STEAM REPORT FOR 2014-2025 - FINAL

Final

CITY OF LINCOLN COUNCIL

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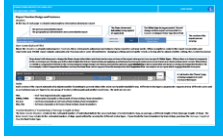
Email: cathryn.j@gtsuk.co.uk

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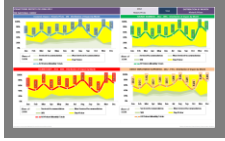
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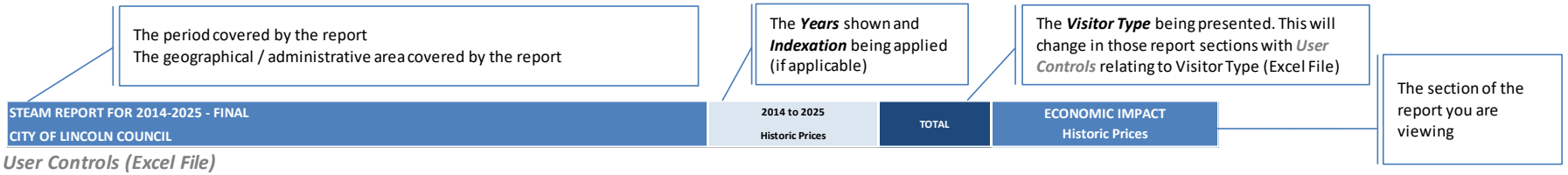
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Report Section Design and Features

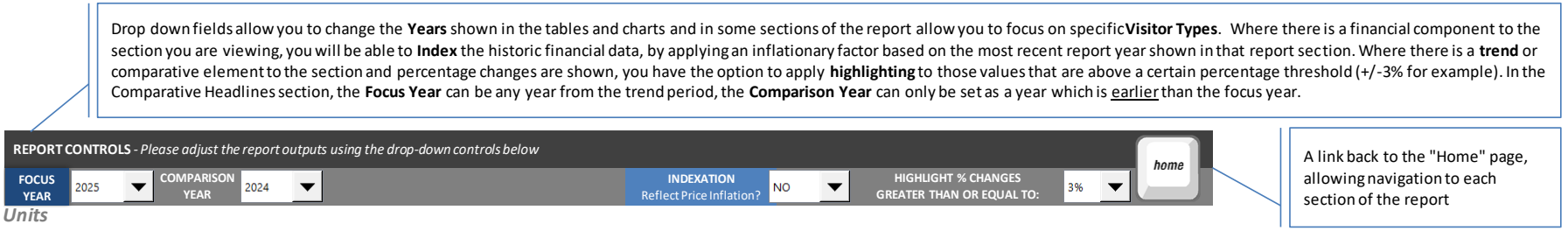
Headers

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Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

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Comparing 2025 and 2024
All £'s Historic Prices

COMPARATIVE HEADLINES

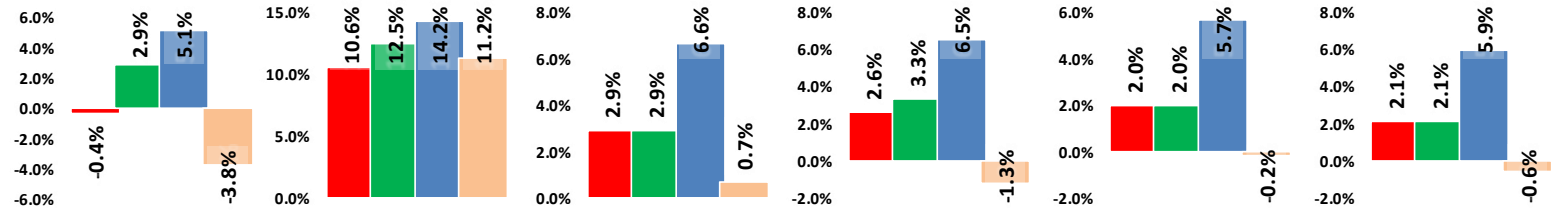
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

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

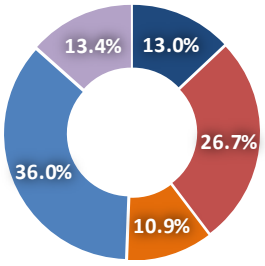
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.285	0.286	-0.4%	0.104	0.094	10.6%	0.402	0.391	2.9%	0.791	0.771	2.6%	3.645	3.574	2.0%	4.436	4.345	2.1%
Visitor Numbers	M	0.151	0.147	2.9%	0.016	0.014	12.5%	0.170	0.165	2.9%	0.337	0.326	3.3%	3.645	3.574	2.0%	3.981	3.900	2.1%
Direct Expenditure	£M																219.11	206.86	5.9%
Economic Impact	£M	56.02	53.31	5.1%	10.85	9.495	14.2%	28.56	26.79	6.6%	95.43	89.60	6.5%	196.25	185.71	5.7%	291.68	275.30	5.9%
Direct Employment	FTEs	425	441	-3.8%	67	60	11.2%	186	185	0.7%	678	686	-1.3%	1,263	1,266	-0.2%	1,941	1,952	-0.6%
Total Employment	FTEs																2,484	2,494	-0.4%

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

KEY
Visitor Days
Visitor Numbers
Total Economic Impact
Direct Employment



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



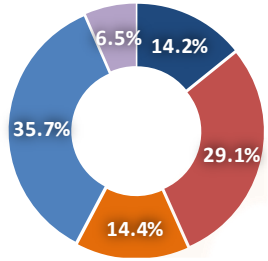
Accommodation
Food & Drink
Recreation
Shopping
Transport

Direct Expenditure Categories

Sectors	2025	2024	+/- %
Accommodation	28.40	26.43	7.5%
Food & Drink	58.55	55.42	5.7%
Recreation	23.89	22.63	5.6%
Shopping	78.86	74.60	5.7%
Transport	29.41	27.79	5.9%
TOTAL DIRECT	**219.11**	**206.86**	**5.9%**
Indirect	72.57	68.45	6.0%
TOTAL	**291.68**	**275.30**	**5.9%**

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	275	283	-2.8%
Food & Drink	565	566	-0.2%
Recreation	280	281	-0.3%
Shopping	694	695	-0.2%
Transport	127	127	0.0%
TOTAL DIRECT	**1,941**	**1,952**	**-0.6%**
Indirect	543	542	0.1%
TOTAL	**2,484**	**2,494**	**-0.4%**



Accommodation
Food & Drink
Recreation
Shopping
Transport

Direct Employment Categories

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

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

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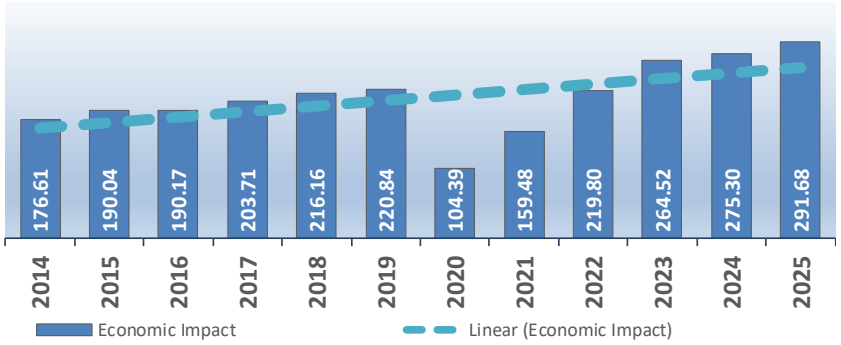
2014 to 2025
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

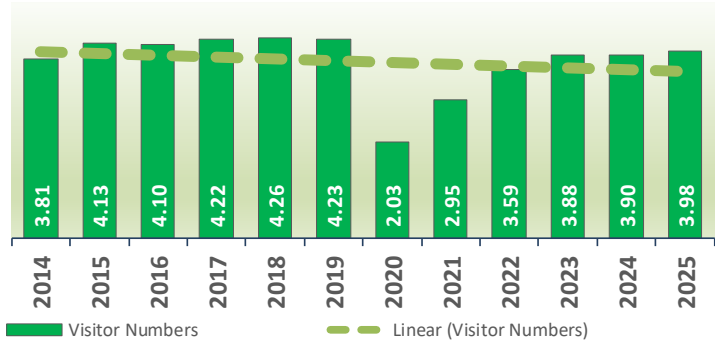
Economic Impact - Historic Prices - Total

	% Change Year on Year
2015	7.6%
2016	0.1%
2017	7.1%
2018	6.1%
2019	2.2%
2020	-52.7%
2021	52.8%
2022	37.8%
2023	20.3%
2024	4.1%
2025	5.9%



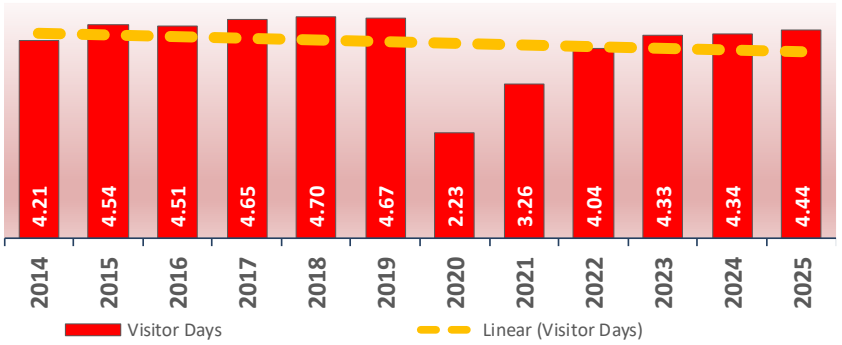
Visitor Numbers - Total

	% Change Year on Year
2015	8.6%
2016	-0.8%
2017	2.9%
2018	1.0%
2019	-0.8%
2020	-52.0%
2021	45.1%
2022	21.7%
2023	8.2%
2024	0.4%
2025	2.1%



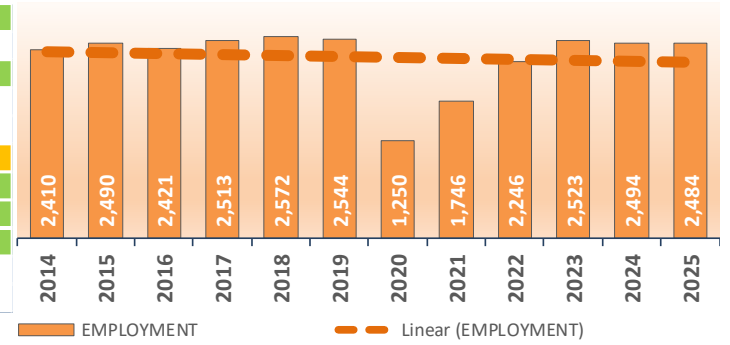
Visitor Days - Total

	% Change Year on Year
2015	7.8%
2016	-0.7%
2017	3.2%
2018	1.0%
2019	-0.7%
2020	-52.3%
2021	46.4%
2022	23.9%
2023	7.1%
2024	0.4%
2025	2.1%



Total Employment Supported - Total

	% Change Year on Year
2015	3.3%
2016	-2.8%
2017	3.8%
2018	2.4%
2019	-1.1%
2020	-50.8%
2021	39.6%
2022	28.6%
2023	12.3%
2024	-1.1%
2025	-0.4%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		7.6%	7.7%	15.3%	22.4%	25.0%	-40.9%	-9.7%	24.5%	49.8%	55.9%	65.2%
Visitor Numbers		8.6%	7.7%	10.8%	11.9%	11.0%	-46.7%	-22.6%	-5.8%	2.0%	2.4%	4.5%
Visitor Days		7.8%	7.0%	10.3%	11.5%	10.8%	-47.1%	-22.6%	-4.1%	2.7%	3.1%	5.3%
Total Employment		3.3%	0.4%	4.3%	6.7%	5.5%	-48.1%	-27.6%	-6.8%	4.7%	3.5%	3.0%

"Linear" = *Linear Trendline*

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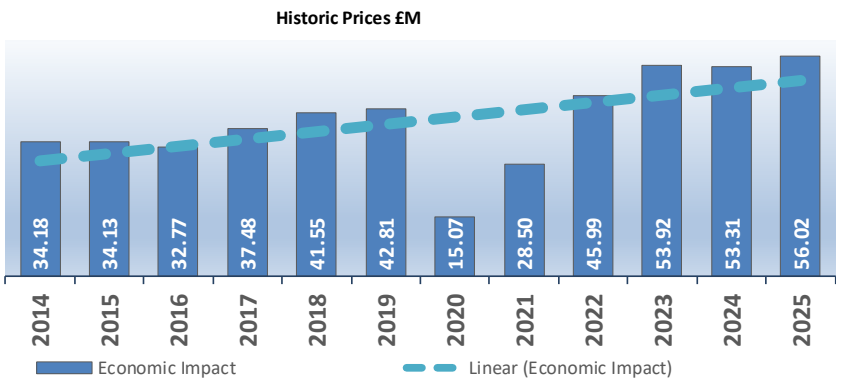
2014 to 2025
Historic Prices

SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

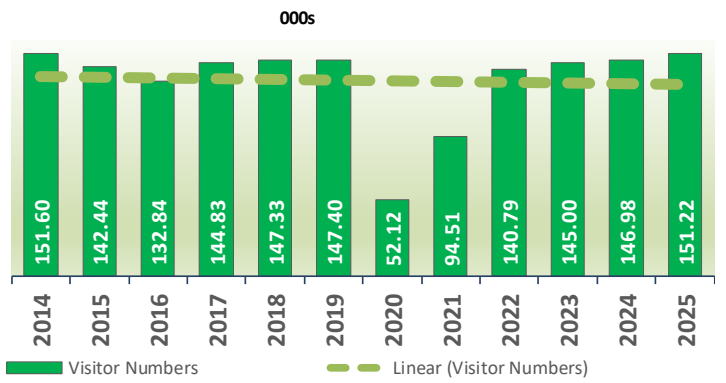
Economic Impact - Historic Prices - Serviced Accommodation

	% Change Year on Year
2015	-0.2%
2016	-4.0%
2017	14.4%
2018	10.8%
2019	3.1%
2020	-64.8%
2021	89.2%
2022	61.4%
2023	17.2%
2024	-1.1%
2025	5.1%



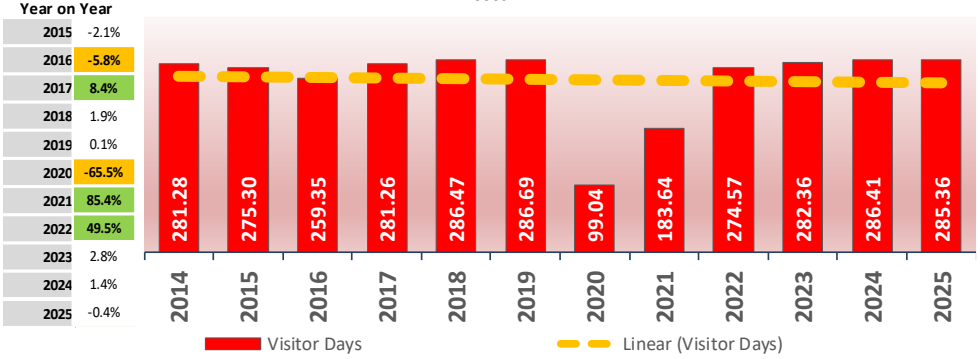
Visitor Numbers - Serviced Accommodation

	% Change Year on Year
2015	-6.0%
2016	-6.7%
2017	9.0%
2018	1.7%
2019	0.0%
2020	-64.6%
2021	81.4%
2022	49.0%
2023	3.0%
2024	1.4%
2025	2.9%



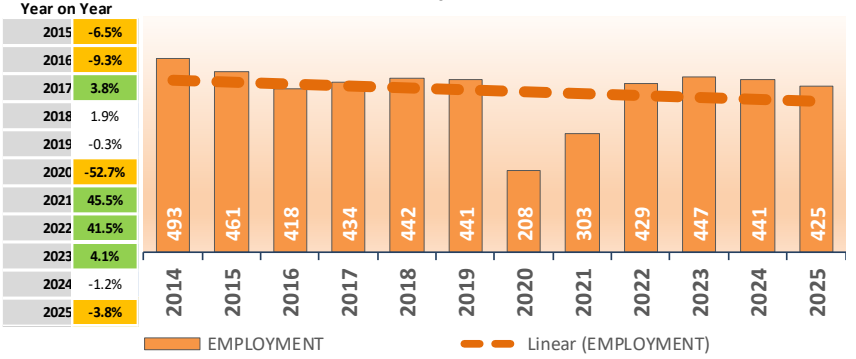
Visitor Days - Serviced Accommodation

	% Change Year on Year
2015	-2.1%
2016	-5.8%
2017	8.4%
2018	1.9%
2019	0.1%
2020	-65.5%
2021	85.4%
2022	49.5%
2023	2.8%
2024	1.4%
2025	-0.4%



Direct Employment Supported - Serviced Accommodation

	% Change Year on Year
2015	-6.5%
2016	-9.3%
2017	3.8%
2018	1.9%
2019	-0.3%
2020	-52.7%
2021	45.5%
2022	41.5%
2023	4.1%
2024	-1.2%
2025	-3.8%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		-0.2%	-4.2%	9.7%	21.5%	25.2%	-55.9%	-16.6%	34.5%	57.7%	56.0%	63.9%
Visitor Numbers		-6.0%	-12.4%	-4.5%	-2.8%	-2.8%	-65.6%	-37.7%	-7.1%	-4.4%	-3.1%	-0.3%
Visitor Days		-2.1%	-7.8%	0.0%	1.8%	1.9%	-64.8%	-34.7%	-2.4%	0.4%	1.8%	1.5%
Direct Employment		-6.5%	-15.2%	-12.0%	-10.3%	-10.6%	-57.7%	-38.5%	-13.0%	-9.4%	-10.5%	-13.8%

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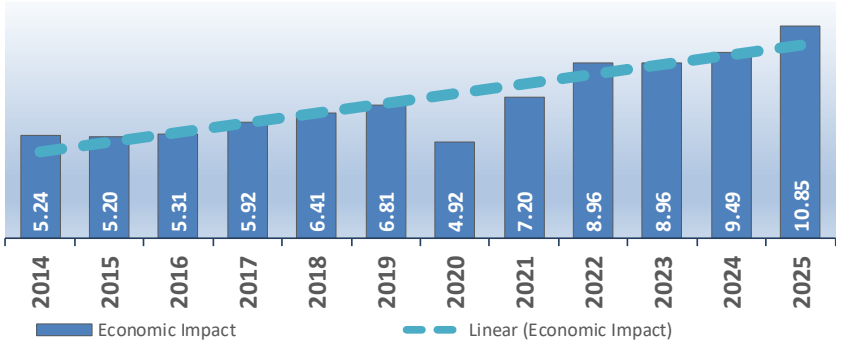
2014 to 2025
Historic Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

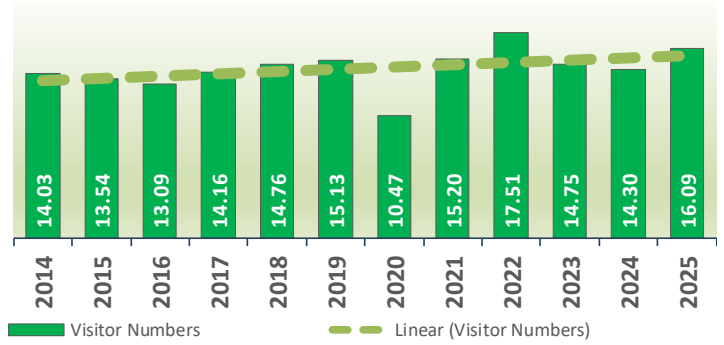
Economic Impact - Historic Prices - Non-Serviced Accommodation

	% Change Year on Year
2015	-0.6%
2016	2.1%
2017	11.5%
2018	8.3%
2019	6.3%
2020	-27.8%
2021	46.2%
2022	24.5%
2023	0.0%
2024	6.0%
2025	14.2%



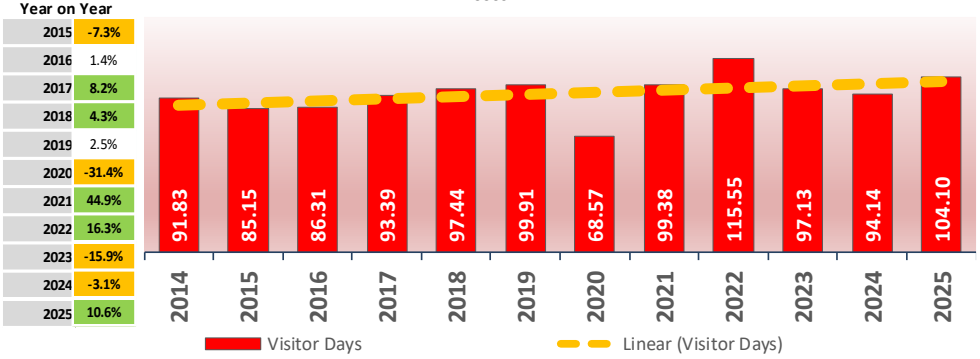
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2015	-3.5%
2016	-3.3%
2017	8.2%
2018	4.3%
2019	2.5%
2020	-30.8%
2021	45.3%
2022	15.2%
2023	-15.8%
2024	-3.0%
2025	12.5%



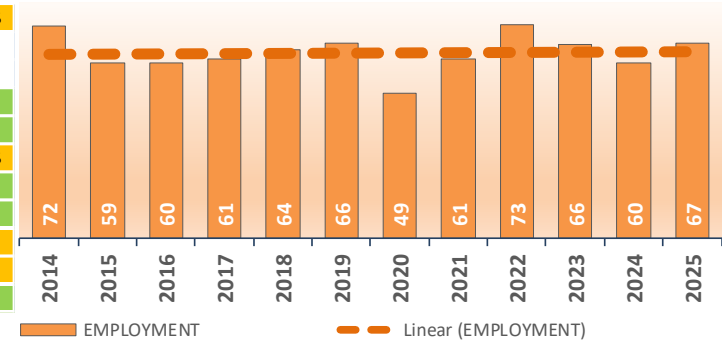
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2015	-7.3%
2016	1.4%
2017	8.2%
2018	4.3%
2019	2.5%
2020	-31.4%
2021	44.9%
2022	16.3%
2023	-15.9%
2024	-3.1%
2025	10.6%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2015	-17.4%
2016	0.3%
2017	1.9%
2018	5.6%
2019	3.2%
2020	-25.5%
2021	23.6%
2022	19.2%
2023	-9.5%
2024	-9.1%
2025	11.2%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		-0.6%	1.5%	13.1%	22.5%	30.1%	-6.0%	37.5%	71.2%	71.1%	81.3%	107.2%
Visitor Numbers		-3.5%	-6.7%	0.9%	5.2%	7.8%	-25.4%	8.3%	24.8%	5.1%	1.9%	14.6%
Visitor Days		-7.3%	-6.0%	1.7%	6.1%	8.8%	-25.3%	8.2%	25.8%	5.8%	2.5%	13.4%
Direct Employment		-17.4%	-17.2%	-15.6%	-10.8%	-8.0%	-31.4%	-15.3%	1.0%	-8.6%	-16.9%	-7.6%

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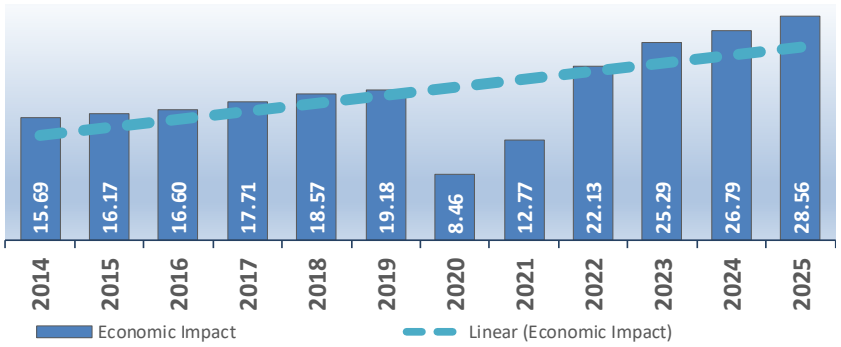
2014 to 2025
Historic Prices

SFR

KEY MEASURES
Historic Prices

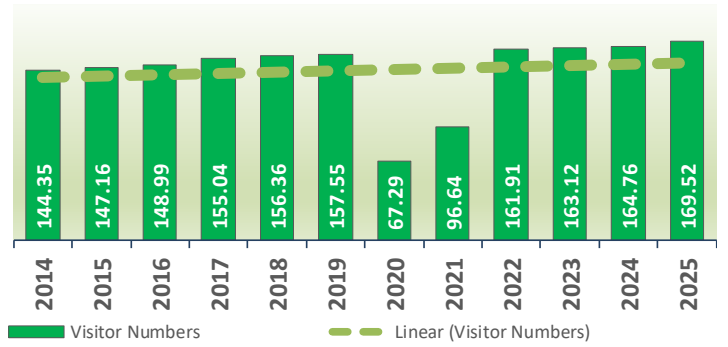
Economic Impact - Historic Prices - SFR

	% Change Year on Year
2015	3.1%
2016	2.7%
2017	6.7%
2018	4.9%
2019	3.3%
2020	-55.9%
2021	50.9%
2022	73.2%
2023	14.3%
2024	5.9%
2025	6.6%



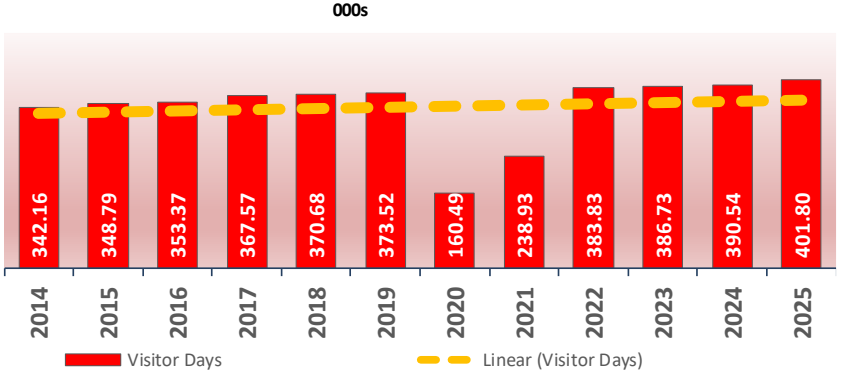
Visitor Numbers - SFR

	% Change Year on Year
2015	1.9%
2016	1.2%
2017	4.1%
2018	0.9%
2019	0.8%
2020	-57.3%
2021	43.6%
2022	67.5%
2023	0.8%
2024	1.0%
2025	2.9%



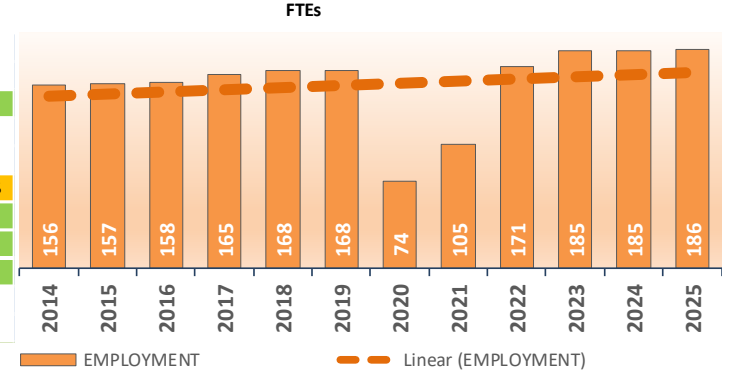
Visitor Days - SFR

	% Change Year on Year
2015	1.9%
2016	1.3%
2017	4.0%
2018	0.8%
2019	0.8%
2020	-57.0%
2021	48.9%
2022	60.6%
2023	0.8%
2024	1.0%
2025	2.9%



Direct Employment Supported - SFR

	% Change Year on Year
2015	0.6%
2016	0.5%
2017	4.7%
2018	2.0%
2019	0.0%
2020	-56.2%
2021	42.2%
2022	63.4%
2023	8.2%
2024	-0.1%
2025	0.7%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		3.1%	5.8%	12.9%	18.4%	22.3%	-46.0%	-18.6%	41.1%	61.2%	70.8%	82.1%
Visitor Numbers		1.9%	3.2%	7.4%	8.3%	9.1%	-53.4%	-33.0%	12.2%	13.0%	14.1%	17.4%
Visitor Days		1.9%	3.3%	7.4%	8.3%	9.2%	-53.1%	-30.2%	12.2%	13.0%	14.1%	17.4%
Direct Employment		0.6%	1.2%	6.0%	8.1%	8.1%	-52.7%	-32.7%	9.9%	18.9%	18.8%	19.7%

"Linear" = *Linear Trendline*

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

STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

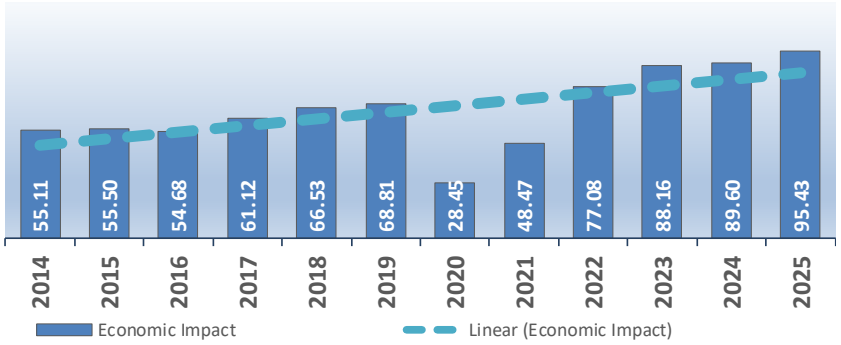
2014 to 2025
Historic Prices

STAYING VISITOR

KEY MEASURES
Historic Prices

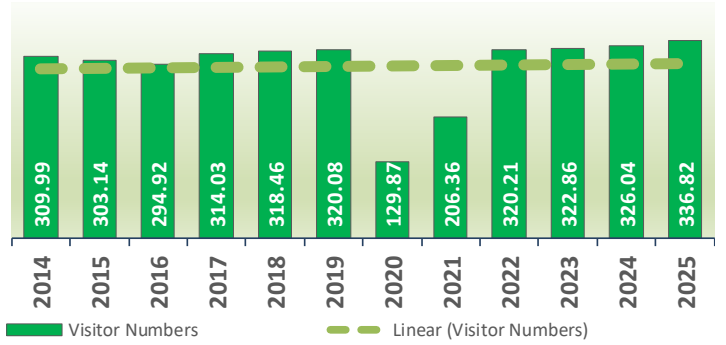
Economic Impact - Historic Prices - Staying Visitor

	% Change Year on Year
2015	0.7%
2016	-1.5%
2017	11.8%
2018	8.9%
2019	3.4%
2020	-58.7%
2021	70.4%
2022	59.0%
2023	14.4%
2024	1.6%
2025	6.5%



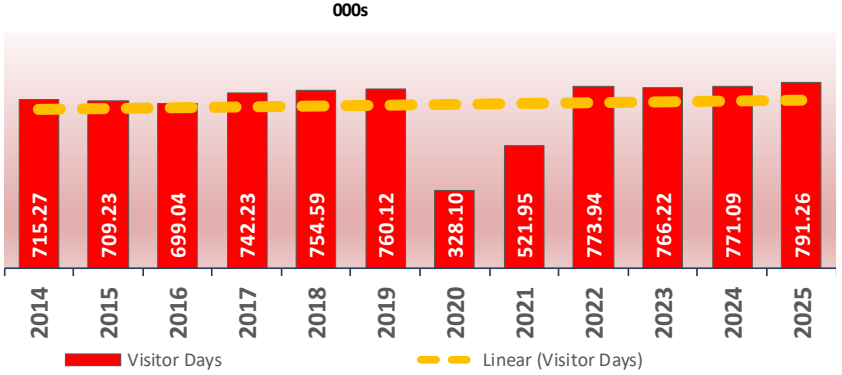
Visitor Numbers - Staying Visitor

	% Change Year on Year
2015	-2.2%
2016	-2.7%
2017	6.5%
2018	1.4%
2019	0.5%
2020	-59.4%
2021	58.9%
2022	55.2%
2023	0.8%
2024	1.0%
2025	3.3%



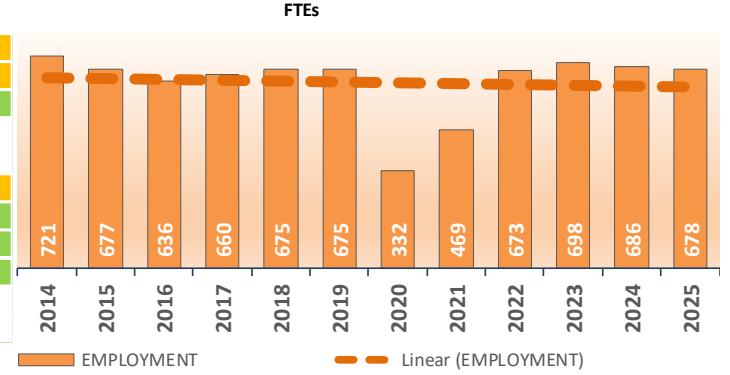
Visitor Days - Staying Visitor

	% Change Year on Year
2015	-0.8%
2016	-1.4%
2017	6.2%
2018	1.7%
2019	0.7%
2020	-56.8%
2021	59.1%
2022	48.3%
2023	-1.0%
2024	0.6%
2025	2.6%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2015	-6.1%
2016	-6.2%
2017	3.8%
2018	2.3%
2019	0.1%
2020	-50.9%
2021	41.5%
2022	43.5%
2023	3.7%
2024	-1.6%
2025	-1.3%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		0.7%	-0.8%	10.9%	20.7%	24.9%	-48.4%	-12.0%	39.9%	60.0%	62.6%	73.2%
Visitor Numbers		-2.2%	-4.9%	1.3%	2.7%	3.3%	-58.1%	-33.4%	3.3%	4.2%	5.2%	8.7%
Visitor Days		-0.8%	-2.3%	3.8%	5.5%	6.3%	-54.1%	-27.0%	8.2%	7.1%	7.8%	10.6%
Direct Employment		-6.1%	-11.8%	-8.5%	-6.4%	-6.3%	-54.0%	-34.9%	-6.6%	-3.2%	-4.8%	-6.0%

"Linear" = *Linear Trendline*

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

STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

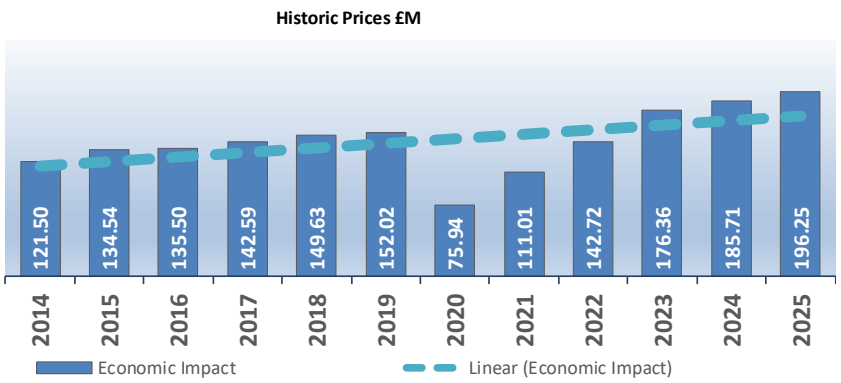
2014 to 2025
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

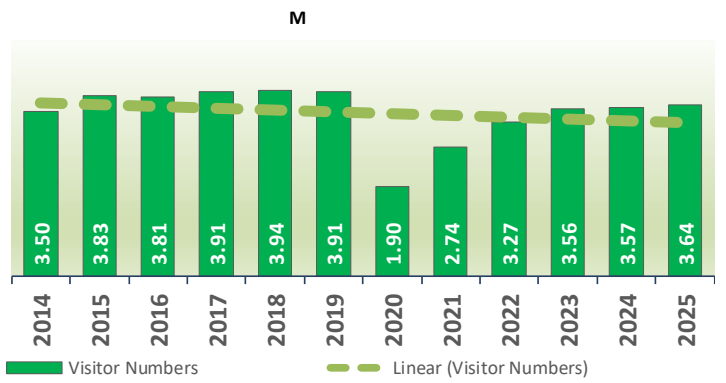
Economic Impact - Historic Prices - Day Visitor

	% Change Year on Year
2015	10.7%
2016	0.7%
2017	5.2%
2018	4.9%
2019	1.6%
2020	-50.1%
2021	46.2%
2022	28.6%
2023	23.6%
2024	5.3%
2025	5.7%



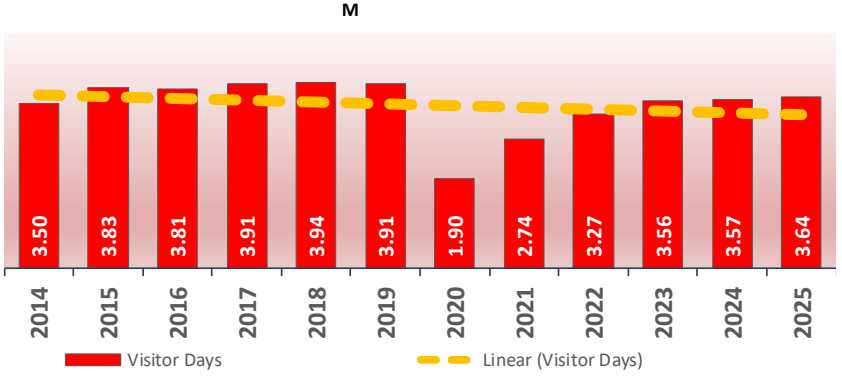
Visitor Numbers - Day Visitor

	% Change Year on Year
2015	9.5%
2016	-0.6%
2017	2.6%
2018	0.9%
2019	-0.9%
2020	-51.4%
2021	44.2%
2022	19.2%
2023	9.0%
2024	0.4%
2025	2.0%



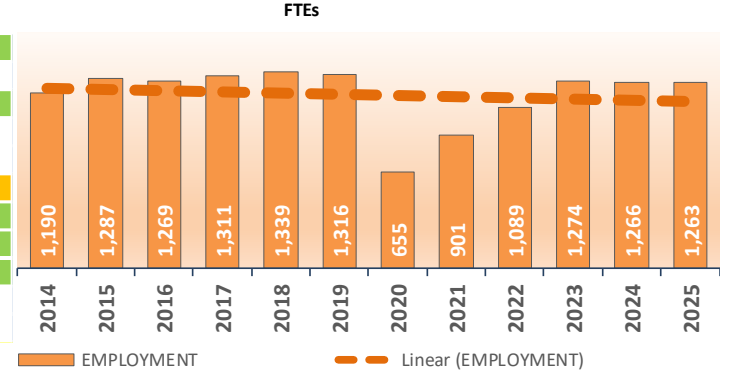
Visitor Days - Day Visitor

	% Change Year on Year
2015	9.5%
2016	-0.6%
2017	2.6%
2018	0.9%
2019	-0.9%
2020	-51.4%
2021	44.2%
2022	19.2%
2023	9.0%
2024	0.4%
2025	2.0%



Direct Employment Supported - Day Visitor

	% Change Year on Year
2015	8.1%
2016	-1.4%
2017	3.3%
2018	2.1%
2019	-1.7%
2020	-50.2%
2021	37.6%
2022	20.9%
2023	17.0%
2024	-0.7%
2025	-0.2%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		10.7%	11.5%	17.4%	23.2%	25.1%	-37.5%	-8.6%	17.5%	45.2%	52.8%	61.5%
Visitor Numbers		9.5%	8.9%	11.7%	12.7%	11.7%	-45.7%	-21.7%	-6.6%	1.8%	2.1%	4.2%
Visitor Days		9.5%	8.9%	11.7%	12.7%	11.7%	-45.7%	-21.7%	-6.6%	1.8%	2.1%	4.2%
Direct Employment		8.1%	6.6%	10.2%	12.5%	10.6%	-45.0%	-24.3%	-8.5%	7.1%	6.4%	6.1%

"Linear" = *Linear Trendline*

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

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

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

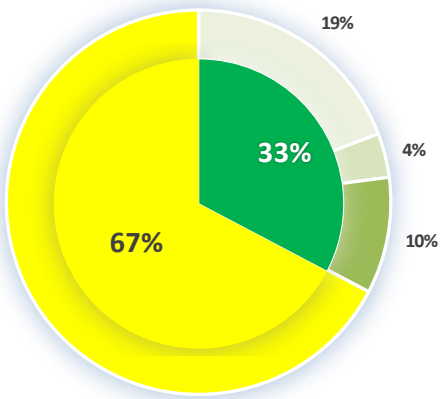
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STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL	2025 Historic Prices	TOTAL	DISTRIBUTION BY VISITOR TYPE Historic Prices

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

TOTAL
£291.68m

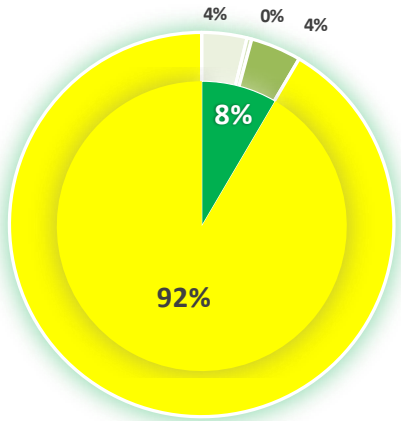
	£M
Serviced	56.02
Non-Serviced	10.85
SFR	28.56
Staying Visitor	95.43
Day Visitor	196.25
Total	291.68



Visitor Numbers - 2025 - M - Share of Total

TOTAL
3.98m

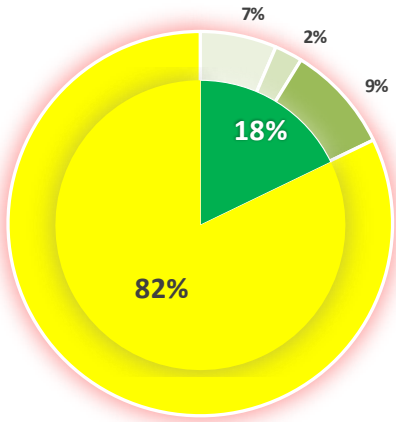
	M
Serviced	0.15
Non-Serviced	0.02
SFR	0.17
Staying Visitor	0.34
Day Visitor	3.64
Total	3.98



Visitor Days - 2025 - M - Share of Total

TOTAL
4.44m

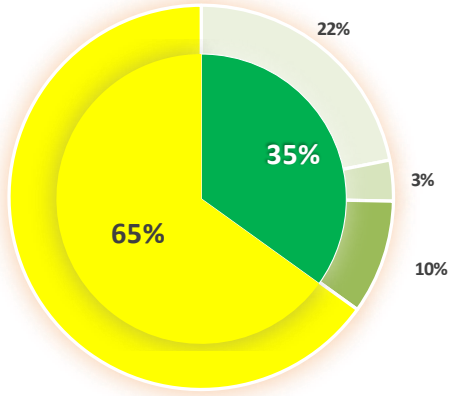
	M
Serviced	0.29
Non-Serviced	0.10
SFR	0.40
Staying Visitor	0.79
Day Visitor	3.64
Total	4.44



Direct Employment Supported - 2025 - FTEs - Share of Total

TOTAL
1,941 Direct FTEs
2,484 Total FTEs

	FTEs
Serviced	425
Non-Serviced	67
SFR	186
Staying Visitor	678
Day Visitor	1,263
Total	1,941

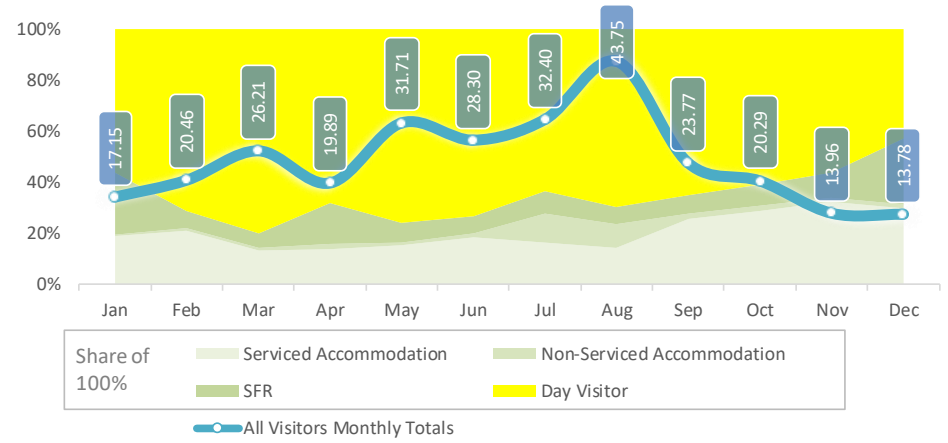


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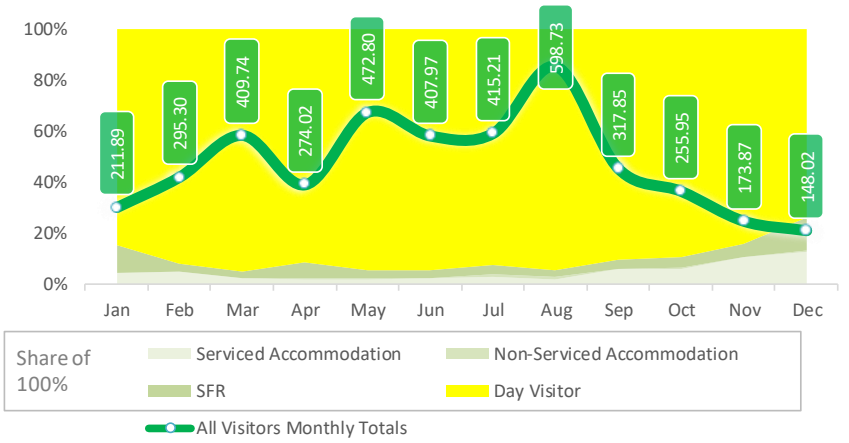
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STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL	2025 Historic Prices	TOTAL	DISTRIBUTION BY MONTH Historic Prices

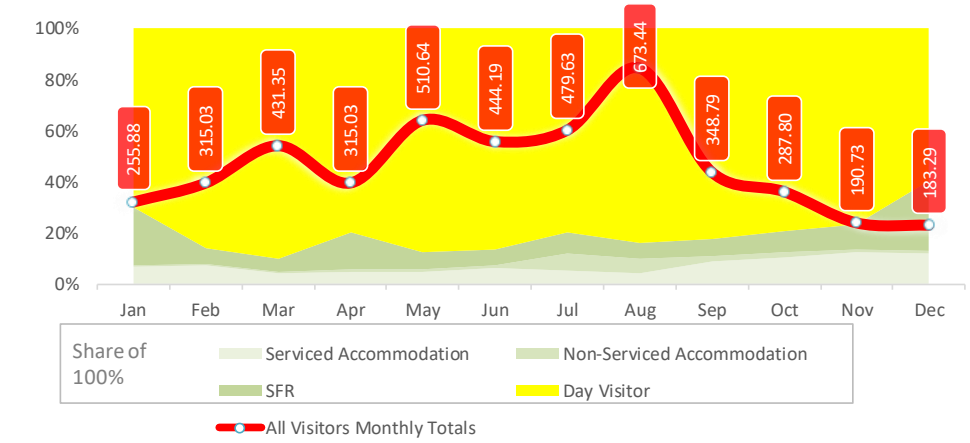
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



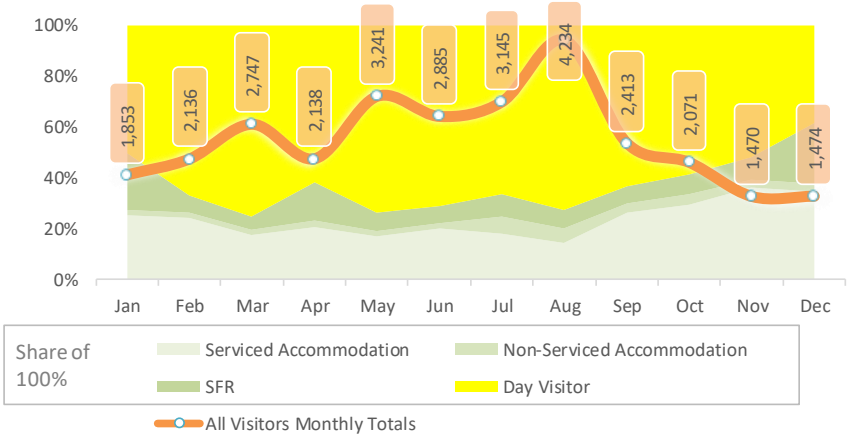
Visitor Numbers - 2025 - 000s - Distribution of Impact by Month



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



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



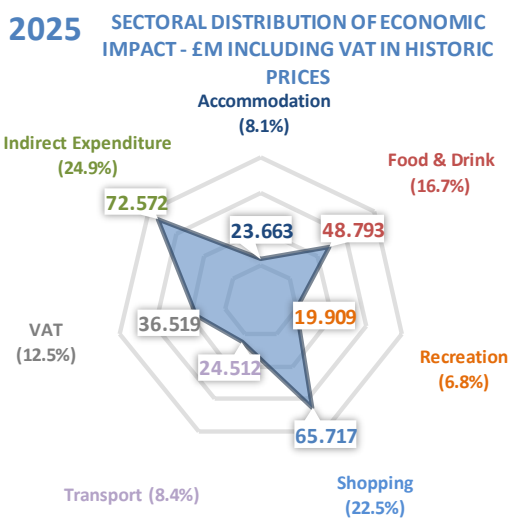
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STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL	2014 to 2025 Historic Prices	TOTAL	SECTORAL ANALYSIS Historic Prices

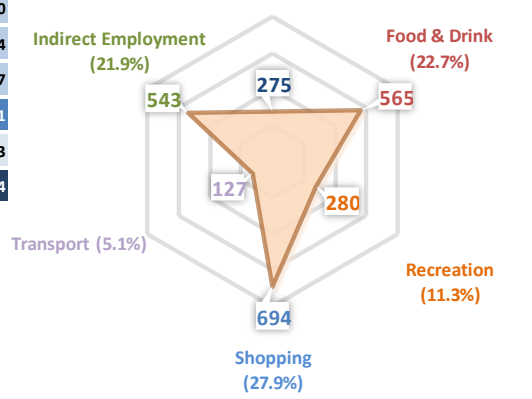
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	13.20	13.44	13.07	15.25	17.38	18.04	7.440	12.73	19.81	23.11	22.02	23.66
Food & Drink	£M	29.87	32.15	32.21	34.23	36.00	36.72	18.54	26.80	36.38	43.79	46.18	48.79
Recreation	£M	12.24	13.17	13.18	14.01	14.74	15.03	7.572	10.96	14.83	17.88	18.86	19.91
Shopping	£M	40.33	43.91	44.13	46.69	49.05	49.96	24.37	36.22	48.53	58.99	62.16	65.72
Transport	£M	14.97	16.23	16.33	17.29	18.17	18.53	9.049	13.45	18.18	21.98	23.16	24.51
Direct Revenue	£M	110.61	118.90	118.93	127.48	135.34	138.28	66.97	100.16	137.74	165.74	172.38	182.59
VAT	£M	22.12	23.78	23.79	25.50	27.07	27.66	11.13	19.44	27.55	33.15	34.48	36.52
Direct Expenditure	£M	132.73	142.68	142.71	152.97	162.41	165.94	78.10	119.61	165.29	198.89	206.86	219.11
Indirect Expenditure	£M	43.88	47.36	47.46	50.73	53.75	54.90	26.29	39.87	54.51	65.63	68.45	72.57
TOTAL	£M	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30	291.68



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	357	322	291	291	296	297	171	222	296	294	283	275
Food & Drink	FTEs	526	553	543	566	579	572	280	389	500	569	566	565
Recreation	FTEs	262	275	270	281	288	284	139	193	247	282	281	280
Shopping	FTEs	648	689	678	704	720	709	336	479	608	699	695	694
Transport	FTEs	118	125	123	128	131	129	61	87	112	128	127	127
Direct Employment	FTEs	1,911	1,964	1,904	1,971	2,013	1,991	986	1,370	1,762	1,972	1,952	1,941
Indirect Employment	FTEs	500	527	517	542	559	552	264	376	484	551	542	543
TOTAL	FTEs	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494	2,484



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

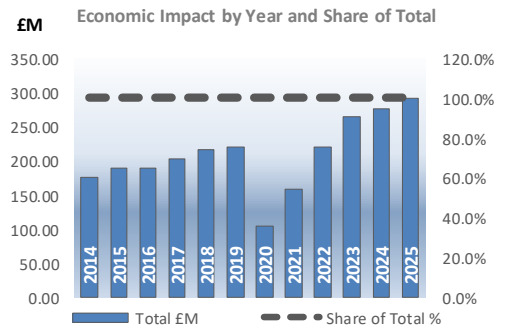
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL										2014 to 2025 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		TOTAL																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		80.6%	81.4%	84.9%	51.9%	76.5%	76.6%	51.2%	52.8%	52.5%	65.1%	56.5%	79.0%	65.2%		82.6%	69.7%	52.2%	66.1%
% Change 2024 to 2025		6.3%	5.1%	7.7%	6.1%	7.5%	3.2%	8.8%	6.7%	6.4%	3.4%	1.8%	4.3%	5.9%	Annual Change	6.5%	5.6%	7.3%	3.2%
Average Annual Change		7.3%	7.4%	7.7%	4.7%	7.0%	7.0%	4.7%	4.8%	4.8%	5.9%	5.1%	7.2%	5.9%		7.5%	6.3%	4.7%	6.0%
2014	£M	9.499	11.28	14.17	13.10	17.97	16.03	21.44	28.62	15.59	12.29	8.921	7.696	176.61		34.95	47.09	65.65	28.91
2015	£M	10.86	12.70	14.91	13.32	18.84	16.99	22.21	32.49	16.90	13.86	8.918	8.057	190.04	7.6%	38.46	49.14	71.60	30.83
2016	£M	10.88	12.55	16.12	13.24	19.51	18.29	21.38	32.38	15.95	12.94	8.627	8.298	190.17	0.1%	39.55	51.04	69.72	29.87
2017	£M	11.68	13.39	17.33	14.21	20.84	19.50	21.75	34.35	17.86	14.02	9.573	9.198	203.71	7.1%	42.41	54.55	73.95	32.79
2018	£M	12.81	14.52	18.21	14.63	22.82	20.59	22.58	34.66	18.48	15.54	10.80	10.50	216.16	6.1%	45.55	58.04	75.73	36.84
2019	£M	13.34	15.18	19.09	15.27	23.25	21.07	23.15	33.82	18.88	15.92	11.23	10.64	220.84	2.2%	47.61	59.59	75.85	37.79
2020	£M	14.03	14.28	8.943	1.076	2.404	3.186	7.488	24.62	12.75	9.331	2.924	3.351	104.39	-52.7%	37.25	6.665	44.86	15.61
2021	£M	3.507	5.074	7.791	6.781	13.30	17.44	21.35	32.73	17.45	14.95	10.05	9.043	159.48	52.8%	16.37	37.53	71.54	34.05
2022	£M	12.04	13.81	18.45	15.28	22.93	21.23	24.29	33.41	18.59	16.56	11.75	11.46	219.80	37.8%	44.30	59.44	76.29	39.77
2023	£M	15.46	18.39	23.34	18.39	27.76	25.84	27.93	39.31	22.64	19.22	13.45	12.81	264.52	20.3%	57.18	71.99	89.88	45.47
2024	£M	16.14	19.47	24.34	18.75	29.50	27.43	29.77	41.01	22.35	19.62	13.71	13.21	275.30	4.1%	59.95	75.68	93.13	46.55
2025	£M	17.15	20.46	26.21	19.89	31.71	28.30	32.40	43.75	23.77	20.29	13.96	13.78	291.68	5.9%	63.83	79.90	99.92	48.03

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	£M	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30	291.68
All Visitor Types	£M	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30	291.68
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												

TOTAL



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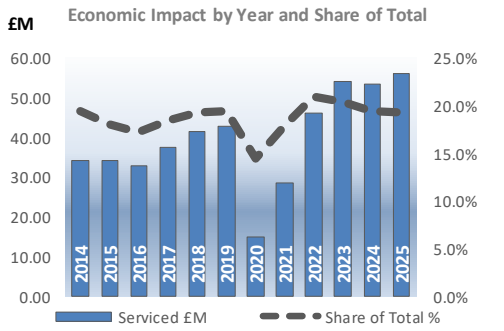
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL										2014 to 2025 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2014 to 2025		81.8%	71.2%	54.0%	55.6%	90.8%	89.4%	45.4%	48.4%	49.1%	64.8%	57.9%	88.2%	63.9%		68.1%	81.4%	47.7%	68.5%
% Change 2024 to 2025		4.4%	12.8%	10.7%	2.2%	5.7%	7.6%	4.2%	0.6%	4.9%	1.1%	3.2%	8.0%	5.1%	Annual Change	9.5%	5.7%	3.2%	3.6%
Average Annual Change		7.4%	6.5%	4.9%	5.1%	8.3%	8.1%	4.1%	4.4%	4.5%	5.9%	5.3%	8.0%	5.8%		6.2%	7.4%	4.3%	6.2%
2014	£M	1.778	2.515	2.284	1.774	2.537	2.783	3.662	4.150	4.081	3.547	2.884	2.188	34.18		6.578	7.095	11.89	8.618
2015	£M	1.897	2.510	2.113	1.710	2.533	3.090	3.678	4.552	3.787	3.644	2.653	1.965	34.13	-0.2%	6.520	7.334	12.02	8.262
2016	£M	1.765	2.363	2.035	1.733	2.417	2.875	3.640	4.456	3.539	3.252	2.592	2.097	32.77	-4.0%	6.164	7.025	11.64	7.941
2017	£M	2.178	2.687	2.384	1.909	3.119	3.394	3.568	4.248	4.252	4.007	3.105	2.633	37.48	14.4%	7.249	8.422	12.07	9.746
2018	£M	2.449	3.039	2.638	2.125	3.593	3.906	3.613	4.445	4.650	4.631	3.530	2.925	41.55	10.8%	8.126	9.624	12.71	11.09
2019	£M	2.523	3.128	2.721	2.188	3.698	4.056	3.750	4.574	4.734	4.766	3.698	2.978	42.81	3.1%	8.372	9.942	13.06	11.44
2020	£M	2.530	3.083	1.120	0.188	0.371	0.354	0.775	1.904	2.052	1.890	0.470	0.328	15.07	-64.8%	6.733	0.913	4.731	2.689
2021	£M	0.442	0.532	0.497	0.431	1.006	3.065	3.142	4.263	4.493	4.613	3.417	2.599	28.50	89.2%	1.470	4.502	11.90	10.63
2022	£M	2.184	3.226	2.902	2.463	4.015	4.379	4.100	4.814	5.178	5.290	4.084	3.353	45.99	61.4%	8.313	10.86	14.09	12.73
2023	£M	3.181	4.008	3.467	2.898	4.637	5.097	4.641	5.517	6.039	5.949	4.606	3.877	53.92	17.2%	10.66	12.63	16.20	14.43
2024	£M	3.096	3.818	3.179	2.701	4.580	4.900	5.110	6.119	5.800	5.783	4.412	3.813	53.31	-1.1%	10.09	12.18	17.03	14.01
2025	£M	3.234	4.305	3.518	2.762	4.841	5.270	5.326	6.159	6.085	5.846	4.555	4.118	56.02	5.1%	11.06	12.87	17.57	14.52

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	34.18	34.13	32.77	37.48	41.55	42.81	15.07	28.50	45.99	53.92	53.31	56.02
All Visitor Types	£M	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30	291.68
Share of Total	%	19.4%	18.0%	17.2%	18.4%	19.2%	19.4%	14.4%	17.9%	20.9%	20.4%	19.4%	19.2%
Annual Change in Share	%		-7.2%	-4.1%	6.8%	4.4%	0.9%	-25.6%	23.8%	17.1%	-2.6%	-5.0%	-0.8%
Change in Share from 2014	%		-7.2%	-11.0%	-4.9%	-0.7%	0.2%	-25.4%	-7.7%	8.1%	5.3%	0.0%	-0.8%
Avg Ann. Change in Share	%		-7.2%	-5.5%	-1.6%	-0.2%	0.0%	-4.2%	-1.1%	1.0%	0.6%	0.0%	-0.1%

SERVICED ACCOMMODATION



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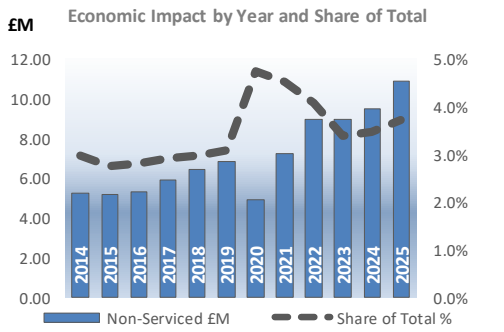
STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL		2014 to 2025 Historic Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		84.1%	83.8%	60.9%	96.1%	25.7%	22.2%	128.4%	129.1%	69.8%	121.8%	70.8%	115.2%	107.2%		73.8%	41.8%	123.8%	105.0%
% Change 2024 to 2025		12.2%	30.6%	1.3%	27.3%	15.7%	13.3%	11.8%	13.9%	22.9%	19.3%	14.7%	16.0%	14.2%	Annual Change	12.3%	18.6%	13.5%	17.3%
Average Annual Change		7.6%	7.6%	5.5%	8.7%	2.3%	2.0%	11.7%	11.7%	6.3%	11.1%	6.4%	10.5%	9.7%		6.7%	3.8%	11.3%	9.5%
2014	£M	0.078	0.090	0.132	0.194	0.295	0.297	1.610	1.818	0.317	0.191	0.121	0.093	5.236		0.299	0.786	3.746	0.405
2015	£M	0.075	0.086	0.128	0.176	0.224	0.224	1.726	1.935	0.247	0.185	0.107	0.090	5.202	-0.6%	0.289	0.625	3.908	0.381
2016	£M	0.080	0.089	0.130	0.179	0.229	0.229	1.748	1.977	0.257	0.190	0.110	0.093	5.313	2.1%	0.299	0.638	3.983	0.393
2017	£M	0.086	0.103	0.135	0.199	0.250	0.240	2.018	2.165	0.297	0.209	0.115	0.105	5.922	11.5%	0.325	0.688	4.480	0.429
2018	£M	0.094	0.113	0.145	0.215	0.285	0.274	2.124	2.360	0.325	0.233	0.128	0.115	6.412	8.3%	0.352	0.774	4.809	0.477
2019	£M	0.108	0.123	0.156	0.251	0.306	0.285	2.298	2.438	0.330	0.243	0.146	0.131	6.814	6.3%	0.387	0.842	5.065	0.520
2020	£M	0.121	0.101	0.088	0.009	0.017	0.018	1.574	2.296	0.379	0.233	0.016	0.073	4.923	-27.8%	0.309	0.043	4.248	0.322
2021	£M	0.003	0.003	0.004	0.072	0.259	0.313	2.640	2.885	0.435	0.312	0.149	0.123	7.198	46.2%	0.010	0.644	5.960	0.584
2022	£M	0.130	0.122	0.214	0.282	0.368	0.355	3.108	3.314	0.431	0.287	0.165	0.186	8.962	24.5%	0.466	1.005	6.853	0.638
2023	£M	0.134	0.142	0.203	0.316	0.355	0.312	2.958	3.392	0.438	0.350	0.180	0.179	8.960	0.0%	0.480	0.984	6.787	0.708
2024	£M	0.128	0.127	0.209	0.300	0.320	0.320	3.288	3.658	0.438	0.354	0.180	0.172	9.495	6.0%	0.463	0.940	7.385	0.707
2025	£M	0.143	0.165	0.212	0.381	0.371	0.362	3.678	4.165	0.539	0.423	0.207	0.200	10.85	14.2%	0.520	1.114	8.382	0.830

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	5.236	5.202	5.313	5.922	6.412	6.814	4.923	7.198	8.962	8.960	9.495	10.85
All Visitor Types	£M	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30	291.68
Share of Total	%	3.0%	2.7%	2.8%	2.9%	3.0%	3.1%	4.7%	4.5%	4.1%	3.4%	3.4%	3.7%
Annual Change in Share	%		-7.7%	2.0%	4.1%	2.0%	4.0%	52.8%	-4.3%	-9.7%	-16.9%	1.8%	7.8%
Change in Share from 2014	%		-7.7%	-5.8%	-2.0%	0.1%	4.1%	59.1%	52.2%	37.5%	14.2%	16.3%	25.4%
Avg Ann. Change in Share	%		-7.7%	-2.9%	-0.7%	0.0%	0.8%	9.8%	7.5%	4.7%	1.6%	1.6%	2.3%

NON-SERVICED ACCOMMODATION



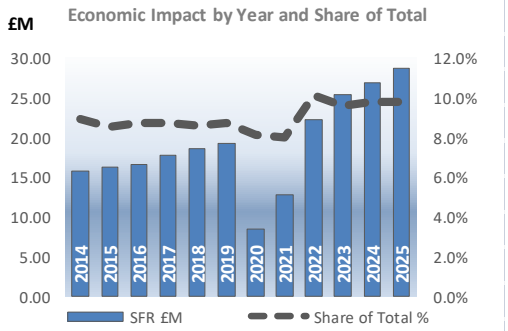
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL										2014 to 2025 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER		
KEY		SFR															
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change			
Less than 3% change		Q1			Q2			Q3			Q4						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		86.3%	83.5%	75.7%	77.6%	85.7%	85.9%	78.4%	79.0%	76.2%	83.8%	79.9%	87.8%	82.1%		83.4%	82.2%	78.1%	85.1%
% Change 2024 to 2025		5.7%	8.9%	7.3%	6.3%	6.6%	7.1%	7.3%	7.1%	6.7%	5.0%	5.4%	6.9%	6.6%	Annual Change	6.7%	6.6%	7.1%	6.1%
Average Annual Change		7.8%	7.6%	6.9%	7.1%	7.8%	7.8%	7.1%	7.2%	6.9%	7.6%	7.3%	8.0%	7.5%		7.6%	7.5%	7.1%	7.7%
2014	£M	2.221	0.749	0.857	1.817	1.303	1.036	1.541	1.640	0.954	0.931	0.735	1.902	15.69		3.828	4.156	4.136	3.567
2015	£M	2.348	0.777	0.867	1.857	1.332	1.096	1.586	1.707	0.960	0.978	0.745	1.916	16.17	3.1%	3.992	4.285	4.252	3.639
2016	£M	2.386	0.793	0.889	1.926	1.364	1.112	1.631	1.755	0.977	0.978	0.769	2.019	16.60	2.7%	4.067	4.402	4.362	3.766
2017	£M	2.586	0.834	0.939	2.005	1.485	1.183	1.720	1.827	1.052	1.058	0.822	2.198	17.71	6.7%	4.360	4.673	4.599	4.077
2018	£M	2.708	0.873	0.976	2.092	1.567	1.251	1.799	1.933	1.092	1.117	0.861	2.301	18.57	4.9%	4.556	4.909	4.824	4.278
2019	£M	2.800	0.901	1.008	2.171	1.619	1.293	1.870	1.990	1.120	1.151	0.896	2.367	19.18	3.3%	4.708	5.083	4.980	4.414
2020	£M	2.839	0.879	0.436	0.164	0.150	0.108	0.891	1.384	0.610	0.532	0.113	0.360	8.465	-55.9%	4.154	0.422	2.884	1.005
2021	£M	0.429	0.136	0.152	0.505	0.734	1.104	2.091	2.265	1.186	1.197	0.853	2.124	12.77	50.9%	0.716	2.343	5.542	4.174
2022	£M	3.014	1.020	1.169	2.532	1.878	1.499	2.205	2.331	1.309	1.342	1.041	2.791	22.13	73.2%	5.204	5.909	5.845	5.174
2023	£M	3.698	1.195	1.338	2.899	2.124	1.693	2.398	2.576	1.491	1.526	1.180	3.171	25.29	14.3%	6.232	6.716	6.464	5.877
2024	£M	3.915	1.262	1.403	3.037	2.270	1.799	2.563	2.743	1.576	1.629	1.253	3.342	26.79	5.9%	6.580	7.106	6.881	6.224
2025	£M	4.138	1.375	1.506	3.228	2.419	1.927	2.749	2.937	1.682	1.711	1.322	3.571	28.56	6.6%	7.019	7.574	7.367	6.603

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	15.69	16.17	16.60	17.71	18.57	19.18	8.465	12.77	22.13	25.29	26.79	28.56
All Visitor Types	£M	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30	291.68
Share of Total	%	8.9%	8.5%	8.7%	8.7%	8.6%	8.7%	8.1%	8.0%	10.1%	9.6%	9.7%	9.8%
Annual Change in Share	%		-4.2%	2.6%	-0.4%	-1.2%	1.1%	-6.7%	-1.2%	25.7%	-5.1%	1.8%	0.6%
Change in Share from 2014	%		-4.2%	-1.7%	-2.1%	-3.3%	-2.2%	-8.7%	-9.8%	13.4%	7.6%	9.6%	10.2%
Avg Ann. Change in Share	%		-4.2%	-0.9%	-0.7%	-0.8%	-0.4%	-1.5%	-1.4%	1.7%	0.8%	1.0%	0.9%

SFR



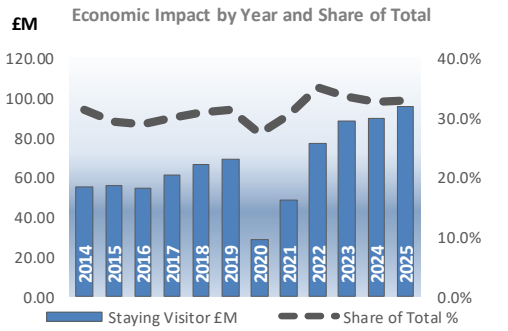
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL										2014 to 2025 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		84.3%	74.3%	60.0%	68.3%	84.6%	83.7%	72.5%	74.3%	55.2%	70.9%	62.7%	88.6%	73.2%		73.7%	79.1%	68.5%	74.4%
% Change 2024 to 2025		5.3%	12.3%	9.3%	5.5%	6.4%	7.7%	7.2%	5.9%	6.3%	2.7%	4.1%	7.7%	6.5%	Annual Change	8.5%	6.6%	6.5%	4.8%
Average Annual Change		7.7%	6.8%	5.5%	6.2%	7.7%	7.6%	6.6%	6.8%	5.0%	6.4%	5.7%	8.1%	6.7%		6.7%	7.2%	6.2%	6.8%
2014	£M	4.078	3.354	3.273	3.786	4.135	4.116	6.814	7.609	5.353	4.668	3.740	4.182	55.11		10.70	12.04	19.78	12.59
2015	£M	4.321	3.372	3.107	3.743	4.090	4.410	6.989	8.194	4.994	4.806	3.505	3.971	55.50	0.7%	10.80	12.24	20.18	12.28
2016	£M	4.231	3.245	3.054	3.839	4.010	4.216	7.019	8.188	4.773	4.421	3.471	4.209	54.68	-1.5%	10.53	12.07	19.98	12.10
2017	£M	4.850	3.624	3.459	4.112	4.854	4.817	7.306	8.240	5.602	5.274	4.042	4.936	61.12	11.8%	11.93	13.78	21.15	14.25
2018	£M	5.250	4.026	3.759	4.432	5.445	5.431	7.536	8.738	6.067	5.981	4.520	5.341	66.53	8.9%	13.03	15.31	22.34	15.84
2019	£M	5.431	4.151	3.885	4.611	5.622	5.633	7.918	9.002	6.184	6.160	4.741	5.476	68.81	3.4%	13.47	15.87	23.10	16.38
2020	£M	5.490	4.063	1.644	0.361	0.538	0.480	3.239	5.584	3.040	2.655	0.599	0.761	28.45	-58.7%	11.20	1.378	11.86	4.016
2021	£M	0.873	0.670	0.653	1.009	1.999	4.482	7.873	9.413	6.114	6.122	4.419	4.846	48.47	70.4%	2.196	7.489	23.40	15.39
2022	£M	5.328	4.369	4.285	5.277	6.261	6.233	9.413	10.46	6.919	6.919	5.289	6.330	77.08	59.0%	13.98	17.77	26.79	18.54
2023	£M	7.014	5.346	5.008	6.113	7.117	7.103	9.996	11.48	7.967	7.824	5.966	7.227	88.16	14.4%	17.37	20.33	29.45	21.02
2024	£M	7.139	5.206	4.792	6.038	7.170	7.019	10.96	12.52	7.814	7.766	5.846	7.328	89.60	1.6%	17.14	20.23	31.29	20.94
2025	£M	7.515	5.845	5.236	6.371	7.631	7.560	11.75	13.26	8.306	7.979	6.084	7.889	95.43	6.5%	18.60	21.56	33.32	21.95

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	55.11	55.50	54.68	61.12	66.53	68.81	28.45	48.47	77.08	88.16	89.60	95.43
All Visitor Types	£M	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30	291.68
Share of Total	%	31.2%	29.2%	28.8%	30.0%	30.8%	31.2%	27.3%	30.4%	35.1%	33.3%	32.5%	32.7%
Annual Change in Share	%		-6.4%	-1.6%	4.4%	2.6%	1.2%	-12.5%	11.5%	15.4%	-5.0%	-2.4%	0.5%
Change in Share from 2014	%		-6.4%	-7.9%	-3.9%	-1.4%	-0.1%	-12.6%	-2.6%	12.4%	6.8%	4.3%	4.9%
Avg Ann. Change in Share	%		-6.4%	-3.9%	-1.3%	-0.3%	0.0%	-2.1%	-0.4%	1.5%	0.8%	0.4%	0.4%

STAYING VISITOR



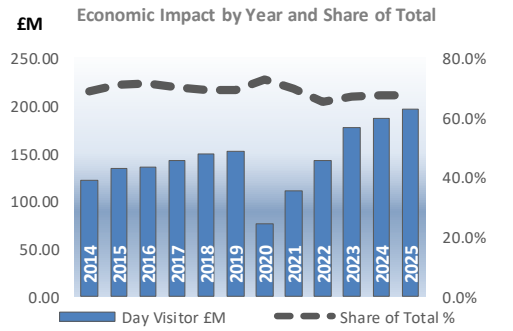
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL										2014 to 2025 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		77.8%	84.4%	92.4%	45.2%	74.1%	74.2%	41.2%	45.1%	51.1%	61.5%	52.0%	67.6%	61.5%		86.5%	66.4%	45.2%	59.8%
% Change 2024 to 2025		7.1%	2.5%	7.3%	6.3%	7.8%	1.6%	9.8%	7.0%	6.4%	3.9%	0.1%	0.0%	5.7%	Annual Change	5.6%	5.2%	7.7%	1.8%
Average Annual Change		7.1%	7.7%	8.4%	4.1%	6.7%	6.7%	3.7%	4.1%	4.6%	5.6%	4.7%	6.1%	5.6%		7.9%	6.0%	4.1%	5.4%
2014	£M	5.421	7.928	10.90	9.312	13.83	11.91	14.62	21.01	10.24	7.624	5.181	3.514	121.50		24.25	35.06	45.88	16.32
2015	£M	6.537	9.325	11.80	9.574	14.75	12.58	15.22	24.29	11.91	9.051	5.412	4.086	134.54	10.7%	27.66	36.90	51.43	18.55
2016	£M	6.651	9.306	13.06	9.400	15.50	14.07	14.36	24.19	11.18	8.521	5.156	4.090	135.50	0.7%	29.02	38.97	49.74	17.77
2017	£M	6.828	9.770	13.87	10.10	15.99	14.68	14.44	26.11	12.26	8.749	5.531	4.263	142.59	5.2%	30.47	40.77	52.81	18.54
2018	£M	7.562	10.50	14.45	10.20	17.38	15.16	15.05	25.92	12.41	9.561	6.284	5.155	149.63	4.9%	32.51	42.74	53.39	21.00
2019	£M	7.907	11.03	15.20	10.66	17.63	15.43	15.23	24.81	12.70	9.761	6.489	5.168	152.02	1.6%	34.14	43.72	52.75	21.42
2020	£M	8.537	10.22	7.300	0.715	1.866	2.706	4.248	19.04	9.711	6.675	2.325	2.589	75.94	-50.1%	26.06	5.287	33.00	11.59
2021	£M	2.634	4.403	7.138	5.772	11.30	12.96	13.48	23.32	11.33	8.833	5.631	4.197	111.01	46.2%	14.18	30.04	48.13	18.66
2022	£M	6.708	9.440	14.17	10.00	16.67	15.00	14.88	22.95	11.67	9.645	6.460	5.131	142.72	28.6%	30.31	41.67	49.50	21.24
2023	£M	8.447	13.04	18.33	12.27	20.65	18.73	17.94	27.83	14.67	11.39	7.480	5.580	176.36	23.6%	39.82	51.65	60.43	24.45
2024	£M	8.999	14.26	19.55	12.72	22.33	20.41	18.81	28.49	14.54	11.85	7.865	5.887	185.71	5.3%	42.81	55.45	61.84	25.61
2025	£M	9.636	14.62	20.97	13.52	24.08	20.74	20.65	30.49	15.47	12.31	7.875	5.888	196.25	5.7%	45.23	58.34	66.60	26.08

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	121.50	134.54	135.50	142.59	149.63	152.02	75.94	111.01	142.72	176.36	185.71	196.25
All Visitor Types	£M	176.61	190.04	190.17	203.71	216.16	220.84	104.39	159.48	219.80	264.52	275.30	291.68
Share of Total	%	68.8%	70.8%	71.2%	70.0%	69.2%	68.8%	72.7%	69.6%	64.9%	66.7%	67.5%	67.3%
Annual Change in Share	%		2.9%	0.6%	-1.8%	-1.1%	-0.6%	5.7%	-4.3%	-6.7%	2.7%	1.2%	-0.3%
Change in Share from 2014	%		2.9%	3.6%	1.7%	0.6%	0.1%	5.7%	1.2%	-5.6%	-3.1%	-2.0%	-2.2%
Avg Ann. Change in Share	%		2.9%	1.8%	0.6%	0.2%	0.0%	1.0%	0.2%	-0.7%	-0.3%	-0.2%	-0.2%

DAY VISITOR



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

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

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STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

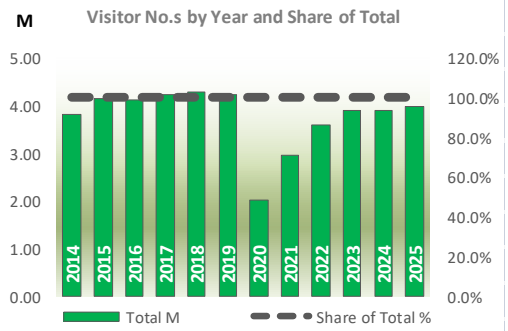
2014 to 2025

VISITOR NUMBERS BY:	MONTH AND QUARTER												TOTAL CALENDAR YEAR		VISITOR NUMBERS QUARTER			
KEY	TOTAL																	
An increase of 3% or more	VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	15.1%	18.1%	22.7%	-5.5%	12.1%	11.7%	-7.9%	-5.8%	-2.3%	4.7%	0.0%	11.0%	4.5%		19.3%	7.3%	-5.7%	4.8%
% Change 2024 to 2025	3.1%	-0.4%	3.6%	2.3%	3.7%	-1.9%	5.6%	3.2%	2.5%	0.8%	-1.7%	-0.5%	2.1%	Annual Change	2.2%	1.3%	3.8%	-0.3%
Average Annual Change	1.4%	1.6%	2.1%	-0.5%	1.1%	1.1%	-0.7%	-0.5%	-0.2%	0.4%	0.0%	1.0%	0.4%		1.8%	0.7%	-0.5%	0.4%
2014 M	0.184	0.250	0.334	0.290	0.422	0.365	0.451	0.636	0.325	0.244	0.174	0.133	3.809		0.768	1.077	1.412	0.552
2015 M	0.215	0.287	0.355	0.294	0.443	0.380	0.463	0.723	0.368	0.282	0.178	0.146	4.135	8.6%	0.856	1.117	1.555	0.606
2016 M	0.215	0.282	0.385	0.286	0.458	0.416	0.433	0.710	0.342	0.262	0.168	0.145	4.103	-0.8%	0.883	1.160	1.485	0.575
2017 M	0.218	0.289	0.399	0.299	0.463	0.424	0.426	0.746	0.366	0.264	0.176	0.151	4.221	2.9%	0.906	1.186	1.538	0.591
2018 M	0.230	0.298	0.400	0.291	0.483	0.422	0.427	0.715	0.357	0.277	0.191	0.170	4.262	1.0%	0.929	1.196	1.499	0.638
2019 M	0.235	0.305	0.410	0.296	0.479	0.419	0.422	0.669	0.356	0.276	0.192	0.167	4.228	-0.8%	0.950	1.194	1.448	0.635
2020 M	0.245	0.276	0.191	0.020	0.049	0.070	0.119	0.496	0.257	0.178	0.061	0.069	2.031	-52.0%	0.712	0.138	0.872	0.308
2021 M	0.070	0.112	0.179	0.147	0.288	0.337	0.362	0.607	0.308	0.242	0.162	0.133	2.947	45.1%	0.362	0.772	1.277	0.537
2022 M	0.182	0.237	0.343	0.252	0.407	0.366	0.373	0.558	0.297	0.246	0.173	0.153	3.588	21.7%	0.762	1.025	1.228	0.572
2023 M	0.203	0.285	0.390	0.271	0.442	0.401	0.392	0.593	0.326	0.255	0.176	0.148	3.883	8.2%	0.877	1.115	1.312	0.580
2024 M	0.205	0.296	0.395	0.268	0.456	0.416	0.393	0.580	0.310	0.254	0.177	0.149	3.900	0.4%	0.897	1.140	1.283	0.579
2025 M	0.212	0.295	0.410	0.274	0.473	0.408	0.415	0.599	0.318	0.256	0.174	0.148	3.981	2.1%	0.917	1.155	1.332	0.578

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	3.809	4.135	4.103	4.221	4.262	4.228	2.031	2.947	3.588	3.883	3.900	3.981
All Visitor Types	M	3.809	4.135	4.103	4.221	4.262	4.228	2.031	2.947	3.588	3.883	3.900	3.981
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												

TOTAL



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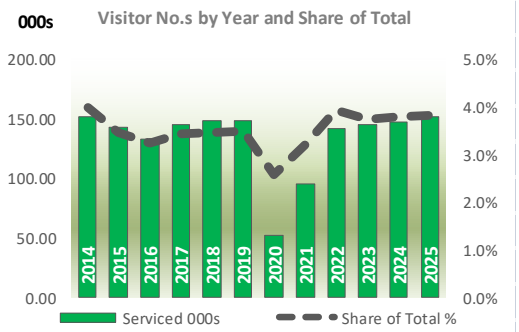
STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

2014 to 2025 | SERVICED | VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	10.7%	3.9%	-9.1%	-17.1%	1.2%	-14.5%	-6.0%	-12.7%	-7.3%	4.0%	10.6%	19.8%	-0.3%		1.3%	-9.5%	-8.4%	11.6%
% Change 2024 to 2025	1.8%	9.8%	7.5%	-13.6%	-10.6%	-9.2%	-0.5%	-3.8%	-2.0%	9.7%	12.2%	15.2%	2.9%	Annual Change	6.8%	-10.8%	-2.0%	12.5%
Average Annual Change	1.0%	0.4%	-0.8%	-1.6%	0.1%	-1.3%	-0.5%	-1.2%	-0.7%	0.4%	1.0%	1.8%	0.0%		0.1%	-0.9%	-0.8%	1.1%
2014 000s	8.5	13.8	11.1	6.4	9.5	10.7	12.4	12.3	19.9	14.7	16.4	15.9	151.6		33.4	26.6	44.6	47.0
2015 000s	8.1	13.2	9.6	5.8	9.4	10.1	12.1	12.1	18.8	13.7	15.4	13.9	142.4	-6.0%	31.0	25.3	43.1	43.0
2016 000s	7.9	12.3	9.1	6.0	8.6	9.0	11.3	11.0	17.5	11.9	14.4	13.8	132.8	-6.7%	29.3	23.6	39.9	40.1
2017 000s	9.1	12.8	9.8	6.1	10.1	9.7	11.5	10.9	19.4	13.5	15.8	16.3	144.8	9.0%	31.7	25.9	41.8	45.5
2018 000s	9.2	13.0	9.7	6.1	10.4	10.1	11.6	11.4	19.2	14.0	16.1	16.5	147.3	1.7%	32.0	26.6	42.2	46.6
2019 000s	9.2	13.1	9.7	6.1	10.4	10.2	11.7	11.4	19.0	14.0	16.4	16.3	147.4	0.0%	32.0	26.7	42.0	46.7
2020 000s	9.1	12.5	3.9	0.5	1.0	0.9	2.3	4.6	8.1	5.4	2.0	1.8	52.1	-64.6%	25.6	2.4	14.9	9.2
2021 000s	1.6	2.1	1.7	1.2	2.7	7.3	9.3	10.0	17.3	13.0	14.5	13.7	94.5	81.4%	5.4	11.2	36.7	41.2
2022 000s	7.2	12.0	9.3	6.1	10.0	9.7	11.3	10.5	18.4	13.8	16.1	16.4	140.8	49.0%	28.4	25.8	40.3	46.3
2023 000s	9.2	13.0	9.7	6.3	10.2	9.9	11.3	10.6	18.8	13.6	15.9	16.6	145.0	3.0%	31.9	26.3	40.7	46.1
2024 000s	9.3	13.1	9.4	6.2	10.7	10.0	11.7	11.1	18.9	14.0	16.1	16.5	147.0	1.4%	31.7	27.0	41.7	46.6
2025 000s	9.4	14.4	10.1	5.3	9.6	9.1	11.6	10.7	18.5	15.3	18.1	19.1	151.2	2.9%	33.9	24.1	40.8	52.5

VISITOR NUMBERS | **SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	151.6	142.4	132.8	144.8	147.3	147.4	52.1	94.5	140.8	145.0	147.0	151.2
All Visitor Types	M	3.8	4.1	4.1	4.2	4.3	4.2	2.0	2.9	3.6	3.9	3.9	4.0
Share of Total	%	4.0%	3.4%	3.2%	3.4%	3.5%	3.5%	2.6%	3.2%	3.9%	3.7%	3.8%	3.8%
Annual Change in Share	%		-13.5%	-6.0%	6.0%	0.8%	0.9%	-26.4%	24.9%	22.4%	-4.8%	0.9%	0.8%
Change in Share from 2014	%		-13.5%	-18.7%	-13.8%	-13.2%	-12.4%	-35.5%	-19.4%	-1.4%	-6.2%	-5.3%	-4.6%
Avg Ann. Change in Share	%		-13.5%	-9.3%	-4.6%	-3.3%	-2.5%	-5.9%	-2.8%	-0.2%	-0.7%	-0.5%	-0.4%



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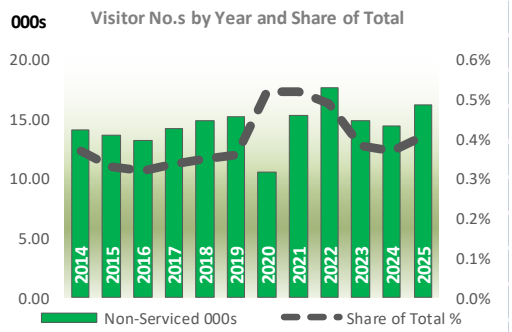
STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

2014 to 2025 | NON-SERVICED | VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	31.8%	15.5%	-20.7%	20.6%	-29.7%	-12.9%	15.5%	31.4%	20.7%	10.0%	-18.7%	17.3%	14.6%		2.9%	-10.8%	23.6%	1.9%
% Change 2024 to 2025	36.2%	38.4%	-16.6%	38.3%	11.0%	32.3%	2.8%	12.3%	40.8%	9.5%	6.0%	17.7%	12.5%	Annual Change	12.0%	26.7%	10.6%	10.2%
Average Annual Change	2.9%	1.4%	-1.9%	1.9%	-2.7%	-1.2%	1.4%	2.9%	1.9%	0.9%	-1.7%	1.6%	1.3%		0.3%	-1.0%	2.1%	0.2%
2014 000s	0.2	0.2	0.3	0.6	0.9	0.8	4.0	4.5	1.0	0.6	0.4	0.3	14.0		0.8	2.3	9.6	1.3
2015 000s	0.1	0.2	0.3	0.5	0.7	0.6	4.0	5.1	0.9	0.6	0.4	0.2	13.5	-3.5%	0.7	1.7	10.0	1.2
2016 000s	0.2	0.2	0.3	0.5	0.6	0.6	4.0	4.8	0.8	0.5	0.3	0.2	13.1	-3.3%	0.7	1.7	9.5	1.1
2017 000s	0.2	0.2	0.3	0.5	0.7	0.6	4.5	5.0	0.9	0.6	0.3	0.2	14.2	8.2%	0.8	1.8	10.4	1.2
2018 000s	0.2	0.3	0.3	0.6	0.8	0.7	4.5	5.3	0.9	0.6	0.4	0.3	14.8	4.3%	0.8	2.0	10.7	1.3
2019 000s	0.2	0.3	0.3	0.6	0.8	0.7	4.7	5.3	0.9	0.6	0.4	0.3	15.1	2.5%	0.8	2.1	10.9	1.3
2020 000s	0.2	0.2	0.2	0.0	0.0	0.0	3.1	4.8	1.0	0.6	0.0	0.2	10.5	-30.8%	0.6	0.1	8.9	0.8
2021 000s	0.0	0.0	0.0	0.2	0.6	0.7	5.2	5.9	1.1	0.8	0.4	0.3	15.2	45.3%	0.0	1.5	12.2	1.4
2022 000s	0.2	0.2	0.4	0.6	0.8	0.7	5.6	6.3	1.1	0.7	0.4	0.4	17.5	15.2%	0.9	2.2	13.0	1.4
2023 000s	0.2	0.2	0.3	0.6	0.7	0.6	4.4	5.3	0.9	0.7	0.4	0.3	14.7	-15.8%	0.8	1.9	10.7	1.4
2024 000s	0.2	0.2	0.3	0.5	0.6	0.5	4.5	5.3	0.9	0.6	0.3	0.3	14.3	-3.0%	0.7	1.6	10.7	1.2
2025 000s	0.2	0.3	0.3	0.7	0.6	0.7	4.7	6.0	1.2	0.7	0.4	0.3	16.1	12.5%	0.8	2.1	11.9	1.4

VISITOR NUMBERS | **NON-SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	000s	14.0	13.5	13.1	14.2	14.8	15.1	10.5	15.2	17.5	14.7	14.3	16.1
All Visitor Types	M	3.8	4.1	4.1	4.2	4.3	4.2	2.0	2.9	3.6	3.9	3.9	4.0
Share of Total	%	0.4%	0.3%	0.3%	0.3%	0.3%	0.4%	0.5%	0.5%	0.5%	0.4%	0.4%	0.4%
Annual Change in Share	%		-11.1%	-2.6%	5.2%	3.3%	3.3%	44.0%	0.1%	-5.4%	-22.2%	-3.4%	10.2%
Change in Share from 2014	%		-11.1%	-13.4%	-9.0%	-6.0%	-2.9%	39.9%	40.0%	32.4%	3.1%	-0.4%	9.7%
Avg Ann. Change in Share	%		-11.1%	-6.7%	-3.0%	-1.5%	-0.6%	6.6%	5.7%	4.1%	0.3%	0.0%	0.9%



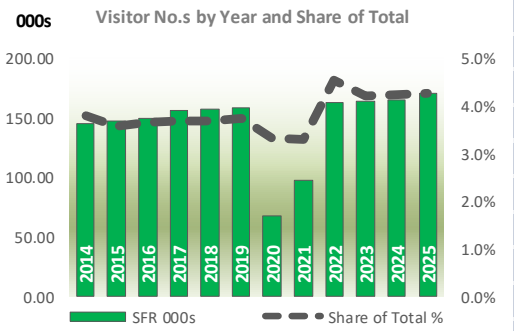
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL										2014 to 2025			SFR		VISITOR NUMBERS			
VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	20.1%	18.3%	13.3%	14.5%	19.8%	19.9%	15.0%	15.5%	13.6%	18.5%	16.0%	21.1%	17.4%		18.1%	17.8%	14.8%	19.2%
% Change 2024 to 2025	2.0%	5.1%	3.6%	2.6%	2.9%	3.3%	3.5%	3.3%	3.0%	1.3%	1.8%	3.1%	2.9%	Annual Change	3.0%	2.9%	3.3%	2.3%
Average Annual Change	1.8%	1.7%	1.2%	1.3%	1.8%	1.8%	1.4%	1.4%	1.2%	1.7%	1.5%	1.9%	1.6%		1.6%	1.6%	1.3%	1.7%
2014 000s	19.4	7.8	8.7	14.7	12.9	10.8	13.4	13.8	9.6	9.5	7.9	16.0	144.4		35.9	38.4	36.8	33.3
2015 000s	20.3	8.0	8.7	14.8	13.1	11.3	13.7	14.2	9.5	9.9	7.9	15.9	147.2	1.9%	36.9	39.2	37.4	33.7
2016 000s	20.3	8.0	8.8	15.2	13.2	11.3	13.9	14.4	9.6	9.7	8.1	16.5	149.0	1.2%	37.2	39.7	37.8	34.3
2017 000s	21.5	8.2	9.1	15.4	14.0	11.7	14.3	14.6	10.1	10.3	8.4	17.5	155.0	4.1%	38.8	41.1	38.9	36.2
2018 000s	21.6	8.3	9.1	15.5	14.2	11.9	14.4	14.8	10.0	10.4	8.5	17.7	156.4	0.9%	39.0	41.6	39.3	36.5
2019 000s	21.8	8.4	9.1	15.7	14.3	12.0	14.6	14.9	10.0	10.5	8.6	17.7	157.6	0.8%	39.3	42.0	39.5	36.8
2020 000s	21.5	7.9	3.8	1.1	1.3	1.0	6.8	10.1	5.3	4.7	1.1	2.6	67.3	-57.3%	33.3	3.4	22.2	8.4
2021 000s	3.4	1.3	1.5	3.3	5.2	9.4	14.3	15.4	9.8	10.2	7.8	15.2	96.6	43.6%	6.2	17.9	39.4	33.2
2022 000s	20.9	8.4	9.4	16.3	14.8	12.4	15.3	15.6	10.5	10.9	8.9	18.6	161.9	67.5%	38.8	43.4	41.3	38.4
2023 000s	22.6	8.7	9.5	16.4	14.8	12.3	14.7	15.1	10.5	10.9	8.9	18.7	163.1	0.8%	40.8	43.5	40.3	38.4
2024 000s	22.8	8.8	9.5	16.4	15.0	12.5	14.9	15.4	10.6	11.1	9.0	18.7	164.8	1.0%	41.1	43.9	40.9	38.8
2025 000s	23.3	9.2	9.9	16.8	15.5	12.9	15.5	15.9	10.9	11.2	9.2	19.3	169.5	2.9%	42.3	45.2	42.3	39.7

VISITOR NUMBERS													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	000s	144.4	147.2	149.0	155.0	156.4	157.6	67.3	96.6	161.9	163.1	164.8	169.5
All Visitor Types	M	3.8	4.1	4.1	4.2	4.3	4.2	2.0	2.9	3.6	3.9	3.9	4.0
Share of Total	%	3.8%	3.6%	3.6%	3.7%	3.7%	3.7%	3.3%	3.3%	4.5%	4.2%	4.2%	4.3%
Annual Change in Share	%		-6.1%	2.0%	1.2%	-0.1%	1.6%	-11.1%	-1.1%	37.6%	-6.9%	0.6%	0.8%
Change in Share from 2014	%		-6.1%	-4.2%	-3.1%	-3.2%	-1.7%	-12.6%	-13.5%	19.1%	10.8%	11.5%	12.3%
Avg Ann. Change in Share	%		-6.1%	-2.1%	-1.0%	-0.8%	-0.3%	-2.1%	-1.9%	2.4%	1.2%	1.1%	1.1%

SFR



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

STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

2014 to 2025

STAYING VISITOR

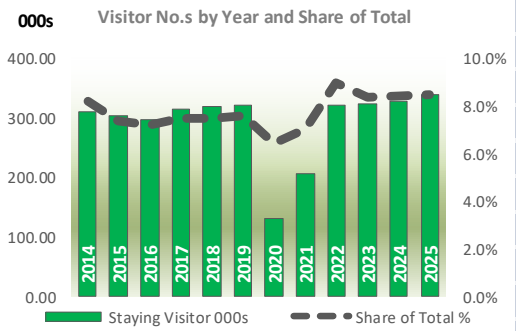
VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	17.4%	9.2%	0.4%	5.3%	10.3%	2.2%	6.4%	6.5%	0.2%	9.7%	11.8%	20.4%	8.7%		9.9%	6.0%	4.4%	14.6%
% Change 2024 to 2025	2.1%	8.2%	5.1%	-1.0%	-2.4%	-1.4%	1.9%	2.3%	1.0%	6.1%	8.4%	8.9%	3.3%	Annual Change	4.7%	-1.6%	1.8%	7.9%
Average Annual Change	1.6%	0.8%	0.0%	0.5%	0.9%	0.2%	0.6%	0.6%	0.0%	0.9%	1.1%	1.9%	0.8%		0.9%	0.5%	0.4%	1.3%
2014 000s	28.1	21.8	20.1	21.7	23.3	22.2	29.9	30.6	30.5	24.8	24.7	32.1	310.0		70.1	67.3	91.0	81.7
2015 000s	28.5	21.4	18.6	21.2	23.1	21.9	29.9	31.3	29.2	24.2	23.7	30.0	303.1	-2.2%	68.6	66.2	90.4	77.9
2016 000s	28.4	20.5	18.3	21.7	22.5	20.8	29.2	30.1	27.9	22.2	22.8	30.5	294.9	-2.7%	67.2	65.0	87.2	75.5
2017 000s	30.8	21.3	19.2	22.0	24.8	22.0	30.2	30.5	30.3	24.3	24.5	34.0	314.0	6.5%	71.2	68.9	91.1	82.9
2018 000s	31.1	21.6	19.1	22.1	25.4	22.6	30.5	31.5	30.2	25.0	24.9	34.5	318.5	1.4%	71.7	70.1	92.2	84.4
2019 000s	31.3	21.7	19.2	22.4	25.5	22.8	30.9	31.5	29.9	25.1	25.4	34.4	320.1	0.5%	72.1	70.7	92.4	84.8
2020 000s	30.9	20.7	8.0	1.7	2.4	1.9	12.2	19.4	14.4	10.7	3.1	4.5	129.9	-59.4%	59.5	5.9	46.0	18.4
2021 000s	5.0	3.4	3.2	4.6	8.5	17.4	28.8	31.3	28.2	24.0	22.7	29.1	206.4	58.9%	11.6	30.6	88.3	75.8
2022 000s	28.3	20.6	19.1	23.0	25.7	22.8	32.2	32.4	30.0	25.3	25.4	35.4	320.2	55.2%	68.1	71.5	94.6	86.1
2023 000s	32.0	22.0	19.6	23.3	25.6	22.8	30.3	31.1	30.3	25.2	25.2	35.5	322.9	0.8%	73.6	71.7	91.7	85.9
2024 000s	32.3	22.0	19.2	23.1	26.4	23.1	31.2	31.8	30.3	25.7	25.5	35.5	326.0	1.0%	73.5	72.5	93.3	86.7
2025 000s	32.9	23.8	20.2	22.9	25.7	22.7	31.8	32.6	30.6	27.3	27.6	38.7	336.8	3.3%	77.0	71.3	94.9	93.6

VISITOR NUMBERS

STAYING VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	000s	310.0	303.1	294.9	314.0	318.5	320.1	129.9	206.4	320.2	322.9	326.0	336.8
All Visitor Types	M	3.8	4.1	4.1	4.2	4.3	4.2	2.0	2.9	3.6	3.9	3.9	4.0
Share of Total	%	8.1%	7.3%	7.2%	7.4%	7.5%	7.6%	6.4%	7.0%	8.9%	8.3%	8.4%	8.5%
Annual Change in Share	%		-9.9%	-2.0%	3.5%	0.4%	1.3%	-15.5%	9.5%	27.5%	-6.8%	0.6%	1.2%
Change in Share from 2014	%		-9.9%	-11.7%	-8.6%	-8.2%	-7.0%	-21.4%	-14.0%	9.7%	2.1%	2.7%	3.9%
Avg Ann. Change in Share	%		-9.9%	-5.8%	-2.9%	-2.0%	-1.4%	-3.6%	-2.0%	1.2%	0.2%	0.3%	0.4%



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STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

2014 to 2025

DAY VISITOR

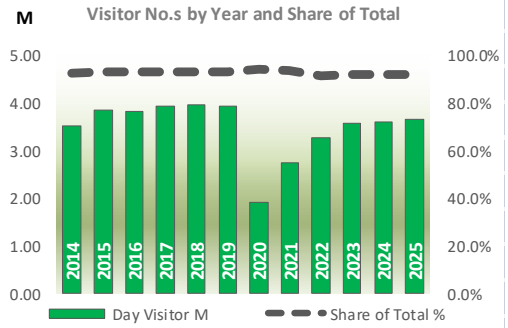
VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	14.6%	18.9%	24.1%	-6.3%	12.3%	12.3%	-8.9%	-6.4%	-2.6%	4.2%	-2.0%	8.1%	4.2%		20.3%	7.3%	-6.4%	3.1%
% Change 2024 to 2025	3.3%	-1.1%	3.5%	2.6%	4.1%	-1.9%	5.9%	3.3%	2.7%	0.2%	-3.4%	-3.5%	2.0%	Annual Change	2.0%	1.5%	3.9%	-1.7%
Average Annual Change	1.3%	1.7%	2.2%	-0.6%	1.1%	1.1%	-0.8%	-0.6%	-0.2%	0.4%	-0.2%	0.7%	0.4%		1.8%	0.7%	-0.6%	0.3%
2014 M	0.156	0.228	0.314	0.268	0.398	0.343	0.421	0.605	0.295	0.220	0.149	0.101	3.499		0.698	1.009	1.321	0.470
2015 M	0.186	0.266	0.336	0.273	0.420	0.358	0.434	0.692	0.339	0.258	0.154	0.116	3.832	9.5%	0.788	1.051	1.465	0.528
2016 M	0.187	0.262	0.367	0.264	0.436	0.395	0.404	0.680	0.314	0.239	0.145	0.115	3.808	-0.6%	0.816	1.095	1.398	0.499
2017 M	0.187	0.268	0.380	0.277	0.438	0.402	0.396	0.715	0.336	0.240	0.152	0.117	3.907	2.6%	0.835	1.117	1.447	0.508
2018 M	0.199	0.277	0.381	0.269	0.458	0.400	0.397	0.683	0.327	0.252	0.166	0.136	3.944	0.9%	0.857	1.126	1.407	0.553
2019 M	0.203	0.283	0.391	0.274	0.453	0.397	0.391	0.638	0.326	0.251	0.167	0.133	3.908	-0.9%	0.878	1.124	1.356	0.550
2020 M	0.214	0.256	0.183	0.018	0.047	0.068	0.106	0.477	0.243	0.167	0.058	0.065	1.901	-51.4%	0.652	0.132	0.826	0.290
2021 M	0.065	0.109	0.176	0.143	0.279	0.320	0.333	0.576	0.280	0.218	0.139	0.104	2.741	44.2%	0.350	0.742	1.189	0.461
2022 M	0.154	0.216	0.324	0.229	0.382	0.343	0.341	0.525	0.267	0.221	0.148	0.117	3.268	19.2%	0.694	0.954	1.133	0.486
2023 M	0.171	0.263	0.370	0.248	0.417	0.378	0.362	0.562	0.296	0.230	0.151	0.113	3.560	9.0%	0.804	1.043	1.220	0.494
2024 M	0.173	0.274	0.376	0.245	0.430	0.393	0.362	0.548	0.280	0.228	0.151	0.113	3.574	0.4%	0.824	1.067	1.190	0.493
2025 M	0.179	0.271	0.390	0.251	0.447	0.385	0.383	0.566	0.287	0.229	0.146	0.109	3.645	2.0%	0.840	1.083	1.237	0.484

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	3.499	3.832	3.808	3.907	3.944	3.908	1.901	2.741	3.268	3.560	3.574	3.645
All Visitor Types	M	3.809	4.135	4.103	4.221	4.262	4.228	2.031	2.947	3.588	3.883	3.900	3.981
Share of Total	%	91.9%	92.7%	92.8%	92.6%	92.5%	92.4%	93.6%	93.0%	91.1%	91.7%	91.6%	91.5%
Annual Change in Share	%		0.9%	0.2%	-0.3%	0.0%	-0.1%	1.3%	-0.6%	-2.1%	0.7%	-0.1%	-0.1%
Change in Share from 2014	%		0.9%	1.0%	0.8%	0.7%	0.6%	1.9%	1.2%	-0.9%	-0.2%	-0.2%	-0.3%
Avg Ann. Change in Share	%		0.9%	0.5%	0.3%	0.2%	0.1%	0.3%	0.2%	-0.1%	0.0%	0.0%	0.0%

DAY VISITOR



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

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

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

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STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

2014 to 2025

TOTAL

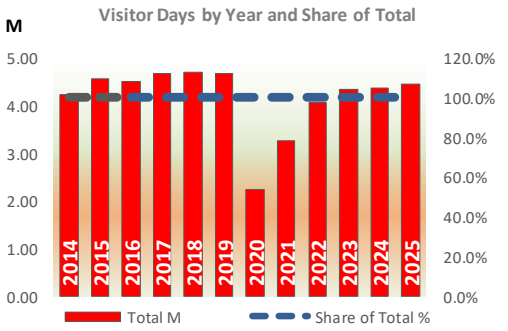
VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		15.3%	17.5%	21.6%	-3.5%	12.4%	12.3%	-5.2%	-3.7%	-2.3%	5.0%	-0.9%	12.0%	5.3%		18.7%	7.9%	-3.9%	5.0%
% Change 2024 to 2025		2.7%	-0.1%	3.5%	2.5%	3.8%	-1.3%	5.6%	3.4%	2.6%	0.0%	-2.6%	-1.0%	2.1%	Annual Change	2.2%	1.7%	3.9%	-1.0%
Average Annual Change		1.4%	1.6%	2.0%	-0.3%	1.1%	1.1%	-0.5%	-0.3%	-0.2%	0.5%	-0.1%	1.1%	0.5%		1.7%	0.7%	-0.4%	0.5%
2014	M	0.222	0.268	0.355	0.327	0.454	0.396	0.506	0.699	0.357	0.274	0.192	0.164	4.214		0.845	1.177	1.563	0.630
2015	M	0.255	0.305	0.375	0.330	0.474	0.413	0.519	0.789	0.396	0.313	0.195	0.176	4.541	7.8%	0.935	1.217	1.705	0.684
2016	M	0.254	0.300	0.405	0.323	0.489	0.448	0.489	0.777	0.369	0.291	0.185	0.177	4.507	-0.7%	0.959	1.260	1.635	0.653
2017	M	0.260	0.307	0.420	0.336	0.497	0.458	0.485	0.814	0.396	0.296	0.194	0.185	4.649	3.2%	0.987	1.291	1.695	0.676
2018	M	0.273	0.317	0.421	0.329	0.519	0.457	0.487	0.785	0.387	0.310	0.209	0.205	4.698	1.0%	1.010	1.304	1.660	0.724
2019	M	0.277	0.324	0.431	0.335	0.514	0.454	0.484	0.740	0.386	0.309	0.211	0.202	4.668	-0.7%	1.032	1.303	1.610	0.722
2020	M	0.287	0.294	0.200	0.022	0.052	0.072	0.149	0.546	0.275	0.193	0.064	0.075	2.229	-52.3%	0.781	0.147	0.969	0.332
2021	M	0.076	0.115	0.182	0.156	0.303	0.366	0.426	0.683	0.338	0.275	0.179	0.163	3.263	46.4%	0.373	0.825	1.447	0.617
2022	M	0.221	0.255	0.365	0.292	0.443	0.401	0.440	0.634	0.328	0.280	0.193	0.190	4.042	23.9%	0.841	1.136	1.402	0.662
2023	M	0.246	0.304	0.411	0.311	0.478	0.435	0.452	0.663	0.357	0.289	0.195	0.185	4.327	7.1%	0.962	1.224	1.472	0.669
2024	M	0.249	0.315	0.417	0.307	0.492	0.450	0.454	0.652	0.340	0.288	0.196	0.185	4.345	0.4%	0.981	1.249	1.446	0.669
2025	M	0.256	0.315	0.431	0.315	0.511	0.444	0.480	0.673	0.349	0.288	0.191	0.183	4.436	2.1%	1.002	1.270	1.502	0.662

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	4.214	4.541	4.507	4.649	4.698	4.668	2.229	3.263	4.042	4.327	4.345	4.436
All Visitor Types	M	4.214	4.541	4.507	4.649	4.698	4.668	2.229	3.263	4.042	4.327	4.345	4.436
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												

TOTAL



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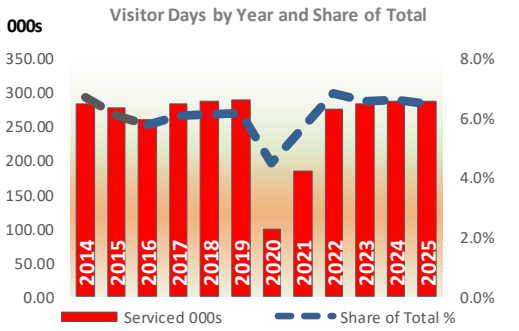
STEAM REPORT FOR 2014-2025 - FINAL
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2014 to 2025 | SERVICED | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	8.5%	3.6%	-6.6%	-5.5%	15.5%	13.8%	-1.2%	0.7%	-10.2%	-0.4%	-4.7%	12.1%	1.5%		1.5%	9.7%	-4.2%	1.4%
% Change 2024 to 2025	-1.5%	6.5%	4.6%	-3.4%	0.0%	1.6%	0.2%	-3.3%	-1.0%	-4.5%	-2.4%	1.5%	-0.4%	Annual Change	3.4%	-0.1%	-1.4%	-2.2%
Average Annual Change	0.8%	0.3%	-0.6%	-0.5%	1.4%	1.3%	-0.1%	0.1%	-0.9%	0.0%	-0.4%	1.1%	0.1%		0.1%	0.9%	-0.4%	0.1%
2014 000s	15.8	21.7	19.6	15.1	21.8	24.3	24.8	28.2	35.2	30.6	24.9	19.3	281.3		57.2	61.2	88.3	74.7
2015 000s	16.6	21.3	17.9	14.3	21.4	26.4	24.6	30.4	32.0	30.9	22.4	16.9	275.3	-2.1%	55.8	62.2	87.1	70.2
2016 000s	15.1	19.7	17.0	14.3	20.1	24.2	23.8	29.0	29.5	27.2	21.6	17.8	259.4	-5.8%	51.8	58.6	82.3	66.5
2017 000s	17.3	20.7	18.2	14.5	23.7	26.2	24.1	28.6	32.7	30.7	23.7	20.9	281.3	8.4%	56.2	64.4	85.4	75.3
2018 000s	17.6	21.0	18.1	14.5	24.3	27.1	24.3	29.9	32.3	31.8	24.2	21.3	286.5	1.9%	56.7	65.9	86.5	77.3
2019 000s	17.6	21.0	18.2	14.5	24.4	27.4	24.4	29.8	32.0	31.9	24.6	21.0	286.7	0.1%	56.8	66.2	86.1	77.5
2020 000s	17.2	20.2	7.3	1.2	2.4	2.3	4.9	12.1	13.6	12.4	3.1	2.3	99.0	-65.5%	44.7	6.0	30.7	17.7
2021 000s	3.0	3.4	3.2	2.8	6.4	19.9	19.7	26.8	29.3	29.7	21.9	17.7	183.6	85.4%	9.6	29.1	75.7	69.2
2022 000s	13.6	19.3	17.2	14.6	23.6	26.3	23.8	28.0	31.2	31.5	24.2	21.1	274.6	49.5%	50.1	64.5	83.1	76.9
2023 000s	17.3	21.0	18.1	15.0	23.9	26.9	23.7	28.2	31.9	31.1	24.0	21.4	282.4	2.8%	56.4	65.8	83.8	76.4
2024 000s	17.5	21.1	17.5	14.8	25.2	27.2	24.5	29.4	31.9	31.9	24.3	21.3	286.4	1.4%	56.1	67.1	85.8	77.4
2025 000s	17.2	22.5	18.3	14.3	25.2	27.6	24.5	28.4	31.6	30.4	23.7	21.6	285.4	-0.4%	58.0	67.1	84.6	75.7

VISITOR DAYS | **SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	281.3	275.3	259.4	281.3	286.5	286.7	99.0	183.6	274.6	282.4	286.4	285.4
All Visitor Types	M	4.2	4.5	4.5	4.6	4.7	4.7	2.2	3.3	4.0	4.3	4.3	4.4
Share of Total	%	6.7%	6.1%	5.8%	6.0%	6.1%	6.1%	4.4%	5.6%	6.8%	6.5%	6.6%	6.4%
Annual Change in Share	%		-9.2%	-5.1%	5.1%	0.8%	0.7%	-27.7%	26.7%	20.7%	-3.9%	1.0%	-2.4%
Change in Share from 2014	%		-9.2%	-13.8%	-9.4%	-8.7%	-8.0%	-33.4%	-15.7%	1.8%	-2.2%	-1.2%	-3.6%
Avg Ann. Change in Share	%		-9.2%	-6.9%	-3.1%	-2.2%	-1.6%	-5.6%	-2.2%	0.2%	-0.2%	-0.1%	-0.3%



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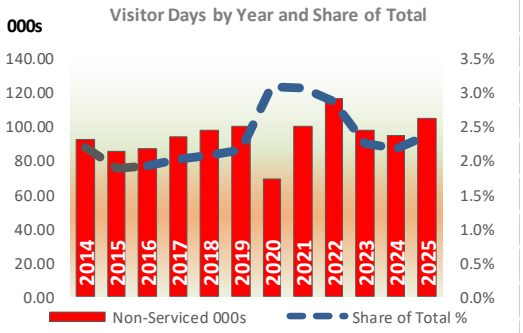
2014 to 2025 | NON-SERVICED | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	4.9%	4.5%	-7.2%	13.3%	-25.8%	-27.8%	23.8%	24.1%	0.1%	27.6%	-3.8%	22.4%	13.4%		-0.6%	-17.1%	21.6%	17.0%
% Change 2024 to 2025	7.5%	25.1%	-2.9%	22.0%	11.0%	8.6%	8.4%	10.4%	17.9%	14.2%	9.9%	11.1%	10.6%	Annual Change	7.5%	13.5%	10.1%	12.4%
Average Annual Change	0.4%	0.4%	-0.7%	1.2%	-2.3%	-2.5%	2.2%	2.2%	0.0%	2.5%	-0.3%	2.0%	1.2%		-0.1%	-1.6%	2.0%	1.5%
2014 000s	1.5	1.7	2.5	3.7	5.8	5.9	26.6	30.3	6.3	3.6	2.3	1.7	91.8		5.6	15.4	63.1	7.6
2015 000s	1.4	1.5	2.3	3.2	4.2	4.2	26.6	30.0	4.7	3.4	1.9	1.6	85.1	-7.3%	5.2	11.7	61.3	6.9
2016 000s	1.4	1.6	2.4	3.3	4.3	4.3	26.8	30.4	4.8	3.4	2.0	1.7	86.3	1.4%	5.4	11.9	62.0	7.0
2017 000s	1.5	1.8	2.4	3.6	4.6	4.5	29.8	32.2	5.5	3.7	2.0	1.8	93.4	8.2%	5.7	12.6	67.5	7.5
2018 000s	1.6	1.9	2.5	3.7	5.1	4.9	30.2	33.7	5.8	4.0	2.2	1.9	97.4	4.3%	5.9	13.7	69.7	8.0
2019 000s	1.7	2.0	2.6	4.2	5.3	4.9	31.5	33.6	5.7	4.0	2.4	2.1	99.9	2.5%	6.3	14.4	70.8	8.4
2020 000s	1.9	1.6	1.4	0.1	0.3	0.3	20.9	30.7	6.3	3.7	0.2	1.1	68.6	-31.4%	4.9	0.7	57.9	5.1
2021 000s	0.0	0.0	0.1	1.1	4.3	5.2	34.5	37.9	7.1	4.9	2.3	1.9	99.4	44.9%	0.2	10.6	79.6	9.1
2022 000s	1.8	1.7	3.1	4.1	5.6	5.4	37.7	40.4	6.5	4.1	2.4	2.7	115.5	16.3%	6.7	15.1	84.6	9.2
2023 000s	1.7	1.8	2.6	4.0	4.7	4.1	29.6	34.1	5.8	4.4	2.2	2.2	97.1	-15.9%	6.0	12.8	69.5	8.8
2024 000s	1.4	1.4	2.4	3.5	3.9	3.9	30.4	34.0	5.3	4.0	2.0	1.9	94.1	-3.1%	5.2	11.3	69.7	7.9
2025 000s	1.5	1.8	2.3	4.2	4.3	4.2	33.0	37.5	6.3	4.6	2.2	2.1	104.1	10.6%	5.6	12.8	76.8	8.9

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	000s	91.8	85.1	86.3	93.4	97.4	99.9	68.6	99.4	115.5	97.1	94.1	104.1
All Visitor Types	M	4.2	4.5	4.5	4.6	4.7	4.7	2.2	3.3	4.0	4.3	4.3	4.4
Share of Total	%	2.2%	1.9%	1.9%	2.0%	2.1%	2.1%	3.1%	3.0%	2.9%	2.2%	2.2%	2.3%
Annual Change in Share	%		-14.0%	2.1%	4.9%	3.2%	3.2%	43.7%	-1.0%	-6.1%	-21.5%	-3.5%	8.3%
Change in Share from 2014	%		-14.0%	-12.1%	-7.8%	-4.8%	-1.8%	41.2%	39.8%	31.2%	3.0%	-0.6%	7.7%
Avg Ann. Change in Share	%		-14.0%	-6.1%	-2.6%	-1.2%	-0.4%	6.9%	5.7%	3.9%	0.3%	-0.1%	0.7%

NON-SERVICED ACCOMMODATION



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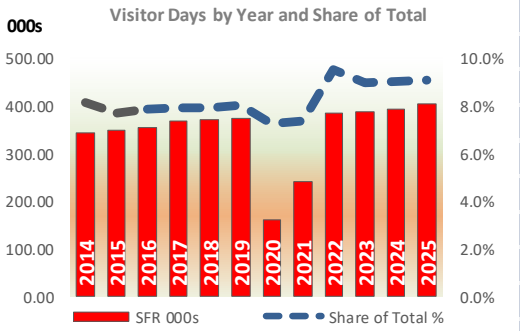
STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

2014 to 2025 | SFR | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	20.1%	18.3%	13.3%	14.5%	19.8%	19.9%	15.0%	15.5%	13.6%	18.5%	16.0%	21.1%	17.4%		18.3%	17.5%	14.9%	19.4%
% Change 2024 to 2025	2.0%	5.1%	3.6%	2.6%	2.9%	3.3%	3.5%	3.3%	3.0%	1.3%	1.8%	3.1%	2.9%	Annual Change	2.9%	2.9%	3.3%	2.4%
Average Annual Change	1.8%	1.7%	1.2%	1.3%	1.8%	1.8%	1.4%	1.4%	1.2%	1.7%	1.5%	1.9%	1.6%		1.7%	1.6%	1.4%	1.8%
2014 000s	48.5	16.3	18.7	39.6	28.4	22.6	33.6	35.8	20.8	20.3	16.0	41.5	342.2		83.5	90.7	90.2	77.8
2015 000s	50.7	16.8	18.7	40.1	28.7	23.6	34.2	36.8	20.7	21.1	16.1	41.3	348.8	1.9%	86.1	92.4	91.7	78.5
2016 000s	50.8	16.9	18.9	41.0	29.0	23.7	34.7	37.4	20.8	20.8	16.4	43.0	353.4	1.3%	86.6	93.7	92.9	80.2
2017 000s	53.7	17.3	19.5	41.6	30.8	24.6	35.7	37.9	21.8	22.0	17.1	45.6	367.6	4.0%	90.5	97.0	95.5	84.6
2018 000s	54.1	17.4	19.5	41.8	31.3	25.0	35.9	38.6	21.8	22.3	17.2	45.9	370.7	0.8%	91.0	98.0	96.3	85.4
2019 000s	54.5	17.5	19.6	42.3	31.5	25.2	36.4	38.7	21.8	22.4	17.4	46.1	373.5	0.8%	91.7	99.0	97.0	85.9
2020 000s	53.8	16.7	8.3	3.1	2.8	2.1	16.9	26.2	11.6	10.1	2.1	6.8	160.5	-57.0%	78.7	8.0	54.7	19.1
2021 000s	8.0	2.5	2.8	9.4	13.7	20.6	39.1	42.4	22.2	22.4	16.0	39.7	238.9	48.9%	13.4	43.8	103.6	78.1
2022 000s	52.3	17.7	20.3	43.9	32.6	26.0	38.2	40.4	22.7	23.3	18.1	48.4	383.8	60.6%	90.2	102.5	101.4	89.7
2023 000s	56.6	18.3	20.5	44.3	32.5	25.9	36.7	39.4	22.8	23.3	18.0	48.5	386.7	0.8%	95.3	102.7	98.9	89.9
2024 000s	57.1	18.4	20.5	44.3	33.1	26.2	37.4	40.0	23.0	23.7	18.3	48.7	390.5	1.0%	95.9	103.6	100.3	90.7
2025 000s	58.2	19.3	21.2	45.4	34.0	27.1	38.7	41.3	23.7	24.1	18.6	50.2	401.8	2.9%	98.7	106.5	103.6	92.9

VISITOR DAYS | SFR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	000s	342.2	348.8	353.4	367.6	370.7	373.5	160.5	238.9	383.8	386.7	390.5	401.8
All Visitor Types	M	4.2	4.5	4.5	4.6	4.7	4.7	2.2	3.3	4.0	4.3	4.3	4.4
Share of Total	%	8.1%	7.7%	7.8%	7.9%	7.9%	8.0%	7.2%	7.3%	9.5%	8.9%	9.0%	9.1%
Annual Change in Share	%		-5.4%	2.1%	0.8%	-0.2%	1.4%	-10.0%	1.7%	29.7%	-5.9%	0.6%	0.8%
Change in Share from 2014	%		-5.4%	-3.4%	-2.6%	-2.8%	-1.4%	-11.3%	-9.8%	17.0%	10.1%	10.7%	11.6%
Avg Ann. Change in Share	%		-5.4%	-1.7%	-0.9%	-0.7%	-0.3%	-1.9%	-1.4%	2.1%	1.1%	1.1%	1.1%



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STEAM REPORT FOR 2014-2025 - FINAL
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2014 to 2025

STAYING VISITOR

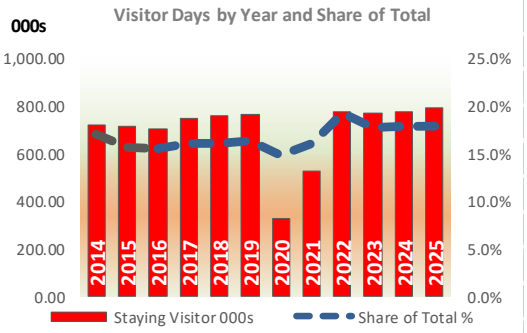
VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	17.0%	9.7%	2.5%	9.3%	13.4%	11.8%	13.1%	13.8%	-1.2%	8.5%	3.0%	18.3%	10.6%		11.0%	11.4%	9.7%	10.9%
% Change 2024 to 2025	1.3%	6.5%	3.6%	2.2%	2.2%	2.9%	4.3%	3.8%	2.2%	-0.9%	-0.1%	2.9%	2.6%	Annual Change	3.3%	2.4%	3.6%	0.8%
Average Annual Change	1.5%	0.9%	0.2%	0.8%	1.2%	1.1%	1.2%	1.3%	-0.1%	0.8%	0.3%	1.7%	1.0%		1.0%	1.0%	0.9%	1.0%
2014 000s	65.7	39.7	40.8	58.5	56.1	52.7	85.1	94.3	62.3	54.5	43.2	62.5	715.3		146.3	167.2	241.6	160.1
2015 000s	68.6	39.6	39.0	57.6	54.4	54.3	85.5	97.2	57.4	55.3	40.5	59.9	709.2	-0.8%	147.2	166.3	240.1	155.7
2016 000s	67.3	38.2	38.3	58.6	53.5	52.1	85.3	96.8	55.1	51.4	39.9	62.4	699.0	-1.4%	143.8	164.2	237.3	153.8
2017 000s	72.5	39.8	40.1	59.7	59.1	55.2	89.6	98.7	60.1	56.3	42.8	68.4	742.2	6.2%	152.4	174.0	248.4	167.4
2018 000s	73.3	40.3	40.0	59.9	60.7	57.0	90.4	102.2	60.0	58.1	43.5	69.1	754.6	1.7%	153.6	177.7	252.5	170.7
2019 000s	73.9	40.5	40.3	60.9	61.2	57.5	92.3	102.1	59.5	58.2	44.4	69.2	760.1	0.7%	154.7	179.6	253.9	171.9
2020 000s	72.9	38.4	17.0	4.5	5.5	4.7	42.7	69.0	31.5	26.2	5.4	10.2	328.1	-56.8%	128.3	14.7	143.3	41.9
2021 000s	11.0	6.0	6.1	13.4	24.4	45.7	93.3	107.0	58.6	57.0	40.1	59.3	521.9	59.1%	23.2	83.4	258.9	156.4
2022 000s	67.7	38.7	40.6	62.6	61.7	57.7	99.8	108.8	60.5	58.9	44.6	72.2	773.9	48.3%	147.1	182.1	269.1	175.7
2023 000s	75.5	41.1	41.1	63.4	61.1	56.9	90.0	101.7	60.5	58.8	44.2	72.1	766.2	-1.0%	157.7	181.3	252.2	175.1
2024 000s	75.9	40.9	40.4	62.5	62.2	57.3	92.3	103.4	60.2	59.6	44.5	71.9	771.1	0.6%	157.2	182.0	255.8	176.1
2025 000s	76.9	43.6	41.8	63.9	63.5	58.9	96.2	107.3	61.5	59.1	44.5	73.9	791.3	2.6%	162.3	186.4	265.0	177.5

VISITOR DAYS

STAYING VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	000s	715.3	709.2	699.0	742.2	754.6	760.1	328.1	521.9	773.9	766.2	771.1	791.3
All Visitor Types	M	4.2	4.5	4.5	4.6	4.7	4.7	2.2	3.3	4.0	4.3	4.3	4.4
Share of Total	%	17.0%	15.6%	15.5%	16.0%	16.1%	16.3%	14.7%	16.0%	19.1%	17.7%	17.7%	17.8%
Annual Change in Share	%		-8.0%	-0.7%	2.9%	0.6%	1.4%	-9.6%	8.7%	19.7%	-7.5%	0.2%	0.5%
Change in Share from 2014	%		-8.0%	-8.6%	-6.0%	-5.4%	-4.1%	-13.3%	-5.8%	12.8%	4.3%	4.6%	5.1%
Avg Ann. Change in Share	%		-8.0%	-4.3%	-2.0%	-1.3%	-0.8%	-2.2%	-0.8%	1.6%	0.5%	0.5%	0.5%



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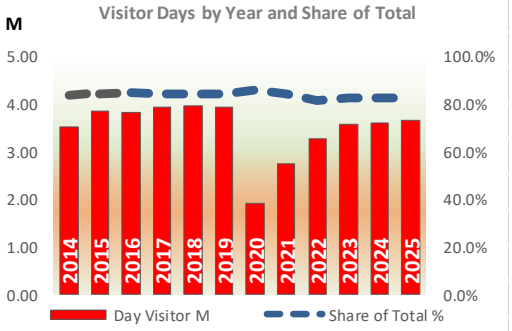
STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

2014 to 2025 | DAY VISITOR | VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		14.6%	18.9%	24.1%	-6.3%	12.3%	12.3%	-8.9%	-6.4%	-2.6%	4.2%	-2.0%	8.1%	4.2%		20.3%	7.3%	-6.4%	3.1%
% Change 2024 to 2025		3.3%	-1.1%	3.5%	2.6%	4.1%	-1.9%	5.9%	3.3%	2.7%	0.2%	-3.4%	-3.5%	2.0%	Annual Change	2.0%	1.5%	3.9%	-1.7%
Average Annual Change		1.3%	1.7%	2.2%	-0.6%	1.1%	1.1%	-0.8%	-0.6%	-0.2%	0.4%	-0.2%	0.7%	0.4%		1.8%	0.7%	-0.6%	0.3%
2014	M	0.156	0.228	0.314	0.268	0.398	0.343	0.421	0.605	0.295	0.220	0.149	0.101	3.499		0.698	1.009	1.321	0.470
2015	M	0.186	0.266	0.336	0.273	0.420	0.358	0.434	0.692	0.339	0.258	0.154	0.116	3.832	9.5%	0.788	1.051	1.465	0.528
2016	M	0.187	0.262	0.367	0.264	0.436	0.395	0.404	0.680	0.314	0.239	0.145	0.115	3.808	-0.6%	0.816	1.095	1.398	0.499
2017	M	0.187	0.268	0.380	0.277	0.438	0.402	0.396	0.715	0.336	0.240	0.152	0.117	3.907	2.6%	0.835	1.117	1.447	0.508
2018	M	0.199	0.277	0.381	0.269	0.458	0.400	0.397	0.683	0.327	0.252	0.166	0.136	3.944	0.9%	0.857	1.126	1.407	0.553
2019	M	0.203	0.283	0.391	0.274	0.453	0.397	0.391	0.638	0.326	0.251	0.167	0.133	3.908	-0.9%	0.878	1.124	1.356	0.550
2020	M	0.214	0.256	0.183	0.018	0.047	0.068	0.106	0.477	0.243	0.167	0.058	0.065	1.901	-51.4%	0.652	0.132	0.826	0.290
2021	M	0.065	0.109	0.176	0.143	0.279	0.320	0.333	0.576	0.280	0.218	0.139	0.104	2.741	44.2%	0.350	0.742	1.189	0.461
2022	M	0.154	0.216	0.324	0.229	0.382	0.343	0.341	0.525	0.267	0.221	0.148	0.117	3.268	19.2%	0.694	0.954	1.133	0.486
2023	M	0.171	0.263	0.370	0.248	0.417	0.378	0.362	0.562	0.296	0.230	0.151	0.113	3.560	9.0%	0.804	1.043	1.220	0.494
2024	M	0.173	0.274	0.376	0.245	0.430	0.393	0.362	0.548	0.280	0.228	0.151	0.113	3.574	0.4%	0.824	1.067	1.190	0.493
2025	M	0.179	0.271	0.390	0.251	0.447	0.385	0.383	0.566	0.287	0.229	0.146	0.109	3.645	2.0%	0.840	1.083	1.237	0.484

VISITOR DAYS | DAY VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	3.499	3.832	3.808	3.907	3.944	3.908	1.901	2.741	3.268	3.560	3.574	3.645
All Visitor Types	M	4.214	4.541	4.507	4.649	4.698	4.668	2.229	3.263	4.042	4.327	4.345	4.436
Share of Total	%	83.0%	84.4%	84.5%	84.0%	83.9%	83.7%	85.3%	84.0%	80.9%	82.3%	82.3%	82.2%
Annual Change in Share	%		1.6%	0.1%	-0.5%	-0.1%	-0.3%	1.9%	-1.5%	-3.8%	1.8%	0.0%	-0.1%
Change in Share from 2014	%		1.6%	1.8%	1.2%	1.1%	0.8%	2.7%	1.2%	-2.6%	-0.9%	-0.9%	-1.0%
Avg Ann. Change in Share	%		1.6%	0.9%	0.4%	0.3%	0.2%	0.5%	0.2%	-0.3%	-0.1%	-0.1%	-0.1%



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

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

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STEAM REPORT FOR 2014-2025 - FINAL

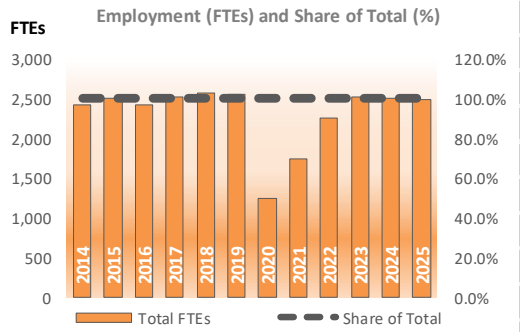
CITY OF LINCOLN COUNCIL

2014 to 2025

EMPLOYMENT BY:	MONTH AND QUARTER												TOTAL CALENDAR YEAR		TOTAL EMPLOYMENT QUARTER			
KEY	TOTAL																	
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2014 to 2025	8.7%	10.9%	15.5%	-4.6%	10.3%	9.6%	-4.5%	-2.7%	-3.6%	2.7%	-4.6%	5.3%	3.0%		12.1%	5.8%	-3.5%	1.2%
% Change 2024 to 2025	-0.3%	-1.9%	0.9%	-0.3%	1.0%	-3.1%	2.5%	0.7%	0.2%	-1.8%	-4.3%	-2.7%	-0.4%	Annual Change	-0.3%	-0.8%	1.1%	-2.8%
Average Annual Change	0.8%	1.0%	1.4%	-0.4%	0.9%	0.9%	-0.4%	-0.2%	-0.3%	0.2%	-0.4%	0.5%	0.3%		1.1%	0.5%	-0.3%	0.1%
2014 FTEs	1,704	1,926	2,378	2,241	2,939	2,633	3,294	4,350	2,504	2,017	1,540	1,400	2,410		2,003	2,604	3,383	1,652
2015 FTEs	1,832	2,065	2,415	2,197	2,973	2,669	3,292	4,756	2,622	2,170	1,488	1,405	2,490	3.3%	2,104	2,613	3,557	1,687
2016 FTEs	1,777	1,982	2,522	2,116	2,993	2,790	3,078	4,620	2,414	1,987	1,393	1,380	2,421	-2.8%	2,094	2,633	3,371	1,587
2017 FTEs	1,833	2,042	2,626	2,203	3,080	2,876	3,079	4,839	2,606	2,055	1,466	1,451	2,513	3.8%	2,167	2,720	3,508	1,657
2018 FTEs	1,929	2,124	2,665	2,193	3,244	2,921	3,125	4,753	2,594	2,171	1,571	1,579	2,572	2.4%	2,239	2,786	3,491	1,774
2019 FTEs	1,943	2,148	2,702	2,214	3,200	2,891	3,092	4,481	2,568	2,154	1,577	1,554	2,544	-1.1%	2,265	2,768	3,380	1,762
2020 FTEs	1,979	1,966	1,337	203	382	477	1,065	3,381	1,836	1,375	475	528	1,250	-50.8%	1,760	354	2,094	793
2021 FTEs	538	733	1,093	943	1,760	2,310	2,696	4,056	2,249	1,928	1,357	1,288	1,746	39.6%	788	1,671	3,000	1,524
2022 FTEs	1,608	1,759	2,328	1,971	2,796	2,581	2,846	3,898	2,237	1,979	1,465	1,481	2,246	28.6%	1,899	2,449	2,993	1,642
2023 FTEs	1,872	2,154	2,739	2,205	3,172	2,940	3,085	4,310	2,545	2,150	1,563	1,541	2,523	12.3%	2,255	2,773	3,313	1,751
2024 FTEs	1,859	2,177	2,723	2,145	3,208	2,978	3,069	4,206	2,409	2,109	1,536	1,515	2,494	-1.1%	2,253	2,777	3,228	1,720
2025 FTEs	1,853	2,136	2,747	2,138	3,241	2,885	3,145	4,234	2,413	2,071	1,470	1,474	2,484	-0.4%	2,245	2,755	3,264	1,672

EMPLOYMENT — **TOTAL**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	FTEs	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494	2,484
Total Employment	FTEs	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494	2,484
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												



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CITY OF LINCOLN COUNCIL

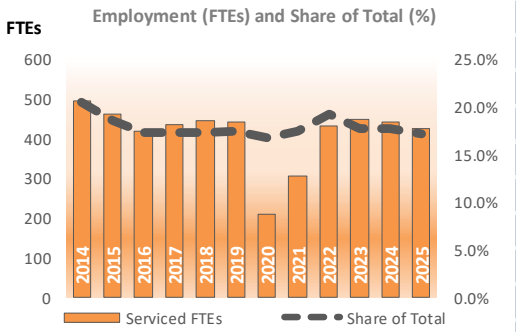
2014 to 2025 | **SERVICED** | **DIRECT EMPLOYMENT**

EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		-14.7%	-14.1%	-17.5%	-18.1%	-9.1%	-8.8%	-14.7%	-12.7%	-16.6%	-12.6%	-16.0%	-11.5%	-13.8%		-15.4%	-11.7%	-14.7%	-13.4%
% Change 2024 to 2025		-4.3%	-1.2%	-2.3%	-4.9%	-3.5%	-2.6%	-3.5%	-5.1%	-3.8%	-5.7%	-4.7%	-3.1%	-3.8%	Annual Change	-2.6%	-3.6%	-4.1%	-4.6%
Average Annual Change		-1.3%	-1.3%	-1.6%	-1.6%	-0.8%	-0.8%	-1.3%	-1.2%	-1.5%	-1.1%	-1.5%	-1.0%	-1.3%		-1.4%	-1.1%	-1.3%	-1.2%
2014	FTEs	439	480	461	427	477	498	502	528	597	547	501	462	493		460	467	542	503
2015	FTEs	417	449	421	394	446	485	472	517	537	520	455	417	461	-6.5%	429	442	509	464
2016	FTEs	372	403	383	363	405	436	433	475	481	458	417	393	418	-9.3%	386	401	463	423
2017	FTEs	389	411	393	365	432	453	436	473	519	489	432	417	434	3.8%	398	417	476	446
2018	FTEs	396	418	396	369	442	465	443	489	520	504	441	423	442	1.9%	403	426	484	456
2019	FTEs	395	417	395	368	441	466	442	486	514	502	443	420	441	-0.3%	402	425	481	455
2020	FTEs	388	396	258	74	93	84	184	271	288	277	105	85	208	-52.7%	347	83	248	155
2021	FTEs	117	116	114	116	163	403	401	453	476	476	416	390	303	45.5%	115	227	443	427
2022	FTEs	361	401	386	366	431	453	434	467	502	495	436	417	429	41.5%	383	417	468	450
2023	FTEs	398	424	401	377	446	472	446	484	526	508	447	430	447	4.1%	408	432	485	462
2024	FTEs	392	417	389	368	449	466	444	486	518	507	441	422	441	-1.2%	399	428	482	456
2025	FTEs	375	412	380	350	434	454	428	461	498	478	421	409	425	-3.8%	389	412	462	436

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	FTEs	493	461	418	434	442	441	208	303	429	447	441	425
Total Employment	FTEs	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494	2,484
Share of Total	%	20.5%	18.5%	17.3%	17.3%	17.2%	17.3%	16.7%	17.4%	19.1%	17.7%	17.7%	17.1%
Annual Change in Share	%		-9.5%	-6.7%	0.0%	-0.5%	0.8%	-3.8%	4.2%	10.0%	-7.4%	0.0%	-3.4%
Change in Share from 2014	%		-9.5%	-15.5%	-15.6%	-16.0%	-15.3%	-18.5%	-15.1%	-6.6%	-13.5%	-13.5%	-16.4%
Avg Ann. Change in Share	%		-9.5%	-7.8%	-5.2%	-4.0%	-3.1%	-3.1%	-2.2%	-0.8%	-1.5%	-1.3%	-1.5%

SERVICED ACCOMMODATION



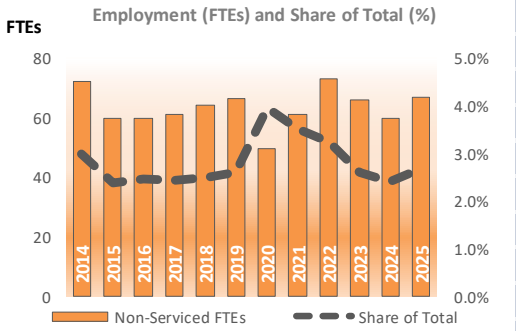
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STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL										2014 to 2025			NON-SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		-27.7%	-27.1%	-24.7%	-17.7%	-28.9%	-29.7%	11.1%	12.3%	-4.2%	17.9%	-28.0%	-24.4%	-7.6%		-26.5%	-25.9%	9.0%	-10.0%
% Change 2024 to 2025		6.0%	9.5%	2.7%	10.8%	6.9%	5.9%	7.0%	8.5%	29.0%	45.3%	6.6%	6.9%	11.2%	Annual Change	5.8%	7.8%	10.6%	22.4%
Average Annual Change		-2.5%	-2.5%	-2.2%	-1.6%	-2.6%	-2.7%	1.0%	1.1%	-0.4%	1.6%	-2.5%	-2.2%	-0.7%		-2.4%	-2.4%	0.8%	-0.9%
2014	FTEs	44	45	50	55	66	66	152	168	68	55	48	45	72		46	63	129	49
2015	FTEs	34	35	40	44	49	49	141	155	51	44	36	35	59	-17.4%	36	47	115	39
2016	FTEs	34	35	40	44	49	49	141	156	51	44	36	35	60	0.3%	36	47	116	39
2017	FTEs	33	34	39	44	49	49	152	162	53	44	35	34	61	1.9%	35	47	122	38
2018	FTEs	34	35	41	47	54	53	157	172	57	47	36	35	64	5.6%	37	51	129	40
2019	FTEs	36	37	43	50	56	54	163	172	58	49	39	38	66	3.2%	39	53	131	42
2020	FTEs	35	37	35	10	16	16	117	167	62	49	22	27	49	-25.5%	36	14	115	33
2021	FTEs	5	5	5	25	51	55	173	187	78	72	40	38	61	23.6%	5	44	146	50
2022	FTEs	38	38	45	50	57	56	188	209	61	49	40	41	73	19.2%	40	54	153	44
2023	FTEs	36	36	42	48	52	50	161	181	57	51	38	38	66	-9.5%	38	50	133	42
2024	FTEs	30	30	36	41	44	44	158	174	50	44	33	32	60	-9.1%	32	43	128	36
2025	FTEs	32	33	37	46	47	47	169	189	65	64	35	34	67	11.2%	34	46	141	44

EMPLOYMENT													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	FTEs	72	59	60	61	64	66	49	61	73	66	60	67
Total Employment	FTEs	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494	2,484
Share of Total	%	3.0%	2.4%	2.5%	2.4%	2.5%	2.6%	3.9%	3.5%	3.2%	2.6%	2.4%	2.7%
Annual Change in Share	%		-20.1%	3.2%	-1.8%	3.2%	4.4%	51.6%	-11.5%	-7.4%	-19.4%	-8.0%	11.7%
Change in Share from 2014	%		-20.1%	-17.5%	-19.0%	-16.5%	-12.8%	32.2%	17.0%	8.4%	-12.7%	-19.7%	-10.3%
Avg Ann. Change in Share	%		-20.1%	-8.8%	-6.3%	-4.1%	-2.6%	5.4%	2.4%	1.0%	-1.4%	-2.0%	-0.9%

NON-SERVICED ACCOMMODATION



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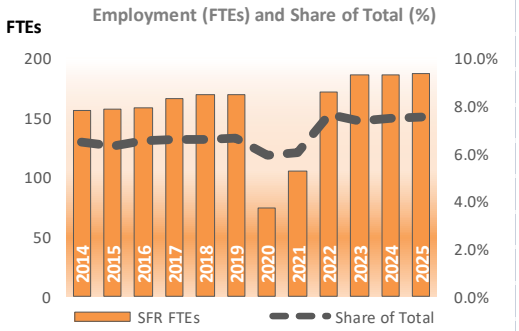
STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

2014 to 2025 | **SFR** | **DIRECT EMPLOYMENT**

EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		22.4%	20.6%	15.5%	16.7%	22.0%	22.2%	17.2%	17.6%	15.8%	20.8%	18.2%	23.4%	19.7%		20.5%	19.7%	17.1%	21.6%
% Change 2024 to 2025		-0.2%	2.9%	1.3%	0.4%	0.7%	1.1%	1.3%	1.1%	0.8%	-0.8%	-0.4%	0.9%	0.7%	Annual Change	0.7%	0.7%	1.1%	0.2%
Average Annual Change		2.0%	1.9%	1.4%	1.5%	2.0%	2.0%	1.6%	1.6%	1.4%	1.9%	1.7%	2.1%	1.8%		1.9%	1.8%	1.6%	2.0%
2014	FTEs	265	89	102	217	155	124	184	196	114	111	88	227	156		152	165	164	142
2015	FTEs	273	90	101	216	155	128	185	199	112	114	87	223	157	0.6%	155	166	165	141
2016	FTEs	272	90	101	220	155	127	186	200	111	111	88	230	158	0.5%	155	167	166	143
2017	FTEs	289	93	105	224	166	132	192	204	118	118	92	246	165	4.7%	163	174	172	152
2018	FTEs	295	95	106	228	171	136	196	210	119	122	94	250	168	2.0%	165	178	175	155
2019	FTEs	295	95	106	229	171	136	197	210	118	121	94	249	168	0.0%	165	178	175	155
2020	FTEs	290	90	45	17	15	11	93	149	66	57	12	39	74	-56.2%	141	14	103	36
2021	FTEs	44	14	16	50	72	108	205	222	116	117	84	209	105	42.2%	25	77	181	137
2022	FTEs	280	95	109	235	174	139	205	217	122	125	97	259	171	63.4%	161	183	181	160
2023	FTEs	325	105	118	255	187	149	211	226	131	134	104	279	185	8.2%	183	197	189	172
2024	FTEs	325	105	116	252	188	149	213	227	131	135	104	277	185	-0.1%	182	196	190	172
2025	FTEs	324	108	118	253	190	151	215	230	132	134	104	280	186	0.7%	183	198	192	172

EMPLOYMENT | **SFR**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	FTEs	156	157	158	165	168	168	74	105	171	185	185	186
Total Employment	FTEs	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494	2,484
Share of Total	%	6.5%	6.3%	6.5%	6.6%	6.5%	6.6%	5.9%	6.0%	7.6%	7.3%	7.4%	7.5%
Annual Change in Share	%		-2.6%	3.4%	0.9%	-0.3%	1.1%	-10.9%	1.8%	27.0%	-3.7%	1.1%	1.1%
Change in Share from 2014	%		-2.6%	0.7%	1.6%	1.3%	2.4%	-8.8%	-7.1%	18.0%	13.6%	14.8%	16.1%
Avg Ann. Change in Share	%		-2.6%	0.4%	0.5%	0.3%	0.5%	-1.5%	-1.0%	2.2%	1.5%	1.5%	1.5%



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STEAM REPORT FOR 2014-2025 - FINAL

CITY OF LINCOLN COUNCIL

2014 to 2025

STAYING VISITOR

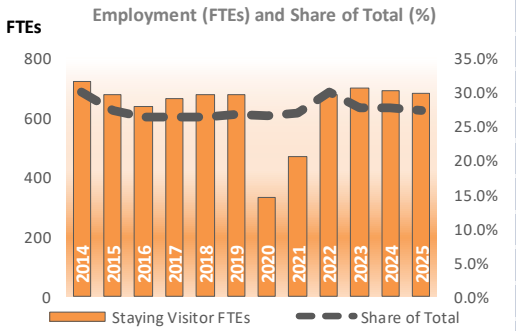
DIRECT EMPLOYMENT

EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		-2.3%	-10.0%	-12.6%	-7.3%	-4.0%	-5.2%	-3.0%	-1.3%	-10.8%	-5.1%	-12.2%	-1.5%	-6.0%		-7.9%	-5.5%	-4.8%	-6.0%
% Change 2024 to 2025		-2.1%	0.1%	-1.2%	-1.9%	-1.7%	-1.2%	-0.2%	-0.8%	-0.5%	-1.5%	-3.3%	-1.1%	-1.3%	Annual Change	-1.1%	-1.6%	-0.5%	-1.9%
Average Annual Change		-0.2%	-0.9%	-1.1%	-0.7%	-0.4%	-0.5%	-0.3%	-0.1%	-1.0%	-0.5%	-1.1%	-0.1%	-0.5%		-0.7%	-0.5%	-0.4%	-0.5%
2014	FTEs	748	614	613	699	698	688	838	891	779	712	636	734	721		658	695	836	694
2015	FTEs	725	575	562	654	650	662	797	871	699	678	578	675	677	-6.1%	621	655	789	644
2016	FTEs	678	529	525	627	610	612	760	830	643	614	541	658	636	-6.2%	577	616	744	604
2017	FTEs	712	538	537	633	647	634	781	839	690	652	559	697	660	3.8%	596	638	770	636
2018	FTEs	725	548	544	643	667	655	796	872	695	673	571	709	675	2.3%	606	655	788	651
2019	FTEs	726	549	545	647	668	657	802	868	689	673	576	707	675	0.1%	607	657	786	652
2020	FTEs	714	523	337	100	124	111	394	588	416	383	139	151	332	-50.9%	525	112	466	224
2021	FTEs	167	134	134	191	286	566	779	862	671	665	539	637	469	41.5%	145	347	771	614
2022	FTEs	679	533	539	651	662	649	827	892	685	669	573	718	673	43.5%	584	654	801	653
2023	FTEs	759	566	560	680	685	671	817	891	715	693	588	747	698	3.7%	628	679	808	676
2024	FTEs	747	552	542	661	681	660	814	887	699	686	578	731	686	-1.6%	613	667	800	665
2025	FTEs	731	552	536	648	670	652	812	880	695	676	559	723	678	-1.3%	606	657	796	653

EMPLOYMENT

STAYING VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	FTEs	721	677	636	660	675	675	332	469	673	698	686	678
Total Employment	FTEs	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494	2,484
Share of Total	%	29.9%	27.2%	26.2%	26.3%	26.2%	26.6%	26.5%	26.9%	30.0%	27.7%	27.5%	27.3%
Annual Change in Share	%		-9.1%	-3.5%	0.0%	-0.1%	1.2%	-0.1%	1.3%	11.5%	-7.7%	-0.5%	-0.8%
Change in Share from 2014	%		-9.1%	-12.2%	-12.2%	-12.3%	-11.2%	-11.3%	-10.1%	0.2%	-7.5%	-8.0%	-8.8%
Avg Ann. Change in Share	%		-9.1%	-6.1%	-4.1%	-3.1%	-2.2%	-1.9%	-1.4%	0.0%	-0.8%	-0.8%	-0.8%



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STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

2014 to 2025

DAY VISITOR

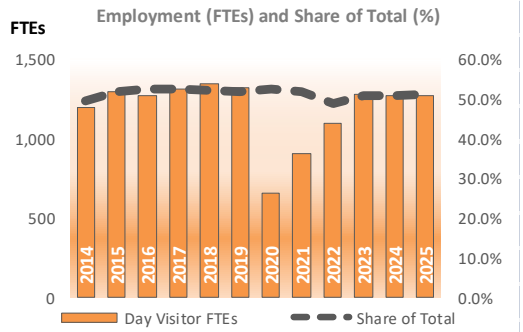
DIRECT EMPLOYMENT

EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		16.8%	21.2%	26.5%	-4.6%	14.4%	14.4%	-7.2%	-4.7%	-0.7%	6.1%	-0.1%	10.1%	6.1%		22.6%	9.4%	-4.6%	5.0%
% Change 2024 to 2025		1.1%	-3.2%	1.3%	0.4%	1.8%	-4.0%	3.7%	1.1%	0.5%	-1.9%	-5.4%	-5.5%	-0.2%	Annual Change	-0.2%	-0.6%	1.7%	-3.8%
Average Annual Change		1.5%	1.9%	2.4%	-0.4%	1.3%	1.3%	-0.7%	-0.4%	-0.1%	0.6%	0.0%	0.9%	0.6%		2.1%	0.9%	-0.4%	0.5%
2014	FTEs	637	932	1,281	1,094	1,626	1,400	1,718	2,470	1,203	896	609	413	1,190		950	1,373	1,797	639
2015	FTEs	750	1,070	1,354	1,099	1,692	1,444	1,747	2,788	1,366	1,039	621	469	1,287	8.1%	1,058	1,411	1,967	710
2016	FTEs	747	1,046	1,468	1,056	1,742	1,581	1,614	2,719	1,256	957	579	460	1,269	-1.4%	1,087	1,460	1,863	665
2017	FTEs	753	1,078	1,531	1,114	1,764	1,620	1,593	2,880	1,352	965	610	470	1,311	3.3%	1,121	1,499	1,942	682
2018	FTEs	812	1,127	1,552	1,095	1,865	1,628	1,615	2,783	1,333	1,026	675	553	1,339	2.1%	1,163	1,529	1,910	751
2019	FTEs	821	1,146	1,579	1,107	1,831	1,603	1,582	2,577	1,319	1,014	674	537	1,316	-1.7%	1,182	1,514	1,826	742
2020	FTEs	860	1,030	735	72	188	273	438	2,012	1,026	705	246	274	655	-50.2%	875	178	1,159	408
2021	FTEs	267	447	725	559	1,094	1,255	1,305	2,257	1,097	855	545	406	901	37.6%	480	969	1,553	602
2022	FTEs	614	864	1,297	916	1,526	1,373	1,362	2,101	1,069	883	592	470	1,089	20.9%	925	1,272	1,511	648
2023	FTEs	732	1,130	1,589	1,064	1,790	1,624	1,555	2,412	1,272	988	648	484	1,274	17.0%	1,151	1,493	1,746	707
2024	FTEs	736	1,166	1,599	1,040	1,826	1,669	1,538	2,330	1,189	969	643	481	1,266	-0.7%	1,167	1,512	1,686	698
2025	FTEs	744	1,129	1,620	1,044	1,859	1,602	1,595	2,355	1,195	951	608	455	1,263	-0.2%	1,164	1,502	1,715	671

EMPLOYMENT

DAY VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	FTEs	1,190	1,287	1,269	1,311	1,339	1,316	655	901	1,089	1,274	1,266	1,263
Total Employment	FTEs	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494	2,484
Share of Total	%	49.4%	51.7%	52.4%	52.2%	52.0%	51.7%	52.4%	51.6%	48.5%	50.5%	50.7%	50.9%
Annual Change in Share	%		4.7%	1.4%	-0.5%	-0.2%	-0.6%	1.3%	-1.5%	-6.0%	4.1%	0.5%	0.2%
Change in Share from 2014	%		4.7%	6.2%	5.7%	5.4%	4.8%	6.1%	4.5%	-1.8%	2.3%	2.8%	3.0%
Avg Ann. Change in Share	%		4.7%	3.1%	1.9%	1.4%	1.0%	1.0%	0.6%	-0.2%	0.3%	0.3%	0.3%



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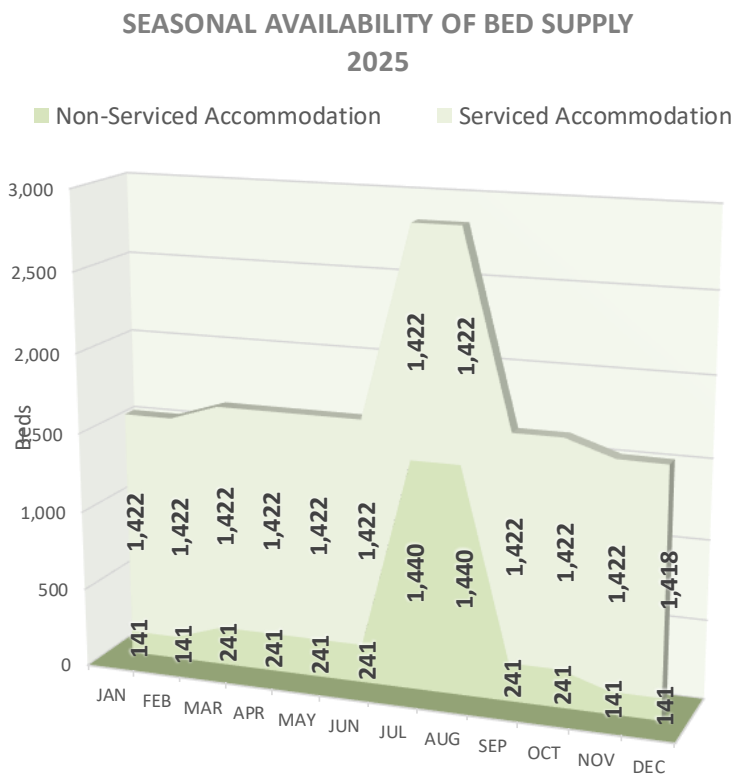
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL	2025	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE

SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	30	1,422	-2	-28	-23	-216
+50 Room	4	730	0	0	0	+12
11-50 Room	11	498	-1	-26	-2	-51
<10 Room	15	194	-1	-2	-21	-177

NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	20	1,440	+2	+4	-7	+94
Self catering	19	1,340	+2	+4	-7	+198
Static caravans/chalets	0	4	0	0	0	+4
Touring caravans/camping	1	96	0	0	0	-108
Youth Hostels	0	0	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	50	2,862	0	-24	-30	-122
Serviced Accommodation Share of Total	60%	50%				
Non-Serviced Accommodation Share of Total	40%	50%				



SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	1,563	1,563	1,663	1,663	1,663	1,663	2,862	2,862	1,663	1,663	1,563	1,559
Serviced Accommodation	1,422	1,422	1,422	1,422	1,422	1,422	1,422	1,422	1,422	1,422	1,422	1,418
Non-Serviced Accommodation	141	141	241	241	241	241	1,440	1,440	241	241	141	141

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

Report Sections With Historic Financial Data Indexed to 2025 Prices

Sections:

Comparative Headlines
Key Measures
Economic Impact
Sectoral Analysis

Visitor Types:

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

Indexation:

Indexation to: 2025

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

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STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

Comparing 2025 and 2024
2024 in 2025 prices (1.036)

COMPARATIVE HEADLINES

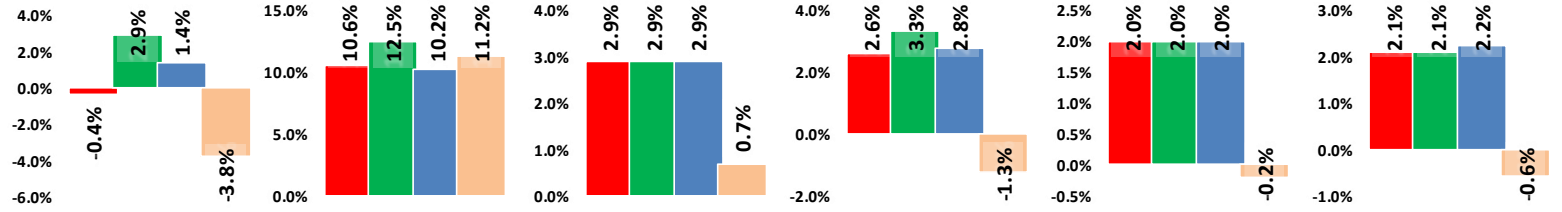
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - INDEXED TO 2025

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

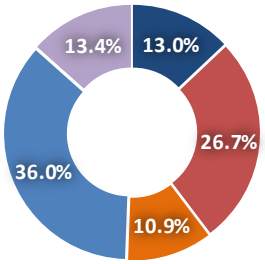
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.285	0.286	-0.4%	0.104	0.094	10.6%	0.402	0.391	2.9%	0.791	0.771	2.6%	3.645	3.574	2.0%	4.436	4.345	2.1%
Visitor Numbers	M	0.151	0.147	2.9%	0.016	0.014	12.5%	0.170	0.165	2.9%	0.337	0.326	3.3%	3.645	3.574	2.0%	3.981	3.900	2.1%
Direct Expenditure	£M																219.11	214.35	2.2%
Economic Impact	£M	56.02	55.24	1.4%	10.85	9.839	10.2%	28.56	27.76	2.9%	95.43	92.85	2.8%	196.25	192.44	2.0%	291.68	285.28	2.2%
Direct Employment	FTEs	425	441	-3.8%	67	60	11.2%	186	185	0.7%	678	686	-1.3%	1,263	1,266	-0.2%	1,941	1,952	-0.6%
Total Employment	FTEs																2,484	2,494	-0.4%

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

KEY
Visitor Days
Visitor Numbers
Total Economic Impact
Direct Employment



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



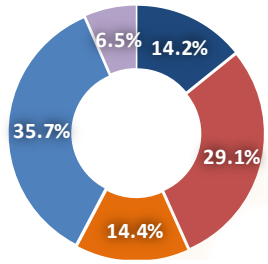
Accommodation
Food & Drink
Recreation
Shopping
Transport

Direct Expenditure Categories

	2025	2024	+/- %
Accommodation	28.40	27.38	3.7%
Food & Drink	58.55	57.42	2.0%
Recreation	23.89	23.45	1.9%
Shopping	78.86	77.30	2.0%
Transport	29.41	28.79	2.2%
TOTAL DIRECT	**219.11**	**214.35**	**2.2%**
Indirect	72.57	70.93	2.3%
TOTAL	**291.68**	**285.28**	**2.2%**

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	275	283	-2.8%
Food & Drink	565	566	-0.2%
Recreation	280	281	-0.3%
Shopping	694	695	-0.2%
Transport	127	127	0.0%
TOTAL DIRECT	**1,941**	**1,952**	**-0.6%**
Indirect	543	542	0.1%
TOTAL	**2,484**	**2,494**	**-0.4%**



Accommodation
Food & Drink
Recreation
Shopping
Transport

Direct Employment Categories

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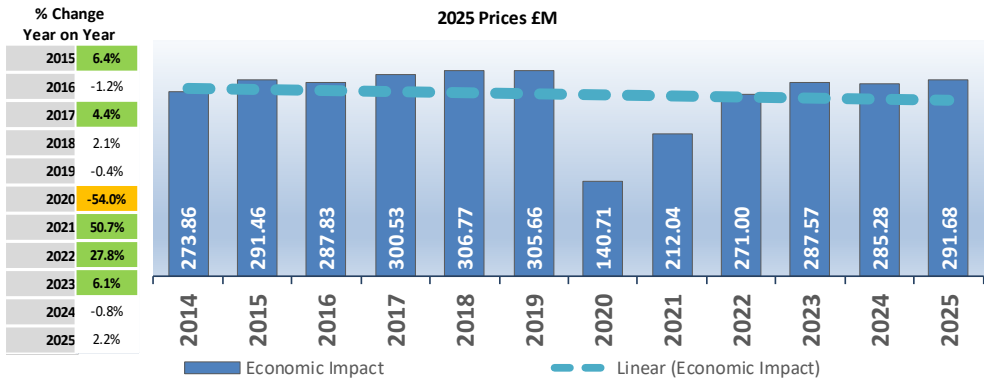
STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

2014 to 2025
2025 Prices

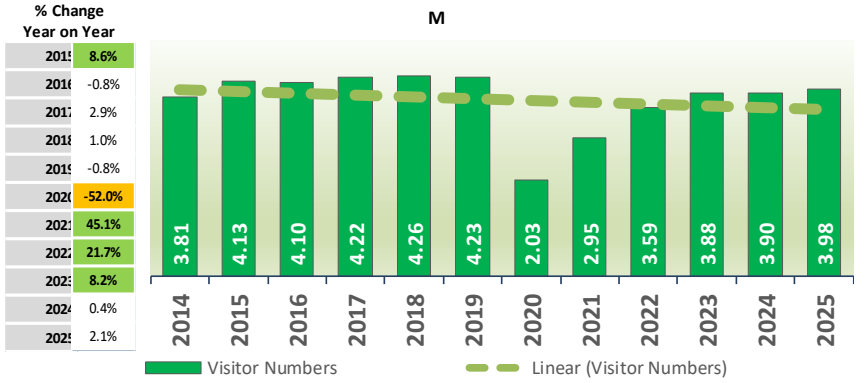
TOTAL

KEY MEASURES
Indexed

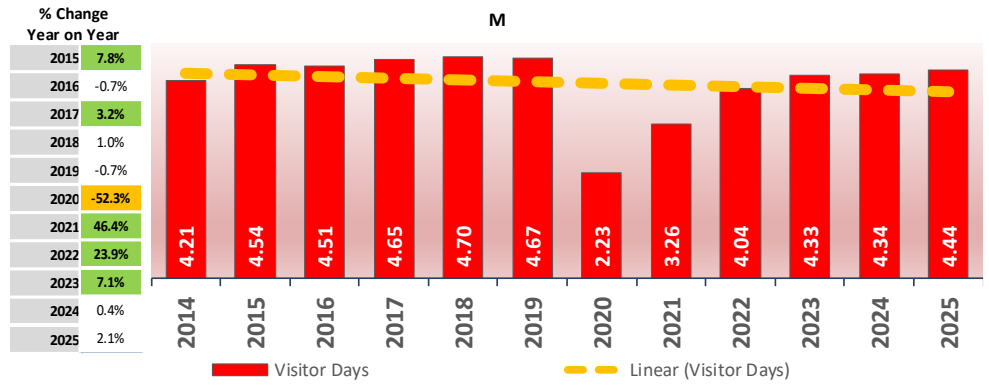
Economic Impact - Indexed - Total



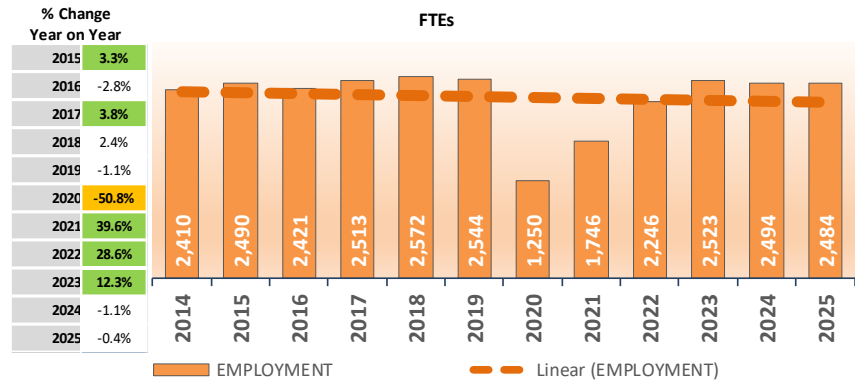
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		6.4%	5.1%	9.7%	12.0%	11.6%	-48.6%	-22.6%	-1.0%	5.0%	4.2%	6.5%
Visitor Numbers		8.6%	7.7%	10.8%	11.9%	11.0%	-46.7%	-22.6%	-5.8%	2.0%	2.4%	4.5%
Visitor Days		7.8%	7.0%	10.3%	11.5%	10.8%	-47.1%	-22.6%	-4.1%	2.7%	3.1%	5.3%
Total Employment		3.3%	0.4%	4.3%	6.7%	5.5%	-48.1%	-27.6%	-6.8%	4.7%	3.5%	3.0%

"Linear" = *Linear Trendline*

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

STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

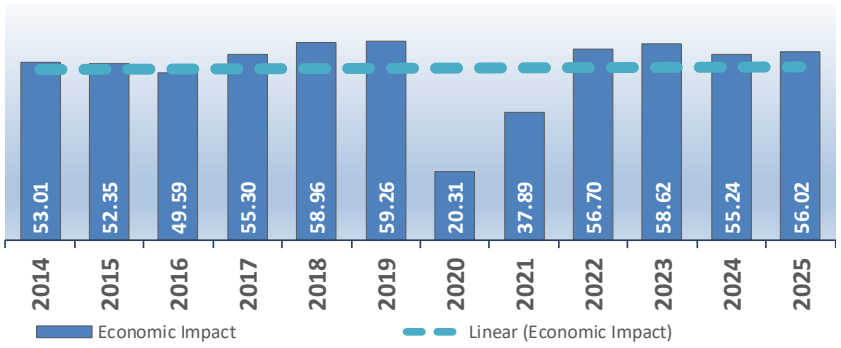
2014 to 2025
2025 Prices

SERVICED ACCOMMODATION

KEY MEASURES
Indexed

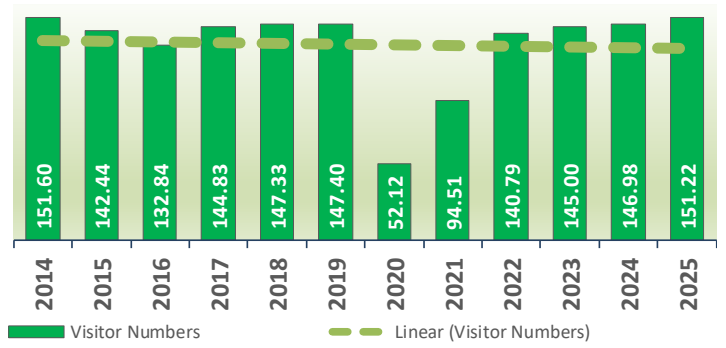
Economic Impact - Indexed - Serviced Accommodation

	% Change Year on Year	2025 Prices £M
2014		53.01
2015	-1.2%	52.35
2016	-5.3%	49.59
2017	11.5%	55.30
2018	6.6%	58.96
2019	0.5%	59.26
2020	-65.7%	20.31
2021	86.6%	37.89
2022	49.6%	56.70
2023	3.4%	58.62
2024	-5.8%	55.24
2025	1.4%	56.02



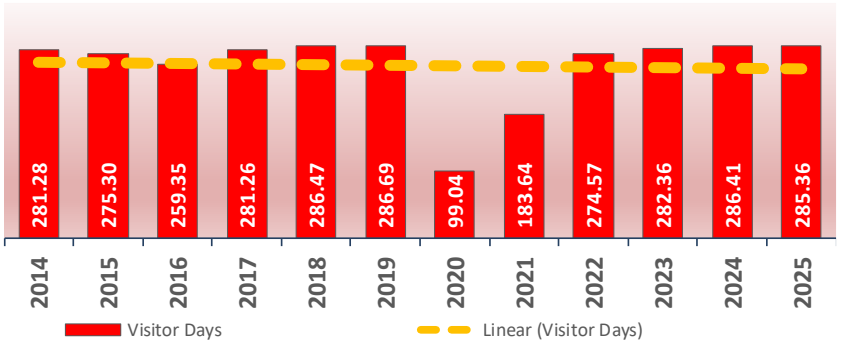
Visitor Numbers - Serviced Accommodation

	% Change Year on Year	000s
2014		151.60
2015	-6.0%	142.44
2016	-6.7%	132.84
2017	9.0%	144.83
2018	1.7%	147.33
2019	0.0%	147.40
2020	-64.6%	52.12
2021	81.4%	94.51
2022	49.0%	140.79
2023	3.0%	145.00
2024	1.4%	146.98
2025	2.9%	151.22



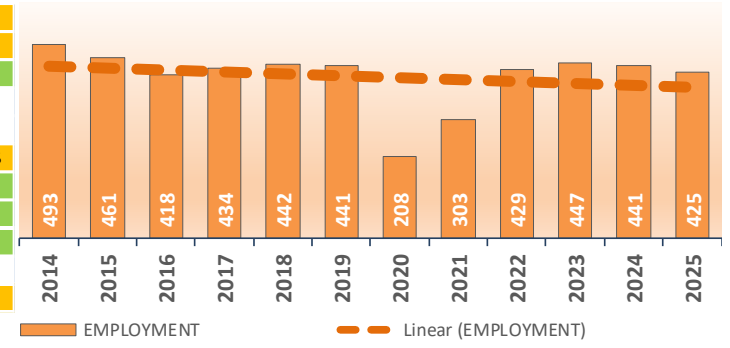
Visitor Days - Serviced Accommodation

	% Change Year on Year	000s
2014		281.28
2015	-2.1%	275.30
2016	-5.8%	259.35
2017	8.4%	281.26
2018	1.9%	286.47
2019	0.1%	286.69
2020	-65.5%	99.04
2021	85.4%	183.64
2022	49.5%	274.57
2023	2.8%	282.36
2024	1.4%	286.41
2025	-0.4%	285.36



Direct Employment Supported - Serviced Accommodation

	% Change Year on Year	FTEs
2014		493
2015	-6.5%	461
2016	-9.3%	418
2017	3.8%	434
2018	1.9%	442
2019	-0.3%	441
2020	-52.7%	208
2021	45.5%	303
2022	41.5%	429
2023	4.1%	447
2024	-1.2%	441
2025	-3.8%	425



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-1.2%	-6.4%	4.3%	11.2%	11.8%	-61.7%	-28.5%	7.0%	10.6%	4.2%	5.7%
Visitor Numbers		-6.0%	-12.4%	-4.5%	-2.8%	-2.8%	-65.6%	-37.7%	-7.1%	-4.4%	-3.1%	-0.3%
Visitor Days		-2.1%	-7.8%	0.0%	1.8%	1.9%	-64.8%	-34.7%	-2.4%	0.4%	1.8%	1.5%
Direct Employment		-6.5%	-15.2%	-12.0%	-10.3%	-10.6%	-57.7%	-38.5%	-13.0%	-9.4%	-10.5%	-13.8%

"Linear" = *Linear Trendline*

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CITY OF LINCOLN COUNCIL

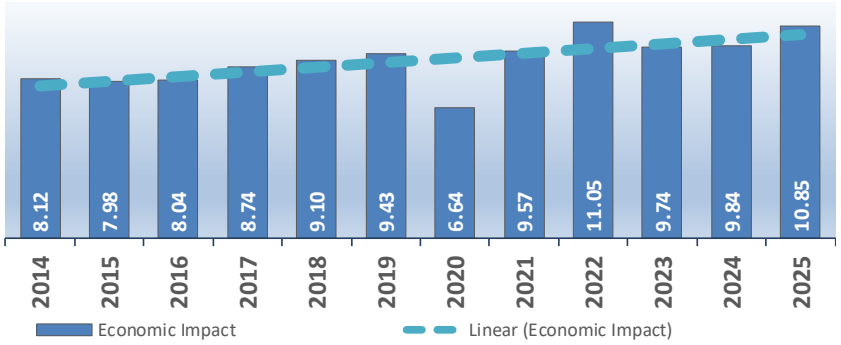
2014 to 2025
2025 Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Indexed

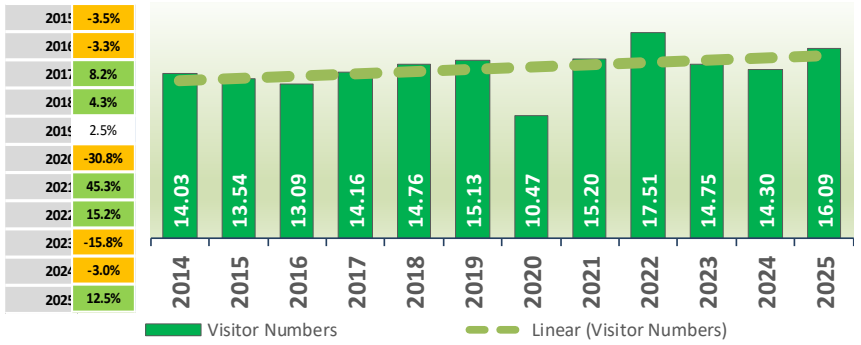
Economic Impact - Indexed - Non-Serviced Accommodation

	% Change Year on Year
2015	-1.7%
2016	0.8%
2017	8.7%
2018	4.2%
2019	3.6%
2020	-29.6%
2021	44.2%
2022	15.4%
2023	-11.8%
2024	1.0%
2025	10.2%



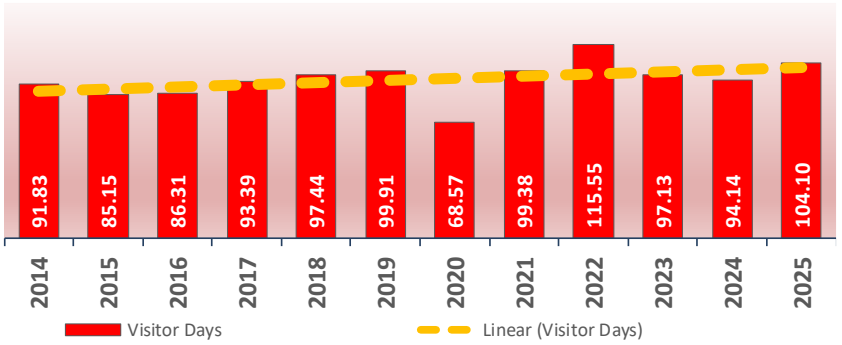
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2015	-3.5%
2016	-3.3%
2017	8.2%
2018	4.3%
2019	2.5%
2020	-30.8%
2021	45.3%
2022	15.2%
2023	-15.8%
2024	-3.0%
2025	12.5%



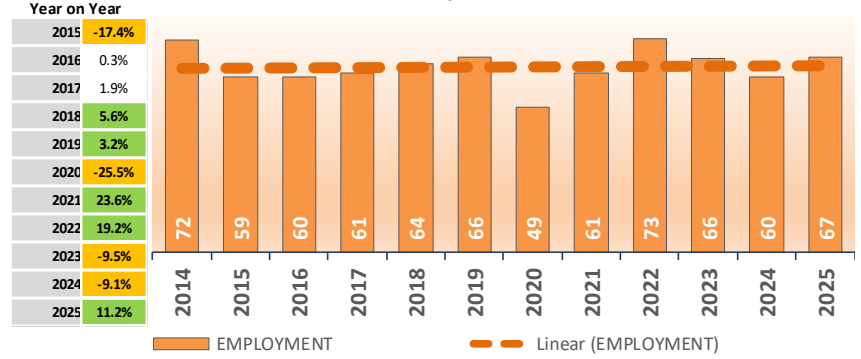
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2015	-7.3%
2016	1.4%
2017	8.2%
2018	4.3%
2019	2.5%
2020	-31.4%
2021	44.9%
2022	16.3%
2023	-15.9%
2024	-3.1%
2025	10.6%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2015	-17.4%
2016	0.3%
2017	1.9%
2018	5.6%
2019	3.2%
2020	-25.5%
2021	23.6%
2022	19.2%
2023	-9.5%
2024	-9.1%
2025	11.2%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-1.7%	-1.0%	7.6%	12.1%	16.2%	-18.3%	17.9%	36.1%	20.0%	21.2%	33.6%
Visitor Numbers		-3.5%	-6.7%	0.9%	5.2%	7.8%	-25.4%	8.3%	24.8%	5.1%	1.9%	14.6%
Visitor Days		-7.3%	-6.0%	1.7%	6.1%	8.8%	-25.3%	8.2%	25.8%	5.8%	2.5%	13.4%
Direct Employment		-17.4%	-17.2%	-15.6%	-10.8%	-8.0%	-31.4%	-15.3%	1.0%	-8.6%	-16.9%	-7.6%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

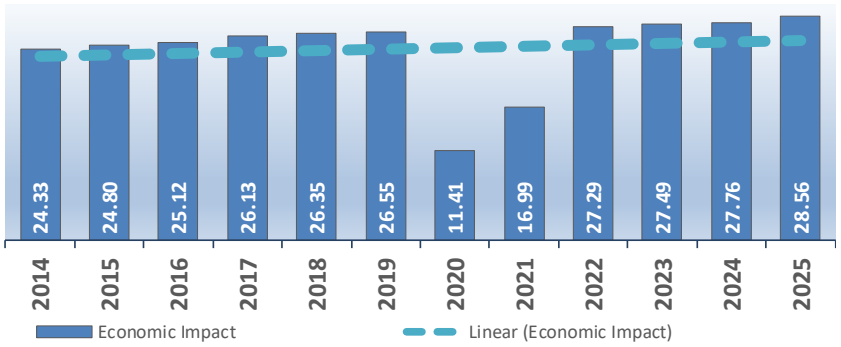
2014 to 2025
2025 Prices

SFR

KEY MEASURES
Indexed

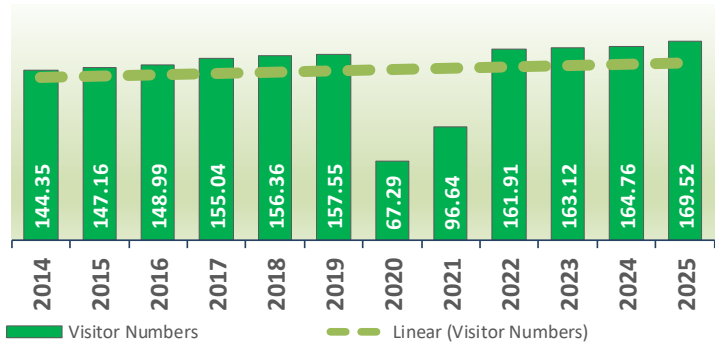
Economic Impact - Indexed - SFR

	% Change Year on Year
2015	1.9%
2016	1.3%
2017	4.0%
2018	0.9%
2019	0.8%
2020	-57.0%
2021	48.9%
2022	60.6%
2023	0.8%
2024	1.0%
2025	2.9%



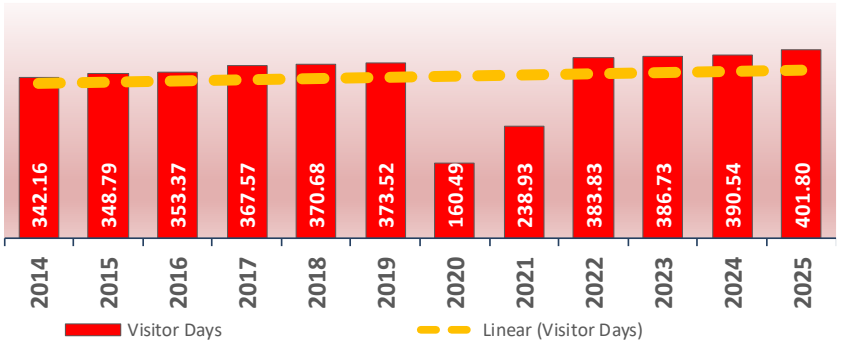
Visitor Numbers - SFR

	% Change Year on Year
2015	1.9%
2016	1.2%
2017	4.1%
2018	0.9%
2019	0.8%
2020	-57.3%
2021	43.6%
2022	67.5%
2023	0.8%
2024	1.0%
2025	2.9%



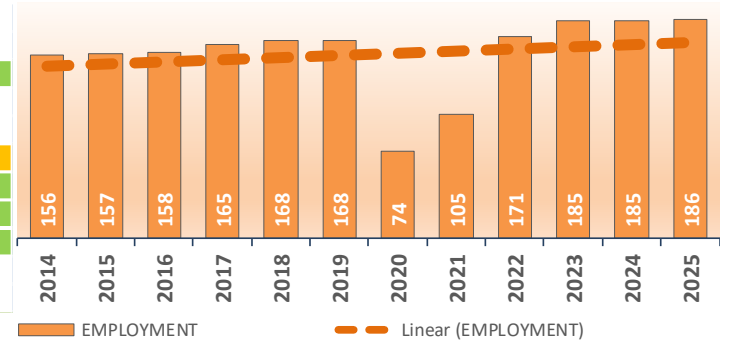
Visitor Days - SFR

	% Change Year on Year
2015	1.9%
2016	1.3%
2017	4.0%
2018	0.8%
2019	0.8%
2020	-57.0%
2021	48.9%
2022	60.6%
2023	0.8%
2024	1.0%
2025	2.9%



Direct Employment Supported - SFR

	% Change Year on Year
2015	0.6%
2016	0.5%
2017	4.7%
2018	2.0%
2019	0.0%
2020	-56.2%
2021	42.2%
2022	63.4%
2023	8.2%
2024	-0.1%
2025	0.7%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		1.9%	3.3%	7.4%	8.3%	9.2%	-53.1%	-30.2%	12.2%	13.0%	14.1%	17.4%
Visitor Numbers		1.9%	3.2%	7.4%	8.3%	9.1%	-53.4%	-33.0%	12.2%	13.0%	14.1%	17.4%
Visitor Days		1.9%	3.3%	7.4%	8.3%	9.2%	-53.1%	-30.2%	12.2%	13.0%	14.1%	17.4%
Direct Employment		0.6%	1.2%	6.0%	8.1%	8.1%	-52.7%	-32.7%	9.9%	18.9%	18.8%	19.7%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

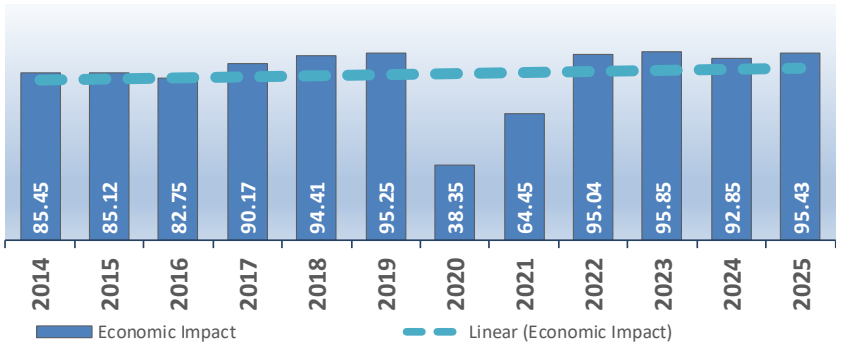
2014 to 2025
2025 Prices

STAYING VISITOR

KEY MEASURES
Indexed

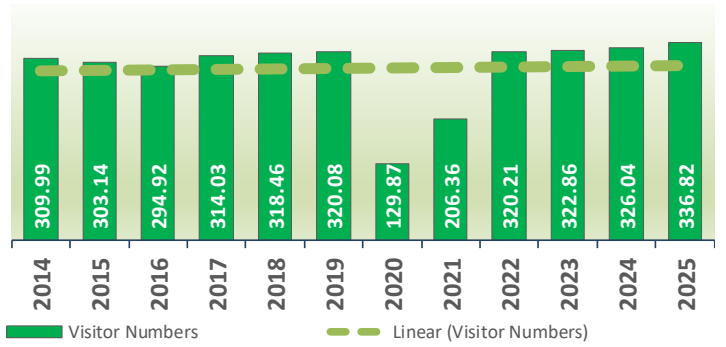
Economic Impact - Indexed - Staying Visitor

	% Change Year on Year
2015	-0.4%
2016	-2.8%
2017	9.0%
2018	4.7%
2019	0.9%
2020	-59.7%
2021	68.0%
2022	47.5%
2023	0.9%
2024	-3.1%
2025	2.8%



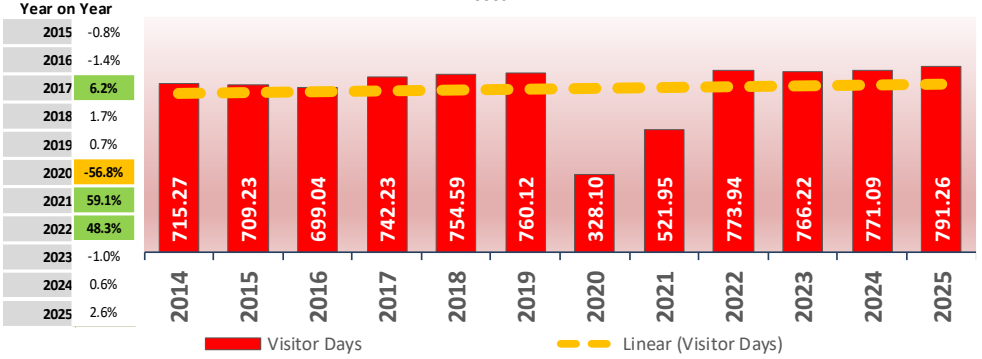
Visitor Numbers - Staying Visitor

	% Change Year on Year
2015	-2.2%
2016	-2.7%
2017	6.5%
2018	1.4%
2019	0.5%
2020	-59.4%
2021	58.9%
2022	55.2%
2023	0.8%
2024	1.0%
2025	3.3%



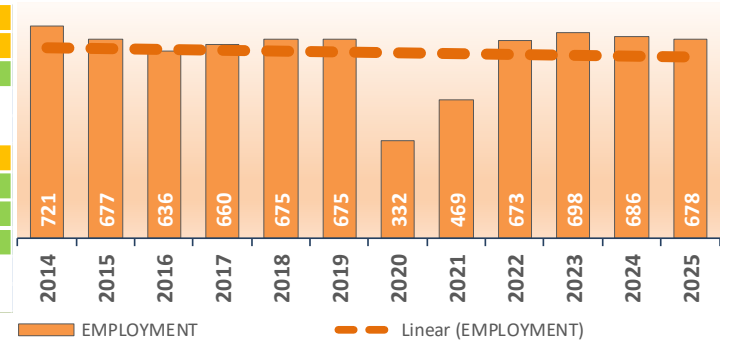
Visitor Days - Staying Visitor

	% Change Year on Year
2015	-0.8%
2016	-1.4%
2017	6.2%
2018	1.7%
2019	0.7%
2020	-56.8%
2021	59.1%
2022	48.3%
2023	-1.0%
2024	0.6%
2025	2.6%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2015	-6.1%
2016	-6.2%
2017	3.8%
2018	2.3%
2019	0.1%
2020	-50.9%
2021	41.5%
2022	43.5%
2023	3.7%
2024	-1.6%
2025	-1.3%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-0.4%	-3.2%	5.5%	10.5%	11.5%	-55.1%	-24.6%	11.2%	12.2%	8.7%	11.7%
Visitor Numbers		-2.2%	-4.9%	1.3%	2.7%	3.3%	-58.1%	-33.4%	3.3%	4.2%	5.2%	8.7%
Visitor Days		-0.8%	-2.3%	3.8%	5.5%	6.3%	-54.1%	-27.0%	8.2%	7.1%	7.8%	10.6%
Direct Employment		-6.1%	-11.8%	-8.5%	-6.4%	-6.3%	-54.0%	-34.9%	-6.6%	-3.2%	-4.8%	-6.0%

"Linear" = *Linear Trendline*

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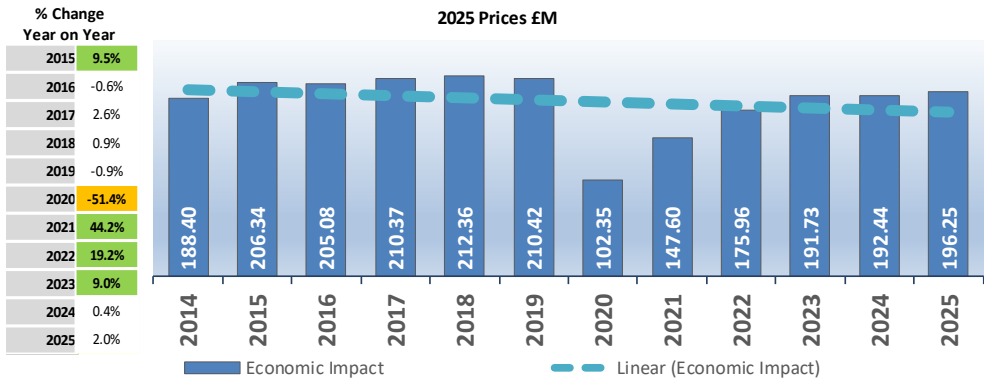
STEAM REPORT FOR 2014-2025 - FINAL
CITY OF LINCOLN COUNCIL

2014 to 2025
2025 Prices

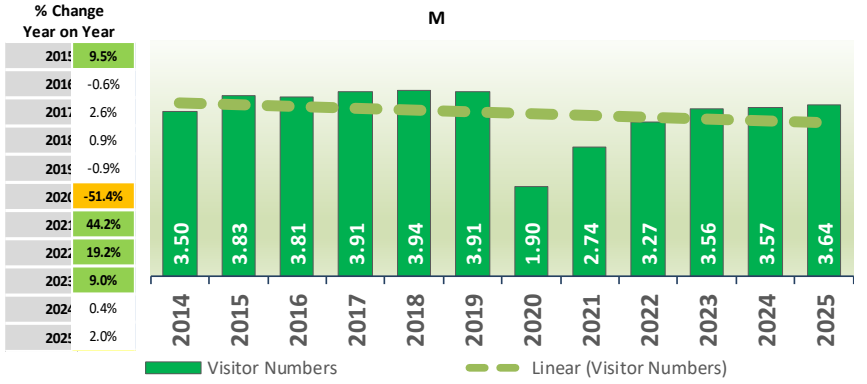
DAY VISITOR

KEY MEASURES
Indexed

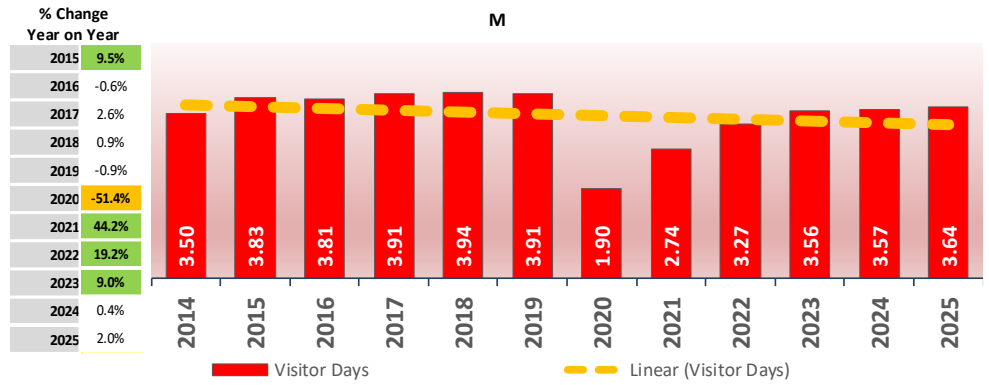
Economic Impact - Indexed - Day Visitor



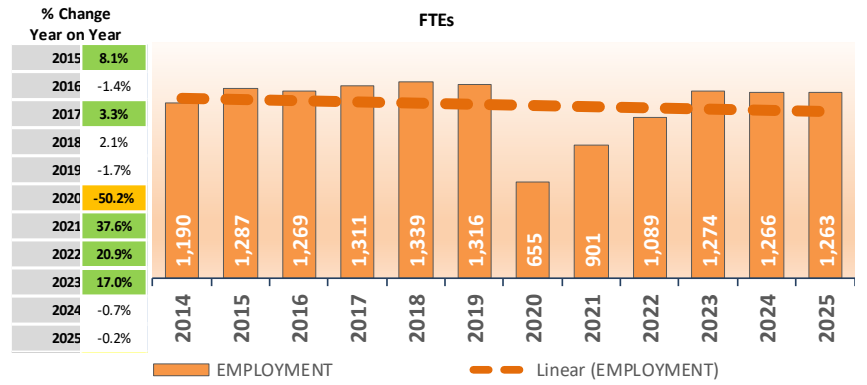
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		9.5%	8.9%	11.7%	12.7%	11.7%	-45.7%	-21.7%	-6.6%	1.8%	2.1%	4.2%
Visitor Numbers		9.5%	8.9%	11.7%	12.7%	11.7%	-45.7%	-21.7%	-6.6%	1.8%	2.1%	4.2%
Visitor Days		9.5%	8.9%	11.7%	12.7%	11.7%	-45.7%	-21.7%	-6.6%	1.8%	2.1%	4.2%
Direct Employment		8.1%	6.6%	10.2%	12.5%	10.6%	-45.0%	-24.3%	-8.5%	7.1%	6.4%	6.1%

"Linear" = *Linear Trendline*

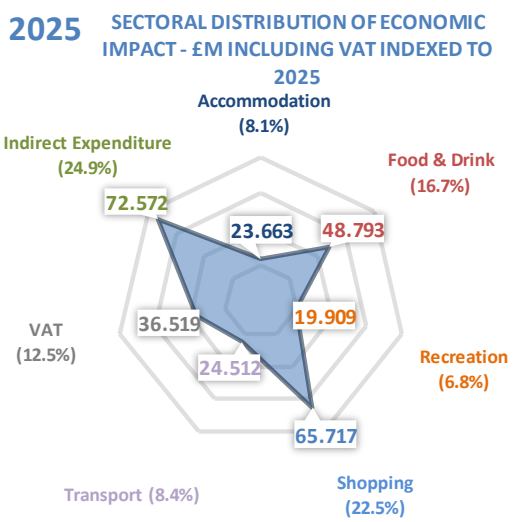
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STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL	2014 to 2025 2025 Prices	TOTAL	SECTORAL ANALYSIS Indexed

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

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	20.46	20.61	19.79	22.51	24.67	24.97	10.03	16.93	24.43	25.12	22.82	23.66
Food & Drink	£M	46.32	49.31	48.75	50.50	51.08	50.83	25.00	35.63	44.86	47.61	47.85	48.79
Recreation	£M	18.99	20.20	19.95	20.67	20.92	20.80	10.21	14.58	18.28	19.44	19.54	19.91
Shopping	£M	62.54	67.34	66.79	68.88	69.61	69.16	32.84	48.16	59.84	64.13	64.42	65.72
Transport	£M	23.21	24.89	24.72	25.51	25.79	25.64	12.20	17.88	22.42	23.89	23.99	24.51
Direct Revenue	£M	171.52	182.35	180.00	188.07	192.08	191.39	90.27	133.18	169.82	180.18	178.63	182.59
VAT	£M	34.30	36.47	36.00	37.61	38.42	38.28	15.00	25.85	33.96	36.04	35.73	36.52
Direct Expenditure	£M	205.82	218.82	216.00	225.69	230.49	229.67	105.27	159.03	203.79	216.22	214.35	219.11
Indirect Expenditure	£M	68.04	72.64	71.83	74.85	76.28	75.99	35.44	53.02	67.21	71.35	70.93	72.57
TOTAL	£M	273.86	291.46	287.83	300.53	306.77	305.66	140.71	212.04	271.00	287.57	285.28	291.68



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	357	322	291	291	296	297	171	222	296	294	283	275
Food & Drink	FTEs	526	553	543	566	579	572	280	389	500	569	566	565
Recreation	FTEs	262	275	270	281	288	284	139	193	247	282	281	280
Shopping	FTEs	648	689	678	704	720	709	336	479	608	699	695	694
Transport	FTEs	118	125	123	128	131	129	61	87	112	128	127	127
Direct Employment	FTEs	1,911	1,964	1,904	1,971	2,013	1,991	986	1,370	1,762	1,972	1,952	1,941
Indirect Employment	FTEs	500	527	517	542	559	552	264	376	484	551	542	543
TOTAL	FTEs	2,410	2,490	2,421	2,513	2,572	2,544	1,250	1,746	2,246	2,523	2,494	2,484



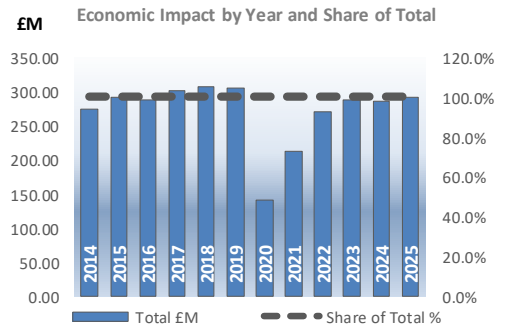
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STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL									2014 to 2025 2025 Prices				TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		16.4%	17.0%	19.3%	-2.1%	13.8%	13.9%	-2.5%	-1.4%	-1.7%	6.5%	0.9%	15.4%	6.5%		17.8%	9.4%	-1.8%	7.1%
% Change 2024 to 2025		2.6%	1.4%	3.9%	2.4%	3.7%	-0.4%	5.0%	3.0%	2.6%	-0.2%	-1.7%	0.6%	2.2%	Annual Change	2.7%	1.9%	3.5%	-0.4%
Average Annual Change		1.5%	1.5%	1.8%	-0.2%	1.3%	1.3%	-0.2%	-0.1%	-0.2%	0.6%	0.1%	1.4%	0.6%		1.6%	0.9%	-0.2%	0.6%
2014	£M	14.73	17.50	21.98	20.31	27.86	24.85	33.24	44.39	24.18	19.06	13.83	11.93	273.86		54.20	73.02	101.80	44.83
2015	£M	16.65	19.47	22.86	20.42	28.89	26.06	34.07	49.83	25.92	21.25	13.68	12.36	291.46	6.4%	58.99	75.37	109.82	47.29
2016	£M	16.47	19.00	24.39	20.04	29.53	27.68	32.36	49.01	24.15	19.59	13.06	12.56	287.83	-1.2%	59.86	77.25	105.52	45.20
2017	£M	17.23	19.76	25.57	20.97	30.75	28.77	32.08	50.68	26.34	20.69	14.12	13.57	300.53	4.4%	62.56	80.48	109.11	48.38
2018	£M	18.18	20.61	25.85	20.76	32.39	29.22	32.05	49.19	26.23	22.06	15.33	14.90	306.77	2.1%	64.64	82.37	107.47	52.29
2019	£M	18.46	21.01	26.42	21.13	32.18	29.16	32.04	46.81	26.14	22.04	15.54	14.73	305.66	-0.4%	65.90	82.47	104.98	52.31
2020	£M	18.91	19.25	12.05	1.450	3.240	4.294	10.09	33.19	17.19	12.58	3.942	4.517	140.71	-54.0%	50.21	8.984	60.47	21.03
2021	£M	4.663	6.746	10.36	9.016	17.68	23.19	28.39	43.52	23.20	19.88	13.36	12.02	212.04	50.7%	21.77	49.89	95.11	45.27
2022	£M	14.84	17.03	22.75	18.84	28.27	26.18	29.95	41.19	22.92	20.42	14.49	14.13	271.00	27.8%	54.61	73.28	94.06	49.04
2023	£M	16.81	19.99	25.37	19.99	30.18	28.09	30.37	42.73	24.61	20.89	14.62	13.92	287.57	6.1%	62.17	78.26	97.71	49.43
2024	£M	16.72	20.17	25.22	19.43	30.57	28.42	30.85	42.49	23.16	20.33	14.21	13.69	285.28	-0.8%	62.12	78.42	96.51	48.23
2025	£M	17.15	20.46	26.21	19.89	31.71	28.30	32.40	43.75	23.77	20.29	13.96	13.78	291.68	2.2%	63.83	79.90	99.92	48.03

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	£M	273.86	291.46	287.83	300.53	306.77	305.66	140.71	212.04	271.00	287.57	285.28	291.68
All Visitor Types	£M	273.86	291.46	287.83	300.53	306.77	305.66	140.71	212.04	271.00	287.57	285.28	291.68
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												

TOTAL



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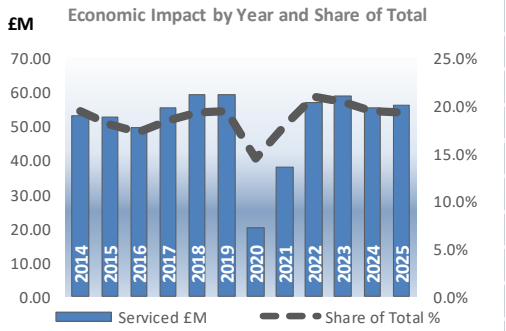
STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL		2014 to 2025 2025 Prices	SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed

ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	17.3%	10.4%	-0.7%	0.4%	23.0%	22.1%	-6.2%	-4.3%	-3.8%	6.3%	1.9%	21.4%	5.7%		8.4%	17.0%	-4.7%	8.6%
% Change 2024 to 2025	0.8%	8.8%	6.8%	-1.3%	2.0%	3.8%	0.6%	-2.9%	1.3%	-2.4%	-0.4%	4.2%	1.4%	Annual Change	5.7%	2.0%	-0.4%	0.0%
Average Annual Change	1.6%	0.9%	-0.1%	0.0%	2.1%	2.0%	-0.6%	-0.4%	-0.3%	0.6%	0.2%	1.9%	0.5%		0.8%	1.5%	-0.4%	0.8%
2014 £M	2.758	3.900	3.542	2.752	3.934	4.316	5.679	6.435	6.329	5.499	4.472	3.392	53.01		10.20	11.00	18.44	13.36
2015 £M	2.910	3.849	3.240	2.623	3.885	4.740	5.640	6.981	5.808	5.588	4.069	3.014	52.35	-1.2%	9.999	11.25	18.43	12.67
2016 £M	2.672	3.576	3.081	2.623	3.658	4.352	5.509	6.744	5.357	4.923	3.924	3.173	49.59	-5.3%	9.329	10.63	17.61	12.02
2017 £M	3.213	3.964	3.518	2.816	4.602	5.008	5.265	6.267	6.273	5.912	4.581	3.885	55.30	11.5%	10.69	12.43	17.80	14.38
2018 £M	3.475	4.314	3.744	3.015	5.100	5.543	5.128	6.309	6.600	6.573	5.010	4.152	58.96	6.6%	11.53	13.66	18.04	15.73
2019 £M	3.492	4.330	3.767	3.029	5.118	5.614	5.191	6.331	6.552	6.597	5.119	4.121	59.26	0.5%	11.59	13.76	18.07	15.84
2020 £M	3.410	4.156	1.509	0.253	0.501	0.477	1.044	2.567	2.766	2.548	0.634	0.443	20.31	-65.7%	9.076	1.231	6.377	3.624
2021 £M	0.587	0.707	0.660	0.573	1.338	4.075	4.178	5.668	5.974	6.134	4.543	3.455	37.89	86.6%	1.954	5.986	15.82	14.13
2022 £M	2.693	3.978	3.579	3.037	4.950	5.399	5.055	5.936	6.385	6.522	5.035	4.135	56.70	49.6%	10.25	13.39	17.38	15.69
2023 £M	3.458	4.357	3.770	3.151	5.041	5.542	5.045	5.997	6.565	6.467	5.008	4.215	58.62	3.4%	11.58	13.73	17.61	15.69
2024 £M	3.208	3.956	3.295	2.799	4.746	5.077	5.295	6.341	6.010	5.992	4.572	3.951	55.24	-5.8%	10.46	12.62	17.65	14.52
2025 £M	3.234	4.305	3.518	2.762	4.841	5.270	5.326	6.159	6.085	5.846	4.555	4.118	56.02	1.4%	11.06	12.87	17.57	14.52

ECONOMIC IMPACT - INDEXED TO 2025

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	53.01	52.35	49.59	55.30	58.96	59.26	20.31	37.89	56.70	58.62	55.24	56.02
All Visitor Types	£M	273.86	291.46	287.83	300.53	306.77	305.66	140.71	212.04	271.00	287.57	285.28	291.68
Share of Total	%	19.4%	18.0%	17.2%	18.4%	19.2%	19.4%	14.4%	17.9%	20.9%	20.4%	19.4%	19.2%
Annual Change in Share	%		-7.2%	-4.1%	6.8%	4.4%	0.9%	-25.6%	23.8%	17.1%	-2.6%	-5.0%	-0.8%
Change in Share from 2014	%		-7.2%	-11.0%	-4.9%	-0.7%	0.2%	-25.4%	-7.7%	8.1%	5.3%	0.0%	-0.8%
Avg Ann. Change in Share	%		-7.2%	-5.5%	-1.6%	-0.2%	0.0%	-4.2%	-1.1%	1.0%	0.6%	0.0%	-0.1%

SERVICED ACCOMMODATION



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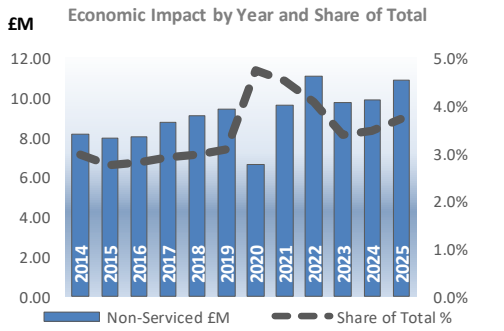
STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL		2014 to 2025 2025 Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		18.7%	18.5%	3.7%	26.5%	-18.9%	-21.2%	47.3%	47.7%	9.5%	43.0%	10.1%	38.8%	33.6%		12.1%	-8.6%	44.3%	32.2%
% Change 2024 to 2025		8.3%	26.0%	-2.2%	22.9%	11.7%	9.3%	7.9%	9.9%	18.6%	15.1%	10.7%	11.9%	10.2%	Annual Change	8.4%	14.5%	9.5%	13.2%
Average Annual Change		1.7%	1.7%	0.3%	2.4%	-1.7%	-1.9%	4.3%	4.3%	0.9%	3.9%	0.9%	3.5%	3.1%		1.1%	-0.8%	4.0%	2.9%
2014	£M	0.121	0.140	0.204	0.302	0.457	0.460	2.497	2.820	0.492	0.296	0.188	0.144	8.119		0.464	1.219	5.808	0.627
2015	£M	0.116	0.132	0.196	0.270	0.344	0.344	2.646	2.968	0.379	0.283	0.164	0.138	7.979	-1.7%	0.443	0.958	5.993	0.585
2016	£M	0.121	0.135	0.197	0.272	0.347	0.347	2.646	2.993	0.389	0.288	0.166	0.140	8.041	0.8%	0.453	0.965	6.028	0.594
2017	£M	0.127	0.152	0.200	0.293	0.368	0.353	2.977	3.195	0.439	0.308	0.170	0.155	8.736	8.7%	0.479	1.015	6.610	0.633
2018	£M	0.134	0.161	0.205	0.305	0.404	0.389	3.014	3.350	0.461	0.331	0.182	0.163	9.100	4.2%	0.500	1.098	6.825	0.677
2019	£M	0.150	0.170	0.216	0.348	0.423	0.394	3.180	3.374	0.456	0.336	0.202	0.181	9.432	3.6%	0.536	1.165	7.011	0.720
2020	£M	0.162	0.136	0.119	0.012	0.022	0.024	2.121	3.095	0.511	0.315	0.021	0.098	6.636	-29.6%	0.417	0.058	5.726	0.434
2021	£M	0.004	0.004	0.005	0.096	0.344	0.416	3.511	3.836	0.578	0.415	0.198	0.163	9.571	44.2%	0.013	0.857	7.925	0.776
2022	£M	0.160	0.151	0.263	0.348	0.454	0.438	3.832	4.086	0.531	0.353	0.203	0.230	11.05	15.4%	0.574	1.239	8.449	0.786
2023	£M	0.146	0.155	0.221	0.344	0.386	0.340	3.215	3.687	0.476	0.380	0.195	0.195	9.740	-11.8%	0.522	1.070	7.379	0.770
2024	£M	0.132	0.131	0.217	0.310	0.332	0.332	3.408	3.790	0.454	0.367	0.187	0.179	9.839	1.0%	0.480	0.974	7.652	0.733
2025	£M	0.143	0.165	0.212	0.381	0.371	0.362	3.678	4.165	0.539	0.423	0.207	0.200	10.85	10.2%	0.520	1.114	8.382	0.830

ECONOMIC IMPACT - INDEXED TO 2025

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	8.119	7.979	8.041	8.736	9.100	9.432	6.636	9.571	11.05	9.740	9.839	10.85
All Visitor Types	£M	273.86	291.46	287.83	300.53	306.77	305.66	140.71	212.04	271.00	287.57	285.28	291.68
Share of Total	%	3.0%	2.7%	2.8%	2.9%	3.0%	3.1%	4.7%	4.5%	4.1%	3.4%	3.4%	3.7%
Annual Change in Share	%		-7.7%	2.0%	4.1%	2.0%	4.0%	52.8%	-4.3%	-9.7%	-16.9%	1.8%	7.8%
Change in Share from 2014	%		-7.7%	-5.8%	-2.0%	0.1%	4.1%	59.1%	52.2%	37.5%	14.2%	16.3%	25.4%
Avg Ann. Change in Share	%		-7.7%	-2.9%	-0.7%	0.0%	0.8%	9.8%	7.5%	4.7%	1.6%	1.6%	2.3%

NON-SERVICED ACCOMMODATION



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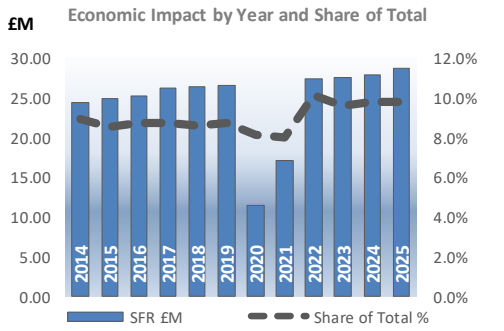
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL		2014 to 2025 2025 Prices	SFR	ECONOMIC IMPACT Indexed

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		20.1%	18.3%	13.3%	14.5%	19.8%	19.9%	15.0%	15.4%	13.6%	18.5%	16.0%	21.1%	17.4%		18.3%	17.5%	14.9%	19.4%
% Change 2024 to 2025		2.0%	5.1%	3.6%	2.6%	2.9%	3.3%	3.5%	3.3%	3.0%	1.3%	1.8%	3.1%	2.9%	Annual Change	2.9%	2.9%	3.3%	2.4%
Average Annual Change		1.8%	1.7%	1.2%	1.3%	1.8%	1.8%	1.4%	1.4%	1.2%	1.7%	1.5%	1.9%	1.6%		1.7%	1.6%	1.4%	1.8%
2014	£M	3.445	1.162	1.329	2.818	2.020	1.607	2.390	2.544	1.480	1.443	1.139	2.949	24.33		5.935	6.445	6.413	5.532
2015	£M	3.601	1.191	1.329	2.848	2.044	1.681	2.432	2.618	1.472	1.500	1.143	2.938	24.80	1.9%	6.122	6.572	6.522	5.581
2016	£M	3.611	1.200	1.345	2.916	2.065	1.683	2.469	2.656	1.478	1.481	1.164	3.056	25.12	1.3%	6.156	6.663	6.603	5.700
2017	£M	3.815	1.231	1.386	2.958	2.191	1.746	2.537	2.695	1.552	1.561	1.212	3.242	26.13	4.0%	6.432	6.894	6.785	6.015
2018	£M	3.843	1.239	1.384	2.969	2.223	1.775	2.553	2.743	1.550	1.585	1.222	3.265	26.35	0.9%	6.466	6.967	6.846	6.072
2019	£M	3.875	1.247	1.395	3.005	2.240	1.789	2.588	2.754	1.550	1.593	1.240	3.277	26.55	0.8%	6.516	7.035	6.892	6.110
2020	£M	3.827	1.184	0.587	0.221	0.202	0.146	1.201	1.865	0.822	0.717	0.152	0.485	11.41	-57.0%	5.599	0.569	3.888	1.354
2021	£M	0.570	0.180	0.202	0.672	0.975	1.468	2.780	3.012	1.577	1.591	1.134	2.824	16.99	48.9%	0.952	3.115	7.368	5.550
2022	£M	3.717	1.258	1.441	3.122	2.315	1.848	2.718	2.874	1.614	1.654	1.283	3.441	27.29	60.6%	6.416	7.285	7.207	6.379
2023	£M	4.021	1.299	1.455	3.151	2.309	1.841	2.607	2.800	1.621	1.659	1.283	3.447	27.49	0.8%	6.775	7.301	7.028	6.389
2024	£M	4.057	1.308	1.454	3.147	2.352	1.865	2.656	2.842	1.633	1.688	1.299	3.463	27.76	1.0%	6.819	7.364	7.131	6.450
2025	£M	4.138	1.375	1.506	3.228	2.419	1.927	2.749	2.937	1.682	1.711	1.322	3.571	28.56	2.9%	7.019	7.574	7.367	6.603

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	24.33	24.80	25.12	26.13	26.35	26.55	11.41	16.99	27.29	27.49	27.76	28.56
All Visitor Types	£M	273.86	291.46	287.83	300.53	306.77	305.66	140.71	212.04	271.00	287.57	285.28	291.68
Share of Total	%	8.9%	8.5%	8.7%	8.7%	8.6%	8.7%	8.1%	8.0%	10.1%	9.6%	9.7%	9.8%
Annual Change in Share	%		-4.2%	2.6%	-0.4%	-1.2%	1.1%	-6.7%	-1.2%	25.7%	-5.1%	1.8%	0.6%
Change in Share from 2014	%		-4.2%	-1.7%	-2.1%	-3.3%	-2.2%	-8.7%	-9.8%	13.4%	7.6%	9.6%	10.2%
Avg Ann. Change in Share	%		-4.2%	-0.9%	-0.7%	-0.8%	-0.4%	-1.5%	-1.4%	1.7%	0.8%	1.0%	0.9%

SFR



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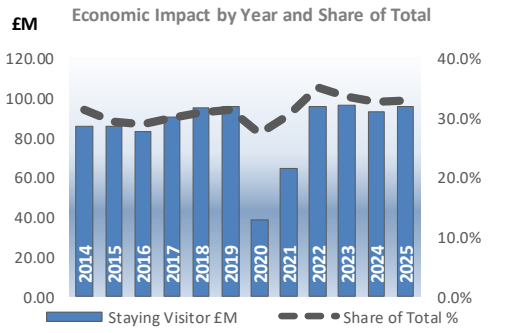
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL		2014 to 2025 2025 Prices	STAYING VISITOR	ECONOMIC IMPACT Indexed

ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	18.9%	12.4%	3.2%	8.5%	19.0%	18.4%	11.2%	12.4%	0.1%	10.2%	4.9%	21.6%	11.7%		12.0%	15.5%	8.7%	12.4%
% Change 2024 to 2025	1.6%	8.3%	5.5%	1.8%	2.7%	3.9%	3.5%	2.2%	2.6%	-0.8%	0.4%	3.9%	2.8%	Annual Change	4.7%	2.9%	2.7%	1.2%
Average Annual Change	1.7%	1.1%	0.3%	0.8%	1.7%	1.7%	1.0%	1.1%	0.0%	0.9%	0.4%	2.0%	1.1%		1.1%	1.4%	0.8%	1.1%
2014 £M	6.323	5.201	5.075	5.871	6.412	6.383	10.57	11.80	8.301	7.238	5.800	6.486	85.45		16.60	18.67	30.66	19.52
2015 £M	6.627	5.172	4.766	5.741	6.273	6.764	10.72	12.57	7.659	7.371	5.376	6.090	85.12	-0.4%	16.56	18.78	30.94	18.84
2016 £M	6.404	4.911	4.623	5.810	6.070	6.382	10.62	12.39	7.224	6.691	5.253	6.370	82.75	-2.8%	15.94	18.26	30.24	18.31
2017 £M	7.156	5.347	5.103	6.067	7.161	7.107	10.78	12.16	8.264	7.781	5.963	7.282	90.17	9.0%	17.61	20.33	31.20	21.03
2018 £M	7.451	5.714	5.334	6.290	7.727	7.707	10.69	12.40	8.611	8.488	6.414	7.580	94.41	4.7%	18.50	21.72	31.71	22.48
2019 £M	7.517	5.746	5.377	6.382	7.782	7.797	10.96	12.46	8.559	8.526	6.562	7.579	95.25	0.9%	18.64	21.96	31.98	22.67
2020 £M	7.399	5.477	2.215	0.486	0.725	0.647	4.366	7.527	4.098	3.579	0.807	1.026	38.35	-59.7%	15.09	1.858	15.99	5.413
2021 £M	1.161	0.891	0.868	1.341	2.658	5.959	10.47	12.52	8.129	8.140	5.876	6.443	64.45	68.0%	2.920	9.958	31.11	20.46
2022 £M	6.569	5.386	5.283	6.507	7.719	7.684	11.61	12.90	8.530	8.530	6.521	7.805	95.04	47.5%	17.24	21.91	33.03	22.86
2023 £M	7.625	5.811	5.445	6.646	7.737	7.722	10.87	12.48	8.662	8.506	6.485	7.857	95.85	0.9%	18.88	22.10	32.01	22.85
2024 £M	7.398	5.395	4.965	6.257	7.429	7.274	11.36	12.97	8.097	8.047	6.058	7.593	92.85	-3.1%	17.76	20.96	32.43	21.70
2025 £M	7.515	5.845	5.236	6.371	7.631	7.560	11.75	13.26	8.306	7.979	6.084	7.889	95.43	2.8%	18.60	21.56	33.32	21.95

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	85.45	85.12	82.75	90.17	94.41	95.25	38.35	64.45	95.04	95.85	92.85	95.43
All Visitor Types	£M	273.86	291.46	287.83	300.53	306.77	305.66	140.71	212.04	271.00	287.57	285.28	291.68
Share of Total	%	31.2%	29.2%	28.8%	30.0%	30.8%	31.2%	27.3%	30.4%	35.1%	33.3%	32.5%	32.7%
Annual Change in Share	%		-6.4%	-1.6%	4.4%	2.6%	1.2%	-12.5%	11.5%	15.4%	-5.0%	-2.4%	0.5%
Change in Share from 2014	%		-6.4%	-7.9%	-3.9%	-1.4%	-0.1%	-12.6%	-2.6%	12.4%	6.8%	4.3%	4.9%
Avg Ann. Change in Share	%		-6.4%	-3.9%	-1.3%	-0.3%	0.0%	-2.1%	-0.4%	1.5%	0.8%	0.4%	0.4%

STAYING VISITOR



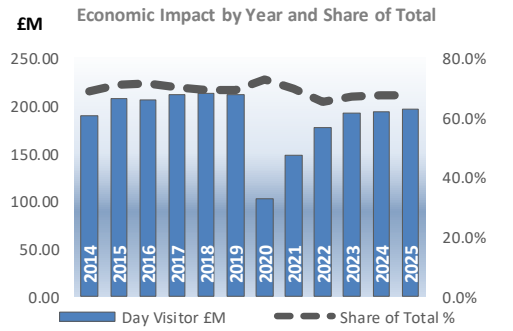
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL CITY OF LINCOLN COUNCIL										2014 to 2025 2025 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		14.6%	18.9%	24.1%	-6.3%	12.2%	12.3%	-8.9%	-6.4%	-2.6%	4.2%	-2.0%	8.1%	4.2%		20.3%	7.3%	-6.4%	3.1%
% Change 2024 to 2025		3.3%	-1.1%	3.5%	2.6%	4.1%	-1.9%	5.9%	3.3%	2.7%	0.2%	-3.4%	-3.5%	2.0%	Annual Change	1.9%	1.5%	3.9%	-1.7%
Average Annual Change		1.3%	1.7%	2.2%	-0.6%	1.1%	1.1%	-0.8%	-0.6%	-0.2%	0.4%	-0.2%	0.7%	0.4%		1.8%	0.7%	-0.6%	0.3%
2014	£M	8.406	12.29	16.90	14.44	21.45	18.47	22.67	32.59	15.88	11.82	8.034	5.448	188.40		37.60	54.36	71.14	25.30
2015	£M	10.03	14.30	18.10	14.68	22.62	19.29	23.35	37.26	18.26	13.88	8.301	6.266	206.34	9.5%	42.43	56.59	78.87	28.45
2016	£M	10.07	14.09	19.77	14.23	23.46	21.30	21.74	36.62	16.92	12.90	7.804	6.190	205.08	-0.6%	43.92	58.99	75.28	26.89
2017	£M	10.07	14.41	20.47	14.90	23.59	21.66	21.31	38.52	18.08	12.91	8.160	6.289	210.37	2.6%	44.96	60.15	77.91	27.36
2018	£M	10.73	14.90	20.51	14.47	24.66	21.52	21.36	36.79	17.62	13.57	8.919	7.316	212.36	0.9%	46.14	60.65	75.77	29.80
2019	£M	10.94	15.27	21.04	14.75	24.40	21.36	21.08	34.35	17.58	13.51	8.982	7.152	210.42	-0.9%	47.26	60.51	73.00	29.64
2020	£M	11.51	13.78	9.839	0.964	2.515	3.647	5.727	25.67	13.09	8.998	3.134	3.490	102.35	-51.4%	35.12	7.126	44.48	15.62
2021	£M	3.503	5.855	9.490	7.675	15.03	17.23	17.92	31.00	15.07	11.74	7.487	5.580	147.60	44.2%	18.85	39.94	64.00	24.81
2022	£M	8.271	11.64	17.47	12.33	20.55	18.49	18.34	28.29	14.39	11.89	7.964	6.326	175.96	19.2%	37.38	51.37	61.03	26.18
2023	£M	9.183	14.18	19.93	13.34	22.44	20.37	19.50	30.25	15.95	12.38	8.132	6.066	191.73	9.0%	43.29	56.16	65.70	26.58
2024	£M	9.326	14.78	20.26	13.18	23.14	21.15	19.49	29.52	15.07	12.28	8.150	6.100	192.44	0.4%	44.36	57.46	64.08	26.53
2025	£M	9.636	14.62	20.97	13.52	24.08	20.74	20.65	30.49	15.47	12.31	7.875	5.888	196.25	2.0%	45.23	58.34	66.60	26.08

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	188.40	206.34	205.08	210.37	212.36	210.42	102.35	147.60	175.96	191.73	192.44	196.25
All Visitor Types	£M	273.86	291.46	287.83	300.53	306.77	305.66	140.71	212.04	271.00	287.57	285.28	291.68
Share of Total	%	68.8%	70.8%	71.2%	70.0%	69.2%	68.8%	72.7%	69.6%	64.9%	66.7%	67.5%	67.3%
Annual Change in Share	%		2.9%	0.6%	-1.8%	-1.1%	-0.6%	5.7%	-4.3%	-6.7%	2.7%	1.2%	-0.3%
Change in Share from 2014	%		2.9%	3.6%	1.7%	0.6%	0.1%	5.7%	1.2%	-5.6%	-3.1%	-2.0%	-2.2%
Avg Ann. Change in Share	%		2.9%	1.8%	0.6%	0.2%	0.0%	1.0%	0.2%	-0.7%	-0.3%	-0.2%	-0.2%

DAY VISITOR



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