STEAM REPORT FOR 2014-2025 - FINAL

Final

BOSTON BOROUGH COUNCIL

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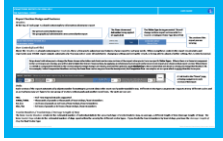
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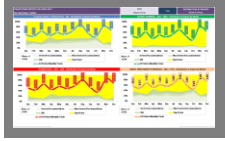
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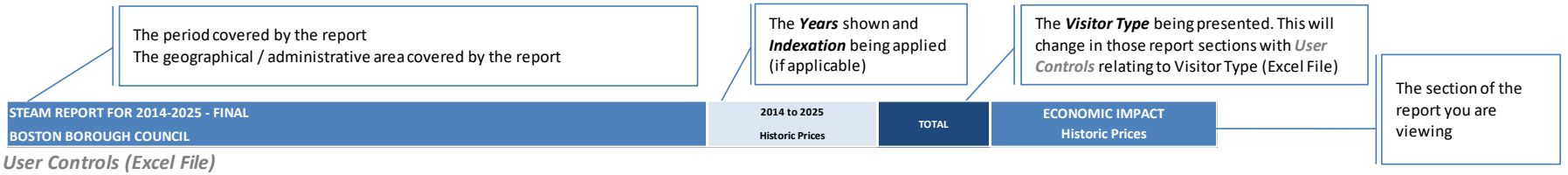
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

Report Section Design and Features

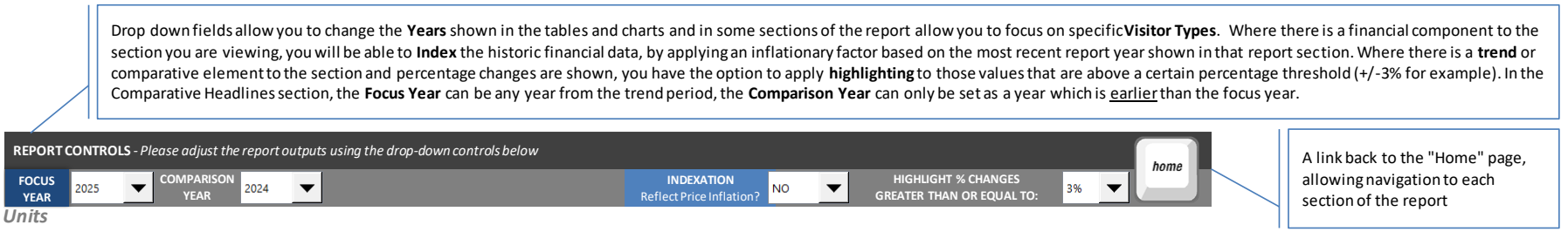
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Units

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

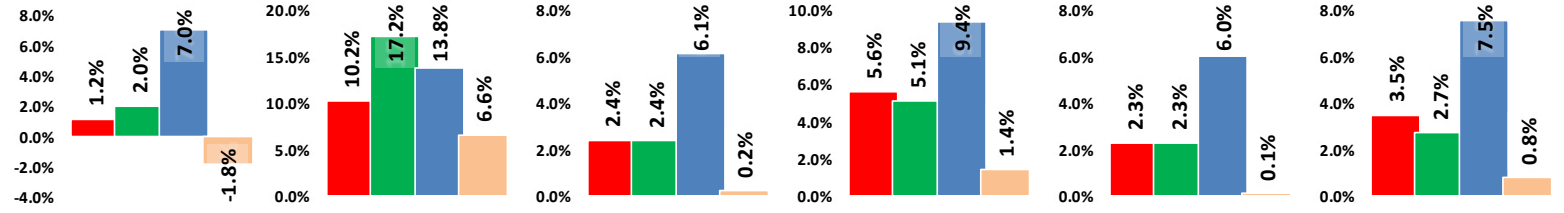
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

KEY
An increase of 3% or more
Less than 3% change
A Fall of 3% or more

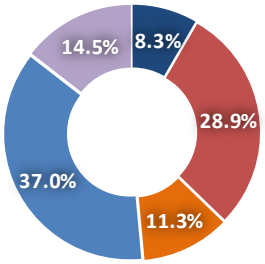
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.102	0.101	1.2%	0.319	0.289	10.2%	0.283	0.277	2.4%	0.704	0.667	5.6%	1.219	1.192	2.3%	1.923	1.859	3.5%
Visitor Numbers	M	0.052	0.051	2.0%	0.047	0.040	17.2%	0.119	0.117	2.4%	0.218	0.208	5.1%	1.219	1.192	2.3%	1.438	1.400	2.7%
Direct Expenditure	£M																92.49	86.01	7.5%
Economic Impact	£M	13.86	12.95	7.0%	23.71	20.84	13.8%	20.14	18.98	6.1%	57.70	52.76	9.4%	65.64	61.93	6.0%	123.35	114.69	7.5%
Direct Employment	FTEs	183	186	-1.8%	160	150	6.6%	131	131	0.2%	474	467	1.4%	422	422	0.1%	897	889	0.8%
Total Employment	FTEs																1,128	1,117	1.0%

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 - £M including VAT in Historic Prices



Accommodation
Food & Drink
Recreation
Shopping
Transport

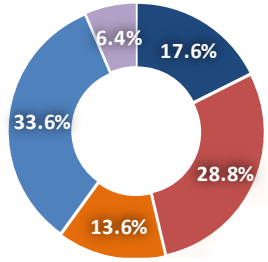
Direct Expenditure Categories

Sectors	2025	2024	+/- %
Accommodation	7.721	6.916	11.6%
Food & Drink	26.72	24.92	7.2%
Recreation	10.45	9.759	7.1%
Shopping	34.20	31.92	7.1%
Transport	13.41	12.50	7.3%
TOTAL DIRECT	**92.49**	**86.01**	**7.5%**
Indirect	30.85	28.68	7.6%
TOTAL	**123.35**	**114.69**	**7.5%**

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	158	159	-1.1%
Food & Drink	258	255	1.3%
Recreation	122	121	1.1%
Shopping	301	297	1.2%
Transport	58	57	1.3%
TOTAL DIRECT	**897**	**889**	**0.8%**
Indirect	231	227	1.6%
TOTAL	**1,128**	**1,117**	**1.0%**

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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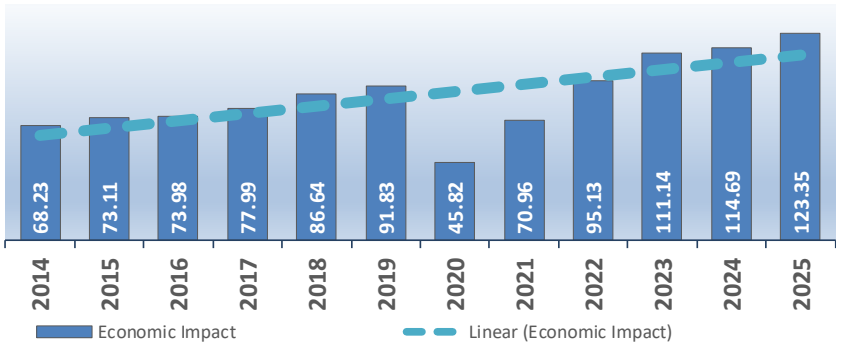
2014 to 2025
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

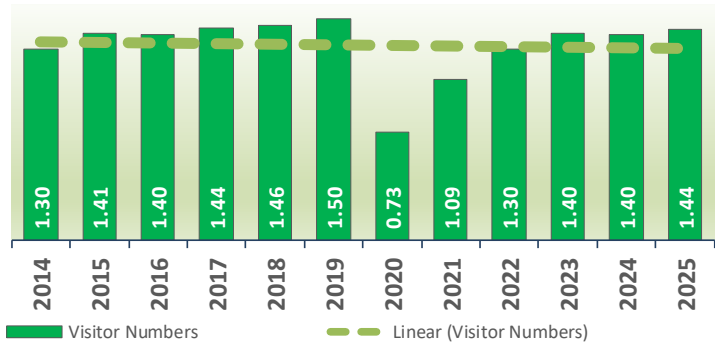
Economic Impact - Historic Prices - Total

	% Change Year on Year
2015	7.2%
2016	1.2%
2017	5.4%
2018	11.1%
2019	6.0%
2020	-50.1%
2021	54.9%
2022	34.1%
2023	16.8%
2024	3.2%
2025	7.5%



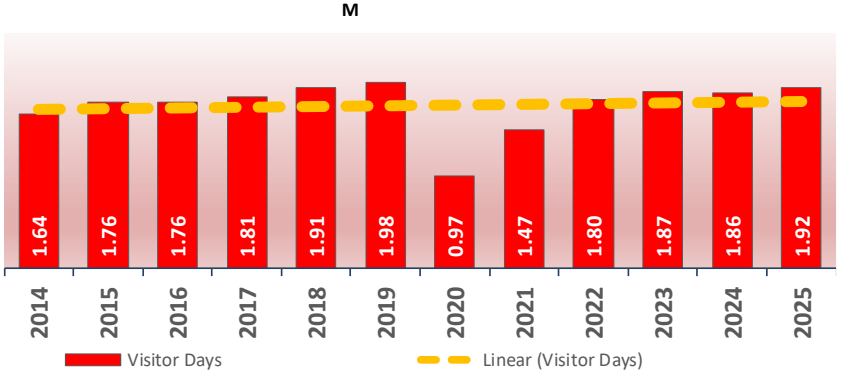
Visitor Numbers - Total

	% Change Year on Year
2015	8.3%
2016	-0.6%
2017	3.1%
2018	1.3%
2019	2.8%
2020	-51.2%
2021	48.6%
2022	19.5%
2023	7.8%
2024	-0.3%
2025	2.7%



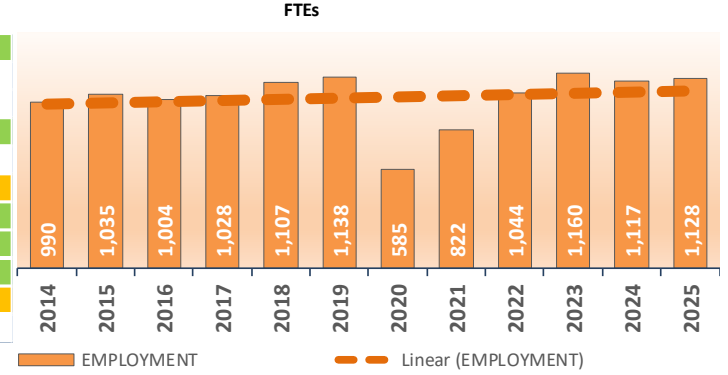
Visitor Days - Total

	% Change Year on Year
2015	7.4%
2016	0.0%
2017	3.0%
2018	5.5%
2019	3.5%
2020	-50.8%
2021	50.8%
2022	22.4%
2023	4.2%
2024	-0.8%
2025	3.5%



Total Employment Supported - Total

	% Change Year on Year
2015	4.6%
2016	-3.0%
2017	2.4%
2018	7.7%
2019	2.8%
2020	-48.6%
2021	40.5%
2022	27.0%
2023	11.1%
2024	-3.7%
2025	1.0%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		7.2%	8.4%	14.3%	27.0%	34.6%	-32.8%	4.0%	39.4%	62.9%	68.1%	80.8%
Visitor Numbers		8.3%	7.6%	10.9%	12.3%	15.4%	-43.7%	-16.3%	0.0%	7.8%	7.5%	10.4%
Visitor Days		7.4%	7.4%	10.6%	16.7%	20.7%	-40.6%	-10.4%	9.7%	14.3%	13.4%	17.3%
Total Employment		4.6%	1.5%	3.9%	11.9%	15.0%	-40.9%	-16.9%	5.5%	17.2%	12.8%	13.9%

"Linear" = *Linear Trendline*

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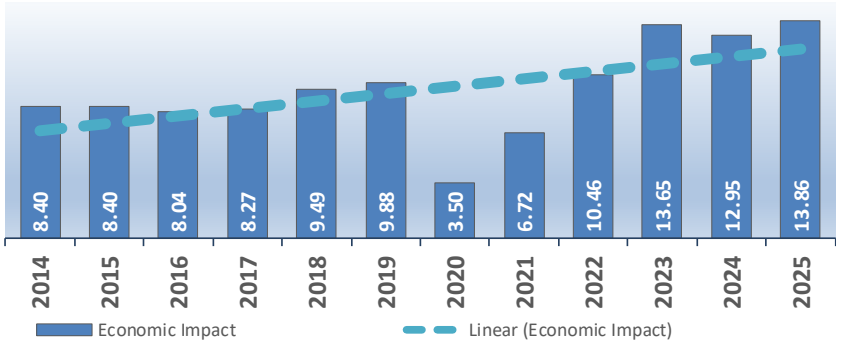
2014 to 2025
Historic Prices

SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

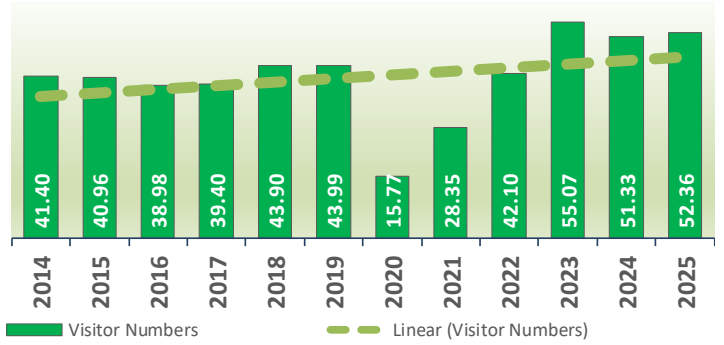
Economic Impact - Historic Prices - Serviced Accommodation

	% Change Year on Year
2015	0.0%
2016	-4.2%
2017	2.8%
2018	14.8%
2019	4.1%
2020	-64.6%
2021	92.2%
2022	55.6%
2023	30.6%
2024	-5.1%
2025	7.0%



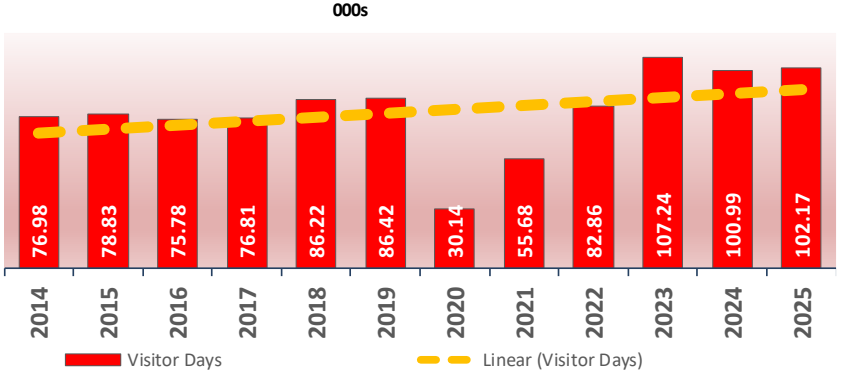
Visitor Numbers - Serviced Accommodation

	% Change Year on Year
2015	-1.1%
2016	-4.8%
2017	1.1%
2018	11.4%
2019	0.2%
2020	-64.2%
2021	79.8%
2022	48.5%
2023	30.8%
2024	-6.8%
2025	2.0%



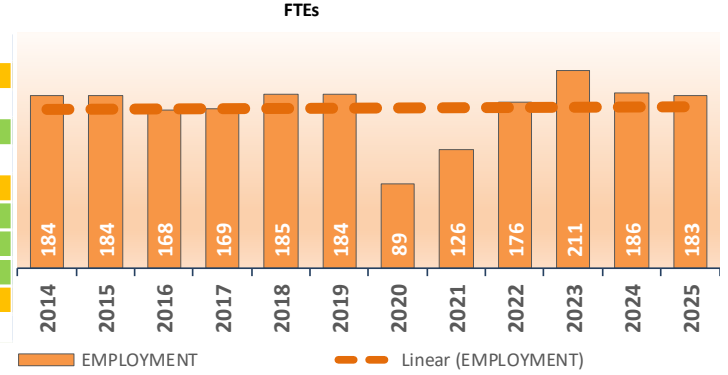
Visitor Days - Serviced Accommodation

	% Change Year on Year
2015	2.4%
2016	-3.9%
2017	1.4%
2018	12.3%
2019	0.2%
2020	-65.1%
2021	84.7%
2022	48.8%
2023	29.4%
2024	-5.8%
2025	1.2%



Direct Employment Supported - Serviced Accommodation

	% Change Year on Year
2015	0.3%
2016	-8.7%
2017	0.5%
2018	9.5%
2019	-0.3%
2020	-51.7%
2021	41.7%
2022	39.7%
2023	19.7%
2024	-11.5%
2025	-1.8%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		0.0%	-4.3%	-1.6%	12.9%	17.6%	-58.4%	-20.0%	24.4%	62.5%	54.2%	65.0%
Visitor Numbers		-1.1%	-5.9%	-4.9%	6.0%	6.2%	-61.9%	-31.5%	1.7%	33.0%	24.0%	26.5%
Visitor Days		2.4%	-1.6%	-0.2%	12.0%	12.3%	-60.8%	-27.7%	7.6%	39.3%	31.2%	32.7%
Direct Employment		0.3%	-8.5%	-8.0%	0.7%	0.4%	-51.5%	-31.3%	-4.1%	14.8%	1.6%	-0.3%

"Linear" = *Linear Trendline*

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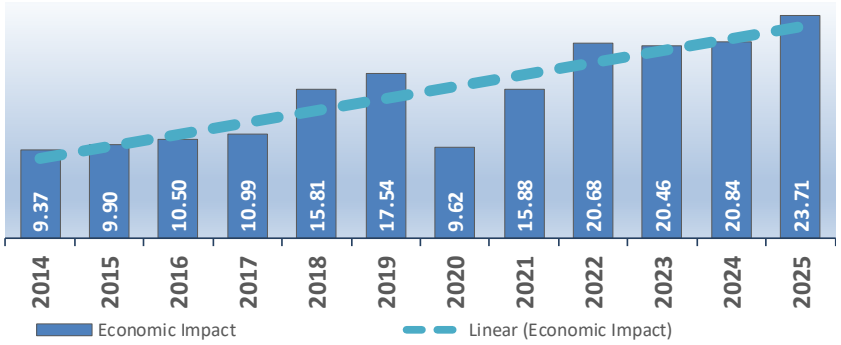
2014 to 2025
Historic Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

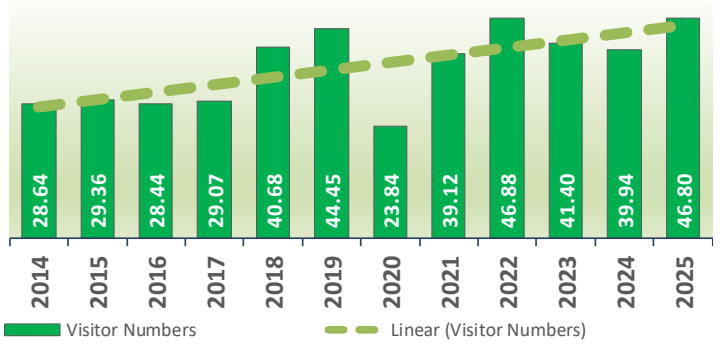
Economic Impact - Historic Prices - Non-Serviced Accommodation

	% Change Year on Year
2015	5.7%
2016	6.0%
2017	4.6%
2018	43.9%
2019	10.9%
2020	-45.1%
2021	65.1%
2022	30.2%
2023	-1.0%
2024	1.8%
2025	13.8%



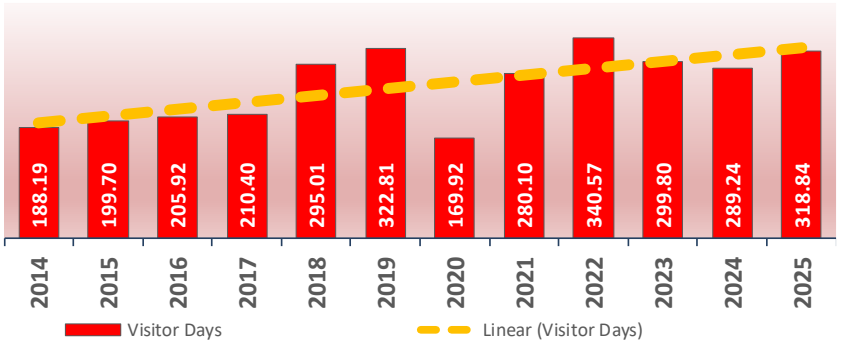
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2015	2.5%
2016	-3.1%
2017	2.2%
2018	39.9%
2019	9.3%
2020	-46.4%
2021	64.1%
2022	19.8%
2023	-11.7%
2024	-3.5%
2025	17.2%



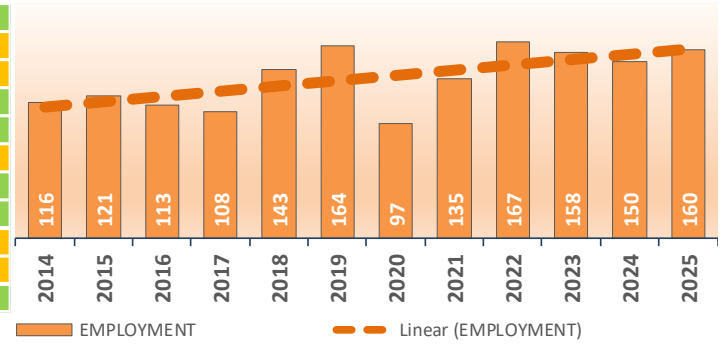
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2015	6.1%
2016	3.1%
2017	2.2%
2018	40.2%
2019	9.4%
2020	-47.4%
2021	64.8%
2022	21.6%
2023	-12.0%
2024	-3.5%
2025	10.2%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2015	4.7%
2016	-6.8%
2017	-4.5%
2018	32.7%
2019	14.2%
2020	-40.8%
2021	39.7%
2022	23.4%
2023	-5.4%
2024	-5.3%
2025	6.6%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		5.7%	12.1%	17.2%	68.7%	87.1%	2.7%	69.4%	120.6%	118.3%	122.3%	152.9%
Visitor Numbers		2.5%	-0.7%	1.5%	42.0%	55.2%	-16.8%	36.6%	63.7%	44.5%	39.4%	63.4%
Visitor Days		6.1%	9.4%	11.8%	56.8%	71.5%	-9.7%	48.8%	81.0%	59.3%	53.7%	69.4%
Direct Employment		4.7%	-2.4%	-6.8%	23.7%	41.3%	-16.3%	16.9%	44.3%	36.5%	29.3%	37.8%

"Linear" = *Linear Trendline*

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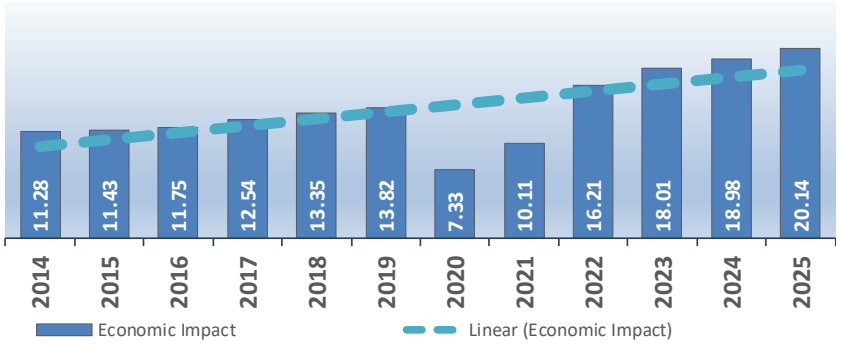
2014 to 2025
Historic Prices

SFR

KEY MEASURES
Historic Prices

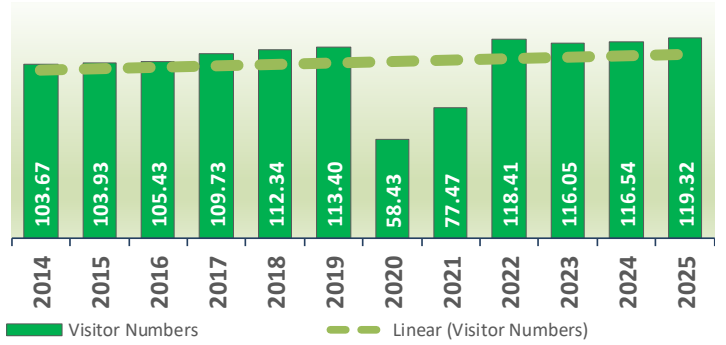
Economic Impact - Historic Prices - SFR

	% Change Year on Year
2015	1.3%
2016	2.8%
2017	6.8%
2018	6.4%
2019	3.5%
2020	-47.0%
2021	37.9%
2022	60.4%
2023	11.2%
2024	5.3%
2025	6.1%



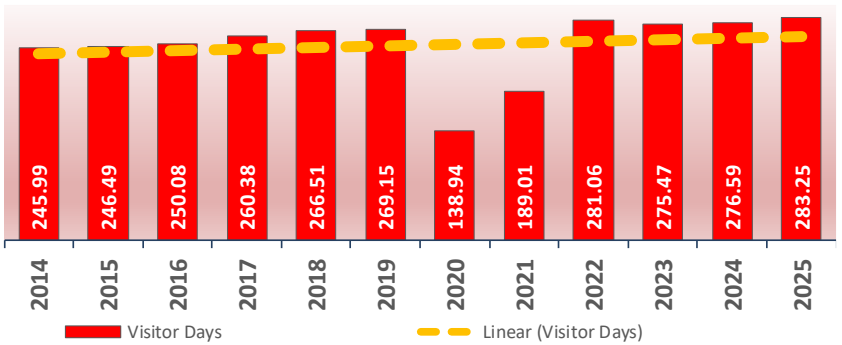
Visitor Numbers - SFR

	% Change Year on Year
2015	0.3%
2016	1.4%
2017	4.1%
2018	2.4%
2019	0.9%
2020	-48.5%
2021	32.6%
2022	52.9%
2023	-2.0%
2024	0.4%
2025	2.4%



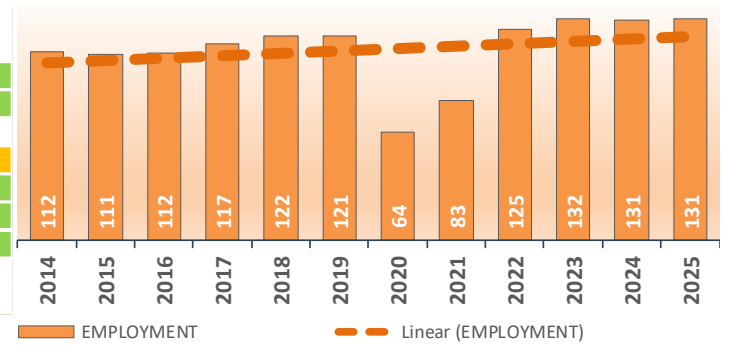
Visitor Days - SFR

	% Change Year on Year
2015	0.2%
2016	1.5%
2017	4.1%
2018	2.4%
2019	1.0%
2020	-48.4%
2021	36.0%
2022	48.7%
2023	-2.0%
2024	0.4%
2025	2.4%



Direct Employment Supported - SFR

	% Change Year on Year
2015	-1.1%
2016	0.7%
2017	4.9%
2018	3.9%
2019	-0.2%
2020	-47.0%
2021	28.9%
2022	51.6%
2023	5.2%
2024	-0.6%
2025	0.2%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		1.3%	4.2%	11.2%	18.4%	22.6%	-35.0%	-10.4%	43.7%	59.7%	68.3%	78.5%
Visitor Numbers		0.3%	1.7%	5.8%	8.4%	9.4%	-43.6%	-25.3%	14.2%	11.9%	12.4%	15.1%
Visitor Days		0.2%	1.7%	5.9%	8.3%	9.4%	-43.5%	-23.2%	14.3%	12.0%	12.4%	15.1%
Direct Employment		-1.1%	-0.4%	4.4%	8.5%	8.2%	-42.7%	-26.1%	12.0%	17.8%	17.1%	17.3%

"Linear" = *Linear Trendline*

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

STEAM REPORT FOR 2014-2025 - FINAL
BOSTON BOROUGH COUNCIL

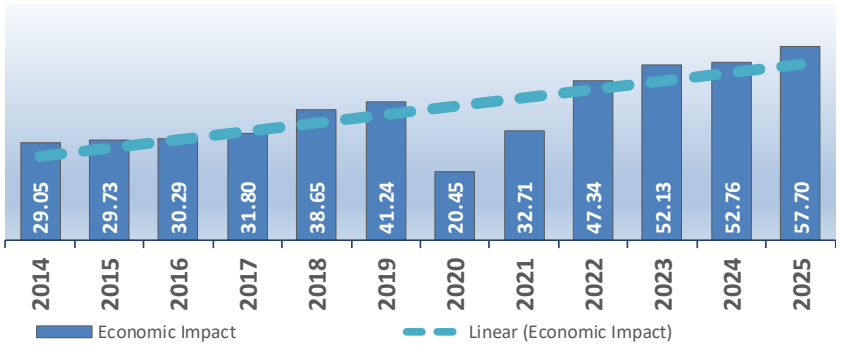
2014 to 2025
Historic Prices

STAYING VISITOR

KEY MEASURES
Historic Prices

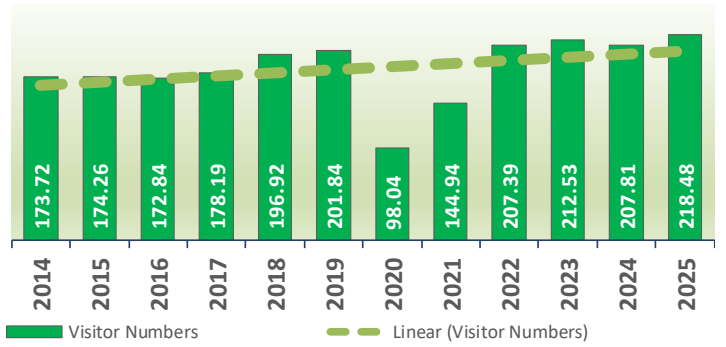
Economic Impact - Historic Prices - Staying Visitor

	% Change Year on Year
2015	2.3%
2016	1.9%
2017	5.0%
2018	21.5%
2019	6.7%
2020	-50.4%
2021	60.0%
2022	44.7%
2023	10.1%
2024	1.2%
2025	9.4%



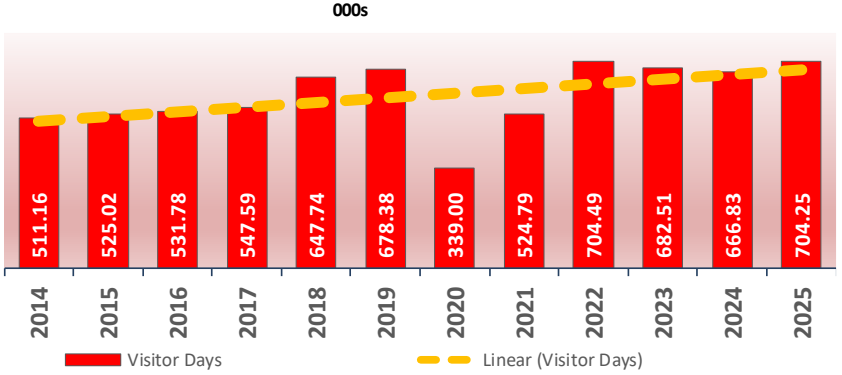
Visitor Numbers - Staying Visitor

	% Change Year on Year
2015	0.3%
2016	-0.8%
2017	3.1%
2018	10.5%
2019	2.5%
2020	-51.4%
2021	47.8%
2022	43.1%
2023	2.5%
2024	-2.2%
2025	5.1%



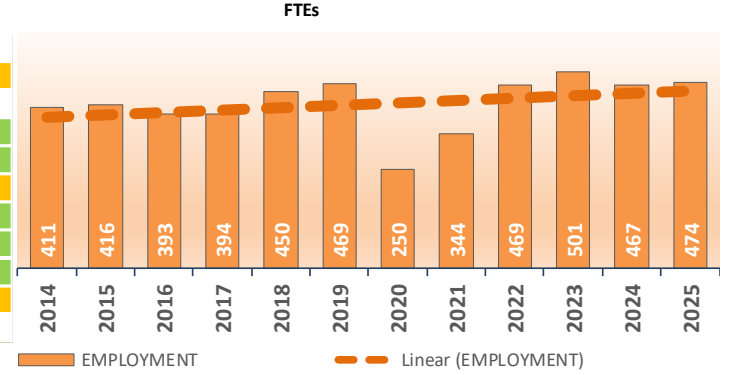
Visitor Days - Staying Visitor

	% Change Year on Year
2015	2.7%
2016	1.3%
2017	3.0%
2018	18.3%
2019	4.7%
2020	-50.0%
2021	54.8%
2022	34.2%
2023	-3.1%
2024	-2.3%
2025	5.6%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2015	1.2%
2016	-5.7%
2017	0.3%
2018	14.2%
2019	4.3%
2020	-46.7%
2021	37.6%
2022	36.1%
2023	6.9%
2024	-6.7%
2025	1.4%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		2.3%	4.3%	9.5%	33.0%	41.9%	-29.6%	12.6%	62.9%	79.4%	81.6%	98.6%
Visitor Numbers		0.3%	-0.5%	2.6%	13.4%	16.2%	-43.6%	-16.6%	19.4%	22.3%	19.6%	25.8%
Visitor Days		2.7%	4.0%	7.1%	26.7%	32.7%	-33.7%	2.7%	37.8%	33.5%	30.5%	37.8%
Direct Employment		1.2%	-4.6%	-4.3%	9.3%	14.1%	-39.2%	-16.3%	13.9%	21.7%	13.6%	15.2%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
BOSTON BOROUGH COUNCIL

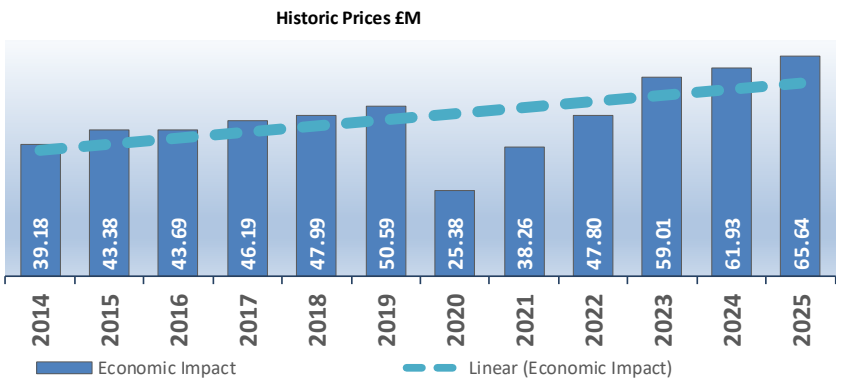
2014 to 2025
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

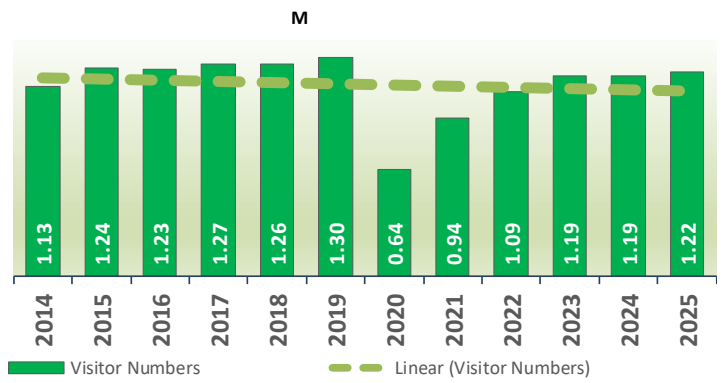
Economic Impact - Historic Prices - Day Visitor

	% Change Year on Year
2015	10.7%
2016	0.7%
2017	5.7%
2018	3.9%
2019	5.4%
2020	-49.8%
2021	50.7%
2022	24.9%
2023	23.5%
2024	4.9%
2025	6.0%



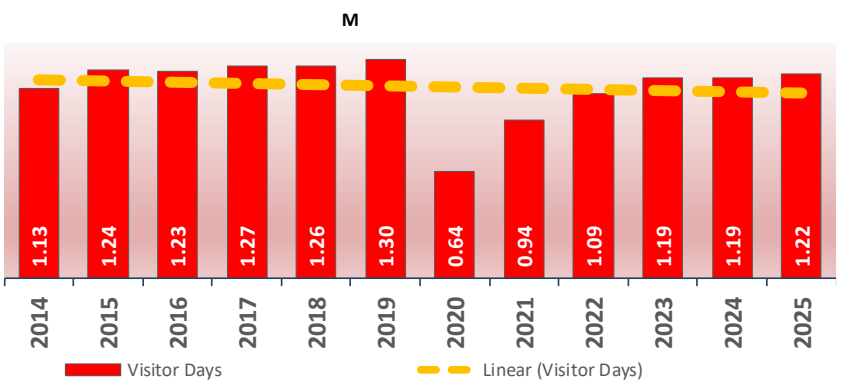
Visitor Numbers - Day Visitor

	% Change Year on Year
2015	9.5%
2016	-0.6%
2017	3.1%
2018	-0.1%
2019	2.8%
2020	-51.2%
2021	48.7%
2022	15.9%
2023	8.9%
2024	0.0%
2025	2.3%



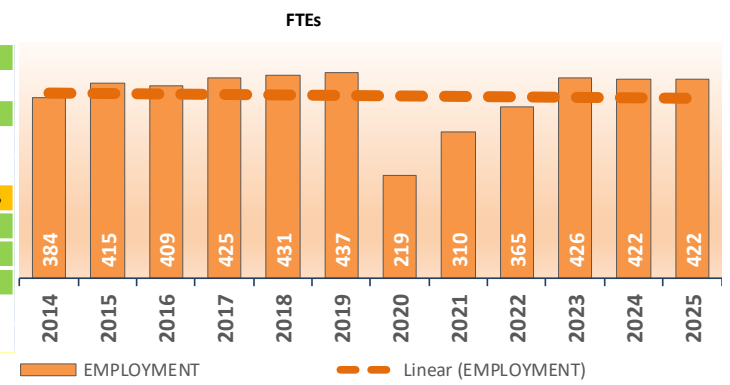
Visitor Days - Day Visitor

	% Change Year on Year
2015	9.5%
2016	-0.6%
2017	3.1%
2018	-0.1%
2019	2.8%
2020	-51.2%
2021	48.7%
2022	15.9%
2023	8.9%
2024	0.0%
2025	2.3%



Direct Employment Supported - Day Visitor

	% Change Year on Year
2015	8.1%
2016	-1.4%
2017	3.8%
2018	1.4%
2019	1.6%
2020	-50.0%
2021	41.8%
2022	17.5%
2023	16.9%
2024	-1.0%
2025	0.1%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		10.7%	11.5%	17.9%	22.5%	29.1%	-35.2%	-2.4%	22.0%	50.6%	58.1%	67.6%
Visitor Numbers		9.5%	8.9%	12.2%	12.1%	15.3%	-43.7%	-16.3%	-3.0%	5.6%	5.6%	8.1%
Visitor Days		9.5%	8.9%	12.2%	12.1%	15.3%	-43.7%	-16.3%	-3.0%	5.6%	5.6%	8.1%
Direct Employment		8.1%	6.6%	10.7%	12.2%	14.0%	-43.0%	-19.1%	-4.9%	11.1%	10.0%	10.1%

"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

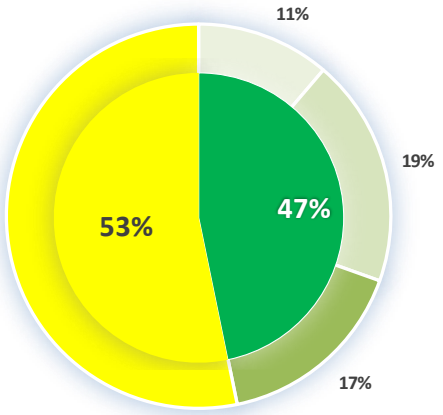
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STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL	2025 Historic Prices	TOTAL	DISTRIBUTION BY VISITOR TYPE Historic Prices

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

TOTAL
£123.35m

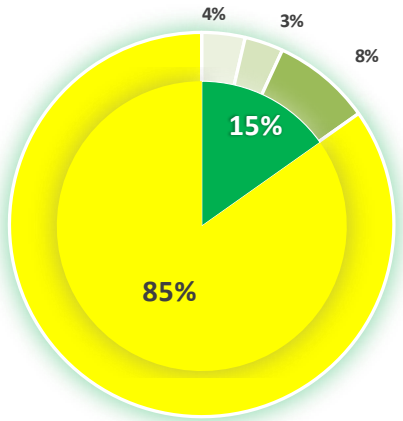
	£M
Serviced	13.86
Non-Serviced	23.71
SFR	20.14
Staying Visitor	57.70
Day Visitor	65.64
Total	123.35



Visitor Numbers - 2025 - M - Share of Total

TOTAL
1.44m

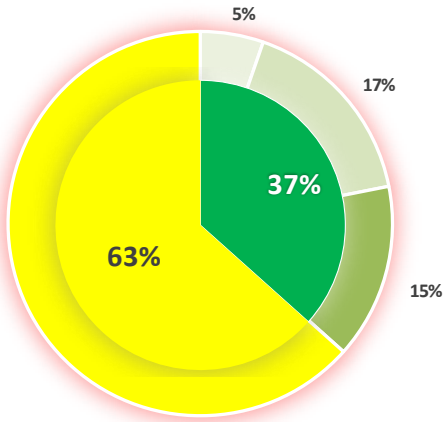
	M
Serviced	0.05
Non-Serviced	0.05
SFR	0.12
Staying Visitor	0.22
Day Visitor	1.22
Total	1.44



Visitor Days - 2025 - M - Share of Total

TOTAL
1.92m

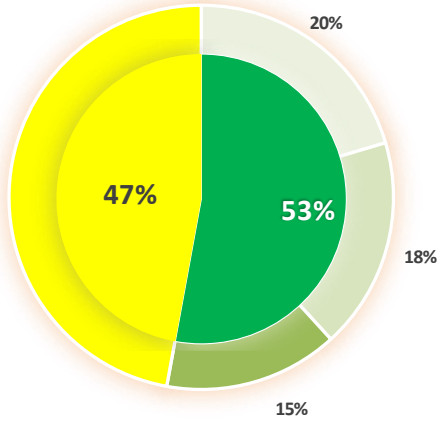
	M
Serviced	0.10
Non-Serviced	0.32
SFR	0.28
Staying Visitor	0.70
Day Visitor	1.22
Total	1.92



Direct Employment Supported - 2025 - FTEs - Share of Total

TOTAL
897 Direct FTEs
1,128 Total FTEs

	FTEs
Serviced	183
Non-Serviced	160
SFR	131
Staying Visitor	474
Day Visitor	422
Total	897

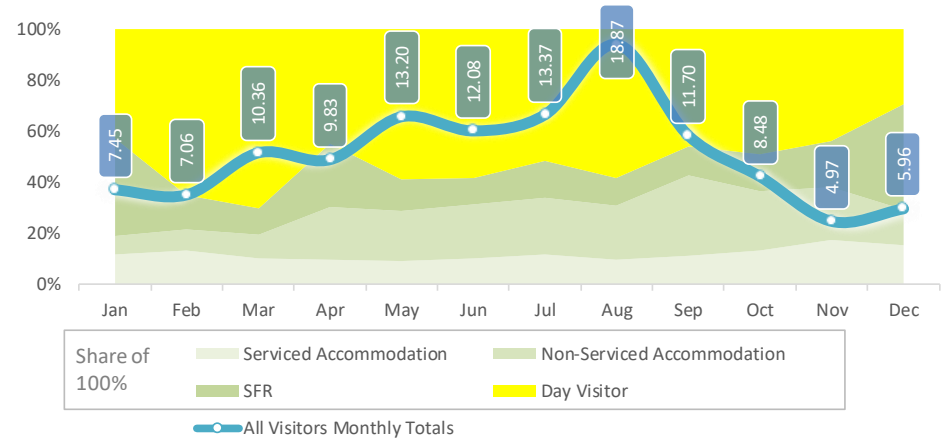


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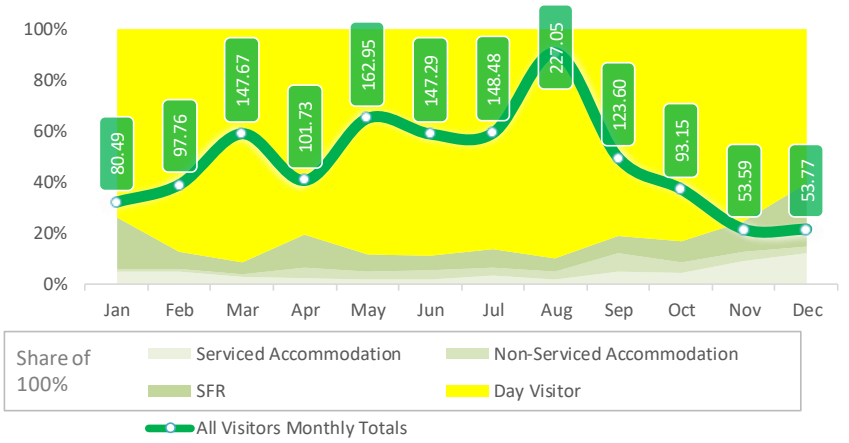
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STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL	2025 Historic Prices	TOTAL	DISTRIBUTION BY MONTH Historic Prices

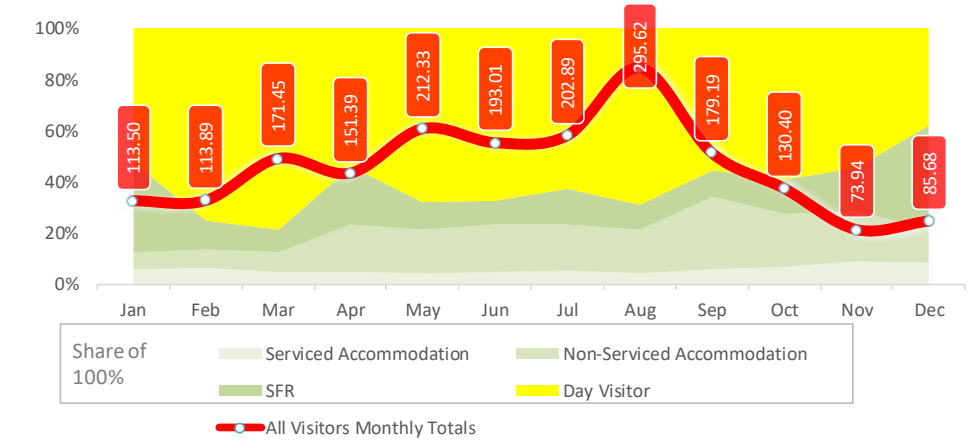
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



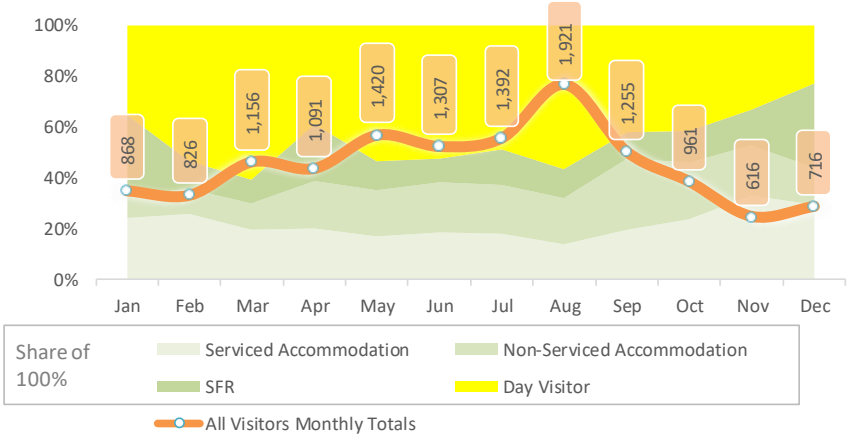
Visitor Numbers - 2025 - 000s - Distribution of Impact by Month



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



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



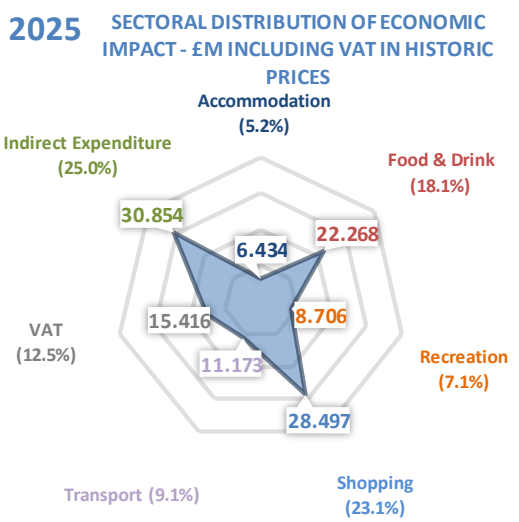
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STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL	2014 to 2025 Historic Prices	TOTAL	SECTORAL ANALYSIS Historic Prices

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

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	3.888	3.786	3.802	3.921	4.883	5.125	2.548	4.060	5.609	5.969	5.764	6.434
Food & Drink	£M	12.10	13.03	13.18	13.92	15.40	16.32	8.648	12.64	17.00	20.06	20.77	22.27
Recreation	£M	4.804	5.180	5.232	5.511	6.039	6.423	3.375	4.965	6.629	7.871	8.132	8.706
Shopping	£M	15.65	16.99	17.20	18.19	19.99	21.17	10.67	16.32	21.60	25.56	26.60	28.50
Transport	£M	6.182	6.671	6.763	7.134	7.798	8.313	4.214	6.438	8.605	10.03	10.41	11.17
Direct Revenue	£M	42.63	45.65	46.18	48.67	54.12	57.35	29.46	44.42	59.45	69.49	71.67	77.08
VAT	£M	8.526	9.130	9.236	9.735	10.82	11.47	4.814	8.717	11.89	13.90	14.33	15.42
Direct Expenditure	£M	51.15	54.78	55.41	58.41	64.94	68.82	34.27	53.14	71.34	83.39	86.01	92.49
Indirect Expenditure	£M	17.08	18.33	18.57	19.58	21.70	23.00	11.55	17.82	23.79	27.75	28.68	30.85
TOTAL	£M	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13	111.14	114.69	123.35



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	179	181	158	151	163	173	101	126	166	181	159	158
Food & Drink	FTEs	213	224	222	230	249	254	131	183	233	261	255	258
Recreation	FTEs	103	108	107	111	118	121	62	87	110	124	121	122
Shopping	FTEs	251	267	264	274	294	300	147	216	270	303	297	301
Transport	FTEs	49	51	51	53	56	58	28	42	53	58	57	58
Direct Employment	FTEs	795	831	802	819	880	907	469	655	833	927	889	897
Indirect Employment	FTEs	194	204	202	209	226	231	116	168	211	233	227	231
TOTAL	FTEs	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117	1,128



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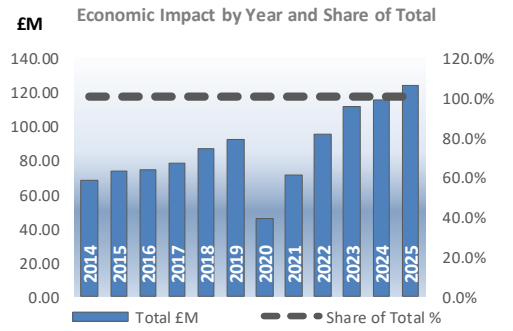
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2014 to 2025

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

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STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL										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 £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%	80.1%	95.9%	77.7%	83.0%	87.0%	66.7%	76.7%	87.5%	90.5%	59.5%	84.1%	80.8%		87.3%	82.8%	76.2%	79.6%
% Change 2024 to 2025		8.2%	6.0%	6.7%	10.4%	8.7%	4.8%	9.2%	7.8%	10.7%	6.3%	2.5%	4.2%	7.5%	Annual Change	7.0%	7.8%	9.0%	4.7%
Average Annual Change		7.6%	7.3%	8.7%	7.1%	7.5%	7.9%	6.1%	7.0%	8.0%	8.2%	5.4%	7.6%	7.3%		7.9%	7.5%	6.9%	7.2%
2014	£M	4.071	3.920	5.289	5.529	7.212	6.462	8.019	10.68	6.242	4.452	3.117	3.239	68.23		13.28	19.20	24.94	10.81
2015	£M	4.497	4.431	5.572	5.654	7.573	6.803	8.317	11.94	6.763	4.917	3.220	3.424	73.11	7.2%	14.50	20.03	27.02	11.56
2016	£M	4.522	4.413	5.957	5.639	7.829	7.282	8.167	12.09	6.605	4.788	3.163	3.525	73.98	1.2%	14.89	20.75	26.87	11.48
2017	£M	4.784	4.589	6.148	6.025	8.302	7.619	8.630	12.66	7.044	5.071	3.309	3.808	77.99	5.4%	15.52	21.95	28.33	12.19
2018	£M	5.168	4.947	6.663	6.657	9.351	8.451	9.584	14.26	8.052	5.760	3.631	4.121	86.64	11.1%	16.78	24.46	31.89	13.51
2019	£M	5.430	5.209	7.180	7.176	9.907	9.049	10.18	15.04	8.509	6.044	3.783	4.318	91.83	6.0%	17.82	26.13	33.73	14.14
2020	£M	5.518	4.793	3.658	0.396	0.857	1.435	4.264	9.811	7.269	4.644	1.131	2.048	45.82	-50.1%	13.97	2.688	21.34	7.822
2021	£M	1.005	1.467	2.432	2.983	7.421	8.663	9.433	14.46	9.275	6.508	3.498	3.817	70.96	54.9%	4.904	19.07	33.17	13.82
2022	£M	5.417	4.755	7.475	7.390	10.26	9.641	10.64	15.03	9.133	6.432	3.974	4.994	95.13	34.1%	17.65	27.29	34.80	15.40
2023	£M	6.653	6.343	9.253	8.760	11.85	10.90	11.75	17.15	10.59	7.713	4.648	5.538	111.14	16.8%	22.25	31.50	39.49	17.90
2024	£M	6.889	6.658	9.708	8.902	12.14	11.53	12.24	17.51	10.57	7.980	4.848	5.720	114.69	3.2%	23.26	32.57	40.32	18.55
2025	£M	7.453	7.060	10.36	9.827	13.20	12.08	13.37	18.87	11.70	8.481	4.971	5.962	123.35	7.5%	24.88	35.11	43.95	19.41

ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	
Total	£M	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13	111.14	114.69	123.35	
All Visitor Types	£M	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13	111.14	114.69	123.35	
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	%													



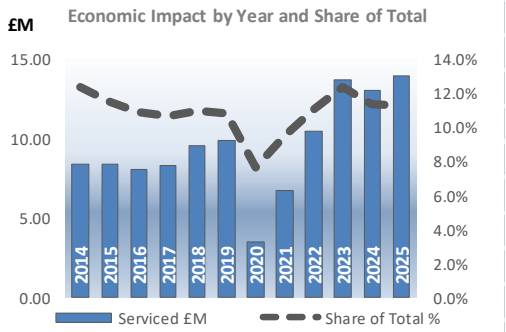
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STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL										2014 to 2025 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																
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		79.5%	49.8%	48.8%	79.5%	85.6%	75.7%	78.3%	81.5%	35.5%	54.4%	42.0%	79.4%	65.0%		57.3%	80.2%	64.8%	57.2%
% Change 2024 to 2025		19.0%	10.8%	18.5%	8.3%	7.4%	10.2%	7.7%	2.7%	4.6%	-0.5%	-1.7%	5.0%	7.0%	Annual Change	16.1%	8.7%	4.8%	0.8%
Average Annual Change		7.2%	4.5%	4.4%	7.2%	7.8%	6.9%	7.1%	7.4%	3.2%	4.9%	3.8%	7.2%	5.9%		5.2%	7.3%	5.9%	5.2%
2014	£M	0.484	0.616	0.716	0.539	0.644	0.699	0.881	1.014	0.984	0.720	0.602	0.503	8.402		1.816	1.882	2.878	1.825
2015	£M	0.520	0.624	0.676	0.513	0.643	0.767	0.903	1.107	0.910	0.732	0.545	0.458	8.399	0.0%	1.820	1.924	2.921	1.735
2016	£M	0.462	0.582	0.622	0.494	0.597	0.706	0.934	1.144	0.870	0.649	0.513	0.469	8.043	-4.2%	1.666	1.797	2.948	1.631
2017	£M	0.464	0.528	0.566	0.549	0.672	0.734	0.954	1.156	0.892	0.682	0.541	0.528	8.267	2.8%	1.558	1.956	3.002	1.751
2018	£M	0.530	0.608	0.632	0.632	0.782	0.860	1.067	1.336	1.008	0.800	0.626	0.608	9.488	14.8%	1.769	2.275	3.411	2.034
2019	£M	0.548	0.626	0.656	0.659	0.808	0.894	1.138	1.406	1.035	0.831	0.657	0.623	9.881	4.1%	1.829	2.361	3.579	2.111
2020	£M	0.551	0.608	0.275	0.050	0.075	0.073	0.248	0.628	0.477	0.352	0.086	0.071	3.496	-64.6%	1.434	0.198	1.353	0.510
2021	£M	0.101	0.111	0.129	0.136	0.228	0.715	0.991	1.349	0.990	0.815	0.604	0.551	6.720	92.2%	0.341	1.079	3.330	1.970
2022	£M	0.502	0.650	0.706	0.733	0.868	0.953	1.189	1.425	1.101	0.909	0.718	0.701	10.46	55.6%	1.858	2.554	3.715	2.328
2023	£M	0.787	0.889	0.978	0.938	1.131	1.192	1.546	1.887	1.352	1.146	0.902	0.907	13.65	30.6%	2.654	3.260	4.785	2.954
2024	£M	0.730	0.832	0.900	0.893	1.113	1.114	1.458	1.793	1.274	1.117	0.869	0.861	12.95	-5.1%	2.462	3.120	4.525	2.847
2025	£M	0.869	0.922	1.066	0.968	1.196	1.228	1.570	1.841	1.333	1.112	0.854	0.903	13.86	7.0%	2.857	3.391	4.743	2.870

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	8.402	8.399	8.043	8.267	9.488	9.881	3.496	6.720	10.46	13.65	12.95	13.86
All Visitor Types	£M	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13	111.14	114.69	123.35
Share of Total	%	12.3%	11.5%	10.9%	10.6%	11.0%	10.8%	7.6%	9.5%	11.0%	12.3%	11.3%	11.2%
Annual Change in Share	%		-6.7%	-5.4%	-2.5%	3.3%	-1.7%	-29.1%	24.1%	16.0%	11.8%	-8.1%	-0.5%
Change in Share from 2014	%		-6.7%	-11.7%	-13.9%	-11.1%	-12.6%	-38.0%	-23.1%	-10.8%	-0.2%	-8.3%	-8.7%
Avg Ann. Change in Share	%		-6.7%	-5.9%	-4.6%	-2.8%	-2.5%	-6.3%	-3.3%	-1.3%	0.0%	-0.8%	-0.8%

SERVICED ACCOMMODATION



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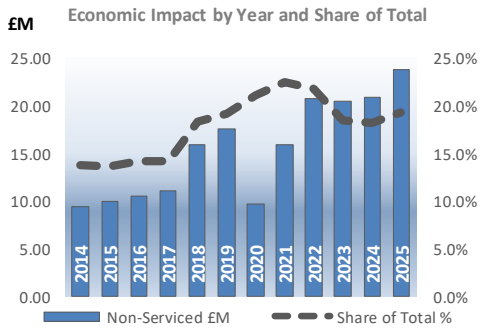
STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL		2014 to 2025 Historic Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices

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																	
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		216.5%	209.2%	123.6%	191.1%	119.3%	112.4%	123.8%	129.5%	188.7%	212.3%	216.2%	280.7%	152.9%		164.8%	132.5%	145.2%	226.1%
% Change 2024 to 2025		7.9%	25.5%	-2.2%	23.2%	13.0%	10.6%	11.1%	13.1%	19.9%	15.0%	10.4%	11.5%	13.8%	Annual Change	7.3%	14.7%	14.8%	13.0%
Average Annual Change		19.7%	19.0%	11.2%	17.4%	10.8%	10.2%	11.3%	11.8%	17.2%	19.3%	19.7%	25.5%	13.9%		15.0%	12.0%	13.2%	20.6%
2014	£M	0.166	0.198	0.422	0.685	1.193	1.206	1.324	1.719	1.271	0.636	0.330	0.221	9.372		0.785	3.085	4.314	1.187
2015	£M	0.223	0.260	0.440	0.719	1.232	1.237	1.372	1.788	1.311	0.602	0.420	0.302	9.905	5.7%	0.922	3.188	4.471	1.324
2016	£M	0.242	0.277	0.459	0.743	1.266	1.277	1.435	1.895	1.399	0.716	0.460	0.334	10.50	6.0%	0.977	3.287	4.729	1.510
2017	£M	0.256	0.298	0.441	0.798	1.307	1.282	1.534	1.932	1.555	0.767	0.456	0.361	10.99	4.6%	0.995	3.387	5.022	1.583
2018	£M	0.338	0.408	0.635	1.163	1.953	1.883	2.178	2.821	2.159	1.158	0.634	0.480	15.81	43.9%	1.380	4.999	7.158	2.273
2019	£M	0.387	0.445	0.700	1.364	2.234	2.081	2.482	3.098	2.328	1.181	0.709	0.528	17.54	10.9%	1.532	5.679	7.907	2.418
2020	£M	0.410	0.348	0.391	0.043	0.108	0.116	1.498	2.587	2.619	1.140	0.075	0.285	9.621	-45.1%	1.150	0.267	6.704	1.500
2021	£M	0.010	0.010	0.019	0.394	1.853	2.245	2.488	3.190	2.989	1.510	0.693	0.480	15.88	65.1%	0.039	4.492	8.667	2.683
2022	£M	0.445	0.423	0.944	1.505	2.597	2.503	2.861	3.598	2.935	1.378	0.763	0.723	20.68	30.2%	1.812	6.605	9.394	2.864
2023	£M	0.474	0.507	0.920	1.669	2.536	2.232	2.492	3.366	3.016	1.657	0.869	0.721	20.46	-1.0%	1.901	6.437	8.874	3.247
2024	£M	0.487	0.487	0.964	1.619	2.317	2.318	2.668	3.487	3.061	1.728	0.946	0.753	20.84	1.8%	1.938	6.254	9.217	3.427
2025	£M	0.525	0.612	0.943	1.994	2.617	2.562	2.964	3.946	3.670	1.987	1.045	0.840	23.71	13.8%	2.080	7.173	10.58	3.872

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	9.372	9.905	10.50	10.99	15.81	17.54	9.621	15.88	20.68	20.46	20.84	23.71
All Visitor Types	£M	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13	111.14	114.69	123.35
Share of Total	%	13.7%	13.5%	14.2%	14.1%	18.2%	19.1%	21.0%	22.4%	21.7%	18.4%	18.2%	19.2%
Annual Change in Share	%		-1.4%	4.8%	-0.8%	29.5%	4.7%	9.9%	6.6%	-2.9%	-15.3%	-1.3%	5.8%
Change in Share from 2014	%		-1.4%	3.3%	2.6%	32.8%	39.0%	52.9%	62.9%	58.2%	34.0%	32.3%	39.9%
Avg Ann. Change in Share	%		-1.4%	1.7%	0.9%	8.2%	7.8%	8.8%	9.0%	7.3%	3.8%	3.2%	3.6%

NON-SERVICED ACCOMMODATION



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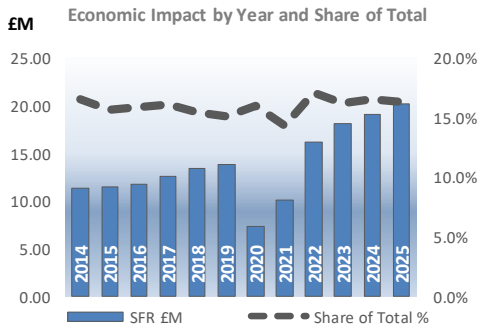
STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL		2014 to 2025 Historic Prices	SFR	ECONOMIC IMPACT Historic Prices

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						
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	70.5% 67.3% 73.1% 87.4% 77.3% 75.0% 77.6% 79.1% 91.6% 92.3% 73.9% 78.8%	78.5%		70.4%	81.2%	81.4%	81.2%
% Change 2024 to 2025	6.3% 7.8% 3.5% 8.2% 6.0% 5.5% 5.7% 6.0% 8.9% 6.0% 3.9% 4.8%	6.1%	Annual Change	5.9%	6.9%	6.6%	5.0%
Average Annual Change	6.4% 6.1% 6.6% 7.9% 7.0% 6.8% 7.1% 7.2% 8.3% 8.4% 6.7% 7.2%	7.1%		6.4%	7.4%	7.4%	7.4%
2014 £M	1.673 0.550 0.636 1.303 0.914 0.716 1.099 1.171 0.685 0.637 0.514 1.382	11.28		2.859	2.932	2.955	2.532
2015 £M	1.646 0.541 0.651 1.335 0.943 0.743 1.132 1.212 0.703 0.665 0.510 1.347	11.43	1.3%	2.839	3.020	3.047	2.521
2016 £M	1.673 0.554 0.663 1.370 0.967 0.762 1.167 1.255 0.730 0.675 0.527 1.404	11.75	2.8%	2.890	3.099	3.152	2.605
2017 £M	1.795 0.587 0.684 1.469 1.032 0.802 1.243 1.319 0.797 0.726 0.560 1.529	12.54	6.8%	3.067	3.303	3.360	2.816
2018 £M	1.883 0.622 0.731 1.567 1.116 0.862 1.319 1.415 0.840 0.783 0.596 1.615	13.35	6.4%	3.236	3.545	3.573	2.994
2019 £M	1.945 0.634 0.745 1.650 1.168 0.893 1.383 1.465 0.860 0.791 0.622 1.666	13.82	3.5%	3.324	3.711	3.708	3.079
2020 £M	2.048 0.553 0.389 0.067 0.065 0.055 0.751 1.138 0.879 0.663 0.072 0.648	7.328	-47.0%	2.990	0.187	2.768	1.383
2021 £M	0.111 0.033 0.035 0.494 1.051 1.001 1.441 1.551 1.173 1.037 0.623 1.553	10.11	37.9%	0.180	2.546	4.166	3.214
2022 £M	2.227 0.710 0.904 1.895 1.365 1.053 1.616 1.714 1.038 0.923 0.717 2.043	16.21	60.4%	3.842	4.313	4.368	3.682
2023 £M	2.581 0.828 0.998 2.154 1.483 1.114 1.720 1.858 1.137 1.078 0.810 2.252	18.01	11.2%	4.408	4.751	4.715	4.140
2024 £M	2.683 0.853 1.064 2.256 1.529 1.187 1.846 1.978 1.206 1.155 0.859 2.358	18.98	5.3%	4.600	4.973	5.030	4.372
2025 £M	2.852 0.919 1.101 2.441 1.620 1.252 1.951 2.097 1.313 1.225 0.893 2.471	20.14	6.1%	4.872	5.314	5.361	4.589

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	11.28	11.43	11.75	12.54	13.35	13.82	7.328	10.11	16.21	18.01	18.98	20.14
All Visitor Types	£M	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13	111.14	114.69	123.35
Share of Total	%	16.5%	15.6%	15.9%	16.1%	15.4%	15.1%	16.0%	14.2%	17.0%	16.2%	16.5%	16.3%
Annual Change in Share	%		-5.5%	1.6%	1.3%	-4.2%	-2.3%	6.3%	-11.0%	19.6%	-4.9%	2.1%	-1.3%
Change in Share from 2014	%		-5.5%	-3.9%	-2.7%	-6.8%	-8.9%	-3.2%	-13.8%	3.1%	-1.9%	0.1%	-1.2%
Avg Ann. Change in Share	%		-5.5%	-2.0%	-0.9%	-1.7%	-1.8%	-0.5%	-2.0%	0.4%	-0.2%	0.0%	-0.1%

SFR



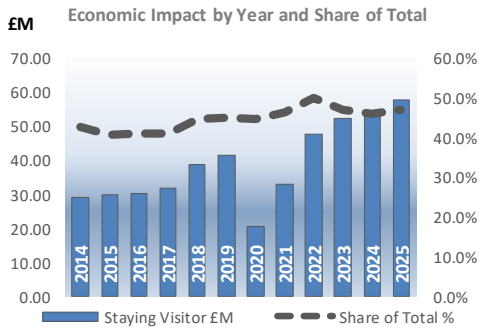
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STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL										2014 to 2025 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											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		82.8%	80.0%	75.3%	113.8%	97.5%	92.4%	96.3%	101.9%	114.8%	116.9%	93.1%	100.1%	98.6%		79.6%	101.0%	103.8%	104.3%
% Change 2024 to 2025		8.9%	12.9%	6.2%	13.3%	9.6%	9.2%	8.6%	8.6%	14.0%	8.1%	4.4%	6.1%	9.4%	Annual Change	9.0%	10.7%	10.2%	6.4%
Average Annual Change		7.5%	7.3%	6.8%	10.3%	8.9%	8.4%	8.8%	9.3%	10.4%	10.6%	8.5%	9.1%	9.0%		7.2%	9.2%	9.4%	9.5%
2014	£M	2.323	1.363	1.774	2.527	2.751	2.621	3.304	3.904	2.940	1.993	1.446	2.106	29.05		5.460	7.899	10.15	5.545
2015	£M	2.389	1.424	1.767	2.567	2.818	2.747	3.407	4.108	2.924	1.999	1.475	2.107	29.73	2.3%	5.580	8.131	10.44	5.580
2016	£M	2.377	1.412	1.744	2.608	2.830	2.745	3.536	4.293	2.999	2.040	1.500	2.207	30.29	1.9%	5.533	8.183	10.83	5.747
2017	£M	2.515	1.414	1.691	2.817	3.010	2.819	3.732	4.408	3.244	2.175	1.557	2.418	31.80	5.0%	5.620	8.646	11.38	6.149
2018	£M	2.751	1.638	1.997	3.363	3.852	3.605	4.564	5.572	4.007	2.741	1.856	2.703	38.65	21.5%	6.386	10.82	14.14	7.300
2019	£M	2.880	1.704	2.101	3.673	4.210	3.867	5.003	5.968	4.223	2.803	1.987	2.817	41.24	6.7%	6.685	11.75	15.19	7.608
2020	£M	3.009	1.509	1.055	0.160	0.248	0.244	2.497	4.354	3.974	2.156	0.234	1.004	20.45	-50.4%	5.574	0.653	10.82	3.394
2021	£M	0.222	0.154	0.183	1.025	3.131	3.961	4.921	6.090	5.152	3.362	1.920	2.585	32.71	60.0%	0.560	8.117	16.16	7.867
2022	£M	3.174	1.784	2.555	4.133	4.830	4.510	5.666	6.737	5.074	3.210	2.198	3.467	47.34	44.7%	7.512	13.47	17.48	8.874
2023	£M	3.842	2.224	2.896	4.760	5.150	4.538	5.758	7.111	5.505	3.881	2.581	3.880	52.13	10.1%	8.963	14.45	18.37	10.34
2024	£M	3.901	2.172	2.928	4.768	4.959	4.619	5.972	7.259	5.541	4.000	2.675	3.971	52.76	1.2%	9.001	14.35	18.77	10.65
2025	£M	4.246	2.453	3.110	5.403	5.433	5.042	6.485	7.883	6.316	4.324	2.792	4.214	57.70	9.4%	9.809	15.88	20.68	11.33

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	29.05	29.73	30.29	31.80	38.65	41.24	20.45	32.71	47.34	52.13	52.76	57.70
All Visitor Types	£M	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13	111.14	114.69	123.35
Share of Total	%	42.6%	40.7%	40.9%	40.8%	44.6%	44.9%	44.6%	46.1%	49.8%	46.9%	46.0%	46.8%
Annual Change in Share	%		-4.5%	0.7%	-0.4%	9.4%	0.7%	-0.7%	3.3%	8.0%	-5.7%	-1.9%	1.7%
Change in Share from 2014	%		-4.5%	-3.8%	-4.2%	4.8%	5.5%	4.8%	8.2%	16.9%	10.2%	8.0%	9.9%
Avg Ann. Change in Share	%		-4.5%	-1.9%	-1.4%	1.2%	1.1%	0.8%	1.2%	2.1%	1.1%	0.8%	0.9%

STAYING VISITOR



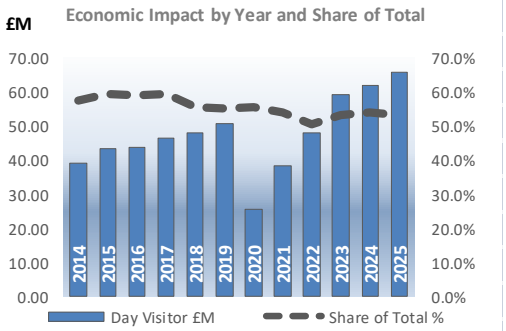
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STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL										2014 to 2025 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											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		83.5%	80.2%	106.4%	47.3%	74.1%	83.3%	46.0%	62.2%	63.2%	69.1%	30.4%	54.3%	67.6%		92.7%	70.1%	57.3%	53.6%
% Change 2024 to 2025		7.3%	2.7%	7.0%	7.0%	8.1%	1.8%	9.9%	7.2%	7.2%	4.4%	0.3%	0.0%	6.0%	Annual Change	5.7%	5.5%	8.0%	2.3%
Average Annual Change		7.6%	7.3%	9.7%	4.3%	6.7%	7.6%	4.2%	5.7%	5.7%	6.3%	2.8%	4.9%	6.1%		8.4%	6.4%	5.2%	4.9%
2014	£M	1.748	2.557	3.515	3.003	4.460	3.841	4.715	6.776	3.302	2.458	1.671	1.133	39.18		7.819	11.30	14.79	5.262
2015	£M	2.108	3.007	3.805	3.087	4.755	4.056	4.909	7.834	3.839	2.918	1.745	1.317	43.38	10.7%	8.920	11.90	16.58	5.981
2016	£M	2.145	3.001	4.212	3.031	4.999	4.537	4.631	7.801	3.605	2.748	1.663	1.319	43.69	0.7%	9.358	12.57	16.04	5.729
2017	£M	2.269	3.175	4.457	3.208	5.291	4.800	4.898	8.250	3.800	2.896	1.753	1.390	46.19	5.7%	9.901	13.30	16.95	6.039
2018	£M	2.417	3.309	4.666	3.294	5.499	4.846	5.020	8.686	4.045	3.019	1.775	1.417	47.99	3.9%	10.39	13.64	17.75	6.211
2019	£M	2.550	3.504	5.079	3.503	5.696	5.182	5.180	9.069	4.286	3.240	1.796	1.501	50.59	5.4%	11.13	14.38	18.54	6.537
2020	£M	2.508	3.284	2.603	0.236	0.609	1.190	1.768	5.457	3.295	2.488	0.897	1.043	25.38	-49.8%	8.395	2.035	10.52	4.428
2021	£M	0.782	1.313	2.249	1.958	4.290	4.702	4.512	8.370	4.123	3.146	1.578	1.233	38.26	50.7%	4.344	10.95	17.01	5.957
2022	£M	2.243	2.972	4.920	3.257	5.431	5.132	4.971	8.289	4.058	3.222	1.777	1.527	47.80	24.9%	10.13	13.82	17.32	6.526
2023	£M	2.811	4.119	6.357	3.999	6.699	6.358	5.987	10.04	5.084	3.832	2.067	1.659	59.01	23.5%	13.29	17.06	21.11	7.557
2024	£M	2.988	4.486	6.781	4.134	7.182	6.913	6.267	10.25	5.027	3.980	2.173	1.748	61.93	4.9%	14.25	18.23	21.54	7.902
2025	£M	3.207	4.607	7.253	4.424	7.767	7.039	6.885	10.99	5.387	4.157	2.179	1.748	65.64	6.0%	15.07	19.23	23.26	8.084

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	39.18	43.38	43.69	46.19	47.99	50.59	25.38	38.26	47.80	59.01	61.93	65.64
All Visitor Types	£M	68.23	73.11	73.98	77.99	86.64	91.83	45.82	70.96	95.13	111.14	114.69	123.35
Share of Total	%	57.4%	59.3%	59.1%	59.2%	55.4%	55.1%	55.4%	53.9%	50.2%	53.1%	54.0%	53.2%
Annual Change in Share	%		3.3%	-0.5%	0.3%	-6.5%	-0.5%	0.5%	-2.7%	-6.8%	5.7%	1.7%	-1.4%
Change in Share from 2014	%		3.3%	2.8%	3.1%	-3.5%	-4.1%	-3.5%	-6.1%	-12.5%	-7.5%	-6.0%	-7.3%
Avg Ann. Change in Share	%		3.3%	1.4%	1.0%	-0.9%	-0.8%	-0.6%	-0.9%	-1.6%	-0.8%	-0.6%	-0.7%

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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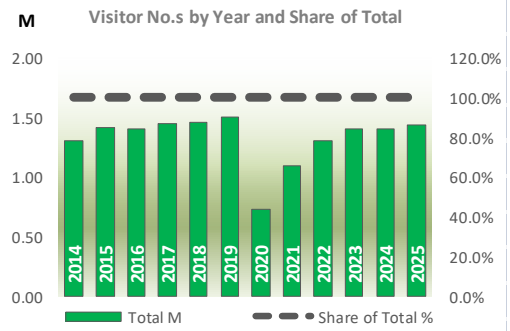
STEAM REPORT FOR 2014-2025 - FINAL
BOSTON BOROUGH COUNCIL

2014 to 2025

VISITOR NUMBERS BY:		MONTH AND QUARTER												TOTAL CALENDAR YEAR		VISITOR NUMBERS 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		19.1%	17.1%	31.1%	0.4%	13.0%	18.3%	-2.8%	6.4%	10.6%	12.3%	-8.5%	10.4%	10.4%		23.6%	11.4%	4.4%	5.4%
% Change 2024 to 2025		4.2%	0.2%	3.2%	3.9%	3.9%	-0.9%	5.6%	3.6%	5.2%	1.3%	-2.1%	-0.5%	2.7%	Annual Change	2.5%	2.1%	4.6%	-0.1%
Average Annual Change		1.7%	1.6%	2.8%	0.0%	1.2%	1.7%	-0.3%	0.6%	1.0%	1.1%	-0.8%	0.9%	0.9%		2.1%	1.0%	0.4%	0.5%
2014	M	0.068	0.083	0.113	0.101	0.144	0.124	0.153	0.213	0.112	0.083	0.059	0.049	1.302		0.264	0.370	0.478	0.190
2015	M	0.077	0.096	0.120	0.103	0.151	0.129	0.157	0.242	0.127	0.095	0.060	0.053	1.410	8.3%	0.292	0.383	0.526	0.209
2016	M	0.077	0.094	0.129	0.100	0.156	0.141	0.147	0.238	0.118	0.089	0.057	0.053	1.401	-0.6%	0.301	0.397	0.503	0.199
2017	M	0.080	0.097	0.133	0.104	0.161	0.145	0.152	0.245	0.122	0.092	0.059	0.055	1.444	3.1%	0.310	0.410	0.518	0.206
2018	M	0.082	0.098	0.135	0.104	0.164	0.144	0.152	0.250	0.127	0.094	0.059	0.056	1.462	1.3%	0.314	0.411	0.529	0.208
2019	M	0.084	0.101	0.142	0.108	0.166	0.149	0.153	0.255	0.130	0.097	0.058	0.057	1.502	2.8%	0.327	0.423	0.539	0.212
2020	M	0.082	0.092	0.071	0.007	0.016	0.031	0.054	0.153	0.100	0.073	0.024	0.032	0.733	-51.2%	0.244	0.054	0.307	0.129
2021	M	0.021	0.034	0.057	0.053	0.119	0.132	0.130	0.229	0.125	0.093	0.050	0.047	1.090	48.6%	0.111	0.304	0.484	0.190
2022	M	0.070	0.078	0.125	0.093	0.144	0.134	0.135	0.213	0.114	0.088	0.053	0.055	1.302	19.5%	0.273	0.371	0.462	0.196
2023	M	0.077	0.095	0.141	0.100	0.155	0.144	0.141	0.225	0.124	0.093	0.055	0.054	1.404	7.8%	0.313	0.399	0.490	0.202
2024	M	0.077	0.098	0.143	0.098	0.157	0.149	0.141	0.219	0.117	0.092	0.055	0.054	1.400	-0.3%	0.318	0.403	0.477	0.201
2025	M	0.080	0.098	0.148	0.102	0.163	0.147	0.148	0.227	0.124	0.093	0.054	0.054	1.438	2.7%	0.326	0.412	0.499	0.201

VISITOR NUMBERS — **TOTAL**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	1.302	1.410	1.401	1.444	1.462	1.502	0.733	1.090	1.302	1.404	1.400	1.438
All Visitor Types	M	1.302	1.410	1.401	1.444	1.462	1.502	0.733	1.090	1.302	1.404	1.400	1.438
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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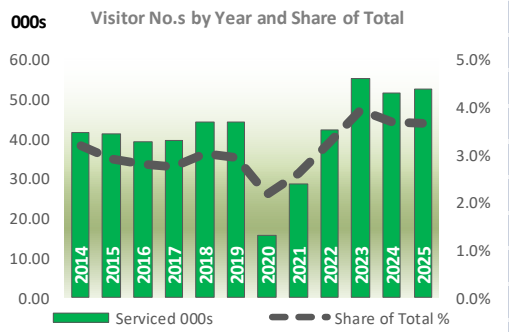
STEAM REPORT FOR 2014-2025 - FINAL
BOSTON BOROUGH COUNCIL

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	73.3%	35.8%	14.1%	23.5%	19.8%	-3.7%	32.9%	12.2%	8.5%	19.6%	30.6%	68.2%	26.5%		36.0%	11.9%	16.5%	40.6%
% Change 2024 to 2025	17.4%	9.3%	17.7%	-15.4%	-15.6%	-14.0%	4.5%	-1.0%	-1.3%	3.9%	2.4%	9.8%	2.0%	Annual Change	14.3%	-15.0%	0.6%	5.8%
Average Annual Change	6.7%	3.3%	1.3%	2.1%	1.8%	-0.3%	3.0%	1.1%	0.8%	1.8%	2.8%	6.2%	2.4%		3.3%	1.1%	1.5%	3.7%
2014 000s	2.3	3.6	3.8	2.1	2.8	3.0	3.8	3.8	5.6	3.3	3.6	3.8	41.4		9.6	7.8	13.1	10.8
2015 000s	2.3	3.8	3.6	1.9	2.8	3.0	3.8	3.8	5.6	3.3	3.6	3.6	41.0	-1.1%	9.7	7.7	13.2	10.4
2016 000s	2.3	3.7	3.3	2.0	2.6	2.7	3.7	3.4	5.4	2.8	3.4	3.7	39.0	-4.8%	9.3	7.3	12.4	10.0
2017 000s	2.3	3.3	2.9	2.2	2.9	2.7	3.7	3.3	5.4	2.9	3.5	4.1	39.4	1.1%	8.6	7.8	12.4	10.6
2018 000s	2.6	3.8	3.2	2.5	3.3	3.1	4.0	3.6	6.0	3.3	4.0	4.6	43.9	11.4%	9.6	8.8	13.6	12.0
2019 000s	2.6	3.7	3.3	2.5	3.3	3.1	4.0	3.6	6.0	3.4	4.0	4.6	44.0	0.2%	9.6	8.8	13.6	12.0
2020 000s	2.6	3.6	1.3	0.2	0.3	0.2	0.9	1.6	2.7	1.4	0.5	0.5	15.8	-64.2%	7.5	0.7	5.1	2.4
2021 000s	0.5	0.6	0.6	0.5	0.9	2.4	3.4	3.3	5.5	3.2	3.6	3.9	28.3	79.8%	1.7	3.8	12.2	10.7
2022 000s	2.1	3.5	3.1	2.5	3.1	2.9	3.9	3.4	5.7	3.3	3.9	4.6	42.1	48.5%	8.7	8.5	13.0	11.9
2023 000s	3.6	4.8	4.0	3.2	4.1	3.7	5.2	4.7	6.7	4.0	4.9	6.2	55.1	30.8%	12.4	11.0	16.5	15.2
2024 000s	3.3	4.5	3.7	3.0	3.9	3.3	4.8	4.3	6.1	3.8	4.6	5.9	51.3	-6.8%	11.5	10.3	15.2	14.4
2025 000s	3.9	4.9	4.3	2.6	3.3	2.9	5.0	4.3	6.1	4.0	4.8	6.5	52.4	2.0%	13.1	8.7	15.3	15.2

VISITOR NUMBERS | **SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	41.4	41.0	39.0	39.4	43.9	44.0	15.8	28.3	42.1	55.1	51.3	52.4
All Visitor Types	M	1.3	1.4	1.4	1.4	1.5	1.5	0.7	1.1	1.3	1.4	1.4	1.4
Share of Total	%	3.2%	2.9%	2.8%	2.7%	3.0%	2.9%	2.2%	2.6%	3.2%	3.9%	3.7%	3.6%
Annual Change in Share	%		-8.6%	-4.2%	-1.9%	10.1%	-2.5%	-26.6%	21.0%	24.3%	21.3%	-6.5%	-0.7%
Change in Share from 2014	%		-8.6%	-12.5%	-14.2%	-5.6%	-7.9%	-32.4%	-18.2%	1.7%	23.3%	15.3%	14.5%
Avg Ann. Change in Share	%		-8.6%	-6.3%	-4.7%	-1.4%	-1.6%	-5.4%	-2.6%	0.2%	2.6%	1.5%	1.3%



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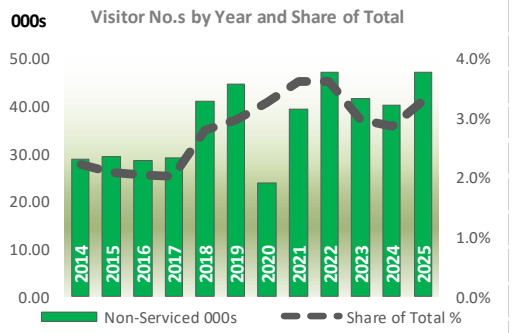
STEAM REPORT FOR 2014-2025 - FINAL
BOSTON BOROUGH COUNCIL

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 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	141.8%	118.3%	21.9%	88.5%	28.9%	53.8%	27.2%	54.5%	113.5%	69.7%	67.1%	127.6%	63.4%		69.3%	52.0%	66.2%	77.8%
% Change 2024 to 2025	32.3%	34.5%	-18.7%	35.0%	9.1%	30.1%	2.5%	12.0%	38.3%	6.7%	3.0%	14.4%	17.2%	Annual Change	6.2%	23.3%	19.3%	7.0%
Average Annual Change	12.9%	10.8%	2.0%	8.0%	2.6%	4.9%	2.5%	5.0%	10.3%	6.3%	6.1%	11.6%	5.8%		6.3%	4.7%	6.0%	7.1%
2014 000s	0.4	0.5	1.2	2.3	3.9	3.5	3.7	4.8	4.2	2.3	1.3	0.7	28.6		2.1	9.6	12.6	4.3
2015 000s	0.4	0.7	1.1	2.1	3.8	3.0	3.3	5.4	4.8	2.2	1.7	0.8	29.4	2.5%	2.2	8.9	13.5	4.7
2016 000s	0.5	0.7	1.2	2.1	3.6	3.2	3.4	5.0	4.2	2.2	1.5	0.8	28.4	-3.1%	2.4	8.9	12.6	4.5
2017 000s	0.5	0.7	1.1	2.2	3.6	3.2	3.5	4.9	4.6	2.3	1.4	0.9	29.1	2.2%	2.4	9.0	13.1	4.6
2018 000s	0.7	1.0	1.6	3.1	5.3	4.5	4.9	7.0	6.2	3.3	1.9	1.1	40.7	39.9%	3.3	12.9	18.1	6.4
2019 000s	0.8	1.1	1.7	3.6	5.9	4.9	5.5	7.6	6.6	3.4	2.1	1.2	44.4	9.3%	3.6	14.4	19.7	6.7
2020 000s	0.8	0.8	0.9	0.1	0.3	0.3	3.2	6.2	7.2	3.2	0.2	0.6	23.8	-46.4%	2.6	0.7	16.6	4.0
2021 000s	0.0	0.0	0.0	1.0	4.7	5.1	5.3	7.6	8.1	4.1	2.0	1.1	39.1	64.1%	0.1	10.8	21.0	7.2
2022 000s	0.8	0.9	2.1	3.5	6.1	5.3	5.8	8.0	7.4	3.5	2.0	1.5	46.9	19.8%	3.8	14.9	21.2	7.0
2023 000s	0.8	1.0	1.8	3.5	5.3	4.1	4.5	6.7	6.7	3.7	2.0	1.3	41.4	-11.7%	3.5	12.9	17.9	7.1
2024 000s	0.7	0.9	1.8	3.2	4.6	4.1	4.5	6.6	6.5	3.7	2.1	1.3	39.9	-3.5%	3.4	11.9	17.6	7.1
2025 000s	1.0	1.2	1.4	4.3	5.0	5.3	4.6	7.3	9.0	3.9	2.2	1.5	46.8	17.2%	3.6	14.7	21.0	7.6

VISITOR NUMBERS | **NON-SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	000s	28.6	29.4	28.4	29.1	40.7	44.4	23.8	39.1	46.9	41.4	39.9	46.8
All Visitor Types	M	1.3	1.4	1.4	1.4	1.5	1.5	0.7	1.1	1.3	1.4	1.4	1.4
Share of Total	%	2.2%	2.1%	2.0%	2.0%	2.8%	3.0%	3.3%	3.6%	3.6%	2.9%	2.9%	3.3%
Annual Change in Share	%		-5.3%	-2.5%	-0.8%	38.2%	6.3%	9.9%	10.4%	0.3%	-18.1%	-3.2%	14.1%
Change in Share from 2014	%		-5.3%	-7.7%	-8.5%	26.5%	34.5%	47.8%	63.2%	63.7%	34.0%	29.7%	48.0%
Avg Ann. Change in Share	%		-5.3%	-3.9%	-2.8%	6.6%	6.9%	8.0%	9.0%	8.0%	3.8%	3.0%	4.4%



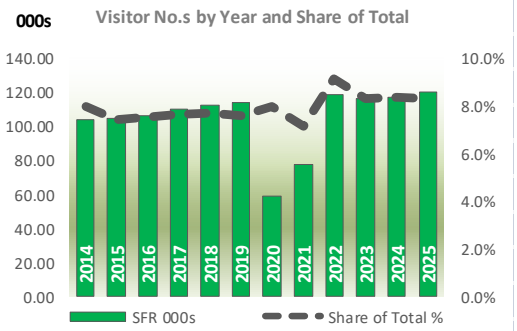
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STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL									2014 to 2025				SFR		VISITOR NUMBERS			
VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	9.9%	7.9%	11.6%	20.9%	14.4%	12.8%	14.5%	15.5%	23.6%	24.0%	12.1%	15.3%	15.1%		9.9%	16.5%	17.3%	17.0%
% Change 2024 to 2025	2.6%	4.0%	-0.1%	4.4%	2.2%	1.8%	2.0%	2.3%	5.1%	2.3%	0.3%	1.1%	2.4%	Annual Change	2.2%	3.0%	2.9%	1.3%
Average Annual Change	0.9%	0.7%	1.1%	1.9%	1.3%	1.2%	1.3%	1.4%	2.1%	2.2%	1.1%	1.4%	1.4%		0.9%	1.5%	1.6%	1.5%
2014 000s	14.6	5.7	6.5	10.5	9.1	7.4	9.6	9.8	6.9	6.5	5.5	11.6	103.7		26.8	27.0	26.3	23.6
2015 000s	14.2	5.6	6.5	10.7	9.2	7.6	9.8	10.1	7.0	6.7	5.4	11.2	103.9	0.3%	26.3	27.5	26.8	23.3
2016 000s	14.2	5.6	6.6	10.8	9.4	7.7	9.9	10.3	7.2	6.7	5.5	11.5	105.4	1.4%	26.4	27.9	27.4	23.7
2017 000s	14.9	5.8	6.6	11.3	9.7	7.9	10.3	10.5	7.6	7.0	5.7	12.2	109.7	4.1%	27.3	29.0	28.5	25.0
2018 000s	15.0	5.9	6.8	11.6	10.1	8.2	10.5	10.9	7.7	7.3	5.9	12.4	112.3	2.4%	27.7	29.9	29.1	25.6
2019 000s	15.2	5.9	6.7	11.9	10.3	8.3	10.8	11.0	7.7	7.2	6.0	12.5	113.4	0.9%	27.8	30.5	29.5	25.6
2020 000s	15.5	5.0	3.4	0.5	0.6	0.5	5.7	8.3	7.7	5.9	0.7	4.7	58.4	-48.5%	24.0	1.5	21.7	11.3
2021 000s	1.4	0.5	0.5	3.2	7.6	8.4	10.4	11.0	9.3	8.5	5.6	11.1	77.5	32.6%	2.4	19.2	30.7	25.2
2022 000s	15.5	5.9	7.3	12.2	10.8	8.7	11.2	11.4	8.3	7.5	6.1	13.6	118.4	52.9%	28.6	31.6	30.9	27.2
2023 000s	15.8	6.0	7.1	12.2	10.3	8.1	10.5	10.9	8.0	7.7	6.1	13.2	116.1	-2.0%	28.9	30.6	29.5	27.1
2024 000s	15.6	5.9	7.2	12.2	10.1	8.2	10.8	11.1	8.1	7.9	6.2	13.2	116.5	0.4%	28.8	30.6	30.0	27.3
2025 000s	16.0	6.2	7.2	12.7	10.4	8.4	11.0	11.3	8.5	8.1	6.2	13.4	119.3	2.4%	29.4	31.5	30.8	27.6

VISITOR NUMBERS													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	000s	103.7	103.9	105.4	109.7	112.3	113.4	58.4	77.5	118.4	116.1	116.5	119.3
All Visitor Types	M	1.3	1.4	1.4	1.4	1.5	1.5	0.7	1.1	1.3	1.4	1.4	1.4
Share of Total	%	8.0%	7.4%	7.5%	7.6%	7.7%	7.5%	8.0%	7.1%	9.1%	8.3%	8.3%	8.3%
Annual Change in Share	%		-7.4%	2.1%	1.0%	1.1%	-1.8%	5.6%	-10.8%	27.9%	-9.1%	0.7%	-0.3%
Change in Share from 2014	%		-7.4%	-5.5%	-4.6%	-3.5%	-5.2%	0.1%	-10.7%	14.2%	3.8%	4.6%	4.2%
Avg Ann. Change in Share	%		-7.4%	-2.7%	-1.5%	-0.9%	-1.0%	0.0%	-1.5%	1.8%	0.4%	0.5%	0.4%

SFR



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BOSTON BOROUGH COUNCIL

2014 to 2025

STAYING VISITOR

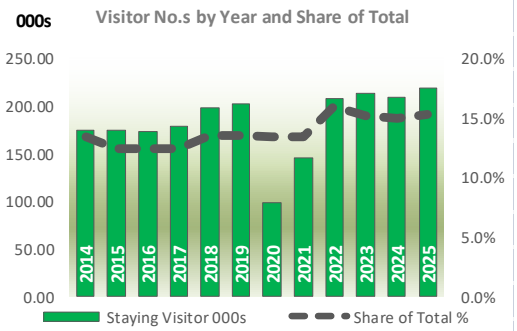
VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	VISITOR NUMBERS IN 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	21.3%	24.2%	13.5%	31.6%	18.9%	19.6%	21.3%	24.9%	41.2%	31.5%	25.4%	32.5%	25.8%		19.7%	23.4%	28.9%	30.3%
% Change 2024 to 2025	6.2%	8.5%	2.4%	6.5%	0.2%	5.9%	2.7%	4.5%	13.6%	3.8%	1.5%	4.5%	5.1%	Annual Change	5.7%	4.0%	7.0%	3.5%
Average Annual Change	1.9%	2.2%	1.2%	2.9%	1.7%	1.8%	1.9%	2.3%	3.7%	2.9%	2.3%	3.0%	2.3%		1.8%	2.1%	2.6%	2.8%
2014 000s	17.3	9.8	11.4	14.9	15.7	13.9	17.0	18.4	16.7	12.1	10.5	16.1	173.7		38.5	44.5	52.0	38.7
2015 000s	16.9	10.0	11.3	14.7	15.8	13.6	16.9	19.3	17.4	12.1	10.7	15.5	174.3	0.3%	38.2	44.1	53.6	38.3
2016 000s	17.1	10.1	11.0	14.9	15.6	13.6	17.0	18.6	16.8	11.7	10.4	16.0	172.8	-0.8%	38.2	44.1	52.5	38.2
2017 000s	17.8	9.9	10.7	15.7	16.3	13.8	17.5	18.8	17.7	12.2	10.7	17.2	178.2	3.1%	38.3	45.7	54.0	40.2
2018 000s	18.3	10.7	11.6	17.2	18.7	15.8	19.4	21.5	19.9	14.0	11.8	18.2	196.9	10.5%	40.6	51.6	60.8	43.9
2019 000s	18.5	10.7	11.7	18.0	19.5	16.3	20.3	22.2	20.3	13.9	12.1	18.3	201.8	2.5%	40.9	53.8	62.8	44.3
2020 000s	18.9	9.4	5.7	0.8	1.1	1.0	9.8	16.0	17.6	10.4	1.4	5.9	98.0	-51.4%	34.0	2.9	43.4	17.7
2021 000s	1.8	1.2	1.2	4.7	13.2	15.8	19.1	21.9	22.9	15.8	11.2	16.1	144.9	47.8%	4.2	33.7	63.9	43.1
2022 000s	18.4	10.3	12.5	18.2	20.0	16.9	20.9	22.8	21.4	14.2	12.1	19.8	207.4	43.1%	41.1	55.1	65.1	46.1
2023 000s	20.1	11.8	12.9	18.9	19.7	15.9	20.2	22.3	21.4	15.4	13.1	20.8	212.5	2.5%	44.8	54.5	63.9	49.3
2024 000s	19.7	11.3	12.7	18.4	18.7	15.7	20.1	21.9	20.7	15.4	12.9	20.4	207.8	-2.2%	43.6	52.7	62.7	48.7
2025 000s	20.9	12.2	13.0	19.6	18.7	16.6	20.6	22.9	23.5	15.9	13.1	21.3	218.5	5.1%	46.1	54.9	67.1	50.4

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	000s	173.7	174.3	172.8	178.2	196.9	201.8	98.0	144.9	207.4	212.5	207.8	218.5
All Visitor Types	M	1.3	1.4	1.4	1.4	1.5	1.5	0.7	1.1	1.3	1.4	1.4	1.4
Share of Total	%	13.3%	12.4%	12.3%	12.3%	13.5%	13.4%	13.4%	13.3%	15.9%	15.1%	14.8%	15.2%
Annual Change in Share	%		-7.4%	-0.2%	0.0%	9.1%	-0.3%	-0.5%	-0.5%	19.8%	-5.0%	-1.9%	2.4%
Change in Share from 2014	%		-7.4%	-7.5%	-7.5%	0.9%	0.7%	0.2%	-0.3%	19.4%	13.5%	11.3%	13.9%
Avg Ann. Change in Share	%		-7.4%	-3.8%	-2.5%	0.2%	0.1%	0.0%	0.0%	2.4%	1.5%	1.1%	1.3%

STAYING VISITOR



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BOSTON BOROUGH COUNCIL

2014 to 2025

DAY VISITOR

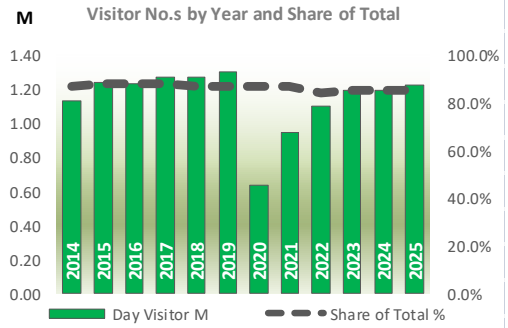
VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
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	18.3%	16.2%	33.1%	-5.0%	12.3%	18.2%	-5.8%	4.6%	5.2%	9.1%	-15.9%	-0.5%	8.1%		24.3%	9.7%	1.4%	-0.9%
% Change 2024 to 2025	3.6%	-0.9%	3.2%	3.3%	4.4%	-1.7%	6.0%	3.5%	3.4%	0.8%	-3.2%	-3.5%	2.3%	Annual Change	2.0%	1.8%	4.2%	-1.3%
Average Annual Change	1.7%	1.5%	3.0%	-0.5%	1.1%	1.7%	-0.5%	0.4%	0.5%	0.8%	-1.4%	0.0%	0.7%		2.2%	0.9%	0.1%	-0.1%
2014 M	0.050	0.074	0.101	0.086	0.128	0.111	0.136	0.195	0.095	0.071	0.048	0.033	1.128		0.225	0.325	0.426	0.152
2015 M	0.060	0.086	0.108	0.088	0.135	0.116	0.140	0.223	0.109	0.083	0.050	0.038	1.235	9.5%	0.254	0.339	0.472	0.170
2016 M	0.060	0.084	0.118	0.085	0.141	0.128	0.130	0.219	0.101	0.077	0.047	0.037	1.228	-0.6%	0.263	0.353	0.451	0.161
2017 M	0.062	0.087	0.122	0.088	0.145	0.132	0.134	0.226	0.104	0.079	0.048	0.038	1.266	3.1%	0.271	0.364	0.464	0.165
2018 M	0.064	0.087	0.123	0.087	0.145	0.128	0.132	0.229	0.107	0.080	0.047	0.037	1.265	-0.1%	0.274	0.360	0.468	0.164
2019 M	0.066	0.090	0.131	0.090	0.146	0.133	0.133	0.233	0.110	0.083	0.046	0.039	1.300	2.8%	0.286	0.370	0.477	0.168
2020 M	0.063	0.082	0.065	0.006	0.015	0.030	0.044	0.137	0.082	0.062	0.022	0.026	0.635	-51.2%	0.210	0.051	0.263	0.111
2021 M	0.019	0.032	0.056	0.048	0.106	0.116	0.111	0.207	0.102	0.078	0.039	0.030	0.945	48.7%	0.107	0.270	0.420	0.147
2022 M	0.051	0.068	0.113	0.075	0.124	0.117	0.114	0.190	0.093	0.074	0.041	0.035	1.094	15.9%	0.232	0.316	0.397	0.149
2023 M	0.057	0.083	0.128	0.081	0.135	0.128	0.121	0.203	0.103	0.077	0.042	0.033	1.191	8.9%	0.268	0.344	0.426	0.153
2024 M	0.057	0.086	0.130	0.080	0.138	0.133	0.121	0.197	0.097	0.077	0.042	0.034	1.192	0.0%	0.274	0.351	0.415	0.152
2025 M	0.060	0.086	0.135	0.082	0.144	0.131	0.128	0.204	0.100	0.077	0.040	0.032	1.219	2.3%	0.280	0.357	0.432	0.150

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	1.128	1.235	1.228	1.266	1.265	1.300	0.635	0.945	1.094	1.191	1.192	1.219
All Visitor Types	M	1.302	1.410	1.401	1.444	1.462	1.502	0.733	1.090	1.302	1.404	1.400	1.438
Share of Total	%	86.7%	87.6%	87.7%	87.7%	86.5%	86.6%	86.6%	86.7%	84.1%	84.9%	85.2%	84.8%
Annual Change in Share	%		1.1%	0.0%	0.0%	-1.3%	0.0%	0.1%	0.1%	-3.0%	0.9%	0.3%	-0.4%
Change in Share from 2014	%		1.1%	1.2%	1.2%	-0.1%	-0.1%	0.0%	0.0%	-3.0%	-2.1%	-1.7%	-2.1%
Avg Ann. Change in Share	%		1.1%	0.6%	0.4%	0.0%	0.0%	0.0%	0.0%	-0.4%	-0.2%	-0.2%	-0.2%

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
BOSTON BOROUGH COUNCIL

2014 to 2025

TOTAL

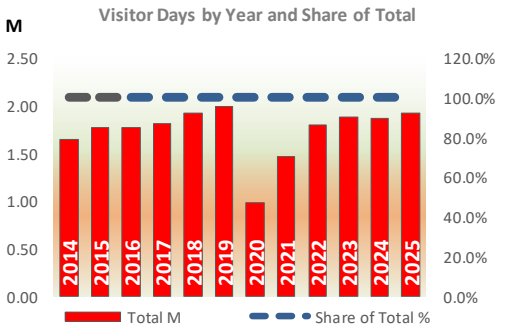
VISITOR DAYS

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		19.8%	19.5%	31.4%	12.9%	18.4%	22.1%	5.8%	13.0%	22.9%	24.7%	3.1%	19.1%	17.3%		24.5%	18.1%	13.1%	16.8%
% Change 2024 to 2025		3.7%	1.3%	2.6%	6.0%	4.8%	0.3%	5.7%	4.2%	6.5%	2.5%	-1.3%	-0.1%	3.5%	Annual Change	2.5%	3.5%	5.3%	0.8%
Average Annual Change		1.8%	1.8%	2.9%	1.2%	1.7%	2.0%	0.5%	1.2%	2.1%	2.2%	0.3%	1.7%	1.6%		2.2%	1.6%	1.2%	1.5%
2014	M	0.095	0.095	0.130	0.134	0.179	0.158	0.192	0.262	0.146	0.105	0.072	0.072	1.639		0.320	0.471	0.599	0.248
2015	M	0.105	0.109	0.138	0.137	0.188	0.165	0.197	0.292	0.161	0.117	0.075	0.077	1.761	7.4%	0.352	0.489	0.650	0.269
2016	M	0.105	0.107	0.148	0.134	0.193	0.177	0.188	0.290	0.154	0.113	0.072	0.078	1.760	0.0%	0.361	0.504	0.632	0.263
2017	M	0.109	0.110	0.151	0.140	0.199	0.181	0.194	0.297	0.160	0.116	0.074	0.082	1.813	3.0%	0.370	0.520	0.651	0.272
2018	M	0.113	0.113	0.156	0.147	0.213	0.190	0.204	0.316	0.175	0.125	0.077	0.085	1.913	5.5%	0.382	0.549	0.695	0.287
2019	M	0.116	0.117	0.165	0.154	0.219	0.199	0.210	0.325	0.181	0.129	0.078	0.087	1.979	3.5%	0.397	0.572	0.716	0.294
2020	M	0.114	0.105	0.082	0.008	0.019	0.034	0.085	0.205	0.152	0.099	0.026	0.044	0.974	-50.8%	0.301	0.061	0.442	0.170
2021	M	0.022	0.034	0.058	0.066	0.162	0.182	0.186	0.298	0.187	0.132	0.069	0.073	1.469	50.8%	0.114	0.410	0.671	0.274
2022	M	0.102	0.093	0.150	0.139	0.199	0.186	0.194	0.285	0.170	0.121	0.072	0.088	1.799	22.4%	0.345	0.525	0.648	0.281
2023	M	0.110	0.111	0.166	0.146	0.205	0.189	0.192	0.290	0.176	0.128	0.075	0.086	1.874	4.2%	0.386	0.540	0.658	0.289
2024	M	0.109	0.112	0.167	0.143	0.203	0.192	0.192	0.284	0.168	0.127	0.075	0.086	1.859	-0.8%	0.389	0.538	0.644	0.288
2025	M	0.113	0.114	0.171	0.151	0.212	0.193	0.203	0.296	0.179	0.130	0.074	0.086	1.923	3.5%	0.399	0.557	0.678	0.290

VISITOR DAYS

TOTAL

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	1.639	1.761	1.760	1.813	1.913	1.979	0.974	1.469	1.799	1.874	1.859	1.923
All Visitor Types	M	1.639	1.761	1.760	1.813	1.913	1.979	0.974	1.469	1.799	1.874	1.859	1.923
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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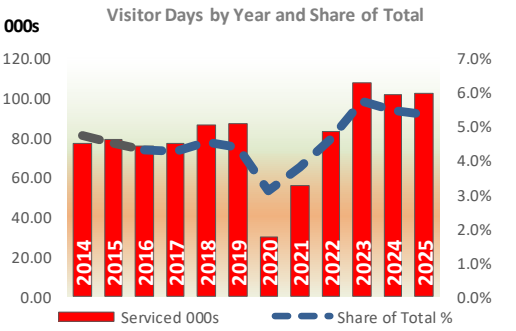
2014 to 2025 | SERVICED | VISITOR DAYS

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	46.1%	23.0%	24.2%	47.4%	51.8%	41.2%	37.7%	40.3%	8.3%	26.5%	16.0%	46.9%	32.7%		29.7%	46.6%	27.8%	28.7%
% Change 2024 to 2025	11.9%	4.1%	11.8%	1.4%	1.1%	3.3%	4.0%	-0.9%	-2.3%	-6.5%	-7.7%	-1.4%	1.2%	Annual Change	9.2%	2.0%	0.1%	-5.3%
Average Annual Change	4.2%	2.1%	2.2%	4.3%	4.7%	3.7%	3.4%	3.7%	0.8%	2.4%	1.5%	4.3%	3.0%		2.7%	4.2%	2.5%	2.6%
2014 000s	4.6	5.7	6.7	5.0	6.1	6.6	7.4	8.6	9.3	6.7	5.6	4.7	77.0		17.0	17.6	25.3	17.1
2015 000s	5.0	6.0	6.5	4.9	6.2	7.5	7.7	9.5	8.8	7.0	5.3	4.4	78.8	2.4%	17.5	18.6	26.0	16.7
2016 000s	4.6	5.8	6.2	4.9	6.0	7.0	7.5	9.1	8.5	6.5	5.1	4.6	75.8	-3.9%	16.6	17.8	25.2	16.2
2017 000s	4.5	5.2	5.6	5.3	6.6	7.2	7.5	9.1	8.7	6.7	5.3	5.2	76.8	1.4%	15.3	19.1	25.3	17.1
2018 000s	5.1	5.8	6.1	6.0	7.5	8.2	8.2	10.3	9.6	7.6	6.0	5.8	86.2	12.3%	17.0	21.7	28.1	19.5
2019 000s	5.1	5.8	6.1	6.1	7.5	8.3	8.3	10.2	9.5	7.7	6.1	5.8	86.4	0.2%	17.0	21.8	28.0	19.5
2020 000s	5.0	5.5	2.5	0.5	0.7	0.7	1.8	4.5	4.3	3.2	0.8	0.6	30.1	-65.1%	13.1	1.8	10.6	4.6
2021 000s	0.9	1.0	1.2	1.2	2.0	6.4	7.0	9.5	8.8	7.3	5.4	4.9	55.7	84.7%	3.1	9.6	25.3	17.7
2022 000s	4.2	5.4	5.9	6.1	7.2	7.9	8.1	9.7	9.1	7.5	6.0	5.8	82.9	48.8%	15.4	21.2	26.9	19.3
2023 000s	6.5	7.3	8.1	7.7	9.3	9.7	10.5	12.8	11.0	9.4	7.4	7.5	107.2	29.4%	21.9	26.7	34.2	24.4
2024 000s	6.0	6.8	7.4	7.3	9.1	9.0	9.9	12.1	10.3	9.1	7.1	7.0	101.0	-5.8%	20.1	25.4	32.3	23.2
2025 000s	6.7	7.1	8.3	7.4	9.2	9.3	10.3	12.0	10.0	8.5	6.5	6.9	102.2	1.2%	22.0	25.9	32.3	22.0

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	77.0	78.8	75.8	76.8	86.2	86.4	30.1	55.7	82.9	107.2	101.0	102.2
All Visitor Types	M	1.6	1.8	1.8	1.8	1.9	2.0	1.0	1.5	1.8	1.9	1.9	1.9
Share of Total	%	4.7%	4.5%	4.3%	4.2%	4.5%	4.4%	3.1%	3.8%	4.6%	5.7%	5.4%	5.3%
Annual Change in Share	%		-4.7%	-3.8%	-1.6%	6.4%	-3.1%	-29.2%	22.5%	21.6%	24.2%	-5.0%	-2.2%
Change in Share from 2014	%		-4.7%	-8.3%	-9.8%	-4.0%	-7.0%	-34.1%	-19.3%	-1.9%	21.9%	15.7%	13.1%
Avg Ann. Change in Share	%		-4.7%	-4.2%	-3.3%	-1.0%	-1.4%	-5.7%	-2.8%	-0.2%	2.4%	1.6%	1.2%

SERVICED ACCOMMODATION



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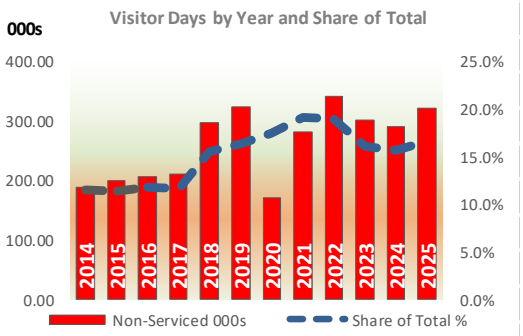
STEAM REPORT FOR 2014-2025 - FINAL
BOSTON BOROUGH COUNCIL

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 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	115.6%	110.0%	49.4%	93.6%	44.8%	40.2%	51.8%	54.9%	90.7%	108.5%	112.9%	158.7%	69.4%		78.2%	53.8%	65.4%	118.9%
% Change 2024 to 2025	4.4%	21.5%	-5.4%	19.1%	9.1%	6.8%	8.1%	10.1%	15.8%	11.3%	6.8%	8.0%	10.2%	Annual Change	3.8%	10.8%	11.6%	9.3%
Average Annual Change	10.5%	10.0%	4.5%	8.5%	4.1%	3.7%	4.7%	5.0%	8.2%	9.9%	10.3%	14.4%	6.3%		7.1%	4.9%	5.9%	10.8%
2014 000s	3.3	4.0	8.7	14.2	24.9	25.2	24.6	32.3	26.6	13.2	6.8	4.5	188.2		16.0	64.4	83.4	24.4
2015 000s	4.6	5.4	9.2	15.1	25.8	25.9	25.3	33.3	27.5	12.6	8.8	6.3	199.7	6.1%	19.2	66.8	86.1	27.6
2016 000s	4.8	5.5	9.2	15.1	25.8	26.1	25.8	34.5	28.6	14.5	9.3	6.7	205.9	3.1%	19.6	67.0	88.9	30.5
2017 000s	5.0	5.8	8.7	15.9	26.1	25.6	26.8	34.1	31.0	15.2	9.0	7.1	210.4	2.2%	19.5	67.5	92.0	31.3
2018 000s	6.4	7.8	12.3	22.5	37.9	36.5	37.2	48.6	41.9	22.4	12.2	9.2	295.0	40.2%	26.5	97.0	127.6	43.9
2019 000s	7.3	8.4	13.4	26.1	42.6	39.7	42.0	52.9	44.4	22.6	13.5	10.0	322.8	9.4%	29.1	108.3	139.2	46.1
2020 000s	7.5	6.4	7.3	0.8	2.0	2.2	24.5	42.7	48.7	21.2	1.4	5.3	169.9	-47.4%	21.2	5.0	115.8	27.9
2021 000s	0.2	0.2	0.3	7.2	34.0	41.2	40.6	52.4	54.8	27.8	12.7	8.8	280.1	64.8%	0.7	82.4	147.8	49.2
2022 000s	7.5	7.1	16.0	25.6	44.1	42.5	43.8	55.5	49.9	23.4	12.9	12.2	340.6	21.6%	30.6	112.3	149.2	48.5
2023 000s	7.1	7.5	13.8	25.1	38.1	33.5	34.1	46.4	45.3	25.0	13.0	10.8	299.8	-12.0%	28.4	96.8	125.9	48.8
2024 000s	6.9	6.9	13.7	23.1	33.1	33.1	34.5	45.4	43.7	24.7	13.5	10.7	289.2	-3.5%	27.5	89.3	123.6	48.8
2025 000s	7.2	8.3	13.0	27.5	36.1	35.4	37.3	50.0	50.6	27.4	14.4	11.5	318.8	10.2%	28.5	99.0	138.0	53.4

VISITOR DAYS | **NON-SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	000s	188.2	199.7	205.9	210.4	295.0	322.8	169.9	280.1	340.6	299.8	289.2	318.8
All Visitor Types	M	1.6	1.8	1.8	1.8	1.9	2.0	1.0	1.5	1.8	1.9	1.9	1.9
Share of Total	%	11.5%	11.3%	11.7%	11.6%	15.4%	16.3%	17.4%	19.1%	18.9%	16.0%	15.6%	16.6%
Annual Change in Share	%		-1.2%	3.2%	-0.8%	32.9%	5.8%	6.9%	9.3%	-0.7%	-15.5%	-2.7%	6.5%
Change in Share from 2014	%		-1.2%	1.9%	1.1%	34.4%	42.1%	51.9%	66.1%	64.9%	39.4%	35.6%	44.4%
Avg Ann. Change in Share	%		-1.2%	1.0%	0.4%	8.6%	8.4%	8.7%	9.4%	8.1%	4.4%	3.6%	4.0%



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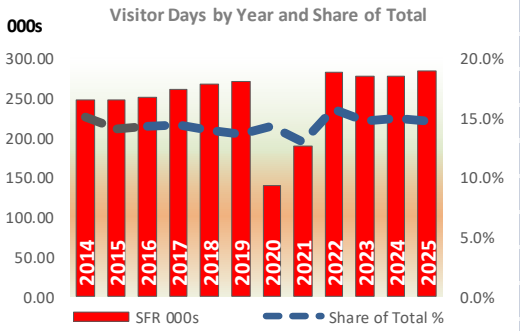
STEAM REPORT FOR 2014-2025 - FINAL
BOSTON BOROUGH COUNCIL

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 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	9.9%	7.9%	11.6%	20.9%	14.4%	12.8%	14.5%	15.5%	23.6%	24.0%	12.1%	15.3%	15.1%		9.9%	16.9%	17.0%	16.9%
% Change 2024 to 2025	2.6%	4.0%	-0.1%	4.4%	2.2%	1.8%	2.0%	2.3%	5.1%	2.3%	0.3%	1.1%	2.4%	Annual Change	2.2%	3.1%	2.9%	1.3%
Average Annual Change	0.9%	0.7%	1.1%	1.9%	1.3%	1.2%	1.3%	1.4%	2.1%	2.2%	1.1%	1.4%	1.4%		0.9%	1.5%	1.5%	1.5%
2014 000s	36.5	12.0	13.9	28.4	19.9	15.6	24.0	25.5	14.9	13.9	11.2	30.1	246.0		62.4	64.0	64.4	55.2
2015 000s	35.5	11.7	14.0	28.8	20.3	16.0	24.4	26.1	15.2	14.3	11.0	29.1	246.5	0.2%	61.2	65.1	65.7	54.4
2016 000s	35.6	11.8	14.1	29.2	20.6	16.2	24.8	26.7	15.6	14.4	11.2	29.9	250.1	1.5%	61.5	66.0	67.1	55.5
2017 000s	37.3	12.2	14.2	30.5	21.4	16.6	25.8	27.4	16.5	15.1	11.6	31.7	260.4	4.1%	63.7	68.6	69.7	58.4
2018 000s	37.6	12.4	14.6	31.3	22.3	17.2	26.3	28.2	16.8	15.6	11.9	32.2	266.5	2.4%	64.6	70.8	71.3	59.8
2019 000s	37.9	12.3	14.5	32.1	22.8	17.4	26.9	28.5	16.8	15.4	12.1	32.5	269.1	1.0%	64.7	72.3	72.2	60.0
2020 000s	38.8	10.5	7.4	1.3	1.2	1.0	14.2	21.6	16.7	12.6	1.4	12.3	138.9	-48.4%	56.7	3.5	52.5	26.2
2021 000s	2.1	0.6	0.7	9.2	19.7	18.7	27.0	29.0	21.9	19.4	11.7	29.0	189.0	36.0%	3.4	47.6	77.9	60.1
2022 000s	38.6	12.3	15.7	32.9	23.7	18.3	28.0	29.7	18.0	16.0	12.4	35.4	281.1	48.7%	66.6	74.8	75.8	63.9
2023 000s	39.5	12.7	15.3	32.9	22.7	17.0	26.3	28.4	17.4	16.5	12.4	34.4	275.5	-2.0%	67.4	72.7	72.1	63.3
2024 000s	39.1	12.4	15.5	32.9	22.3	17.3	26.9	28.8	17.6	16.8	12.5	34.4	276.6	0.4%	67.1	72.5	73.3	63.7
2025 000s	40.1	12.9	15.5	34.3	22.8	17.6	27.4	29.5	18.5	17.2	12.6	34.8	283.2	2.4%	68.5	74.8	75.4	64.5

VISITOR DAYS | SFR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	000s	246.0	246.5	250.1	260.4	266.5	269.1	138.9	189.0	281.1	275.5	276.6	283.2
All Visitor Types	M	1.6	1.8	1.8	1.8	1.9	2.0	1.0	1.5	1.8	1.9	1.9	1.9
Share of Total	%	15.0%	14.0%	14.2%	14.4%	13.9%	13.6%	14.3%	12.9%	15.6%	14.7%	14.9%	14.7%
Annual Change in Share	%		-6.7%	1.5%	1.1%	-3.0%	-2.4%	4.9%	-9.8%	21.5%	-5.9%	1.2%	-1.0%
Change in Share from 2014	%		-6.7%	-5.3%	-4.3%	-7.1%	-9.4%	-5.0%	-14.3%	4.1%	-2.0%	-0.8%	-1.9%
Avg Ann. Change in Share	%		-6.7%	-2.6%	-1.4%	-1.8%	-1.9%	-0.8%	-2.0%	0.5%	-0.2%	-0.1%	-0.2%



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STEAM REPORT FOR 2014-2025 - FINAL
BOSTON BOROUGH COUNCIL

2014 to 2025

STAYING VISITOR

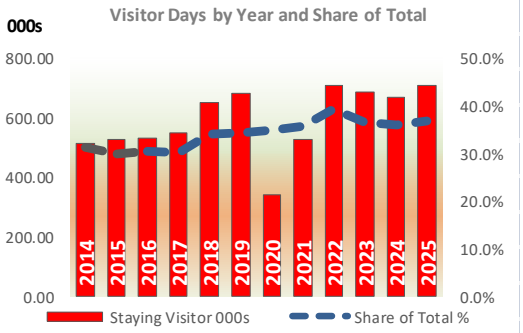
VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	VISITOR DAYS IN 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	21.6%	30.6%	25.7%	45.4%	33.7%	31.3%	34.0%	37.9%	55.9%	57.4%	41.9%	35.4%	37.8%		24.9%	36.7%	41.9%	44.7%
% Change 2024 to 2025	3.9%	8.6%	0.3%	9.4%	5.6%	4.8%	5.3%	5.9%	10.6%	5.1%	1.2%	2.2%	5.6%	Annual Change	3.8%	6.7%	7.2%	3.0%
Average Annual Change	2.0%	2.8%	2.3%	4.1%	3.1%	2.8%	3.1%	3.4%	5.1%	5.2%	3.8%	3.2%	3.4%		2.3%	3.3%	3.8%	4.1%
2014 000s	44.4	21.7	29.2	47.6	50.9	47.4	56.0	66.4	50.8	33.8	23.6	39.3	511.2		95.3	146.0	173.2	96.7
2015 000s	45.2	23.1	29.7	48.7	52.4	49.4	57.4	68.9	51.4	34.0	25.0	39.8	525.0	2.7%	98.0	150.5	177.8	98.7
2016 000s	45.0	23.1	29.6	49.1	52.4	49.3	58.1	70.4	52.7	35.3	25.6	41.2	531.8	1.3%	97.7	150.8	181.2	102.1
2017 000s	46.8	23.2	28.5	51.7	54.1	49.4	60.1	70.6	56.2	37.0	25.9	44.0	547.6	3.0%	98.5	155.2	187.0	106.9
2018 000s	49.1	26.0	32.9	59.9	67.7	62.0	71.7	87.1	68.2	45.7	30.1	47.3	647.7	18.3%	108.1	189.5	227.1	123.1
2019 000s	50.3	26.5	34.0	64.3	72.9	65.3	77.2	91.6	70.6	45.7	31.7	48.3	678.4	4.7%	110.8	202.4	239.5	125.6
2020 000s	51.4	22.4	17.2	2.5	3.9	3.9	40.5	68.8	69.6	37.0	3.5	18.2	339.0	-50.0%	91.0	10.3	178.9	58.8
2021 000s	3.2	1.8	2.2	17.7	55.7	66.3	74.5	91.0	85.5	54.5	29.7	42.8	524.8	54.8%	7.1	139.6	251.0	127.0
2022 000s	50.3	24.8	37.6	64.5	75.0	68.7	79.9	94.9	77.0	47.0	31.3	53.4	704.5	34.2%	112.6	208.3	251.9	131.7
2023 000s	53.0	27.5	37.2	65.8	70.1	60.3	70.9	87.6	73.7	50.9	32.8	52.7	682.5	-3.1%	117.7	196.2	232.2	136.4
2024 000s	51.9	26.1	36.6	63.3	64.5	59.4	71.3	86.4	71.6	50.6	33.1	52.1	666.8	-2.3%	114.7	187.2	229.2	135.8
2025 000s	53.9	28.3	36.8	69.2	68.1	62.3	75.0	91.5	79.1	53.2	33.5	53.2	704.2	5.6%	119.0	199.6	245.7	139.9

VISITOR DAYS

STAYING VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	000s	511.2	525.0	531.8	547.6	647.7	678.4	339.0	524.8	704.5	682.5	666.8	704.2
All Visitor Types	M	1.6	1.8	1.8	1.8	1.9	2.0	1.0	1.5	1.8	1.9	1.9	1.9
Share of Total	%	31.2%	29.8%	30.2%	30.2%	33.9%	34.3%	34.8%	35.7%	39.2%	36.4%	35.9%	36.6%
Annual Change in Share	%		-4.4%	1.3%	-0.1%	12.1%	1.2%	1.5%	2.6%	9.7%	-7.0%	-1.5%	2.1%
Change in Share from 2014	%		-4.4%	-3.1%	-3.1%	8.6%	9.9%	11.6%	14.5%	25.6%	16.8%	15.1%	17.4%
Avg Ann. Change in Share	%		-4.4%	-1.5%	-1.0%	2.2%	2.0%	1.9%	2.1%	3.2%	1.9%	1.5%	1.6%



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STEAM REPORT FOR 2014-2025 - FINAL
BOSTON BOROUGH COUNCIL

2014 to 2025

DAY VISITOR

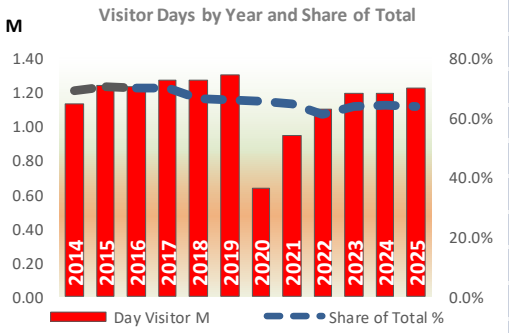
VISITOR DAYS

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		18.3%	16.2%	33.1%	-5.0%	12.3%	18.2%	-5.8%	4.6%	5.2%	9.1%	-15.9%	-0.5%	8.1%		24.3%	9.7%	1.4%	-0.9%
% Change 2024 to 2025		3.6%	-0.9%	3.2%	3.3%	4.4%	-1.7%	6.0%	3.5%	3.4%	0.8%	-3.2%	-3.5%	2.3%	Annual Change	2.0%	1.8%	4.2%	-1.3%
Average Annual Change		1.7%	1.5%	3.0%	-0.5%	1.1%	1.7%	-0.5%	0.4%	0.5%	0.8%	-1.4%	0.0%	0.7%		2.2%	0.9%	0.1%	-0.1%
2014	M	0.050	0.074	0.101	0.086	0.128	0.111	0.136	0.195	0.095	0.071	0.048	0.033	1.128		0.225	0.325	0.426	0.152
2015	M	0.060	0.086	0.108	0.088	0.135	0.116	0.140	0.223	0.109	0.083	0.050	0.038	1.235	9.5%	0.254	0.339	0.472	0.170
2016	M	0.060	0.084	0.118	0.085	0.141	0.128	0.130	0.219	0.101	0.077	0.047	0.037	1.228	-0.6%	0.263	0.353	0.451	0.161
2017	M	0.062	0.087	0.122	0.088	0.145	0.132	0.134	0.226	0.104	0.079	0.048	0.038	1.266	3.1%	0.271	0.364	0.464	0.165
2018	M	0.064	0.087	0.123	0.087	0.145	0.128	0.132	0.229	0.107	0.080	0.047	0.037	1.265	-0.1%	0.274	0.360	0.468	0.164
2019	M	0.066	0.090	0.131	0.090	0.146	0.133	0.133	0.233	0.110	0.083	0.046	0.039	1.300	2.8%	0.286	0.370	0.477	0.168
2020	M	0.063	0.082	0.065	0.006	0.015	0.030	0.044	0.137	0.082	0.062	0.022	0.026	0.635	-51.2%	0.210	0.051	0.263	0.111
2021	M	0.019	0.032	0.056	0.048	0.106	0.116	0.111	0.207	0.102	0.078	0.039	0.030	0.945	48.7%	0.107	0.270	0.420	0.147
2022	M	0.051	0.068	0.113	0.075	0.124	0.117	0.114	0.190	0.093	0.074	0.041	0.035	1.094	15.9%	0.232	0.316	0.397	0.149
2023	M	0.057	0.083	0.128	0.081	0.135	0.128	0.121	0.203	0.103	0.077	0.042	0.033	1.191	8.9%	0.268	0.344	0.426	0.153
2024	M	0.057	0.086	0.130	0.080	0.138	0.133	0.121	0.197	0.097	0.077	0.042	0.034	1.192	0.0%	0.274	0.351	0.415	0.152
2025	M	0.060	0.086	0.135	0.082	0.144	0.131	0.128	0.204	0.100	0.077	0.040	0.032	1.219	2.3%	0.280	0.357	0.432	0.150

VISITOR DAYS

DAY VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	1.128	1.235	1.228	1.266	1.265	1.300	0.635	0.945	1.094	1.191	1.192	1.219
All Visitor Types	M	1.639	1.761	1.760	1.813	1.913	1.979	0.974	1.469	1.799	1.874	1.859	1.923
Share of Total	%	68.8%	70.2%	69.8%	69.8%	66.1%	65.7%	65.2%	64.3%	60.8%	63.6%	64.1%	63.4%
Annual Change in Share	%		2.0%	-0.6%	0.0%	-5.3%	-0.6%	-0.8%	-1.4%	-5.4%	4.5%	0.9%	-1.2%
Change in Share from 2014	%		2.0%	1.4%	1.4%	-3.9%	-4.5%	-5.3%	-6.6%	-11.6%	-7.6%	-6.8%	-7.9%
Avg Ann. Change in Share	%		2.0%	0.7%	0.5%	-1.0%	-0.9%	-0.9%	-0.9%	-1.4%	-0.8%	-0.7%	-0.7%



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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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BOSTON BOROUGH COUNCIL

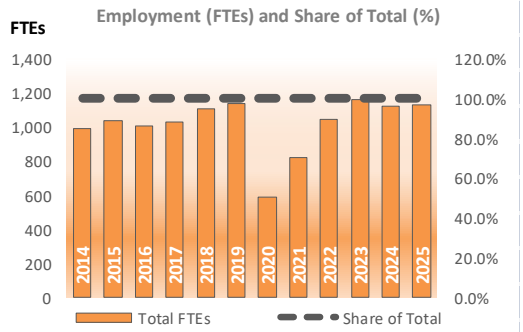
2014 to 2025

EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		TOTAL EMPLOYMENT			
KEY		TOTAL														QUARTER			
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	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2014 to 2025		14.4%	13.3%	23.2%	11.1%	15.7%	17.8%	5.9%	12.9%	18.1%	18.7%	1.2%	13.3%	13.9%		17.5%	15.1%	12.0%	11.8%
% Change 2024 to 2025		1.1%	-0.7%	0.3%	2.9%	2.0%	-1.5%	2.7%	1.6%	3.7%	0.6%	-3.1%	-1.9%	1.0%	Annual Change	0.3%	1.0%	2.5%	-1.2%
Average Annual Change		1.3%	1.2%	2.1%	1.0%	1.4%	1.6%	0.5%	1.2%	1.6%	1.7%	0.1%	1.2%	1.3%		1.6%	1.4%	1.1%	1.1%
2014	FTEs	759	729	938	982	1,227	1,110	1,314	1,703	1,063	809	609	632	990		809	1,106	1,360	683
2015	FTEs	814	799	968	986	1,259	1,139	1,331	1,851	1,125	865	623	660	1,035	4.6%	860	1,128	1,436	716
2016	FTEs	784	762	988	943	1,252	1,167	1,253	1,803	1,058	813	583	640	1,004	-3.0%	845	1,121	1,371	679
2017	FTEs	805	773	997	974	1,288	1,188	1,287	1,844	1,094	832	589	662	1,028	2.4%	858	1,150	1,408	695
2018	FTEs	850	814	1,054	1,046	1,404	1,277	1,382	2,006	1,209	913	628	700	1,107	7.7%	906	1,242	1,532	747
2019	FTEs	866	832	1,101	1,092	1,442	1,326	1,420	2,048	1,243	936	638	714	1,138	2.8%	933	1,287	1,570	763
2020	FTEs	846	747	595	93	164	236	623	1,373	1,067	733	215	331	585	-48.6%	729	164	1,021	426
2021	FTEs	179	236	364	438	997	1,197	1,242	1,842	1,258	939	565	610	822	40.5%	260	877	1,447	705
2022	FTEs	775	691	1,013	997	1,320	1,246	1,314	1,817	1,173	879	595	715	1,044	27.0%	826	1,188	1,434	730
2023	FTEs	892	854	1,181	1,117	1,451	1,346	1,394	1,975	1,295	993	661	762	1,160	11.1%	976	1,305	1,555	806
2024	FTEs	859	832	1,153	1,060	1,392	1,328	1,356	1,892	1,210	954	636	730	1,117	-3.7%	948	1,260	1,486	773
2025	FTEs	868	826	1,156	1,091	1,420	1,307	1,392	1,921	1,255	961	616	716	1,128	1.0%	950	1,273	1,523	764

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	FTEs	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117	1,128
Total Employment	FTEs	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117	1,128
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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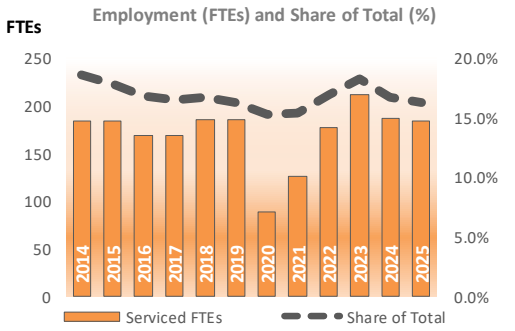
BOSTON BOROUGH COUNCIL

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		-0.1%	-3.3%	-2.2%	1.4%	4.1%	2.3%	2.3%	5.5%	-6.5%	-1.6%	-5.3%	0.4%	-0.3%		-1.9%	2.6%	0.3%	-2.2%
% Change 2024 to 2025		1.0%	-1.0%	1.5%	-1.8%	-1.8%	-1.0%	-0.8%	-2.6%	-3.2%	-4.6%	-4.6%	-2.6%	-1.8%	Annual Change	0.5%	-1.5%	-2.2%	-3.9%
Average Annual Change		0.0%	-0.3%	-0.2%	0.1%	0.4%	0.2%	0.2%	0.5%	-0.6%	-0.1%	-0.5%	0.0%	0.0%		-0.2%	0.2%	0.0%	-0.2%
2014	FTEs	169	178	185	172	181	185	192	200	209	186	177	170	184		177	179	200	178
2015	FTEs	172	179	183	170	181	191	193	207	203	187	174	167	184	0.3%	178	181	201	176
2016	FTEs	155	164	167	156	165	173	177	190	186	169	158	155	168	-8.7%	162	165	184	161
2017	FTEs	155	159	162	160	170	175	177	190	187	171	160	159	169	0.5%	159	169	185	163
2018	FTEs	168	174	176	176	187	193	193	210	204	188	175	174	185	9.5%	173	185	202	179
2019	FTEs	168	173	176	175	187	193	193	209	202	188	176	173	184	-0.3%	172	185	201	179
2020	FTEs	162	160	116	34	41	37	83	120	121	111	45	37	89	-51.7%	146	37	108	64
2021	FTEs	52	50	51	55	71	171	176	195	189	178	164	160	126	41.7%	51	99	187	167
2022	FTEs	155	164	168	169	178	184	185	198	193	181	169	168	176	39.7%	162	177	192	172
2023	FTEs	191	198	204	201	214	217	223	243	228	214	199	199	211	19.7%	198	211	231	204
2024	FTEs	167	174	178	177	191	191	197	217	202	192	176	175	186	-11.5%	173	187	205	181
2025	FTEs	169	172	181	174	188	189	196	211	195	183	168	171	183	-1.8%	174	184	201	174

EMPLOYMENT | **SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	FTEs	184	184	168	169	185	184	89	126	176	211	186	183
Total Employment	FTEs	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117	1,128
Share of Total	%	18.5%	17.8%	16.7%	16.4%	16.7%	16.2%	15.2%	15.3%	16.9%	18.2%	16.7%	16.2%
Annual Change in Share	%		-4.1%	-5.9%	-1.8%	1.6%	-3.0%	-6.1%	0.8%	10.0%	7.8%	-8.1%	-2.8%
Change in Share from 2014	%		-4.1%	-9.8%	-11.4%	-9.9%	-12.7%	-18.0%	-17.4%	-9.1%	-2.1%	-10.0%	-12.5%
Avg Ann. Change in Share	%		-4.1%	-4.9%	-3.8%	-2.5%	-2.5%	-3.0%	-2.5%	-1.1%	-0.2%	-1.0%	-1.1%



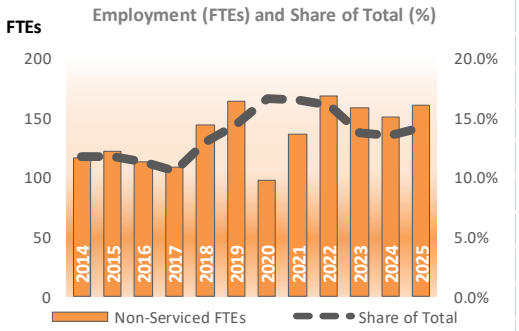
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STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL									2014 to 2025				NON-SERVICED	DIRECT EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER		
KEY	NON-SERVICED ACCOMMODATION																
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												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	31.2%	31.3%	12.9%	45.6%	25.6%	22.6%	30.4%	36.7%	61.7%	59.3%	45.2%	53.9%	37.8%		22.9%	29.6%	42.9%	53.8%
% Change 2024 to 2025	1.1%	9.4%	-4.6%	11.9%	5.4%	3.6%	4.6%	6.5%	12.9%	11.9%	2.8%	3.3%	6.6%	Annual Change	0.9%	6.5%	8.2%	7.1%
Average Annual Change	2.8%	2.8%	1.2%	4.1%	2.3%	2.1%	2.8%	3.3%	5.6%	5.4%	4.1%	4.9%	3.4%		2.1%	2.7%	3.9%	4.9%
2014 FTEs	48	51	84	113	165	166	162	198	172	107	69	56	116		61	148	177	77
2015 FTEs	60	63	86	116	167	168	164	201	174	101	83	72	121	4.7%	70	151	180	85
2016 FTEs	51	54	76	105	156	157	155	195	168	102	75	64	113	-6.8%	60	140	172	80
2017 FTEs	47	50	67	102	150	148	152	186	172	98	67	59	108	-4.5%	54	133	170	74
2018 FTEs	55	60	85	136	208	202	203	256	226	134	84	70	143	32.7%	67	182	228	96
2019 FTEs	67	70	101	163	241	228	236	287	248	146	98	82	164	14.2%	79	210	257	108
2020 FTEs	62	59	68	17	30	31	150	246	277	143	32	50	97	-40.8%	63	26	224	75
2021 FTEs	6	5	7	60	195	227	222	275	293	171	90	73	135	39.7%	6	161	264	111
2022 FTEs	64	62	109	157	244	236	240	298	269	146	92	88	167	23.4%	78	212	269	109
2023 FTEs	65	66	104	160	226	204	206	265	260	158	97	85	158	-5.4%	78	197	244	113
2024 FTEs	63	62	99	146	197	197	202	254	246	152	97	83	150	-5.3%	74	180	234	111
2025 FTEs	63	67	95	164	207	204	211	271	278	170	100	86	160	6.6%	75	192	253	118

EMPLOYMENT													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	FTEs	116	121	113	108	143	164	97	135	167	158	150	160
Total Employment	FTEs	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117	1,128
Share of Total	%	11.7%	11.7%	11.3%	10.5%	13.0%	14.4%	16.6%	16.5%	16.0%	13.6%	13.4%	14.2%
Annual Change in Share	%		0.1%	-3.9%	-6.7%	23.2%	11.1%	15.2%	-0.5%	-2.9%	-14.9%	-1.6%	5.6%
Change in Share from 2014	%		0.1%	-3.8%	-10.2%	10.6%	22.9%	41.5%	40.8%	36.7%	16.4%	14.6%	20.9%
Avg Ann. Change in Share	%		0.1%	-1.9%	-3.4%	2.7%	4.6%	6.9%	5.8%	4.6%	1.8%	1.5%	1.9%

NON-SERVICED ACCOMMODATION



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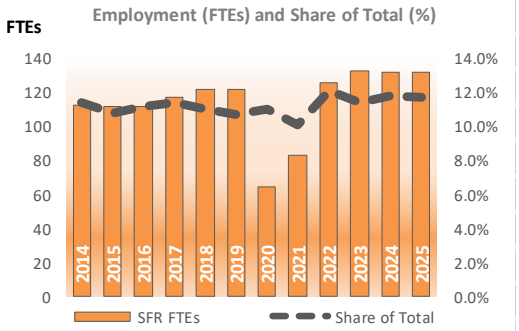
BOSTON BOROUGH COUNCIL

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		12.0%	9.9%	13.7%	23.2%	16.5%	15.0%	16.7%	17.7%	25.9%	26.4%	14.3%	17.5%	17.3%		12.0%	19.1%	19.2%	19.1%
% Change 2024 to 2025		0.4%	1.8%	-2.3%	2.2%	0.1%	-0.4%	-0.2%	0.1%	2.9%	0.1%	-1.8%	-1.0%	0.2%	Annual Change	0.0%	0.9%	0.7%	-0.9%
Average Annual Change		1.1%	0.9%	1.2%	2.1%	1.5%	1.4%	1.5%	1.6%	2.4%	2.4%	1.3%	1.6%	1.6%		1.1%	1.7%	1.7%	1.7%
2014	FTEs	199	66	76	155	109	85	131	140	82	76	61	165	112		114	117	117	101
2015	FTEs	192	63	76	155	110	86	132	141	82	77	59	157	111	-1.1%	110	117	118	98
2016	FTEs	191	63	76	156	110	87	133	143	83	77	60	160	112	0.7%	110	118	120	99
2017	FTEs	201	66	77	164	115	90	139	148	89	81	63	171	117	4.9%	114	123	125	105
2018	FTEs	206	68	80	171	122	94	144	155	92	86	65	176	122	3.9%	118	129	130	109
2019	FTEs	205	67	78	174	123	94	146	154	91	83	65	175	121	-0.2%	117	130	130	108
2020	FTEs	209	57	40	7	7	6	79	123	95	72	8	70	64	-47.0%	102	6	99	50
2021	FTEs	12	3	4	49	103	98	142	152	115	102	61	152	83	28.9%	6	83	136	105
2022	FTEs	207	66	84	176	127	98	150	159	96	86	67	190	125	51.6%	119	134	135	114
2023	FTEs	227	73	88	189	130	98	151	163	100	95	71	198	132	5.2%	129	139	138	121
2024	FTEs	223	71	88	187	127	98	153	164	100	96	71	196	131	-0.6%	127	137	139	121
2025	FTEs	223	72	86	191	127	98	153	164	103	96	70	194	131	0.2%	127	139	140	120

EMPLOYMENT | **SFR**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	FTEs	112	111	112	117	122	121	64	83	125	132	131	131
Total Employment	FTEs	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117	1,128
Share of Total	%	11.3%	10.7%	11.1%	11.4%	11.0%	10.7%	11.0%	10.1%	12.0%	11.4%	11.7%	11.7%
Annual Change in Share	%		-5.4%	3.8%	2.4%	-3.6%	-3.0%	3.0%	-8.3%	19.3%	-5.3%	3.2%	-0.7%
Change in Share from 2014	%		-5.4%	-1.8%	0.5%	-3.0%	-5.9%	-3.1%	-11.1%	6.1%	0.5%	3.7%	3.0%
Avg Ann. Change in Share	%		-5.4%	-0.9%	0.2%	-0.8%	-1.2%	-0.5%	-1.6%	0.8%	0.1%	0.4%	0.3%



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STEAM REPORT FOR 2014-2025 - FINAL

BOSTON BOROUGH COUNCIL

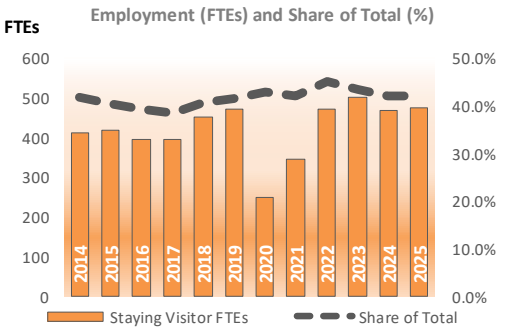
2014 to 2025

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	9.3%	5.6%	5.0%	20.4%	14.9%	12.5%	15.6%	20.2%	24.6%	21.8%	9.9%	15.3%	15.2%		6.9%	15.9%	20.0%	16.0%
% Change 2024 to 2025	0.7%	1.7%	-1.1%	3.6%	1.4%	1.0%	1.4%	1.7%	5.1%	2.2%	-1.9%	-0.9%	1.4%	Annual Change	0.4%	2.0%	2.7%	-0.1%
Average Annual Change	0.8%	0.5%	0.5%	1.9%	1.4%	1.1%	1.4%	1.8%	2.2%	2.0%	0.9%	1.4%	1.4%		0.6%	1.4%	1.8%	1.5%
2014 FTEs	417	295	344	440	454	437	485	538	462	368	307	390	411		352	444	495	355
2015 FTEs	424	306	345	442	459	446	489	549	459	366	316	396	416	1.2%	358	449	499	359
2016 FTEs	397	280	318	418	431	417	465	528	437	347	293	379	393	-5.7%	332	422	477	340
2017 FTEs	402	275	306	426	436	413	469	524	448	350	290	389	394	0.3%	328	425	480	343
2018 FTEs	429	302	341	482	517	489	540	621	521	408	325	421	450	14.2%	357	496	561	384
2019 FTEs	439	310	355	511	550	514	575	650	541	417	339	430	469	4.3%	368	525	589	395
2020 FTEs	433	276	224	58	78	73	312	490	493	326	85	157	250	-46.7%	311	69	431	189
2021 FTEs	69	59	63	163	369	496	540	623	597	451	315	385	344	37.6%	64	343	587	384
2022 FTEs	426	292	361	503	549	518	576	656	558	413	327	445	469	36.1%	360	523	596	395
2023 FTEs	483	337	395	550	570	520	580	671	588	467	367	482	501	6.9%	405	547	613	439
2024 FTEs	452	306	365	511	515	487	552	636	548	439	344	454	467	-6.7%	375	504	579	412
2025 FTEs	456	311	361	529	522	491	560	647	576	449	337	450	474	1.4%	376	514	594	412

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	FTEs	411	416	393	394	450	469	250	344	469	501	467	474
Total Employment	FTEs	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117	1,128
Share of Total	%	41.6%	40.2%	39.1%	38.3%	40.6%	41.2%	42.7%	41.9%	44.9%	43.2%	41.9%	42.1%
Annual Change in Share	%		-3.3%	-2.8%	-2.0%	6.0%	1.5%	3.7%	-2.0%	7.2%	-3.8%	-3.0%	0.5%
Change in Share from 2014	%		-3.3%	-5.9%	-7.8%	-2.3%	-0.8%	2.8%	0.7%	7.9%	3.8%	0.7%	1.1%
Avg Ann. Change in Share	%		-3.3%	-3.0%	-2.6%	-0.6%	-0.2%	0.5%	0.1%	1.0%	0.4%	0.1%	0.1%

STAYING VISITOR



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STEAM REPORT FOR 2014-2025 - FINAL

BOSTON BOROUGH COUNCIL

2014 to 2025

DAY VISITOR

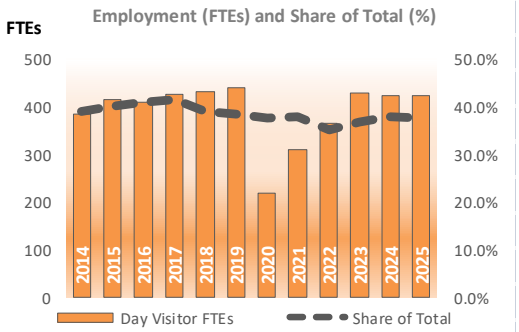
DIRECT EMPLOYMENT

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		20.6%	18.4%	35.6%	-3.2%	14.4%	20.4%	-4.0%	6.6%	7.2%	11.1%	-14.3%	1.4%	10.1%		26.6%	11.8%	3.3%	1.0%
% Change 2024 to 2025		1.4%	-3.0%	1.0%	1.1%	2.1%	-3.8%	3.8%	1.3%	1.2%	-1.4%	-5.3%	-5.6%	0.1%	Annual Change	-0.2%	-0.4%	2.0%	-3.4%
Average Annual Change		1.9%	1.7%	3.2%	-0.3%	1.3%	1.9%	-0.4%	0.6%	0.7%	1.0%	-1.3%	0.1%	0.9%		2.4%	1.1%	0.3%	0.1%
2014	FTEs	205	300	413	353	524	451	554	796	388	289	196	133	384		306	443	580	206
2015	FTEs	242	345	437	354	546	465	563	899	441	335	200	151	415	8.1%	341	455	634	229
2016	FTEs	241	337	473	341	562	510	520	877	405	309	187	148	409	-1.4%	351	471	601	215
2017	FTEs	250	350	492	354	584	530	540	910	419	320	193	153	425	3.8%	364	489	623	222
2018	FTEs	260	356	502	355	592	522	541	935	436	325	191	153	431	1.4%	373	490	637	223
2019	FTEs	265	364	527	364	591	538	538	941	445	336	186	156	437	1.6%	385	497	641	226
2020	FTEs	253	331	262	24	61	120	182	577	348	263	95	110	219	-50.0%	282	68	369	156
2021	FTEs	79	133	228	190	415	455	437	810	399	305	153	119	310	41.8%	147	353	549	192
2022	FTEs	205	272	451	298	497	470	455	759	372	295	163	140	365	17.5%	309	422	529	199
2023	FTEs	244	357	551	347	581	551	519	870	441	332	179	144	426	16.9%	384	493	610	218
2024	FTEs	244	367	555	338	587	565	512	838	411	326	178	143	422	-1.0%	389	497	587	215
2025	FTEs	248	356	560	342	600	544	532	849	416	321	168	135	422	0.1%	388	495	599	208

EMPLOYMENT

DAY VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	FTEs	384	415	409	425	431	437	219	310	365	426	422	422
Total Employment	FTEs	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117	1,128
Share of Total	%	38.8%	40.1%	40.8%	41.3%	38.9%	38.4%	37.4%	37.7%	34.9%	36.7%	37.8%	37.5%
Annual Change in Share	%		3.4%	1.7%	1.4%	-5.8%	-1.2%	-2.7%	0.9%	-7.5%	5.2%	2.9%	-0.8%
Change in Share from 2014	%		3.4%	5.1%	6.6%	0.4%	-0.9%	-3.6%	-2.7%	-9.9%	-5.2%	-2.5%	-3.4%
Avg Ann. Change in Share	%		3.4%	2.5%	2.2%	0.1%	-0.2%	-0.6%	-0.4%	-1.2%	-0.6%	-0.3%	-0.3%



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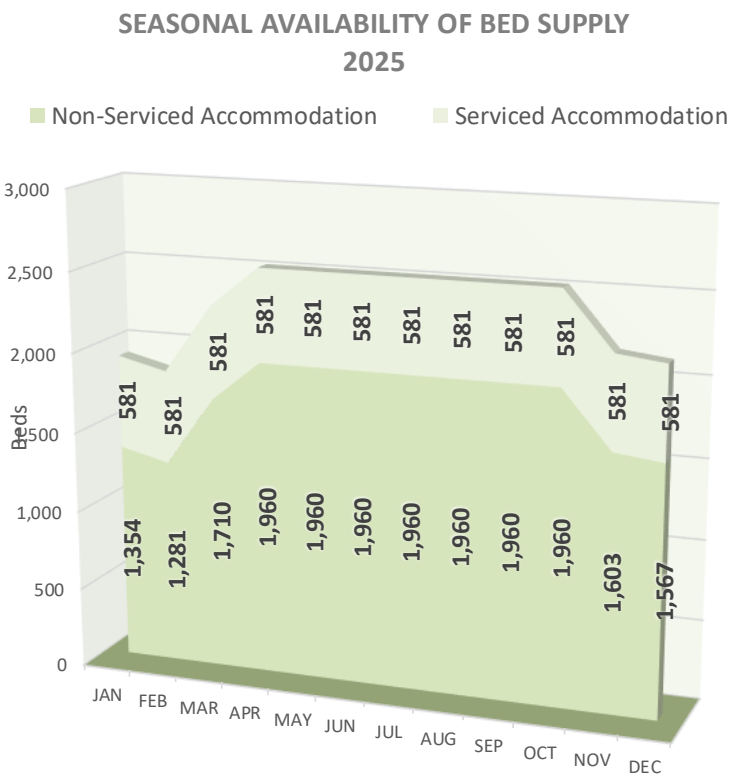
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL	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	15	581	-1	0	-14	+67
	2	278	0	0	+1	+168
	5	234	0	+14	0	+30
	8	69	-1	-14	-15	-131

NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	23	1,960	0	0	-7	+428
Self catering	10	207	0	0	-8	-29
Static caravans/chalets	0	1,018	0	0	0	+436
Touring caravans/camping	13	735	0	0	+1	+21
Youth Hostels	0	0	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	38	2,541	-1	0	-21	+495
Serviced Accommodation Share of Total	39%	23%				
Non-Serviced Accommodation Share of Total	61%	77%				



SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	1,935	1,862	2,291	2,541	2,541	2,541	2,541	2,541	2,541	2,541	2,184	2,148
Serviced Accommodation	581	581	581	581	581	581	581	581	581	581	581	581
Non-Serviced Accommodation	1,354	1,281	1,710	1,960	1,960	1,960	1,960	1,960	1,960	1,960	1,603	1,567

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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
BOSTON BOROUGH COUNCIL

Comparing 2025 and 2024
2024 in 2025 prices (1.036)

COMPARATIVE HEADLINES

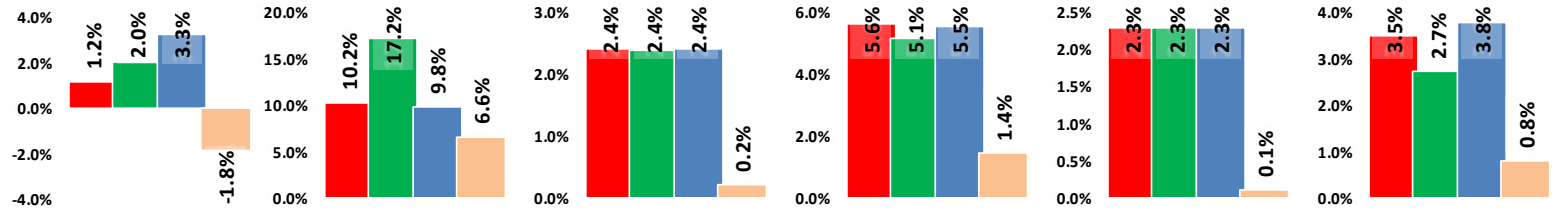
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - INDEXED TO 2025

KEY
An increase of 3% or more
Less than 3% change
A Fall of 3% or more

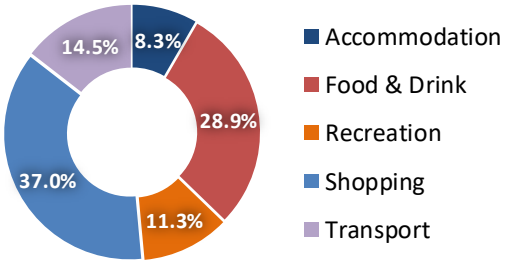
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.102	0.101	1.2%	0.319	0.289	10.2%	0.283	0.277	2.4%	0.704	0.667	5.6%	1.219	1.192	2.3%	1.923	1.859	3.5%
Visitor Numbers	M	0.052	0.051	2.0%	0.047	0.040	17.2%	0.119	0.117	2.4%	0.218	0.208	5.1%	1.219	1.192	2.3%	1.438	1.400	2.7%
Direct Expenditure	£M																92.49	89.13	3.8%
Economic Impact	£M	13.86	13.42	3.3%	23.71	21.59	9.8%	20.14	19.66	2.4%	57.70	54.68	5.5%	65.64	64.17	2.3%	123.35	118.85	3.8%
Direct Employment	FTEs	183	186	-1.8%	160	150	6.6%	131	131	0.2%	474	467	1.4%	422	422	0.1%	897	889	0.8%
Total Employment	FTEs																1,128	1,117	1.0%

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

KEY
Visitor Days
Visitor Numbers
Total Economic Impact
Direct Employment



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

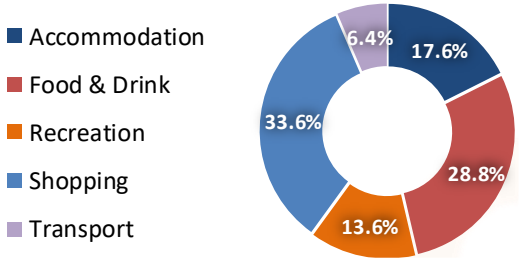


Direct Expenditure Categories

2025	2024	+/- %
7.721	7.167	7.7%
26.72	25.82	3.5%
10.45	10.11	3.3%
34.20	33.07	3.4%
13.41	12.95	3.5%
92.49	**89.13**	**3.8%**
30.85	29.72	3.8%
123.35	**118.85**	**3.8%**

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	158	159	-1.1%
Food & Drink	258	255	1.3%
Recreation	122	121	1.1%
Shopping	301	297	1.2%
Transport	58	57	1.3%
TOTAL DIRECT	**897**	**889**	**0.8%**
Indirect	231	227	1.6%
TOTAL	**1,128**	**1,117**	**1.0%**



Direct Employment Categories

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BOSTON BOROUGH COUNCIL

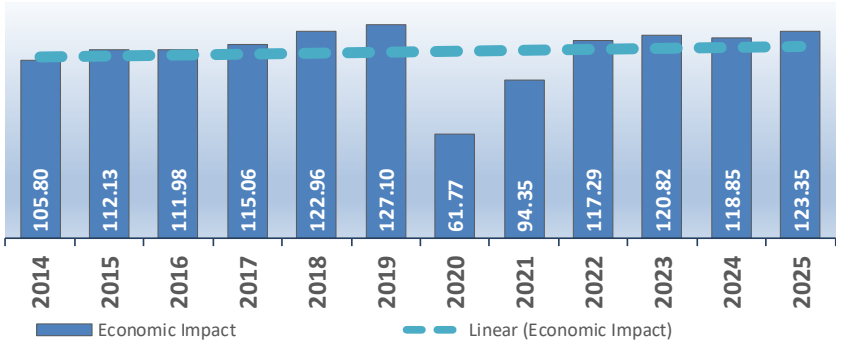
2014 to 2025
2025 Prices

TOTAL

KEY MEASURES
Indexed

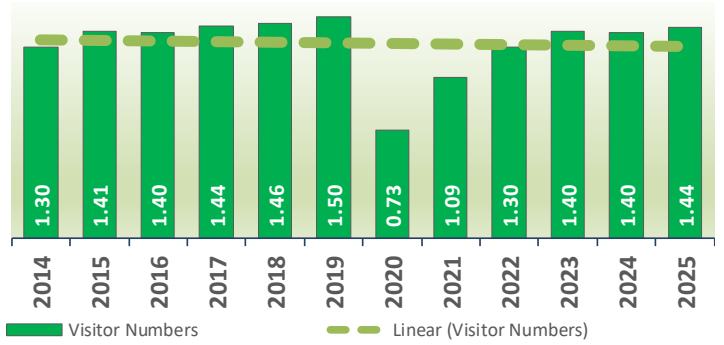
Economic Impact - Indexed - Total

	% Change Year on Year
2015	6.0%
2016	-0.1%
2017	2.8%
2018	6.9%
2019	3.4%
2020	-51.4%
2021	52.8%
2022	24.3%
2023	3.0%
2024	-1.6%
2025	3.8%



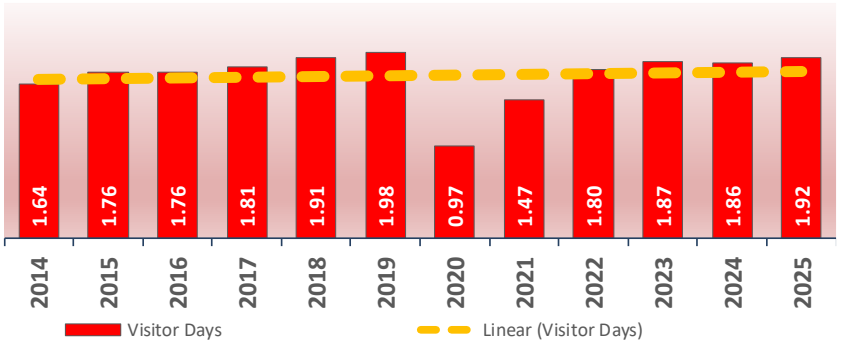
Visitor Numbers - Total

	% Change Year on Year
2015	8.3%
2016	-0.6%
2017	3.1%
2018	1.3%
2019	2.8%
2020	-51.2%
2021	48.6%
2022	19.5%
2023	7.8%
2024	-0.3%
2025	2.7%



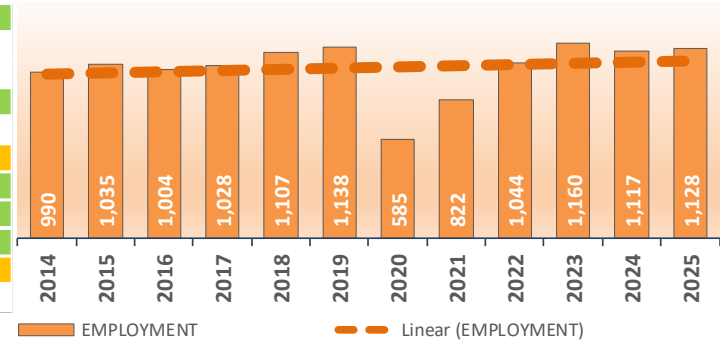
Visitor Days - Total

	% Change Year on Year
2015	7.4%
2016	0.0%
2017	3.0%
2018	5.5%
2019	3.5%
2020	-50.8%
2021	50.8%
2022	22.4%
2023	4.2%
2024	-0.8%
2025	3.5%



Total Employment Supported - Total

	% Change Year on Year
2015	4.6%
2016	-3.0%
2017	2.4%
2018	7.7%
2019	2.8%
2020	-48.6%
2021	40.5%
2022	27.0%
2023	11.1%
2024	-3.7%
2025	1.0%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		6.0%	5.8%	8.7%	16.2%	20.1%	-41.6%	-10.8%	10.9%	14.2%	12.3%	16.6%
Visitor Numbers		8.3%	7.6%	10.9%	12.3%	15.4%	-43.7%	-16.3%	0.0%	7.8%	7.5%	10.4%
Visitor Days		7.4%	7.4%	10.6%	16.7%	20.7%	-40.6%	-10.4%	9.7%	14.3%	13.4%	17.3%
Total Employment		4.6%	1.5%	3.9%	11.9%	15.0%	-40.9%	-16.9%	5.5%	17.2%	12.8%	13.9%

"Linear" = *Linear Trendline*

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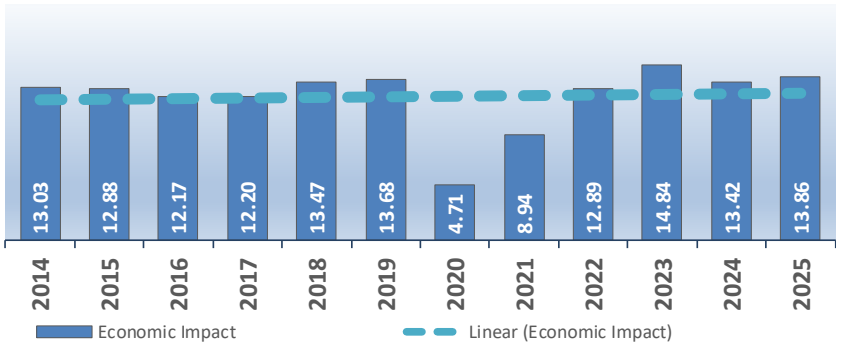
2014 to 2025
2025 Prices

SERVICED ACCOMMODATION

KEY MEASURES
Indexed

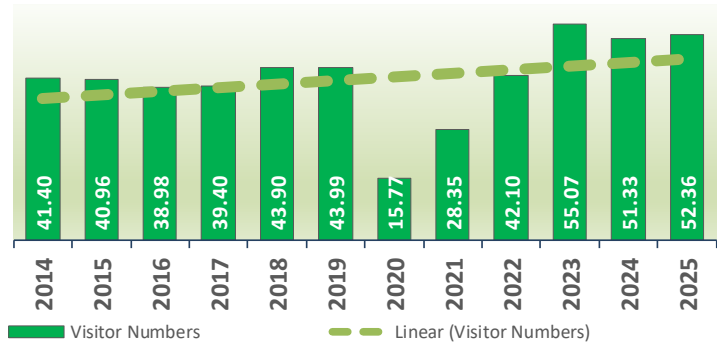
Economic Impact - Indexed - Serviced Accommodation

	% Change Year on Year
2015	-1.1%
2016	-5.5%
2017	0.2%
2018	10.4%
2019	1.6%
2020	-65.5%
2021	89.6%
2022	44.3%
2023	15.2%
2024	-9.6%
2025	3.3%



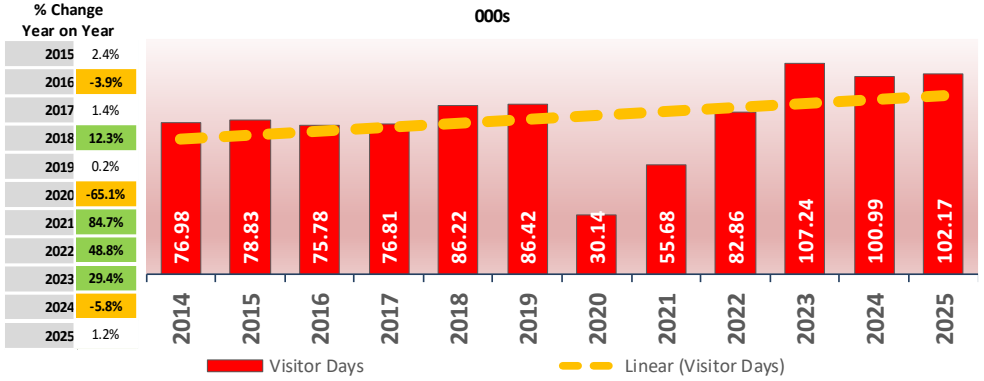
Visitor Numbers - Serviced Accommodation

	% Change Year on Year
2015	-1.1%
2016	-4.8%
2017	1.1%
2018	11.4%
2019	0.2%
2020	-64.2%
2021	79.8%
2022	48.5%
2023	30.8%
2024	-6.8%
2025	2.0%



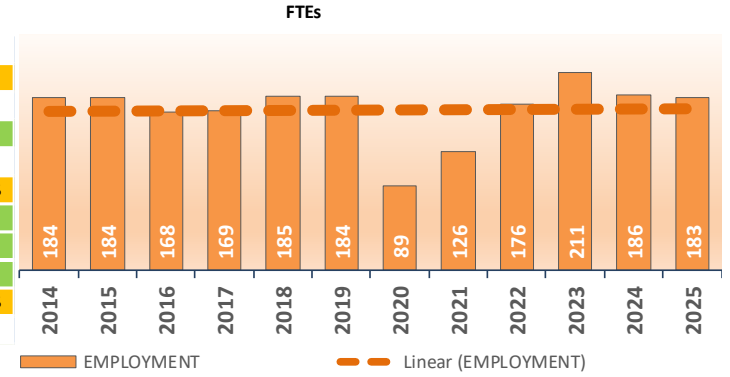
Visitor Days - Serviced Accommodation

	% Change Year on Year
2015	2.4%
2016	-3.9%
2017	1.4%
2018	12.3%
2019	0.2%
2020	-65.1%
2021	84.7%
2022	48.8%
2023	29.4%
2024	-5.8%
2025	1.2%



Direct Employment Supported - Serviced Accommodation

	% Change Year on Year
2015	0.3%
2016	-8.7%
2017	0.5%
2018	9.5%
2019	-0.3%
2020	-51.7%
2021	41.7%
2022	39.7%
2023	19.7%
2024	-11.5%
2025	-1.8%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-1.1%	-6.6%	-6.4%	3.4%	5.0%	-63.8%	-31.4%	-1.1%	13.9%	3.0%	6.4%
Visitor Numbers		-1.1%	-5.9%	-4.9%	6.0%	6.2%	-61.9%	-31.5%	1.7%	33.0%	24.0%	26.5%
Visitor Days		2.4%	-1.6%	-0.2%	12.0%	12.3%	-60.8%	-27.7%	7.6%	39.3%	31.2%	32.7%
Direct Employment		0.3%	-8.5%	-8.0%	0.7%	0.4%	-51.5%	-31.3%	-4.1%	14.8%	1.6%	-0.3%

"Linear" = *Linear Trendline*

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BOSTON BOROUGH COUNCIL

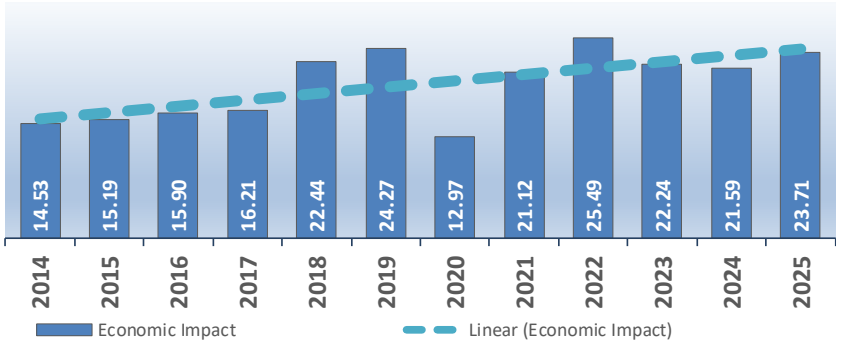
2014 to 2025
2025 Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Indexed

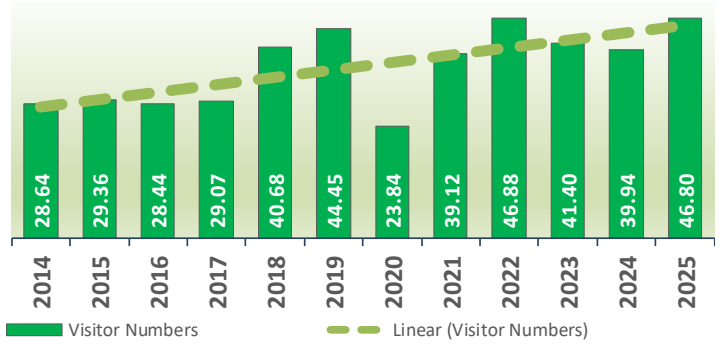
Economic Impact - Indexed - Non-Serviced Accommodation

	% Change Year on Year
2015	4.5%
2016	4.6%
2017	2.0%
2018	38.4%
2019	8.2%
2020	-46.6%
2021	62.8%
2022	20.7%
2023	-12.7%
2024	-2.9%
2025	9.8%



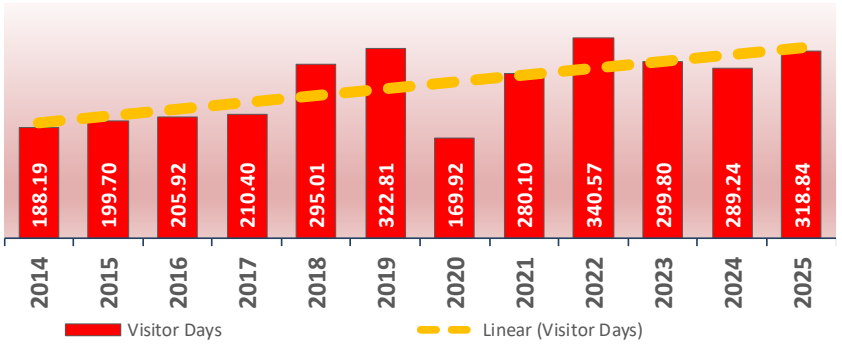
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2015	2.5%
2016	-3.1%
2017	2.2%
2018	39.9%
2019	9.3%
2020	-46.4%
2021	64.1%
2022	19.8%
2023	-11.7%
2024	-3.5%
2025	17.2%



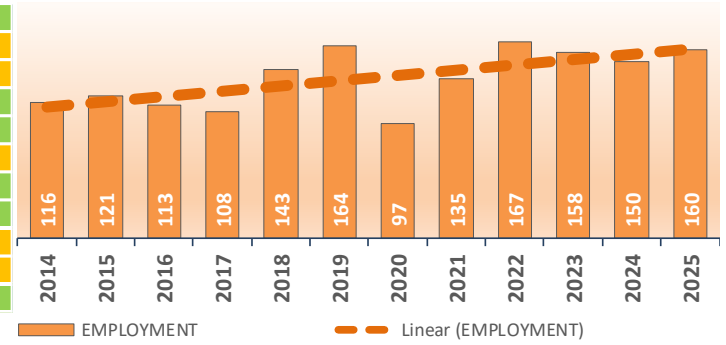
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2015	6.1%
2016	3.1%
2017	2.2%
2018	40.2%
2019	9.4%
2020	-47.4%
2021	64.8%
2022	21.6%
2023	-12.0%
2024	-3.5%
2025	10.2%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2015	4.7%
2016	-6.8%
2017	-4.5%
2018	32.7%
2019	14.2%
2020	-40.8%
2021	39.7%
2022	23.4%
2023	-5.4%
2024	-5.3%
2025	6.6%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		4.5%	9.4%	11.5%	54.4%	67.0%	-10.8%	45.3%	75.4%	53.0%	48.6%	63.1%
Visitor Numbers		2.5%	-0.7%	1.5%	42.0%	55.2%	-16.8%	36.6%	63.7%	44.5%	39.4%	63.4%
Visitor Days		6.1%	9.4%	11.8%	56.8%	71.5%	-9.7%	48.8%	81.0%	59.3%	53.7%	69.4%
Direct Employment		4.7%	-2.4%	-6.8%	23.7%	41.3%	-16.3%	16.9%	44.3%	36.5%	29.3%	37.8%

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BOSTON BOROUGH COUNCIL

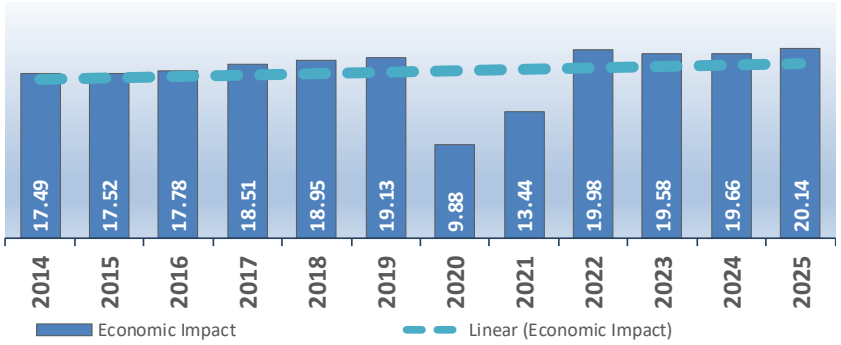
2014 to 2025
2025 Prices

SFR

KEY MEASURES
Indexed

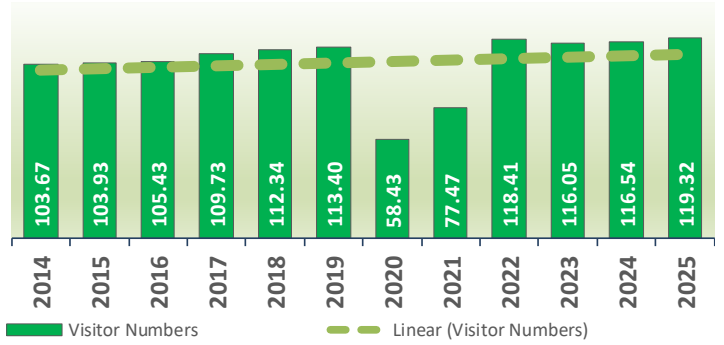
Economic Impact - Indexed - SFR

	% Change Year on Year	2025 Prices £M
2014		17.49
2015	0.2%	17.52
2016	1.5%	17.78
2017	4.1%	18.51
2018	2.4%	18.95
2019	1.0%	19.13
2020	-48.4%	9.88
2021	36.0%	13.44
2022	48.7%	19.98
2023	-2.0%	19.58
2024	0.4%	19.66
2025	2.4%	20.14



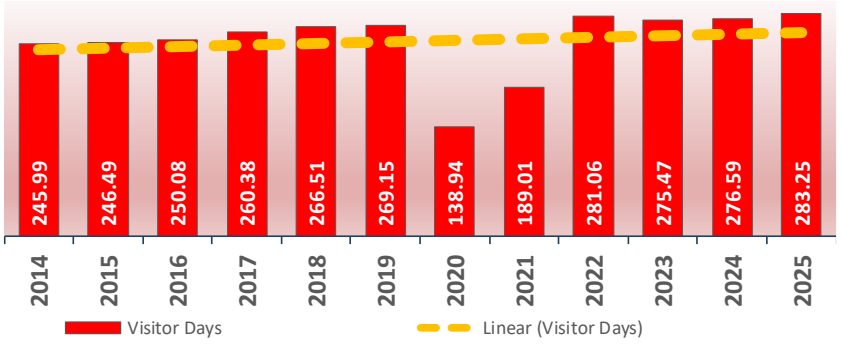
Visitor Numbers - SFR

	% Change Year on Year	000s
2014		103.67
2015	0.3%	103.93
2016	1.4%	105.43
2017	4.1%	109.73
2018	2.4%	112.34
2019	0.9%	113.40
2020	-48.5%	58.43
2021	32.6%	77.47
2022	52.9%	118.41
2023	-2.0%	116.05
2024	0.4%	116.54
2025	2.4%	119.32



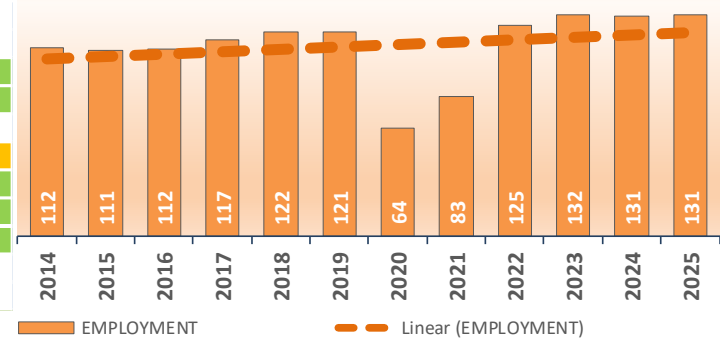
Visitor Days - SFR

	% Change Year on Year	000s
2014		245.99
2015	0.2%	246.49
2016	1.5%	250.08
2017	4.1%	260.38
2018	2.4%	266.51
2019	1.0%	269.15
2020	-48.4%	138.94
2021	36.0%	189.01
2022	48.7%	281.06
2023	-2.0%	275.47
2024	0.4%	276.59
2025	2.4%	283.25



Direct Employment Supported - SFR

	% Change Year on Year	FTEs
2014		112
2015	-1.1%	111
2016	0.7%	112
2017	4.9%	117
2018	3.9%	122
2019	-0.2%	121
2020	-47.0%	64
2021	28.9%	83
2022	51.6%	125
2023	5.2%	132
2024	-0.6%	131
2025	0.2%	131



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		0.2%	1.7%	5.8%	8.3%	9.4%	-43.5%	-23.2%	14.3%	12.0%	12.4%	15.1%
Visitor Numbers		0.3%	1.7%	5.8%	8.4%	9.4%	-43.6%	-25.3%	14.2%	11.9%	12.4%	15.1%
Visitor Days		0.2%	1.7%	5.9%	8.3%	9.4%	-43.5%	-23.2%	14.3%	12.0%	12.4%	15.1%
Direct Employment		-1.1%	-0.4%	4.4%	8.5%	8.2%	-42.7%	-26.1%	12.0%	17.8%	17.1%	17.3%

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STEAM REPORT FOR 2014-2025 - FINAL
BOSTON BOROUGH COUNCIL

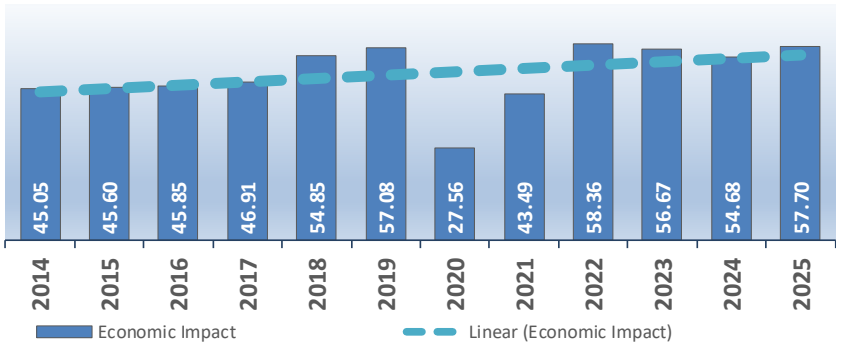
2014 to 2025
2025 Prices

STAYING VISITOR

KEY MEASURES
Indexed

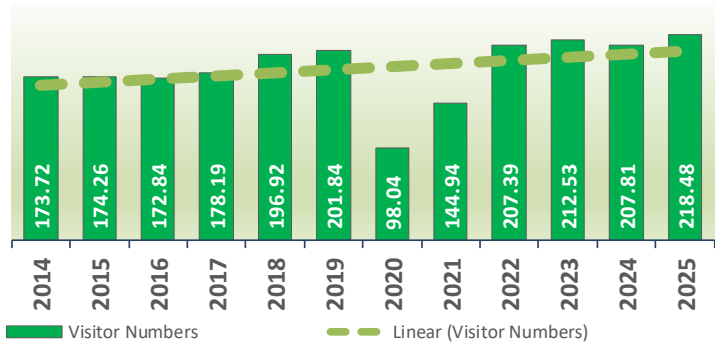
Economic Impact - Indexed - Staying Visitor

	% Change Year on Year
2015	1.2%
2016	0.6%
2017	2.3%
2018	16.9%
2019	4.1%
2020	-51.7%
2021	57.8%
2022	34.2%
2023	-2.9%
2024	-3.5%
2025	5.5%



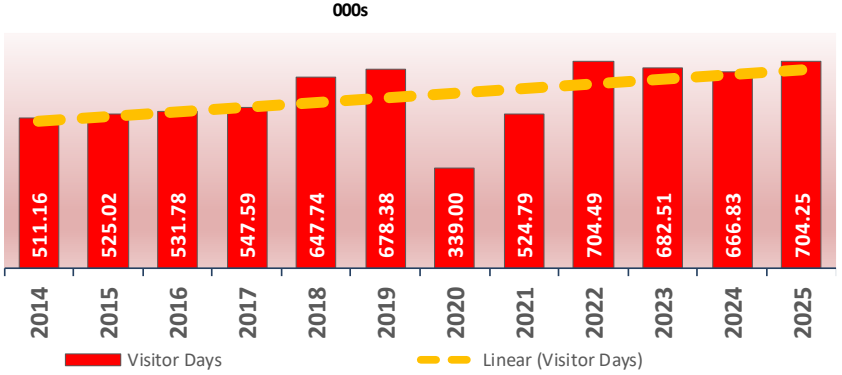
Visitor Numbers - Staying Visitor

	% Change Year on Year
2015	0.3%
2016	-0.8%
2017	3.1%
2018	10.5%
2019	2.5%
2020	-51.4%
2021	47.8%
2022	43.1%
2023	2.5%
2024	-2.2%
2025	5.1%



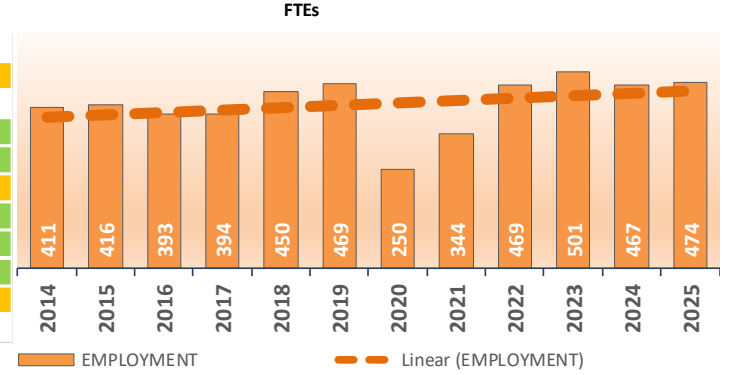
Visitor Days - Staying Visitor

	% Change Year on Year
2015	2.7%
2016	1.3%
2017	3.0%
2018	18.3%
2019	4.7%
2020	-50.0%
2021	54.8%
2022	34.2%
2023	-3.1%
2024	-2.3%
2025	5.6%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2015	1.2%
2016	-5.7%
2017	0.3%
2018	14.2%
2019	4.3%
2020	-46.7%
2021	37.6%
2022	36.1%
2023	6.9%
2024	-6.7%
2025	1.4%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		1.2%	1.8%	4.1%	21.8%	26.7%	-38.8%	-3.5%	29.5%	25.8%	21.4%	28.1%
Visitor Numbers		0.3%	-0.5%	2.6%	13.4%	16.2%	-43.6%	-16.6%	19.4%	22.3%	19.6%	25.8%
Visitor Days		2.7%	4.0%	7.1%	26.7%	32.7%	-33.7%	2.7%	37.8%	33.5%	30.5%	37.8%
Direct Employment		1.2%	-4.6%	-4.3%	9.3%	14.1%	-39.2%	-16.3%	13.9%	21.7%	13.6%	15.2%

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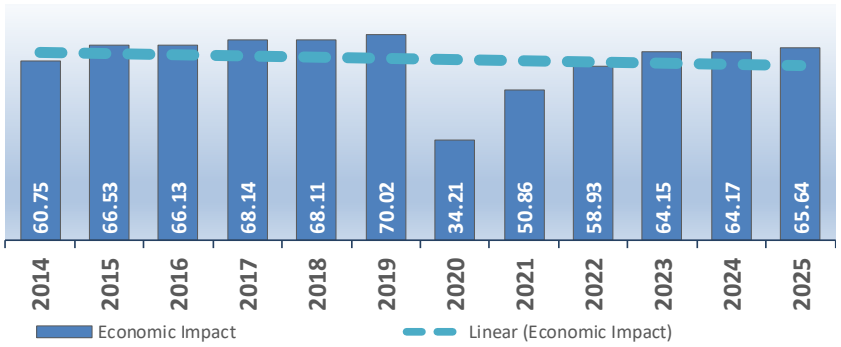
2014 to 2025
2025 Prices

DAY VISITOR

KEY MEASURES
Indexed

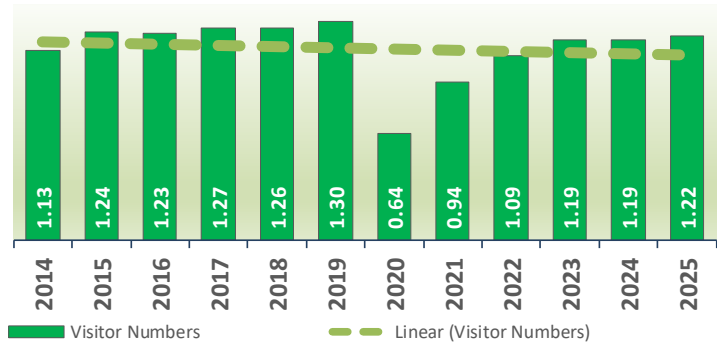
Economic Impact - Indexed - Day Visitor

	% Change Year on Year
2015	9.5%
2016	-0.6%
2017	3.0%
2018	0.0%
2019	2.8%
2020	-51.1%
2021	48.7%
2022	15.9%
2023	8.9%
2024	0.0%
2025	2.3%



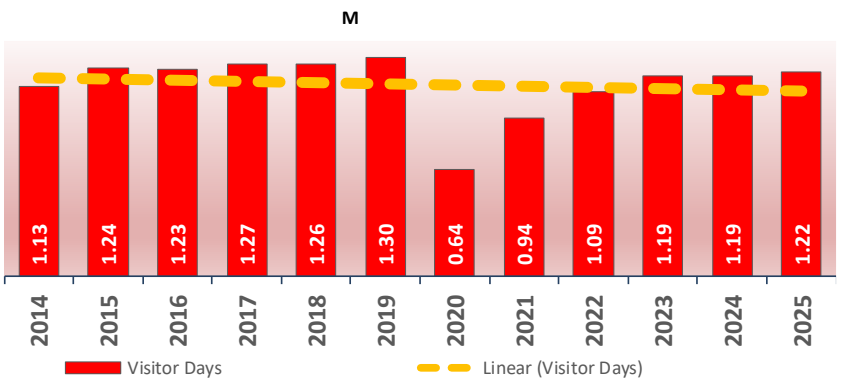
Visitor Numbers - Day Visitor

	% Change Year on Year
2015	9.5%
2016	-0.6%
2017	3.1%
2018	-0.1%
2019	2.8%
2020	-51.2%
2021	48.7%
2022	15.9%
2023	8.9%
2024	0.0%
2025	2.3%



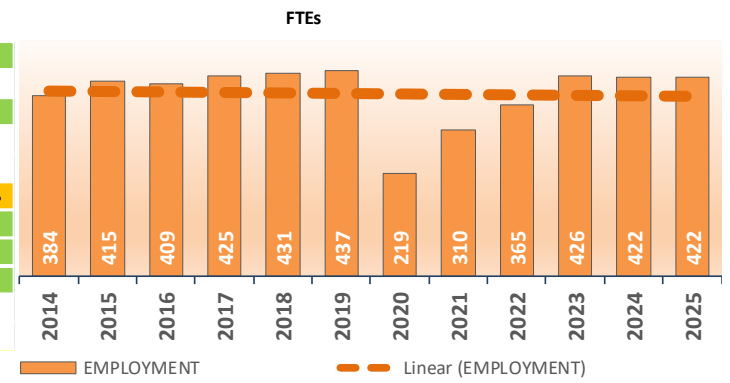
Visitor Days - Day Visitor

	% Change Year on Year
2015	9.5%
2016	-0.6%
2017	3.1%
2018	-0.1%
2019	2.8%
2020	-51.2%
2021	48.7%
2022	15.9%
2023	8.9%
2024	0.0%
2025	2.3%



Direct Employment Supported - Day Visitor

	% Change Year on Year
2015	8.1%
2016	-1.4%
2017	3.8%
2018	1.4%
2019	1.6%
2020	-50.0%
2021	41.8%
2022	17.5%
2023	16.9%
2024	-1.0%
2025	0.1%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		9.5%	8.9%	12.2%	12.1%	15.3%	-43.7%	-16.3%	-3.0%	5.6%	5.6%	8.1%
Visitor Numbers		9.5%	8.9%	12.2%	12.1%	15.3%	-43.7%	-16.3%	-3.0%	5.6%	5.6%	8.1%
Visitor Days		9.5%	8.9%	12.2%	12.1%	15.3%	-43.7%	-16.3%	-3.0%	5.6%	5.6%	8.1%
Direct Employment		8.1%	6.6%	10.7%	12.2%	14.0%	-43.0%	-19.1%	-4.9%	11.1%	10.0%	10.1%

"Linear" = *Linear Trendline*

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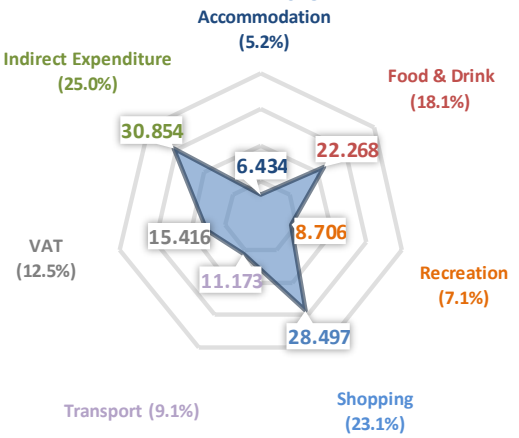
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL	2014 to 2025 2025 Prices	TOTAL	SECTORAL ANALYSIS Indexed

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

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	6.029	5.806	5.754	5.785	6.930	7.094	3.435	5.399	6.915	6.489	5.973	6.434
Food & Drink	£M	18.77	19.98	19.95	20.53	21.86	22.59	11.66	16.81	20.96	21.81	21.52	22.27
Recreation	£M	7.450	7.945	7.919	8.131	8.570	8.890	4.550	6.602	8.173	8.557	8.427	8.706
Shopping	£M	24.27	26.05	26.03	26.84	28.37	29.30	14.39	21.70	26.64	27.79	27.56	28.50
Transport	£M	9.586	10.23	10.24	10.52	11.07	11.51	5.680	8.560	10.61	10.90	10.79	11.17
Direct Revenue	£M	66.10	70.01	69.89	71.81	76.80	79.38	39.71	59.07	73.30	75.55	74.27	77.08
VAT	£M	13.22	14.00	13.98	14.36	15.36	15.88	6.489	11.59	14.66	15.11	14.85	15.42
Direct Expenditure	£M	79.32	84.01	83.87	86.17	92.16	95.25	46.20	70.66	87.96	90.66	89.13	92.49
Indirect Expenditure	£M	26.48	28.12	28.11	28.88	30.80	31.84	15.57	23.69	29.33	30.16	29.72	30.85
TOTAL	£M	105.80	112.13	111.98	115.06	122.96	127.10	61.77	94.35	117.29	120.82	118.85	123.35

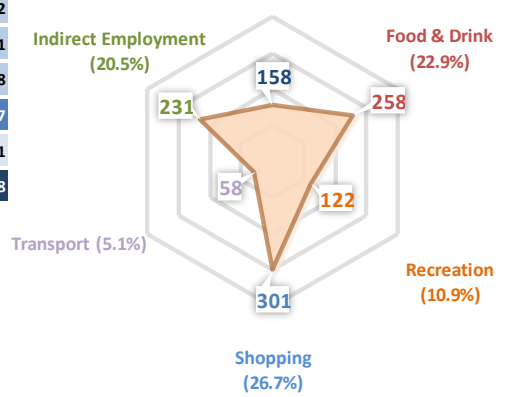
2025 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2025



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	179	181	158	151	163	173	101	126	166	181	159	158
Food & Drink	FTEs	213	224	222	230	249	254	131	183	233	261	255	258
Recreation	FTEs	103	108	107	111	118	121	62	87	110	124	121	122
Shopping	FTEs	251	267	264	274	294	300	147	216	270	303	297	301
Transport	FTEs	49	51	51	53	56	58	28	42	53	58	57	58
Direct Employment	FTEs	795	831	802	819	880	907	469	655	833	927	889	897
Indirect Employment	FTEs	194	204	202	209	226	231	116	168	211	233	227	231
TOTAL	FTEs	990	1,035	1,004	1,028	1,107	1,138	585	822	1,044	1,160	1,117	1,128

2025 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



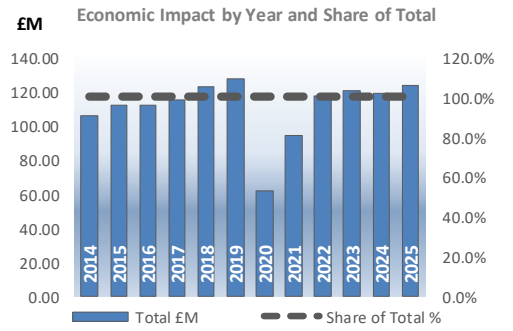
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STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL		2014 to 2025 2025 Prices												TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / 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		18.1%	16.2%	26.4%	14.6%	18.0%	20.6%	7.5%	14.0%	20.9%	22.9%	2.9%	18.7%	16.6%		20.8%	17.9%	13.6%	15.9%
% Change 2024 to 2025		4.4%	2.3%	3.0%	6.5%	4.9%	1.1%	5.4%	4.0%	6.9%	2.6%	-1.0%	0.6%	3.8%	Annual Change	3.2%	4.0%	5.2%	1.0%
Average Annual Change		1.6%	1.5%	2.4%	1.3%	1.6%	1.9%	0.7%	1.3%	1.9%	2.1%	0.3%	1.7%	1.5%		1.9%	1.6%	1.2%	1.4%
2014	£M	6.313	6.078	8.201	8.574	11.18	10.02	12.43	16.56	9.679	6.903	4.833	5.022	105.80		20.59	29.78	38.67	16.76
2015	£M	6.898	6.796	8.545	8.671	11.61	10.43	12.76	18.31	10.37	7.542	4.939	5.251	112.13	6.0%	22.24	30.72	41.44	17.73
2016	£M	6.843	6.679	9.015	8.534	11.85	11.02	12.36	18.31	9.996	7.246	4.787	5.336	111.98	-0.1%	22.54	31.41	40.66	17.37
2017	£M	7.058	6.770	9.071	8.888	12.25	11.24	12.73	18.67	10.39	7.482	4.882	5.618	115.06	2.8%	22.90	32.38	41.80	17.98
2018	£M	7.335	7.021	9.456	9.448	13.27	11.99	13.60	20.23	11.43	8.174	5.153	5.848	122.96	6.9%	23.81	34.71	45.26	19.18
2019	£M	7.515	7.209	9.938	9.932	13.71	12.53	14.09	20.81	11.78	8.365	5.236	5.976	127.10	3.4%	24.66	36.17	46.69	19.58
2020	£M	7.437	6.461	4.931	0.534	1.156	1.934	5.748	13.22	9.798	6.259	1.524	2.760	61.77	-51.4%	18.83	3.623	28.77	10.54
2021	£M	1.336	1.950	3.234	3.966	9.867	11.52	12.54	19.23	12.33	8.653	4.651	5.075	94.35	52.8%	6.520	25.35	44.10	18.38
2022	£M	6.678	5.863	9.216	9.111	12.65	11.89	13.11	18.53	11.26	7.930	4.900	6.157	117.29	24.3%	21.76	33.65	42.90	18.99
2023	£M	7.233	6.896	10.06	9.523	12.88	11.84	12.77	18.65	11.51	8.385	5.053	6.021	120.82	3.0%	24.19	34.25	42.93	19.46
2024	£M	7.138	6.900	10.06	9.225	12.58	11.95	12.68	18.14	10.95	8.269	5.024	5.927	118.85	-1.6%	24.10	33.75	41.78	19.22
2025	£M	7.453	7.060	10.36	9.827	13.20	12.08	13.37	18.87	11.70	8.481	4.971	5.962	123.35	3.8%	24.88	35.11	43.95	19.41

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	£M	105.80	112.13	111.98	115.06	122.96	127.10	61.77	94.35	117.29	120.82	118.85	123.35
All Visitor Types	£M	105.80	112.13	111.98	115.06	122.96	127.10	61.77	94.35	117.29	120.82	118.85	123.35
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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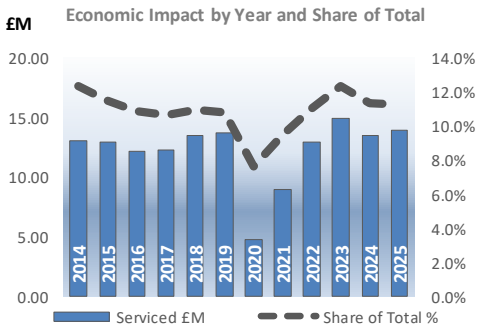
STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL		2014 to 2025 2025 Prices	SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed

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						
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	15.7% -3.4% -4.0% 15.8% 19.7% 13.3% 15.0% 17.0% -12.6% -0.4% -8.5% 15.7%	6.4%		1.4%	16.2%	6.3%	1.4%
% Change 2024 to 2025	14.8% 7.0% 14.3% 4.5% 3.7% 6.4% 3.9% -0.9% 0.9% -4.0% -5.1% 1.3%	3.3%	Annual Change	12.0%	4.9%	1.2%	-2.7%
Average Annual Change	1.4% -0.3% -0.4% 1.4% 1.8% 1.2% 1.4% 1.5% -1.1% 0.0% -0.8% 1.4%	0.6%		0.1%	1.5%	0.6%	0.1%
2014 £M	0.751 0.955 1.111 0.836 0.999 1.084 1.366 1.573 1.525 1.117 0.933 0.781	13.03		2.816	2.918	4.464	2.831
2015 £M	0.798 0.956 1.037 0.787 0.987 1.177 1.386 1.698 1.396 1.122 0.836 0.702	12.88	-1.1%	2.791	2.951	4.480	2.661
2016 £M	0.699 0.881 0.942 0.748 0.904 1.069 1.414 1.731 1.316 0.982 0.777 0.710	12.17	-5.5%	2.522	2.720	4.462	2.469
2017 £M	0.684 0.779 0.836 0.810 0.991 1.084 1.408 1.706 1.316 1.007 0.798 0.779	12.20	0.2%	2.299	2.885	4.430	2.583
2018 £M	0.752 0.862 0.897 0.897 1.111 1.221 1.514 1.896 1.430 1.135 0.888 0.863	13.47	10.4%	2.511	3.228	4.840	2.886
2019 £M	0.758 0.866 0.908 0.913 1.118 1.237 1.575 1.946 1.433 1.151 0.909 0.862	13.68	1.6%	2.532	3.268	4.954	2.922
2020 £M	0.743 0.820 0.371 0.068 0.101 0.099 0.335 0.847 0.643 0.475 0.117 0.096	4.712	-65.5%	1.933	0.267	1.824	0.687
2021 £M	0.135 0.147 0.172 0.181 0.303 0.951 1.318 1.794 1.316 1.083 0.803 0.733	8.935	89.6%	0.454	1.435	4.427	2.619
2022 £M	0.619 0.801 0.871 0.903 1.071 1.175 1.465 1.758 1.357 1.121 0.885 0.864	12.89	44.3%	2.291	3.149	4.580	2.870
2023 £M	0.855 0.967 1.064 1.020 1.229 1.296 1.681 2.051 1.470 1.245 0.981 0.986	14.84	15.2%	2.886	3.544	5.202	3.212
2024 £M	0.757 0.862 0.932 0.926 1.154 1.154 1.511 1.858 1.320 1.158 0.901 0.892	13.42	-9.6%	2.551	3.233	4.689	2.950
2025 £M	0.869 0.922 1.066 0.968 1.196 1.228 1.570 1.841 1.333 1.112 0.854 0.903	13.86	3.3%	2.857	3.391	4.743	2.870

ECONOMIC IMPACT - INDEXED TO 2025

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	13.03	12.88	12.17	12.20	13.47	13.68	4.712	8.935	12.89	14.84	13.42	13.86
All Visitor Types	£M	105.80	112.13	111.98	115.06	122.96	127.10	61.77	94.35	117.29	120.82	118.85	123.35
Share of Total	%	12.3%	11.5%	10.9%	10.6%	11.0%	10.8%	7.6%	9.5%	11.0%	12.3%	11.3%	11.2%
Annual Change in Share	%		-6.7%	-5.4%	-2.5%	3.3%	-1.7%	-29.1%	24.1%	16.0%	11.8%	-8.1%	-0.5%
Change in Share from 2014	%		-6.7%	-11.7%	-13.9%	-11.1%	-12.6%	-38.0%	-23.1%	-10.8%	-0.2%	-8.3%	-8.7%
Avg Ann. Change in Share	%		-6.7%	-5.9%	-4.6%	-2.8%	-2.5%	-6.3%	-3.3%	-1.3%	0.0%	-0.8%	-0.8%

SERVICED ACCOMMODATION



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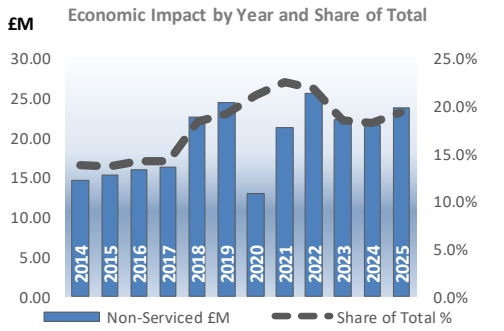
STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL		2014 to 2025 2025 Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed

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																	
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	104.1%	99.4%	44.2%	87.7%	41.4%	37.0%	44.3%	48.0%	86.2%	101.4%	103.9%	145.5%	63.1%		70.8%	50.0%	58.1%	110.3%
% Change 2024 to 2025	4.1%	21.1%	-5.6%	18.9%	9.0%	6.7%	7.2%	9.2%	15.7%	11.0%	6.5%	7.6%	9.8%	Annual Change	3.5%	10.7%	10.8%	9.0%
Average Annual Change	9.5%	9.0%	4.0%	8.0%	3.8%	3.4%	4.0%	4.4%	7.8%	9.2%	9.4%	13.2%	5.7%		6.4%	4.5%	5.3%	10.0%
2014 £M	0.257	0.307	0.654	1.062	1.851	1.871	2.053	2.666	1.972	0.987	0.512	0.342	14.53		1.218	4.784	6.690	1.841
2015 £M	0.341	0.398	0.675	1.103	1.889	1.896	2.104	2.743	2.010	0.924	0.644	0.463	15.19	4.5%	1.414	4.889	6.857	2.031
2016 £M	0.366	0.419	0.694	1.125	1.916	1.933	2.171	2.868	2.118	1.084	0.696	0.506	15.90	4.6%	1.479	4.974	7.157	2.286
2017 £M	0.378	0.440	0.650	1.177	1.928	1.891	2.264	2.851	2.294	1.131	0.672	0.532	16.21	2.0%	1.468	4.997	7.409	2.335
2018 £M	0.479	0.579	0.901	1.650	2.772	2.672	3.091	4.004	3.064	1.644	0.900	0.682	22.44	38.4%	1.959	7.095	10.16	3.225
2019 £M	0.536	0.616	0.969	1.888	3.092	2.880	3.435	4.287	3.222	1.635	0.981	0.730	24.27	8.2%	2.121	7.861	10.94	3.346
2020 £M	0.553	0.469	0.527	0.058	0.146	0.157	2.019	3.487	3.530	1.537	0.102	0.384	12.97	-46.6%	1.550	0.360	9.036	2.022
2021 £M	0.013	0.013	0.025	0.524	2.463	2.985	3.308	4.241	3.975	2.008	0.921	0.639	21.12	62.8%	0.052	5.972	11.52	3.567
2022 £M	0.549	0.522	1.164	1.855	3.202	3.086	3.528	4.436	3.619	1.699	0.941	0.891	25.49	20.7%	2.234	8.143	11.58	3.531
2023 £M	0.516	0.551	1.000	1.814	2.757	2.426	2.709	3.660	3.279	1.801	0.945	0.784	22.24	-12.7%	2.067	6.998	9.648	3.530
2024 £M	0.505	0.505	0.999	1.678	2.401	2.402	2.765	3.614	3.172	1.790	0.981	0.780	21.59	-2.9%	2.009	6.480	9.551	3.551
2025 £M	0.525	0.612	0.943	1.994	2.617	2.562	2.964	3.946	3.670	1.987	1.045	0.840	23.71	9.8%	2.080	7.173	10.58	3.872

ECONOMIC IMPACT - INDEXED TO 2025

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	14.53	15.19	15.90	16.21	22.44	24.27	12.97	21.12	25.49	22.24	21.59	23.71
All Visitor Types	£M	105.80	112.13	111.98	115.06	122.96	127.10	61.77	94.35	117.29	120.82	118.85	123.35
Share of Total	%	13.7%	13.5%	14.2%	14.1%	18.2%	19.1%	21.0%	22.4%	21.7%	18.4%	18.2%	19.2%
Annual Change in Share	%		-1.4%	4.8%	-0.8%	29.5%	4.7%	9.9%	6.6%	-2.9%	-15.3%	-1.3%	5.8%
Change in Share from 2014	%		-1.4%	3.3%	2.6%	32.8%	39.0%	52.9%	62.9%	58.2%	34.0%	32.3%	39.9%
Avg Ann. Change in Share	%		-1.4%	1.7%	0.9%	8.2%	7.8%	8.8%	9.0%	7.3%	3.8%	3.2%	3.6%

NON-SERVICED ACCOMMODATION



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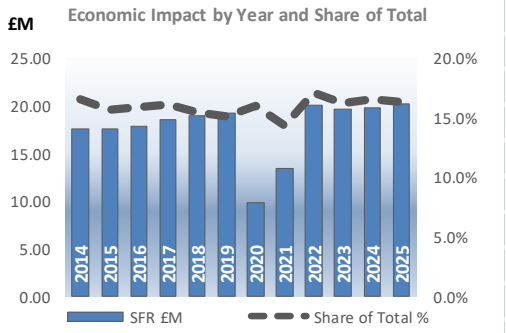
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL		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	9.9%	7.9%	11.6%	20.9%	14.4%	12.8%	14.5%	15.5%	23.6%	24.0%	12.1%	15.3%	15.1%		9.9%	16.9%	17.0%	16.9%
% Change 2024 to 2025	2.6%	4.0%	-0.1%	4.4%	2.2%	1.8%	2.0%	2.3%	5.1%	2.3%	0.3%	1.1%	2.4%	Annual Change	2.2%	3.1%	2.9%	1.3%
Average Annual Change	0.9%	0.7%	1.1%	1.9%	1.3%	1.2%	1.3%	1.4%	2.1%	2.2%	1.1%	1.4%	1.4%		0.9%	1.5%	1.5%	1.5%
2014 £M	2.594	0.852	0.986	2.020	1.417	1.110	1.704	1.815	1.063	0.987	0.797	2.143	17.49		4.433	4.547	4.582	3.927
2015 £M	2.525	0.830	0.998	2.047	1.446	1.139	1.736	1.859	1.078	1.019	0.782	2.066	17.52	0.2%	4.353	4.632	4.672	3.867
2016 £M	2.532	0.838	1.004	2.074	1.464	1.153	1.766	1.899	1.106	1.022	0.797	2.125	17.78	1.5%	4.374	4.691	4.770	3.943
2017 £M	2.648	0.867	1.010	2.168	1.522	1.183	1.834	1.947	1.176	1.071	0.827	2.256	18.51	4.1%	4.524	4.873	4.956	4.154
2018 £M	2.673	0.883	1.037	2.224	1.583	1.224	1.872	2.007	1.192	1.111	0.846	2.292	18.95	2.4%	4.593	5.031	5.071	4.249
2019 £M	2.692	0.877	1.031	2.283	1.617	1.235	1.914	2.028	1.191	1.095	0.860	2.307	19.13	1.0%	4.600	5.136	5.132	4.261
2020 £M	2.761	0.746	0.524	0.090	0.088	0.074	1.012	1.535	1.185	0.894	0.097	0.874	9.878	-48.4%	4.030	0.252	3.731	1.865
2021 £M	0.148	0.045	0.047	0.657	1.397	1.331	1.917	2.062	1.560	1.379	0.829	2.065	13.44	36.0%	0.240	3.385	5.539	4.273
2022 £M	2.746	0.876	1.115	2.337	1.682	1.299	1.993	2.113	1.280	1.138	0.884	2.519	19.98	48.7%	4.737	5.318	5.385	4.540
2023 £M	2.806	0.900	1.085	2.341	1.612	1.211	1.870	2.020	1.236	1.172	0.881	2.448	19.58	-2.0%	4.792	5.165	5.126	4.501
2024 £M	2.781	0.884	1.102	2.338	1.585	1.230	1.913	2.050	1.249	1.197	0.890	2.443	19.66	0.4%	4.767	5.153	5.212	4.530
2025 £M	2.852	0.919	1.101	2.441	1.620	1.252	1.951	2.097	1.313	1.225	0.893	2.471	20.14	2.4%	4.872	5.314	5.361	4.589

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	17.49	17.52	17.78	18.51	18.95	19.13	9.878	13.44	19.98	19.58	19.66	20.14
All Visitor Types	£M	105.80	112.13	111.98	115.06	122.96	127.10	61.77	94.35	117.29	120.82	118.85	123.35
Share of Total	%	16.5%	15.6%	15.9%	16.1%	15.4%	15.1%	16.0%	14.2%	17.0%	16.2%	16.5%	16.3%
Annual Change in Share	%		-5.5%	1.6%	1.3%	-4.2%	-2.3%	6.3%	-11.0%	19.6%	-4.9%	2.1%	-1.3%
Change in Share from 2014	%		-5.5%	-3.9%	-2.7%	-6.8%	-8.9%	-3.2%	-13.8%	3.1%	-1.9%	0.1%	-1.2%
Avg Ann. Change in Share	%		-5.5%	-2.0%	-0.9%	-1.7%	-1.8%	-0.5%	-2.0%	0.4%	-0.2%	0.0%	-0.1%

SFR



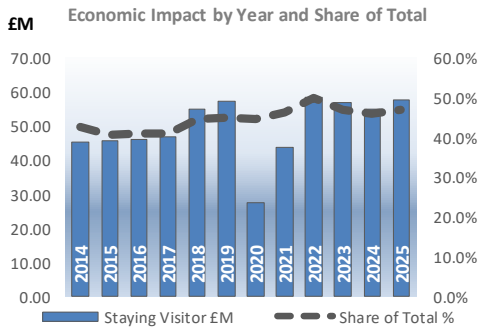
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STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL										2014 to 2025 2025 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																
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		17.9%	16.1%	13.0%	37.9%	27.3%	24.1%	26.6%	30.2%	38.5%	39.9%	24.5%	29.1%	28.1%		15.9%	29.6%	31.4%	31.8%
% Change 2024 to 2025		5.1%	9.0%	2.5%	9.3%	5.7%	5.4%	4.8%	4.8%	10.0%	4.3%	0.7%	2.4%	5.5%	Annual Change	5.2%	6.8%	6.3%	2.7%
Average Annual Change		1.6%	1.5%	1.2%	3.4%	2.5%	2.2%	2.4%	2.7%	3.5%	3.6%	2.2%	2.6%	2.6%		1.4%	2.7%	2.9%	2.9%
2014	£M	3.602	2.114	2.751	3.918	4.267	4.064	5.123	6.053	4.560	3.091	2.242	3.266	45.05		8.467	12.25	15.74	8.598
2015	£M	3.664	2.185	2.709	3.937	4.322	4.212	5.226	6.300	4.484	3.066	2.262	3.231	45.60	1.2%	8.558	12.47	16.01	8.558
2016	£M	3.597	2.138	2.640	3.947	4.284	4.155	5.352	6.498	4.540	3.088	2.270	3.340	45.85	0.6%	8.375	12.39	16.39	8.698
2017	£M	3.710	2.086	2.495	4.155	4.441	4.158	5.506	6.503	4.786	3.209	2.296	3.567	46.91	2.3%	8.292	12.76	16.79	9.072
2018	£M	3.904	2.324	2.834	4.772	5.466	5.117	6.477	7.907	5.687	3.890	2.634	3.837	54.85	16.9%	9.063	15.36	20.07	10.36
2019	£M	3.987	2.359	2.908	5.084	5.827	5.353	6.924	8.261	5.846	3.880	2.751	3.899	57.08	4.1%	9.253	16.26	21.03	10.53
2020	£M	4.057	2.034	1.422	0.216	0.334	0.329	3.365	5.868	5.357	2.905	0.315	1.354	27.56	-51.7%	7.513	0.880	14.59	4.574
2021	£M	0.296	0.205	0.244	1.363	4.163	5.267	6.543	8.097	6.850	4.470	2.553	3.436	43.49	57.8%	0.745	10.79	21.49	10.46
2022	£M	3.914	2.199	3.150	5.095	5.955	5.560	6.986	8.306	6.256	3.958	2.709	4.274	58.36	34.2%	9.262	16.61	21.55	10.94
2023	£M	4.177	2.418	3.149	5.175	5.599	4.933	6.260	7.731	5.984	4.219	2.806	4.218	56.67	-2.9%	9.744	15.71	19.98	11.24
2024	£M	4.042	2.251	3.034	4.941	5.139	4.786	6.188	7.522	5.742	4.145	2.772	4.115	54.68	-3.5%	9.327	14.87	19.45	11.03
2025	£M	4.246	2.453	3.110	5.403	5.433	5.042	6.485	7.883	6.316	4.324	2.792	4.214	57.70	5.5%	9.809	15.88	20.68	11.33

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	45.05	45.60	45.85	46.91	54.85	57.08	27.56	43.49	58.36	56.67	54.68	57.70
All Visitor Types	£M	105.80	112.13	111.98	115.06	122.96	127.10	61.77	94.35	117.29	120.82	118.85	123.35
Share of Total	%	42.6%	40.7%	40.9%	40.8%	44.6%	44.9%	44.6%	46.1%	49.8%	46.9%	46.0%	46.8%
Annual Change in Share	%		-4.5%	0.7%	-0.4%	9.4%	0.7%	-0.7%	3.3%	8.0%	-5.7%	-1.9%	1.7%
Change in Share from 2014	%		-4.5%	-3.8%	-4.2%	4.8%	5.5%	4.8%	8.2%	16.9%	10.2%	8.0%	9.9%
Avg Ann. Change in Share	%		-4.5%	-1.9%	-1.4%	1.2%	1.1%	0.8%	1.2%	2.1%	1.1%	0.8%	0.9%

STAYING VISITOR



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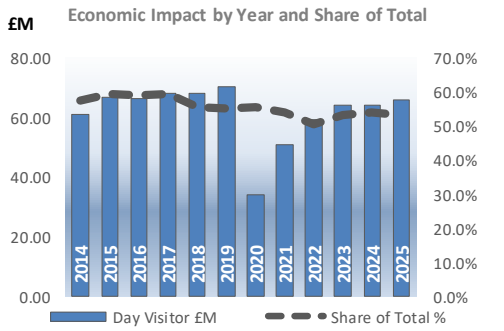
STEAM REPORT FOR 2014-2025 - FINAL BOSTON BOROUGH COUNCIL		2014 to 2025 2025 Prices	DAY VISITOR	ECONOMIC IMPACT Indexed

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	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	18.3% 16.2% 33.1% -5.0% 12.3% 18.2% -5.8% 4.6% 5.2% 9.1% -15.9% -0.5%	8.1%		24.3% 9.7% 1.4% -0.9%
% Change 2024 to 2025	3.6% -0.9% 3.2% 3.3% 4.4% -1.7% 6.0% 3.5% 3.4% 0.8% -3.2% -3.5%	2.3%	Annual Change	2.0% 1.8% 4.2% -1.3%
Average Annual Change	1.7% 1.5% 3.0% -0.5% 1.1% 1.7% -0.5% 0.4% 0.5% 0.8% -1.4% 0.0%	0.7%		2.2% 0.9% 0.1% -0.1%
2014 £M	2.711 3.964 5.450 4.656 6.916 5.956 7.311 10.51 5.120 3.812 2.591 1.757	60.75		12.13 17.53 22.94 8.160
2015 £M	3.233 4.612 5.836 4.734 7.293 6.221 7.529 12.01 5.888 4.476 2.677 2.021	66.53	9.5%	13.68 18.25 25.43 9.173
2016 £M	3.246 4.542 6.375 4.587 7.566 6.867 7.009 11.81 5.457 4.158 2.517 1.996	66.13	-0.6%	14.16 19.02 24.27 8.671
2017 £M	3.347 4.684 6.576 4.733 7.806 7.082 7.226 12.17 5.607 4.273 2.586 2.051	68.14	3.0%	14.61 19.62 25.00 8.909
2018 £M	3.431 4.697 6.622 4.675 7.805 6.878 7.125 12.33 5.740 4.284 2.518 2.012	68.11	0.0%	14.75 19.36 25.19 8.814
2019 £M	3.529 4.851 7.030 4.848 7.884 7.173 7.170 12.55 5.932 4.485 2.486 2.077	70.02	2.8%	15.41 19.91 25.65 9.048
2020 £M	3.381 4.426 3.509 0.318 0.821 1.604 2.382 7.356 4.441 3.354 1.209 1.406	34.21	-51.1%	11.32 2.744 14.18 5.969
2021 £M	1.040 1.745 2.990 2.603 5.704 6.251 6.000 11.13 5.482 4.183 2.098 1.639	50.86	48.7%	5.775 14.56 22.61 7.920
2022 £M	2.765 3.664 6.066 4.015 6.696 6.327 6.129 10.22 5.004 3.973 2.190 1.882	58.93	15.9%	12.49 17.04 21.35 8.046
2023 £M	3.056 4.478 6.911 4.348 7.282 6.912 6.509 10.92 5.527 4.166 2.247 1.803	64.15	8.9%	14.44 18.54 22.95 8.216
2024 £M	3.096 4.649 7.026 4.284 7.442 7.163 6.494 10.62 5.209 4.125 2.252 1.812	64.17	0.0%	14.77 18.89 22.32 8.188
2025 £M	3.207 4.607 7.253 4.424 7.767 7.039 6.885 10.99 5.387 4.157 2.179 1.748	65.64	2.3%	15.07 19.23 23.26 8.084

ECONOMIC IMPACT - INDEXED TO 2025

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	60.75	66.53	66.13	68.14	68.11	70.02	34.21	50.86	58.93	64.15	64.17	65.64
All Visitor Types	£M	105.80	112.13	111.98	115.06	122.96	127.10	61.77	94.35	117.29	120.82	118.85	123.35
Share of Total	%	57.4%	59.3%	59.1%	59.2%	55.4%	55.1%	55.4%	53.9%	50.2%	53.1%	54.0%	53.2%
Annual Change in Share	%		3.3%	-0.5%	0.3%	-6.5%	-0.5%	0.5%	-2.7%	-6.8%	5.7%	1.7%	-1.4%
Change in Share from 2014	%		3.3%	2.8%	3.1%	-3.5%	-4.1%	-3.5%	-6.1%	-12.5%	-7.5%	-6.0%	-7.3%
Avg Ann. Change in Share	%		3.3%	1.4%	1.0%	-0.9%	-0.8%	-0.6%	-0.9%	-1.6%	-0.8%	-0.6%	-0.7%

DAY VISITOR



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