STEAM REPORT FOR 2015-2025 - FINAL

Final

EAST LINDSEY COASTAL STRIP

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STEAM REPORT FOR 2015-2025 - FINAL

EAST LINDSEY COASTAL STRIP

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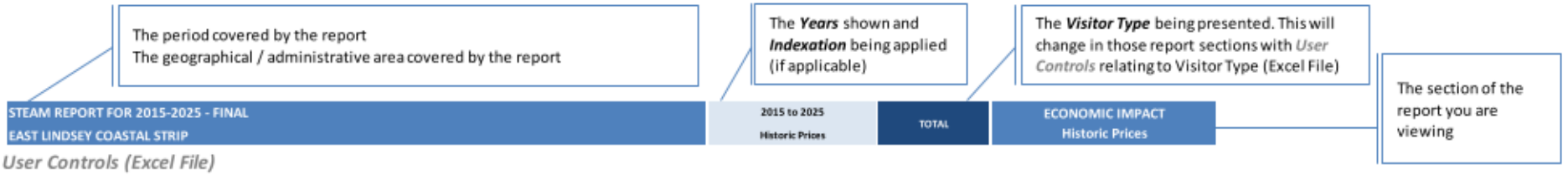
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

Report Section Design and Features

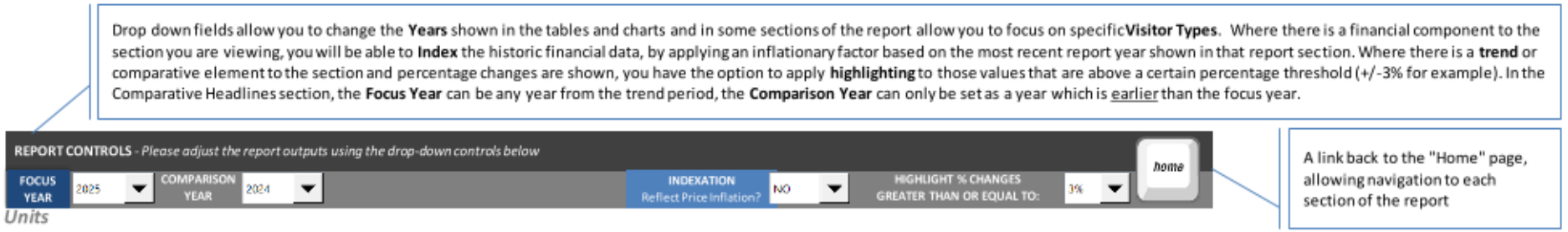
Headers

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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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STEAM REPORT FOR 2015-2025 - FINAL

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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	0.520	0.526	-1.2%	7.712	6.777	13.8%	0.177	0.172	3.1%	8.409	7.475	12.5%	1.453	1.429	1.7%	9.862	8.904	10.8%
Visitor Numbers	M	0.266	0.269	-1.0%	1.141	0.944	20.8%	0.082	0.079	2.9%	1.488	1.292	15.2%	1.453	1.429	1.7%	2.942	2.721	8.1%
Direct Expenditure	£M																555.17	482.79	15.0%
Economic Impact	£M	74.19	72.90	1.8%	586.85	494.47	18.7%	12.59	11.79	6.8%	673.63	579.16	16.3%	78.26	74.24	5.4%	751.89	653.39	15.1%
Direct Employment	FTEs	1,083	1,110	-2.4%	3,216	2,907	10.7%	82	81	0.9%	4,382	4,098	6.9%	504	506	-0.4%	4,885	4,604	6.1%
Total Employment	FTEs																6,357	5,955	6.7%

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

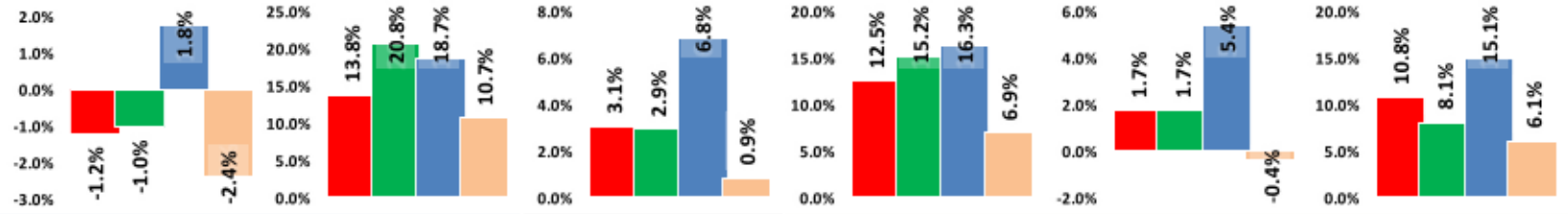
KEY

Visitor Days

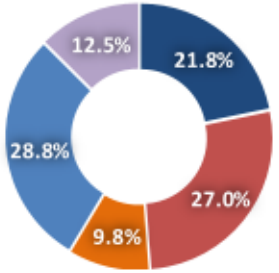
Visitor Numbers

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	120.82	103.15	17.1%
Food & Drink	149.93	131.25	14.2%
Recreation	54.67	48.13	13.6%
Shopping	160.08	139.59	14.7%
Transport	69.67	60.65	14.9%
TOTAL DIRECT	555.17	482.79	15.0%
Indirect	196.72	170.61	15.3%
TOTAL	751.89	653.39	15.1%

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	1,089	1,088	0.1%
Food & Drink	1,447	1,341	7.9%
Recreation	640	597	7.3%
Shopping	1,408	1,301	8.3%
Transport	300	277	8.5%
TOTAL DIRECT	4,885	4,604	6.1%
Indirect	1,472	1,352	8.9%
TOTAL	6,357	5,955	6.7%

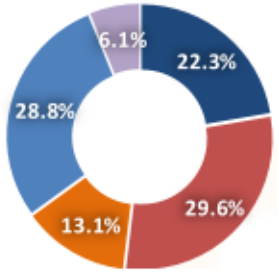
Accommodation

Food & Drink

Recreation

Shopping

Transport



Direct Employment Categories

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Unindexed Key Measures by Year and Visitor Type for the Period 2015 to 2025

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

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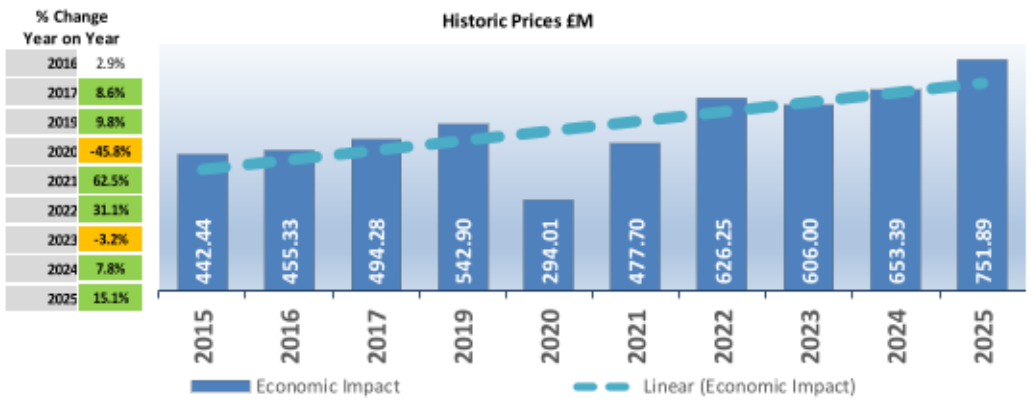
STEAM REPORT FOR 2015-2025 - FINAL
EAST LINDSEY COASTAL STRIP

2015 to 2025
Historic Prices

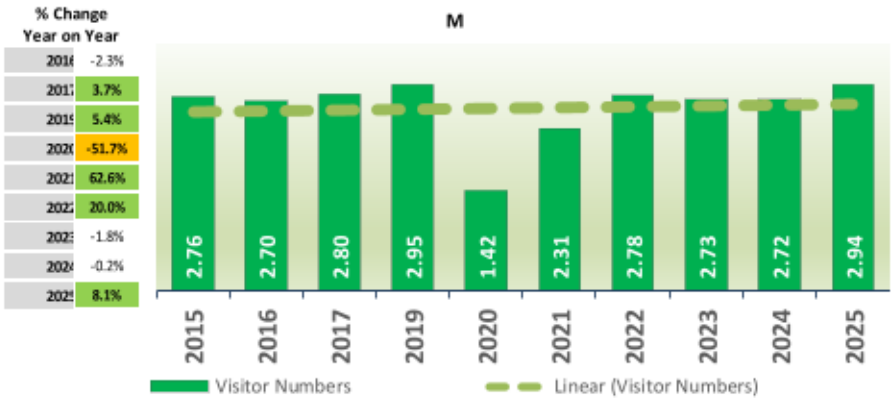
TOTAL

KEY MEASURES
Historic Prices

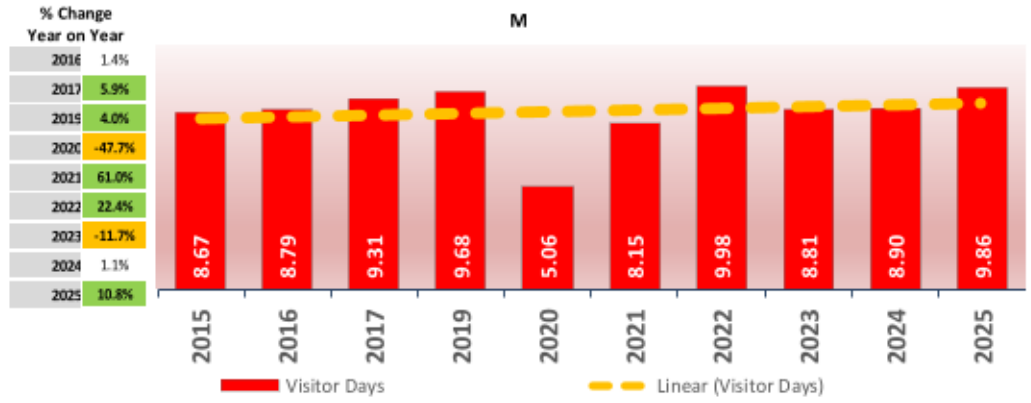
Economic Impact - Historic Prices - Total



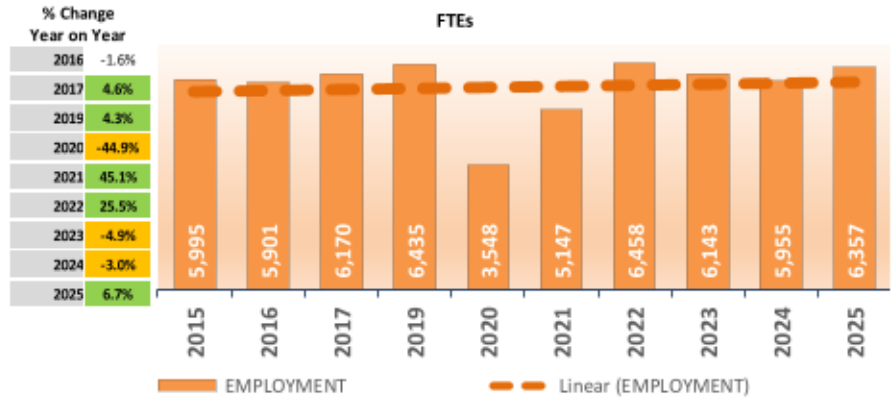
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		2.9%	11.7%	22.7%	-33.5%	8.0%	41.5%	37.0%	47.7%	69.9%
Visitor Numbers		-2.3%	1.3%	6.7%	-48.5%	-16.2%	0.5%	-1.3%	-1.5%	6.5%
Visitor Days		1.4%	7.4%	11.7%	-41.6%	-6.0%	15.1%	1.6%	2.7%	13.8%
Total Employment		-1.6%	2.9%	7.3%	-40.8%	-14.1%	7.7%	2.5%	-0.7%	6.1%

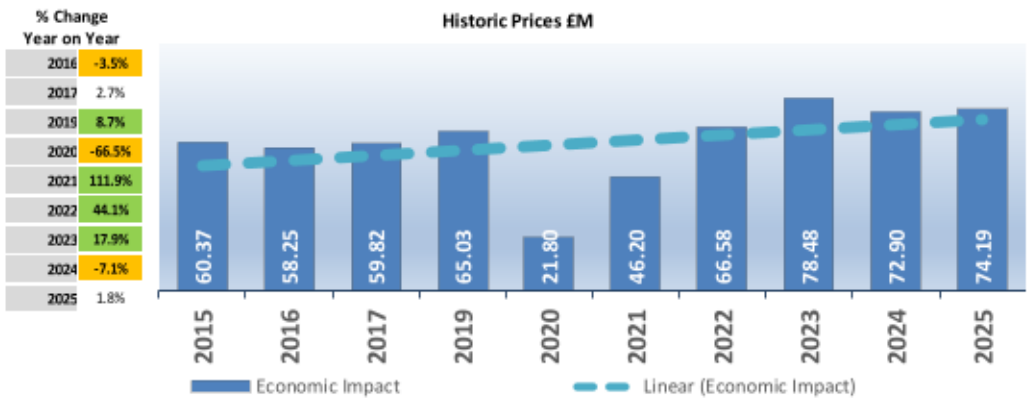
"Linear" = *Linear Trendline*

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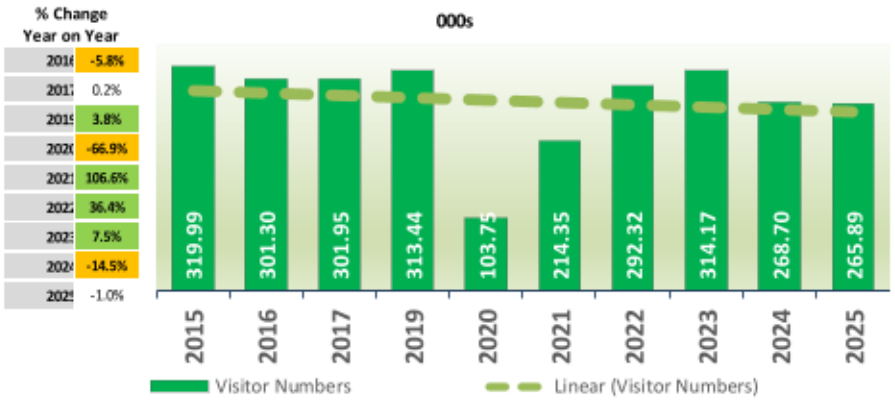
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STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP	2015 to 2025 Historic Prices	SERVICED ACCOMMODATION	KEY MEASURES Historic Prices

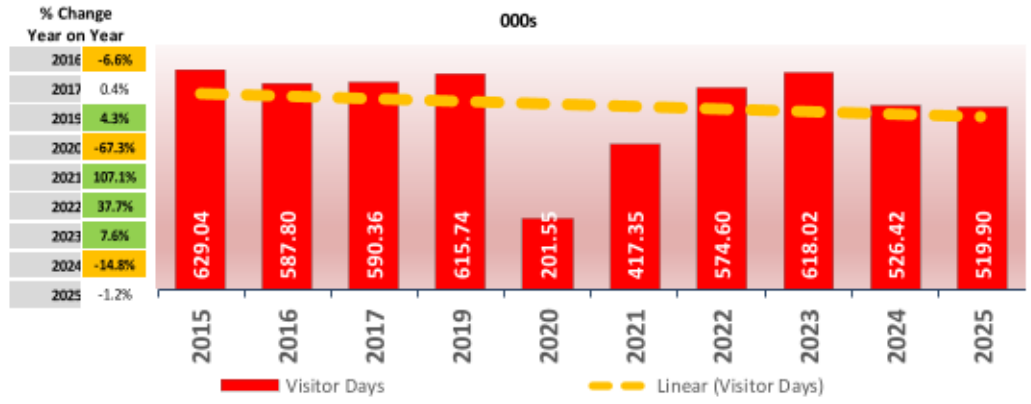
Economic Impact - Historic Prices - Serviced Accommodation



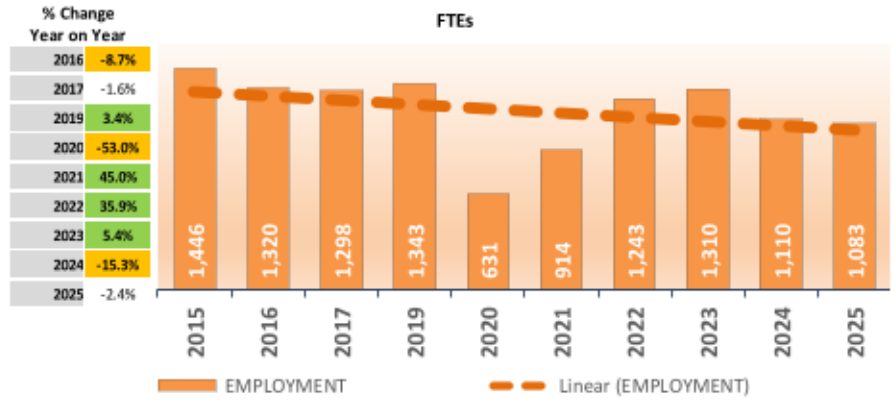
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		-3.5%	-0.9%	7.7%	-63.9%	-23.5%	10.3%	30.0%	20.8%	22.9%
Visitor Numbers		-5.8%	-5.6%	-2.0%	-67.6%	-33.0%	-8.6%	-1.8%	-16.0%	-16.9%
Visitor Days		-6.6%	-6.1%	-2.1%	-68.0%	-33.7%	-8.7%	-1.8%	-16.3%	-17.3%
Direct Employment		-8.7%	-10.2%	-7.1%	-56.4%	-36.7%	-14.0%	-9.4%	-23.2%	-25.1%

"**Linear**" = *Linear Trendline*

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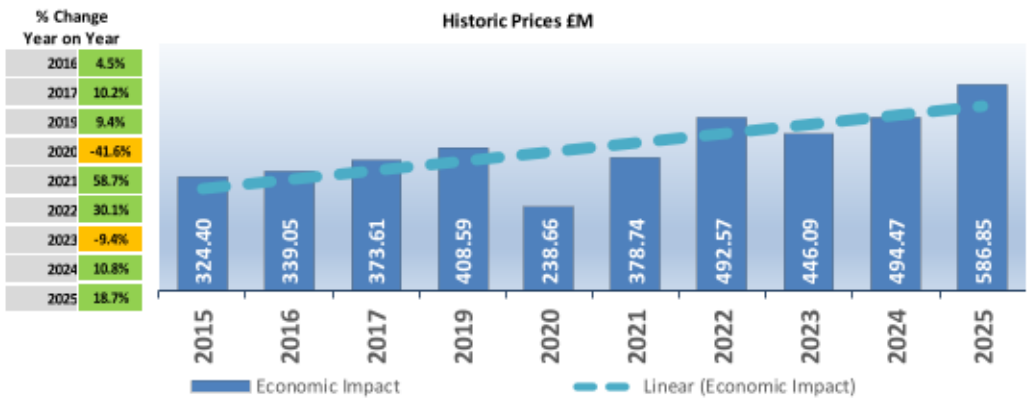
STEAM REPORT FOR 2015-2025 - FINAL
EAST LINDSEY COASTAL STRIP

2015 to 2025
Historic Prices

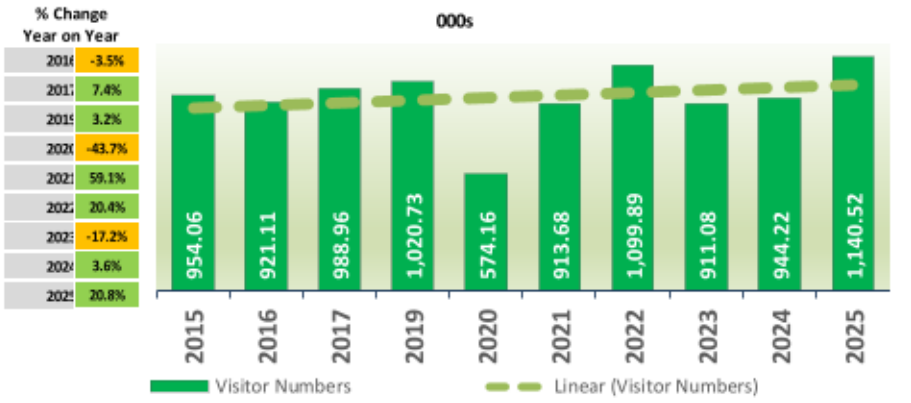
NON-SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

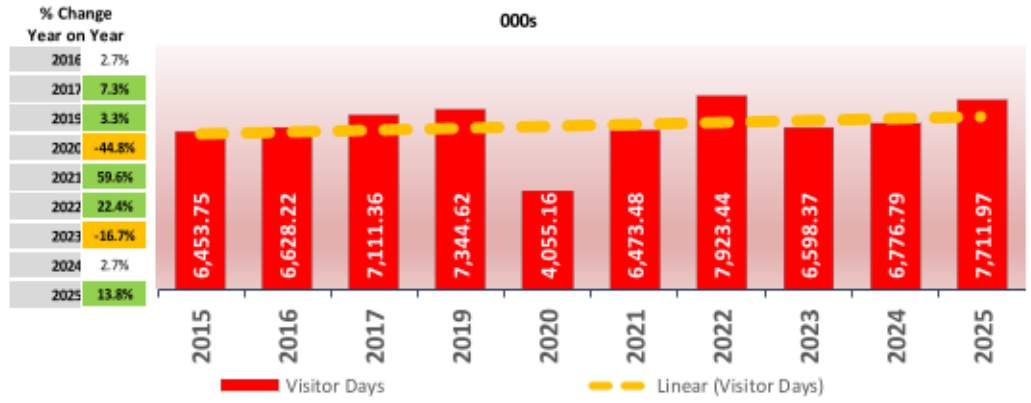
Economic Impact - Historic Prices - Non-Serviced Accommodation



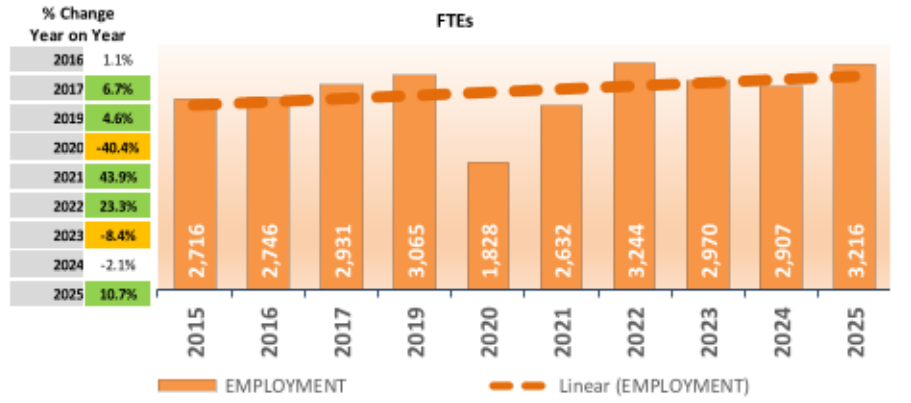
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		4.5%	15.2%	26.0%	-26.4%	16.7%	51.8%	37.5%	52.4%	80.9%
Visitor Numbers		-3.5%	3.7%	7.0%	-39.8%	-4.2%	15.3%	-4.5%	-1.0%	19.5%
Visitor Days		2.7%	10.2%	13.8%	-37.2%	0.3%	22.8%	2.2%	5.0%	19.5%
Direct Employment		1.1%	7.9%	12.8%	-32.7%	-3.1%	19.4%	9.3%	7.0%	18.4%

"Linear" = *Linear Trendline*

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2015 to 2025
Historic Prices

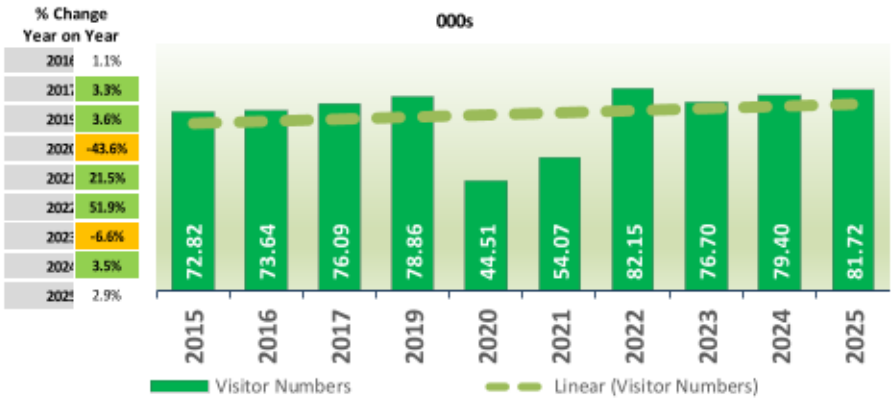
SFR

KEY MEASURES
Historic Prices

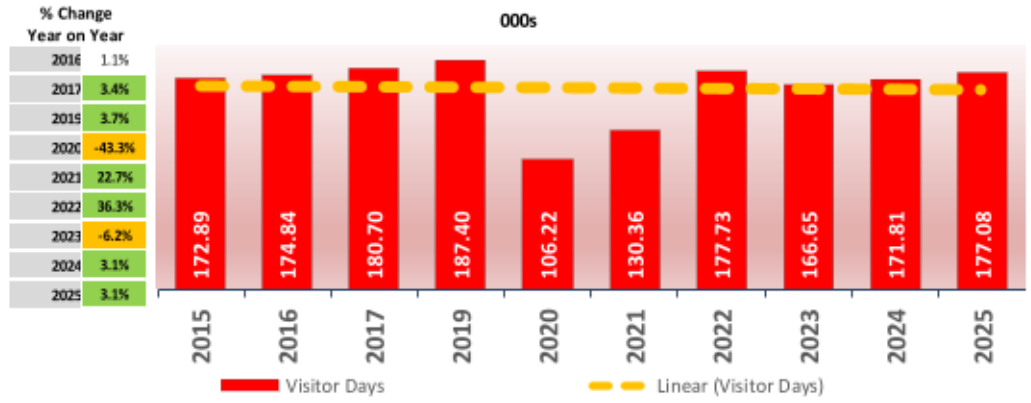
Economic Impact - Historic Prices - SFR



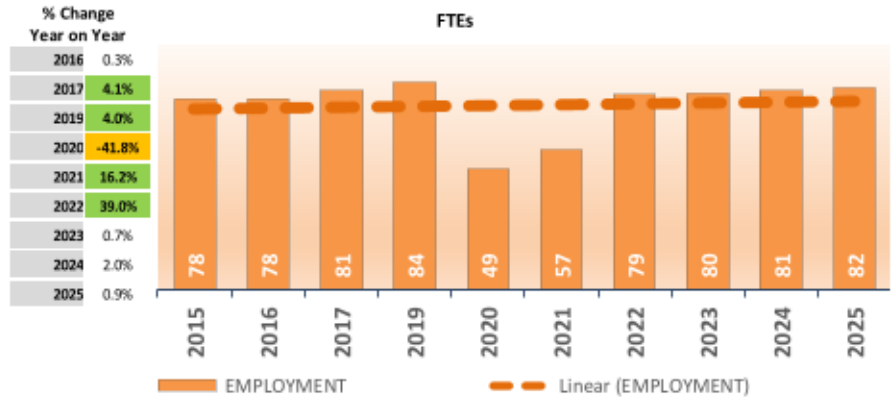
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		2.5%	8.6%	20.1%	-30.1%	-13.0%	27.9%	36.0%	47.1%	57.1%
Visitor Numbers		1.1%	4.5%	8.3%	-38.9%	-25.7%	12.8%	5.3%	9.0%	12.2%
Visitor Days		1.1%	4.5%	8.4%	-38.6%	-24.6%	2.8%	-3.6%	-0.6%	2.4%
Direct Employment		0.3%	4.4%	8.6%	-36.8%	-26.6%	2.0%	2.7%	4.8%	5.7%

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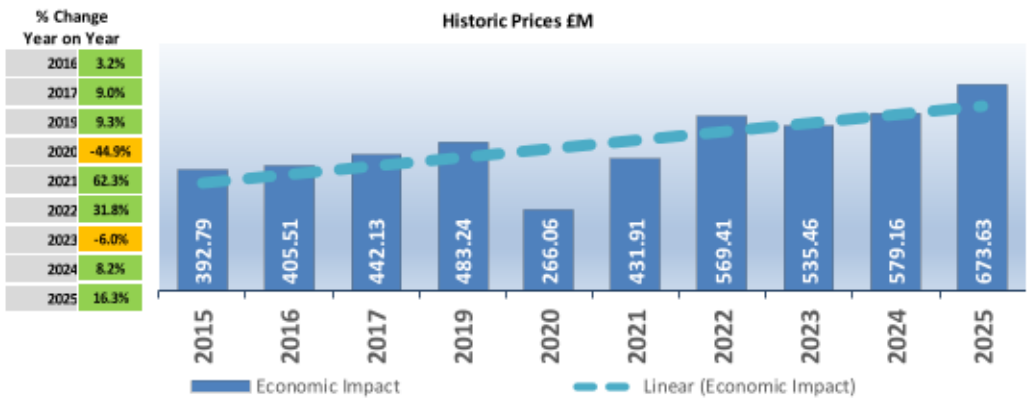
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2015 to 2025
Historic Prices

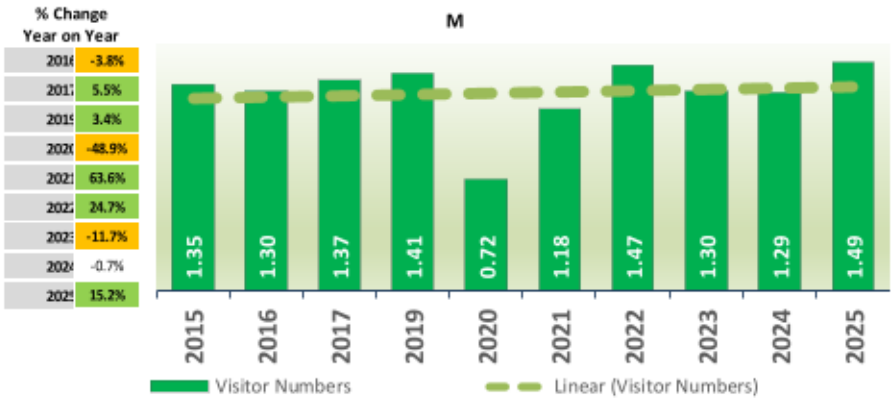
STAYING VISITOR

KEY MEASURES
Historic Prices

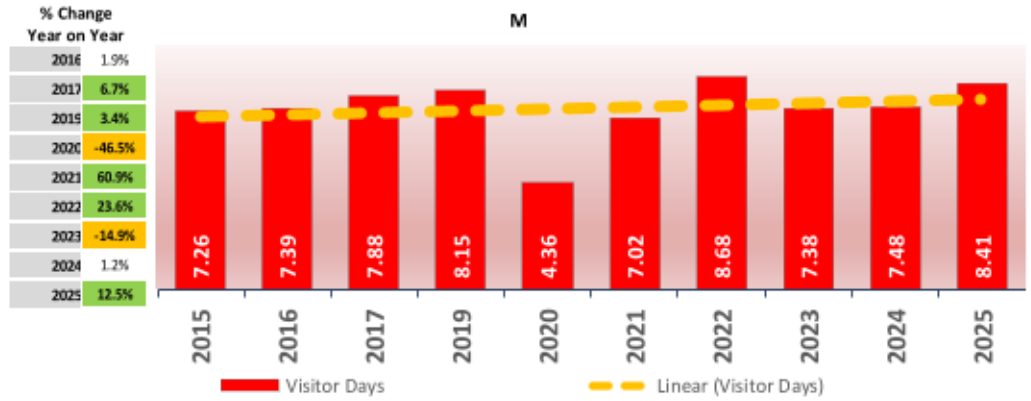
Economic Impact - Historic Prices - Staying Visitor



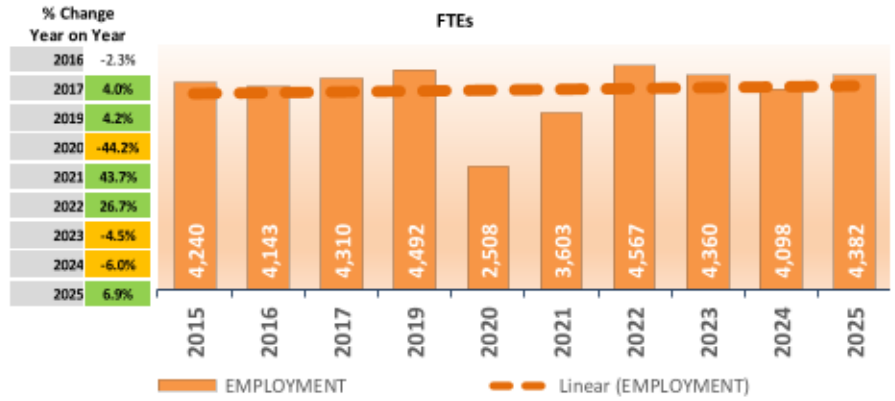
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		3.2%	12.6%	23.0%	-32.3%	10.0%	45.0%	36.3%	47.4%	71.5%
Visitor Numbers		-3.8%	1.5%	4.9%	-46.4%	-12.2%	9.5%	-3.3%	-4.0%	10.5%
Visitor Days		1.9%	8.6%	12.3%	-39.9%	-3.2%	19.6%	1.8%	3.0%	15.9%
Direct Employment		-2.3%	1.7%	5.9%	-40.9%	-15.0%	7.7%	2.8%	-3.4%	3.3%

"Linear" = *Linear Trendline*

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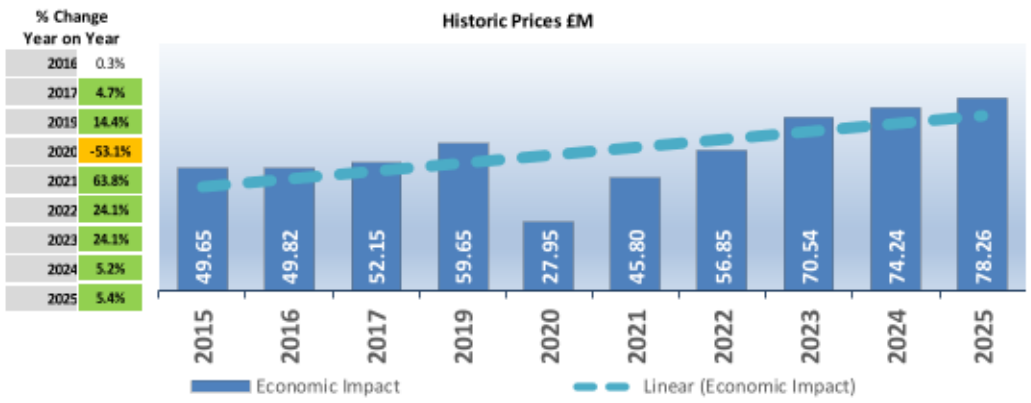
STEAM REPORT FOR 2015-2025 - FINAL
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2015 to 2025
Historic Prices

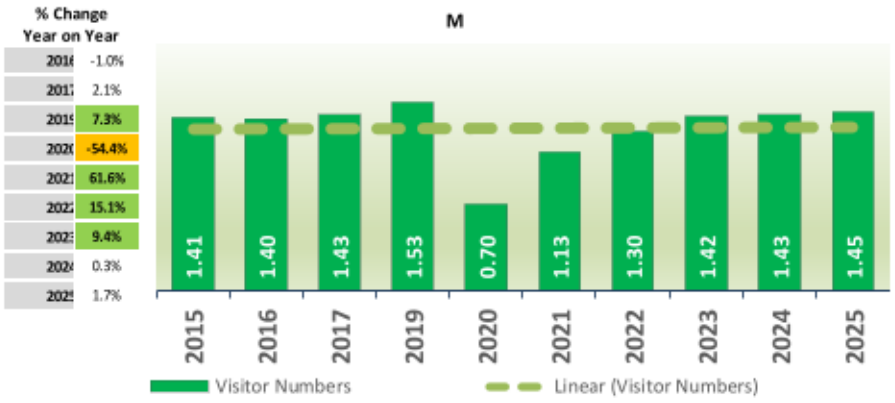
DAY VISITOR

KEY MEASURES
Historic Prices

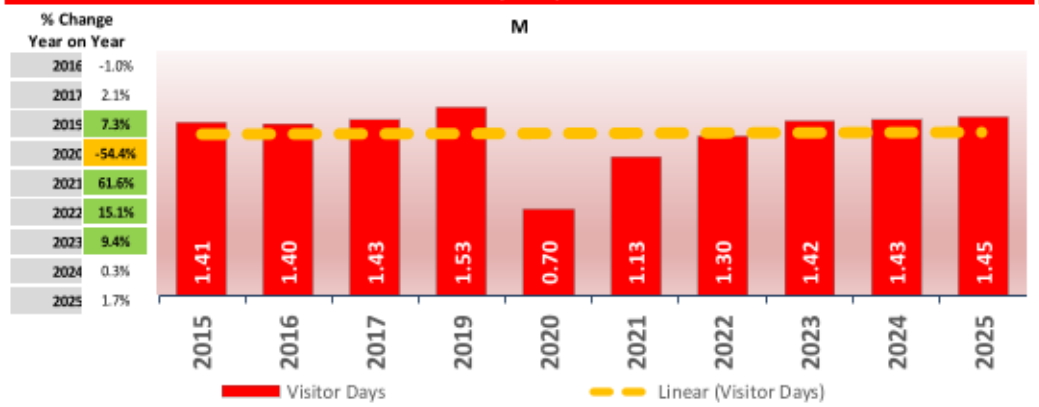
Economic Impact - Historic Prices - Day Visitor



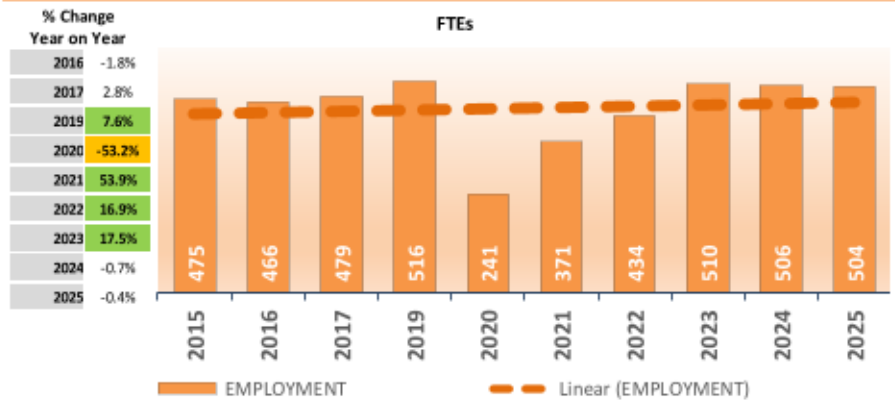
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		0.3%	5.0%	20.1%	-43.7%	-7.8%	14.5%	42.1%	49.5%	57.6%
Visitor Numbers		-1.0%	1.1%	8.5%	-50.5%	-20.0%	-8.0%	0.7%	1.0%	2.8%
Visitor Days		-1.0%	1.1%	8.5%	-50.5%	-20.0%	-8.0%	0.7%	1.0%	2.8%
Direct Employment		-1.8%	1.0%	8.6%	-49.2%	-21.9%	-8.7%	7.3%	6.5%	6.1%

"Linear" = *Linear Trendline*

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Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2015 to 2025

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

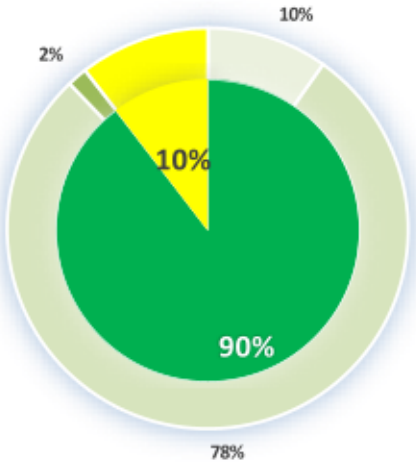
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STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP	2025 Historic Prices	TOTAL	DISTRIBUTION BY VISITOR TYPE Historic Prices

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

TOTAL
£751.89m

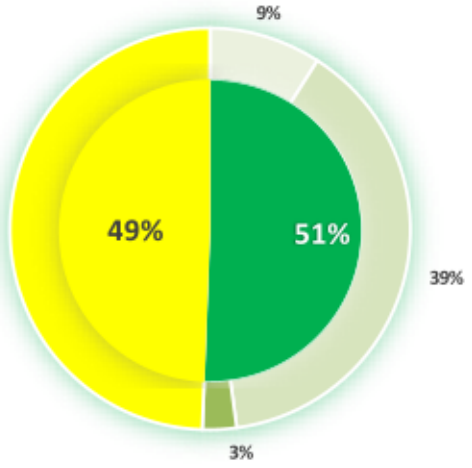
	£M
Serviced	74.19
Non-Serviced	586.85
SFR	12.59
Staying Visitor	673.63
Day Visitor	78.26
Total	751.89



Visitor Numbers - 2025 - M - Share of Total

TOTAL
2.94m

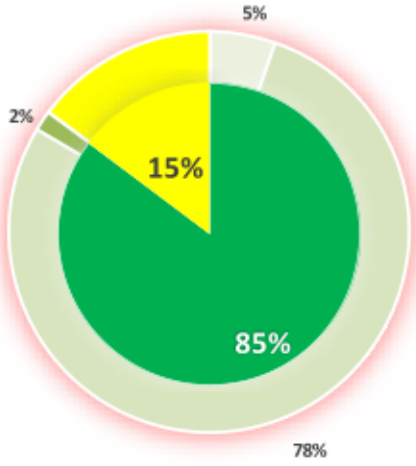
	M
Serviced	0.27
Non-Serviced	1.14
SFR	0.08
Staying Visitor	1.49
Day Visitor	1.45
Total	2.94



Visitor Days - 2025 - M - Share of Total

TOTAL
9.86m

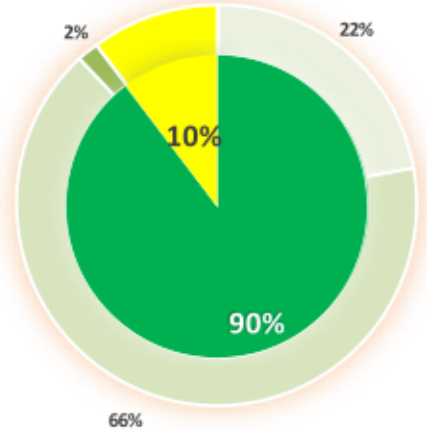
	M
Serviced	0.52
Non-Serviced	7.71
SFR	0.18
Staying Visitor	8.41
Day Visitor	1.45
Total	9.86



Direct Employment Supported - 2025 - FTEs - Share of Total

TOTAL
4,885 Direct FTEs
6,357 Total FTEs

	FTEs
Serviced	1,083
Non-Serviced	3,216
SFR	82
Staying Visitor	4,382
Day Visitor	504
Total	4,885



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

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP	2025 Historic Prices	TOTAL	DISTRIBUTION BY MONTH Historic Prices

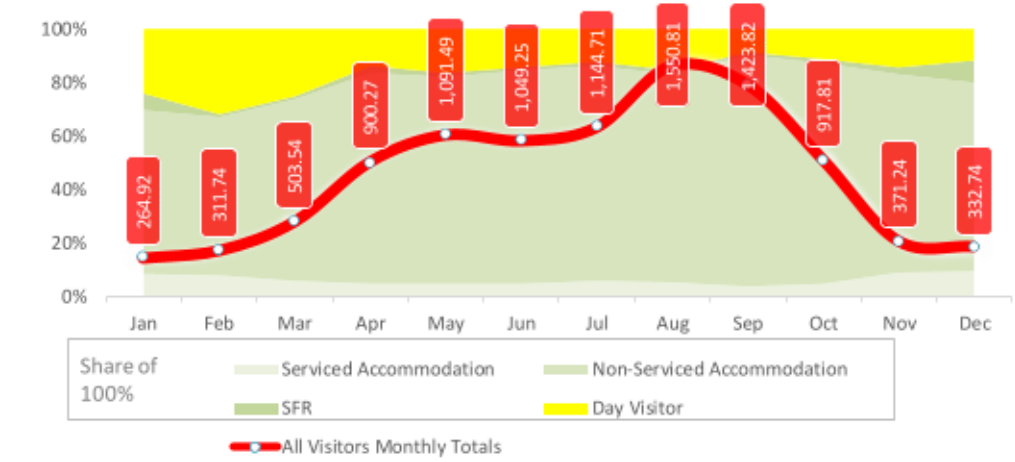
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



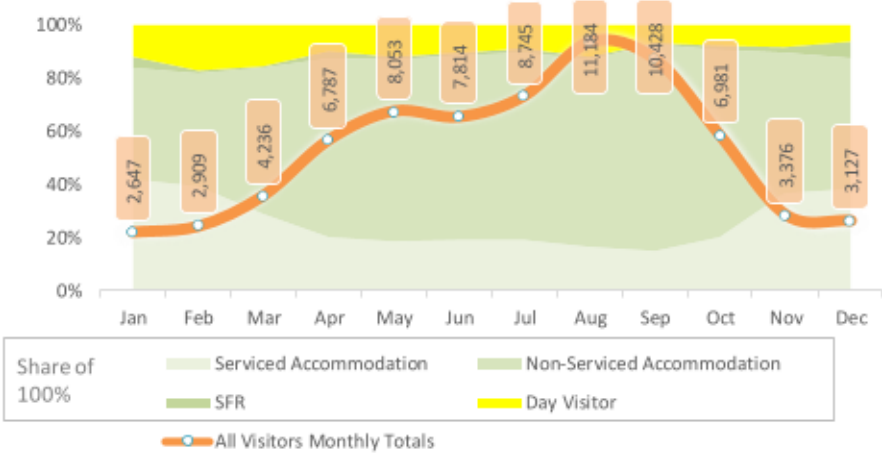
Visitor Numbers - 2025 - 000s - Distribution of Impact by Month



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



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

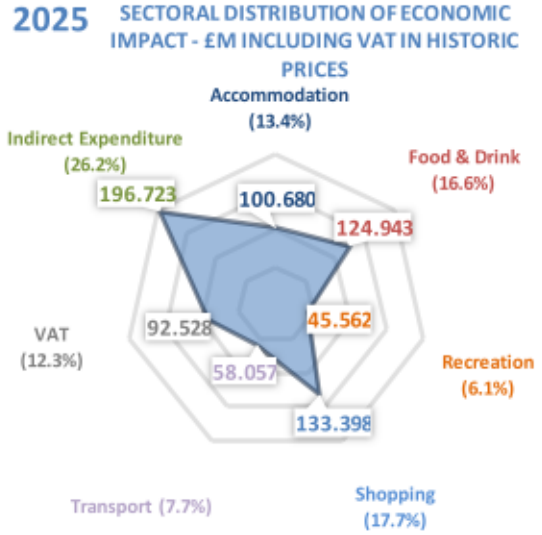


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STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP	2015 to 2025 Historic Prices	TOTAL	SECTORAL ANALYSIS Historic Prices

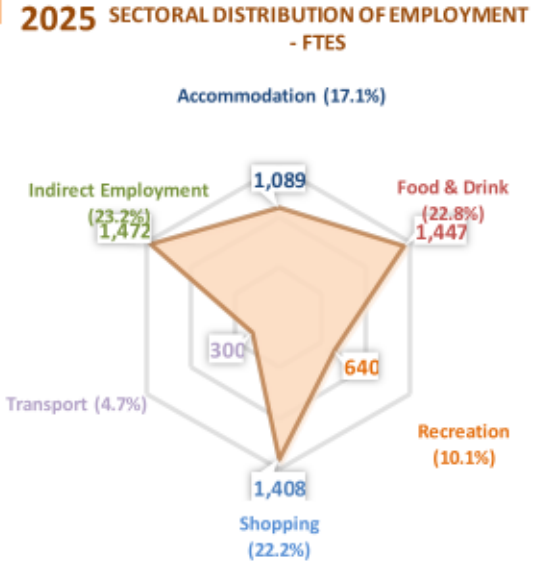
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	62.34	64.99	70.75	75.49	48.07	68.08	86.52	75.30	85.96	100.68
Food & Drink	£M	73.20	74.83	81.10	89.79	50.77	78.01	103.83	102.40	109.38	124.94
Recreation	£M	27.13	27.65	29.89	33.12	18.43	28.71	38.02	36.72	40.11	45.56
Shopping	£M	76.69	78.74	85.19	94.38	50.04	82.78	108.60	118.26	116.33	133.40
Transport	£M	33.42	34.38	37.35	41.37	22.27	36.62	48.01	46.04	50.54	58.06
Direct Revenue	£M	272.78	280.60	304.28	334.15	189.58	294.21	384.97	378.72	402.32	462.64
VAT	£M	54.56	56.12	60.86	66.83	26.65	58.53	76.99	75.74	80.46	92.53
Direct Expenditure	£M	327.34	336.72	365.14	400.98	216.23	352.74	461.97	454.47	482.79	555.17
Indirect Expenditure	£M	115.10	118.61	129.14	141.92	77.78	124.96	164.29	151.54	170.61	196.72
TOTAL	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39	751.89



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	1,428	1,315	1,287	1,359	805	1,003	1,287	1,291	1,088	1,089
Food & Drink	FTEs	1,260	1,261	1,342	1,397	767	1,132	1,426	1,331	1,341	1,447
Recreation	FTEs	567	565	600	625	338	506	634	579	597	640
Shopping	FTEs	1,203	1,210	1,285	1,339	689	1,095	1,359	1,401	1,301	1,408
Transport	FTEs	257	259	276	288	150	237	294	267	277	300
Direct Employment	FTEs	4,715	4,610	4,790	5,008	2,749	3,974	5,000	4,870	4,604	4,885
Indirect Employment	FTEs	1,280	1,291	1,380	1,427	799	1,173	1,457	1,273	1,352	1,472
TOTAL	FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955	6,357



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

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

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2015 to 2025

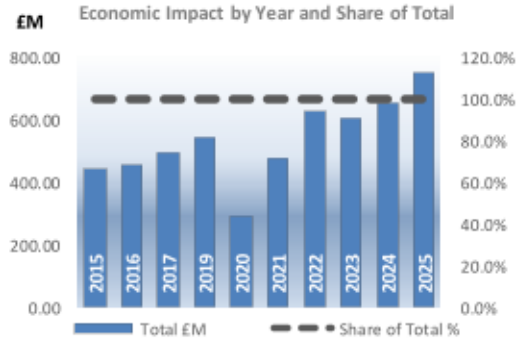
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 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																
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 2015 to 2025		58.3%	56.8%	52.6%	85.1%	60.4%	55.8%	60.0%	66.2%	96.8%	92.6%	55.7%	84.1%	69.9%		55.2%	65.2%	73.4%	80.8%
% Change 2024 to 2025		8.8%	16.1%	3.4%	21.6%	14.3%	12.0%	16.5%	15.9%	22.0%	14.6%	6.5%	8.4%	15.1%	Annual Change	8.2%	15.5%	18.1%	11.3%
Average Annual Change		5.8%	5.7%	5.3%	8.5%	6.0%	5.6%	6.0%	6.6%	9.7%	9.3%	5.6%	8.4%	7.0%		5.5%	6.5%	7.3%	8.1%
2015	£M	12.56	14.55	23.76	35.51	49.37	49.22	60.40	73.05	56.62	35.02	18.33	14.04	442.44		50.87	134.10	190.08	67.39
2016	£M	12.85	14.74	24.16	35.77	50.61	50.44	62.30	76.62	58.85	35.76	18.64	14.60	455.33	2.9%	51.75	136.82	197.77	68.99
2017	£M	14.17	16.40	24.53	39.67	54.72	53.06	67.90	81.06	67.62	38.95	19.56	16.64	494.28	8.6%	55.10	147.45	216.58	75.14
2019	£M	16.26	18.25	26.87	45.79	62.02	57.86	73.70	88.82	69.38	43.02	22.22	18.69	542.90	9.8%	61.38	165.68	231.90	83.94
2020	£M	17.42	15.71	14.48	2.087	4.109	4.551	40.58	69.29	75.05	38.40	3.327	8.989	294.01	-45.8%	47.62	10.75	184.93	50.71
2021	£M	1.581	2.315	3.168	14.62	48.22	61.46	74.30	92.01	87.15	52.55	22.58	17.77	477.70	62.5%	7.065	124.29	253.46	92.89
2022	£M	17.52	17.71	33.66	49.79	70.68	68.37	84.64	100.90	84.78	48.58	24.67	24.96	626.25	31.1%	68.89	188.83	270.32	98.21
2023	£M	15.60	17.76	29.92	50.39	71.79	64.79	74.39	101.76	85.03	50.31	23.41	20.86	606.00	-3.2%	63.29	186.96	261.18	94.57
2024	£M	18.27	19.64	35.05	54.06	69.26	68.46	82.98	104.78	91.36	58.87	26.82	23.83	653.39	7.8%	72.96	191.79	279.12	109.53
2025	£M	19.88	22.81	36.25	65.73	79.18	76.67	96.66	121.42	111.44	67.47	28.55	25.83	751.89	15.1%	78.93	221.58	329.52	121.86

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Total	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39	751.89
All Visitor Types	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39	751.89
Share of Total	%	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 2015	%										
Avg Ann. Change in Share	%										

TOTAL



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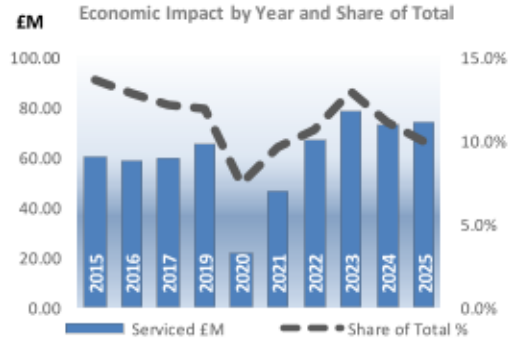
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 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 2015 to 2025		40.3%	12.9%	19.1%	23.5%	37.5%	22.9%	31.0%	25.7%	8.7%	9.9%	11.5%	41.5%	22.9%		22.4%	27.9%	22.4%	18.0%
% Change 2024 to 2025		13.0%	5.0%	12.9%	1.3%	2.3%	4.4%	6.0%	1.0%	-1.9%	-5.9%	-7.1%	-0.8%	1.8%	Annual Change	10.3%	2.8%	1.8%	-4.9%
Average Annual Change		4.0%	1.3%	1.9%	2.3%	3.8%	2.3%	3.1%	2.6%	0.9%	1.0%	1.1%	4.1%	2.3%		2.2%	2.8%	2.2%	1.8%
2015	£M	2.227	2.988	3.421	4.534	5.056	5.789	7.370	9.710	6.966	5.260	4.088	2.955	60.37		8.636	15.38	24.05	12.30
2016	£M	1.991	2.830	3.222	4.269	4.904	5.542	7.431	9.747	6.560	4.815	3.901	3.036	58.25	-3.5%	8.043	14.71	23.74	11.75
2017	£M	2.221	2.736	3.063	4.623	5.364	5.659	7.424	9.650	6.723	4.947	3.998	3.409	59.82	2.7%	8.020	15.65	23.80	12.35
2019	£M	2.393	2.919	3.252	4.951	5.950	6.204	8.010	10.72	7.030	5.512	4.455	3.639	65.03	8.7%	8.564	17.10	25.76	13.61
2020	£M	2.404	2.773	1.351	0.411	0.585	0.530	1.839	5.093	3.374	2.450	0.572	0.417	21.80	-66.5%	6.528	1.525	10.31	3.438
2021	£M	0.454	0.514	0.665	1.042	1.583	5.043	7.103	10.36	6.671	5.384	4.157	3.223	46.20	111.9%	1.633	7.668	24.13	12.76
2022	£M	2.187	2.939	3.360	5.289	6.038	6.364	8.374	10.71	7.096	5.676	4.638	3.918	66.58	44.1%	8.486	17.69	26.18	14.23
2023	£M	3.018	3.573	3.957	6.249	7.071	7.430	9.581	12.54	8.484	6.579	5.327	4.674	78.48	17.9%	10.55	20.75	30.60	16.58
2024	£M	2.764	3.214	3.609	5.526	6.795	6.815	9.109	12.08	7.721	6.146	4.907	4.216	72.90	-7.1%	9.588	19.14	28.91	15.27
2025	£M	3.124	3.374	4.073	5.600	6.952	7.112	9.653	12.20	7.573	5.783	4.557	4.181	74.19	1.8%	10.57	19.66	29.43	14.52

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	60.37	58.25	59.82	65.03	21.80	46.20	66.58	78.48	72.90	74.19
All Visitor Types	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39	751.89
Share of Total	%	13.6%	12.8%	12.1%	12.0%	7.4%	9.7%	10.6%	13.0%	11.2%	9.9%
Annual Change in Share	%		-6.2%	-5.4%	-1.0%	-38.1%	30.4%	9.9%	21.8%	-13.8%	-11.6%
Change in Share from 2015	%		-6.2%	-11.3%	-12.2%	-45.7%	-29.1%	-22.1%	-5.1%	-18.2%	-27.7%
Avg Ann. Change in Share	%		-6.2%	-5.7%	-3.1%	-9.1%	-4.9%	-3.2%	-0.6%	-2.0%	-2.8%

SERVICED ACCOMMODATION



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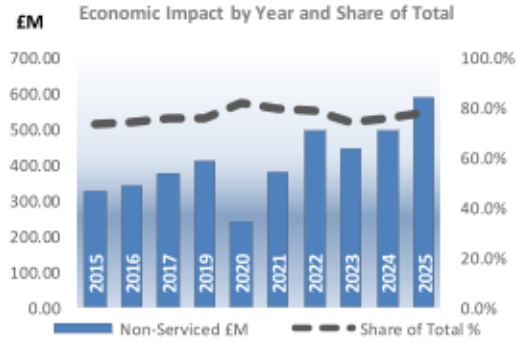
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 to 2025 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025		78.2%	75.0%	49.6%	103.6%	61.6%	57.0%	66.9%	76.5%	113.8%	118.1%	74.5%	106.4%	80.9%		62.2%	70.3%	84.9%	104.7%
% Change 2024 to 2025		8.6%	26.3%	1.2%	27.3%	17.2%	14.7%	18.9%	19.7%	25.9%	18.7%	11.1%	12.3%	18.7%	Annual Change	8.8%	19.1%	21.6%	15.7%
Average Annual Change		7.8%	7.5%	5.0%	10.4%	6.2%	5.7%	6.7%	7.6%	11.4%	11.8%	7.5%	10.6%	8.1%		6.2%	7.0%	8.5%	10.5%
2015	£M	6.837	7.878	16.71	25.35	38.07	38.58	46.74	53.70	44.98	25.31	11.69	8.549	324.40		31.42	102.01	145.42	45.55
2016	£M	7.290	8.224	16.96	25.94	39.17	39.52	48.86	57.24	47.86	26.71	12.28	9.001	339.05	4.5%	32.48	104.63	153.96	47.99
2017	£M	8.256	9.799	17.27	29.09	42.65	41.83	54.49	61.03	56.02	29.70	12.93	10.54	373.61	10.2%	35.32	113.57	171.54	53.18
2019	£M	9.671	10.71	18.62	34.28	48.35	45.22	59.09	66.51	56.50	32.59	14.94	12.12	408.59	9.4%	39.00	127.85	182.09	59.65
2020	£M	10.78	8.829	10.72	1.192	2.590	2.730	36.21	57.07	67.48	32.55	1.655	6.848	238.66	-41.6%	30.33	6.512	160.77	41.05
2021	£M	0.274	0.268	0.536	10.19	40.70	50.38	61.25	70.74	74.57	42.17	15.80	11.87	378.74	58.7%	1.078	101.26	206.56	69.84
2022	£M	12.01	11.04	25.47	38.13	57.00	55.43	69.68	79.26	71.90	37.90	17.12	17.64	492.57	30.1%	48.52	150.56	220.84	72.66
2023	£M	8.657	9.163	19.74	36.50	55.35	49.22	56.95	76.01	69.30	37.84	14.76	12.58	446.09	-9.4%	37.56	141.08	202.26	65.19
2024	£M	11.23	10.91	24.71	40.56	52.51	52.81	65.59	79.15	76.42	46.50	18.37	15.71	494.47	10.8%	46.84	145.88	221.16	80.58
2025	£M	12.19	13.79	25.00	51.62	61.52	60.57	77.99	94.77	96.18	55.19	20.41	17.65	586.85	18.7%	50.97	173.71	268.93	93.25

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	324.40	339.05	373.61	408.59	238.66	378.74	492.57	446.09	494.47	586.85
All Visitor Types	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39	751.89
Share of Total	%	73.3%	74.5%	75.6%	75.3%	81.2%	79.3%	78.7%	73.6%	75.7%	78.1%
Annual Change in Share	%		1.6%	1.5%	-0.4%	7.9%	-2.3%	-0.8%	-6.4%	2.8%	3.1%
Change in Share from 2015	%		1.6%	3.1%	2.6%	10.7%	8.1%	7.3%	0.4%	3.2%	6.4%
Avg Ann. Change in Share	%		1.6%	1.5%	0.7%	2.1%	1.4%	1.0%	0.0%	0.4%	0.6%

NON-SERVICED ACCOMMODATION



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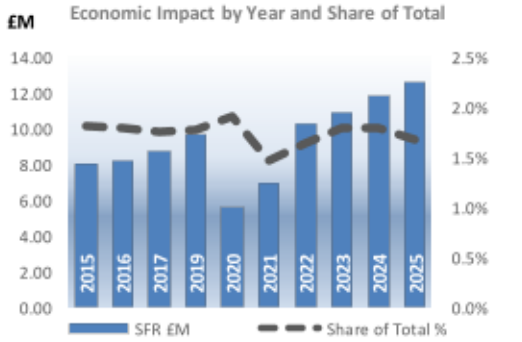
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 to 2025 Historic Prices			SFR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025	-7.1%	-15.5%	-10.5%	82.9%	79.2%	69.7%	71.2%	71.0%	94.5%	87.7%	78.8%	86.4%	57.1%		-9.4%	78.6%	76.3%	85.1%
% Change 2024 to 2025	5.7%	10.3%	1.5%	9.1%	6.4%	5.8%	6.0%	6.6%	9.9%	7.3%	5.7%	6.2%	6.8%	Annual Change	5.6%	7.5%	7.2%	6.4%
Average Annual Change	-0.7%	-1.5%	-1.1%	8.3%	7.9%	7.0%	7.1%	7.1%	9.5%	8.8%	7.9%	8.6%	5.7%		-0.9%	7.9%	7.6%	8.5%
2015 £M	1.203	0.387	0.450	0.941	0.642	0.506	0.775	0.827	0.464	0.446	0.380	0.992	8.014		2.040	2.090	2.067	1.818
2016 £M	1.238	0.396	0.456	0.957	0.655	0.517	0.794	0.851	0.479	0.458	0.390	1.021	8.212	2.5%	2.091	2.129	2.124	1.868
2017 £M	1.323	0.426	0.470	1.014	0.691	0.540	0.840	0.888	0.520	0.486	0.411	1.097	8.706	6.0%	2.219	2.245	2.248	1.994
2019 £M	1.486	0.466	0.510	1.134	0.766	0.590	0.924	0.975	0.555	0.529	0.463	1.225	9.623	10.5%	2.463	2.490	2.453	2.217
2020 £M	1.646	0.394	0.285	0.043	0.042	0.036	0.547	0.816	0.625	0.500	0.052	0.618	5.602	-41.8%	2.324	0.121	1.987	1.171
2021 £M	0.038	0.010	0.012	0.344	0.674	0.671	0.974	1.046	0.759	0.698	0.503	1.239	6.970	24.4%	0.061	1.689	2.779	2.440
2022 £M	0.930	0.255	0.350	1.338	0.964	0.718	1.100	1.147	0.701	0.632	0.544	1.569	10.25	47.0%	1.535	3.020	2.948	2.745
2023 £M	0.933	0.272	0.356	1.477	1.058	0.765	1.162	1.250	0.777	0.703	0.577	1.568	10.90	6.3%	1.561	3.299	3.190	2.848
2024 £M	1.057	0.297	0.396	1.577	1.082	0.812	1.252	1.326	0.822	0.780	0.643	1.742	11.79	8.2%	1.750	3.471	3.401	3.165
2025 £M	1.118	0.328	0.402	1.720	1.151	0.860	1.327	1.414	0.903	0.837	0.680	1.849	12.59	6.8%	1.848	3.731	3.644	3.366

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
SFR	£M	8.014	8.212	8.706	9.623	5.602	6.970	10.25	10.90	11.79	12.59
All Visitor Types	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39	751.89
Share of Total	%	1.8%	1.8%	1.8%	1.8%	1.9%	1.5%	1.6%	1.8%	1.8%	1.7%
Annual Change in Share	%		-0.4%	-2.3%	0.6%	7.5%	-23.4%	12.2%	9.9%	0.3%	-7.2%
Change in Share from 2015	%		-0.4%	-2.8%	-2.1%	5.2%	-19.5%	-9.7%	-0.7%	-0.4%	-7.6%
Avg Ann. Change in Share	%		-0.4%	-1.4%	-0.5%	1.0%	-3.2%	-1.4%	-0.1%	0.0%	-0.8%

SFR



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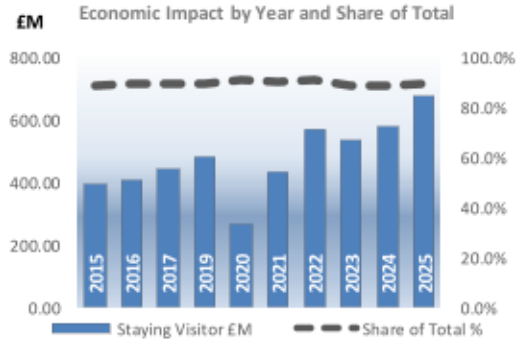
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 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 2015 to 2025		60.0%	55.4%	43.2%	91.2%	59.0%	52.7%	62.1%	68.7%	99.7%	99.3%	58.7%	89.5%	71.5%		50.6%	65.0%	76.1%	86.2%
% Change 2024 to 2025		9.2%	21.3%	2.7%	23.7%	15.3%	13.4%	17.1%	17.1%	23.2%	15.7%	7.2%	9.3%	16.3%	Annual Change	9.0%	17.0%	19.1%	12.2%
Average Annual Change		6.0%	5.5%	4.3%	9.1%	5.9%	5.3%	6.2%	6.9%	10.0%	9.9%	5.9%	8.9%	7.2%		5.1%	6.5%	7.6%	8.6%
2015	£M	10.27	11.25	20.58	30.82	43.77	44.88	54.88	64.24	52.41	31.02	16.16	12.50	392.79		42.10	119.48	171.53	59.67
2016	£M	10.52	11.45	20.64	31.17	44.72	45.58	57.09	67.83	54.90	31.98	16.57	13.06	405.51	3.2%	42.61	121.47	179.82	61.61
2017	£M	11.80	12.96	20.80	34.73	48.71	48.03	62.75	71.56	63.27	35.14	17.34	15.05	442.13	9.0%	45.56	131.46	197.58	67.53
2019	£M	13.55	14.09	22.39	40.36	55.06	52.01	68.03	78.20	64.08	38.63	19.86	16.98	483.24	9.3%	50.03	147.44	210.30	75.47
2020	£M	14.83	11.99	12.35	1.646	3.217	3.295	38.60	62.98	71.48	35.50	2.280	7.883	266.06	-44.9%	39.18	8.158	173.06	45.66
2021	£M	0.766	0.792	1.214	11.58	42.96	56.09	69.33	82.14	82.00	48.25	20.46	16.34	431.91	62.3%	2.772	110.62	233.47	85.04
2022	£M	15.12	14.23	29.18	44.76	64.00	62.51	79.15	91.12	79.69	44.21	22.30	23.13	569.41	31.8%	58.54	171.27	249.96	89.64
2023	£M	12.61	13.01	24.06	44.23	63.48	57.42	67.70	89.79	78.57	45.13	20.66	18.82	535.46	-6.0%	49.67	165.13	236.05	84.61
2024	£M	15.05	14.42	28.71	47.66	60.38	60.44	75.95	92.56	84.96	53.43	23.92	21.67	579.16	8.2%	58.18	168.49	253.47	99.02
2025	£M	16.43	17.49	29.47	58.94	69.62	68.54	88.97	108.38	104.65	61.81	25.64	23.68	673.63	16.3%	63.39	197.10	302.00	111.13

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	392.79	405.51	442.13	483.24	266.06	431.91	569.41	535.46	579.16	673.63
All Visitor Types	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39	751.89
Share of Total	%	88.8%	89.1%	89.4%	89.0%	90.5%	90.4%	90.9%	88.4%	88.6%	89.6%
Annual Change in Share	%		0.3%	0.4%	-0.5%	1.7%	-0.1%	0.6%	-2.8%	0.3%	1.1%
Change in Share from 2015	%		0.3%	0.8%	0.3%	1.9%	1.8%	2.4%	-0.5%	-0.2%	0.9%
Avg Ann. Change in Share	%		0.3%	0.4%	0.1%	0.4%	0.3%	0.3%	-0.1%	0.0%	0.1%

STAYING VISITOR



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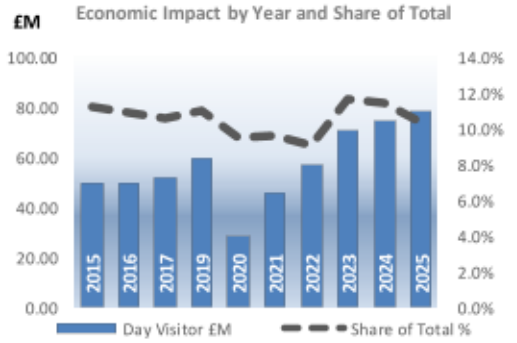
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP													2015 to 2025 Historic Prices	DAY VISITOR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER													CALENDAR YEAR	QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4				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 2015 to 2025	50.4%	61.5%	113.0%	45.0%	70.7%	87.2%	39.3%	47.9%	61.3%	41.2%	34.0%	40.2%		57.6%		77.3%	67.4%	48.4%	39.0%
% Change 2024 to 2025	7.0%	1.9%	6.9%	6.1%	7.6%	1.4%	9.4%	6.7%	6.2%	4.0%	0.1%	-0.2%		5.4%	Annual Change	5.2%	5.1%	7.3%	2.0%
Average Annual Change	5.0%	6.1%	11.3%	4.5%	7.1%	8.7%	3.9%	4.8%	6.1%	4.1%	3.4%	4.0%		5.8%		7.7%	6.7%	4.8%	3.9%
2015 £M	2.294	3.293	3.180	4.683	5.599	4.343	5.521	8.816	4.209	4.006	2.171	1.539		49.65		8.767	14.63	18.55	7.716
2016 £M	2.334	3.288	3.521	4.599	5.888	4.859	5.210	8.782	3.954	3.772	2.069	1.541		49.82	0.3%	9.143	15.35	17.95	7.382
2017 £M	2.372	3.436	3.733	4.943	6.015	5.036	5.151	9.494	4.355	3.812	2.216	1.588		52.15	4.7%	9.540	15.99	19.00	7.615
2019 £M	2.710	4.155	4.485	5.429	6.960	5.846	5.677	10.63	5.298	4.394	2.364	1.710		59.65	14.4%	11.35	18.24	21.60	8.467
2020 £M	2.589	3.717	2.133	0.441	0.892	1.255	1.984	6.313	3.573	2.903	1.047	1.106		27.95	-53.1%	8.439	2.588	11.87	5.055
2021 £M	0.815	1.523	1.955	3.041	5.265	5.365	4.973	9.865	5.146	4.298	2.121	1.429		45.80	63.8%	4.292	13.67	19.98	7.848
2022 £M	2.398	3.479	4.476	5.027	6.677	5.857	5.487	9.784	5.091	4.375	2.364	1.831		56.85	24.1%	10.35	17.56	20.36	8.569
2023 £M	2.997	4.755	5.865	6.161	8.305	7.370	6.696	11.97	6.460	5.181	2.743	2.034		70.54	24.1%	13.62	21.84	25.13	9.957
2024 £M	3.226	5.220	6.335	6.399	8.880	8.019	7.031	12.23	6.393	5.440	2.905	2.163		74.24	5.2%	14.78	23.30	25.65	10.51
2025 £M	3.451	5.318	6.774	6.791	9.557	8.129	7.690	13.04	6.788	5.656	2.909	2.158		78.26	5.4%	15.54	24.48	27.52	10.72

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	49.65	49.82	52.15	59.65	27.95	45.80	56.85	70.54	74.24	78.26
All Visitor Types	£M	442.44	455.33	494.28	542.90	294.01	477.70	626.25	606.00	653.39	751.89
Share of Total	%	11.2%	10.9%	10.6%	11.0%	9.5%	9.6%	9.1%	11.6%	11.4%	10.4%
Annual Change in Share	%		-2.5%	-3.6%	4.1%	-13.5%	0.8%	-5.3%	28.2%	-2.4%	-8.4%
Change in Share from 2015	%		-2.5%	-6.0%	-2.1%	-15.3%	-14.6%	-19.1%	3.7%	1.2%	-7.3%
Avg Ann. Change in Share	%		-2.5%	-3.0%	-0.5%	-3.1%	-2.4%	-2.7%	0.5%	0.1%	-0.7%

DAY VISITOR



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

Visitor Numbers by Month, Year and Visitor Type for the Period 2015 to 2025

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

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STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP									2015 to 2025				TOTAL		VISITOR NUMBERS			
VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL																	
An increase of 3% or more	VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025	11.0%	5.7%	16.5%	10.8%	4.9%	21.4%	-3.7%	-1.7%	19.9%	1.5%	-11.6%	10.8%	6.5%		11.4%	11.8%	4.1%	-0.5%
% Change 2024 to 2025	9.3%	4.6%	-0.7%	13.9%	5.5%	9.7%	5.5%	7.4%	21.5%	4.7%	-0.2%	4.5%	8.1%	Annual Change	3.4%	9.3%	11.3%	3.3%
Average Annual Change	1.1%	0.6%	1.6%	1.1%	0.5%	2.1%	-0.4%	-0.2%	2.0%	0.2%	-1.2%	1.1%	0.7%		1.1%	1.2%	0.4%	0.0%
2015 M	0.099	0.138	0.159	0.235	0.306	0.247	0.309	0.468	0.323	0.237	0.143	0.097	2.761		0.396	0.788	1.100	0.477
2016 M	0.101	0.136	0.166	0.229	0.307	0.266	0.302	0.450	0.295	0.216	0.130	0.098	2.696	-2.3%	0.404	0.802	1.047	0.444
2017 M	0.104	0.140	0.168	0.244	0.315	0.270	0.305	0.467	0.323	0.221	0.133	0.105	2.796	3.7%	0.413	0.829	1.095	0.459
2019 M	0.111	0.154	0.182	0.257	0.339	0.285	0.316	0.488	0.333	0.234	0.139	0.108	2.947	5.4%	0.448	0.881	1.137	0.481
2020 M	0.109	0.133	0.088	0.016	0.032	0.040	0.138	0.323	0.282	0.176	0.035	0.050	1.422	-51.7%	0.330	0.087	0.744	0.261
2021 M	0.023	0.041	0.053	0.107	0.245	0.270	0.286	0.458	0.360	0.249	0.128	0.093	2.313	62.6%	0.118	0.621	1.104	0.470
2022 M	0.097	0.123	0.179	0.232	0.317	0.278	0.302	0.446	0.331	0.223	0.132	0.115	2.776	20.0%	0.400	0.827	1.079	0.470
2023 M	0.097	0.136	0.179	0.231	0.317	0.270	0.279	0.437	0.333	0.219	0.124	0.103	2.726	-1.8%	0.413	0.817	1.049	0.447
2024 M	0.101	0.139	0.186	0.229	0.305	0.273	0.282	0.428	0.318	0.230	0.127	0.103	2.721	-0.2%	0.426	0.807	1.029	0.460
2025 M	0.110	0.146	0.185	0.261	0.321	0.300	0.298	0.460	0.387	0.241	0.126	0.108	2.942	8.1%	0.441	0.882	1.145	0.475

VISITOR NUMBERS											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Total	M	2.761	2.696	2.796	2.947	1.422	2.313	2.776	2.726	2.721	2.942
All Visitor Types	M	2.761	2.696	2.796	2.947	1.422	2.313	2.776	2.726	2.721	2.942
Share of Total	%	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 2015	%										
Avg Ann. Change in Share	%										

TOTAL



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

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 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												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025	15.5%	-18.0%	-21.4%	-23.8%	-22.3%	-31.2%	-10.7%	-20.7%	-25.1%	-19.8%	-12.5%	10.3%	-16.9%		-12.7%	-26.0%	-19.5%	-7.9%
% Change 2024 to 2025	15.3%	6.9%	14.9%	-17.4%	-16.7%	-15.0%	4.0%	-0.8%	-3.4%	1.9%	0.6%	7.5%	-1.0%	Annual Change	11.9%	-16.3%	-0.3%	3.5%
Average Annual Change	1.6%	-1.8%	-2.1%	-2.4%	-2.2%	-3.1%	-1.1%	-2.1%	-2.5%	-2.0%	-1.3%	1.0%	-1.7%		-1.3%	-2.6%	-1.9%	-0.8%
2015 000s	10.1	19.8	20.8	18.8	24.0	24.4	36.0	39.4	47.6	26.0	28.7	24.2	320.0		50.8	67.2	123.1	78.9
2016 000s	9.5	18.3	17.9	18.2	22.2	22.4	36.9	37.5	44.0	22.5	27.6	24.1	301.3	-5.8%	45.8	62.9	118.4	74.2
2017 000s	10.6	17.4	16.8	19.5	23.8	22.3	35.2	35.2	44.2	22.6	27.6	26.7	302.0	0.2%	44.7	65.7	114.6	76.9
2019 000s	11.0	17.9	17.1	20.1	25.4	23.5	36.0	36.9	44.4	24.2	29.5	27.4	313.4	3.8%	46.0	68.9	117.3	81.2
2020 000s	10.8	16.7	7.0	1.6	2.4	2.0	8.1	17.1	20.8	10.5	3.7	3.1	103.8	-66.9%	34.5	6.1	45.9	17.3
2021 000s	2.0	3.0	3.4	4.0	6.5	18.2	30.4	33.9	40.4	22.6	26.4	23.4	214.3	106.6%	8.4	28.7	104.8	72.4
2022 000s	9.2	16.4	16.1	19.5	23.4	21.8	34.2	33.4	40.7	22.6	27.9	26.9	292.3	36.4%	41.7	64.7	108.3	77.5
2023 000s	11.9	18.4	17.2	21.1	25.1	23.2	35.3	35.2	44.0	23.8	29.3	29.8	314.2	7.5%	47.5	69.4	114.5	82.8
2024 000s	10.2	15.2	14.2	17.3	22.3	19.8	30.9	31.6	36.9	20.5	24.9	24.8	268.7	-14.5%	39.6	59.5	99.4	70.2
2025 000s	11.7	16.3	16.3	14.3	18.6	16.8	32.2	31.3	35.7	20.9	25.1	26.7	265.9	-1.0%	44.3	49.7	99.1	72.7

VISITOR NUMBERS											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	320.0	301.3	302.0	313.4	103.8	214.3	292.3	314.2	268.7	265.9
All Visitor Types	M	2.8	2.7	2.8	2.9	1.4	2.3	2.8	2.7	2.7	2.9
Share of Total	%	11.6%	11.2%	10.8%	10.6%	7.3%	9.3%	10.5%	11.5%	9.9%	9.0%
Annual Change in Share	%		-3.6%	-3.4%	-1.5%	-31.4%	27.0%	13.6%	9.4%	-14.3%	-8.5%
Change in Share from 2015	%		-3.6%	-6.8%	-8.2%	-37.0%	-20.0%	-9.1%	-0.6%	-14.8%	-22.0%
Avg Ann. Change in Share	%		-3.6%	-3.4%	-2.1%	-7.4%	-3.3%	-1.3%	-0.1%	-1.6%	-2.2%

SERVICED ACCOMMODATION



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

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP													2015 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												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2025	71.1%	30.0%	-11.3%	47.7%	1.6%	35.1%	5.6%	4.9%	45.9%	18.4%	-11.7%	49.3%	19.5%		13.8%	24.7%	19.4%	13.5%	
% Change 2024 to 2025	32.7%	34.9%	-16.0%	39.3%	13.2%	35.0%	6.2%	16.1%	43.4%	9.8%	3.4%	14.8%	20.8%		6.2%	28.0%	23.6%	9.1%	
Average Annual Change	7.1%	3.0%	-1.1%	4.8%	0.2%	3.5%	0.6%	0.5%	4.6%	1.8%	-1.2%	4.9%	2.0%	Annual Change	1.4%	2.5%	1.9%	1.3%	
2015 000s	13.1	20.2	43.0	75.5	116.7	93.6	109.5	170.5	150.5	92.3	48.2	21.1	954.1		76.3	285.8	430.4	161.6	
2016 000s	15.8	21.2	45.0	74.0	113.1	101.4	112.2	158.4	135.1	82.6	39.8	22.6	921.1	-3.5%	82.0	288.5	405.7	145.0	
2017 000s	17.5	24.6	44.6	80.8	120.0	104.6	122.0	164.5	154.2	89.5	40.8	25.8	989.0	7.4%	86.7	305.4	440.7	156.2	
2019 000s	19.1	25.1	45.1	89.2	127.6	106.1	126.9	170.1	147.5	92.0	44.1	27.8	1,020.7	3.2%	89.4	322.9	444.6	163.9	
2020 000s	20.7	20.1	24.9	3.0	6.4	6.0	76.0	142.4	166.8	88.0	4.7	15.2	574.2	-43.7%	65.7	15.4	385.2	107.9	
2021 000s	0.5	0.6	1.2	25.4	102.8	113.1	125.7	173.0	186.2	114.1	44.8	26.1	913.7	59.1%	2.4	241.4	485.0	185.0	
2022 000s	21.3	23.2	55.1	88.7	134.2	116.0	134.7	181.4	168.4	95.6	45.2	36.2	1,099.9	20.4%	99.6	338.8	484.4	177.0	
2023 000s	14.2	17.9	39.1	77.0	117.3	92.6	101.9	152.7	153.3	86.2	35.5	23.5	911.1	-17.2%	71.1	286.9	407.9	145.1	
2024 000s	16.9	19.5	45.4	80.0	104.8	93.6	108.8	153.9	153.1	99.5	41.2	27.4	944.2	3.6%	81.8	278.4	415.9	168.1	
2025 000s	22.4	26.3	38.1	111.5	118.6	126.4	115.6	178.8	219.5	109.3	42.6	31.4	1,140.5	20.8%	86.8	356.5	513.9	183.3	

VISITOR NUMBERS											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	000s	954.1	921.1	989.0	1,020.7	574.2	913.7	1,099.9	911.1	944.2	1,140.5
All Visitor Types	M	2.8	2.7	2.8	2.9	1.4	2.3	2.8	2.7	2.7	2.9
Share of Total	%	34.6%	34.2%	35.4%	34.6%	40.4%	39.5%	39.6%	33.4%	34.7%	38.8%
Annual Change in Share	%		-1.1%	3.5%	-2.1%	16.6%	-2.2%	0.3%	-15.7%	3.8%	11.7%
Change in Share from 2015	%		-1.1%	2.4%	0.2%	16.8%	14.3%	14.7%	-3.3%	0.4%	12.2%
Avg Ann. Change in Share	%		-1.1%	1.2%	0.1%	3.4%	2.4%	2.1%	-0.4%	0.0%	1.2%

NON-SERVICED ACCOMMODATION



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

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 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 2015 to 2025	12.2%	9.7%	4.3%	15.1%	7.9%	7.1%	9.1%	10.3%	20.8%	18.4%	12.7%	17.3%	12.2%		9.8%	10.6%	12.5%	16.5%
% Change 2024 to 2025	2.0%	6.5%	-2.0%	5.3%	2.7%	2.1%	2.3%	2.9%	6.0%	3.6%	2.0%	2.5%	2.9%	Annual Change	2.0%	3.6%	3.5%	2.6%
Average Annual Change	1.2%	1.0%	0.4%	1.5%	0.8%	0.7%	0.9%	1.0%	2.1%	1.8%	1.3%	1.7%	1.2%		1.0%	1.1%	1.3%	1.6%
2015 000s	10.4	4.0	4.5	7.5	6.3	5.2	6.7	6.9	4.6	4.5	4.0	8.2	72.8		18.9	19.0	18.2	16.8
2016 000s	10.5	4.0	4.5	7.5	6.3	5.2	6.8	7.0	4.7	4.6	4.1	8.4	73.6	1.1%	19.1	19.1	18.4	17.0
2017 000s	11.0	4.2	4.5	7.8	6.5	5.3	7.0	7.1	5.0	4.7	4.2	8.8	76.1	3.3%	19.7	19.7	19.0	17.7
2019 000s	11.6	4.3	4.6	8.2	6.8	5.5	7.2	7.3	5.0	4.8	4.4	9.2	78.9	3.6%	20.5	20.4	19.5	18.4
2020 000s	12.5	3.6	2.5	0.3	0.4	0.3	4.1	5.9	5.5	4.4	0.5	4.5	44.5	-43.6%	18.5	1.0	15.6	9.4
2021 000s	0.5	0.2	0.2	2.3	5.3	5.8	7.1	7.4	6.2	5.9	4.5	8.6	54.1	21.5%	0.9	13.4	20.8	19.0
2022 000s	11.9	4.2	5.1	8.3	7.0	5.7	7.5	7.6	5.3	5.0	4.5	10.1	82.2	51.9%	21.2	21.1	20.4	19.5
2023 000s	10.6	3.9	4.5	8.1	6.8	5.4	7.0	7.3	5.2	4.9	4.2	8.9	76.7	-6.6%	19.0	20.3	19.4	18.0
2024 000s	11.4	4.1	4.8	8.2	6.6	5.5	7.1	7.4	5.3	5.1	4.5	9.4	79.4	3.5%	20.3	20.3	19.8	19.0
2025 000s	11.6	4.4	4.7	8.7	6.8	5.6	7.3	7.6	5.6	5.3	4.6	9.7	81.7	2.9%	20.7	21.0	20.4	19.5

VISITOR NUMBERS											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
SFR	000s	72.8	73.6	76.1	78.9	44.5	54.1	82.2	76.7	79.4	81.7
All Visitor Types	M	2.8	2.7	2.8	2.9	1.4	2.3	2.8	2.7	2.7	2.9
Share of Total	%	2.6%	2.7%	2.7%	2.7%	3.1%	2.3%	3.0%	2.8%	2.9%	2.8%
Annual Change in Share	%		3.6%	-0.4%	-1.7%	17.0%	-25.3%	26.6%	-4.9%	3.7%	-4.8%
Change in Share from 2015	%		3.6%	3.2%	1.5%	18.7%	-11.4%	12.2%	6.7%	10.6%	5.3%
Avg Ann. Change in Share	%		3.6%	1.6%	0.4%	3.7%	-1.9%	1.7%	0.8%	1.2%	0.5%

SFR



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

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 to 2025			STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025		36.2%	6.6%	-13.3%	32.1%	-2.1%	20.8%	1.9%	0.4%	28.7%	10.3%	-10.8%	26.7%	10.5%		4.1%	14.9%	10.8%	7.1%
% Change 2024 to 2025		19.0%	20.9%	-8.2%	27.4%	7.7%	25.1%	5.5%	12.9%	33.5%	8.3%	2.3%	10.0%	15.2%	Annual Change	7.2%	19.3%	18.4%	7.1%
Average Annual Change		3.6%	0.7%	-1.3%	3.2%	-0.2%	2.1%	0.2%	0.0%	2.9%	1.0%	-1.1%	2.7%	1.0%		0.4%	1.5%	1.1%	0.7%
2015	M	0.034	0.044	0.068	0.102	0.147	0.123	0.152	0.217	0.203	0.123	0.081	0.054	1.347		0.146	0.372	0.572	0.257
2016	M	0.036	0.044	0.067	0.100	0.142	0.129	0.156	0.203	0.184	0.110	0.071	0.055	1.296	-3.8%	0.147	0.371	0.543	0.236
2017	M	0.039	0.046	0.066	0.108	0.150	0.132	0.164	0.207	0.203	0.117	0.073	0.061	1.367	5.5%	0.151	0.391	0.574	0.251
2019	M	0.042	0.047	0.067	0.118	0.160	0.135	0.170	0.214	0.197	0.121	0.078	0.064	1.413	3.4%	0.156	0.412	0.581	0.264
2020	M	0.044	0.040	0.034	0.005	0.009	0.008	0.088	0.165	0.193	0.103	0.009	0.023	0.722	-48.9%	0.119	0.022	0.447	0.135
2021	M	0.003	0.004	0.005	0.032	0.115	0.137	0.163	0.214	0.233	0.143	0.076	0.058	1.182	63.6%	0.012	0.284	0.611	0.276
2022	M	0.042	0.044	0.076	0.116	0.165	0.144	0.176	0.222	0.214	0.123	0.078	0.073	1.474	24.7%	0.163	0.425	0.613	0.274
2023	M	0.037	0.040	0.061	0.106	0.149	0.121	0.144	0.195	0.203	0.115	0.069	0.062	1.302	-11.7%	0.138	0.377	0.542	0.246
2024	M	0.038	0.039	0.064	0.106	0.134	0.119	0.147	0.193	0.195	0.125	0.071	0.062	1.292	-0.7%	0.142	0.358	0.535	0.257
2025	M	0.046	0.047	0.059	0.134	0.144	0.149	0.155	0.218	0.261	0.135	0.072	0.068	1.488	15.2%	0.152	0.427	0.633	0.276

VISITOR NUMBERS											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	M	1.347	1.296	1.367	1.413	0.722	1.182	1.474	1.302	1.292	1.488
All Visitor Types	M	2.761	2.696	2.796	2.947	1.422	2.313	2.776	2.726	2.721	2.942
Share of Total	%	48.8%	48.1%	48.9%	48.0%	50.8%	51.1%	53.1%	47.8%	47.5%	50.6%
Annual Change in Share	%		-1.5%	1.7%	-1.9%	5.9%	0.6%	3.9%	-10.1%	-0.6%	6.5%
Change in Share from 2015	%		-1.5%	0.2%	-1.7%	4.1%	4.8%	8.9%	-2.1%	-2.6%	3.7%
Avg Ann. Change in Share	%		-1.5%	0.1%	-0.4%	0.8%	0.8%	1.3%	-0.3%	-0.3%	0.4%

STAYING VISITOR



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

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 to 2025			DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025	-1.9%	5.3%	38.9%	-5.4%	11.3%	22.1%	-9.2%	-3.5%	5.1%	-7.9%	-12.6%	-8.6%	2.8%		15.6%	9.1%	-3.2%	-9.4%
% Change 2024 to 2025	3.2%	-1.7%	3.2%	2.4%	3.9%	-2.2%	5.6%	2.9%	2.5%	0.3%	-3.4%	-3.7%	1.7%	Annual Change	1.5%	1.4%	3.5%	-1.5%
Average Annual Change	-0.2%	0.5%	3.9%	-0.5%	1.1%	2.2%	-0.9%	-0.4%	0.5%	-0.8%	-1.3%	-0.9%	0.3%		1.6%	0.9%	-0.3%	-0.9%
2015 M	0.065	0.094	0.091	0.133	0.159	0.124	0.157	0.251	0.120	0.114	0.062	0.044	1.414		0.250	0.417	0.528	0.220
2016 M	0.066	0.092	0.099	0.129	0.165	0.137	0.146	0.247	0.111	0.106	0.058	0.043	1.400	-1.0%	0.257	0.431	0.504	0.207
2017 M	0.065	0.094	0.102	0.135	0.165	0.138	0.141	0.260	0.119	0.104	0.061	0.044	1.429	2.1%	0.261	0.438	0.521	0.209
2019 M	0.070	0.107	0.115	0.140	0.179	0.150	0.146	0.273	0.136	0.113	0.061	0.044	1.534	7.3%	0.292	0.469	0.555	0.218
2020 M	0.065	0.093	0.053	0.011	0.022	0.031	0.050	0.158	0.089	0.073	0.026	0.028	0.700	-54.4%	0.211	0.065	0.297	0.127
2021 M	0.020	0.038	0.048	0.075	0.130	0.132	0.123	0.244	0.127	0.106	0.052	0.035	1.131	61.6%	0.106	0.338	0.493	0.194
2022 M	0.055	0.080	0.102	0.115	0.153	0.134	0.126	0.224	0.117	0.100	0.054	0.042	1.302	15.1%	0.237	0.402	0.466	0.196
2023 M	0.061	0.096	0.118	0.124	0.168	0.149	0.135	0.242	0.130	0.105	0.055	0.041	1.424	9.4%	0.275	0.441	0.507	0.201
2024 M	0.062	0.100	0.122	0.123	0.171	0.154	0.135	0.235	0.123	0.105	0.056	0.042	1.429	0.3%	0.284	0.448	0.494	0.202
2025 M	0.064	0.099	0.126	0.126	0.177	0.151	0.143	0.242	0.126	0.105	0.054	0.040	1.453	1.7%	0.289	0.455	0.511	0.199

VISITOR NUMBERS											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	1.414	1.400	1.429	1.534	0.700	1.131	1.302	1.424	1.429	1.453
All Visitor Types	M	2.761	2.696	2.796	2.947	1.422	2.313	2.776	2.726	2.721	2.942
Share of Total	%	51.2%	51.9%	51.1%	52.0%	49.2%	48.9%	46.9%	52.2%	52.5%	49.4%
Annual Change in Share	%		1.4%	-1.6%	1.8%	-5.5%	-0.6%	-4.1%	11.4%	0.5%	-5.9%
Change in Share from 2015	%		1.4%	-0.2%	1.6%	-3.9%	-4.5%	-8.5%	2.0%	2.5%	-3.5%
Avg Ann. Change in Share	%		1.4%	-0.1%	0.4%	-0.8%	-0.8%	-1.2%	0.2%	0.3%	-0.4%

DAY VISITOR



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

Visitor Days by Month, Year and Visitor Type for the Period 2015 to 2025

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

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STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 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							
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 2015 to 2025		4.5%	6.2%	3.8%	23.0%	6.4%	5.2%	6.7%	9.9%	33.5%	29.6%	5.2%	23.0%	13.8%		4.7%	10.4%	16.0%	21.8%
% Change 2024 to 2025		4.6%	11.5%	-0.3%	17.8%	10.7%	8.2%	10.5%	11.2%	17.0%	11.4%	3.7%	5.1%	10.8%		4.1%	11.8%	12.9%	8.2%
Average Annual Change		0.5%	0.6%	0.4%	2.3%	0.6%	0.5%	0.7%	1.0%	3.3%	3.0%	0.5%	2.3%	1.4%	Annual Change	0.5%	1.0%	1.6%	2.2%
2015	M	0.253	0.294	0.485	0.732	1.026	0.997	1.073	1.412	1.067	0.708	0.353	0.271	8.670		1.032	2.755	3.551	1.332
2016	M	0.257	0.294	0.489	0.726	1.038	1.020	1.083	1.449	1.092	0.714	0.354	0.276	8.791	1.4%	1.040	2.784	3.623	1.344
2017	M	0.275	0.321	0.487	0.785	1.090	1.047	1.149	1.500	1.228	0.759	0.363	0.306	9.311	5.9%	1.083	2.923	3.877	1.428
2019	M	0.297	0.339	0.505	0.853	1.163	1.075	1.193	1.557	1.201	0.788	0.387	0.324	9.681	4.0%	1.141	3.090	3.951	1.499
2020	M	0.309	0.282	0.263	0.037	0.075	0.086	0.649	1.197	1.248	0.690	0.062	0.164	5.063	-47.7%	0.855	0.197	3.094	0.916
2021	M	0.030	0.047	0.064	0.274	0.892	1.102	1.150	1.541	1.448	0.927	0.379	0.297	8.152	61.0%	0.141	2.268	4.140	1.603
2022	M	0.286	0.290	0.563	0.824	1.181	1.135	1.229	1.578	1.317	0.796	0.386	0.392	9.977	22.4%	1.139	3.140	4.124	1.574
2023	M	0.231	0.268	0.459	0.757	1.084	0.970	1.000	1.413	1.246	0.750	0.333	0.295	8.807	-11.7%	0.958	2.812	3.660	1.378
2024	M	0.253	0.280	0.505	0.764	0.986	0.970	1.036	1.394	1.217	0.824	0.358	0.317	8.904	1.1%	1.038	2.720	3.648	1.498
2025	M	0.265	0.312	0.504	0.900	1.091	1.049	1.145	1.551	1.424	0.918	0.371	0.333	9.862	10.8%	1.080	3.041	4.119	1.622

VISITOR DAYS											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Total	M	8.670	8.791	9.311	9.681	5.063	8.152	9.977	8.807	8.904	9.862
All Visitor Types	M	8.670	8.791	9.311	9.681	5.063	8.152	9.977	8.807	8.904	9.862
Share of Total	%	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 2015	%										
Avg Ann. Change in Share	%										

TOTAL



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

STEAM REPORT FOR 2015-2025 - FINAL
EAST LINDSEY COASTAL STRIP

2015 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 2015 to 2025	-3.7%	-22.5%	-18.3%	-15.2%	-5.7%	-15.6%	-16.3%	-19.8%	-25.3%	-24.6%	-23.5%	-2.7%	-17.3%		-16.0%	-12.2%	-20.4%	-19.0%
% Change 2024 to 2025	9.9%	2.0%	9.7%	-1.5%	-0.6%	1.4%	2.6%	-2.2%	-4.7%	-8.5%	-9.7%	-3.6%	-1.2%	Annual Change	7.2%	-0.1%	-1.4%	-7.6%
Average Annual Change	-0.4%	-2.2%	-1.8%	-1.5%	-0.6%	-1.6%	-1.6%	-2.0%	-2.5%	-2.5%	-2.3%	-0.3%	-1.7%		-1.6%	-1.2%	-2.0%	-1.9%
2015 000s	23.4	31.4	36.0	47.7	53.2	60.8	75.1	99.0	73.2	55.3	43.0	31.0	629.0		90.8	161.7	247.3	129.3
2016 000s	20.4	28.9	32.9	43.6	50.2	56.7	72.7	95.3	67.0	49.2	39.9	31.0	587.8	-6.6%	82.2	150.5	235.0	120.1
2017 000s	22.3	27.5	30.8	46.5	53.9	56.9	69.9	90.8	67.6	49.7	40.2	34.3	590.4	0.4%	80.6	157.2	228.3	124.2
2019 000s	23.2	28.2	31.5	47.9	57.5	60.0	71.7	95.9	68.0	53.4	43.1	35.2	615.7	4.3%	82.9	165.5	235.7	131.7
2020 000s	22.8	26.2	12.8	3.9	5.5	5.0	16.1	44.6	32.0	23.2	5.4	4.0	201.6	-67.3%	61.8	14.4	92.7	32.6
2021 000s	4.2	4.8	6.2	9.7	14.7	46.8	61.1	89.0	62.1	50.1	38.7	30.0	417.4	107.1%	15.2	71.3	212.1	118.8
2022 000s	19.3	25.9	29.6	46.7	53.2	56.0	68.5	87.5	62.6	50.0	40.9	34.6	574.6	37.7%	74.8	155.8	218.5	125.6
2023 000s	24.4	28.8	31.9	50.5	57.0	59.8	70.8	92.5	68.4	53.1	43.0	37.8	618.0	7.6%	85.1	167.3	231.7	133.9
2024 000s	20.5	23.9	26.8	41.0	50.4	50.6	61.3	81.1	57.4	45.6	36.4	31.3	526.4	-14.8%	71.2	142.1	199.8	113.4
2025 000s	22.5	24.3	29.4	40.4	50.1	51.3	62.9	79.4	54.7	41.7	32.9	30.2	519.9	-1.2%	76.3	141.9	196.9	104.8

VISITOR DAYS

SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	629.0	587.8	590.4	615.7	201.6	417.4	574.6	618.0	526.4	519.9
All Visitor Types	M	8.7	8.8	9.3	9.7	5.1	8.2	10.0	8.8	8.9	9.9
Share of Total	%	7.3%	6.7%	6.3%	6.4%	4.0%	5.1%	5.8%	7.0%	5.9%	5.3%
Annual Change in Share	%		-7.8%	-5.2%	0.3%	-37.4%	28.6%	12.5%	21.8%	-15.7%	-10.8%
Change in Share from 2015	%		-7.8%	-12.6%	-12.3%	-45.1%	-29.4%	-20.6%	-3.3%	-18.5%	-27.3%
Avg Ann. Change in Share	%		-7.8%	-6.3%	-3.1%	-9.0%	-4.9%	-2.9%	-0.4%	-2.1%	-2.7%

SERVICED ACCOMMODATION



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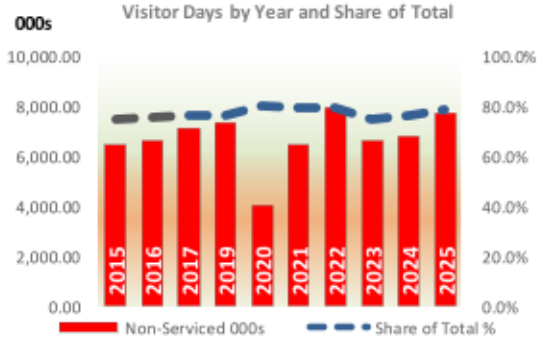
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 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												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025	17.1%	15.0%	-1.7%	33.7%	6.1%	4.1%	11.7%	15.9%	42.5%	43.5%	14.5%	35.7%	19.5%		6.4%	12.2%	23.0%	34.7%
% Change 2024 to 2025	4.7%	21.9%	-2.2%	23.0%	13.2%	10.8%	12.0%	14.2%	20.1%	14.7%	7.2%	8.4%	13.8%	Annual Change	5.0%	15.1%	15.7%	11.8%
Average Annual Change	1.7%	1.5%	-0.2%	3.4%	0.6%	0.4%	1.2%	1.6%	4.2%	4.3%	1.5%	3.6%	1.9%		0.6%	1.2%	2.3%	3.5%
2015 000s	138.8	160.1	348.7	530.6	799.0	802.0	823.7	1,043.7	863.7	529.2	240.0	174.2	6,453.8		647.6	2,131.6	2,731.1	943.4
2016 000s	145.1	163.8	347.3	533.2	808.2	815.7	846.7	1,088.8	903.2	548.8	247.3	180.0	6,628.2	2.7%	656.2	2,157.1	2,838.8	976.2
2017 000s	160.2	190.3	344.4	582.4	857.4	841.1	920.5	1,130.7	1,030.6	594.5	253.6	205.6	7,111.4	7.3%	694.9	2,280.9	3,081.8	1,053.7
2019 000s	175.6	194.6	348.0	643.0	911.4	852.8	957.4	1,169.4	985.8	611.4	274.1	221.0	7,344.6	3.3%	718.2	2,407.2	3,112.7	1,106.5
2020 000s	190.0	155.6	191.9	21.3	46.1	48.5	572.9	979.0	1,114.9	584.6	29.3	121.0	4,055.2	-44.8%	537.5	115.9	2,666.8	734.9
2021 000s	4.8	4.7	9.6	183.1	734.8	909.8	948.2	1,189.3	1,244.9	758.0	278.2	208.1	6,473.5	59.6%	19.1	1,827.7	3,382.4	1,244.3
2022 000s	195.4	179.7	425.3	638.9	958.7	932.6	1,015.9	1,246.7	1,125.6	635.2	281.2	288.3	7,923.4	22.4%	800.5	2,530.1	3,388.2	1,204.6
2023 000s	131.7	139.5	303.1	559.5	843.3	750.0	776.8	1,059.9	1,035.2	582.0	225.3	192.0	6,598.4	-16.7%	574.3	2,152.9	2,871.9	999.2
2024 000s	155.2	151.0	350.5	576.9	748.8	753.3	821.5	1,058.7	1,024.3	662.1	256.2	218.2	6,776.8	2.7%	656.6	2,079.0	2,904.6	1,136.5
2025 000s	162.6	184.0	342.7	709.5	847.7	834.9	920.4	1,209.3	1,230.4	759.3	274.8	236.5	7,712.0	13.8%	689.3	2,392.1	3,360.1	1,270.5

VISITOR DAYS											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	000s	6,453.8	6,628.2	7,111.4	7,344.6	4,055.2	6,473.5	7,923.4	6,598.4	6,776.8	7,712.0
All Visitor Types	M	8.7	8.8	9.3	9.7	5.1	8.2	10.0	8.8	8.9	9.9
Share of Total	%	74.4%	75.4%	76.4%	75.9%	80.1%	79.4%	79.4%	74.9%	76.1%	78.2%
Annual Change in Share	%		1.3%	1.3%	-0.7%	5.6%	-0.9%	0.0%	-5.7%	1.6%	2.7%
Change in Share from 2015	%		1.3%	2.6%	1.9%	7.6%	6.7%	6.7%	0.6%	2.2%	5.0%
Avg Ann. Change in Share	%		1.3%	1.3%	0.5%	1.5%	1.1%	1.0%	0.1%	0.2%	0.5%

NON-SERVICED ACCOMMODATION



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

STEAM REPORT FOR 2015-2025 - FINAL
EAST LINDSEY COASTAL STRIP

2015 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 2015 to 2025	-39.4%	-44.9%	-41.7%	19.2%	16.9%	10.7%	11.6%	11.5%	26.8%	22.4%	16.6%	21.6%	2.4%		-40.9%	16.4%	15.0%	20.7%
% Change 2024 to 2025	2.0%	6.5%	-2.0%	5.3%	2.7%	2.1%	2.3%	2.9%	6.0%	3.6%	2.0%	2.5%	3.1%	Annual Change	1.9%	3.7%	3.4%	2.6%
Average Annual Change	-3.9%	-4.5%	-4.2%	1.9%	1.7%	1.1%	1.2%	1.1%	2.7%	2.2%	1.7%	2.2%	0.2%		-4.1%	1.6%	1.5%	2.1%
2015 000s	25.9	8.4	9.7	20.3	13.9	10.9	16.7	17.8	10.0	9.6	8.2	21.4	172.9		44.0	45.1	44.6	39.2
2016 000s	26.4	8.4	9.7	20.4	13.9	11.0	16.9	18.1	10.2	9.7	8.3	21.7	174.8	1.1%	44.5	45.3	45.2	39.8
2017 000s	27.5	8.9	9.7	21.0	14.3	11.2	17.4	18.4	10.8	10.1	8.5	22.8	180.7	3.4%	46.1	46.6	46.7	41.4
2019 000s	28.9	9.1	9.9	22.1	14.9	11.5	18.0	19.0	10.8	10.3	9.0	23.9	187.4	3.7%	48.0	48.5	47.8	43.2
2020 000s	31.2	7.5	5.4	0.8	0.8	0.7	10.4	15.5	11.8	9.5	1.0	11.7	106.2	-43.3%	44.1	2.3	37.7	22.2
2021 000s	0.7	0.2	0.2	6.4	12.6	12.5	18.2	19.6	14.2	13.1	9.4	23.2	130.4	22.7%	1.1	31.6	52.0	45.6
2022 000s	16.1	4.4	6.1	23.2	16.7	12.4	19.1	19.9	12.2	11.0	9.4	27.2	177.7	36.3%	26.6	52.4	51.1	47.6
2023 000s	14.3	4.2	5.5	22.6	16.2	11.7	17.8	19.1	11.9	10.8	8.8	24.0	166.7	-6.2%	23.9	50.5	48.8	43.6
2024 000s	15.4	4.3	5.8	23.0	15.8	11.8	18.3	19.3	12.0	11.4	9.4	25.4	171.8	3.1%	25.5	50.6	49.6	46.1
2025 000s	15.7	4.6	5.7	24.2	16.2	12.1	18.7	19.9	12.7	11.8	9.6	26.0	177.1	3.1%	26.0	52.5	51.3	47.3

VISITOR DAYS

SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
SFR	000s	172.9	174.8	180.7	187.4	106.2	130.4	177.7	166.7	171.8	177.1
All Visitor Types	M	8.7	8.8	9.3	9.7	5.1	8.2	10.0	8.8	8.9	9.9
Share of Total	%	2.0%	2.0%	1.9%	1.9%	2.1%	1.6%	1.8%	1.9%	1.9%	1.8%
Annual Change in Share	%		-0.3%	-2.4%	-0.3%	8.4%	-23.8%	11.4%	6.2%	2.0%	-7.0%
Change in Share from 2015	%		-0.3%	-2.7%	-2.9%	5.2%	-19.8%	-10.7%	-5.1%	-3.2%	-10.0%
Avg Ann. Change in Share	%		-0.3%	-1.3%	-0.7%	1.0%	-3.3%	-1.5%	-0.6%	-0.4%	-1.0%

SFR



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

STEAM REPORT FOR 2015-2025 - FINAL
EAST LINDSEY COASTAL STRIP

2015 to 2025 | STAYING VISITOR | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025	6.7%	6.6%	-4.2%	29.3%	5.5%	2.8%	9.4%	12.8%	37.1%	36.8%	9.0%	29.1%	15.9%		1.2%	10.6%	19.4%	27.9%
% Change 2024 to 2025	5.1%	18.9%	-1.4%	20.8%	12.2%	10.1%	11.2%	12.9%	18.7%	13.0%	5.0%	6.5%	12.5%	Annual Change	5.1%	13.9%	14.4%	9.8%
Average Annual Change	0.7%	0.7%	-0.4%	2.9%	0.6%	0.3%	0.9%	1.3%	3.7%	3.7%	0.9%	2.9%	1.6%		0.1%	1.1%	1.9%	2.8%
2015 M	0.188	0.200	0.394	0.599	0.866	0.874	0.916	1.160	0.947	0.594	0.291	0.227	7.256		0.782	2.338	3.023	1.112
2016 M	0.192	0.201	0.390	0.597	0.872	0.883	0.936	1.202	0.980	0.608	0.296	0.233	7.391	1.9%	0.783	2.353	3.119	1.136
2017 M	0.210	0.227	0.385	0.650	0.926	0.909	1.008	1.240	1.109	0.654	0.302	0.263	7.882	6.7%	0.822	2.485	3.357	1.219
2019 M	0.228	0.232	0.389	0.713	0.984	0.924	1.047	1.284	1.065	0.675	0.326	0.280	8.148	3.4%	0.849	2.621	3.396	1.281
2020 M	0.244	0.189	0.210	0.026	0.052	0.054	0.599	1.039	1.159	0.617	0.036	0.137	4.363	-46.5%	0.643	0.133	2.797	0.790
2021 M	0.010	0.010	0.016	0.199	0.762	0.969	1.027	1.298	1.321	0.821	0.326	0.261	7.021	60.9%	0.035	1.931	3.647	1.409
2022 M	0.231	0.210	0.461	0.709	1.029	1.001	1.103	1.354	1.200	0.696	0.332	0.350	8.676	23.6%	0.902	2.738	3.658	1.378
2023 M	0.170	0.172	0.341	0.633	0.917	0.822	0.865	1.172	1.116	0.646	0.277	0.254	7.383	-14.9%	0.683	2.371	3.152	1.177
2024 M	0.191	0.179	0.383	0.641	0.815	0.816	0.901	1.159	1.094	0.719	0.302	0.275	7.475	1.2%	0.753	2.272	3.154	1.296
2025 M	0.201	0.213	0.378	0.774	0.914	0.898	1.002	1.309	1.298	0.813	0.317	0.293	8.409	12.5%	0.792	2.586	3.608	1.423

VISITOR DAYS

SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	M	7.256	7.391	7.882	8.148	4.363	7.021	8.676	7.383	7.475	8.409
All Visitor Types	M	8.670	8.791	9.311	9.681	5.063	8.152	9.977	8.807	8.904	9.862
Share of Total	%	83.7%	84.1%	84.7%	84.2%	86.2%	86.1%	87.0%	83.8%	84.0%	85.3%
Annual Change in Share	%		0.5%	0.7%	-0.6%	2.4%	-0.1%	1.0%	-3.6%	0.1%	1.6%
Change in Share from 2015	%		0.5%	1.2%	0.6%	3.0%	2.9%	3.9%	0.2%	0.3%	1.9%
Avg Ann. Change in Share	%		0.5%	0.6%	0.1%	0.6%	0.5%	0.6%	0.0%	0.0%	0.2%

STAYING VISITOR



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

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 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												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025	-1.9%	5.3%	38.9%	-5.4%	11.3%	22.1%	-9.2%	-3.5%	5.1%	-7.9%	-12.6%	-8.6%	2.8%		15.6%	9.1%	-3.2%	-9.4%
% Change 2024 to 2025	3.2%	-1.7%	3.2%	2.4%	3.9%	-2.2%	5.6%	2.9%	2.5%	0.3%	-3.4%	-3.7%	1.7%	Annual Change	1.5%	1.4%	3.5%	-1.5%
Average Annual Change	-0.2%	0.5%	3.9%	-0.5%	1.1%	2.2%	-0.9%	-0.4%	0.5%	-0.8%	-1.3%	-0.9%	0.3%		1.6%	0.9%	-0.3%	-0.9%
2015 M	0.065	0.094	0.091	0.133	0.159	0.124	0.157	0.251	0.120	0.114	0.062	0.044	1.414		0.250	0.417	0.528	0.220
2016 M	0.066	0.092	0.099	0.129	0.165	0.137	0.146	0.247	0.111	0.106	0.058	0.043	1.400	-1.0%	0.257	0.431	0.504	0.207
2017 M	0.065	0.094	0.102	0.135	0.165	0.138	0.141	0.260	0.119	0.104	0.061	0.044	1.429	2.1%	0.261	0.438	0.521	0.209
2019 M	0.070	0.107	0.115	0.140	0.179	0.150	0.146	0.273	0.136	0.113	0.061	0.044	1.534	7.3%	0.292	0.469	0.555	0.218
2020 M	0.065	0.093	0.053	0.011	0.022	0.031	0.050	0.158	0.089	0.073	0.026	0.028	0.700	-54.4%	0.211	0.065	0.297	0.127
2021 M	0.020	0.038	0.048	0.075	0.130	0.132	0.123	0.244	0.127	0.106	0.052	0.035	1.131	61.6%	0.106	0.338	0.493	0.194
2022 M	0.055	0.080	0.102	0.115	0.153	0.134	0.126	0.224	0.117	0.100	0.054	0.042	1.302	15.1%	0.237	0.402	0.466	0.196
2023 M	0.061	0.096	0.118	0.124	0.168	0.149	0.135	0.242	0.130	0.105	0.055	0.041	1.424	9.4%	0.275	0.441	0.507	0.201
2024 M	0.062	0.100	0.122	0.123	0.171	0.154	0.135	0.235	0.123	0.105	0.056	0.042	1.429	0.3%	0.284	0.448	0.494	0.202
2025 M	0.064	0.099	0.126	0.126	0.177	0.151	0.143	0.242	0.126	0.105	0.054	0.040	1.453	1.7%	0.289	0.455	0.511	0.199

VISITOR DAYS											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	1.414	1.400	1.429	1.534	0.700	1.131	1.302	1.424	1.429	1.453
All Visitor Types	M	8.670	8.791	9.311	9.681	5.063	8.152	9.977	8.807	8.904	9.862
Share of Total	%	16.3%	15.9%	15.3%	15.8%	13.8%	13.9%	13.0%	16.2%	16.0%	14.7%
Annual Change in Share	%		-2.4%	-3.6%	3.2%	-12.8%	0.4%	-6.0%	24.0%	-0.8%	-8.2%
Change in Share from 2015	%		-2.4%	-5.9%	-2.9%	-15.3%	-15.0%	-20.0%	-0.9%	-1.6%	-9.7%
Avg Ann. Change in Share	%		-2.4%	-3.0%	-0.7%	-3.1%	-2.5%	-2.9%	-0.1%	-0.2%	-1.0%

DAY VISITOR



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

Direct and Total Employment by Month, Year and Visitor Type for the Period 2015 to 2025

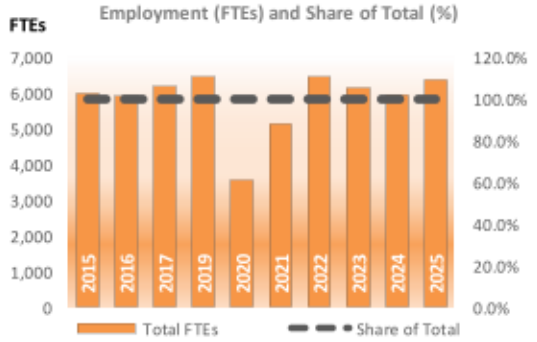
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP									2015 to 2025				TOTAL		TOTAL EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL																	
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
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 2015 to 2025	-8.6%	-7.2%	-4.8%	13.0%	2.6%	0.8%	2.9%	6.9%	24.7%	18.7%	-6.1%	2.8%	6.1%		-6.6%	4.9%	11.1%	7.7%
% Change 2024 to 2025	1.1%	5.4%	-1.8%	11.8%	6.7%	4.7%	7.2%	7.6%	13.1%	8.2%	0.0%	1.2%	6.7%		1.0%	7.4%	9.3%	4.4%
Average Annual Change	-0.9%	-0.7%	-0.5%	1.3%	0.3%	0.1%	0.3%	0.7%	2.5%	1.9%	-0.6%	0.3%	0.6%	Annual Change	-0.7%	0.5%	1.1%	0.8%
2015 FTEs	2,896	3,136	4,449	6,004	7,847	7,752	8,500	10,466	8,363	5,883	3,597	3,042	5,995		3,494	7,201	9,109	4,174
2016 FTEs	2,778	2,999	4,322	5,816	7,749	7,694	8,412	10,529	8,345	5,754	3,466	2,948	5,901	-1.6%	3,367	7,086	9,095	4,056
2017 FTEs	2,881	3,144	4,291	6,180	8,100	7,872	8,849	10,849	9,210	6,025	3,505	3,132	6,170	4.6%	3,439	7,384	9,636	4,221
2019 FTEs	3,076	3,306	4,471	6,677	8,640	8,136	9,188	11,295	9,096	6,307	3,724	3,303	6,435	4.3%	3,617	7,818	9,860	4,445
2020 FTEs	3,054	2,860	2,685	586	938	964	5,145	8,979	9,466	5,533	882	1,485	3,548	-44.9%	2,866	829	7,863	2,633
2021 FTEs	547	623	751	2,221	6,137	7,998	8,621	10,854	10,425	7,049	3,532	3,007	5,147	45.1%	640	5,452	9,967	4,529
2022 FTEs	2,904	2,931	4,705	6,383	8,601	8,347	9,241	11,305	9,631	6,213	3,614	3,618	6,458	25.5%	3,513	7,777	10,059	4,482
2023 FTEs	2,681	2,906	4,255	6,280	8,442	7,738	8,150	10,838	9,588	6,231	3,435	3,168	6,143	-4.9%	3,281	7,487	9,525	4,278
2024 FTEs	2,617	2,760	4,316	6,072	7,551	7,463	8,161	10,391	9,218	6,451	3,375	3,091	5,955	-3.0%	3,231	7,028	9,257	4,306
2025 FTEs	2,647	2,909	4,236	6,787	8,053	7,814	8,745	11,184	10,428	6,981	3,376	3,127	6,357	6.7%	3,264	7,552	10,119	4,495

EMPLOYMENT											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Total	FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955	6,357
Total Employment	FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955	6,357
Share of Total	%	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 2015	%										
Avg Ann. Change in Share	%										

TOTAL



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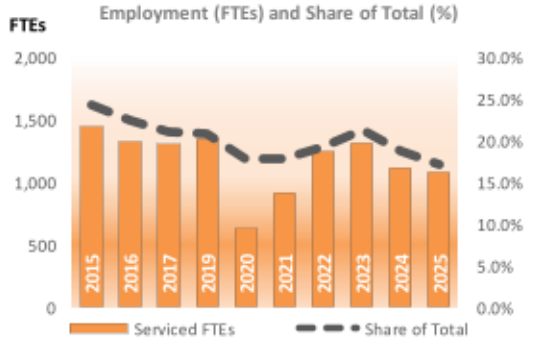
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 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												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025	-25.1%	-27.6%	-26.1%	-24.6%	-21.6%	-24.1%	-23.6%	-24.1%	-27.0%	-27.2%	-27.2%	-23.7%	-25.1%		-26.3%	-23.4%	-24.8%	-26.1%
% Change 2024 to 2025	-0.2%	-1.6%	0.2%	-2.5%	-2.2%	-1.5%	-1.0%	-3.1%	-3.8%	-4.8%	-4.7%	-2.9%	-2.4%	Annual Change	-0.5%	-2.1%	-2.6%	-4.2%
Average Annual Change	-2.5%	-2.8%	-2.6%	-2.5%	-2.2%	-2.4%	-2.4%	-2.4%	-2.7%	-2.7%	-2.7%	-2.4%	-2.5%		-2.6%	-2.3%	-2.5%	-2.6%
2015 FTEs	1,213	1,276	1,319	1,410	1,456	1,518	1,633	1,828	1,614	1,467	1,357	1,257	1,446		1,269	1,462	1,692	1,360
2016 FTEs	1,087	1,156	1,198	1,281	1,335	1,387	1,515	1,699	1,467	1,321	1,235	1,155	1,320	-8.7%	1,147	1,334	1,560	1,237
2017 FTEs	1,078	1,122	1,158	1,281	1,341	1,366	1,470	1,641	1,449	1,302	1,215	1,157	1,298	-1.6%	1,119	1,329	1,520	1,224
2019 FTEs	1,112	1,155	1,190	1,320	1,398	1,418	1,513	1,710	1,480	1,358	1,265	1,191	1,343	3.4%	1,152	1,379	1,568	1,272
2020 FTEs	1,051	1,042	795	251	301	265	628	977	885	803	316	253	631	-53.0%	963	272	830	457
2021 FTEs	349	337	352	399	511	1,243	1,354	1,573	1,354	1,257	1,161	1,083	914	45.0%	346	718	1,427	1,167
2022 FTEs	1,012	1,067	1,105	1,238	1,291	1,314	1,413	1,567	1,359	1,256	1,176	1,115	1,243	35.9%	1,061	1,281	1,447	1,182
2023 FTEs	1,076	1,116	1,151	1,305	1,361	1,386	1,479	1,667	1,456	1,322	1,230	1,175	1,310	5.4%	1,114	1,351	1,534	1,242
2024 FTEs	911	939	973	1,090	1,168	1,171	1,261	1,432	1,225	1,122	1,038	988	1,110	-15.3%	941	1,143	1,306	1,049
2025 FTEs	909	924	975	1,063	1,142	1,153	1,248	1,388	1,179	1,068	988	959	1,083	-2.4%	936	1,119	1,272	1,005

EMPLOYMENT											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Serviced	FTEs	1,446	1,320	1,298	1,343	631	914	1,243	1,310	1,110	1,083
Total Employment	FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955	6,357
Share of Total	%	24.1%	22.4%	21.0%	20.9%	17.8%	17.8%	19.2%	21.3%	18.6%	17.0%
Annual Change in Share	%		-7.3%	-5.9%	-0.8%	-14.8%	0.0%	8.3%	10.8%	-12.6%	-8.6%
Change in Share from 2015	%		-7.3%	-12.8%	-13.5%	-26.3%	-26.3%	-20.2%	-11.6%	-22.7%	-29.4%
Avg Ann. Change in Share	%		-7.3%	-6.4%	-3.4%	-5.3%	-4.4%	-2.9%	-1.4%	-2.5%	-2.9%

SERVICED ACCOMMODATION



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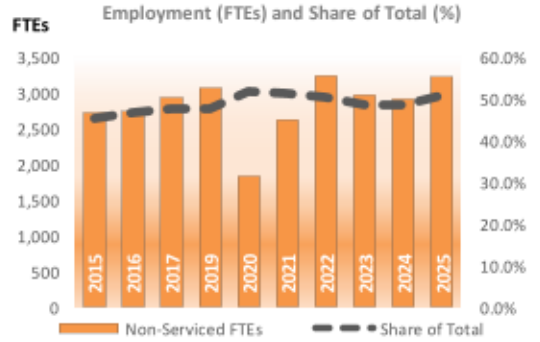
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 to 2025			NON-SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025	8.4%	8.1%	-1.6%	29.6%	6.9%	5.1%	12.2%	16.7%	42.1%	42.1%	9.2%	23.9%	18.4%		3.2%	12.0%	23.4%	29.8%
% Change 2024 to 2025	1.9%	14.6%	-3.2%	17.9%	9.8%	7.7%	8.8%	11.0%	17.5%	13.9%	4.0%	4.9%	10.7%	Annual Change	2.3%	11.3%	12.7%	9.8%
Average Annual Change	0.8%	0.8%	-0.2%	3.0%	0.7%	0.5%	1.2%	1.7%	4.2%	4.2%	0.9%	2.4%	1.8%		0.3%	1.2%	2.3%	3.0%
2015 FTEs	832	920	1,876	2,705	3,977	3,991	4,046	5,040	4,248	2,672	1,300	993	2,716		1,209	3,557	4,445	1,655
2016 FTEs	836	913	1,841	2,682	3,974	4,008	4,104	5,189	4,378	2,721	1,308	995	2,746	1.1%	1,197	3,554	4,557	1,675
2017 FTEs	903	1,027	1,835	2,901	4,207	4,138	4,443	5,398	4,956	2,923	1,332	1,106	2,931	6.7%	1,255	3,749	4,932	1,787
2019 FTEs	996	1,075	1,901	3,215	4,508	4,252	4,668	5,634	4,825	3,061	1,448	1,199	3,065	4.6%	1,324	3,992	5,042	1,903
2020 FTEs	1,020	909	1,192	224	421	432	2,952	4,998	5,644	3,073	340	733	1,828	-40.4%	1,040	359	4,531	1,382
2021 FTEs	64	60	104	1,058	3,630	4,380	4,501	5,567	5,926	3,729	1,435	1,125	2,632	43.9%	76	3,023	5,331	2,096
2022 FTEs	1,074	1,011	2,198	3,160	4,662	4,551	4,867	5,975	5,377	3,123	1,468	1,467	3,244	23.3%	1,428	4,124	5,406	2,019
2023 FTEs	867	903	1,804	3,036	4,460	4,020	4,118	5,475	5,356	3,121	1,328	1,153	2,970	-8.4%	1,192	3,839	4,983	1,868
2024 FTEs	885	868	1,906	2,974	3,873	3,895	4,171	5,300	5,137	3,332	1,365	1,172	2,907	-2.1%	1,220	3,581	4,869	1,957
2025 FTEs	902	994	1,846	3,505	4,252	4,195	4,540	5,883	6,035	3,796	1,420	1,230	3,216	10.7%	1,247	3,984	5,486	2,148

EMPLOYMENT											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	FTEs	2,716	2,746	2,931	3,065	1,828	2,632	3,244	2,970	2,907	3,216
Total Employment	FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955	6,357
Share of Total	%	45.3%	46.5%	47.5%	47.6%	51.5%	51.1%	50.2%	48.4%	48.8%	50.6%
Annual Change in Share	%		2.7%	2.1%	0.3%	8.2%	-0.8%	-1.7%	-3.8%	0.9%	3.7%
Change in Share from 2015	%		2.7%	4.8%	5.1%	13.7%	12.8%	10.9%	6.7%	7.7%	11.6%
Avg Ann. Change in Share	%		2.7%	2.4%	1.3%	2.7%	2.1%	1.6%	0.8%	0.9%	1.2%

NON-SERVICED ACCOMMODATION



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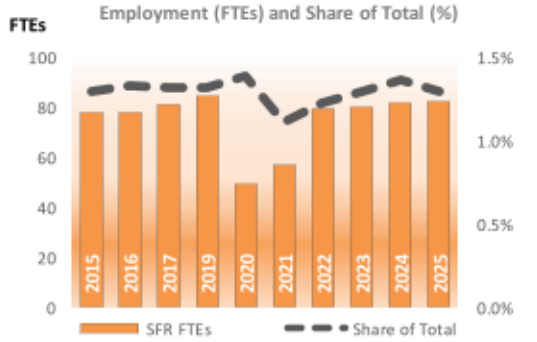
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP									2015 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												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025	-37.4%	-43.1%	-39.8%	23.1%	20.6%	14.2%	15.2%	15.1%	30.9%	26.3%	20.3%	25.5%	5.7%		-39.0%	20.2%	18.7%	24.6%
% Change 2024 to 2025	-0.1%	4.2%	-4.1%	3.0%	0.5%	-0.1%	0.1%	0.7%	3.8%	1.4%	-0.2%	0.3%	0.9%	Annual Change	-0.3%	1.5%	1.2%	0.4%
Average Annual Change	-3.7%	-4.3%	-4.0%	2.3%	2.1%	1.4%	1.5%	1.5%	3.1%	2.6%	2.0%	2.5%	0.6%		-3.9%	2.0%	1.9%	2.5%
2015 FTEs	140	45	52	110	75	59	90	96	54	52	44	115	78		79	81	80	71
2016 FTEs	141	45	52	109	75	59	91	97	55	52	44	116	78	0.3%	79	81	81	71
2017 FTEs	148	48	53	113	77	60	94	99	58	54	46	123	81	4.1%	83	84	84	74
2019 FTEs	156	49	54	119	81	62	97	103	58	56	49	129	84	4.0%	86	87	86	78
2020 FTEs	168	40	29	4	4	4	57	88	67	54	6	67	49	-41.8%	79	4	71	42
2021 FTEs	4	1	1	34	66	66	96	103	75	69	49	122	57	16.2%	2	55	91	80
2022 FTEs	86	24	33	124	90	67	102	107	65	59	51	146	79	39.0%	48	93	91	85
2023 FTEs	82	24	31	130	93	67	102	110	68	62	51	138	80	0.7%	46	97	93	83
2024 FTEs	88	25	33	131	90	67	104	110	68	65	53	144	81	2.0%	48	96	94	88
2025 FTEs	88	26	32	135	90	67	104	111	71	66	53	145	82	0.9%	48	97	95	88

EMPLOYMENT											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
SFR	FTEs	78	78	81	84	49	57	79	80	81	82
Total Employment	FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955	6,357
Share of Total	%	1.3%	1.3%	1.3%	1.3%	1.4%	1.1%	1.2%	1.3%	1.4%	1.3%
Annual Change in Share	%		1.9%	-0.5%	-0.3%	5.5%	-19.9%	10.8%	5.8%	5.2%	-5.5%
Change in Share from 2015	%		1.9%	1.5%	1.2%	6.7%	-14.5%	-5.3%	0.2%	5.5%	-0.3%
Avg Ann. Change in Share	%		1.9%	0.7%	0.3%	1.3%	-2.4%	-0.8%	0.0%	0.6%	0.0%

SFR



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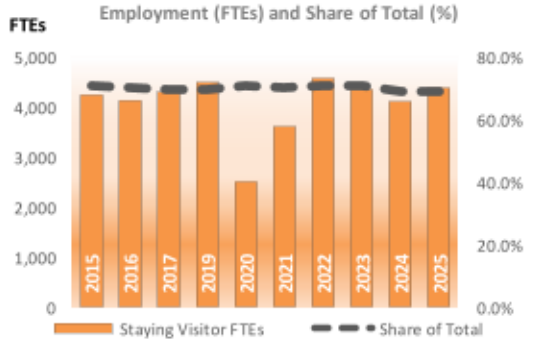
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Report Prepared by: Cathy Jones. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP									2015 to 2025				STAYING VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025	-13.1%	-13.2%	-12.2%	11.3%	-0.4%	-2.7%	2.1%	6.0%	23.1%	17.6%	-8.9%	-1.3%	3.3%		-12.7%	2.0%	10.2%	5.1%
% Change 2024 to 2025	0.8%	6.1%	-2.1%	12.1%	6.9%	5.5%	6.4%	7.9%	13.3%	9.1%	0.2%	1.2%	6.9%	Annual Change	1.0%	7.9%	9.3%	4.8%
Average Annual Change	-1.3%	-1.3%	-1.2%	1.1%	0.0%	-0.3%	0.2%	0.6%	2.3%	1.8%	-0.9%	-0.1%	0.3%		-1.3%	0.2%	1.0%	0.5%
2015 FTEs	2,185	2,241	3,247	4,225	5,508	5,568	5,769	6,964	5,916	4,191	2,701	2,365	4,240		2,558	5,100	6,216	3,086
2016 FTEs	2,064	2,114	3,092	4,072	5,383	5,454	5,710	6,985	5,899	4,095	2,587	2,266	4,143	-2.3%	2,423	4,970	6,198	2,983
2017 FTEs	2,129	2,196	3,045	4,295	5,626	5,564	6,008	7,139	6,463	4,279	2,592	2,385	4,310	4.0%	2,457	5,162	6,536	3,086
2019 FTEs	2,264	2,279	3,145	4,655	5,986	5,732	6,278	7,447	6,363	4,475	2,762	2,519	4,492	4.2%	2,563	5,458	6,696	3,252
2020 FTEs	2,239	1,991	2,017	479	726	701	3,637	6,063	6,597	3,930	662	1,053	2,508	-44.2%	2,082	635	5,432	1,881
2021 FTEs	417	399	458	1,491	4,208	5,689	5,950	7,243	7,354	5,054	2,645	2,330	3,603	43.7%	425	3,796	6,849	3,343
2022 FTEs	2,172	2,102	3,336	4,523	6,043	5,931	6,382	7,648	6,802	4,437	2,694	2,728	4,567	26.7%	2,537	5,499	6,944	3,286
2023 FTEs	2,025	2,043	2,987	4,471	5,914	5,473	5,699	7,252	6,880	4,505	2,609	2,466	4,360	-4.5%	2,352	5,286	6,610	3,193
2024 FTEs	1,883	1,832	2,912	4,194	5,131	5,133	5,536	6,842	6,430	4,519	2,456	2,305	4,098	-6.0%	2,209	4,819	6,269	3,093
2025 FTEs	1,898	1,944	2,852	4,703	5,484	5,416	5,892	7,381	7,284	4,929	2,461	2,334	4,382	6.9%	2,232	5,201	6,853	3,241

EMPLOYMENT										
SHARE OF MARKET	2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Staying Visitor FTEs	4,240	4,143	4,310	4,492	2,508	3,603	4,567	4,360	4,098	4,382
Total Employment FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955	6,357
Share of Total %	70.7%	70.2%	69.9%	69.8%	70.7%	70.0%	70.7%	71.0%	68.8%	68.9%
Annual Change in Share %		-0.7%	-0.5%	-0.1%	1.3%	-1.0%	1.0%	0.4%	-3.1%	0.2%
Change in Share from 2015 %		-0.7%	-1.2%	-1.3%	-0.1%	-1.0%	0.0%	0.4%	-2.7%	-2.6%
Avg Ann. Change in Share %		-0.7%	-0.6%	-0.3%	0.0%	-0.2%	0.0%	0.0%	-0.3%	-0.3%

STAYING VISITOR



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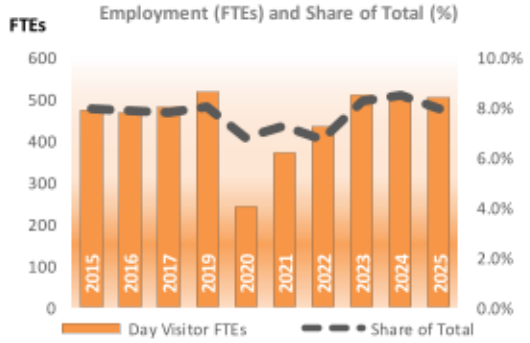
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 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												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025	1.2%	8.7%	43.4%	-2.4%	14.9%	26.0%	-6.3%	-0.4%	8.5%	-5.0%	-9.8%	-5.7%	6.1%		19.3%	12.6%	-0.1%	-6.5%
% Change 2024 to 2025	1.0%	-3.8%	1.0%	0.2%	1.6%	-4.3%	3.3%	0.7%	0.3%	-1.8%	-5.4%	-5.8%	-0.4%	Annual Change	-0.7%	-0.8%	1.3%	-3.6%
Average Annual Change	0.1%	0.9%	4.3%	-0.2%	1.5%	2.6%	-0.6%	0.0%	0.9%	-0.5%	-1.0%	-0.6%	0.6%		1.9%	1.3%	0.0%	-0.6%
2015 FTEs	263	378	365	537	643	498	634	1,012	483	460	249	177	475		335	559	709	295
2016 FTEs	262	369	396	517	662	546	585	987	444	424	232	173	466	-1.8%	342	575	672	277
2017 FTEs	262	379	412	545	664	556	568	1,047	480	421	244	175	479	2.8%	351	588	699	280
2019 FTEs	281	431	465	563	722	607	589	1,103	550	456	245	177	516	7.6%	393	631	747	293
2020 FTEs	261	375	215	44	90	126	204	667	378	307	111	117	241	-53.2%	283	87	416	178
2021 FTEs	83	155	198	294	510	519	481	955	498	416	205	138	371	53.9%	145	441	645	253
2022 FTEs	220	319	410	460	611	536	502	896	466	401	216	168	434	16.9%	316	536	622	262
2023 FTEs	260	412	508	534	720	639	580	1,038	560	449	238	176	510	17.5%	393	631	726	288
2024 FTEs	264	427	518	523	726	656	575	1,000	523	445	238	177	506	-0.7%	403	635	699	286
2025 FTEs	267	411	523	524	738	628	594	1,007	524	437	225	167	504	-0.4%	400	630	708	276

EMPLOYMENT											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Day Visitor	FTEs	475	466	479	516	241	371	434	510	506	504
Total Employment	FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955	6,357
Share of Total	%	7.9%	7.9%	7.8%	8.0%	6.8%	7.2%	6.7%	8.3%	8.5%	7.9%
Annual Change in Share	%		-0.2%	-1.7%	3.2%	-15.2%	6.1%	-6.8%	23.5%	2.4%	-6.7%
Change in Share from 2015	%		-0.2%	-1.9%	1.2%	-14.2%	-9.0%	-15.2%	4.7%	7.2%	0.0%
Avg Ann. Change in Share	%		-0.2%	-1.0%	0.3%	-2.8%	-1.5%	-2.2%	0.6%	0.8%	0.0%

DAY VISITOR



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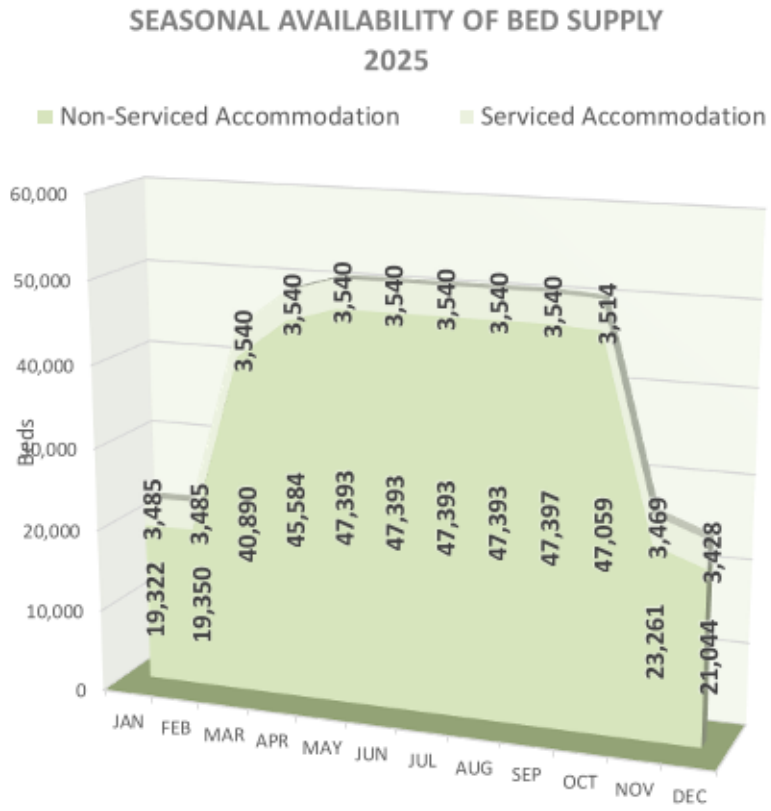
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STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP	2025	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE

SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	158	3,540	-3	-53	-59	-1,054
+50 Room	3	505	0	0	+1	+282
11-50 Room	38	1,377	-1	-22	-25	-855
<10 Room	117	1,658	-2	-31	-35	-481

NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	231	47,397	+2	+1,709	-40	+195
Self catering	108	11,532	+2	+10	-39	-744
Static caravans/chalets	0	21,042	0	+1,129	0	+996
Touring caravans/camping	123	14,823	+0	+570	-1	-57
Youth Hostels	0	0	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2025	2025		Change on 2024		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	389	50,937	-1	+1,656	-99	-859
Serviced Accommodation Share of Total	41%	7%				
Non-Serviced Accommodation Share of Total	59%	93%				



SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	22,807	22,835	44,430	49,124	50,933	50,933	50,933	50,933	50,937	50,573	26,730	24,473
Serviced Accommodation	3,485	3,485	3,540	3,540	3,540	3,540	3,540	3,540	3,540	3,514	3,469	3,428
Non-Serviced Accommodation	19,322	19,350	40,890	45,584	47,393	47,393	47,393	47,393	47,397	47,059	23,261	21,044

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

Report Sections With Historic Financial Data Indexed to 2025 Prices

Sections:

Comparative Headlines
Key Measures
Economic Impact
Sectoral Analysis

Visitor Types:

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

Indexation: *Indexation to: 2025*

2015	*1.53*
2016	*1.51*
2017	*1.48*
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 2015-2025 - FINAL

EAST LINDSEY COASTAL STRIP

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	0.520	0.526	-1.2%	7.712	6.777	13.8%	0.177	0.172	3.1%	8.409	7.475	12.5%	1.453	1.429	1.7%	9.862	8.904	10.8%
Visitor Numbers	M	0.266	0.269	-1.0%	1.141	0.944	20.8%	0.082	0.079	2.9%	1.488	1.292	15.2%	1.453	1.429	1.7%	2.942	2.721	8.1%
Direct Expenditure	£M																555.17	500.29	11.0%
Economic Impact	£M	74.19	75.55	-1.8%	586.85	512.39	14.5%	12.59	12.21	3.1%	673.63	600.15	12.2%	78.26	76.93	1.7%	751.89	677.08	11.0%
Direct Employment	FTEs	1,083	1,110	-2.4%	3,216	2,907	10.7%	82	81	0.9%	4,382	4,098	6.9%	504	506	-0.4%	4,885	4,604	6.1%
Total Employment	FTEs																6,357	5,955	6.7%

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

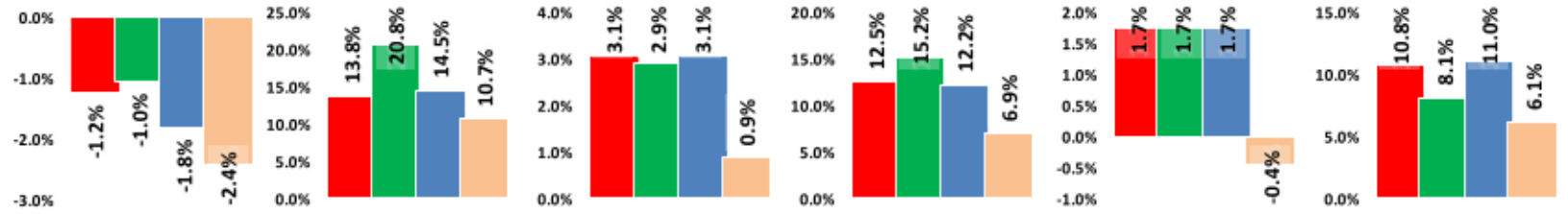
KEY

Visitor Days

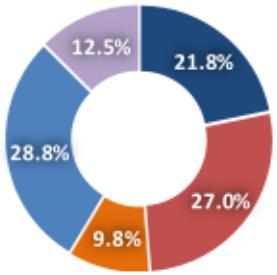
Visitor Numbers

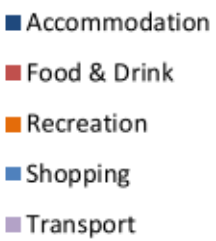
Total Economic Impact

Direct Employment



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



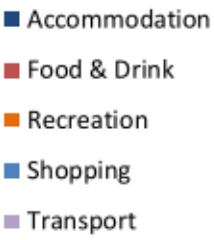


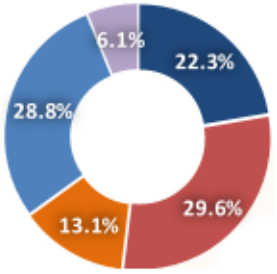
Sectors	2025	2024	+/- %
Accommodation	120.82	106.89	13.0%
Food & Drink	149.93	136.01	10.2%
Recreation	54.67	49.88	9.6%
Shopping	160.08	144.65	10.7%
Transport	69.67	62.85	10.8%
TOTAL DIRECT	555.17	500.29	11.0%
Indirect	196.72	176.79	11.3%
TOTAL	751.89	677.08	11.0%

Direct Expenditure Categories

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	1,089	1,088	0.1%
Food & Drink	1,447	1,341	7.9%
Recreation	640	597	7.3%
Shopping	1,408	1,301	8.3%
Transport	300	277	8.5%
TOTAL DIRECT	4,885	4,604	6.1%
Indirect	1,472	1,352	8.9%
TOTAL	6,357	5,955	6.7%





Direct Employment Categories

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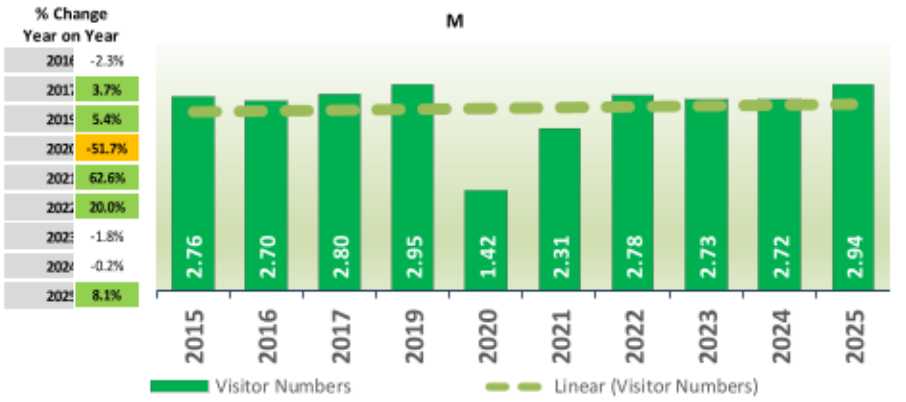
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP	2015 to 2025 2025 Prices	TOTAL	KEY MEASURES Indexed

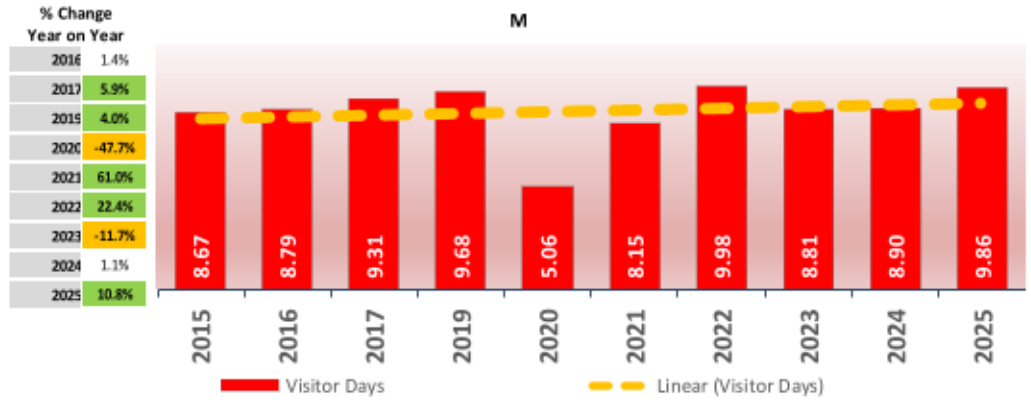
Economic Impact - Indexed - Total



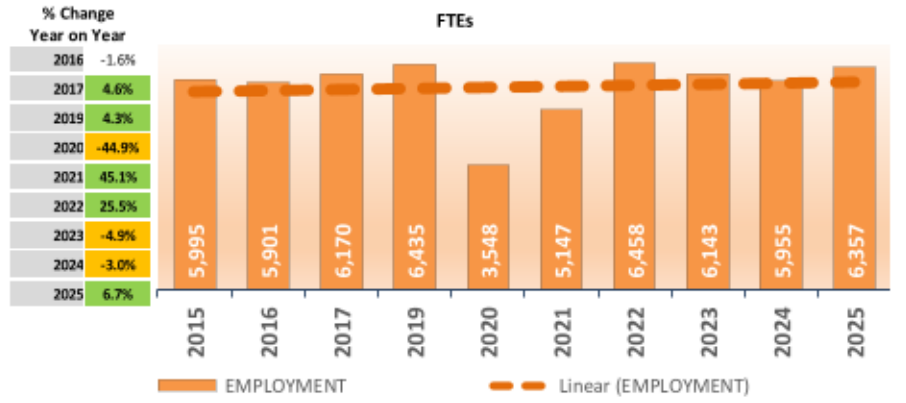
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		1.6%	7.5%	10.7%	-41.6%	-6.4%	13.8%	-2.9%	-0.2%	10.8%
Visitor Numbers		-2.3%	1.3%	6.7%	-48.5%	-16.2%	0.5%	-1.3%	-1.5%	6.5%
Visitor Days		1.4%	7.4%	11.7%	-41.6%	-6.0%	15.1%	1.6%	2.7%	13.8%
Total Employment		-1.6%	2.9%	7.3%	-40.8%	-14.1%	7.7%	2.5%	-0.7%	6.1%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2015-2025 - FINAL
EAST LINDSEY COASTAL STRIP

2015 to 2025
2025 Prices

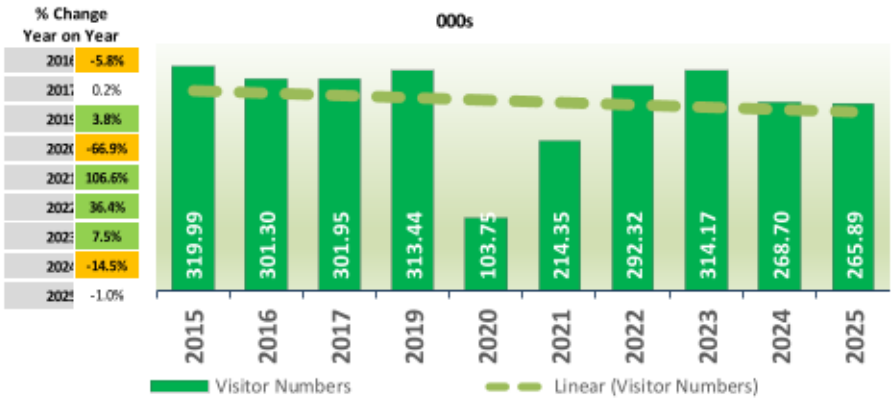
SERVICED ACCOMMODATION

KEY MEASURES
Indexed

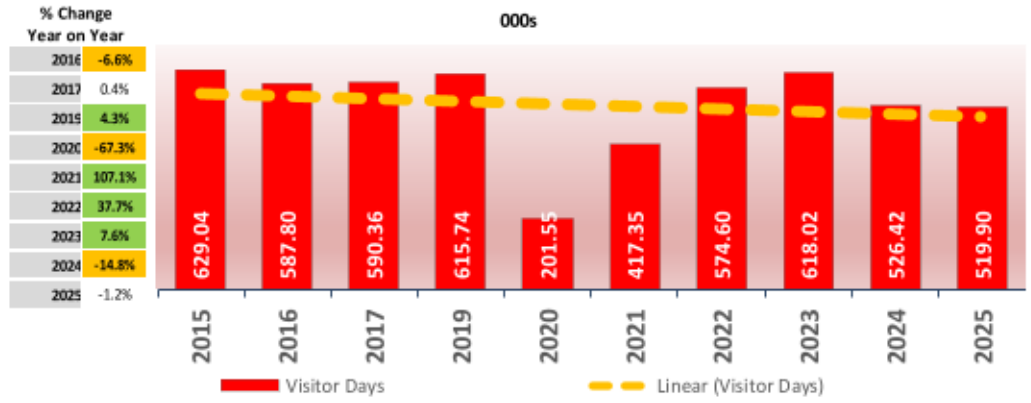
Economic Impact - Indexed - Serviced Accommodation



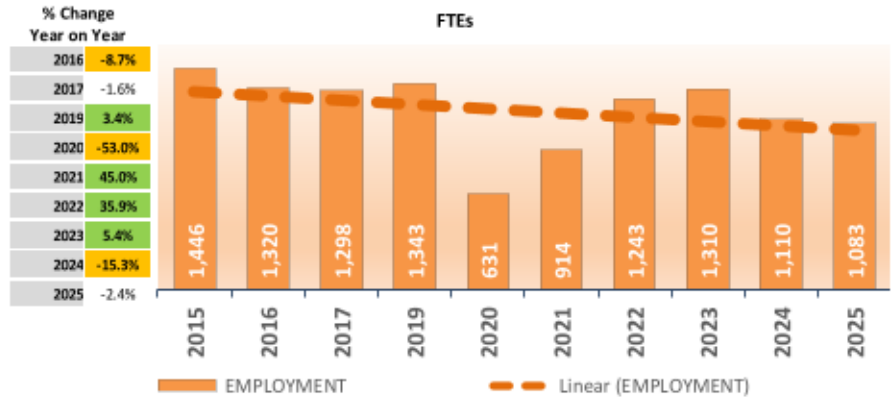
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-4.8%	-4.7%	-2.8%	-68.3%	-33.7%	-11.3%	-7.8%	-18.4%	-19.9%
Visitor Numbers		-5.8%	-5.6%	-2.0%	-67.6%	-33.0%	-8.6%	-1.8%	-16.0%	-16.9%
Visitor Days		-6.6%	-6.1%	-2.1%	-68.0%	-33.7%	-8.7%	-1.8%	-16.3%	-17.3%
Direct Employment		-8.7%	-10.2%	-7.1%	-56.4%	-36.7%	-14.0%	-9.4%	-23.2%	-25.1%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2015-2025 - FINAL
EAST LINDSEY COASTAL STRIP

2015 to 2025
2025 Prices

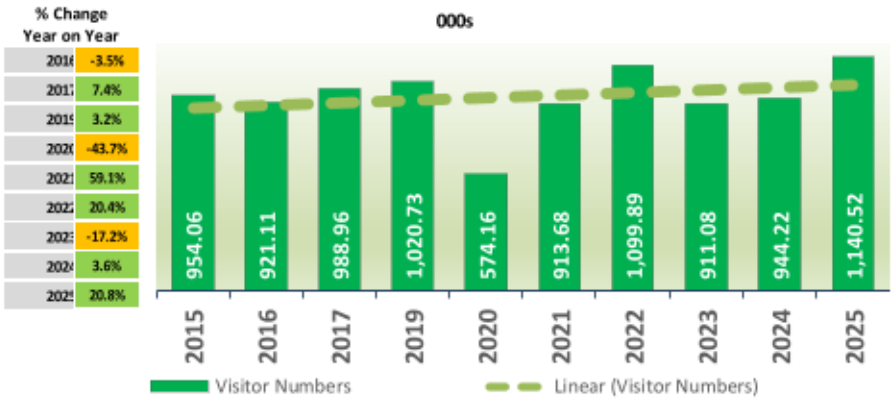
NON-SERVICED ACCOMMODATION

KEY MEASURES
Indexed

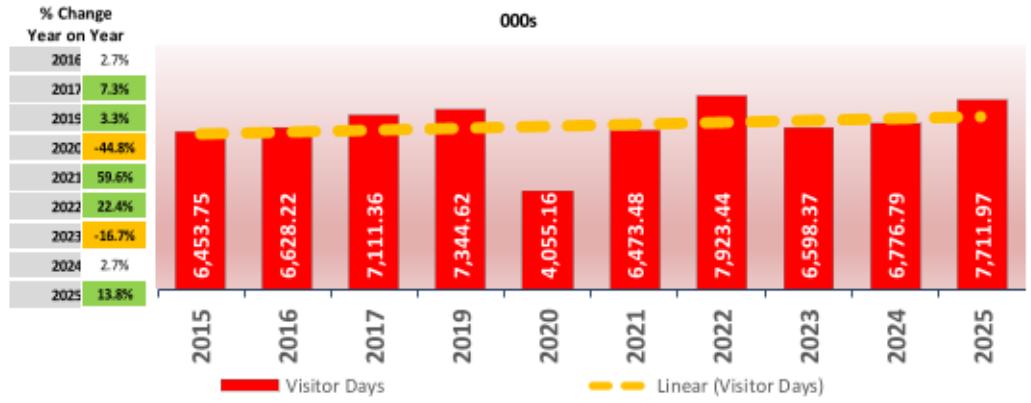
Economic Impact - Indexed - Non-Serviced Accommodation



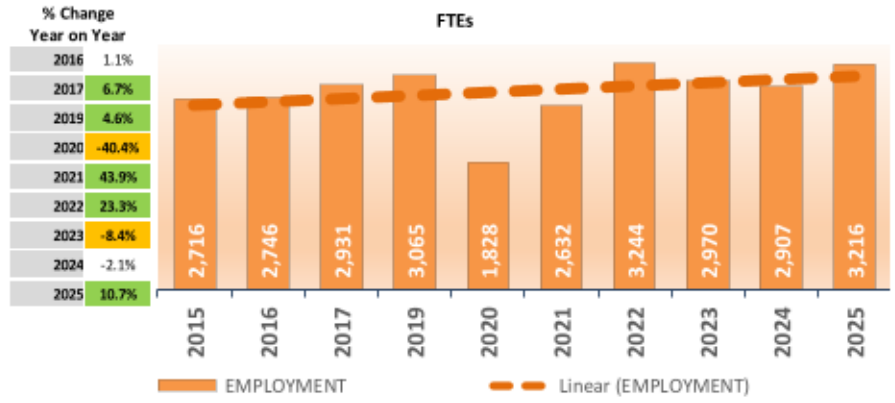
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		3.1%	10.8%	13.7%	-35.3%	1.2%	22.1%	-2.5%	3.0%	18.0%
Visitor Numbers		-3.5%	3.7%	7.0%	-39.8%	-4.2%	15.3%	-4.5%	-1.0%	19.5%
Visitor Days		2.7%	10.2%	13.8%	-37.2%	0.3%	22.8%	2.2%	5.0%	19.5%
Direct Employment		1.1%	7.9%	12.8%	-32.7%	-3.1%	19.4%	9.3%	7.0%	18.4%

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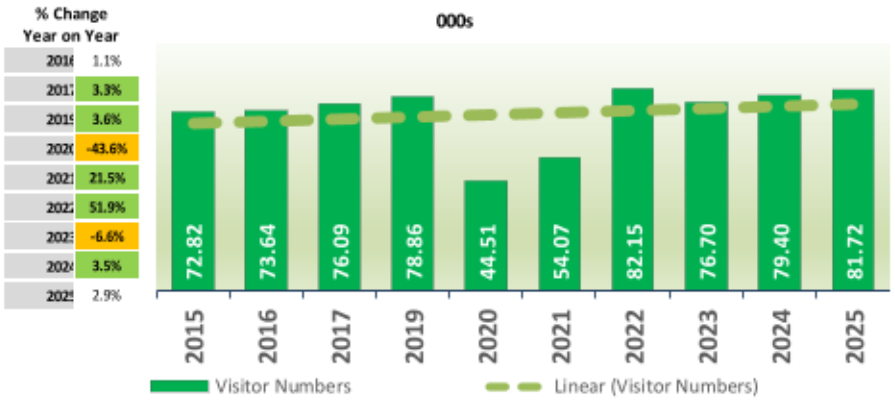
Report Prepared by: Cathy Jones. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP	2015 to 2025 2025 Prices	SFR	KEY MEASURES Indexed

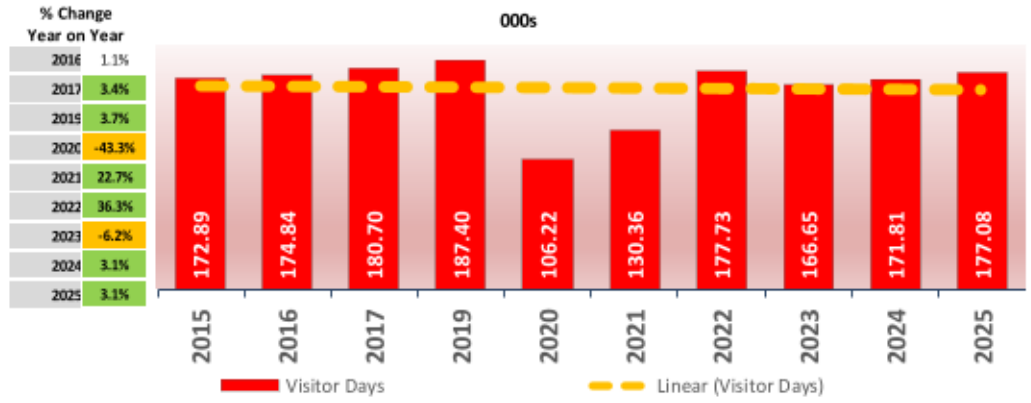
Economic Impact - Indexed - SFR



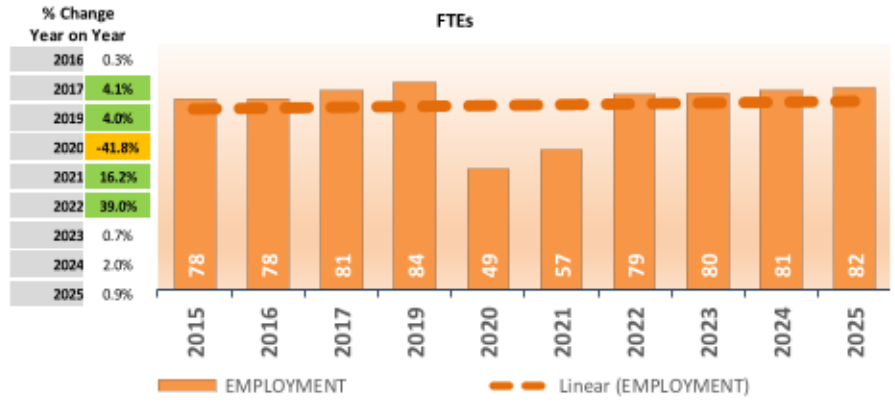
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		1.1%	4.5%	8.4%	-38.6%	-24.6%	2.8%	-3.6%	-0.6%	2.4%
Visitor Numbers		1.1%	4.5%	8.3%	-38.9%	-25.7%	12.8%	5.3%	9.0%	12.2%
Visitor Days		1.1%	4.5%	8.4%	-38.6%	-24.6%	2.8%	-3.6%	-0.6%	2.4%
Direct Employment		0.3%	4.4%	8.6%	-36.8%	-26.6%	2.0%	2.7%	4.8%	5.7%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2015-2025 - FINAL
EAST LINDSEY COASTAL STRIP

2015 to 2025
2025 Prices

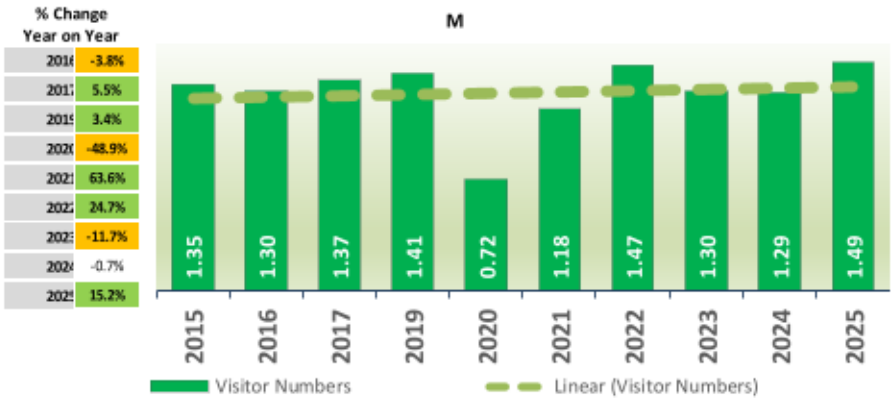
STAYING VISITOR

KEY MEASURES
Indexed

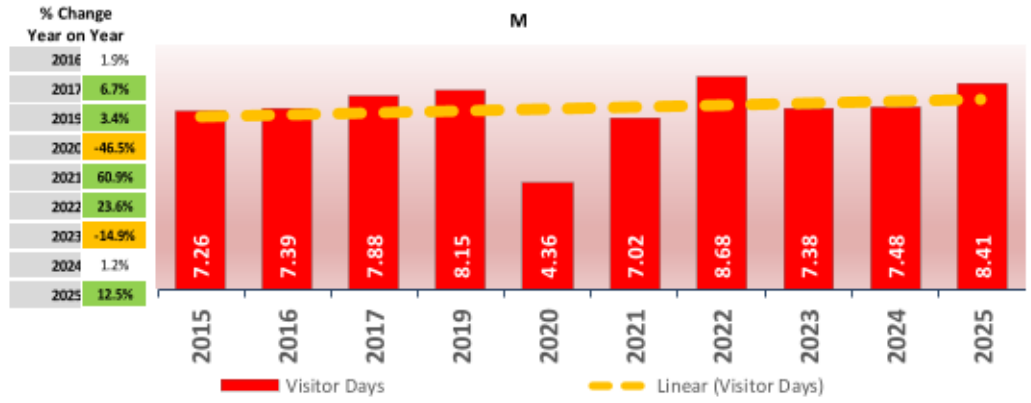
Economic Impact - Indexed - Staying Visitor



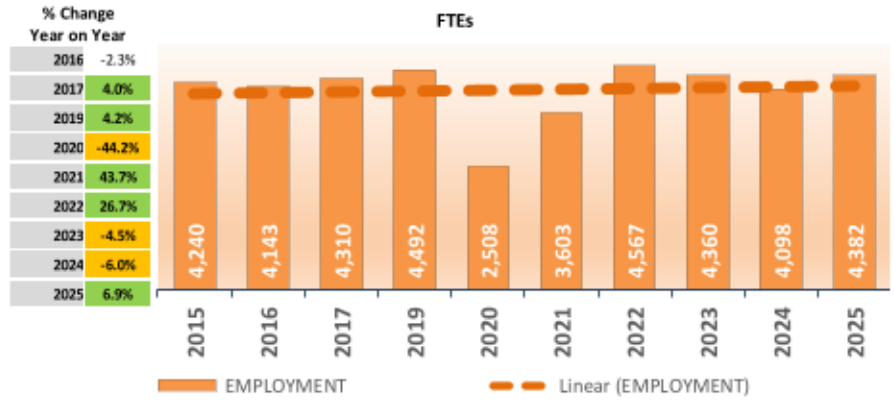
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		1.9%	8.3%	11.0%	-40.5%	-4.7%	16.5%	-3.4%	-0.4%	11.8%
Visitor Numbers		-3.8%	1.5%	4.9%	-46.4%	-12.2%	9.5%	-3.3%	-4.0%	10.5%
Visitor Days		1.9%	8.6%	12.3%	-39.9%	-3.2%	19.6%	1.8%	3.0%	15.9%
Direct Employment		-2.3%	1.7%	5.9%	-40.9%	-15.0%	7.7%	2.8%	-3.4%	3.3%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2015-2025 - FINAL
EAST LINDSEY COASTAL STRIP

2015 to 2025
2025 Prices

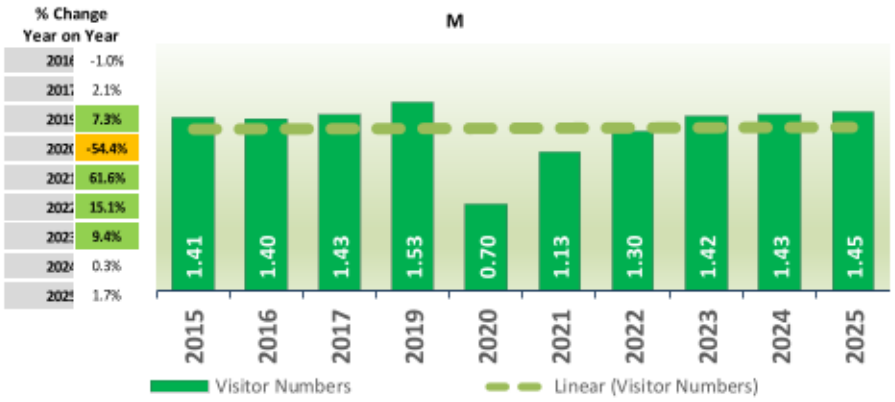
DAY VISITOR

KEY MEASURES
Indexed

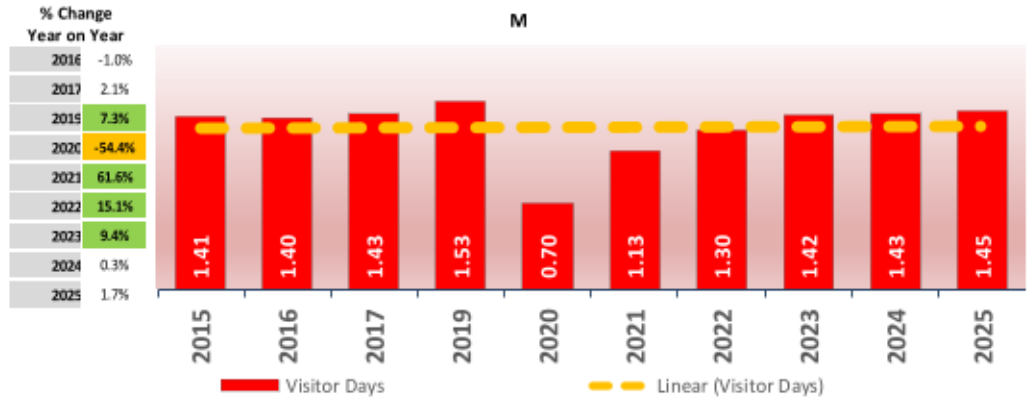
Economic Impact - Indexed - Day Visitor



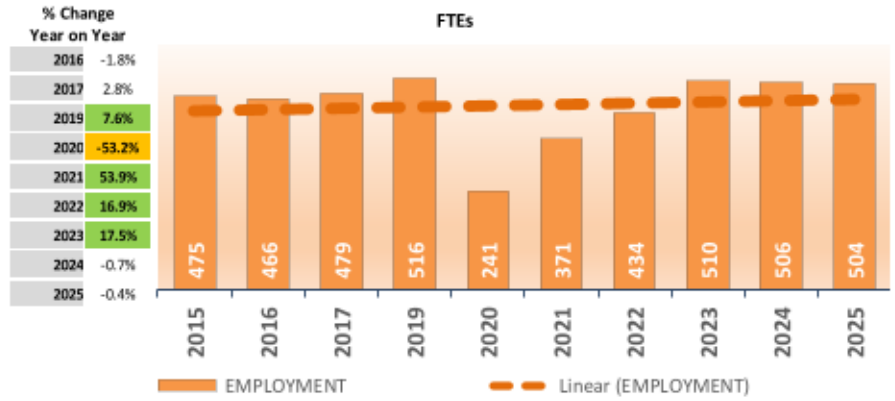
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2015	2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-1.0%	1.0%	8.4%	-50.5%	-20.0%	-8.0%	0.7%	1.0%	2.8%
Visitor Numbers		-1.0%	1.1%	8.5%	-50.5%	-20.0%	-8.0%	0.7%	1.0%	2.8%
Visitor Days		-1.0%	1.1%	8.5%	-50.5%	-20.0%	-8.0%	0.7%	1.0%	2.8%
Direct Employment		-1.8%	1.0%	8.6%	-49.2%	-21.9%	-8.7%	7.3%	6.5%	6.1%

"Linear" = *Linear Trendline*

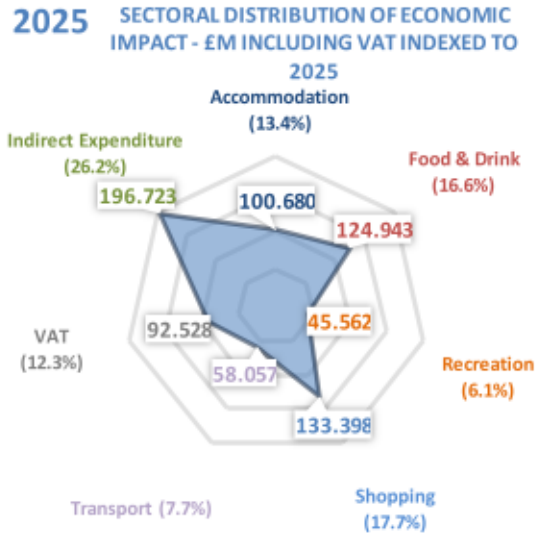
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Report Prepared by: Cathy Jones. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP	2015 to 2025 2025 Prices	TOTAL	SECTORAL ANALYSIS Indexed

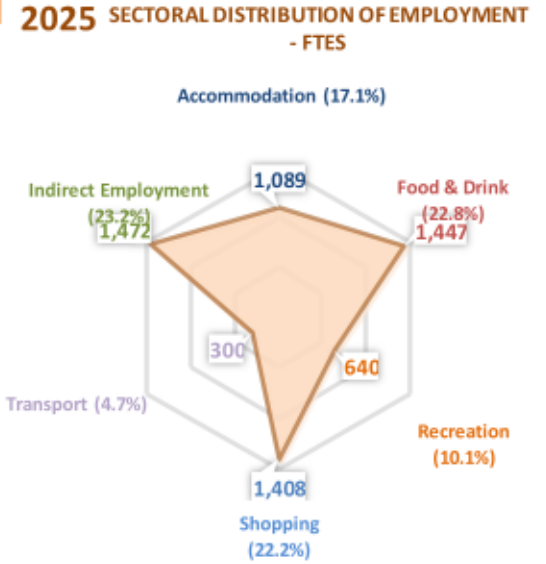
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2025

SECTOR / YEAR		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	95.61	98.36	104.37	104.49	64.79	90.52	106.67	81.86	89.08	100.68
Food & Drink	£M	112.27	113.25	119.65	124.28	68.44	103.73	128.01	111.32	113.34	124.94
Recreation	£M	41.61	41.86	44.09	45.84	24.84	38.18	46.88	39.92	41.56	45.56
Shopping	£M	117.61	119.18	125.69	130.63	67.45	110.06	133.90	128.56	120.54	133.40
Transport	£M	51.26	52.04	55.11	57.26	30.01	48.69	59.19	50.06	52.38	58.06
Direct Revenue	£M	418.36	424.69	448.92	462.50	255.53	391.18	474.64	411.73	416.91	462.64
VAT	£M	83.67	84.94	89.78	92.50	35.92	77.83	94.93	82.35	83.38	92.53
Direct Expenditure	£M	502.03	509.63	538.70	555.00	291.45	469.00	569.57	494.07	500.29	555.17
Indirect Expenditure	£M	176.53	179.52	190.53	196.43	104.84	166.15	202.55	164.74	176.79	196.72
TOTAL	£M	678.56	689.15	729.23	751.43	396.30	635.15	772.12	658.82	677.08	751.89



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	1,428	1,315	1,287	1,359	805	1,003	1,287	1,291	1,088	1,089
Food & Drink	FTEs	1,260	1,261	1,342	1,397	767	1,132	1,426	1,331	1,341	1,447
Recreation	FTEs	567	565	600	625	338	506	634	579	597	640
Shopping	FTEs	1,203	1,210	1,285	1,339	689	1,095	1,359	1,401	1,301	1,408
Transport	FTEs	257	259	276	288	150	237	294	267	277	300
Direct Employment	FTEs	4,715	4,610	4,790	5,008	2,749	3,974	5,000	4,870	4,604	4,885
Indirect Employment	FTEs	1,280	1,291	1,380	1,427	799	1,173	1,457	1,273	1,352	1,472
TOTAL	FTEs	5,995	5,901	6,170	6,435	3,548	5,147	6,458	6,143	5,955	6,357



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

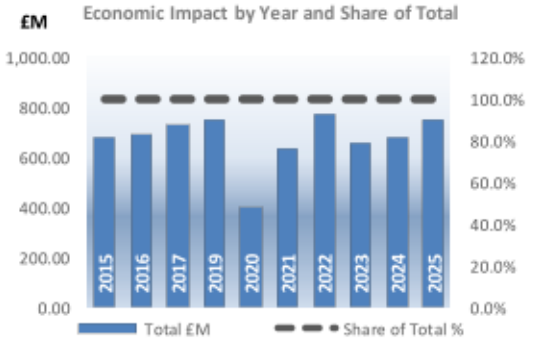
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STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 to 2025 2025 Prices			TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		TOTAL																
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025		3.2%	2.2%	-0.5%	20.7%	4.6%	1.6%	4.3%	8.4%	28.3%	25.6%	1.6%	20.0%	10.8%		1.2%	7.7%	13.0%	17.9%
% Change 2024 to 2025		5.0%	12.0%	-0.2%	17.3%	10.3%	8.1%	12.4%	11.8%	17.7%	10.6%	2.7%	4.6%	11.0%	Annual Change	4.4%	11.5%	13.9%	7.4%
Average Annual Change		0.3%	0.2%	-0.1%	2.1%	0.5%	0.2%	0.4%	0.8%	2.8%	2.6%	0.2%	2.0%	1.1%		0.1%	0.8%	1.3%	1.8%
2015	£M	19.26	22.31	36.44	54.46	75.72	75.49	92.64	112.04	86.84	53.71	28.12	21.53	678.56		78.01	205.67	291.52	103.36
2016	£M	19.45	22.31	36.57	54.14	76.60	76.34	94.29	115.96	89.07	54.12	28.21	22.10	689.15	1.6%	78.33	207.08	299.32	104.42
2017	£M	20.91	24.19	36.20	58.52	80.73	78.28	100.18	119.59	99.76	57.46	28.85	24.55	729.23	5.8%	81.30	217.54	319.53	110.86
2019	£M	22.51	25.26	37.19	63.38	85.85	80.09	102.01	122.94	96.03	59.55	30.76	25.87	751.43	3.0%	84.96	229.31	320.98	116.18
2020	£M	23.48	21.18	19.52	2.812	5.539	6.134	54.70	93.40	101.16	51.76	4.484	12.12	396.30	-47.3%	64.19	14.49	249.27	68.36
2021	£M	2.102	3.078	4.213	19.44	64.11	81.71	98.79	122.33	115.87	69.86	30.02	23.62	635.15	60.3%	9.393	165.26	336.99	123.50
2022	£M	21.60	21.83	41.50	61.39	87.14	84.29	104.35	124.40	104.53	59.90	30.41	30.77	772.12	21.6%	84.94	232.82	333.29	121.08
2023	£M	16.96	19.31	32.53	54.78	78.04	70.43	80.87	110.63	92.44	54.69	25.45	22.68	658.82	-14.7%	68.81	203.26	283.94	102.81
2024	£M	18.94	20.35	36.32	56.02	71.77	70.94	85.99	108.58	94.67	61.00	27.79	24.70	677.08	2.8%	75.61	198.74	289.24	113.49
2025	£M	19.88	22.81	36.25	65.73	79.18	76.67	96.66	121.42	111.44	67.47	28.55	25.83	751.89	11.0%	78.93	221.58	329.52	121.86

ECONOMIC IMPACT - INDEXED TO 2025											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Total	£M	678.56	689.15	729.23	751.43	396.30	635.15	772.12	658.82	677.08	751.89
All Visitor Types	£M	678.56	689.15	729.23	751.43	396.30	635.15	772.12	658.82	677.08	751.89
Share of Total	%	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 2015	%										
Avg Ann. Change in Share	%										

TOTAL



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

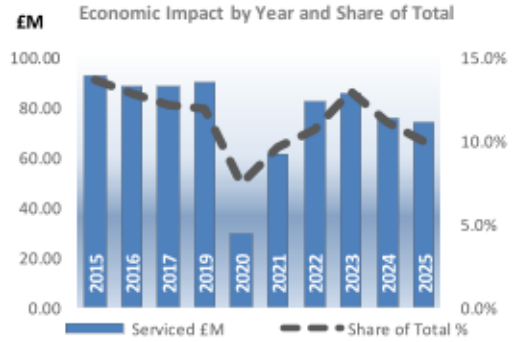
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 to 2025 2025 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025	-8.5%	-26.4%	-22.4%	-19.5%	-10.3%	-19.9%	-14.6%	-18.1%	-29.1%	-28.3%	-27.3%	-7.8%	-19.9%		-20.2%	-16.6%	-20.2%	-23.0%
% Change 2024 to 2025	9.1%	1.3%	8.9%	-2.2%	-1.3%	0.7%	2.3%	-2.5%	-5.3%	-9.2%	-10.4%	-4.3%	-1.8%	Annual Change	6.4%	-0.8%	-1.8%	-8.2%
Average Annual Change	-0.9%	-2.6%	-2.2%	-1.9%	-1.0%	-2.0%	-1.5%	-1.8%	-2.9%	-2.8%	-2.7%	-0.8%	-2.0%		-2.0%	-1.7%	-2.0%	-2.3%
2015 £M	3.416	4.583	5.247	6.954	7.754	8.878	11.30	14.89	10.68	8.068	6.270	4.533	92.58		13.25	23.59	36.88	18.87
2016 £M	3.013	4.283	4.877	6.461	7.422	8.388	11.25	14.75	9.928	7.287	5.904	4.595	88.16	-4.8%	12.17	22.27	35.93	17.79
2017 £M	3.276	4.037	4.518	6.820	7.913	8.348	10.95	14.24	9.919	7.298	5.898	5.030	88.25	0.1%	11.83	23.08	35.11	18.23
2019 £M	3.312	4.040	4.501	6.853	8.235	8.586	11.09	14.83	9.730	7.629	6.166	5.036	90.01	2.0%	11.85	23.67	35.65	18.83
2020 £M	3.241	3.737	1.821	0.554	0.788	0.714	2.478	6.865	4.548	3.302	0.771	0.561	29.38	-67.4%	8.799	2.056	13.89	4.635
2021 £M	0.604	0.683	0.884	1.386	2.104	6.706	9.444	13.77	8.870	7.158	5.527	4.286	61.43	109.1%	2.171	10.20	32.09	16.97
2022 £M	2.697	3.623	4.142	6.521	7.444	7.847	10.32	13.20	8.748	6.998	5.719	4.830	82.09	33.6%	10.46	21.81	32.27	17.55
2023 £M	3.281	3.884	4.302	6.793	7.687	8.078	10.42	13.63	9.223	7.153	5.791	5.081	85.32	3.9%	11.47	22.56	33.27	18.03
2024 £M	2.865	3.331	3.740	5.727	7.042	7.062	9.439	12.52	8.001	6.369	5.084	4.369	75.55	-11.5%	9.936	19.83	29.96	15.82
2025 £M	3.124	3.374	4.073	5.600	6.952	7.112	9.653	12.20	7.573	5.783	4.557	4.181	74.19	-1.8%	10.57	19.66	29.43	14.52

ECONOMIC IMPACT - INDEXED TO 2025											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	92.58	88.16	88.25	90.01	29.38	61.43	82.09	85.32	75.55	74.19
All Visitor Types	£M	678.56	689.15	729.23	751.43	396.30	635.15	772.12	658.82	677.08	751.89
Share of Total	%	13.6%	12.8%	12.1%	12.0%	7.4%	9.7%	10.6%	13.0%	11.2%	9.9%
Annual Change in Share	%		-6.2%	-5.4%	-1.0%	-38.1%	30.4%	9.9%	21.8%	-13.8%	-11.6%
Change in Share from 2015	%		-6.2%	-11.3%	-12.2%	-45.7%	-29.1%	-22.1%	-5.1%	-18.2%	-27.7%
Avg Ann. Change in Share	%		-6.2%	-5.7%	-3.1%	-9.1%	-4.9%	-3.2%	-0.6%	-2.0%	-2.8%

SERVICED ACCOMMODATION



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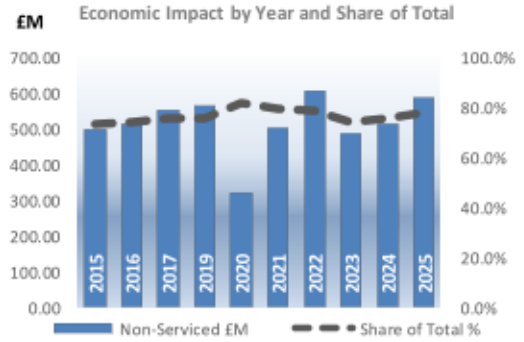
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 to 2025 2025 Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025		16.2%	14.1%	-2.4%	32.8%	5.3%	2.4%	8.8%	15.1%	39.4%	42.2%	13.8%	34.6%	18.0%		5.8%	11.0%	20.6%	33.5%
% Change 2024 to 2025		4.8%	21.9%	-2.4%	22.8%	13.1%	10.7%	14.7%	15.5%	21.5%	14.5%	7.2%	8.4%	14.5%	Annual Change	5.0%	14.9%	17.3%	11.7%
Average Annual Change		1.6%	1.4%	-0.2%	3.3%	0.5%	0.2%	0.9%	1.5%	3.9%	4.2%	1.4%	3.5%	1.8%		0.6%	1.1%	2.1%	3.3%
2015	£M	10.49	12.08	25.63	38.88	58.39	59.18	71.68	82.36	68.99	38.82	17.93	13.11	497.53		48.19	156.45	223.03	69.86
2016	£M	11.03	12.45	25.67	39.27	59.28	59.81	73.96	86.63	72.43	40.43	18.58	13.62	513.16	3.1%	49.15	158.35	233.02	72.63
2017	£M	12.18	14.46	25.48	42.91	62.93	61.71	80.39	90.03	82.65	43.82	19.08	15.55	551.20	7.4%	52.12	167.55	253.08	78.46
2019	£M	13.39	14.82	25.78	47.44	66.92	62.59	81.79	92.05	78.20	45.10	20.68	16.77	565.53	2.6%	53.98	176.95	252.04	82.56
2020	£M	14.54	11.90	14.44	1.607	3.491	3.680	48.81	76.93	90.96	43.87	2.231	9.231	321.69	-43.1%	40.88	8.778	216.70	55.33
2021	£M	0.365	0.356	0.713	13.55	54.11	66.98	81.44	94.05	99.15	56.06	21.00	15.79	503.57	56.5%	1.434	134.64	274.64	92.85
2022	£M	14.80	13.61	31.41	47.02	70.27	68.34	85.91	97.73	88.64	46.73	21.11	21.75	607.31	20.6%	59.82	185.63	272.28	89.58
2023	£M	9.411	9.962	21.46	39.68	60.18	53.51	61.92	82.63	75.34	41.14	16.05	13.68	484.97	-20.1%	40.84	153.37	219.89	70.87
2024	£M	11.63	11.31	25.60	42.03	54.41	54.73	67.97	82.02	79.19	48.19	19.03	16.28	512.39	5.7%	48.54	151.17	229.18	83.50
2025	£M	12.19	13.79	25.00	51.62	61.52	60.57	77.99	94.77	96.18	55.19	20.41	17.65	586.85	14.5%	50.97	173.71	268.93	93.25

ECONOMIC IMPACT - INDEXED TO 2025											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	497.53	513.16	551.20	565.53	321.69	503.57	607.31	484.97	512.39	586.85
All Visitor Types	£M	678.56	689.15	729.23	751.43	396.30	635.15	772.12	658.82	677.08	751.89
Share of Total	%	73.3%	74.5%	75.6%	75.3%	81.2%	79.3%	78.7%	73.6%	75.7%	78.1%
Annual Change in Share	%		1.6%	1.5%	-0.4%	7.9%	-2.3%	-0.8%	-6.4%	2.8%	3.1%
Change in Share from 2015	%		1.6%	3.1%	2.6%	10.7%	8.1%	7.3%	0.4%	3.2%	6.4%
Avg Ann. Change in Share	%		1.6%	1.5%	0.7%	2.1%	1.4%	1.0%	0.0%	0.4%	0.6%

NON-SERVICED ACCOMMODATION



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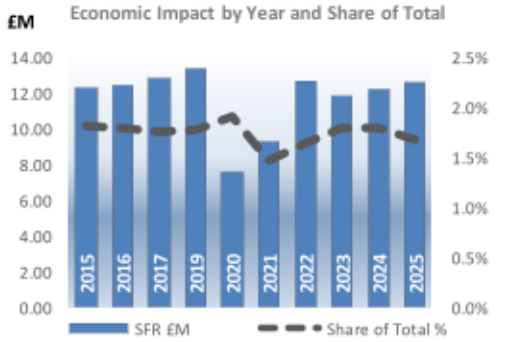
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 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 2015 to 2025		-39.4%	-44.9%	-41.7%	19.2%	16.8%	10.7%	11.6%	11.5%	26.8%	22.4%	16.6%	21.6%	2.4%		-40.9%	16.4%	15.0%	20.7%
% Change 2024 to 2025		2.0%	6.5%	-2.0%	5.3%	2.7%	2.1%	2.3%	2.9%	6.0%	3.6%	2.0%	2.5%	3.1%	Annual Change	1.9%	3.7%	3.4%	2.6%
Average Annual Change		-3.9%	-4.5%	-4.2%	1.9%	1.7%	1.1%	1.2%	1.1%	2.7%	2.2%	1.7%	2.2%	0.2%		-4.1%	1.6%	1.5%	2.1%
2015	£M	1.845	0.594	0.689	1.443	0.985	0.777	1.189	1.268	0.712	0.684	0.583	1.521	12.29		3.128	3.205	3.170	2.788
2016	£M	1.874	0.600	0.690	1.448	0.992	0.783	1.202	1.288	0.725	0.692	0.590	1.545	12.43	1.1%	3.164	3.223	3.215	2.828
2017	£M	1.952	0.629	0.693	1.496	1.019	0.797	1.239	1.309	0.767	0.717	0.606	1.618	12.84	3.3%	3.274	3.312	3.316	2.941
2019	£M	2.057	0.645	0.707	1.570	1.061	0.816	1.278	1.349	0.768	0.732	0.641	1.695	13.32	3.7%	3.409	3.446	3.396	3.069
2020	£M	2.218	0.530	0.384	0.058	0.057	0.048	0.737	1.099	0.842	0.674	0.071	0.833	7.551	-43.3%	3.133	0.163	2.678	1.578
2021	£M	0.051	0.014	0.017	0.458	0.896	0.892	1.295	1.390	1.010	0.929	0.668	1.648	9.267	22.7%	0.081	2.246	3.695	3.245
2022	£M	1.147	0.314	0.432	1.650	1.188	0.885	1.356	1.414	0.864	0.780	0.670	1.934	12.63	36.3%	1.893	3.723	3.634	3.384
2023	£M	1.014	0.295	0.388	1.605	1.150	0.831	1.264	1.359	0.845	0.765	0.627	1.705	11.85	-6.2%	1.697	3.586	3.468	3.096
2024	£M	1.096	0.308	0.410	1.634	1.121	0.842	1.298	1.374	0.852	0.808	0.667	1.805	12.21	3.1%	1.814	3.597	3.524	3.280
2025	£M	1.118	0.328	0.402	1.720	1.151	0.860	1.327	1.414	0.903	0.837	0.680	1.849	12.59	3.1%	1.848	3.731	3.644	3.366

ECONOMIC IMPACT - INDEXED TO 2025											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
SFR	£M	12.29	12.43	12.84	13.32	7.551	9.267	12.63	11.85	12.21	12.59
All Visitor Types	£M	678.56	689.15	729.23	751.43	396.30	635.15	772.12	658.82	677.08	751.89
Share of Total	%	1.8%	1.8%	1.8%	1.8%	1.9%	1.5%	1.6%	1.8%	1.8%	1.7%
Annual Change in Share	%		-0.4%	-2.3%	0.6%	7.5%	-23.4%	12.2%	9.9%	0.3%	-7.2%
Change in Share from 2015	%		-0.4%	-2.8%	-2.1%	5.2%	-19.5%	-9.7%	-0.7%	-0.4%	-7.6%
Avg Ann. Change in Share	%		-0.4%	-1.4%	-0.5%	1.0%	-3.2%	-1.4%	-0.1%	0.0%	-0.8%

SFR



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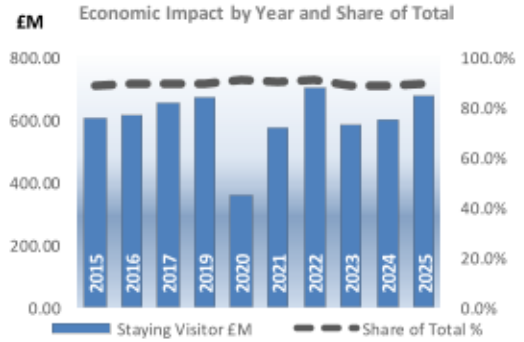
STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP										2015 to 2025 2025 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																
An increase of 3% or more		ECONOMIC IMPACT £M - 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 2015 to 2025		4.3%	1.3%	-6.6%	24.7%	3.7%	-0.4%	5.7%	10.0%	30.2%	29.9%	3.5%	23.5%	11.8%		-1.8%	7.6%	14.8%	21.4%
% Change 2024 to 2025		5.4%	17.0%	-0.9%	19.3%	11.3%	9.4%	13.0%	13.0%	18.9%	11.6%	3.5%	5.4%	12.2%	Annual Change	5.1%	12.9%	15.0%	8.3%
Average Annual Change		0.4%	0.1%	-0.7%	2.5%	0.4%	0.0%	0.6%	1.0%	3.0%	3.0%	0.3%	2.4%	1.2%		-0.2%	0.8%	1.5%	2.1%
2015	£M	15.75	17.26	31.56	47.27	67.13	68.83	84.17	98.52	80.39	47.57	24.79	19.17	602.41		64.57	183.24	263.08	91.52
2016	£M	15.92	17.33	31.24	47.17	67.69	68.98	86.41	102.67	83.09	48.41	25.07	19.76	613.75	1.9%	64.49	183.85	272.16	93.24
2017	£M	17.41	19.12	30.69	51.23	71.86	70.85	92.58	105.58	93.34	51.84	25.58	22.20	652.29	6.3%	67.22	193.94	291.50	99.63
2019	£M	18.76	19.50	30.99	55.87	76.21	71.99	94.15	108.23	88.69	53.47	27.49	23.50	668.86	2.5%	69.25	204.07	291.08	104.46
2020	£M	19.99	16.17	16.65	2.219	4.336	4.442	52.03	84.89	96.35	47.85	3.073	10.63	358.62	-46.4%	52.81	11.00	233.27	61.54
2021	£M	1.019	1.053	1.614	15.39	57.11	74.58	92.18	109.21	109.03	64.15	27.20	21.72	574.26	60.1%	3.686	147.08	310.42	113.07
2022	£M	18.65	17.54	35.98	55.19	78.91	77.07	97.59	112.34	98.26	54.50	27.50	28.51	702.04	22.2%	72.17	211.17	308.18	110.52
2023	£M	13.71	14.14	26.15	48.08	69.01	62.42	73.59	97.62	85.41	49.06	22.47	20.46	582.13	-17.1%	54.00	179.52	256.62	91.99
2024	£M	15.59	14.95	29.75	49.39	62.57	62.63	78.70	95.91	88.04	55.37	24.78	22.46	600.15	3.1%	60.29	174.59	262.66	102.61
2025	£M	16.43	17.49	29.47	58.94	69.62	68.54	88.97	108.38	104.65	61.81	25.64	23.68	673.63	12.2%	63.39	197.10	302.00	111.13

ECONOMIC IMPACT - INDEXED TO 2025											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	602.41	613.75	652.29	668.86	358.62	574.26	702.04	582.13	600.15	673.63
All Visitor Types	£M	678.56	689.15	729.23	751.43	396.30	635.15	772.12	658.82	677.08	751.89
Share of Total	%	88.8%	89.1%	89.4%	89.0%	90.5%	90.4%	90.9%	88.4%	88.6%	89.6%
Annual Change in Share	%		0.3%	0.4%	-0.5%	1.7%	-0.1%	0.6%	-2.8%	0.3%	1.1%
Change in Share from 2015	%		0.3%	0.8%	0.3%	1.9%	1.8%	2.4%	-0.5%	-0.2%	0.9%
Avg Ann. Change in Share	%		0.3%	0.4%	0.1%	0.4%	0.3%	0.3%	-0.1%	0.0%	0.1%

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STAYING VISITOR

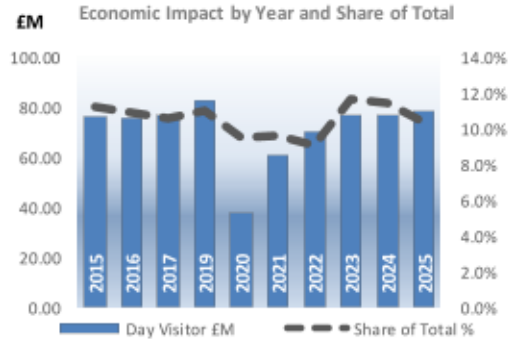


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STEAM REPORT FOR 2015-2025 - FINAL EAST LINDSEY COASTAL STRIP													2015 to 2025 2025 Prices	DAY VISITOR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR	QUARTER			
KEY		DAY VISITOR																
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change			
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2025		-1.9%	5.3%	38.9%	-5.5%	11.3%	22.1%	-9.2%	-3.5%	5.1%	-7.9%	-12.6%	-8.6%	2.8%		15.6%	9.1%	-3.3%	-9.4%
% Change 2024 to 2025		3.2%	-1.7%	3.2%	2.4%	3.9%	-2.2%	5.5%	2.9%	2.5%	0.3%	-3.4%	-3.7%	1.7%		1.5%	1.4%	3.5%	-1.5%
Average Annual Change		-0.2%	0.5%	3.9%	-0.5%	1.1%	2.2%	-0.9%	-0.4%	0.5%	-0.8%	-1.3%	-0.9%	0.3%	Annual Change	1.6%	0.9%	-0.3%	-0.9%
2015	£M	3.518	5.051	4.877	7.182	8.587	6.660	8.468	13.52	6.456	6.143	3.330	2.361	76.15		13.45	22.43	28.44	11.83
2016	£M	3.533	4.976	5.329	6.961	8.911	7.355	7.885	13.29	5.984	5.709	3.131	2.332	75.40	-1.0%	13.84	23.23	27.16	11.17
2017	£M	3.500	5.069	5.507	7.293	8.874	7.430	7.599	14.01	6.425	5.624	3.269	2.343	76.94	2.0%	14.08	23.60	28.03	11.24
2019	£M	3.751	5.752	6.207	7.514	9.634	8.092	7.858	14.71	7.333	6.081	3.272	2.367	82.57	7.3%	15.71	25.24	29.90	11.72
2020	£M	3.490	5.011	2.875	0.594	1.203	1.692	2.674	8.509	4.817	3.913	1.411	1.491	37.68	-54.4%	11.38	3.489	16.00	6.814
2021	£M	1.083	2.025	2.599	4.044	7.000	7.134	6.612	13.12	6.842	5.714	2.820	1.900	60.89	61.6%	5.707	18.18	26.57	10.43
2022	£M	2.957	4.289	5.519	6.198	8.232	7.221	6.765	12.06	6.277	5.393	2.914	2.257	70.09	15.1%	12.76	21.65	25.11	10.56
2023	£M	3.258	5.169	6.376	6.698	9.029	8.013	7.279	13.02	7.023	5.632	2.982	2.212	76.69	9.4%	14.80	23.74	27.32	10.83
2024	£M	3.343	5.410	6.564	6.631	9.202	8.309	7.286	12.67	6.624	5.637	3.010	2.241	76.93	0.3%	15.32	24.14	26.58	10.89
2025	£M	3.451	5.318	6.774	6.791	9.557	8.129	7.690	13.04	6.788	5.656	2.909	2.158	78.26	1.7%	15.54	24.48	27.52	10.72

ECONOMIC IMPACT - INDEXED TO 2025											
SHARE OF MARKET		2015	2016	2017	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	76.15	75.40	76.94	82.57	37.68	60.89	70.09	76.69	76.93	78.26
All Visitor Types	£M	678.56	689.15	729.23	751.43	396.30	635.15	772.12	658.82	677.08	751.89
Share of Total	%	11.2%	10.9%	10.6%	11.0%	9.5%	9.6%	9.1%	11.6%	11.4%	10.4%
Annual Change in Share	%		-2.5%	-3.6%	4.1%	-13.5%	0.8%	-5.3%	28.2%	-2.4%	-8.4%
Change in Share from 2015	%		-2.5%	-6.0%	-2.1%	-15.3%	-14.6%	-19.1%	3.7%	1.2%	-7.3%
Avg Ann. Change in Share	%		-2.5%	-3.0%	-0.5%	-3.1%	-2.4%	-2.7%	0.5%	0.1%	-0.7%

DAY VISITOR



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

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