STEAM REPORT FOR 2014-2025 - FINAL

Final

EAST LINDSEY DISITRICT COUNCIL

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STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

CONTENTS

REPORT SECTIONS — Page

USER GUIDE — 3

COMPARATIVE HEADLINES — 4

KEY MEASURES — 5-11

KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE

DISTRIBUTION OF IMPACT: *by Visitor Type* — 13

DISTRIBUTION OF IMPACT: *by Month* — 14

DISTRIBUTION OF IMPACT: *by Sector* — 15

UNINDEXED ECONOMIC IMPACT — 16-22

VISITOR NUMBERS — 23-29

VISITOR DAYS — 30-36

DIRECT AND TOTAL EMPLOYMENT — 37-43

ACCOMMODATION SUPPLY — 44

ANNEX

INDEXED FINANCIAL DATA — 45-59

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

Report Section Design and Features

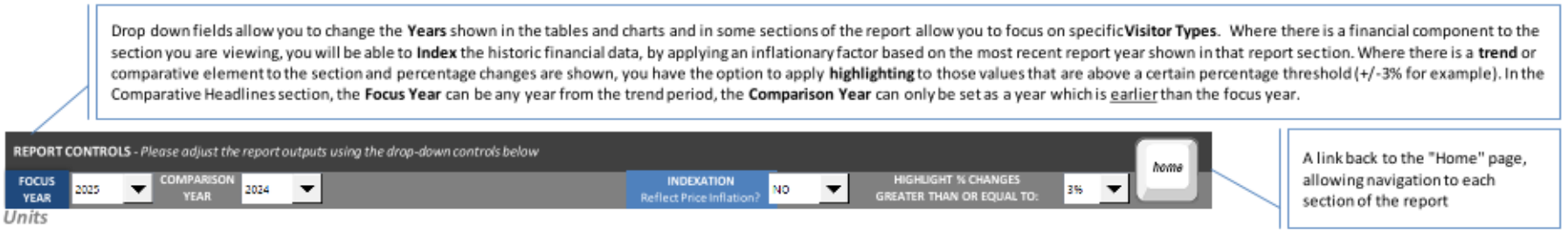
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Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

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STEAM REPORT FOR 2014-2025 - FINAL
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Comparing 2025 and 2024
All £'s Historic Prices

COMPARATIVE HEADLINES

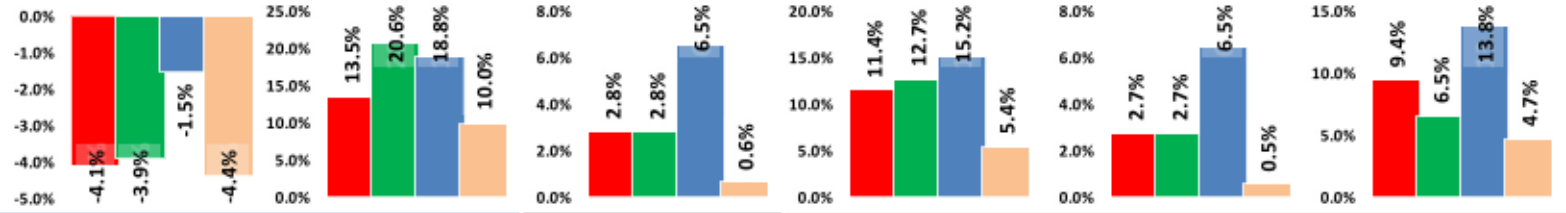
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

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

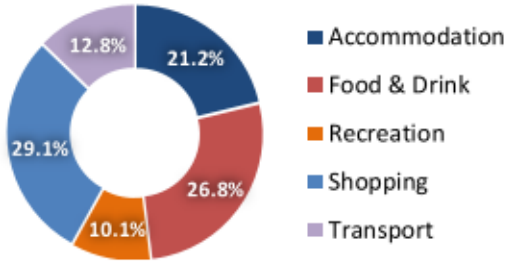
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.722	0.754	-4.1%	8.914	7.851	13.5%	0.568	0.552	2.8%	10.20	9.157	11.4%	2.837	2.762	2.7%	13.04	11.92	9.4%
Visitor Numbers	M	0.369	0.384	-3.9%	1.319	1.094	20.6%	0.239	0.232	2.8%	1.927	1.710	12.7%	2.837	2.762	2.7%	4.764	4.472	6.5%
Direct Expenditure	£M																736.20	647.93	13.6%
Economic Impact	£M	106.20	107.85	-1.5%	695.14	584.90	18.8%	40.35	37.88	6.5%	841.69	730.63	15.2%	152.78	143.51	6.5%	994.48	874.15	13.8%
Direct Employment	FTEs	1,531	1,602	-4.4%	4,036	3,669	10.0%	263	262	0.6%	5,831	5,532	5.4%	983	978	0.5%	6,814	6,510	4.7%
Total Employment	FTEs																8,747	8,302	5.4%

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

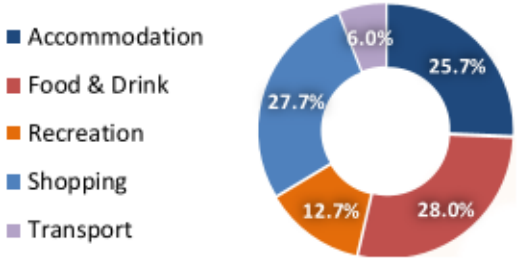


Direct Expenditure Categories

Sectors	2025	2024	+/- %
Accommodation	156.26	134.42	16.2%
Food & Drink	197.44	175.13	12.7%
Recreation	74.02	66.01	12.1%
Shopping	214.25	189.37	13.1%
Transport	94.24	83.02	13.5%
TOTAL DIRECT	736.20	647.93	13.6%
Indirect	258.28	226.21	14.2%
TOTAL	994.48	874.15	13.8%

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	1,750	1,759	-0.5%
Food & Drink	1,906	1,790	6.5%
Recreation	867	819	5.9%
Shopping	1,885	1,764	6.9%
Transport	406	379	7.2%
TOTAL DIRECT	6,814	6,510	4.7%
Indirect	1,933	1,792	7.8%
TOTAL	8,747	8,302	5.4%



Direct Employment Categories

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

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

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2014 to 2025
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

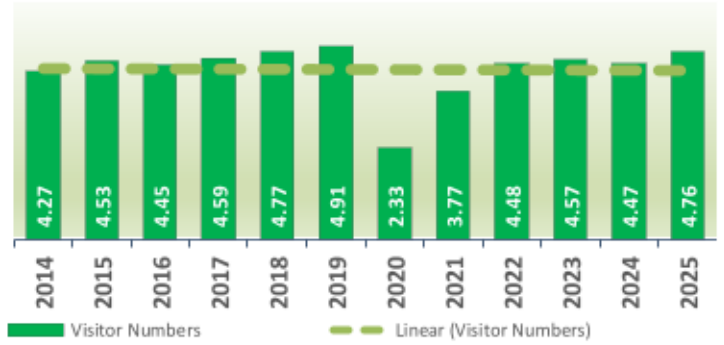
Economic Impact - Historic Prices - Total

	% Change Year on Year
2015	5.1%
2016	3.1%
2017	8.4%
2018	7.0%
2019	4.9%
2020	-47.3%
2021	63.9%
2022	30.1%
2023	4.0%
2024	1.9%
2025	13.8%



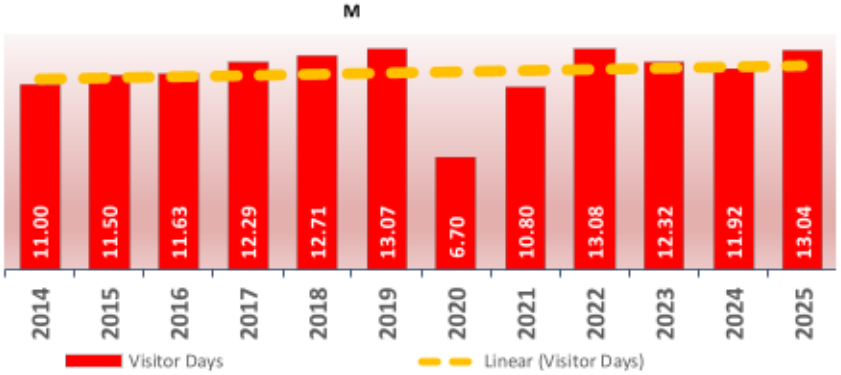
Visitor Numbers - Total

	% Change Year on Year
2015	6.2%
2016	-1.9%
2017	3.2%
2018	4.0%
2019	2.8%
2020	-52.6%
2021	61.8%
2022	19.0%
2023	2.0%
2024	-2.2%
2025	6.5%



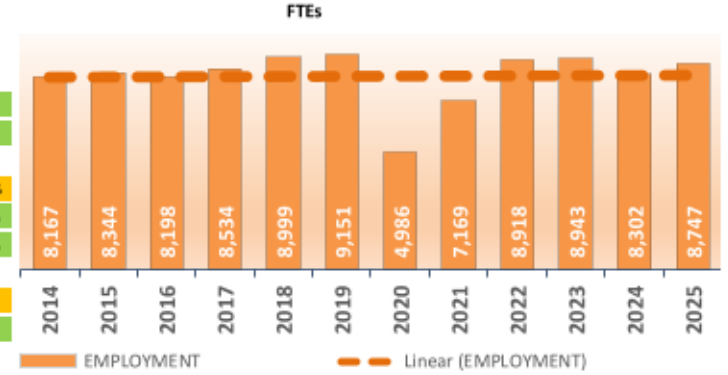
Visitor Days - Total

	% Change Year on Year
2015	4.5%
2016	1.2%
2017	5.7%
2018	3.4%
2019	2.8%
2020	-48.8%
2021	61.3%
2022	21.1%
2023	-5.8%
2024	-3.3%
2025	9.4%



Total Employment Supported - Total

	% Change Year on Year
2015	2.2%
2016	-1.7%
2017	4.1%
2018	5.4%
2019	1.7%
2020	-45.5%
2021	43.8%
2022	24.4%
2023	0.3%
2024	-7.2%
2025	5.4%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		5.1%	8.4%	17.5%	25.8%	31.9%	-30.5%	14.0%	48.2%	54.2%	57.2%	78.9%
Visitor Numbers		6.2%	4.2%	7.6%	11.9%	15.0%	-45.5%	-11.7%	5.1%	7.2%	4.8%	11.7%
Visitor Days		4.5%	5.8%	11.7%	15.5%	18.8%	-39.1%	-1.8%	18.9%	12.0%	8.4%	18.6%
Total Employment		2.2%	0.4%	4.5%	10.2%	12.1%	-38.9%	-12.2%	9.2%	9.5%	1.7%	7.1%

"Linear" = *Linear Trendline*

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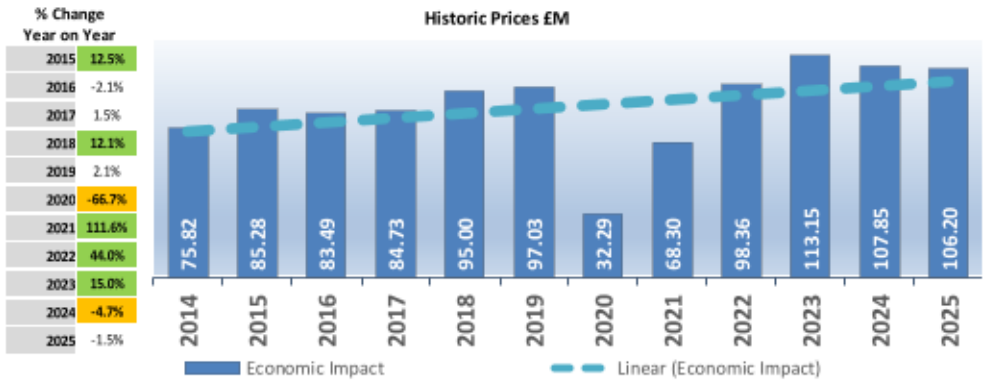
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2014 to 2025
Historic Prices

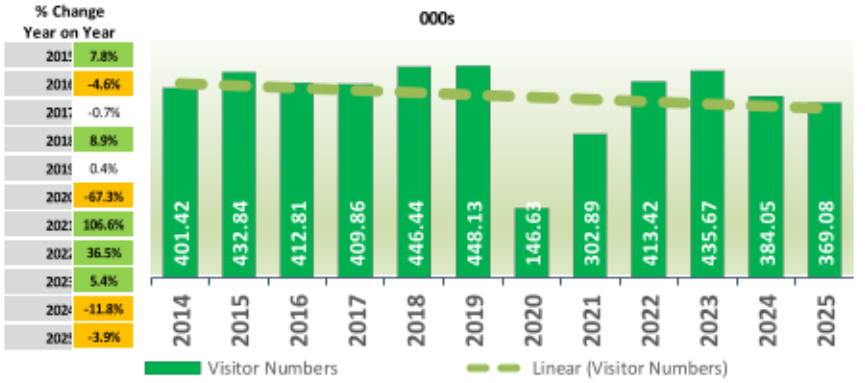
SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

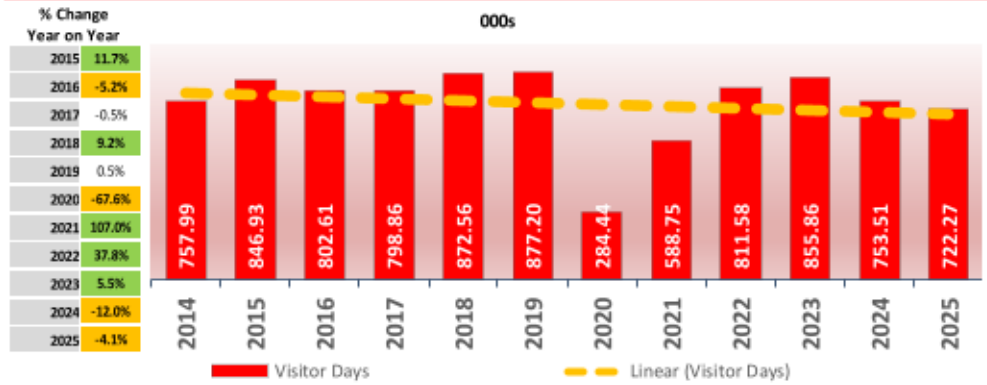
Economic Impact - Historic Prices - Serviced Accommodation



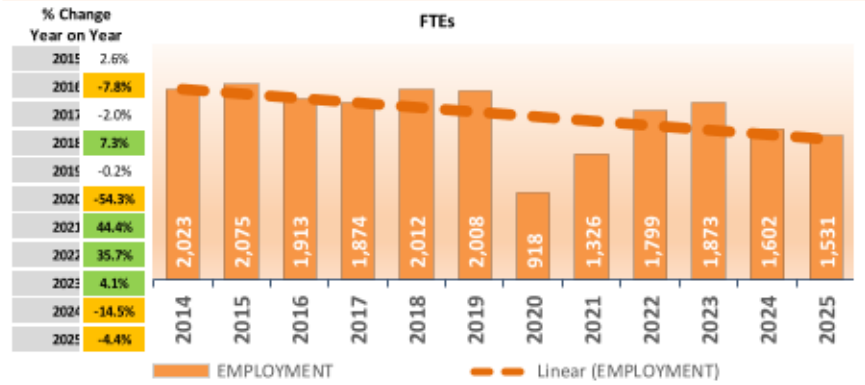
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		12.5%	10.1%	11.8%	25.3%	28.0%	-57.4%	-9.9%	29.7%	49.2%	42.2%	40.1%
Visitor Numbers		7.8%	2.8%	2.1%	11.2%	11.6%	-63.5%	-24.5%	3.0%	8.5%	-4.3%	-8.1%
Visitor Days		11.7%	5.9%	5.4%	15.1%	15.7%	-62.5%	-22.3%	7.1%	12.9%	-0.6%	-4.7%
Direct Employment		2.6%	-5.5%	-7.4%	-0.6%	-0.7%	-54.6%	-34.5%	-11.1%	-7.4%	-20.8%	-24.3%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
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2014 to 2025
Historic Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

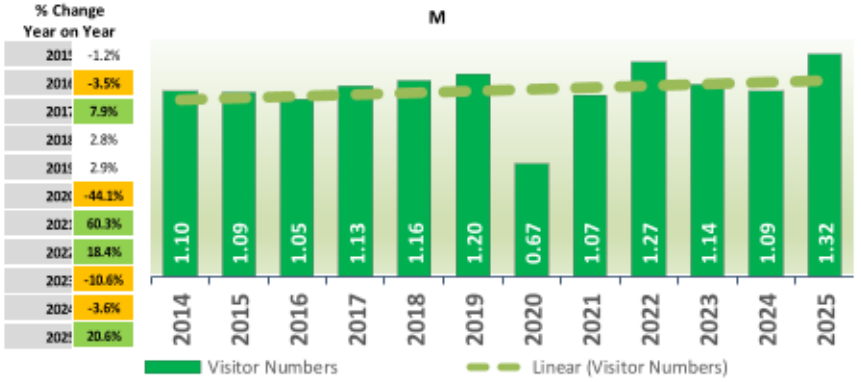
Economic Impact - Historic Prices - Non-Serviced Accommodation

	% Change Year on Year
2015	2.3%
2016	5.1%
2017	10.9%
2018	5.9%
2019	5.2%
2020	-42.3%
2021	60.7%
2022	27.9%
2023	-1.8%
2024	2.5%
2025	18.8%



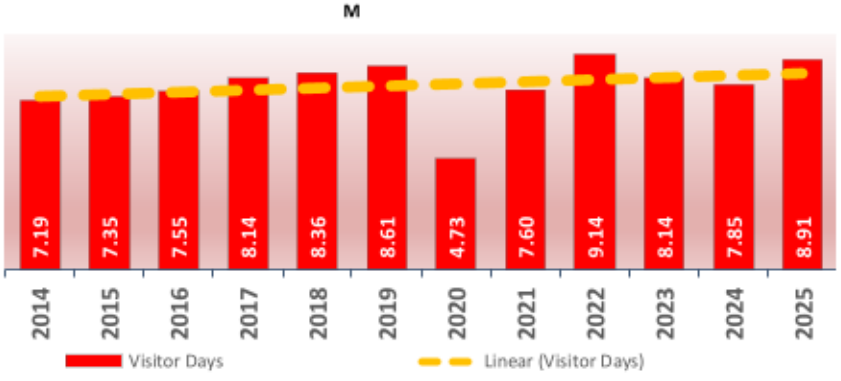
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2015	-1.2%
2016	-3.5%
2017	7.9%
2018	2.8%
2019	2.9%
2020	-44.1%
2021	60.3%
2022	18.4%
2023	-10.6%
2024	-3.6%
2025	20.6%



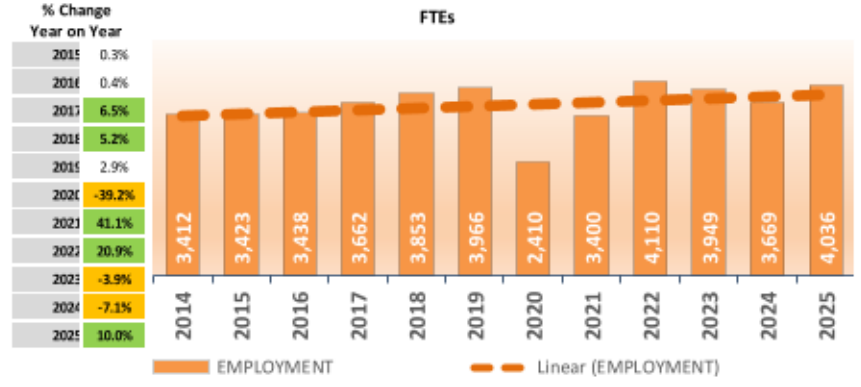
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2015	2.2%
2016	2.7%
2017	7.8%
2018	2.8%
2019	3.0%
2020	-45.1%
2021	60.9%
2022	20.2%
2023	-10.9%
2024	-3.6%
2025	13.5%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2015	0.3%
2016	0.4%
2017	6.5%
2018	5.2%
2019	2.9%
2020	-39.2%
2021	41.1%
2022	20.9%
2023	-3.9%
2024	-7.1%
2025	10.0%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		2.3%	7.6%	19.3%	26.4%	33.0%	-23.3%	23.2%	57.6%	54.8%	58.6%	88.5%
Visitor Numbers		-1.2%	-4.7%	2.8%	5.7%	8.8%	-39.2%	-2.5%	15.4%	3.2%	-0.6%	19.9%
Visitor Days		2.2%	4.9%	13.1%	16.3%	19.8%	-34.3%	5.7%	27.1%	13.2%	9.2%	23.9%
Direct Employment		0.3%	0.8%	7.3%	12.9%	16.3%	-29.4%	-0.3%	20.5%	15.8%	7.5%	18.3%

"Linear" = *Linear Trendline*

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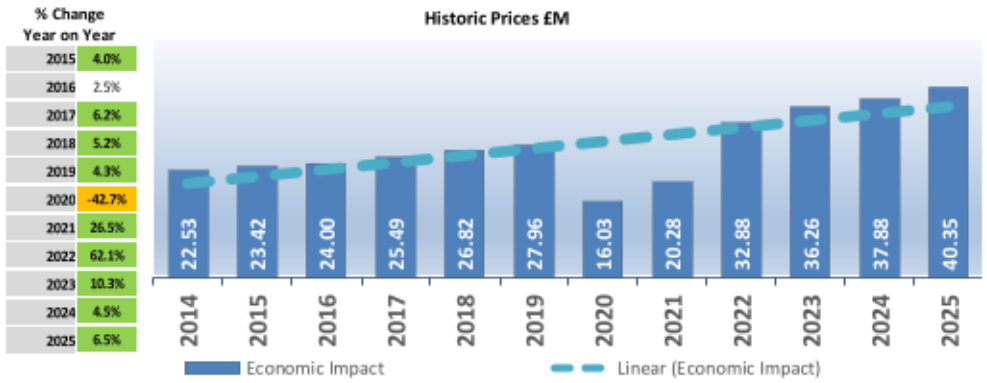
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2014 to 2025
Historic Prices

SFR

KEY MEASURES
Historic Prices

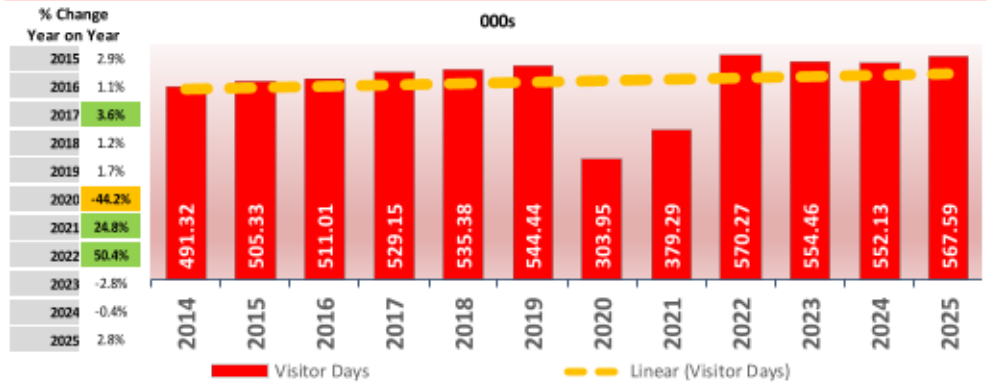
Economic Impact - Historic Prices - SFR



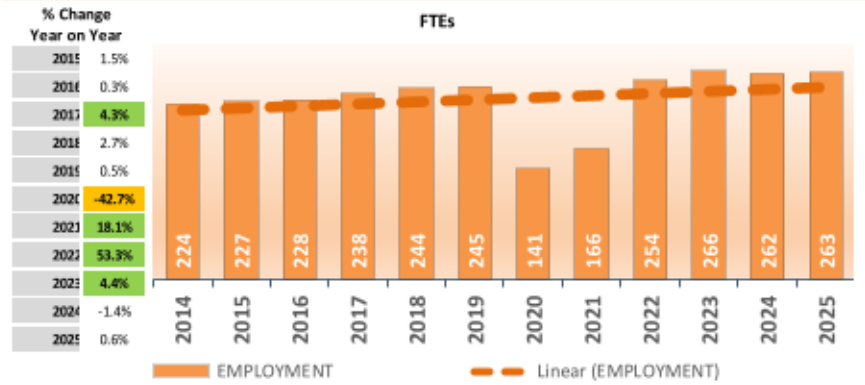
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		4.0%	6.6%	13.2%	19.0%	24.1%	-28.8%	-10.0%	46.0%	61.0%	68.2%	79.1%
Visitor Numbers		2.8%	4.0%	7.7%	8.9%	10.7%	-38.4%	-24.3%	15.9%	12.7%	12.3%	15.4%
Visitor Days		2.9%	4.0%	7.7%	9.0%	10.8%	-38.1%	-22.8%	16.1%	12.9%	12.4%	15.5%
Direct Employment		1.5%	1.9%	6.2%	9.1%	9.6%	-37.2%	-25.8%	13.7%	18.7%	17.0%	17.7%

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2014 to 2025
Historic Prices

STAYING VISITOR

KEY MEASURES
Historic Prices

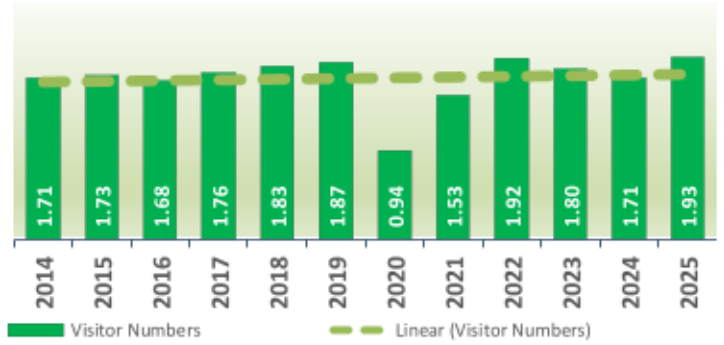
Economic Impact - Historic Prices - Staying Visitor

	% Change Year on Year
2015	4.1%
2016	3.7%
2017	9.1%
2018	6.8%
2019	4.7%
2020	-46.2%
2021	64.0%
2022	31.2%
2023	1.1%
2024	1.4%
2025	15.2%



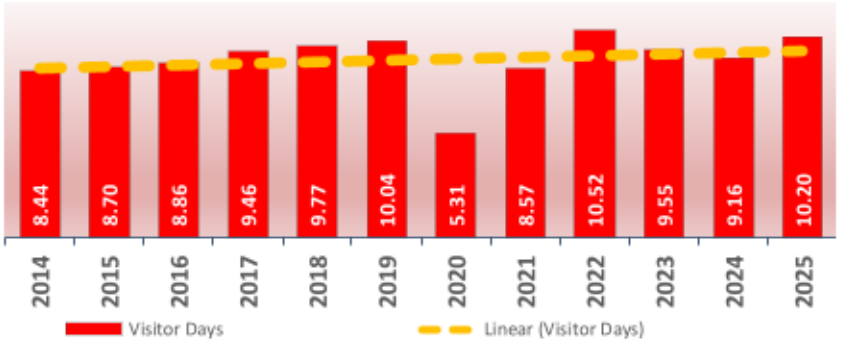
Visitor Numbers - Staying Visitor

	% Change Year on Year
2015	1.4%
2016	-3.2%
2017	5.2%
2018	4.0%
2019	2.1%
2020	-49.7%
2021	62.5%
2022	25.5%
2023	-6.2%
2024	-5.2%
2025	12.7%



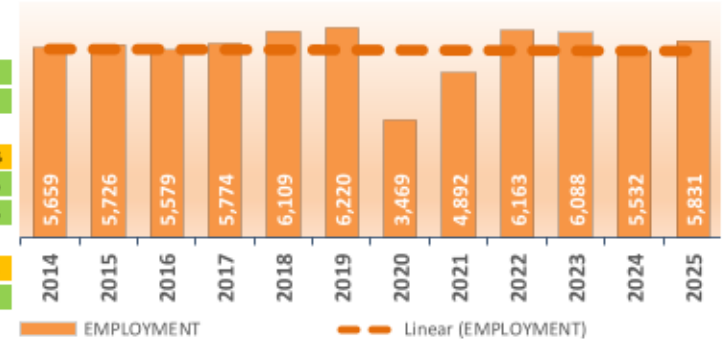
Visitor Days - Staying Visitor

	% Change Year on Year
2015	3.1%
2016	1.8%
2017	6.8%
2018	3.2%
2019	2.7%
2020	-47.1%
2021	61.3%
2022	22.8%
2023	-9.2%
2024	-4.2%
2025	11.4%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2015	1.2%
2016	-2.6%
2017	3.5%
2018	5.8%
2019	1.8%
2020	-44.2%
2021	41.0%
2022	26.0%
2023	-1.2%
2024	-9.1%
2025	5.4%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		4.1%	7.9%	17.8%	25.9%	31.7%	-29.1%	16.3%	52.5%	54.2%	56.4%	80.2%
Visitor Numbers		1.4%	-1.9%	3.2%	7.4%	9.7%	-44.8%	-10.3%	12.5%	5.6%	0.1%	12.8%
Visitor Days		3.1%	5.0%	12.1%	15.7%	18.9%	-37.1%	1.5%	24.7%	13.2%	8.5%	20.9%
Direct Employment		1.2%	-1.4%	2.0%	8.0%	9.9%	-38.7%	-13.6%	8.9%	7.6%	-2.2%	3.0%

"Linear" = *Linear Trendline*

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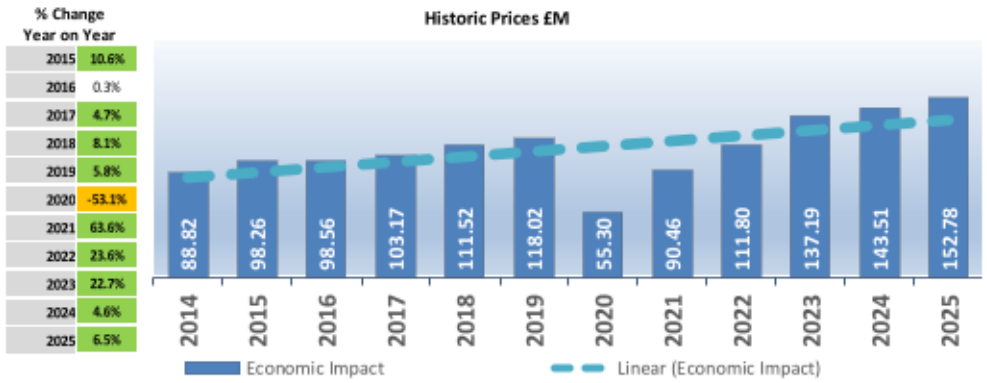
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EAST LINDSEY DISITRICT COUNCIL

2014 to 2025
Historic Prices

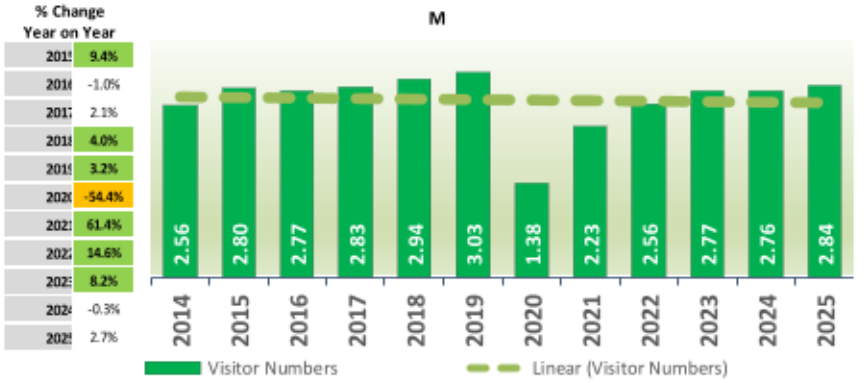
DAY VISITOR

KEY MEASURES
Historic Prices

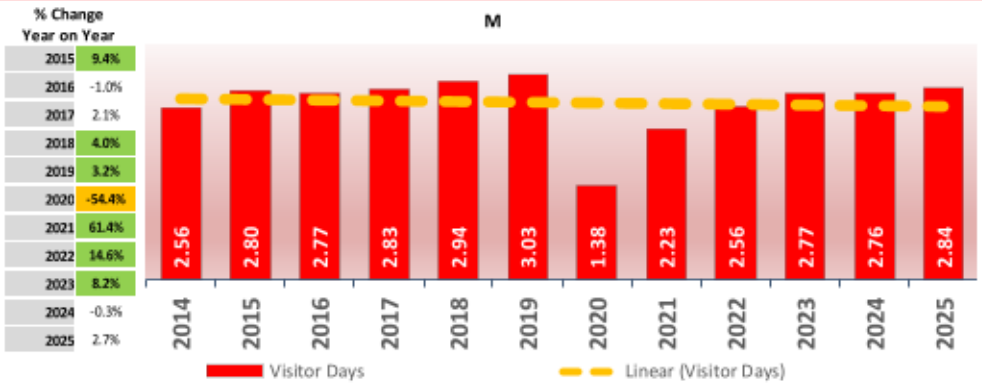
Economic Impact - Historic Prices - Day Visitor



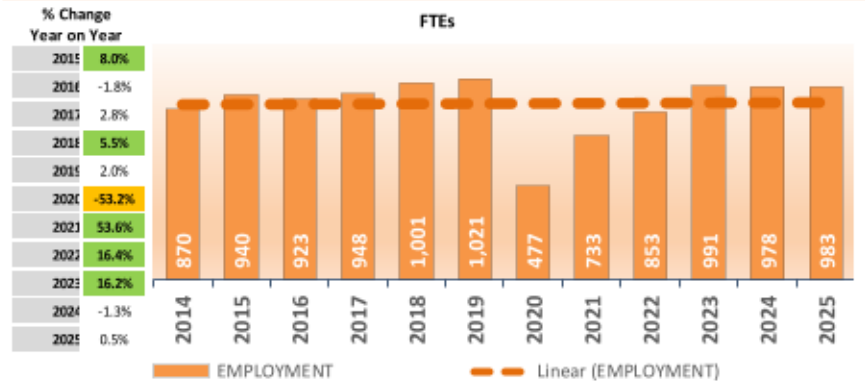
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		10.6%	11.0%	16.2%	25.6%	32.9%	-37.7%	1.8%	25.9%	54.5%	61.6%	72.0%
Visitor Numbers		9.4%	8.3%	10.5%	14.9%	18.6%	-45.9%	-12.7%	0.1%	8.3%	8.0%	10.9%
Visitor Days		9.4%	8.3%	10.5%	14.9%	18.6%	-45.9%	-12.7%	0.1%	8.3%	8.0%	10.9%
Direct Employment		8.0%	6.1%	9.0%	15.0%	17.3%	-45.1%	-15.7%	-1.9%	13.9%	12.4%	13.0%

"Linear" = *Linear Trendline*

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

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

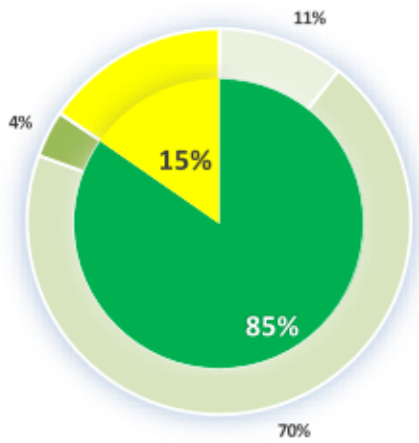
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STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL	2025 Historic Prices	TOTAL	DISTRIBUTION BY VISITOR TYPE Historic Prices

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

TOTAL
£994.48m

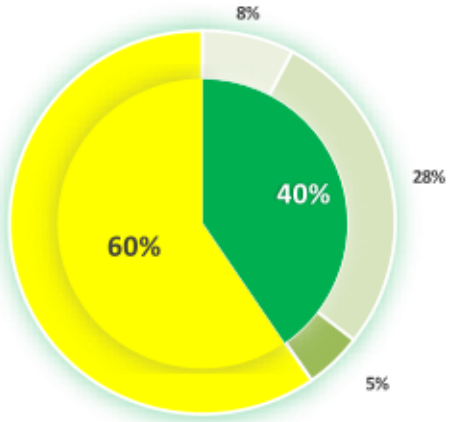
	£M
Serviced	106.20
Non-Serviced	695.14
SFR	40.35
Staying Visitor	841.69
Day Visitor	152.78
Total	994.48



Visitor Numbers - 2025 - M - Share of Total

TOTAL
4.76m

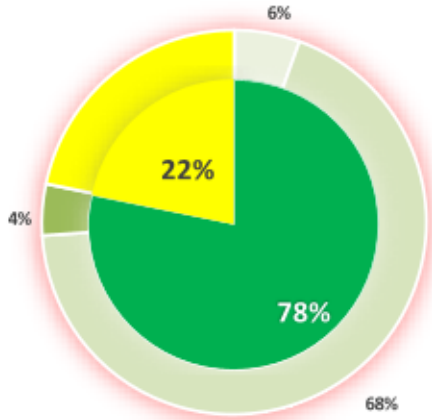
	M
Serviced	0.37
Non-Serviced	1.32
SFR	0.24
Staying Visitor	1.93
Day Visitor	2.84
Total	4.76



Visitor Days - 2025 - M - Share of Total

TOTAL
13.04m

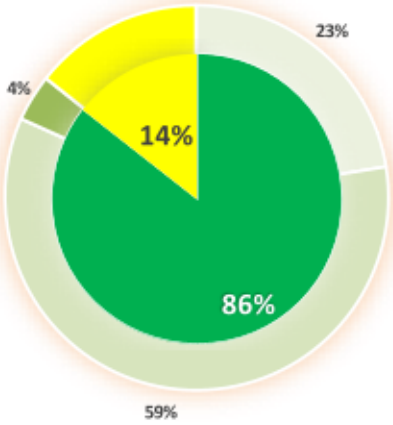
	M
Serviced	0.72
Non-Serviced	8.91
SFR	0.57
Staying Visitor	10.20
Day Visitor	2.84
Total	13.04



Direct Employment Supported - 2025 - FTEs - Share of Total

TOTAL
6,814 Direct FTEs
8,747 Total FTEs

	FTEs
Serviced	1,531
Non-Serviced	4,036
SFR	263
Staying Visitor	5,831
Day Visitor	983
Total	6,814



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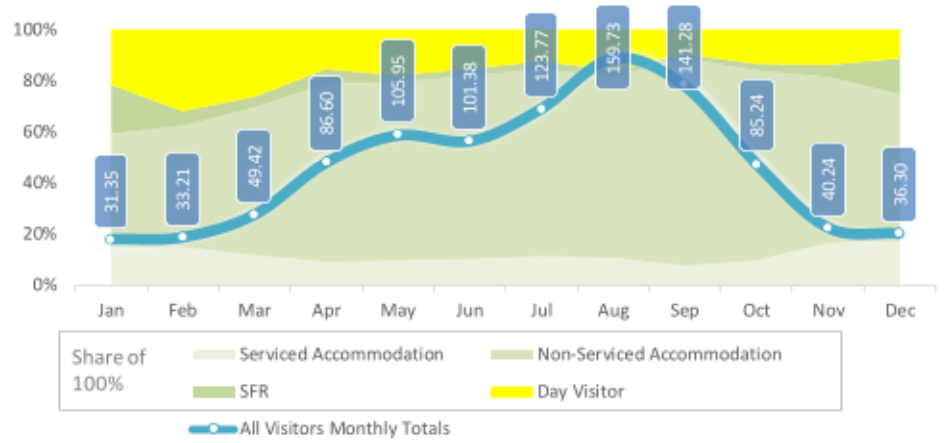
STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2025
Historic Prices

TOTAL

DISTRIBUTION BY MONTH
Historic Prices

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



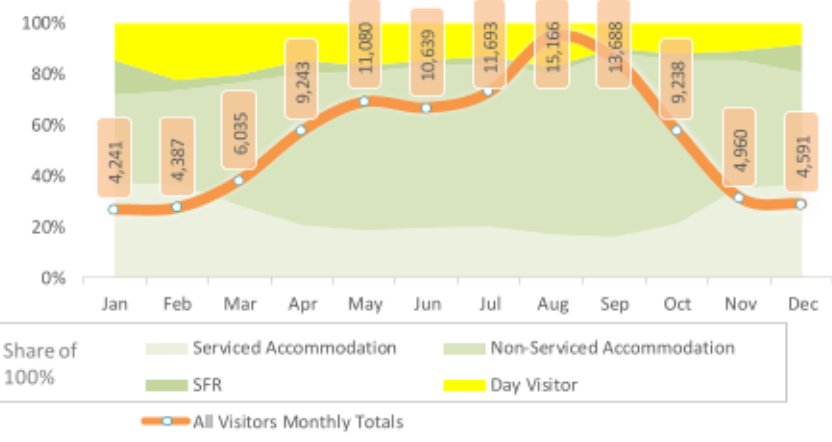
Visitor Numbers - 2025 - 000s - Distribution of Impact by Month



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



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

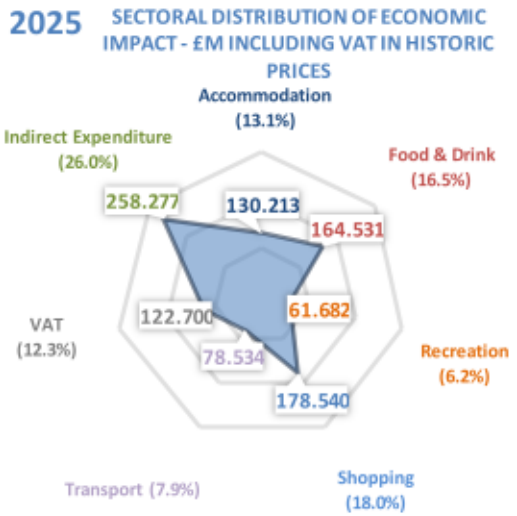


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STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL	2014 to 2025 Historic Prices	TOTAL	SECTORAL ANALYSIS Historic Prices

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

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	78.41	80.44	85.22	92.91	97.36	100.29	60.44	88.76	112.50	106.13	112.01	130.21
Food & Drink	£M	90.80	96.22	98.25	106.21	114.55	120.59	66.79	102.99	135.95	145.22	145.94	164.53
Recreation	£M	34.28	36.47	37.17	40.08	43.44	45.79	24.98	39.09	51.15	54.87	55.01	61.68
Shopping	£M	97.32	103.14	105.65	114.01	122.58	129.09	67.03	110.77	144.16	155.11	157.80	178.54
Transport	£M	42.60	44.96	46.17	50.10	54.03	57.09	30.20	49.70	64.40	68.27	69.18	78.53
Direct Revenue	£M	343.41	361.24	372.47	403.32	431.95	452.83	249.44	391.31	508.16	529.60	539.94	613.50
VAT	£M	68.68	72.25	74.49	80.66	86.39	90.57	35.57	77.75	101.63	105.92	107.99	122.70
Direct Expenditure	£M	412.09	433.48	446.96	483.99	518.35	543.40	285.01	469.06	609.79	635.52	647.93	736.20
Indirect Expenditure	£M	143.89	150.94	155.87	169.52	181.13	190.05	101.46	164.52	214.41	221.97	226.21	258.28
TOTAL	£M	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49	874.15	994.48



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	2,296	2,284	2,115	2,071	2,214	2,271	1,352	1,653	2,097	2,090	1,759	1,750
Food & Drink	FTEs	1,600	1,656	1,656	1,757	1,850	1,877	1,009	1,495	1,867	1,888	1,790	1,906
Recreation	FTEs	733	762	760	805	851	865	458	688	852	866	819	867
Shopping	FTEs	1,564	1,618	1,623	1,719	1,805	1,831	923	1,466	1,805	1,838	1,764	1,885
Transport	FTEs	335	346	348	370	390	397	204	322	395	397	379	406
Direct Employment	FTEs	6,528	6,666	6,502	6,723	7,110	7,240	3,946	5,625	7,016	7,079	6,510	6,814
Indirect Employment	FTEs	1,638	1,678	1,697	1,812	1,890	1,911	1,040	1,544	1,902	1,864	1,792	1,933
TOTAL	FTEs	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943	8,302	8,747



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

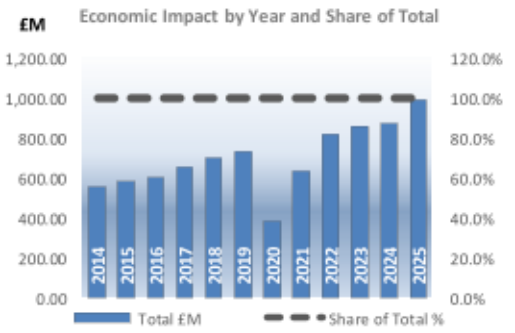
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL										2014 to 2025 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		TOTAL																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		79.7%	67.0%	67.3%	90.0%	73.5%	71.0%	67.8%	76.7%	98.5%	103.4%	52.4%	85.8%	78.9%		70.4%	77.1%	80.5%	84.2%
% Change 2024 to 2025		8.8%	14.5%	4.2%	20.2%	13.6%	11.2%	14.0%	14.1%	20.1%	13.9%	6.5%	8.2%	13.8%	Annual Change	8.3%	14.6%	16.0%	10.7%
Average Annual Change		7.2%	6.1%	6.1%	8.2%	6.7%	6.5%	6.2%	7.0%	9.0%	9.4%	4.8%	7.8%	7.2%		6.4%	7.0%	7.3%	7.7%
2014	£M	17.44	19.88	29.55	45.58	61.05	59.29	73.75	90.40	71.19	41.90	26.41	19.54	555.99		66.87	165.93	235.34	87.85
2015	£M	19.40	21.29	31.51	47.60	64.74	63.03	77.00	96.06	71.68	45.58	25.91	20.63	584.42	5.1%	72.20	175.37	244.73	92.12
2016	£M	19.91	21.55	32.45	48.02	66.68	65.49	79.51	100.66	74.34	46.30	26.40	21.53	602.83	3.1%	73.91	180.19	254.51	94.22
2017	£M	21.69	23.65	33.03	53.15	72.09	69.11	86.37	106.74	85.36	50.21	27.89	24.22	653.51	8.4%	78.37	194.34	278.47	102.33
2018	£M	23.03	25.36	34.79	55.75	79.12	74.74	90.31	116.68	89.50	54.49	29.97	25.75	699.48	7.0%	83.18	209.61	296.48	110.21
2019	£M	24.96	26.78	36.79	61.57	83.62	77.40	96.16	120.06	90.54	55.99	32.24	27.35	733.46	4.9%	88.53	222.60	306.76	115.57
2020	£M	26.18	23.13	19.35	2.986	5.852	6.631	51.15	90.98	94.02	47.94	5.230	13.03	386.47	-47.3%	68.66	15.47	236.15	66.20
2021	£M	2.719	4.122	5.509	20.48	64.13	81.09	95.84	122.91	111.96	67.04	32.18	25.60	633.58	63.9%	12.35	165.70	330.71	124.82
2022	£M	26.84	25.35	44.71	65.66	92.80	89.13	108.08	132.41	107.78	62.11	34.60	34.74	824.20	30.1%	96.91	247.58	348.27	131.44
2023	£M	29.29	30.23	45.49	73.75	96.65	86.80	101.46	134.34	114.91	72.79	37.34	34.42	857.49	4.0%	105.02	257.20	350.71	144.56
2024	£M	28.81	29.01	47.45	72.07	93.27	91.17	108.53	139.99	117.66	74.85	37.78	33.56	874.15	1.9%	105.28	256.51	366.18	146.19
2025	£M	31.35	33.21	49.42	86.60	105.95	101.38	123.77	159.73	141.28	85.24	40.24	36.30	994.48	13.8%	113.98	293.93	424.78	161.78

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	£M	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49	874.15	994.48
All Visitor Types	£M	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49	874.15	994.48
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												

TOTAL



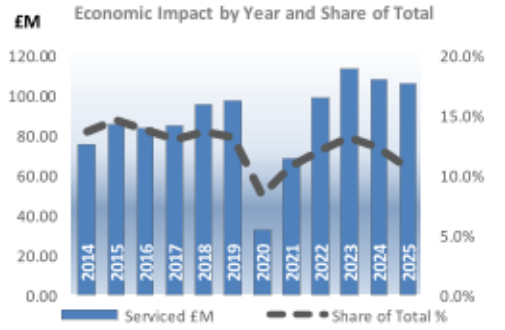
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STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL										2014 to 2025 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2014 to 2025		120.1%	41.2%	46.1%	43.4%	67.6%	58.5%	44.4%	33.4%	9.1%	35.1%	4.1%	74.8%	40.1%		60.3%	56.8%	29.2%	31.4%
% Change 2024 to 2025		9.4%	2.1%	9.4%	-1.8%	-0.8%	1.6%	1.9%	-2.9%	-4.6%	-9.0%	-10.1%	-3.8%	-1.5%	Annual Change	7.0%	-0.2%	-1.8%	-7.9%
Average Annual Change		10.9%	3.7%	4.2%	3.9%	6.1%	5.3%	4.0%	3.0%	0.8%	3.2%	0.4%	6.8%	3.6%		5.5%	5.2%	2.7%	2.9%
2014	£M	2.043	3.428	3.997	5.604	5.941	6.411	9.518	13.02	9.940	6.153	6.311	3.455	75.82		9.468	17.96	32.48	15.92
2015	£M	3.141	4.199	4.813	6.353	7.131	8.158	10.52	13.88	9.761	7.419	5.763	4.147	85.28	12.5%	12.15	21.64	34.16	17.33
2016	£M	2.902	4.011	4.661	6.054	6.979	7.832	10.75	14.17	9.388	6.820	5.580	4.338	83.49	-2.1%	11.57	20.86	34.32	16.74
2017	£M	3.147	3.869	4.320	6.516	7.574	7.976	10.60	13.78	9.466	6.991	5.662	4.835	84.73	1.5%	11.34	22.07	33.84	17.49
2018	£M	3.514	4.292	4.718	7.190	8.638	8.957	11.73	15.94	10.28	7.902	6.389	5.448	95.00	12.1%	12.52	24.79	37.95	19.74
2019	£M	3.574	4.335	4.827	7.340	8.847	9.180	12.09	16.19	10.39	8.204	6.643	5.421	97.03	2.1%	12.74	25.37	38.66	20.27
2020	£M	3.571	4.091	1.993	0.605	0.861	0.776	2.742	7.605	4.953	3.623	0.848	0.617	32.29	-66.7%	9.656	2.242	15.30	5.088
2021	£M	0.670	0.754	0.977	1.532	2.329	7.375	10.57	15.43	9.783	7.954	6.153	4.770	68.30	111.6%	2.401	11.24	35.79	18.88
2022	£M	3.232	4.316	4.939	7.776	8.880	9.310	12.48	15.97	10.41	8.387	6.864	5.799	98.36	44.0%	12.49	25.97	38.86	21.05
2023	£M	4.357	5.140	5.687	8.977	10.16	10.65	13.90	18.19	12.17	9.477	7.685	6.750	113.15	15.0%	15.18	29.79	44.26	23.91
2024	£M	4.112	4.743	5.337	8.181	10.04	10.000	13.49	17.88	11.37	9.131	7.304	6.274	107.85	-4.7%	14.19	28.22	42.74	22.71
2025	£M	4.497	4.842	5.839	8.035	9.956	10.16	13.75	17.36	10.84	8.313	6.569	6.038	106.20	-1.5%	15.18	28.15	41.95	20.92

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	75.82	85.28	83.49	84.73	95.00	97.03	32.29	68.30	98.36	113.15	107.85	106.20
All Visitor Types	£M	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49	874.15	994.48
Share of Total	%	13.6%	14.6%	13.9%	13.0%	13.6%	13.2%	8.4%	10.8%	11.9%	13.2%	12.3%	10.7%
Annual Change in Share	%		7.0%	-5.1%	-6.4%	4.7%	-2.6%	-36.9%	29.0%	10.7%	10.6%	-6.5%	-13.4%
Change in Share from 2014	%		7.0%	1.6%	-4.9%	-0.4%	-3.0%	-38.7%	-20.9%	-12.5%	-3.2%	-9.5%	-21.7%
Avg Ann. Change in Share	%		7.0%	0.8%	-1.6%	-0.1%	-0.6%	-6.5%	-3.0%	-1.6%	-0.4%	-1.0%	-2.0%

SERVICED ACCOMMODATION



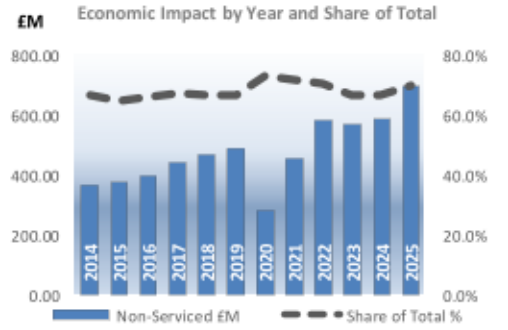
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STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL										2014 to 2025 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		67.8%	61.6%	55.0%	112.9%	72.8%	68.5%	77.2%	88.1%	117.2%	128.1%	75.4%	96.4%	88.5%		59.7%	81.1%	94.0%	107.0%
% Change 2024 to 2025		10.8%	28.9%	2.2%	28.3%	17.6%	15.1%	17.2%	19.2%	25.1%	19.9%	13.3%	14.6%	18.8%	Annual Change	10.5%	19.6%	20.6%	17.2%
Average Annual Change		6.2%	5.6%	5.0%	10.3%	6.6%	6.2%	7.0%	8.0%	10.7%	11.6%	6.9%	8.8%	8.0%		5.4%	7.4%	8.5%	9.7%
2014	£M	8.386	9.848	18.47	28.28	42.88	43.29	51.52	59.91	52.76	27.81	14.92	10.74	368.82		36.71	114.46	164.18	53.47
2015	£M	8.243	9.448	19.09	29.22	44.63	44.78	53.27	62.29	52.22	28.93	14.75	10.58	377.46	2.3%	36.78	118.64	167.77	54.27
2016	£M	8.811	9.882	19.49	30.06	46.12	46.51	56.11	66.60	55.71	30.68	15.60	11.20	396.78	5.1%	38.19	122.70	178.41	57.48
2017	£M	10.03	11.75	19.95	33.87	50.57	49.57	63.10	71.55	65.74	34.26	16.66	13.08	440.11	10.9%	41.73	134.00	200.38	64.00
2018	£M	10.49	12.26	20.62	35.26	55.01	53.34	65.24	77.72	67.90	36.94	17.67	13.70	466.15	5.9%	43.36	143.60	210.87	68.31
2019	£M	11.78	12.88	21.61	40.19	58.74	54.92	70.12	79.97	68.04	37.56	19.60	15.04	490.45	5.2%	46.27	153.85	218.13	72.20
2020	£M	12.88	10.55	12.32	1.383	3.099	3.265	42.89	68.50	80.17	37.15	2.161	8.491	282.85	-42.3%	35.74	7.747	191.56	47.80
2021	£M	0.325	0.318	0.621	11.94	49.41	61.13	72.57	84.90	89.77	48.58	20.44	14.53	454.54	60.7%	1.264	122.48	247.24	83.56
2022	£M	13.83	12.70	29.13	44.20	68.17	66.26	81.64	93.87	85.41	43.32	21.60	21.03	581.16	27.9%	55.66	178.63	260.93	85.95
2023	£M	13.46	13.95	26.58	48.32	67.46	59.76	71.26	89.30	88.05	51.00	22.62	19.16	570.90	-1.8%	53.98	175.54	248.60	92.77
2024	£M	12.71	12.34	28.02	46.93	63.02	63.39	77.90	94.55	91.61	52.91	23.11	18.42	584.90	2.5%	53.07	173.34	264.06	94.44
2025	£M	14.08	15.91	28.64	60.23	74.09	72.96	91.27	112.71	114.56	63.42	26.17	21.10	695.14	18.8%	58.63	207.28	318.54	110.70

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	368.82	377.46	396.78	440.11	466.15	490.45	282.85	454.54	581.16	570.90	584.90	695.14
All Visitor Types	£M	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49	874.15	994.48
Share of Total	%	66.3%	64.6%	65.8%	67.3%	66.6%	66.9%	73.2%	71.7%	70.5%	66.6%	66.9%	69.9%
Annual Change in Share	%		-2.6%	1.9%	2.3%	-1.0%	0.3%	9.5%	-2.0%	-1.7%	-5.6%	0.5%	4.5%
Change in Share from 2014	%		-2.6%	-0.8%	1.5%	0.5%	0.8%	10.3%	8.1%	6.3%	0.4%	0.9%	5.4%
Avg Ann. Change in Share	%		-2.6%	-0.4%	0.5%	0.1%	0.2%	1.7%	1.2%	0.8%	0.0%	0.1%	0.5%

NON-SERVICED ACCOMMODATION

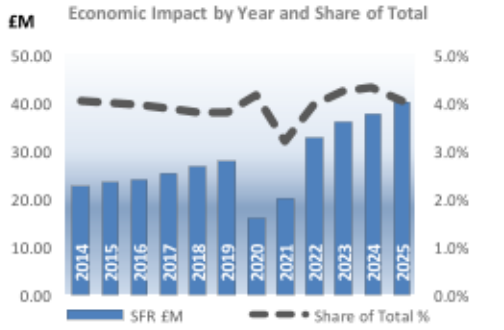


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STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL										2014 to 2025 Historic Prices			SFR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		SFR																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		86.0%	79.5%	65.6%	80.7%	70.9%	69.6%	71.7%	73.8%	90.1%	85.8%	77.3%	89.2%	79.1%		80.1%	75.0%	76.7%	85.9%
% Change 2024 to 2025		5.6%	9.9%	1.7%	8.9%	6.4%	5.8%	5.9%	6.5%	9.8%	7.1%	5.3%	5.8%	6.5%	Annual Change	5.5%	7.4%	7.1%	6.0%
Average Annual Change		7.8%	7.2%	6.0%	7.3%	6.4%	6.3%	6.5%	6.7%	8.2%	7.8%	7.0%	8.1%	7.2%		7.3%	6.8%	7.0%	7.8%
2014	£M	3.252	1.063	1.264	2.679	1.838	1.450	2.225	2.377	1.333	1.259	1.063	2.723	22.53		5.578	5.967	5.935	5.045
2015	£M	3.476	1.126	1.312	2.758	1.897	1.496	2.287	2.444	1.371	1.302	1.097	2.858	23.42	4.0%	5.915	6.151	6.102	5.257
2016	£M	3.578	1.152	1.331	2.803	1.935	1.528	2.343	2.516	1.414	1.333	1.125	2.944	24.00	2.5%	6.061	6.266	6.272	5.403
2017	£M	3.821	1.241	1.373	2.978	2.048	1.602	2.485	2.633	1.540	1.418	1.185	3.168	25.49	6.2%	6.436	6.629	6.658	5.772
2018	£M	4.020	1.305	1.428	3.115	2.170	1.691	2.597	2.793	1.603	1.490	1.251	3.352	26.82	5.2%	6.754	6.976	6.993	6.093
2019	£M	4.246	1.345	1.478	3.301	2.262	1.741	2.716	2.878	1.636	1.530	1.320	3.504	27.96	4.3%	7.069	7.305	7.230	6.354
2020	£M	4.609	1.134	0.819	0.127	0.125	0.106	1.589	2.386	1.825	1.428	0.149	1.733	16.03	-42.7%	6.562	0.358	5.800	3.311
2021	£M	0.113	0.032	0.038	1.003	1.999	1.984	2.867	3.088	2.245	2.021	1.410	3.480	20.28	26.5%	0.183	4.987	8.199	6.911
2022	£M	5.009	1.486	1.814	3.772	2.628	2.050	3.163	3.350	1.966	1.774	1.512	4.358	32.88	62.1%	8.309	8.450	8.479	7.644
2023	£M	5.542	1.709	1.943	4.299	2.887	2.186	3.376	3.657	2.186	2.071	1.703	4.698	36.26	10.3%	9.194	9.371	9.220	8.472
2024	£M	5.727	1.736	2.057	4.447	2.954	2.324	3.606	3.878	2.308	2.183	1.788	4.870	37.88	4.5%	9.519	9.725	9.792	8.841
2025	£M	6.047	1.907	2.092	4.841	3.142	2.459	3.820	4.131	2.534	2.338	1.884	5.154	40.35	6.5%	10.05	10.44	10.49	9.376

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	22.53	23.42	24.00	25.49	26.82	27.96	16.03	20.28	32.88	36.26	37.88	40.35
All Visitor Types	£M	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49	874.15	994.48
Share of Total	%	4.1%	4.0%	4.0%	3.9%	3.8%	3.8%	4.1%	3.2%	4.0%	4.2%	4.3%	4.1%
Annual Change in Share	%		-1.1%	-0.7%	-2.0%	-1.7%	-0.6%	8.8%	-22.8%	24.6%	6.0%	2.5%	-6.4%
Change in Share from 2014	%		-1.1%	-1.7%	-3.7%	-5.4%	-5.9%	2.4%	-21.0%	-1.5%	4.4%	7.0%	0.1%
Avg Ann. Change in Share	%		-1.1%	-0.9%	-1.2%	-1.3%	-1.2%	0.4%	-3.0%	-0.2%	0.5%	0.7%	0.0%

SFR



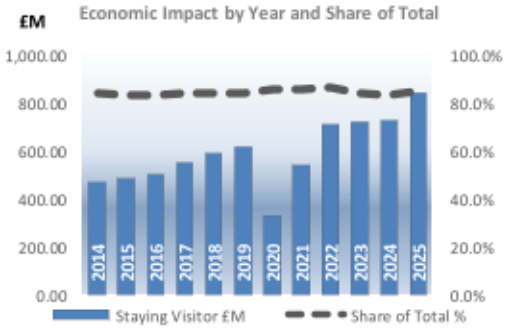
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Report Prepared by: Cathy Jones. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL										2014 to 2025 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2014 to 2025		80.0%	58.0%	54.1%	99.9%	72.1%	67.3%	72.0%	78.2%	99.8%	110.3%	55.3%	90.8%	80.2%		62.0%	77.7%	83.1%	89.4%
% Change 2024 to 2025		9.2%	20.4%	3.3%	22.7%	14.7%	13.0%	14.6%	15.4%	21.5%	15.3%	7.5%	9.2%	15.2%	Annual Change	9.2%	16.4%	17.2%	11.9%
Average Annual Change		7.3%	5.3%	4.9%	9.1%	6.6%	6.1%	6.5%	7.1%	9.1%	10.0%	5.0%	8.3%	7.3%		5.6%	7.1%	7.6%	8.1%
2014	£M	13.68	14.34	23.73	36.57	50.66	51.15	63.26	75.31	64.03	35.22	22.29	16.92	467.17		51.75	138.38	202.60	74.44
2015	£M	14.86	14.77	25.21	38.33	53.66	54.44	66.07	78.61	63.35	37.65	21.61	17.59	486.16	4.1%	54.85	146.43	208.03	76.85
2016	£M	15.29	15.04	25.49	38.92	55.04	55.87	69.21	83.29	66.51	38.84	22.30	18.48	504.27	3.7%	55.82	149.83	219.00	79.62
2017	£M	17.00	16.86	25.65	43.37	60.19	59.14	76.18	87.96	76.74	42.67	23.51	21.08	550.34	9.1%	59.50	162.70	240.88	87.26
2018	£M	18.03	17.85	26.76	45.56	65.81	63.99	79.57	96.45	79.78	46.33	25.31	22.50	587.96	6.8%	62.64	175.36	255.81	94.15
2019	£M	19.60	18.56	27.91	50.83	69.85	65.84	84.93	99.04	80.06	47.29	27.56	23.97	615.44	4.7%	66.07	186.52	264.02	98.82
2020	£M	21.06	15.77	15.13	2.114	4.086	4.147	47.22	78.49	86.95	42.20	3.159	10.84	331.17	-46.2%	51.96	10.35	212.66	56.20
2021	£M	1.108	1.104	1.636	14.47	53.74	70.49	86.01	103.42	101.79	58.56	28.00	22.79	543.12	64.0%	3.847	138.70	291.23	109.35
2022	£M	22.07	18.50	35.89	55.75	79.67	77.62	97.29	113.19	97.78	53.48	29.98	31.19	712.40	31.2%	76.45	213.04	308.26	114.64
2023	£M	23.36	20.79	34.21	61.60	80.51	72.59	88.53	111.15	102.40	62.54	32.01	30.61	720.30	1.1%	78.36	214.70	302.08	125.16
2024	£M	22.55	18.82	35.42	59.56	76.01	75.71	95.00	116.31	105.28	64.23	32.20	29.56	730.63	1.4%	76.78	211.28	316.58	125.99
2025	£M	24.62	22.66	36.57	73.10	87.19	85.58	108.83	134.20	127.94	74.08	34.63	32.29	841.69	15.2%	83.85	245.87	370.98	141.00

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	467.17	486.16	504.27	550.34	587.96	615.44	331.17	543.12	712.40	720.30	730.63	841.69
All Visitor Types	£M	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49	874.15	994.48
Share of Total	%	84.0%	83.2%	83.7%	84.2%	84.1%	83.9%	85.7%	85.7%	86.4%	84.0%	83.6%	84.6%
Annual Change in Share	%		-1.0%	0.6%	0.7%	-0.2%	-0.2%	2.1%	0.0%	0.8%	-2.8%	-0.5%	1.3%
Change in Share from 2014	%		-1.0%	-0.4%	0.2%	0.0%	-0.1%	2.0%	2.0%	2.9%	0.0%	-0.5%	0.7%
Avg Ann. Change in Share	%		-1.0%	-0.2%	0.1%	0.0%	0.0%	0.3%	0.3%	0.4%	0.0%	-0.1%	0.1%

STAYING VISITOR



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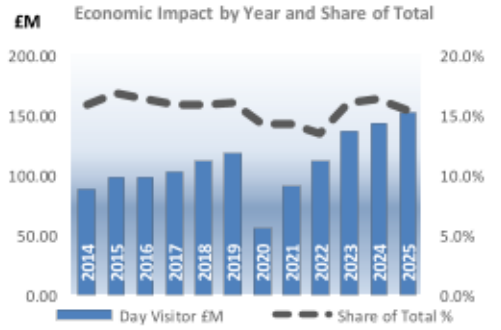
Report Prepared by: Cathy Jones. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL										2014 to 2025 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		78.8%	90.3%	121.1%	49.7%	80.5%	94.2%	42.3%	69.2%	86.3%	67.1%	36.6%	53.0%	72.0%		99.3%	74.5%	64.3%	55.0%
% Change 2024 to 2025		7.4%	3.5%	6.8%	7.9%	8.7%	2.2%	10.3%	7.8%	7.8%	5.1%	0.6%	0.3%	6.5%	Annual Change	5.7%	6.3%	8.5%	2.9%
Average Annual Change		7.2%	8.2%	11.0%	4.5%	7.3%	8.6%	3.8%	6.3%	7.8%	6.1%	3.3%	4.8%	6.5%		9.0%	6.8%	5.8%	5.0%
2014	£M	3.764	5.541	5.813	9.014	10.39	8.138	10.49	15.09	7.163	6.677	4.113	2.619	88.82		15.12	27.55	32.75	13.41
2015	£M	4.539	6.517	6.293	9.268	11.08	8.594	10.93	17.45	8.330	7.927	4.296	3.046	98.26	10.6%	17.35	28.94	36.70	15.27
2016	£M	4.618	6.504	6.966	9.099	11.65	9.614	10.31	17.37	7.822	7.463	4.093	3.049	98.56	0.3%	18.09	30.36	35.50	14.60
2017	£M	4.693	6.797	7.384	9.779	11.90	9.963	10.19	18.78	8.616	7.541	4.383	3.142	103.17	4.7%	18.87	31.64	37.59	15.07
2018	£M	5.000	7.504	8.032	10.18	13.31	10.75	10.74	20.22	9.716	8.163	4.654	3.242	111.52	8.1%	20.54	34.25	40.68	16.06
2019	£M	5.362	8.221	8.873	10.74	13.77	11.57	11.23	21.02	10.48	8.692	4.676	3.383	118.02	5.8%	22.46	36.08	42.73	16.75
2020	£M	5.122	7.355	4.219	0.872	1.765	2.484	3.924	12.49	7.070	5.743	2.071	2.188	55.30	-53.1%	16.70	5.121	23.48	10.00
2021	£M	1.611	3.018	3.873	6.012	10.39	10.60	9.825	19.49	10.16	8.485	4.175	2.814	90.46	63.6%	8.502	27.00	39.48	15.47
2022	£M	4.774	6.855	8.824	9.912	13.12	11.51	10.79	19.22	9.999	8.629	4.618	3.548	111.80	23.6%	20.45	34.54	40.01	16.80
2023	£M	5.932	9.439	11.28	12.15	16.14	14.21	12.93	23.20	12.51	10.25	5.336	3.817	137.19	22.7%	26.65	42.50	48.64	19.40
2024	£M	6.267	10.19	12.04	12.51	17.26	15.46	13.54	23.68	12.37	10.62	5.583	3.997	143.51	4.6%	28.49	45.23	49.59	20.20
2025	£M	6.729	10.55	12.85	13.50	18.76	15.81	14.94	25.53	13.35	11.16	5.616	4.008	152.78	6.5%	30.13	48.06	53.81	20.79

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	88.82	98.26	98.56	103.17	111.52	118.02	55.30	90.46	111.80	137.19	143.51	152.78
All Visitor Types	£M	555.99	584.42	602.83	653.51	699.48	733.46	386.47	633.58	824.20	857.49	874.15	994.48
Share of Total	%	16.0%	16.8%	16.3%	15.8%	15.9%	16.1%	14.3%	14.3%	13.6%	16.0%	16.4%	15.4%
Annual Change in Share	%		5.2%	-2.8%	-3.4%	1.0%	0.9%	-11.1%	-0.2%	-5.0%	18.0%	2.6%	-6.4%
Change in Share from 2014	%		5.2%	2.3%	-1.2%	-0.2%	0.7%	-10.4%	-10.6%	-15.1%	0.2%	2.8%	-3.8%
Avg Ann. Change in Share	%		5.2%	1.2%	-0.4%	-0.1%	0.1%	-1.7%	-1.5%	-1.9%	0.0%	0.3%	-0.3%

DAY VISITOR



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

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

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

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STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

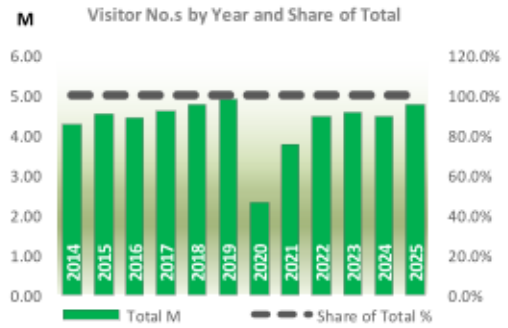
2014 to 2025

VISITOR NUMBERS BY:		MONTH AND QUARTER												TOTAL CALENDAR YEAR		VISITOR NUMBERS QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		20.4%	19.1%	24.6%	6.1%	10.1%	19.7%	-5.4%	9.6%	31.9%	11.0%	-10.4%	11.5%	11.7%		21.6%	11.9%	10.9%	4.3%
% Change 2024 to 2025		6.8%	3.5%	0.4%	10.9%	5.2%	6.5%	5.6%	6.5%	17.4%	3.8%	-0.9%	2.5%	6.5%	Annual Change	3.0%	7.3%	9.5%	2.2%
Average Annual Change		1.9%	1.7%	2.2%	0.6%	0.9%	1.8%	-0.5%	0.9%	2.9%	1.0%	-0.9%	1.0%	1.1%		2.0%	1.1%	1.0%	0.4%
2014	M	0.166	0.219	0.254	0.397	0.485	0.402	0.505	0.683	0.433	0.336	0.229	0.158	4.266		0.639	1.284	1.621	0.722
2015	M	0.188	0.247	0.267	0.395	0.500	0.400	0.504	0.766	0.486	0.376	0.231	0.168	4.531	6.2%	0.702	1.296	1.757	0.775
2016	M	0.192	0.243	0.283	0.385	0.506	0.432	0.488	0.742	0.448	0.344	0.213	0.170	4.447	-1.9%	0.718	1.323	1.678	0.727
2017	M	0.195	0.250	0.287	0.408	0.516	0.440	0.487	0.773	0.487	0.350	0.220	0.178	4.591	3.2%	0.732	1.363	1.747	0.748
2018	M	0.200	0.264	0.298	0.411	0.552	0.458	0.495	0.808	0.512	0.366	0.228	0.182	4.774	4.0%	0.762	1.421	1.815	0.776
2019	M	0.209	0.278	0.316	0.430	0.562	0.473	0.510	0.817	0.521	0.374	0.231	0.186	4.908	2.8%	0.804	1.465	1.848	0.791
2020	M	0.203	0.241	0.150	0.028	0.056	0.073	0.210	0.523	0.419	0.269	0.064	0.090	2.327	-52.6%	0.594	0.158	1.152	0.423
2021	M	0.045	0.080	0.102	0.190	0.403	0.439	0.453	0.756	0.546	0.385	0.209	0.158	3.765	61.8%	0.227	1.031	1.755	0.752
2022	M	0.181	0.218	0.300	0.379	0.511	0.447	0.473	0.721	0.498	0.350	0.214	0.190	4.482	19.0%	0.699	1.337	1.692	0.754
2023	M	0.191	0.254	0.316	0.398	0.521	0.445	0.454	0.721	0.512	0.367	0.214	0.181	4.574	2.0%	0.761	1.363	1.688	0.762
2024	M	0.187	0.251	0.316	0.380	0.507	0.452	0.452	0.703	0.486	0.359	0.207	0.171	4.472	-2.2%	0.755	1.339	1.641	0.737
2025	M	0.200	0.260	0.317	0.421	0.533	0.482	0.477	0.749	0.571	0.373	0.205	0.176	4.764	6.5%	0.777	1.437	1.797	0.753

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	4.266	4.531	4.447	4.591	4.774	4.908	2.327	3.765	4.482	4.574	4.472	4.764
All Visitor Types	M	4.266	4.531	4.447	4.591	4.774	4.908	2.327	3.765	4.482	4.574	4.472	4.764
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												

TOTAL



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STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL										2014 to 2025			SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	78.4%	6.7%	-2.0%	-13.9%	-8.5%	-21.7%	-6.2%	-26.0%	-19.7%	-7.2%	-13.9%	35.0%	-8.1%		15.2%	-14.9%	-18.1%	1.8%
% Change 2024 to 2025	10.2%	3.7%	12.1%	-20.1%	-19.3%	-17.2%	1.3%	-3.4%	-5.6%	-1.0%	-2.5%	3.7%	-3.9%	Annual Change	8.4%	-18.8%	-2.8%	0.2%
Average Annual Change	7.1%	0.6%	-0.2%	-1.3%	-0.8%	-2.0%	-0.6%	-2.4%	-1.8%	-0.7%	-1.3%	3.2%	-0.7%		1.4%	-1.4%	-1.6%	0.2%
2014 000s	9.2	21.3	23.2	23.1	28.2	29.7	47.4	58.2	61.6	31.2	40.7	27.7	401.4		53.6	81.0	167.2	99.6
2015 000s	13.6	26.6	27.7	25.2	32.5	33.2	49.3	54.4	63.9	35.1	38.8	32.5	432.8	7.8%	67.9	90.8	167.6	106.4
2016 000s	13.3	24.8	24.5	24.6	30.3	30.4	51.1	52.4	60.1	30.5	37.7	33.0	412.8	-4.6%	62.6	85.4	163.6	101.2
2017 000s	14.3	23.6	22.5	26.4	32.4	30.3	48.0	48.2	59.7	30.6	37.5	36.2	409.9	-0.7%	60.5	89.1	155.9	104.4
2018 000s	15.9	25.7	23.9	28.5	36.1	33.2	51.2	53.7	63.1	33.7	41.4	40.2	446.4	8.9%	65.5	97.8	167.9	115.2
2019 000s	15.9	25.5	24.1	28.7	36.4	33.5	51.6	53.3	62.8	34.5	42.3	39.4	448.1	0.4%	65.6	98.5	167.8	116.2
2020 000s	15.6	23.6	9.8	2.3	3.5	2.8	11.4	24.2	29.1	14.8	5.2	4.4	146.6	-67.3%	49.0	8.5	64.7	24.4
2021 000s	2.9	4.3	4.7	5.7	9.1	25.7	43.0	48.1	56.6	32.0	37.5	33.3	302.9	106.6%	11.9	40.5	147.6	102.8
2022 000s	13.2	23.2	22.6	27.6	33.2	30.7	48.3	47.3	57.1	32.0	39.7	38.5	413.4	36.5%	59.0	91.5	152.7	110.2
2023 000s	16.7	25.5	23.7	29.3	34.8	32.1	48.9	48.9	60.7	33.0	40.7	41.5	435.7	5.4%	65.8	96.2	158.6	115.1
2024 000s	14.9	21.9	20.3	24.9	32.0	28.1	43.9	44.6	52.4	29.3	35.9	36.1	384.1	-11.8%	57.0	84.9	140.9	101.2
2025 000s	16.4	22.7	22.7	19.9	25.8	23.2	44.5	43.1	49.4	29.0	35.0	37.4	369.1	-3.9%	61.7	68.9	137.0	101.4

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	401.4	432.8	412.8	409.9	446.4	448.1	146.6	302.9	413.4	435.7	384.1	369.1
All Visitor Types	M	4.3	4.5	4.4	4.6	4.8	4.9	2.3	3.8	4.5	4.6	4.5	4.8
Share of Total	%	9.4%	9.6%	9.3%	8.9%	9.4%	9.1%	6.3%	8.0%	9.2%	9.5%	8.6%	7.7%
Annual Change in Share	%		1.5%	-2.8%	-3.8%	4.7%	-2.4%	-31.0%	27.7%	14.7%	3.3%	-9.8%	-9.8%
Change in Share from 2014	%		1.5%	-1.3%	-5.1%	-0.6%	-3.0%	-33.0%	-14.5%	-2.0%	1.2%	-8.7%	-17.7%
Avg Ann. Change in Share	%		1.5%	-0.7%	-1.7%	-0.2%	-0.6%	-5.5%	-2.1%	-0.2%	0.1%	-0.9%	-1.6%

SERVICED ACCOMMODATION



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

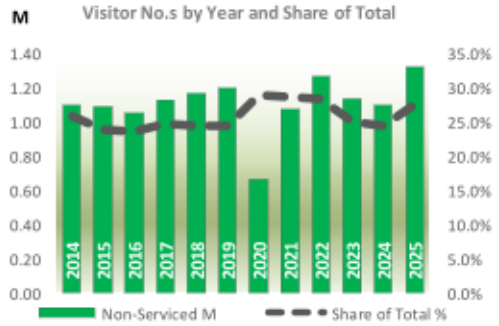
STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL		2014 to 2025	NON-SERVICED	VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		22.1%	8.2%	-17.8%	35.1%	0.2%	20.5%	-1.2%	22.8%	69.6%	21.8%	-9.7%	13.8%	19.9%		-2.5%	16.4%	31.2%	10.8%
% Change 2024 to 2025		33.3%	35.6%	-16.2%	38.9%	12.7%	34.4%	5.8%	15.8%	42.8%	9.6%	4.0%	15.4%	20.6%	Annual Change	6.2%	27.4%	23.2%	9.1%
Average Annual Change		2.0%	0.7%	-1.6%	3.2%	0.0%	1.9%	-0.1%	2.1%	6.3%	2.0%	-0.9%	1.3%	1.8%		-0.2%	1.5%	2.8%	1.0%
2014	M	0.020	0.027	0.051	0.093	0.139	0.123	0.136	0.171	0.151	0.099	0.058	0.032	1.100		0.098	0.355	0.458	0.189
2015	M	0.015	0.023	0.047	0.084	0.134	0.107	0.124	0.195	0.172	0.102	0.059	0.025	1.087	-1.2%	0.086	0.325	0.490	0.186
2016	M	0.018	0.024	0.050	0.082	0.130	0.116	0.127	0.181	0.154	0.091	0.048	0.027	1.049	-3.5%	0.092	0.328	0.463	0.166
2017	M	0.020	0.028	0.049	0.090	0.138	0.120	0.139	0.189	0.177	0.099	0.050	0.031	1.131	7.9%	0.097	0.349	0.505	0.180
2018	M	0.020	0.028	0.049	0.091	0.145	0.125	0.141	0.200	0.178	0.103	0.052	0.031	1.163	2.8%	0.098	0.362	0.518	0.185
2019	M	0.022	0.029	0.050	0.101	0.152	0.126	0.149	0.202	0.174	0.102	0.056	0.033	1.197	2.9%	0.102	0.379	0.525	0.191
2020	M	0.024	0.023	0.028	0.003	0.008	0.007	0.089	0.168	0.197	0.098	0.006	0.018	0.669	-44.1%	0.075	0.018	0.454	0.122
2021	M	0.001	0.001	0.001	0.029	0.122	0.134	0.147	0.204	0.220	0.127	0.056	0.031	1.072	60.3%	0.003	0.285	0.571	0.213
2022	M	0.024	0.026	0.061	0.100	0.157	0.136	0.156	0.212	0.196	0.106	0.055	0.042	1.269	18.4%	0.110	0.393	0.564	0.203
2023	M	0.021	0.026	0.050	0.099	0.140	0.110	0.124	0.182	0.184	0.113	0.053	0.034	1.135	-10.6%	0.097	0.349	0.490	0.200
2024	M	0.019	0.021	0.050	0.090	0.124	0.110	0.127	0.181	0.180	0.110	0.051	0.031	1.094	-3.6%	0.090	0.324	0.487	0.192
2025	M	0.025	0.029	0.042	0.126	0.139	0.148	0.134	0.210	0.257	0.121	0.053	0.036	1.319	20.6%	0.096	0.413	0.601	0.209

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	M	1.100	1.087	1.049	1.131	1.163	1.197	0.669	1.072	1.269	1.135	1.094	1.319
All Visitor Types	M	4.266	4.531	4.447	4.591	4.774	4.908	2.327	3.765	4.482	4.574	4.472	4.764
Share of Total	%	25.8%	24.0%	23.6%	24.6%	24.4%	24.4%	28.7%	28.5%	28.3%	24.8%	24.5%	27.7%
Annual Change in Share	%		-7.0%	-1.7%	4.5%	-1.1%	0.1%	17.9%	-0.9%	-0.6%	-12.4%	-1.4%	13.2%
Change in Share from 2014	%		-7.0%	-8.6%	-4.5%	-5.6%	-5.4%	11.4%	10.4%	9.8%	-3.8%	-5.1%	7.4%
Avg Ann. Change in Share	%		-7.0%	-4.3%	-1.5%	-1.4%	-1.1%	1.9%	1.5%	1.2%	-0.4%	-0.5%	0.7%

NON-SERVICED ACCOMMODATION



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STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL										2014 to 2025			SFR		VISITOR NUMBERS			
VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	19.9%	15.7%	6.8%	16.5%	10.2%	9.4%	10.7%	12.1%	22.6%	19.8%	14.3%	22.0%	15.4%		15.8%	12.5%	14.2%	19.6%
% Change 2024 to 2025	1.9%	6.0%	-1.8%	5.0%	2.6%	2.1%	2.2%	2.8%	5.9%	3.4%	1.7%	2.1%	2.8%	Annual Change	1.9%	3.5%	3.4%	2.4%
Average Annual Change	1.8%	1.4%	0.6%	1.5%	0.9%	0.9%	1.0%	1.1%	2.1%	1.8%	1.3%	2.0%	1.4%		1.4%	1.1%	1.3%	1.8%
2014 000s	28.4	11.0	12.8	21.6	18.2	15.1	19.4	19.9	13.4	12.8	11.4	22.8	207.0		52.2	54.9	52.8	47.1
2015 000s	30.0	11.6	13.2	22.0	18.6	15.4	19.7	20.3	13.6	13.1	11.7	23.7	212.9	2.8%	54.7	56.0	53.6	48.5
2016 000s	30.5	11.7	13.2	22.1	18.7	15.5	20.0	20.6	13.9	13.3	11.8	24.1	215.2	1.1%	55.3	56.3	54.4	49.2
2017 000s	31.7	12.3	13.3	22.9	19.3	15.8	20.6	21.0	14.7	13.8	12.1	25.3	222.8	3.5%	57.3	58.1	56.4	51.2
2018 000s	32.1	12.4	13.3	23.0	19.7	16.1	20.7	21.4	14.8	13.9	12.3	25.7	225.5	1.2%	57.8	58.8	56.9	51.9
2019 000s	33.1	12.5	13.4	23.8	20.0	16.1	21.2	21.6	14.7	13.9	12.7	26.2	229.1	1.6%	58.9	60.0	57.4	52.8
2020 000s	35.0	10.2	7.2	0.9	1.1	1.0	12.1	17.4	15.9	12.7	1.4	12.6	127.4	-44.4%	52.4	2.9	45.4	26.7
2021 000s	1.6	0.6	0.6	6.7	15.5	17.0	20.8	21.9	18.3	17.0	12.6	24.2	156.6	22.9%	2.8	39.1	61.0	53.7
2022 000s	34.7	12.3	14.6	24.2	20.7	16.9	21.9	22.3	15.7	14.4	12.9	29.1	239.9	53.2%	61.7	61.9	60.0	56.4
2023 000s	33.9	12.4	13.8	24.3	20.1	15.9	20.7	21.5	15.4	14.8	12.8	27.6	233.3	-2.7%	60.2	60.3	57.6	55.3
2024 000s	33.4	12.0	13.9	24.0	19.6	16.1	21.0	21.7	15.5	14.9	12.8	27.3	232.4	-0.4%	59.4	59.7	58.3	55.0
2025 000s	34.0	12.8	13.7	25.2	20.1	16.5	21.5	22.4	16.4	15.4	13.1	27.9	238.8	2.8%	60.5	61.8	60.3	56.3

VISITOR NUMBERS													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	000s	207.0	212.9	215.2	222.8	225.5	229.1	127.4	156.6	239.9	233.3	232.4	238.8
All Visitor Types	M	4.3	4.5	4.4	4.6	4.8	4.9	2.3	3.8	4.5	4.6	4.5	4.8
Share of Total	%	4.9%	4.7%	4.8%	4.9%	4.7%	4.7%	5.5%	4.2%	5.4%	5.1%	5.2%	5.0%
Annual Change in Share	%		-3.2%	3.0%	0.3%	-2.7%	-1.1%	17.3%	-24.0%	28.7%	-4.7%	1.9%	-3.5%
Change in Share from 2014	%		-3.2%	-0.2%	0.0%	-2.7%	-3.8%	12.9%	-14.3%	10.3%	5.1%	7.1%	3.3%
Avg Ann. Change in Share	%		-3.2%	-0.1%	0.0%	-0.7%	-0.8%	2.1%	-2.0%	1.3%	0.6%	0.7%	0.3%

SFR



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

STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2014 to 2025

STAYING VISITOR

VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	30.0%	9.1%	-10.0%	24.0%	-0.2%	12.0%	-1.3%	10.5%	42.5%	15.3%	-8.8%	23.3%	12.8%		6.9%	10.8%	17.7%	9.3%
% Change 2024 to 2025	12.5%	16.5%	-7.0%	22.5%	5.7%	21.7%	4.4%	11.2%	30.3%	7.0%	1.4%	7.1%	12.7%	Annual Change	5.6%	16.0%	16.2%	5.4%
Average Annual Change	2.7%	0.8%	-0.9%	2.2%	0.0%	1.1%	-0.1%	1.0%	3.9%	1.4%	-0.8%	2.1%	1.2%		0.6%	1.0%	1.6%	0.8%
2014 M	0.058	0.059	0.087	0.138	0.185	0.168	0.202	0.249	0.226	0.143	0.110	0.082	1.709		0.204	0.491	0.678	0.336
2015 M	0.059	0.061	0.088	0.131	0.185	0.156	0.193	0.269	0.249	0.150	0.109	0.081	1.732	1.4%	0.208	0.472	0.712	0.340
2016 M	0.062	0.061	0.087	0.129	0.179	0.162	0.198	0.254	0.228	0.135	0.098	0.084	1.677	-3.2%	0.210	0.470	0.681	0.316
2017 M	0.066	0.064	0.085	0.140	0.190	0.167	0.208	0.258	0.251	0.143	0.100	0.092	1.764	5.2%	0.215	0.496	0.717	0.335
2018 M	0.068	0.066	0.086	0.143	0.201	0.175	0.212	0.275	0.255	0.151	0.105	0.097	1.835	4.0%	0.221	0.518	0.743	0.353
2019 M	0.071	0.067	0.088	0.154	0.208	0.176	0.221	0.276	0.252	0.151	0.111	0.099	1.874	2.1%	0.226	0.537	0.750	0.361
2020 M	0.074	0.057	0.045	0.007	0.012	0.011	0.112	0.210	0.242	0.125	0.013	0.035	0.943	-49.7%	0.176	0.030	0.564	0.173
2021 M	0.005	0.006	0.007	0.041	0.147	0.177	0.211	0.274	0.295	0.176	0.106	0.088	1.532	62.5%	0.017	0.365	0.780	0.370
2022 M	0.071	0.061	0.098	0.152	0.211	0.183	0.226	0.281	0.269	0.152	0.108	0.109	1.922	25.5%	0.231	0.546	0.776	0.369
2023 M	0.071	0.064	0.088	0.152	0.195	0.158	0.194	0.253	0.260	0.161	0.106	0.104	1.804	-6.2%	0.223	0.505	0.706	0.370
2024 M	0.067	0.055	0.084	0.139	0.175	0.155	0.192	0.247	0.248	0.155	0.099	0.095	1.710	-5.2%	0.206	0.469	0.687	0.348
2025 M	0.075	0.064	0.078	0.171	0.185	0.188	0.200	0.275	0.323	0.165	0.101	0.101	1.927	12.7%	0.218	0.544	0.798	0.367

VISITOR NUMBERS

STAYING VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	M	1.709	1.732	1.677	1.764	1.835	1.874	0.943	1.532	1.922	1.804	1.710	1.927
All Visitor Types	M	4.266	4.531	4.447	4.591	4.774	4.908	2.327	3.765	4.482	4.574	4.472	4.764
Share of Total	%	40.0%	38.2%	37.7%	38.4%	38.4%	38.2%	40.5%	40.7%	42.9%	39.4%	38.2%	40.4%
Annual Change in Share	%		-4.5%	-1.4%	1.9%	0.0%	-0.6%	6.1%	0.4%	5.4%	-8.0%	-3.0%	5.7%
Change in Share from 2014	%		-4.5%	-5.9%	-4.1%	-4.0%	-4.7%	1.2%	1.6%	7.1%	-1.5%	-4.5%	1.0%
Avg Ann. Change in Share	%		-4.5%	-2.9%	-1.4%	-1.0%	-0.9%	0.2%	0.2%	0.9%	-0.2%	-0.5%	0.1%



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STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2014 to 2025

DAY VISITOR

VISITOR NUMBERS

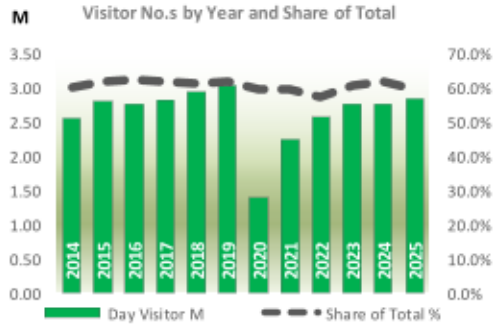
VISITOR NUMBERS BY:	MONTH AND QUARTER
KEY	DAY VISITOR
An increase of 3% or more	VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES
Less than 3% change	
A Fall of 3% or more	

		Q1			Q2			Q3			Q4			CALENDAR YEAR		QUARTER			
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2014 to 2025		15.3%	22.8%	42.6%	-3.4%	16.4%	25.3%	-8.2%	9.1%	20.2%	7.8%	-11.9%	-1.3%	10.9%		28.5%	12.5%	6.0%	0.0%
% Change 2024 to 2025		3.6%	-0.1%	3.1%	4.2%	4.9%	-1.3%	6.5%	4.0%	4.1%	1.4%	-2.9%	-3.2%	2.7%	Annual Change	2.0%	2.6%	4.7%	-0.7%
Average Annual Change		1.4%	2.1%	3.9%	-0.3%	1.5%	2.3%	-0.7%	0.8%	1.8%	0.7%	-1.1%	-0.1%	1.0%		2.6%	1.1%	0.5%	0.0%
2014	M	0.108	0.160	0.167	0.260	0.299	0.234	0.302	0.435	0.206	0.192	0.118	0.075	2.558		0.435	0.793	0.943	0.386
2015	M	0.129	0.186	0.179	0.264	0.316	0.245	0.311	0.497	0.237	0.226	0.122	0.087	2.798	9.4%	0.494	0.824	1.045	0.435
2016	M	0.130	0.183	0.196	0.256	0.327	0.270	0.290	0.488	0.220	0.210	0.115	0.086	2.770	-1.0%	0.508	0.853	0.998	0.410
2017	M	0.129	0.186	0.202	0.268	0.326	0.273	0.279	0.515	0.236	0.207	0.120	0.086	2.827	2.1%	0.517	0.867	1.030	0.413
2018	M	0.132	0.198	0.212	0.268	0.351	0.283	0.283	0.533	0.256	0.215	0.123	0.085	2.939	4.0%	0.541	0.903	1.072	0.423
2019	M	0.138	0.211	0.228	0.276	0.354	0.297	0.289	0.540	0.269	0.223	0.120	0.087	3.034	3.2%	0.577	0.927	1.099	0.431
2020	M	0.128	0.184	0.106	0.022	0.044	0.062	0.098	0.313	0.177	0.144	0.052	0.055	1.384	-54.4%	0.418	0.128	0.588	0.250
2021	M	0.040	0.075	0.096	0.148	0.257	0.262	0.243	0.481	0.251	0.209	0.103	0.069	2.234	61.4%	0.210	0.667	0.975	0.382
2022	M	0.109	0.157	0.202	0.227	0.300	0.264	0.247	0.440	0.229	0.198	0.106	0.081	2.560	14.6%	0.468	0.791	0.916	0.385
2023	M	0.120	0.191	0.228	0.245	0.326	0.287	0.261	0.468	0.253	0.207	0.108	0.077	2.770	8.2%	0.538	0.858	0.982	0.392
2024	M	0.121	0.196	0.232	0.241	0.332	0.297	0.260	0.456	0.238	0.204	0.107	0.077	2.762	-0.3%	0.548	0.870	0.954	0.389
2025	M	0.125	0.196	0.239	0.251	0.348	0.294	0.277	0.474	0.248	0.207	0.104	0.074	2.837	2.7%	0.559	0.893	0.999	0.386

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	2.558	2.798	2.770	2.827	2.939	3.034	1.384	2.234	2.560	2.770	2.762	2.837
All Visitor Types	M	4.266	4.531	4.447	4.591	4.774	4.908	2.327	3.765	4.482	4.574	4.472	4.764
Share of Total	%	60.0%	61.8%	62.3%	61.6%	61.6%	61.8%	59.5%	59.3%	57.1%	60.6%	61.8%	59.6%
Annual Change in Share	%		3.0%	0.9%	-1.1%	0.0%	0.4%	-3.8%	-0.3%	-3.7%	6.0%	2.0%	-3.6%
Change in Share from 2014	%		3.0%	3.9%	2.7%	2.7%	3.1%	-0.8%	-1.1%	-4.7%	1.0%	3.0%	-0.7%
Avg Ann. Change in Share	%		3.0%	2.0%	0.9%	0.7%	0.6%	-0.1%	-0.2%	-0.6%	0.1%	0.3%	-0.1%

DAY VISITOR



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

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

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STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2014 to 2025

TOTAL

VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		14.9%	11.3%	12.5%	23.4%	13.4%	12.6%	9.8%	16.5%	39.6%	34.4%	2.3%	19.9%	18.6%		12.8%	15.9%	21.2%	21.8%
% Change 2024 to 2025		4.1%	9.1%	-0.1%	15.5%	9.6%	6.8%	9.5%	10.0%	15.6%	9.9%	3.1%	4.1%	9.4%	Annual Change	3.6%	10.2%	11.7%	6.9%
Average Annual Change		1.4%	1.0%	1.1%	2.1%	1.2%	1.1%	0.9%	1.5%	3.6%	3.1%	0.2%	1.8%	1.7%		1.2%	1.4%	1.9%	2.0%
2014	M	0.366	0.412	0.610	0.952	1.286	1.226	1.353	1.770	1.290	0.847	0.505	0.383	11.00		1.388	3.464	4.412	1.736
2015	M	0.396	0.436	0.640	0.979	1.343	1.277	1.396	1.876	1.350	0.912	0.496	0.398	11.50	4.5%	1.472	3.599	4.622	1.806
2016	M	0.401	0.434	0.652	0.969	1.362	1.313	1.400	1.919	1.373	0.909	0.495	0.405	11.63	1.2%	1.486	3.644	4.692	1.808
2017	M	0.423	0.466	0.653	1.044	1.429	1.351	1.475	1.993	1.542	0.959	0.513	0.442	12.29	5.7%	1.542	3.824	5.010	1.914
2018	M	0.432	0.483	0.665	1.054	1.514	1.409	1.497	2.100	1.573	1.004	0.529	0.450	12.71	3.4%	1.580	3.977	5.169	1.983
2019	M	0.459	0.502	0.691	1.139	1.563	1.430	1.565	2.120	1.565	1.010	0.556	0.470	13.07	2.8%	1.653	4.132	5.250	2.036
2020	M	0.466	0.422	0.354	0.054	0.109	0.129	0.821	1.579	1.574	0.853	0.100	0.238	6.698	-48.8%	1.241	0.292	3.973	1.191
2021	M	0.053	0.087	0.116	0.389	1.187	1.444	1.490	2.071	1.852	1.161	0.533	0.422	10.80	61.3%	0.256	3.019	5.413	2.115
2022	M	0.440	0.418	0.746	1.077	1.544	1.470	1.572	2.077	1.665	1.002	0.534	0.538	13.08	21.1%	1.604	4.091	5.314	2.074
2023	M	0.430	0.455	0.691	1.092	1.448	1.288	1.346	1.906	1.608	1.062	0.521	0.476	12.32	-5.8%	1.576	3.829	4.860	2.059
2024	M	0.404	0.421	0.687	1.017	1.331	1.293	1.356	1.874	1.558	1.036	0.501	0.441	11.92	-3.3%	1.512	3.640	4.788	1.979
2025	M	0.420	0.459	0.687	1.175	1.458	1.380	1.486	2.061	1.801	1.138	0.517	0.460	13.04	9.4%	1.566	4.013	5.347	2.115

VISITOR DAYS

TOTAL

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	11.00	11.50	11.63	12.29	12.71	13.07	6.698	10.80	13.08	12.32	11.92	13.04
All Visitor Types	M	11.00	11.50	11.63	12.29	12.71	13.07	6.698	10.80	13.08	12.32	11.92	13.04
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												



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STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2014 to 2025 | SERVICED | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	50.9%	-2.1%	1.1%	-0.1%	16.1%	9.6%	-6.3%	-13.6%	-24.2%	-6.4%	-27.9%	20.8%	-4.7%		10.8%	8.7%	-14.8%	-9.0%
% Change 2024 to 2025	6.3%	-0.8%	6.3%	-4.6%	-3.7%	-1.3%	-0.1%	-4.8%	-7.4%	-11.6%	-12.6%	-6.5%	-4.1%	Annual Change	3.9%	-3.1%	-4.1%	-10.5%
Average Annual Change	4.6%	-0.2%	0.1%	0.0%	1.5%	0.9%	-0.6%	-1.2%	-2.2%	-0.6%	-2.5%	1.9%	-0.4%		1.0%	0.8%	-1.3%	-0.8%
2014 000s	20.8	34.6	40.4	56.2	60.0	64.9	92.9	127.2	100.1	62.1	63.7	35.0	758.0		95.8	181.1	320.3	160.8
2015 000s	31.6	42.1	48.3	63.6	71.6	82.0	101.7	134.3	97.9	74.4	57.8	41.6	846.9	11.7%	122.0	217.2	334.0	173.8
2016 000s	28.4	39.1	45.4	58.8	68.1	76.6	99.9	131.7	91.5	66.4	54.3	42.3	802.6	-5.2%	112.9	203.5	323.2	163.1
2017 000s	30.3	37.3	41.6	62.7	72.9	76.9	94.7	123.2	91.1	67.2	54.4	46.5	798.9	-0.5%	109.1	212.5	309.1	168.1
2018 000s	33.1	40.5	44.4	67.7	81.4	84.5	101.2	137.5	96.8	74.3	60.1	51.3	872.6	9.2%	117.9	233.5	335.4	185.7
2019 000s	33.1	40.3	44.8	68.1	82.1	85.3	102.2	137.0	96.4	76.1	61.6	50.3	877.2	0.5%	118.2	235.5	335.6	187.9
2020 000s	32.4	37.1	18.1	5.5	7.8	7.0	22.7	62.8	44.9	32.8	7.7	5.6	284.4	-67.6%	87.5	20.3	130.4	46.1
2021 000s	6.0	6.7	8.7	13.7	20.8	65.9	85.9	125.4	87.3	70.9	54.9	42.6	588.8	107.0%	21.4	100.3	298.6	168.4
2022 000s	27.4	36.6	41.8	65.8	75.2	78.8	96.4	123.3	88.1	71.0	58.1	49.1	811.6	37.8%	105.7	219.8	307.8	178.2
2023 000s	33.9	39.9	44.2	69.8	79.0	82.7	97.9	128.1	94.5	73.7	59.7	52.5	855.9	5.5%	118.0	231.5	320.5	185.9
2024 000s	29.6	34.2	38.4	58.9	72.2	72.1	87.2	115.4	82.0	65.7	52.6	45.2	753.5	-12.0%	102.2	203.3	284.6	163.5
2025 000s	31.4	33.9	40.8	56.2	69.6	71.2	87.1	109.9	76.0	58.1	45.9	42.3	722.3	-4.1%	106.2	197.0	272.9	146.3

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	758.0	846.9	802.6	798.9	872.6	877.2	284.4	588.8	811.6	855.9	753.5	722.3
All Visitor Types	M	11.0	11.5	11.6	12.3	12.7	13.1	6.7	10.8	13.1	12.3	11.9	13.0
Share of Total	%	6.9%	7.4%	6.9%	6.5%	6.9%	6.7%	4.2%	5.4%	6.2%	6.9%	6.3%	5.5%
Annual Change in Share	%		6.9%	-6.3%	-5.8%	5.6%	-2.3%	-36.7%	28.3%	13.8%	11.9%	-9.0%	-12.4%
Change in Share from 2014	%		6.9%	0.1%	-5.7%	-0.4%	-2.6%	-38.4%	-20.9%	-10.0%	0.8%	-8.3%	-19.6%
Avg Ann. Change in Share	%		6.9%	0.1%	-1.9%	-0.1%	-0.5%	-6.4%	-3.0%	-1.2%	0.1%	-0.8%	-1.8%

SERVICED ACCOMMODATION



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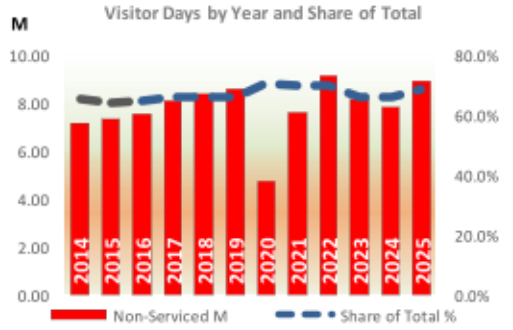
2014 to 2025 | NON-SERVICED | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	8.0%	3.9%	0.8%	38.5%	12.4%	9.6%	17.4%	22.8%	51.0%	48.6%	13.5%	26.6%	23.9%		3.2%	17.7%	30.1%	34.5%
% Change 2024 to 2025	5.2%	22.5%	-2.4%	22.6%	12.7%	10.4%	11.6%	13.9%	19.7%	14.4%	7.9%	8.9%	13.5%	Annual Change	5.1%	14.5%	15.3%	11.8%
Average Annual Change	0.7%	0.4%	0.1%	3.5%	1.1%	0.9%	1.6%	2.1%	4.6%	4.4%	1.2%	2.4%	2.2%		0.3%	1.6%	2.7%	3.1%
2014 M	0.166	0.195	0.375	0.578	0.886	0.895	0.909	1.156	0.954	0.565	0.300	0.214	7.192		0.735	2.359	3.019	1.079
2015 M	0.161	0.184	0.384	0.592	0.915	0.918	0.934	1.192	0.986	0.583	0.293	0.208	7.349	2.2%	0.729	2.425	3.112	1.083
2016 M	0.167	0.187	0.382	0.594	0.926	0.934	0.961	1.245	1.032	0.604	0.302	0.214	7.548	2.7%	0.736	2.454	3.238	1.120
2017 M	0.185	0.217	0.381	0.652	0.987	0.968	1.049	1.300	1.183	0.656	0.314	0.243	8.135	7.8%	0.782	2.607	3.533	1.213
2018 M	0.187	0.218	0.380	0.656	1.039	1.008	1.060	1.374	1.188	0.685	0.321	0.246	8.361	2.8%	0.785	2.702	3.622	1.252
2019 M	0.206	0.225	0.390	0.730	1.083	1.013	1.122	1.386	1.167	0.680	0.349	0.264	8.615	3.0%	0.820	2.827	3.675	1.293
2020 M	0.218	0.179	0.215	0.024	0.055	0.058	0.670	1.158	1.318	0.650	0.037	0.145	4.725	-45.1%	0.612	0.136	3.145	0.832
2021 M	0.005	0.005	0.011	0.208	0.872	1.079	1.108	1.407	1.471	0.842	0.348	0.245	7.602	60.9%	0.021	2.159	3.986	1.436
2022 M	0.216	0.199	0.471	0.719	1.123	1.092	1.174	1.456	1.314	0.703	0.344	0.332	9.142	20.2%	0.886	2.934	3.943	1.379
2023 M	0.192	0.199	0.389	0.711	0.999	0.885	0.936	1.253	1.228	0.750	0.327	0.275	8.145	-10.9%	0.780	2.596	3.416	1.352
2024 M	0.170	0.165	0.387	0.652	0.884	0.889	0.956	1.246	1.204	0.734	0.315	0.248	7.851	-3.6%	0.722	2.425	3.406	1.298
2025 M	0.179	0.202	0.378	0.800	0.996	0.981	1.068	1.419	1.441	0.840	0.340	0.271	8.914	13.5%	0.759	2.777	3.928	1.451

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	M	7.192	7.349	7.548	8.135	8.361	8.615	4.725	7.602	9.142	8.145	7.851	8.914
All Visitor Types	M	11.00	11.50	11.63	12.29	12.71	13.07	6.698	10.80	13.08	12.32	11.92	13.04
Share of Total	%	65.4%	63.9%	64.9%	66.2%	65.8%	65.9%	70.5%	70.4%	69.9%	66.1%	65.9%	68.4%
Annual Change in Share	%		-2.3%	1.5%	2.0%	-0.6%	0.2%	7.0%	-0.3%	-0.7%	-5.4%	-0.3%	3.8%
Change in Share from 2014	%		-2.3%	-0.8%	1.2%	0.6%	0.8%	7.9%	7.6%	6.9%	1.1%	0.7%	4.5%
Avg Ann. Change in Share	%		-2.3%	-0.4%	0.4%	0.2%	0.2%	1.3%	1.1%	0.9%	0.1%	0.1%	0.4%

NON-SERVICED ACCOMMODATION



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STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2014 to 2025 | SFR | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	19.9%	15.7%	6.8%	16.5%	10.2%	9.4%	10.7%	12.1%	22.6%	19.8%	14.3%	22.0%	15.5%		16.2%	12.8%	13.9%	19.9%
% Change 2024 to 2025	1.9%	6.0%	-1.8%	5.0%	2.6%	2.1%	2.2%	2.8%	5.9%	3.4%	1.7%	2.1%	2.8%	Annual Change	1.8%	3.6%	3.3%	2.3%
Average Annual Change	1.8%	1.4%	0.6%	1.5%	0.9%	0.9%	1.0%	1.1%	2.1%	1.8%	1.3%	2.0%	1.4%		1.5%	1.2%	1.3%	1.8%
2014 000s	70.9	23.2	27.6	58.4	40.1	31.6	48.5	51.9	29.1	27.5	23.2	59.4	491.3		121.7	130.2	129.5	110.0
2015 000s	75.0	24.3	28.3	59.5	40.9	32.3	49.3	52.7	29.6	28.1	23.7	61.7	505.3	2.9%	127.6	132.7	131.6	113.4
2016 000s	76.2	24.5	28.3	59.7	41.2	32.5	49.9	53.6	30.1	28.4	24.0	62.7	511.0	1.1%	129.0	133.4	133.5	115.0
2017 000s	79.3	25.8	28.5	61.8	42.5	33.2	51.6	54.6	32.0	29.4	24.6	65.8	529.1	3.6%	133.6	137.6	138.2	119.8
2018 000s	80.3	26.1	28.5	62.2	43.3	33.8	51.9	55.8	32.0	29.7	25.0	66.9	535.4	1.2%	134.8	139.3	139.6	121.6
2019 000s	82.7	26.2	28.8	64.3	44.1	33.9	52.9	56.1	31.9	29.8	25.7	68.2	544.4	1.7%	137.7	142.2	140.8	123.7
2020 000s	87.4	21.5	15.5	2.4	2.4	2.0	30.1	45.2	34.6	27.1	2.8	32.9	304.0	-44.2%	124.4	6.8	110.0	62.8
2021 000s	2.1	0.6	0.7	18.8	37.4	37.1	53.6	57.8	42.0	37.8	26.4	65.1	379.3	24.8%	3.4	93.3	153.4	129.3
2022 000s	86.9	25.8	31.5	65.4	45.6	35.6	54.9	58.1	34.1	30.8	26.2	75.6	570.3	50.4%	144.1	146.6	147.0	132.6
2023 000s	84.8	26.1	29.7	65.7	44.1	33.4	51.6	55.9	33.4	31.7	26.0	71.8	554.5	-2.8%	140.6	143.3	141.0	129.6
2024 000s	83.5	25.3	30.0	64.8	43.1	33.9	52.6	56.5	33.6	31.8	26.1	71.0	552.1	-0.4%	138.8	141.8	142.7	128.9
2025 000s	85.1	26.8	29.4	68.1	44.2	34.6	53.7	58.1	35.6	32.9	26.5	72.5	567.6	2.8%	141.3	146.9	147.5	131.9

VISITOR DAYS | SFR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	000s	491.3	505.3	511.0	529.1	535.4	544.4	304.0	379.3	570.3	554.5	552.1	567.6
All Visitor Types	M	11.0	11.5	11.6	12.3	12.7	13.1	6.7	10.8	13.1	12.3	11.9	13.0
Share of Total	%	4.5%	4.4%	4.4%	4.3%	4.2%	4.2%	4.5%	3.5%	4.4%	4.5%	4.6%	4.4%
Annual Change in Share	%		-1.6%	0.0%	-2.0%	-2.2%	-1.1%	8.9%	-22.6%	24.2%	3.2%	3.0%	-6.0%
Change in Share from 2014	%		-1.6%	-1.6%	-3.6%	-5.7%	-6.7%	1.6%	-21.4%	-2.4%	0.7%	3.7%	-2.6%
Avg Ann. Change in Share	%		-1.6%	-0.8%	-1.2%	-1.4%	-1.3%	0.3%	-3.1%	-0.3%	0.1%	0.4%	-0.2%



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STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2014 to 2025

STAYING VISITOR

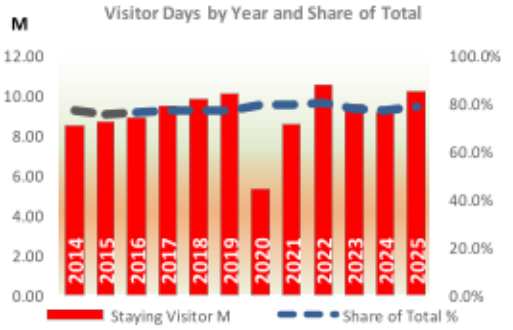
VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	14.8%	4.1%	1.2%	33.5%	12.5%	9.6%	15.0%	18.9%	43.3%	42.2%	6.7%	25.1%	20.9%		5.6%	16.9%	25.3%	28.1%
% Change 2024 to 2025	4.4%	17.1%	-1.7%	19.1%	11.1%	9.2%	10.3%	11.9%	17.7%	11.9%	4.7%	5.7%	11.4%	Annual Change	4.5%	12.7%	13.4%	8.7%
Average Annual Change	1.3%	0.4%	0.1%	3.0%	1.1%	0.9%	1.4%	1.7%	3.9%	3.8%	0.6%	2.3%	1.9%		0.5%	1.5%	2.3%	2.6%
2014 M	0.257	0.253	0.443	0.692	0.986	0.992	1.051	1.335	1.083	0.655	0.386	0.308	8.442		0.953	2.670	3.469	1.350
2015 M	0.267	0.250	0.461	0.715	1.027	1.032	1.085	1.379	1.113	0.686	0.374	0.311	8.701	3.1%	0.978	2.775	3.577	1.371
2016 M	0.271	0.251	0.456	0.713	1.035	1.043	1.111	1.431	1.153	0.699	0.380	0.319	8.862	1.8%	0.978	2.791	3.694	1.398
2017 M	0.295	0.280	0.451	0.776	1.103	1.078	1.196	1.478	1.306	0.753	0.393	0.356	9.463	6.8%	1.025	2.957	3.980	1.501
2018 M	0.300	0.285	0.453	0.785	1.163	1.126	1.213	1.567	1.316	0.789	0.407	0.364	9.769	3.2%	1.038	3.074	4.097	1.559
2019 M	0.321	0.291	0.463	0.863	1.209	1.132	1.277	1.579	1.295	0.786	0.436	0.383	10.04	2.7%	1.076	3.204	4.151	1.605
2020 M	0.338	0.237	0.248	0.032	0.065	0.067	0.722	1.266	1.397	0.710	0.048	0.183	5.313	-47.1%	0.824	0.164	3.386	0.941
2021 M	0.014	0.013	0.020	0.240	0.930	1.182	1.248	1.590	1.601	0.951	0.430	0.352	8.570	61.3%	0.046	2.353	4.438	1.733
2022 M	0.330	0.261	0.544	0.850	1.244	1.206	1.325	1.637	1.436	0.805	0.429	0.456	10.52	22.8%	1.135	3.300	4.398	1.690
2023 M	0.310	0.265	0.463	0.847	1.122	1.002	1.085	1.437	1.356	0.856	0.413	0.399	9.555	-9.2%	1.038	2.971	3.878	1.668
2024 M	0.283	0.225	0.456	0.776	0.999	0.995	1.096	1.418	1.320	0.832	0.394	0.365	9.157	-4.2%	0.963	2.770	3.834	1.590
2025 M	0.295	0.263	0.448	0.924	1.110	1.087	1.208	1.587	1.553	0.931	0.412	0.385	10.20	11.4%	1.006	3.121	4.348	1.729

VISITOR DAYS

STAYING VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	M	8.442	8.701	8.862	9.463	9.769	10.04	5.313	8.570	10.52	9.555	9.157	10.20
All Visitor Types	M	11.00	11.50	11.63	12.29	12.71	13.07	6.698	10.80	13.08	12.32	11.92	13.04
Share of Total	%	76.7%	75.7%	76.2%	77.0%	76.9%	76.8%	79.3%	79.3%	80.4%	77.5%	76.8%	78.2%
Annual Change in Share	%		-1.4%	0.7%	1.1%	-0.2%	-0.1%	3.3%	0.0%	1.4%	-3.6%	-0.9%	1.8%
Change in Share from 2014	%		-1.4%	-0.7%	0.3%	0.2%	0.1%	3.4%	3.4%	4.8%	1.0%	0.1%	1.9%
Avg Ann. Change in Share	%		-1.4%	-0.4%	0.1%	0.0%	0.0%	0.6%	0.5%	0.6%	0.1%	0.0%	0.2%



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STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2014 to 2025

DAY VISITOR

VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	15.3%	22.8%	42.6%	-3.4%	16.4%	25.3%	-8.2%	9.1%	20.2%	7.8%	-11.9%	-1.3%	10.9%		28.5%	12.5%	6.0%	0.0%
% Change 2024 to 2025	3.6%	-0.1%	3.1%	4.2%	4.9%	-1.3%	6.5%	4.0%	4.1%	1.4%	-2.9%	-3.2%	2.7%	Annual Change	2.0%	2.6%	4.7%	-0.7%
Average Annual Change	1.4%	2.1%	3.9%	-0.3%	1.5%	2.3%	-0.7%	0.8%	1.8%	0.7%	-1.1%	-0.1%	1.0%		2.6%	1.1%	0.5%	0.0%
2014 M	0.108	0.160	0.167	0.260	0.299	0.234	0.302	0.435	0.206	0.192	0.118	0.075	2.558		0.435	0.793	0.943	0.386
2015 M	0.129	0.186	0.179	0.264	0.316	0.245	0.311	0.497	0.237	0.226	0.122	0.087	2.798	9.4%	0.494	0.824	1.045	0.435
2016 M	0.130	0.183	0.196	0.256	0.327	0.270	0.290	0.488	0.220	0.210	0.115	0.086	2.770	-1.0%	0.508	0.853	0.998	0.410
2017 M	0.129	0.186	0.202	0.268	0.326	0.273	0.279	0.515	0.236	0.207	0.120	0.086	2.827	2.1%	0.517	0.867	1.030	0.413
2018 M	0.132	0.198	0.212	0.268	0.351	0.283	0.283	0.533	0.256	0.215	0.123	0.085	2.939	4.0%	0.541	0.903	1.072	0.423
2019 M	0.138	0.211	0.228	0.276	0.354	0.297	0.289	0.540	0.269	0.223	0.120	0.087	3.034	3.2%	0.577	0.927	1.099	0.431
2020 M	0.128	0.184	0.106	0.022	0.044	0.062	0.098	0.313	0.177	0.144	0.052	0.055	1.384	-54.4%	0.418	0.128	0.588	0.250
2021 M	0.040	0.075	0.096	0.148	0.257	0.262	0.243	0.481	0.251	0.209	0.103	0.069	2.234	61.4%	0.210	0.667	0.975	0.382
2022 M	0.109	0.157	0.202	0.227	0.300	0.264	0.247	0.440	0.229	0.198	0.106	0.081	2.560	14.6%	0.468	0.791	0.916	0.385
2023 M	0.120	0.191	0.228	0.245	0.326	0.287	0.261	0.468	0.253	0.207	0.108	0.077	2.770	8.2%	0.538	0.858	0.982	0.392
2024 M	0.121	0.196	0.232	0.241	0.332	0.297	0.260	0.456	0.238	0.204	0.107	0.077	2.762	-0.3%	0.548	0.870	0.954	0.389
2025 M	0.125	0.196	0.239	0.251	0.348	0.294	0.277	0.474	0.248	0.207	0.104	0.074	2.837	2.7%	0.559	0.893	0.999	0.386

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	2.558	2.798	2.770	2.827	2.939	3.034	1.384	2.234	2.560	2.770	2.762	2.837
All Visitor Types	M	11.00	11.50	11.63	12.29	12.71	13.07	6.698	10.80	13.08	12.32	11.92	13.04
Share of Total	%	23.3%	24.3%	23.8%	23.0%	23.1%	23.2%	20.7%	20.7%	19.6%	22.5%	23.2%	21.8%
Annual Change in Share	%		4.7%	-2.1%	-3.4%	0.5%	0.4%	-11.0%	0.0%	-5.4%	14.9%	3.1%	-6.1%
Change in Share from 2014	%		4.7%	2.4%	-1.1%	-0.5%	-0.2%	-11.1%	-11.1%	-15.9%	-3.4%	-0.3%	-6.4%
Avg Ann. Change in Share	%		4.7%	1.2%	-0.4%	-0.1%	0.0%	-1.9%	-1.6%	-2.0%	-0.4%	0.0%	-0.6%

DAY VISITOR



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

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

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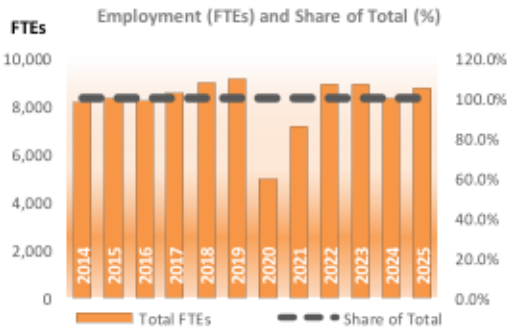
STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2014 to 2025

EMPLOYMENT BY:	MONTH AND QUARTER												TOTAL CALENDAR YEAR		TOTAL EMPLOYMENT 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								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2014 to 2025	-4.6%	-7.0%	-1.4%	11.2%	6.3%	5.1%	3.8%	10.0%	25.0%	19.9%	-10.1%	-1.2%	7.1%		-4.1%	7.3%	12.6%	5.2%
% Change 2024 to 2025	0.5%	3.5%	-1.9%	9.5%	5.4%	3.4%	5.6%	6.1%	11.7%	7.7%	-0.7%	0.2%	5.4%	Annual Change	0.3%	5.9%	7.8%	3.5%
Average Annual Change	-0.4%	-0.6%	-0.1%	1.0%	0.6%	0.5%	0.3%	0.9%	2.3%	1.8%	-0.9%	-0.1%	0.6%		-0.4%	0.7%	1.1%	0.5%
2014 FTEs	4,444	4,716	6,124	8,310	10,419	10,125	11,267	13,782	10,950	7,703	5,514	4,648	8,167		5,095	9,618	12,000	5,955
2015 FTEs	4,607	4,806	6,274	8,423	10,703	10,406	11,449	14,264	11,087	8,050	5,362	4,695	8,344	2.2%	5,229	9,844	12,267	6,036
2016 FTEs	4,434	4,595	6,132	8,146	10,580	10,366	11,286	14,304	11,002	7,812	5,166	4,560	8,198	-1.7%	5,053	9,697	12,197	5,846
2017 FTEs	4,561	4,761	6,098	8,609	11,026	10,610	11,783	14,747	12,070	8,118	5,245	4,784	8,534	4.1%	5,140	10,082	12,867	6,049
2018 FTEs	4,781	5,025	6,376	8,930	11,849	11,266	12,213	15,800	12,543	8,655	5,542	5,012	8,999	5.4%	5,394	10,682	13,518	6,403
2019 FTEs	4,941	5,126	6,532	9,429	12,110	11,345	12,587	15,810	12,412	8,680	5,714	5,128	9,151	1.7%	5,533	10,962	13,603	6,507
2020 FTEs	4,774	4,431	3,938	918	1,467	1,523	6,897	12,239	12,428	7,363	1,520	2,338	4,986	-45.5%	4,381	1,302	10,522	3,740
2021 FTEs	884	1,035	1,243	3,306	8,521	10,963	11,653	14,984	14,001	9,554	5,302	4,582	7,169	43.8%	1,054	7,597	13,546	6,479
2022 FTEs	4,605	4,430	6,637	8,823	11,715	11,306	12,335	15,388	12,729	8,369	5,354	5,325	8,918	24.4%	5,224	10,615	13,484	6,350
2023 FTEs	4,748	4,831	6,577	9,367	11,733	10,739	11,447	14,972	13,051	9,173	5,498	5,177	8,943	0.3%	5,385	10,613	13,157	6,616
2024 FTEs	4,221	4,237	6,155	8,440	10,513	10,291	11,074	14,289	12,254	8,577	4,995	4,583	8,302	-7.2%	4,871	9,748	12,539	6,052
2025 FTEs	4,241	4,387	6,035	9,243	11,080	10,639	11,693	15,166	13,688	9,238	4,960	4,591	8,747	5.4%	4,888	10,321	13,516	6,263

EMPLOYMENT — **TOTAL**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	FTEs	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943	8,302	8,747
Total Employment	FTEs	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943	8,302	8,747
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												



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STEAM REPORT FOR 2014-2025 - FINAL
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2014 to 2025

SERVICED

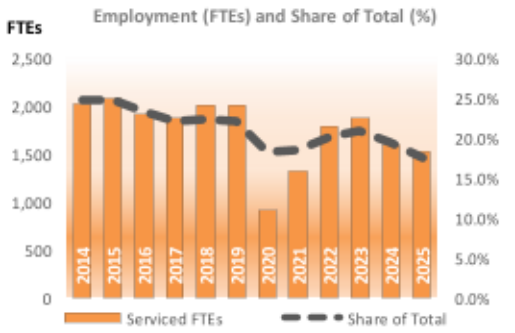
DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	-23.2%	-26.6%	-25.2%	-23.7%	-19.5%	-20.5%	-22.7%	-23.7%	-28.5%	-24.9%	-30.1%	-22.8%	-24.3%		-25.0%	-21.2%	-24.9%	-26.1%
% Change 2024 to 2025	-2.2%	-3.5%	-1.9%	-4.5%	-4.2%	-3.5%	-2.9%	-5.1%	-5.7%	-6.8%	-6.7%	-4.9%	-4.4%	Annual Change	-2.5%	-4.0%	-4.6%	-6.2%
Average Annual Change	-2.1%	-2.4%	-2.3%	-2.2%	-1.8%	-1.9%	-2.1%	-2.2%	-2.6%	-2.3%	-2.7%	-2.1%	-2.2%		-2.3%	-1.9%	-2.3%	-2.4%
2014 FTEs	1,681	1,790	1,845	1,968	2,003	2,045	2,273	2,557	2,324	2,012	2,009	1,770	2,023		1,772	2,005	2,385	1,930
2015 FTEs	1,763	1,845	1,904	2,022	2,089	2,174	2,333	2,599	2,297	2,104	1,955	1,818	2,075	2.6%	1,837	2,095	2,409	1,959
2016 FTEs	1,600	1,687	1,750	1,853	1,929	1,998	2,184	2,444	2,113	1,909	1,797	1,689	1,913	-7.8%	1,679	1,927	2,247	1,798
2017 FTEs	1,577	1,637	1,683	1,849	1,932	1,965	2,108	2,341	2,075	1,879	1,762	1,685	1,874	-2.0%	1,632	1,915	2,175	1,775
2018 FTEs	1,684	1,748	1,791	1,976	2,088	2,114	2,250	2,551	2,210	2,023	1,894	1,809	2,012	7.3%	1,741	2,059	2,337	1,909
2019 FTEs	1,682	1,743	1,791	1,974	2,086	2,113	2,250	2,534	2,199	2,031	1,901	1,798	2,008	-0.2%	1,739	2,058	2,328	1,910
2020 FTEs	1,537	1,520	1,162	366	439	387	913	1,410	1,282	1,169	463	371	918	-54.3%	1,406	397	1,202	667
2021 FTEs	510	493	513	580	743	1,798	1,954	2,265	1,955	1,823	1,690	1,583	1,326	44.4%	506	1,040	2,058	1,698
2022 FTEs	1,476	1,552	1,604	1,790	1,865	1,895	2,035	2,254	1,961	1,820	1,709	1,626	1,799	35.7%	1,544	1,850	2,083	1,718
2023 FTEs	1,550	1,605	1,652	1,863	1,942	1,975	2,104	2,366	2,071	1,890	1,764	1,691	1,873	4.1%	1,603	1,927	2,180	1,781
2024 FTEs	1,321	1,361	1,406	1,572	1,683	1,684	1,810	2,055	1,763	1,622	1,505	1,437	1,602	-14.5%	1,363	1,647	1,876	1,521
2025 FTEs	1,292	1,313	1,380	1,502	1,611	1,626	1,757	1,951	1,662	1,512	1,404	1,367	1,531	-4.4%	1,328	1,580	1,790	1,427

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	FTEs	2,023	2,075	1,913	1,874	2,012	2,008	918	1,326	1,799	1,873	1,602	1,531
Total Employment	FTEs	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943	8,302	8,747
Share of Total	%	24.8%	24.9%	23.3%	22.0%	22.4%	21.9%	18.4%	18.5%	20.2%	20.9%	19.3%	17.5%
Annual Change in Share	%		0.4%	-6.2%	-5.9%	1.8%	-1.8%	-16.1%	0.4%	9.1%	3.8%	-7.9%	-9.2%
Change in Share from 2014	%		0.4%	-5.8%	-11.3%	-9.8%	-11.4%	-25.7%	-25.4%	-18.6%	-15.5%	-22.1%	-29.3%
Avg Ann. Change in Share	%		0.4%	-2.9%	-3.8%	-2.4%	-2.3%	-4.3%	-3.6%	-2.3%	-1.7%	-2.2%	-2.7%

SERVICED ACCOMMODATION



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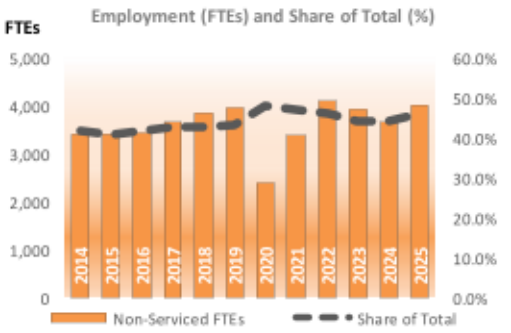
STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

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

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	-6.7%	-8.0%	-2.0%	28.2%	10.5%	8.2%	14.8%	20.5%	46.4%	43.2%	2.9%	6.6%	18.3%		-4.9%	14.2%	27.0%	23.1%
% Change 2024 to 2025	1.9%	12.2%	-3.0%	16.0%	8.7%	6.8%	8.0%	10.2%	17.3%	15.5%	3.9%	4.5%	10.0%	Annual Change	2.0%	10.0%	12.0%	10.2%
Average Annual Change	-0.6%	-0.7%	-0.2%	2.6%	1.0%	0.7%	1.3%	1.9%	4.2%	3.9%	0.3%	0.6%	1.7%		-0.4%	1.3%	2.5%	2.1%
2014 FTEs	1,302	1,431	2,384	3,339	4,830	4,870	4,885	6,024	5,120	3,250	1,961	1,544	3,412		1,705	4,346	5,343	2,252
2015 FTEs	1,241	1,335	2,395	3,364	4,907	4,922	4,942	6,118	5,205	3,293	1,885	1,474	3,423	0.3%	1,657	4,398	5,422	2,217
2016 FTEs	1,223	1,303	2,336	3,317	4,885	4,924	4,993	6,278	5,339	3,325	1,878	1,456	3,438	0.4%	1,621	4,375	5,537	2,219
2017 FTEs	1,305	1,428	2,333	3,569	5,177	5,095	5,400	6,548	6,029	3,552	1,928	1,581	3,662	6.5%	1,688	4,614	5,992	2,354
2018 FTEs	1,360	1,483	2,420	3,697	5,550	5,413	5,596	7,046	6,206	3,797	2,028	1,642	3,853	5.2%	1,754	4,887	6,283	2,489
2019 FTEs	1,459	1,529	2,499	4,051	5,767	5,458	5,882	7,102	6,124	3,812	2,168	1,741	3,966	2.9%	1,829	5,092	6,369	2,574
2020 FTEs	1,436	1,339	1,667	362	664	677	3,780	6,316	7,100	3,823	653	1,102	2,410	-39.2%	1,480	567	5,732	1,860
2021 FTEs	118	109	168	1,439	4,698	5,595	5,664	7,001	7,557	4,712	2,115	1,625	3,400	41.1%	131	3,911	6,740	2,817
2022 FTEs	1,464	1,394	2,796	3,945	5,862	5,729	6,031	7,462	6,686	3,851	2,112	1,984	4,110	20.9%	1,885	5,179	6,726	2,649
2023 FTEs	1,418	1,451	2,572	4,132	5,641	5,106	5,292	6,830	6,704	4,279	2,135	1,829	3,949	-3.9%	1,814	4,960	6,275	2,748
2024 FTEs	1,192	1,172	2,409	3,689	4,906	4,933	5,197	6,589	6,389	4,030	1,942	1,576	3,669	-7.1%	1,591	4,510	6,058	2,516
2025 FTEs	1,214	1,316	2,336	4,281	5,335	5,268	5,610	7,259	7,495	4,653	2,018	1,646	4,036	10.0%	1,622	4,961	6,788	2,772

EMPLOYMENT — **NON-SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	FTEs	3,412	3,423	3,438	3,662	3,853	3,966	2,410	3,400	4,110	3,949	3,669	4,036
Total Employment	FTEs	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943	8,302	8,747
Share of Total	%	41.8%	41.0%	41.9%	42.9%	42.8%	43.3%	48.3%	47.4%	46.1%	44.2%	44.2%	46.1%
Annual Change in Share	%		-1.8%	2.2%	2.3%	-0.2%	1.2%	11.5%	-1.9%	-2.8%	-4.2%	0.1%	4.4%
Change in Share from 2014	%		-1.8%	0.4%	2.7%	2.5%	3.7%	15.7%	13.5%	10.3%	5.7%	5.8%	10.5%
Avg Ann. Change in Share	%		-1.8%	0.2%	0.9%	0.6%	0.7%	2.6%	1.9%	1.3%	0.6%	0.6%	1.0%



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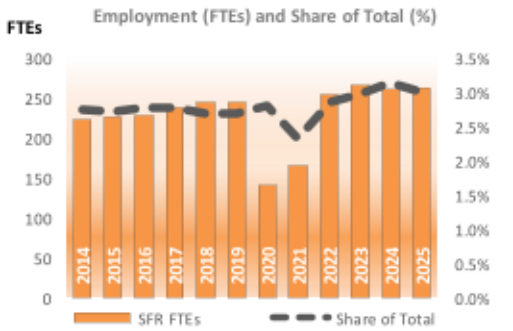
Report Prepared by: Cathy Jones. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL										2014 to 2025			SFR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	22.2%	17.9%	8.8%	18.7%	12.3%	11.4%	12.8%	14.2%	24.9%	22.1%	16.5%	24.4%	17.7%		18.4%	15.0%	16.1%	22.1%
% Change 2024 to 2025	-0.3%	3.8%	-3.9%	2.8%	0.4%	-0.1%	0.1%	0.6%	3.7%	1.2%	-0.5%	-0.1%	0.6%	Annual Change	-0.3%	1.4%	1.1%	0.2%
Average Annual Change	2.0%	1.6%	0.8%	1.7%	1.1%	1.0%	1.2%	1.3%	2.3%	2.0%	1.5%	2.2%	1.6%		1.7%	1.4%	1.5%	2.0%
2014 FTEs	388	127	151	319	219	173	265	283	159	150	127	325	224		222	237	236	200
2015 FTEs	405	131	153	321	221	174	266	285	160	152	128	333	227	1.5%	229	239	237	204
2016 FTEs	408	131	152	320	221	174	267	287	161	152	128	336	228	0.3%	230	238	238	205
2017 FTEs	428	139	154	333	229	179	278	295	172	159	133	355	238	4.3%	240	247	248	215
2018 FTEs	439	143	156	340	237	185	284	305	175	163	137	366	244	2.7%	246	254	255	222
2019 FTEs	447	142	156	348	238	183	286	303	172	161	139	369	245	0.5%	248	256	254	223
2020 FTEs	471	116	84	13	13	11	167	258	197	154	16	187	141	-42.7%	224	12	207	119
2021 FTEs	12	3	4	99	196	195	281	303	220	198	138	342	166	18.1%	6	163	268	226
2022 FTEs	465	138	168	350	244	190	294	311	183	165	140	405	254	53.3%	257	262	262	237
2023 FTEs	487	150	171	378	254	192	297	322	192	182	150	413	266	4.4%	269	275	270	248
2024 FTEs	475	144	171	369	245	193	299	322	191	181	148	404	262	-1.4%	263	269	271	244
2025 FTEs	474	149	164	379	246	193	299	324	199	183	148	404	263	0.6%	262	273	274	245

EMPLOYMENT

SFR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	FTEs	224	227	228	238	244	245	141	166	254	266	262	263
Total Employment	FTEs	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943	8,302	8,747
Share of Total	%	2.7%	2.7%	2.8%	2.8%	2.7%	2.7%	2.8%	2.3%	2.9%	3.0%	3.2%	3.0%
Annual Change in Share	%		-0.6%	2.1%	0.2%	-2.6%	-1.2%	5.2%	-17.8%	23.2%	4.1%	6.2%	-4.5%
Change in Share from 2014	%		-0.6%	1.5%	1.7%	-1.0%	-2.2%	2.9%	-15.5%	4.2%	8.4%	15.1%	9.9%
Avg Ann. Change in Share	%		-0.6%	0.7%	0.6%	-0.3%	-0.4%	0.5%	-2.2%	0.5%	0.9%	1.5%	0.9%



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STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2014 to 2025

STAYING VISITOR

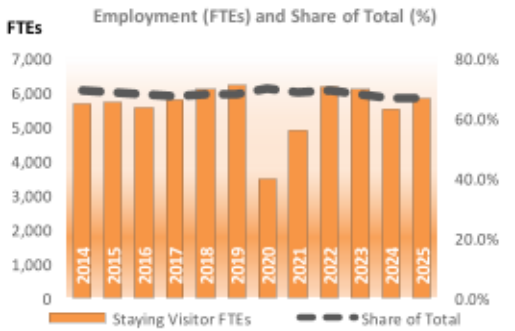
DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	-11.6%	-17.0%	-11.4%	9.5%	2.0%	0.0%	3.3%	7.5%	23.1%	17.3%	-12.9%	-6.1%	3.0%		-13.1%	3.4%	11.2%	1.4%
% Change 2024 to 2025	-0.3%	3.8%	-2.6%	9.4%	5.2%	4.1%	4.9%	6.3%	12.1%	8.8%	-0.7%	0.0%	5.4%	Annual Change	-0.1%	6.1%	7.9%	3.8%
Average Annual Change	-1.1%	-1.5%	-1.0%	0.9%	0.2%	0.0%	0.3%	0.7%	2.1%	1.6%	-1.2%	-0.6%	0.3%		-1.2%	0.3%	1.0%	0.1%
2014 FTEs	3,371	3,347	4,379	5,626	7,052	7,088	7,424	8,865	7,603	5,413	4,096	3,638	5,659		3,699	6,589	7,964	4,382
2015 FTEs	3,409	3,312	4,452	5,708	7,217	7,270	7,541	9,002	7,661	5,549	3,967	3,625	5,726	1.2%	3,724	6,732	8,068	4,380
2016 FTEs	3,230	3,121	4,238	5,489	7,035	7,096	7,444	9,008	7,612	5,386	3,803	3,481	5,579	-2.6%	3,530	6,540	8,022	4,223
2017 FTEs	3,309	3,204	4,169	5,751	7,339	7,239	7,786	9,184	8,276	5,589	3,822	3,621	5,774	3.5%	3,561	6,776	8,415	4,344
2018 FTEs	3,483	3,373	4,367	6,013	7,875	7,712	8,130	9,902	8,592	5,982	4,058	3,818	6,109	5.8%	3,741	7,200	8,875	4,619
2019 FTEs	3,589	3,414	4,445	6,372	8,092	7,755	8,417	9,939	8,495	6,003	4,207	3,908	6,220	1.8%	3,816	7,406	8,951	4,706
2020 FTEs	3,444	2,975	2,913	741	1,115	1,075	4,860	7,985	8,579	5,147	1,132	1,660	3,469	-44.2%	3,110	977	7,141	2,646
2021 FTEs	639	606	685	2,118	5,637	7,588	7,899	9,569	9,733	6,734	3,943	3,549	4,892	41.0%	643	5,114	9,067	4,742
2022 FTEs	3,405	3,084	4,568	6,086	7,972	7,815	8,360	10,026	8,829	5,836	3,961	4,014	6,163	26.0%	3,686	7,291	9,072	4,604
2023 FTEs	3,456	3,206	4,395	6,374	7,837	7,274	7,693	9,517	8,967	6,350	4,048	3,933	6,088	-1.2%	3,686	7,161	8,726	4,777
2024 FTEs	2,989	2,677	3,985	5,630	6,834	6,810	7,305	8,966	8,344	5,833	3,595	3,416	5,532	-9.1%	3,217	6,425	8,205	4,282
2025 FTEs	2,980	2,778	3,880	6,162	7,193	7,087	7,666	9,534	9,356	6,348	3,569	3,417	5,831	5.4%	3,213	6,814	8,852	4,445

EMPLOYMENT

STAYING VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	FTEs	5,659	5,726	5,579	5,774	6,109	6,220	3,469	4,892	6,163	6,088	5,532	5,831
Total Employment	FTEs	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943	8,302	8,747
Share of Total	%	69.3%	68.6%	68.0%	67.7%	67.9%	68.0%	69.6%	68.2%	69.1%	68.1%	66.6%	66.7%
Annual Change in Share	%		-1.0%	-0.8%	-0.6%	0.3%	0.1%	2.4%	-1.9%	1.3%	-1.5%	-2.1%	0.0%
Change in Share from 2014	%		-1.0%	-1.8%	-2.4%	-2.0%	-1.9%	0.4%	-1.5%	-0.3%	-1.8%	-3.8%	-3.8%
Avg Ann. Change in Share	%		-1.0%	-0.9%	-0.8%	-0.5%	-0.4%	0.1%	-0.2%	0.0%	-0.2%	-0.4%	-0.3%



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STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2014 to 2025

DAY VISITOR

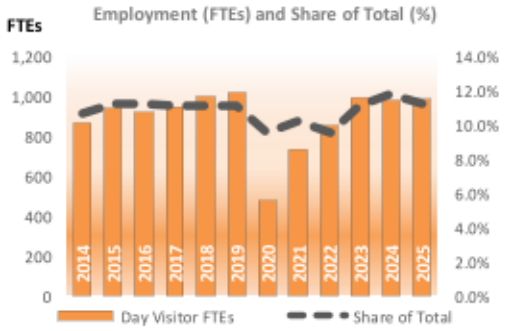
DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	17.5%	25.1%	45.3%	-1.6%	18.6%	27.6%	-6.5%	11.2%	22.4%	9.8%	-10.3%	0.6%	13.0%		31.0%	14.7%	8.0%	1.9%
% Change 2024 to 2025	1.4%	-2.3%	0.8%	1.9%	2.6%	-3.4%	4.2%	1.8%	1.8%	-0.8%	-5.0%	-5.3%	0.5%	Annual Change	-0.1%	0.4%	2.5%	-2.8%
Average Annual Change	1.6%	2.3%	4.1%	-0.1%	1.7%	2.5%	-0.6%	1.0%	2.0%	0.9%	-0.9%	0.1%	1.2%		2.8%	1.3%	0.7%	0.2%
2014 FTEs	442	651	683	1,059	1,221	956	1,233	1,774	842	785	483	308	870		592	1,079	1,283	525
2015 FTEs	521	748	722	1,064	1,272	986	1,254	2,002	956	910	493	350	940	8.0%	664	1,107	1,404	584
2016 FTEs	519	731	783	1,022	1,309	1,080	1,158	1,952	879	839	460	343	923	-1.8%	678	1,137	1,330	547
2017 FTEs	518	750	815	1,079	1,313	1,099	1,124	2,072	951	832	484	347	948	2.8%	694	1,164	1,382	554
2018 FTEs	538	808	865	1,097	1,433	1,158	1,156	2,178	1,046	879	501	349	1,001	5.5%	737	1,229	1,460	576
2019 FTEs	556	853	921	1,115	1,429	1,200	1,166	2,182	1,088	902	485	351	1,021	2.0%	777	1,248	1,478	579
2020 FTEs	516	741	425	88	178	250	404	1,320	747	607	219	231	477	-53.2%	561	172	824	352
2021 FTEs	164	306	393	582	1,006	1,026	951	1,887	984	821	404	272	733	53.6%	288	871	1,274	499
2022 FTEs	437	628	808	908	1,201	1,054	988	1,760	916	790	423	325	853	16.4%	624	1,054	1,221	513
2023 FTEs	514	818	978	1,053	1,399	1,232	1,121	2,011	1,085	888	463	331	991	16.2%	770	1,228	1,405	561
2024 FTEs	512	833	984	1,023	1,412	1,264	1,107	1,937	1,012	869	457	327	978	-1.3%	777	1,233	1,352	551
2025 FTEs	520	815	993	1,042	1,449	1,221	1,154	1,972	1,031	862	434	310	983	0.5%	776	1,237	1,385	535

EMPLOYMENT

DAY VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	FTEs	870	940	923	948	1,001	1,021	477	733	853	991	978	983
Total Employment	FTEs	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943	8,302	8,747
Share of Total	%	10.7%	11.3%	11.3%	11.1%	11.1%	11.2%	9.6%	10.2%	9.6%	11.1%	11.8%	11.2%
Annual Change in Share	%		5.7%	0.0%	-1.3%	0.1%	0.3%	-14.2%	6.8%	-6.4%	15.9%	6.3%	-4.6%
Change in Share from 2014	%		5.7%	5.7%	4.3%	4.4%	4.7%	-10.2%	-4.0%	-10.2%	4.0%	10.6%	5.5%
Avg Ann. Change in Share	%		5.7%	2.8%	1.4%	1.1%	0.9%	-1.7%	-0.6%	-1.3%	0.4%	1.1%	0.5%



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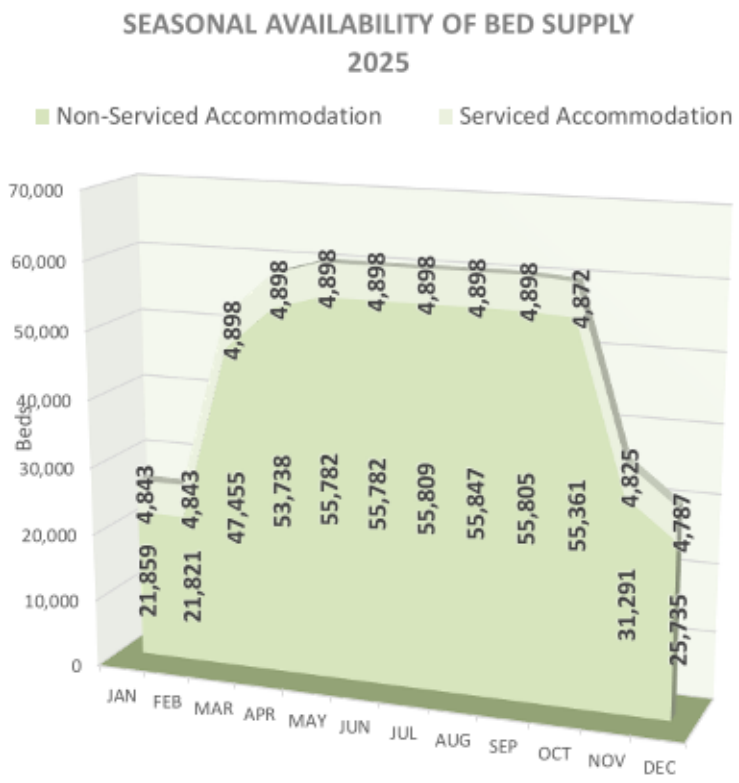
Report Prepared by: Cathy Jones. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL	2025	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE

SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	231	4,898	-4	-185	-127	-1,304
+50 Room	5	718	-1	-142	+2	+384
11-50 Room	49	1,933	-1	-22	-27	-897
<10 Room	177	2,247	-2	-21	-102	-791

NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	451	55,851	+1	+1,855	-64	+1,745
Self catering	249	12,765	+1	+6	-85	-890
Static caravans/chalets	0	22,409	0	+1,177	0	+1,412
Touring caravans/camping	201	20,667	+0	+672	+21	+1,230
Youth Hostels	1	10	0	0	0	-7

DISTRIBUTION BY TYPE OF ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	682	60,749	-3	+1,670	-191	+441
Serviced Accommodation Share of Total	34%	8%				
Non-Serviced Accommodation Share of Total	66%	92%				



SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	26,702	26,664	52,353	58,636	60,680	60,680	60,707	60,745	60,703	60,233	36,116	30,521
Serviced Accommodation	4,843	4,843	4,898	4,898	4,898	4,898	4,898	4,898	4,898	4,872	4,825	4,787
Non-Serviced Accommodation	21,859	21,821	47,455	53,738	55,782	55,782	55,809	55,847	55,805	55,361	31,291	25,735

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

Report Sections With Historic Financial Data Indexed to 2025 Prices

Sections:

Comparative Headlines
Key Measures
Economic Impact
Sectoral Analysis

Visitor Types:

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

Indexation:

Indexation to: 2025

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

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STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

Comparing 2025 and 2024
2024 in 2025 prices (1.036)

COMPARATIVE HEADLINES

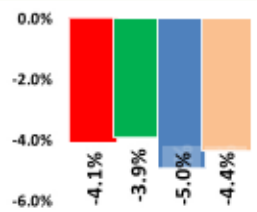
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - INDEXED TO 2025

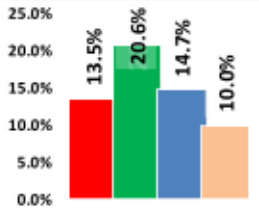
KEY
An increase of 3% or more
Less than 3% change
A Fall of 3% or more

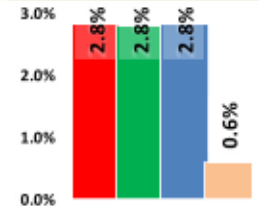
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.722	0.754	-4.1%	8.914	7.851	13.5%	0.568	0.552	2.8%	10.20	9.157	11.4%	2.837	2.762	2.7%	13.04	11.92	9.4%
Visitor Numbers	M	0.369	0.384	-3.9%	1.319	1.094	20.6%	0.239	0.232	2.8%	1.927	1.710	12.7%	2.837	2.762	2.7%	4.764	4.472	6.5%
Direct Expenditure	£M																736.20	671.42	9.6%
Economic Impact	£M	106.20	111.76	-5.0%	695.14	606.10	14.7%	40.35	39.25	2.8%	841.69	757.12	11.2%	152.78	148.71	2.7%	994.48	905.83	9.8%
Direct Employment	FTEs	1,531	1,602	-4.4%	4,036	3,669	10.0%	263	262	0.6%	5,831	5,532	5.4%	983	978	0.5%	6,814	6,510	4.7%
Total Employment	FTEs																8,747	8,302	5.4%

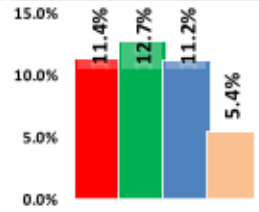
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2024 - INDEXED TO 2025

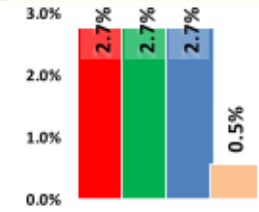
KEY
Visitor Days
Visitor Numbers
Total Economic Impact
Direct Employment

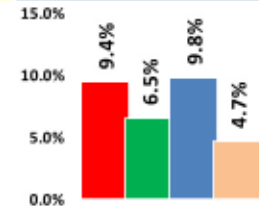




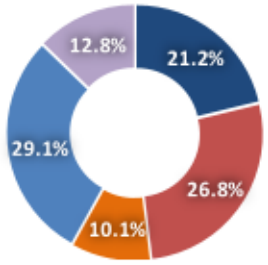








Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2025



Accommodation
Food & Drink
Recreation
Shopping
Transport

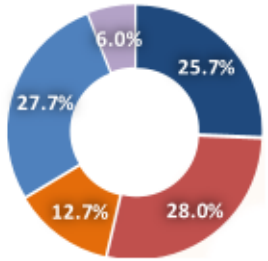
Direct Expenditure Categories

Sectors	2025	2024	+/- %
Accommodation	156.26	139.29	12.2%
Food & Drink	197.44	181.47	8.8%
Recreation	74.02	68.40	8.2%
Shopping	214.25	196.23	9.2%
Transport	94.24	86.03	9.5%
TOTAL DIRECT	736.20	671.42	9.6%
Indirect	258.28	234.41	10.2%
TOTAL	994.48	905.83	9.8%

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	1,750	1,759	-0.5%
Food & Drink	1,906	1,790	6.5%
Recreation	867	819	5.9%
Shopping	1,885	1,764	6.9%
Transport	406	379	7.2%
TOTAL DIRECT	6,814	6,510	4.7%
Indirect	1,933	1,792	7.8%
TOTAL	8,747	8,302	5.4%

Accommodation
Food & Drink
Recreation
Shopping
Transport



Direct Employment Categories

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STEAM REPORT FOR 2014-2025 - FINAL

EAST LINDSEY DISITRICT COUNCIL

2014 to 2025

2025 Prices

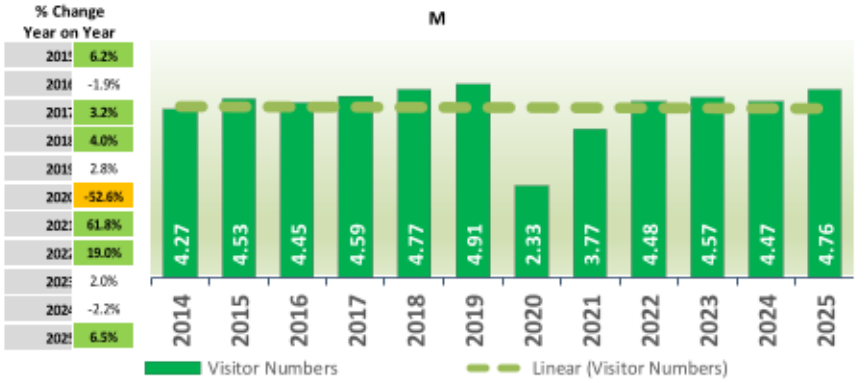
TOTAL

KEY MEASURES
Indexed

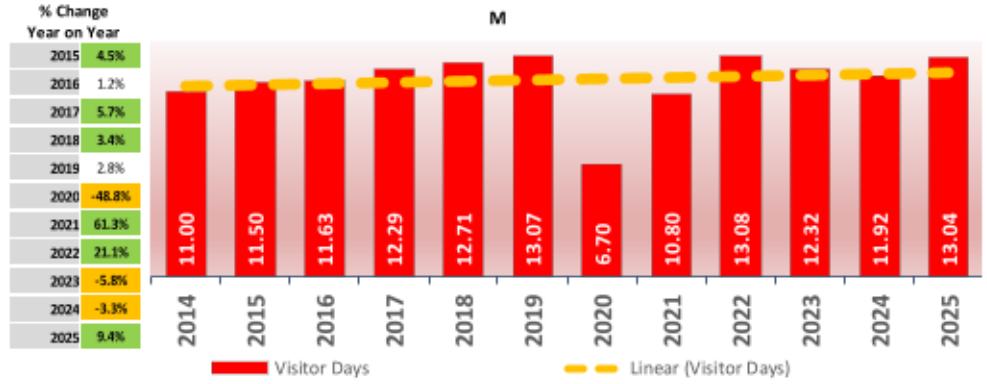
Economic Impact - Indexed - Total



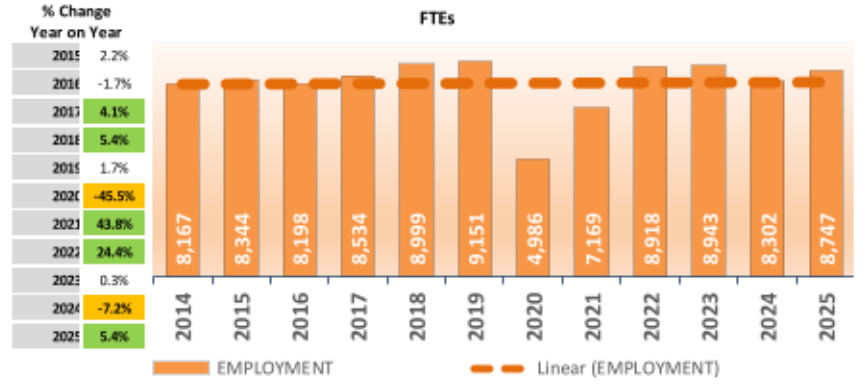
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		4.0%	5.8%	11.8%	15.1%	17.7%	-39.6%	-2.3%	17.9%	8.1%	5.1%	15.3%
Visitor Numbers		6.2%	4.2%	7.6%	11.9%	15.0%	-45.5%	-11.7%	5.1%	7.2%	4.8%	11.7%
Visitor Days		4.5%	5.8%	11.7%	15.5%	18.8%	-39.1%	-1.8%	18.9%	12.0%	8.4%	18.6%
Total Employment		2.2%	0.4%	4.5%	10.2%	12.1%	-38.9%	-12.2%	9.2%	9.5%	1.7%	7.1%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2014 to 2025
2025 Prices

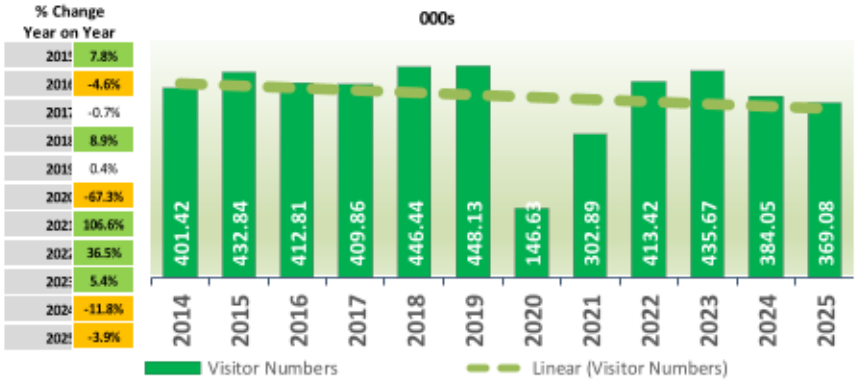
SERVICED ACCOMMODATION

KEY MEASURES
Indexed

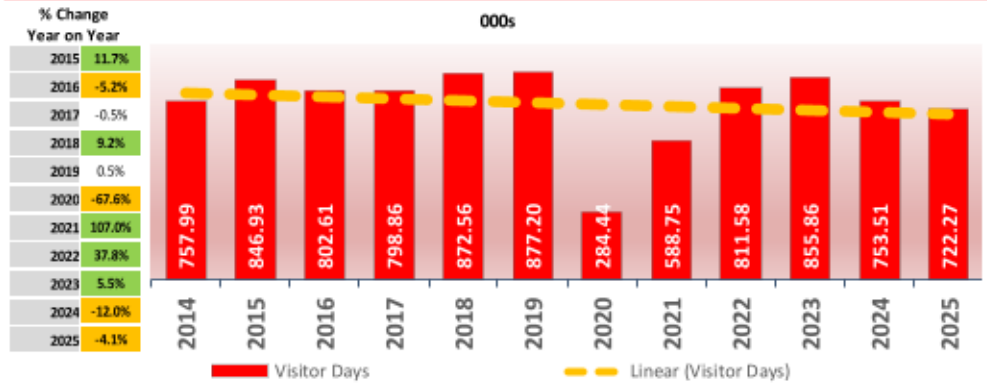
Economic Impact - Indexed - Serviced Accommodation



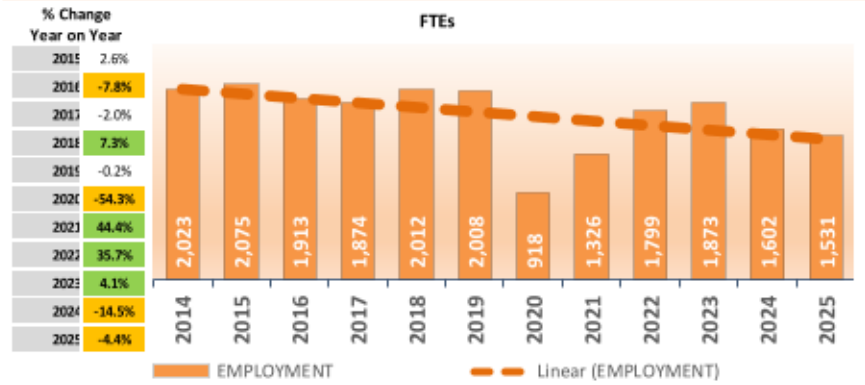
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		11.2%	7.5%	6.3%	14.7%	14.2%	-63.0%	-22.8%	3.1%	4.6%	-4.9%	-9.7%
Visitor Numbers		7.8%	2.8%	2.1%	11.2%	11.6%	-63.5%	-24.5%	3.0%	8.5%	-4.3%	-8.1%
Visitor Days		11.7%	5.9%	5.4%	15.1%	15.7%	-62.5%	-22.3%	7.1%	12.9%	-0.6%	-4.7%
Direct Employment		2.6%	-5.5%	-7.4%	-0.6%	-0.7%	-54.6%	-34.5%	-11.1%	-7.4%	-20.8%	-24.3%

"Linear" = *Linear Trendline*

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

STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2014 to 2025
2025 Prices

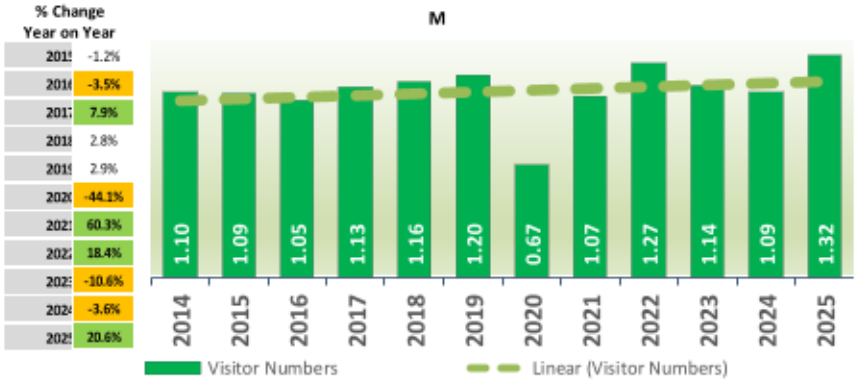
NON-SERVICED ACCOMMODATION

KEY MEASURES
Indexed

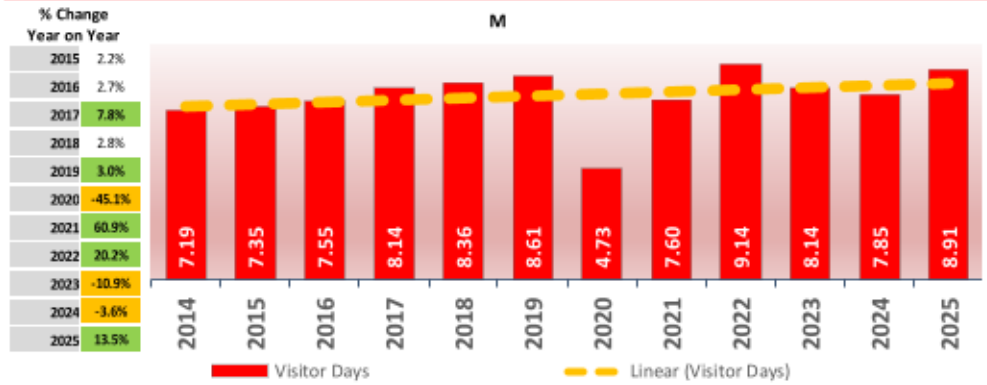
Economic Impact - Indexed - Non-Serviced Accommodation



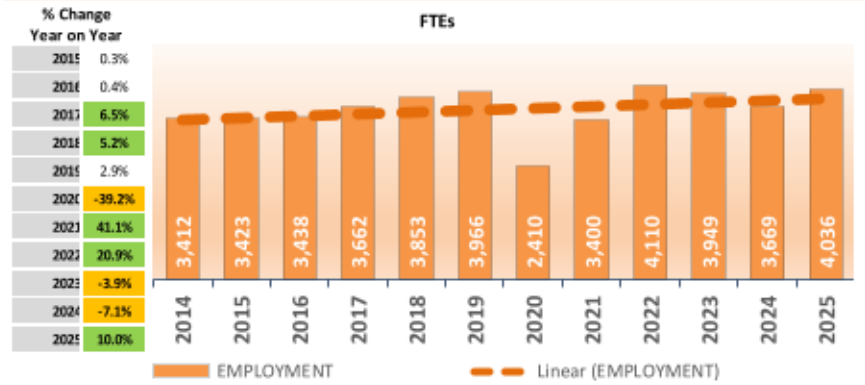
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		1.2%	5.0%	13.5%	15.7%	18.7%	-33.3%	5.7%	25.3%	8.5%	6.0%	21.5%
Visitor Numbers		-1.2%	-4.7%	2.8%	5.7%	8.8%	-39.2%	-2.5%	15.4%	3.2%	-0.6%	19.9%
Visitor Days		2.2%	4.9%	13.1%	16.3%	19.8%	-34.3%	5.7%	27.1%	13.2%	9.2%	23.9%
Direct Employment		0.3%	0.8%	7.3%	12.9%	16.3%	-29.4%	-0.3%	20.5%	15.8%	7.5%	18.3%

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STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2014 to 2025
2025 Prices

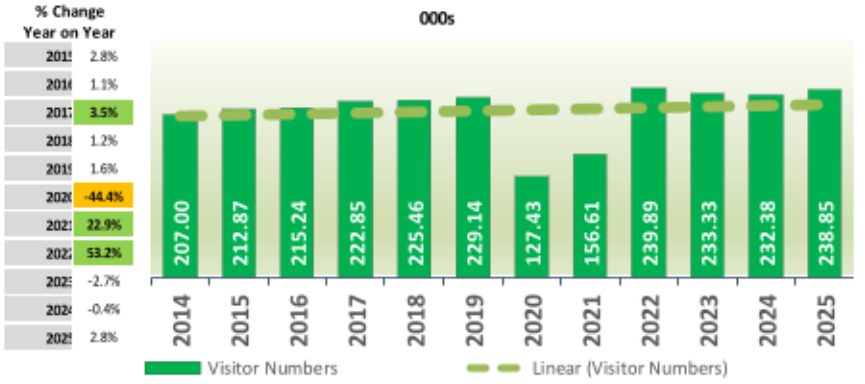
SFR

KEY MEASURES
Indexed

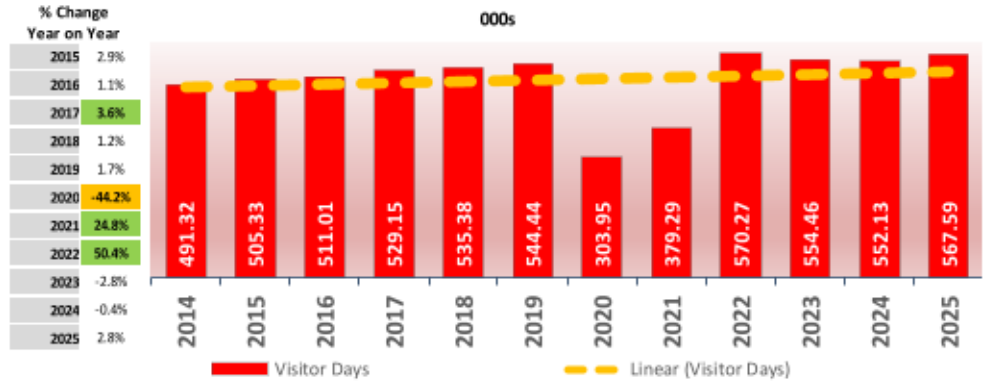
Economic Impact - Indexed - SFR



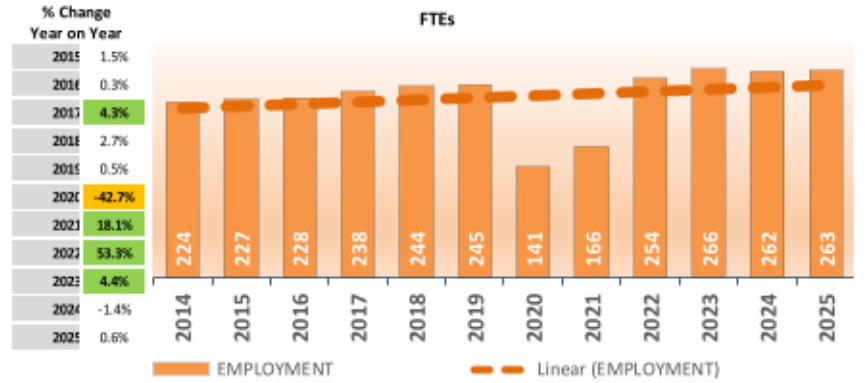
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		2.9%	4.0%	7.7%	9.0%	10.8%	-38.1%	-22.8%	16.1%	12.8%	12.4%	15.5%
Visitor Numbers		2.8%	4.0%	7.7%	8.9%	10.7%	-38.4%	-24.3%	15.9%	12.7%	12.3%	15.4%
Visitor Days		2.9%	4.0%	7.7%	9.0%	10.8%	-38.1%	-22.8%	16.1%	12.9%	12.4%	15.5%
Direct Employment		1.5%	1.9%	6.2%	9.1%	9.6%	-37.2%	-25.8%	13.7%	18.7%	17.0%	17.7%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2014 to 2025
2025 Prices

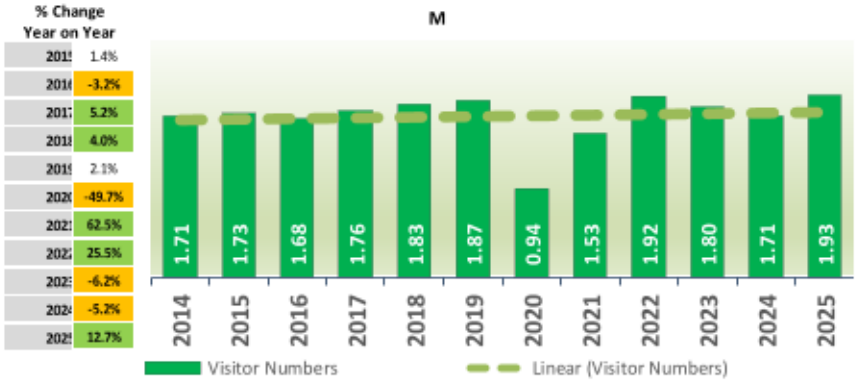
STAYING VISITOR

KEY MEASURES
Indexed

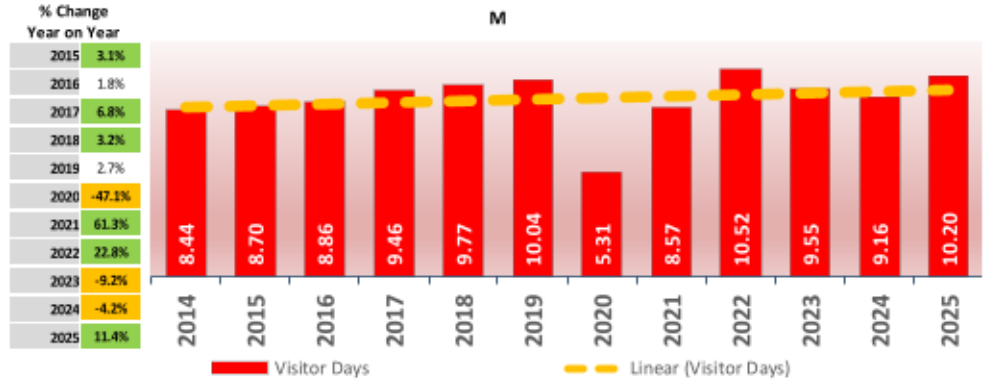
Economic Impact - Indexed - Staying Visitor



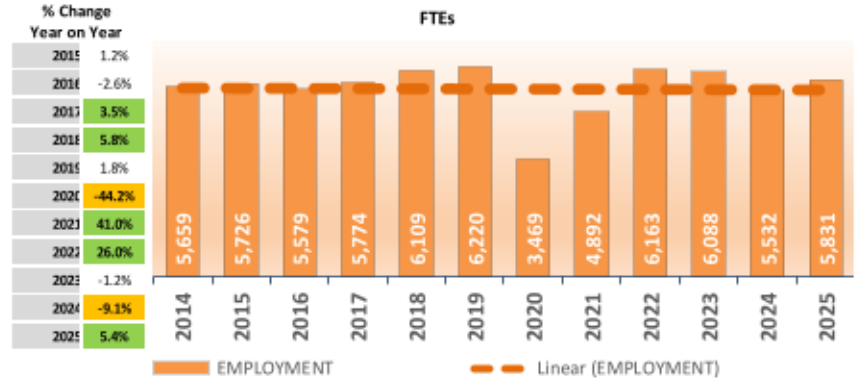
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		2.9%	5.4%	12.1%	15.2%	17.6%	-38.4%	-0.3%	21.2%	8.1%	4.5%	16.2%
Visitor Numbers		1.4%	-1.9%	3.2%	7.4%	9.7%	-44.8%	-10.3%	12.5%	5.6%	0.1%	12.8%
Visitor Days		3.1%	5.0%	12.1%	15.7%	18.9%	-37.1%	1.5%	24.7%	13.2%	8.5%	20.9%
Direct Employment		1.2%	-1.4%	2.0%	8.0%	9.9%	-38.7%	-13.6%	8.9%	7.6%	-2.2%	3.0%

"Linear" = *Linear Trendline*

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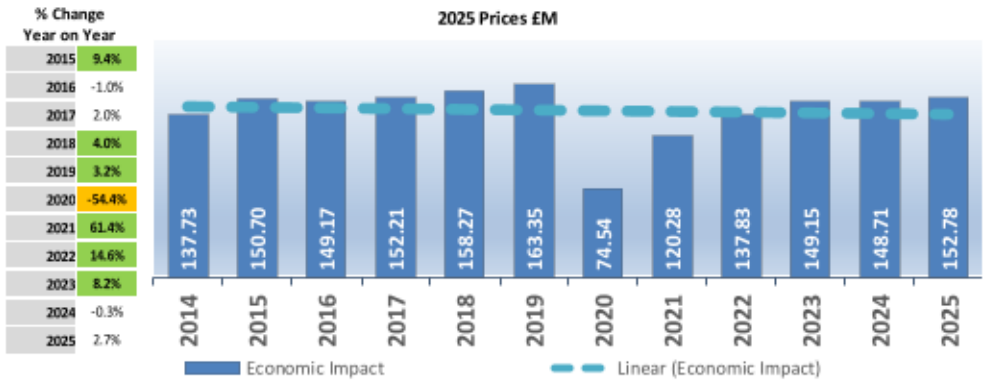
STEAM REPORT FOR 2014-2025 - FINAL
EAST LINDSEY DISITRICT COUNCIL

2014 to 2025
2025 Prices

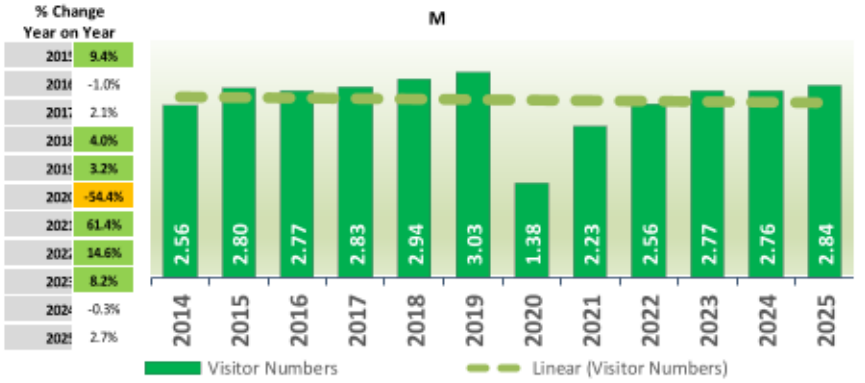
DAY VISITOR

KEY MEASURES
Indexed

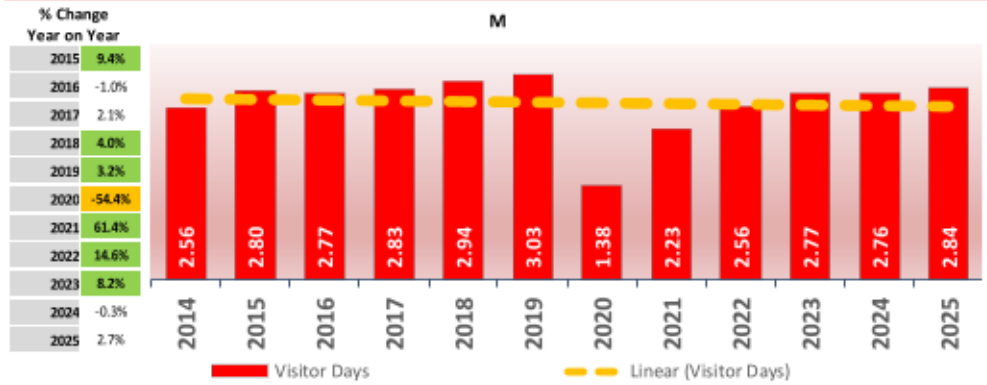
Economic Impact - Indexed - Day Visitor



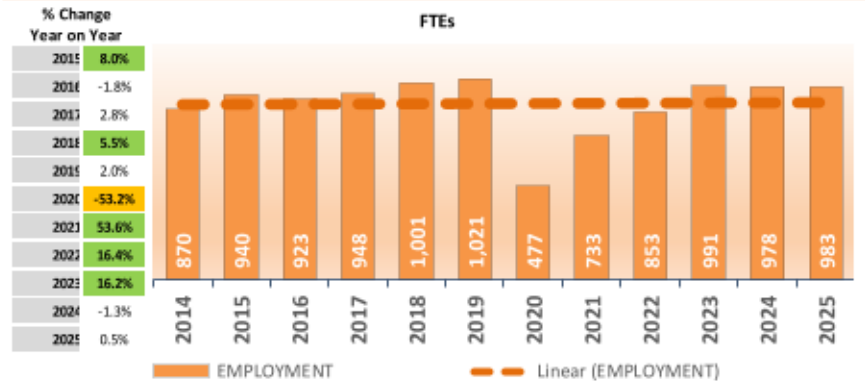
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		9.4%	8.3%	10.5%	14.9%	18.6%	-45.9%	-12.7%	0.1%	8.3%	8.0%	10.9%
Visitor Numbers		9.4%	8.3%	10.5%	14.9%	18.6%	-45.9%	-12.7%	0.1%	8.3%	8.0%	10.9%
Visitor Days		9.4%	8.3%	10.5%	14.9%	18.6%	-45.9%	-12.7%	0.1%	8.3%	8.0%	10.9%
Direct Employment		8.0%	6.1%	9.0%	15.0%	17.3%	-45.1%	-15.7%	-1.9%	13.9%	12.4%	13.0%

"Linear" = *Linear Trendline*

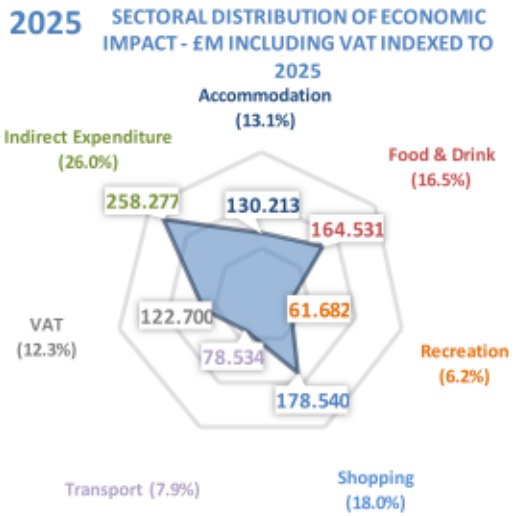
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Report Prepared by: Cathy Jones. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL	2014 to 2025 2025 Prices	TOTAL	SECTORAL ANALYSIS Indexed

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

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	121.59	123.37	128.98	137.08	138.17	138.81	81.47	118.02	138.70	115.37	116.07	130.21
Food & Drink	£M	140.81	147.57	148.71	156.70	162.58	166.90	90.02	136.94	167.61	157.87	151.23	164.53
Recreation	£M	53.16	55.94	56.26	59.13	61.65	63.37	33.67	51.97	63.06	59.65	57.00	61.68
Shopping	£M	150.91	158.18	159.91	168.21	173.96	178.67	90.36	147.28	177.74	168.63	163.52	178.54
Transport	£M	66.06	68.96	69.88	73.92	76.68	79.01	40.70	66.08	79.41	74.22	71.69	78.53
Direct Revenue	£M	532.52	554.02	563.74	595.03	613.03	626.77	336.22	520.29	626.52	575.76	559.51	613.50
VAT	£M	106.50	110.80	112.75	119.01	122.61	125.35	47.95	103.38	125.30	115.15	111.90	122.70
Direct Expenditure	£M	639.02	664.82	676.49	714.04	735.64	752.12	384.16	623.67	751.83	690.91	671.42	736.20
Indirect Expenditure	£M	223.13	231.49	235.91	250.10	257.06	263.05	136.76	218.74	264.35	241.31	234.41	258.28
TOTAL	£M	862.15	896.31	912.40	964.14	992.70	1,015.17	520.92	842.41	1,016.17	932.22	905.83	994.48



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	2,296	2,284	2,115	2,071	2,214	2,271	1,352	1,653	2,097	2,090	1,759	1,750
Food & Drink	FTEs	1,600	1,656	1,656	1,757	1,850	1,877	1,009	1,495	1,867	1,888	1,790	1,906
Recreation	FTEs	733	762	760	805	851	865	458	688	852	866	819	867
Shopping	FTEs	1,564	1,618	1,623	1,719	1,805	1,831	923	1,466	1,805	1,838	1,764	1,885
Transport	FTEs	335	346	348	370	390	397	204	322	395	397	379	406
Direct Employment	FTEs	6,528	6,666	6,502	6,723	7,110	7,240	3,946	5,625	7,016	7,079	6,510	6,814
Indirect Employment	FTEs	1,638	1,678	1,697	1,812	1,890	1,911	1,040	1,544	1,902	1,864	1,792	1,933
TOTAL	FTEs	8,167	8,344	8,198	8,534	8,999	9,151	4,986	7,169	8,918	8,943	8,302	8,747



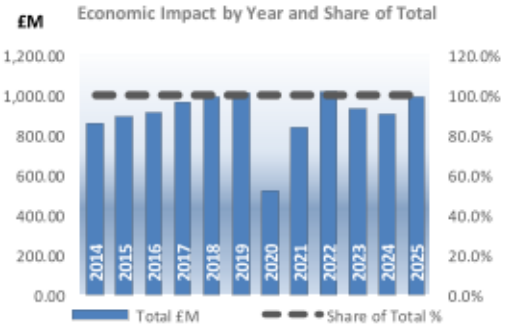
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STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL										2014 to 2025 2025 Prices			TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	15.9%	7.7%	7.9%	22.5%	11.9%	10.3%	8.2%	13.9%	28.0%	31.2%	-1.7%	19.8%	15.3%		9.9%	14.2%	16.4%	18.8%
% Change 2024 to 2025	5.0%	10.5%	0.5%	16.0%	9.6%	7.3%	10.1%	10.1%	15.9%	9.9%	2.8%	4.4%	9.8%	Annual Change	4.5%	10.6%	11.9%	6.8%
Average Annual Change	1.4%	0.7%	0.7%	2.0%	1.1%	0.9%	0.7%	1.3%	2.5%	2.8%	-0.2%	1.8%	1.4%		0.9%	1.3%	1.5%	1.7%
2014 £M	27.05	30.83	45.82	70.68	94.67	91.94	114.37	140.18	110.40	64.97	40.95	30.30	862.15		103.69	257.30	364.94	136.22
2015 £M	29.75	32.65	48.32	73.00	99.29	96.67	118.09	147.32	109.93	69.91	39.73	31.65	896.31	4.0%	110.73	268.96	375.34	141.28
2016 £M	30.13	32.61	49.12	72.68	100.93	99.12	120.34	152.35	112.51	70.08	39.95	32.58	912.40	1.8%	111.86	272.72	385.20	142.61
2017 £M	32.00	34.90	48.73	78.41	106.36	101.95	127.43	157.48	125.93	74.07	41.15	35.74	964.14	5.7%	115.63	286.72	410.83	150.97
2018 £M	32.68	35.99	49.38	79.11	112.29	106.08	128.17	165.59	127.02	77.34	42.53	36.54	992.70	3.0%	118.04	297.48	420.77	156.41
2019 £M	34.55	37.06	50.91	85.22	115.74	107.14	133.09	166.17	125.32	77.49	44.62	37.86	1,015.17	2.3%	122.53	308.10	424.58	159.97
2020 £M	35.29	31.18	26.08	4.025	7.888	8.938	68.94	122.63	126.73	64.62	7.050	17.56	520.92	-48.7%	92.54	20.85	318.30	89.23
2021 £M	3.615	5.480	7.324	27.24	85.27	107.82	127.43	163.43	148.86	89.14	42.78	34.04	842.41	61.7%	16.42	220.32	439.71	165.96
2022 £M	33.10	31.26	55.12	80.95	114.41	109.89	133.25	163.25	132.88	76.57	42.65	42.83	1,016.17	20.6%	119.48	305.25	429.39	162.06
2023 £M	31.84	32.87	49.46	80.17	105.08	94.37	110.30	146.05	124.93	79.13	40.60	37.42	932.22	-8.3%	114.17	279.62	381.28	157.15
2024 £M	29.86	30.06	49.17	74.68	96.65	94.48	112.46	145.06	121.92	77.56	39.15	34.77	905.83	-2.8%	109.09	265.81	379.45	151.48
2025 £M	31.35	33.21	49.42	86.60	105.95	101.38	123.77	159.73	141.28	85.24	40.24	36.30	994.48	9.8%	113.98	293.93	424.78	161.78

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	£M	862.15	896.31	912.40	964.14	992.70	1,015.17	520.92	842.41	1,016.17	932.22	905.83	994.48
All Visitor Types	£M	862.15	896.31	912.40	964.14	992.70	1,015.17	520.92	842.41	1,016.17	932.22	905.83	994.48
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												

TOTAL



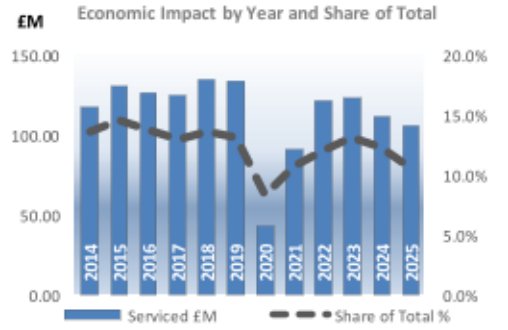
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STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL										2014 to 2025 2025 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		41.9%	-8.9%	-5.8%	-7.5%	8.1%	2.2%	-6.9%	-14.0%	-29.7%	-12.9%	-32.9%	12.7%	-9.7%		3.4%	1.1%	-16.7%	-15.3%
% Change 2024 to 2025		5.6%	-1.5%	5.6%	-5.2%	-4.3%	-2.0%	-1.6%	-6.3%	-8.0%	-12.1%	-13.2%	-7.1%	-5.0%	Annual Change	3.2%	-3.7%	-5.3%	-11.1%
Average Annual Change		3.8%	-0.8%	-0.5%	-0.7%	0.7%	0.2%	-0.6%	-1.3%	-2.7%	-1.2%	-3.0%	1.2%	-0.9%		0.3%	0.1%	-1.5%	-1.4%
2014	£M	3.169	5.316	6.197	8.690	9.213	9.941	14.76	20.19	15.41	9.542	9.786	5.358	117.57		14.68	27.84	50.36	24.69
2015	£M	4.817	6.439	7.381	9.743	10.94	12.51	16.13	21.29	14.97	11.38	8.839	6.360	130.79	11.2%	18.64	33.19	52.39	26.58
2016	£M	4.392	6.071	7.055	9.163	10.56	11.85	16.28	21.45	14.21	10.32	8.446	6.565	126.37	-3.4%	17.52	31.58	51.94	25.33
2017	£M	4.643	5.709	6.374	9.614	11.17	11.77	15.63	20.33	13.97	10.31	8.353	7.132	125.01	-1.1%	16.73	32.56	49.93	25.80
2018	£M	4.988	6.091	6.696	10.20	12.26	12.71	16.65	22.62	14.59	11.21	9.068	7.732	134.82	7.8%	17.78	35.18	53.85	28.01
2019	£M	4.947	6.000	6.681	10.16	12.25	12.71	16.73	22.41	14.38	11.36	9.194	7.503	134.30	-0.4%	17.63	35.11	53.51	28.05
2020	£M	4.814	5.515	2.687	0.815	1.161	1.046	3.696	10.25	6.676	4.883	1.144	0.832	43.52	-67.6%	13.02	3.023	20.62	6.859
2021	£M	0.891	1.002	1.299	2.036	3.097	9.806	14.06	20.52	13.01	10.58	8.180	6.343	90.81	108.7%	3.192	14.94	47.59	25.10
2022	£M	3.985	5.321	6.089	9.587	10.95	11.48	15.39	19.69	12.83	10.34	8.463	7.150	121.27	33.5%	15.40	32.01	47.91	25.95
2023	£M	4.737	5.588	6.182	9.760	11.05	11.58	15.11	19.78	13.23	10.30	8.355	7.338	123.01	1.4%	16.51	32.39	48.11	26.00
2024	£M	4.261	4.914	5.531	8.477	10.40	10.36	13.98	18.53	11.78	9.461	7.569	6.501	111.76	-9.1%	14.71	29.24	44.28	23.53
2025	£M	4.497	4.842	5.839	8.035	9.956	10.16	13.75	17.36	10.84	8.313	6.569	6.038	106.20	-5.0%	15.18	28.15	41.95	20.92

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	117.57	130.79	126.37	125.01	134.82	134.30	43.52	90.81	121.27	123.01	111.76	106.20
All Visitor Types	£M	862.15	896.31	912.40	964.14	992.70	1,015.17	520.92	842.41	1,016.17	932.22	905.83	994.48
Share of Total	%	13.6%	14.6%	13.9%	13.0%	13.6%	13.2%	8.4%	10.8%	11.9%	13.2%	12.3%	10.7%
Annual Change in Share	%		7.0%	-5.1%	-6.4%	4.7%	-2.6%	-36.9%	29.0%	10.7%	10.6%	-6.5%	-13.4%
Change in Share from 2014	%		7.0%	1.6%	-4.9%	-0.4%	-3.0%	-38.7%	-20.9%	-12.5%	-3.2%	-9.5%	-21.7%
Avg Ann. Change in Share	%		7.0%	0.8%	-1.6%	-0.1%	-0.6%	-6.5%	-3.0%	-1.6%	-0.4%	-1.0%	-2.0%

SERVICED ACCOMMODATION



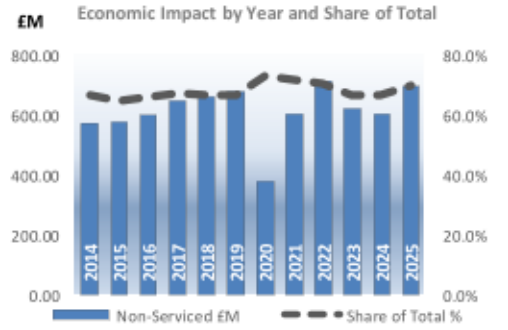
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Report Prepared by: Cathy Jones. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL										2014 to 2025 2025 Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER		
KEY		NON-SERVICED ACCOMMODATION																
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES																
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		8.2%	4.2%	0.0%	37.3%	11.4%	8.7%	14.2%	21.3%	40.0%	47.1%	13.1%	26.7%	21.5%		3.0%	16.8%	25.1%	33.5%
% Change 2024 to 2025		6.9%	24.4%	-1.4%	23.8%	13.5%	11.1%	13.1%	15.0%	20.7%	15.7%	9.3%	10.6%	14.7%	Annual Change	6.6%	15.4%	16.4%	13.1%
Average Annual Change		0.7%	0.4%	0.0%	3.4%	1.0%	0.8%	1.3%	1.9%	3.6%	4.3%	1.2%	2.4%	2.0%		0.3%	1.5%	2.3%	3.0%
2014	£M	13.00	15.27	28.64	43.86	66.49	67.13	79.89	92.90	81.81	43.12	23.13	16.66	571.92		56.92	177.49	254.59	82.92
2015	£M	12.64	14.49	29.28	44.81	68.45	68.69	81.70	95.53	80.08	44.37	22.62	16.23	578.90	1.2%	56.41	181.95	257.31	83.23
2016	£M	13.33	14.96	29.50	45.50	69.81	70.40	84.92	100.79	84.32	46.44	23.61	16.95	600.53	3.7%	57.79	185.71	270.03	87.00
2017	£M	14.79	17.33	29.44	49.97	74.60	73.13	93.09	105.55	96.98	50.54	24.58	19.30	649.31	8.1%	61.56	197.70	295.63	94.42
2018	£M	14.89	17.39	29.26	50.04	78.06	75.70	92.59	110.31	96.36	52.42	25.08	19.45	661.56	1.9%	61.54	203.80	299.26	96.95
2019	£M	16.31	17.82	29.91	55.62	81.31	76.01	97.06	110.69	94.17	51.99	27.13	20.82	678.83	2.6%	64.04	212.94	301.91	99.93
2020	£M	17.36	14.22	16.60	1.864	4.178	4.401	57.82	92.33	108.06	50.07	2.913	11.44	381.25	-43.8%	48.18	10.44	258.21	64.43
2021	£M	0.432	0.423	0.825	15.87	65.70	81.28	96.49	112.89	119.35	64.60	27.17	19.33	604.35	58.5%	1.681	162.85	328.73	111.10
2022	£M	17.05	15.65	35.92	54.49	84.04	81.70	100.66	115.74	105.30	53.41	26.63	25.93	716.53	18.6%	68.62	220.23	321.70	105.97
2023	£M	14.63	15.16	28.90	52.53	73.34	64.96	77.47	97.08	95.72	55.44	24.59	20.83	620.65	-13.4%	58.69	190.83	270.27	100.86
2024	£M	13.17	12.79	29.04	48.64	65.30	65.69	80.73	97.97	94.93	54.83	23.94	19.08	606.10	-2.3%	54.99	179.62	273.63	97.86
2025	£M	14.08	15.91	28.64	60.23	74.09	72.96	91.27	112.71	114.56	63.42	26.17	21.10	695.14	14.7%	58.63	207.28	318.54	110.70

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	571.92	578.90	600.53	649.31	661.56	678.83	381.25	604.35	716.53	620.65	606.10	695.14
All Visitor Types	£M	862.15	896.31	912.40	964.14	992.70	1,015.17	520.92	842.41	1,016.17	932.22	905.83	994.48
Share of Total	%	66.3%	64.6%	65.8%	67.3%	66.6%	66.9%	73.2%	71.7%	70.5%	66.6%	66.9%	69.9%
Annual Change in Share	%		-2.6%	1.9%	2.3%	-1.0%	0.3%	9.5%	-2.0%	-1.7%	-5.6%	0.5%	4.5%
Change in Share from 2014	%		-2.6%	-0.8%	1.5%	0.5%	0.8%	10.3%	8.1%	6.3%	0.4%	0.9%	5.4%
Avg Ann. Change in Share	%		-2.6%	-0.4%	0.5%	0.1%	0.2%	1.7%	1.2%	0.8%	0.0%	0.1%	0.5%

NON-SERVICED ACCOMMODATION



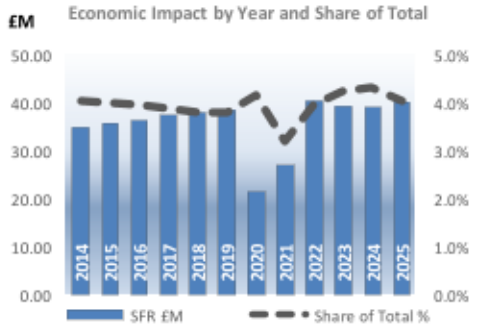
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Report Prepared by: Cathy Jones. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL										2014 to 2025 2025 Prices			SFR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		SFR																
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		19.9%	15.7%	6.8%	16.5%	10.2%	9.4%	10.7%	12.1%	22.6%	19.8%	14.3%	22.0%	15.5%		16.2%	12.8%	13.9%	19.9%
% Change 2024 to 2025		1.9%	6.0%	-1.8%	5.0%	2.6%	2.1%	2.2%	2.8%	5.9%	3.4%	1.7%	2.1%	2.8%	Annual Change	1.8%	3.6%	3.3%	2.3%
Average Annual Change		1.8%	1.4%	0.6%	1.5%	0.9%	0.9%	1.0%	1.1%	2.1%	1.8%	1.3%	2.0%	1.4%		1.5%	1.2%	1.3%	1.8%
2014	£M	5.042	1.648	1.960	4.154	2.851	2.248	3.450	3.687	2.067	1.952	1.648	4.223	34.93		8.650	9.254	9.204	7.823
2015	£M	5.331	1.727	2.013	4.230	2.909	2.295	3.507	3.749	2.102	1.996	1.683	4.384	35.93	2.9%	9.071	9.433	9.358	8.063
2016	£M	5.416	1.743	2.014	4.243	2.928	2.313	3.546	3.807	2.140	2.018	1.703	4.456	36.33	1.1%	9.173	9.484	9.493	8.177
2017	£M	5.638	1.831	2.026	4.394	3.022	2.363	3.666	3.884	2.272	2.093	1.748	4.674	37.61	3.5%	9.495	9.779	9.822	8.515
2018	£M	5.706	1.852	2.027	4.420	3.080	2.400	3.686	3.964	2.275	2.115	1.775	4.758	38.06	1.2%	9.585	9.900	9.925	8.647
2019	£M	5.877	1.862	2.046	4.569	3.131	2.410	3.760	3.984	2.264	2.118	1.827	4.849	38.70	1.7%	9.785	10.11	10.01	8.794
2020	£M	6.213	1.529	1.103	0.171	0.169	0.143	2.142	3.216	2.460	1.925	0.201	2.336	21.61	-44.2%	8.845	0.483	7.818	4.462
2021	£M	0.150	0.043	0.050	1.334	2.658	2.638	3.812	4.106	2.984	2.687	1.875	4.627	26.96	24.8%	0.243	6.630	10.90	9.189
2022	£M	6.175	1.832	2.237	4.651	3.240	2.528	3.900	4.130	2.424	2.187	1.864	5.373	40.54	50.4%	10.24	10.42	10.45	9.424
2023	£M	6.025	1.857	2.112	4.674	3.138	2.376	3.670	3.976	2.377	2.251	1.852	5.107	39.42	-2.8%	9.995	10.19	10.02	9.210
2024	£M	5.934	1.799	2.132	4.608	3.061	2.408	3.737	4.018	2.392	2.262	1.853	5.046	39.25	-0.4%	9.865	10.08	10.15	9.162
2025	£M	6.047	1.907	2.092	4.841	3.142	2.459	3.820	4.131	2.534	2.338	1.884	5.154	40.35	2.8%	10.05	10.44	10.49	9.376

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	34.93	35.93	36.33	37.61	38.06	38.70	21.61	26.96	40.54	39.42	39.25	40.35
All Visitor Types	£M	862.15	896.31	912.40	964.14	992.70	1,015.17	520.92	842.41	1,016.17	932.22	905.83	994.48
Share of Total	%	4.1%	4.0%	4.0%	3.9%	3.8%	3.8%	4.1%	3.2%	4.0%	4.2%	4.3%	4.1%
Annual Change in Share	%		-1.1%	-0.7%	-2.0%	-1.7%	-0.6%	8.8%	-22.8%	24.6%	6.0%	2.5%	-6.4%
Change in Share from 2014	%		-1.1%	-1.7%	-3.7%	-5.4%	-5.9%	2.4%	-21.0%	-1.5%	4.4%	7.0%	0.1%
Avg Ann. Change in Share	%		-1.1%	-0.9%	-1.2%	-1.3%	-1.2%	0.4%	-3.0%	-0.2%	0.5%	0.7%	0.0%

SFR



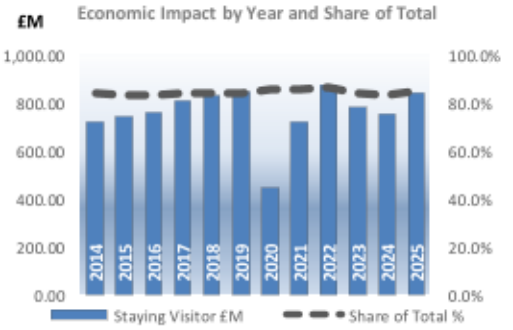
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Report Prepared by: Cathy Jones. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL										2014 to 2025 2025 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES																
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2014 to 2025		16.1%	1.9%	-0.6%	28.9%	11.0%	7.9%	10.9%	14.9%	28.9%	35.6%	0.2%	23.1%	16.2%		4.5%	14.6%	18.1%	22.2%
% Change 2024 to 2025		5.4%	16.2%	-0.4%	18.4%	10.7%	9.1%	10.6%	11.4%	17.3%	11.3%	3.8%	5.4%	11.2%	Annual Change	5.4%	12.3%	13.1%	8.0%
Average Annual Change		1.5%	0.2%	-0.1%	2.6%	1.0%	0.7%	1.0%	1.4%	2.6%	3.2%	0.0%	2.1%	1.5%		0.4%	1.3%	1.6%	2.0%
2014	£M	21.21	22.24	36.80	56.70	78.56	79.32	98.09	116.78	99.29	54.62	34.57	26.24	724.42		80.25	214.58	314.16	115.43
2015	£M	22.79	22.66	38.67	58.79	82.30	83.49	101.33	120.57	97.15	57.75	33.14	26.98	745.61	2.9%	84.12	224.58	319.05	117.87
2016	£M	23.14	22.77	38.57	58.90	83.30	84.57	104.74	126.05	100.67	58.78	33.76	27.97	763.23	2.4%	84.49	226.77	331.47	120.51
2017	£M	25.08	24.87	37.84	63.98	88.80	87.26	112.39	129.76	113.22	62.95	34.68	31.10	811.93	6.4%	87.78	240.04	355.38	128.74
2018	£M	25.58	25.34	37.98	64.66	93.40	90.81	112.93	136.89	113.23	65.75	35.92	31.94	834.43	2.8%	88.90	248.88	363.04	133.61
2019	£M	27.13	25.69	38.63	70.35	96.68	91.13	117.54	137.08	110.81	65.46	38.15	33.17	851.83	2.1%	91.45	258.16	365.43	136.78
2020	£M	28.38	21.26	20.39	2.850	5.508	5.590	63.65	105.80	117.20	56.88	4.258	14.61	446.38	-47.6%	70.04	13.95	286.65	75.75
2021	£M	1.473	1.468	2.175	19.24	71.45	93.72	114.36	137.51	135.34	77.86	37.23	30.30	722.13	61.8%	5.116	184.41	387.22	145.39
2022	£M	27.21	22.81	44.25	68.73	98.23	95.70	119.95	139.56	120.56	65.94	36.96	38.45	878.34	21.6%	94.26	262.66	380.06	141.35
2023	£M	25.39	22.61	37.19	66.97	87.53	78.92	96.25	120.84	111.32	67.99	34.80	33.27	783.07	-10.8%	85.19	233.41	328.41	136.06
2024	£M	23.36	19.50	36.70	61.72	78.76	78.46	98.44	120.52	109.10	66.56	33.36	30.63	757.12	-3.3%	79.56	218.94	328.06	130.55
2025	£M	24.62	22.66	36.57	73.10	87.19	85.58	108.83	134.20	127.94	74.08	34.63	32.29	841.69	11.2%	83.85	245.87	370.98	141.00

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	724.42	745.61	763.23	811.93	834.43	851.83	446.38	722.13	878.34	783.07	757.12	841.69
All Visitor Types	£M	862.15	896.31	912.40	964.14	992.70	1,015.17	520.92	842.41	1,016.17	932.22	905.83	994.48
Share of Total	%	84.0%	83.2%	83.7%	84.2%	84.1%	83.9%	85.7%	85.7%	86.4%	84.0%	83.6%	84.6%
Annual Change in Share	%		-1.0%	0.6%	0.7%	-0.2%	-0.2%	2.1%	0.0%	0.8%	-2.8%	-0.5%	1.3%
Change in Share from 2014	%		-1.0%	-0.4%	0.2%	0.0%	-0.1%	2.0%	2.0%	2.9%	0.0%	-0.5%	0.7%
Avg Ann. Change in Share	%		-1.0%	-0.2%	0.1%	0.0%	0.0%	0.3%	0.3%	0.4%	0.0%	-0.1%	0.1%

STAYING VISITOR



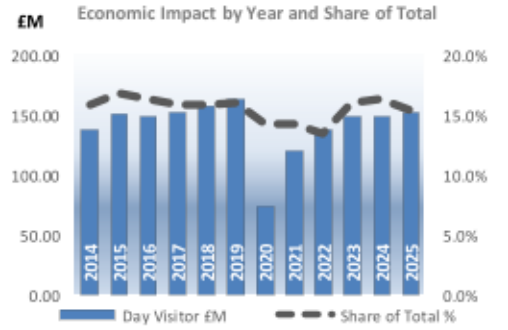
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STEAM REPORT FOR 2014-2025 - FINAL EAST LINDSEY DISITRICT COUNCIL										2014 to 2025 2025 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	15.3%	22.7%	42.6%	-3.4%	16.4%	25.3%	-8.2%	9.1%	20.1%	7.8%	-11.9%	-1.3%	10.9%		28.5%	12.5%	6.0%	0.0%
% Change 2024 to 2025	3.6%	-0.1%	3.1%	4.2%	4.9%	-1.3%	6.5%	4.0%	4.1%	1.4%	-2.9%	-3.2%	2.7%	Annual Change	2.0%	2.6%	4.7%	-0.7%
Average Annual Change	1.4%	2.1%	3.9%	-0.3%	1.5%	2.3%	-0.7%	0.8%	1.8%	0.7%	-1.1%	-0.1%	1.0%		2.6%	1.1%	0.5%	0.0%
2014 £M	5.836	8.592	9.013	13.98	16.12	12.62	16.27	23.40	11.11	10.35	6.377	4.062	137.73		23.44	42.71	50.78	20.79
2015 £M	6.961	9.995	9.651	14.21	16.99	13.18	16.76	26.76	12.77	12.16	6.589	4.671	150.70	9.4%	26.61	44.39	56.29	23.42
2016 £M	6.990	9.844	10.54	13.77	17.63	14.55	15.60	26.30	11.84	11.29	6.195	4.614	149.17	-1.0%	27.38	45.95	53.73	22.10
2017 £M	6.924	10.03	10.89	14.43	17.56	14.70	15.03	27.71	12.71	11.13	6.467	4.635	152.21	2.0%	27.85	46.68	55.46	22.23
2018 £M	7.096	10.65	11.40	14.45	18.89	15.26	15.24	28.70	13.79	11.59	6.605	4.601	158.27	4.0%	29.14	48.60	57.73	22.79
2019 £M	7.421	11.38	12.28	14.87	19.06	16.01	15.54	29.10	14.51	12.03	6.472	4.682	163.35	3.2%	31.08	49.93	59.15	23.19
2020 £M	6.904	9.913	5.687	1.175	2.380	3.348	5.290	16.83	9.529	7.741	2.791	2.949	74.54	-54.4%	22.50	6.902	31.65	13.48
2021 £M	2.142	4.013	5.150	7.994	13.82	14.09	13.06	25.92	13.51	11.28	5.552	3.742	120.28	61.4%	11.30	35.90	52.49	20.57
2022 £M	5.886	8.451	10.88	12.22	16.18	14.19	13.30	23.69	12.33	10.64	5.694	4.375	137.83	14.6%	25.22	42.59	49.32	20.71
2023 £M	6.449	10.26	12.27	13.21	17.55	15.45	14.05	25.22	13.60	11.14	5.801	4.150	149.15	8.2%	28.98	46.21	52.87	21.09
2024 £M	6.494	10.56	12.47	12.96	17.89	16.02	14.03	24.54	12.82	11.01	5.785	4.141	148.71	-0.3%	29.53	46.87	51.39	20.93
2025 £M	6.729	10.55	12.85	13.50	18.76	15.81	14.94	25.53	13.35	11.16	5.616	4.008	152.78	2.7%	30.13	48.06	53.81	20.79

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	137.73	150.70	149.17	152.21	158.27	163.35	74.54	120.28	137.83	149.15	148.71	152.78
All Visitor Types	£M	862.15	896.31	912.40	964.14	992.70	1,015.17	520.92	842.41	1,016.17	932.22	905.83	994.48
Share of Total	%	16.0%	16.8%	16.3%	15.8%	15.9%	16.1%	14.3%	14.3%	13.6%	16.0%	16.4%	15.4%
Annual Change in Share	%		5.2%	-2.8%	-3.4%	1.0%	0.9%	-11.1%	-0.2%	-5.0%	18.0%	2.6%	-6.4%
Change in Share from 2014	%		5.2%	2.3%	-1.2%	-0.2%	0.7%	-10.4%	-10.6%	-15.1%	0.2%	2.8%	-3.8%
Avg Ann. Change in Share	%		5.2%	1.2%	-0.4%	-0.1%	0.1%	-1.7%	-1.5%	-1.9%	0.0%	0.3%	-0.3%

DAY VISITOR



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