STEAM REPORT FOR 2014-2025 - FINAL

Final

NORTH KESTEVEN DISTRICT COUNCIL

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STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

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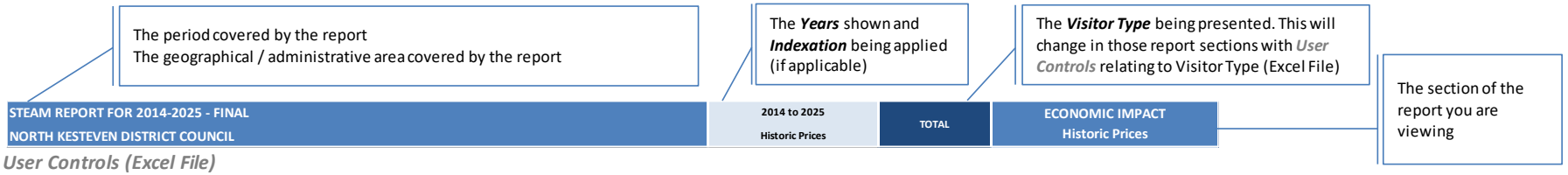
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

Report Section Design and Features

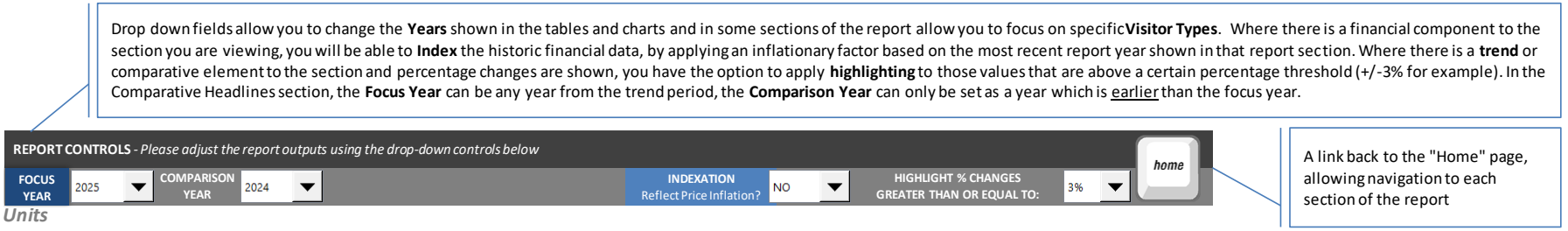
Headers

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Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

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Comparing 2025 and 2024
All £'s Historic Prices

COMPARATIVE HEADLINES

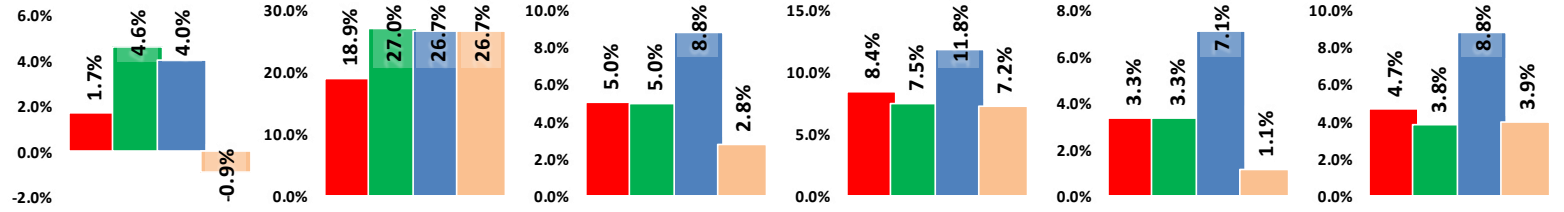
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

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

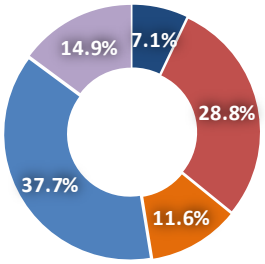
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.165	0.162	1.7%	0.307	0.258	18.9%	0.497	0.473	5.0%	0.969	0.893	8.4%	2.641	2.555	3.3%	3.609	3.448	4.7%
Visitor Numbers	M	0.086	0.083	4.6%	0.047	0.037	27.0%	0.209	0.199	5.0%	0.343	0.319	7.5%	2.641	2.555	3.3%	2.983	2.874	3.8%
Direct Expenditure	£M																169.36	155.85	8.7%
Economic Impact	£M	24.72	23.76	4.0%	24.08	19.01	26.7%	35.34	32.48	8.8%	84.14	75.25	11.8%	142.19	132.78	7.1%	226.33	208.03	8.8%
Direct Employment	FTEs	346	349	-0.9%	252	199	26.7%	231	225	2.8%	828	772	7.2%	915	905	1.1%	1,743	1,677	3.9%
Total Employment	FTEs																2,170	2,091	3.8%

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



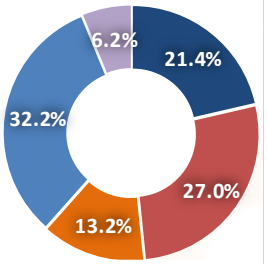
Accommodation
Food & Drink
Recreation
Shopping
Transport

Direct Expenditure Categories

Sectors	2025	2024	+/- %
Accommodation	11.96	10.59	13.0%
Food & Drink	48.78	44.91	8.6%
Recreation	19.61	18.10	8.3%
Shopping	63.84	59.06	8.1%
Transport	25.18	23.20	8.5%
TOTAL DIRECT	169.36	155.85	8.7%
Indirect	56.96	52.18	9.2%
TOTAL	226.33	208.03	8.8%

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	373	338	10.4%
Food & Drink	471	459	2.6%
Recreation	230	224	2.3%
Shopping	562	550	2.1%
Transport	109	106	2.5%
TOTAL DIRECT	1,743	1,677	3.9%
Indirect	426	413	3.1%
TOTAL	2,170	2,091	3.8%



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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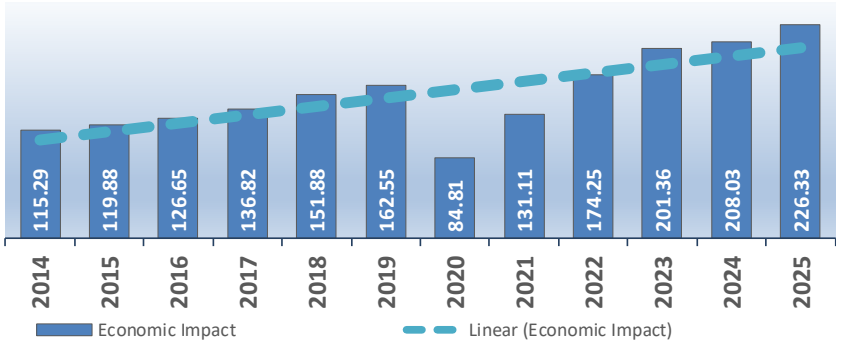
2014 to 2025
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

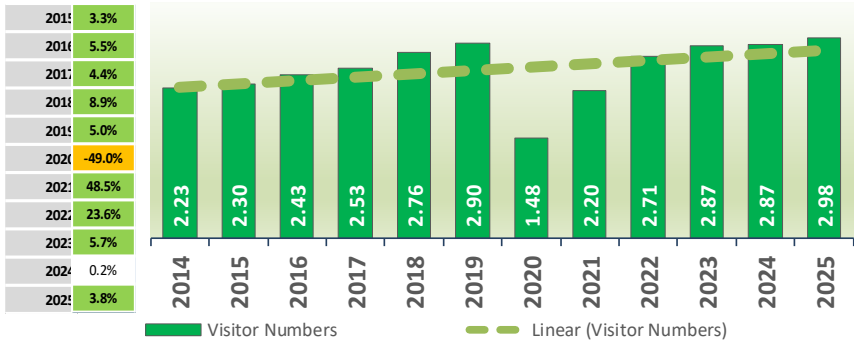
Economic Impact - Historic Prices - Total

	% Change Year on Year
2015	4.0%
2016	5.6%
2017	8.0%
2018	11.0%
2019	7.0%
2020	-47.8%
2021	54.6%
2022	32.9%
2023	15.6%
2024	3.3%
2025	8.8%



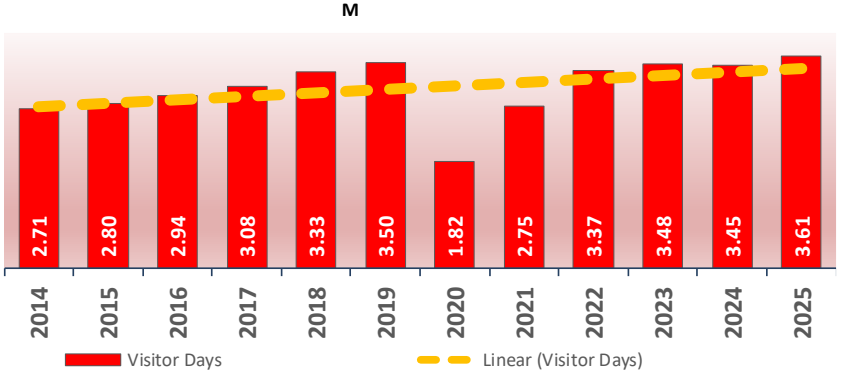
Visitor Numbers - Total

	% Change Year on Year
2015	3.3%
2016	5.5%
2017	4.4%
2018	8.9%
2019	5.0%
2020	-49.0%
2021	48.5%
2022	23.6%
2023	5.7%
2024	0.2%
2025	3.8%



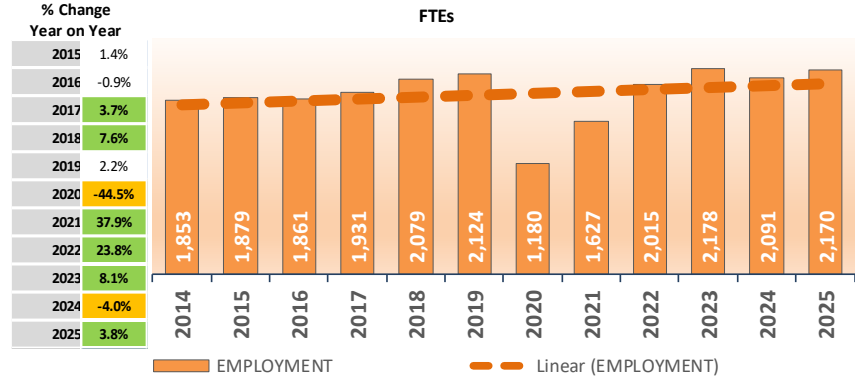
Visitor Days - Total

	% Change Year on Year
2015	3.2%
2016	5.2%
2017	4.6%
2018	8.0%
2019	5.2%
2020	-48.1%
2021	51.3%
2022	22.5%
2023	3.4%
2024	-0.9%
2025	4.7%



Total Employment Supported - Total

	% Change Year on Year
2015	1.4%
2016	-0.9%
2017	3.7%
2018	7.6%
2019	2.2%
2020	-44.5%
2021	37.9%
2022	23.8%
2023	8.1%
2024	-4.0%
2025	3.8%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		4.0%	9.9%	18.7%	31.7%	41.0%	-26.4%	13.7%	51.1%	74.7%	80.4%	96.3%
Visitor Numbers		3.3%	8.9%	13.7%	23.9%	30.0%	-33.6%	-1.4%	21.9%	28.8%	29.0%	33.9%
Visitor Days		3.2%	8.5%	13.6%	22.6%	29.0%	-33.0%	1.3%	24.1%	28.3%	27.1%	33.0%
Total Employment		1.4%	0.4%	4.2%	12.2%	14.6%	-36.3%	-12.2%	8.8%	17.5%	12.8%	17.1%

"Linear" = *Linear Trendline*

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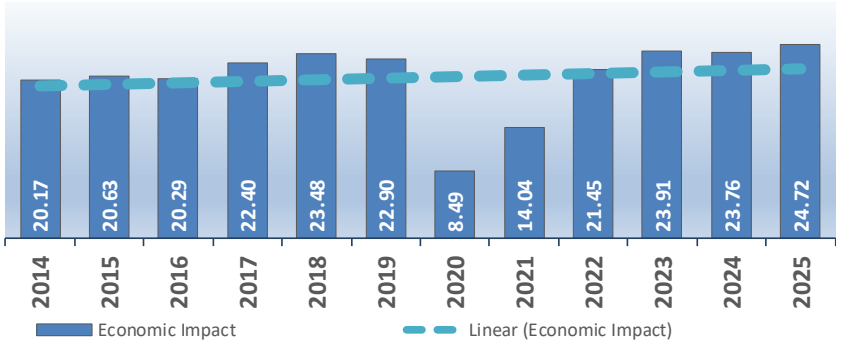
2014 to 2025
Historic Prices

SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

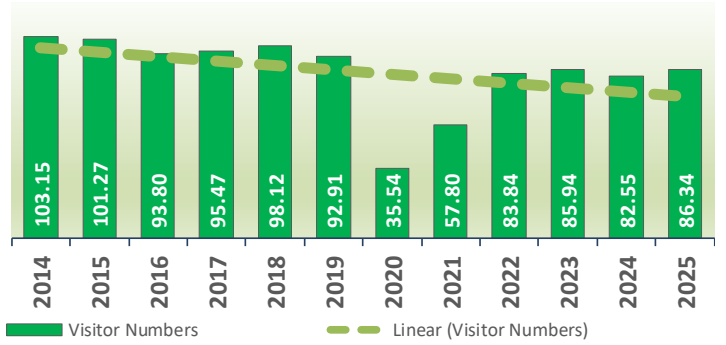
Economic Impact - Historic Prices - Serviced Accommodation

	% Change Year on Year
2015	2.3%
2016	-1.7%
2017	10.4%
2018	4.8%
2019	-2.5%
2020	-62.9%
2021	65.4%
2022	52.8%
2023	11.4%
2024	-0.6%
2025	4.0%



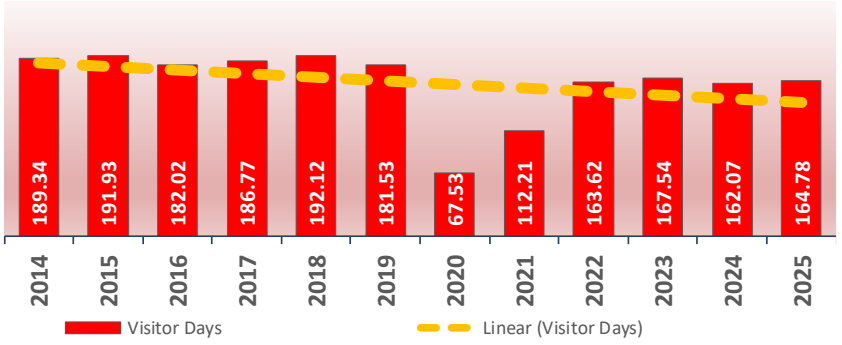
Visitor Numbers - Serviced Accommodation

	% Change Year on Year
2015	-1.8%
2016	-7.4%
2017	1.8%
2018	2.8%
2019	-5.3%
2020	-61.7%
2021	62.6%
2022	45.0%
2023	2.5%
2024	-3.9%
2025	4.6%



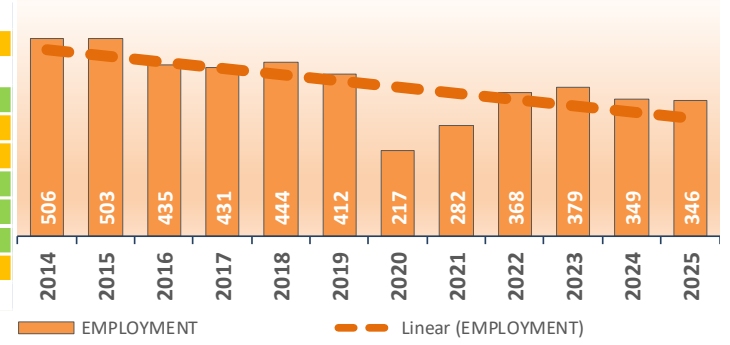
Visitor Days - Serviced Accommodation

	% Change Year on Year
2015	1.4%
2016	-5.2%
2017	2.6%
2018	2.9%
2019	-5.5%
2020	-62.8%
2021	66.2%
2022	45.8%
2023	2.4%
2024	-3.3%
2025	1.7%



Direct Employment Supported - Serviced Accommodation

	% Change Year on Year
2015	-0.5%
2016	-13.5%
2017	-1.0%
2018	3.0%
2019	-7.1%
2020	-47.3%
2021	29.9%
2022	30.3%
2023	3.1%
2024	-7.8%
2025	-0.9%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		2.3%	0.6%	11.0%	16.4%	13.5%	-57.9%	-30.4%	6.3%	18.5%	17.8%	22.5%
Visitor Numbers		-1.8%	-9.1%	-7.4%	-4.9%	-9.9%	-65.5%	-44.0%	-18.7%	-16.7%	-20.0%	-16.3%
Visitor Days		1.4%	-3.9%	-1.4%	1.5%	-4.1%	-64.3%	-40.7%	-13.6%	-11.5%	-14.4%	-13.0%
Direct Employment		-0.5%	-13.9%	-14.8%	-12.3%	-18.5%	-57.1%	-44.2%	-27.3%	-25.1%	-31.0%	-31.6%

"Linear" = *Linear Trendline*

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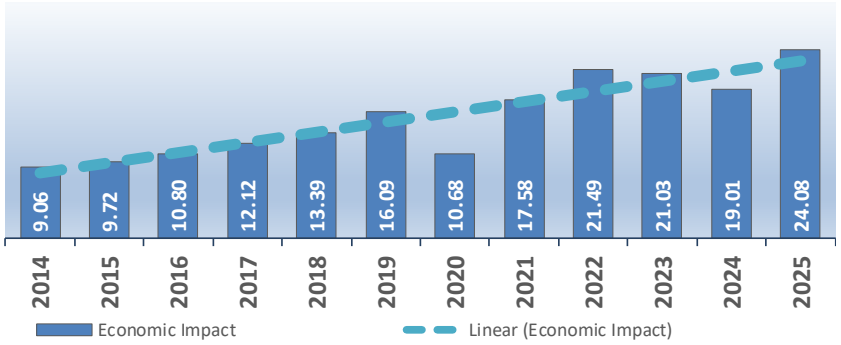
2014 to 2025
Historic Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

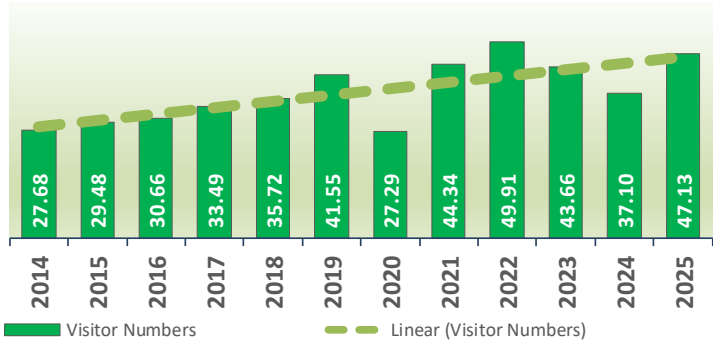
Economic Impact - Historic Prices - Non-Serviced Accommodation

	% Change Year on Year
2015	7.3%
2016	11.2%
2017	12.2%
2018	10.5%
2019	20.1%
2020	-33.6%
2021	64.6%
2022	22.2%
2023	-2.1%
2024	-9.6%
2025	26.7%



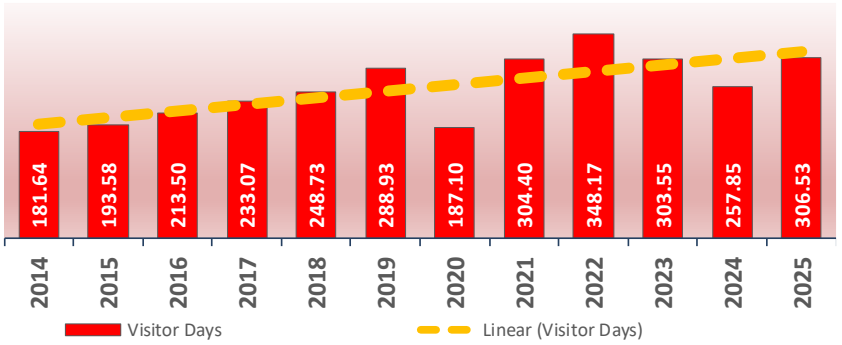
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2015	6.5%
2016	4.0%
2017	9.2%
2018	6.7%
2019	16.3%
2020	-34.3%
2021	62.4%
2022	12.6%
2023	-12.5%
2024	-15.0%
2025	27.0%



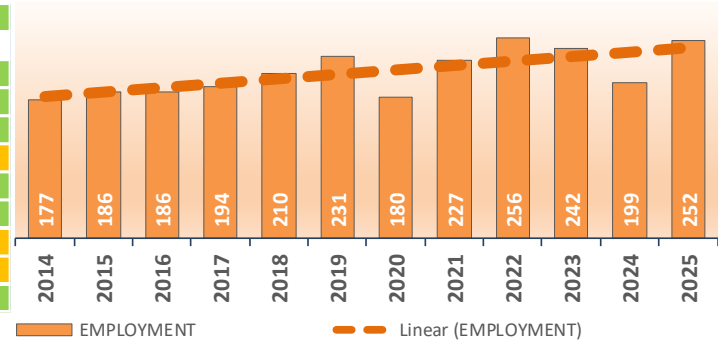
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2015	6.6%
2016	10.3%
2017	9.2%
2018	6.7%
2019	16.2%
2020	-35.2%
2021	62.7%
2022	14.4%
2023	-12.8%
2024	-15.1%
2025	18.9%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2015	5.3%
2016	-0.1%
2017	4.3%
2018	8.4%
2019	10.3%
2020	-22.1%
2021	25.9%
2022	12.6%
2023	-5.2%
2024	-18.0%
2025	26.7%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		7.3%	19.3%	33.8%	47.9%	77.6%	17.9%	94.1%	137.2%	132.2%	109.8%	165.8%
Visitor Numbers		6.5%	10.8%	21.0%	29.1%	50.1%	-1.4%	60.2%	80.3%	57.7%	34.0%	70.3%
Visitor Days		6.6%	17.5%	28.3%	36.9%	59.1%	3.0%	67.6%	91.7%	67.1%	42.0%	68.8%
Direct Employment		5.3%	5.2%	9.7%	18.9%	31.1%	2.0%	28.5%	44.8%	37.2%	12.5%	42.5%

"Linear" = *Linear Trendline*

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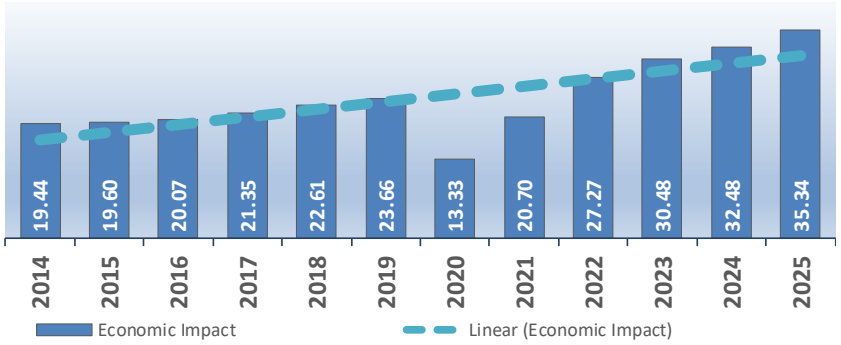
2014 to 2025
Historic Prices

SFR

KEY MEASURES
Historic Prices

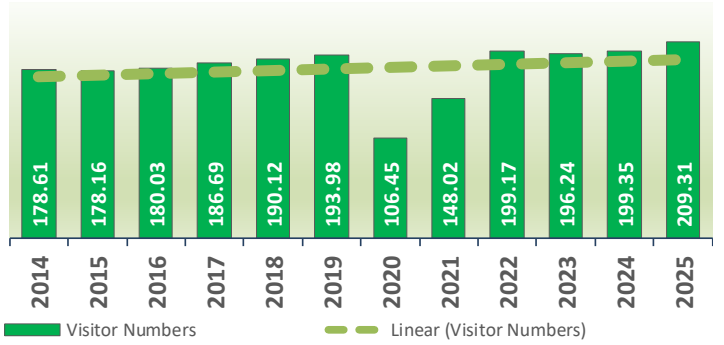
Economic Impact - Historic Prices - SFR

	% Change Year on Year
2015	0.8%
2016	2.4%
2017	6.4%
2018	5.9%
2019	4.6%
2020	-43.6%
2021	55.2%
2022	31.8%
2023	11.8%
2024	6.6%
2025	8.8%



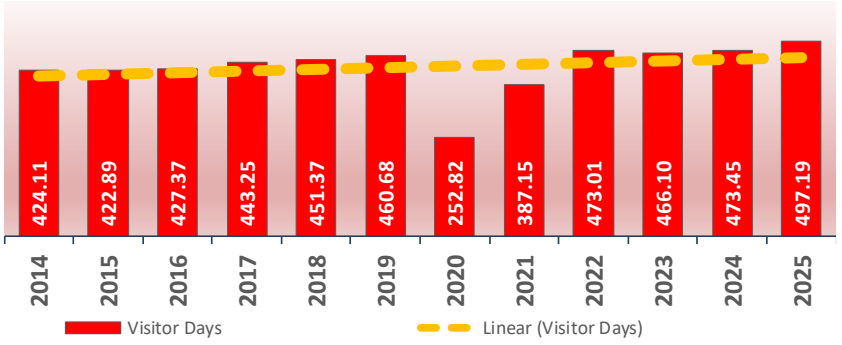
Visitor Numbers - SFR

	% Change Year on Year
2015	-0.3%
2016	1.1%
2017	3.7%
2018	1.8%
2019	2.0%
2020	-45.1%
2021	39.1%
2022	34.6%
2023	-1.5%
2024	1.6%
2025	5.0%



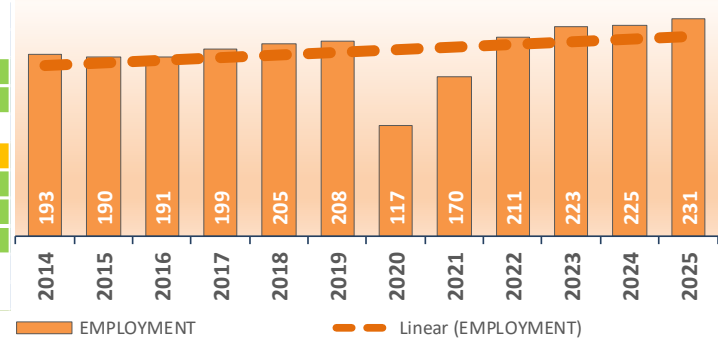
Visitor Days - SFR

	% Change Year on Year
2015	-0.3%
2016	1.1%
2017	3.7%
2018	1.8%
2019	2.1%
2020	-45.1%
2021	53.1%
2022	22.2%
2023	-1.5%
2024	1.6%
2025	5.0%



Direct Employment Supported - SFR

	% Change Year on Year
2015	-1.6%
2016	0.3%
2017	4.4%
2018	3.0%
2019	1.2%
2020	-43.7%
2021	45.1%
2022	24.5%
2023	5.8%
2024	0.5%
2025	2.8%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		0.8%	3.2%	9.8%	16.3%	21.7%	-31.4%	6.5%	40.3%	56.7%	67.0%	81.8%
Visitor Numbers		-0.3%	0.8%	4.5%	6.4%	8.6%	-40.4%	-17.1%	11.5%	9.9%	11.6%	17.2%
Visitor Days		-0.3%	0.8%	4.5%	6.4%	8.6%	-40.4%	-8.7%	11.5%	9.9%	11.6%	17.2%
Direct Employment		-1.6%	-1.3%	3.1%	6.2%	7.4%	-39.5%	-12.2%	9.3%	15.6%	16.2%	19.5%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

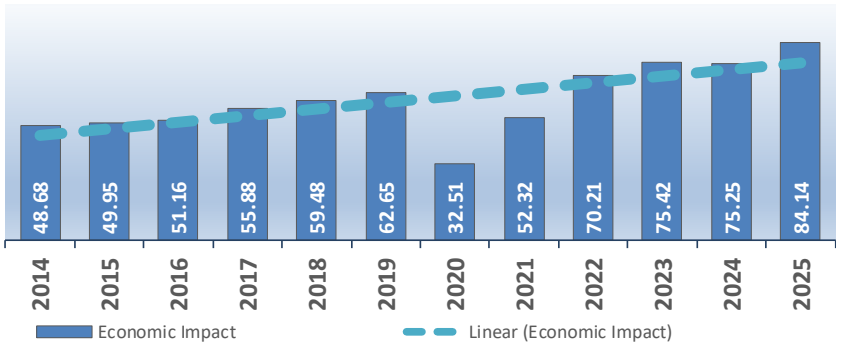
2014 to 2025
Historic Prices

STAYING VISITOR

KEY MEASURES
Historic Prices

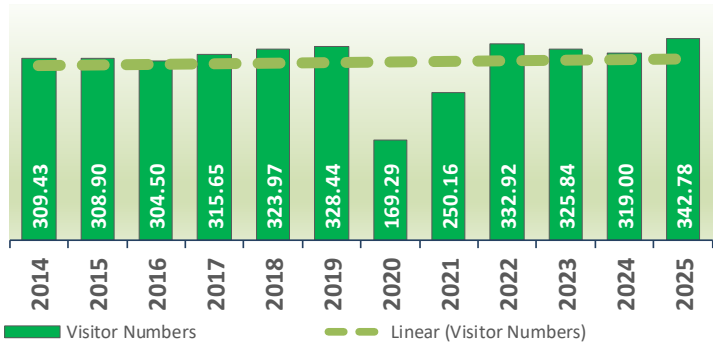
Economic Impact - Historic Prices - Staying Visitor

	% Change Year on Year
2015	2.6%
2016	2.4%
2017	9.2%
2018	6.5%
2019	5.3%
2020	-48.1%
2021	61.0%
2022	34.2%
2023	7.4%
2024	-0.2%
2025	11.8%



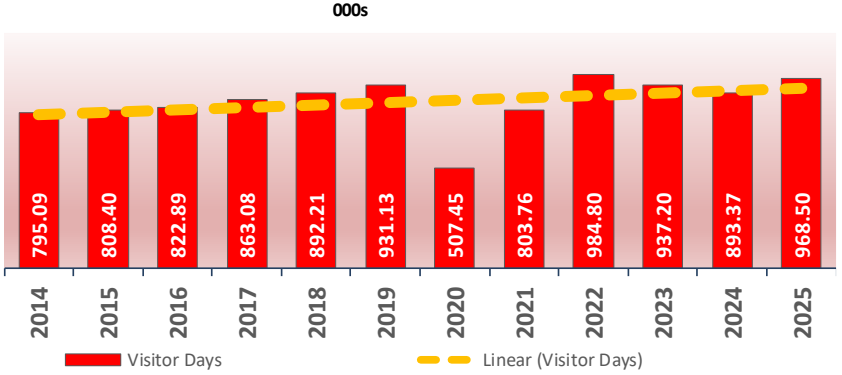
Visitor Numbers - Staying Visitor

	% Change Year on Year
2015	-0.2%
2016	-1.4%
2017	3.7%
2018	2.6%
2019	1.4%
2020	-48.5%
2021	47.8%
2022	33.1%
2023	-2.1%
2024	-2.1%
2025	7.5%



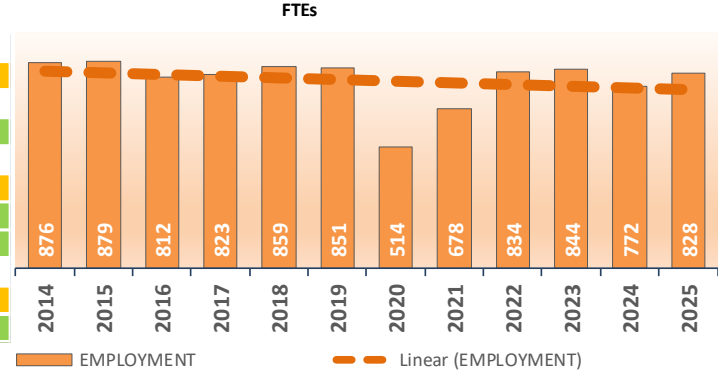
Visitor Days - Staying Visitor

	% Change Year on Year
2015	1.7%
2016	1.8%
2017	4.9%
2018	3.4%
2019	4.4%
2020	-45.5%
2021	58.4%
2022	22.5%
2023	-4.8%
2024	-4.7%
2025	8.4%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2015	0.4%
2016	-7.7%
2017	1.5%
2018	4.3%
2019	-0.9%
2020	-39.6%
2021	32.0%
2022	23.0%
2023	1.2%
2024	-8.5%
2025	7.2%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		2.6%	5.1%	14.8%	22.2%	28.7%	-33.2%	7.5%	44.2%	54.9%	54.6%	72.9%
Visitor Numbers		-0.2%	-1.6%	2.0%	4.7%	6.1%	-45.3%	-19.2%	7.6%	5.3%	3.1%	10.8%
Visitor Days		1.7%	3.5%	8.6%	12.2%	17.1%	-36.2%	1.1%	23.9%	17.9%	12.4%	21.8%
Direct Employment		0.4%	-7.3%	-5.9%	-1.9%	-2.8%	-41.3%	-22.5%	-4.7%	-3.6%	-11.8%	-5.4%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

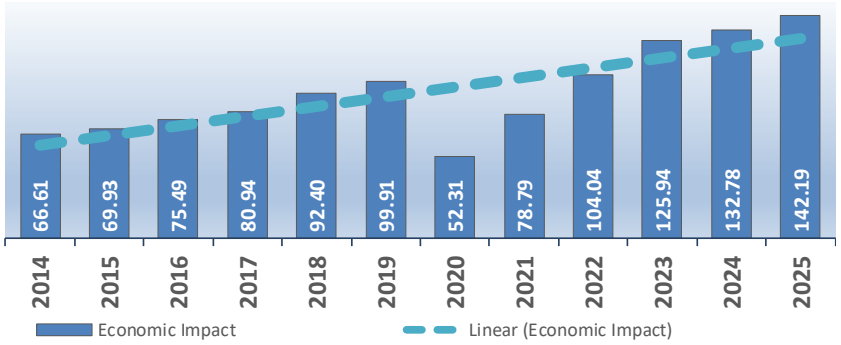
2014 to 2025
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

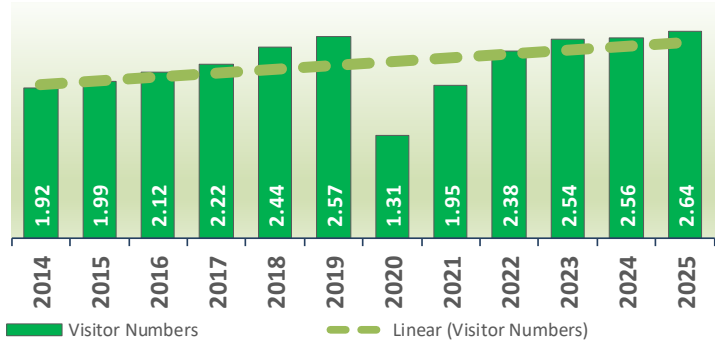
Economic Impact - Historic Prices - Day Visitor

	% Change Year on Year
2015	5.0%
2016	7.9%
2017	7.2%
2018	14.2%
2019	8.1%
2020	-47.6%
2021	50.6%
2022	32.0%
2023	21.1%
2024	5.4%
2025	7.1%



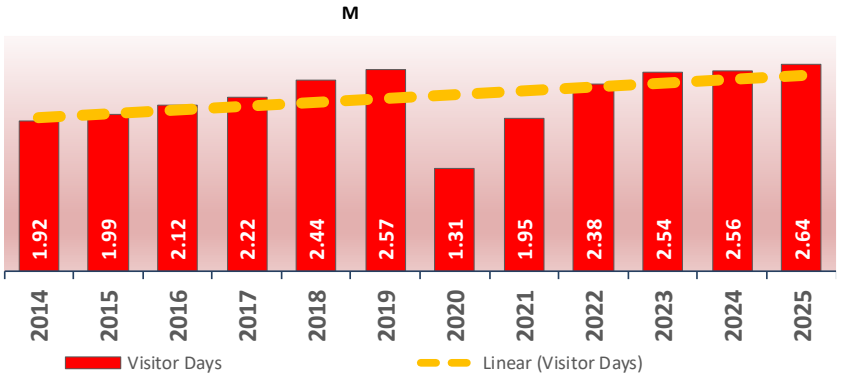
Visitor Numbers - Day Visitor

	% Change Year on Year
2015	3.8%
2016	6.5%
2017	4.5%
2018	9.8%
2019	5.5%
2020	-49.0%
2021	48.6%
2022	22.4%
2023	6.7%
2024	0.5%
2025	3.3%



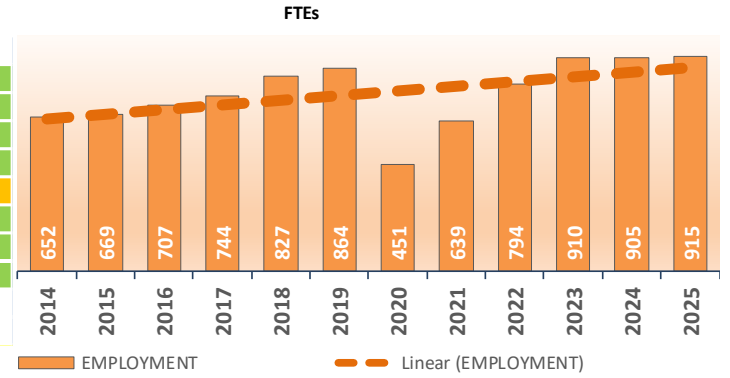
Visitor Days - Day Visitor

	% Change Year on Year
2015	3.8%
2016	6.5%
2017	4.5%
2018	9.8%
2019	5.5%
2020	-49.0%
2021	48.6%
2022	22.4%
2023	6.7%
2024	0.5%
2025	3.3%



Direct Employment Supported - Day Visitor

	% Change Year on Year
2015	2.5%
2016	5.7%
2017	5.3%
2018	11.1%
2019	4.5%
2020	-47.8%
2021	41.6%
2022	24.3%
2023	14.6%
2024	-0.5%
2025	1.1%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		5.0%	13.3%	21.5%	38.7%	50.0%	-21.5%	18.3%	56.2%	89.1%	99.3%	113.5%
Visitor Numbers		3.8%	10.6%	15.6%	27.0%	33.9%	-31.7%	1.4%	24.2%	32.6%	33.2%	37.7%
Visitor Days		3.8%	10.6%	15.6%	27.0%	33.9%	-31.7%	1.4%	24.2%	32.6%	33.2%	37.7%
Direct Employment		2.5%	8.3%	14.1%	26.7%	32.4%	-30.9%	-2.1%	21.7%	39.5%	38.7%	40.3%

"Linear" = *Linear Trendline*

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

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

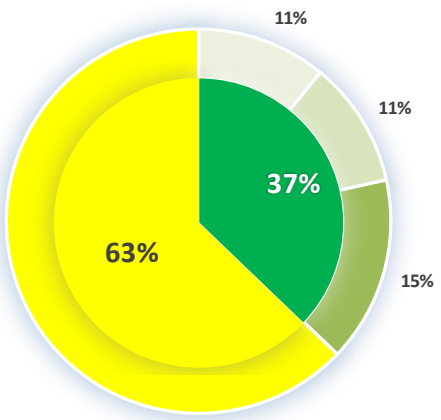
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STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT COUNCIL	2025 Historic Prices	TOTAL	DISTRIBUTION BY VISITOR TYPE Historic Prices

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

TOTAL
£226.33m

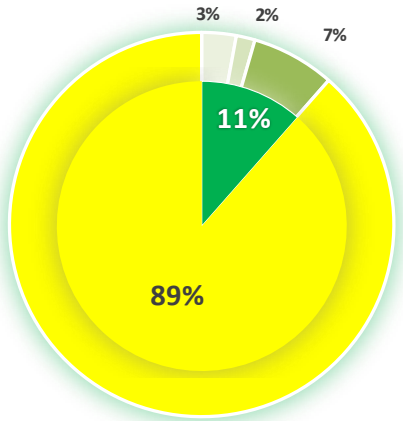
	£M
Serviced	24.72
Non-Serviced	24.08
SFR	35.34
Staying Visitor	84.14
Day Visitor	142.19
Total	226.33



Visitor Numbers - 2025 - M - Share of Total

TOTAL
2.98m

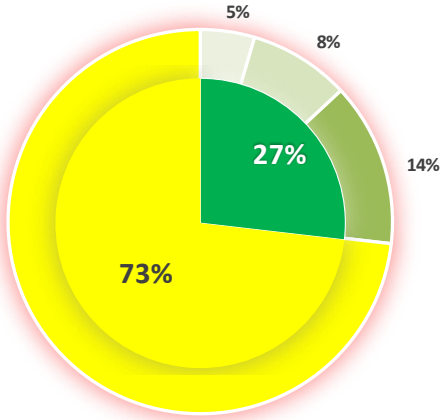
	M
Serviced	0.09
Non-Serviced	0.05
SFR	0.21
Staying Visitor	0.34
Day Visitor	2.64
Total	2.98



Visitor Days - 2025 - M - Share of Total

TOTAL
3.61m

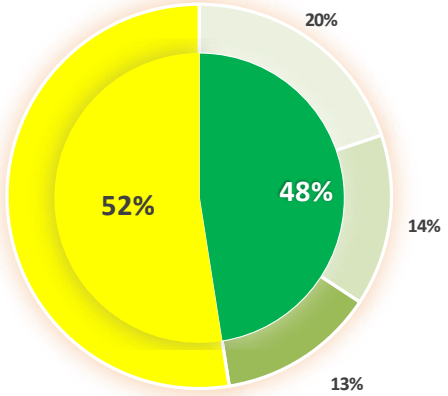
	M
Serviced	0.16
Non-Serviced	0.31
SFR	0.50
Staying Visitor	0.97
Day Visitor	2.64
Total	3.61



Direct Employment Supported - 2025 - FTEs - Share of Total

TOTAL
1,743 Direct FTEs
2,170 Total FTEs

	FTEs
Serviced	346
Non-Serviced	252
SFR	231
Staying Visitor	828
Day Visitor	915
Total	1,743

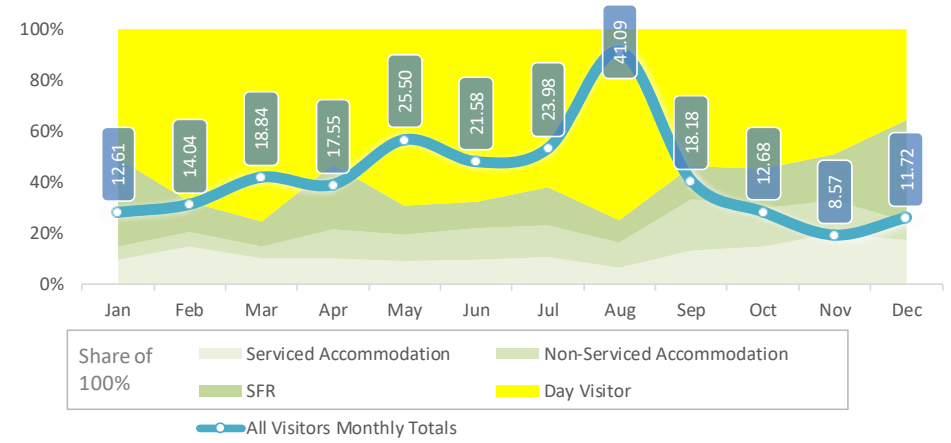


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STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT COUNCIL	2025 Historic Prices	TOTAL	DISTRIBUTION BY MONTH Historic Prices

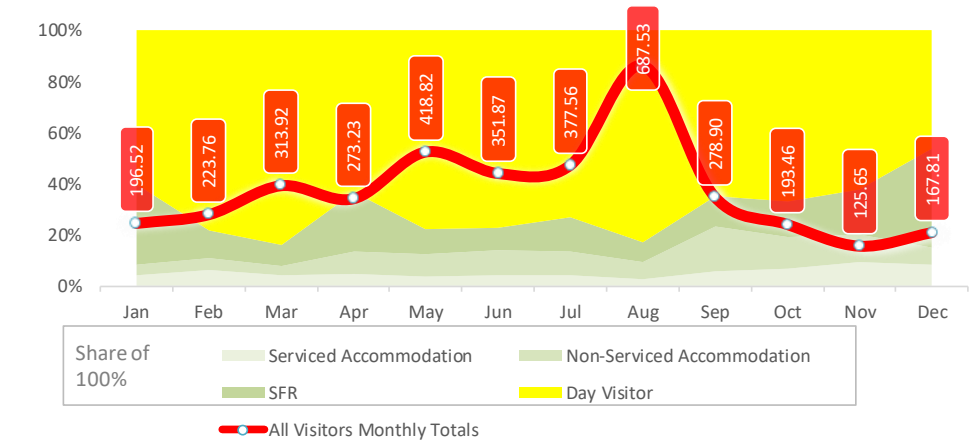
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



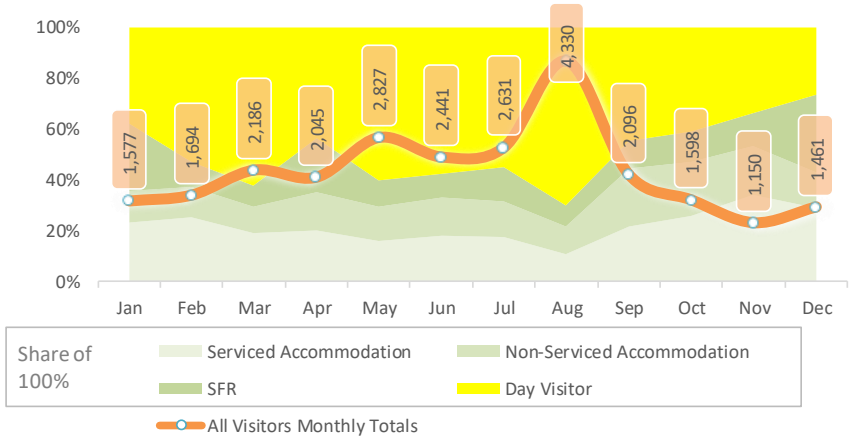
Visitor Numbers - 2025 - 000s - Distribution of Impact by Month



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



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



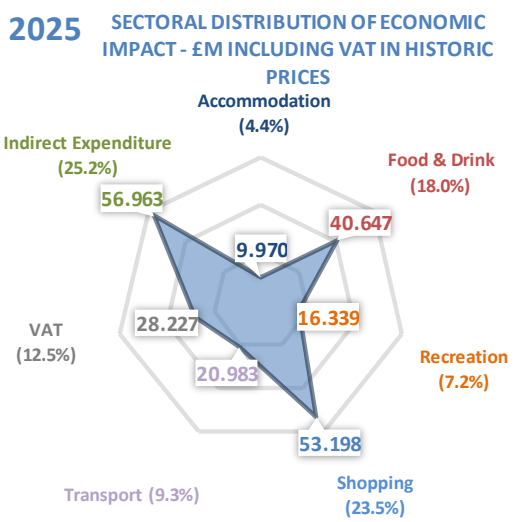
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STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT COUNCIL	2014 to 2025 Historic Prices	TOTAL	SECTORAL ANALYSIS Historic Prices

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	7.213	7.386	7.642	8.853	9.150	9.451	4.297	6.418	8.852	9.071	8.825	9.970
Food & Drink	£M	20.51	21.32	22.41	24.01	26.74	28.60	15.98	23.55	31.11	36.14	37.42	40.65
Recreation	£M	8.263	8.598	9.051	9.699	10.83	11.56	6.427	9.499	12.55	14.60	15.08	16.34
Shopping	£M	26.03	27.15	28.83	30.92	34.69	37.26	19.79	30.37	40.22	47.24	49.22	53.20
Transport	£M	10.27	10.69	11.37	12.20	13.65	14.69	7.914	12.23	16.09	18.68	19.33	20.98
Direct Revenue	£M	72.28	75.13	79.31	85.69	95.06	101.57	54.41	82.07	108.83	125.73	129.88	141.14
VAT	£M	14.46	15.03	15.86	17.14	19.01	20.31	9.027	16.08	21.77	25.15	25.98	28.23
Direct Expenditure	£M	86.73	90.16	95.17	102.82	114.07	121.89	63.44	98.15	130.60	150.87	155.85	169.36
Indirect Expenditure	£M	28.56	29.72	31.48	34.00	37.82	40.66	21.38	32.97	43.65	50.49	52.18	56.96
TOTAL	£M	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25	201.36	208.03	226.33



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	491	494	427	419	436	421	280	327	390	386	338	373
Food & Drink	FTEs	361	367	378	397	430	445	241	342	427	470	459	471
Recreation	FTEs	177	180	185	195	211	218	118	167	209	230	224	230
Shopping	FTEs	418	426	443	466	509	529	273	402	503	560	550	562
Transport	FTEs	81	82	86	90	98	102	53	79	99	108	106	109
Direct Employment	FTEs	1,528	1,548	1,518	1,568	1,685	1,715	965	1,317	1,628	1,754	1,677	1,743
Indirect Employment	FTEs	325	330	343	363	393	409	215	310	387	424	413	426
TOTAL	FTEs	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015	2,178	2,091	2,170



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

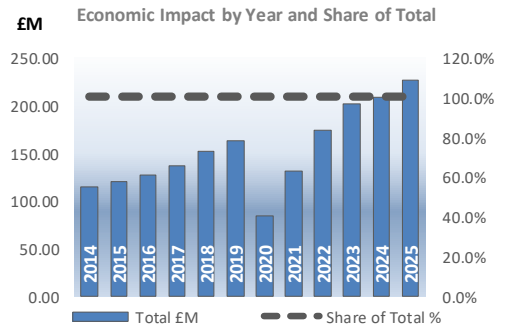
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT 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		97.8%	98.0%	102.8%	82.9%	117.7%	111.1%	85.3%	113.9%	85.2%	82.4%	56.6%	77.1%	96.3%		99.9%	105.0%	98.4%	73.1%
% Change 2024 to 2025		6.5%	6.6%	8.0%	10.9%	11.5%	6.0%	8.7%	9.3%	11.2%	9.8%	6.8%	6.8%	8.8%	Annual Change	7.1%	9.4%	9.6%	8.0%
Average Annual Change		8.9%	8.9%	9.3%	7.5%	10.7%	10.1%	7.8%	10.4%	7.7%	7.5%	5.1%	7.0%	8.8%		9.1%	9.5%	8.9%	6.6%
2014	£M	6.375	7.090	9.289	9.594	11.71	10.22	12.94	19.21	9.812	6.954	5.477	6.617	115.29		22.75	31.53	41.96	19.05
2015	£M	7.202	7.935	9.761	9.371	11.92	10.29	12.65	20.72	10.17	7.693	5.510	6.665	119.88	4.0%	24.90	31.58	43.53	19.87
2016	£M	7.265	8.043	10.63	10.14	13.45	11.72	12.94	21.98	10.22	7.689	5.490	7.084	126.65	5.6%	25.93	35.32	45.14	20.26
2017	£M	7.753	8.489	11.12	11.27	14.99	12.79	14.12	23.41	11.14	8.112	5.851	7.764	136.82	8.0%	27.37	39.06	48.67	21.73
2018	£M	8.437	9.013	11.87	12.17	16.66	13.87	16.20	28.02	12.19	8.823	6.330	8.299	151.88	11.0%	29.32	42.70	56.41	23.45
2019	£M	9.184	10.22	12.94	12.66	17.60	14.96	17.49	30.34	12.85	9.238	6.526	8.549	162.55	7.0%	32.34	45.22	60.68	24.31
2020	£M	9.912	9.636	7.065	1.064	2.296	2.865	7.950	20.65	10.76	6.695	2.099	3.820	84.81	-47.8%	26.61	6.226	39.36	12.61
2021	£M	1.996	2.921	4.667	5.551	13.56	15.25	17.23	30.51	14.91	10.03	6.406	8.088	131.11	54.6%	9.583	34.36	62.64	24.52
2022	£M	9.368	9.627	13.55	13.28	19.07	16.76	19.04	32.66	14.46	9.881	6.990	9.569	174.25	32.9%	32.54	49.12	66.15	26.44
2023	£M	11.32	12.35	16.47	15.62	22.09	19.01	21.25	37.09	16.58	11.24	7.777	10.56	201.36	15.6%	40.14	56.72	74.92	29.58
2024	£M	11.84	13.17	17.44	15.82	22.86	20.36	22.05	37.58	16.35	11.55	8.026	10.97	208.03	3.3%	42.46	59.05	75.98	30.55
2025	£M	12.61	14.04	18.84	17.55	25.50	21.58	23.98	41.09	18.18	12.68	8.574	11.72	226.33	8.8%	45.49	64.62	83.24	32.97

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	£M	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25	201.36	208.03	226.33
All Visitor Types	£M	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25	201.36	208.03	226.33
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



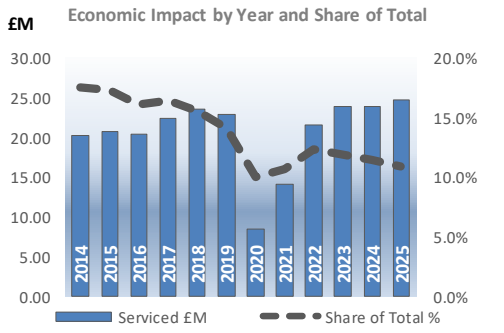
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STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT COUNCIL										2014 to 2025 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		28.1%	22.4%	10.8%	31.0%	51.3%	49.4%	14.0%	17.0%	7.4%	23.5%	15.4%	20.4%	22.5%		19.1%	44.2%	12.9%	19.8%
% Change 2024 to 2025		2.9%	11.0%	8.8%	0.6%	3.8%	5.8%	4.4%	0.7%	3.4%	-0.6%	1.5%	6.7%	4.0%	Annual Change	8.2%	3.5%	2.8%	2.6%
Average Annual Change		2.6%	2.0%	1.0%	2.8%	4.7%	4.5%	1.3%	1.5%	0.7%	2.1%	1.4%	1.9%	2.0%		1.7%	4.0%	1.2%	1.8%
2014	£M	0.930	1.717	1.701	1.388	1.524	1.403	2.266	2.324	2.234	1.525	1.490	1.671	20.17		4.348	4.315	6.825	4.686
2015	£M	1.035	1.799	1.660	1.360	1.565	1.590	2.356	2.581	2.126	1.596	1.391	1.571	20.63	2.3%	4.493	4.514	7.063	4.558
2016	£M	0.913	1.740	1.651	1.442	1.569	1.539	2.320	2.512	2.070	1.538	1.407	1.583	20.29	-1.7%	4.304	4.551	6.902	4.528
2017	£M	1.066	1.799	1.688	1.727	2.047	1.844	2.344	2.545	2.285	1.755	1.596	1.706	22.40	10.4%	4.553	5.619	7.174	5.056
2018	£M	1.117	1.889	1.727	1.789	2.180	1.966	2.420	2.718	2.330	1.867	1.679	1.795	23.48	4.8%	4.734	5.935	7.468	5.342
2019	£M	1.088	1.811	1.676	1.720	2.135	1.924	2.449	2.719	2.216	1.839	1.650	1.670	22.90	-2.5%	4.576	5.779	7.385	5.159
2020	£M	1.164	1.825	0.728	0.144	0.214	0.169	0.568	1.310	1.099	0.845	0.222	0.200	8.489	-62.9%	3.717	0.527	2.977	1.268
2021	£M	0.199	0.304	0.321	0.335	0.529	1.474	1.957	2.368	1.982	1.676	1.449	1.448	14.04	65.4%	0.824	2.337	6.307	4.572
2022	£M	0.927	1.700	1.595	1.684	1.965	1.822	2.229	2.361	2.095	1.746	1.594	1.733	21.45	52.8%	4.222	5.471	6.685	5.073
2023	£M	1.204	1.957	1.764	1.861	2.152	2.012	2.467	2.671	2.332	1.873	1.693	1.923	23.91	11.4%	4.924	6.025	7.470	5.488
2024	£M	1.159	1.894	1.731	1.806	2.221	1.981	2.475	2.699	2.321	1.894	1.694	1.886	23.76	-0.6%	4.784	6.008	7.495	5.474
2025	£M	1.192	2.102	1.884	1.818	2.306	2.096	2.583	2.719	2.400	1.883	1.720	2.013	24.72	4.0%	5.178	6.220	7.702	5.616

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	20.17	20.63	20.29	22.40	23.48	22.90	8.489	14.04	21.45	23.91	23.76	24.72
All Visitor Types	£M	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25	201.36	208.03	226.33
Share of Total	%	17.5%	17.2%	16.0%	16.4%	15.5%	14.1%	10.0%	10.7%	12.3%	11.9%	11.4%	10.9%
Annual Change in Share	%		-1.7%	-6.9%	2.2%	-5.6%	-8.9%	-29.0%	7.0%	15.0%	-3.6%	-3.8%	-4.4%
Change in Share from 2014	%		-1.7%	-8.5%	-6.4%	-11.7%	-19.5%	-42.8%	-38.8%	-29.6%	-32.1%	-34.7%	-37.6%
Avg Ann. Change in Share	%		-1.7%	-4.2%	-2.1%	-2.9%	-3.9%	-7.1%	-5.5%	-3.7%	-3.6%	-3.5%	-3.4%

SERVICED ACCOMMODATION



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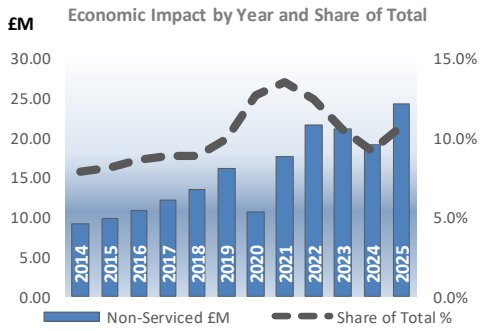
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT COUNCIL										2014 to 2025 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		261.1%	260.1%	137.9%	210.2%	125.0%	118.1%	138.4%	141.8%	195.5%	234.7%	230.5%	293.3%	165.8%		199.7%	140.0%	157.0%	245.3%
% Change 2024 to 2025		36.6%	57.1%	20.1%	43.8%	19.0%	16.3%	21.6%	21.0%	27.0%	41.3%	32.4%	40.4%	26.7%	Annual Change	35.1%	23.7%	23.2%	38.4%
Average Annual Change		23.7%	23.6%	12.5%	19.1%	11.4%	10.7%	12.6%	12.9%	17.8%	21.3%	21.0%	26.7%	15.1%		18.2%	12.7%	14.3%	22.3%
2014	£M	0.178	0.211	0.383	0.628	1.189	1.201	1.248	1.651	1.258	0.559	0.329	0.224	9.059		0.772	3.018	4.157	1.112
2015	£M	0.244	0.291	0.415	0.665	1.240	1.243	1.292	1.716	1.312	0.591	0.420	0.288	9.717	7.3%	0.950	3.148	4.320	1.299
2016	£M	0.272	0.319	0.442	0.714	1.363	1.373	1.440	1.950	1.491	0.646	0.472	0.321	10.80	11.2%	1.033	3.450	4.882	1.439
2017	£M	0.308	0.383	0.458	0.813	1.543	1.488	1.642	2.126	1.760	0.718	0.509	0.370	12.12	12.2%	1.150	3.845	5.528	1.597
2018	£M	0.323	0.405	0.479	0.880	1.764	1.700	1.790	2.412	1.921	0.786	0.544	0.390	13.39	10.5%	1.207	4.344	6.124	1.719
2019	£M	0.453	0.526	0.616	1.188	2.068	1.920	2.184	2.759	2.130	0.987	0.725	0.533	16.09	20.1%	1.595	5.177	7.074	2.245
2020	£M	0.568	0.490	0.401	0.047	0.128	0.135	1.584	2.824	2.963	1.108	0.093	0.342	10.68	-33.6%	1.459	0.310	7.371	1.542
2021	£M	0.014	0.015	0.020	0.411	2.091	2.571	2.675	3.501	3.369	1.463	0.869	0.580	17.58	64.6%	0.049	5.073	9.545	2.913
2022	£M	0.551	0.535	0.873	1.417	2.815	2.720	2.889	3.739	3.136	1.186	0.859	0.769	21.49	22.2%	1.959	6.952	9.764	2.814
2023	£M	0.541	0.593	0.798	1.545	2.766	2.436	2.549	3.563	3.236	1.392	0.907	0.708	21.03	-2.1%	1.932	6.748	9.349	3.006
2024	£M	0.472	0.483	0.759	1.353	2.249	2.251	2.447	3.297	2.926	1.324	0.821	0.627	19.01	-9.6%	1.713	5.854	8.670	2.773
2025	£M	0.644	0.758	0.911	1.947	2.676	2.619	2.976	3.991	3.718	1.871	1.087	0.880	24.08	26.7%	2.314	7.242	10.68	3.838

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	9.059	9.717	10.80	12.12	13.39	16.09	10.68	17.58	21.49	21.03	19.01	24.08
All Visitor Types	£M	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25	201.36	208.03	226.33
Share of Total	%	7.9%	8.1%	8.5%	8.9%	8.8%	9.9%	12.6%	13.4%	12.3%	10.4%	9.1%	10.6%
Annual Change in Share	%		3.2%	5.2%	3.8%	-0.4%	12.2%	27.2%	6.5%	-8.0%	-15.3%	-12.5%	16.4%
Change in Share from 2014	%		3.2%	8.6%	12.7%	12.2%	26.0%	60.3%	70.6%	57.0%	33.0%	16.3%	35.4%
Avg Ann. Change in Share	%		3.2%	4.3%	4.2%	3.1%	5.2%	10.0%	10.1%	7.1%	3.7%	1.6%	3.2%

NON-SERVICED ACCOMMODATION



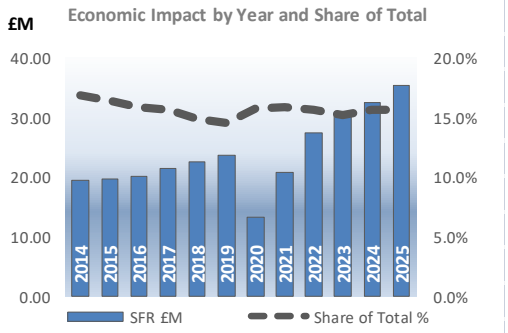
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT 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	73.2%	65.2%	69.2%	92.7%	88.0%	86.7%	85.0%	87.1%	96.4%	91.4%	75.9%	71.9%	81.8%		70.5%	89.8%	88.5%	77.0%
% Change 2024 to 2025	7.6%	11.7%	7.1%	11.3%	7.5%	7.2%	7.8%	7.4%	10.7%	10.4%	8.0%	9.5%	8.8%	Annual Change	8.3%	9.1%	8.4%	9.4%
Average Annual Change	6.7%	5.9%	6.3%	8.4%	8.0%	7.9%	7.7%	7.9%	8.8%	8.3%	6.9%	6.5%	7.4%		6.4%	8.2%	8.0%	7.0%
2014 £M	2.535	1.037	1.105	2.321	1.560	1.204	1.933	1.940	1.184	1.030	0.886	2.710	19.44		4.677	5.084	5.057	4.626
2015 £M	2.524	0.999	1.118	2.371	1.610	1.258	1.997	2.018	1.207	1.063	0.869	2.569	19.60	0.8%	4.641	5.238	5.223	4.501
2016 £M	2.510	1.001	1.131	2.449	1.669	1.300	2.070	2.101	1.256	1.079	0.892	2.616	20.07	2.4%	4.643	5.418	5.426	4.588
2017 £M	2.680	1.047	1.159	2.630	1.818	1.387	2.206	2.218	1.359	1.144	0.942	2.766	21.35	6.4%	4.886	5.834	5.783	4.852
2018 £M	2.831	1.108	1.211	2.765	1.946	1.484	2.328	2.373	1.427	1.211	0.998	2.926	22.61	5.9%	5.150	6.195	6.128	5.135
2019 £M	2.983	1.144	1.261	2.949	2.040	1.540	2.458	2.465	1.467	1.271	1.054	3.024	23.66	4.6%	5.388	6.529	6.390	5.349
2020 £M	3.541	1.148	0.687	0.171	0.154	0.119	1.431	2.191	1.655	1.067	0.141	1.029	13.33	-43.6%	5.376	0.444	5.277	2.238
2021 £M	0.255	0.103	0.117	1.012	2.177	2.093	3.112	3.168	2.399	1.788	1.245	3.231	20.70	55.2%	0.476	5.281	8.678	6.265
2022 £M	3.320	1.241	1.457	3.336	2.389	1.831	2.877	2.893	1.769	1.429	1.181	3.549	27.27	31.8%	6.018	7.557	7.540	6.159
2023 £M	3.833	1.442	1.613	3.812	2.631	1.965	3.082	3.172	1.979	1.655	1.337	3.957	30.48	11.8%	6.889	8.409	8.233	6.948
2024 £M	4.080	1.533	1.746	4.018	2.727	2.098	3.317	3.379	2.100	1.786	1.443	4.254	32.48	6.6%	7.359	8.843	8.796	7.483
2025 £M	4.391	1.713	1.870	4.472	2.932	2.248	3.577	3.630	2.325	1.972	1.558	4.658	35.34	8.8%	7.973	9.651	9.532	8.188

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	19.44	19.60	20.07	21.35	22.61	23.66	13.33	20.70	27.27	30.48	32.48	35.34
All Visitor Types	£M	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25	201.36	208.03	226.33
Share of Total	%	16.9%	16.4%	15.8%	15.6%	14.9%	14.6%	15.7%	15.8%	15.7%	15.1%	15.6%	15.6%
Annual Change in Share	%		-3.0%	-3.1%	-1.5%	-4.6%	-2.2%	8.0%	0.4%	-0.9%	-3.3%	3.2%	0.0%
Change in Share from 2014	%		-3.0%	-6.0%	-7.5%	-11.7%	-13.7%	-6.8%	-6.4%	-7.2%	-10.3%	-7.4%	-7.4%
Avg Ann. Change in Share	%		-3.0%	-3.0%	-2.5%	-2.9%	-2.7%	-1.1%	-0.9%	-0.9%	-1.1%	-0.7%	-0.7%

SFR



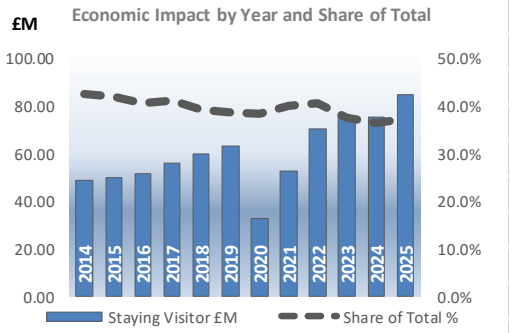
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT 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	70.9%	54.3%	46.3%	89.9%	85.2%	82.9%	67.7%	74.8%	80.5%	83.9%	61.4%	64.0%	72.9%		57.9%	86.1%	74.1%	69.2%
% Change 2024 to 2025	9.0%	17.0%	10.2%	14.7%	10.0%	10.0%	10.9%	10.3%	14.9%	14.4%	10.3%	11.6%	11.8%	Annual Change	11.6%	11.6%	11.8%	12.2%
Average Annual Change	6.4%	4.9%	4.2%	8.2%	7.7%	7.5%	6.2%	6.8%	7.3%	7.6%	5.6%	5.8%	6.6%		5.3%	7.8%	6.7%	6.3%
2014 £M	3.644	2.965	3.189	4.336	4.273	3.807	5.448	5.915	4.676	3.114	2.705	4.605	48.68		9.797	12.42	16.04	10.42
2015 £M	3.803	3.089	3.192	4.395	4.415	4.091	5.646	6.315	4.645	3.251	2.680	4.429	49.95	2.6%	10.08	12.90	16.61	10.36
2016 £M	3.695	3.060	3.225	4.605	4.602	4.212	5.831	6.563	4.817	3.263	2.771	4.520	51.16	2.4%	9.980	13.42	17.21	10.55
2017 £M	4.054	3.230	3.305	5.170	5.409	4.719	6.192	6.889	5.405	3.617	3.046	4.842	55.88	9.2%	10.59	15.30	18.49	11.50
2018 £M	4.272	3.402	3.417	5.434	5.890	5.150	6.538	7.503	5.678	3.864	3.221	5.111	59.48	6.5%	11.09	16.47	19.72	12.20
2019 £M	4.524	3.481	3.554	5.857	6.244	5.385	7.091	7.943	5.814	4.096	3.430	5.227	62.65	5.3%	11.56	17.49	20.85	12.75
2020 £M	5.272	3.463	1.816	0.362	0.497	0.422	3.583	6.326	5.717	3.021	0.456	1.571	32.51	-48.1%	10.55	1.281	15.63	5.048
2021 £M	0.469	0.421	0.458	1.757	4.797	6.137	7.744	9.036	7.750	4.927	3.563	5.260	52.32	61.0%	1.348	12.69	24.53	13.75
2022 £M	4.797	3.477	3.925	6.438	7.169	6.373	7.996	8.994	7.000	4.361	3.634	6.052	70.21	34.2%	12.20	19.98	23.99	14.05
2023 £M	5.578	3.992	4.176	7.218	7.550	6.413	8.098	9.405	7.547	4.920	3.936	6.587	75.42	7.4%	13.75	21.18	25.05	15.44
2024 £M	5.711	3.910	4.235	7.178	7.196	6.330	8.238	9.376	7.347	5.005	3.958	6.767	75.25	-0.2%	13.86	20.70	24.96	15.73
2025 £M	6.227	4.573	4.666	8.236	7.914	6.963	9.136	10.34	8.443	5.726	4.365	7.551	84.14	11.8%	15.47	23.11	27.92	17.64

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	48.68	49.95	51.16	55.88	59.48	62.65	32.51	52.32	70.21	75.42	75.25	84.14
All Visitor Types	£M	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25	201.36	208.03	226.33
Share of Total	%	42.2%	41.7%	40.4%	40.8%	39.2%	38.5%	38.3%	39.9%	40.3%	37.5%	36.2%	37.2%
Annual Change in Share	%		-1.3%	-3.0%	1.1%	-4.1%	-1.6%	-0.6%	4.1%	1.0%	-7.0%	-3.4%	2.8%
Change in Share from 2014	%		-1.3%	-4.3%	-3.3%	-7.2%	-8.7%	-9.2%	-5.5%	-4.6%	-11.3%	-14.3%	-11.9%
Avg Ann. Change in Share	%		-1.3%	-2.2%	-1.1%	-1.8%	-1.7%	-1.5%	-0.8%	-0.6%	-1.3%	-1.4%	-1.1%

STAYING VISITOR



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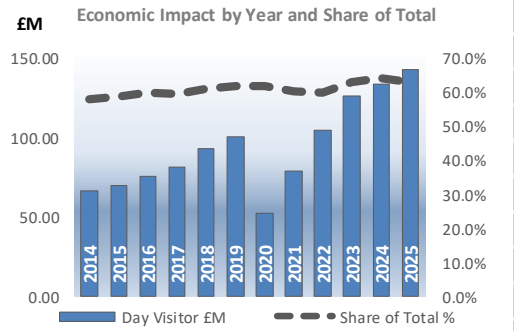
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT 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		133.7%	129.4%	132.3%	77.1%	136.4%	127.9%	98.1%	131.2%	89.5%	81.2%	51.8%	107.0%	113.5%		131.7%	117.2%	113.4%	77.8%
% Change 2024 to 2025		4.1%	2.2%	7.3%	7.7%	12.3%	4.1%	7.5%	9.0%	8.1%	6.3%	3.5%	-0.9%	7.1%	Annual Change	5.0%	8.3%	8.4%	3.5%
Average Annual Change		12.2%	11.8%	12.0%	7.0%	12.4%	11.6%	8.9%	11.9%	8.1%	7.4%	4.7%	9.7%	10.3%		12.0%	10.7%	10.3%	7.1%
2014	£M	2.731	4.125	6.100	5.258	7.440	6.413	7.489	13.30	5.136	3.840	2.772	2.012	66.61		12.96	19.11	25.92	8.624
2015	£M	3.400	4.846	6.569	4.976	7.503	6.203	7.001	14.40	5.524	4.443	2.830	2.237	69.93	5.0%	14.82	18.68	26.93	9.510
2016	£M	3.570	4.983	7.400	5.540	8.853	7.505	7.114	15.41	5.403	4.426	2.719	2.564	75.49	7.9%	15.95	21.90	27.93	9.709
2017	£M	3.700	5.259	7.818	6.104	9.585	8.076	7.931	16.52	5.733	4.495	2.804	2.922	80.94	7.2%	16.78	23.76	30.18	10.22
2018	£M	4.165	5.611	8.451	6.737	10.77	8.719	9.660	20.52	6.512	4.958	3.109	3.188	92.40	14.2%	18.23	26.23	36.69	11.26
2019	£M	4.661	6.740	9.386	6.800	11.35	9.576	10.40	22.39	7.035	5.142	3.096	3.321	99.91	8.1%	20.79	27.73	39.83	11.56
2020	£M	4.639	6.173	5.248	0.701	1.800	2.443	4.368	14.33	5.042	3.674	1.643	2.249	52.31	-47.6%	16.06	4.944	23.74	7.566
2021	£M	1.527	2.499	4.208	3.794	8.762	9.116	9.485	21.47	7.159	5.103	2.843	2.828	78.79	50.6%	8.235	21.67	38.11	10.77
2022	£M	4.571	6.150	9.625	6.847	11.90	10.39	11.04	23.66	7.456	5.520	3.357	3.518	104.04	32.0%	20.35	29.14	42.16	12.39
2023	£M	5.744	8.354	12.30	8.402	14.54	12.60	13.15	27.68	9.031	6.322	3.841	3.977	125.94	21.1%	26.40	35.54	49.86	14.14
2024	£M	6.130	9.265	13.21	8.643	15.67	14.03	13.81	28.21	9.002	6.544	4.069	4.204	132.78	5.4%	28.60	38.34	51.02	14.82
2025	£M	6.383	9.465	14.17	9.312	17.59	14.61	14.84	30.75	9.735	6.957	4.209	4.166	142.19	7.1%	30.02	41.51	55.32	15.33

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	66.61	69.93	75.49	80.94	92.40	99.91	52.31	78.79	104.04	125.94	132.78	142.19
All Visitor Types	£M	115.29	119.88	126.65	136.82	151.88	162.55	84.81	131.11	174.25	201.36	208.03	226.33
Share of Total	%	57.8%	58.3%	59.6%	59.2%	60.8%	61.5%	61.7%	60.1%	59.7%	62.5%	63.8%	62.8%
Annual Change in Share	%		1.0%	2.2%	-0.7%	2.8%	1.0%	0.3%	-2.6%	-0.7%	4.8%	2.1%	-1.6%
Change in Share from 2014	%		1.0%	3.2%	2.4%	5.3%	6.4%	6.7%	4.0%	3.3%	8.2%	10.5%	8.7%
Avg Ann. Change in Share	%		1.0%	1.6%	0.8%	1.3%	1.3%	1.1%	0.6%	0.4%	0.9%	1.0%	0.8%

DAY VISITOR



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

Visitor Numbers by Month, Year and Visitor Type for the Period 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
NORTH KESTEVEN DISTRICT COUNCIL

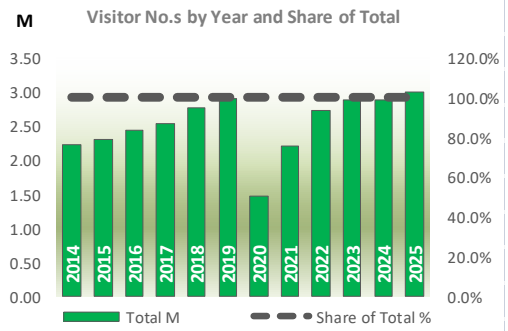
2014 to 2025

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		40.7%	40.9%	43.7%	15.2%	48.3%	43.6%	25.6%	46.6%	21.3%	16.4%	-0.2%	23.1%	33.9%		42.1%	37.3%	35.1%	13.3%
% Change 2024 to 2025		1.4%	-0.1%	3.7%	4.6%	7.8%	1.0%	3.7%	5.2%	5.6%	3.7%	1.8%	0.2%	3.8%	Annual Change	1.9%	4.6%	4.9%	2.1%
Average Annual Change		3.7%	3.7%	4.0%	1.4%	4.4%	4.0%	2.3%	4.2%	1.9%	1.5%	0.0%	2.1%	3.1%		3.8%	3.4%	3.2%	1.2%
2014	M	0.106	0.141	0.198	0.178	0.240	0.207	0.245	0.412	0.177	0.130	0.100	0.094	2.228		0.444	0.625	0.834	0.325
2015	M	0.124	0.160	0.208	0.168	0.240	0.199	0.229	0.440	0.187	0.146	0.101	0.098	2.301	3.3%	0.492	0.607	0.857	0.345
2016	M	0.126	0.162	0.229	0.183	0.275	0.233	0.230	0.463	0.180	0.143	0.096	0.106	2.426	5.5%	0.517	0.692	0.873	0.345
2017	M	0.129	0.165	0.234	0.196	0.292	0.245	0.248	0.483	0.187	0.143	0.097	0.114	2.534	4.4%	0.529	0.732	0.919	0.354
2018	M	0.138	0.170	0.243	0.207	0.314	0.255	0.286	0.573	0.202	0.151	0.103	0.119	2.759	8.9%	0.550	0.775	1.061	0.372
2019	M	0.148	0.195	0.261	0.205	0.323	0.271	0.300	0.609	0.211	0.153	0.101	0.120	2.897	5.0%	0.605	0.799	1.119	0.373
2020	M	0.149	0.176	0.142	0.019	0.047	0.063	0.126	0.385	0.154	0.107	0.044	0.066	1.479	-49.0%	0.466	0.130	0.666	0.217
2021	M	0.041	0.065	0.107	0.102	0.237	0.252	0.268	0.567	0.214	0.150	0.091	0.102	2.196	48.5%	0.212	0.591	1.049	0.343
2022	M	0.132	0.161	0.241	0.187	0.305	0.264	0.287	0.576	0.202	0.147	0.097	0.116	2.715	23.6%	0.534	0.756	1.065	0.360
2023	M	0.145	0.189	0.268	0.200	0.324	0.279	0.297	0.591	0.214	0.148	0.098	0.116	2.868	5.7%	0.602	0.803	1.102	0.361
2024	M	0.147	0.198	0.274	0.196	0.331	0.294	0.297	0.574	0.203	0.146	0.098	0.116	2.874	0.2%	0.619	0.821	1.074	0.361
2025	M	0.149	0.198	0.284	0.205	0.356	0.297	0.308	0.604	0.214	0.152	0.100	0.116	2.983	3.8%	0.631	0.858	1.126	0.368

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	2.228	2.301	2.426	2.534	2.759	2.897	1.479	2.196	2.715	2.868	2.874	2.983
All Visitor Types	M	2.228	2.301	2.426	2.534	2.759	2.897	1.479	2.196	2.715	2.868	2.874	2.983
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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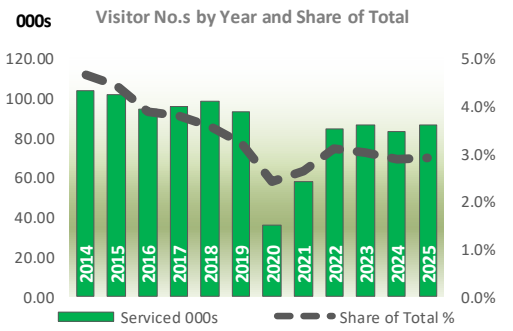
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT COUNCIL										2014 to 2025			SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	-4.9%	-9.2%	-25.8%	-18.5%	-11.3%	-20.9%	-19.3%	-25.5%	-26.7%	-15.9%	-7.4%	-6.9%	-16.3%		-14.9%	-16.7%	-24.1%	-9.3%
% Change 2024 to 2025	3.5%	11.8%	9.7%	-12.0%	-9.3%	-7.6%	0.9%	-2.6%	0.2%	11.6%	14.0%	19.7%	4.6%	Annual Change	9.4%	-9.6%	-0.3%	15.9%
Average Annual Change	-0.4%	-0.8%	-2.3%	-1.7%	-1.0%	-1.9%	-1.8%	-2.3%	-2.4%	-1.4%	-0.7%	-0.6%	-1.5%		-1.4%	-1.5%	-2.2%	-0.8%
2014 000s	4.4	10.5	9.6	5.7	6.8	6.2	9.1	8.2	12.9	7.4	9.5	13.1	103.1		24.4	18.6	30.1	29.9
2015 000s	4.5	11.0	9.0	5.3	6.8	6.1	9.2	8.2	12.8	7.1	9.2	12.1	101.3	-1.8%	24.5	18.2	30.2	28.4
2016 000s	4.1	10.5	8.2	5.7	6.4	5.6	8.6	7.4	11.3	6.1	8.6	11.3	93.8	-7.4%	22.8	17.6	27.3	26.0
2017 000s	4.6	10.0	7.7	6.2	7.4	6.0	8.5	7.4	11.3	6.2	8.8	11.4	95.5	1.8%	22.2	19.6	27.2	26.5
2018 000s	4.7	10.3	7.7	6.3	7.8	6.3	8.7	7.8	11.3	6.5	9.1	11.8	98.1	2.8%	22.6	20.4	27.7	27.4
2019 000s	4.4	9.7	7.2	5.9	7.5	6.1	8.4	7.5	10.5	6.3	8.8	10.7	92.9	-5.3%	21.3	19.5	26.4	25.7
2020 000s	4.7	9.7	3.1	0.5	0.8	0.5	2.0	3.7	5.2	2.9	1.2	1.3	35.5	-61.7%	17.5	1.8	11.0	5.3
2021 000s	0.8	1.6	1.4	1.1	1.9	4.7	7.1	6.9	9.6	5.8	7.7	9.3	57.8	62.6%	3.8	7.7	23.5	22.8
2022 000s	3.5	8.5	6.6	5.5	6.5	5.4	7.6	6.5	9.5	5.7	8.0	10.5	83.8	45.0%	18.6	17.4	23.6	24.2
2023 000s	4.2	9.1	6.7	5.6	6.6	5.6	7.6	6.6	9.8	5.7	7.9	10.7	85.9	2.5%	20.0	17.8	23.9	24.3
2024 000s	4.0	8.5	6.5	5.3	6.6	5.3	7.2	6.3	9.4	5.5	7.7	10.2	82.5	-3.9%	19.0	17.2	22.9	23.4
2025 000s	4.2	9.5	7.1	4.6	6.0	4.9	7.3	6.1	9.4	6.2	8.7	12.2	86.3	4.6%	20.8	15.5	22.9	27.2

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	103.1	101.3	93.8	95.5	98.1	92.9	35.5	57.8	83.8	85.9	82.5	86.3
All Visitor Types	M	2.2	2.3	2.4	2.5	2.8	2.9	1.5	2.2	2.7	2.9	2.9	3.0
Share of Total	%	4.6%	4.4%	3.9%	3.8%	3.6%	3.2%	2.4%	2.6%	3.1%	3.0%	2.9%	2.9%
Annual Change in Share	%		-4.9%	-12.2%	-2.5%	-5.6%	-9.8%	-25.0%	9.5%	17.3%	-3.0%	-4.1%	0.8%
Change in Share from 2014	%		-4.9%	-16.5%	-18.6%	-23.2%	-30.7%	-48.1%	-43.1%	-33.3%	-35.3%	-38.0%	-37.5%
Avg Ann. Change in Share	%		-4.9%	-8.3%	-6.2%	-5.8%	-6.1%	-8.0%	-6.2%	-4.2%	-3.9%	-3.8%	-3.4%

SERVICED ACCOMMODATION



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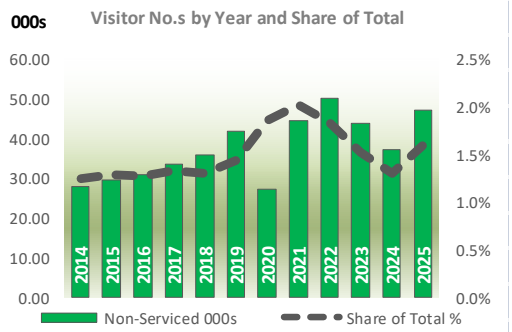
STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

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	174.7%	142.9%	26.6%	99.3%	31.7%	62.6%	34.0%	57.4%	122.5%	75.3%	70.4%	124.9%	70.3%		90.0%	58.0%	72.5%	82.0%
% Change 2024 to 2025	60.9%	61.6%	-3.9%	52.6%	12.7%	34.3%	8.6%	16.2%	43.7%	26.3%	19.4%	38.7%	27.0%	Annual Change	30.9%	30.1%	24.5%	26.4%
Average Annual Change	15.9%	13.0%	2.4%	9.0%	2.9%	5.7%	3.1%	5.2%	11.1%	6.8%	6.4%	11.4%	6.4%		8.2%	5.3%	6.6%	7.5%
2014 000s	0.4	0.6	1.1	2.1	3.9	3.4	3.5	4.7	4.1	2.0	1.3	0.7	27.7		2.1	9.3	12.3	4.0
2015 000s	0.5	0.8	1.1	2.0	3.8	3.2	3.4	5.3	5.0	2.1	1.7	0.7	29.5	6.5%	2.3	9.0	13.6	4.5
2016 000s	0.6	0.8	1.2	2.1	4.0	3.7	3.7	5.5	4.8	2.0	1.5	0.8	30.7	4.0%	2.6	9.8	13.9	4.3
2017 000s	0.7	1.0	1.2	2.3	4.4	3.9	4.1	5.8	5.5	2.1	1.6	0.9	33.5	9.2%	2.9	10.6	15.4	4.6
2018 000s	0.7	1.0	1.2	2.4	4.8	4.3	4.4	6.4	5.7	2.3	1.7	0.9	35.7	6.7%	2.9	11.5	16.5	4.8
2019 000s	0.9	1.2	1.5	3.1	5.5	4.7	5.1	7.0	6.2	2.7	2.2	1.2	41.5	16.3%	3.7	13.4	18.4	6.1
2020 000s	1.2	1.1	1.0	0.1	0.3	0.3	3.7	7.1	8.4	3.0	0.3	0.8	27.3	-34.3%	3.3	0.8	19.2	4.1
2021 000s	0.0	0.0	0.0	1.0	5.4	6.0	6.1	8.6	9.4	3.9	2.5	1.3	44.3	62.4%	0.1	12.4	24.1	7.7
2022 000s	1.0	1.2	1.9	3.4	6.7	5.9	6.2	8.6	8.1	3.0	2.3	1.6	49.9	12.6%	4.1	16.0	22.9	6.8
2023 000s	0.9	1.1	1.6	3.3	5.9	4.7	4.8	7.3	7.5	3.1	2.2	1.3	43.7	-12.5%	3.6	13.9	19.6	6.6
2024 000s	0.7	0.9	1.4	2.7	4.5	4.1	4.3	6.3	6.4	2.8	1.8	1.1	37.1	-15.0%	3.0	11.3	17.1	5.7
2025 000s	1.2	1.4	1.3	4.1	5.1	5.6	4.7	7.3	9.2	3.5	2.2	1.5	47.1	27.0%	3.9	14.8	21.2	7.2

VISITOR NUMBERS — **NON-SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	000s	27.7	29.5	30.7	33.5	35.7	41.5	27.3	44.3	49.9	43.7	37.1	47.1
All Visitor Types	M	2.2	2.3	2.4	2.5	2.8	2.9	1.5	2.2	2.7	2.9	2.9	3.0
Share of Total	%	1.2%	1.3%	1.3%	1.3%	1.3%	1.4%	1.8%	2.0%	1.8%	1.5%	1.3%	1.6%
Annual Change in Share	%		3.1%	-1.4%	4.6%	-2.1%	10.8%	28.7%	9.4%	-9.0%	-17.2%	-15.2%	22.4%
Change in Share from 2014	%		3.1%	1.7%	6.4%	4.2%	15.4%	48.6%	62.5%	47.9%	22.5%	3.9%	27.1%
Avg Ann. Change in Share	%		3.1%	0.9%	2.1%	1.0%	3.1%	8.1%	8.9%	6.0%	2.5%	0.4%	2.5%



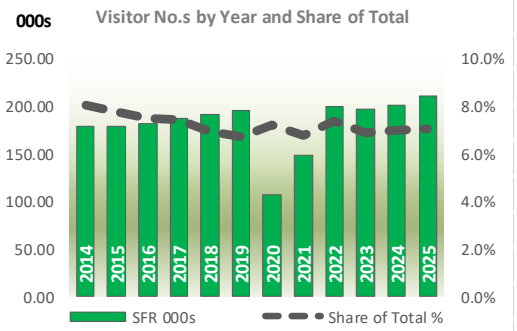
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT 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																
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change			
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	11.7%	6.5%	9.1%	24.3%	21.2%	20.4%	19.3%	20.7%	26.7%	23.4%	13.4%	10.8%	17.2%		9.8%	22.2%	21.8%	14.5%
% Change 2024 to 2025	3.8%	7.8%	3.4%	7.4%	3.8%	3.4%	4.1%	3.7%	6.9%	6.5%	4.2%	5.7%	5.0%	Annual Change	4.6%	5.1%	4.7%	5.6%
Average Annual Change	1.1%	0.6%	0.8%	2.2%	1.9%	1.9%	1.8%	1.9%	2.4%	2.1%	1.2%	1.0%	1.6%		0.9%	2.0%	2.0%	1.3%
2014 000s	22.1	10.8	11.2	18.7	15.5	12.5	16.9	16.3	11.9	10.5	9.5	22.7	178.6		44.1	46.7	45.0	42.8
2015 000s	21.8	10.3	11.2	18.9	15.8	12.9	17.2	16.7	12.0	10.7	9.2	21.3	178.2	-0.3%	43.3	47.6	46.0	41.3
2016 000s	21.4	10.2	11.2	19.3	16.2	13.2	17.6	17.2	12.3	10.7	9.4	21.4	180.0	1.1%	42.7	48.6	47.1	41.5
2017 000s	22.2	10.4	11.2	20.2	17.2	13.7	18.3	17.7	13.0	11.1	9.6	22.1	186.7	3.7%	43.8	51.1	49.0	42.8
2018 000s	22.6	10.5	11.2	20.4	17.7	14.1	18.6	18.2	13.1	11.3	9.8	22.5	190.1	1.8%	44.4	52.2	49.9	43.6
2019 000s	23.2	10.6	11.4	21.3	18.1	14.3	19.1	18.5	13.2	11.6	10.1	22.7	194.0	2.0%	45.3	53.6	50.8	44.3
2020 000s	26.9	10.4	6.1	1.2	1.3	1.1	10.9	16.0	14.5	9.5	1.3	7.5	106.4	-45.1%	43.3	3.6	41.3	18.3
2021 000s	2.6	1.2	1.4	6.1	13.8	16.4	21.0	21.4	17.8	14.1	10.5	21.8	148.0	39.1%	5.3	36.2	60.1	46.4
2022 000s	23.0	10.2	11.7	21.4	18.8	15.1	20.0	19.3	14.1	11.6	10.1	23.7	199.2	34.6%	45.0	55.4	53.4	45.3
2023 000s	23.4	10.5	11.5	21.6	18.3	14.3	18.9	18.7	13.9	11.8	10.1	23.3	196.2	-1.5%	45.4	54.2	51.5	45.2
2024 000s	23.8	10.6	11.8	21.7	18.1	14.6	19.3	18.9	14.1	12.2	10.4	23.9	199.4	1.6%	46.3	54.3	52.4	46.4
2025 000s	24.7	11.5	12.2	23.3	18.7	15.1	20.1	19.6	15.1	13.0	10.8	25.2	209.3	5.0%	48.4	57.1	54.8	49.0

VISITOR NUMBERS													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	000s	178.6	178.2	180.0	186.7	190.1	194.0	106.4	148.0	199.2	196.2	199.4	209.3
All Visitor Types	M	2.2	2.3	2.4	2.5	2.8	2.9	1.5	2.2	2.7	2.9	2.9	3.0
Share of Total	%	8.0%	7.7%	7.4%	7.4%	6.9%	6.7%	7.2%	6.7%	7.3%	6.8%	6.9%	7.0%
Annual Change in Share	%		-3.4%	-4.2%	-0.7%	-6.5%	-2.8%	7.5%	-6.4%	8.8%	-6.7%	1.4%	1.2%
Change in Share from 2014	%		-3.4%	-7.5%	-8.1%	-14.1%	-16.5%	-10.2%	-15.9%	-8.5%	-14.7%	-13.5%	-12.5%
Avg Ann. Change in Share	%		-3.4%	-3.7%	-2.7%	-3.5%	-3.3%	-1.7%	-2.3%	-1.1%	-1.6%	-1.3%	-1.1%

SFR



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STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

2014 to 2025

STAYING VISITOR

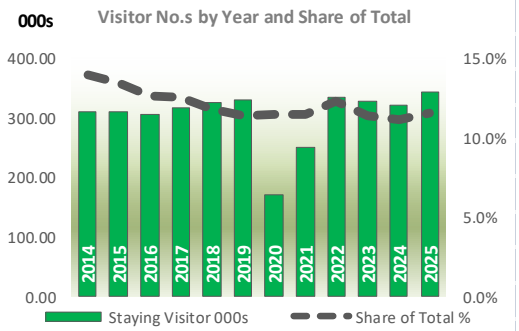
VISITOR NUMBERS

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	11.6%	2.6%	-5.3%	21.0%	14.3%	15.4%	9.2%	13.5%	16.6%	14.1%	7.3%	6.5%	10.8%		3.6%	17.0%	13.1%	8.7%
% Change 2024 to 2025	5.3%	11.8%	4.9%	8.1%	2.2%	6.3%	4.0%	4.9%	12.6%	10.6%	9.4%	10.8%	7.5%	Annual Change	7.1%	5.5%	7.1%	10.4%
Average Annual Change	1.1%	0.2%	-0.5%	1.9%	1.3%	1.4%	0.8%	1.2%	1.5%	1.3%	0.7%	0.6%	1.0%		0.3%	1.5%	1.2%	0.8%
2014 000s	26.9	21.8	21.8	26.5	26.1	22.1	29.4	29.1	28.9	19.9	20.3	36.5	309.4		70.6	74.7	87.5	76.7
2015 000s	26.7	22.0	21.3	26.2	26.4	22.2	29.8	30.3	29.7	19.9	20.1	34.1	308.9	-0.2%	70.1	74.9	89.8	74.2
2016 000s	26.1	21.5	20.6	27.1	26.5	22.5	29.9	30.1	28.4	18.8	19.5	33.6	304.5	-1.4%	68.2	76.1	88.4	71.9
2017 000s	27.5	21.3	20.0	28.7	29.0	23.6	31.0	30.9	29.7	19.4	20.1	34.4	315.6	3.7%	68.8	81.3	91.6	73.9
2018 000s	28.0	21.8	20.1	29.1	30.3	24.7	31.6	32.3	30.2	20.1	20.6	35.1	324.0	2.6%	69.9	84.1	94.1	75.8
2019 000s	28.6	21.5	20.2	30.4	31.0	25.1	32.7	33.0	29.8	20.6	21.1	34.5	328.4	1.4%	70.3	86.4	95.5	76.2
2020 000s	32.7	21.2	10.1	1.8	2.4	1.9	16.5	26.8	28.1	15.4	2.8	9.5	169.3	-48.5%	64.0	6.2	71.4	27.7
2021 000s	3.4	2.9	2.9	8.3	21.0	27.2	34.1	36.8	36.8	23.9	20.7	32.4	250.2	47.8%	9.2	56.4	107.7	76.9
2022 000s	27.6	19.9	20.3	30.3	32.1	26.5	33.8	34.4	31.8	20.3	20.4	35.7	332.9	33.1%	67.8	88.8	99.9	76.4
2023 000s	28.6	20.7	19.8	30.5	30.8	24.6	31.3	32.5	31.2	20.6	20.1	35.3	325.8	-2.1%	69.1	85.8	94.9	76.0
2024 000s	28.5	20.0	19.7	29.7	29.2	24.0	30.9	31.5	29.9	20.5	19.9	35.1	319.0	-2.1%	68.3	82.8	92.4	75.5
2025 000s	30.1	22.4	20.7	32.1	29.8	25.5	32.2	33.1	33.7	22.7	21.7	38.9	342.8	7.5%	73.1	87.4	99.0	83.3

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	000s	309.4	308.9	304.5	315.6	324.0	328.4	169.3	250.2	332.9	325.8	319.0	342.8
All Visitor Types	M	2.2	2.3	2.4	2.5	2.8	2.9	1.5	2.2	2.7	2.9	2.9	3.0
Share of Total	%	13.9%	13.4%	12.6%	12.5%	11.7%	11.3%	11.4%	11.4%	12.3%	11.4%	11.1%	11.5%
Annual Change in Share	%		-3.3%	-6.5%	-0.7%	-5.8%	-3.4%	1.0%	-0.5%	7.6%	-7.4%	-2.3%	3.5%
Change in Share from 2014	%		-3.3%	-9.7%	-10.3%	-15.5%	-18.4%	-17.6%	-18.0%	-11.7%	-18.2%	-20.1%	-17.3%
Avg Ann. Change in Share	%		-3.3%	-4.8%	-3.4%	-3.9%	-3.7%	-2.9%	-2.6%	-1.5%	-2.0%	-2.0%	-1.6%

STAYING VISITOR



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NORTH KESTEVEN DISTRICT COUNCIL

2014 to 2025

DAY VISITOR

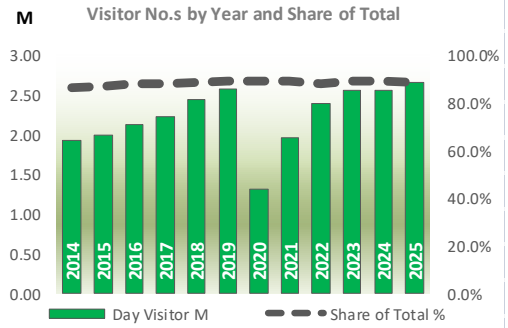
VISITOR NUMBERS

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	50.7%	48.0%	49.8%	14.2%	52.4%	47.0%	27.8%	49.1%	22.2%	16.9%	-2.1%	33.5%	37.7%		49.4%	40.1%	37.6%	14.7%
% Change 2024 to 2025	0.5%	-1.4%	3.6%	4.0%	8.3%	0.5%	3.7%	5.2%	4.4%	2.6%	-0.2%	-4.4%	3.3%	Annual Change	1.3%	4.5%	4.6%	-0.1%
Average Annual Change	4.6%	4.4%	4.5%	1.3%	4.8%	4.3%	2.5%	4.5%	2.0%	1.5%	-0.2%	3.0%	3.4%		4.5%	3.6%	3.4%	1.3%
2014 M	0.079	0.119	0.176	0.151	0.214	0.185	0.216	0.383	0.148	0.111	0.080	0.058	1.918		0.373	0.550	0.746	0.248
2015 M	0.097	0.138	0.187	0.142	0.214	0.177	0.199	0.410	0.157	0.127	0.081	0.064	1.992	3.8%	0.422	0.532	0.767	0.271
2016 M	0.100	0.140	0.208	0.156	0.249	0.211	0.200	0.433	0.152	0.124	0.076	0.072	2.122	6.5%	0.448	0.615	0.785	0.273
2017 M	0.101	0.144	0.214	0.167	0.263	0.221	0.217	0.453	0.157	0.123	0.077	0.080	2.218	4.5%	0.460	0.651	0.827	0.280
2018 M	0.110	0.148	0.223	0.178	0.284	0.230	0.255	0.541	0.172	0.131	0.082	0.084	2.435	9.8%	0.480	0.691	0.967	0.297
2019 M	0.120	0.173	0.241	0.175	0.292	0.246	0.267	0.576	0.181	0.132	0.080	0.085	2.568	5.5%	0.534	0.713	1.024	0.297
2020 M	0.116	0.155	0.131	0.018	0.045	0.061	0.109	0.359	0.126	0.092	0.041	0.056	1.309	-49.0%	0.402	0.124	0.594	0.189
2021 M	0.038	0.062	0.104	0.094	0.216	0.225	0.234	0.530	0.177	0.126	0.070	0.070	1.945	48.6%	0.203	0.535	0.941	0.266
2022 M	0.105	0.141	0.220	0.157	0.272	0.238	0.253	0.542	0.171	0.126	0.077	0.081	2.382	22.4%	0.466	0.667	0.965	0.284
2023 M	0.116	0.169	0.248	0.170	0.294	0.254	0.266	0.559	0.182	0.128	0.078	0.080	2.543	6.7%	0.533	0.717	1.007	0.285
2024 M	0.118	0.178	0.254	0.166	0.301	0.270	0.266	0.543	0.173	0.126	0.078	0.081	2.555	0.5%	0.550	0.738	0.982	0.285
2025 M	0.119	0.176	0.263	0.173	0.327	0.271	0.276	0.571	0.181	0.129	0.078	0.077	2.641	3.3%	0.558	0.771	1.027	0.285

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	1.918	1.992	2.122	2.218	2.435	2.568	1.309	1.945	2.382	2.543	2.555	2.641
All Visitor Types	M	2.228	2.301	2.426	2.534	2.759	2.897	1.479	2.196	2.715	2.868	2.874	2.983
Share of Total	%	86.1%	86.6%	87.4%	87.5%	88.3%	88.7%	88.6%	88.6%	87.7%	88.6%	88.9%	88.5%
Annual Change in Share	%		0.5%	1.0%	0.1%	0.8%	0.5%	-0.1%	0.1%	-1.0%	1.0%	0.3%	-0.4%
Change in Share from 2014	%		0.5%	1.6%	1.7%	2.5%	3.0%	2.8%	2.9%	1.9%	2.9%	3.2%	2.8%
Avg Ann. Change in Share	%		0.5%	0.8%	0.6%	0.6%	0.6%	0.5%	0.4%	0.2%	0.3%	0.3%	0.3%

DAY VISITOR



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

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

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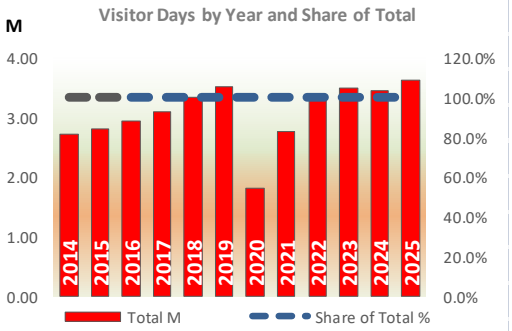
2014 to 2025

VISITOR DAYS BY:		MONTH AND QUARTER												TOTAL 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		34.0%	37.8%	40.0%	19.6%	45.5%	41.0%	26.1%	44.6%	25.9%	21.4%	4.4%	21.8%	33.0%		37.7%	36.3%	34.9%	16.6%
% Change 2024 to 2025		2.4%	1.5%	3.9%	6.7%	7.9%	1.7%	4.6%	5.5%	6.9%	5.6%	2.7%	1.9%	4.7%	Annual Change	2.8%	5.4%	5.5%	3.5%
Average Annual Change		3.1%	3.4%	3.6%	1.8%	4.1%	3.7%	2.4%	4.1%	2.4%	1.9%	0.4%	2.0%	3.0%		3.4%	3.3%	3.2%	1.5%
2014	M	0.147	0.162	0.224	0.228	0.288	0.250	0.299	0.475	0.222	0.159	0.120	0.138	2.713		0.533	0.766	0.996	0.418
2015	M	0.166	0.183	0.236	0.220	0.289	0.245	0.285	0.507	0.231	0.177	0.121	0.140	2.800	3.2%	0.585	0.754	1.023	0.439
2016	M	0.168	0.184	0.256	0.236	0.327	0.281	0.289	0.534	0.228	0.175	0.118	0.149	2.945	5.2%	0.608	0.844	1.052	0.441
2017	M	0.172	0.189	0.261	0.252	0.348	0.295	0.311	0.557	0.240	0.176	0.120	0.159	3.081	4.6%	0.622	0.896	1.108	0.455
2018	M	0.182	0.193	0.270	0.264	0.375	0.308	0.351	0.652	0.256	0.185	0.126	0.165	3.328	8.0%	0.645	0.947	1.259	0.476
2019	M	0.195	0.220	0.291	0.268	0.387	0.328	0.370	0.691	0.267	0.190	0.127	0.168	3.500	5.2%	0.705	0.983	1.328	0.484
2020	M	0.203	0.200	0.157	0.023	0.052	0.067	0.167	0.458	0.220	0.139	0.047	0.083	1.817	-48.1%	0.560	0.142	0.845	0.269
2021	M	0.044	0.066	0.109	0.123	0.299	0.322	0.351	0.666	0.298	0.199	0.120	0.152	2.749	51.3%	0.220	0.743	1.315	0.471
2022	M	0.178	0.184	0.272	0.251	0.376	0.329	0.364	0.668	0.270	0.184	0.124	0.168	3.367	22.5%	0.635	0.955	1.301	0.476
2023	M	0.191	0.213	0.297	0.264	0.390	0.335	0.364	0.674	0.277	0.187	0.123	0.165	3.480	3.4%	0.702	0.988	1.315	0.475
2024	M	0.192	0.220	0.302	0.256	0.388	0.346	0.361	0.652	0.261	0.183	0.122	0.165	3.448	-0.9%	0.714	0.990	1.274	0.470
2025	M	0.197	0.224	0.314	0.273	0.419	0.352	0.378	0.688	0.279	0.193	0.126	0.168	3.609	4.7%	0.734	1.044	1.344	0.487

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	2.713	2.800	2.945	3.081	3.328	3.500	1.817	2.749	3.367	3.480	3.448	3.609
All Visitor Types	M	2.713	2.800	2.945	3.081	3.328	3.500	1.817	2.749	3.367	3.480	3.448	3.609
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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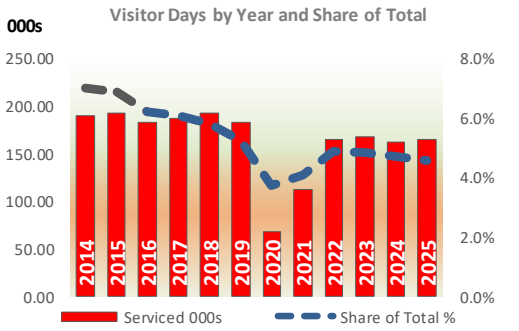
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2014 to 2025 | SERVICED | VISITOR DAYS

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	-10.8%	-14.7%	-23.1%	-8.8%	4.2%	3.5%	-12.4%	-10.3%	-25.1%	-14.7%	-19.8%	-15.0%	-13.0%		-17.1%	-0.2%	-16.5%	-16.4%
% Change 2024 to 2025	0.4%	8.4%	6.4%	-1.6%	1.5%	3.4%	1.8%	-1.7%	1.1%	-2.8%	-0.7%	4.3%	1.7%	Annual Change	5.8%	1.2%	0.3%	0.3%
Average Annual Change	-1.0%	-1.3%	-2.1%	-0.8%	0.4%	0.3%	-1.1%	-0.9%	-2.3%	-1.3%	-1.8%	-1.4%	-1.2%		-1.6%	0.0%	-1.5%	-1.5%
2014 000s	9.1	16.8	16.7	13.6	15.0	13.8	18.0	18.5	21.9	15.0	14.6	16.3	189.3		42.6	42.4	58.4	45.9
2015 000s	10.1	17.5	16.2	13.2	15.3	15.5	18.6	20.4	20.7	15.6	13.6	15.2	191.9	1.4%	43.8	44.1	59.7	44.4
2016 000s	8.5	16.3	15.4	13.5	14.7	14.4	18.0	19.5	19.4	14.4	13.2	14.7	182.0	-5.2%	40.2	42.7	56.9	42.3
2017 000s	9.2	15.4	14.4	14.6	17.2	15.7	18.1	19.6	19.4	14.8	13.5	14.8	186.8	2.6%	39.0	47.5	57.1	43.1
2018 000s	9.5	15.9	14.4	14.9	18.0	16.4	18.4	20.6	19.4	15.5	14.0	15.3	192.1	2.9%	39.8	49.3	58.4	44.7
2019 000s	9.0	14.8	13.6	13.9	17.2	15.7	17.6	19.6	18.0	14.9	13.4	13.8	181.5	-5.5%	37.5	46.8	55.2	42.1
2020 000s	9.6	14.9	5.9	1.2	1.7	1.4	4.2	9.7	8.9	6.8	1.8	1.6	67.5	-62.8%	30.3	4.2	22.7	10.2
2021 000s	1.6	2.5	2.6	2.7	4.3	12.0	14.8	17.9	16.2	13.6	11.8	12.0	112.2	66.2%	6.8	19.1	48.9	37.4
2022 000s	7.2	13.2	12.3	13.0	15.1	14.1	16.1	17.1	16.2	13.4	12.3	13.6	163.6	45.8%	32.8	42.1	49.4	39.3
2023 000s	8.7	14.0	12.6	13.3	15.3	14.4	16.0	17.3	16.7	13.3	12.1	13.9	167.5	2.4%	35.3	43.0	50.0	39.3
2024 000s	8.1	13.2	12.1	12.6	15.4	13.8	15.5	16.9	16.2	13.2	11.8	13.3	162.1	-3.3%	33.4	41.8	48.6	38.2
2025 000s	8.1	14.4	12.8	12.4	15.6	14.3	15.8	16.6	16.4	12.8	11.7	13.8	164.8	1.7%	35.3	42.3	48.8	38.4

VISITOR DAYS | SERVICED ACCOMMODATION

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	189.3	191.9	182.0	186.8	192.1	181.5	67.5	112.2	163.6	167.5	162.1	164.8
All Visitor Types	M	2.7	2.8	2.9	3.1	3.3	3.5	1.8	2.7	3.4	3.5	3.4	3.6
Share of Total	%	7.0%	6.9%	6.2%	6.1%	5.8%	5.2%	3.7%	4.1%	4.9%	4.8%	4.7%	4.6%
Annual Change in Share	%		-1.8%	-9.8%	-1.9%	-4.8%	-10.2%	-28.3%	9.8%	19.1%	-0.9%	-2.4%	-2.8%
Change in Share from 2014	%		-1.8%	-11.4%	-13.1%	-17.3%	-25.7%	-46.7%	-41.5%	-30.4%	-31.0%	-32.7%	-34.6%
Avg Ann. Change in Share	%		-1.8%	-5.7%	-4.4%	-4.3%	-5.1%	-7.8%	-5.9%	-3.8%	-3.4%	-3.3%	-3.1%



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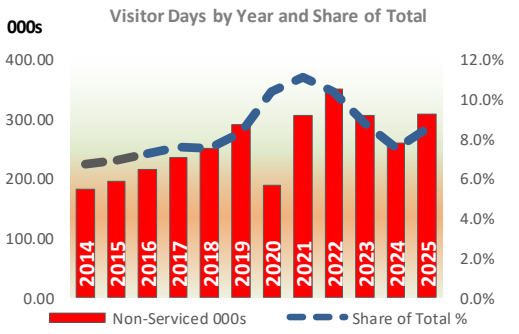
STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

2014 to 2025 | NON-SERVICED | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	127.6%	127.3%	48.4%	94.7%	43.7%	39.3%	51.7%	54.3%	88.5%	108.6%	108.4%	147.3%	68.8%		87.8%	52.4%	64.5%	116.3%
% Change 2024 to 2025	26.7%	45.8%	11.7%	34.2%	12.5%	10.0%	14.1%	13.8%	20.0%	31.2%	23.3%	30.3%	18.9%	Annual Change	25.4%	16.5%	16.1%	28.6%
Average Annual Change	11.6%	11.6%	4.4%	8.6%	4.0%	3.6%	4.7%	4.9%	8.0%	9.9%	9.9%	13.4%	6.3%		8.0%	4.8%	5.9%	10.6%
2014 000s	3.6	4.2	7.8	12.8	24.6	24.8	23.6	31.6	26.0	11.4	6.6	4.5	181.6		15.5	62.3	81.3	22.5
2015 000s	4.9	5.9	8.4	13.5	25.4	25.5	24.3	32.6	26.9	11.9	8.5	5.8	193.6	6.6%	19.1	64.4	83.8	26.2
2016 000s	5.3	6.3	8.7	14.3	27.9	28.2	26.9	37.0	30.5	12.7	9.4	6.3	213.5	10.3%	20.3	70.4	94.4	28.4
2017 000s	5.9	7.4	8.8	15.8	30.7	29.7	29.8	39.2	35.0	13.8	9.9	7.1	233.1	9.2%	22.1	76.2	104.0	30.8
2018 000s	6.0	7.5	8.9	16.5	33.8	32.6	31.5	43.1	36.8	14.6	10.2	7.2	248.7	6.7%	22.4	82.9	111.4	32.0
2019 000s	8.1	9.4	11.1	21.6	38.4	35.7	37.1	47.5	39.5	17.8	13.1	9.5	288.9	16.2%	28.6	95.7	124.1	40.4
2020 000s	10.0	8.7	7.1	0.8	2.3	2.5	26.6	47.9	53.8	19.7	1.6	6.0	187.1	-35.2%	25.8	5.6	128.3	27.3
2021 000s	0.2	0.3	0.4	7.2	37.3	45.9	44.0	58.2	60.1	25.5	15.2	10.1	304.4	62.7%	0.9	90.5	162.3	50.8
2022 000s	8.9	8.7	14.2	23.2	46.7	45.2	44.8	58.5	52.1	19.3	14.0	12.5	348.2	14.4%	31.8	115.2	155.3	45.8
2023 000s	7.8	8.6	11.6	22.6	40.8	36.0	35.0	49.4	47.8	20.3	13.2	10.3	303.6	-12.8%	28.1	99.4	132.2	43.8
2024 000s	6.4	6.5	10.3	18.6	31.4	31.5	31.5	42.9	40.9	18.1	11.2	8.5	257.9	-15.1%	23.3	81.5	115.2	37.8
2025 000s	8.1	9.6	11.6	25.0	35.3	34.6	35.9	48.8	49.0	23.7	13.9	11.1	306.5	18.9%	29.2	95.0	133.7	48.6

VISITOR DAYS — **NON-SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	000s	181.6	193.6	213.5	233.1	248.7	288.9	187.1	304.4	348.2	303.6	257.9	306.5
All Visitor Types	M	2.7	2.8	2.9	3.1	3.3	3.5	1.8	2.7	3.4	3.5	3.4	3.6
Share of Total	%	6.7%	6.9%	7.3%	7.6%	7.5%	8.3%	10.3%	11.1%	10.3%	8.7%	7.5%	8.5%
Annual Change in Share	%		3.3%	4.9%	4.3%	-1.2%	10.5%	24.7%	7.5%	-6.6%	-15.6%	-14.3%	13.6%
Change in Share from 2014	%		3.3%	8.3%	13.0%	11.7%	23.3%	53.8%	65.4%	54.5%	30.3%	11.7%	26.9%
Avg Ann. Change in Share	%		3.3%	4.2%	4.3%	2.9%	4.7%	9.0%	9.3%	6.8%	3.4%	1.2%	2.4%



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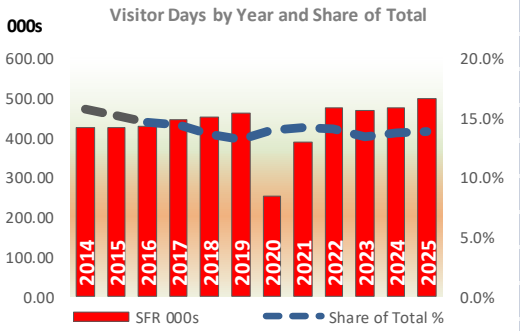
STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

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	11.7%	6.5%	9.1%	24.3%	21.2%	20.4%	19.3%	20.7%	26.7%	23.4%	13.4%	10.8%	17.2%		9.9%	22.4%	21.6%	14.2%
% Change 2024 to 2025	3.8%	7.8%	3.4%	7.4%	3.8%	3.4%	4.1%	3.7%	6.9%	6.5%	4.2%	5.7%	5.0%	Annual Change	4.6%	5.3%	4.6%	5.6%
Average Annual Change	1.1%	0.6%	0.8%	2.2%	1.9%	1.9%	1.8%	1.9%	2.4%	2.1%	1.2%	1.0%	1.6%		0.9%	2.0%	2.0%	1.3%
2014 000s	55.3	22.6	24.1	50.6	34.0	26.3	42.2	42.3	25.8	22.5	19.3	59.1	424.1		102.0	110.9	110.3	100.9
2015 000s	54.4	21.5	24.1	51.1	34.7	27.1	43.1	43.5	26.0	22.9	18.7	55.4	422.9	-0.3%	100.1	113.0	112.7	97.1
2016 000s	53.4	21.3	24.1	52.1	35.5	27.7	44.1	44.7	26.7	23.0	19.0	55.7	427.4	1.1%	98.8	115.3	115.5	97.7
2017 000s	55.6	21.7	24.1	54.6	37.7	28.8	45.8	46.0	28.2	23.7	19.5	57.4	443.2	3.7%	101.4	121.1	120.0	100.7
2018 000s	56.5	22.1	24.2	55.2	38.9	29.6	46.5	47.4	28.5	24.2	19.9	58.4	451.4	1.8%	102.8	123.7	122.3	102.5
2019 000s	58.1	22.3	24.6	57.4	39.7	30.0	47.9	48.0	28.6	24.7	20.5	58.9	460.7	2.1%	104.9	127.2	124.4	104.2
2020 000s	67.1	21.8	13.0	3.3	2.9	2.3	27.1	41.5	31.4	20.2	2.7	19.5	252.8	-45.1%	101.9	8.4	100.1	42.4
2021 000s	4.8	1.9	2.2	18.9	40.7	39.1	58.2	59.3	44.9	33.4	23.3	60.4	387.2	53.1%	8.9	98.8	162.3	117.2
2022 000s	57.6	21.5	25.3	57.9	41.4	31.8	49.9	50.2	30.7	24.8	20.5	61.6	473.0	22.2%	104.4	131.1	130.8	106.8
2023 000s	58.6	22.1	24.7	58.3	40.2	30.1	47.1	48.5	30.3	25.3	20.4	60.5	466.1	-1.5%	105.4	128.6	125.9	106.3
2024 000s	59.5	22.3	25.4	58.6	39.7	30.6	48.3	49.3	30.6	26.0	21.0	62.0	473.5	1.6%	107.3	128.9	128.2	109.1
2025 000s	61.8	24.1	26.3	62.9	41.2	31.6	50.3	51.1	32.7	27.7	21.9	65.5	497.2	5.0%	112.2	135.8	134.1	115.2

VISITOR DAYS | SFR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	000s	424.1	422.9	427.4	443.2	451.4	460.7	252.8	387.2	473.0	466.1	473.5	497.2
All Visitor Types	M	2.7	2.8	2.9	3.1	3.3	3.5	1.8	2.7	3.4	3.5	3.4	3.6
Share of Total	%	15.6%	15.1%	14.5%	14.4%	13.6%	13.2%	13.9%	14.1%	14.0%	13.4%	13.7%	13.8%
Annual Change in Share	%		-3.4%	-3.9%	-0.9%	-5.7%	-3.0%	5.7%	1.2%	-0.2%	-4.7%	2.5%	0.3%
Change in Share from 2014	%		-3.4%	-7.1%	-8.0%	-13.2%	-15.8%	-11.0%	-9.9%	-10.1%	-14.3%	-12.2%	-11.9%
Avg Ann. Change in Share	%		-3.4%	-3.6%	-2.7%	-3.3%	-3.2%	-1.8%	-1.4%	-1.3%	-1.6%	-1.2%	-1.1%



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STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

2014 to 2025

STAYING VISITOR

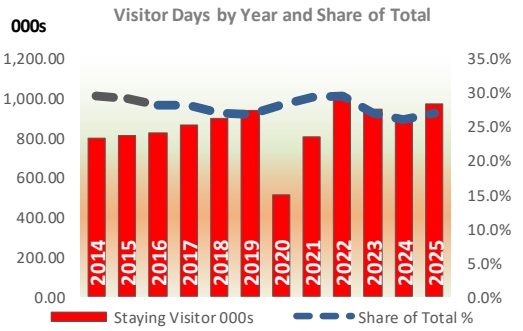
VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	14.7%	10.0%	4.4%	30.2%	25.2%	24.1%	21.6%	26.0%	33.1%	31.6%	17.0%	13.2%	21.8%		10.3%	26.6%	26.6%	19.4%
% Change 2024 to 2025	5.4%	13.9%	5.9%	11.7%	6.5%	6.1%	7.0%	6.8%	11.9%	12.2%	7.8%	7.9%	8.4%	Annual Change	7.8%	8.3%	8.4%	9.2%
Average Annual Change	1.3%	0.9%	0.4%	2.7%	2.3%	2.2%	2.0%	2.4%	3.0%	2.9%	1.5%	1.2%	2.0%		0.9%	2.4%	2.4%	1.8%
2014 000s	68.0	43.6	48.6	77.0	73.6	64.9	83.8	92.5	73.7	48.8	40.6	79.9	795.1		160.2	215.6	250.0	169.3
2015 000s	69.4	44.9	48.7	77.9	75.5	68.2	86.0	96.6	73.6	50.5	40.8	76.4	808.4	1.7%	163.0	221.5	256.2	167.7
2016 000s	67.3	43.8	48.3	79.9	78.2	70.2	89.0	101.2	76.6	50.1	41.6	76.7	822.9	1.8%	159.4	228.4	266.8	168.4
2017 000s	70.7	44.5	47.2	85.0	85.7	74.1	93.7	104.8	82.7	52.4	42.9	79.3	863.1	4.9%	162.5	244.9	281.2	174.6
2018 000s	72.0	45.5	47.5	86.6	90.7	78.6	96.4	111.1	84.7	54.3	44.1	80.9	892.2	3.4%	165.0	255.9	292.1	179.2
2019 000s	75.2	46.5	49.3	93.0	95.4	81.3	102.6	115.1	86.1	57.4	47.0	82.3	931.1	4.4%	171.0	269.7	303.8	186.7
2020 000s	86.7	45.3	26.0	5.2	7.0	6.1	57.9	99.2	94.1	46.7	6.1	27.2	507.5	-45.5%	158.0	18.3	251.1	80.0
2021 000s	6.7	4.7	5.2	28.9	82.3	97.1	117.0	135.4	121.2	72.5	50.3	82.5	803.8	58.4%	16.5	208.3	373.6	205.4
2022 000s	73.7	43.4	51.8	94.1	103.3	91.0	110.8	125.8	98.9	57.5	46.8	87.6	984.8	22.5%	169.0	288.4	335.5	192.0
2023 000s	75.1	44.7	48.9	94.2	96.4	80.4	98.1	115.2	94.7	58.9	45.8	84.7	937.2	-4.8%	168.8	271.0	308.1	189.4
2024 000s	74.0	42.1	47.9	89.8	86.6	75.9	95.3	109.1	87.7	57.3	44.1	83.8	893.4	-4.7%	164.0	252.2	292.0	185.1
2025 000s	78.0	48.0	50.7	100.3	92.2	80.5	102.0	116.5	98.1	64.3	47.5	90.4	968.5	8.4%	176.7	273.0	316.6	202.2

VISITOR DAYS

STAYING VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	000s	795.1	808.4	822.9	863.1	892.2	931.1	507.5	803.8	984.8	937.2	893.4	968.5
All Visitor Types	M	2.7	2.8	2.9	3.1	3.3	3.5	1.8	2.7	3.4	3.5	3.4	3.6
Share of Total	%	29.3%	28.9%	27.9%	28.0%	26.8%	26.6%	27.9%	29.2%	29.3%	26.9%	25.9%	26.8%
Annual Change in Share	%		-1.5%	-3.2%	0.2%	-4.3%	-0.8%	5.0%	4.7%	0.1%	-7.9%	-3.8%	3.6%
Change in Share from 2014	%		-1.5%	-4.6%	-4.4%	-8.5%	-9.2%	-4.7%	-0.2%	-0.2%	-8.1%	-11.6%	-8.4%
Avg Ann. Change in Share	%		-1.5%	-2.3%	-1.5%	-2.1%	-1.8%	-0.8%	0.0%	0.0%	-0.9%	-1.2%	-0.8%



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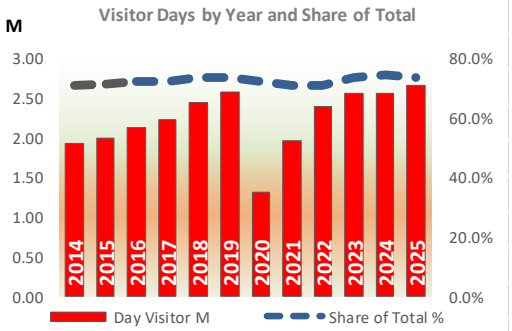
STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

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	50.7%	48.0%	49.8%	14.2%	52.4%	47.0%	27.8%	49.1%	22.2%	16.9%	-2.1%	33.5%	37.7%		49.4%	40.1%	37.6%	14.7%
% Change 2024 to 2025	0.5%	-1.4%	3.6%	4.0%	8.3%	0.5%	3.7%	5.2%	4.4%	2.6%	-0.2%	-4.4%	3.3%	Annual Change	1.3%	4.5%	4.6%	-0.1%
Average Annual Change	4.6%	4.4%	4.5%	1.3%	4.8%	4.3%	2.5%	4.5%	2.0%	1.5%	-0.2%	3.0%	3.4%		4.5%	3.6%	3.4%	1.3%
2014 M	0.079	0.119	0.176	0.151	0.214	0.185	0.216	0.383	0.148	0.111	0.080	0.058	1.918		0.373	0.550	0.746	0.248
2015 M	0.097	0.138	0.187	0.142	0.214	0.177	0.199	0.410	0.157	0.127	0.081	0.064	1.992	3.8%	0.422	0.532	0.767	0.271
2016 M	0.100	0.140	0.208	0.156	0.249	0.211	0.200	0.433	0.152	0.124	0.076	0.072	2.122	6.5%	0.448	0.615	0.785	0.273
2017 M	0.101	0.144	0.214	0.167	0.263	0.221	0.217	0.453	0.157	0.123	0.077	0.080	2.218	4.5%	0.460	0.651	0.827	0.280
2018 M	0.110	0.148	0.223	0.178	0.284	0.230	0.255	0.541	0.172	0.131	0.082	0.084	2.435	9.8%	0.480	0.691	0.967	0.297
2019 M	0.120	0.173	0.241	0.175	0.292	0.246	0.267	0.576	0.181	0.132	0.080	0.085	2.568	5.5%	0.534	0.713	1.024	0.297
2020 M	0.116	0.155	0.131	0.018	0.045	0.061	0.109	0.359	0.126	0.092	0.041	0.056	1.309	-49.0%	0.402	0.124	0.594	0.189
2021 M	0.038	0.062	0.104	0.094	0.216	0.225	0.234	0.530	0.177	0.126	0.070	0.070	1.945	48.6%	0.203	0.535	0.941	0.266
2022 M	0.105	0.141	0.220	0.157	0.272	0.238	0.253	0.542	0.171	0.126	0.077	0.081	2.382	22.4%	0.466	0.667	0.965	0.284
2023 M	0.116	0.169	0.248	0.170	0.294	0.254	0.266	0.559	0.182	0.128	0.078	0.080	2.543	6.7%	0.533	0.717	1.007	0.285
2024 M	0.118	0.178	0.254	0.166	0.301	0.270	0.266	0.543	0.173	0.126	0.078	0.081	2.555	0.5%	0.550	0.738	0.982	0.285
2025 M	0.119	0.176	0.263	0.173	0.327	0.271	0.276	0.571	0.181	0.129	0.078	0.077	2.641	3.3%	0.558	0.771	1.027	0.285

VISITOR DAYS | **DAY VISITOR**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	1.918	1.992	2.122	2.218	2.435	2.568	1.309	1.945	2.382	2.543	2.555	2.641
All Visitor Types	M	2.713	2.800	2.945	3.081	3.328	3.500	1.817	2.749	3.367	3.480	3.448	3.609
Share of Total	%	70.7%	71.1%	72.1%	72.0%	73.2%	73.4%	72.1%	70.8%	70.7%	73.1%	74.1%	73.2%
Annual Change in Share	%		0.6%	1.3%	-0.1%	1.7%	0.3%	-1.8%	-1.8%	0.0%	3.3%	1.4%	-1.3%
Change in Share from 2014	%		0.6%	1.9%	1.8%	3.5%	3.8%	1.9%	0.1%	0.1%	3.4%	4.8%	3.5%
Avg Ann. Change in Share	%		0.6%	1.0%	0.6%	0.9%	0.8%	0.3%	0.0%	0.0%	0.4%	0.5%	0.3%



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

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

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

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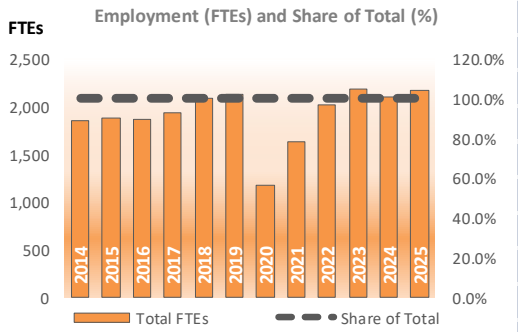
STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

2014 to 2025

EMPLOYMENT BY:	MONTH AND QUARTER												TOTAL		TOTAL EMPLOYMENT			
KEY	TOTAL												CALENDAR YEAR		QUARTER			
An increase of 3% or more	TOTAL 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	12.8%	15.3%	20.1%	8.8%	29.0%	23.9%	14.5%	33.4%	12.4%	8.7%	-6.9%	4.5%	17.1%		16.4%	21.1%	22.3%	2.6%
% Change 2024 to 2025	2.3%	1.9%	3.0%	5.2%	5.8%	1.0%	3.2%	3.6%	6.4%	7.5%	3.1%	2.5%	3.8%	Annual Change	2.4%	4.0%	4.1%	4.5%
Average Annual Change	1.2%	1.4%	1.8%	0.8%	2.6%	2.2%	1.3%	3.0%	1.1%	0.8%	-0.6%	0.4%	1.6%		1.5%	1.9%	2.0%	0.2%
2014 FTEs	1,398	1,468	1,820	1,880	2,191	1,970	2,299	3,246	1,864	1,470	1,235	1,398	1,853		1,562	2,014	2,469	1,367
2015 FTEs	1,510	1,582	1,862	1,814	2,177	1,935	2,205	3,386	1,888	1,552	1,234	1,400	1,879	1.4%	1,651	1,975	2,493	1,395
2016 FTEs	1,433	1,506	1,887	1,823	2,294	2,043	2,142	3,439	1,794	1,459	1,144	1,370	1,861	-0.9%	1,609	2,053	2,459	1,324
2017 FTEs	1,464	1,530	1,914	1,927	2,435	2,134	2,267	3,578	1,867	1,471	1,156	1,429	1,931	3.7%	1,636	2,165	2,570	1,352
2018 FTEs	1,545	1,586	1,994	2,028	2,624	2,249	2,521	4,145	1,991	1,555	1,215	1,489	2,079	7.6%	1,708	2,300	2,886	1,420
2019 FTEs	1,591	1,695	2,070	2,021	2,658	2,317	2,594	4,303	2,013	1,555	1,197	1,475	2,124	2.2%	1,785	2,332	2,970	1,409
2020 FTEs	1,660	1,597	1,250	249	443	509	1,290	3,056	1,740	1,214	465	684	1,180	-44.5%	1,503	400	2,028	788
2021 FTEs	379	490	720	873	1,924	2,249	2,448	4,086	2,207	1,641	1,147	1,365	1,627	37.9%	530	1,682	2,914	1,384
2022 FTEs	1,447	1,449	1,919	1,880	2,542	2,276	2,504	4,124	1,989	1,478	1,136	1,440	2,015	23.8%	1,605	2,233	2,872	1,351
2023 FTEs	1,603	1,693	2,167	2,060	2,768	2,432	2,640	4,402	2,135	1,567	1,181	1,492	2,178	8.1%	1,821	2,420	3,059	1,413
2024 FTEs	1,542	1,662	2,123	1,945	2,673	2,416	2,549	4,180	1,969	1,487	1,115	1,426	2,091	-4.0%	1,776	2,345	2,900	1,343
2025 FTEs	1,577	1,694	2,186	2,045	2,827	2,441	2,631	4,330	2,096	1,598	1,150	1,461	2,170	3.8%	1,819	2,438	3,019	1,403

EMPLOYMENT — **TOTAL**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	FTEs	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015	2,178	2,091	2,170
Total Employment	FTEs	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015	2,178	2,091	2,170
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												



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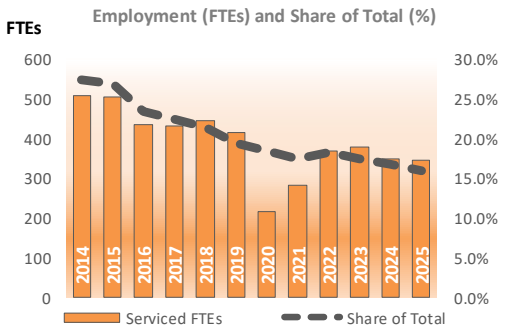
2014 to 2025 | **SERVICED** | **DIRECT EMPLOYMENT**

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	-33.5%	-31.7%	-33.9%	-31.4%	-27.9%	-28.7%	-30.9%	-30.2%	-33.7%	-32.0%	-33.4%	-31.6%	-31.6%		-33.0%	-29.3%	-31.7%	-32.3%
% Change 2024 to 2025	-1.2%	1.1%	0.4%	-1.9%	-0.9%	-0.4%	-0.9%	-2.1%	-1.1%	-2.2%	-1.6%	-0.1%	-0.9%	Annual Change	0.1%	-1.1%	-1.4%	-1.3%
Average Annual Change	-3.0%	-2.9%	-3.1%	-2.9%	-2.5%	-2.6%	-2.8%	-2.7%	-3.1%	-2.9%	-3.0%	-2.9%	-2.9%		-3.0%	-2.7%	-2.9%	-2.9%
2014 FTEs	455	513	514	488	500	492	525	529	553	498	494	508	506		494	493	536	500
2015 FTEs	459	515	506	482	498	501	525	539	540	498	481	495	503	-0.5%	493	494	534	492
2016 FTEs	386	443	438	423	432	431	458	468	467	428	417	431	435	-13.5%	423	428	464	425
2017 FTEs	383	430	423	424	443	433	451	463	460	423	412	423	431	-1.0%	412	433	458	420
2018 FTEs	394	443	433	435	459	448	463	480	470	438	425	436	444	3.0%	423	447	471	433
2019 FTEs	367	410	402	403	428	417	432	447	434	408	396	401	412	-7.1%	393	416	438	402
2020 FTEs	381	407	288	86	103	89	206	288	287	268	110	92	217	-47.3%	359	93	260	157
2021 FTEs	117	118	119	126	161	377	398	421	407	388	374	377	282	29.9%	118	222	409	379
2022 FTEs	318	363	357	361	377	370	386	393	391	367	358	369	368	30.3%	346	369	390	365
2023 FTEs	336	379	368	373	389	383	396	407	401	373	362	379	379	3.1%	361	382	401	371
2024 FTEs	306	347	338	342	364	352	366	377	371	346	334	348	349	-7.8%	330	353	371	343
2025 FTEs	303	351	340	335	360	351	363	369	367	338	329	347	346	-0.9%	331	349	366	338

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	FTEs	506	503	435	431	444	412	217	282	368	379	349	346
Total Employment	FTEs	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015	2,178	2,091	2,170
Share of Total	%	27.3%	26.8%	23.4%	22.3%	21.3%	19.4%	18.4%	17.3%	18.2%	17.4%	16.7%	15.9%
Annual Change in Share	%		-1.8%	-12.7%	-4.6%	-4.3%	-9.1%	-5.2%	-5.8%	5.3%	-4.6%	-4.0%	-4.5%
Change in Share from 2014	%		-1.8%	-14.3%	-18.3%	-21.8%	-28.9%	-32.6%	-36.5%	-33.2%	-36.3%	-38.8%	-41.6%
Avg Ann. Change in Share	%		-1.8%	-7.2%	-6.1%	-5.4%	-5.8%	-5.4%	-5.2%	-4.1%	-4.0%	-3.9%	-3.8%

SERVICED ACCOMMODATION



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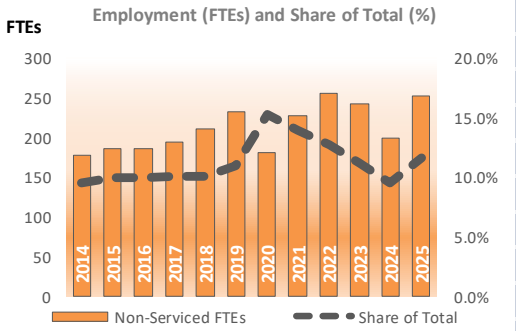
2014 to 2025 | **NON-SERVICED** | **DIRECT EMPLOYMENT**

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	47.0%	48.7%	24.1%	43.2%	30.2%	28.0%	33.7%	38.1%	62.8%	72.1%	43.7%	49.3%	42.5%		38.4%	32.9%	44.8%	56.8%
% Change 2024 to 2025	33.8%	38.3%	26.0%	30.7%	17.9%	16.4%	18.8%	17.2%	28.4%	53.7%	30.4%	33.8%	26.7%		32.3%	20.8%	21.6%	40.8%
Average Annual Change	4.3%	4.4%	2.2%	3.9%	2.7%	2.5%	3.1%	3.5%	5.7%	6.6%	4.0%	4.5%	3.9%		3.5%	3.0%	4.1%	5.2%
2014 FTEs	106	109	143	171	230	232	225	263	237	163	127	113	177	Annual Change	119	211	241	135
2015 FTEs	130	135	147	175	233	233	226	266	239	166	147	134	186	5.3%	137	214	244	149
2016 FTEs	125	129	142	170	236	237	230	277	248	162	143	129	186	-0.1%	132	214	252	145
2017 FTEs	128	134	142	177	250	245	244	289	269	167	146	133	194	4.3%	135	224	267	148
2018 FTEs	135	142	151	192	276	271	264	320	290	181	155	141	210	8.4%	143	246	291	159
2019 FTEs	152	158	168	221	304	291	295	345	308	202	175	158	231	10.3%	159	272	316	178
2020 FTEs	162	170	155	44	75	76	242	372	407	234	101	124	180	-22.1%	162	65	340	153
2021 FTEs	22	20	21	122	313	351	340	406	452	301	198	175	227	25.9%	21	262	399	225
2022 FTEs	154	153	182	230	343	336	332	413	367	210	178	170	256	12.6%	163	303	371	186
2023 FTEs	148	152	171	231	326	302	295	368	360	217	175	160	242	-5.2%	157	286	341	184
2024 FTEs	116	117	140	188	254	255	253	310	300	183	140	127	199	-18.0%	125	232	288	150
2025 FTEs	156	162	177	245	300	297	300	363	385	281	183	169	252	26.7%	165	281	350	211

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	FTEs	177	186	186	194	210	231	180	227	256	242	199	252
Total Employment	FTEs	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015	2,178	2,091	2,170
Share of Total	%	9.5%	9.9%	10.0%	10.0%	10.1%	10.9%	15.3%	13.9%	12.7%	11.1%	9.5%	11.6%
Annual Change in Share	%		3.9%	0.8%	0.5%	0.7%	7.9%	40.2%	-8.7%	-9.0%	-12.3%	-14.6%	22.0%
Change in Share from 2014	%		3.9%	4.7%	5.3%	6.0%	14.4%	60.3%	46.3%	33.1%	16.7%	-0.3%	21.7%
Avg Ann. Change in Share	%		3.9%	2.4%	1.8%	1.5%	2.9%	10.0%	6.6%	4.1%	1.9%	0.0%	2.0%

NON-SERVICED ACCOMMODATION



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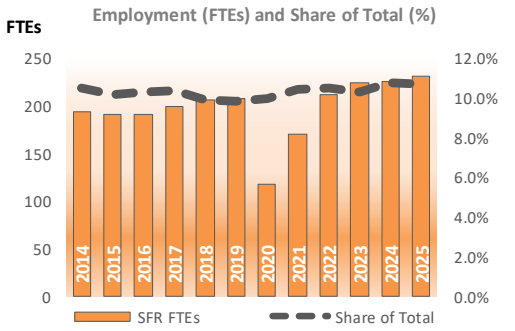
STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

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	13.8%	8.6%	11.2%	26.6%	23.5%	22.7%	21.6%	23.0%	29.1%	25.8%	15.6%	12.9%	19.5%		12.0%	24.7%	23.9%	16.3%
% Change 2024 to 2025	1.6%	5.5%	1.2%	5.1%	1.5%	1.2%	1.8%	1.5%	4.6%	4.2%	2.0%	3.4%	2.8%	Annual Change	2.3%	3.1%	2.4%	3.3%
Average Annual Change	1.3%	0.8%	1.0%	2.4%	2.1%	2.1%	2.0%	2.1%	2.6%	2.3%	1.4%	1.2%	1.8%		1.1%	2.2%	2.2%	1.5%
2014 FTEs	302	124	132	277	186	143	230	231	141	123	106	323	193		186	202	201	184
2015 FTEs	294	116	130	276	187	146	232	235	140	124	101	299	190	-1.6%	180	203	203	175
2016 FTEs	286	114	129	279	190	148	236	239	143	123	102	298	191	0.3%	176	206	206	174
2017 FTEs	300	117	130	294	203	155	247	248	152	128	105	310	199	4.4%	182	218	216	181
2018 FTEs	308	121	132	301	212	162	254	258	155	132	109	319	205	3.0%	187	225	222	186
2019 FTEs	314	120	133	310	215	162	259	259	154	134	111	318	208	1.2%	189	229	224	188
2020 FTEs	362	117	70	18	16	12	150	237	179	115	15	111	117	-43.7%	183	15	189	81
2021 FTEs	26	11	12	99	214	205	306	311	235	176	122	317	170	45.1%	16	173	284	205
2022 FTEs	308	115	135	310	222	170	267	269	164	133	110	330	211	24.5%	186	234	233	191
2023 FTEs	337	127	142	335	231	173	271	279	174	145	118	348	223	5.8%	202	246	241	204
2024 FTEs	338	127	145	333	226	174	275	280	174	148	120	353	225	0.5%	203	244	243	207
2025 FTEs	344	134	146	350	230	176	280	284	182	154	122	365	231	2.8%	208	252	249	214

EMPLOYMENT — **SFR**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	FTEs	193	190	191	199	205	208	117	170	211	223	225	231
Total Employment	FTEs	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015	2,178	2,091	2,170
Share of Total	%	10.4%	10.1%	10.2%	10.3%	9.9%	9.8%	9.9%	10.4%	10.5%	10.3%	10.7%	10.6%
Annual Change in Share	%		-2.9%	1.2%	0.7%	-4.3%	-1.0%	1.4%	5.2%	0.5%	-2.1%	4.7%	-1.0%
Change in Share from 2014	%		-2.9%	-1.7%	-1.1%	-5.3%	-6.3%	-5.0%	0.0%	0.5%	-1.6%	3.0%	2.0%
Avg Ann. Change in Share	%		-2.9%	-0.9%	-0.4%	-1.3%	-1.3%	-0.8%	0.0%	0.1%	-0.2%	0.3%	0.2%



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STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

2014 to 2025

STAYING VISITOR

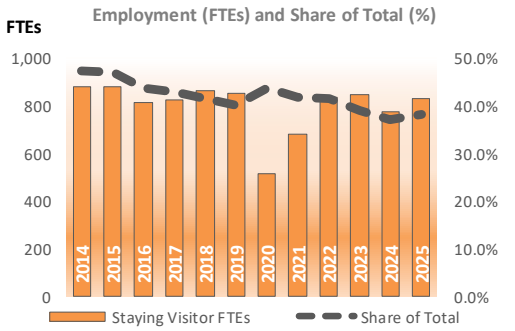
DIRECT EMPLOYMENT

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	-7.1%	-13.3%	-15.9%	-0.6%	-2.9%	-5.0%	-3.8%	-0.6%	0.3%	-1.3%	-12.7%	-6.6%	-5.4%		-11.9%	-2.8%	-1.4%	-6.7%
% Change 2024 to 2025	5.4%	9.4%	6.3%	7.9%	5.4%	5.5%	5.5%	5.1%	10.6%	14.3%	6.7%	6.6%	7.2%	Annual Change	6.9%	6.3%	7.0%	9.1%
Average Annual Change	-0.6%	-1.2%	-1.4%	-0.1%	-0.3%	-0.5%	-0.3%	-0.1%	0.0%	-0.1%	-1.2%	-0.6%	-0.5%		-1.1%	-0.3%	-0.1%	-0.6%
2014 FTEs	863	746	788	936	917	867	980	1,023	931	784	726	944	876		799	907	978	818
2015 FTEs	883	766	784	932	919	881	984	1,039	919	788	729	929	879	0.4%	811	911	981	815
2016 FTEs	798	687	709	872	858	816	924	985	858	712	663	858	812	-7.7%	731	849	922	744
2017 FTEs	811	681	695	895	897	833	942	999	882	718	664	865	823	1.5%	729	875	941	749
2018 FTEs	838	706	716	928	947	880	980	1,058	916	750	689	896	859	4.3%	753	918	985	778
2019 FTEs	832	689	703	934	946	871	986	1,052	897	744	682	878	851	-0.9%	741	917	978	768
2020 FTEs	905	695	512	147	194	177	598	896	873	617	226	328	514	-39.6%	704	173	789	390
2021 FTEs	165	149	153	348	688	934	1,044	1,138	1,095	865	694	869	678	32.0%	156	657	1,092	809
2022 FTEs	781	631	674	901	942	876	985	1,075	922	710	646	869	834	23.0%	695	906	994	741
2023 FTEs	822	658	681	939	947	858	962	1,054	934	736	655	887	844	1.2%	720	914	984	759
2024 FTEs	761	591	624	863	844	781	894	967	845	677	594	827	772	-8.5%	659	829	902	699
2025 FTEs	802	647	663	931	890	823	943	1,017	934	774	634	881	828	7.2%	704	881	965	763

EMPLOYMENT

STAYING VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	FTEs	876	879	812	823	859	851	514	678	834	844	772	828
Total Employment	FTEs	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015	2,178	2,091	2,170
Share of Total	%	47.2%	46.8%	43.6%	42.6%	41.3%	40.1%	43.6%	41.7%	41.4%	38.8%	36.9%	38.2%
Annual Change in Share	%		-0.9%	-6.8%	-2.2%	-3.1%	-3.0%	8.7%	-4.3%	-0.7%	-6.4%	-4.7%	3.3%
Change in Share from 2014	%		-0.9%	-7.7%	-9.7%	-12.6%	-15.2%	-7.8%	-11.8%	-12.4%	-17.9%	-21.8%	-19.2%
Avg Ann. Change in Share	%		-0.9%	-3.9%	-3.2%	-3.1%	-3.0%	-1.3%	-1.7%	-1.5%	-2.0%	-2.2%	-1.7%



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STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

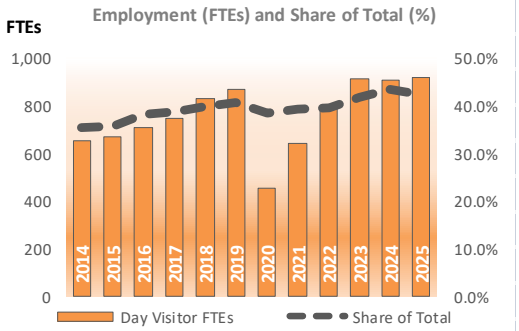
2014 to 2025 | **DAY VISITOR** | **DIRECT EMPLOYMENT**

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		53.6%	50.8%	52.7%	16.4%	55.3%	49.7%	30.2%	52.0%	24.6%	19.1%	-0.2%	36.1%	40.3%		52.3%	42.7%	40.2%	16.8%
% Change 2024 to 2025		-1.7%	-3.5%	1.3%	1.8%	6.0%	-1.6%	1.5%	3.0%	2.1%	0.4%	-2.3%	-6.4%	1.1%	Annual Change	-0.9%	2.2%	2.4%	-2.3%
Average Annual Change		4.9%	4.6%	4.8%	1.5%	5.0%	4.5%	2.7%	4.7%	2.2%	1.7%	0.0%	3.3%	3.7%		4.8%	3.9%	3.7%	1.5%
2014	FTEs	321	485	717	618	874	754	880	1,563	604	451	326	236	652		508	749	1,016	338
2015	FTEs	390	556	754	571	861	712	803	1,653	634	510	325	257	669	2.5%	567	715	1,030	364
2016	FTEs	401	560	832	623	995	843	799	1,732	607	497	306	288	707	5.7%	598	820	1,046	364
2017	FTEs	408	580	863	673	1,057	891	875	1,822	632	496	309	322	744	5.3%	617	874	1,110	376
2018	FTEs	447	602	907	723	1,156	936	1,037	2,203	699	532	334	342	827	11.1%	652	938	1,313	403
2019	FTEs	484	699	974	706	1,178	994	1,079	2,324	730	534	321	345	864	4.5%	719	959	1,378	400
2020	FTEs	467	622	529	71	181	246	450	1,514	533	388	174	238	451	-47.8%	539	166	832	267
2021	FTEs	155	254	427	367	848	882	918	2,078	693	494	275	274	639	41.6%	279	699	1,230	348
2022	FTEs	419	563	881	627	1,090	951	1,011	2,167	683	505	307	322	794	24.3%	621	889	1,287	378
2023	FTEs	498	724	1,066	728	1,260	1,092	1,140	2,400	783	548	333	345	910	14.6%	763	1,027	1,441	409
2024	FTEs	501	758	1,080	707	1,281	1,148	1,129	2,307	736	535	333	344	905	-0.5%	780	1,045	1,391	404
2025	FTEs	493	731	1,095	719	1,358	1,129	1,146	2,375	752	537	325	322	915	1.1%	773	1,069	1,424	395

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	FTEs	652	669	707	744	827	864	451	639	794	910	905	915
Total Employment	FTEs	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015	2,178	2,091	2,170
Share of Total	%	35.2%	35.6%	38.0%	38.5%	39.8%	40.7%	38.2%	39.3%	39.4%	41.8%	43.3%	42.2%
Annual Change in Share	%		1.1%	6.7%	1.5%	3.2%	2.3%	-6.0%	2.7%	0.4%	6.0%	3.6%	-2.6%
Change in Share from 2014	%		1.1%	7.9%	9.5%	13.0%	15.5%	8.6%	11.5%	11.9%	18.6%	22.9%	19.8%
Avg Ann. Change in Share	%		1.1%	3.9%	3.2%	3.2%	3.1%	1.4%	1.6%	1.5%	2.1%	2.3%	1.8%

DAY VISITOR



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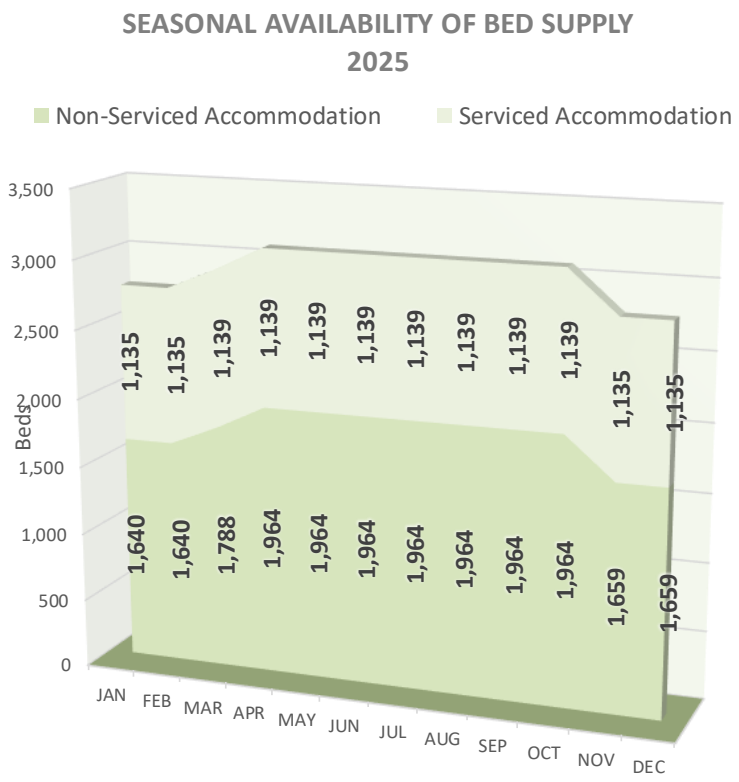
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT 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	48	1,139	-1	+1	-49	-356
+50 Room	2	356	0	0	0	0
11-50 Room	10	491	0	0	-2	-123
<10 Room	36	292	-1	+1	-47	-233

NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	79	1,964	+22	+55	+8	+448
Self catering	50	468	+24	+138	-3	+156
Static caravans/chalets	0	329	0	-8	0	+97
Touring caravans/camping	29	1,167	-2	-75	+11	+195
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	127	3,103	+21	+56	-41	+92
Serviced Accommodation Share of Total	38%	37%				
Non-Serviced Accommodation Share of Total	62%	63%				



SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	2,775	2,775	2,927	3,103	3,103	3,103	3,103	3,103	3,103	3,103	2,794	2,794
Serviced Accommodation	1,135	1,135	1,139	1,139	1,139	1,139	1,139	1,139	1,139	1,139	1,135	1,135
Non-Serviced Accommodation	1,640	1,640	1,788	1,964	1,964	1,964	1,964	1,964	1,964	1,964	1,659	1,659

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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
NORTH KESTEVEN DISTRICT COUNCIL

Comparing 2025 and 2024
2024 in 2025 prices (1.036)

COMPARATIVE HEADLINES

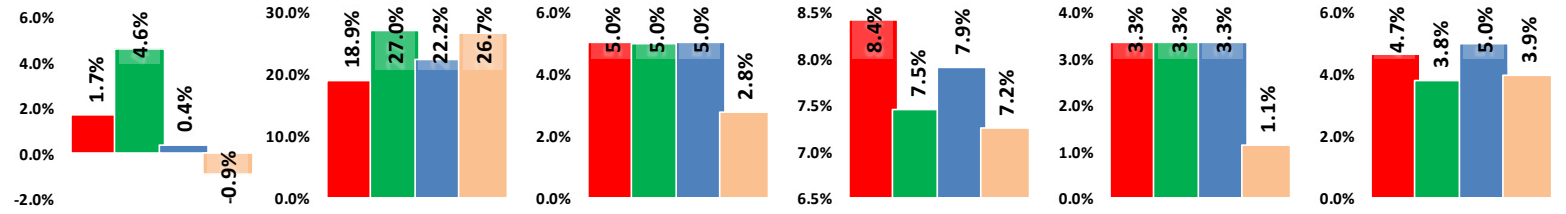
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - INDEXED TO 2025

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

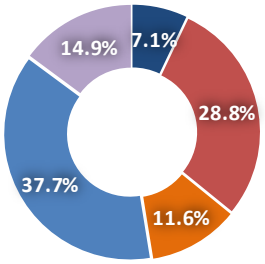
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.165	0.162	1.7%	0.307	0.258	18.9%	0.497	0.473	5.0%	0.969	0.893	8.4%	2.641	2.555	3.3%	3.609	3.448	4.7%
Visitor Numbers	M	0.086	0.083	4.6%	0.047	0.037	27.0%	0.209	0.199	5.0%	0.343	0.319	7.5%	2.641	2.555	3.3%	2.983	2.874	3.8%
Direct Expenditure	£M																169.36	161.50	4.9%
Economic Impact	£M	24.72	24.62	0.4%	24.08	19.70	22.2%	35.34	33.66	5.0%	84.14	77.98	7.9%	142.19	137.59	3.3%	226.33	215.57	5.0%
Direct Employment	FTEs	346	349	-0.9%	252	199	26.7%	231	225	2.8%	828	772	7.2%	915	905	1.1%	1,743	1,677	3.9%
Total Employment	FTEs																2,170	2,091	3.8%

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

KEY
Visitor Days
Visitor Numbers
Total Economic Impact
Direct Employment



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



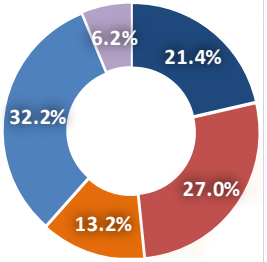
Accommodation
Food & Drink
Recreation
Shopping
Transport

Direct Expenditure Categories

Sectors	2025	2024	+/- %
Accommodation	11.96	10.97	9.0%
Food & Drink	48.78	46.54	4.8%
Recreation	19.61	18.76	4.5%
Shopping	63.84	61.20	4.3%
Transport	25.18	24.04	4.8%
TOTAL DIRECT	169.36	161.50	4.9%
Indirect	56.96	54.07	5.4%
TOTAL	226.33	215.57	5.0%

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	373	338	10.4%
Food & Drink	471	459	2.6%
Recreation	230	224	2.3%
Shopping	562	550	2.1%
Transport	109	106	2.5%
TOTAL DIRECT	1,743	1,677	3.9%
Indirect	426	413	3.1%
TOTAL	2,170	2,091	3.8%



Accommodation
Food & Drink
Recreation
Shopping
Transport

Direct Employment Categories

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STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

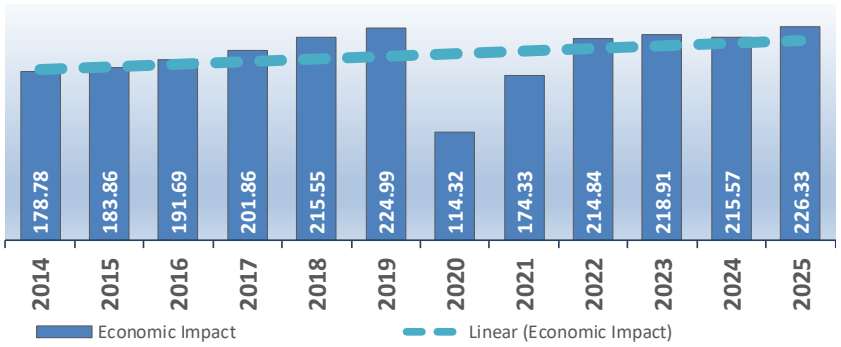
2014 to 2025
2025 Prices

TOTAL

KEY MEASURES
Indexed

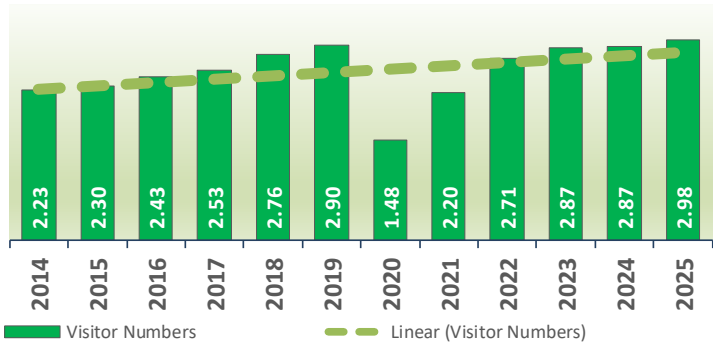
Economic Impact - Indexed - Total

	% Change Year on Year
2015	2.8%
2016	4.3%
2017	5.3%
2018	6.8%
2019	4.4%
2020	-49.2%
2021	52.5%
2022	23.2%
2023	1.9%
2024	-1.5%
2025	5.0%



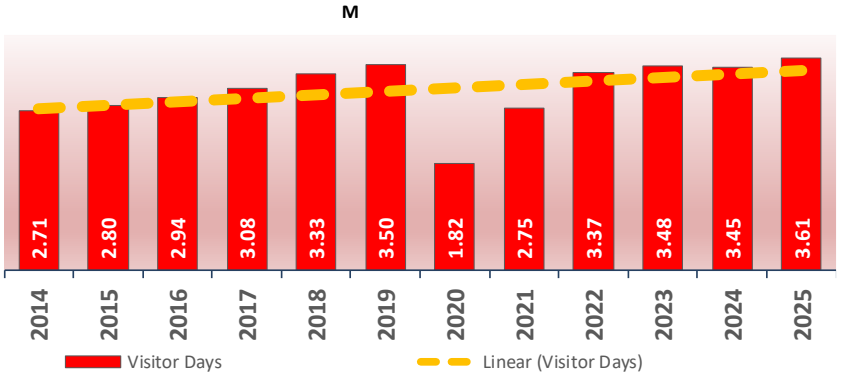
Visitor Numbers - Total

	% Change Year on Year
2015	3.3%
2016	5.5%
2017	4.4%
2018	8.9%
2019	5.0%
2020	-49.0%
2021	48.5%
2022	23.6%
2023	5.7%
2024	0.2%
2025	3.8%



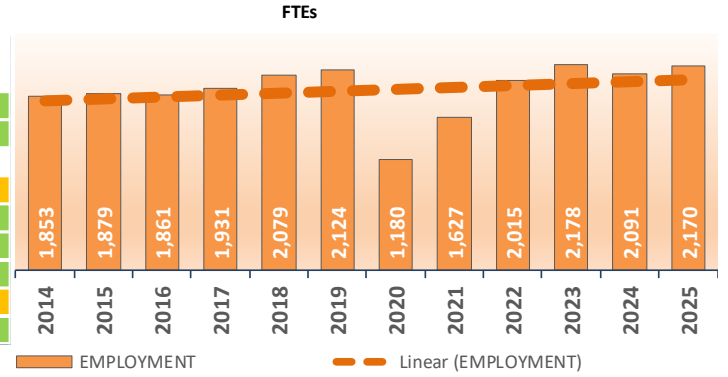
Visitor Days - Total

	% Change Year on Year
2015	3.2%
2016	5.2%
2017	4.6%
2018	8.0%
2019	5.2%
2020	-48.1%
2021	51.3%
2022	22.5%
2023	3.4%
2024	-0.9%
2025	4.7%



Total Employment Supported - Total

	% Change Year on Year
2015	1.4%
2016	-0.9%
2017	3.7%
2018	7.6%
2019	2.2%
2020	-44.5%
2021	37.9%
2022	23.8%
2023	8.1%
2024	-4.0%
2025	3.8%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		2.8%	7.2%	12.9%	20.6%	25.8%	-36.1%	-2.5%	20.2%	22.4%	20.6%	26.6%
Visitor Numbers		3.3%	8.9%	13.7%	23.9%	30.0%	-33.6%	-1.4%	21.9%	28.8%	29.0%	33.9%
Visitor Days		3.2%	8.5%	13.6%	22.6%	29.0%	-33.0%	1.3%	24.1%	28.3%	27.1%	33.0%
Total Employment		1.4%	0.4%	4.2%	12.2%	14.6%	-36.3%	-12.2%	8.8%	17.5%	12.8%	17.1%

"Linear" = *Linear Trendline*

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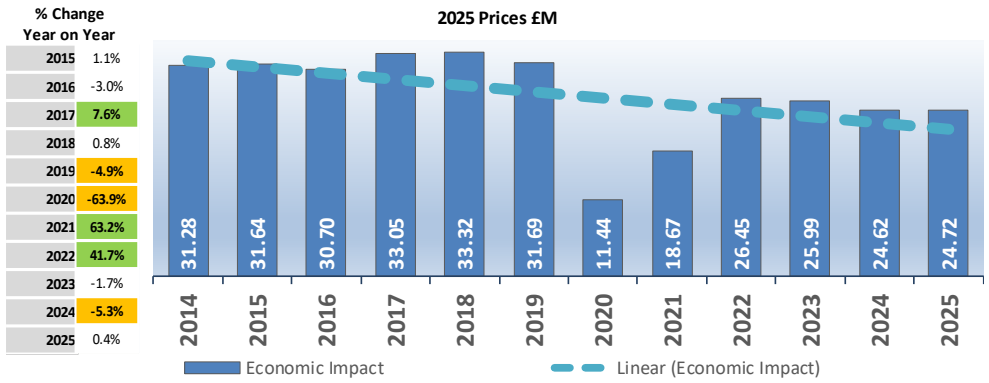
STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

2014 to 2025
2025 Prices

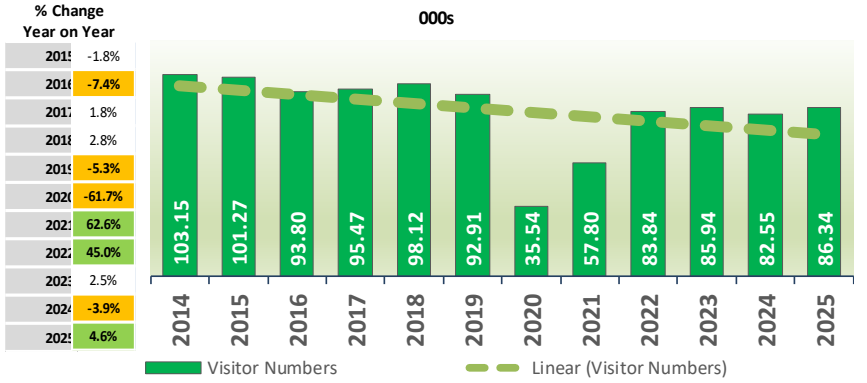
SERVICED ACCOMMODATION

KEY MEASURES
Indexed

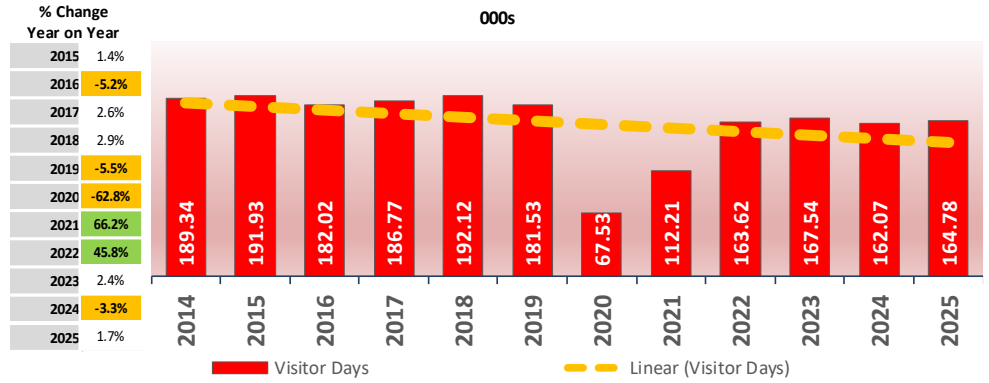
Economic Impact - Indexed - Serviced Accommodation



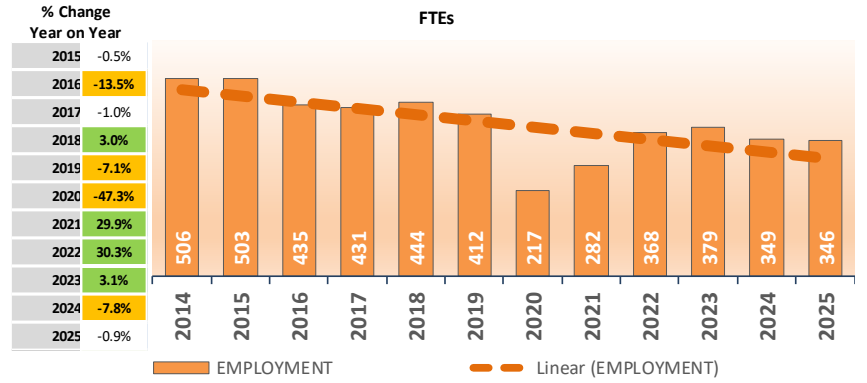
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		1.1%	-1.9%	5.6%	6.5%	1.3%	-63.4%	-40.3%	-15.5%	-16.9%	-21.3%	-21.0%
Visitor Numbers		-1.8%	-9.1%	-7.4%	-4.9%	-9.9%	-65.5%	-44.0%	-18.7%	-16.7%	-20.0%	-16.3%
Visitor Days		1.4%	-3.9%	-1.4%	1.5%	-4.1%	-64.3%	-40.7%	-13.6%	-11.5%	-14.4%	-13.0%
Direct Employment		-0.5%	-13.9%	-14.8%	-12.3%	-18.5%	-57.1%	-44.2%	-27.3%	-25.1%	-31.0%	-31.6%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

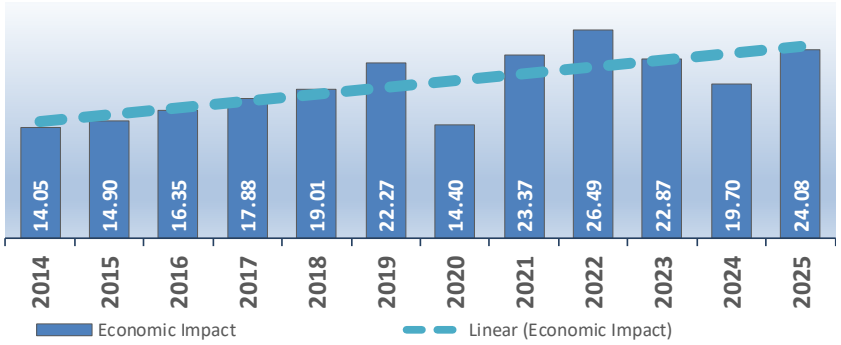
2014 to 2025
2025 Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Indexed

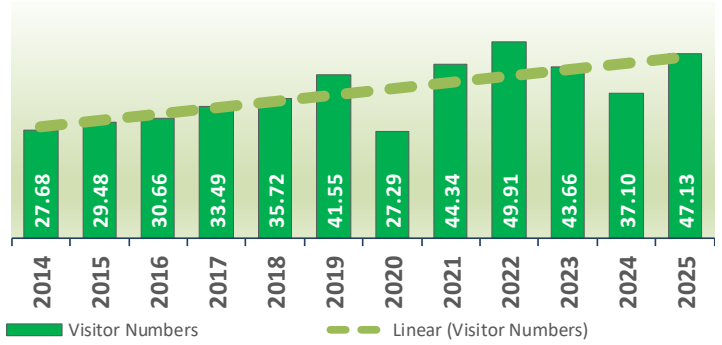
Economic Impact - Indexed - Non-Serviced Accommodation

	% Change Year on Year
2015	6.1%
2016	9.7%
2017	9.4%
2018	6.3%
2019	17.2%
2020	-35.3%
2021	62.3%
2022	13.4%
2023	-13.7%
2024	-13.9%
2025	22.2%



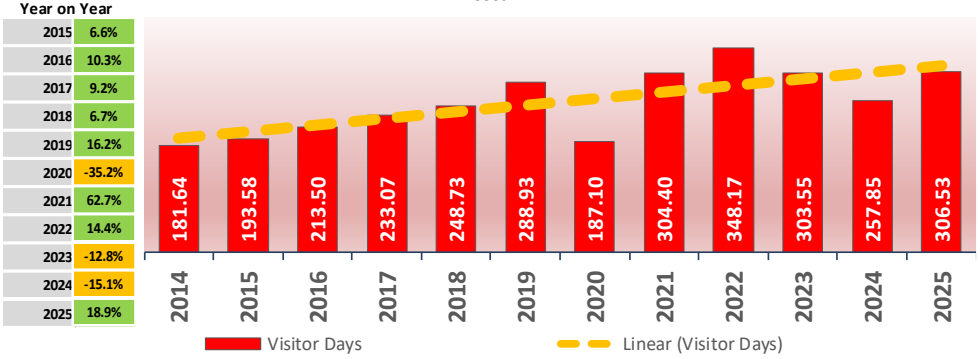
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2015	6.5%
2016	4.0%
2017	9.2%
2018	6.7%
2019	16.3%
2020	-34.3%
2021	62.4%
2022	12.6%
2023	-12.5%
2024	-15.0%
2025	27.0%



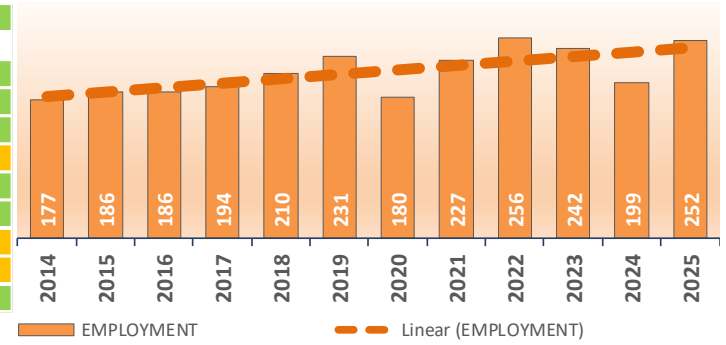
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2015	6.6%
2016	10.3%
2017	9.2%
2018	6.7%
2019	16.2%
2020	-35.2%
2021	62.7%
2022	14.4%
2023	-12.8%
2024	-15.1%
2025	18.9%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2015	5.3%
2016	-0.1%
2017	4.3%
2018	8.4%
2019	10.3%
2020	-22.1%
2021	25.9%
2022	12.6%
2023	-5.2%
2024	-18.0%
2025	26.7%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		6.1%	16.4%	27.3%	35.3%	58.5%	2.5%	66.4%	88.6%	62.8%	40.2%	71.4%
Visitor Numbers		6.5%	10.8%	21.0%	29.1%	50.1%	-1.4%	60.2%	80.3%	57.7%	34.0%	70.3%
Visitor Days		6.6%	17.5%	28.3%	36.9%	59.1%	3.0%	67.6%	91.7%	67.1%	42.0%	68.8%
Direct Employment		5.3%	5.2%	9.7%	18.9%	31.1%	2.0%	28.5%	44.8%	37.2%	12.5%	42.5%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

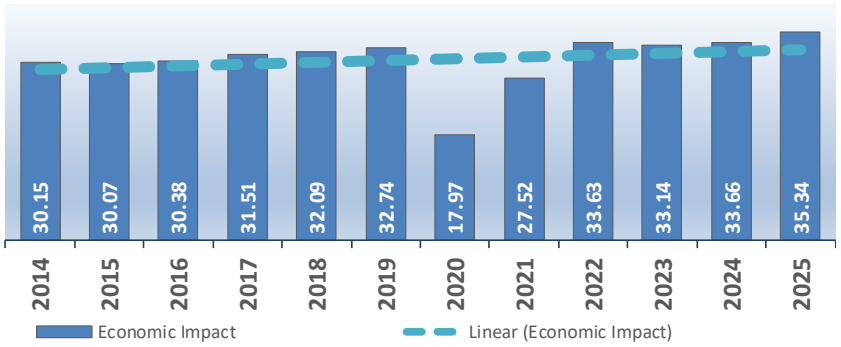
2014 to 2025
2025 Prices

SFR

KEY MEASURES
Indexed

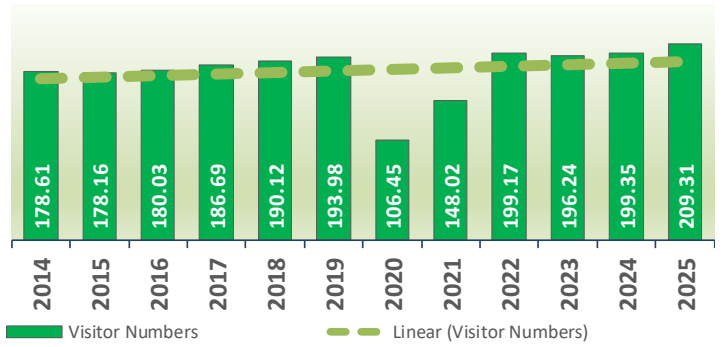
Economic Impact - Indexed - SFR

	% Change Year on Year
2015	-0.3%
2016	1.1%
2017	3.7%
2018	1.8%
2019	2.0%
2020	-45.1%
2021	53.1%
2022	22.2%
2023	-1.5%
2024	1.6%
2025	5.0%



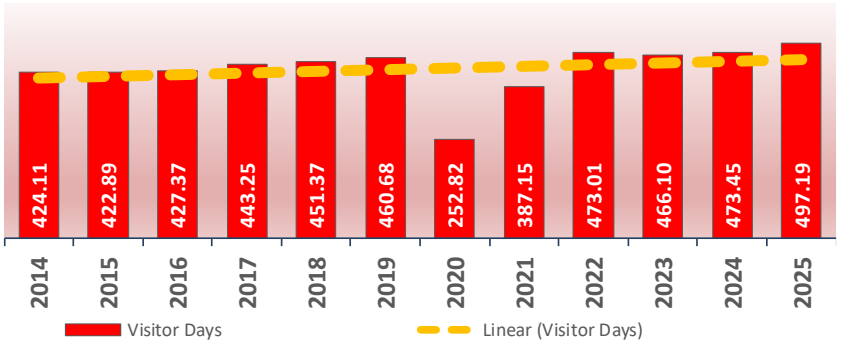
Visitor Numbers - SFR

	% Change Year on Year
2015	-0.3%
2016	1.1%
2017	3.7%
2018	1.8%
2019	2.0%
2020	-45.1%
2021	39.1%
2022	34.6%
2023	-1.5%
2024	1.6%
2025	5.0%



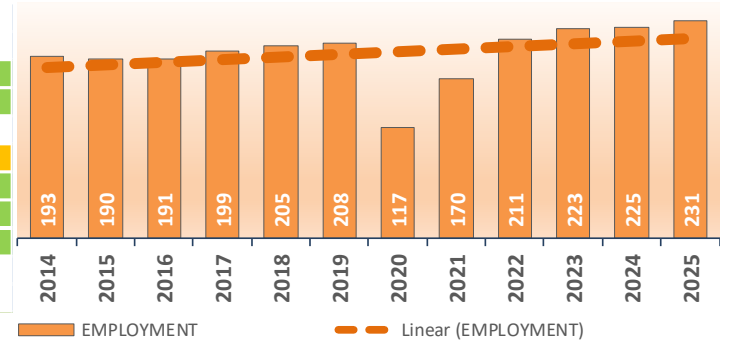
Visitor Days - SFR

	% Change Year on Year
2015	-0.3%
2016	1.1%
2017	3.7%
2018	1.8%
2019	2.1%
2020	-45.1%
2021	53.1%
2022	22.2%
2023	-1.5%
2024	1.6%
2025	5.0%



Direct Employment Supported - SFR

	% Change Year on Year
2015	-1.6%
2016	0.3%
2017	4.4%
2018	3.0%
2019	1.2%
2020	-43.7%
2021	45.1%
2022	24.5%
2023	5.8%
2024	0.5%
2025	2.8%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-0.3%	0.8%	4.5%	6.4%	8.6%	-40.4%	-8.7%	11.5%	9.9%	11.6%	17.2%
Visitor Numbers		-0.3%	0.8%	4.5%	6.4%	8.6%	-40.4%	-17.1%	11.5%	9.9%	11.6%	17.2%
Visitor Days		-0.3%	0.8%	4.5%	6.4%	8.6%	-40.4%	-8.7%	11.5%	9.9%	11.6%	17.2%
Direct Employment		-1.6%	-1.3%	3.1%	6.2%	7.4%	-39.5%	-12.2%	9.3%	15.6%	16.2%	19.5%

"Linear" = *Linear Trendline*

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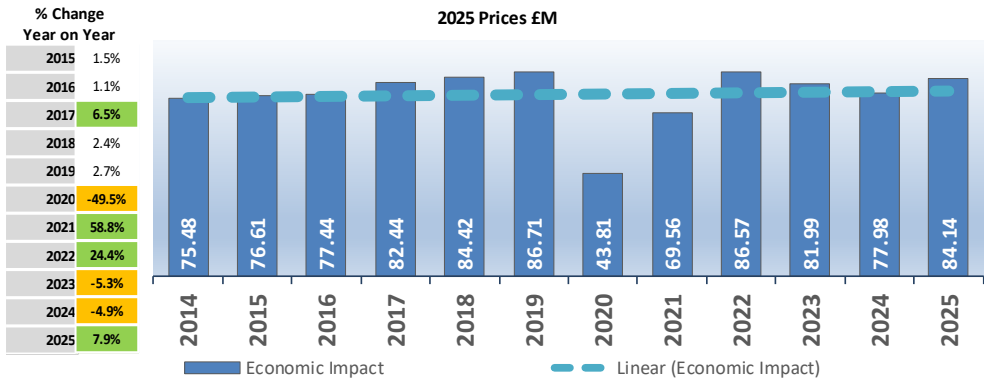
STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

2014 to 2025
2025 Prices

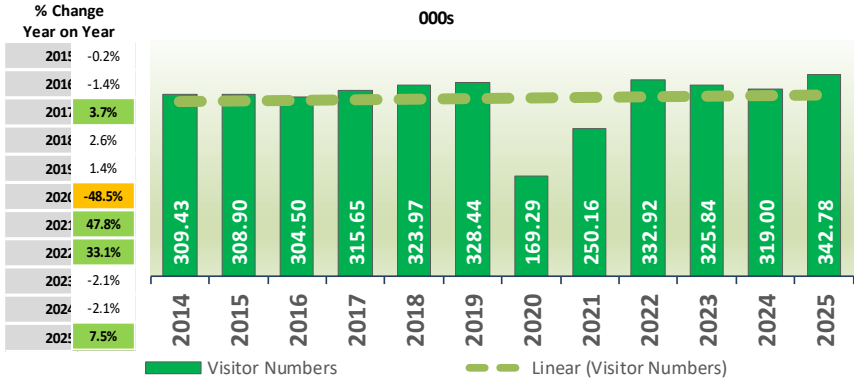
STAYING VISITOR

KEY MEASURES
Indexed

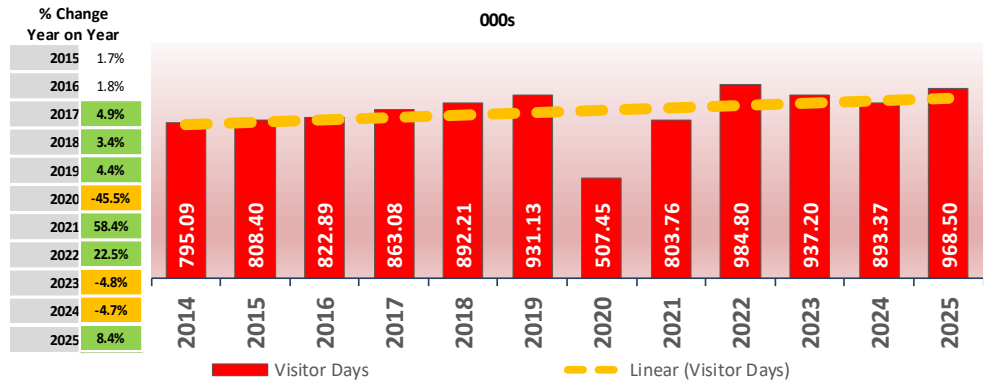
Economic Impact - Indexed - Staying Visitor



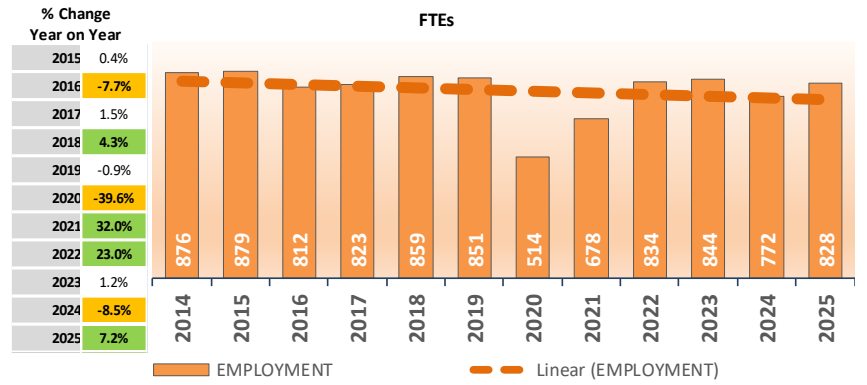
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		1.5%	2.6%	9.2%	11.8%	14.9%	-42.0%	-7.8%	14.7%	8.6%	3.3%	11.5%
Visitor Numbers		-0.2%	-1.6%	2.0%	4.7%	6.1%	-45.3%	-19.2%	7.6%	5.3%	3.1%	10.8%
Visitor Days		1.7%	3.5%	8.6%	12.2%	17.1%	-36.2%	1.1%	23.9%	17.9%	12.4%	21.8%
Direct Employment		0.4%	-7.3%	-5.9%	-1.9%	-2.8%	-41.3%	-22.5%	-4.7%	-3.6%	-11.8%	-5.4%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
NORTH KESTEVEN DISTRICT COUNCIL

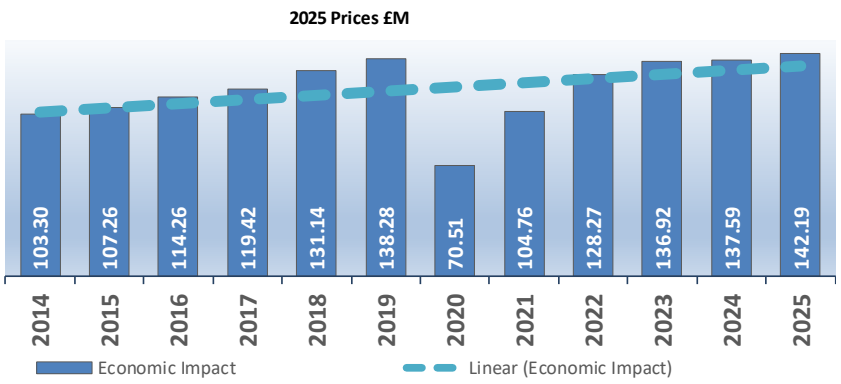
2014 to 2025
2025 Prices

DAY VISITOR

KEY MEASURES
Indexed

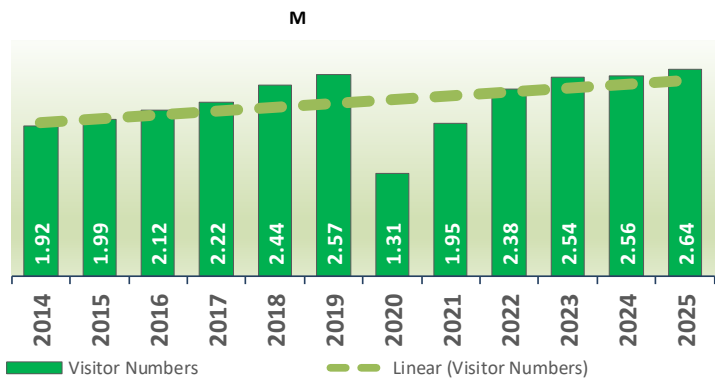
Economic Impact - Indexed - Day Visitor

	% Change Year on Year
2015	3.8%
2016	6.5%
2017	4.5%
2018	9.8%
2019	5.4%
2020	-49.0%
2021	48.6%
2022	22.4%
2023	6.7%
2024	0.5%
2025	3.3%



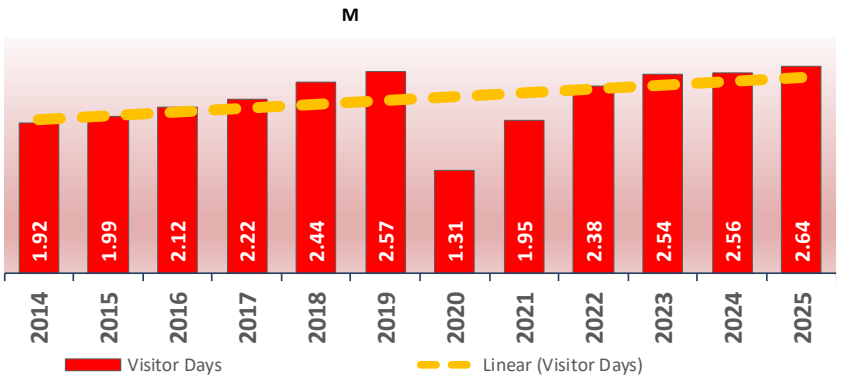
Visitor Numbers - Day Visitor

	% Change Year on Year
2015	3.8%
2016	6.5%
2017	4.5%
2018	9.8%
2019	5.5%
2020	-49.0%
2021	48.6%
2022	22.4%
2023	6.7%
2024	0.5%
2025	3.3%



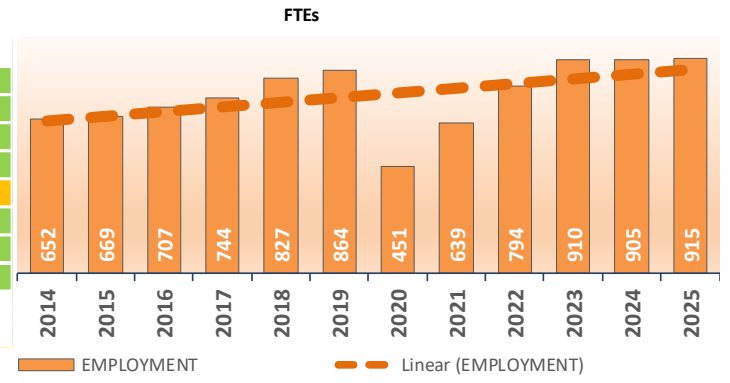
Visitor Days - Day Visitor

	% Change Year on Year
2015	3.8%
2016	6.5%
2017	4.5%
2018	9.8%
2019	5.5%
2020	-49.0%
2021	48.6%
2022	22.4%
2023	6.7%
2024	0.5%
2025	3.3%



Direct Employment Supported - Day Visitor

	% Change Year on Year
2015	2.5%
2016	5.7%
2017	5.3%
2018	11.1%
2019	4.5%
2020	-47.8%
2021	41.6%
2022	24.3%
2023	14.6%
2024	-0.5%
2025	1.1%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		3.8%	10.6%	15.6%	27.0%	33.9%	-31.7%	1.4%	24.2%	32.5%	33.2%	37.7%
Visitor Numbers		3.8%	10.6%	15.6%	27.0%	33.9%	-31.7%	1.4%	24.2%	32.6%	33.2%	37.7%
Visitor Days		3.8%	10.6%	15.6%	27.0%	33.9%	-31.7%	1.4%	24.2%	32.6%	33.2%	37.7%
Direct Employment		2.5%	8.3%	14.1%	26.7%	32.4%	-30.9%	-2.1%	21.7%	39.5%	38.7%	40.3%

"Linear" = *Linear Trendline*

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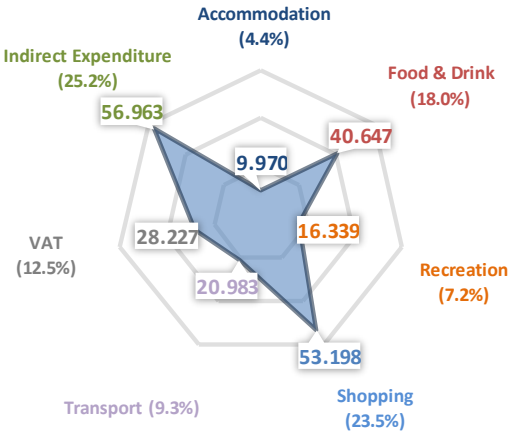
STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT COUNCIL													2014 to 2025 2025 Prices

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	11.18	11.33	11.57	13.06	12.99	13.08	5.791	8.534	10.91	9.862	9.145	9.970
Food & Drink	£M	31.80	32.69	33.92	35.43	37.95	39.59	21.54	31.31	38.36	39.29	38.78	40.65
Recreation	£M	12.81	13.19	13.70	14.31	15.36	16.00	8.664	12.63	15.48	15.87	15.63	16.34
Shopping	£M	40.36	41.63	43.64	45.61	49.24	51.57	26.68	40.38	49.59	51.36	51.00	53.20
Transport	£M	15.92	16.39	17.21	18.00	19.37	20.34	10.67	16.26	19.84	20.30	20.03	20.98
Direct Revenue	£M	112.08	115.23	120.03	126.42	134.91	140.59	73.34	109.12	134.18	136.69	134.59	141.14
VAT	£M	22.42	23.05	24.01	25.28	26.98	28.12	12.17	21.38	26.84	27.34	26.92	28.23
Direct Expenditure	£M	134.49	138.28	144.04	151.70	161.89	168.70	85.51	130.49	161.01	164.02	161.50	169.36
Indirect Expenditure	£M	44.29	45.58	47.65	50.16	53.67	56.28	28.81	43.83	53.82	54.89	54.07	56.96
TOTAL	£M	178.78	183.86	191.69	201.86	215.55	224.99	114.32	174.33	214.84	218.91	215.57	226.33

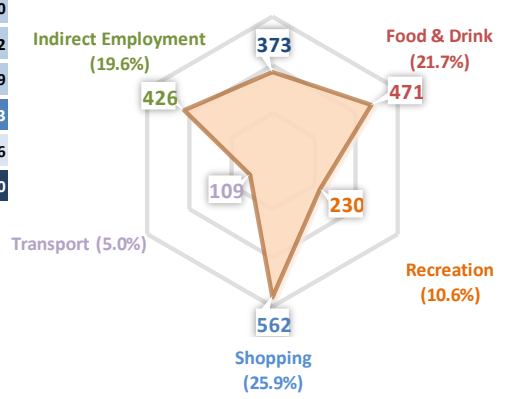
2025 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2025



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	491	494	427	419	436	421	280	327	390	386	338	373
Food & Drink	FTEs	361	367	378	397	430	445	241	342	427	470	459	471
Recreation	FTEs	177	180	185	195	211	218	118	167	209	230	224	230
Shopping	FTEs	418	426	443	466	509	529	273	402	503	560	550	562
Transport	FTEs	81	82	86	90	98	102	53	79	99	108	106	109
Direct Employment	FTEs	1,528	1,548	1,518	1,568	1,685	1,715	965	1,317	1,628	1,754	1,677	1,743
Indirect Employment	FTEs	325	330	343	363	393	409	215	310	387	424	413	426
TOTAL	FTEs	1,853	1,879	1,861	1,931	2,079	2,124	1,180	1,627	2,015	2,178	2,091	2,170

2025 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

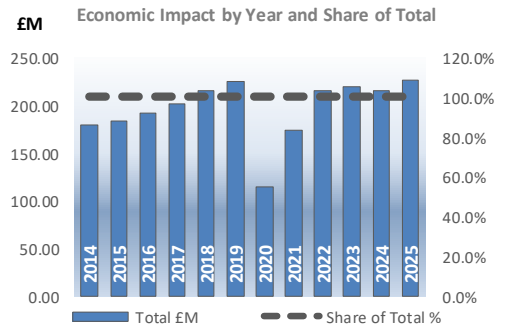


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STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT COUNCIL		2014 to 2025 2025 Prices												TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		27.6%	27.7%	30.8%	18.0%	40.4%	36.1%	19.5%	37.9%	19.5%	17.6%	1.0%	14.2%	26.6%		28.9%	32.2%	27.9%	11.6%
% Change 2024 to 2025		2.8%	2.8%	4.2%	7.0%	7.6%	2.3%	4.9%	5.5%	7.3%	6.0%	3.1%	3.1%	5.0%	Annual Change	3.4%	5.6%	5.7%	4.2%
Average Annual Change		2.5%	2.5%	2.8%	1.6%	3.7%	3.3%	1.8%	3.4%	1.8%	1.6%	0.1%	1.3%	2.4%		2.6%	2.9%	2.5%	1.1%
2014	£M	9.886	10.99	14.40	14.88	18.16	15.85	20.06	29.79	15.22	10.78	8.493	10.26	178.78		35.28	48.89	65.07	29.54
2015	£M	11.05	12.17	14.97	14.37	18.28	15.79	19.40	31.77	15.60	11.80	8.451	10.22	183.86	2.8%	38.19	48.44	66.77	30.47
2016	£M	11.00	12.17	16.08	15.35	20.36	17.73	19.59	33.26	15.47	11.64	8.310	10.72	191.69	4.3%	39.25	53.45	68.32	30.67
2017	£M	11.44	12.52	16.41	16.63	22.12	18.88	20.84	34.53	16.43	11.97	8.632	11.45	201.86	5.3%	40.37	57.63	71.80	32.05
2018	£M	11.97	12.79	16.84	17.27	23.64	19.68	22.99	39.77	17.30	12.52	8.983	11.78	215.55	6.8%	41.61	60.60	80.06	33.28
2019	£M	12.71	14.15	17.91	17.52	24.36	20.71	24.21	41.99	17.78	12.79	9.032	11.83	224.99	4.4%	44.77	62.58	83.98	33.65
2020	£M	13.36	12.99	9.523	1.434	3.095	3.862	10.72	27.84	14.50	9.024	2.830	5.149	114.32	-49.2%	35.87	8.391	53.06	17.00
2021	£M	2.653	3.884	6.205	7.381	18.03	20.28	22.91	40.56	19.82	13.34	8.517	10.75	174.33	52.5%	12.74	45.69	83.29	32.61
2022	£M	11.55	11.87	16.71	16.38	23.51	20.67	23.47	40.26	17.82	12.18	8.618	11.80	214.84	23.2%	40.13	60.56	81.55	32.60
2023	£M	12.31	13.42	17.91	16.98	24.01	20.67	23.10	40.32	18.02	12.22	8.455	11.48	218.91	1.9%	43.64	61.66	81.44	32.16
2024	£M	12.27	13.65	18.08	16.39	23.69	21.10	22.85	38.94	16.94	11.97	8.317	11.37	215.57	-1.5%	44.00	61.19	78.73	31.65
2025	£M	12.61	14.04	18.84	17.55	25.50	21.58	23.98	41.09	18.18	12.68	8.574	11.72	226.33	5.0%	45.49	64.62	83.24	32.97

ECONOMIC IMPACT - INDEXED TO 2025														TOTAL
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	
Total	£M	178.78	183.86	191.69	201.86	215.55	224.99	114.32	174.33	214.84	218.91	215.57	226.33	
All Visitor Types	£M	178.78	183.86	191.69	201.86	215.55	224.99	114.32	174.33	214.84	218.91	215.57	226.33	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%													
Change in Share from 2014	%													
Avg Ann. Change in Share	%													



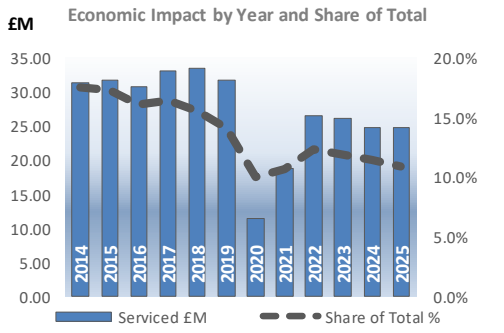
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STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT COUNCIL										2014 to 2025 2025 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		-17.4%	-21.1%	-28.5%	-15.5%	-2.4%	-3.6%	-26.5%	-24.6%	-30.7%	-20.4%	-25.6%	-22.3%	-21.0%		-23.2%	-7.0%	-27.2%	-22.7%
% Change 2024 to 2025		-0.7%	7.1%	5.0%	-2.9%	0.2%	2.1%	0.7%	-2.8%	-0.2%	-4.1%	-2.0%	3.0%	0.4%	Annual Change	4.5%	-0.1%	-0.8%	-1.0%
Average Annual Change		-1.6%	-1.9%	-2.6%	-1.4%	-0.2%	-0.3%	-2.4%	-2.2%	-2.8%	-1.9%	-2.3%	-2.0%	-1.9%		-2.1%	-0.6%	-2.5%	-2.1%
2014	£M	1.442	2.663	2.637	2.152	2.364	2.175	3.514	3.604	3.465	2.365	2.311	2.592	31.28		6.742	6.691	10.58	7.267
2015	£M	1.587	2.759	2.545	2.085	2.400	2.438	3.614	3.958	3.261	2.448	2.133	2.410	31.64	1.1%	6.891	6.923	10.83	6.990
2016	£M	1.382	2.633	2.499	2.183	2.375	2.330	3.512	3.801	3.133	2.327	2.130	2.396	30.70	-3.0%	6.515	6.888	10.45	6.853
2017	£M	1.573	2.654	2.490	2.548	3.021	2.720	3.458	3.755	3.372	2.588	2.354	2.517	33.05	7.6%	6.717	8.289	10.58	7.459
2018	£M	1.586	2.681	2.451	2.539	3.094	2.790	3.434	3.858	3.307	2.650	2.383	2.548	33.32	0.8%	6.718	8.424	10.60	7.581
2019	£M	1.506	2.506	2.320	2.381	2.955	2.663	3.389	3.764	3.068	2.545	2.284	2.312	31.69	-4.9%	6.333	7.999	10.22	7.141
2020	£M	1.568	2.460	0.982	0.194	0.289	0.227	0.765	1.766	1.482	1.140	0.299	0.270	11.44	-63.9%	5.010	0.710	4.013	1.709
2021	£M	0.265	0.404	0.427	0.445	0.703	1.959	2.602	3.148	2.636	2.228	1.926	1.925	18.67	63.2%	1.095	3.107	8.386	6.079
2022	£M	1.143	2.096	1.967	2.077	2.423	2.246	2.748	2.911	2.583	2.153	1.965	2.137	26.45	41.7%	5.206	6.746	8.242	6.255
2023	£M	1.309	2.127	1.918	2.023	2.340	2.187	2.682	2.903	2.535	2.036	1.840	2.090	25.99	-1.7%	5.353	6.550	8.121	5.967
2024	£M	1.201	1.962	1.794	1.872	2.301	2.053	2.565	2.797	2.405	1.963	1.755	1.954	24.62	-5.3%	4.957	6.226	7.767	5.672
2025	£M	1.192	2.102	1.884	1.818	2.306	2.096	2.583	2.719	2.400	1.883	1.720	2.013	24.72	0.4%	5.178	6.220	7.702	5.616

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	31.28	31.64	30.70	33.05	33.32	31.69	11.44	18.67	26.45	25.99	24.62	24.72
All Visitor Types	£M	178.78	183.86	191.69	201.86	215.55	224.99	114.32	174.33	214.84	218.91	215.57	226.33
Share of Total	%	17.5%	17.2%	16.0%	16.4%	15.5%	14.1%	10.0%	10.7%	12.3%	11.9%	11.4%	10.9%
Annual Change in Share	%		-1.7%	-6.9%	2.2%	-5.6%	-8.9%	-29.0%	7.0%	15.0%	-3.6%	-3.8%	-4.4%
Change in Share from 2014	%		-1.7%	-8.5%	-6.4%	-11.7%	-19.5%	-42.8%	-38.8%	-29.6%	-32.1%	-34.7%	-37.6%
Avg Ann. Change in Share	%		-1.7%	-4.2%	-2.1%	-2.9%	-3.9%	-7.1%	-5.5%	-3.7%	-3.6%	-3.5%	-3.4%

SERVICED ACCOMMODATION



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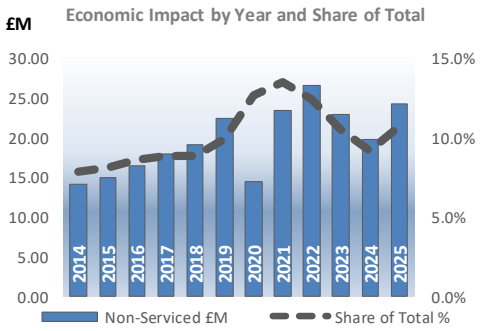
STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT COUNCIL		2014 to 2025 2025 Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed

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		132.8%	132.2%	53.4%	100.0%	45.1%	40.6%	53.7%	55.9%	90.5%	115.9%	113.1%	153.6%	71.4%		93.3%	54.8%	65.7%	122.7%
% Change 2024 to 2025		31.8%	51.6%	15.9%	38.8%	14.8%	12.3%	17.4%	16.8%	22.6%	36.3%	27.7%	35.5%	22.2%	Annual Change	30.4%	19.4%	18.9%	33.6%
Average Annual Change		12.1%	12.0%	4.9%	9.1%	4.1%	3.7%	4.9%	5.1%	8.2%	10.5%	10.3%	14.0%	6.5%		8.5%	5.0%	6.0%	11.2%
2014	£M	0.277	0.327	0.594	0.973	1.844	1.862	1.936	2.560	1.951	0.867	0.510	0.347	14.05		1.197	4.679	6.447	1.724
2015	£M	0.374	0.447	0.636	1.020	1.902	1.907	1.982	2.632	2.012	0.907	0.644	0.442	14.90	6.1%	1.457	4.828	6.626	1.993
2016	£M	0.412	0.483	0.670	1.080	2.063	2.078	2.180	2.952	2.257	0.977	0.714	0.486	16.35	9.7%	1.564	5.222	7.389	2.178
2017	£M	0.454	0.566	0.676	1.200	2.276	2.196	2.422	3.137	2.597	1.060	0.751	0.546	17.88	9.4%	1.696	5.672	8.156	2.356
2018	£M	0.458	0.574	0.680	1.249	2.504	2.413	2.540	3.424	2.727	1.116	0.772	0.553	19.01	6.3%	1.713	6.165	8.691	2.440
2019	£M	0.626	0.727	0.853	1.645	2.863	2.658	3.024	3.819	2.949	1.365	1.004	0.738	22.27	17.2%	2.207	7.166	9.791	3.107
2020	£M	0.766	0.660	0.541	0.063	0.173	0.182	2.135	3.806	3.993	1.494	0.125	0.460	14.40	-35.3%	1.967	0.418	9.935	2.079
2021	£M	0.019	0.019	0.027	0.546	2.780	3.419	3.556	4.654	4.480	1.945	1.156	0.772	23.37	62.3%	0.065	6.745	12.69	3.872
2022	£M	0.679	0.660	1.076	1.747	3.470	3.354	3.562	4.610	3.866	1.462	1.059	0.948	26.49	13.4%	2.415	8.572	12.04	3.469
2023	£M	0.588	0.645	0.868	1.680	3.007	2.648	2.771	3.874	3.518	1.514	0.986	0.769	22.87	-13.7%	2.101	7.336	10.16	3.268
2024	£M	0.489	0.500	0.786	1.402	2.330	2.333	2.535	3.417	3.032	1.372	0.851	0.649	19.70	-13.9%	1.775	6.066	8.984	2.873
2025	£M	0.644	0.758	0.911	1.947	2.676	2.619	2.976	3.991	3.718	1.871	1.087	0.880	24.08	22.2%	2.314	7.242	10.68	3.838

ECONOMIC IMPACT - INDEXED TO 2025

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	14.05	14.90	16.35	17.88	19.01	22.27	14.40	23.37	26.49	22.87	19.70	24.08
All Visitor Types	£M	178.78	183.86	191.69	201.86	215.55	224.99	114.32	174.33	214.84	218.91	215.57	226.33
Share of Total	%	7.9%	8.1%	8.5%	8.9%	8.8%	9.9%	12.6%	13.4%	12.3%	10.4%	9.1%	10.6%
Annual Change in Share	%		3.2%	5.2%	3.8%	-0.4%	12.2%	27.2%	6.5%	-8.0%	-15.3%	-12.5%	16.4%
Change in Share from 2014	%		3.2%	8.6%	12.7%	12.2%	26.0%	60.3%	70.6%	57.0%	33.0%	16.3%	35.4%
Avg Ann. Change in Share	%		3.2%	4.3%	4.2%	3.1%	5.2%	10.0%	10.1%	7.1%	3.7%	1.6%	3.2%

NON-SERVICED ACCOMMODATION



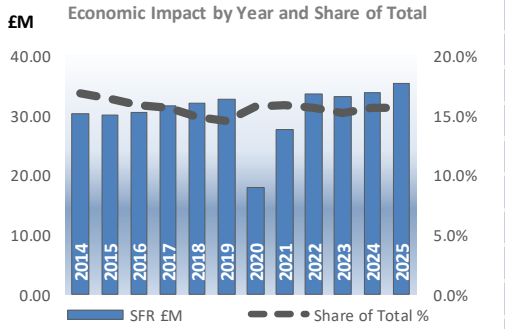
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STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT COUNCIL														2014 to 2025 2025 Prices	SFR	ECONOMIC IMPACT Indexed
ECONOMIC IMPACT BY:	MONTH AND QUARTER													CALENDAR YEAR		QUARTER
KEY	SFR															
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES													TOTAL	% Change	
Less than 3% change	Q1			Q2			Q3			Q4						
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC				Q1	Q2	Q3	Q4
% Change 2014 to 2025	11.7%	6.5%	9.1%	24.3%	21.2%	20.4%	19.3%	20.7%	26.6%	23.4%	13.4%	10.8%	17.2%			9.9%	22.4%	21.6%	14.1%
% Change 2024 to 2025	3.8%	7.8%	3.4%	7.4%	3.8%	3.4%	4.1%	3.7%	6.9%	6.5%	4.2%	5.7%	5.0%		Annual Change	4.6%	5.3%	4.6%	5.6%
Average Annual Change	1.1%	0.6%	0.8%	2.2%	1.9%	1.9%	1.8%	1.9%	2.4%	2.1%	1.2%	1.0%	1.6%			0.9%	2.0%	2.0%	1.3%
2014 £M	3.932	1.608	1.713	3.599	2.418	1.867	2.998	3.008	1.836	1.597	1.373	4.203	30.15			7.253	7.884	7.842	7.173
2015 £M	3.871	1.532	1.714	3.636	2.470	1.929	3.063	3.096	1.851	1.631	1.333	3.940	30.07	-0.3%		7.117	8.034	8.010	6.904
2016 £M	3.799	1.516	1.712	3.706	2.527	1.967	3.132	3.180	1.900	1.634	1.350	3.959	30.38	1.1%		7.027	8.200	8.212	6.943
2017 £M	3.954	1.545	1.709	3.880	2.682	2.046	3.255	3.272	2.005	1.687	1.390	4.081	31.51	3.7%		7.208	8.608	8.532	7.158
2018 £M	4.018	1.572	1.718	3.924	2.762	2.106	3.304	3.367	2.025	1.718	1.416	4.153	32.09	1.8%		7.309	8.792	8.697	7.288
2019 £M	4.128	1.584	1.746	4.081	2.824	2.132	3.402	3.412	2.030	1.759	1.459	4.186	32.74	2.0%		7.458	9.037	8.844	7.404
2020 £M	4.773	1.548	0.926	0.231	0.208	0.160	1.929	2.954	2.231	1.438	0.191	1.387	17.97	-45.1%		7.246	0.599	7.113	3.016
2021 £M	0.339	0.137	0.156	1.345	2.895	2.782	4.137	4.212	3.189	2.378	1.655	4.296	27.52	53.1%		0.632	7.022	11.54	8.330
2022 £M	4.093	1.530	1.796	4.113	2.945	2.258	3.547	3.567	2.182	1.762	1.456	4.376	33.63	22.2%		7.419	9.317	9.296	7.594
2023 £M	4.168	1.568	1.754	4.144	2.861	2.137	3.350	3.448	2.152	1.799	1.453	4.302	33.14	-1.5%		7.489	9.142	8.950	7.553
2024 £M	4.228	1.589	1.809	4.164	2.825	2.174	3.437	3.502	2.176	1.851	1.495	4.409	33.66	1.6%		7.626	9.163	9.114	7.754
2025 £M	4.391	1.713	1.870	4.472	2.932	2.248	3.577	3.630	2.325	1.972	1.558	4.658	35.34	5.0%		7.973	9.651	9.532	8.188

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	30.15	30.07	30.38	31.51	32.09	32.74	17.97	27.52	33.63	33.14	33.66	35.34
All Visitor Types	£M	178.78	183.86	191.69	201.86	215.55	224.99	114.32	174.33	214.84	218.91	215.57	226.33
Share of Total	%	16.9%	16.4%	15.8%	15.6%	14.9%	14.6%	15.7%	15.8%	15.7%	15.1%	15.6%	15.6%
Annual Change in Share	%		-3.0%	-3.1%	-1.5%	-4.6%	-2.2%	8.0%	0.4%	-0.9%	-3.3%	3.2%	0.0%
Change in Share from 2014	%		-3.0%	-6.0%	-7.5%	-11.7%	-13.7%	-6.8%	-6.4%	-7.2%	-10.3%	-7.4%	-7.4%
Avg Ann. Change in Share	%		-3.0%	-3.0%	-2.5%	-2.9%	-2.7%	-1.1%	-0.9%	-0.9%	-1.1%	-0.7%	-0.7%

SFR



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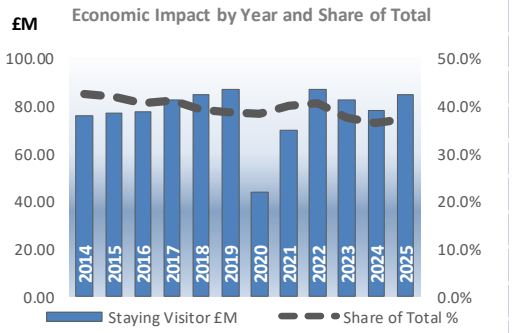
STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT COUNCIL		2014 to 2025 2025 Prices	STAYING VISITOR	ECONOMIC IMPACT Indexed

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	10.2%	-0.5%	-5.6%	22.5%	19.4%	17.9%	8.1%	12.7%	16.4%	18.6%	4.1%	5.7%	11.5%		1.8%	20.0%	12.3%	9.1%
% Change 2024 to 2025	5.2%	12.9%	6.3%	10.7%	6.1%	6.2%	7.0%	6.4%	10.9%	10.4%	6.4%	7.7%	7.9%	Annual Change	7.7%	7.7%	7.9%	8.2%
Average Annual Change	0.9%	0.0%	-0.5%	2.0%	1.8%	1.6%	0.7%	1.2%	1.5%	1.7%	0.4%	0.5%	1.0%		0.2%	1.8%	1.1%	0.8%
2014 £M	5.651	4.597	4.945	6.724	6.626	5.904	8.448	9.172	7.252	4.829	4.194	7.141	75.48		15.19	19.25	24.87	16.16
2015 £M	5.832	4.738	4.896	6.741	6.771	6.274	8.659	9.686	7.124	4.985	4.110	6.792	76.61	1.5%	15.47	19.79	25.47	15.89
2016 £M	5.593	4.631	4.881	6.970	6.965	6.376	8.825	9.933	7.290	4.939	4.195	6.841	77.44	1.1%	15.11	20.31	26.05	15.97
2017 £M	5.980	4.765	4.876	7.628	7.979	6.962	9.135	10.16	7.973	5.336	4.495	7.143	82.44	6.5%	15.62	22.57	27.27	16.97
2018 £M	6.062	4.828	4.849	7.712	8.359	7.309	9.279	10.65	8.059	5.484	4.571	7.254	84.42	2.4%	15.74	23.38	27.99	17.31
2019 £M	6.261	4.817	4.919	8.107	8.642	7.453	9.815	10.99	8.047	5.669	4.747	7.235	86.71	2.7%	16.00	24.20	28.86	17.65
2020 £M	7.107	4.667	2.448	0.488	0.669	0.569	4.829	8.526	7.706	4.072	0.615	2.118	43.81	-49.5%	14.22	1.727	21.06	6.804
2021 £M	0.623	0.560	0.609	2.336	6.378	8.160	10.30	12.01	10.30	6.551	4.737	6.993	69.56	58.8%	1.793	16.87	32.62	18.28
2022 £M	5.915	4.286	4.839	7.937	8.839	7.858	9.858	11.09	8.631	5.377	4.480	7.462	86.57	24.4%	15.04	24.63	29.58	17.32
2023 £M	6.064	4.340	4.539	7.847	8.208	6.972	8.804	10.23	8.205	5.348	4.279	7.161	81.99	-5.3%	14.94	23.03	27.23	16.79
2024 £M	5.918	4.051	4.389	7.438	7.457	6.559	8.537	9.716	7.613	5.186	4.101	7.012	77.98	-4.9%	14.36	21.45	25.87	16.30
2025 £M	6.227	4.573	4.666	8.236	7.914	6.963	9.136	10.34	8.443	5.726	4.365	7.551	84.14	7.9%	15.47	23.11	27.92	17.64

ECONOMIC IMPACT - INDEXED TO 2025

STAYING VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	75.48	76.61	77.44	82.44	84.42	86.71	43.81	69.56	86.57	81.99	77.98	84.14
All Visitor Types	£M	178.78	183.86	191.69	201.86	215.55	224.99	114.32	174.33	214.84	218.91	215.57	226.33
Share of Total	%	42.2%	41.7%	40.4%	40.8%	39.2%	38.5%	38.3%	39.9%	40.3%	37.5%	36.2%	37.2%
Annual Change in Share	%		-1.3%	-3.0%	1.1%	-4.1%	-1.6%	-0.6%	4.1%	1.0%	-7.0%	-3.4%	2.8%
Change in Share from 2014	%		-1.3%	-4.3%	-3.3%	-7.2%	-8.7%	-9.2%	-5.5%	-4.6%	-11.3%	-14.3%	-11.9%
Avg Ann. Change in Share	%		-1.3%	-2.2%	-1.1%	-1.8%	-1.7%	-1.5%	-0.8%	-0.6%	-1.3%	-1.4%	-1.1%



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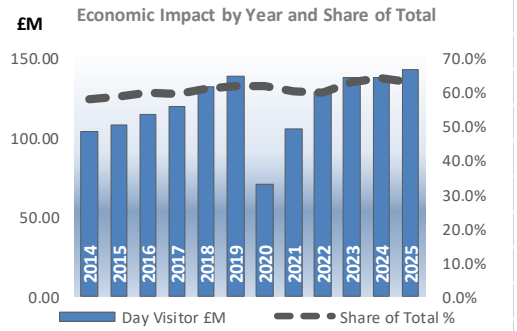
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL NORTH KESTEVEN DISTRICT 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		50.7%	48.0%	49.8%	14.2%	52.4%	46.9%	27.8%	49.1%	22.2%	16.9%	-2.1%	33.5%	37.7%		49.4%	40.1%	37.6%	14.7%
% Change 2024 to 2025		0.5%	-1.4%	3.6%	4.0%	8.3%	0.5%	3.7%	5.2%	4.4%	2.6%	-0.2%	-4.4%	3.3%	Annual Change	1.3%	4.5%	4.6%	-0.1%
Average Annual Change		4.6%	4.4%	4.5%	1.3%	4.8%	4.3%	2.5%	4.5%	2.0%	1.5%	-0.2%	3.0%	3.4%		4.5%	3.6%	3.4%	1.3%
2014	£M	4.235	6.397	9.460	8.153	11.54	9.945	11.61	20.62	7.964	5.954	4.299	3.120	103.30		20.09	29.63	40.20	13.37
2015	£M	5.214	7.432	10.08	7.632	11.51	9.514	10.74	22.09	8.472	6.813	4.341	3.431	107.26	3.8%	22.72	28.65	41.30	14.58
2016	£M	5.403	7.542	11.20	8.385	13.40	11.36	10.77	23.33	8.177	6.699	4.115	3.880	114.26	6.5%	24.15	33.14	42.27	14.69
2017	£M	5.459	7.759	11.53	9.005	14.14	11.91	11.70	24.37	8.458	6.632	4.137	4.311	119.42	4.5%	24.75	35.06	44.53	15.08
2018	£M	5.911	7.964	11.99	9.562	15.28	12.37	13.71	29.12	9.242	7.037	4.412	4.524	131.14	9.8%	25.87	37.22	52.07	15.97
2019	£M	6.451	9.329	12.99	9.412	15.72	13.25	14.40	30.99	9.737	7.117	4.285	4.597	138.28	5.4%	28.77	38.38	55.13	16.00
2020	£M	6.253	8.321	7.074	0.946	2.426	3.293	5.887	19.31	6.796	4.953	2.215	3.031	70.51	-49.0%	21.65	6.665	31.99	10.20
2021	£M	2.030	3.323	5.595	5.045	11.65	12.12	12.61	28.54	9.519	6.784	3.780	3.760	104.76	48.6%	10.95	28.81	50.67	14.32
2022	£M	5.635	7.583	11.87	8.442	14.67	12.81	13.61	29.17	9.192	6.806	4.138	4.337	128.27	22.4%	25.09	35.92	51.98	15.28
2023	£M	6.244	9.082	13.37	9.134	15.81	13.70	14.30	30.09	9.818	6.873	4.176	4.324	136.92	6.7%	28.70	38.64	54.21	15.37
2024	£M	6.352	9.601	13.69	8.956	16.23	14.54	14.31	29.23	9.329	6.782	4.216	4.356	137.59	0.5%	29.64	39.73	52.87	15.35
2025	£M	6.383	9.465	14.17	9.312	17.59	14.61	14.84	30.75	9.735	6.957	4.209	4.166	142.19	3.3%	30.02	41.51	55.32	15.33

ECONOMIC IMPACT - INDEXED TO 2025

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	103.30	107.26	114.26	119.42	131.14	138.28	70.51	104.76	128.27	136.92	137.59	142.19
All Visitor Types	£M	178.78	183.86	191.69	201.86	215.55	224.99	114.32	174.33	214.84	218.91	215.57	226.33
Share of Total	%	57.8%	58.3%	59.6%	59.2%	60.8%	61.5%	61.7%	60.1%	59.7%	62.5%	63.8%	62.8%
Annual Change in Share	%		1.0%	2.2%	-0.7%	2.8%	1.0%	0.3%	-2.6%	-0.7%	4.8%	2.1%	-1.6%
Change in Share from 2014	%		1.0%	3.2%	2.4%	5.3%	6.4%	6.7%	4.0%	3.3%	8.2%	10.5%	8.7%
Avg Ann. Change in Share	%		1.0%	1.6%	0.8%	1.3%	1.3%	1.1%	0.6%	0.4%	0.9%	1.0%	0.8%

DAY VISITOR



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