STEAM REPORT FOR 2016-2025 - FINAL

Final

GREATER LINCOLNSHIRE

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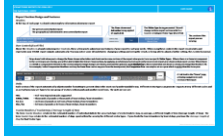
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STEAM REPORT FOR 2016-2025 - FINAL
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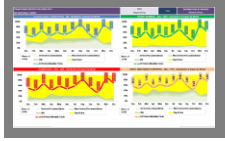
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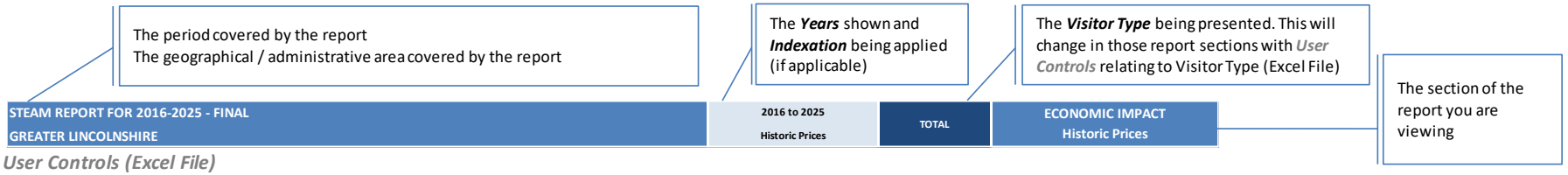
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Report Section Design and Features

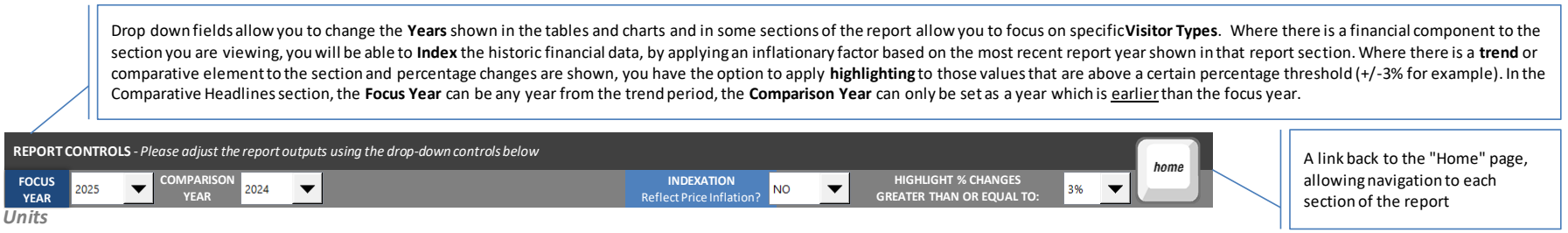
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Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

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Comparing 2025 and 2024
All £'s Historic Prices

COMPARATIVE HEADLINES

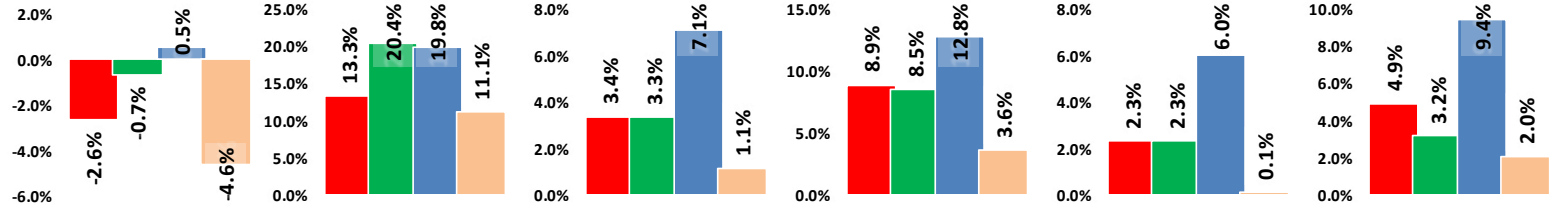
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

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

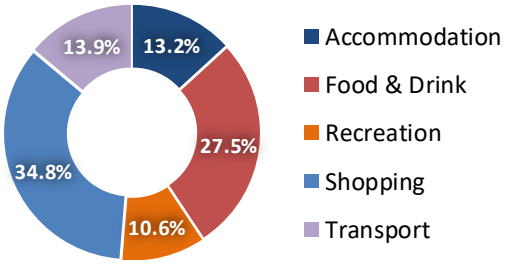
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	2.304	2.366	-2.6%	13.05	11.52	13.3%	4.399	4.256	3.4%	19.75	18.14	8.9%	28.32	27.69	2.3%	48.08	45.83	4.9%
Visitor Numbers	M	1.142	1.150	-0.7%	1.940	1.611	20.4%	1.779	1.721	3.3%	4.862	4.482	8.5%	28.32	27.69	2.3%	33.19	32.17	3.2%
Direct Expenditure	£Bn																2.409	2.201	9.4%
Economic Impact	£Bn	0.362	0.360	0.5%	1.047	0.874	19.8%	0.321	0.299	7.1%	1.729	1.533	12.8%	1.571	1.483	6.0%	3.300	3.016	9.4%
Direct Employment	FTEs	4,451	4,667	-4.6%	6,375	5,737	11.1%	2,062	2,039	1.1%	12,887	12,443	3.6%	9,816	9,805	0.1%	22,704	22,248	2.0%
Total Employment	FTEs																29,376	28,700	2.4%

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 - £Bn including VAT in Historic Prices

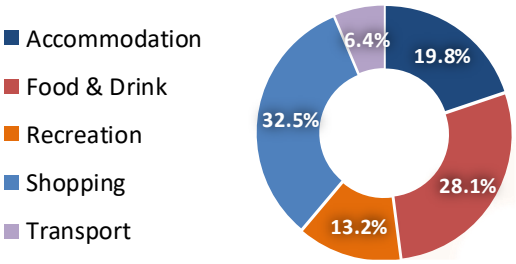


Direct Expenditure Categories

	2025	2024	+/- %
Accommodation	0.318	0.276	15.3%
Food & Drink	0.662	0.609	8.7%
Recreation	0.256	0.236	8.4%
Shopping	0.839	0.773	8.5%
Transport	0.335	0.308	8.8%
TOTAL DIRECT	**2.409**	**2.201**	**9.4%**
Indirect	0.892	0.814	9.5%
TOTAL	**3.300**	**3.016**	**9.4%**

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	4,500	4,493	0.2%
Food & Drink	6,386	6,220	2.7%
Recreation	2,996	2,927	2.4%
Shopping	7,378	7,202	2.4%
Transport	1,443	1,405	2.7%
TOTAL DIRECT	**22,704**	**22,248**	**2.0%**
Indirect	6,673	6,452	3.4%
TOTAL	**29,376**	**28,700**	**2.4%**



Direct Employment Categories

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Unindexed Key Measures by Year and Visitor Type for the Period 2016 to 2025

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

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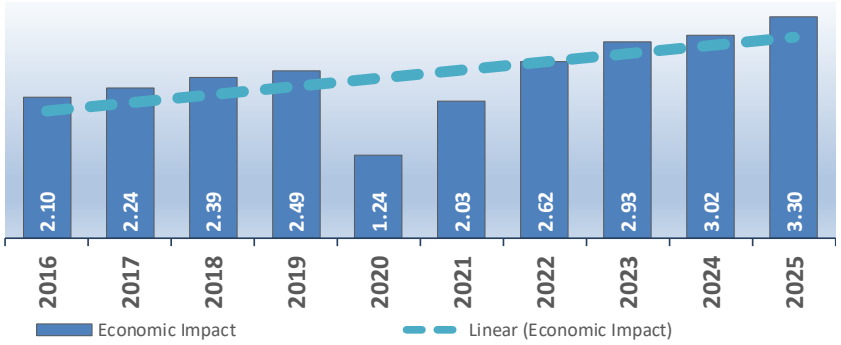
2016 to 2025
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

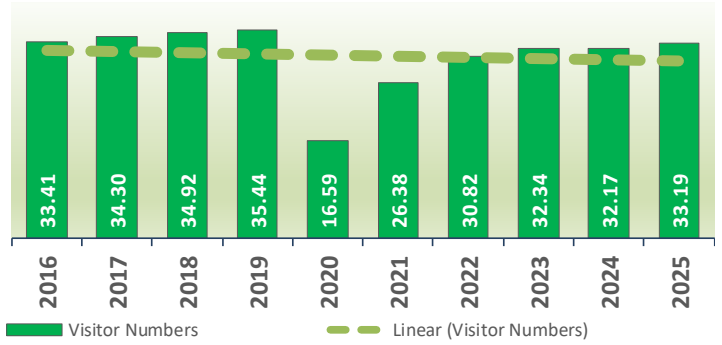
Economic Impact - Historic Prices - Total

	% Change Year on Year
2017	6.6%
2018	6.4%
2019	4.5%
2020	-50.2%
2021	63.8%
2022	28.9%
2023	11.6%
2024	3.1%
2025	9.4%



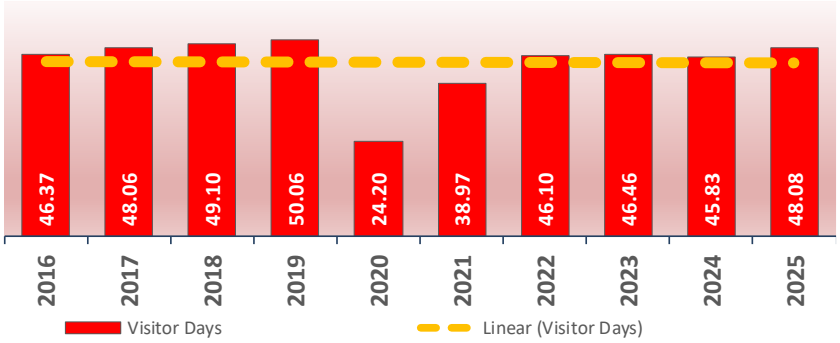
Visitor Numbers - Total

	% Change Year on Year
2017	2.7%
2018	1.8%
2019	1.5%
2020	-53.2%
2021	59.0%
2022	16.8%
2023	4.9%
2024	-0.5%
2025	3.2%



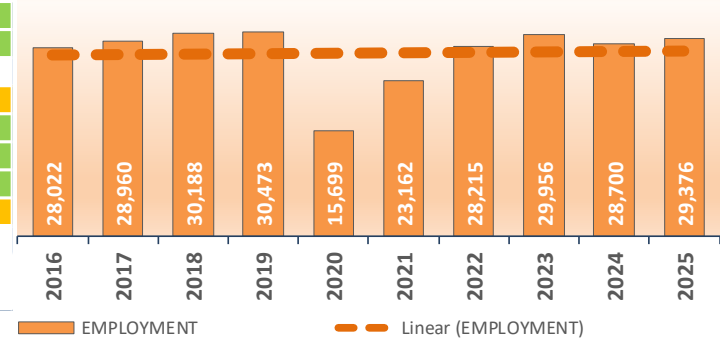
Visitor Days - Total

	% Change Year on Year
2017	3.6%
2018	2.2%
2019	1.9%
2020	-51.7%
2021	61.1%
2022	18.3%
2023	0.8%
2024	-1.4%
2025	4.9%



Total Employment Supported - Total

	% Change Year on Year
2017	3.3%
2018	4.2%
2019	0.9%
2020	-48.5%
2021	47.5%
2022	21.8%
2023	6.2%
2024	-4.2%
2025	2.4%



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		6.6%	13.4%	18.5%	-41.0%	-3.4%	24.5%	39.0%	43.3%	56.8%
Visitor Numbers		2.7%	4.5%	6.1%	-50.3%	-21.1%	-7.8%	-3.2%	-3.7%	-0.7%
Visitor Days		3.6%	5.9%	8.0%	-47.8%	-15.9%	-0.6%	0.2%	-1.2%	3.7%
Total Employment		3.3%	7.7%	8.7%	-44.0%	-17.3%	0.7%	6.9%	2.4%	4.8%

"Linear" = *Linear Trendline*

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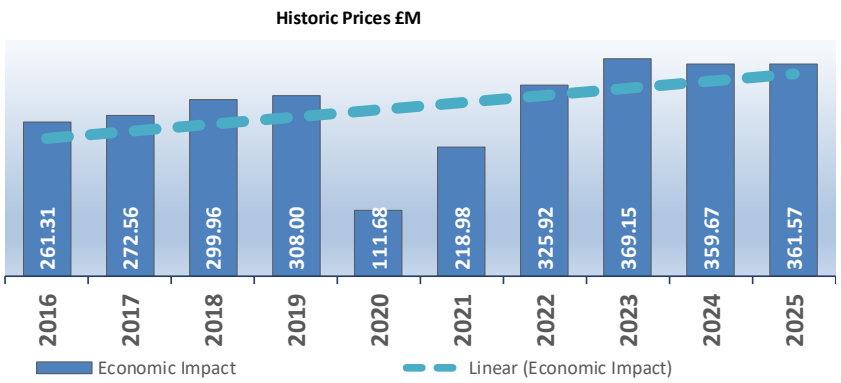
2016 to 2025
Historic Prices

SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

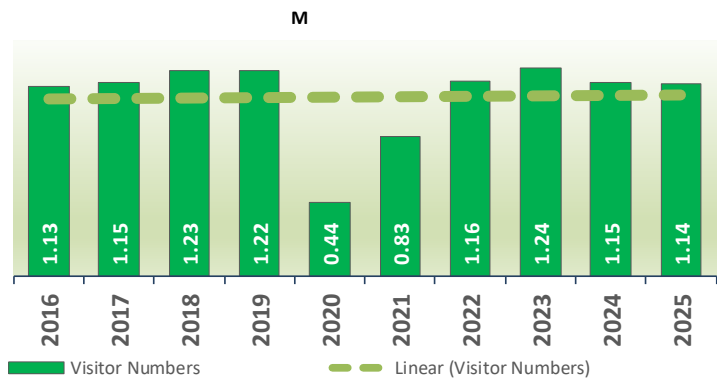
Economic Impact - Historic Prices - Serviced Accommodation

	% Change Year on Year
2017	4.3%
2018	10.1%
2019	2.7%
2020	-63.7%
2021	96.1%
2022	48.8%
2023	13.3%
2024	-2.6%
2025	0.5%



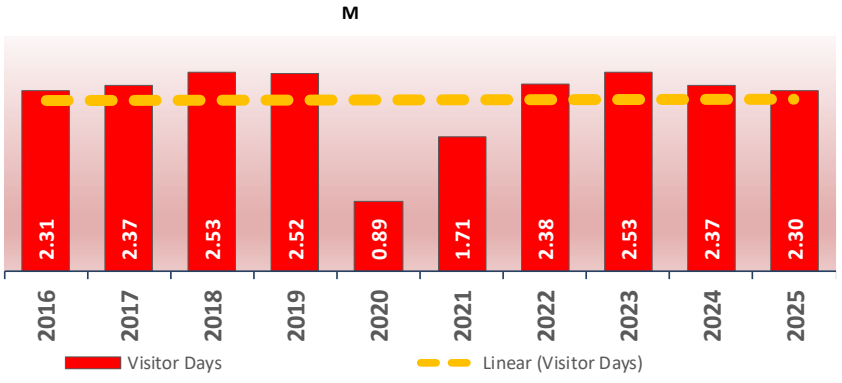
Visitor Numbers - Serviced Accommodation

	% Change Year on Year
2017	2.0%
2018	6.7%
2019	-0.6%
2020	-63.9%
2021	89.1%
2022	39.4%
2023	6.8%
2024	-7.2%
2025	-0.7%



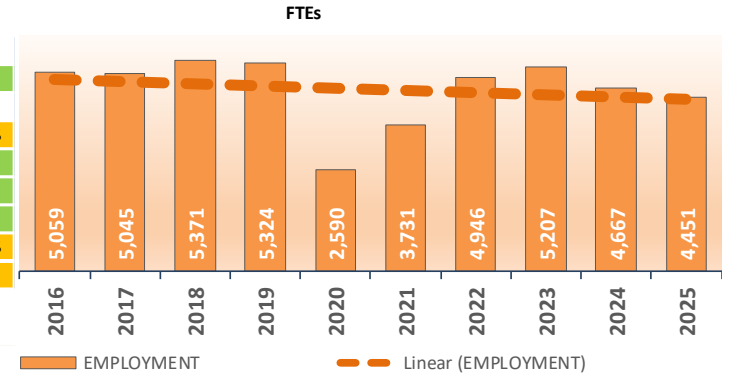
Visitor Days - Serviced Accommodation

	% Change Year on Year
2017	2.4%
2018	7.0%
2019	-0.6%
2020	-64.8%
2021	92.4%
2022	39.6%
2023	6.3%
2024	-6.6%
2025	-2.6%



Direct Employment Supported - Serviced Accommodation

	% Change Year on Year
2017	-0.3%
2018	6.5%
2019	-0.9%
2020	-51.3%
2021	44.0%
2022	32.6%
2023	5.3%
2024	-10.4%
2025	-4.6%



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		4.3%	14.8%	17.9%	-57.3%	-16.2%	24.7%	41.3%	37.6%	38.4%
Visitor Numbers		2.0%	8.9%	8.2%	-61.0%	-26.2%	2.9%	9.9%	2.0%	1.4%
Visitor Days		2.4%	9.7%	9.0%	-61.6%	-26.1%	3.2%	9.7%	2.5%	-0.2%
Direct Employment		-0.3%	6.2%	5.2%	-48.8%	-26.2%	-2.2%	2.9%	-7.7%	-12.0%

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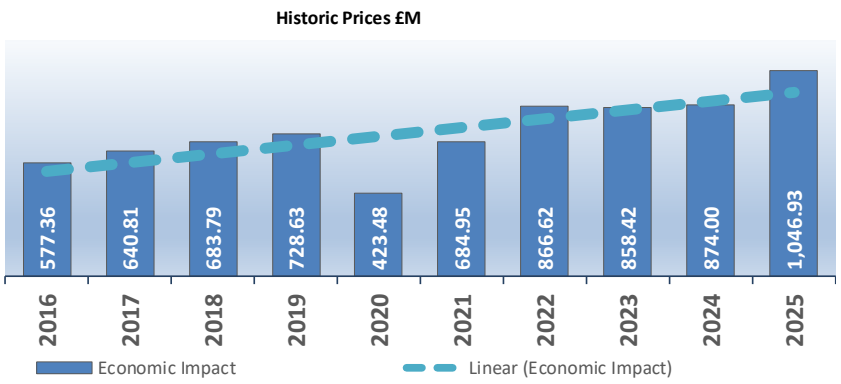
2016 to 2025
Historic Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

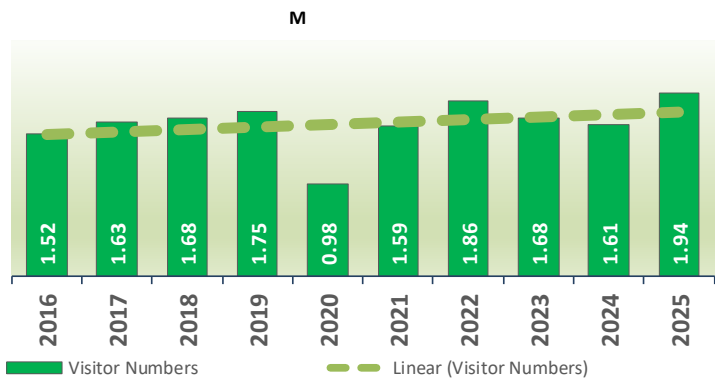
Economic Impact - Historic Prices - Non-Serviced Accommodation

	% Change Year on Year
2017	11.0%
2018	6.7%
2019	6.6%
2020	-41.9%
2021	61.7%
2022	26.5%
2023	-0.9%
2024	1.8%
2025	19.8%



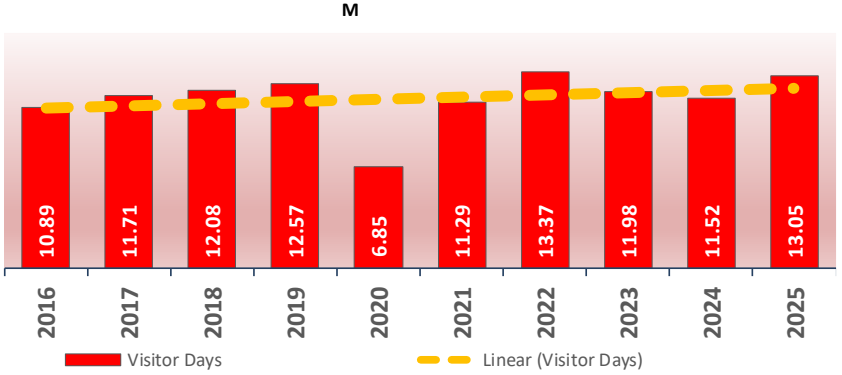
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2017	7.6%
2018	3.1%
2019	3.9%
2020	-44.2%
2021	63.5%
2022	16.8%
2023	-10.0%
2024	-3.9%
2025	20.4%



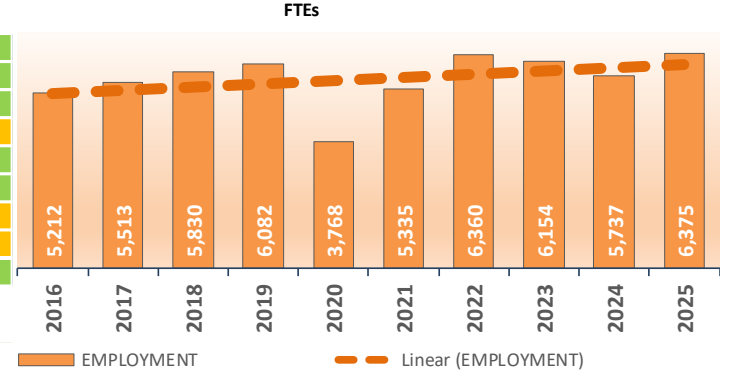
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2017	7.5%
2018	3.2%
2019	4.0%
2020	-45.5%
2021	64.7%
2022	18.4%
2023	-10.4%
2024	-3.8%
2025	13.3%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2017	5.8%
2018	5.8%
2019	4.3%
2020	-38.1%
2021	41.6%
2022	19.2%
2023	-3.2%
2024	-6.8%
2025	11.1%



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		11.0%	18.4%	26.2%	-26.7%	18.6%	50.1%	48.7%	51.4%	81.3%
Visitor Numbers		7.6%	11.0%	15.4%	-35.7%	5.2%	22.9%	10.6%	6.3%	28.0%
Visitor Days		7.5%	10.9%	15.4%	-37.1%	3.6%	22.7%	10.0%	5.8%	19.8%
Direct Employment		5.8%	11.9%	16.7%	-27.7%	2.4%	22.0%	18.1%	10.1%	22.3%

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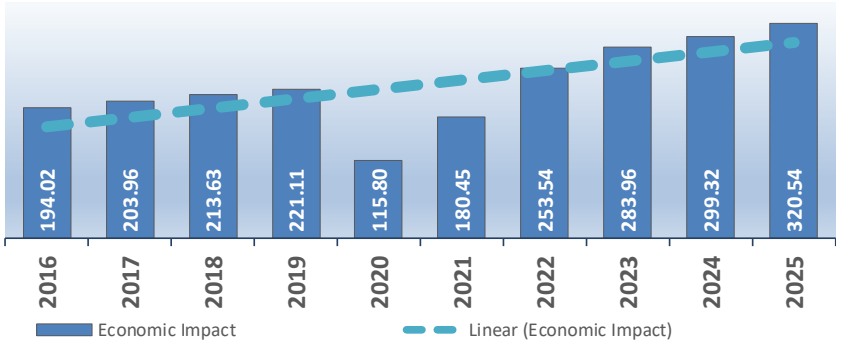
2016 to 2025
Historic Prices

SFR

KEY MEASURES
Historic Prices

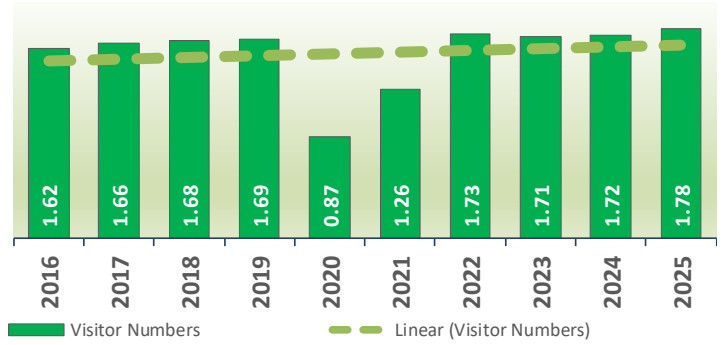
Economic Impact - Historic Prices - SFR

	% Change Year on Year
2017	5.1%
2018	4.7%
2019	3.5%
2020	-47.6%
2021	55.8%
2022	40.5%
2023	12.0%
2024	5.4%
2025	7.1%



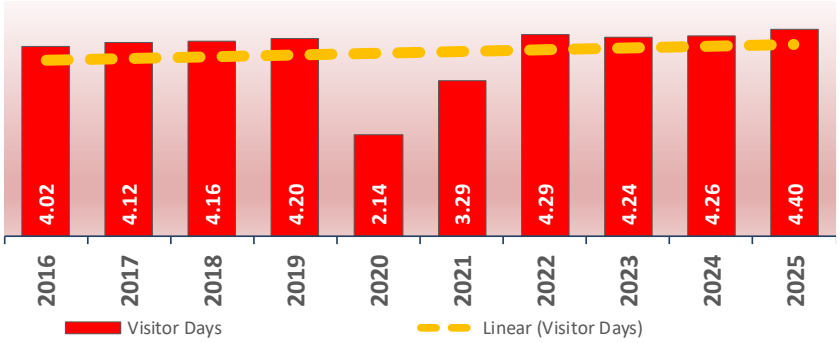
Visitor Numbers - SFR

	% Change Year on Year
2017	2.8%
2018	0.9%
2019	1.0%
2020	-48.9%
2021	46.0%
2022	37.3%
2023	-1.2%
2024	0.5%
2025	3.3%



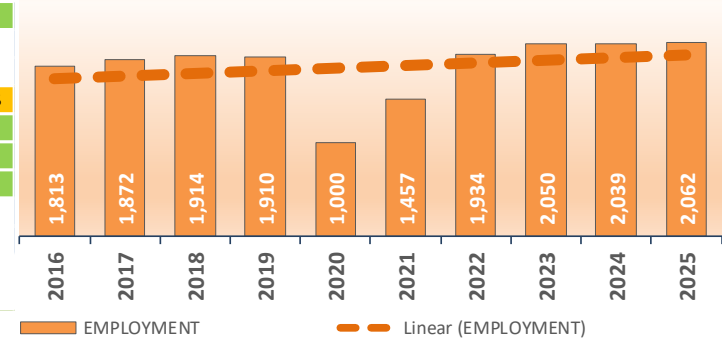
Visitor Days - SFR

	% Change Year on Year
2017	2.6%
2018	0.8%
2019	1.0%
2020	-48.9%
2021	53.5%
2022	30.4%
2023	-1.2%
2024	0.5%
2025	3.4%



Direct Employment Supported - SFR

	% Change Year on Year
2017	3.3%
2018	2.2%
2019	-0.2%
2020	-47.7%
2021	45.7%
2022	32.7%
2023	6.0%
2024	-0.6%
2025	1.1%



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		5.1%	10.1%	14.0%	-40.3%	-7.0%	30.7%	46.4%	54.3%	65.2%
Visitor Numbers		2.8%	3.7%	4.7%	-46.5%	-22.0%	7.2%	5.8%	6.3%	9.9%
Visitor Days		2.6%	3.4%	4.4%	-46.7%	-18.1%	6.7%	5.4%	5.9%	9.5%
Direct Employment		3.3%	5.6%	5.4%	-44.9%	-19.6%	6.7%	13.1%	12.5%	13.7%

"Linear" = *Linear Trendline*

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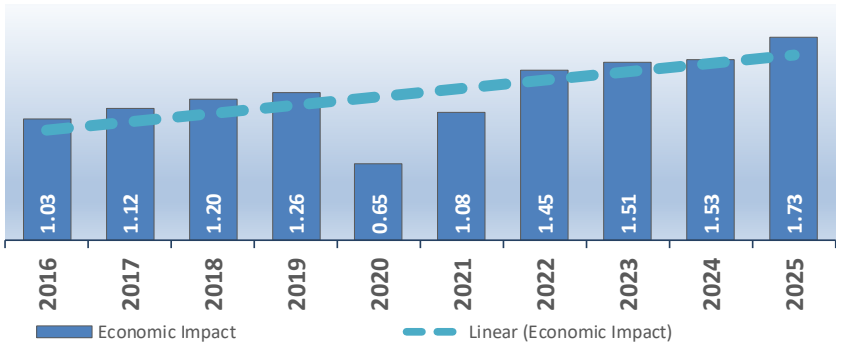
2016 to 2025
Historic Prices

STAYING VISITOR

KEY MEASURES
Historic Prices

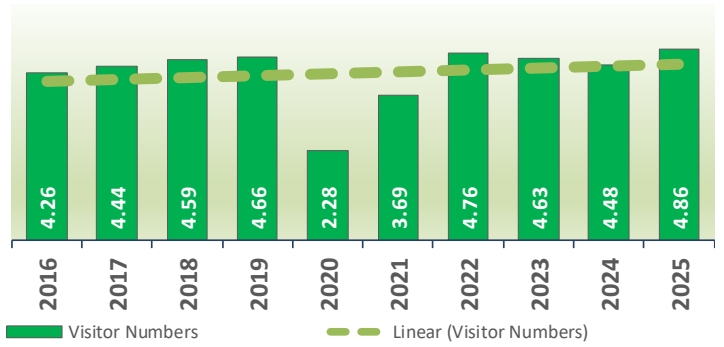
Economic Impact - Historic Prices - Staying Visitor

	% Change Year on Year
2017	8.2%
2018	7.2%
2019	5.0%
2020	-48.2%
2021	66.6%
2022	33.4%
2023	4.5%
2024	1.4%
2025	12.8%



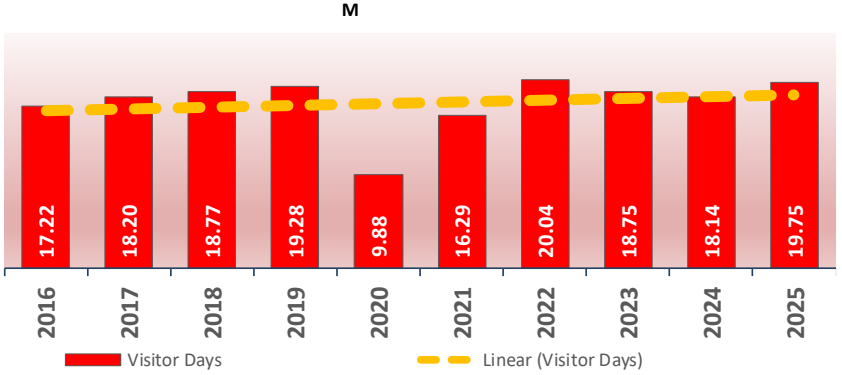
Visitor Numbers - Staying Visitor

	% Change Year on Year
2017	4.3%
2018	3.2%
2019	1.6%
2020	-51.1%
2021	61.8%
2022	28.9%
2023	-2.7%
2024	-3.2%
2025	8.5%



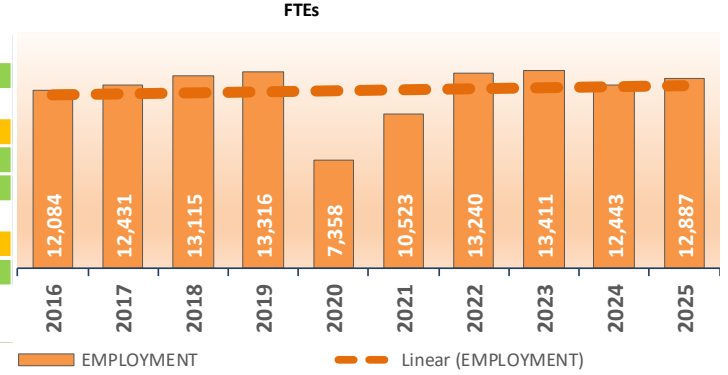
Visitor Days - Staying Visitor

	% Change Year on Year
2017	5.7%
2018	3.1%
2019	2.7%
2020	-48.7%
2021	64.7%
2022	23.0%
2023	-6.4%
2024	-3.2%
2025	8.9%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2017	2.9%
2018	5.5%
2019	1.5%
2020	-44.7%
2021	43.0%
2022	25.8%
2023	1.3%
2024	-7.2%
2025	3.6%



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		8.2%	15.9%	21.8%	-37.0%	5.0%	40.0%	46.4%	48.4%	67.4%
Visitor Numbers		4.3%	7.7%	9.4%	-46.5%	-13.4%	11.6%	8.6%	5.2%	14.1%
Visitor Days		5.7%	9.0%	12.0%	-42.6%	-5.4%	16.4%	8.9%	5.4%	14.7%
Direct Employment		2.9%	8.5%	10.2%	-39.1%	-12.9%	9.6%	11.0%	3.0%	6.7%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2016-2025 - FINAL
GREATER LINCOLNSHIRE

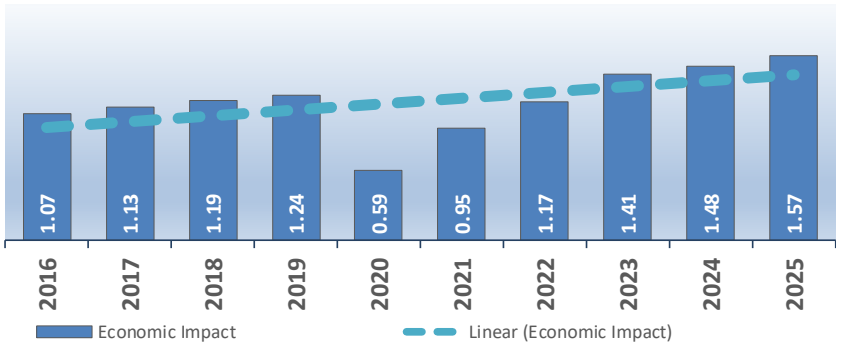
2016 to 2025
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

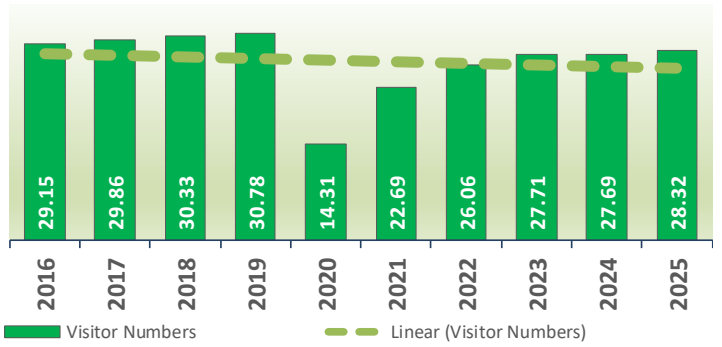
Economic Impact - Historic Prices - Day Visitor

	% Change Year on Year
2017	5.0%
2018	5.6%
2019	4.0%
2020	-52.3%
2021	60.8%
2022	23.8%
2023	20.4%
2024	4.8%
2025	6.0%



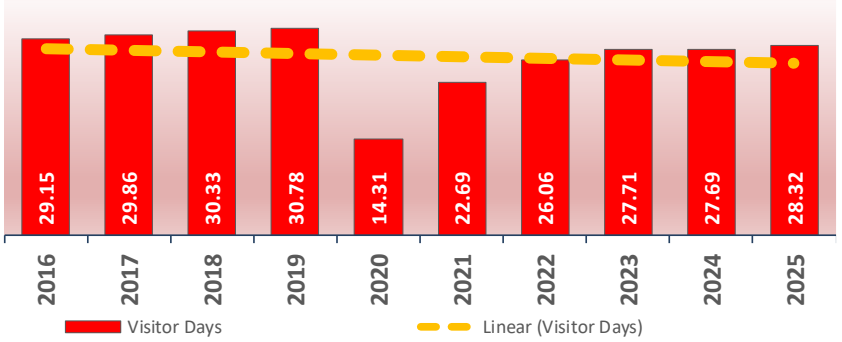
Visitor Numbers - Day Visitor

	% Change Year on Year
2017	2.4%
2018	1.6%
2019	1.5%
2020	-53.5%
2021	58.5%
2022	14.9%
2023	6.3%
2024	-0.1%
2025	2.3%



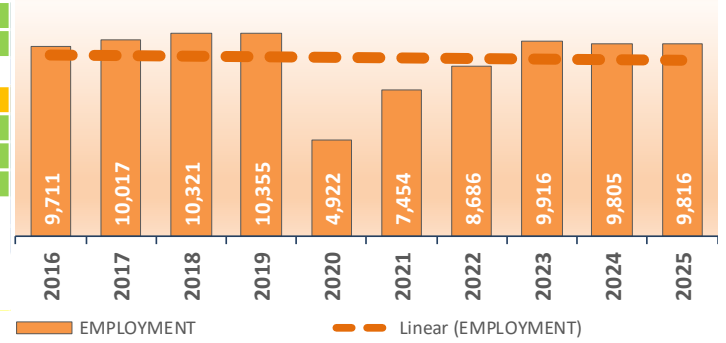
Visitor Days - Day Visitor

	% Change Year on Year
2017	2.4%
2018	1.6%
2019	1.5%
2020	-53.5%
2021	58.5%
2022	14.9%
2023	6.3%
2024	-0.1%
2025	2.3%



Direct Employment Supported - Day Visitor

	% Change Year on Year
2017	3.1%
2018	3.0%
2019	0.3%
2020	-52.5%
2021	51.4%
2022	16.5%
2023	14.2%
2024	-1.1%
2025	0.1%



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		5.0%	10.9%	15.3%	-45.0%	-11.5%	9.6%	31.9%	38.3%	46.5%
Visitor Numbers		2.4%	4.1%	5.6%	-50.9%	-22.2%	-10.6%	-4.9%	-5.0%	-2.8%
Visitor Days		2.4%	4.1%	5.6%	-50.9%	-22.2%	-10.6%	-4.9%	-5.0%	-2.8%
Direct Employment		3.1%	6.3%	6.6%	-49.3%	-23.2%	-10.6%	2.1%	1.0%	1.1%

"Linear" = *Linear Trendline*

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Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2016 to 2025

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

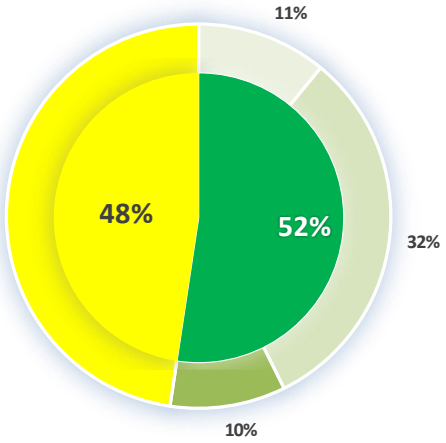
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STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE	2025 Historic Prices	TOTAL	DISTRIBUTION BY VISITOR TYPE Historic Prices

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

TOTAL
£3,300.47m

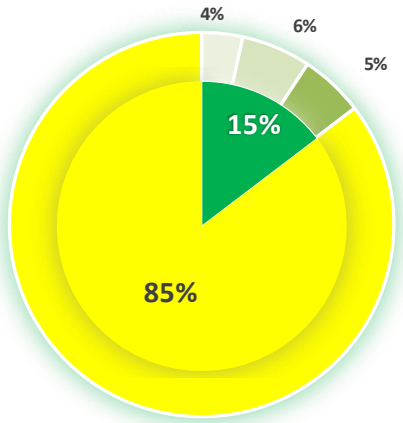
	£M
Serviced	361.57
Non-Serviced	1,046.93
SFR	320.54
Staying Visitor	1,729.04
Day Visitor	1,571.43
Total	3,300.47



Visitor Numbers - 2025 - M - Share of Total

TOTAL
33.19m

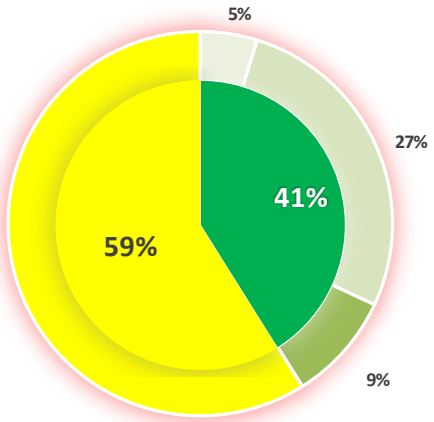
	M
Serviced	1.14
Non-Serviced	1.94
SFR	1.78
Staying Visitor	4.86
Day Visitor	28.32
Total	33.19



Visitor Days - 2025 - M - Share of Total

TOTAL
48.08m

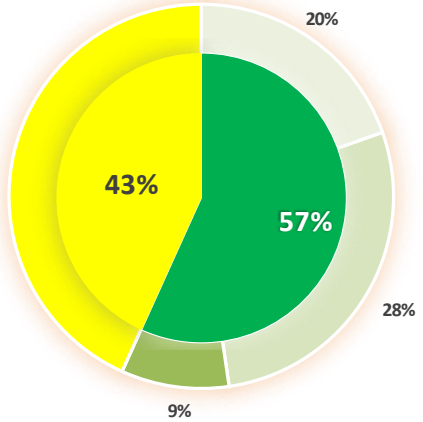
	M
Serviced	2.30
Non-Serviced	13.05
SFR	4.40
Staying Visitor	19.75
Day Visitor	28.32
Total	48.08



Direct Employment Supported - 2025 - FTEs - Share of Total

TOTAL
22,704 Direct FTEs
29,376 Total FTEs

	FTEs
Serviced	4,451
Non-Serviced	6,375
SFR	2,062
Staying Visitor	12,887
Day Visitor	9,816
Total	22,704

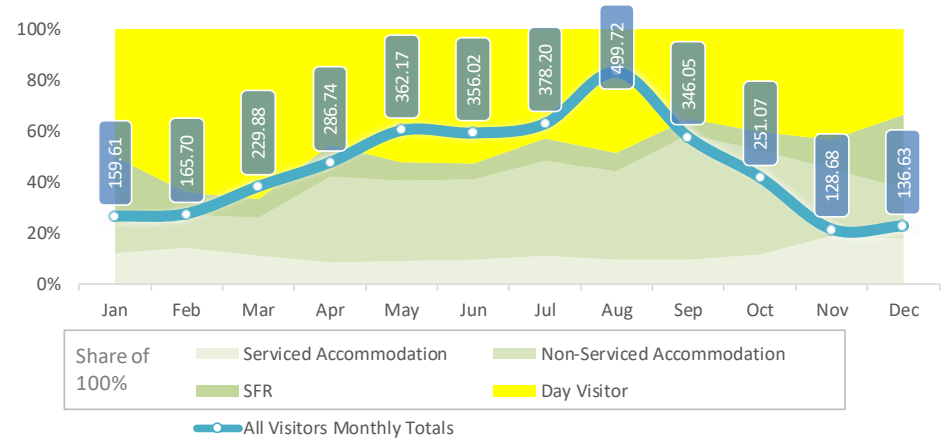


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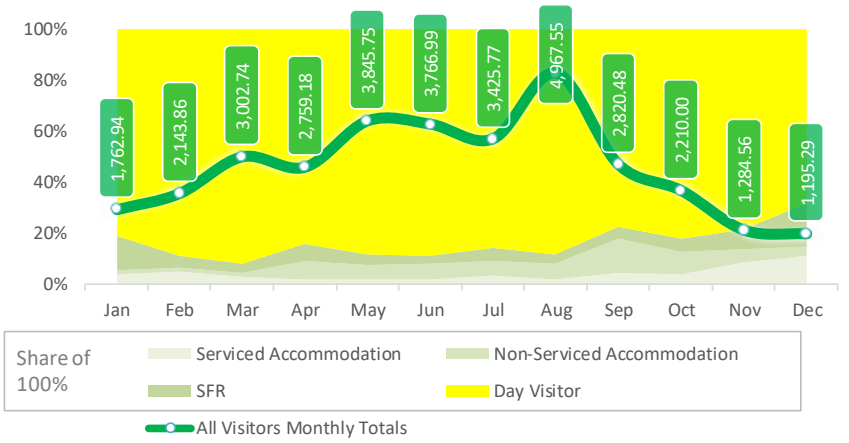
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STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE	2025 Historic Prices	TOTAL	DISTRIBUTION BY MONTH Historic Prices

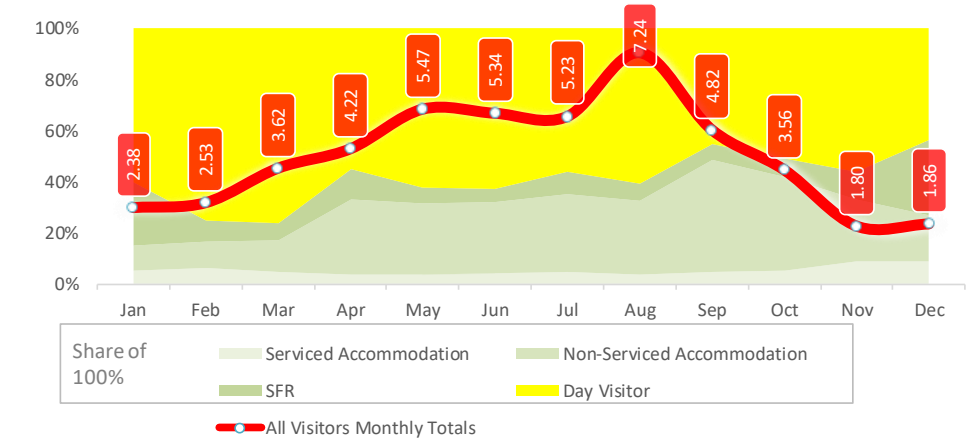
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



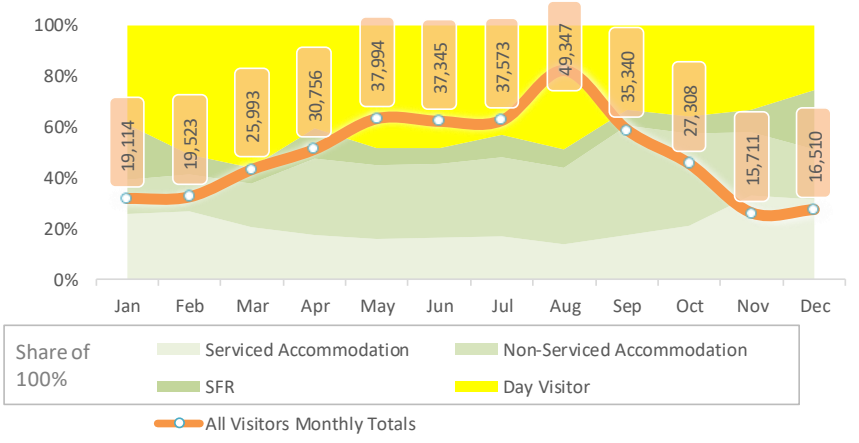
Visitor Numbers - 2025 - 000s - Distribution of Impact by Month



Visitor Days - 2025 - M - Distribution of Impact by Month



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



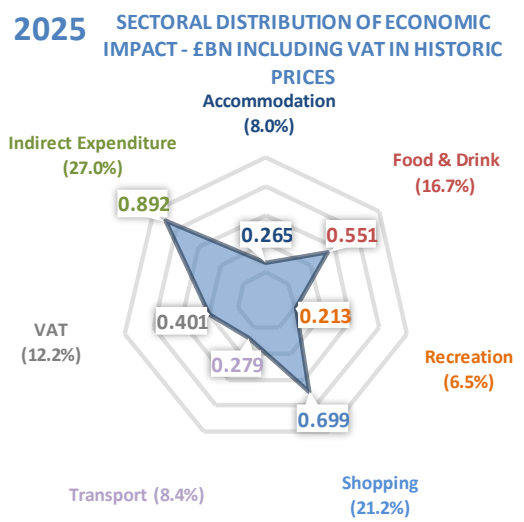
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STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE	2016 to 2025 Historic Prices	TOTAL	SECTORAL ANALYSIS Historic Prices

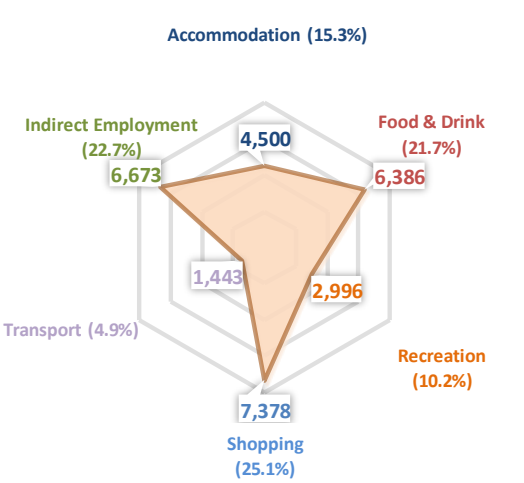
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£Bn	0.169	0.184	0.196	0.205	0.116	0.174	0.231	0.227	0.230	0.265
Food & Drink	£Bn	0.349	0.371	0.395	0.413	0.216	0.338	0.434	0.493	0.507	0.551
Recreation	£Bn	0.136	0.144	0.154	0.161	0.084	0.131	0.168	0.191	0.197	0.213
Shopping	£Bn	0.447	0.475	0.504	0.526	0.260	0.425	0.542	0.622	0.644	0.699
Transport	£Bn	0.176	0.188	0.200	0.209	0.104	0.171	0.219	0.248	0.256	0.279
Direct Revenue	£Bn	1.277	1.362	1.449	1.515	0.780	1.238	1.593	1.781	1.834	2.007
VAT	£Bn	0.255	0.272	0.290	0.303	0.123	0.243	0.319	0.356	0.367	0.401
Direct Expenditure	£Bn	1.533	1.634	1.739	1.818	0.903	1.482	1.912	2.137	2.201	2.409
Indirect Expenditure	£Bn	0.572	0.609	0.647	0.677	0.338	0.551	0.709	0.789	0.814	0.892
TOTAL	£Bn	2.105	2.244	2.387	2.494	1.241	2.033	2.621	2.926	3.016	3.300



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	4,941	4,863	5,178	5,280	3,197	4,033	5,040	5,094	4,493	4,500
Food & Drink	FTEs	5,877	6,138	6,382	6,430	3,270	4,901	5,963	6,407	6,220	6,386
Recreation	FTEs	2,776	2,896	3,014	3,039	1,534	2,308	2,797	3,018	2,927	2,996
Shopping	FTEs	6,874	7,163	7,422	7,469	3,575	5,626	6,785	7,366	7,202	7,378
Transport	FTEs	1,328	1,387	1,439	1,453	704	1,109	1,341	1,441	1,405	1,443
Direct Employment	FTEs	21,795	22,448	23,436	23,671	12,280	17,977	21,926	23,327	22,248	22,704
Indirect Employment	FTEs	6,227	6,513	6,752	6,802	3,420	5,185	6,289	6,630	6,452	6,673
TOTAL	FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700	29,376



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Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2016 to 2025

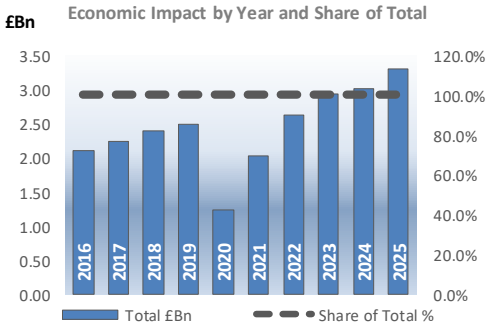
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE										2016 to 2025 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		TOTAL																
An increase of 3% or more		ECONOMIC IMPACT £Bn - IN HISTORIC PRICES / PERCENTAGE CHANGES																
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 2016 to 2025		52.9%	50.3%	47.9%	63.7%	60.1%	57.5%	54.6%	53.6%	70.3%	67.4%	41.6%	46.4%	56.8%		50.0%	60.2%	58.3%	54.5%
% Change 2024 to 2025		8.3%	6.8%	7.2%	13.3%	10.5%	4.8%	11.9%	10.5%	14.3%	9.6%	2.8%	4.7%	9.4%	Annual Change	7.4%	9.2%	12.0%	6.5%
Average Annual Change		5.9%	5.6%	5.3%	7.1%	6.7%	6.4%	6.1%	6.0%	7.8%	7.5%	4.6%	5.2%	6.3%		5.6%	6.7%	6.5%	6.1%
2016	£Bn	0.104	0.110	0.155	0.175	0.226	0.226	0.245	0.325	0.203	0.150	0.091	0.093	2.105		0.370	0.627	0.773	0.334
2017	£Bn	0.110	0.117	0.161	0.190	0.242	0.240	0.259	0.343	0.226	0.160	0.096	0.100	2.244	6.6%	0.388	0.672	0.828	0.356
2018	£Bn	0.117	0.124	0.170	0.199	0.264	0.257	0.272	0.375	0.237	0.171	0.100	0.101	2.387	6.4%	0.411	0.719	0.884	0.372
2019	£Bn	0.123	0.131	0.182	0.213	0.276	0.272	0.286	0.384	0.241	0.178	0.103	0.104	2.494	4.5%	0.437	0.761	0.911	0.385
2020	£Bn	0.127	0.120	0.087	0.015	0.028	0.042	0.134	0.270	0.212	0.133	0.026	0.046	1.241	-50.2%	0.334	0.086	0.616	0.205
2021	£Bn	0.029	0.040	0.061	0.091	0.203	0.267	0.278	0.385	0.278	0.200	0.102	0.098	2.033	63.8%	0.130	0.561	0.941	0.400
2022	£Bn	0.118	0.118	0.176	0.217	0.289	0.296	0.311	0.408	0.267	0.192	0.110	0.120	2.621	28.9%	0.412	0.801	0.986	0.422
2023	£Bn	0.143	0.150	0.205	0.252	0.323	0.321	0.320	0.438	0.300	0.222	0.122	0.128	2.926	11.6%	0.498	0.896	1.059	0.473
2024	£Bn	0.147	0.155	0.215	0.253	0.328	0.340	0.338	0.452	0.303	0.229	0.125	0.130	3.016	3.1%	0.517	0.921	1.093	0.485
2025	£Bn	0.160	0.166	0.230	0.287	0.362	0.356	0.378	0.500	0.346	0.251	0.129	0.137	3.300	9.4%	0.555	1.005	1.224	0.516

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	£Bn	2.105	2.244	2.387	2.494	1.241	2.033	2.621	2.926	3.016	3.300
All Visitor Types	£Bn	2.105	2.244	2.387	2.494	1.241	2.033	2.621	2.926	3.016	3.300
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 2016	%										
Avg Ann. Change in Share	%										

TOTAL



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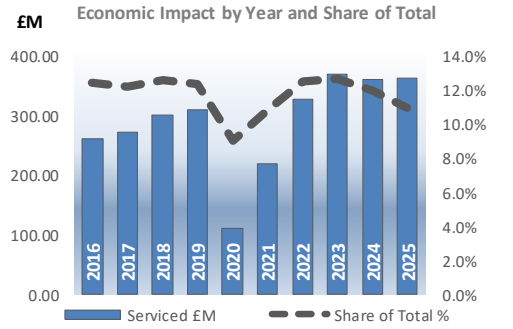
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE		2016 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			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 2016 to 2025		54.7%	32.5%	34.7%	41.2%	59.1%	44.5%	39.0%	32.8%	26.7%	34.3%	29.6%	44.5%	38.4%		39.0%	48.5%	33.1%	35.7%
% Change 2024 to 2025		6.3%	5.1%	9.9%	-0.7%	0.9%	3.0%	4.2%	-0.5%	-2.8%	-6.6%	-7.1%	-1.4%	0.5%	Annual Change	7.2%	1.2%	0.4%	-5.2%
Average Annual Change		6.1%	3.6%	3.9%	4.6%	6.6%	4.9%	4.3%	3.6%	3.0%	3.8%	3.3%	4.9%	4.3%		4.3%	5.4%	3.7%	4.0%
2016	£M	12.48	18.16	18.74	17.12	20.45	23.55	30.28	36.39	26.87	21.69	18.82	16.76	261.31		49.37	61.12	93.54	57.28
2017	£M	13.41	17.80	18.05	18.82	23.51	25.04	30.09	35.79	28.39	23.22	19.88	18.57	272.56	4.3%	49.26	67.37	94.27	61.67
2018	£M	14.83	19.69	19.49	20.36	26.37	27.90	32.15	39.80	30.30	26.02	22.32	20.74	299.96	10.1%	54.01	74.62	102.25	69.08
2019	£M	15.10	19.98	20.07	20.91	27.17	28.85	33.90	41.38	30.49	26.76	23.01	20.37	308.00	2.7%	55.16	76.93	105.77	70.14
2020	£M	15.66	19.81	8.668	1.823	2.791	2.595	8.204	19.97	14.73	11.93	3.093	2.402	111.68	-63.7%	44.14	7.208	42.90	17.43
2021	£M	2.971	3.673	4.205	4.532	7.701	24.21	31.09	41.35	30.14	27.48	22.55	19.08	218.98	96.1%	10.85	36.44	102.58	69.11
2022	£M	13.12	19.66	20.23	21.63	27.26	31.14	38.40	44.59	32.34	29.30	25.21	23.03	325.92	48.8%	53.01	80.03	115.34	77.54
2023	£M	18.78	24.42	24.41	26.00	32.14	34.42	40.15	47.84	36.46	31.79	27.13	25.61	369.15	13.3%	67.62	92.56	124.46	84.52
2024	£M	18.16	22.90	22.97	24.34	32.27	33.03	40.40	48.56	35.03	31.22	26.24	24.56	359.67	-2.6%	64.03	89.64	123.99	82.01
2025	£M	19.30	24.07	25.25	24.17	32.54	34.04	42.10	48.32	34.06	29.15	24.38	24.22	361.57	0.5%	68.61	90.75	124.47	77.74

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	261.31	272.56	299.96	308.00	111.68	218.98	325.92	369.15	359.67	361.57
All Visitor Types	£Bn	2.105	2.244	2.387	2.494	1.241	2.033	2.621	2.926	3.016	3.300
Share of Total	%	12.4%	12.1%	12.6%	12.3%	9.0%	10.8%	12.4%	12.6%	11.9%	11.0%
Annual Change in Share	%		-2.1%	3.4%	-1.7%	-27.1%	19.7%	15.5%	1.4%	-5.5%	-8.2%
Change in Share from 2016	%		-2.1%	1.2%	-0.5%	-27.5%	-13.2%	0.2%	1.6%	-3.9%	-11.8%
Avg Ann. Change in Share	%		-2.1%	0.6%	-0.2%	-6.9%	-2.6%	0.0%	0.2%	-0.5%	-1.3%

SERVICED ACCOMMODATION



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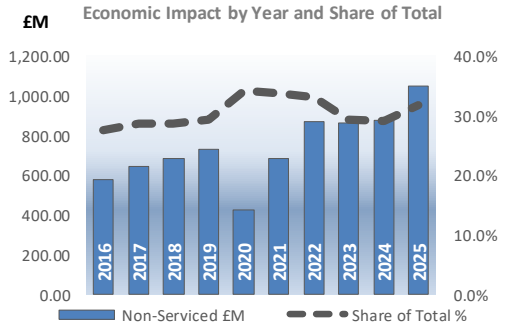
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE		2016 to 2025 Historic Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2025		76.7%	78.7%	13.7%	114.2%	66.5%	64.7%	69.3%	74.0%	113.0%	119.9%	80.3%	105.9%	81.3%		40.3%	77.6%	84.3%	108.1%
% Change 2024 to 2025		13.3%	32.4%	3.6%	29.7%	18.0%	15.5%	17.4%	19.3%	25.3%	21.6%	14.5%	16.8%	19.8%	Annual Change	12.9%	20.3%	20.7%	19.3%
Average Annual Change		8.5%	8.7%	1.5%	12.7%	7.4%	7.2%	7.7%	8.2%	12.6%	13.3%	8.9%	11.8%	9.0%		4.5%	8.6%	9.4%	12.0%
2016	£M	10.33	11.84	31.24	45.13	68.91	68.88	83.33	99.63	79.68	46.52	18.69	13.18	577.36		53.41	182.92	262.64	78.39
2017	£M	11.75	14.07	32.03	51.04	75.94	73.78	93.33	107.04	94.28	52.18	19.99	15.36	640.81	11.0%	57.86	200.76	294.65	87.53
2018	£M	12.39	14.83	33.19	54.53	83.42	80.17	97.08	116.52	98.22	55.88	21.35	16.22	683.79	6.7%	60.40	218.12	311.82	93.45
2019	£M	14.22	15.98	36.26	62.76	89.53	84.08	105.66	120.48	98.91	58.51	24.09	18.16	728.63	6.6%	66.46	236.36	325.05	100.76
2020	£M	15.88	13.29	14.90	2.206	4.793	5.091	70.05	110.47	116.22	57.48	2.689	10.41	423.48	-41.9%	44.07	12.09	296.74	70.59
2021	£M	0.406	0.407	1.041	18.78	76.46	94.77	110.80	129.68	132.01	76.69	25.84	18.07	684.95	61.7%	1.854	190.02	372.49	120.60
2022	£M	16.95	15.90	35.12	69.89	105.98	103.44	125.92	144.75	126.66	68.77	27.16	26.06	866.62	26.5%	67.98	279.32	397.33	122.00
2023	£M	17.03	18.04	32.79	77.10	105.06	93.43	110.92	138.55	131.20	81.32	28.87	24.13	858.42	-0.9%	67.85	275.59	380.66	134.32
2024	£M	16.11	15.99	34.28	74.54	97.20	98.21	120.14	145.32	135.42	84.13	29.43	23.22	874.00	1.8%	66.38	269.96	400.88	136.79
2025	£M	18.25	21.16	35.50	96.66	114.72	113.48	141.04	173.30	169.69	102.28	33.71	27.13	1,046.93	19.8%	74.91	324.87	484.03	163.13

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	577.36	640.81	683.79	728.63	423.48	684.95	866.62	858.42	874.00	1,046.93
All Visitor Types	£Bn	2.105	2.244	2.387	2.494	1.241	2.033	2.621	2.926	3.016	3.300
Share of Total	%	27.4%	28.6%	28.6%	29.2%	34.1%	33.7%	33.1%	29.3%	29.0%	31.7%
Annual Change in Share	%		4.1%	0.3%	2.0%	16.8%	-1.3%	-1.9%	-11.3%	-1.2%	9.4%
Change in Share from 2016	%		4.1%	4.4%	6.5%	24.4%	22.8%	20.6%	7.0%	5.7%	15.6%
Avg Ann. Change in Share	%		4.1%	2.2%	2.2%	6.1%	4.6%	3.4%	1.0%	0.7%	1.7%

NON-SERVICED ACCOMMODATION



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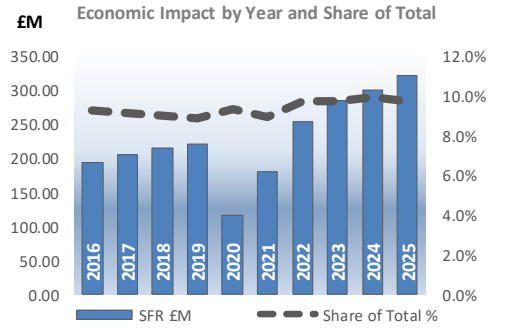
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE		2016 to 2025 Historic Prices	SFR	ECONOMIC IMPACT Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2025		67.9%	61.3%	55.0%	68.5%	64.5%	63.8%	61.9%	60.0%	70.4%	69.1%	64.1%	70.3%	65.2%		63.5%	66.0%	63.1%	68.7%
% Change 2024 to 2025		7.1%	8.7%	5.8%	8.7%	6.9%	6.5%	7.0%	7.1%	9.2%	7.2%	4.8%	5.9%	7.1%	Annual Change	7.1%	7.6%	7.5%	6.0%
Average Annual Change		7.5%	6.8%	6.1%	7.6%	7.2%	7.1%	6.9%	6.7%	7.8%	7.7%	7.1%	7.8%	7.2%		7.1%	7.3%	7.0%	7.6%
2016	£M	25.29	9.217	10.66	21.42	15.68	13.17	19.98	22.49	12.73	11.04	8.939	23.42	194.02		45.17	50.27	55.19	43.39
2017	£M	26.58	9.537	10.86	22.69	16.78	13.81	20.98	23.35	13.61	11.61	9.340	24.82	203.96	5.1%	46.97	53.27	57.94	45.77
2018	£M	28.09	10.05	11.16	23.40	17.60	14.73	21.79	24.33	14.00	12.09	9.965	26.42	213.63	4.7%	49.29	55.74	60.11	48.48
2019	£M	29.13	10.32	11.55	24.51	18.30	15.19	22.74	25.07	14.29	12.47	10.38	27.16	221.11	3.5%	51.00	58.00	62.10	50.01
2020	£M	32.17	9.770	5.528	1.409	1.338	1.141	11.93	19.51	13.99	9.627	1.324	8.066	115.80	-47.6%	47.47	3.888	45.43	19.02
2021	£M	3.426	1.121	1.248	7.808	15.94	17.67	25.81	28.85	20.36	17.34	11.85	29.02	180.45	55.8%	5.795	41.42	75.02	58.22
2022	£M	32.60	11.42	13.36	27.88	21.07	17.56	26.18	28.76	16.76	14.21	11.70	32.04	253.54	40.5%	57.38	66.51	71.70	57.95
2023	£M	37.81	13.17	14.76	31.82	23.26	19.06	28.29	31.62	18.78	16.40	13.22	35.76	283.96	12.0%	65.73	74.14	78.69	65.39
2024	£M	39.66	13.68	15.62	33.21	24.13	20.25	30.25	33.61	19.86	17.41	14.00	37.64	299.32	5.4%	68.97	77.59	83.71	69.05
2025	£M	42.47	14.87	16.52	36.10	25.78	21.58	32.35	35.98	21.68	18.66	14.67	39.87	320.54	7.1%	73.87	83.46	90.01	73.20

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	194.02	203.96	213.63	221.11	115.80	180.45	253.54	283.96	299.32	320.54
All Visitor Types	£Bn	2.105	2.244	2.387	2.494	1.241	2.033	2.621	2.926	3.016	3.300
Share of Total	%	9.2%	9.1%	9.0%	8.9%	9.3%	8.9%	9.7%	9.7%	9.9%	9.7%
Annual Change in Share	%		-1.4%	-1.5%	-1.0%	5.3%	-4.9%	9.0%	0.3%	2.3%	-2.2%
Change in Share from 2016	%		-1.4%	-2.9%	-3.8%	1.2%	-3.7%	5.0%	5.3%	7.7%	5.4%
Avg Ann. Change in Share	%		-1.4%	-1.4%	-1.3%	0.3%	-0.7%	0.8%	0.8%	1.0%	0.6%

SFR



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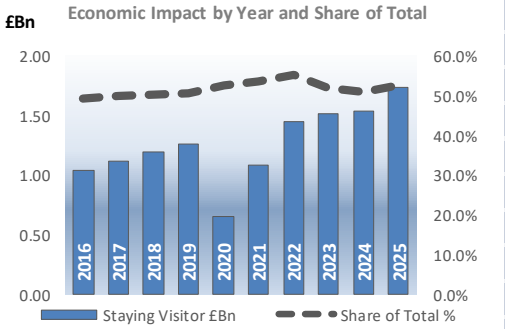
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE										2016 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 £Bn - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2025		66.4%	53.2%	27.4%	87.6%	64.8%	60.1%	61.3%	62.5%	89.0%	89.4%	56.6%	71.0%	67.4%		46.9%	69.6%	69.8%	75.4%
% Change 2024 to 2025		8.2%	14.3%	6.0%	18.8%	12.7%	11.6%	12.9%	13.2%	18.5%	13.1%	4.4%	6.8%	12.8%	Annual Change	9.0%	14.2%	14.8%	9.1%
Average Annual Change		7.4%	5.9%	3.0%	9.7%	7.2%	6.7%	6.8%	6.9%	9.9%	9.9%	6.3%	7.9%	7.5%		5.2%	7.7%	7.8%	8.4%
2016	£Bn	0.048	0.039	0.061	0.084	0.105	0.106	0.134	0.159	0.119	0.079	0.046	0.053	1.033		0.148	0.294	0.411	0.179
2017	£Bn	0.052	0.041	0.061	0.093	0.116	0.113	0.144	0.166	0.136	0.087	0.049	0.059	1.117	8.2%	0.154	0.321	0.447	0.195
2018	£Bn	0.055	0.045	0.064	0.098	0.127	0.123	0.151	0.181	0.143	0.094	0.054	0.063	1.197	7.2%	0.164	0.348	0.474	0.211
2019	£Bn	0.058	0.046	0.068	0.108	0.135	0.128	0.162	0.187	0.144	0.098	0.057	0.066	1.258	5.0%	0.173	0.371	0.493	0.221
2020	£Bn	0.064	0.043	0.029	0.005	0.009	0.009	0.090	0.150	0.145	0.079	0.007	0.021	0.651	-48.2%	0.136	0.023	0.385	0.107
2021	£Bn	0.007	0.005	0.006	0.031	0.100	0.137	0.168	0.200	0.183	0.122	0.060	0.066	1.084	66.6%	0.018	0.268	0.550	0.248
2022	£Bn	0.063	0.047	0.069	0.119	0.154	0.152	0.191	0.218	0.176	0.112	0.064	0.081	1.446	33.4%	0.178	0.426	0.584	0.257
2023	£Bn	0.074	0.056	0.072	0.135	0.160	0.147	0.179	0.218	0.186	0.130	0.069	0.085	1.512	4.5%	0.201	0.442	0.584	0.284
2024	£Bn	0.074	0.053	0.073	0.132	0.154	0.152	0.191	0.227	0.190	0.133	0.070	0.085	1.533	1.4%	0.199	0.437	0.609	0.288
2025	£Bn	0.080	0.060	0.077	0.157	0.173	0.169	0.215	0.258	0.225	0.150	0.073	0.091	1.729	12.8%	0.217	0.499	0.699	0.314

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£Bn	1.033	1.117	1.197	1.258	0.651	1.084	1.446	1.512	1.533	1.729
All Visitor Types	£Bn	2.105	2.244	2.387	2.494	1.241	2.033	2.621	2.926	3.016	3.300
Share of Total	%	49.1%	49.8%	50.2%	50.4%	52.5%	53.3%	55.2%	51.7%	50.8%	52.4%
Annual Change in Share	%		1.5%	0.7%	0.5%	4.0%	1.7%	3.4%	-6.4%	-1.6%	3.1%
Change in Share from 2016	%		1.5%	2.3%	2.8%	6.9%	8.7%	12.5%	5.3%	3.6%	6.8%
Avg Ann. Change in Share	%		1.5%	1.1%	0.9%	1.7%	1.7%	2.1%	0.8%	0.5%	0.8%

STAYING VISITOR



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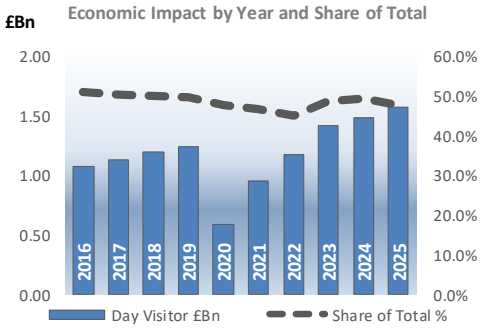
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE										2016 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 £Bn - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2025		41.5%	48.6%	60.9%	41.9%	56.1%	55.3%	46.5%	45.1%	43.6%	42.8%	25.8%	13.6%	46.5%		52.1%	51.9%	45.2%	30.4%
% Change 2024 to 2025		8.4%	2.9%	7.7%	7.3%	8.6%	-0.7%	10.5%	7.7%	7.2%	4.8%	0.7%	0.8%	6.0%	Annual Change	6.3%	4.6%	8.4%	2.7%
Average Annual Change		4.6%	5.4%	6.8%	4.7%	6.2%	6.1%	5.2%	5.0%	4.8%	4.8%	2.9%	1.5%	5.2%		5.8%	5.8%	5.0%	3.4%
2016	£Bn	0.056	0.071	0.095	0.092	0.121	0.120	0.111	0.167	0.084	0.071	0.044	0.040	1.072		0.222	0.333	0.362	0.155
2017	£Bn	0.058	0.075	0.100	0.097	0.126	0.127	0.114	0.177	0.089	0.073	0.047	0.041	1.126	5.0%	0.234	0.350	0.381	0.161
2018	£Bn	0.062	0.079	0.106	0.100	0.136	0.134	0.121	0.195	0.094	0.077	0.046	0.038	1.189	5.6%	0.247	0.371	0.410	0.161
2019	£Bn	0.065	0.085	0.114	0.105	0.141	0.144	0.124	0.197	0.098	0.080	0.045	0.039	1.237	4.0%	0.265	0.389	0.418	0.165
2020	£Bn	0.063	0.077	0.058	0.010	0.020	0.033	0.044	0.120	0.067	0.054	0.019	0.025	0.590	-52.3%	0.199	0.063	0.231	0.098
2021	£Bn	0.023	0.035	0.054	0.060	0.103	0.131	0.111	0.185	0.095	0.079	0.041	0.032	0.949	60.8%	0.112	0.293	0.391	0.153
2022	£Bn	0.055	0.071	0.107	0.097	0.134	0.143	0.120	0.190	0.092	0.080	0.046	0.039	1.175	23.8%	0.233	0.375	0.402	0.165
2023	£Bn	0.069	0.095	0.133	0.117	0.163	0.174	0.141	0.220	0.114	0.093	0.053	0.043	1.415	20.4%	0.297	0.454	0.475	0.189
2024	£Bn	0.073	0.103	0.142	0.121	0.174	0.188	0.147	0.225	0.112	0.096	0.056	0.045	1.483	4.8%	0.318	0.483	0.485	0.197
2025	£Bn	0.080	0.106	0.153	0.130	0.189	0.187	0.163	0.242	0.121	0.101	0.056	0.045	1.571	6.0%	0.338	0.506	0.525	0.202

ECONOMIC IMPACT - IN HISTORIC PRICES											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£Bn	1.072	1.126	1.189	1.237	0.590	0.949	1.175	1.415	1.483	1.571
All Visitor Types	£Bn	2.105	2.244	2.387	2.494	1.241	2.033	2.621	2.926	3.016	3.300
Share of Total	%	50.9%	50.2%	49.8%	49.6%	47.5%	46.7%	44.8%	48.3%	49.2%	47.6%
Annual Change in Share	%		-1.5%	-0.7%	-0.5%	-4.1%	-1.9%	-3.9%	7.9%	1.7%	-3.2%
Change in Share from 2016	%		-1.5%	-2.2%	-2.7%	-6.7%	-8.4%	-12.0%	-5.1%	-3.5%	-6.5%
Avg Ann. Change in Share	%		-1.5%	-1.1%	-0.9%	-1.7%	-1.7%	-2.0%	-0.7%	-0.4%	-0.7%

DAY VISITOR



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

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

Visitor Numbers by Month, Year and Visitor Type for the Period 2016 to 2025

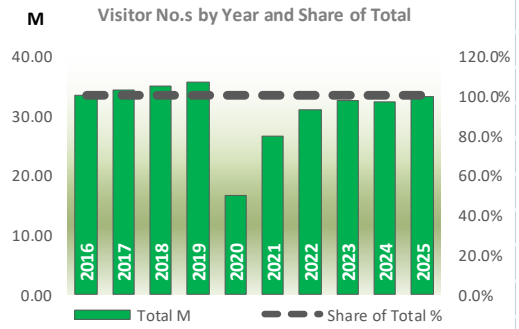
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE		2016 to 2025											TOTAL		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		TOTAL																
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																
Less than 3% change		Q1			Q2			Q3			Q4							
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 2016 to 2025		-2.6%	-0.3%	5.4%	-2.3%	3.8%	4.1%	-1.9%	-2.7%	1.9%	-1.4%	-11.8%	-14.1%	-0.7%		1.5%	2.2%	-1.3%	-7.8%
% Change 2024 to 2025		5.0%	0.4%	3.7%	4.9%	4.6%	-2.4%	6.1%	4.4%	7.1%	2.0%	-1.7%	-0.1%	3.2%	Annual Change	3.0%	2.0%	5.6%	0.4%
Average Annual Change		-0.3%	0.0%	0.6%	-0.3%	0.4%	0.5%	-0.2%	-0.3%	0.2%	-0.2%	-1.3%	-1.6%	-0.1%		0.2%	0.2%	-0.1%	-0.9%
2016	M	1.810	2.150	2.849	2.824	3.705	3.619	3.491	5.105	2.767	2.241	1.456	1.391	33.41		6.810	10.15	11.36	5.089
2017	M	1.835	2.211	2.921	2.943	3.783	3.720	3.518	5.280	2.896	2.279	1.489	1.424	34.30	2.7%	6.967	10.45	11.69	5.192
2018	M	1.883	2.254	2.967	2.928	3.933	3.790	3.586	5.559	2.942	2.309	1.457	1.312	34.92	1.8%	7.104	10.65	12.09	5.078
2019	M	1.924	2.349	3.119	2.986	3.967	3.960	3.593	5.507	2.956	2.353	1.415	1.312	35.44	1.5%	7.393	10.91	12.06	5.080
2020	M	1.864	2.083	1.521	0.253	0.501	0.824	1.302	3.351	2.114	1.576	0.505	0.696	16.59	-53.2%	5.468	1.578	6.768	2.778
2021	M	0.582	0.868	1.326	1.526	2.777	3.506	3.154	5.051	2.902	2.305	1.273	1.109	26.38	59.0%	2.775	7.809	11.11	4.686
2022	M	1.523	1.784	2.636	2.540	3.456	3.578	3.200	4.825	2.599	2.139	1.298	1.240	30.82	16.8%	5.943	9.575	10.62	4.677
2023	M	1.672	2.086	2.870	2.693	3.644	3.753	3.236	4.885	2.779	2.196	1.318	1.206	32.34	4.9%	6.628	10.09	10.90	4.721
2024	M	1.679	2.135	2.896	2.630	3.678	3.859	3.228	4.758	2.634	2.168	1.307	1.196	32.17	-0.5%	6.710	10.17	10.62	4.671
2025	M	1.763	2.144	3.003	2.759	3.846	3.767	3.426	4.968	2.820	2.210	1.285	1.195	33.19	3.2%	6.910	10.37	11.21	4.690

VISITOR NUMBERS											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	33.41	34.30	34.92	35.44	16.59	26.38	30.82	32.34	32.17	33.19
All Visitor Types	M	33.41	34.30	34.92	35.44	16.59	26.38	30.82	32.34	32.17	33.19
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 2016	%										
Avg Ann. Change in Share	%										

TOTAL



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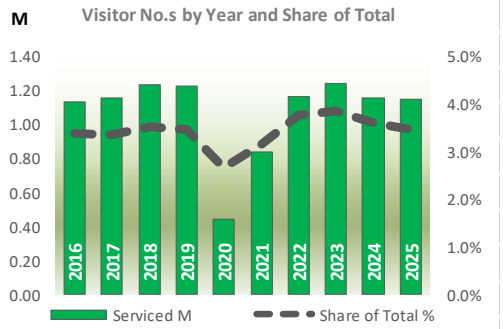
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE		2016 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 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 2016 to 2025		25.8%	2.7%	2.3%	-11.3%	-1.6%	-12.0%	-2.8%	-8.5%	-8.1%	8.9%	6.4%	23.6%	1.4%		7.8%	-8.2%	-6.5%	13.3%
% Change 2024 to 2025		10.4%	7.3%	12.3%	-17.7%	-16.5%	-14.7%	1.2%	-3.4%	-3.9%	2.8%	2.5%	9.2%	-0.7%	Annual Change	9.8%	-16.2%	-2.1%	5.1%
Average Annual Change		2.9%	0.3%	0.3%	-1.3%	-0.2%	-1.3%	-0.3%	-0.9%	-0.9%	1.0%	0.7%	2.6%	0.2%		0.9%	-0.9%	-0.7%	1.5%
2016	M	0.054	0.100	0.084	0.062	0.077	0.080	0.118	0.114	0.143	0.082	0.106	0.107	1.127		0.238	0.219	0.375	0.295
2017	M	0.057	0.096	0.079	0.067	0.087	0.082	0.116	0.110	0.146	0.085	0.109	0.116	1.150	2.0%	0.231	0.236	0.372	0.310
2018	M	0.061	0.103	0.082	0.071	0.094	0.089	0.121	0.119	0.151	0.093	0.118	0.125	1.227	6.7%	0.245	0.254	0.392	0.336
2019	M	0.060	0.102	0.082	0.071	0.095	0.089	0.122	0.118	0.149	0.093	0.119	0.120	1.220	-0.6%	0.244	0.254	0.389	0.332
2020	M	0.061	0.099	0.035	0.006	0.009	0.008	0.028	0.055	0.070	0.040	0.015	0.014	0.440	-63.9%	0.195	0.023	0.153	0.070
2021	M	0.012	0.018	0.017	0.015	0.026	0.072	0.107	0.113	0.141	0.091	0.112	0.109	0.832	89.1%	0.046	0.112	0.361	0.312
2022	M	0.047	0.090	0.074	0.065	0.084	0.087	0.121	0.111	0.143	0.092	0.119	0.126	1.160	39.4%	0.210	0.237	0.376	0.337
2023	M	0.066	0.106	0.084	0.075	0.094	0.089	0.121	0.114	0.149	0.092	0.118	0.131	1.239	6.8%	0.256	0.258	0.383	0.342
2024	M	0.061	0.096	0.076	0.067	0.091	0.082	0.114	0.108	0.137	0.087	0.110	0.121	1.150	-7.2%	0.234	0.240	0.358	0.318
2025	M	0.067	0.103	0.086	0.055	0.076	0.070	0.115	0.104	0.131	0.090	0.113	0.132	1.142	-0.7%	0.256	0.201	0.350	0.334

VISITOR NUMBERS											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	M	1.127	1.150	1.227	1.220	0.440	0.832	1.160	1.239	1.150	1.142
All Visitor Types	M	33.41	34.30	34.92	35.44	16.59	26.38	30.82	32.34	32.17	33.19
Share of Total	%	3.4%	3.4%	3.5%	3.4%	2.7%	3.2%	3.8%	3.8%	3.6%	3.4%
Annual Change in Share	%		-0.7%	4.8%	-2.1%	-22.9%	19.0%	19.3%	1.8%	-6.7%	-3.7%
Change in Share from 2016	%		-0.7%	4.2%	2.0%	-21.4%	-6.5%	11.6%	13.6%	6.0%	2.0%
Avg Ann. Change in Share	%		-0.7%	2.1%	0.7%	-5.3%	-1.3%	1.9%	1.9%	0.7%	0.2%

SERVICED ACCOMMODATION



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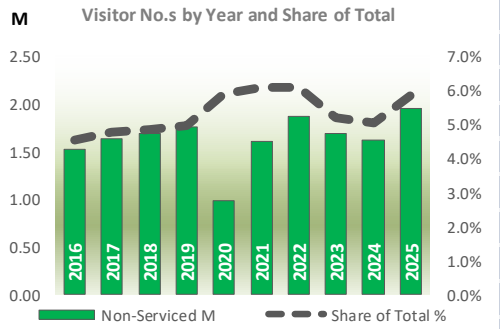
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE		2016 to 2025												NON-SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2025		47.5%	29.9%	-34.7%	58.3%	9.1%	31.4%	8.1%	17.9%	68.7%	37.2%	14.8%	43.5%	28.0%		-6.4%	29.4%	32.1%	32.3%
% Change 2024 to 2025		35.5%	38.1%	-15.6%	38.3%	11.8%	33.3%	5.3%	15.0%	41.6%	9.4%	4.7%	17.0%	20.4%	Annual Change	8.3%	26.6%	22.2%	9.4%
Average Annual Change		5.3%	3.3%	-3.9%	6.5%	1.0%	3.5%	0.9%	2.0%	7.6%	4.1%	1.6%	4.8%	3.1%		-0.7%	3.3%	3.6%	3.6%
2016	M	0.022	0.029	0.079	0.123	0.192	0.171	0.188	0.262	0.225	0.136	0.058	0.032	1.516		0.129	0.486	0.675	0.226
2017	M	0.024	0.034	0.078	0.134	0.205	0.178	0.205	0.274	0.257	0.147	0.061	0.036	1.632	7.6%	0.135	0.517	0.736	0.244
2018	M	0.024	0.034	0.078	0.138	0.216	0.186	0.207	0.289	0.259	0.152	0.062	0.037	1.683	3.1%	0.136	0.540	0.756	0.251
2019	M	0.027	0.036	0.082	0.154	0.226	0.189	0.222	0.294	0.255	0.154	0.069	0.040	1.749	3.9%	0.145	0.570	0.771	0.263
2020	M	0.029	0.029	0.034	0.005	0.012	0.011	0.135	0.249	0.292	0.149	0.007	0.022	0.976	-44.2%	0.092	0.028	0.676	0.179
2021	M	0.001	0.001	0.002	0.044	0.185	0.205	0.223	0.303	0.327	0.195	0.070	0.038	1.595	63.5%	0.004	0.435	0.853	0.303
2022	M	0.029	0.032	0.073	0.154	0.239	0.208	0.237	0.315	0.293	0.162	0.069	0.051	1.863	16.8%	0.134	0.601	0.845	0.283
2023	M	0.026	0.033	0.062	0.153	0.213	0.169	0.190	0.272	0.274	0.174	0.067	0.043	1.676	-10.0%	0.121	0.536	0.735	0.284
2024	M	0.023	0.027	0.061	0.141	0.187	0.169	0.193	0.269	0.268	0.171	0.064	0.039	1.611	-3.9%	0.112	0.497	0.729	0.273
2025	M	0.032	0.038	0.051	0.195	0.209	0.225	0.203	0.309	0.379	0.187	0.067	0.045	1.940	20.4%	0.121	0.629	0.891	0.299

VISITOR NUMBERS											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	M	1.516	1.632	1.683	1.749	0.976	1.595	1.863	1.676	1.611	1.940
All Visitor Types	M	33.41	34.30	34.92	35.44	16.59	26.38	30.82	32.34	32.17	33.19
Share of Total	%	4.5%	4.8%	4.8%	4.9%	5.9%	6.0%	6.0%	5.2%	5.0%	5.8%
Annual Change in Share	%		4.8%	1.3%	2.4%	19.1%	2.8%	0.0%	-14.2%	-3.4%	16.7%
Change in Share from 2016	%		4.8%	6.2%	8.7%	29.6%	33.2%	33.2%	14.2%	10.4%	28.9%
Avg Ann. Change in Share	%		4.8%	3.1%	2.9%	7.4%	6.6%	5.5%	2.0%	1.3%	3.2%

NON-SERVICED ACCOMMODATION



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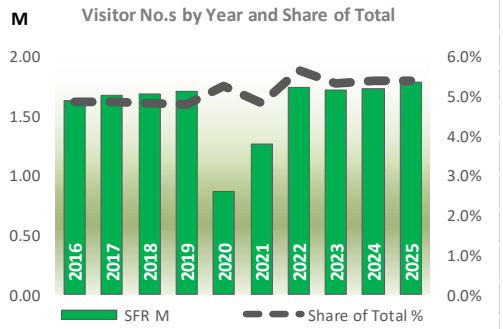
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE										2016 to 2025			SFR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		SFR																
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											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 2016 to 2025		11.2%	7.0%	3.4%	12.2%	9.4%	8.7%	8.2%	7.4%	13.7%	12.4%	8.9%	12.9%	9.9%		8.3%	10.3%	9.4%	11.8%
% Change 2024 to 2025		3.4%	4.9%	2.0%	4.9%	3.1%	2.9%	3.2%	3.3%	5.4%	3.4%	1.3%	2.3%	3.3%	Annual Change	3.4%	3.7%	3.8%	2.4%
Average Annual Change		1.2%	0.8%	0.4%	1.4%	1.0%	1.0%	0.9%	0.8%	1.5%	1.4%	1.0%	1.4%	1.1%		0.9%	1.1%	1.0%	1.3%
2016	M	0.207	0.089	0.100	0.161	0.144	0.120	0.151	0.160	0.114	0.104	0.087	0.179	1.618		0.397	0.426	0.425	0.371
2017	M	0.212	0.090	0.100	0.167	0.151	0.123	0.155	0.163	0.119	0.107	0.089	0.185	1.663	2.8%	0.402	0.441	0.437	0.382
2018	M	0.216	0.091	0.099	0.166	0.153	0.126	0.156	0.164	0.118	0.107	0.091	0.190	1.679	0.9%	0.406	0.445	0.438	0.388
2019	M	0.218	0.092	0.100	0.170	0.155	0.127	0.159	0.165	0.118	0.108	0.093	0.190	1.695	1.0%	0.410	0.452	0.442	0.391
2020	M	0.235	0.085	0.047	0.009	0.011	0.009	0.081	0.126	0.113	0.081	0.012	0.057	0.865	-48.9%	0.367	0.029	0.319	0.149
2021	M	0.030	0.012	0.013	0.048	0.107	0.134	0.167	0.182	0.149	0.135	0.098	0.189	1.263	46.0%	0.054	0.289	0.498	0.422
2022	M	0.218	0.090	0.104	0.172	0.159	0.131	0.163	0.170	0.124	0.110	0.094	0.200	1.734	37.3%	0.412	0.463	0.456	0.404
2023	M	0.223	0.092	0.101	0.174	0.155	0.125	0.155	0.164	0.122	0.112	0.093	0.197	1.713	-1.2%	0.415	0.454	0.442	0.402
2024	M	0.223	0.091	0.102	0.173	0.153	0.127	0.158	0.167	0.123	0.113	0.094	0.198	1.721	0.5%	0.415	0.453	0.448	0.405
2025	M	0.230	0.095	0.104	0.181	0.158	0.131	0.163	0.172	0.130	0.117	0.095	0.202	1.779	3.3%	0.429	0.470	0.465	0.414

VISITOR NUMBERS											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	M	1.618	1.663	1.679	1.695	0.865	1.263	1.734	1.713	1.721	1.779
All Visitor Types	M	33.41	34.30	34.92	35.44	16.59	26.38	30.82	32.34	32.17	33.19
Share of Total	%	4.8%	4.8%	4.8%	4.8%	5.2%	4.8%	5.6%	5.3%	5.4%	5.4%
Annual Change in Share	%		0.1%	-0.9%	-0.5%	9.1%	-8.2%	17.5%	-5.9%	1.0%	0.2%
Change in Share from 2016	%		0.1%	-0.8%	-1.3%	7.7%	-1.1%	16.2%	9.3%	10.4%	10.6%
Avg Ann. Change in Share	%		0.1%	-0.4%	-0.4%	1.9%	-0.2%	2.7%	1.3%	1.3%	1.2%

SFR



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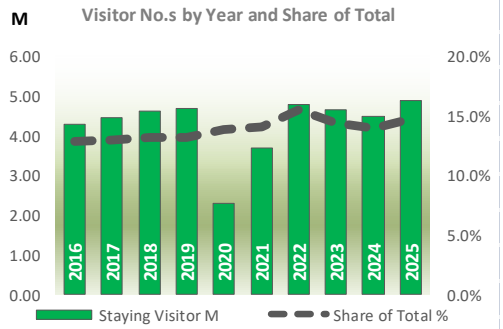
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE		2016 to 2025											STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2025		16.7%	8.1%	-8.4%	24.3%	7.2%	14.7%	5.3%	9.2%	32.9%	22.0%	9.2%	19.6%	14.1%		5.6%	14.9%	15.7%	17.5%
% Change 2024 to 2025		7.2%	10.2%	0.8%	13.3%	2.8%	12.6%	3.6%	7.8%	21.4%	6.0%	2.6%	6.2%	8.5%	Annual Change	6.1%	9.3%	11.2%	5.2%
Average Annual Change		1.9%	0.9%	-0.9%	2.7%	0.8%	1.6%	0.6%	1.0%	3.7%	2.4%	1.0%	2.2%	1.6%		0.6%	1.7%	1.7%	1.9%
2016	M	0.282	0.219	0.263	0.347	0.414	0.371	0.457	0.536	0.482	0.322	0.252	0.317	4.262		0.764	1.131	1.475	0.892
2017	M	0.293	0.220	0.256	0.369	0.442	0.383	0.476	0.546	0.523	0.340	0.259	0.337	4.444	4.3%	0.769	1.194	1.545	0.936
2018	M	0.301	0.228	0.259	0.375	0.464	0.401	0.484	0.573	0.529	0.352	0.272	0.351	4.588	3.2%	0.788	1.239	1.586	0.975
2019	M	0.306	0.229	0.264	0.395	0.476	0.405	0.502	0.577	0.522	0.355	0.280	0.351	4.663	1.6%	0.799	1.276	1.602	0.986
2020	M	0.326	0.212	0.116	0.021	0.032	0.028	0.244	0.430	0.474	0.271	0.034	0.092	2.281	-51.1%	0.654	0.081	1.148	0.398
2021	M	0.042	0.031	0.032	0.107	0.318	0.411	0.497	0.597	0.617	0.421	0.280	0.336	3.690	61.8%	0.105	0.836	1.712	1.037
2022	M	0.294	0.212	0.251	0.391	0.483	0.426	0.521	0.596	0.559	0.364	0.281	0.378	4.757	28.9%	0.756	1.300	1.677	1.024
2023	M	0.315	0.231	0.247	0.402	0.462	0.384	0.466	0.550	0.545	0.378	0.278	0.371	4.628	-2.7%	0.792	1.248	1.560	1.028
2024	M	0.307	0.215	0.239	0.380	0.432	0.378	0.465	0.543	0.527	0.371	0.268	0.357	4.482	-3.2%	0.761	1.190	1.535	0.996
2025	M	0.329	0.237	0.241	0.431	0.443	0.426	0.481	0.585	0.640	0.393	0.275	0.379	4.862	8.5%	0.807	1.300	1.707	1.048

VISITOR NUMBERS											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	M	4.262	4.444	4.588	4.663	2.281	3.690	4.757	4.628	4.482	4.862
All Visitor Types	M	33.41	34.30	34.92	35.44	16.59	26.38	30.82	32.34	32.17	33.19
Share of Total	%	12.8%	13.0%	13.1%	13.2%	13.7%	14.0%	15.4%	14.3%	13.9%	14.7%
Annual Change in Share	%		1.6%	1.4%	0.1%	4.5%	1.8%	10.3%	-7.3%	-2.6%	5.1%
Change in Share from 2016	%		1.6%	3.0%	3.2%	7.8%	9.7%	21.0%	12.2%	9.2%	14.9%
Avg Ann. Change in Share	%		1.6%	1.5%	1.1%	1.9%	1.9%	3.5%	1.7%	1.2%	1.7%

STAYING VISITOR



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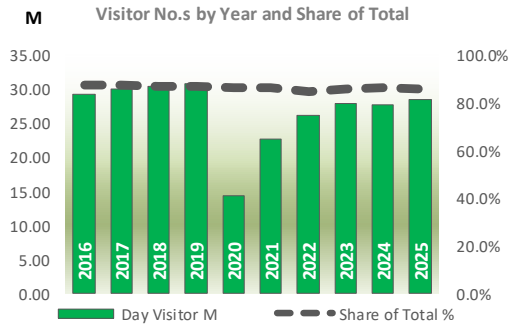
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE		2016 to 2025	DAY VISITOR	VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2025		-6.2%	-1.3%	6.8%	-6.0%	3.4%	2.9%	-3.0%	-4.1%	-4.6%	-5.3%	-16.2%	-24.0%	-2.8%		0.9%	0.6%	-3.9%	-13.2%
% Change 2024 to 2025		4.5%	-0.7%	3.9%	3.5%	4.8%	-4.0%	6.6%	4.0%	3.5%	1.1%	-2.8%	-2.8%	2.3%	Annual Change	2.6%	1.1%	4.6%	-0.9%
Average Annual Change		-0.7%	-0.1%	0.8%	-0.7%	0.4%	0.3%	-0.3%	-0.5%	-0.5%	-0.6%	-1.8%	-2.7%	-0.3%		0.1%	0.1%	-0.4%	-1.5%
2016	M	1.528	1.931	2.586	2.477	3.291	3.247	3.034	4.569	2.286	1.919	1.205	1.074	29.15		6.046	9.016	9.889	4.197
2017	M	1.542	1.991	2.665	2.574	3.341	3.337	3.042	4.734	2.373	1.939	1.231	1.087	29.86	2.4%	6.198	9.252	10.15	4.256
2018	M	1.582	2.025	2.709	2.553	3.469	3.389	3.102	4.986	2.413	1.957	1.186	0.961	30.33	1.6%	6.316	9.412	10.50	4.103
2019	M	1.618	2.120	2.855	2.591	3.491	3.555	3.091	4.929	2.434	1.998	1.134	0.961	30.78	1.5%	6.593	9.637	10.45	4.094
2020	M	1.538	1.870	1.406	0.233	0.469	0.796	1.058	2.922	1.640	1.305	0.471	0.603	14.31	-53.5%	4.815	1.497	5.619	2.380
2021	M	0.539	0.837	1.294	1.418	2.459	3.095	2.657	4.453	2.285	1.884	0.993	0.772	22.69	58.5%	2.670	6.972	9.395	3.649
2022	M	1.229	1.572	2.386	2.149	2.974	3.152	2.679	4.228	2.040	1.774	1.016	0.862	26.06	14.9%	5.186	8.275	8.947	3.653
2023	M	1.358	1.855	2.623	2.291	3.182	3.369	2.771	4.335	2.234	1.818	1.040	0.835	27.71	6.3%	5.836	8.841	9.340	3.693
2024	M	1.372	1.920	2.657	2.249	3.246	3.481	2.763	4.215	2.107	1.797	1.039	0.839	27.69	-0.1%	5.949	8.976	9.086	3.675
2025	M	1.434	1.907	2.762	2.328	3.402	3.341	2.944	4.382	2.180	1.817	1.010	0.816	28.32	2.3%	6.103	9.072	9.507	3.642

VISITOR NUMBERS										
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	29.15	29.86	30.33	30.78	14.31	22.69	26.06	27.71	27.69	28.32
All Visitor Types	M	33.41	34.30	34.92	35.44	16.59	26.38	30.82	32.34	32.17	33.19
Share of Total	%	87.2%	87.0%	86.9%	86.8%	86.3%	86.0%	84.6%	85.7%	86.1%	85.3%
Annual Change in Share	%		-0.2%	-0.2%	0.0%	-0.7%	-0.3%	-1.7%	1.3%	0.4%	-0.8%
Change in Share from 2016	%		-0.2%	-0.4%	-0.5%	-1.1%	-1.4%	-3.1%	-1.8%	-1.4%	-2.2%
Avg Ann. Change in Share	%		-0.2%	-0.2%	-0.2%	-0.3%	-0.3%	-0.5%	-0.3%	-0.2%	-0.2%

DAY VISITOR



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Visitor Days by Month, Year and Visitor Type for the Period 2016 to 2025

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

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STEAM REPORT FOR 2016-2025 - FINAL
GREATER LINCOLNSHIRE

2016 to 2025

TOTAL

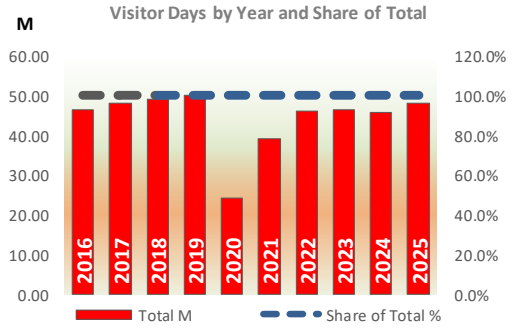
VISITOR DAYS

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 2016 to 2025		0.5%	0.9%	0.9%	6.5%	5.7%	4.6%	2.5%	1.5%	12.3%	9.7%	-6.2%	-5.0%	3.7%		0.8%	5.5%	4.6%	1.3%
% Change 2024 to 2025		4.5%	2.1%	3.2%	8.2%	6.2%	-0.1%	7.3%	6.0%	9.3%	5.0%	-0.6%	0.8%	4.9%	Annual Change	3.2%	4.4%	7.3%	2.5%
Average Annual Change		0.1%	0.1%	0.1%	0.7%	0.6%	0.5%	0.3%	0.2%	1.4%	1.1%	-0.7%	-0.6%	0.4%		0.1%	0.6%	0.5%	0.1%
2016	M	2.368	2.511	3.584	3.964	5.174	5.104	5.105	7.130	4.291	3.250	1.922	1.963	46.37		8.462	14.24	16.53	7.135
2017	M	2.421	2.600	3.645	4.172	5.352	5.259	5.247	7.374	4.615	3.361	1.970	2.039	48.06	3.6%	8.666	14.78	17.24	7.371
2018	M	2.482	2.653	3.692	4.182	5.586	5.402	5.339	7.763	4.674	3.428	1.957	1.944	49.10	2.2%	8.827	15.17	17.78	7.329
2019	M	2.550	2.759	3.875	4.347	5.682	5.599	5.448	7.739	4.660	3.486	1.949	1.965	50.06	1.9%	9.184	15.63	17.85	7.400
2020	M	2.535	2.435	1.837	0.312	0.601	0.927	2.353	5.138	3.964	2.577	0.566	0.950	24.20	-51.7%	6.807	1.840	11.46	4.094
2021	M	0.633	0.893	1.368	1.918	4.137	5.252	5.030	7.362	5.075	3.717	1.826	1.759	38.97	61.1%	2.895	11.31	17.47	7.302
2022	M	2.147	2.158	3.325	3.893	5.241	5.348	5.157	7.175	4.518	3.318	1.834	1.988	46.10	18.3%	7.629	14.48	16.85	7.139
2023	M	2.299	2.476	3.489	4.058	5.277	5.246	4.868	6.974	4.596	3.445	1.839	1.891	46.46	0.8%	8.265	14.58	16.44	7.175
2024	M	2.277	2.482	3.504	3.904	5.147	5.342	4.881	6.825	4.411	3.394	1.812	1.851	45.83	-1.4%	8.263	14.39	16.12	7.056
2025	M	2.379	2.534	3.615	4.224	5.467	5.337	5.235	7.236	4.819	3.564	1.802	1.865	48.08	4.9%	8.528	15.03	17.29	7.231

VISITOR DAYS

SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	46.37	48.06	49.10	50.06	24.20	38.97	46.10	46.46	45.83	48.08
All Visitor Types	M	46.37	48.06	49.10	50.06	24.20	38.97	46.10	46.46	45.83	48.08
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 2016	%										
Avg Ann. Change in Share	%										

TOTAL



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STEAM REPORT FOR 2016-2025 - FINAL
GREATER LINCOLNSHIRE

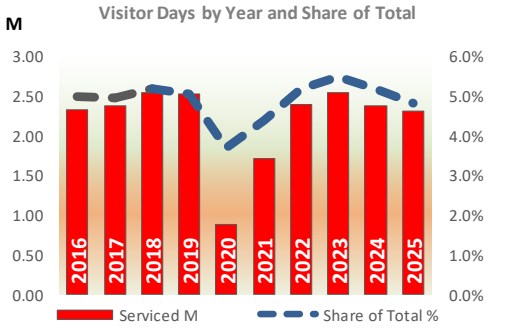
2016 to 2025 | SERVICED | VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN 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 2016 to 2025		13.6%	-2.9%	-2.0%	3.1%	14.9%	4.1%	-3.2%	-7.5%	-7.8%	-2.1%	-5.6%	6.0%	-0.2%		1.6%	7.4%	-6.2%	-0.9%
% Change 2024 to 2025		5.1%	2.0%	6.4%	-3.8%	-2.4%	-0.4%	-0.2%	-4.6%	-5.4%	-9.1%	-9.7%	-4.0%	-2.6%	Annual Change	4.5%	-2.1%	-3.5%	-7.7%
Average Annual Change		1.5%	-0.3%	-0.2%	0.3%	1.7%	0.5%	-0.4%	-0.8%	-0.9%	-0.2%	-0.6%	0.7%	0.0%		0.2%	0.8%	-0.7%	-0.1%
2016	M	0.114	0.163	0.169	0.156	0.186	0.214	0.248	0.300	0.244	0.196	0.169	0.151	2.309		0.446	0.556	0.792	0.516
2017	M	0.119	0.155	0.158	0.168	0.209	0.223	0.245	0.293	0.252	0.204	0.175	0.164	2.365	2.4%	0.433	0.599	0.790	0.543
2018	M	0.127	0.167	0.166	0.177	0.227	0.241	0.257	0.319	0.261	0.222	0.190	0.178	2.532	7.0%	0.460	0.645	0.837	0.590
2019	M	0.127	0.165	0.166	0.177	0.227	0.242	0.258	0.316	0.257	0.222	0.191	0.170	2.517	-0.6%	0.458	0.646	0.831	0.583
2020	M	0.128	0.160	0.070	0.015	0.023	0.021	0.060	0.148	0.121	0.097	0.025	0.020	0.887	-64.8%	0.358	0.059	0.329	0.142
2021	M	0.024	0.029	0.034	0.037	0.062	0.195	0.227	0.304	0.244	0.219	0.179	0.153	1.707	92.4%	0.087	0.294	0.775	0.551
2022	M	0.098	0.145	0.149	0.163	0.203	0.236	0.256	0.300	0.246	0.220	0.190	0.175	2.382	39.6%	0.392	0.602	0.803	0.585
2023	M	0.132	0.170	0.170	0.185	0.226	0.241	0.255	0.306	0.256	0.221	0.189	0.180	2.532	6.3%	0.473	0.652	0.817	0.590
2024	M	0.123	0.155	0.156	0.167	0.219	0.224	0.241	0.290	0.238	0.211	0.177	0.167	2.366	-6.6%	0.433	0.609	0.769	0.554
2025	M	0.129	0.158	0.166	0.160	0.214	0.223	0.240	0.277	0.225	0.191	0.160	0.160	2.304	-2.6%	0.453	0.597	0.742	0.511

VISITOR DAYS

SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	M	2.309	2.365	2.532	2.517	0.887	1.707	2.382	2.532	2.366	2.304
All Visitor Types	M	46.37	48.06	49.10	50.06	24.20	38.97	46.10	46.46	45.83	48.08
Share of Total	%	5.0%	4.9%	5.2%	5.0%	3.7%	4.4%	5.2%	5.5%	5.2%	4.8%
Annual Change in Share	%		-1.2%	4.8%	-2.5%	-27.1%	19.5%	18.0%	5.5%	-5.3%	-7.2%
Change in Share from 2016	%		-1.2%	3.6%	1.0%	-26.4%	-12.1%	3.7%	9.5%	3.7%	-3.8%
Avg Ann. Change in Share	%		-1.2%	1.8%	0.3%	-6.6%	-2.4%	0.6%	1.4%	0.5%	-0.4%

SERVICED ACCOMMODATION



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STEAM REPORT FOR 2016-2025 - FINAL
GREATER LINCOLNSHIRE

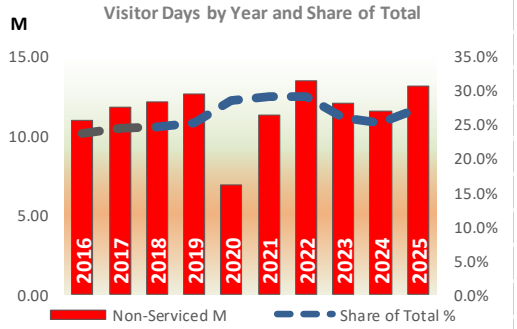
2016 to 2025 | NON-SERVICED | VISITOR DAYS

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 2016 to 2025		16.1%	17.3%	-24.2%	39.6%	9.1%	7.9%	13.9%	16.0%	41.2%	43.2%	18.9%	35.3%	19.8%		-7.4%	16.1%	23.4%	36.1%
% Change 2024 to 2025		6.9%	24.8%	-1.8%	22.1%	11.8%	9.5%	11.0%	13.1%	18.6%	14.1%	8.5%	10.4%	13.3%	Annual Change	6.6%	13.8%	14.5%	12.3%
Average Annual Change		1.8%	1.9%	-2.7%	4.4%	1.0%	0.9%	1.5%	1.8%	4.6%	4.8%	2.1%	3.9%	2.2%		-0.8%	1.8%	2.6%	4.0%
2016	M	0.196	0.225	0.607	0.885	1.371	1.371	1.411	1.800	1.500	0.908	0.363	0.253	10.89		1.029	3.627	4.712	1.523
2017	M	0.217	0.260	0.601	0.968	1.462	1.422	1.537	1.880	1.718	0.984	0.377	0.286	11.71	7.5%	1.078	3.852	5.134	1.647
2018	M	0.221	0.265	0.599	0.993	1.546	1.487	1.558	1.988	1.730	1.015	0.389	0.291	12.08	3.2%	1.084	4.026	5.276	1.695
2019	M	0.247	0.278	0.633	1.110	1.615	1.516	1.670	2.021	1.700	1.030	0.428	0.318	12.57	4.0%	1.159	4.241	5.391	1.775
2020	M	0.267	0.224	0.258	0.038	0.084	0.089	1.016	1.711	1.946	0.997	0.046	0.177	6.855	-45.5%	0.749	0.212	4.674	1.220
2021	M	0.007	0.007	0.018	0.319	1.324	1.641	1.676	2.081	2.178	1.298	0.438	0.302	11.29	64.7%	0.031	3.285	5.935	2.038
2022	M	0.263	0.247	0.563	1.106	1.706	1.665	1.781	2.164	1.950	1.083	0.430	0.408	13.37	18.4%	1.073	4.477	5.895	1.921
2023	M	0.240	0.254	0.475	1.104	1.522	1.353	1.423	1.866	1.827	1.161	0.413	0.342	11.98	-10.4%	0.968	3.979	5.117	1.917
2024	M	0.213	0.212	0.468	1.012	1.337	1.351	1.449	1.845	1.786	1.139	0.398	0.310	11.52	-3.8%	0.893	3.701	5.080	1.846
2025	M	0.228	0.264	0.460	1.236	1.496	1.479	1.608	2.087	2.119	1.300	0.432	0.342	13.05	13.3%	0.952	4.210	5.814	2.074

VISITOR DAYS

SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	M	10.89	11.71	12.08	12.57	6.855	11.29	13.37	11.98	11.52	13.05
All Visitor Types	M	46.37	48.06	49.10	50.06	24.20	38.97	46.10	46.46	45.83	48.08
Share of Total	%	23.5%	24.4%	24.6%	25.1%	28.3%	29.0%	29.0%	25.8%	25.1%	27.1%
Annual Change in Share	%		3.8%	1.0%	2.0%	12.9%	2.2%	0.1%	-11.1%	-2.5%	8.0%
Change in Share from 2016	%		3.8%	4.7%	6.9%	20.6%	23.3%	23.4%	9.8%	7.0%	15.6%
Avg Ann. Change in Share	%		3.8%	2.4%	2.3%	5.2%	4.7%	3.9%	1.4%	0.9%	1.7%

NON-SERVICED ACCOMMODATION



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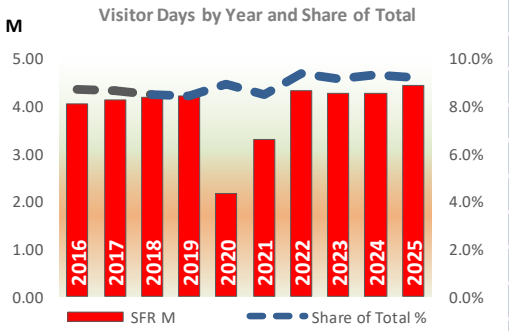
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE		2016 to 2025	SFR	VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2025		11.1%	6.8%	2.9%	11.7%	9.0%	8.4%	7.3%	6.2%	13.0%	12.1%	8.6%	12.7%	9.5%		8.3%	10.0%	8.2%	11.7%
% Change 2024 to 2025		3.4%	4.9%	2.0%	4.9%	3.1%	2.8%	3.2%	3.3%	5.4%	3.4%	1.2%	2.3%	3.4%	Annual Change	3.4%	3.8%	3.8%	2.3%
Average Annual Change		1.2%	0.8%	0.3%	1.3%	1.0%	0.9%	0.8%	0.7%	1.4%	1.3%	1.0%	1.4%	1.1%		0.9%	1.1%	0.9%	1.3%
2016	M	0.530	0.191	0.221	0.447	0.325	0.271	0.412	0.461	0.261	0.228	0.185	0.486	4.019		0.943	1.044	1.134	0.898
2017	M	0.543	0.193	0.220	0.462	0.340	0.278	0.422	0.467	0.273	0.234	0.188	0.502	4.123	2.6%	0.956	1.080	1.162	0.925
2018	M	0.552	0.196	0.218	0.459	0.344	0.285	0.422	0.469	0.270	0.235	0.193	0.514	4.156	0.8%	0.966	1.087	1.161	0.942
2019	M	0.558	0.196	0.220	0.469	0.348	0.286	0.430	0.472	0.269	0.236	0.196	0.515	4.197	1.0%	0.975	1.104	1.170	0.948
2020	M	0.601	0.181	0.103	0.026	0.025	0.021	0.220	0.358	0.256	0.177	0.024	0.151	2.143	-48.9%	0.885	0.072	0.834	0.352
2021	M	0.063	0.020	0.023	0.144	0.293	0.321	0.470	0.523	0.369	0.317	0.216	0.531	3.290	53.5%	0.106	0.757	1.363	1.064
2022	M	0.557	0.194	0.227	0.475	0.358	0.295	0.441	0.482	0.281	0.240	0.197	0.542	4.289	30.4%	0.977	1.128	1.205	0.979
2023	M	0.569	0.197	0.221	0.478	0.348	0.282	0.420	0.468	0.278	0.244	0.196	0.533	4.236	-1.2%	0.987	1.109	1.166	0.974
2024	M	0.569	0.195	0.223	0.476	0.344	0.286	0.428	0.474	0.280	0.247	0.198	0.535	4.256	0.5%	0.987	1.106	1.182	0.980
2025	M	0.588	0.204	0.228	0.499	0.355	0.294	0.442	0.489	0.295	0.256	0.201	0.547	4.399	3.4%	1.021	1.148	1.227	1.003

VISITOR DAYS											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	M	4.019	4.123	4.156	4.197	2.143	3.290	4.289	4.236	4.256	4.399
All Visitor Types	M	46.37	48.06	49.10	50.06	24.20	38.97	46.10	46.46	45.83	48.08
Share of Total	%	8.7%	8.6%	8.5%	8.4%	8.9%	8.4%	9.3%	9.1%	9.3%	9.1%
Annual Change in Share	%		-1.0%	-1.3%	-1.0%	5.7%	-4.7%	10.2%	-2.0%	1.9%	-1.5%
Change in Share from 2016	%		-1.0%	-2.3%	-3.3%	2.2%	-2.6%	7.4%	5.2%	7.2%	5.6%
Avg Ann. Change in Share	%		-1.0%	-1.2%	-1.1%	0.6%	-0.5%	1.2%	0.7%	0.9%	0.6%

SFR



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STEAM REPORT FOR 2016-2025 - FINAL
GREATER LINCOLNSHIRE

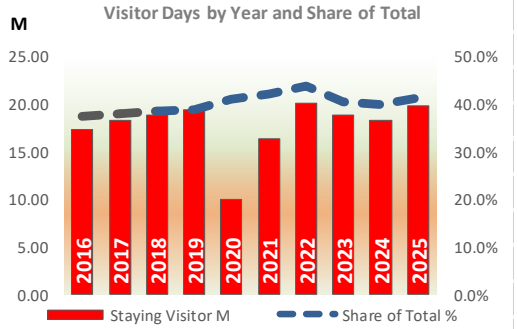
2016 to 2025 | STAYING VISITOR | VISITOR DAYS

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 2016 to 2025		12.6%	8.2%	-14.4%	27.4%	9.7%	7.5%	10.6%	11.4%	31.6%	31.2%	10.5%	18.0%	14.7%		0.4%	14.0%	17.3%	22.1%
% Change 2024 to 2025		4.4%	11.6%	0.7%	14.5%	8.6%	7.3%	8.2%	9.4%	14.5%	9.4%	2.5%	3.7%	8.9%	Annual Change	4.8%	10.0%	10.7%	6.1%
Average Annual Change		1.4%	0.9%	-1.6%	3.0%	1.1%	0.8%	1.2%	1.3%	3.5%	3.5%	1.2%	2.0%	1.6%		0.0%	1.6%	1.9%	2.5%
2016	M	0.840	0.580	0.998	1.487	1.882	1.857	2.071	2.561	2.005	1.332	0.717	0.889	17.22		2.417	5.226	6.638	2.938
2017	M	0.879	0.609	0.980	1.597	2.011	1.922	2.204	2.640	2.242	1.422	0.740	0.953	18.20	5.7%	2.468	5.531	7.086	3.115
2018	M	0.900	0.627	0.983	1.629	2.117	2.012	2.237	2.777	2.261	1.471	0.772	0.984	18.77	3.1%	2.510	5.758	7.274	3.226
2019	M	0.932	0.639	1.020	1.756	2.191	2.044	2.358	2.809	2.226	1.488	0.814	1.004	19.28	2.7%	2.591	5.990	7.392	3.306
2020	M	0.996	0.565	0.431	0.079	0.132	0.131	1.295	2.217	2.324	1.272	0.095	0.347	9.885	-48.7%	1.993	0.342	5.836	1.714
2021	M	0.094	0.057	0.074	0.500	1.678	2.157	2.373	2.908	2.791	1.833	0.833	0.986	16.29	64.7%	0.224	4.336	8.072	3.653
2022	M	0.918	0.586	0.939	1.744	2.267	2.196	2.478	2.946	2.478	1.543	0.817	1.125	20.04	23.0%	2.443	6.207	7.903	3.486
2023	M	0.941	0.621	0.866	1.767	2.096	1.877	2.098	2.640	2.362	1.627	0.799	1.056	18.75	-6.4%	2.429	5.740	7.099	3.481
2024	M	0.905	0.562	0.847	1.655	1.901	1.861	2.117	2.610	2.304	1.597	0.773	1.012	18.14	-3.2%	2.314	5.417	7.031	3.381
2025	M	0.945	0.627	0.854	1.895	2.064	1.996	2.290	2.854	2.639	1.747	0.792	1.049	19.75	8.9%	2.426	5.956	7.783	3.588

VISITOR DAYS

SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	M	17.22	18.20	18.77	19.28	9.885	16.29	20.04	18.75	18.14	19.75
All Visitor Types	M	46.37	48.06	49.10	50.06	24.20	38.97	46.10	46.46	45.83	48.08
Share of Total	%	37.1%	37.9%	38.2%	38.5%	40.9%	41.8%	43.5%	40.4%	39.6%	41.1%
Annual Change in Share	%		2.0%	0.9%	0.8%	6.1%	2.3%	4.0%	-7.2%	-1.9%	3.8%
Change in Share from 2016	%		2.0%	2.9%	3.7%	10.0%	12.5%	17.0%	8.7%	6.6%	10.6%
Avg Ann. Change in Share	%		2.0%	1.5%	1.2%	2.5%	2.5%	2.8%	1.2%	0.8%	1.2%

STAYING VISITOR



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STEAM REPORT FOR 2016-2025 - FINAL
GREATER LINCOLNSHIRE

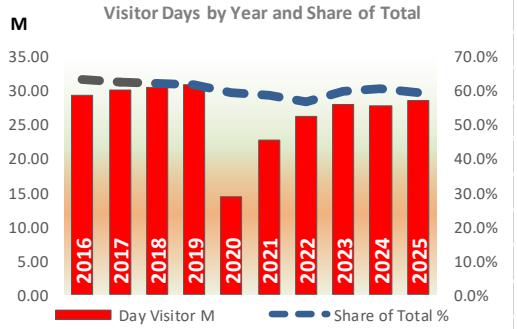
2016 to 2025 | DAY VISITOR | VISITOR DAYS

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 2016 to 2025		-6.2%	-1.3%	6.8%	-6.0%	3.4%	2.9%	-3.0%	-4.1%	-4.6%	-5.3%	-16.2%	-24.0%	-2.8%		0.9%	0.6%	-3.9%	-13.2%
% Change 2024 to 2025		4.5%	-0.7%	3.9%	3.5%	4.8%	-4.0%	6.6%	4.0%	3.5%	1.1%	-2.8%	-2.8%	2.3%	Annual Change	2.6%	1.1%	4.6%	-0.9%
Average Annual Change		-0.7%	-0.1%	0.8%	-0.7%	0.4%	0.3%	-0.3%	-0.5%	-0.5%	-0.6%	-1.8%	-2.7%	-0.3%		0.1%	0.1%	-0.4%	-1.5%
2016	M	1.528	1.931	2.586	2.477	3.291	3.247	3.034	4.569	2.286	1.919	1.205	1.074	29.15		6.046	9.016	9.889	4.197
2017	M	1.542	1.991	2.665	2.574	3.341	3.337	3.042	4.734	2.373	1.939	1.231	1.087	29.86	2.4%	6.198	9.252	10.15	4.256
2018	M	1.582	2.025	2.709	2.553	3.469	3.389	3.102	4.986	2.413	1.957	1.186	0.961	30.33	1.6%	6.316	9.412	10.50	4.103
2019	M	1.618	2.120	2.855	2.591	3.491	3.555	3.091	4.929	2.434	1.998	1.134	0.961	30.78	1.5%	6.593	9.637	10.45	4.094
2020	M	1.538	1.870	1.406	0.233	0.469	0.796	1.058	2.922	1.640	1.305	0.471	0.603	14.31	-53.5%	4.815	1.497	5.619	2.380
2021	M	0.539	0.837	1.294	1.418	2.459	3.095	2.657	4.453	2.285	1.884	0.993	0.772	22.69	58.5%	2.670	6.972	9.395	3.649
2022	M	1.229	1.572	2.386	2.149	2.974	3.152	2.679	4.228	2.040	1.774	1.016	0.862	26.06	14.9%	5.186	8.275	8.947	3.653
2023	M	1.358	1.855	2.623	2.291	3.182	3.369	2.771	4.335	2.234	1.818	1.040	0.835	27.71	6.3%	5.836	8.841	9.340	3.693
2024	M	1.372	1.920	2.657	2.249	3.246	3.481	2.763	4.215	2.107	1.797	1.039	0.839	27.69	-0.1%	5.949	8.976	9.086	3.675
2025	M	1.434	1.907	2.762	2.328	3.402	3.341	2.944	4.382	2.180	1.817	1.010	0.816	28.32	2.3%	6.103	9.072	9.507	3.642

VISITOR DAYS

SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	29.15	29.86	30.33	30.78	14.31	22.69	26.06	27.71	27.69	28.32
All Visitor Types	M	46.37	48.06	49.10	50.06	24.20	38.97	46.10	46.46	45.83	48.08
Share of Total	%	62.9%	62.1%	61.8%	61.5%	59.1%	58.2%	56.5%	59.6%	60.4%	58.9%
Annual Change in Share	%		-1.2%	-0.6%	-0.5%	-3.8%	-1.6%	-2.9%	5.5%	1.3%	-2.5%
Change in Share from 2016	%		-1.2%	-1.7%	-2.2%	-5.9%	-7.4%	-10.1%	-5.1%	-3.9%	-6.3%
Avg Ann. Change in Share	%		-1.2%	-0.9%	-0.7%	-1.5%	-1.5%	-1.7%	-0.7%	-0.5%	-0.7%

DAY VISITOR



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

Direct and Total Employment by Month, Year and Visitor Type for the Period 2016 to 2025

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

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STEAM REPORT FOR 2016-2025 - FINAL

GREATER LINCOLNSHIRE

2016 to 2025

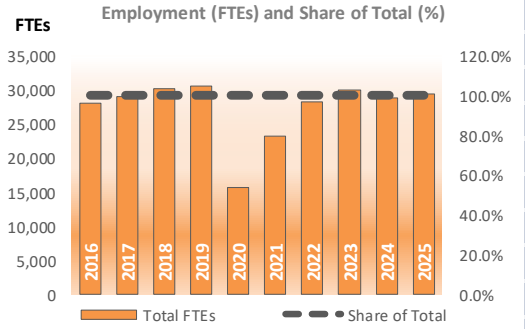
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL																	
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2025	1.2%	0.5%	0.7%	7.7%	7.2%	5.9%	4.2%	4.0%	13.3%	11.1%	-5.0%	-3.0%	4.8%		0.8%	6.9%	6.6%	2.4%
% Change 2024 to 2025	1.5%	-0.1%	0.7%	4.9%	3.3%	-1.7%	4.2%	3.4%	6.7%	3.7%	-2.6%	-1.3%	2.4%	Annual Change	0.7%	1.9%	4.6%	0.6%
Average Annual Change	0.1%	0.1%	0.1%	0.9%	0.8%	0.7%	0.5%	0.4%	1.5%	1.2%	-0.6%	-0.3%	0.5%		0.1%	0.8%	0.7%	0.3%
2016 FTEs	18,895	19,422	25,820	28,549	35,442	35,264	36,072	47,459	31,201	24,574	16,536	17,026	28,022		21,379	33,085	38,244	19,379
2017 FTEs	19,275	19,930	26,153	29,907	36,754	36,338	37,074	49,009	33,347	25,352	16,832	17,552	28,960	3.3%	21,786	34,333	39,810	19,912
2018 FTEs	20,151	20,773	27,062	30,704	39,006	38,088	38,406	52,353	34,426	26,446	17,299	17,540	30,188	4.2%	22,662	35,933	41,728	20,428
2019 FTEs	20,433	21,237	27,951	31,544	39,347	38,967	38,894	51,834	34,059	26,655	17,216	17,542	30,473	0.9%	23,207	36,619	41,596	20,471
2020 FTEs	20,154	19,088	14,855	3,222	5,303	6,972	18,466	36,717	29,879	20,516	5,483	7,737	15,699	-48.5%	18,033	5,166	28,354	11,245
2021 FTEs	5,251	6,569	9,244	13,182	26,991	36,005	35,559	48,515	36,382	28,099	16,165	15,981	23,162	47.5%	7,021	25,393	40,152	20,082
2022 FTEs	17,558	17,303	24,120	28,379	36,257	37,196	36,989	48,562	33,013	25,391	16,307	17,505	28,215	21.8%	19,660	33,944	39,521	19,734
2023 FTEs	19,763	20,372	26,649	31,252	38,706	38,522	36,909	49,701	35,230	27,535	17,070	17,767	29,956	6.2%	22,261	36,160	40,613	20,791
2024 FTEs	18,828	19,533	25,817	29,313	36,786	38,006	36,049	47,745	33,133	26,332	16,129	16,726	28,700	-4.2%	21,393	34,701	38,976	19,729
2025 FTEs	19,114	19,523	25,993	30,756	37,994	37,345	37,573	49,347	35,340	27,308	15,711	16,510	29,376	2.4%	21,543	35,365	40,753	19,843

TOTAL EMPLOYMENT

EMPLOYMENT

SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700	29,376
Total Employment	FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700	29,376
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 2016	%										
Avg Ann. Change in Share	%										

TOTAL



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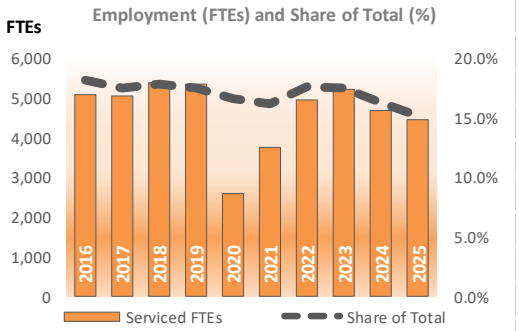
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE		2016 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 2016 to 2025	-11.1%	-13.1%	-12.9%	-12.0%	-8.0%	-10.3%	-12.2%	-13.1%	-13.5%	-12.6%	-14.0%	-11.3%	-12.0%		-12.4%	-10.1%	-12.9%	-12.6%
% Change 2024 to 2025	-2.8%	-3.4%	-2.3%	-5.0%	-4.6%	-3.8%	-3.7%	-5.7%	-5.7%	-6.7%	-6.6%	-4.9%	-4.6%	Annual Change	-2.9%	-4.4%	-5.0%	-6.1%
Average Annual Change	-1.2%	-1.5%	-1.4%	-1.3%	-0.9%	-1.1%	-1.4%	-1.5%	-1.5%	-1.4%	-1.6%	-1.3%	-1.3%		-1.4%	-1.1%	-1.4%	-1.4%
2016 FTEs	4,460	4,820	4,877	4,783	5,010	5,227	5,503	5,922	5,460	5,071	4,869	4,704	5,059		4,719	5,007	5,628	4,882
2017 FTEs	4,449	4,724	4,752	4,828	5,125	5,240	5,424	5,823	5,491	5,088	4,856	4,747	5,045	-0.3%	4,642	5,064	5,579	4,897
2018 FTEs	4,721	5,024	5,025	5,112	5,486	5,601	5,734	6,268	5,783	5,441	5,189	5,070	5,371	6.5%	4,923	5,400	5,928	5,233
2019 FTEs	4,683	4,981	4,994	5,076	5,453	5,571	5,706	6,206	5,702	5,403	5,154	4,958	5,324	-0.9%	4,886	5,367	5,872	5,172
2020 FTEs	4,533	4,619	3,366	1,015	1,223	1,086	2,496	3,621	3,481	3,261	1,319	1,066	2,590	-51.3%	4,173	1,108	3,199	1,882
2021 FTEs	1,508	1,483	1,518	1,623	2,103	5,070	5,304	5,903	5,422	5,211	4,924	4,706	3,731	44.0%	1,503	2,932	5,543	4,947
2022 FTEs	4,068	4,416	4,446	4,558	4,884	5,321	5,480	5,838	5,411	5,178	4,947	4,809	4,946	32.6%	4,310	4,921	5,576	4,978
2023 FTEs	4,579	4,887	4,888	5,004	5,320	5,452	5,563	6,004	5,590	5,270	5,011	4,914	5,207	5.3%	4,784	5,259	5,719	5,065
2024 FTEs	4,081	4,339	4,344	4,430	4,832	4,876	5,017	5,454	5,008	4,752	4,488	4,383	4,667	-10.4%	4,255	4,712	5,160	4,541
2025 FTEs	3,965	4,190	4,246	4,210	4,611	4,689	4,832	5,146	4,725	4,433	4,190	4,171	4,451	-4.6%	4,134	4,503	4,901	4,265

EMPLOYMENT											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	FTEs	5,059	5,045	5,371	5,324	2,590	3,731	4,946	5,207	4,667	4,451
Total Employment	FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700	29,376
Share of Total	%	18.1%	17.4%	17.8%	17.5%	16.5%	16.1%	17.5%	17.4%	16.3%	15.2%
Annual Change in Share	%		-3.5%	2.1%	-1.8%	-5.6%	-2.4%	8.8%	-0.9%	-6.4%	-6.8%
Change in Share from 2016	%		-3.5%	-1.4%	-3.2%	-8.6%	-10.8%	-2.9%	-3.7%	-9.9%	-16.1%
Avg Ann. Change in Share	%		-3.5%	-0.7%	-1.1%	-2.2%	-2.2%	-0.5%	-0.5%	-1.2%	-1.8%

SERVICED ACCOMMODATION



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

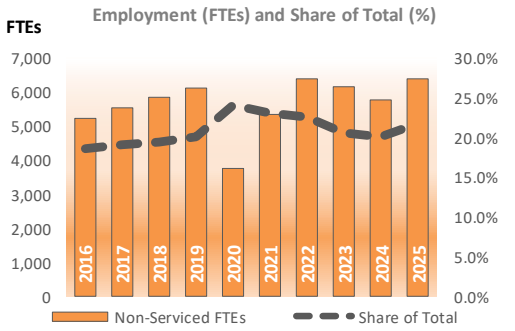
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE										2016 to 2025			NON-SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2025	15.0%	16.1%	-11.6%	36.0%	12.9%	11.9%	17.0%	19.5%	43.9%	47.7%	17.8%	24.8%	22.3%		1.7%	18.5%	26.6%	35.0%
% Change 2024 to 2025	7.4%	15.7%	0.5%	16.5%	8.9%	7.0%	8.2%	10.4%	17.3%	17.2%	6.8%	8.5%	11.1%	Annual Change	6.4%	10.3%	12.2%	12.9%
Average Annual Change	1.7%	1.8%	-1.3%	4.0%	1.4%	1.3%	1.9%	2.2%	4.9%	5.3%	2.0%	2.8%	2.5%		0.2%	2.1%	3.0%	3.9%
2016 FTEs	1,792	1,922	3,852	5,169	7,460	7,464	7,575	9,340	8,018	5,224	2,633	2,091	5,212		2,522	6,698	8,311	3,316
2017 FTEs	1,872	2,057	3,817	5,523	7,881	7,702	8,140	9,723	9,002	5,546	2,676	2,218	5,513	5.8%	2,582	7,036	8,955	3,480
2018 FTEs	1,978	2,168	3,962	5,827	8,493	8,228	8,471	10,482	9,305	5,877	2,841	2,334	5,830	5.8%	2,703	7,516	9,420	3,684
2019 FTEs	2,170	2,303	4,201	6,422	8,867	8,426	9,044	10,684	9,227	6,024	3,089	2,526	6,082	4.3%	2,891	7,905	9,652	3,879
2020 FTEs	2,177	2,142	2,466	631	1,127	1,150	5,981	9,668	10,863	6,167	1,142	1,695	3,768	-38.1%	2,262	969	8,837	3,001
2021 FTEs	219	206	299	2,399	7,450	8,834	8,909	10,753	11,638	7,666	3,151	2,497	5,335	41.6%	241	6,228	10,433	4,438
2022 FTEs	2,208	2,161	3,819	6,355	9,218	9,037	9,488	11,493	10,288	6,236	3,111	2,909	6,360	19.2%	2,729	8,203	10,423	4,085
2023 FTEs	2,219	2,300	3,631	6,710	8,890	8,089	8,343	10,505	10,323	6,932	3,166	2,742	6,154	-3.2%	2,717	7,896	9,723	4,280
2024 FTEs	1,920	1,929	3,388	6,037	7,739	7,806	8,188	10,108	9,838	6,584	2,904	2,405	5,737	-6.8%	2,412	7,194	9,378	3,964
2025 FTEs	2,062	2,232	3,405	7,030	8,426	8,350	8,863	11,159	11,541	7,718	3,103	2,609	6,375	11.1%	2,566	7,936	10,521	4,477

EMPLOYMENT											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	FTEs	5,212	5,513	5,830	6,082	3,768	5,335	6,360	6,154	5,737	6,375
Total Employment	FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700	29,376
Share of Total	%	18.6%	19.0%	19.3%	20.0%	24.0%	23.0%	22.5%	20.5%	20.0%	21.7%
Annual Change in Share	%		2.4%	1.5%	3.3%	20.2%	-4.0%	-2.1%	-8.9%	-2.7%	8.6%
Change in Share from 2016	%		2.4%	3.8%	7.3%	29.0%	23.8%	21.2%	10.5%	7.5%	16.7%
Avg Ann. Change in Share	%		2.4%	1.9%	2.4%	7.3%	4.8%	3.5%	1.5%	0.9%	1.9%

NON-SERVICED ACCOMMODATION



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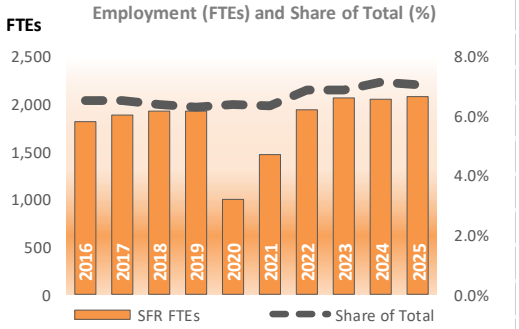
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE										2016 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 2016 to 2025		15.5%	11.0%	6.8%	16.1%	13.3%	12.7%	11.5%	10.2%	17.4%	16.5%	12.9%	17.1%	13.7%		12.5%	14.3%	12.3%	16.1%
% Change 2024 to 2025		1.1%	2.6%	-0.1%	2.7%	0.9%	0.6%	1.0%	1.1%	3.1%	1.2%	-1.0%	0.1%	1.1%	Annual Change	1.2%	1.6%	1.5%	0.1%
Average Annual Change		1.7%	1.2%	0.8%	1.8%	1.5%	1.4%	1.3%	1.1%	1.9%	1.8%	1.4%	1.9%	1.5%		1.4%	1.6%	1.4%	1.8%
2016	FTEs	2,855	1,035	1,197	2,412	1,760	1,473	2,234	2,506	1,419	1,236	1,001	2,627	1,813		1,696	1,882	2,053	1,621
2017	FTEs	2,946	1,052	1,198	2,509	1,851	1,517	2,305	2,557	1,491	1,277	1,027	2,736	1,872	3.3%	1,732	1,959	2,118	1,680
2018	FTEs	3,037	1,082	1,202	2,528	1,896	1,577	2,336	2,602	1,497	1,299	1,068	2,840	1,914	2.2%	1,774	2,000	2,145	1,736
2019	FTEs	3,037	1,072	1,200	2,553	1,901	1,569	2,352	2,585	1,474	1,291	1,073	2,815	1,910	-0.2%	1,770	2,008	2,137	1,727
2020	FTEs	3,258	985	560	142	135	114	1,229	2,066	1,481	1,023	140	863	1,000	-47.7%	1,601	130	1,592	675
2021	FTEs	352	115	128	760	1,547	1,705	2,495	2,781	1,963	1,679	1,146	2,812	1,457	45.7%	198	1,337	2,413	1,879
2022	FTEs	3,000	1,046	1,227	2,563	1,932	1,600	2,390	2,618	1,526	1,299	1,069	2,932	1,934	32.7%	1,757	2,032	2,178	1,767
2023	FTEs	3,294	1,142	1,282	2,770	2,019	1,645	2,445	2,726	1,619	1,420	1,143	3,098	2,050	6.0%	1,906	2,144	2,263	1,887
2024	FTEs	3,259	1,120	1,281	2,727	1,976	1,649	2,466	2,733	1,616	1,422	1,141	3,076	2,039	-0.6%	1,886	2,117	2,271	1,880
2025	FTEs	3,296	1,149	1,279	2,799	1,994	1,659	2,491	2,763	1,666	1,439	1,130	3,077	2,062	1.1%	1,908	2,151	2,307	1,882

EMPLOYMENT											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	FTEs	1,813	1,872	1,914	1,910	1,000	1,457	1,934	2,050	2,039	2,062
Total Employment	FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700	29,376
Share of Total	%	6.5%	6.5%	6.3%	6.3%	6.4%	6.3%	6.9%	6.8%	7.1%	7.0%
Annual Change in Share	%		-0.1%	-1.9%	-1.1%	1.6%	-1.2%	9.0%	-0.1%	3.8%	-1.2%
Change in Share from 2016	%		-0.1%	-2.0%	-3.1%	-1.6%	-2.8%	5.9%	5.8%	9.8%	8.5%
Avg Ann. Change in Share	%		-0.1%	-1.0%	-1.0%	-0.4%	-0.6%	1.0%	0.8%	1.2%	0.9%

SFR



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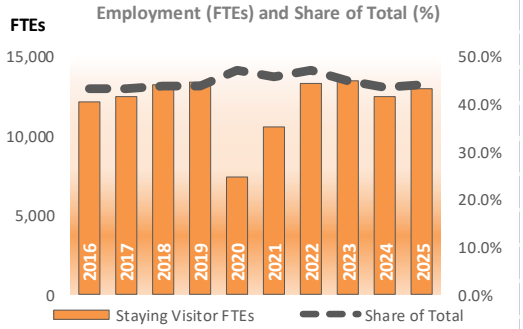
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE													2016 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 2016 to 2025		2.4%	-2.7%	-10.0%	13.5%	5.6%	3.8%	5.7%	7.3%	20.4%	17.9%	-1.0%	4.6%		6.7%		-3.7%	7.4%	10.9%	8.2%
% Change 2024 to 2025		0.7%	2.5%	-0.9%	6.4%	3.3%	2.6%	3.3%	4.2%	8.9%	6.5%	-1.3%	-0.1%		3.6%	Annual Change	0.6%	4.0%	5.5%	2.3%
Average Annual Change		0.3%	-0.3%	-1.1%	1.5%	0.6%	0.4%	0.6%	0.8%	2.3%	2.0%	-0.1%	0.5%		0.7%		-0.4%	0.8%	1.2%	0.9%
2016	FTEs	9,106	7,778	9,926	12,364	14,230	14,163	15,313	17,769	14,897	11,532	8,503	9,422		12,084		8,937	13,586	15,993	9,819
2017	FTEs	9,266	7,833	9,767	12,860	14,857	14,459	15,868	18,103	15,984	11,911	8,559	9,701		12,431	2.9%	8,955	14,059	16,652	10,057
2018	FTEs	9,735	8,273	10,190	13,467	15,875	15,406	16,541	19,352	16,585	12,617	9,098	10,243		13,115	5.5%	9,399	14,916	17,493	10,653
2019	FTEs	9,890	8,356	10,395	14,052	16,220	15,566	17,101	19,475	16,404	12,718	9,316	10,299		13,316	1.5%	9,547	15,279	17,660	10,778
2020	FTEs	9,968	7,746	6,393	1,789	2,485	2,350	9,707	15,355	15,825	10,451	2,601	3,624		7,358	-44.7%	8,036	2,208	13,629	5,559
2021	FTEs	2,079	1,804	1,946	4,781	11,101	15,609	16,707	19,437	19,024	14,556	9,221	10,015		10,523	43.0%	1,943	10,497	18,389	11,264
2022	FTEs	9,276	7,623	9,491	13,476	16,034	15,959	17,358	19,950	17,225	12,712	9,126	10,650		13,240	25.8%	8,797	15,156	18,177	10,830
2023	FTEs	10,092	8,329	9,801	14,484	16,228	15,186	16,351	19,234	17,532	13,623	9,320	10,753		13,411	1.3%	9,407	15,299	17,706	11,232
2024	FTEs	9,260	7,388	9,013	13,194	14,547	14,330	15,671	18,296	16,462	12,758	8,533	9,864		12,443	-7.2%	8,554	14,023	16,810	10,385
2025	FTEs	9,323	7,571	8,929	14,039	15,031	14,698	16,186	19,068	17,932	13,590	8,422	9,857		12,887	3.6%	8,608	14,589	17,729	10,623

EMPLOYMENT											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	FTEs	12,084	12,431	13,115	13,316	7,358	10,523	13,240	13,411	12,443	12,887
Total Employment	FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700	29,376
Share of Total	%	43.1%	42.9%	43.4%	43.7%	46.9%	45.4%	46.9%	44.8%	43.4%	43.9%
Annual Change in Share	%		-0.5%	1.2%	0.6%	7.3%	-3.1%	3.3%	-4.6%	-3.2%	1.2%
Change in Share from 2016	%		-0.5%	0.8%	1.3%	8.7%	5.4%	8.8%	3.8%	0.5%	1.7%
Avg Ann. Change in Share	%		-0.5%	0.4%	0.4%	2.2%	1.1%	1.5%	0.5%	0.1%	0.2%

STAYING VISITOR



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

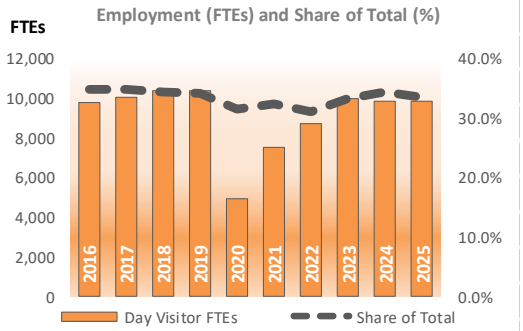
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE										2016 to 2025			DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2025	-2.4%	2.7%	11.1%	-2.2%	7.5%	7.0%	1.0%	-0.2%	-0.8%	-1.5%	-12.8%	-21.0%	1.1%		5.0%	4.7%	0.0%	-9.7%
% Change 2024 to 2025	2.3%	-2.8%	1.7%	1.3%	2.6%	-6.1%	4.3%	1.7%	1.3%	-1.0%	-4.9%	-4.8%	0.1%	Annual Change	0.4%	-1.1%	2.4%	-3.0%
Average Annual Change	-0.3%	0.3%	1.2%	-0.2%	0.8%	0.8%	0.1%	0.0%	-0.1%	-0.2%	-1.4%	-2.3%	0.1%		0.6%	0.5%	0.0%	-1.1%
2016 FTEs	6,109	7,722	10,340	9,904	13,159	12,984	12,130	18,269	9,138	7,671	4,816	4,293	9,711		8,057	12,016	13,179	5,593
2017 FTEs	6,208	8,017	10,729	10,364	13,451	13,436	12,249	19,060	9,554	7,806	4,955	4,375	10,017	3.1%	8,318	12,417	13,621	5,712
2018 FTEs	6,461	8,270	11,059	10,425	14,166	13,841	12,665	20,358	9,853	7,989	4,841	3,922	10,321	3.0%	8,597	12,810	14,292	5,584
2019 FTEs	6,534	8,557	11,527	10,461	14,094	14,351	12,479	19,901	9,826	8,066	4,579	3,881	10,355	0.3%	8,873	12,969	14,069	5,509
2020 FTEs	6,192	7,528	5,659	936	1,888	3,203	4,353	12,336	6,922	5,511	1,989	2,548	4,922	-52.5%	6,459	2,009	7,871	3,349
2021 FTEs	2,218	3,441	5,321	5,560	9,639	12,134	10,415	17,458	8,956	7,384	3,892	3,028	7,454	51.4%	3,660	9,111	12,276	4,768
2022 FTEs	4,915	6,286	9,541	8,596	11,892	12,606	10,714	16,911	8,159	7,097	4,065	3,449	8,686	16.5%	6,914	11,031	11,928	4,870
2023 FTEs	5,830	7,966	11,263	9,837	13,662	14,466	11,896	18,613	9,595	7,806	4,467	3,585	9,916	14.2%	8,353	12,655	13,368	5,286
2024 FTEs	5,830	8,160	11,291	9,558	13,796	14,792	11,743	17,914	8,955	7,635	4,415	3,566	9,805	-1.1%	8,427	12,715	12,871	5,205
2025 FTEs	5,962	7,932	11,486	9,683	14,150	13,896	12,245	18,226	9,068	7,555	4,199	3,393	9,816	0.1%	8,460	12,576	13,180	5,049

EMPLOYMENT											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	FTEs	9,711	10,017	10,321	10,355	4,922	7,454	8,686	9,916	9,805	9,816
Total Employment	FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700	29,376
Share of Total	%	34.7%	34.6%	34.2%	34.0%	31.4%	32.2%	30.8%	33.1%	34.2%	33.4%
Annual Change in Share	%		-0.2%	-1.2%	-0.6%	-7.7%	2.6%	-4.3%	7.5%	3.2%	-2.2%
Change in Share from 2016	%		-0.2%	-1.3%	-2.0%	-9.5%	-7.1%	-11.2%	-4.5%	-1.4%	-3.6%
Avg Ann. Change in Share	%		-0.2%	-0.7%	-0.7%	-2.4%	-1.4%	-1.9%	-0.6%	-0.2%	-0.4%

DAY VISITOR



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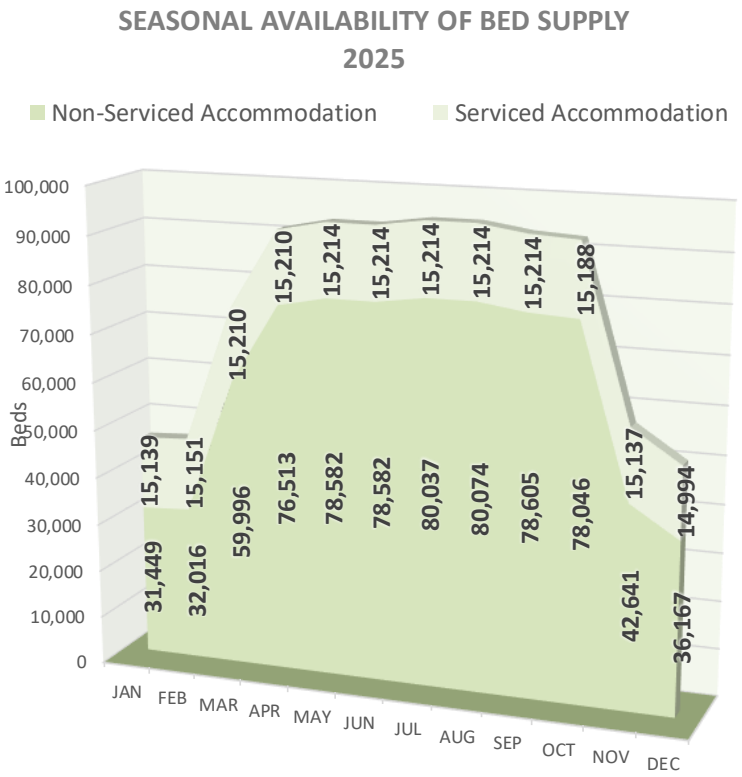
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE	2025	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE

SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2016	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	598	15,214	-38	-466	-226	-1,220
+50 Room	27	4,902	-1	-142	+4	+921
11-50 Room	127	5,733	-4	-37	-20	-459
<10 Room	444	4,579	-33	-287	-210	-1,682

NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2016	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	856	80,049	+40	+1,978	+45	+4,647
Self catering	514	17,083	+44	+420	-2	+522
Static caravans/chalets	0	33,650	0	+1,114	0	+2,025
Touring caravans/camping	342	29,316	-4	+444	+47	+2,100
Youth Hostels	2	30	0	0	0	-11

DISTRIBUTION BY TYPE OF ACCOMMODATION 2025	2025		Change on 2024		Change on 2016	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	1,454	95,263	+2	+1,512	-181	+3,427
Serviced Accommodation Share of Total	41%	16%				
Non-Serviced Accommodation Share of Total	59%	84%				



SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	46,588	47,167	75,206	91,723	93,796	93,796	95,251	95,288	93,819	93,233	57,778	51,161
Serviced Accommodation	15,139	15,151	15,210	15,210	15,214	15,214	15,214	15,214	15,214	15,188	15,137	14,994
Non-Serviced Accommodation	31,449	32,016	59,996	76,513	78,582	78,582	80,037	80,074	78,605	78,046	42,641	36,167

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

Report Sections With Historic Financial Data Indexed to 2025 Prices

Sections:

Comparative Headlines
Key Measures
Economic Impact
Sectoral Analysis

Visitor Types:

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

Indexation:

Indexation to: 2025

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 2016-2025 - FINAL
GREATER LINCOLNSHIRE

Comparing 2025 and 2024
2024 in 2025 prices (1.036)

COMPARATIVE HEADLINES

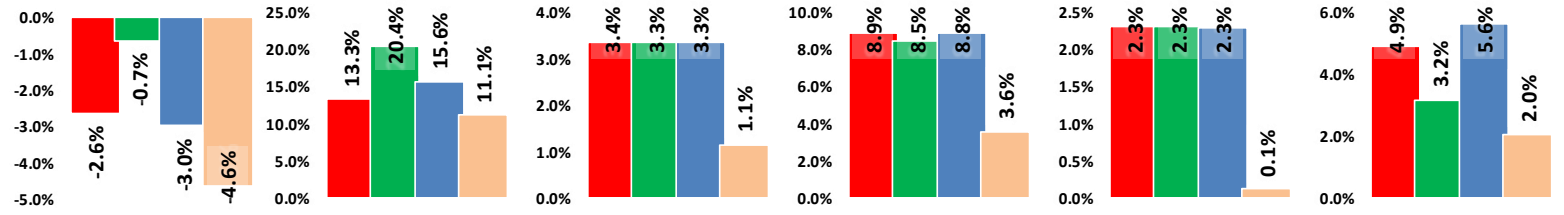
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - INDEXED TO 2025

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

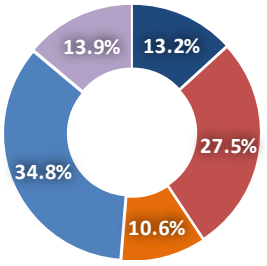
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	2.304	2.366	-2.6%	13.05	11.52	13.3%	4.399	4.256	3.4%	19.75	18.14	8.9%	28.32	27.69	2.3%	48.08	45.83	4.9%
Visitor Numbers	M	1.142	1.150	-0.7%	1.940	1.611	20.4%	1.779	1.721	3.3%	4.862	4.482	8.5%	28.32	27.69	2.3%	33.19	32.17	3.2%
Direct Expenditure	£Bn																2.409	2.281	5.6%
Economic Impact	£Bn	0.362	0.373	-3.0%	1.047	0.906	15.6%	0.321	0.310	3.3%	1.729	1.589	8.8%	1.571	1.536	2.3%	3.300	3.125	5.6%
Direct Employment	FTEs	4,451	4,667	-4.6%	6,375	5,737	11.1%	2,062	2,039	1.1%	12,887	12,443	3.6%	9,816	9,805	0.1%	22,704	22,248	2.0%
Total Employment	FTEs																29,376	28,700	2.4%

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 - £Bn including VAT Indexed to 2025



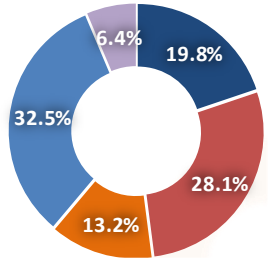
Accommodation
Food & Drink
Recreation
Shopping
Transport

Direct Expenditure Categories

2025	2024	+/- %	Sectors	2025	2024	+/- %
0.318	0.286	11.3%	Accommodation	4,500	4,493	0.2%
0.662	0.631	4.9%	Food & Drink	6,386	6,220	2.7%
0.256	0.245	4.6%	Recreation	2,996	2,927	2.4%
0.839	0.801	4.7%	Shopping	7,378	7,202	2.4%
0.335	0.319	4.9%	Transport	1,443	1,405	2.7%
2.409	**2.281**	**5.6%**	**TOTAL DIRECT**	**22,704**	**22,248**	**2.0%**
0.892	0.844	5.7%	Indirect	6,673	6,452	3.4%
3.300	**3.125**	**5.6%**	**TOTAL**	**29,376**	**28,700**	**2.4%**

Sectoral Distribution of Employment - FTEs

Accommodation
Food & Drink
Recreation
Shopping
Transport



Direct Employment Categories

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STEAM REPORT FOR 2016-2025 - FINAL
GREATER LINCOLNSHIRE

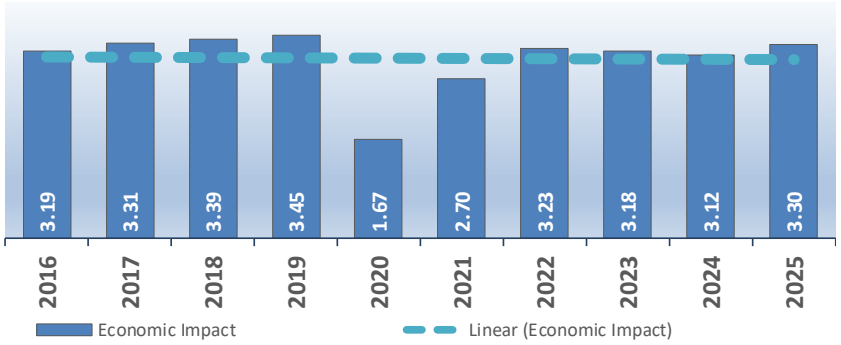
2016 to 2025
2025 Prices

TOTAL

KEY MEASURES
Indexed

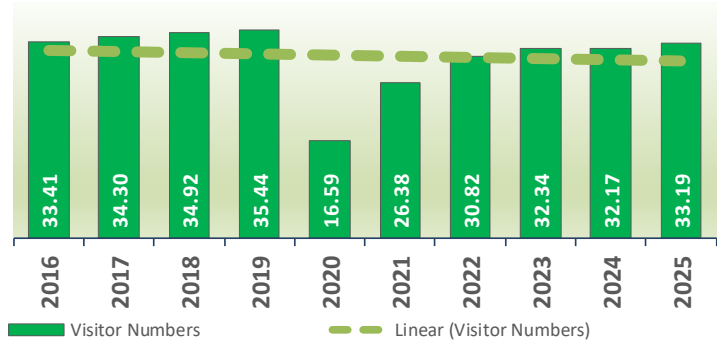
Economic Impact - Indexed - Total

	% Change Year on Year
2017	3.9%
2018	2.3%
2019	1.9%
2020	-51.5%
2021	61.6%
2022	19.5%
2023	-1.6%
2024	-1.8%
2025	5.6%



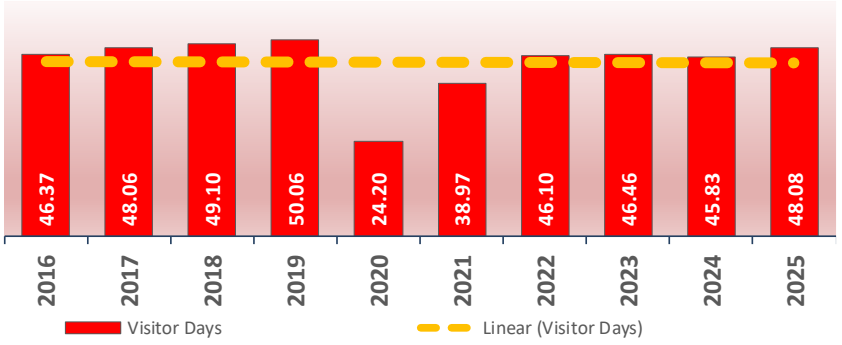
Visitor Numbers - Total

	% Change Year on Year
2017	2.7%
2018	1.8%
2019	1.5%
2020	-53.2%
2021	59.0%
2022	16.8%
2023	4.9%
2024	-0.5%
2025	3.2%



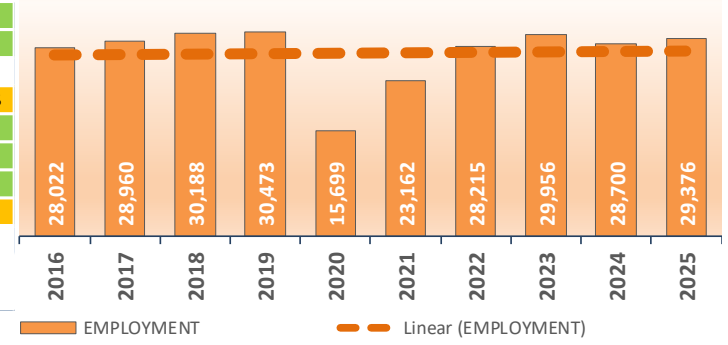
Visitor Days - Total

	% Change Year on Year
2017	3.6%
2018	2.2%
2019	1.9%
2020	-51.7%
2021	61.1%
2022	18.3%
2023	0.8%
2024	-1.4%
2025	4.9%



Total Employment Supported - Total

	% Change Year on Year
2017	3.3%
2018	4.2%
2019	0.9%
2020	-48.5%
2021	47.5%
2022	21.8%
2023	6.2%
2024	-4.2%
2025	2.4%



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		3.9%	6.3%	8.4%	-47.5%	-15.2%	1.4%	-0.2%	-1.9%	3.6%
Visitor Numbers		2.7%	4.5%	6.1%	-50.3%	-21.1%	-7.8%	-3.2%	-3.7%	-0.7%
Visitor Days		3.6%	5.9%	8.0%	-47.8%	-15.9%	-0.6%	0.2%	-1.2%	3.7%
Total Employment		3.3%	7.7%	8.7%	-44.0%	-17.3%	0.7%	6.9%	2.4%	4.8%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2016-2025 - FINAL
GREATER LINCOLNSHIRE

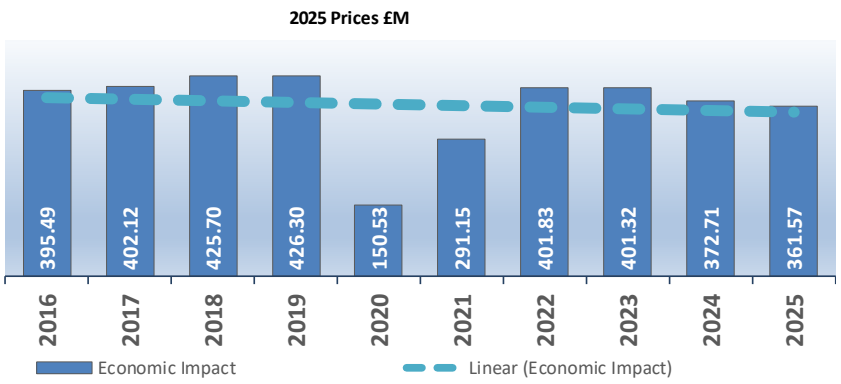
2016 to 2025
2025 Prices

SERVICED ACCOMMODATION

KEY MEASURES
Indexed

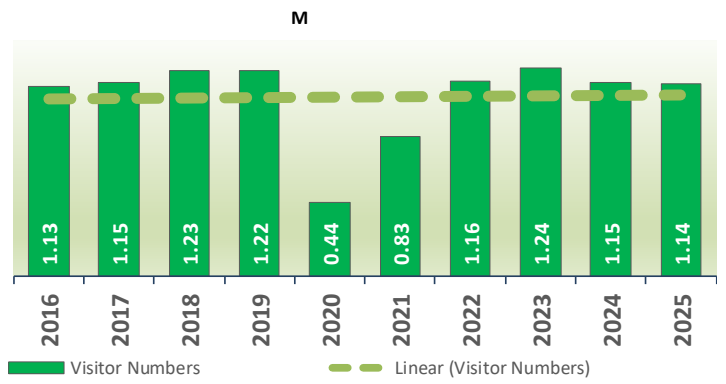
Economic Impact - Indexed - Serviced Accommodation

	% Change Year on Year
2017	1.7%
2018	5.9%
2019	0.1%
2020	-64.7%
2021	93.4%
2022	38.0%
2023	-0.1%
2024	-7.1%
2025	-3.0%



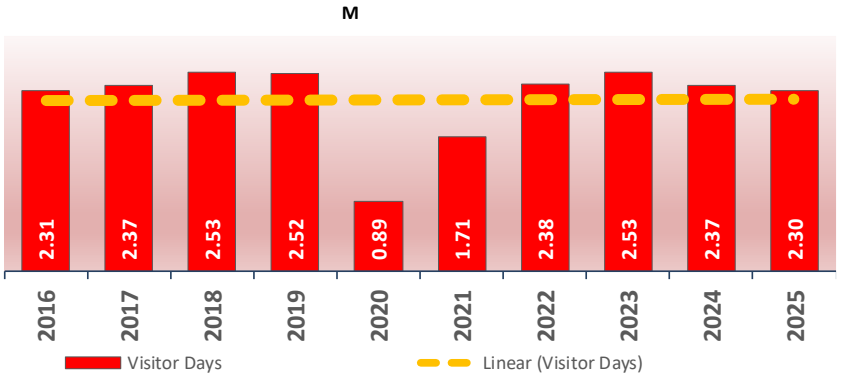
Visitor Numbers - Serviced Accommodation

	% Change Year on Year
2017	2.0%
2018	6.7%
2019	-0.6%
2020	-63.9%
2021	89.1%
2022	39.4%
2023	6.8%
2024	-7.2%
2025	-0.7%



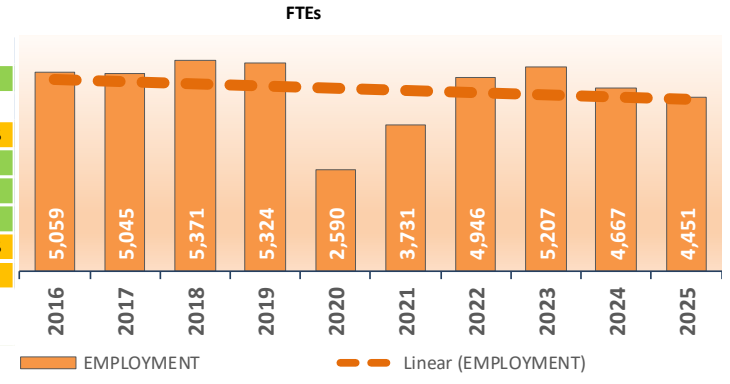
Visitor Days - Serviced Accommodation

	% Change Year on Year
2017	2.4%
2018	7.0%
2019	-0.6%
2020	-64.8%
2021	92.4%
2022	39.6%
2023	6.3%
2024	-6.6%
2025	-2.6%



Direct Employment Supported - Serviced Accommodation

	% Change Year on Year
2017	-0.3%
2018	6.5%
2019	-0.9%
2020	-51.3%
2021	44.0%
2022	32.6%
2023	5.3%
2024	-10.4%
2025	-4.6%



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		1.7%	7.6%	7.8%	-61.9%	-26.4%	1.6%	1.5%	-5.8%	-8.6%
Visitor Numbers		2.0%	8.9%	8.2%	-61.0%	-26.2%	2.9%	9.9%	2.0%	1.4%
Visitor Days		2.4%	9.7%	9.0%	-61.6%	-26.1%	3.2%	9.7%	2.5%	-0.2%
Direct Employment		-0.3%	6.2%	5.2%	-48.8%	-26.2%	-2.2%	2.9%	-7.7%	-12.0%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2016-2025 - FINAL
GREATER LINCOLNSHIRE

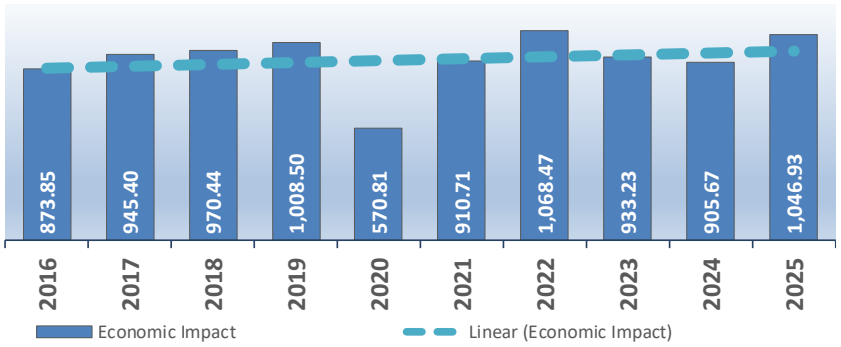
2016 to 2025
2025 Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Indexed

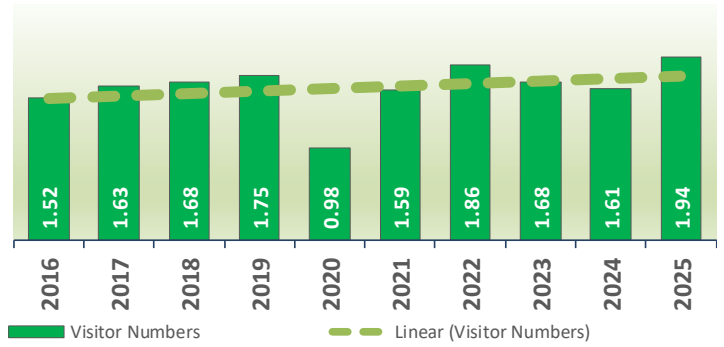
Economic Impact - Indexed - Non-Serviced Accommodation

	% Change Year on Year
2017	8.2%
2018	2.6%
2019	3.9%
2020	-43.4%
2021	59.5%
2022	17.3%
2023	-12.7%
2024	-3.0%
2025	15.6%



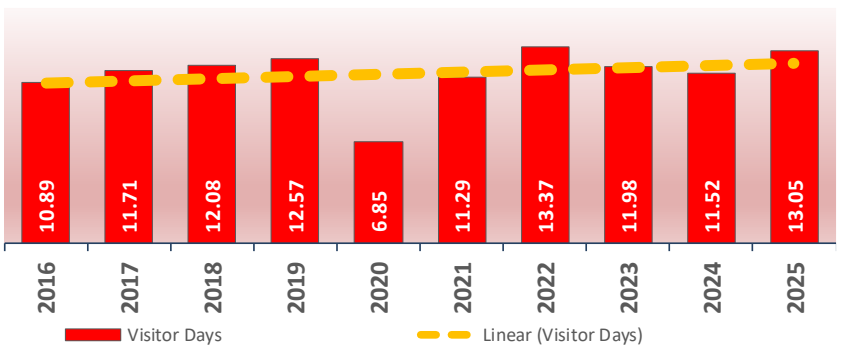
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2017	7.6%
2018	3.1%
2019	3.9%
2020	-44.2%
2021	63.5%
2022	16.8%
2023	-10.0%
2024	-3.9%
2025	20.4%



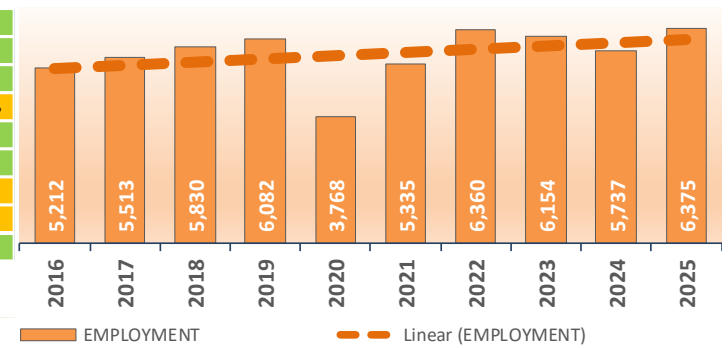
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2017	7.5%
2018	3.2%
2019	4.0%
2020	-45.5%
2021	64.7%
2022	18.4%
2023	-10.4%
2024	-3.8%
2025	13.3%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2017	5.8%
2018	5.8%
2019	4.3%
2020	-38.1%
2021	41.6%
2022	19.2%
2023	-3.2%
2024	-6.8%
2025	11.1%



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		8.2%	11.1%	15.4%	-34.7%	4.2%	22.3%	6.8%	3.6%	19.8%
Visitor Numbers		7.6%	11.0%	15.4%	-35.7%	5.2%	22.9%	10.6%	6.3%	28.0%
Visitor Days		7.5%	10.9%	15.4%	-37.1%	3.6%	22.7%	10.0%	5.8%	19.8%
Direct Employment		5.8%	11.9%	16.7%	-27.7%	2.4%	22.0%	18.1%	10.1%	22.3%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2016-2025 - FINAL
GREATER LINCOLNSHIRE

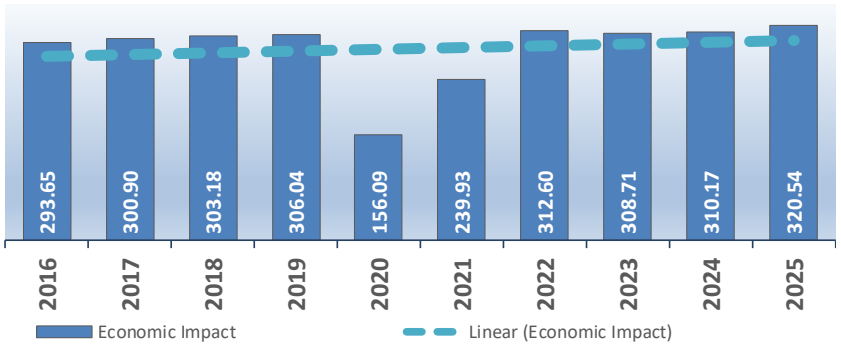
2016 to 2025
2025 Prices

SFR

KEY MEASURES
Indexed

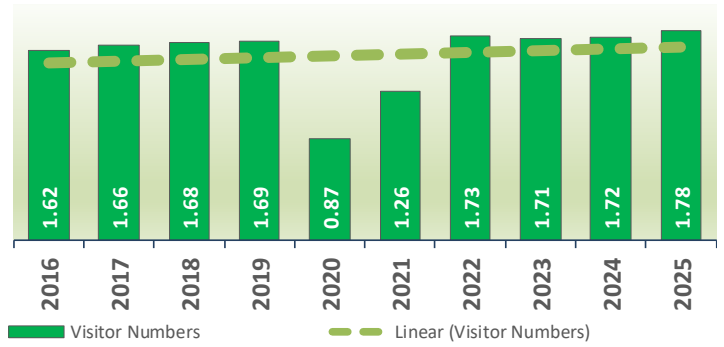
Economic Impact - Indexed - SFR

	% Change Year on Year
2017	2.5%
2018	0.8%
2019	0.9%
2020	-49.0%
2021	53.7%
2022	30.3%
2023	-1.2%
2024	0.5%
2025	3.3%



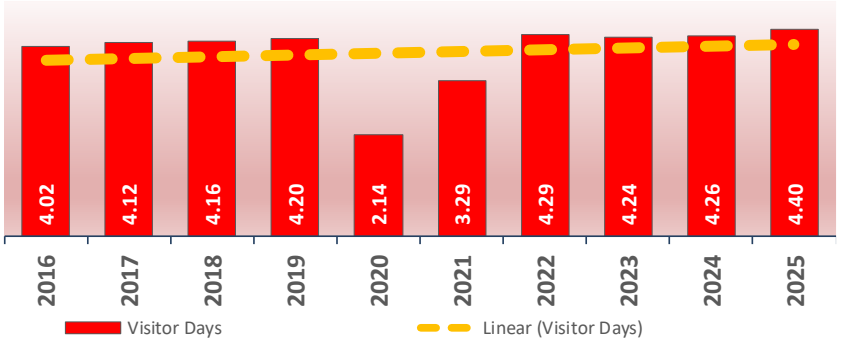
Visitor Numbers - SFR

	% Change Year on Year
2017	2.8%
2018	0.9%
2019	1.0%
2020	-48.9%
2021	46.0%
2022	37.3%
2023	-1.2%
2024	0.5%
2025	3.3%



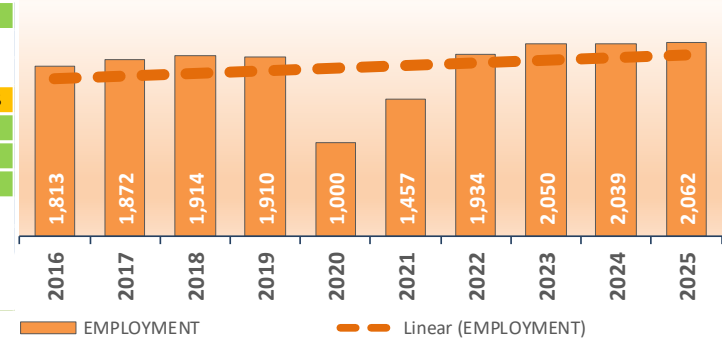
Visitor Days - SFR

	% Change Year on Year
2017	2.6%
2018	0.8%
2019	1.0%
2020	-48.9%
2021	53.5%
2022	30.4%
2023	-1.2%
2024	0.5%
2025	3.4%



Direct Employment Supported - SFR

	% Change Year on Year
2017	3.3%
2018	2.2%
2019	-0.2%
2020	-47.7%
2021	45.7%
2022	32.7%
2023	6.0%
2024	-0.6%
2025	1.1%



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		2.5%	3.2%	4.2%	-46.8%	-18.3%	6.5%	5.1%	5.6%	9.2%
Visitor Numbers		2.8%	3.7%	4.7%	-46.5%	-22.0%	7.2%	5.8%	6.3%	9.9%
Visitor Days		2.6%	3.4%	4.4%	-46.7%	-18.1%	6.7%	5.4%	5.9%	9.5%
Direct Employment		3.3%	5.6%	5.4%	-44.9%	-19.6%	6.7%	13.1%	12.5%	13.7%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2016-2025 - FINAL
GREATER LINCOLNSHIRE

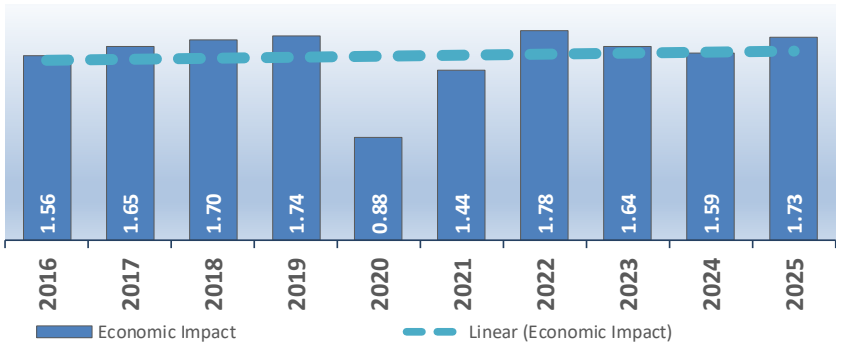
2016 to 2025
2025 Prices

STAYING VISITOR

KEY MEASURES
Indexed

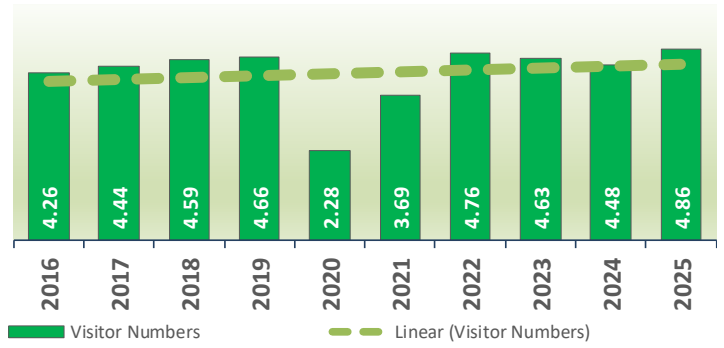
Economic Impact - Indexed - Staying Visitor

	% Change Year on Year
2017	5.5%
2018	3.1%
2019	2.4%
2020	-49.6%
2021	64.3%
2022	23.7%
2023	-7.8%
2024	-3.3%
2025	8.8%



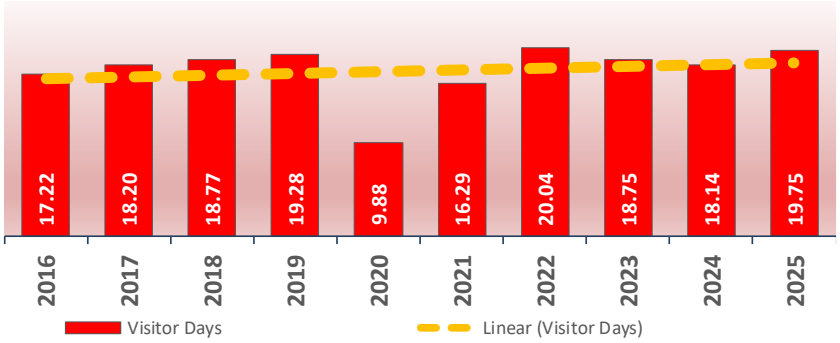
Visitor Numbers - Staying Visitor

	% Change Year on Year
2017	4.3%
2018	3.2%
2019	1.6%
2020	-51.1%
2021	61.8%
2022	28.9%
2023	-2.7%
2024	-3.2%
2025	8.5%



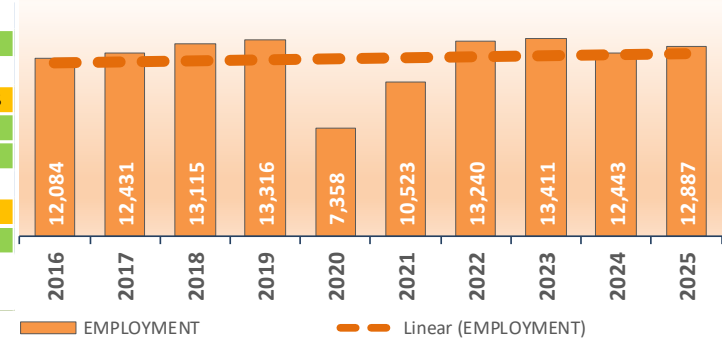
Visitor Days - Staying Visitor

	% Change Year on Year
2017	5.7%
2018	3.1%
2019	2.7%
2020	-48.7%
2021	64.7%
2022	23.0%
2023	-6.4%
2024	-3.2%
2025	8.9%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2017	2.9%
2018	5.5%
2019	1.5%
2020	-44.7%
2021	43.0%
2022	25.8%
2023	1.3%
2024	-7.2%
2025	3.6%



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		5.5%	8.7%	11.4%	-43.9%	-7.8%	14.1%	5.1%	1.6%	10.6%
Visitor Numbers		4.3%	7.7%	9.4%	-46.5%	-13.4%	11.6%	8.6%	5.2%	14.1%
Visitor Days		5.7%	9.0%	12.0%	-42.6%	-5.4%	16.4%	8.9%	5.4%	14.7%
Direct Employment		2.9%	8.5%	10.2%	-39.1%	-12.9%	9.6%	11.0%	3.0%	6.7%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2016-2025 - FINAL
GREATER LINCOLNSHIRE

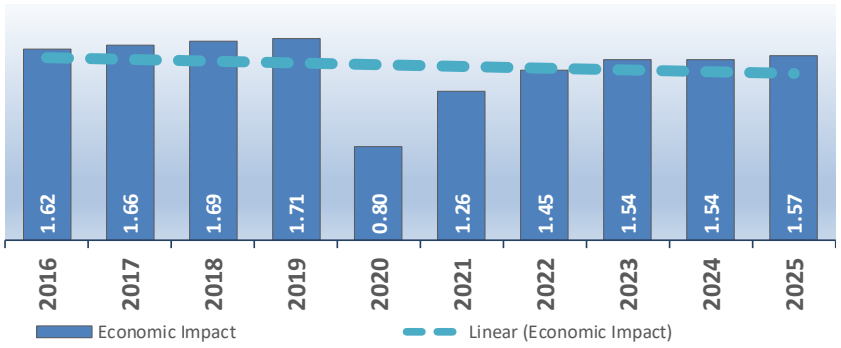
2016 to 2025
2025 Prices

DAY VISITOR

KEY MEASURES
Indexed

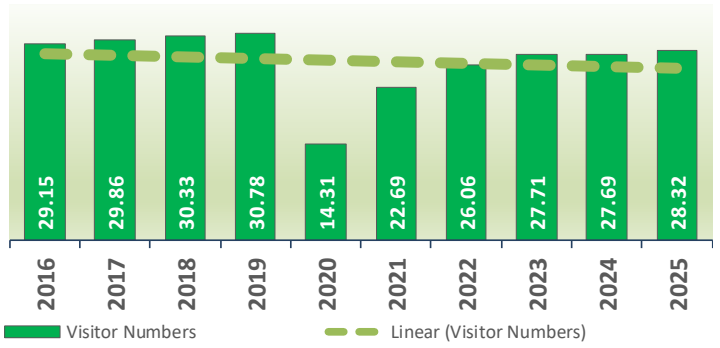
Economic Impact - Indexed - Day Visitor

	% Change Year on Year
2017	2.4%
2018	1.6%
2019	1.4%
2020	-53.5%
2021	58.6%
2022	14.8%
2023	6.2%
2024	-0.1%
2025	2.3%



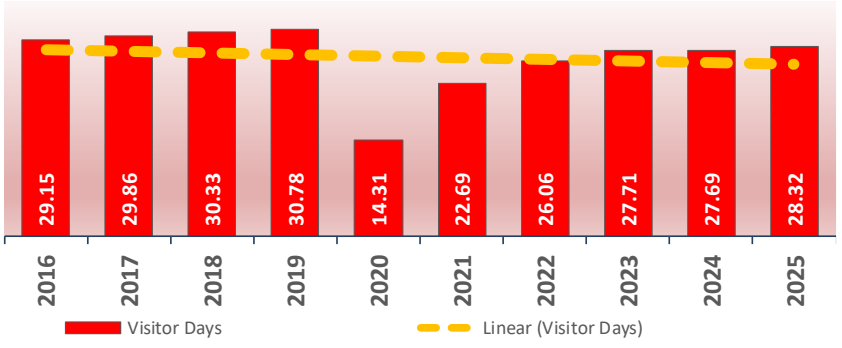
Visitor Numbers - Day Visitor

	% Change Year on Year
2017	2.4%
2018	1.6%
2019	1.5%
2020	-53.5%
2021	58.5%
2022	14.9%
2023	6.3%
2024	-0.1%
2025	2.3%



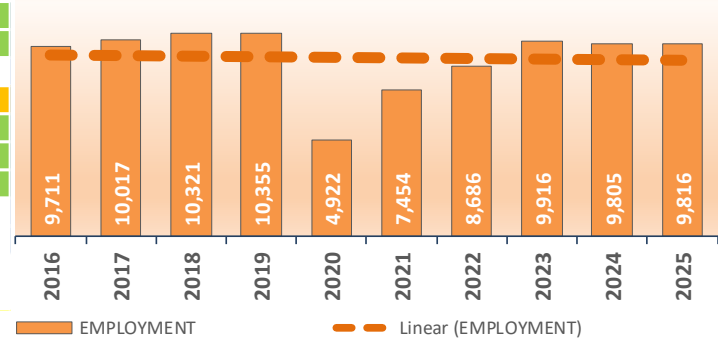
Visitor Days - Day Visitor

	% Change Year on Year
2017	2.4%
2018	1.6%
2019	1.5%
2020	-53.5%
2021	58.5%
2022	14.9%
2023	6.3%
2024	-0.1%
2025	2.3%



Direct Employment Supported - Day Visitor

	% Change Year on Year
2017	3.1%
2018	3.0%
2019	0.3%
2020	-52.5%
2021	51.4%
2022	16.5%
2023	14.2%
2024	-1.1%
2025	0.1%



% Change from 2016	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		2.4%	4.0%	5.5%	-51.0%	-22.3%	-10.8%	-5.2%	-5.3%	-3.2%
Visitor Numbers		2.4%	4.1%	5.6%	-50.9%	-22.2%	-10.6%	-4.9%	-5.0%	-2.8%
Visitor Days		2.4%	4.1%	5.6%	-50.9%	-22.2%	-10.6%	-4.9%	-5.0%	-2.8%
Direct Employment		3.1%	6.3%	6.6%	-49.3%	-23.2%	-10.6%	2.1%	1.0%	1.1%

"Linear" = *Linear Trendline*

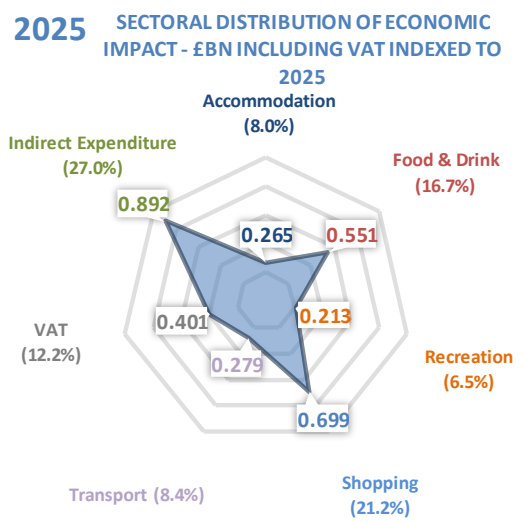
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STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE	2016 to 2025 2025 Prices	TOTAL	SECTORAL ANALYSIS Indexed

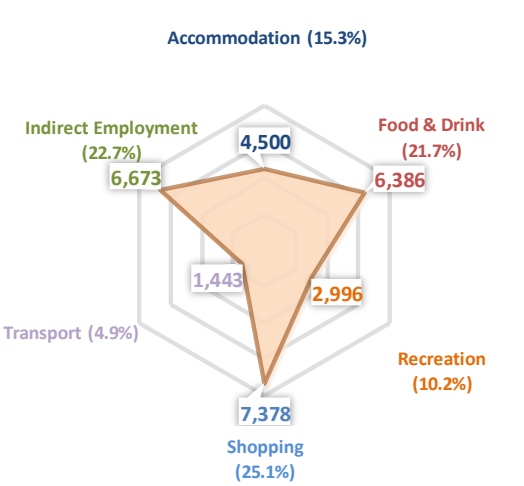
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2025

SECTOR / YEAR		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£Bn	0.256	0.271	0.278	0.284	0.157	0.231	0.284	0.247	0.238	0.265
Food & Drink	£Bn	0.528	0.547	0.561	0.572	0.292	0.449	0.535	0.536	0.526	0.551
Recreation	£Bn	0.205	0.213	0.218	0.223	0.113	0.174	0.207	0.208	0.204	0.213
Shopping	£Bn	0.677	0.701	0.716	0.729	0.350	0.565	0.668	0.676	0.668	0.699
Transport	£Bn	0.267	0.277	0.283	0.289	0.141	0.227	0.270	0.270	0.266	0.279
Direct Revenue	£Bn	1.934	2.009	2.057	2.097	1.052	1.647	1.964	1.936	1.901	2.007
VAT	£Bn	0.387	0.402	0.411	0.419	0.166	0.323	0.393	0.387	0.380	0.401
Direct Expenditure	£Bn	2.320	2.411	2.469	2.516	1.217	1.970	2.357	2.323	2.281	2.409
Indirect Expenditure	£Bn	0.866	0.899	0.919	0.936	0.456	0.733	0.874	0.858	0.844	0.892
TOTAL	£Bn	3.186	3.310	3.387	3.452	1.673	2.703	3.231	3.181	3.125	3.300



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	4,941	4,863	5,178	5,280	3,197	4,033	5,040	5,094	4,493	4,500
Food & Drink	FTEs	5,877	6,138	6,382	6,430	3,270	4,901	5,963	6,407	6,220	6,386
Recreation	FTEs	2,776	2,896	3,014	3,039	1,534	2,308	2,797	3,018	2,927	2,996
Shopping	FTEs	6,874	7,163	7,422	7,469	3,575	5,626	6,785	7,366	7,202	7,378
Transport	FTEs	1,328	1,387	1,439	1,453	704	1,109	1,341	1,441	1,405	1,443
Direct Employment	FTEs	21,795	22,448	23,436	23,671	12,280	17,977	21,926	23,327	22,248	22,704
Indirect Employment	FTEs	6,227	6,513	6,752	6,802	3,420	5,185	6,289	6,630	6,452	6,673
TOTAL	FTEs	28,022	28,960	30,188	30,473	15,699	23,162	28,215	29,956	28,700	29,376



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

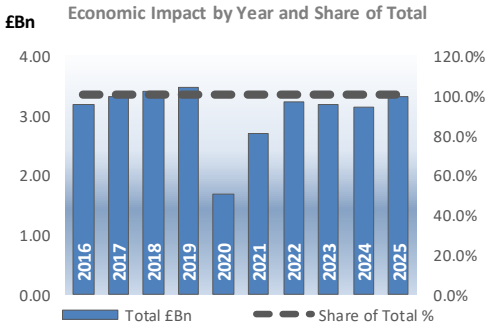
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STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE		2016 to 2025 2025 Prices											TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		TOTAL																
An increase of 3% or more		ECONOMIC IMPACT £Bn - INDEXED TO 2025 / PERCENTAGE CHANGES																
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2016 to 2025		1.0%	-0.7%	-2.3%	8.2%	5.8%	4.1%	2.1%	1.5%	12.5%	10.6%	-6.5%	-3.3%	3.6%		-0.9%	5.8%	4.6%	2.1%
% Change 2024 to 2025		4.5%	3.1%	3.4%	9.3%	6.6%	1.1%	8.0%	6.6%	10.3%	5.7%	-0.8%	1.1%	5.6%	Annual Change	3.6%	5.3%	8.1%	2.8%
Average Annual Change		0.1%	-0.1%	-0.3%	0.9%	0.6%	0.5%	0.2%	0.2%	1.4%	1.2%	-0.7%	-0.4%	0.4%		-0.1%	0.6%	0.5%	0.2%
2016	£Bn	0.158	0.167	0.235	0.265	0.342	0.342	0.370	0.493	0.308	0.227	0.138	0.141	3.186		0.560	0.949	1.170	0.506
2017	£Bn	0.162	0.172	0.238	0.280	0.357	0.353	0.382	0.507	0.333	0.237	0.141	0.148	3.310	3.9%	0.572	0.991	1.221	0.526
2018	£Bn	0.167	0.176	0.241	0.282	0.374	0.365	0.386	0.532	0.336	0.242	0.142	0.143	3.387	2.3%	0.584	1.021	1.255	0.528
2019	£Bn	0.171	0.182	0.252	0.294	0.381	0.377	0.396	0.531	0.334	0.247	0.142	0.144	3.452	1.9%	0.605	1.053	1.261	0.533
2020	£Bn	0.171	0.162	0.117	0.020	0.038	0.057	0.180	0.363	0.286	0.179	0.036	0.062	1.673	-51.5%	0.451	0.116	0.830	0.277
2021	£Bn	0.039	0.054	0.081	0.121	0.270	0.355	0.370	0.512	0.369	0.266	0.135	0.131	2.703	61.6%	0.173	0.746	1.251	0.532
2022	£Bn	0.145	0.145	0.217	0.267	0.356	0.364	0.383	0.503	0.330	0.237	0.135	0.148	3.231	19.5%	0.508	0.988	1.216	0.520
2023	£Bn	0.155	0.163	0.223	0.274	0.351	0.349	0.348	0.476	0.326	0.242	0.133	0.139	3.181	-1.6%	0.542	0.974	1.151	0.514
2024	£Bn	0.153	0.161	0.222	0.262	0.340	0.352	0.350	0.469	0.314	0.237	0.130	0.135	3.125	-1.8%	0.536	0.954	1.133	0.502
2025	£Bn	0.160	0.166	0.230	0.287	0.362	0.356	0.378	0.500	0.346	0.251	0.129	0.137	3.300	5.6%	0.555	1.005	1.224	0.516

ECONOMIC IMPACT - INDEXED TO 2025											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	£Bn	3.186	3.310	3.387	3.452	1.673	2.703	3.231	3.181	3.125	3.300
All Visitor Types	£Bn	3.186	3.310	3.387	3.452	1.673	2.703	3.231	3.181	3.125	3.300
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%										
Change in Share from 2016	%										
Avg Ann. Change in Share	%										

TOTAL



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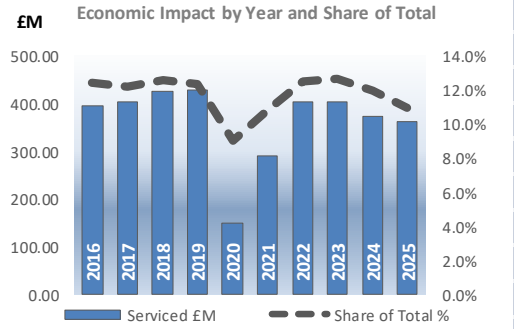
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STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE		2016 to 2025 2025 Prices	SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed

ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2025	2.2%	-12.4%	-11.0%	-6.7%	5.1%	-4.5%	-8.1%	-12.3%	-16.3%	-11.2%	-14.4%	-4.6%	-8.6%		-8.2%	-1.9%	-12.1%	-10.3%
% Change 2024 to 2025	2.6%	1.4%	6.1%	-4.2%	-2.7%	-0.6%	0.5%	-4.0%	-6.2%	-9.9%	-10.3%	-4.8%	-3.0%	Annual Change	3.4%	-2.3%	-3.1%	-8.5%
Average Annual Change	0.2%	-1.4%	-1.2%	-0.7%	0.6%	-0.5%	-0.9%	-1.4%	-1.8%	-1.2%	-1.6%	-0.5%	-1.0%		-0.9%	-0.2%	-1.3%	-1.1%
2016 £M	18.88	27.49	28.36	25.91	30.95	35.64	45.83	55.08	40.67	32.83	28.48	25.37	395.49		74.73	92.50	141.58	86.69
2017 £M	19.79	26.25	26.63	27.76	34.69	36.94	44.39	52.79	41.89	34.25	29.33	27.40	402.12	1.7%	72.67	99.39	139.08	90.98
2018 £M	21.04	27.95	27.66	28.89	37.42	39.59	45.62	56.48	43.00	36.93	31.68	29.43	425.70	5.9%	76.65	105.90	145.11	98.04
2019 £M	20.90	27.66	27.78	28.94	37.60	39.93	46.92	57.27	42.21	37.04	31.85	28.20	426.30	0.1%	76.34	106.47	146.40	97.09
2020 £M	21.11	26.71	11.68	2.457	3.762	3.498	11.06	26.92	19.85	16.09	4.169	3.237	150.53	-64.7%	59.49	9.716	57.83	23.49
2021 £M	3.950	4.883	5.591	6.026	10.24	32.19	41.33	54.98	40.07	36.53	29.98	25.37	291.15	93.4%	14.42	48.45	136.39	91.89
2022 £M	16.17	24.24	24.94	26.67	33.62	38.39	47.35	54.98	39.88	36.12	31.08	28.40	401.83	38.0%	65.36	98.68	142.21	95.59
2023 £M	20.42	26.55	26.54	28.26	34.94	37.42	43.65	52.01	39.63	34.56	29.49	27.84	401.32	-0.1%	73.51	100.62	135.30	91.89
2024 £M	18.81	23.74	23.80	25.22	33.44	34.23	41.87	50.32	36.30	32.35	27.19	25.45	372.71	-7.1%	66.35	92.89	128.48	84.99
2025 £M	19.30	24.07	25.25	24.17	32.54	34.04	42.10	48.32	34.06	29.15	24.38	24.22	361.57	-3.0%	68.61	90.75	124.47	77.74

ECONOMIC IMPACT - INDEXED TO 2025											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	395.49	402.12	425.70	426.30	150.53	291.15	401.83	401.32	372.71	361.57
All Visitor Types	£Bn	3.186	3.310	3.387	3.452	1.673	2.703	3.231	3.181	3.125	3.300
Share of Total	%	12.4%	12.1%	12.6%	12.3%	9.0%	10.8%	12.4%	12.6%	11.9%	11.0%
Annual Change in Share	%		-2.1%	3.4%	-1.7%	-27.1%	19.7%	15.5%	1.4%	-5.5%	-8.2%
Change in Share from 2016	%		-2.1%	1.2%	-0.5%	-27.5%	-13.2%	0.2%	1.6%	-3.9%	-11.8%
Avg Ann. Change in Share	%		-2.1%	0.6%	-0.2%	-6.9%	-2.6%	0.0%	0.2%	-0.5%	-1.3%

SERVICED ACCOMMODATION



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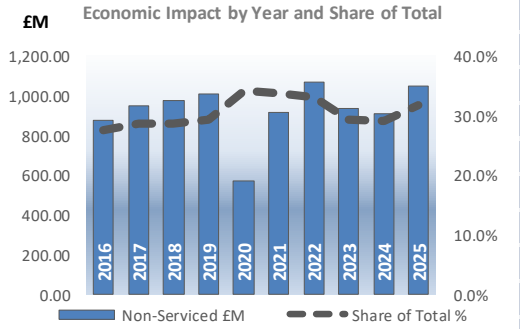
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE		2016 to 2025 2025 Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed

ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2016 to 2025	16.7%	18.1%	-24.9%	41.5%	10.0%	8.8%	11.8%	14.9%	40.7%	45.3%	19.2%	36.0%	19.8%		-7.3%	17.3%	21.8%	37.5%
% Change 2024 to 2025	9.3%	27.7%	-0.1%	25.1%	13.9%	11.5%	13.3%	15.1%	20.9%	17.3%	10.5%	12.8%	15.6%	Annual Change	8.9%	16.1%	16.5%	15.1%
Average Annual Change	1.9%	2.0%	-2.8%	4.6%	1.1%	1.0%	1.3%	1.7%	4.5%	5.0%	2.1%	4.0%	2.2%		-0.8%	1.9%	2.4%	4.2%
2016 £M	15.64	17.92	47.28	68.30	104.30	104.26	126.11	150.79	120.60	70.41	28.29	19.94	873.85		80.83	276.86	397.50	118.65
2017 £M	17.34	20.76	47.26	75.31	112.04	108.85	137.70	157.92	139.09	76.98	29.49	22.67	945.40	8.2%	85.36	296.19	434.71	129.14
2018 £M	17.58	21.04	47.10	77.40	118.39	113.77	137.78	165.36	139.40	79.30	30.30	23.02	970.44	2.6%	85.72	309.56	442.54	132.62
2019 £M	19.68	22.12	50.19	86.86	123.92	116.38	146.24	166.76	136.90	80.98	33.34	25.14	1,008.50	3.9%	91.99	327.15	449.90	139.46
2020 £M	21.41	17.91	20.08	2.974	6.461	6.862	94.42	148.91	156.65	77.48	3.625	14.04	570.81	-43.4%	59.40	16.30	399.97	95.14
2021 £M	0.539	0.541	1.384	24.97	101.66	126.01	147.31	172.42	175.52	101.97	34.36	24.02	910.71	59.5%	2.465	252.65	495.26	160.35
2022 £M	20.90	19.60	43.31	86.17	130.67	127.54	155.25	178.47	156.16	84.79	33.48	32.13	1,068.47	17.3%	83.81	344.38	489.88	150.41
2023 £M	18.51	19.61	35.65	83.82	114.21	101.57	120.58	150.62	142.63	88.41	31.39	26.23	933.23	-12.7%	73.77	299.61	413.83	146.03
2024 £M	16.70	16.57	35.52	77.24	100.72	101.77	124.49	150.59	140.33	87.18	30.50	24.06	905.67	-3.0%	68.78	279.74	415.41	141.74
2025 £M	18.25	21.16	35.50	96.66	114.72	113.48	141.04	173.30	169.69	102.28	33.71	27.13	1,046.93	15.6%	74.91	324.87	484.03	163.13

ECONOMIC IMPACT - INDEXED TO 2025											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	873.85	945.40	970.44	1,008.50	570.81	910.71	1,068.47	933.23	905.67	1,046.93
All Visitor Types	£Bn	3.186	3.310	3.387	3.452	1.673	2.703	3.231	3.181	3.125	3.300
Share of Total	%	27.4%	28.6%	28.6%	29.2%	34.1%	33.7%	33.1%	29.3%	29.0%	31.7%
Annual Change in Share	%		4.1%	0.3%	2.0%	16.8%	-1.3%	-1.9%	-11.3%	-1.2%	9.4%
Change in Share from 2016	%		4.1%	4.4%	6.5%	24.4%	22.8%	20.6%	7.0%	5.7%	15.6%
Avg Ann. Change in Share	%		4.1%	2.2%	2.2%	6.1%	4.6%	3.4%	1.0%	0.7%	1.7%

NON-SERVICED ACCOMMODATION



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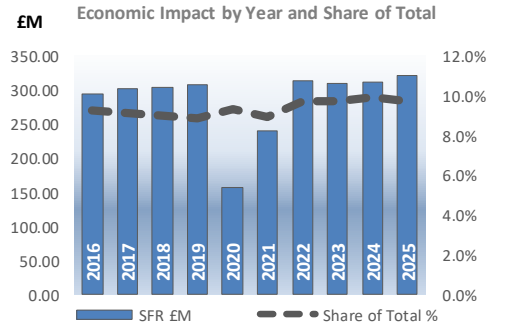
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE										2016 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 2016 to 2025	11.0%	6.6%	2.4%	11.4%	8.7%	8.2%	7.0%	5.7%	12.6%	11.7%	8.4%	12.5%	9.2%		8.1%	9.7%	7.8%	11.5%
% Change 2024 to 2025	3.3%	4.9%	2.1%	4.9%	3.1%	2.8%	3.2%	3.3%	5.4%	3.4%	1.1%	2.2%	3.3%	Annual Change	3.4%	3.8%	3.8%	2.3%
Average Annual Change	1.2%	0.7%	0.3%	1.3%	1.0%	0.9%	0.8%	0.6%	1.4%	1.3%	0.9%	1.4%	1.0%		0.9%	1.1%	0.9%	1.3%
2016 £M	38.28	13.95	16.13	32.42	23.73	19.94	30.24	34.03	19.26	16.70	13.53	35.44	293.65		68.36	76.08	83.53	65.67
2017 £M	39.21	14.07	16.02	33.47	24.75	20.37	30.95	34.45	20.07	17.13	13.78	36.62	300.90	2.5%	69.30	78.60	85.47	67.53
2018 £M	39.86	14.26	15.83	33.22	24.98	20.91	30.92	34.52	19.87	17.16	14.14	37.50	303.18	0.8%	69.95	79.11	85.31	68.81
2019 £M	40.32	14.29	15.98	33.93	25.32	21.03	31.48	34.69	19.78	17.26	14.36	37.60	306.04	0.9%	70.59	80.28	85.95	69.22
2020 £M	43.36	13.17	7.451	1.899	1.804	1.538	16.08	26.30	18.85	12.98	1.784	10.87	156.09	-49.0%	63.98	5.241	61.23	25.63
2021 £M	4.555	1.491	1.660	10.38	21.19	23.50	34.32	38.36	27.07	23.06	15.75	38.59	239.93	53.7%	7.705	55.07	99.75	77.40
2022 £M	40.19	14.08	16.47	34.37	25.98	21.65	32.28	35.46	20.66	17.52	14.43	39.51	312.60	30.3%	70.74	82.00	88.40	71.45
2023 £M	41.11	14.31	16.04	34.59	25.28	20.73	30.76	34.38	20.42	17.83	14.38	38.88	308.71	-1.2%	71.46	80.60	85.55	71.09
2024 £M	41.10	14.18	16.19	34.41	25.00	20.99	31.34	34.82	20.58	18.04	14.51	39.01	310.17	0.5%	71.47	80.40	86.75	71.56
2025 £M	42.47	14.87	16.52	36.10	25.78	21.58	32.35	35.98	21.68	18.66	14.67	39.87	320.54	3.3%	73.87	83.46	90.01	73.20

ECONOMIC IMPACT - INDEXED TO 2025										
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	293.65	300.90	303.18	306.04	156.09	239.93	312.60	308.71	310.17	320.54
All Visitor Types	£Bn	3.186	3.310	3.387	3.452	1.673	2.703	3.231	3.181	3.125	3.300
Share of Total	%	9.2%	9.1%	9.0%	8.9%	9.3%	8.9%	9.7%	9.7%	9.9%	9.7%
Annual Change in Share	%		-1.4%	-1.5%	-1.0%	5.3%	-4.9%	9.0%	0.3%	2.3%	-2.2%
Change in Share from 2016	%		-1.4%	-2.9%	-3.8%	1.2%	-3.7%	5.0%	5.3%	7.7%	5.4%
Avg Ann. Change in Share	%		-1.4%	-1.4%	-1.3%	0.3%	-0.7%	0.8%	0.8%	1.0%	0.6%

SFR



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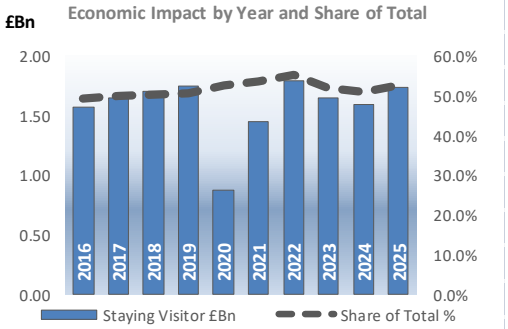
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE													2016 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 £Bn - 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 2016 to 2025		9.9%	1.2%	-15.8%	23.9%	8.9%	5.8%	6.6%	7.4%	24.9%	25.1%	3.5%	13.0%	10.6%		-2.9%	12.0%	12.2%	15.9%
% Change 2024 to 2025		4.5%	10.3%	2.3%	14.7%	8.7%	7.7%	9.0%	9.3%	14.3%	9.1%	0.8%	3.1%	8.8%	Annual Change	5.2%	10.2%	10.8%	5.3%
Average Annual Change		1.1%	0.1%	-1.8%	2.7%	1.0%	0.6%	0.7%	0.8%	2.8%	2.8%	0.4%	1.4%	1.2%		-0.3%	1.3%	1.4%	1.8%
2016	£Bn	0.073	0.059	0.092	0.127	0.159	0.160	0.202	0.240	0.181	0.120	0.070	0.081	1.563		0.224	0.445	0.623	0.271
2017	£Bn	0.076	0.061	0.090	0.137	0.171	0.166	0.213	0.245	0.201	0.128	0.073	0.087	1.648	5.5%	0.227	0.474	0.659	0.288
2018	£Bn	0.078	0.063	0.091	0.140	0.181	0.174	0.214	0.256	0.202	0.133	0.076	0.090	1.699	3.1%	0.232	0.495	0.673	0.299
2019	£Bn	0.081	0.064	0.094	0.150	0.187	0.177	0.225	0.259	0.199	0.135	0.080	0.091	1.741	2.4%	0.239	0.514	0.682	0.306
2020	£Bn	0.086	0.058	0.039	0.007	0.012	0.012	0.122	0.202	0.195	0.107	0.010	0.028	0.877	-49.6%	0.183	0.031	0.519	0.144
2021	£Bn	0.009	0.007	0.009	0.041	0.133	0.182	0.223	0.266	0.243	0.162	0.080	0.088	1.442	64.3%	0.025	0.356	0.731	0.330
2022	£Bn	0.077	0.058	0.085	0.147	0.190	0.188	0.235	0.269	0.217	0.138	0.079	0.100	1.783	23.7%	0.220	0.525	0.720	0.317
2023	£Bn	0.080	0.060	0.078	0.147	0.174	0.160	0.195	0.237	0.203	0.141	0.075	0.093	1.643	-7.8%	0.219	0.481	0.635	0.309
2024	£Bn	0.077	0.054	0.076	0.137	0.159	0.157	0.198	0.236	0.197	0.138	0.072	0.089	1.589	-3.3%	0.207	0.453	0.631	0.298
2025	£Bn	0.080	0.060	0.077	0.157	0.173	0.169	0.215	0.258	0.225	0.150	0.073	0.091	1.729	8.8%	0.217	0.499	0.699	0.314

ECONOMIC IMPACT - INDEXED TO 2025											
SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£Bn	1.563	1.648	1.699	1.741	0.877	1.442	1.783	1.643	1.589	1.729
All Visitor Types	£Bn	3.186	3.310	3.387	3.452	1.673	2.703	3.231	3.181	3.125	3.300
Share of Total	%	49.1%	49.8%	50.2%	50.4%	52.5%	53.3%	55.2%	51.7%	50.8%	52.4%
Annual Change in Share	%		1.5%	0.7%	0.5%	4.0%	1.7%	3.4%	-6.4%	-1.6%	3.1%
Change in Share from 2016	%		1.5%	2.3%	2.8%	6.9%	8.7%	12.5%	5.3%	3.6%	6.8%
Avg Ann. Change in Share	%		1.5%	1.1%	0.9%	1.7%	1.7%	2.1%	0.8%	0.5%	0.8%

STAYING VISITOR



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

STEAM REPORT FOR 2016-2025 - FINAL GREATER LINCOLNSHIRE		2016 to 2025 2025 Prices	DAY VISITOR	ECONOMIC IMPACT Indexed

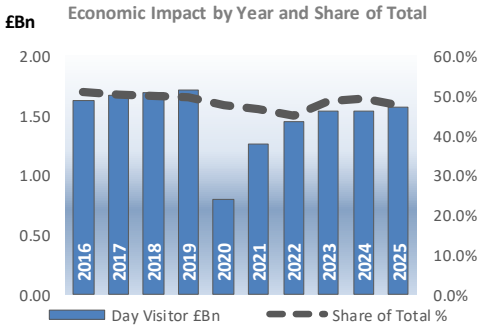
ECONOMIC IMPACT BY:	MONTH AND QUARTER	CALENDAR YEAR	QUARTER
KEY	DAY VISITOR		
An increase of 3% or more	ECONOMIC IMPACT £Bn - INDEXED TO 2025 / PERCENTAGE CHANGES		
Less than 3% change	Q1 / Q2 / Q3 / Q4	TOTAL / % Change	
A Fall of 3% or more	JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC		Q1 Q2 Q3 Q4
% Change 2016 to 2025	-6.5% -1.8% 6.3% -6.3% 3.2% 2.6% -3.2% -4.2% -5.1% -5.7% -16.9% -24.9%	-3.2%	0.5% 0.4% -4.1% -13.9%
% Change 2024 to 2025	4.6% -0.7% 4.0% 3.5% 4.8% -4.2% 6.6% 4.0% 3.5% 1.1% -2.8% -2.7%	2.3%	2.6% 1.0% 4.7% -0.9%
Average Annual Change	-0.7% -0.2% 0.7% -0.7% 0.4% 0.3% -0.4% -0.5% -0.6% -0.6% -1.9% -2.8%	-0.4%	0.1% 0.0% -0.5% -1.5%

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	Annual Change	Q1	Q2	Q3	Q4
2016	£Bn	0.085	0.108	0.144	0.138	0.183	0.182	0.168	0.253	0.127	0.107	0.067	0.061	1.623		0.336	0.504	0.548	0.235
2017	£Bn	0.086	0.111	0.148	0.144	0.186	0.187	0.169	0.262	0.132	0.108	0.069	0.061	1.661	2.4%	0.345	0.517	0.562	0.238
2018	£Bn	0.088	0.113	0.150	0.143	0.193	0.190	0.172	0.276	0.134	0.109	0.066	0.054	1.688	1.6%	0.351	0.526	0.582	0.229
2019	£Bn	0.090	0.118	0.158	0.145	0.194	0.200	0.171	0.273	0.135	0.111	0.063	0.054	1.712	1.4%	0.366	0.539	0.579	0.228
2020	£Bn	0.085	0.104	0.078	0.013	0.026	0.045	0.059	0.161	0.091	0.073	0.026	0.034	0.795	-53.5%	0.268	0.085	0.311	0.132
2021	£Bn	0.030	0.047	0.072	0.079	0.137	0.174	0.147	0.246	0.127	0.105	0.055	0.043	1.261	58.6%	0.149	0.390	0.520	0.203
2022	£Bn	0.068	0.087	0.132	0.120	0.166	0.177	0.148	0.234	0.113	0.099	0.056	0.048	1.448	14.8%	0.288	0.462	0.495	0.203
2023	£Bn	0.075	0.103	0.145	0.128	0.177	0.189	0.153	0.239	0.124	0.101	0.058	0.046	1.538	6.2%	0.323	0.494	0.516	0.205
2024	£Bn	0.076	0.106	0.147	0.125	0.180	0.195	0.153	0.233	0.117	0.100	0.058	0.047	1.536	-0.1%	0.329	0.501	0.502	0.204
2025	£Bn	0.080	0.106	0.153	0.130	0.189	0.187	0.163	0.242	0.121	0.101	0.056	0.045	1.571	2.3%	0.338	0.506	0.525	0.202

ECONOMIC IMPACT - INDEXED TO 2025

SHARE OF MARKET		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£Bn	1.623	1.661	1.688	1.712	0.795	1.261	1.448	1.538	1.536	1.571
All Visitor Types	£Bn	3.186	3.310	3.387	3.452	1.673	2.703	3.231	3.181	3.125	3.300
Share of Total	%	50.9%	50.2%	49.8%	49.6%	47.5%	46.7%	44.8%	48.3%	49.2%	47.6%
Annual Change in Share	%		-1.5%	-0.7%	-0.5%	-4.1%	-1.9%	-3.9%	7.9%	1.7%	-3.2%
Change in Share from 2016	%		-1.5%	-2.2%	-2.7%	-6.7%	-8.4%	-12.0%	-5.1%	-3.5%	-6.5%
Avg Ann. Change in Share	%		-1.5%	-1.1%	-0.9%	-1.7%	-1.7%	-2.0%	-0.7%	-0.4%	-0.7%

DAY VISITOR



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

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