 FTEs	3,979	4,333	4,365	4,273	4,428	4,538	4,786	5,133	5,021	4,516	4,479	4,167	4,502		4,226	4,413	4,980	4,387
2015 FTEs	4,066	4,374	4,368	4,282	4,486	4,702	4,824	5,204	4,894	4,591	4,343	4,141	4,523	0.5%	4,269	4,490	4,974	4,358
2016 FTEs	3,570	3,888	3,904	3,835	4,017	4,193	4,369	4,729	4,371	4,049	3,887	3,745	4,046	-10.5%	3,787	4,015	4,490	3,894
2017 FTEs	3,563	3,814	3,804	3,861	4,098	4,193	4,302	4,632	4,379	4,057	3,869	3,770	4,029	-0.4%	3,727	4,051	4,438	3,899
2018 FTEs	3,829	4,107	4,074	4,142	4,440	4,536	4,612	5,045	4,668	4,384	4,176	4,067	4,340	7.7%	4,003	4,373	4,775	4,209
2019 FTEs	3,794	4,062	4,040	4,104	4,405	4,504	4,580	4,986	4,607	4,361	4,153	4,002	4,300	-0.9%	3,965	4,337	4,724	4,172
2020 FTEs	3,650	3,746	2,715	819	987	875	2,001	2,917	2,799	2,619	1,061	862	2,087	-51.5%	3,370	893	2,572	1,514
2021 FTEs	1,186	1,171	1,192	1,275	1,648	3,981	4,138	4,609	4,250	4,071	3,846	3,676	2,920	39.9%	1,183	2,301	4,332	3,864
2022 FTEs	3,451	3,772	3,771	3,858	4,086	4,192	4,283	4,588	4,275	4,074	3,892	3,780	4,002	37.0%	3,665	4,045	4,382	3,915
2023 FTEs	3,648	3,925	3,891	3,989	4,232	4,349	4,411	4,783	4,467	4,197	3,990	3,907	4,149	3.7%	3,822	4,190	4,554	4,031
2024 FTEs	3,171	3,400	3,373	3,441	3,744	3,790	3,868	4,226	3,900	3,690	3,482	3,395	3,623	-12.7%	3,314	3,658	3,998	3,522
2025 FTEs	3,124	3,349	3,352	3,333	3,640	3,713	3,791	4,069	3,756	3,511	3,322	3,295	3,521	-2.8%	3,275	3,562	3,872	3,376

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	FTEs	4,502	4,523	4,046	4,029	4,340	4,300	2,087	2,920	4,002	4,149	3,623	3,521
Total Employment	FTEs	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733	20,339
Share of Total	%	23.8%	23.2%	21.4%	20.5%	21.0%	20.6%	18.8%	18.4%	20.1%	19.9%	18.4%	17.3%
Annual Change in Share	%		-2.4%	-8.1%	-3.9%	2.5%	-2.3%	-8.7%	-2.2%	9.8%	-1.4%	-7.6%	-5.7%
Change in Share from 2014	%		-2.4%	-10.3%	-13.8%	-11.6%	-13.6%	-21.2%	-22.9%	-15.4%	-16.5%	-22.9%	-27.3%
Avg Ann. Change in Share	%		-2.4%	-5.2%	-4.6%	-2.9%	-2.7%	-3.5%	-3.3%	-1.9%	-1.8%	-2.3%	-2.5%

SERVICED ACCOMMODATION



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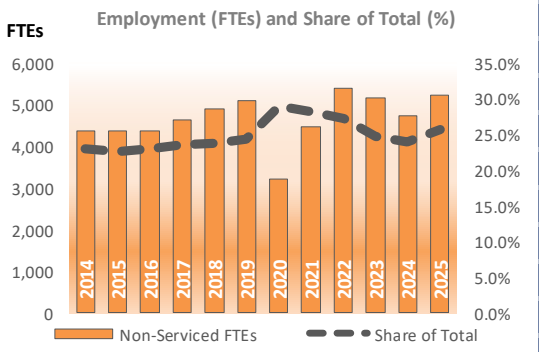
2014 to 2025 | **NON-SERVICED** | **DIRECT EMPLOYMENT**

EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		1.6%	1.7%	0.1%	28.3%	11.3%	8.9%	16.1%	21.5%	46.1%	44.5%	9.1%	13.0%	20.0%		1.0%	14.7%	27.6%	26.6%
% Change 2024 to 2025		4.1%	12.8%	-1.6%	15.6%	8.6%	6.7%	7.9%	9.9%	17.4%	17.6%	5.1%	5.9%	10.3%		3.7%	9.8%	11.9%	11.6%
Average Annual Change		0.1%	0.2%	0.0%	2.6%	1.0%	0.8%	1.5%	2.0%	4.2%	4.0%	0.8%	1.2%	1.8%	Annual Change	0.1%	1.3%	2.5%	2.4%
2014	FTEs	1,753	1,902	3,073	4,224	6,133	6,182	6,231	7,649	6,464	4,078	2,551	2,044	4,357		2,243	5,513	6,781	2,891
2015	FTEs	1,742	1,877	3,078	4,238	6,189	6,207	6,302	7,764	6,525	4,094	2,535	2,026	4,381	0.6%	2,232	5,545	6,864	2,885
2016	FTEs	1,694	1,812	2,969	4,142	6,125	6,170	6,322	7,917	6,649	4,098	2,499	1,978	4,365	-0.4%	2,158	5,479	6,963	2,858
2017	FTEs	1,780	1,951	2,958	4,426	6,481	6,373	6,814	8,247	7,460	4,345	2,551	2,112	4,625	6.0%	2,230	5,760	7,507	3,003
2018	FTEs	1,863	2,039	3,101	4,637	7,001	6,827	7,106	8,909	7,744	4,680	2,694	2,205	4,901	6.0%	2,334	6,155	7,920	3,193
2019	FTEs	2,008	2,125	3,233	5,106	7,353	6,962	7,552	9,094	7,733	4,746	2,895	2,351	5,096	4.0%	2,455	6,474	8,126	3,330
2020	FTEs	2,035	1,985	2,314	544	980	996	5,013	8,262	9,089	4,877	1,043	1,580	3,226	-36.7%	2,111	840	7,455	2,500
2021	FTEs	196	183	254	1,972	6,186	7,282	7,435	9,142	9,738	6,059	2,929	2,302	4,473	38.6%	211	5,147	8,772	3,763
2022	FTEs	2,090	2,039	3,671	5,088	7,621	7,439	7,887	9,767	8,575	4,893	2,916	2,717	5,392	20.5%	2,600	6,716	8,743	3,509
2023	FTEs	2,028	2,099	3,390	5,291	7,295	6,620	6,920	8,869	8,545	5,380	2,937	2,534	5,159	-4.3%	2,506	6,402	8,111	3,617
2024	FTEs	1,710	1,715	3,126	4,685	6,287	6,309	6,710	8,457	8,045	5,011	2,649	2,180	4,740	-8.1%	2,183	5,760	7,737	3,280
2025	FTEs	1,780	1,934	3,077	5,418	6,827	6,733	7,237	9,290	9,441	5,891	2,783	2,309	5,227	10.3%	2,264	6,326	8,656	3,661

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	FTEs	4,357	4,381	4,365	4,625	4,901	5,096	3,226	4,473	5,392	5,159	4,740	5,227
Total Employment	FTEs	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733	20,339
Share of Total	%	23.0%	22.5%	23.0%	23.6%	23.8%	24.4%	29.0%	28.1%	27.1%	24.7%	24.0%	25.7%
Annual Change in Share	%		-2.3%	2.3%	2.3%	0.8%	2.6%	19.0%	-3.1%	-3.4%	-9.0%	-2.8%	7.0%
Change in Share from 2014	%		-2.3%	0.0%	2.2%	3.1%	5.8%	25.9%	22.0%	17.8%	7.2%	4.2%	11.5%
Avg Ann. Change in Share	%		-2.3%	0.0%	0.7%	0.8%	1.2%	4.3%	3.1%	2.2%	0.8%	0.4%	1.0%

NON-SERVICED ACCOMMODATION



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STEAM REPORT FOR 2014-2025 - FINAL

LINCOLNSHIRE

2014 to 2025

SFR

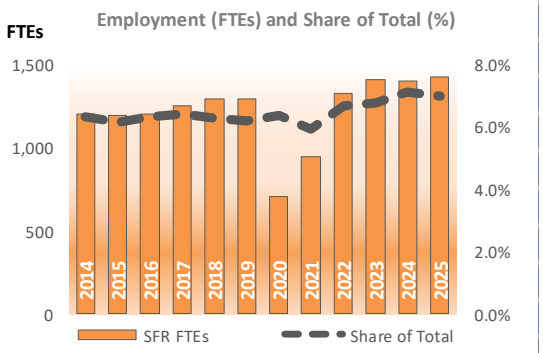
DIRECT EMPLOYMENT

EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		18.4%	13.1%	11.9%	21.3%	18.3%	17.3%	17.4%	18.5%	25.4%	23.1%	16.0%	19.9%	18.7%		15.8%	19.4%	19.7%	19.9%
% Change 2024 to 2025		1.1%	3.5%	-0.7%	2.9%	1.1%	0.8%	1.0%	1.2%	3.7%	1.3%	-0.1%	0.9%	1.4%	Annual Change	1.1%	1.8%	1.7%	0.8%
Average Annual Change		1.7%	1.2%	1.1%	1.9%	1.7%	1.6%	1.6%	1.7%	2.3%	2.1%	1.5%	1.8%	1.7%		1.4%	1.8%	1.8%	1.8%
2014	FTEs	2,042	719	813	1,669	1,172	921	1,408	1,488	868	800	661	1,795	1,196		1,191	1,254	1,255	1,085
2015	FTEs	2,043	704	810	1,666	1,179	937	1,419	1,506	866	806	647	1,743	1,194	-0.2%	1,186	1,261	1,264	1,066
2016	FTEs	2,023	700	806	1,673	1,185	940	1,431	1,524	878	802	652	1,766	1,198	0.4%	1,176	1,266	1,278	1,073
2017	FTEs	2,117	726	817	1,752	1,254	978	1,498	1,578	939	841	678	1,861	1,253	4.6%	1,220	1,328	1,338	1,127
2018	FTEs	2,184	751	835	1,792	1,298	1,010	1,529	1,631	953	868	699	1,925	1,290	2.9%	1,256	1,367	1,371	1,164
2019	FTEs	2,196	745	830	1,817	1,305	1,005	1,542	1,623	939	860	706	1,919	1,291	0.1%	1,257	1,376	1,368	1,162
2020	FTEs	2,397	685	423	93	87	69	858	1,363	992	718	91	700	706	-45.3%	1,169	83	1,071	503
2021	FTEs	195	63	69	537	1,089	1,097	1,633	1,740	1,251	1,080	727	1,839	943	33.5%	109	908	1,542	1,215
2022	FTEs	2,192	728	869	1,841	1,339	1,042	1,588	1,670	991	876	713	2,038	1,324	40.3%	1,263	1,407	1,416	1,209
2023	FTEs	2,419	804	915	1,996	1,400	1,066	1,618	1,733	1,049	968	768	2,151	1,407	6.3%	1,379	1,487	1,467	1,296
2024	FTEs	2,391	786	916	1,968	1,371	1,072	1,637	1,742	1,049	972	768	2,133	1,401	-0.5%	1,364	1,470	1,476	1,291
2025	FTEs	2,417	813	910	2,024	1,386	1,081	1,654	1,763	1,088	984	767	2,152	1,420	1.4%	1,380	1,497	1,502	1,301

EMPLOYMENT

SFR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	FTEs	1,196	1,194	1,198	1,253	1,290	1,291	706	943	1,324	1,407	1,401	1,420
Total Employment	FTEs	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733	20,339
Share of Total	%	6.3%	6.1%	6.3%	6.4%	6.3%	6.2%	6.4%	5.9%	6.7%	6.7%	7.1%	7.0%
Annual Change in Share	%		-3.1%	3.1%	0.9%	-2.1%	-1.3%	2.9%	-6.7%	12.4%	1.1%	5.3%	-1.6%
Change in Share from 2014	%		-3.1%	-0.1%	0.9%	-1.2%	-2.5%	0.4%	-6.3%	5.3%	6.5%	12.2%	10.3%
Avg Ann. Change in Share	%		-3.1%	0.0%	0.3%	-0.3%	-0.5%	0.1%	-0.9%	0.7%	0.7%	1.2%	0.9%



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STEAM REPORT FOR 2014-2025 - FINAL

LINCOLNSHIRE

2014 to 2025

STAYING VISITOR

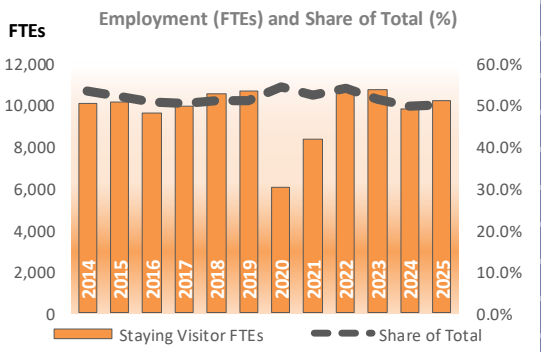
DIRECT EMPLOYMENT

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																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		-5.8%	-12.3%	-11.1%	6.0%	1.0%	-1.0%	2.1%	6.0%	15.6%	10.6%	-10.7%	-3.1%	1.1%		-9.7%	1.8%	7.8%	-0.3%
% Change 2024 to 2025		0.7%	3.3%	-1.0%	6.8%	4.0%	3.2%	3.8%	4.8%	9.9%	7.4%	-0.4%	0.6%	4.1%	Annual Change	0.8%	4.6%	6.2%	3.0%
Average Annual Change		-0.5%	-1.1%	-1.0%	0.5%	0.1%	-0.1%	0.2%	0.5%	1.4%	1.0%	-1.0%	-0.3%	0.1%		-0.9%	0.2%	0.7%	0.0%
2014	FTEs	7,774	6,954	8,252	10,166	11,733	11,642	12,425	14,270	12,353	9,394	7,691	8,005	10,055		7,660	11,180	13,016	8,363
2015	FTEs	7,851	6,954	8,256	10,186	11,854	11,846	12,545	14,474	12,285	9,491	7,525	7,910	10,098	0.4%	7,687	11,295	13,101	8,309
2016	FTEs	7,287	6,399	7,679	9,650	11,327	11,303	12,123	14,171	11,897	8,948	7,039	7,490	9,609	-4.8%	7,122	10,760	12,730	7,825
2017	FTEs	7,459	6,491	7,580	10,040	11,834	11,545	12,614	14,457	12,778	9,243	7,097	7,744	9,907	3.1%	7,177	11,140	13,283	8,028
2018	FTEs	7,876	6,897	8,010	10,572	12,739	12,373	13,247	15,584	13,365	9,932	7,569	8,197	10,530	6.3%	7,594	11,895	14,066	8,566
2019	FTEs	7,998	6,931	8,103	11,027	13,063	12,471	13,674	15,704	13,279	9,967	7,754	8,272	10,687	1.5%	7,677	12,187	14,219	8,664
2020	FTEs	8,083	6,416	5,452	1,456	2,054	1,940	7,871	12,542	12,880	8,214	2,194	3,142	6,020	-43.7%	6,650	1,816	11,098	4,517
2021	FTEs	1,576	1,417	1,515	3,784	8,924	12,359	13,207	15,491	15,240	11,210	7,502	7,817	8,337	38.5%	1,503	8,356	14,646	8,843
2022	FTEs	7,733	6,539	8,312	10,787	13,046	12,673	13,758	16,024	13,841	9,843	7,521	8,536	10,718	28.6%	7,528	12,169	14,541	8,634
2023	FTEs	8,096	6,829	8,195	11,276	12,928	12,035	12,950	15,385	14,060	10,545	7,695	8,592	10,715	0.0%	7,707	12,079	14,132	8,944
2024	FTEs	7,272	5,900	7,415	10,094	11,402	11,171	12,216	14,425	12,994	9,673	6,898	7,708	9,764	-8.9%	6,862	10,889	13,212	8,093
2025	FTEs	7,321	6,097	7,339	10,775	11,853	11,526	12,682	15,122	14,285	10,386	6,872	7,755	10,168	4.1%	6,919	11,385	14,030	8,338

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	FTEs	10,055	10,098	9,609	9,907	10,530	10,687	6,020	8,337	10,718	10,715	9,764	10,168
Total Employment	FTEs	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733	20,339
Share of Total	%	53.2%	51.9%	50.7%	50.5%	51.0%	51.1%	54.1%	52.4%	54.0%	51.3%	49.5%	50.0%
Annual Change in Share	%		-2.5%	-2.2%	-0.5%	1.1%	0.1%	5.9%	-3.2%	3.0%	-4.9%	-3.6%	1.0%
Change in Share from 2014	%		-2.5%	-4.6%	-5.1%	-4.0%	-3.9%	1.8%	-1.5%	1.5%	-3.5%	-7.0%	-6.0%
Avg Ann. Change in Share	%		-2.5%	-2.3%	-1.7%	-1.0%	-0.8%	0.3%	-0.2%	0.2%	-0.4%	-0.7%	-0.5%

STAYING VISITOR



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STEAM REPORT FOR 2014-2025 - FINAL

LINCOLNSHIRE

2014 to 2025

DAY VISITOR

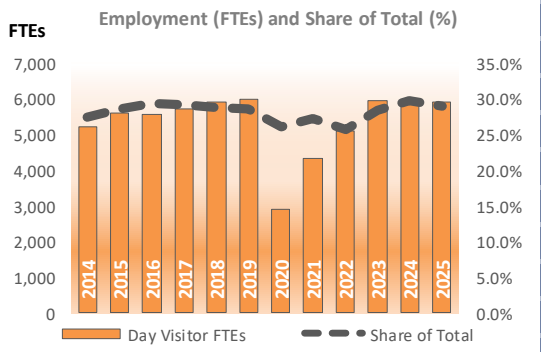
DIRECT EMPLOYMENT

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																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		23.9%	26.3%	37.6%	-0.7%	20.1%	25.2%	-2.0%	10.0%	10.3%	11.0%	-8.7%	8.0%	13.5%		30.8%	16.0%	6.3%	4.1%
% Change 2024 to 2025		0.9%	-3.0%	1.2%	1.2%	3.0%	-3.4%	3.5%	1.7%	1.4%	-1.1%	-4.8%	-5.6%	0.3%	Annual Change	-0.3%	0.1%	2.1%	-3.2%
Average Annual Change		2.2%	2.4%	3.4%	-0.1%	1.8%	2.3%	-0.2%	0.9%	0.9%	1.0%	-0.8%	0.7%	1.2%		2.8%	1.5%	0.6%	0.4%
2014	FTEs	2,643	3,936	5,269	5,054	7,043	6,104	7,506	11,054	5,130	4,079	2,730	1,801	5,196		3,950	6,067	7,897	2,870
2015	FTEs	3,125	4,520	5,566	5,024	7,283	6,229	7,540	12,367	5,774	4,714	2,777	2,033	5,579	7.4%	4,404	6,179	8,560	3,175
2016	FTEs	3,125	4,434	6,047	4,904	7,605	6,887	7,022	12,179	5,333	4,373	2,593	2,029	5,544	-0.6%	4,535	6,465	8,178	2,998
2017	FTEs	3,177	4,564	6,256	5,132	7,794	7,086	7,138	12,710	5,590	4,425	2,683	2,101	5,721	3.2%	4,666	6,671	8,480	3,070
2018	FTEs	3,351	4,730	6,436	5,189	8,168	7,160	7,363	13,254	5,843	4,606	2,779	2,204	5,924	3.5%	4,839	6,839	8,820	3,196
2019	FTEs	3,466	4,997	6,777	5,231	8,106	7,393	7,282	13,108	5,963	4,698	2,701	2,211	5,994	1.2%	5,080	6,910	8,784	3,203
2020	FTEs	3,363	4,462	3,206	387	941	1,440	2,487	8,497	4,283	3,239	1,169	1,396	2,906	-51.5%	3,677	923	5,089	1,935
2021	FTEs	1,085	1,870	3,009	2,730	5,572	6,284	6,061	11,540	5,397	4,281	2,264	1,735	4,319	48.6%	1,988	4,862	7,666	2,760
2022	FTEs	2,728	3,820	5,841	4,383	6,968	6,587	6,342	10,958	5,084	4,201	2,416	2,004	5,111	18.3%	4,130	5,979	7,461	2,874
2023	FTEs	3,238	4,985	7,122	5,095	8,109	7,695	7,198	12,426	5,983	4,680	2,645	2,074	5,937	16.2%	5,115	6,966	8,536	3,133
2024	FTEs	3,246	5,126	7,166	4,959	8,216	7,917	7,109	11,962	5,585	4,577	2,619	2,060	5,878	-1.0%	5,179	7,030	8,219	3,085
2025	FTEs	3,275	4,973	7,251	5,019	8,459	7,645	7,358	12,165	5,661	4,526	2,492	1,944	5,897	0.3%	5,166	7,041	8,394	2,987

EMPLOYMENT

DAY VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	FTEs	5,196	5,579	5,544	5,721	5,924	5,994	2,906	4,319	5,111	5,937	5,878	5,897
Total Employment	FTEs	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733	20,339
Share of Total	%	27.5%	28.7%	29.3%	29.1%	28.7%	28.7%	26.1%	27.1%	25.7%	28.4%	29.8%	29.0%
Annual Change in Share	%		4.3%	2.1%	-0.4%	-1.5%	-0.2%	-8.9%	3.9%	-5.2%	10.5%	4.8%	-2.7%
Change in Share from 2014	%		4.3%	6.5%	6.0%	4.5%	4.3%	-4.9%	-1.2%	-6.4%	3.5%	8.4%	5.5%
Avg Ann. Change in Share	%		4.3%	3.2%	2.0%	1.1%	0.9%	-0.8%	-0.2%	-0.8%	0.4%	0.8%	0.5%



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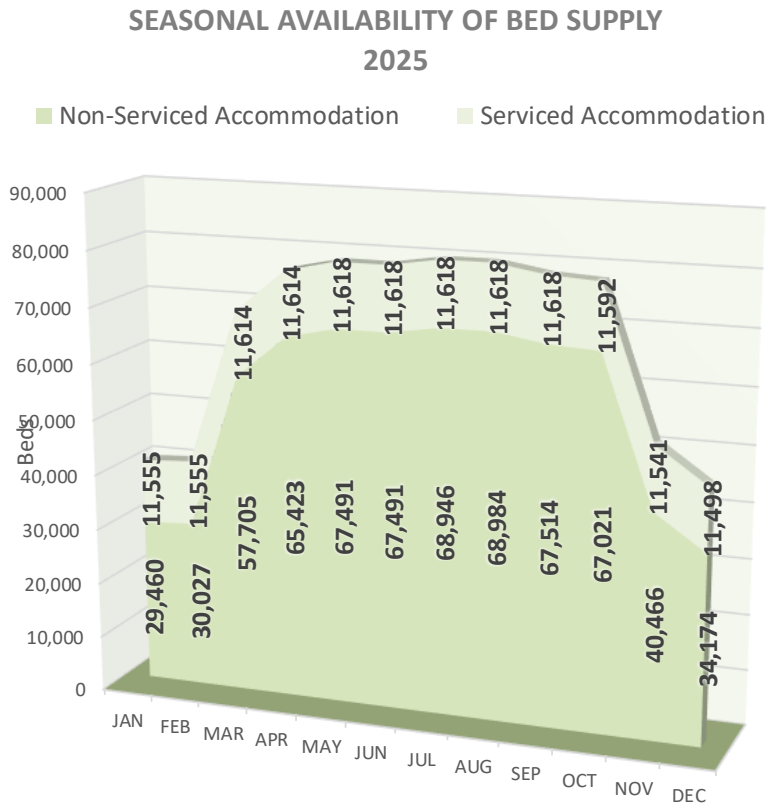
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE	2025	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE

SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	517	11,618	-15	-192	-300	-2,289
+50 Room	19	3,173	-1	-142	+4	+682
11-50 Room	95	4,323	-1	+42	-39	-1,179
<10 Room	403	4,122	-13	-92	-265	-1,792

NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	746	68,988	+26	+2,026	-71	+3,104
Self catering	434	16,118	+29	+168	-102	-118
Static caravans/chalets	0	25,408	0	+1,189	0	+1,933
Touring caravans/camping	310	27,432	-3	+669	+32	+1,479
Youth Hostels	2	30	0	0	-1	-28

DISTRIBUTION BY TYPE OF ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	1,263	80,606	+11	+1,834	-371	+815
Serviced Accommodation Share of Total	41%	14%				
Non-Serviced Accommodation Share of Total	59%	86%				



SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	41,015	41,582	69,318	77,036	79,109	79,109	80,564	80,602	79,132	78,613	52,007	45,671
Serviced Accommodation	11,555	11,555	11,614	11,614	11,618	11,618	11,618	11,618	11,618	11,592	11,541	11,498
Non-Serviced Accommodation	29,460	30,027	57,705	65,423	67,491	67,491	68,946	68,984	67,514	67,021	40,466	34,174

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Report Prepared by: Cathy James. Date of Issue: 02/07/26

Report Sections With Historic Financial Data Indexed to 2025 Prices

Sections:

Comparative Headlines
Key Measures
Economic Impact
Sectoral Analysis

Visitor Types:

Total
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

Indexation:

Indexation to: 2025

2014	***1.55***
2015	***1.53***
2016	***1.51***
2017	***1.48***
2018	***1.42***
2019	***1.38***
2020	***1.35***
2021	***1.33***
2022	***1.23***
2023	***1.09***
2024	***1.04***
2025	***1.00***

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STEAM REPORT FOR 2014-2025 - FINAL

LINCOLNSHIRE

Comparing 2025 and 2024

2024 in 2025 prices (1.036)

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - INDEXED TO 2025

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	1.655	1.669	-0.9%	10.76	9.488	13.4%	3.060	2.953	3.6%	15.47	14.11	9.7%	17.02	16.60	2.5%	32.49	30.71	5.8%
Visitor Numbers	M	0.860	0.856	0.5%	1.599	1.328	20.4%	1.289	1.244	3.6%	3.748	3.428	9.3%	17.02	16.60	2.5%	20.76	20.03	3.7%
Direct Expenditure	£Bn																1.670	1.570	6.4%
Economic Impact	£Bn	0.261	0.263	-1.0%	0.847	0.738	14.7%	0.218	0.210	3.6%	1.325	1.211	9.4%	0.916	0.894	2.5%	2.241	2.105	6.5%
Direct Employment	FTEs	3,521	3,623	-2.8%	5,227	4,740	10.3%	1,420	1,401	1.4%	10,168	9,764	4.1%	5,897	5,878	0.3%	16,065	15,642	2.7%
Total Employment	FTEs																20,339	19,733	3.1%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2024 - INDEXED TO 2025

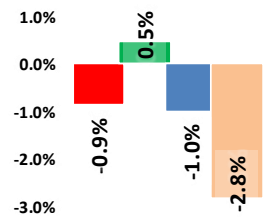
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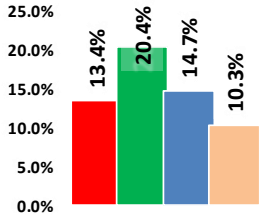
Visitor Days

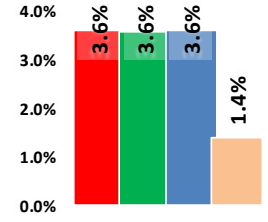
Visitor Numbers

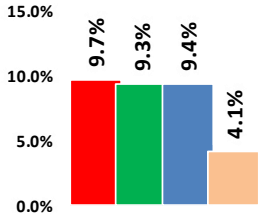
Total Economic Impact

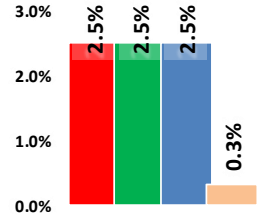
Direct Employment

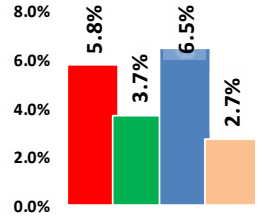




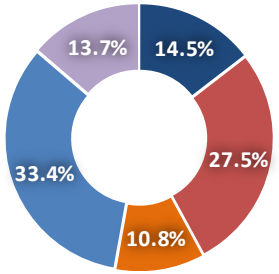








Sectoral Distribution of Economic Impact - £Bn including VAT Indexed to 2025



Accommodation

Food & Drink

Recreation

Shopping

Transport

Direct Expenditure Categories

	2025	2024	+/- %
Accommodation	0.243	0.219	10.6%
Food & Drink	0.460	0.435	5.8%
Recreation	0.180	0.170	5.4%
Shopping	0.558	0.529	5.5%
Transport	0.229	0.216	6.0%
TOTAL DIRECT	1.670	1.570	6.4%
Indirect	0.571	0.535	6.8%
TOTAL	2.241	2.105	6.5%

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	3,622	3,605	0.5%
Food & Drink	4,439	4,287	3.5%
Recreation	2,103	2,038	3.2%
Shopping	4,914	4,759	3.3%
Transport	988	952	3.8%
TOTAL DIRECT	16,065	15,642	2.7%
Indirect	4,274	4,091	4.5%
TOTAL	20,339	19,733	3.1%

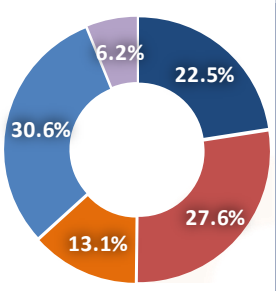
Accommodation

Food & Drink

Recreation

Shopping

Transport



Direct Employment Categories

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STEAM REPORT FOR 2014-2025 - FINAL

LINCOLNSHIRE

2014 to 2025

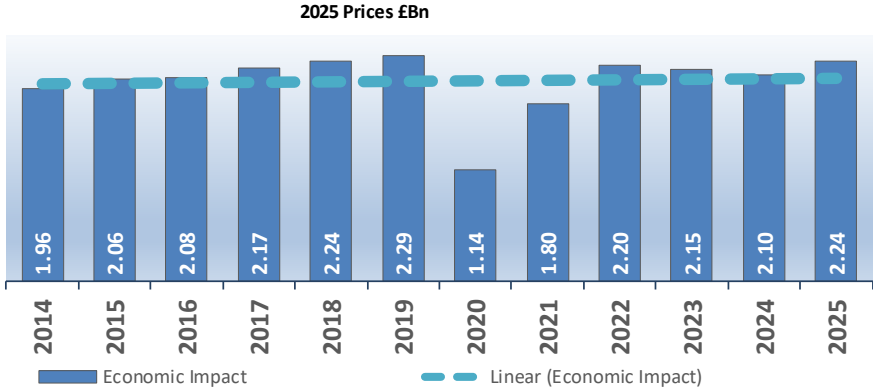
2025 Prices

TOTAL

KEY MEASURES
Indexed

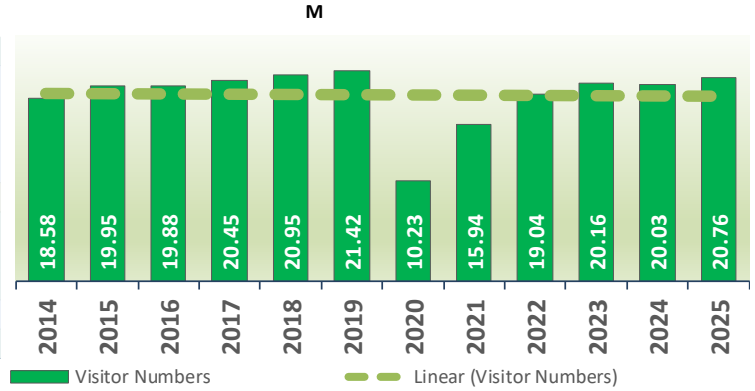
Economic Impact - Indexed - Total

	% Change Year on Year
2015	5.0%
2016	0.8%
2017	4.6%
2018	3.0%
2019	2.3%
2020	-50.4%
2021	58.8%
2022	22.0%
2023	-2.1%
2024	-2.3%
2025	6.5%



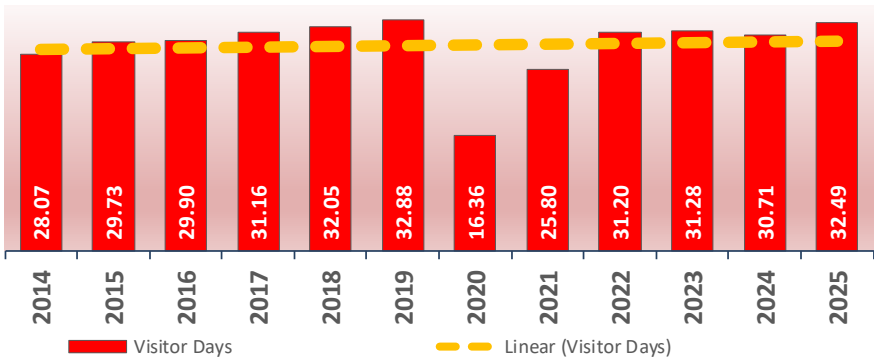
Visitor Numbers - Total

	% Change Year on Year
2015	7.3%
2016	-0.3%
2017	2.9%
2018	2.5%
2019	2.2%
2020	-52.2%
2021	55.8%
2022	19.4%
2023	5.9%
2024	-0.7%
2025	3.7%



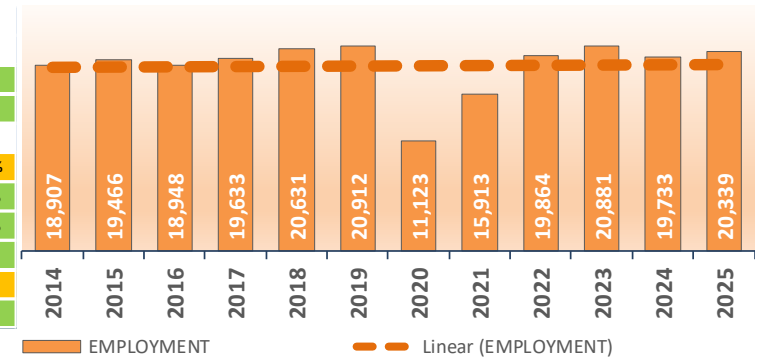
Visitor Days - Total

	% Change Year on Year
2015	5.9%
2016	0.6%
2017	4.2%
2018	2.9%
2019	2.6%
2020	-50.2%
2021	57.7%
2022	20.9%
2023	0.3%
2024	-1.8%
2025	5.8%



Total Employment Supported - Total

	% Change Year on Year
2015	3.0%
2016	-2.7%
2017	3.6%
2018	5.1%
2019	1.4%
2020	-46.8%
2021	43.1%
2022	24.8%
2023	5.1%
2024	-5.5%
2025	3.1%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		5.0%	5.8%	10.7%	14.1%	16.7%	-42.1%	-8.1%	12.1%	9.7%	7.2%	14.1%
Visitor Numbers		7.3%	7.0%	10.1%	12.8%	15.3%	-44.9%	-14.2%	2.4%	8.5%	7.8%	11.7%
Visitor Days		5.9%	6.5%	11.0%	14.2%	17.2%	-41.7%	-8.1%	11.2%	11.5%	9.4%	15.8%
Total Employment		3.0%	0.2%	3.8%	9.1%	10.6%	-41.2%	-15.8%	5.1%	10.4%	4.4%	7.6%

"Linear" = *Linear Trendline*

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LINCOLNSHIRE

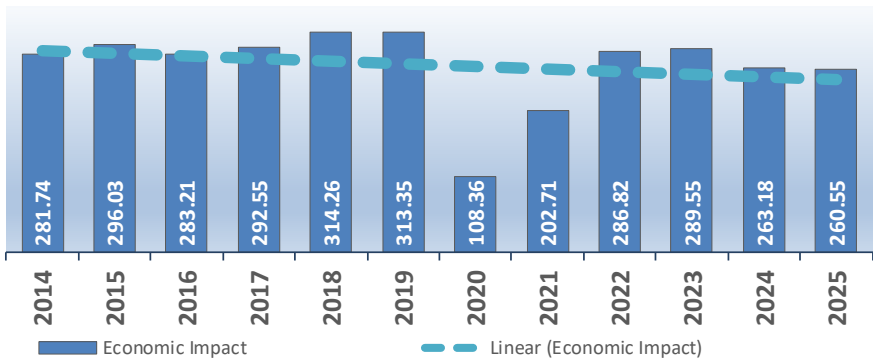
2014 to 2025
2025 Prices

SERVICED ACCOMMODATION

KEY MEASURES
Indexed

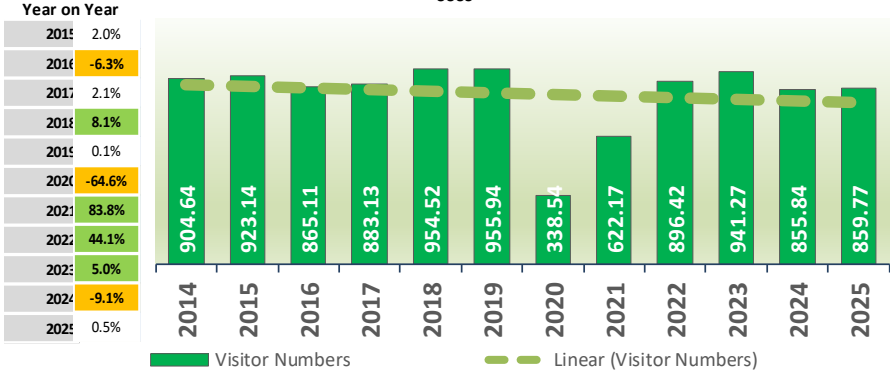
Economic Impact - Indexed - Serviced Accommodation

	% Change Year on Year
2015	5.1%
2016	-4.3%
2017	3.3%
2018	7.4%
2019	-0.3%
2020	-65.4%
2021	87.1%
2022	41.5%
2023	1.0%
2024	-9.1%
2025	-1.0%



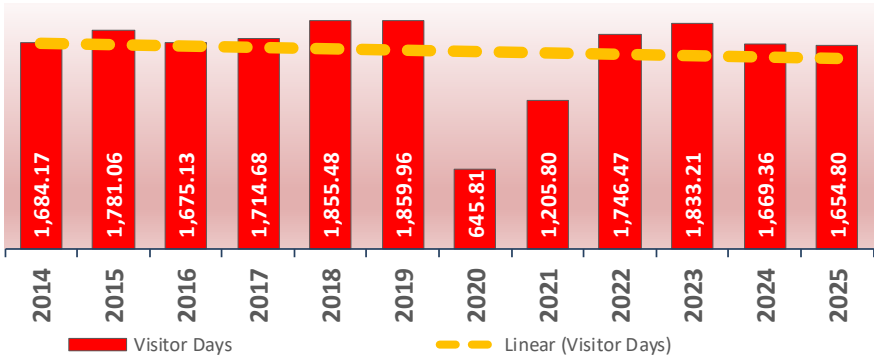
Visitor Numbers - Serviced Accommodation

	% Change Year on Year
2015	2.0%
2016	-6.3%
2017	2.1%
2018	8.1%
2019	0.1%
2020	-64.6%
2021	83.8%
2022	44.1%
2023	5.0%
2024	-9.1%
2025	0.5%



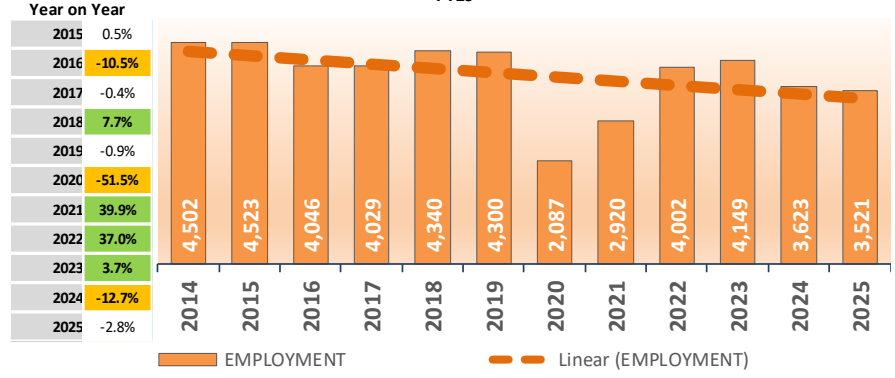
Visitor Days - Serviced Accommodation

	% Change Year on Year
2015	5.8%
2016	-5.9%
2017	2.4%
2018	8.2%
2019	0.2%
2020	-65.3%
2021	86.7%
2022	44.8%
2023	5.0%
2024	-8.9%
2025	-0.9%



Direct Employment Supported - Serviced Accommodation

	% Change Year on Year
2015	0.5%
2016	-10.5%
2017	-0.4%
2018	7.7%
2019	-0.9%
2020	-51.5%
2021	39.9%
2022	37.0%
2023	3.7%
2024	-12.7%
2025	-2.8%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		5.1%	0.5%	3.8%	11.5%	11.2%	-61.5%	-28.1%	1.8%	2.8%	-6.6%	-7.5%
Visitor Numbers		2.0%	-4.4%	-2.4%	5.5%	5.7%	-62.6%	-31.2%	-0.9%	4.0%	-5.4%	-5.0%
Visitor Days		5.8%	-0.5%	1.8%	10.2%	10.4%	-61.7%	-28.4%	3.7%	8.8%	-0.9%	-1.7%
Direct Employment		0.5%	-10.1%	-10.5%	-3.6%	-4.5%	-53.6%	-35.1%	-11.1%	-7.8%	-19.5%	-21.8%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL

LINCOLNSHIRE

2014 to 2025

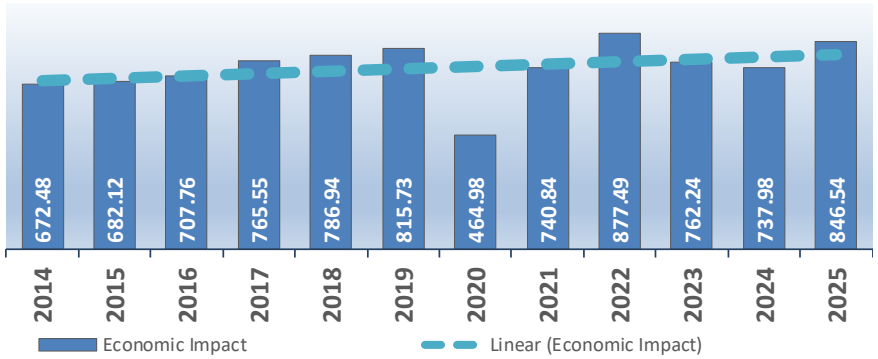
2025 Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES Indexed

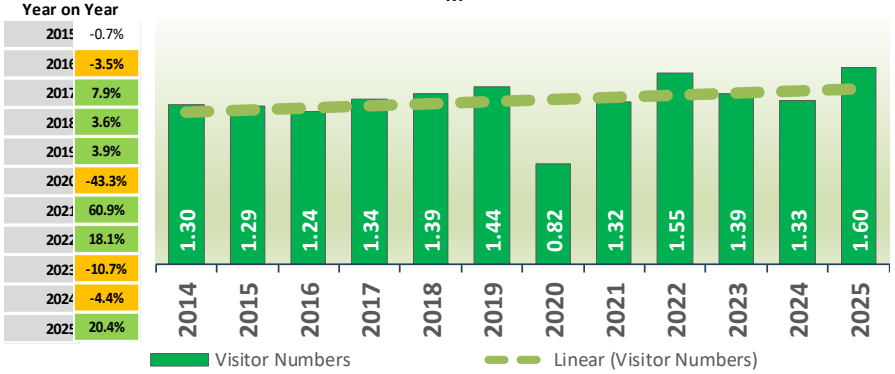
Economic Impact - Indexed - Non-Serviced Accommodation

	% Change Year on Year
2015	1.4%
2016	3.8%
2017	8.2%
2018	2.8%
2019	3.7%
2020	-43.0%
2021	59.3%
2022	18.4%
2023	-13.1%
2024	-3.2%
2025	14.7%



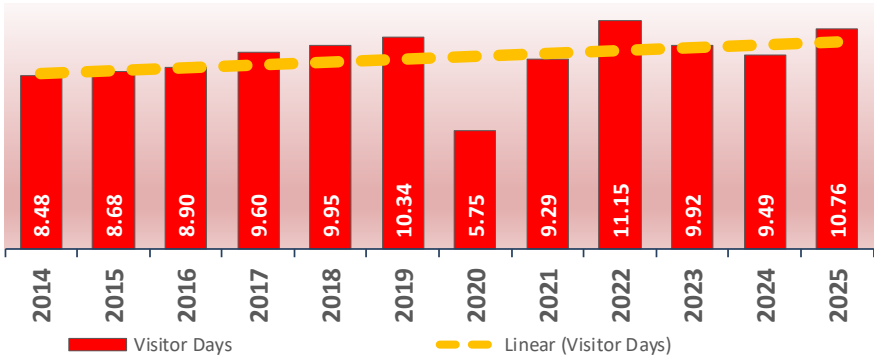
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2015	-0.7%
2016	-3.5%
2017	7.9%
2018	3.6%
2019	3.9%
2020	-43.3%
2021	60.9%
2022	18.1%
2023	-10.7%
2024	-4.4%
2025	20.4%



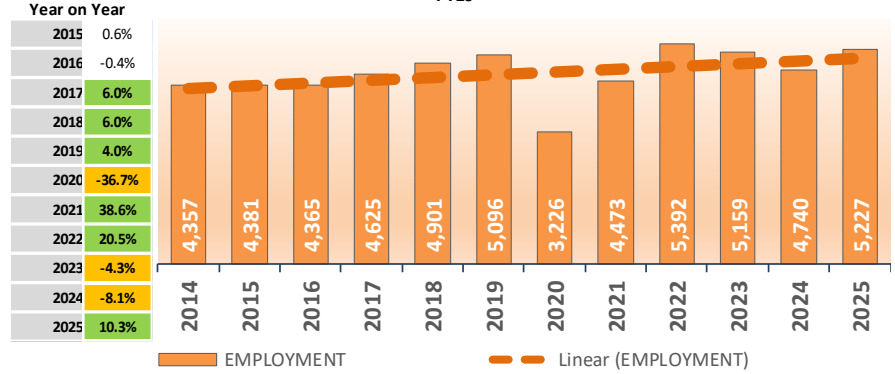
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2015	2.3%
2016	2.6%
2017	7.8%
2018	3.6%
2019	4.0%
2020	-44.4%
2021	61.5%
2022	20.0%
2023	-11.0%
2024	-4.4%
2025	13.4%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2015	0.6%
2016	-0.4%
2017	6.0%
2018	6.0%
2019	4.0%
2020	-36.7%
2021	38.6%
2022	20.5%
2023	-4.3%
2024	-8.1%
2025	10.3%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		1.4%	5.2%	13.8%	17.0%	21.3%	-30.9%	10.2%	30.5%	13.3%	9.7%	25.9%
Visitor Numbers		-0.7%	-4.2%	3.4%	7.1%	11.3%	-36.9%	1.6%	20.0%	7.2%	2.5%	23.4%
Visitor Days		2.3%	5.0%	13.2%	17.3%	22.0%	-32.1%	9.6%	31.5%	17.0%	11.9%	26.9%
Direct Employment		0.6%	0.2%	6.2%	12.5%	17.0%	-25.9%	2.7%	23.8%	18.4%	8.8%	20.0%

"Linear" = *Linear Trendline*

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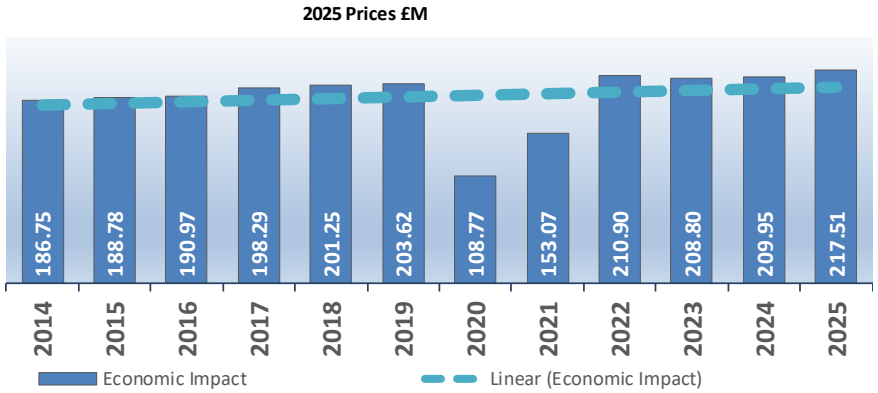
2014 to 2025
2025 Prices

SFR

KEY MEASURES
Indexed

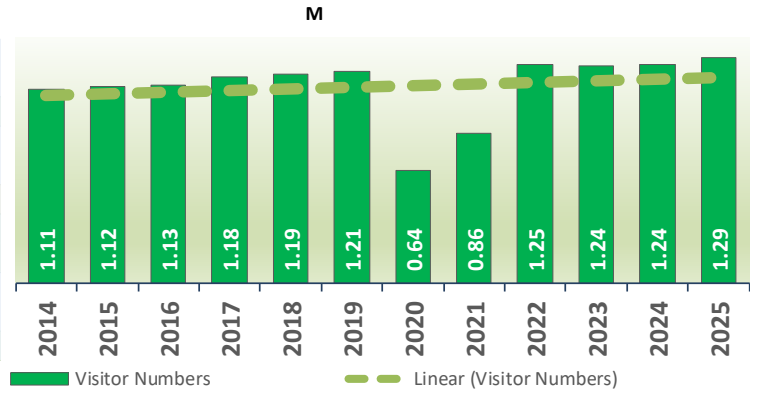
Economic Impact - Indexed - SFR

	% Change Year on Year
2015	1.1%
2016	1.2%
2017	3.8%
2018	1.5%
2019	1.2%
2020	-46.6%
2021	40.7%
2022	37.8%
2023	-1.0%
2024	0.6%
2025	3.6%



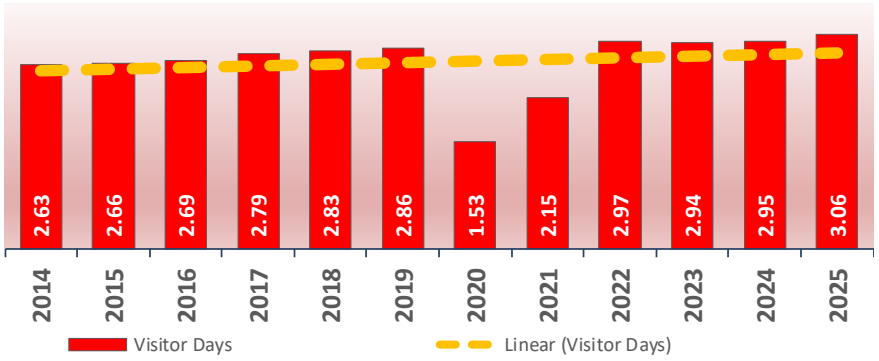
Visitor Numbers - SFR

	% Change Year on Year
2015	1.1%
2016	1.1%
2017	3.8%
2018	1.5%
2019	1.2%
2020	-46.7%
2021	33.1%
2022	46.0%
2023	-1.0%
2024	0.6%
2025	3.6%



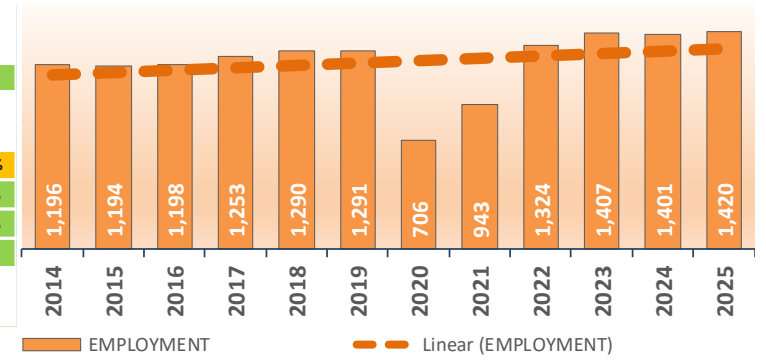
Visitor Days - SFR

	% Change Year on Year
2015	1.1%
2016	1.2%
2017	3.9%
2018	1.5%
2019	1.2%
2020	-46.6%
2021	40.7%
2022	37.8%
2023	-1.0%
2024	0.6%
2025	3.6%



Direct Employment Supported - SFR

	% Change Year on Year
2015	-0.2%
2016	0.4%
2017	4.6%
2018	2.9%
2019	0.1%
2020	-45.3%
2021	33.5%
2022	40.3%
2023	6.3%
2024	-0.5%
2025	1.4%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		1.1%	2.3%	6.2%	7.8%	9.0%	-41.8%	-18.0%	12.9%	11.8%	12.4%	16.5%
Visitor Numbers		1.1%	2.3%	6.2%	7.8%	9.0%	-41.9%	-22.7%	12.9%	11.7%	12.4%	16.4%
Visitor Days		1.1%	2.3%	6.2%	7.8%	9.1%	-41.8%	-18.0%	12.9%	11.8%	12.4%	16.5%
Direct Employment		-0.2%	0.2%	4.8%	7.8%	7.9%	-41.0%	-21.1%	10.7%	17.6%	17.1%	18.7%

"Linear" = *Linear Trendline*

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LINCOLNSHIRE

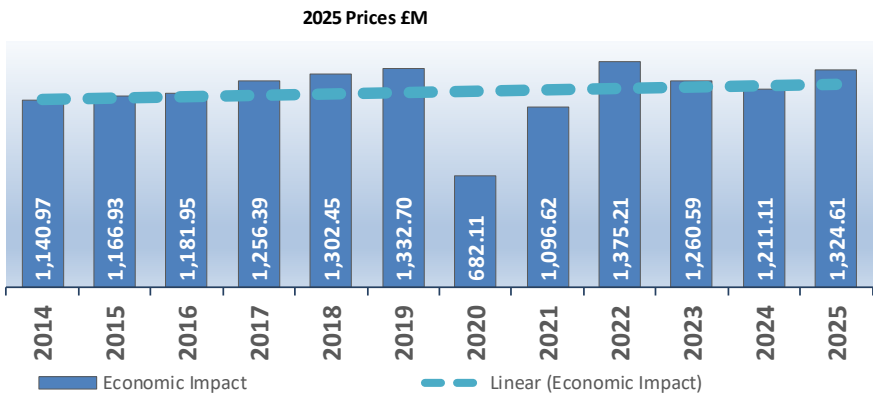
2014 to 2025
2025 Prices

STAYING VISITOR

KEY MEASURES
Indexed

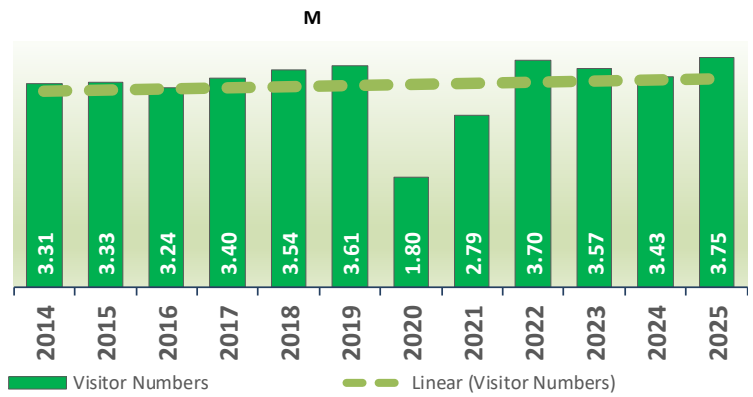
Economic Impact - Indexed - Staying Visitor

	% Change Year on Year
2015	2.3%
2016	1.3%
2017	6.3%
2018	3.7%
2019	2.3%
2020	-48.8%
2021	60.8%
2022	25.4%
2023	-8.3%
2024	-3.9%
2025	9.4%



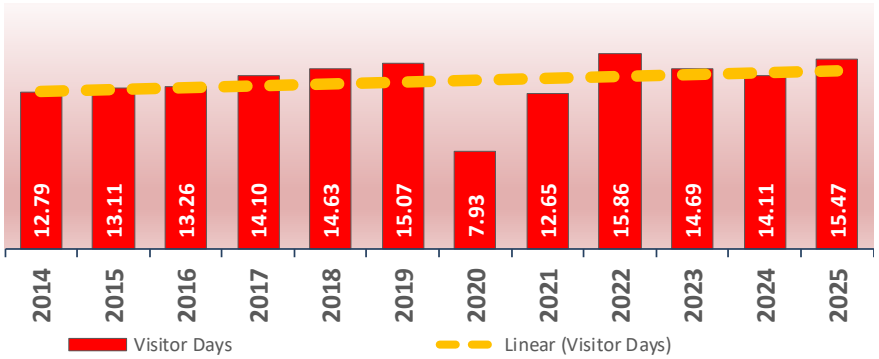
Visitor Numbers - Staying Visitor

	% Change Year on Year
2015	0.7%
2016	-2.7%
2017	4.9%
2018	4.0%
2019	2.0%
2020	-50.1%
2021	55.2%
2022	32.5%
2023	-3.6%
2024	-3.9%
2025	9.3%



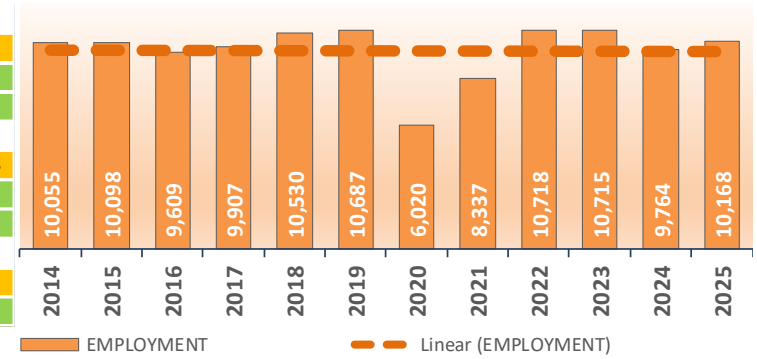
Visitor Days - Staying Visitor

	% Change Year on Year
2015	2.5%
2016	1.2%
2017	6.3%
2018	3.8%
2019	3.0%
2020	-47.4%
2021	59.5%
2022	25.4%
2023	-7.4%
2024	-3.9%
2025	9.7%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2015	0.4%
2016	-4.8%
2017	3.1%
2018	6.3%
2019	1.5%
2020	-43.7%
2021	38.5%
2022	28.6%
2023	0.0%
2024	-8.9%
2025	4.1%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		2.3%	3.6%	10.1%	14.2%	16.8%	-40.2%	-3.9%	20.5%	10.5%	6.1%	16.1%
Visitor Numbers		0.7%	-2.1%	2.7%	6.9%	9.0%	-45.6%	-15.5%	11.9%	7.8%	3.6%	13.3%
Visitor Days		2.5%	3.7%	10.3%	14.4%	17.8%	-38.0%	-1.1%	24.0%	14.8%	10.3%	21.0%
Direct Employment		0.4%	-4.4%	-1.5%	4.7%	6.3%	-40.1%	-17.1%	6.6%	6.6%	-2.9%	1.1%

"Linear" = *Linear Trendline*

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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE

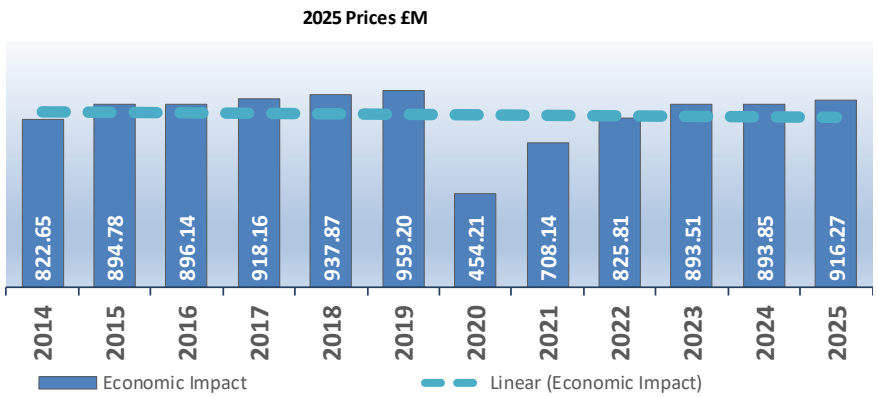
2014 to 2025
2025 Prices

DAY VISITOR

KEY MEASURES
Indexed

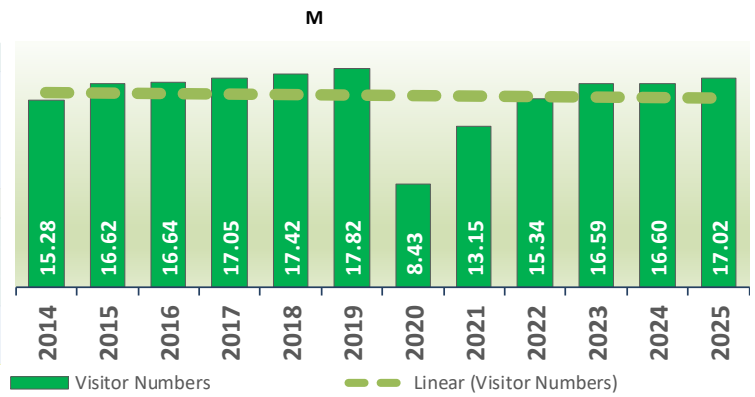
Economic Impact - Indexed - Day Visitor

	% Change Year on Year
2015	8.8%
2016	0.2%
2017	2.5%
2018	2.1%
2019	2.3%
2020	-52.6%
2021	55.9%
2022	16.6%
2023	8.2%
2024	0.0%
2025	2.5%



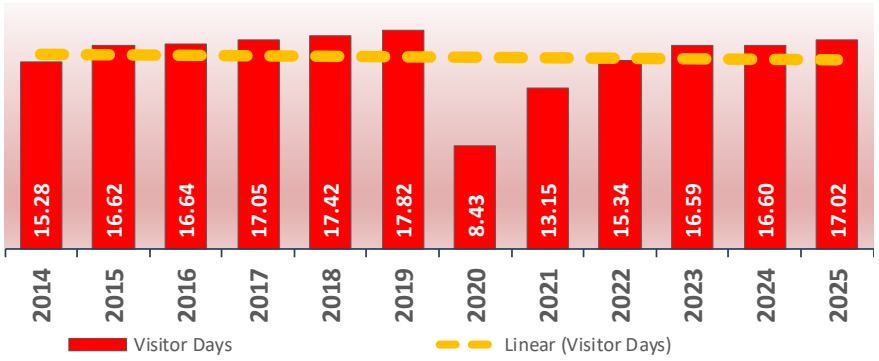
Visitor Numbers - Day Visitor

	% Change Year on Year
2015	8.8%
2016	0.2%
2017	2.5%
2018	2.1%
2019	2.3%
2020	-52.7%
2021	55.9%
2022	16.6%
2023	8.2%
2024	0.0%
2025	2.5%



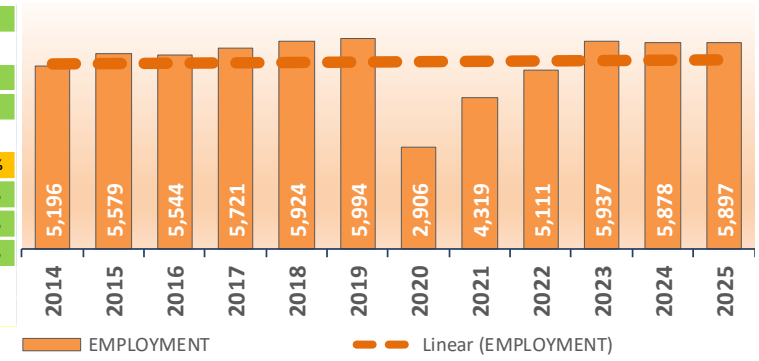
Visitor Days - Day Visitor

	% Change Year on Year
2015	8.8%
2016	0.2%
2017	2.5%
2018	2.1%
2019	2.3%
2020	-52.7%
2021	55.9%
2022	16.6%
2023	8.2%
2024	0.0%
2025	2.5%



Direct Employment Supported - Day Visitor

	% Change Year on Year
2015	7.4%
2016	-0.6%
2017	3.2%
2018	3.5%
2019	1.2%
2020	-51.5%
2021	48.6%
2022	18.3%
2023	16.2%
2024	-1.0%
2025	0.3%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		8.8%	8.9%	11.6%	14.0%	16.6%	-44.8%	-13.9%	0.4%	8.6%	8.7%	11.4%
Visitor Numbers		8.8%	8.9%	11.6%	14.0%	16.6%	-44.8%	-13.9%	0.4%	8.6%	8.7%	11.4%
Visitor Days		8.8%	8.9%	11.6%	14.0%	16.6%	-44.8%	-13.9%	0.4%	8.6%	8.7%	11.4%
Direct Employment		7.4%	6.7%	10.1%	14.0%	15.4%	-44.1%	-16.9%	-1.6%	14.3%	13.1%	13.5%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL

LINCOLNSHIRE

2014 to 2025

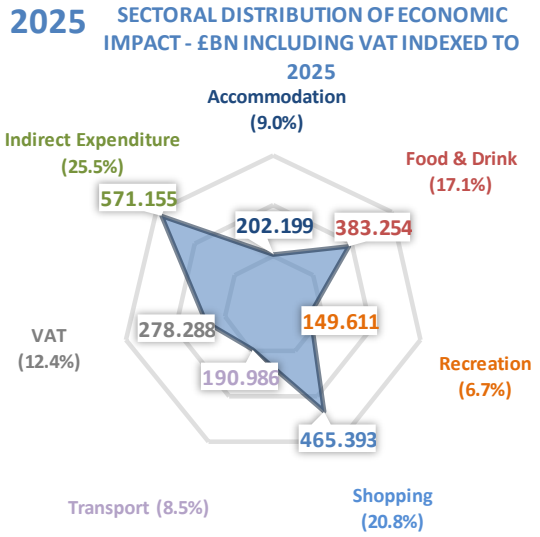
2025 Prices

TOTAL

SECTORAL ANALYSIS Indexed

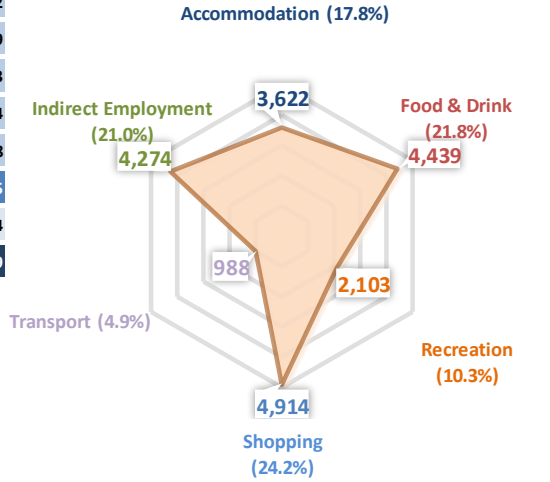
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2025

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	188.81	190.99	196.33	210.50	216.75	218.74	118.63	176.18	216.83	189.02	182.82	202.20
Food & Drink	£M	333.50	351.50	352.21	367.26	379.22	388.59	203.82	305.63	374.00	371.90	362.29	383.25
Recreation	£M	131.03	138.47	138.59	144.30	149.24	153.06	79.42	120.14	146.18	145.91	141.94	149.61
Shopping	£M	403.72	428.16	430.16	447.09	460.01	471.23	232.44	367.67	444.57	448.36	441.11	465.39
Transport	£M	164.41	173.47	174.80	182.38	187.85	193.06	96.90	153.30	185.32	183.85	180.13	190.99
Direct Revenue	£M	1,221.47	1,282.58	1,292.10	1,351.52	1,393.08	1,424.68	731.21	1,122.93	1,366.90	1,339.04	1,308.28	1,391.44
VAT	£M	244.29	256.52	258.42	270.30	278.62	284.94	113.23	221.12	273.38	267.81	261.66	278.29
Direct Expenditure	£M	1,465.77	1,539.10	1,550.52	1,621.83	1,671.69	1,709.61	844.44	1,344.05	1,640.28	1,606.85	1,569.94	1,669.73
Indirect Expenditure	£M	497.85	522.61	527.56	552.72	568.63	582.29	291.88	460.72	560.73	547.25	535.02	571.15
TOTAL	£M	1,963.62	2,061.71	2,078.08	2,174.54	2,240.33	2,291.90	1,136.32	1,804.77	2,201.01	2,154.10	2,104.96	2,240.89



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	4,635	4,599	4,125	4,063	4,361	4,423	2,701	3,321	4,252	4,219	3,605	3,622
Food & Drink	FTEs	3,790	3,944	3,921	4,118	4,312	4,370	2,284	3,336	4,165	4,447	4,287	4,439
Recreation	FTEs	1,807	1,885	1,872	1,964	2,059	2,089	1,080	1,592	1,976	2,117	2,038	2,103
Shopping	FTEs	4,183	4,380	4,366	4,570	4,768	4,831	2,375	3,659	4,514	4,888	4,759	4,914
Transport	FTEs	835	870	869	914	954	970	485	748	922	982	952	988
Direct Employment	FTEs	15,251	15,678	15,154	15,628	16,454	16,681	8,926	12,656	15,829	16,653	15,642	16,065
Indirect Employment	FTEs	3,656	3,789	3,795	4,004	4,177	4,230	2,197	3,257	4,035	4,228	4,091	4,274
TOTAL	FTEs	18,907	19,466	18,948	19,633	20,631	20,912	11,123	15,913	19,864	20,881	19,733	20,339



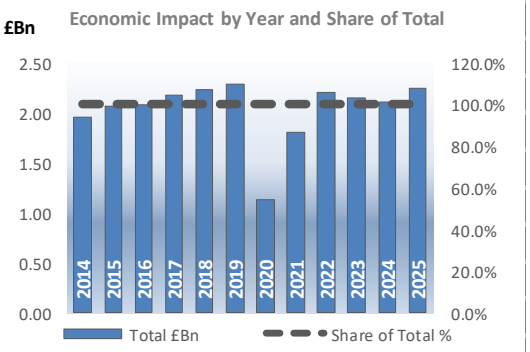
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE													2014 to 2025 2025 Prices	TOTAL	ECONOMIC IMPACT Indexed
ECONOMIC IMPACT BY:	MONTH AND QUARTER													CALENDAR YEAR	QUARTER
KEY	TOTAL														
An increase of 3% or more	ECONOMIC IMPACT £Bn - INDEXED TO 2025 / PERCENTAGE CHANGES														
Less than 3% change	Q1			Q2			Q3			Q4					
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1 Q2 Q3 Q4
% Change 2014 to 2025	18.2%	14.5%	18.0%	14.4%	15.4%	15.4%	6.0%	12.5%	20.5%	22.1%	-2.0%	15.8%	14.1%		17.0% 15.1% 12.6% 13.2%
% Change 2024 to 2025	4.2%	4.5%	2.7%	10.4%	7.3%	3.7%	7.8%	7.0%	11.5%	6.2%	1.0%	2.6%	6.5%	Annual Change	3.7% 6.9% 8.5% 3.8%
Average Annual Change	1.7%	1.3%	1.6%	1.3%	1.4%	1.4%	0.5%	1.1%	1.9%	2.0%	-0.2%	1.4%	1.3%		1.5% 1.4% 1.1% 1.2%
2014 £Bn	0.088	0.099	0.133	0.157	0.209	0.196	0.244	0.317	0.207	0.137	0.094	0.083	1.964		0.320 0.562 0.768 0.313
2015 £Bn	0.098	0.108	0.139	0.160	0.217	0.205	0.250	0.343	0.213	0.149	0.093	0.086	2.062	5.0%	0.345 0.582 0.807 0.328
2016 £Bn	0.097	0.107	0.146	0.159	0.223	0.215	0.248	0.348	0.212	0.145	0.091	0.088	2.078	0.8%	0.350 0.597 0.807 0.324
2017 £Bn	0.101	0.111	0.147	0.169	0.235	0.222	0.259	0.359	0.231	0.152	0.095	0.094	2.175	4.6%	0.359 0.626 0.849 0.341
2018 £Bn	0.105	0.114	0.150	0.171	0.246	0.228	0.263	0.374	0.235	0.159	0.098	0.097	2.240	3.0%	0.369 0.645 0.872 0.354
2019 £Bn	0.109	0.119	0.156	0.180	0.252	0.234	0.270	0.377	0.235	0.161	0.101	0.099	2.292	2.3%	0.384 0.665 0.882 0.361
2020 £Bn	0.112	0.106	0.076	0.010	0.022	0.028	0.123	0.261	0.212	0.120	0.023	0.042	1.136	-50.4%	0.295 0.060 0.596 0.185
2021 £Bn	0.020	0.029	0.045	0.068	0.180	0.224	0.254	0.364	0.264	0.174	0.095	0.089	1.805	58.8%	0.094 0.471 0.881 0.358
2022 £Bn	0.098	0.099	0.151	0.168	0.241	0.231	0.263	0.354	0.238	0.156	0.096	0.104	2.201	22.0%	0.349 0.640 0.855 0.357
2023 £Bn	0.103	0.111	0.154	0.172	0.235	0.217	0.238	0.339	0.233	0.161	0.094	0.097	2.154	-2.1%	0.368 0.624 0.810 0.352
2024 £Bn	0.100	0.108	0.153	0.163	0.225	0.218	0.240	0.333	0.224	0.157	0.091	0.093	2.105	-2.3%	0.361 0.606 0.797 0.342
2025 £Bn	0.104	0.113	0.157	0.180	0.241	0.226	0.259	0.356	0.250	0.167	0.092	0.096	2.241	6.5%	0.374 0.647 0.865 0.355

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	£Bn	1.964	2.062	2.078	2.175	2.240	2.292	1.136	1.805	2.201	2.154	2.105	2.241
All Visitor Types	£Bn	1.964	2.062	2.078	2.175	2.240	2.292	1.136	1.805	2.201	2.154	2.105	2.241
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												

TOTAL



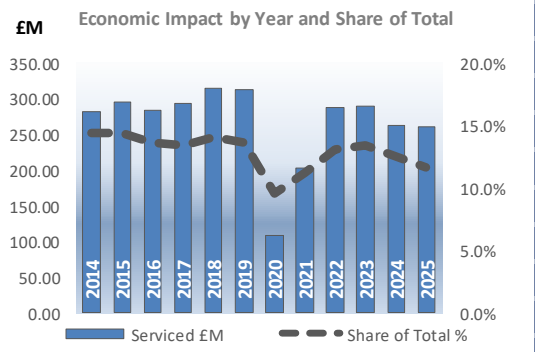
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE										2014 to 2025 2025 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 2025 / 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 2014 to 2025	12.8%	-8.9%	-12.7%	-5.8%	9.5%	5.3%	-7.3%	-10.2%	-22.8%	-9.2%	-22.4%	3.0%	-7.5%		-5.5%	3.5%	-13.4%	-10.8%
% Change 2024 to 2025	5.3%	4.6%	7.6%	-2.3%	-0.7%	1.5%	0.4%	-4.0%	-3.0%	-6.9%	-6.7%	-0.9%	-1.0%	Annual Change	5.9%	-0.3%	-2.3%	-5.1%
Average Annual Change	1.2%	-0.8%	-1.2%	-0.5%	0.9%	0.5%	-0.7%	-0.9%	-2.1%	-0.8%	-2.0%	0.3%	-0.7%		-0.5%	0.3%	-1.2%	-1.0%
2014 £M	12.04	20.18	20.54	18.30	21.38	23.48	31.22	38.31	32.95	23.50	23.06	16.78	281.74		52.76	63.16	102.48	63.34
2015 £M	14.49	21.67	21.11	19.02	23.19	27.60	32.91	41.10	31.34	25.72	21.04	16.85	296.03	5.1%	57.27	69.80	105.35	63.62
2016 £M	12.96	20.37	20.14	18.43	22.17	25.85	32.57	40.50	29.49	23.20	20.23	17.30	283.21	-4.3%	53.47	66.45	102.56	60.74
2017 £M	14.04	19.98	19.32	20.08	25.34	27.18	31.82	39.01	30.75	24.77	21.20	19.06	292.55	3.3%	53.35	72.60	101.58	65.03
2018 £M	15.08	21.52	20.32	21.21	27.78	29.56	33.43	42.65	32.03	27.03	23.05	20.60	314.26	7.4%	56.92	78.55	108.11	70.68
2019 £M	15.05	21.28	20.30	21.10	27.76	29.64	33.73	42.47	31.55	27.27	23.27	19.93	313.35	-0.3%	56.63	78.50	107.75	70.47
2020 £M	14.98	20.35	8.340	1.707	2.666	2.480	7.411	19.25	14.48	11.53	2.940	2.229	108.36	-65.4%	43.66	6.854	41.14	16.70
2021 £M	2.688	3.584	3.891	4.187	7.090	22.71	28.10	38.71	28.60	25.41	20.79	16.95	202.71	87.1%	10.16	33.99	95.41	63.15
2022 £M	12.07	19.27	18.80	20.08	25.21	27.25	31.17	37.58	28.75	25.41	21.86	19.36	286.82	41.5%	50.14	72.55	97.50	66.63
2023 £M	14.44	20.10	18.98	20.27	25.21	27.28	30.54	37.61	29.26	25.00	21.30	19.54	289.55	1.0%	53.53	72.76	97.42	65.84
2024 £M	12.90	17.57	16.66	17.66	23.58	24.36	28.83	35.86	26.22	22.91	19.18	17.45	263.18	-9.1%	47.12	65.60	90.91	59.55
2025 £M	13.58	18.38	17.93	17.25	23.41	24.73	28.94	34.41	25.43	21.34	17.89	17.29	260.55	-1.0%	49.88	65.38	88.77	56.52

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	281.74	296.03	283.21	292.55	314.26	313.35	108.36	202.71	286.82	289.55	263.18	260.55
All Visitor Types	£Bn	1.964	2.062	2.078	2.175	2.240	2.292	1.136	1.805	2.201	2.154	2.105	2.241
Share of Total	%	14.3%	14.4%	13.6%	13.5%	14.0%	13.7%	9.5%	11.2%	13.0%	13.4%	12.5%	11.6%
Annual Change in Share	%		0.1%	-5.1%	-1.3%	4.3%	-2.5%	-30.3%	17.8%	16.0%	3.2%	-7.0%	-7.0%
Change in Share from 2014	%		0.1%	-5.0%	-6.2%	-2.2%	-4.7%	-33.5%	-21.7%	-9.2%	-6.3%	-12.9%	-19.0%
Avg Ann. Change in Share	%		0.1%	-2.5%	-2.1%	-0.6%	-0.9%	-5.6%	-3.1%	-1.1%	-0.7%	-1.3%	-1.7%

SERVICED ACCOMMODATION



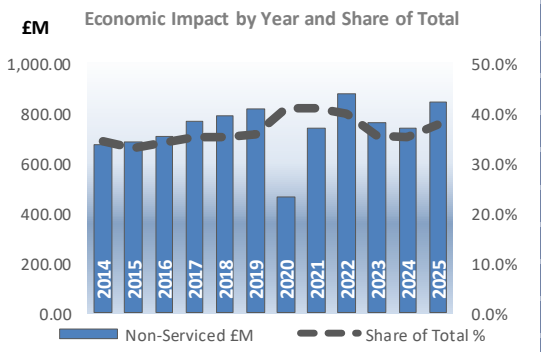
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STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE													2014 to 2025 2025 Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER
KEY	NON-SERVICED ACCOMMODATION														
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / 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 2014 to 2025	18.1%	15.2%	3.8%	42.0%	14.0%	10.9%	18.8%	25.3%	43.8%	51.8%	22.2%	37.3%	25.9%		10.1% 19.5% 29.1% 40.6%
% Change 2024 to 2025	8.1%	25.8%	-1.0%	24.2%	13.3%	10.9%	12.8%	14.6%	20.5%	16.1%	10.1%	11.6%	14.7%	Annual Change	7.6% 15.3% 16.1% 13.7%
Average Annual Change	1.6%	1.4%	0.3%	3.8%	1.3%	1.0%	1.7%	2.3%	4.0%	4.7%	2.0%	3.4%	2.4%		0.9% 1.8% 2.6% 3.7%
2014 £M	14.62	17.21	32.60	50.49	79.36	80.14	95.46	113.12	95.38	48.96	26.37	18.77	672.48		64.44 209.98 303.96 94.10
2015 £M	14.50	16.85	33.23	51.40	81.27	81.55	98.03	116.71	93.57	49.97	26.38	18.65	682.12	1.4%	64.58 214.23 308.31 95.00
2016 £M	15.35	17.43	33.45	52.16	82.83	83.53	101.85	123.04	98.55	52.42	27.61	19.55	707.76	3.8%	66.23 218.53 323.44 99.57
2017 £M	16.99	20.18	33.37	57.31	88.75	86.84	111.85	129.10	113.24	57.00	28.74	22.19	765.55	8.2%	70.54 232.90 354.19 107.92
2018 £M	17.22	20.43	33.53	58.04	93.80	90.83	112.05	135.69	113.56	59.72	29.54	22.53	786.94	2.8%	71.18 242.68 361.30 111.79
2019 £M	19.04	21.14	34.56	65.06	98.73	92.11	118.99	137.95	112.03	59.62	32.20	24.31	815.73	3.7%	74.74 255.90 368.97 116.13
2020 £M	20.84	17.32	19.53	2.210	5.132	5.398	72.02	116.86	130.08	58.36	3.536	13.68	464.98	-43.0%	57.70 12.74 318.96 75.58
2021 £M	0.518	0.514	0.971	18.89	81.13	100.08	120.14	142.99	144.11	75.46	32.95	23.08	740.84	59.3%	2.003 200.10 407.24 131.50
2022 £M	20.50	19.11	42.41	64.94	103.97	100.81	125.57	146.81	127.49	62.40	32.42	31.06	877.49	18.4%	82.02 269.72 399.87 125.88
2023 £M	17.81	18.74	34.35	62.89	90.64	80.09	97.34	123.65	115.99	65.20	30.24	25.30	762.24	-13.1%	70.91 233.62 336.98 120.73
2024 £M	15.97	15.76	34.18	57.73	79.81	80.11	100.57	123.67	113.82	63.98	29.27	23.10	737.98	-3.2%	65.91 217.65 338.06 116.35
2025 £M	17.26	19.82	33.85	71.68	90.43	88.85	113.41	141.77	137.17	74.31	32.21	25.77	846.54	14.7%	70.94 250.96 392.35 132.30

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	672.48	682.12	707.76	765.55	786.94	815.73	464.98	740.84	877.49	762.24	737.98	846.54
All Visitor Types	£Bn	1.964	2.062	2.078	2.175	2.240	2.292	1.136	1.805	2.201	2.154	2.105	2.241
Share of Total	%	34.2%	33.1%	34.1%	35.2%	35.1%	35.6%	40.9%	41.0%	39.9%	35.4%	35.1%	37.8%
Annual Change in Share	%		-3.4%	2.9%	3.4%	-0.2%	1.3%	15.0%	0.3%	-2.9%	-11.2%	-0.9%	7.8%
Change in Share from 2014	%		-3.4%	-0.5%	2.8%	2.6%	3.9%	19.5%	19.9%	16.4%	3.3%	2.4%	10.3%
Avg Ann. Change in Share	%		-3.4%	-0.3%	0.9%	0.6%	0.8%	3.2%	2.8%	2.1%	0.4%	0.2%	0.9%

NON-SERVICED ACCOMMODATION



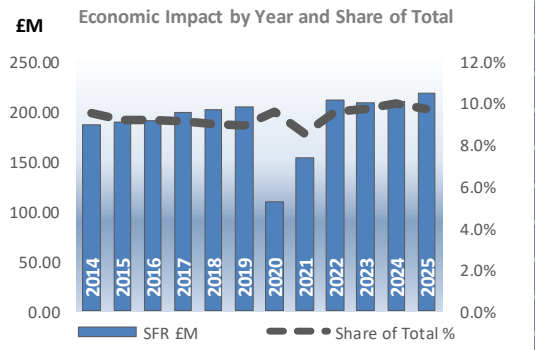
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE														2014 to 2025 2025 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 2025 / 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 2014 to 2025	16.2%	11.0%	9.8%	19.0%	16.1%	15.1%	15.2%	16.3%	23.0%	20.8%	13.8%	17.6%	16.5%			13.7%	17.1%	17.5%	17.6%
% Change 2024 to 2025	3.3%	5.8%	1.5%	5.1%	3.3%	3.0%	3.2%	3.4%	5.9%	3.5%	2.1%	3.1%	3.6%	Annual Change		3.4%	4.0%	3.9%	3.0%
Average Annual Change	1.5%	1.0%	0.9%	1.7%	1.5%	1.4%	1.4%	1.5%	2.1%	1.9%	1.3%	1.6%	1.5%			1.2%	1.6%	1.6%	1.6%
2014 £M	26.56	9.352	10.58	21.71	15.24	11.99	18.32	19.35	11.29	10.40	8.604	23.35	186.75			46.49	48.94	48.96	42.36
2015 £M	26.92	9.271	10.68	21.96	15.54	12.34	18.70	19.84	11.41	10.63	8.528	22.97	188.78	1.1%		46.87	49.84	49.95	42.12
2016 £M	26.87	9.291	10.70	22.21	15.74	12.48	19.00	20.24	11.66	10.65	8.659	23.46	190.97	1.2%		46.86	50.44	50.91	42.76
2017 £M	27.91	9.574	10.78	23.10	16.54	12.90	19.75	20.80	12.38	11.09	8.935	24.54	198.29	3.8%		48.26	52.54	52.93	44.56
2018 £M	28.40	9.763	10.86	23.31	16.88	13.14	19.89	21.21	12.39	11.29	9.095	25.04	201.25	1.5%		49.02	53.32	53.49	45.42
2019 £M	28.87	9.790	10.92	23.89	17.15	13.21	20.28	21.34	12.34	11.31	9.285	25.23	203.62	1.2%		49.57	54.26	53.96	45.82
2020 £M	31.62	9.038	5.586	1.230	1.145	0.910	11.03	17.00	12.38	8.964	1.133	8.734	108.77	-46.6%		46.25	3.286	40.41	18.83
2021 £M	2.494	0.810	0.885	7.269	14.75	14.86	22.12	23.56	16.95	14.62	9.842	24.91	153.07	40.7%		4.190	36.88	62.63	49.37
2022 £M	29.10	9.662	11.54	24.43	17.77	13.83	21.08	22.17	13.16	11.63	9.464	27.06	210.90	37.8%		50.30	56.03	56.41	48.16
2023 £M	29.91	9.945	11.31	24.68	17.31	13.18	20.01	21.43	12.97	11.97	9.491	26.60	208.80	-1.0%		51.17	55.17	54.41	48.06
2024 £M	29.87	9.819	11.45	24.58	17.13	13.39	20.45	21.77	13.11	12.14	9.592	26.65	209.95	0.6%		51.14	55.10	55.33	48.38
2025 £M	30.85	10.38	11.61	25.84	17.69	13.79	21.11	22.50	13.89	12.57	9.795	27.47	217.51	3.6%		52.85	57.33	57.50	49.83

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	186.75	188.78	190.97	198.29	201.25	203.62	108.77	153.07	210.90	208.80	209.95	217.51
All Visitor Types	£Bn	1.964	2.062	2.078	2.175	2.240	2.292	1.136	1.805	2.201	2.154	2.105	2.241
Share of Total	%	9.5%	9.2%	9.2%	9.1%	9.0%	8.9%	9.6%	8.5%	9.6%	9.7%	10.0%	9.7%
Annual Change in Share	%		-3.7%	0.4%	-0.8%	-1.5%	-1.1%	7.7%	-11.4%	13.0%	1.2%	2.9%	-2.7%
Change in Share from 2014	%		-3.7%	-3.4%	-4.1%	-5.5%	-6.6%	0.6%	-10.8%	0.8%	1.9%	4.9%	2.1%
Avg Ann. Change in Share	%		-3.7%	-1.7%	-1.4%	-1.4%	-1.3%	0.1%	-1.5%	0.1%	0.2%	0.5%	0.2%

SFR



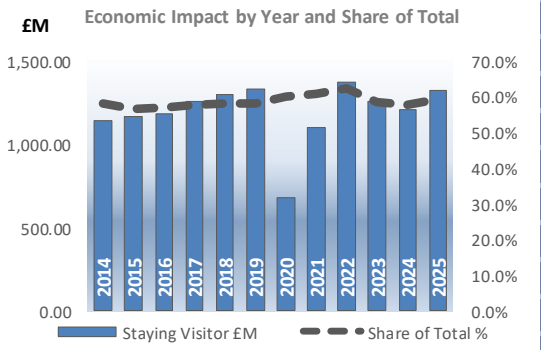
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE										2014 to 2025 2025 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 2025 / 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 2014 to 2025		15.9%	3.9%	-0.5%	26.8%	13.4%	10.2%	12.7%	16.3%	26.4%	30.6%	3.2%	19.7%	16.1%		6.1%	16.0%	18.3%	19.4%
% Change 2024 to 2025		5.0%	12.6%	1.8%	14.8%	9.1%	8.1%	9.1%	9.6%	15.2%	9.3%	3.2%	5.0%	9.4%	Annual Change	5.8%	10.4%	11.2%	6.4%
Average Annual Change		1.4%	0.4%	0.0%	2.4%	1.2%	0.9%	1.2%	1.5%	2.4%	2.8%	0.3%	1.8%	1.5%		0.6%	1.5%	1.7%	1.8%
2014	£M	53.22	46.74	63.73	90.50	115.99	115.60	145.00	170.78	139.62	82.86	58.03	58.90	1,140.97		163.69	322.09	455.40	199.80
2015	£M	55.92	47.79	65.02	92.37	120.00	121.49	149.64	177.65	136.32	86.32	55.95	58.47	1,166.93	2.3%	168.72	333.86	463.61	200.74
2016	£M	55.17	47.10	64.30	92.81	120.73	121.86	153.43	183.78	139.69	86.27	56.50	60.31	1,181.95	1.3%	166.56	335.41	476.90	203.08
2017	£M	58.94	49.73	63.47	100.49	130.63	126.92	163.42	188.91	156.37	92.85	58.87	65.79	1,256.39	6.3%	172.14	358.03	508.70	217.51
2018	£M	60.70	51.71	64.71	102.56	138.46	133.53	165.37	199.55	157.98	98.04	61.68	68.17	1,302.45	3.7%	177.11	374.55	522.90	227.89
2019	£M	62.95	52.21	65.78	110.05	143.64	134.96	173.00	201.76	155.92	98.19	64.75	69.48	1,332.70	2.3%	180.94	388.65	530.68	232.42
2020	£M	67.45	46.71	33.46	5.148	8.943	8.789	90.46	153.11	156.94	78.86	7.609	24.64	682.11	-48.8%	147.61	22.88	400.51	111.11
2021	£M	5.700	4.909	5.747	30.35	102.97	137.65	170.36	205.26	189.66	115.49	63.58	64.95	1,096.62	60.8%	16.36	270.97	565.28	244.02
2022	£M	61.66	48.05	72.75	109.46	146.96	141.89	177.82	206.56	169.40	99.45	63.74	77.48	1,375.21	25.4%	182.46	398.31	553.78	240.67
2023	£M	62.17	48.79	64.64	107.84	133.17	120.55	147.89	182.69	158.22	102.16	61.03	71.43	1,260.59	-8.3%	175.60	361.56	488.81	234.63
2024	£M	58.74	43.14	62.29	99.97	120.52	117.86	149.86	181.29	153.15	99.03	58.05	67.20	1,211.11	-3.9%	164.17	338.36	484.30	224.28
2025	£M	61.69	48.58	63.40	114.77	131.53	127.37	163.45	198.69	176.48	108.21	59.90	70.54	1,324.61	9.4%	173.67	373.66	538.63	238.65

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	1,140.97	1,166.93	1,181.95	1,256.39	1,302.45	1,332.70	682.11	1,096.62	1,375.21	1,260.59	1,211.11	1,324.61
All Visitor Types	£Bn	1.964	2.062	2.078	2.175	2.240	2.292	1.136	1.805	2.201	2.154	2.105	2.241
Share of Total	%	58.1%	56.6%	56.9%	57.8%	58.1%	58.1%	60.0%	60.8%	62.5%	58.5%	57.5%	59.1%
Annual Change in Share	%		-2.6%	0.5%	1.6%	0.6%	0.0%	3.2%	1.2%	2.8%	-6.3%	-1.7%	2.7%
Change in Share from 2014	%		-2.6%	-2.1%	-0.6%	0.1%	0.1%	3.3%	4.6%	7.5%	0.7%	-1.0%	1.7%
Avg Ann. Change in Share	%		-2.6%	-1.1%	-0.2%	0.0%	0.0%	0.6%	0.7%	0.9%	0.1%	-0.1%	0.2%

STAYING VISITOR



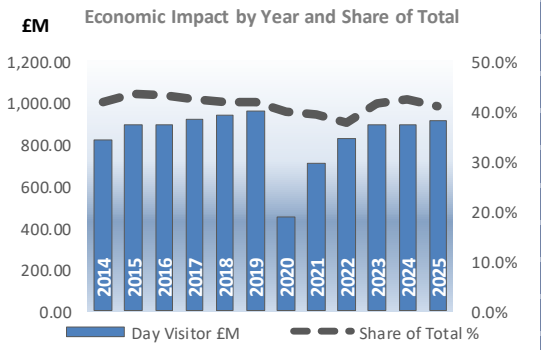
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE													2014 to 2025 2025 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 2025 / PERCENTAGE CHANGES														
Less than 3% change	Q1			Q2			Q3			Q4					
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1 Q2 Q3 Q4
% Change 2014 to 2025	21.6%	24.0%	35.0%	-2.5%	17.9%	22.9%	-3.8%	8.0%	8.3%	8.9%	-10.4%	6.0%	11.4%		28.4% 13.9% 4.3% 2.2%
% Change 2024 to 2025	3.1%	-0.9%	3.4%	3.4%	5.2%	-1.3%	5.8%	3.9%	3.6%	1.0%	-2.8%	-3.6%	2.5%	Annual Change	1.9% 2.3% 4.4% -1.1%
Average Annual Change	2.0%	2.2%	3.2%	-0.2%	1.6%	2.1%	-0.3%	0.7%	0.8%	0.8%	-0.9%	0.5%	1.0%		2.6% 1.3% 0.4% 0.2%
2014 £M	34.87	51.94	69.52	66.68	92.93	80.54	99.04	145.85	67.69	53.81	36.02	23.76	822.65		156.33 240.16 312.57 113.59
2015 £M	41.76	60.41	74.39	67.15	97.33	83.25	100.77	165.27	77.16	63.00	37.12	27.17	894.78	8.8%	176.55 247.73 343.21 127.29
2016 £M	42.10	59.72	81.46	66.05	102.44	92.76	94.58	164.04	71.83	58.90	34.93	27.32	896.14	0.2%	183.27 261.25 330.46 121.16
2017 £M	42.49	61.03	83.66	68.62	104.23	94.76	95.46	169.98	74.76	59.18	35.88	28.10	918.16	2.5%	187.18 267.62 340.20 123.16
2018 £M	44.22	62.41	84.92	68.46	107.77	94.47	97.15	174.87	77.09	60.77	36.66	29.09	937.87	2.1%	191.54 270.70 349.11 126.52
2019 £M	46.22	66.63	90.37	69.75	108.09	98.58	97.11	174.79	79.51	62.64	36.02	29.49	959.20	2.3%	203.22 276.43 351.41 128.15
2020 £M	45.00	59.69	42.89	5.178	12.59	19.27	32.55	108.37	54.63	41.32	14.91	17.80	454.21	-52.6%	147.59 37.04 195.55 74.03
2021 £M	14.21	24.49	39.41	37.51	76.54	86.32	83.26	158.53	74.14	58.80	31.11	23.84	708.14	55.9%	78.11 200.36 315.93 113.74
2022 £M	36.73	51.44	78.65	59.01	93.82	88.69	85.39	147.54	68.46	56.56	32.53	26.99	825.81	16.6%	166.81 241.53 301.39 116.08
2023 £M	40.61	62.51	89.32	63.89	101.69	96.49	90.27	155.83	75.03	58.69	33.17	26.01	893.51	8.2%	192.44 262.07 321.13 117.87
2024 £M	41.13	64.95	90.80	62.83	104.10	100.32	90.08	151.58	70.77	58.00	33.18	26.10	893.85	0.0%	196.88 267.25 312.43 117.28
2025 £M	42.40	64.39	93.89	64.99	109.52	98.99	95.26	157.51	73.30	58.60	32.26	25.17	916.27	2.5%	200.67 273.49 326.07 116.04

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	822.65	894.78	896.14	918.16	937.87	959.20	454.21	708.14	825.81	893.51	893.85	916.27
All Visitor Types	£Bn	1.964	2.062	2.078	2.175	2.240	2.292	1.136	1.805	2.201	2.154	2.105	2.241
Share of Total	%	41.9%	43.4%	43.1%	42.2%	41.9%	41.9%	40.0%	39.2%	37.5%	41.5%	42.5%	40.9%
Annual Change in Share	%		3.6%	-0.6%	-2.1%	-0.9%	0.0%	-4.5%	-1.8%	-4.4%	10.6%	2.4%	-3.7%
Change in Share from 2014	%		3.6%	2.9%	0.8%	-0.1%	-0.1%	-4.6%	-6.3%	-10.4%	-1.0%	1.4%	-2.4%
Avg Ann. Change in Share	%		3.6%	1.5%	0.3%	0.0%	0.0%	-0.8%	-0.9%	-1.3%	-0.1%	0.1%	-0.2%

DAY VISITOR



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