STEAM REPORT FOR 2014-2025 - FINAL

Final

SOUTH KESTEVEN DISTRICT COUNCIL

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

CONTENTS

REPORT SECTIONS — Page

USER GUIDE — 3

COMPARATIVE HEADLINES — 4

KEY MEASURES — 5-11

KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE

DISTRIBUTION OF IMPACT: *by Visitor Type* — 13

DISTRIBUTION OF IMPACT: *by Month* — 14

DISTRIBUTION OF IMPACT: *by Sector* — 15

UNINDEXED ECONOMIC IMPACT — 16-22

VISITOR NUMBERS — 23-29

VISITOR DAYS — 30-36

DIRECT AND TOTAL EMPLOYMENT — 37-43

ACCOMMODATION SUPPLY — 44

ANNEX

INDEXED FINANCIAL DATA — 45-59

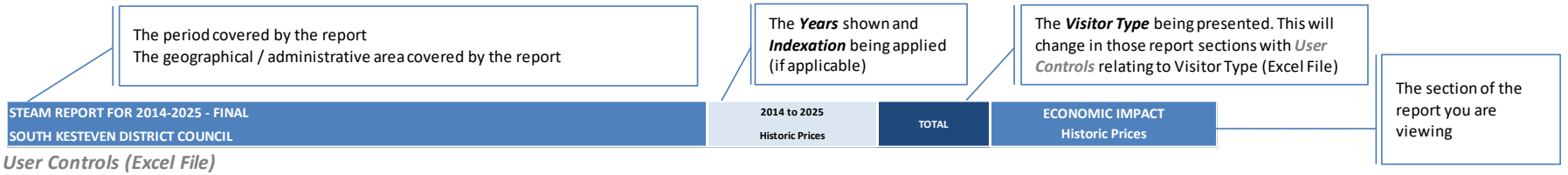
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

Report Section Design and Features

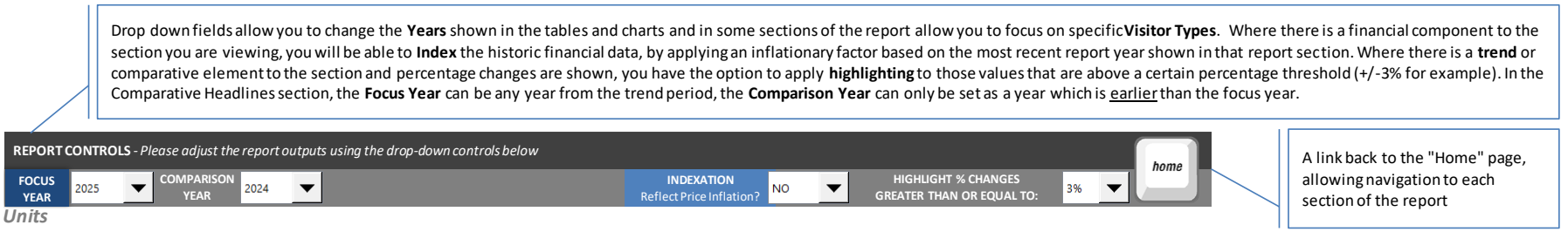
Headers

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Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

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

Comparing 2025 and 2024
All £'s Historic Prices

COMPARATIVE HEADLINES

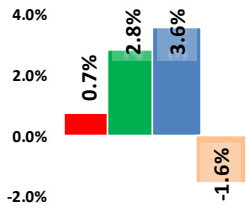
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

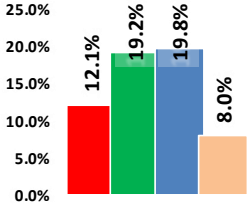
KEY
An increase of 3% or more
Less than 3% change
A Fall of 3% or more

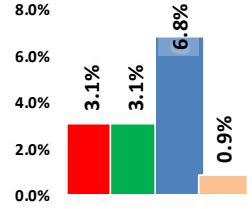
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.230	0.228	0.7%	0.410	0.366	12.1%	0.521	0.505	3.1%	1.161	1.099	5.6%	2.983	2.915	2.3%	4.144	4.015	3.2%
Visitor Numbers	M	0.123	0.120	2.8%	0.063	0.053	19.2%	0.219	0.213	3.1%	0.405	0.385	5.2%	2.983	2.915	2.3%	3.388	3.301	2.7%
Direct Expenditure	£M																203.14	189.26	7.3%
Economic Impact	£M	37.64	36.35	3.6%	35.78	29.88	19.8%	37.01	34.66	6.8%	110.44	100.89	9.5%	160.62	151.50	6.0%	271.06	252.39	7.4%
Direct Employment	FTEs	656	666	-1.6%	287	265	8.0%	242	240	0.9%	1,184	1,171	1.1%	1,034	1,032	0.1%	2,218	2,204	0.6%
Total Employment	FTEs																2,726	2,704	0.8%

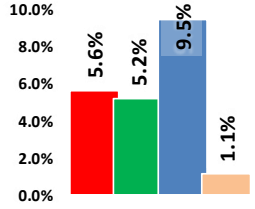
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2024 - IN HISTORIC PRICES

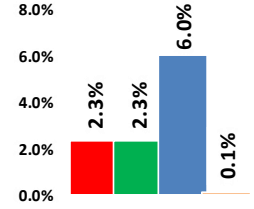
KEY
Visitor Days
Visitor Numbers
Total Economic Impact
Direct Employment

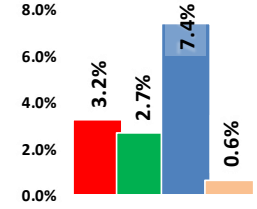




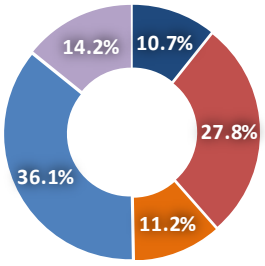








Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Accommodation
Food & Drink
Recreation
Shopping
Transport

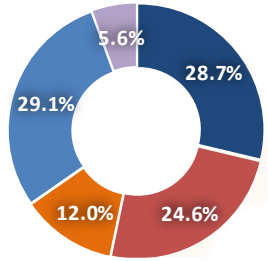
Direct Expenditure Categories

Sectors	2025	2024	+/- %
Accommodation	21.73	19.60	10.9%
Food & Drink	56.49	52.81	7.0%
Recreation	22.79	21.32	6.9%
Shopping	73.31	68.64	6.8%
Transport	28.82	26.90	7.2%
TOTAL DIRECT	203.14	189.26	7.3%
Indirect	67.92	63.13	7.6%
TOTAL	271.06	252.39	7.4%

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	637	638	-0.1%
Food & Drink	545	540	1.0%
Recreation	267	264	0.9%
Shopping	645	639	0.9%
Transport	124	123	1.2%
TOTAL DIRECT	2,218	2,204	0.6%
Indirect	508	500	1.6%
TOTAL	2,726	2,704	0.8%

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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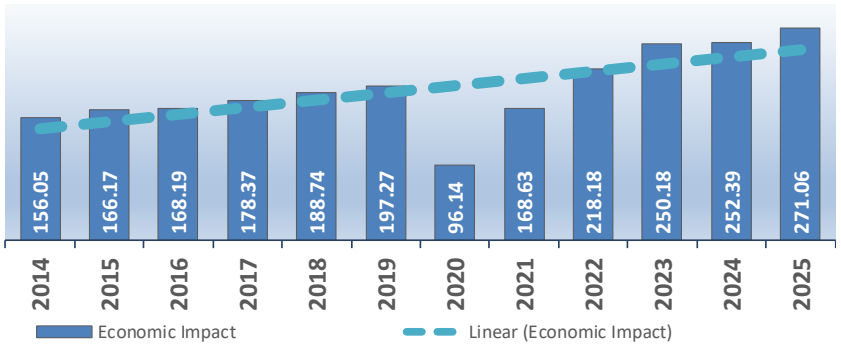
2014 to 2025
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

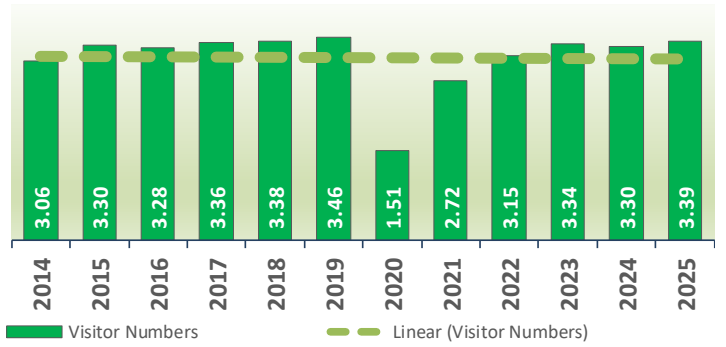
Economic Impact - Historic Prices - Total

	% Change Year on Year
2015	6.5%
2016	1.2%
2017	6.1%
2018	5.8%
2019	4.5%
2020	-51.3%
2021	75.4%
2022	29.4%
2023	14.7%
2024	0.9%
2025	7.4%



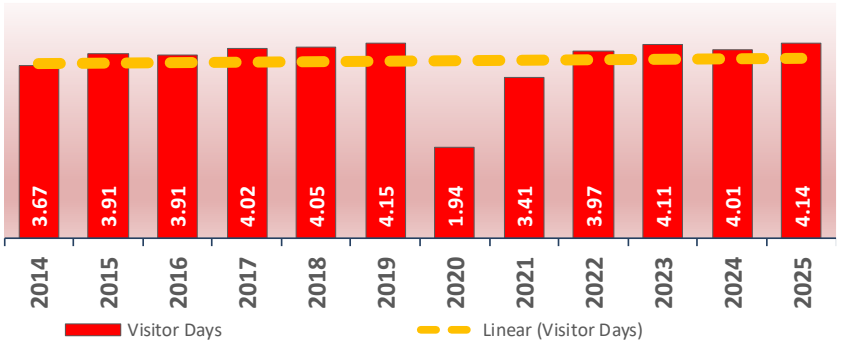
Visitor Numbers - Total

	% Change Year on Year
2015	8.1%
2016	-0.7%
2017	2.3%
2018	0.6%
2019	2.2%
2020	-56.2%
2021	79.8%
2022	15.7%
2023	6.2%
2024	-1.2%
2025	2.7%



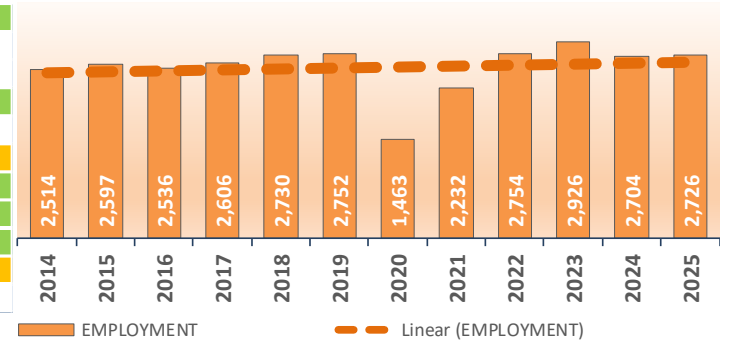
Visitor Days - Total

	% Change Year on Year
2015	6.6%
2016	-0.2%
2017	2.9%
2018	0.8%
2019	2.4%
2020	-53.4%
2021	76.1%
2022	16.6%
2023	3.4%
2024	-2.3%
2025	3.2%



Total Employment Supported - Total

	% Change Year on Year
2015	3.3%
2016	-2.4%
2017	2.8%
2018	4.8%
2019	0.8%
2020	-46.8%
2021	52.6%
2022	23.4%
2023	6.2%
2024	-7.6%
2025	0.8%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		6.5%	7.8%	14.3%	21.0%	26.4%	-38.4%	8.1%	39.8%	60.3%	61.7%	73.7%
Visitor Numbers		8.1%	7.4%	9.9%	10.6%	13.1%	-50.5%	-11.0%	2.9%	9.3%	8.0%	10.9%
Visitor Days		6.6%	6.4%	9.5%	10.3%	13.0%	-47.3%	-7.2%	8.2%	11.9%	9.4%	12.9%
Total Employment		3.3%	0.9%	3.7%	8.6%	9.5%	-41.8%	-11.2%	9.5%	16.4%	7.6%	8.5%

"Linear" = *Linear Trendline*

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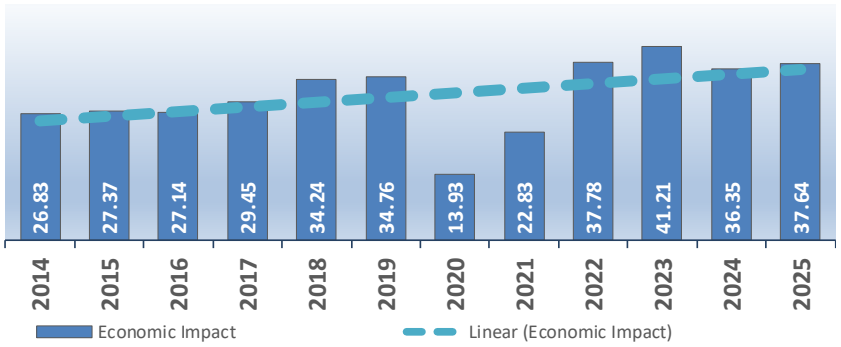
2014 to 2025
Historic Prices

SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

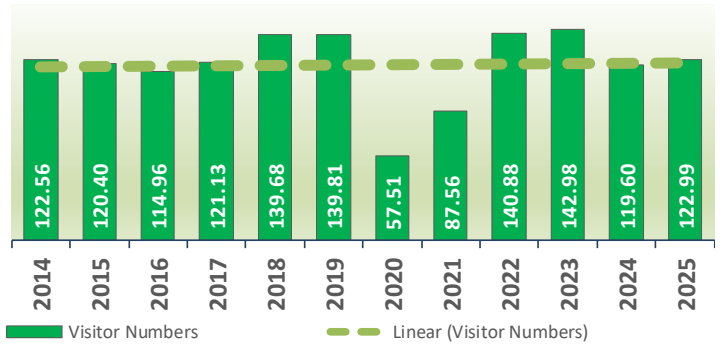
Economic Impact - Historic Prices - Serviced Accommodation

	% Change Year on Year
2015	2.0%
2016	-0.8%
2017	8.5%
2018	16.3%
2019	1.5%
2020	-59.9%
2021	63.9%
2022	65.5%
2023	9.1%
2024	-11.8%
2025	3.6%



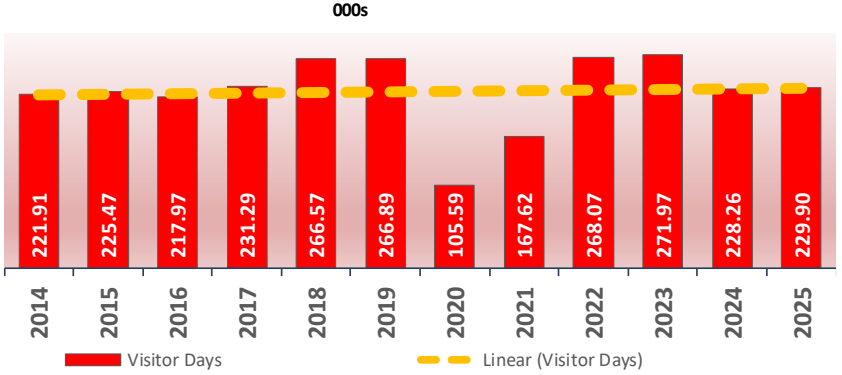
Visitor Numbers - Serviced Accommodation

	% Change Year on Year
2015	-1.8%
2016	-4.5%
2017	5.4%
2018	15.3%
2019	0.1%
2020	-58.9%
2021	52.3%
2022	60.9%
2023	1.5%
2024	-16.4%
2025	2.8%



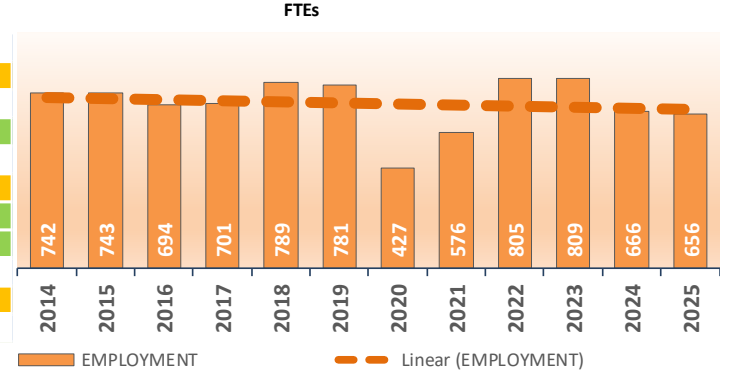
Visitor Days - Serviced Accommodation

	% Change Year on Year
2015	1.6%
2016	-3.3%
2017	6.1%
2018	15.3%
2019	0.1%
2020	-60.4%
2021	58.7%
2022	59.9%
2023	1.5%
2024	-16.1%
2025	0.7%



Direct Employment Supported - Serviced Accommodation

	% Change Year on Year
2015	0.1%
2016	-6.5%
2017	0.9%
2018	12.6%
2019	-1.0%
2020	-45.4%
2021	35.1%
2022	39.6%
2023	0.5%
2024	-17.6%
2025	-1.6%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		2.0%	1.2%	9.7%	27.6%	29.5%	-48.1%	-14.9%	40.8%	53.6%	35.5%	40.3%
Visitor Numbers		-1.8%	-6.2%	-1.2%	14.0%	14.1%	-53.1%	-28.6%	15.0%	16.7%	-2.4%	0.4%
Visitor Days		1.6%	-1.8%	4.2%	20.1%	20.3%	-52.4%	-24.5%	20.8%	22.6%	2.9%	3.6%
Direct Employment		0.1%	-6.5%	-5.6%	6.3%	5.2%	-42.5%	-22.3%	8.4%	9.0%	-10.2%	-11.6%

"Linear" = *Linear Trendline*

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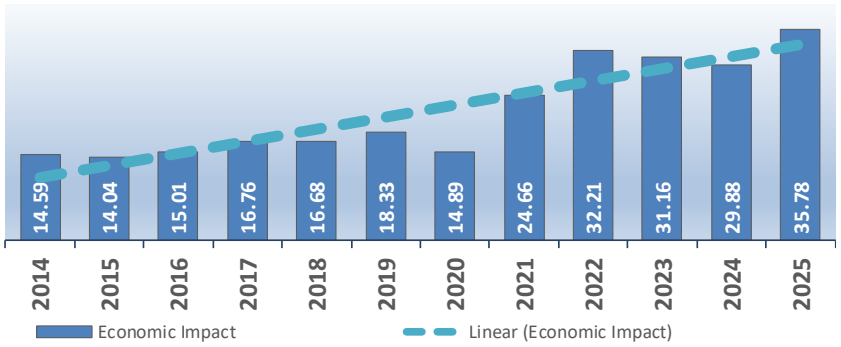
2014 to 2025
Historic Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

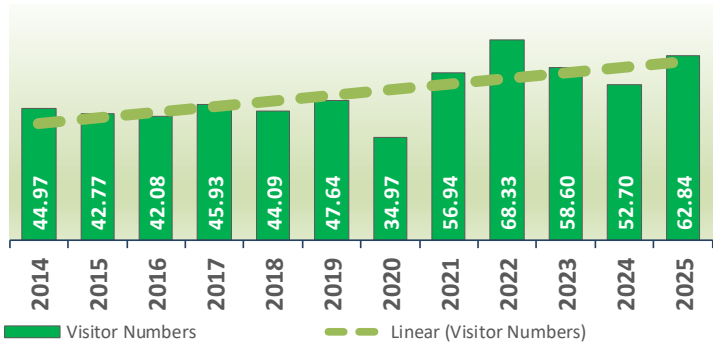
Economic Impact - Historic Prices - Non-Serviced Accommodation

	% Change Year on Year
2015	-3.8%
2016	7.0%
2017	11.6%
2018	-0.5%
2019	9.9%
2020	-18.8%
2021	65.6%
2022	30.6%
2023	-3.3%
2024	-4.1%
2025	19.8%



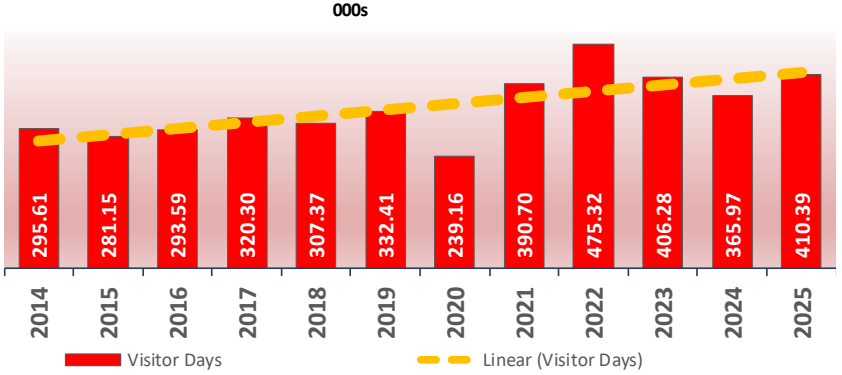
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2015	-4.9%
2016	-1.6%
2017	9.2%
2018	-4.0%
2019	8.0%
2020	-26.6%
2021	62.8%
2022	20.0%
2023	-14.2%
2024	-10.1%
2025	19.2%



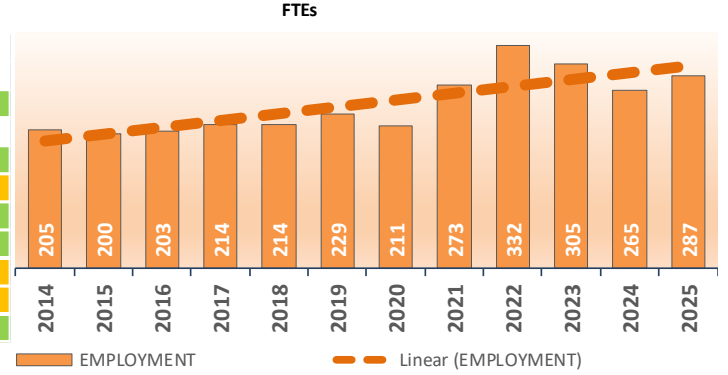
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2015	-4.9%
2016	4.4%
2017	9.1%
2018	-4.0%
2019	8.1%
2020	-28.1%
2021	63.4%
2022	21.7%
2023	-14.5%
2024	-9.9%
2025	12.1%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2015	-2.6%
2016	1.9%
2017	5.4%
2018	-0.3%
2019	7.2%
2020	-7.7%
2021	29.1%
2022	21.7%
2023	-8.3%
2024	-12.9%
2025	8.0%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		-3.8%	2.9%	14.8%	14.3%	25.6%	2.0%	69.0%	120.7%	113.5%	104.7%	145.2%
Visitor Numbers		-4.9%	-6.4%	2.1%	-2.0%	5.9%	-22.2%	26.6%	51.9%	30.3%	17.2%	39.7%
Visitor Days		-4.9%	-0.7%	8.4%	4.0%	12.4%	-19.1%	32.2%	60.8%	37.4%	23.8%	38.8%
Direct Employment		-2.6%	-0.8%	4.6%	4.3%	11.8%	3.2%	33.2%	62.1%	48.7%	29.5%	39.9%

"Linear" = *Linear Trendline*

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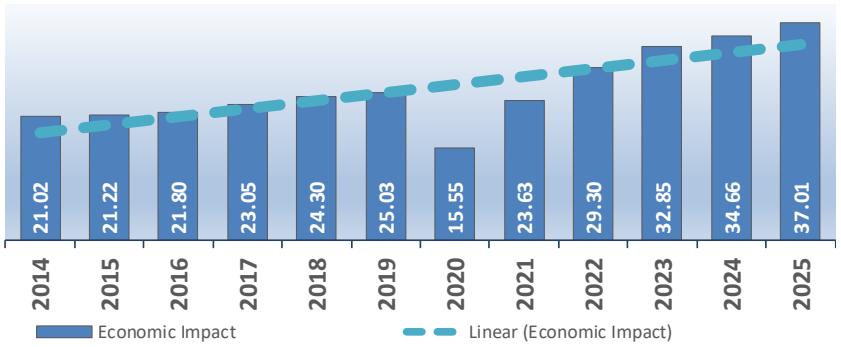
2014 to 2025
Historic Prices

SFR

KEY MEASURES
Historic Prices

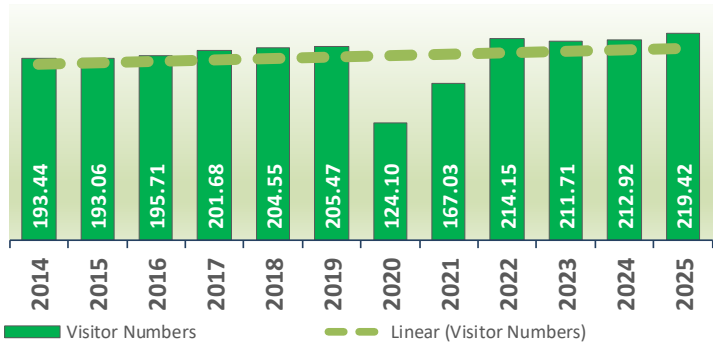
Economic Impact - Historic Prices - SFR

	% Change Year on Year
2015	0.9%
2016	2.7%
2017	5.7%
2018	5.4%
2019	3.0%
2020	-37.9%
2021	52.0%
2022	24.0%
2023	12.1%
2024	5.5%
2025	6.8%



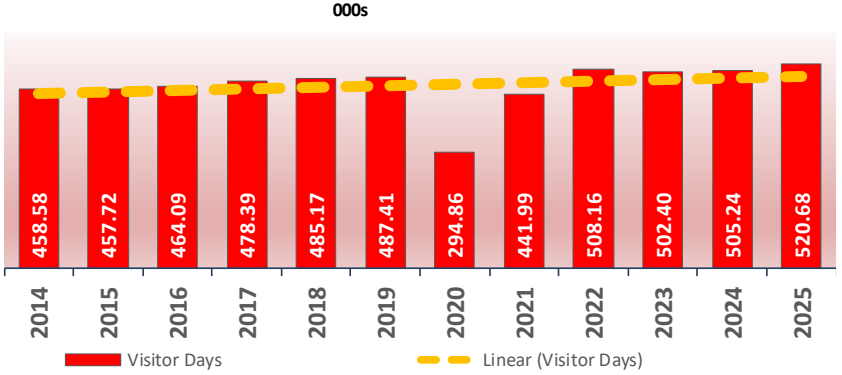
Visitor Numbers - SFR

	% Change Year on Year
2015	-0.2%
2016	1.4%
2017	3.1%
2018	1.4%
2019	0.4%
2020	-39.6%
2021	34.6%
2022	28.2%
2023	-1.1%
2024	0.6%
2025	3.1%



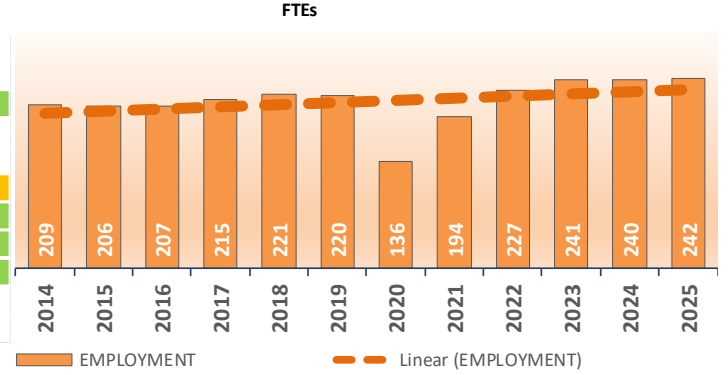
Visitor Days - SFR

	% Change Year on Year
2015	-0.2%
2016	1.4%
2017	3.1%
2018	1.4%
2019	0.5%
2020	-39.5%
2021	49.9%
2022	15.0%
2023	-1.1%
2024	0.6%
2025	3.1%



Direct Employment Supported - SFR

	% Change Year on Year
2015	-1.5%
2016	0.6%
2017	3.8%
2018	2.9%
2019	-0.7%
2020	-38.0%
2021	42.4%
2022	17.1%
2023	6.1%
2024	-0.5%
2025	0.9%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		0.9%	3.7%	9.6%	15.6%	19.0%	-26.0%	12.4%	39.4%	56.3%	64.9%	76.1%
Visitor Numbers		-0.2%	1.2%	4.3%	5.7%	6.2%	-35.8%	-13.7%	10.7%	9.4%	10.1%	13.4%
Visitor Days		-0.2%	1.2%	4.3%	5.8%	6.3%	-35.7%	-3.6%	10.8%	9.6%	10.2%	13.5%
Direct Employment		-1.5%	-0.9%	2.9%	5.9%	5.1%	-34.9%	-7.2%	8.6%	15.3%	14.7%	15.7%

"Linear" = *Linear Trendline*

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

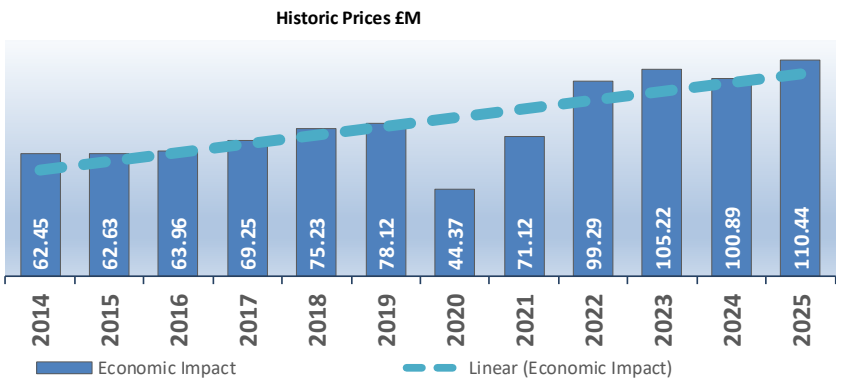
2014 to 2025
Historic Prices

STAYING VISITOR

KEY MEASURES
Historic Prices

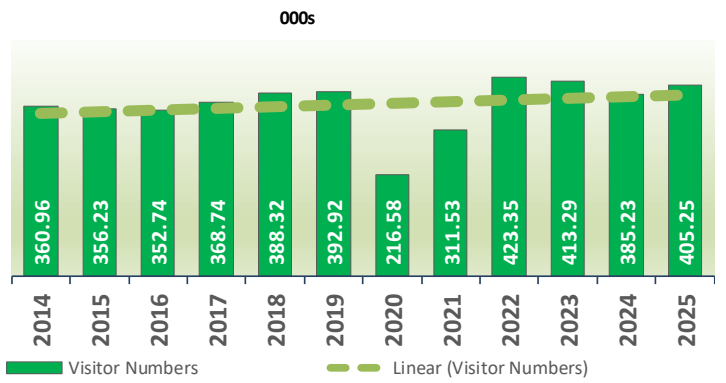
Economic Impact - Historic Prices - Staying Visitor

	% Change Year on Year
2015	0.3%
2016	2.1%
2017	8.3%
2018	8.6%
2019	3.8%
2020	-43.2%
2021	60.3%
2022	39.6%
2023	6.0%
2024	-4.1%
2025	9.5%



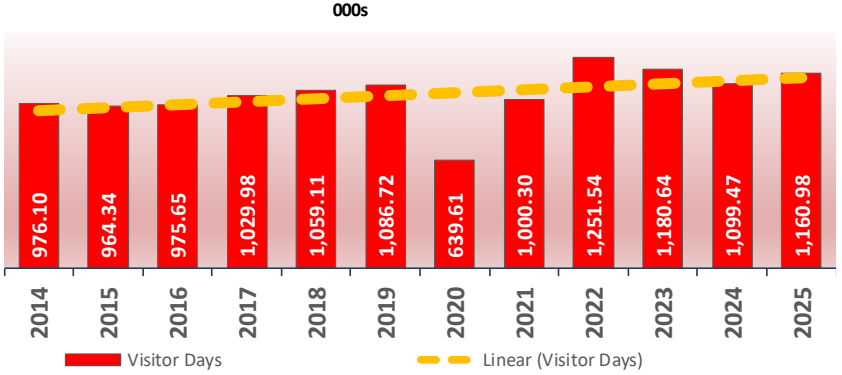
Visitor Numbers - Staying Visitor

	% Change Year on Year
2015	-1.3%
2016	-1.0%
2017	4.5%
2018	5.3%
2019	1.2%
2020	-44.9%
2021	43.8%
2022	35.9%
2023	-2.4%
2024	-6.8%
2025	5.2%



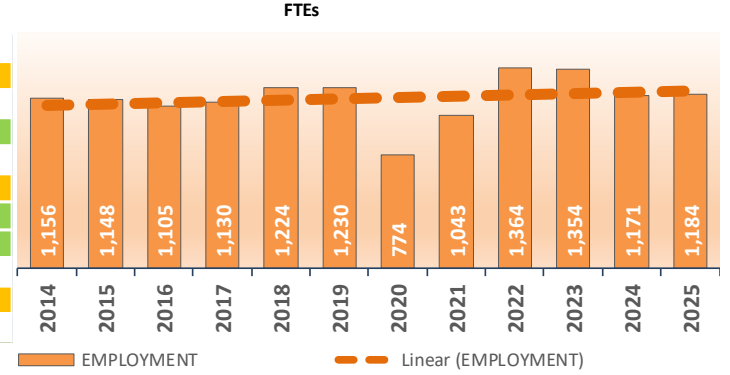
Visitor Days - Staying Visitor

	% Change Year on Year
2015	-1.2%
2016	1.2%
2017	5.6%
2018	2.8%
2019	2.6%
2020	-41.1%
2021	56.4%
2022	25.1%
2023	-5.7%
2024	-6.9%
2025	5.6%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2015	-0.7%
2016	-3.8%
2017	2.3%
2018	8.3%
2019	0.5%
2020	-37.0%
2021	34.7%
2022	30.8%
2023	-0.7%
2024	-13.5%
2025	1.1%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		0.3%	2.4%	10.9%	20.5%	25.1%	-29.0%	13.9%	59.0%	68.5%	61.5%	76.8%
Visitor Numbers		-1.3%	-2.3%	2.2%	7.6%	8.9%	-40.0%	-13.7%	17.3%	14.5%	6.7%	12.3%
Visitor Days		-1.2%	0.0%	5.5%	8.5%	11.3%	-34.5%	2.5%	28.2%	21.0%	12.6%	18.9%
Direct Employment		-0.7%	-4.4%	-2.3%	5.9%	6.4%	-33.0%	-9.8%	18.0%	17.1%	1.3%	2.5%

"Linear" = *Linear Trendline*

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

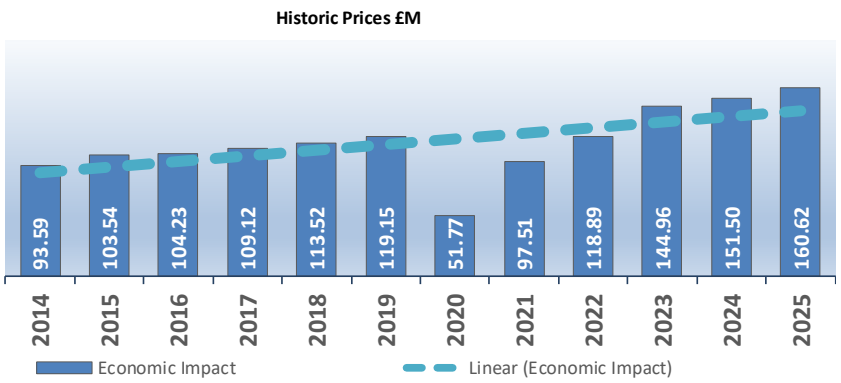
2014 to 2025
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

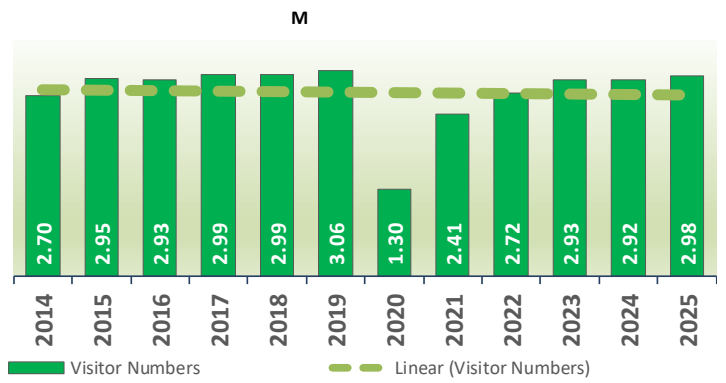
Economic Impact - Historic Prices - Day Visitor

	% Change Year on Year
2015	10.6%
2016	0.7%
2017	4.7%
2018	4.0%
2019	5.0%
2020	-56.6%
2021	88.4%
2022	21.9%
2023	21.9%
2024	4.5%
2025	6.0%



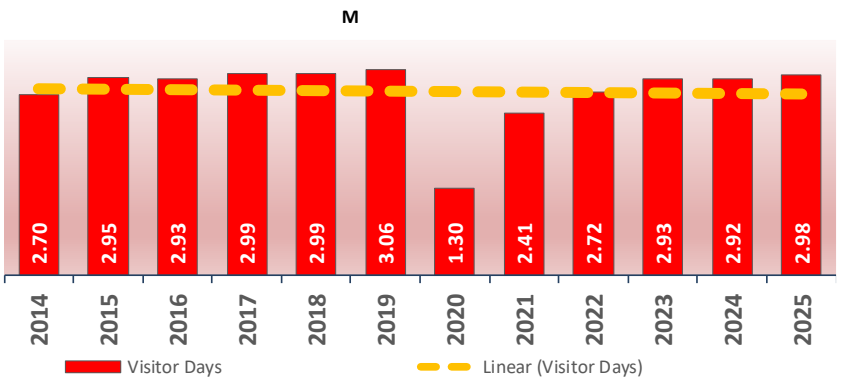
Visitor Numbers - Day Visitor

	% Change Year on Year
2015	9.4%
2016	-0.7%
2017	2.1%
2018	0.1%
2019	2.4%
2020	-57.7%
2021	85.8%
2022	13.1%
2023	7.5%
2024	-0.4%
2025	2.3%



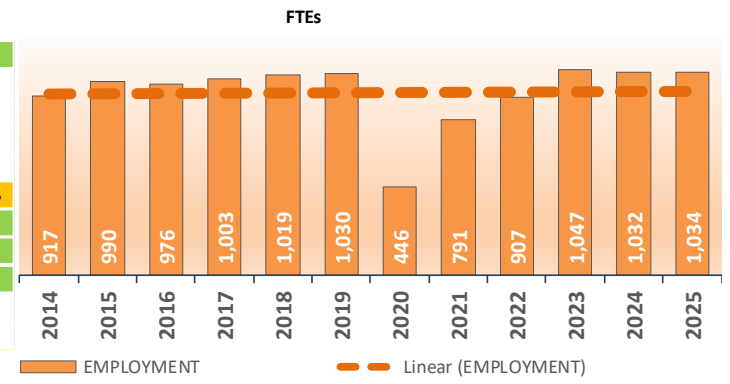
Visitor Days - Day Visitor

	% Change Year on Year
2015	9.4%
2016	-0.7%
2017	2.1%
2018	0.1%
2019	2.4%
2020	-57.7%
2021	85.8%
2022	13.1%
2023	7.5%
2024	-0.4%
2025	2.3%



Direct Employment Supported - Day Visitor

	% Change Year on Year
2015	8.0%
2016	-1.4%
2017	2.8%
2018	1.5%
2019	1.2%
2020	-56.7%
2021	77.1%
2022	14.8%
2023	15.4%
2024	-1.4%
2025	0.1%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		10.6%	11.4%	16.6%	21.3%	27.3%	-44.7%	4.2%	27.0%	54.9%	61.9%	71.6%
Visitor Numbers		9.4%	8.7%	11.0%	11.0%	13.7%	-51.9%	-10.7%	1.0%	8.6%	8.2%	10.7%
Visitor Days		9.4%	8.7%	11.0%	11.0%	13.7%	-51.9%	-10.7%	1.0%	8.6%	8.2%	10.7%
Direct Employment		8.0%	6.5%	9.4%	11.1%	12.4%	-51.3%	-13.8%	-1.0%	14.2%	12.6%	12.8%

"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

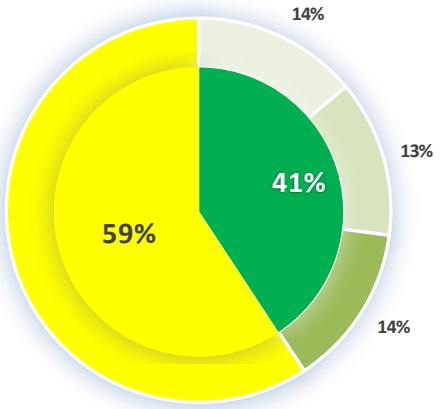
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STEAM REPORT FOR 2014-2025 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL	2025 Historic Prices	TOTAL	DISTRIBUTION BY VISITOR TYPE Historic Prices

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

TOTAL
£271.06m

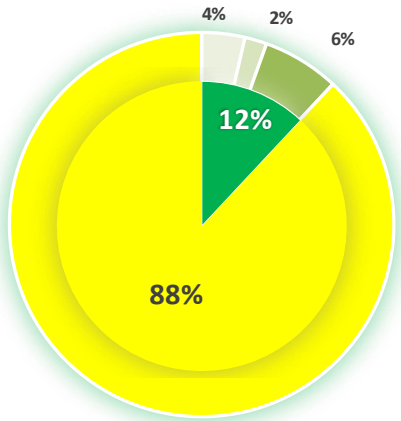
	£M
Serviced	37.64
Non-Serviced	35.78
SFR	37.01
Staying Visitor	110.44
Day Visitor	160.62
Total	271.06



Visitor Numbers - 2025 - M - Share of Total

TOTAL
3.39m

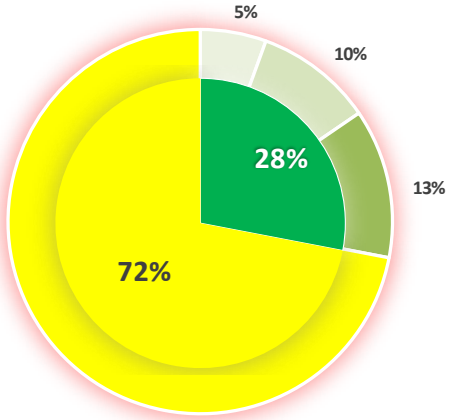
	M
Serviced	0.12
Non-Serviced	0.06
SFR	0.22
Staying Visitor	0.41
Day Visitor	2.98
Total	3.39



Visitor Days - 2025 - M - Share of Total

TOTAL
4.14m

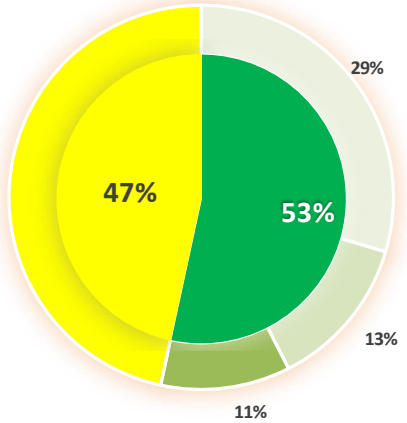
	M
Serviced	0.23
Non-Serviced	0.41
SFR	0.52
Staying Visitor	1.16
Day Visitor	2.98
Total	4.14



Direct Employment Supported - 2025 - FTEs - Share of Total

TOTAL
2,218 Direct FTEs
2,726 Total FTEs

	FTEs
Serviced	656
Non-Serviced	287
SFR	242
Staying Visitor	1,184
Day Visitor	1,034
Total	2,218



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

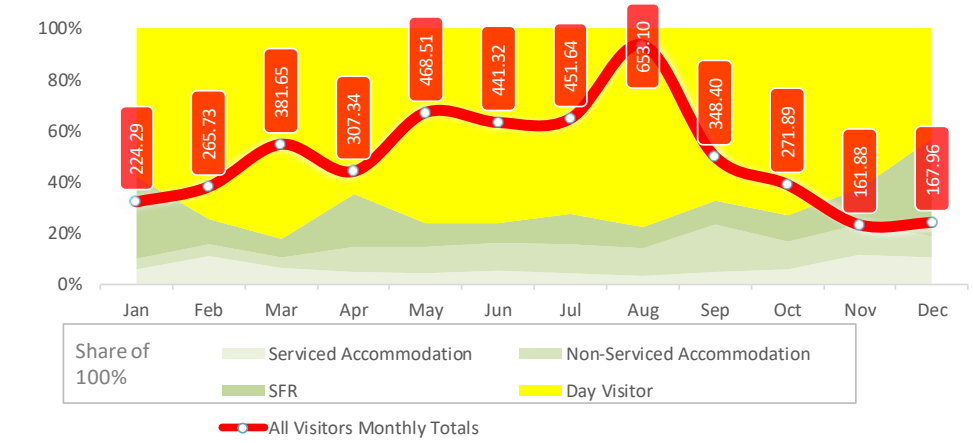
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



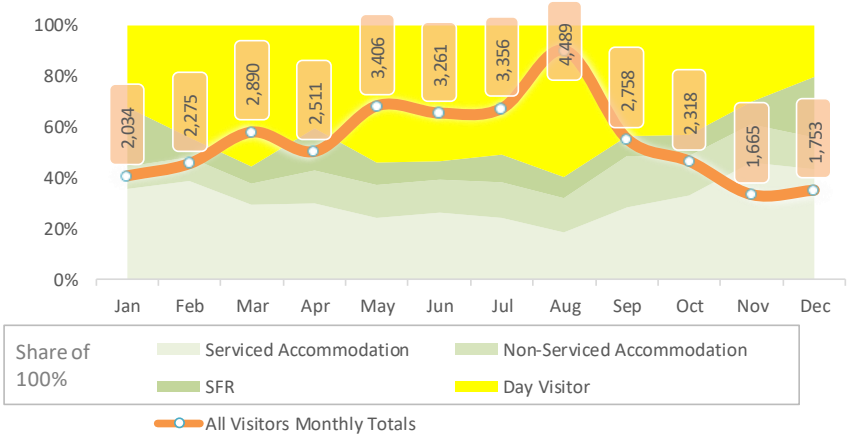
Visitor Numbers - 2025 - 000s - Distribution of Impact by Month



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



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



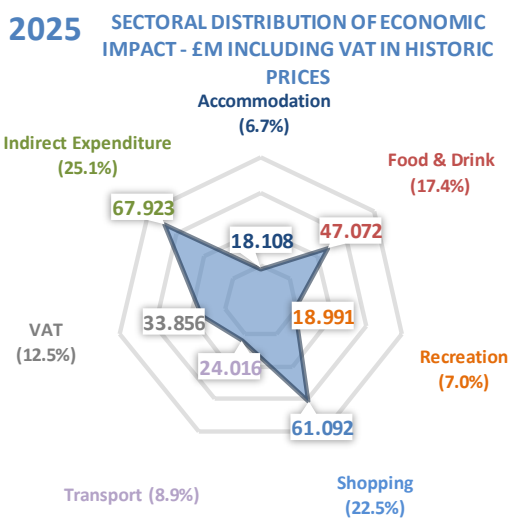
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STEAM REPORT FOR 2014-2025 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL	2014 to 2025 Historic Prices	TOTAL	SECTORAL ANALYSIS Historic Prices

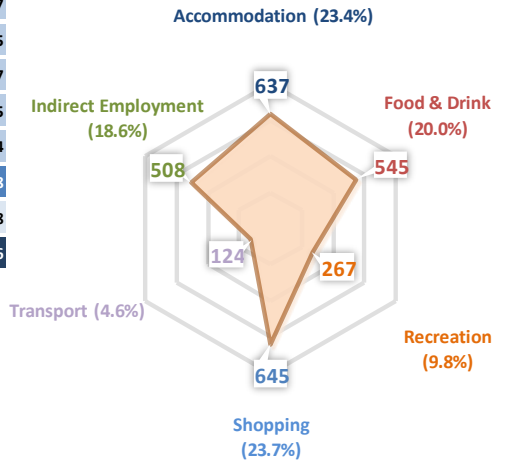
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	11.15	11.15	11.39	12.38	13.76	13.90	7.553	11.80	17.50	17.75	16.33	18.11
Food & Drink	£M	26.96	28.74	29.04	30.78	32.57	34.14	17.63	29.35	37.52	43.50	44.01	47.07
Recreation	£M	10.93	11.69	11.80	12.51	13.24	13.90	7.078	11.87	15.20	17.62	17.77	18.99
Shopping	£M	35.01	37.82	38.21	40.33	42.32	44.40	21.07	37.61	47.35	55.68	57.20	61.09
Transport	£M	13.70	14.68	14.88	15.74	16.46	17.31	8.544	15.06	18.91	21.91	22.41	24.02
Direct Revenue	£M	97.74	104.08	105.32	111.73	118.35	123.65	61.87	105.69	136.48	156.45	157.72	169.28
VAT	£M	19.55	20.82	21.06	22.35	23.67	24.73	10.19	20.64	27.30	31.29	31.54	33.86
Direct Expenditure	£M	117.29	124.90	126.39	134.08	142.01	148.37	72.06	126.33	163.77	187.74	189.26	203.14
Indirect Expenditure	£M	38.75	41.27	41.80	44.30	46.73	48.89	24.08	42.30	54.40	62.44	63.13	67.92
TOTAL	£M	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18	252.39	271.06



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	693	693	651	648	716	716	477	603	794	771	638	637
Food & Drink	FTEs	475	495	489	509	526	531	266	426	515	565	540	545
Recreation	FTEs	234	244	241	251	259	262	130	209	253	278	264	267
Shopping	FTEs	563	593	587	608	623	630	290	498	593	660	639	645
Transport	FTEs	108	113	112	116	119	120	58	98	116	127	123	124
Direct Employment	FTEs	2,073	2,138	2,081	2,133	2,243	2,260	1,221	1,834	2,271	2,401	2,204	2,218
Indirect Employment	FTEs	441	459	455	473	488	492	242	398	483	524	500	508
TOTAL	FTEs	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926	2,704	2,726



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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
SOUTH KESTEVEN DISTRICT COUNCIL

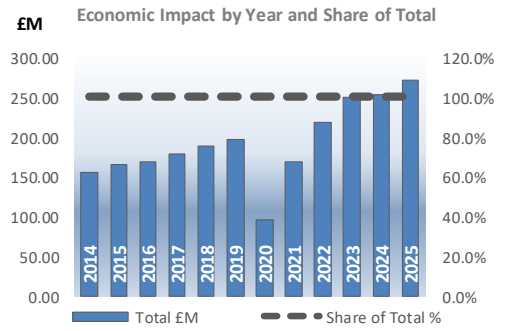
2014 to 2025
Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												TOTAL CALENDAR YEAR		ECONOMIC IMPACT Historic Prices QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2014 to 2025		83.8%	75.2%	86.2%	66.8%	78.6%	84.2%	64.2%	71.0%	76.6%	76.4%	47.8%	68.6%	73.7%		81.9%	77.3%	70.1%	65.2%
% Change 2024 to 2025		7.4%	6.0%	7.5%	9.1%	8.5%	4.3%	10.0%	8.3%	10.2%	5.8%	2.3%	4.6%	7.4%	Annual Change	7.0%	7.1%	9.3%	4.5%
Average Annual Change		7.6%	6.8%	7.8%	6.1%	7.1%	7.7%	5.8%	6.5%	7.0%	6.9%	4.3%	6.2%	6.7%		7.4%	7.0%	6.4%	5.9%
2014	£M	8.158	10.38	12.96	12.06	16.47	15.27	18.17	24.31	12.91	10.09	7.877	7.401	156.05		31.50	43.80	55.38	25.37
2015	£M	9.059	11.45	13.43	12.09	17.17	16.08	18.89	27.46	13.91	11.15	7.891	7.587	166.17	6.5%	33.94	45.34	60.25	26.63
2016	£M	9.102	11.40	14.39	12.11	17.84	17.32	18.47	27.73	13.51	10.70	7.777	7.843	168.19	1.2%	34.89	47.27	59.71	26.32
2017	£M	9.688	11.78	14.78	13.04	19.32	18.36	19.64	29.22	14.62	11.37	8.184	8.370	178.37	6.1%	36.24	50.72	63.49	27.92
2018	£M	10.41	12.71	15.68	13.61	20.41	19.16	20.52	31.01	15.41	12.12	8.730	8.979	188.74	5.8%	38.80	53.18	66.93	29.83
2019	£M	10.98	13.49	16.80	14.30	21.23	20.41	21.13	31.79	16.19	12.73	9.003	9.215	197.27	4.5%	41.28	55.94	69.11	30.95
2020	£M	12.46	13.24	7.414	0.973	2.082	2.929	8.392	20.66	13.02	8.833	2.234	3.892	96.14	-51.3%	33.12	5.984	42.08	14.96
2021	£M	2.641	4.021	6.307	6.908	16.63	21.06	22.26	34.03	19.62	15.46	9.672	10.03	168.63	75.4%	12.97	44.59	75.91	35.16
2022	£M	11.48	13.64	18.33	15.92	23.30	23.03	23.92	33.68	18.55	14.76	10.41	11.16	218.18	29.4%	43.45	62.26	76.15	36.32
2023	£M	13.83	17.20	22.08	18.61	26.60	26.07	26.26	37.86	21.25	16.84	11.50	12.08	250.18	14.7%	53.10	71.27	85.38	40.42
2024	£M	13.96	17.16	22.44	18.43	27.10	26.99	27.11	38.40	20.67	16.82	11.38	11.93	252.39	0.9%	53.57	72.52	86.18	40.12
2025	£M	14.99	18.19	24.12	20.11	29.42	28.13	29.82	41.57	22.78	17.80	11.64	12.48	271.06	7.4%	57.30	77.66	94.18	41.92

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	£M	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18	252.39	271.06
All Visitor Types	£M	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18	252.39	271.06
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



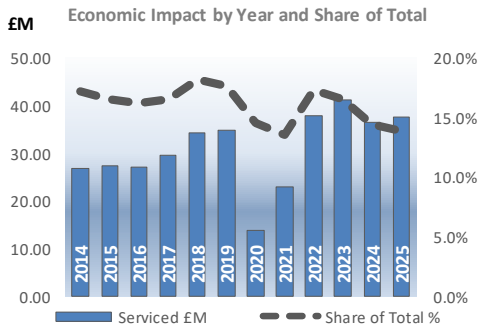
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL SOUTH 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																
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2014 to 2025		56.7%	31.0%	21.8%	42.6%	66.3%	57.8%	58.0%	60.4%	20.8%	32.5%	18.3%	39.8%	40.3%		31.6%	56.6%	46.7%	29.3%
% Change 2024 to 2025		7.5%	8.2%	10.9%	1.5%	3.3%	5.3%	3.8%	-0.4%	1.3%	-2.8%	-2.4%	3.4%	3.6%	Annual Change	9.1%	3.7%	1.5%	-0.6%
Average Annual Change		5.2%	2.8%	2.0%	3.9%	6.0%	5.3%	5.3%	5.5%	1.9%	3.0%	1.7%	3.6%	3.7%		2.9%	5.1%	4.2%	2.7%
2014	£M	1.314	3.472	3.195	1.577	1.967	2.446	2.107	2.276	2.140	1.903	2.446	1.992	26.83		7.981	5.989	6.523	6.341
2015	£M	1.465	3.598	3.091	1.540	2.003	2.781	2.183	2.551	2.026	1.989	2.289	1.857	27.37	2.0%	8.154	6.324	6.760	6.134
2016	£M	1.365	3.521	3.079	1.585	1.967	2.706	2.242	2.576	1.954	1.875	2.294	1.978	27.14	-0.8%	7.966	6.258	6.773	6.147
2017	£M	1.532	3.483	2.975	1.890	2.486	2.989	2.411	2.735	2.236	2.092	2.438	2.178	29.45	8.5%	7.989	7.365	7.382	6.708
2018	£M	1.782	4.045	3.359	2.120	2.942	3.482	2.870	3.370	2.479	2.443	2.825	2.527	34.24	16.3%	9.186	8.544	8.718	7.796
2019	£M	1.810	4.074	3.419	2.147	3.001	3.563	2.932	3.392	2.485	2.517	2.919	2.497	34.76	1.5%	9.303	8.710	8.809	7.932
2020	£M	1.966	4.160	1.505	0.181	0.304	0.316	0.706	1.698	1.239	1.162	0.396	0.299	13.93	-59.9%	7.631	0.801	3.642	1.857
2021	£M	0.366	0.758	0.734	0.471	0.845	3.055	2.766	3.495	2.497	2.598	2.895	2.349	22.83	63.9%	1.858	4.371	8.758	7.842
2022	£M	1.769	4.377	3.749	2.402	3.211	3.881	3.276	3.627	2.659	2.744	3.226	2.859	37.78	65.5%	9.895	9.494	9.562	8.830
2023	£M	2.250	4.941	4.073	2.617	3.458	4.208	3.427	3.873	2.936	2.912	3.387	3.125	41.21	9.1%	11.26	10.28	10.24	9.424
2024	£M	1.915	4.203	3.510	2.215	3.165	3.666	3.207	3.666	2.552	2.595	2.963	2.695	36.35	-11.8%	9.628	9.046	9.425	8.253
2025	£M	2.059	4.549	3.892	2.248	3.270	3.861	3.329	3.652	2.586	2.522	2.892	2.785	37.64	3.6%	10.50	9.378	9.567	8.200

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	26.83	27.37	27.14	29.45	34.24	34.76	13.93	22.83	37.78	41.21	36.35	37.64
All Visitor Types	£M	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18	252.39	271.06
Share of Total	%	17.2%	16.5%	16.1%	16.5%	18.1%	17.6%	14.5%	13.5%	17.3%	16.5%	14.4%	13.9%
Annual Change in Share	%		-4.2%	-2.0%	2.3%	9.9%	-2.9%	-17.8%	-6.6%	27.9%	-4.9%	-12.6%	-3.6%
Change in Share from 2014	%		-4.2%	-6.1%	-4.0%	5.5%	2.5%	-15.7%	-21.3%	0.7%	-4.2%	-16.2%	-19.2%
Avg Ann. Change in Share	%		-4.2%	-3.1%	-1.3%	1.4%	0.5%	-2.6%	-3.0%	0.1%	-0.5%	-1.6%	-1.7%

SERVICED ACCOMMODATION



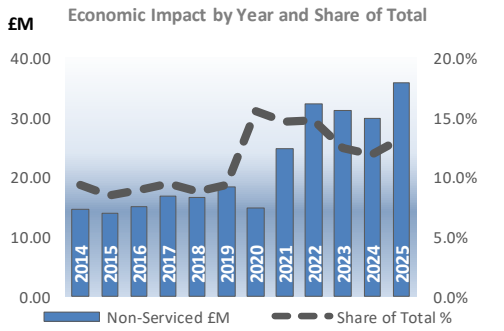
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL SOUTH 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																
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2014 to 2025		224.5%	256.1%	122.1%	170.1%	94.8%	86.5%	147.0%	143.8%	154.0%	194.5%	233.7%	287.0%	145.2%		180.1%	106.6%	147.8%	223.9%
% Change 2024 to 2025		16.2%	34.6%	4.5%	30.6%	17.2%	14.7%	17.7%	19.2%	24.6%	23.3%	17.2%	19.8%	19.8%	Annual Change	16.2%	19.5%	20.3%	20.6%
Average Annual Change		20.4%	23.3%	11.1%	15.5%	8.6%	7.9%	13.4%	13.1%	14.0%	17.7%	21.2%	26.1%	13.2%		16.4%	9.7%	13.4%	20.4%
2014	£M	0.252	0.302	0.587	0.987	1.954	1.975	2.061	2.742	2.057	0.860	0.494	0.324	14.59		1.140	4.916	6.860	1.678
2015	£M	0.210	0.308	0.506	0.842	1.860	1.868	2.151	2.872	1.937	0.667	0.503	0.313	14.04	-3.8%	1.024	4.570	6.959	1.484
2016	£M	0.233	0.330	0.527	0.881	1.932	1.951	2.310	3.122	2.094	0.732	0.553	0.350	15.01	7.0%	1.090	4.763	7.527	1.635
2017	£M	0.262	0.394	0.541	0.998	2.175	2.102	2.624	3.399	2.460	0.809	0.593	0.401	16.76	11.6%	1.197	5.274	8.483	1.803
2018	£M	0.259	0.396	0.538	0.987	2.204	2.101	2.578	3.435	2.359	0.839	0.598	0.386	16.68	-0.5%	1.194	5.293	8.373	1.822
2019	£M	0.306	0.430	0.579	1.174	2.484	2.283	2.891	3.688	2.503	0.873	0.687	0.436	18.33	9.9%	1.315	5.941	9.081	1.996
2020	£M	0.684	0.644	0.555	0.062	0.170	0.176	2.445	4.226	3.867	1.485	0.124	0.452	14.89	-18.8%	1.883	0.408	10.54	2.061
2021	£M	0.017	0.020	0.029	0.555	2.791	3.388	4.168	5.283	4.442	2.001	1.184	0.783	24.66	65.6%	0.066	6.734	13.89	3.968
2022	£M	0.804	0.850	1.447	2.139	3.921	3.739	4.690	5.820	4.329	1.882	1.355	1.232	32.21	30.6%	3.100	9.799	14.84	4.469
2023	£M	0.786	0.939	1.315	2.302	3.745	3.254	4.168	5.553	4.344	2.198	1.420	1.132	31.16	-3.3%	3.040	9.300	14.07	4.750
2024	£M	0.702	0.798	1.247	2.041	3.247	3.209	4.326	5.608	4.192	2.053	1.406	1.047	29.88	-4.1%	2.748	8.497	14.13	4.507
2025	£M	0.816	1.074	1.304	2.665	3.807	3.682	5.090	6.685	5.224	2.531	1.649	1.255	35.78	19.8%	3.195	10.16	17.00	5.434

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	14.59	14.04	15.01	16.76	16.68	18.33	14.89	24.66	32.21	31.16	29.88	35.78
All Visitor Types	£M	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18	252.39	271.06
Share of Total	%	9.4%	8.4%	8.9%	9.4%	8.8%	9.3%	15.5%	14.6%	14.8%	12.5%	11.8%	13.2%
Annual Change in Share	%		-9.7%	5.7%	5.2%	-5.9%	5.2%	66.6%	-5.6%	0.9%	-15.6%	-4.9%	11.5%
Change in Share from 2014	%		-9.7%	-4.5%	0.5%	-5.5%	-0.6%	65.6%	56.4%	57.8%	33.2%	26.6%	41.2%
Avg Ann. Change in Share	%		-9.7%	-2.3%	0.2%	-1.4%	-0.1%	10.9%	8.1%	7.2%	3.7%	2.7%	3.7%

NON-SERVICED ACCOMMODATION



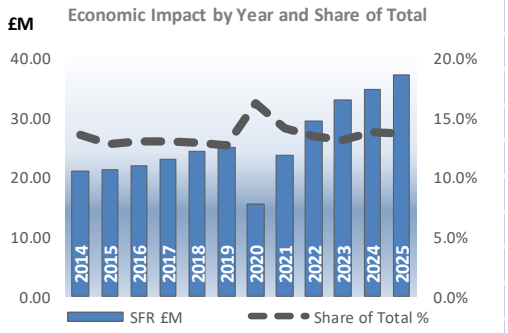
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STEAM REPORT FOR 2014-2025 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL										2014 to 2025 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER		
KEY		SFR															
An increase 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		75.0%	62.4%	66.1%	80.7%	77.8%	75.9%	78.1%	79.1%	86.9%	82.3%	69.1%	72.9%	76.1%		70.2%	78.6%	80.5%	74.4%
% Change 2024 to 2025		6.1%	8.0%	5.6%	8.0%	6.9%	6.6%	6.7%	7.0%	9.4%	6.4%	5.0%	5.9%	6.8%	Annual Change	6.4%	7.3%	7.4%	5.9%
Average Annual Change		6.8%	5.7%	6.0%	7.3%	7.1%	6.9%	7.1%	7.2%	7.9%	7.5%	6.3%	6.6%	6.9%		6.4%	7.1%	7.3%	6.8%
2014	£M	2.890	1.139	1.223	2.461	1.737	1.371	2.067	2.209	1.231	1.129	0.962	2.605	21.02		5.253	5.569	5.508	4.696
2015	£M	2.919	1.112	1.221	2.479	1.780	1.422	2.129	2.290	1.250	1.138	0.945	2.533	21.22	0.9%	5.252	5.680	5.669	4.616
2016	£M	2.961	1.132	1.248	2.547	1.827	1.458	2.197	2.369	1.294	1.163	0.974	2.629	21.80	2.7%	5.341	5.832	5.860	4.766
2017	£M	3.135	1.174	1.275	2.708	1.966	1.538	2.335	2.495	1.398	1.228	1.019	2.776	23.05	5.7%	5.585	6.212	6.228	5.023
2018	£M	3.338	1.264	1.352	2.835	2.064	1.613	2.428	2.612	1.435	1.303	1.084	2.972	24.30	5.4%	5.955	6.512	6.475	5.359
2019	£M	3.432	1.287	1.384	2.945	2.144	1.661	2.523	2.690	1.471	1.335	1.122	3.035	25.03	3.0%	6.103	6.750	6.683	5.492
2020	£M	4.619	1.409	0.784	0.190	0.167	0.133	1.549	2.438	1.750	1.266	0.165	1.082	15.55	-37.9%	6.812	0.490	5.737	2.513
2021	£M	0.469	0.179	0.193	1.182	2.322	2.240	3.312	3.495	2.513	2.302	1.500	3.926	23.63	52.0%	0.840	5.744	9.319	7.728
2022	£M	3.963	1.441	1.630	3.446	2.498	1.946	2.961	3.142	1.763	1.577	1.297	3.638	29.30	24.0%	7.033	7.890	7.865	6.512
2023	£M	4.583	1.669	1.821	3.926	2.758	2.114	3.205	3.448	1.965	1.819	1.467	4.076	32.85	12.1%	8.074	8.798	8.619	7.362
2024	£M	4.766	1.713	1.924	4.118	2.889	2.263	3.449	3.699	2.104	1.933	1.548	4.255	34.66	5.5%	8.403	9.270	9.252	7.736
2025	£M	5.058	1.851	2.031	4.446	3.089	2.412	3.681	3.958	2.301	2.058	1.626	4.505	37.01	6.8%	8.940	9.946	9.939	8.189

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	21.02	21.22	21.80	23.05	24.30	25.03	15.55	23.63	29.30	32.85	34.66	37.01
All Visitor Types	£M	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18	252.39	271.06
Share of Total	%	13.5%	12.8%	13.0%	12.9%	12.9%	12.7%	16.2%	14.0%	13.4%	13.1%	13.7%	13.7%
Annual Change in Share	%		-5.2%	1.5%	-0.3%	-0.4%	-1.5%	27.5%	-13.4%	-4.2%	-2.2%	4.6%	-0.6%
Change in Share from 2014	%		-5.2%	-3.8%	-4.1%	-4.4%	-5.8%	20.1%	4.0%	-0.3%	-2.5%	1.9%	1.4%
Avg Ann. Change in Share	%		-5.2%	-1.9%	-1.4%	-1.1%	-1.2%	3.3%	0.6%	0.0%	-0.3%	0.2%	0.1%

SFR



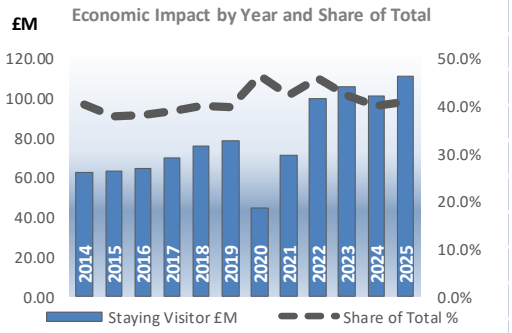
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STEAM REPORT FOR 2014-2025 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL										2014 to 2025 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																
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		78.1%	52.1%	44.4%	86.3%	79.7%	71.9%	94.1%	97.8%	86.3%	82.7%	58.1%	73.6%	76.8%		57.5%	78.9%	93.2%	71.6%
% Change 2024 to 2025		7.4%	11.3%	8.2%	11.8%	9.3%	8.9%	10.2%	10.2%	14.3%	8.0%	4.2%	6.9%	9.5%	Annual Change	8.9%	9.9%	11.3%	6.5%
Average Annual Change		7.1%	4.7%	4.0%	7.8%	7.2%	6.5%	8.6%	8.9%	7.8%	7.5%	5.3%	6.7%	7.0%		5.2%	7.2%	8.5%	6.5%
2014	£M	4.455	4.913	5.005	5.024	5.658	5.792	6.234	7.228	5.429	3.891	3.901	4.921	62.45		14.37	16.47	18.89	12.71
2015	£M	4.593	5.018	4.818	4.861	5.643	6.071	6.463	7.713	5.213	3.794	3.738	4.703	62.63	0.3%	14.43	16.57	19.39	12.23
2016	£M	4.559	4.984	4.854	5.013	5.726	6.115	6.749	8.067	5.343	3.770	3.820	4.957	63.96	2.1%	14.40	16.85	20.16	12.55
2017	£M	4.929	5.051	4.791	5.596	6.626	6.629	7.369	8.629	6.095	4.128	4.051	5.355	69.25	8.3%	14.77	18.85	22.09	13.53
2018	£M	5.379	5.706	5.249	5.943	7.210	7.196	7.876	9.417	6.273	4.585	4.507	5.885	75.23	8.6%	16.33	20.35	23.57	14.98
2019	£M	5.548	5.791	5.382	6.266	7.628	7.507	8.345	9.770	6.458	4.726	4.727	5.968	78.12	3.8%	16.72	21.40	24.57	15.42
2020	£M	7.269	6.213	2.845	0.434	0.640	0.624	4.699	8.362	6.855	3.914	0.684	1.833	44.37	-43.2%	16.33	1.698	19.92	6.431
2021	£M	0.852	0.957	0.955	2.209	5.957	8.683	10.25	12.27	9.452	6.901	5.579	7.058	71.12	60.3%	2.763	16.85	31.97	19.54
2022	£M	6.535	6.667	6.826	7.987	9.630	9.566	10.93	12.59	8.751	6.202	5.879	7.729	99.29	39.6%	20.03	27.18	32.27	19.81
2023	£M	7.620	7.549	7.209	8.845	9.961	9.576	10.80	12.88	9.246	6.929	6.273	8.333	105.22	6.0%	22.38	28.38	32.92	21.53
2024	£M	7.383	6.714	6.681	8.374	9.302	9.138	10.98	12.97	8.849	6.582	5.917	7.996	100.89	-4.1%	20.78	26.81	32.80	20.50
2025	£M	7.933	7.474	7.227	9.359	10.17	9.955	12.10	14.29	10.11	7.111	6.167	8.545	110.44	9.5%	22.63	29.48	36.51	21.82

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	62.45	62.63	63.96	69.25	75.23	78.12	44.37	71.12	99.29	105.22	100.89	110.44
All Visitor Types	£M	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18	252.39	271.06
Share of Total	%	40.0%	37.7%	38.0%	38.8%	39.9%	39.6%	46.2%	42.2%	45.5%	42.1%	40.0%	40.7%
Annual Change in Share	%		-5.8%	0.9%	2.1%	2.7%	-0.6%	16.6%	-8.6%	7.9%	-7.6%	-5.0%	1.9%
Change in Share from 2014	%		-5.8%	-5.0%	-3.0%	-0.4%	-1.1%	15.3%	5.4%	13.7%	5.1%	-0.1%	1.8%
Avg Ann. Change in Share	%		-5.8%	-2.5%	-1.0%	-0.1%	-0.2%	2.6%	0.8%	1.7%	0.6%	0.0%	0.2%

STAYING VISITOR



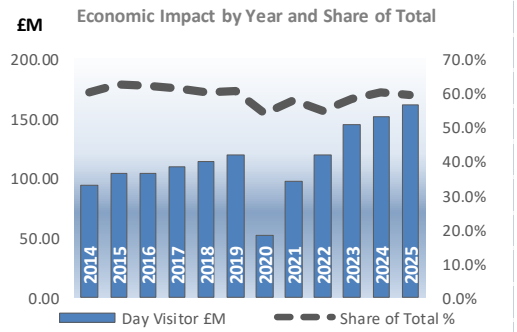
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL SOUTH 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		90.6%	95.9%	112.4%	52.8%	78.1%	91.7%	48.5%	59.7%	69.5%	72.4%	37.7%	58.6%	71.6%		102.4%	76.3%	58.1%	58.8%
% Change 2024 to 2025		7.2%	2.6%	7.2%	6.9%	8.2%	1.9%	9.9%	7.3%	7.2%	4.4%	0.3%	0.0%	6.0%	Annual Change	5.7%	5.4%	8.0%	2.4%
Average Annual Change		8.2%	8.7%	10.2%	4.8%	7.1%	8.3%	4.4%	5.4%	6.3%	6.6%	3.4%	5.3%	6.5%		9.3%	6.9%	5.3%	5.3%
2014	£M	3.703	5.469	7.953	7.032	10.81	9.482	11.93	17.08	7.477	6.198	3.976	2.479	93.59		17.12	27.33	36.49	12.65
2015	£M	4.465	6.433	8.610	7.230	11.53	10.01	12.42	19.75	8.694	7.358	4.154	2.883	103.54	10.6%	19.51	28.77	40.87	14.39
2016	£M	4.543	6.420	9.531	7.099	12.12	11.20	11.72	19.67	8.164	6.927	3.957	2.886	104.23	0.7%	20.49	30.42	39.55	13.77
2017	£M	4.759	6.726	9.986	7.439	12.70	11.73	12.27	20.59	8.529	7.237	4.134	3.015	109.12	4.7%	21.47	31.87	41.40	14.39
2018	£M	5.029	7.004	10.43	7.671	13.20	11.96	12.64	21.59	9.135	7.537	4.223	3.094	113.52	4.0%	22.46	32.83	43.37	14.85
2019	£M	5.435	7.702	11.42	8.035	13.60	12.90	12.78	22.02	9.732	8.002	4.276	3.247	119.15	5.0%	24.56	34.53	44.54	15.52
2020	£M	5.194	7.029	4.570	0.539	1.442	2.305	3.692	12.30	6.166	4.919	1.550	2.058	51.77	-56.6%	16.79	4.286	22.16	8.528
2021	£M	1.789	3.065	5.352	4.699	10.67	12.38	12.02	21.75	10.16	8.560	4.093	2.969	97.51	88.4%	10.21	27.74	43.94	15.62
2022	£M	4.945	6.975	11.50	7.937	13.67	13.46	12.99	21.09	9.804	8.553	4.527	3.429	118.89	21.9%	23.42	35.07	43.89	16.51
2023	£M	6.208	9.649	14.87	9.763	16.64	16.49	15.46	24.99	12.00	9.914	5.230	3.744	144.96	21.9%	30.72	42.89	52.46	18.89
2024	£M	6.581	10.44	15.76	10.06	17.80	17.85	16.13	25.43	11.82	10.23	5.460	3.931	151.50	4.5%	32.79	45.71	53.38	19.63
2025	£M	7.058	10.71	16.90	10.75	19.25	18.18	17.72	27.28	12.67	10.69	5.476	3.932	160.62	6.0%	34.67	48.18	57.67	20.09

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	93.59	103.54	104.23	109.12	113.52	119.15	51.77	97.51	118.89	144.96	151.50	160.62
All Visitor Types	£M	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	250.18	252.39	271.06
Share of Total	%	60.0%	62.3%	62.0%	61.2%	60.1%	60.4%	53.8%	57.8%	54.5%	57.9%	60.0%	59.3%
Annual Change in Share	%		3.9%	-0.5%	-1.3%	-1.7%	0.4%	-10.9%	7.4%	-5.8%	6.3%	3.6%	-1.3%
Change in Share from 2014	%		3.9%	3.3%	2.0%	0.3%	0.7%	-10.2%	-3.6%	-9.1%	-3.4%	0.1%	-1.2%
Avg Ann. Change in Share	%		3.9%	1.7%	0.7%	0.1%	0.1%	-1.7%	-0.5%	-1.1%	-0.4%	0.0%	-0.1%

DAY VISITOR



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

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

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

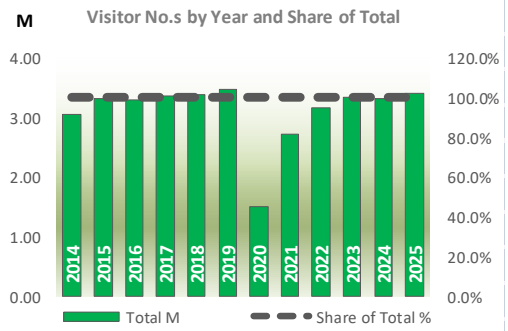
2014 to 2025

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		21.3%	23.5%	32.6%	0.8%	14.4%	22.2%	-2.7%	3.9%	11.0%	11.3%	-7.7%	6.0%	10.9%		27.0%	13.5%	3.2%	4.1%
% Change 2024 to 2025		3.7%	0.3%	3.6%	3.3%	4.0%	-1.3%	5.7%	3.6%	4.6%	1.2%	-1.7%	0.0%	2.7%	Annual Change	2.5%	1.8%	4.5%	0.1%
Average Annual Change		1.9%	2.1%	3.0%	0.1%	1.3%	2.0%	-0.2%	0.4%	1.0%	1.0%	-0.7%	0.5%	1.0%		2.5%	1.2%	0.3%	0.4%
2014	M	0.138	0.188	0.258	0.231	0.342	0.302	0.376	0.526	0.245	0.201	0.140	0.108	3.056		0.585	0.876	1.147	0.449
2015	M	0.158	0.214	0.273	0.233	0.359	0.314	0.386	0.598	0.277	0.231	0.144	0.117	3.305	8.1%	0.645	0.906	1.262	0.491
2016	M	0.159	0.212	0.295	0.228	0.371	0.344	0.362	0.588	0.258	0.215	0.136	0.116	3.282	-0.7%	0.665	0.942	1.208	0.467
2017	M	0.163	0.215	0.300	0.234	0.381	0.352	0.371	0.601	0.265	0.220	0.138	0.119	3.359	2.3%	0.678	0.967	1.237	0.477
2018	M	0.167	0.219	0.303	0.233	0.383	0.347	0.369	0.608	0.272	0.221	0.139	0.121	3.380	0.6%	0.688	0.963	1.249	0.481
2019	M	0.174	0.232	0.322	0.238	0.385	0.364	0.365	0.605	0.282	0.229	0.138	0.122	3.456	2.2%	0.728	0.987	1.252	0.489
2020	M	0.174	0.211	0.129	0.016	0.039	0.060	0.112	0.340	0.186	0.142	0.043	0.062	1.512	-56.2%	0.514	0.115	0.637	0.247
2021	M	0.050	0.081	0.137	0.126	0.288	0.340	0.337	0.582	0.292	0.242	0.131	0.113	2.719	79.8%	0.268	0.753	1.212	0.486
2022	M	0.148	0.194	0.293	0.216	0.352	0.343	0.338	0.526	0.260	0.221	0.133	0.121	3.145	15.7%	0.636	0.911	1.123	0.475
2023	M	0.162	0.230	0.330	0.231	0.373	0.365	0.349	0.544	0.277	0.226	0.135	0.118	3.340	6.2%	0.722	0.969	1.170	0.478
2024	M	0.162	0.232	0.330	0.226	0.377	0.374	0.346	0.528	0.260	0.221	0.132	0.115	3.301	-1.2%	0.724	0.976	1.133	0.467
2025	M	0.168	0.233	0.342	0.233	0.392	0.369	0.366	0.547	0.272	0.224	0.130	0.115	3.388	2.7%	0.742	0.994	1.184	0.468

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	3.056	3.305	3.282	3.359	3.380	3.456	1.512	2.719	3.145	3.340	3.301	3.388
All Visitor Types	M	3.056	3.305	3.282	3.359	3.380	3.456	1.512	2.719	3.145	3.340	3.301	3.388
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
SOUTH KESTEVEN DISTRICT COUNCIL

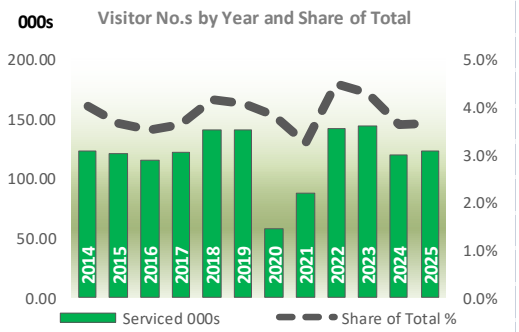
2014 to 2025 | SERVICED | VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	18.6%	6.8%	-11.3%	-5.2%	4.3%	-11.3%	7.9%	-0.5%	-9.7%	-4.1%	0.4%	10.6%	0.4%		1.6%	-4.6%	-1.4%	3.4%
% Change 2024 to 2025	8.5%	9.0%	11.9%	-14.9%	-13.3%	-11.7%	2.0%	-2.2%	-1.6%	6.6%	7.1%	13.4%	2.8%	Annual Change	9.9%	-13.1%	-0.6%	9.6%
Average Annual Change	1.7%	0.6%	-1.0%	-0.5%	0.4%	-1.0%	0.7%	0.0%	-0.9%	-0.4%	0.0%	1.0%	0.0%		0.1%	-0.4%	-0.1%	0.3%
2014 000s	5.7	18.3	14.9	5.5	7.3	9.2	8.4	8.0	10.2	7.7	13.5	13.8	122.6		38.9	22.0	26.6	35.0
2015 000s	5.7	18.7	14.0	5.1	7.5	9.2	8.6	8.2	10.1	7.5	13.2	12.9	120.4	-1.8%	38.4	21.7	26.8	33.5
2016 000s	5.5	18.9	13.2	5.5	7.0	8.7	8.3	7.6	9.1	6.4	12.4	12.5	115.0	-4.5%	37.5	21.1	25.0	31.3
2017 000s	6.1	18.3	12.4	6.4	8.5	9.3	9.0	8.2	10.1	6.9	12.8	13.4	121.1	5.4%	36.8	24.1	27.2	33.0
2018 000s	7.1	21.2	13.9	7.2	10.1	10.8	10.2	9.6	11.2	8.1	14.8	15.5	139.7	15.3%	42.2	28.1	31.0	38.4
2019 000s	7.1	21.1	13.9	7.2	10.2	10.9	10.4	9.6	11.0	8.2	15.1	15.1	139.8	0.1%	42.1	28.3	31.0	38.4
2020 000s	7.5	21.2	6.0	0.6	1.0	1.0	2.5	4.8	5.5	3.8	2.0	1.8	57.5	-58.9%	34.7	2.6	12.7	7.5
2021 000s	1.4	3.8	2.9	1.5	2.8	9.1	9.4	9.6	10.8	8.2	14.5	13.7	87.6	52.3%	8.0	13.4	29.8	36.4
2022 000s	6.3	20.9	14.1	7.5	10.1	11.0	10.7	9.6	11.0	8.3	15.4	16.0	140.9	60.9%	41.3	28.6	31.3	39.7
2023 000s	7.4	21.9	14.2	7.6	10.1	11.1	10.5	9.5	11.2	8.2	15.0	16.2	143.0	1.5%	43.6	28.8	31.2	39.4
2024 000s	6.2	18.0	11.8	6.1	8.8	9.2	8.9	8.1	9.4	7.0	12.7	13.5	119.6	-16.4%	36.0	24.2	26.4	33.1
2025 000s	6.7	19.6	13.2	5.2	7.6	8.2	9.0	8.0	9.2	7.4	13.6	15.3	123.0	2.8%	39.5	21.0	26.2	36.2

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	122.6	120.4	115.0	121.1	139.7	139.8	57.5	87.6	140.9	143.0	119.6	123.0
All Visitor Types	M	3.1	3.3	3.3	3.4	3.4	3.5	1.5	2.7	3.1	3.3	3.3	3.4
Share of Total	%	4.0%	3.6%	3.5%	3.6%	4.1%	4.0%	3.8%	3.2%	4.5%	4.3%	3.6%	3.6%
Annual Change in Share	%		-9.2%	-3.9%	3.0%	14.6%	-2.1%	-6.0%	-15.3%	39.1%	-4.4%	-15.4%	0.2%
Change in Share from 2014	%		-9.2%	-12.7%	-10.1%	3.0%	0.9%	-5.2%	-19.7%	11.7%	6.8%	-9.6%	-9.5%
Avg Ann. Change in Share	%		-9.2%	-6.3%	-3.4%	0.8%	0.2%	-0.9%	-2.8%	1.5%	0.8%	-1.0%	-0.9%

SERVICED ACCOMMODATION



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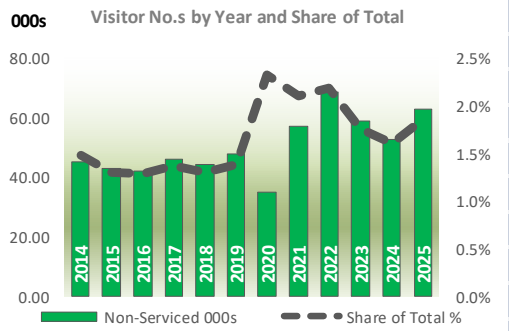
STEAM REPORT FOR 2014-2025 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

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	114.0%	111.6%	4.9%	55.7%	6.0%	29.2%	18.0%	36.8%	77.4%	35.3%	54.1%	93.6%	39.7%		55.5%	25.3%	44.9%	50.8%
% Change 2024 to 2025	35.6%	37.7%	-16.8%	37.8%	10.8%	32.1%	4.1%	13.6%	40.5%	9.2%	5.2%	17.2%	19.2%	Annual Change	11.1%	25.0%	20.4%	9.4%
Average Annual Change	10.4%	10.1%	0.4%	5.1%	0.5%	2.7%	1.6%	3.3%	7.0%	3.2%	4.9%	8.5%	3.6%		5.0%	2.3%	4.1%	4.6%
2014 000s	0.6	0.8	1.7	3.3	6.4	5.7	5.8	7.8	6.8	3.1	2.0	1.0	45.0		3.1	15.4	20.4	6.1
2015 000s	0.4	0.8	1.4	2.6	5.7	4.8	5.6	8.8	7.4	2.4	2.1	0.8	42.8	-4.9%	2.6	13.1	21.8	5.3
2016 000s	0.5	0.9	1.4	2.6	5.6	5.2	5.8	8.5	6.6	2.3	1.8	0.9	42.1	-1.6%	2.9	13.4	20.9	5.0
2017 000s	0.6	1.0	1.5	2.9	6.2	5.5	6.4	9.0	7.6	2.4	1.9	1.0	45.9	9.2%	3.1	14.5	23.0	5.3
2018 000s	0.6	1.0	1.4	2.7	6.0	5.3	6.1	8.8	7.0	2.4	1.9	0.9	44.1	-4.0%	3.0	14.0	21.9	5.2
2019 000s	0.7	1.1	1.5	3.2	6.7	5.6	6.8	9.3	7.3	2.5	2.1	1.0	47.6	8.0%	3.2	15.5	23.4	5.6
2020 000s	1.3	1.4	1.2	0.2	0.4	0.4	5.1	9.6	10.5	3.7	0.3	0.9	35.0	-26.6%	3.9	1.0	25.2	5.0
2021 000s	0.0	0.0	0.1	1.3	6.8	7.5	8.4	11.7	11.7	4.8	3.1	1.5	56.9	62.8%	0.1	15.6	31.8	9.4
2022 000s	1.3	1.6	2.8	4.6	8.8	7.7	9.1	12.2	10.6	4.2	3.3	2.2	68.3	20.0%	5.8	21.1	31.8	9.7
2023 000s	1.2	1.6	2.3	4.4	7.5	5.9	6.9	10.1	9.4	4.4	3.1	1.8	58.6	-14.2%	5.1	17.8	26.4	9.3
2024 000s	1.0	1.3	2.1	3.7	6.1	5.5	6.6	9.4	8.6	3.9	2.9	1.6	52.7	-10.1%	4.4	15.4	24.5	8.4
2025 000s	1.3	1.8	1.7	5.1	6.8	7.3	6.9	10.6	12.1	4.2	3.0	1.9	62.8	19.2%	4.9	19.2	29.6	9.2

VISITOR NUMBERS — **NON-SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	000s	45.0	42.8	42.1	45.9	44.1	47.6	35.0	56.9	68.3	58.6	52.7	62.8
All Visitor Types	M	3.1	3.3	3.3	3.4	3.4	3.5	1.5	2.7	3.1	3.3	3.3	3.4
Share of Total	%	1.5%	1.3%	1.3%	1.4%	1.3%	1.4%	2.3%	2.1%	2.2%	1.8%	1.6%	1.9%
Annual Change in Share	%		-12.1%	-0.9%	6.7%	-4.6%	5.7%	67.8%	-9.5%	3.7%	-19.2%	-9.0%	16.2%
Change in Share from 2014	%		-12.1%	-12.9%	-7.1%	-11.4%	-6.3%	57.1%	42.3%	47.6%	19.2%	8.5%	26.0%
Avg Ann. Change in Share	%		-12.1%	-6.4%	-2.4%	-2.8%	-1.3%	9.5%	6.0%	6.0%	2.1%	0.9%	2.4%



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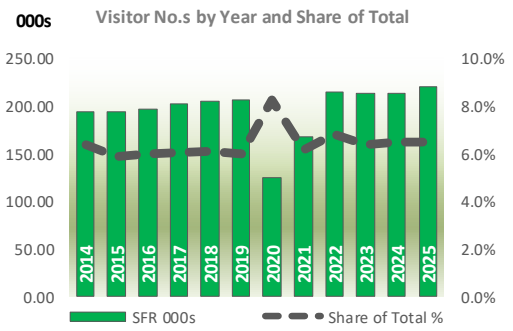
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL SOUTH 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												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	12.9%	4.8%	7.1%	16.5%	14.7%	13.4%	14.8%	15.5%	20.5%	17.6%	9.0%	11.5%	13.4%		9.5%	15.0%	16.5%	12.5%
% Change 2024 to 2025	2.4%	4.2%	1.9%	4.2%	3.2%	2.9%	3.0%	3.2%	5.5%	2.7%	1.4%	2.2%	3.1%	Annual Change	2.7%	3.5%	3.7%	2.1%
Average Annual Change	1.2%	0.4%	0.6%	1.5%	1.3%	1.2%	1.3%	1.4%	1.9%	1.6%	0.8%	1.0%	1.2%		0.9%	1.4%	1.5%	1.1%
2014 000s	25.2	11.8	12.4	19.9	17.2	14.2	18.0	18.5	12.4	11.5	10.3	21.9	193.4		49.5	51.3	48.9	43.7
2015 000s	25.2	11.4	12.3	19.8	17.4	14.6	18.4	19.0	12.4	11.5	10.0	21.0	193.1	-0.2%	48.9	51.9	49.8	42.5
2016 000s	25.2	11.5	12.4	20.1	17.7	14.8	18.7	19.4	12.7	11.6	10.2	21.5	195.7	1.4%	49.0	52.5	50.8	43.3
2017 000s	26.0	11.6	12.3	20.8	18.5	15.2	19.4	19.9	13.4	11.9	10.4	22.2	201.7	3.1%	50.0	54.6	52.7	44.5
2018 000s	26.7	12.0	12.6	21.0	18.7	15.3	19.4	20.1	13.2	12.2	10.7	22.8	204.6	1.4%	51.2	55.0	52.7	45.6
2019 000s	26.7	11.9	12.5	21.2	19.0	15.4	19.7	20.1	13.2	12.2	10.8	22.7	205.5	0.4%	51.2	55.6	53.0	45.6
2020 000s	35.0	12.7	6.9	1.3	1.4	1.2	11.7	17.8	15.3	11.2	1.5	7.9	124.1	-39.6%	54.7	4.0	44.8	20.6
2021 000s	4.1	1.8	2.0	6.9	14.6	17.6	22.7	24.0	18.8	17.3	12.4	24.8	167.0	34.6%	8.0	39.2	65.4	54.5
2022 000s	27.5	11.9	13.1	22.1	19.7	16.1	20.5	21.0	14.1	12.8	11.1	24.3	214.1	28.2%	52.5	57.9	55.6	48.1
2023 000s	28.0	12.2	13.0	22.2	19.2	15.4	19.6	20.3	13.8	13.0	11.0	24.0	211.7	-1.1%	53.1	56.8	53.7	48.0
2024 000s	27.8	11.9	13.0	22.2	19.1	15.7	20.1	20.7	14.1	13.2	11.1	23.9	212.9	0.6%	52.7	57.1	55.0	48.1
2025 000s	28.5	12.4	13.3	23.2	19.7	16.2	20.7	21.4	14.9	13.5	11.3	24.4	219.4	3.1%	54.1	59.1	57.0	49.2

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	000s	193.4	193.1	195.7	201.7	204.6	205.5	124.1	167.0	214.1	211.7	212.9	219.4
All Visitor Types	M	3.1	3.3	3.3	3.4	3.4	3.5	1.5	2.7	3.1	3.3	3.3	3.4
Share of Total	%	6.3%	5.8%	6.0%	6.0%	6.1%	5.9%	8.2%	6.1%	6.8%	6.3%	6.5%	6.5%
Annual Change in Share	%		-7.7%	2.1%	0.7%	0.8%	-1.8%	38.0%	-25.1%	10.8%	-6.9%	1.8%	0.4%
Change in Share from 2014	%		-7.7%	-5.8%	-5.1%	-4.4%	-6.1%	29.6%	-3.0%	7.6%	0.1%	1.9%	2.3%
Avg Ann. Change in Share	%		-7.7%	-2.9%	-1.7%	-1.1%	-1.2%	4.9%	-0.4%	0.9%	0.0%	0.2%	0.2%

SFR



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

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

2014 to 2025

STAYING VISITOR

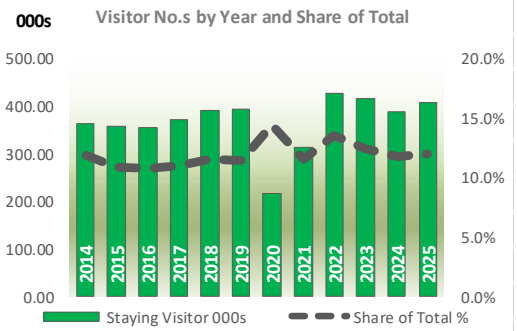
VISITOR NUMBERS

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	15.9%	8.9%	-2.5%	16.9%	10.4%	8.7%	13.6%	16.6%	23.2%	12.6%	8.0%	13.4%	12.3%		7.7%	11.9%	17.6%	11.5%
% Change 2024 to 2025	4.4%	8.4%	4.8%	4.4%	0.3%	3.8%	2.9%	4.6%	12.8%	4.9%	4.5%	6.7%	5.2%	Annual Change	5.9%	2.8%	6.5%	5.6%
Average Annual Change	1.4%	0.8%	-0.2%	1.5%	0.9%	0.8%	1.2%	1.5%	2.1%	1.1%	0.7%	1.2%	1.1%		0.7%	1.1%	1.6%	1.0%
2014 000s	31.5	31.0	29.0	28.7	30.9	29.1	32.2	34.3	29.4	22.4	25.8	36.6	361.0		91.5	88.7	95.9	84.8
2015 000s	31.3	31.0	27.6	27.5	30.6	28.6	32.6	36.0	29.9	21.3	25.3	34.6	356.2	-1.3%	89.8	86.7	98.4	81.3
2016 000s	31.2	31.2	27.0	28.1	30.3	28.7	32.8	35.5	28.4	20.2	24.4	34.9	352.7	-1.0%	89.4	87.0	96.7	79.6
2017 000s	32.7	30.9	26.1	30.0	33.2	30.0	34.8	37.0	31.1	21.3	25.1	36.5	368.7	4.5%	89.8	93.2	102.9	82.8
2018 000s	34.3	34.3	27.8	30.9	34.9	31.4	35.7	38.5	31.4	22.7	27.3	39.2	388.3	5.3%	96.4	97.2	105.6	89.2
2019 000s	34.5	34.1	27.9	31.6	35.8	32.0	36.8	39.1	31.6	22.8	27.9	38.8	392.9	1.2%	96.5	99.4	107.4	89.6
2020 000s	43.8	35.3	14.2	2.1	2.9	2.6	19.3	32.2	31.2	18.7	3.9	10.6	216.6	-44.9%	93.2	7.5	82.7	33.2
2021 000s	5.5	5.6	5.0	9.7	24.1	34.2	40.5	45.3	41.2	30.4	29.9	40.0	311.5	43.8%	16.1	68.1	127.0	100.3
2022 000s	35.1	34.4	30.1	34.2	38.6	34.8	40.3	42.8	35.6	25.3	29.8	42.5	423.4	35.9%	99.6	107.6	118.7	97.5
2023 000s	36.6	35.6	29.5	34.2	36.7	32.4	37.0	39.9	34.5	25.6	29.1	42.0	413.3	-2.4%	101.8	103.4	111.4	96.7
2024 000s	35.0	31.1	26.9	32.1	34.1	30.5	35.6	38.2	32.1	24.0	26.7	38.9	385.2	-6.8%	93.1	96.7	105.9	89.6
2025 000s	36.5	33.8	28.2	33.5	34.2	31.6	36.6	40.0	36.2	25.2	27.9	41.5	405.3	5.2%	98.5	99.3	112.8	94.6

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	000s	361.0	356.2	352.7	368.7	388.3	392.9	216.6	311.5	423.4	413.3	385.2	405.3
All Visitor Types	M	3.1	3.3	3.3	3.4	3.4	3.5	1.5	2.7	3.1	3.3	3.3	3.4
Share of Total	%	11.8%	10.8%	10.7%	11.0%	11.5%	11.4%	14.3%	11.5%	13.5%	12.4%	11.7%	12.0%
Annual Change in Share	%		-8.7%	-0.3%	2.2%	4.6%	-1.0%	26.0%	-20.0%	17.5%	-8.1%	-5.7%	2.5%
Change in Share from 2014	%		-8.7%	-9.0%	-7.1%	-2.7%	-3.7%	21.2%	-3.0%	13.9%	4.8%	-1.2%	1.3%
Avg Ann. Change in Share	%		-8.7%	-4.5%	-2.4%	-0.7%	-0.7%	3.5%	-0.4%	1.7%	0.5%	-0.1%	0.1%

STAYING VISITOR



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

2014 to 2025

DAY VISITOR

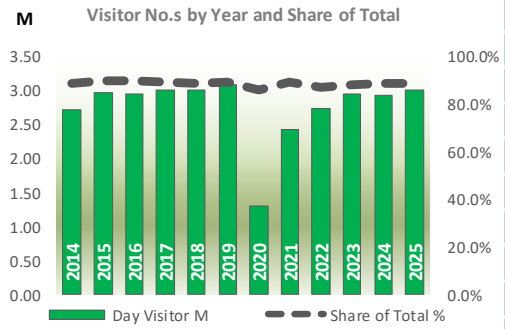
VISITOR NUMBERS

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	22.9%	26.3%	37.0%	-1.4%	14.8%	23.6%	-4.2%	3.0%	9.3%	11.2%	-11.2%	2.3%	10.7%		30.6%	13.7%	1.9%	2.4%
% Change 2024 to 2025	3.5%	-1.0%	3.4%	3.1%	4.4%	-1.7%	6.1%	3.5%	3.5%	0.8%	-3.2%	-3.5%	2.3%	Annual Change	2.0%	1.7%	4.3%	-1.2%
Average Annual Change	2.1%	2.4%	3.4%	-0.1%	1.3%	2.1%	-0.4%	0.3%	0.8%	1.0%	-1.0%	0.2%	1.0%		2.8%	1.2%	0.2%	0.2%
2014 M	0.107	0.157	0.229	0.202	0.311	0.273	0.344	0.492	0.215	0.178	0.114	0.071	2.695		0.493	0.787	1.051	0.364
2015 M	0.127	0.183	0.245	0.206	0.328	0.285	0.354	0.562	0.248	0.210	0.118	0.082	2.949	9.4%	0.556	0.819	1.164	0.410
2016 M	0.128	0.180	0.268	0.200	0.341	0.315	0.329	0.553	0.229	0.195	0.111	0.081	2.929	-0.7%	0.576	0.855	1.112	0.387
2017 M	0.130	0.184	0.274	0.204	0.348	0.322	0.336	0.564	0.234	0.198	0.113	0.083	2.990	2.1%	0.588	0.873	1.134	0.394
2018 M	0.133	0.185	0.275	0.202	0.348	0.315	0.333	0.569	0.241	0.199	0.111	0.082	2.992	0.1%	0.592	0.865	1.143	0.391
2019 M	0.140	0.198	0.294	0.207	0.350	0.332	0.329	0.566	0.250	0.206	0.110	0.083	3.063	2.4%	0.631	0.888	1.145	0.399
2020 M	0.130	0.176	0.114	0.013	0.036	0.058	0.092	0.308	0.154	0.123	0.039	0.052	1.296	-57.7%	0.420	0.107	0.555	0.213
2021 M	0.044	0.076	0.132	0.116	0.263	0.306	0.297	0.537	0.251	0.211	0.101	0.073	2.408	85.8%	0.252	0.685	1.085	0.386
2022 M	0.113	0.160	0.263	0.182	0.313	0.308	0.297	0.483	0.224	0.196	0.104	0.079	2.722	13.1%	0.536	0.803	1.005	0.378
2023 M	0.125	0.195	0.300	0.197	0.336	0.333	0.312	0.505	0.242	0.200	0.106	0.076	2.927	7.5%	0.620	0.866	1.059	0.381
2024 M	0.127	0.201	0.303	0.194	0.343	0.343	0.310	0.489	0.227	0.197	0.105	0.076	2.915	-0.4%	0.631	0.880	1.027	0.378
2025 M	0.131	0.199	0.314	0.200	0.358	0.338	0.329	0.507	0.235	0.198	0.102	0.073	2.983	2.3%	0.644	0.895	1.071	0.373

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	2.695	2.949	2.929	2.990	2.992	3.063	1.296	2.408	2.722	2.927	2.915	2.983
All Visitor Types	M	3.056	3.305	3.282	3.359	3.380	3.456	1.512	2.719	3.145	3.340	3.301	3.388
Share of Total	%	88.2%	89.2%	89.3%	89.0%	88.5%	88.6%	85.7%	88.5%	86.5%	87.6%	88.3%	88.0%
Annual Change in Share	%		1.2%	0.0%	-0.3%	-0.6%	0.1%	-3.3%	3.3%	-2.3%	1.3%	0.8%	-0.3%
Change in Share from 2014	%		1.2%	1.2%	0.9%	0.4%	0.5%	-2.8%	0.4%	-1.9%	-0.6%	0.2%	-0.2%
Avg Ann. Change in Share	%		1.2%	0.6%	0.3%	0.1%	0.1%	-0.5%	0.1%	-0.2%	-0.1%	0.0%	0.0%

DAY VISITOR



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

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

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

2014 to 2025

TOTAL

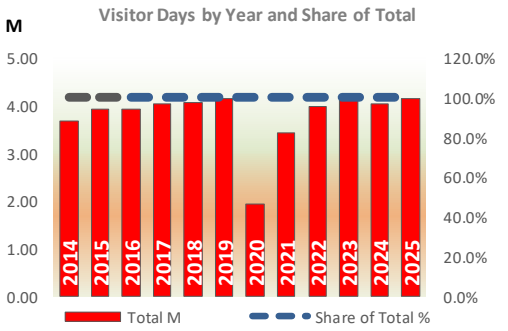
VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		20.6%	22.2%	29.5%	6.1%	15.3%	21.0%	1.6%	7.0%	15.1%	14.8%	-2.6%	10.9%	12.9%		24.8%	14.7%	7.0%	8.5%
% Change 2024 to 2025		3.3%	1.1%	3.3%	4.7%	4.7%	-0.2%	5.9%	4.1%	5.8%	1.8%	-1.5%	0.1%	3.2%	Annual Change	2.6%	2.9%	5.1%	0.4%
Average Annual Change		1.9%	2.0%	2.7%	0.6%	1.4%	1.9%	0.1%	0.6%	1.4%	1.3%	-0.2%	1.0%	1.2%		2.3%	1.3%	0.6%	0.8%
2014	M	0.186	0.218	0.295	0.290	0.406	0.365	0.444	0.611	0.303	0.237	0.166	0.152	3.671		0.698	1.061	1.358	0.554
2015	M	0.207	0.244	0.308	0.289	0.422	0.378	0.457	0.686	0.331	0.264	0.168	0.159	3.913	6.6%	0.758	1.089	1.474	0.591
2016	M	0.207	0.240	0.330	0.284	0.435	0.408	0.435	0.680	0.315	0.249	0.162	0.160	3.905	-0.2%	0.777	1.127	1.430	0.571
2017	M	0.213	0.244	0.334	0.295	0.452	0.419	0.450	0.698	0.329	0.256	0.165	0.165	4.020	2.9%	0.792	1.165	1.476	0.587
2018	M	0.218	0.250	0.339	0.294	0.454	0.415	0.447	0.705	0.334	0.260	0.167	0.168	4.051	0.8%	0.807	1.164	1.486	0.595
2019	M	0.227	0.263	0.358	0.302	0.461	0.435	0.448	0.706	0.345	0.268	0.167	0.170	4.150	2.4%	0.848	1.198	1.499	0.605
2020	M	0.244	0.245	0.150	0.020	0.045	0.066	0.163	0.431	0.264	0.180	0.047	0.082	1.935	-53.4%	0.639	0.130	0.858	0.309
2021	M	0.056	0.085	0.142	0.151	0.360	0.428	0.439	0.706	0.391	0.305	0.170	0.176	3.408	76.1%	0.283	0.938	1.536	0.651
2022	M	0.206	0.228	0.340	0.290	0.441	0.428	0.436	0.644	0.342	0.270	0.169	0.180	3.974	16.6%	0.774	1.159	1.421	0.619
2023	M	0.220	0.265	0.372	0.305	0.453	0.439	0.432	0.649	0.352	0.276	0.169	0.173	4.107	3.4%	0.858	1.197	1.434	0.618
2024	M	0.217	0.263	0.369	0.293	0.448	0.442	0.426	0.627	0.329	0.267	0.164	0.168	4.015	-2.3%	0.849	1.183	1.383	0.599
2025	M	0.224	0.266	0.382	0.307	0.469	0.441	0.452	0.653	0.348	0.272	0.162	0.168	4.144	3.2%	0.872	1.217	1.453	0.602

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	3.671	3.913	3.905	4.020	4.051	4.150	1.935	3.408	3.974	4.107	4.015	4.144
All Visitor Types	M	3.671	3.913	3.905	4.020	4.051	4.150	1.935	3.408	3.974	4.107	4.015	4.144
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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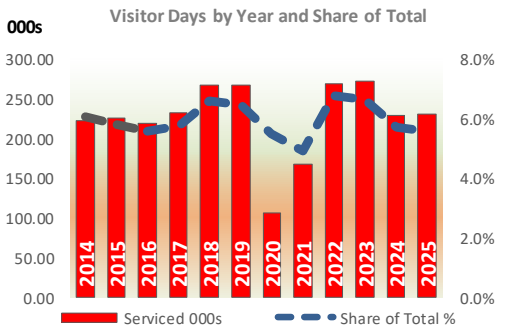
STEAM REPORT FOR 2014-2025 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

2014 to 2025 | SERVICED | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	15.3%	-1.8%	-9.1%	7.6%	23.7%	17.3%	12.0%	13.6%	-9.3%	-1.2%	-12.0%	4.1%	3.6%		-1.8%	16.9%	5.3%	-3.7%
% Change 2024 to 2025	4.1%	4.9%	7.5%	-1.5%	0.4%	2.2%	1.9%	-2.2%	-1.7%	-5.6%	-5.3%	0.3%	0.7%	Annual Change	5.7%	0.7%	-0.7%	-3.6%
Average Annual Change	1.4%	-0.2%	-0.8%	0.7%	2.2%	1.6%	1.1%	1.2%	-0.8%	-0.1%	-1.1%	0.4%	0.3%		-0.2%	1.5%	0.5%	-0.3%
2014 000s	11.3	29.0	26.8	12.9	16.4	20.5	16.5	17.8	17.7	15.8	20.5	16.7	221.9		67.1	49.8	52.0	53.0
2015 000s	12.5	30.0	25.9	12.6	16.6	23.2	17.0	19.9	16.7	16.5	19.1	15.5	225.5	1.6%	68.5	52.4	53.5	51.1
2016 000s	11.4	28.7	25.2	12.6	15.9	22.0	16.9	19.4	15.7	15.1	18.7	16.1	218.0	-3.3%	65.4	50.6	52.0	50.0
2017 000s	12.4	27.8	23.6	14.7	19.6	23.6	18.4	20.9	17.5	16.4	19.3	17.2	231.3	6.1%	63.8	57.9	56.8	52.8
2018 000s	14.3	32.2	26.6	16.5	23.1	27.5	20.9	24.6	19.4	19.2	22.3	19.9	266.6	15.3%	73.1	67.2	64.9	61.4
2019 000s	14.3	31.9	26.7	16.5	23.3	27.7	21.1	24.5	19.2	19.5	22.7	19.4	266.9	0.1%	73.0	67.5	64.8	61.6
2020 000s	15.3	32.0	11.6	1.4	2.3	2.4	5.0	12.0	9.4	8.9	3.0	2.3	105.6	-60.4%	58.9	6.1	26.4	14.2
2021 000s	2.8	5.7	5.5	3.5	6.3	23.0	19.2	24.3	18.6	19.4	21.7	17.6	167.6	58.7%	14.0	32.8	62.0	58.8
2022 000s	12.9	31.6	27.1	17.1	23.1	27.9	21.8	24.2	19.0	19.7	23.2	20.5	268.1	59.9%	71.6	68.1	65.0	63.4
2023 000s	15.2	33.1	27.3	17.3	23.1	28.1	21.3	24.1	19.5	19.4	22.6	20.9	272.0	1.5%	75.5	68.6	64.9	62.9
2024 000s	12.5	27.2	22.6	14.1	20.2	23.5	18.1	20.7	16.3	16.6	19.0	17.3	228.3	-16.1%	62.3	57.9	55.2	52.9
2025 000s	13.0	28.5	24.3	13.9	20.3	24.1	18.5	20.3	16.1	15.6	18.0	17.3	229.9	0.7%	65.8	58.3	54.8	51.0

VISITOR DAYS | **SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	221.9	225.5	218.0	231.3	266.6	266.9	105.6	167.6	268.1	272.0	228.3	229.9
All Visitor Types	M	3.7	3.9	3.9	4.0	4.1	4.1	1.9	3.4	4.0	4.1	4.0	4.1
Share of Total	%	6.0%	5.8%	5.6%	5.8%	6.6%	6.4%	5.5%	4.9%	6.7%	6.6%	5.7%	5.5%
Annual Change in Share	%		-4.7%	-3.1%	3.1%	14.4%	-2.3%	-15.2%	-9.9%	37.2%	-1.8%	-14.1%	-2.4%
Change in Share from 2014	%		-4.7%	-7.7%	-4.8%	8.9%	6.4%	-9.7%	-18.6%	11.6%	9.5%	-5.9%	-8.2%
Avg Ann. Change in Share	%		-4.7%	-3.8%	-1.6%	2.2%	1.3%	-1.6%	-2.7%	1.5%	1.1%	-0.6%	-0.7%



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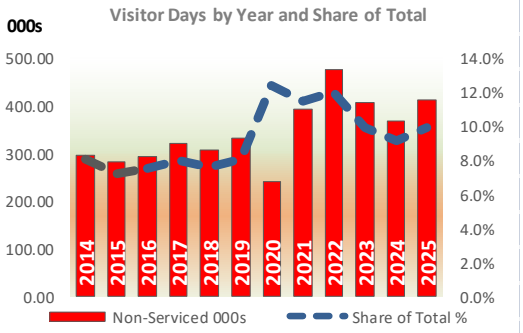
STEAM REPORT FOR 2014-2025 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

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	77.4%	98.1%	23.0%	52.2%	15.8%	10.8%	33.4%	33.9%	50.5%	61.6%	89.5%	114.2%	38.8%		54.6%	21.1%	39.1%	79.8%
% Change 2024 to 2025	7.0%	24.4%	-3.2%	21.6%	10.8%	8.4%	9.8%	11.7%	17.6%	14.0%	9.0%	10.6%	12.1%	Annual Change	7.4%	12.4%	13.1%	11.6%
Average Annual Change	7.0%	8.9%	2.1%	4.7%	1.4%	1.0%	3.0%	3.1%	4.6%	5.6%	8.1%	10.4%	3.5%		5.0%	1.9%	3.6%	7.3%
2014 000s	5.1	6.2	12.2	20.5	40.8	41.3	39.2	52.7	42.9	17.9	10.2	6.6	295.6		23.5	102.6	134.8	34.7
2015 000s	4.3	6.4	10.5	17.4	38.5	38.6	40.3	54.4	40.1	13.8	10.4	6.5	281.1	-4.9%	21.2	94.5	134.7	30.7
2016 000s	4.6	6.6	10.6	17.8	39.3	39.7	41.9	57.4	42.6	14.8	11.2	7.0	293.6	4.4%	21.9	96.8	141.9	33.0
2017 000s	5.1	7.8	10.8	19.8	43.2	41.8	46.4	60.8	48.9	16.0	11.7	7.9	320.3	9.1%	23.7	104.9	156.1	35.7
2018 000s	4.9	7.5	10.3	18.9	42.2	40.3	44.0	59.3	45.2	16.0	11.4	7.3	307.4	-4.0%	22.7	101.4	148.5	34.8
2019 000s	5.6	8.0	10.9	22.0	46.7	42.9	48.9	63.0	47.0	16.3	12.8	8.1	332.4	8.1%	24.5	111.7	158.9	37.3
2020 000s	10.8	10.4	9.1	1.0	2.9	3.1	36.7	64.9	67.0	24.1	2.0	7.2	239.2	-28.1%	30.2	7.0	168.6	33.3
2021 000s	0.3	0.3	0.5	8.9	47.1	57.2	60.7	78.9	74.8	31.2	18.8	12.1	390.7	63.4%	1.0	113.2	214.4	62.1
2022 000s	11.2	12.1	21.0	31.6	61.3	58.5	65.1	82.6	67.5	27.1	19.9	17.5	475.3	21.7%	44.3	151.4	215.2	64.4
2023 000s	9.9	12.1	17.1	30.5	52.0	45.2	49.9	67.9	60.1	28.4	18.7	14.5	406.3	-14.5%	39.1	127.6	178.0	61.6
2024 000s	8.5	9.8	15.5	25.7	42.7	42.2	47.6	63.2	54.9	25.3	17.7	12.8	366.0	-9.9%	33.8	110.5	165.8	55.8
2025 000s	9.1	12.2	15.0	31.3	47.3	45.7	52.3	70.6	64.6	28.9	19.3	14.2	410.4	12.1%	36.3	124.2	187.5	62.3

VISITOR DAYS — **NON-SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	000s	295.6	281.1	293.6	320.3	307.4	332.4	239.2	390.7	475.3	406.3	366.0	410.4
All Visitor Types	M	3.7	3.9	3.9	4.0	4.1	4.1	1.9	3.4	4.0	4.1	4.0	4.1
Share of Total	%	8.1%	7.2%	7.5%	8.0%	7.6%	8.0%	12.4%	11.5%	12.0%	9.9%	9.1%	9.9%
Annual Change in Share	%		-10.8%	4.6%	6.0%	-4.8%	5.6%	54.3%	-7.2%	4.3%	-17.3%	-7.8%	8.6%
Change in Share from 2014	%		-10.8%	-6.6%	-1.1%	-5.8%	-0.5%	53.5%	42.4%	48.6%	22.8%	13.2%	23.0%
Avg Ann. Change in Share	%		-10.8%	-3.3%	-0.4%	-1.4%	-0.1%	8.9%	6.1%	6.1%	2.5%	1.3%	2.1%



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

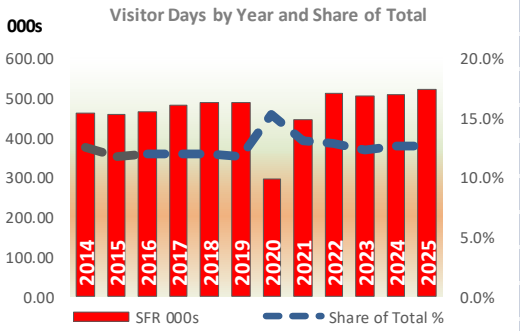
2014 to 2025 | SFR | VISITOR DAYS

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	12.9%	4.8%	7.1%	16.5%	14.7%	13.4%	14.8%	15.5%	20.5%	17.6%	9.0%	11.5%	13.5%		9.8%	15.2%	16.4%	12.5%
% Change 2024 to 2025	2.4%	4.2%	1.9%	4.2%	3.2%	2.9%	3.0%	3.2%	5.5%	2.7%	1.4%	2.2%	3.1%	Annual Change	2.7%	3.5%	3.7%	2.2%
Average Annual Change	1.2%	0.4%	0.6%	1.5%	1.3%	1.2%	1.3%	1.4%	1.9%	1.6%	0.8%	1.0%	1.2%		0.9%	1.4%	1.5%	1.1%
2014 000s	63.0	24.9	26.7	53.7	37.9	29.9	45.1	48.2	26.9	24.6	21.0	56.8	458.6		114.6	121.5	120.1	102.4
2015 000s	63.0	24.0	26.3	53.5	38.4	30.7	45.9	49.4	27.0	24.5	20.4	54.7	457.7	-0.2%	113.3	122.5	122.3	99.6
2016 000s	63.0	24.1	26.6	54.2	38.9	31.0	46.8	50.4	27.6	24.8	20.7	56.0	464.1	1.4%	113.7	124.2	124.8	101.5
2017 000s	65.1	24.4	26.5	56.2	40.8	31.9	48.5	51.8	29.0	25.5	21.2	57.6	478.4	3.1%	115.9	128.9	129.3	104.3
2018 000s	66.6	25.2	27.0	56.6	41.2	32.2	48.5	52.1	28.7	26.0	21.6	59.3	485.2	1.4%	118.9	130.0	129.3	107.0
2019 000s	66.8	25.1	27.0	57.4	41.7	32.4	49.1	52.4	28.6	26.0	21.8	59.1	487.4	0.5%	118.9	131.5	130.1	107.0
2020 000s	87.6	26.7	14.9	3.6	3.2	2.5	29.4	46.2	33.2	24.0	3.1	20.5	294.9	-39.5%	129.2	9.3	108.8	47.7
2021 000s	8.8	3.3	3.6	22.1	43.4	41.9	61.9	65.4	47.0	43.1	28.1	73.4	442.0	49.9%	15.7	107.4	174.3	144.5
2022 000s	68.7	25.0	28.3	59.8	43.3	33.7	51.3	54.5	30.6	27.3	22.5	63.1	508.2	15.0%	122.0	136.8	136.4	112.9
2023 000s	70.1	25.5	27.8	60.0	42.2	32.3	49.0	52.7	30.0	27.8	22.4	62.3	502.4	-1.1%	123.5	134.6	131.8	112.6
2024 000s	69.5	25.0	28.0	60.0	42.1	33.0	50.3	53.9	30.7	28.2	22.6	62.0	505.2	0.6%	122.5	135.1	134.9	112.8
2025 000s	71.1	26.0	28.6	62.5	43.4	33.9	51.8	55.7	32.4	28.9	22.9	63.4	520.7	3.1%	125.8	139.9	139.8	115.2

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	000s	458.6	457.7	464.1	478.4	485.2	487.4	294.9	442.0	508.2	502.4	505.2	520.7
All Visitor Types	M	3.7	3.9	3.9	4.0	4.1	4.1	1.9	3.4	4.0	4.1	4.0	4.1
Share of Total	%	12.5%	11.7%	11.9%	11.9%	12.0%	11.7%	15.2%	13.0%	12.8%	12.2%	12.6%	12.6%
Annual Change in Share	%		-6.4%	1.6%	0.1%	0.6%	-1.9%	29.7%	-14.9%	-1.4%	-4.3%	2.9%	-0.2%
Change in Share from 2014	%		-6.4%	-4.9%	-4.7%	-4.1%	-6.0%	22.0%	3.8%	2.4%	-2.1%	0.7%	0.6%
Avg Ann. Change in Share	%		-6.4%	-2.4%	-1.6%	-1.0%	-1.2%	3.7%	0.5%	0.3%	-0.2%	0.1%	0.1%

SFR



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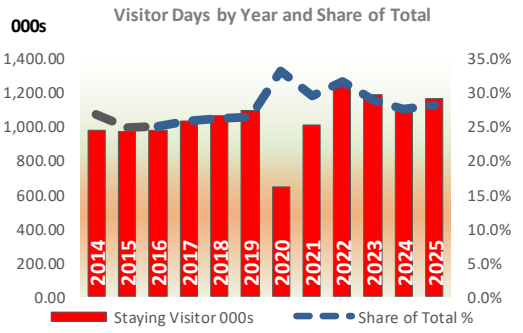
STEAM REPORT FOR 2014-2025 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

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	17.4%	11.2%	3.4%	23.6%	16.7%	13.1%	21.6%	23.4%	29.2%	26.0%	16.5%	18.5%	18.9%		11.1%	17.7%	24.5%	20.2%
% Change 2024 to 2025	3.1%	7.7%	2.6%	7.9%	5.7%	5.1%	5.6%	6.3%	10.9%	4.8%	1.5%	3.0%	5.6%	Annual Change	4.3%	6.2%	7.4%	3.2%
Average Annual Change	1.6%	1.0%	0.3%	2.1%	1.5%	1.2%	2.0%	2.1%	2.7%	2.4%	1.5%	1.7%	1.7%		1.0%	1.6%	2.2%	1.8%
2014 000s	79.4	60.0	65.6	87.1	95.1	91.7	100.8	118.7	87.5	58.3	51.6	80.1	976.1		205.1	273.9	307.0	190.1
2015 000s	79.8	60.4	62.7	83.5	93.5	92.5	103.2	123.7	83.7	54.8	49.9	76.6	964.3	-1.2%	202.9	269.5	310.6	181.4
2016 000s	79.1	59.5	62.4	84.7	94.1	92.8	105.6	127.2	85.9	54.7	50.6	79.2	975.6	1.2%	201.0	271.6	318.7	184.4
2017 000s	82.6	59.9	60.9	90.7	103.6	97.4	113.2	133.5	95.4	57.9	52.1	82.7	1,030.0	5.6%	203.4	291.7	342.1	192.8
2018 000s	85.8	64.9	63.9	92.0	106.6	99.9	113.4	136.1	93.2	61.2	55.3	86.6	1,059.1	2.8%	214.7	298.6	342.7	203.1
2019 000s	86.8	65.0	64.5	95.9	111.8	103.0	119.1	139.9	94.9	61.8	57.4	86.6	1,086.7	2.6%	216.3	310.7	353.8	205.8
2020 000s	113.6	69.1	35.5	6.0	8.4	8.0	71.0	123.1	109.6	56.9	8.2	30.0	639.6	-41.1%	218.3	22.5	303.7	95.2
2021 000s	11.8	9.4	9.6	34.5	96.9	122.1	141.8	168.5	140.4	93.7	68.6	103.1	1,000.3	56.4%	30.8	253.4	450.7	265.4
2022 000s	92.8	68.7	76.3	108.5	127.7	120.2	138.3	161.2	117.0	74.1	65.6	101.1	1,251.5	25.1%	237.9	356.4	416.5	240.8
2023 000s	95.2	70.7	72.3	107.9	117.3	105.7	120.2	144.8	109.7	75.7	63.7	97.7	1,180.6	-5.7%	238.1	330.8	374.7	237.1
2024 000s	90.4	62.0	66.2	99.9	105.0	98.7	116.0	137.9	101.9	70.1	59.3	92.2	1,099.5	-6.9%	218.6	303.5	355.8	221.5
2025 000s	93.2	66.7	67.9	107.7	111.0	103.7	122.5	146.5	113.0	73.5	60.2	94.9	1,161.0	5.6%	227.9	322.4	382.1	228.6

VISITOR DAYS | STAYING VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	000s	976.1	964.3	975.6	1,030.0	1,059.1	1,086.7	639.6	1,000.3	1,251.5	1,180.6	1,099.5	1,161.0
All Visitor Types	M	3.7	3.9	3.9	4.0	4.1	4.1	1.9	3.4	4.0	4.1	4.0	4.1
Share of Total	%	26.6%	24.6%	25.0%	25.6%	26.1%	26.2%	33.0%	29.4%	31.5%	28.7%	27.4%	28.0%
Annual Change in Share	%		-7.3%	1.4%	2.5%	2.0%	0.2%	26.2%	-11.2%	7.3%	-8.7%	-4.7%	2.3%
Change in Share from 2014	%		-7.3%	-6.0%	-3.6%	-1.7%	-1.5%	24.3%	10.4%	18.5%	8.1%	3.0%	5.4%
Avg Ann. Change in Share	%		-7.3%	-3.0%	-1.2%	-0.4%	-0.3%	4.0%	1.5%	2.3%	0.9%	0.3%	0.5%



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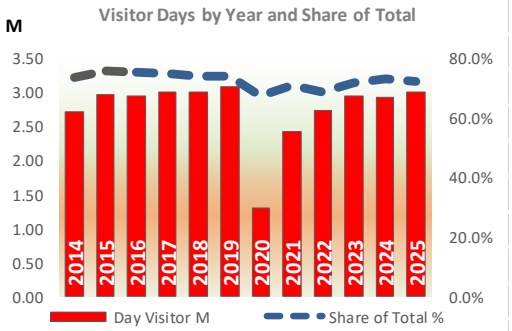
STEAM REPORT FOR 2014-2025 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

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		22.9%	26.3%	37.0%	-1.4%	14.8%	23.6%	-4.2%	3.0%	9.3%	11.2%	-11.2%	2.3%	10.7%		30.6%	13.7%	1.9%	2.4%
% Change 2024 to 2025		3.5%	-1.0%	3.4%	3.1%	4.4%	-1.7%	6.1%	3.5%	3.5%	0.8%	-3.2%	-3.5%	2.3%	Annual Change	2.0%	1.7%	4.3%	-1.2%
Average Annual Change		2.1%	2.4%	3.4%	-0.1%	1.3%	2.1%	-0.4%	0.3%	0.8%	1.0%	-1.0%	0.2%	1.0%		2.8%	1.2%	0.2%	0.2%
2014	M	0.107	0.157	0.229	0.202	0.311	0.273	0.344	0.492	0.215	0.178	0.114	0.071	2.695		0.493	0.787	1.051	0.364
2015	M	0.127	0.183	0.245	0.206	0.328	0.285	0.354	0.562	0.248	0.210	0.118	0.082	2.949	9.4%	0.556	0.819	1.164	0.410
2016	M	0.128	0.180	0.268	0.200	0.341	0.315	0.329	0.553	0.229	0.195	0.111	0.081	2.929	-0.7%	0.576	0.855	1.112	0.387
2017	M	0.130	0.184	0.274	0.204	0.348	0.322	0.336	0.564	0.234	0.198	0.113	0.083	2.990	2.1%	0.588	0.873	1.134	0.394
2018	M	0.133	0.185	0.275	0.202	0.348	0.315	0.333	0.569	0.241	0.199	0.111	0.082	2.992	0.1%	0.592	0.865	1.143	0.391
2019	M	0.140	0.198	0.294	0.207	0.350	0.332	0.329	0.566	0.250	0.206	0.110	0.083	3.063	2.4%	0.631	0.888	1.145	0.399
2020	M	0.130	0.176	0.114	0.013	0.036	0.058	0.092	0.308	0.154	0.123	0.039	0.052	1.296	-57.7%	0.420	0.107	0.555	0.213
2021	M	0.044	0.076	0.132	0.116	0.263	0.306	0.297	0.537	0.251	0.211	0.101	0.073	2.408	85.8%	0.252	0.685	1.085	0.386
2022	M	0.113	0.160	0.263	0.182	0.313	0.308	0.297	0.483	0.224	0.196	0.104	0.079	2.722	13.1%	0.536	0.803	1.005	0.378
2023	M	0.125	0.195	0.300	0.197	0.336	0.333	0.312	0.505	0.242	0.200	0.106	0.076	2.927	7.5%	0.620	0.866	1.059	0.381
2024	M	0.127	0.201	0.303	0.194	0.343	0.343	0.310	0.489	0.227	0.197	0.105	0.076	2.915	-0.4%	0.631	0.880	1.027	0.378
2025	M	0.131	0.199	0.314	0.200	0.358	0.338	0.329	0.507	0.235	0.198	0.102	0.073	2.983	2.3%	0.644	0.895	1.071	0.373

VISITOR DAYS | DAY VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	2.695	2.949	2.929	2.990	2.992	3.063	1.296	2.408	2.722	2.927	2.915	2.983
All Visitor Types	M	3.671	3.913	3.905	4.020	4.051	4.150	1.935	3.408	3.974	4.107	4.015	4.144
Share of Total	%	73.4%	75.4%	75.0%	74.4%	73.9%	73.8%	67.0%	70.6%	68.5%	71.3%	72.6%	72.0%
Annual Change in Share	%		2.6%	-0.5%	-0.8%	-0.7%	-0.1%	-9.3%	5.5%	-3.0%	4.0%	1.9%	-0.9%
Change in Share from 2014	%		2.6%	2.2%	1.3%	0.6%	0.5%	-8.8%	-3.8%	-6.7%	-2.9%	-1.1%	-1.9%
Avg Ann. Change in Share	%		2.6%	1.1%	0.4%	0.2%	0.1%	-1.5%	-0.5%	-0.8%	-0.3%	-0.1%	-0.2%



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

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

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

2014 to 2025

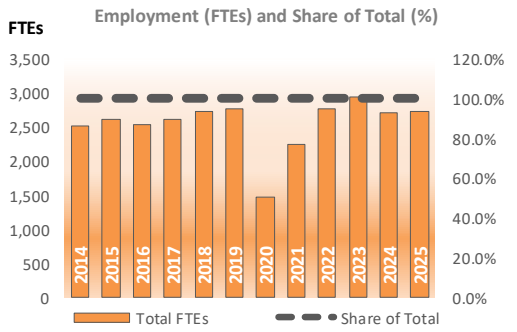
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL												TOTAL	% Change				
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	10.5%	11.2%	17.3%	3.8%	11.4%	14.5%	2.3%	7.1%	10.3%	10.2%	-3.8%	4.2%	8.5%		13.3%	10.2%	6.3%	4.0%
% Change 2024 to 2025	0.4%	-0.7%	0.7%	1.7%	1.7%	-1.8%	2.7%	1.5%	3.4%	1.6%	-2.6%	-1.4%	0.8%	Annual Change	0.2%	0.4%	2.4%	-0.6%
Average Annual Change	1.0%	1.0%	1.6%	0.3%	1.0%	1.3%	0.2%	0.6%	0.9%	0.9%	-0.3%	0.4%	0.8%		1.2%	0.9%	0.6%	0.4%
2014 FTEs	1,841	2,046	2,465	2,418	3,058	2,849	3,280	4,193	2,500	2,103	1,731	1,683	2,514		2,117	2,775	3,324	1,839
2015 FTEs	1,945	2,178	2,505	2,386	3,104	2,899	3,320	4,560	2,614	2,225	1,724	1,706	2,597	3.3%	2,209	2,797	3,498	1,885
2016 FTEs	1,886	2,099	2,561	2,306	3,109	2,991	3,147	4,461	2,473	2,087	1,640	1,670	2,536	-2.4%	2,182	2,802	3,360	1,799
2017 FTEs	1,933	2,125	2,585	2,386	3,239	3,076	3,253	4,591	2,574	2,139	1,667	1,710	2,606	2.8%	2,214	2,900	3,473	1,839
2018 FTEs	2,058	2,264	2,718	2,486	3,377	3,178	3,355	4,776	2,700	2,262	1,771	1,820	2,730	4.8%	2,347	3,013	3,610	1,951
2019 FTEs	2,084	2,313	2,796	2,512	3,388	3,255	3,337	4,735	2,735	2,286	1,765	1,814	2,752	0.8%	2,398	3,052	3,602	1,955
2020 FTEs	2,276	2,270	1,524	321	512	600	1,502	3,213	2,256	1,713	588	776	1,463	-46.8%	2,024	478	2,324	1,026
2021 FTEs	584	735	1,038	1,169	2,445	3,238	3,334	4,753	3,106	2,629	1,839	1,912	2,232	52.6%	785	2,284	3,731	2,127
2022 FTEs	2,039	2,196	2,775	2,528	3,352	3,297	3,360	4,513	2,802	2,377	1,853	1,951	2,754	23.4%	2,337	3,059	3,558	2,060
2023 FTEs	2,206	2,490	3,073	2,713	3,570	3,492	3,477	4,737	2,975	2,502	1,901	1,974	2,926	6.2%	2,590	3,258	3,730	2,126
2024 FTEs	2,025	2,290	2,869	2,470	3,347	3,320	3,267	4,422	2,668	2,281	1,710	1,778	2,704	-7.6%	2,395	3,046	3,452	1,923
2025 FTEs	2,034	2,275	2,890	2,511	3,406	3,261	3,356	4,489	2,758	2,318	1,665	1,753	2,726	0.8%	2,400	3,059	3,534	1,912

TOTAL EMPLOYMENT

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	FTEs	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926	2,704	2,726
Total Employment	FTEs	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926	2,704	2,726
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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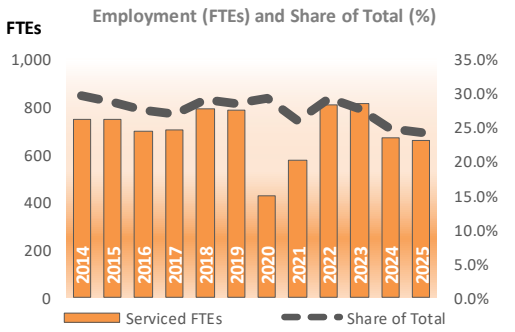
2014 to 2025 | **SERVICED** | **DIRECT EMPLOYMENT**

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		-11.5%	-11.3%	-13.5%	-12.0%	-8.5%	-8.4%	-10.5%	-9.9%	-14.1%	-12.8%	-14.6%	-11.8%	-11.6%		-12.1%	-9.6%	-11.5%	-13.1%
% Change 2024 to 2025		-1.0%	-0.3%	0.2%	-1.9%	-1.6%	-1.2%	-1.3%	-2.2%	-2.0%	-2.8%	-2.9%	-1.6%	-1.6%	Annual Change	-0.4%	-1.6%	-1.9%	-2.4%
Average Annual Change		-1.0%	-1.0%	-1.2%	-1.1%	-0.8%	-0.8%	-1.0%	-0.9%	-1.3%	-1.2%	-1.3%	-1.1%	-1.1%		-1.1%	-0.9%	-1.0%	-1.2%
2014	FTEs	689	822	804	697	725	758	727	737	736	721	759	728	742		772	727	733	736
2015	FTEs	697	828	797	694	726	777	730	751	727	724	746	719	743	0.1%	774	732	736	730
2016	FTEs	646	773	747	651	677	724	685	703	676	671	699	680	694	-6.5%	722	684	688	683
2017	FTEs	650	765	733	664	702	734	694	713	687	678	701	685	701	0.9%	716	700	698	688
2018	FTEs	731	866	823	744	795	830	780	807	768	765	791	772	789	12.6%	807	790	785	776
2019	FTEs	723	855	815	736	788	823	773	798	758	759	785	760	781	-1.0%	798	782	776	768
2020	FTEs	756	853	590	169	203	182	398	529	521	513	223	182	427	-45.4%	733	185	483	306
2021	FTEs	254	264	263	261	335	809	782	818	777	782	801	770	576	35.1%	260	469	792	784
2022	FTEs	736	876	840	764	809	847	801	818	780	784	812	791	805	39.6%	817	807	800	796
2023	FTEs	751	894	846	764	811	853	798	820	783	781	809	794	809	0.5%	830	809	800	795
2024	FTEs	616	732	695	626	675	702	660	680	645	647	667	653	666	-17.6%	681	668	661	656
2025	FTEs	610	729	696	614	664	694	651	664	632	629	648	642	656	-1.6%	678	657	649	640

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	FTEs	742	743	694	701	789	781	427	576	805	809	666	656
Total Employment	FTEs	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926	2,704	2,726
Share of Total	%	29.5%	28.6%	27.4%	26.9%	28.9%	28.4%	29.2%	25.8%	29.2%	27.6%	24.6%	24.1%
Annual Change in Share	%		-3.1%	-4.3%	-1.8%	7.5%	-1.8%	2.8%	-11.5%	13.2%	-5.4%	-10.8%	-2.4%
Change in Share from 2014	%		-3.1%	-7.3%	-9.0%	-2.1%	-3.9%	-1.2%	-12.5%	-1.0%	-6.4%	-16.5%	-18.5%
Avg Ann. Change in Share	%		-3.1%	-3.6%	-3.0%	-0.5%	-0.8%	-0.2%	-1.8%	-0.1%	-0.7%	-1.7%	-1.7%

SERVICED ACCOMMODATION



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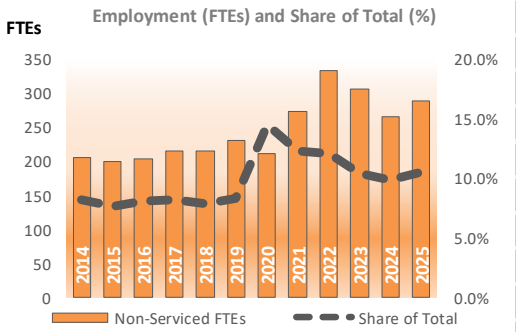
2014 to 2025 | **NON-SERVICED** | **DIRECT EMPLOYMENT**

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		52.0%	66.5%	30.2%	40.1%	20.0%	16.7%	32.4%	33.1%	50.8%	70.9%	62.4%	66.0%	39.9%		47.2%	23.6%	38.6%	67.0%
% Change 2024 to 2025		1.8%	6.4%	-1.6%	9.9%	5.7%	4.2%	5.1%	6.8%	16.3%	27.1%	3.4%	3.6%	8.0%	Annual Change	2.0%	6.3%	9.5%	12.6%
Average Annual Change		4.7%	6.0%	2.7%	3.6%	1.8%	1.5%	2.9%	3.0%	4.6%	6.4%	5.7%	6.0%	3.6%		4.3%	2.1%	3.5%	6.1%
2014	FTEs	99	104	145	190	290	292	280	345	300	175	129	110	205		116	257	308	138
2015	FTEs	99	113	137	173	275	276	283	350	282	154	136	118	200	-2.6%	116	241	305	136
2016	FTEs	100	115	138	174	277	279	289	362	292	157	139	120	203	1.9%	117	243	314	139
2017	FTEs	102	120	139	183	297	290	311	379	323	163	142	124	214	5.4%	120	257	338	143
2018	FTEs	102	121	141	184	298	289	306	380	312	168	144	121	214	-0.3%	121	257	333	144
2019	FTEs	110	129	149	205	325	308	334	402	326	175	156	131	229	7.2%	129	279	354	154
2020	FTEs	166	189	178	49	85	86	305	472	488	267	114	139	211	-7.7%	178	73	421	173
2021	FTEs	22	22	24	140	373	418	432	516	545	356	230	196	273	29.1%	23	310	498	261
2022	FTEs	181	196	245	295	438	425	453	563	465	271	236	220	332	21.7%	207	386	494	242
2023	FTEs	171	190	223	289	401	368	390	480	440	275	227	202	305	-8.3%	195	353	437	235
2024	FTEs	147	162	192	242	330	327	353	430	388	236	203	176	265	-12.9%	167	299	390	205
2025	FTEs	150	172	189	266	348	341	371	460	452	300	210	182	287	8.0%	170	318	427	231

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	FTEs	205	200	203	214	214	229	211	273	332	305	265	287
Total Employment	FTEs	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926	2,704	2,726
Share of Total	%	8.2%	7.7%	8.0%	8.2%	7.8%	8.3%	14.5%	12.2%	12.1%	10.4%	9.8%	10.5%
Annual Change in Share	%		-5.8%	4.4%	2.5%	-4.8%	6.4%	73.6%	-15.4%	-1.4%	-13.7%	-5.8%	7.1%
Change in Share from 2014	%		-5.8%	-1.6%	0.9%	-3.9%	2.2%	77.4%	50.1%	48.0%	27.8%	20.4%	29.0%
Avg Ann. Change in Share	%		-5.8%	-0.8%	0.3%	-1.0%	0.4%	12.9%	7.2%	6.0%	3.1%	2.0%	2.6%

NON-SERVICED ACCOMMODATION



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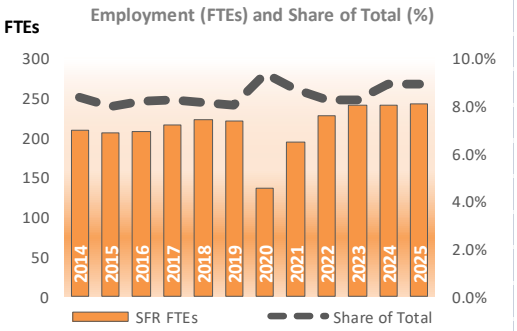
STEAM REPORT FOR 2014-2025 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

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	15.0%	6.7%	9.2%	18.7%	16.8%	15.6%	17.0%	17.7%	22.8%	19.8%	11.1%	13.6%	15.7%		11.8%	17.4%	18.6%	14.6%
% Change 2024 to 2025	0.2%	2.0%	-0.3%	2.0%	1.0%	0.7%	0.8%	1.0%	3.3%	0.5%	-0.8%	0.0%	0.9%	Annual Change	0.5%	1.3%	1.5%	0.0%
Average Annual Change	1.4%	0.6%	0.8%	1.7%	1.5%	1.4%	1.5%	1.6%	2.1%	1.8%	1.0%	1.2%	1.4%		1.1%	1.6%	1.7%	1.3%
2014 FTEs	345	136	146	293	207	163	246	263	147	135	115	311	209		209	221	219	187
2015 FTEs	340	129	142	289	207	165	248	267	146	132	110	295	206	-1.5%	204	220	220	179
2016 FTEs	337	129	142	290	208	166	250	270	148	133	111	300	207	0.6%	203	222	223	181
2017 FTEs	351	131	143	303	220	172	261	279	156	137	114	311	215	3.8%	208	232	232	187
2018 FTEs	365	138	148	310	225	176	265	285	157	142	118	325	221	2.9%	217	237	236	195
2019 FTEs	361	135	146	310	226	175	266	283	155	141	118	320	220	-0.7%	214	237	234	193
2020 FTEs	472	144	80	19	17	14	162	263	189	137	18	117	136	-38.0%	232	17	205	90
2021 FTEs	49	19	20	116	228	220	325	343	247	226	147	385	194	42.4%	29	188	305	253
2022 FTEs	368	134	151	320	232	181	275	292	164	146	121	338	227	17.1%	218	244	243	202
2023 FTEs	403	147	160	345	243	186	282	303	173	160	129	358	241	6.1%	237	258	253	216
2024 FTEs	395	142	160	342	240	188	286	307	175	160	128	353	240	-0.5%	232	256	256	214
2025 FTEs	396	145	159	348	242	189	288	310	180	161	127	353	242	0.9%	233	260	260	214

EMPLOYMENT — **SFR**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	FTEs	209	206	207	215	221	220	136	194	227	241	240	242
Total Employment	FTEs	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926	2,704	2,726
Share of Total	%	8.3%	7.9%	8.2%	8.2%	8.1%	8.0%	9.3%	8.7%	8.2%	8.2%	8.9%	8.9%
Annual Change in Share	%		-4.6%	3.0%	1.0%	-1.7%	-1.5%	16.6%	-6.7%	-5.1%	-0.1%	7.7%	0.0%
Change in Share from 2014	%		-4.6%	-1.7%	-0.8%	-2.5%	-4.0%	11.9%	4.5%	-0.9%	-1.0%	6.6%	6.7%
Avg Ann. Change in Share	%		-4.6%	-0.9%	-0.3%	-0.6%	-0.8%	2.0%	0.6%	-0.1%	-0.1%	0.7%	0.6%



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

2014 to 2025

STAYING VISITOR

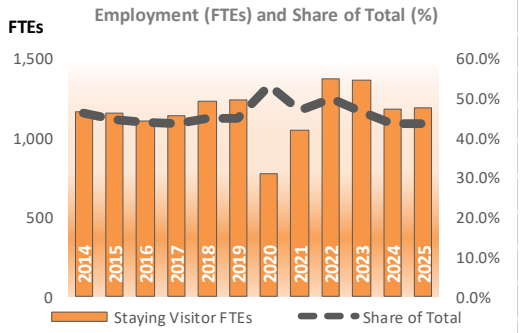
DIRECT EMPLOYMENT

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	2.1%	-1.4%	-4.7%	4.0%	2.6%	0.8%	4.5%	6.5%	6.9%	5.7%	-1.7%	2.5%	2.5%		-1.3%	2.5%	6.0%	2.2%
% Change 2024 to 2025	-0.2%	1.0%	-0.2%	1.5%	0.8%	0.6%	0.9%	1.2%	4.6%	4.5%	-1.3%	-0.4%	1.1%	Annual Change	0.2%	1.0%	2.2%	0.9%
Average Annual Change	0.2%	-0.1%	-0.4%	0.4%	0.2%	0.1%	0.4%	0.6%	0.6%	0.5%	-0.2%	0.2%	0.2%		-0.1%	0.2%	0.5%	0.2%
2014 FTEs	1,132	1,061	1,095	1,180	1,223	1,214	1,254	1,346	1,182	1,031	1,003	1,149	1,156		1,096	1,206	1,261	1,061
2015 FTEs	1,136	1,071	1,076	1,155	1,208	1,218	1,260	1,367	1,154	1,011	992	1,131	1,148	-0.7%	1,094	1,193	1,260	1,045
2016 FTEs	1,083	1,017	1,027	1,115	1,162	1,169	1,224	1,335	1,115	961	949	1,099	1,105	-3.8%	1,042	1,149	1,225	1,003
2017 FTEs	1,103	1,017	1,014	1,150	1,218	1,196	1,266	1,371	1,166	979	957	1,119	1,130	2.3%	1,045	1,188	1,268	1,018
2018 FTEs	1,197	1,125	1,111	1,238	1,319	1,295	1,351	1,472	1,236	1,075	1,053	1,218	1,224	8.3%	1,144	1,284	1,353	1,115
2019 FTEs	1,195	1,119	1,110	1,251	1,338	1,305	1,372	1,483	1,239	1,075	1,059	1,210	1,230	0.5%	1,141	1,298	1,365	1,115
2020 FTEs	1,394	1,186	848	238	306	281	865	1,264	1,198	917	356	438	774	-37.0%	1,143	275	1,109	570
2021 FTEs	324	305	307	517	936	1,448	1,539	1,678	1,569	1,364	1,178	1,351	1,043	34.7%	312	967	1,595	1,298
2022 FTEs	1,285	1,205	1,236	1,379	1,479	1,453	1,529	1,674	1,409	1,201	1,169	1,349	1,364	30.8%	1,242	1,437	1,537	1,239
2023 FTEs	1,324	1,231	1,229	1,398	1,455	1,407	1,470	1,603	1,396	1,216	1,165	1,355	1,354	-0.7%	1,262	1,420	1,490	1,245
2024 FTEs	1,159	1,036	1,046	1,209	1,244	1,217	1,298	1,417	1,208	1,043	999	1,182	1,171	-13.5%	1,080	1,224	1,308	1,074
2025 FTEs	1,156	1,047	1,044	1,227	1,254	1,224	1,310	1,434	1,264	1,090	985	1,177	1,184	1.1%	1,082	1,235	1,336	1,084

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	FTEs	1,156	1,148	1,105	1,130	1,224	1,230	774	1,043	1,364	1,354	1,171	1,184
Total Employment	FTEs	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926	2,704	2,726
Share of Total	%	46.0%	44.2%	43.6%	43.3%	44.8%	44.7%	52.9%	46.7%	49.5%	46.3%	43.3%	43.4%
Annual Change in Share	%		-3.9%	-1.5%	-0.5%	3.4%	-0.3%	18.4%	-11.7%	6.0%	-6.6%	-6.4%	0.3%
Change in Share from 2014	%		-3.9%	-5.3%	-5.7%	-2.5%	-2.8%	15.1%	1.6%	7.7%	0.7%	-5.8%	-5.5%
Avg Ann. Change in Share	%		-3.9%	-2.6%	-1.9%	-0.6%	-0.6%	2.5%	0.2%	1.0%	0.1%	-0.6%	-0.5%

STAYING VISITOR



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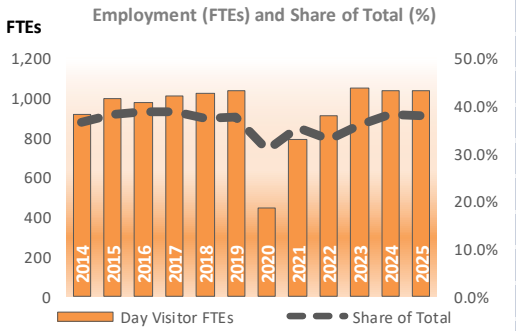
STEAM REPORT FOR 2014-2025 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

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		25.3%	28.7%	39.6%	0.4%	17.0%	26.0%	-2.4%	4.9%	11.4%	13.3%	-9.5%	4.2%	12.8%		33.0%	15.9%	3.9%	4.4%
% Change 2024 to 2025		1.3%	-3.1%	1.2%	0.9%	2.1%	-3.8%	3.8%	1.3%	1.2%	-1.4%	-5.3%	-5.5%	0.1%	Annual Change	-0.1%	-0.4%	2.0%	-3.3%
Average Annual Change		2.3%	2.6%	3.6%	0.0%	1.5%	2.4%	-0.2%	0.4%	1.0%	1.2%	-0.9%	0.4%	1.2%		3.0%	1.4%	0.4%	0.4%
2014	FTEs	435	643	935	827	1,271	1,114	1,402	2,008	879	728	467	291	917		671	1,071	1,430	496
2015	FTEs	512	738	988	830	1,323	1,149	1,426	2,266	998	844	477	331	990	8.0%	746	1,101	1,563	551
2016	FTEs	511	721	1,071	798	1,361	1,259	1,317	2,210	917	778	445	324	976	-1.4%	768	1,139	1,481	516
2017	FTEs	525	742	1,102	821	1,401	1,295	1,354	2,272	941	798	456	333	1,003	2.8%	790	1,172	1,522	529
2018	FTEs	542	754	1,123	826	1,421	1,288	1,361	2,325	984	812	455	333	1,019	1.5%	806	1,179	1,557	533
2019	FTEs	564	799	1,185	834	1,411	1,339	1,326	2,285	1,010	830	444	337	1,030	1.2%	849	1,195	1,541	537
2020	FTEs	523	708	460	54	145	232	380	1,300	652	520	164	218	446	-56.7%	564	144	777	300
2021	FTEs	182	311	543	455	1,033	1,198	1,163	2,106	984	829	396	287	791	77.1%	345	895	1,418	504
2022	FTEs	453	639	1,053	727	1,252	1,233	1,189	1,931	898	783	414	314	907	14.8%	715	1,070	1,340	504
2023	FTEs	538	836	1,289	846	1,442	1,430	1,340	2,166	1,041	859	453	325	1,047	15.4%	888	1,239	1,516	546
2024	FTEs	538	854	1,289	823	1,456	1,460	1,319	2,080	967	837	447	321	1,032	-1.4%	894	1,246	1,455	535
2025	FTEs	545	828	1,305	830	1,487	1,404	1,369	2,107	979	825	423	304	1,034	0.1%	893	1,240	1,485	517

EMPLOYMENT | **DAY VISITOR**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	FTEs	917	990	976	1,003	1,019	1,030	446	791	907	1,047	1,032	1,034
Total Employment	FTEs	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926	2,704	2,726
Share of Total	%	36.5%	38.1%	38.5%	38.5%	37.3%	37.4%	30.5%	35.4%	32.9%	35.8%	38.2%	37.9%
Annual Change in Share	%		4.6%	1.0%	0.0%	-3.1%	0.4%	-18.5%	16.1%	-7.0%	8.6%	6.7%	-0.7%
Change in Share from 2014	%		4.6%	5.6%	5.6%	2.3%	2.7%	-16.3%	-2.9%	-9.7%	-1.8%	4.7%	4.0%
Avg Ann. Change in Share	%		4.6%	2.8%	1.9%	0.6%	0.5%	-2.7%	-0.4%	-1.2%	-0.2%	0.5%	0.4%



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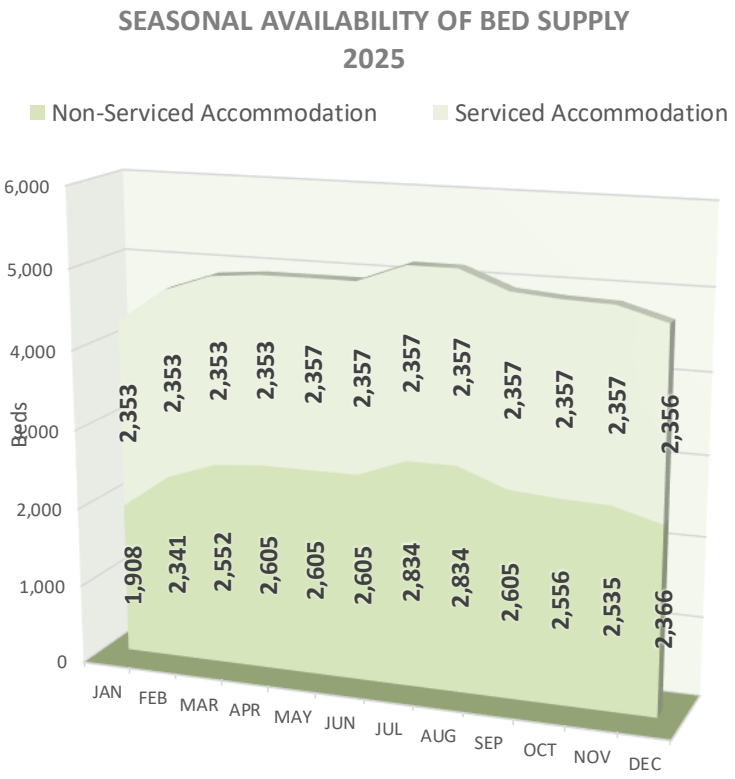
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL SOUTH 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	120	2,357	-3	-25	-25	-273
+50 Room	5	973	0	0	0	0
11-50 Room	11	635	0	0	-4	-141
<10 Room	104	749	-3	-25	-21	-132

NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	79	2,834	+1	+39	+18	+298
Self catering	59	687	+1	+10	+14	+256
Static caravans/chalets	0	572	0	+20	0	+126
Touring caravans/camping	20	1,575	0	+9	+5	-63
Youth Hostels	0	0	0	0	-1	-21

DISTRIBUTION BY TYPE OF ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	199	5,191	-2	+14	-7	+25
Serviced Accommodation Share of Total	60%	45%				
Non-Serviced Accommodation Share of Total	40%	55%				



SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	4,260	4,694	4,905	4,958	4,962	4,962	5,191	5,191	4,962	4,913	4,892	4,722
Serviced Accommodation	2,353	2,353	2,353	2,353	2,357	2,357	2,357	2,357	2,357	2,357	2,357	2,356
Non-Serviced Accommodation	1,908	2,341	2,552	2,605	2,605	2,605	2,834	2,834	2,605	2,556	2,535	2,366

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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
SOUTH KESTEVEN DISTRICT COUNCIL

Comparing 2025 and 2024
2024 in 2025 prices (1.036)

COMPARATIVE HEADLINES

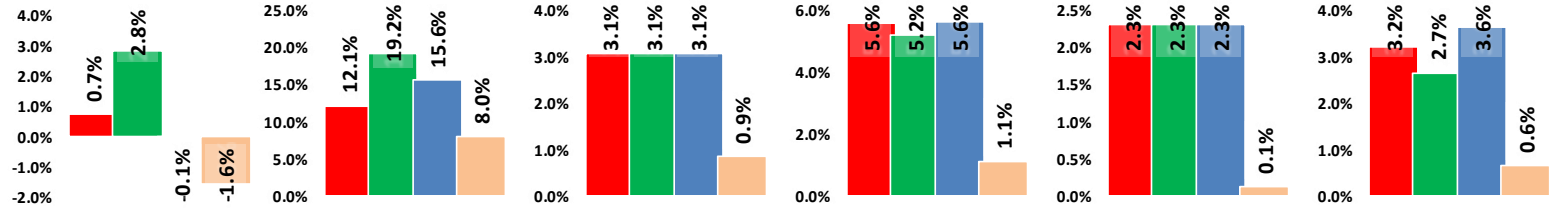
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - INDEXED TO 2025

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

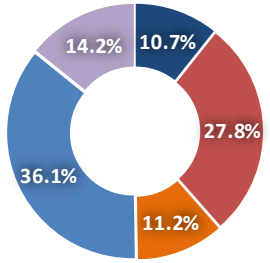
		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.230	0.228	0.7%	0.410	0.366	12.1%	0.521	0.505	3.1%	1.161	1.099	5.6%	2.983	2.915	2.3%	4.144	4.015	3.2%
Visitor Numbers	M	0.123	0.120	2.8%	0.063	0.053	19.2%	0.219	0.213	3.1%	0.405	0.385	5.2%	2.983	2.915	2.3%	3.388	3.301	2.7%
Direct Expenditure	£M																203.14	196.12	3.6%
Economic Impact	£M	37.64	37.67	-0.1%	35.78	30.96	15.6%	37.01	35.92	3.1%	110.44	104.55	5.6%	160.62	156.99	2.3%	271.06	261.53	3.6%
Direct Employment	FTEs	656	666	-1.6%	287	265	8.0%	242	240	0.9%	1,184	1,171	1.1%	1,034	1,032	0.1%	2,218	2,204	0.6%
Total Employment	FTEs																2,726	2,704	0.8%

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

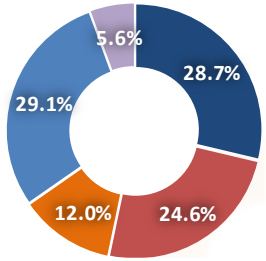
Direct Expenditure Categories

Sectors	2025	2024	+/- %
Accommodation	21.73	20.31	7.0%
Food & Drink	56.49	54.72	3.2%
Recreation	22.79	22.09	3.1%
Shopping	73.31	71.12	3.1%
Transport	28.82	27.87	3.4%
TOTAL DIRECT	203.14	196.12	3.6%
Indirect	67.92	65.41	3.8%
TOTAL	271.06	261.53	3.6%

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	637	638	-0.1%
Food & Drink	545	540	1.0%
Recreation	267	264	0.9%
Shopping	645	639	0.9%
Transport	124	123	1.2%
TOTAL DIRECT	2,218	2,204	0.6%
Indirect	508	500	1.6%
TOTAL	2,726	2,704	0.8%

Accommodation
Food & Drink
Recreation
Shopping
Transport



Direct Employment Categories

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

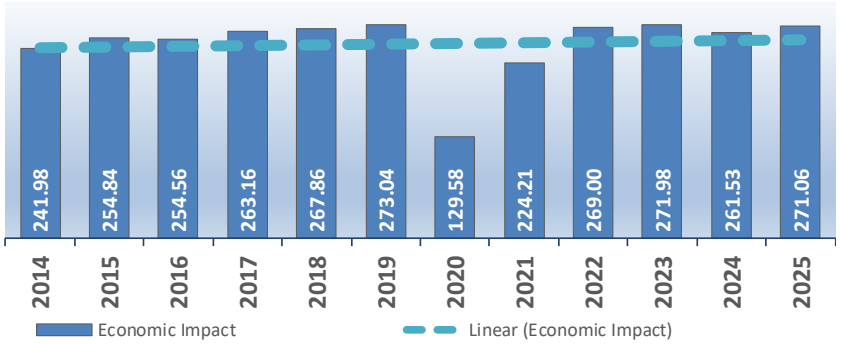
2014 to 2025
2025 Prices

TOTAL

KEY MEASURES
Indexed

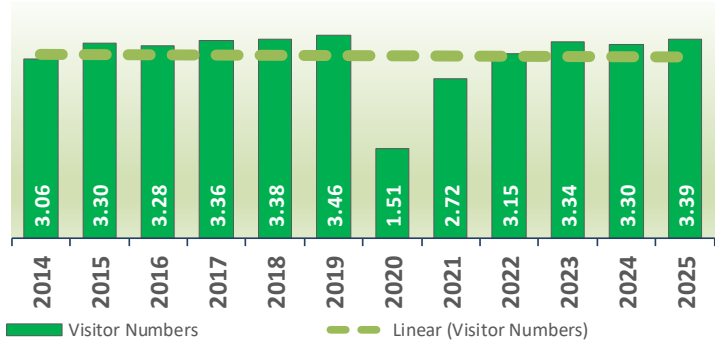
Economic Impact - Indexed - Total

	% Change Year on Year
2015	5.3%
2016	-0.1%
2017	3.4%
2018	1.8%
2019	1.9%
2020	-52.5%
2021	73.0%
2022	20.0%
2023	1.1%
2024	-3.8%
2025	3.6%



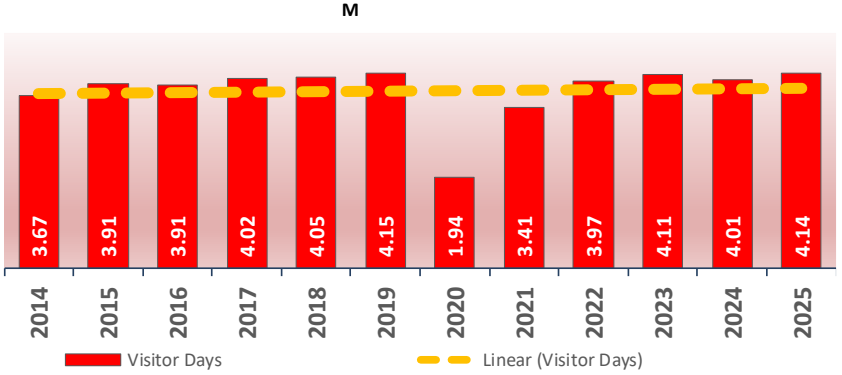
Visitor Numbers - Total

	% Change Year on Year
2015	8.1%
2016	-0.7%
2017	2.3%
2018	0.6%
2019	2.2%
2020	-56.2%
2021	79.8%
2022	15.7%
2023	6.2%
2024	-1.2%
2025	2.7%



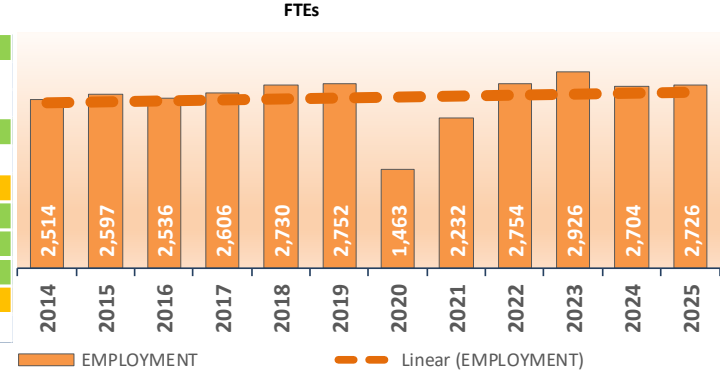
Visitor Days - Total

	% Change Year on Year
2015	6.6%
2016	-0.2%
2017	2.9%
2018	0.8%
2019	2.4%
2020	-53.4%
2021	76.1%
2022	16.6%
2023	3.4%
2024	-2.3%
2025	3.2%



Total Employment Supported - Total

	% Change Year on Year
2015	3.3%
2016	-2.4%
2017	2.8%
2018	4.8%
2019	0.8%
2020	-46.8%
2021	52.6%
2022	23.4%
2023	6.2%
2024	-7.6%
2025	0.8%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		5.3%	5.2%	8.8%	10.7%	12.8%	-46.4%	-7.3%	11.2%	12.4%	8.1%	12.0%
Visitor Numbers		8.1%	7.4%	9.9%	10.6%	13.1%	-50.5%	-11.0%	2.9%	9.3%	8.0%	10.9%
Visitor Days		6.6%	6.4%	9.5%	10.3%	13.0%	-47.3%	-7.2%	8.2%	11.9%	9.4%	12.9%
Total Employment		3.3%	0.9%	3.7%	8.6%	9.5%	-41.8%	-11.2%	9.5%	16.4%	7.6%	8.5%

"Linear" = *Linear Trendline*

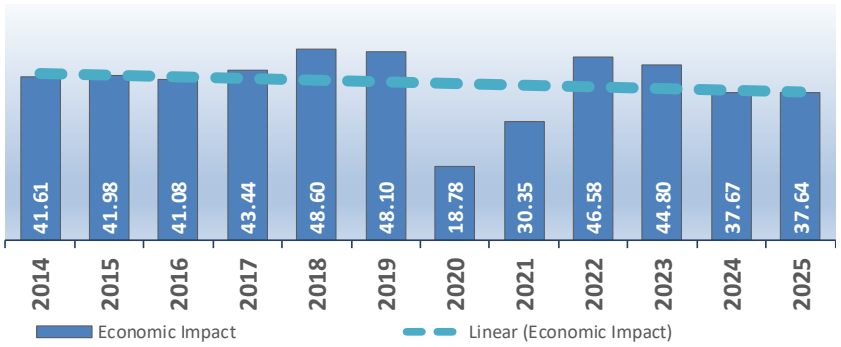
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL	2014 to 2025 2025 Prices	SERVICED ACCOMMODATION	KEY MEASURES Indexed

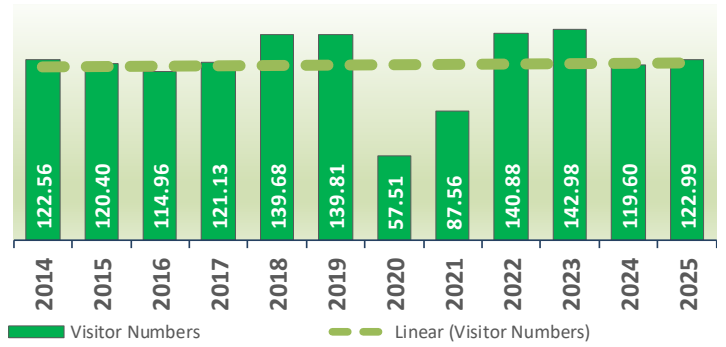
Economic Impact - Indexed - Serviced Accommodation

	% Change Year on Year
2015	0.9%
2016	-2.1%
2017	5.7%
2018	11.9%
2019	-1.0%
2020	-61.0%
2021	61.7%
2022	53.5%
2023	-3.8%
2024	-15.9%
2025	-0.1%



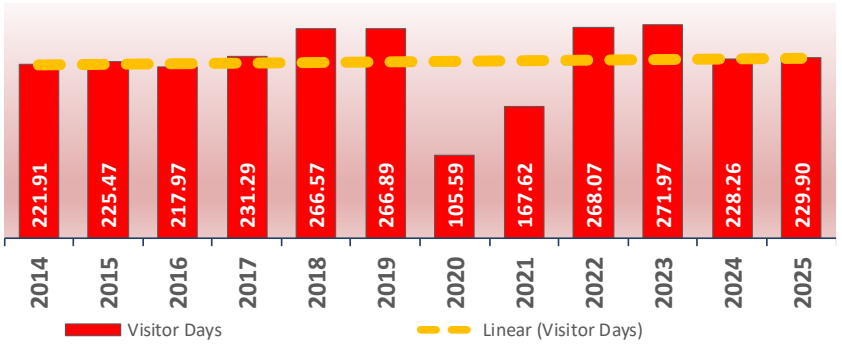
Visitor Numbers - Serviced Accommodation

	% Change Year on Year
2015	-1.8%
2016	-4.5%
2017	5.4%
2018	15.3%
2019	0.1%
2020	-58.9%
2021	52.3%
2022	60.9%
2023	1.5%
2024	-16.4%
2025	2.8%



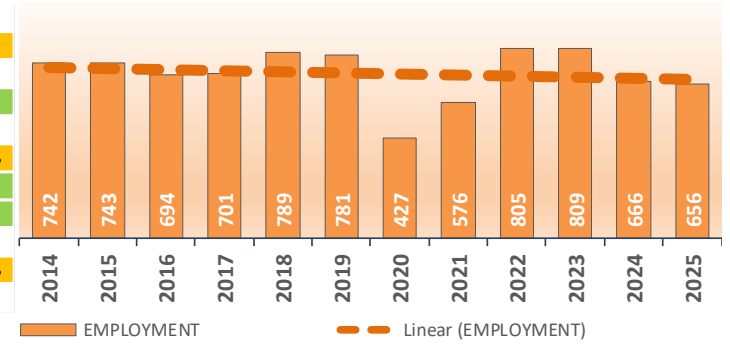
Visitor Days - Serviced Accommodation

	% Change Year on Year
2015	1.6%
2016	-3.3%
2017	6.1%
2018	15.3%
2019	0.1%
2020	-60.4%
2021	58.7%
2022	59.9%
2023	1.5%
2024	-16.1%
2025	0.7%



Direct Employment Supported - Serviced Accommodation

	% Change Year on Year
2015	0.1%
2016	-6.5%
2017	0.9%
2018	12.6%
2019	-1.0%
2020	-45.4%
2021	35.1%
2022	39.6%
2023	0.5%
2024	-17.6%
2025	-1.6%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		0.9%	-1.3%	4.4%	16.8%	15.6%	-54.9%	-27.1%	11.9%	7.7%	-9.5%	-9.5%
Visitor Numbers		-1.8%	-6.2%	-1.2%	14.0%	14.1%	-53.1%	-28.6%	15.0%	16.7%	-2.4%	0.4%
Visitor Days		1.6%	-1.8%	4.2%	20.1%	20.3%	-52.4%	-24.5%	20.8%	22.6%	2.9%	3.6%
Direct Employment		0.1%	-6.5%	-5.6%	6.3%	5.2%	-42.5%	-22.3%	8.4%	9.0%	-10.2%	-11.6%

"Linear" = *Linear Trendline*

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

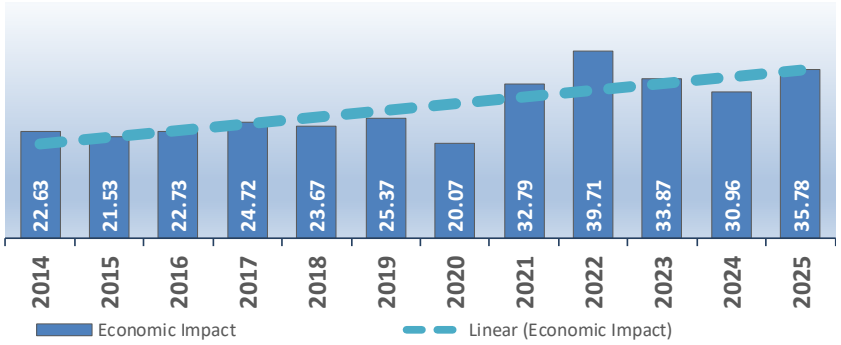
2014 to 2025
2025 Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Indexed

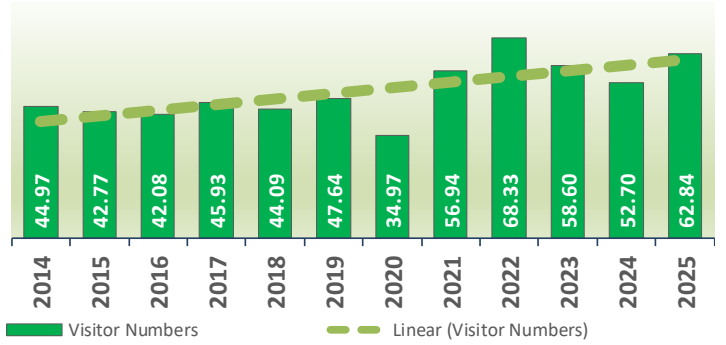
Economic Impact - Indexed - Non-Serviced Accommodation

	% Change Year on Year
2015	-4.9%
2016	5.6%
2017	8.8%
2018	-4.2%
2019	7.2%
2020	-20.9%
2021	63.4%
2022	21.1%
2023	-14.7%
2024	-8.6%
2025	15.6%



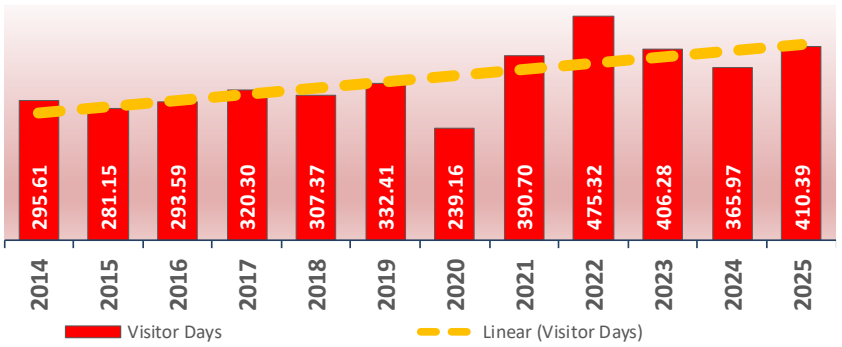
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2015	-4.9%
2016	-1.6%
2017	9.2%
2018	-4.0%
2019	8.0%
2020	-26.6%
2021	62.8%
2022	20.0%
2023	-14.2%
2024	-10.1%
2025	19.2%



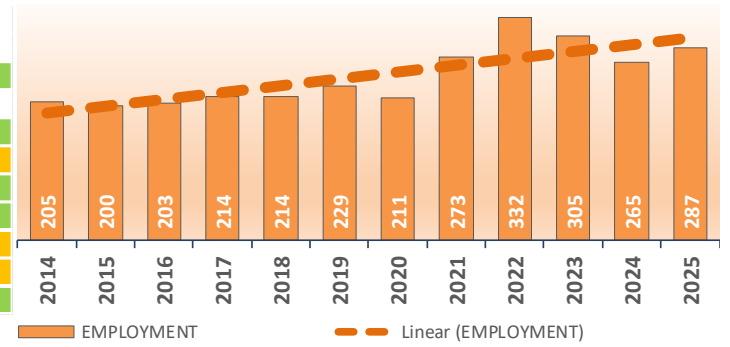
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2015	-4.9%
2016	4.4%
2017	9.1%
2018	-4.0%
2019	8.1%
2020	-28.1%
2021	63.4%
2022	21.7%
2023	-14.5%
2024	-9.9%
2025	12.1%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2015	-2.6%
2016	1.9%
2017	5.4%
2018	-0.3%
2019	7.2%
2020	-7.7%
2021	29.1%
2022	21.7%
2023	-8.3%
2024	-12.9%
2025	8.0%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-4.9%	0.4%	9.2%	4.6%	12.1%	-11.3%	44.9%	75.5%	49.7%	36.8%	58.1%
Visitor Numbers		-4.9%	-6.4%	2.1%	-2.0%	5.9%	-22.2%	26.6%	51.9%	30.3%	17.2%	39.7%
Visitor Days		-4.9%	-0.7%	8.4%	4.0%	12.4%	-19.1%	32.2%	60.8%	37.4%	23.8%	38.8%
Direct Employment		-2.6%	-0.8%	4.6%	4.3%	11.8%	3.2%	33.2%	62.1%	48.7%	29.5%	39.9%

"Linear" = *Linear Trendline*

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

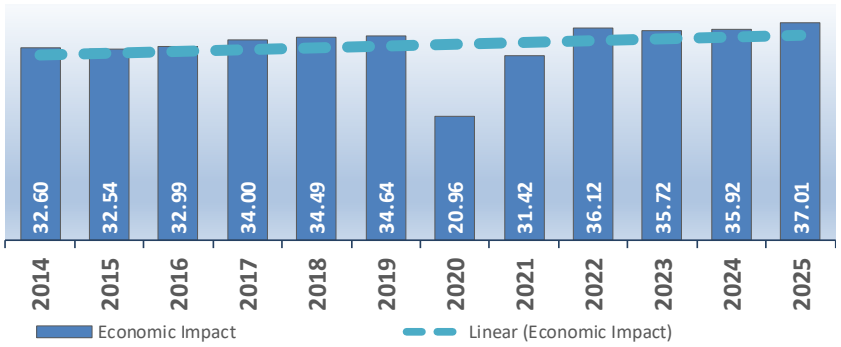
2014 to 2025
2025 Prices

SFR

KEY MEASURES
Indexed

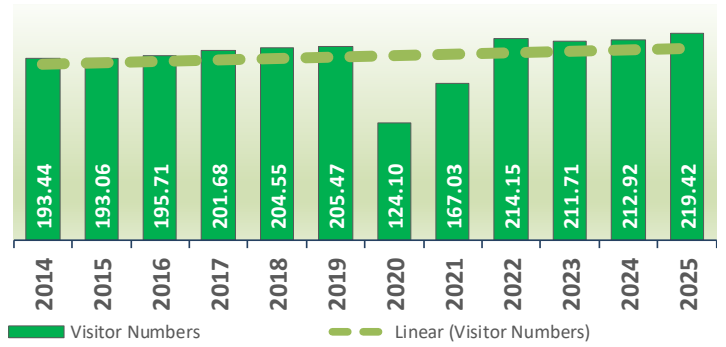
Economic Impact - Indexed - SFR

	% Change Year on Year
2015	-0.2%
2016	1.4%
2017	3.1%
2018	1.4%
2019	0.4%
2020	-39.5%
2021	49.9%
2022	15.0%
2023	-1.1%
2024	0.6%
2025	3.1%



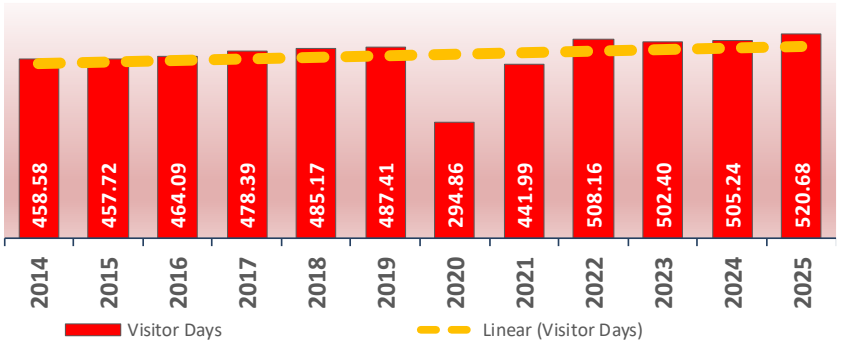
Visitor Numbers - SFR

	% Change Year on Year
2015	-0.2%
2016	1.4%
2017	3.1%
2018	1.4%
2019	0.4%
2020	-39.6%
2021	34.6%
2022	28.2%
2023	-1.1%
2024	0.6%
2025	3.1%



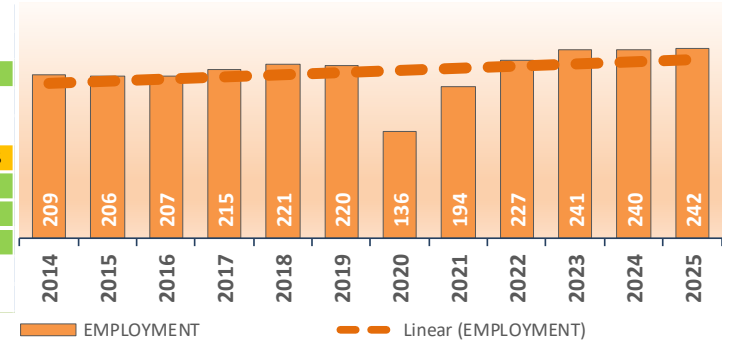
Visitor Days - SFR

	% Change Year on Year
2015	-0.2%
2016	1.4%
2017	3.1%
2018	1.4%
2019	0.5%
2020	-39.5%
2021	49.9%
2022	15.0%
2023	-1.1%
2024	0.6%
2025	3.1%



Direct Employment Supported - SFR

	% Change Year on Year
2015	-1.5%
2016	0.6%
2017	3.8%
2018	2.9%
2019	-0.7%
2020	-38.0%
2021	42.4%
2022	17.1%
2023	6.1%
2024	-0.5%
2025	0.9%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-0.2%	1.2%	4.3%	5.8%	6.3%	-35.7%	-3.6%	10.8%	9.5%	10.2%	13.5%
Visitor Numbers		-0.2%	1.2%	4.3%	5.7%	6.2%	-35.8%	-13.7%	10.7%	9.4%	10.1%	13.4%
Visitor Days		-0.2%	1.2%	4.3%	5.8%	6.3%	-35.7%	-3.6%	10.8%	9.6%	10.2%	13.5%
Direct Employment		-1.5%	-0.9%	2.9%	5.9%	5.1%	-34.9%	-7.2%	8.6%	15.3%	14.7%	15.7%

"Linear" = *Linear Trendline*

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

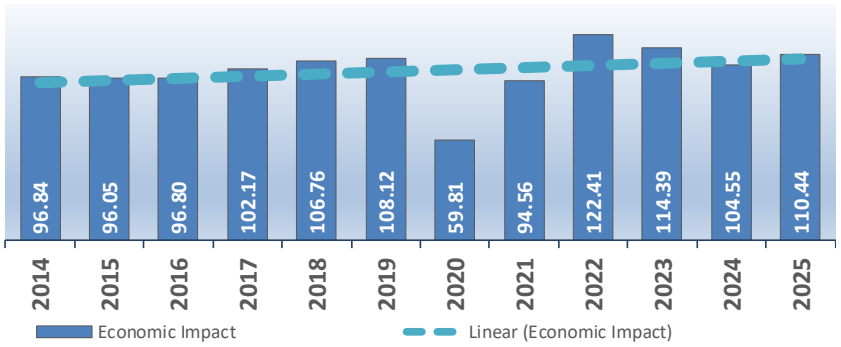
2014 to 2025
2025 Prices

STAYING VISITOR

KEY MEASURES
Indexed

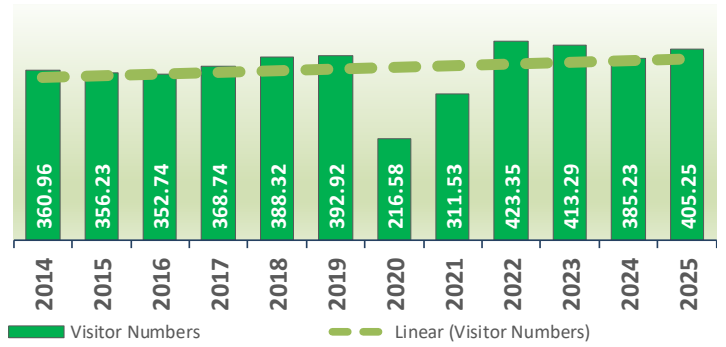
Economic Impact - Indexed - Staying Visitor

	% Change Year on Year
2015	-0.8%
2016	0.8%
2017	5.5%
2018	4.5%
2019	1.3%
2020	-44.7%
2021	58.1%
2022	29.5%
2023	-6.6%
2024	-8.6%
2025	5.6%



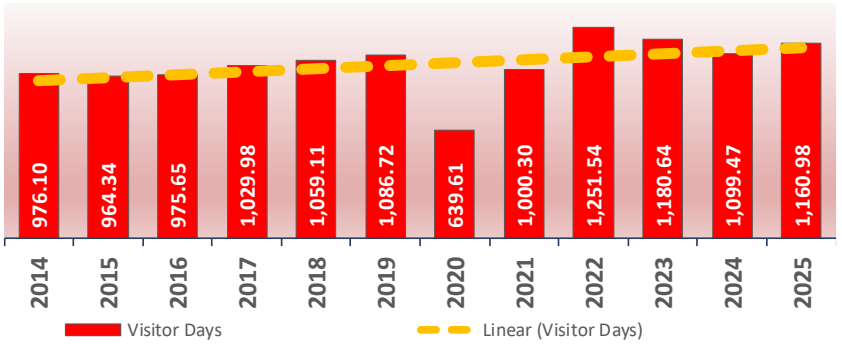
Visitor Numbers - Staying Visitor

	% Change Year on Year
2015	-1.3%
2016	-1.0%
2017	4.5%
2018	5.3%
2019	1.2%
2020	-44.9%
2021	43.8%
2022	35.9%
2023	-2.4%
2024	-6.8%
2025	5.2%



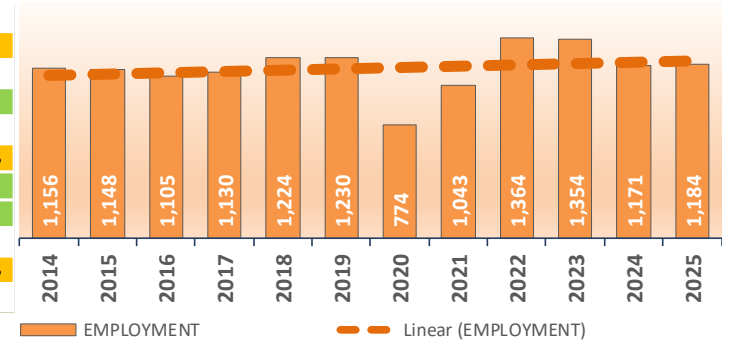
Visitor Days - Staying Visitor

	% Change Year on Year
2015	-1.2%
2016	1.2%
2017	5.6%
2018	2.8%
2019	2.6%
2020	-41.1%
2021	56.4%
2022	25.1%
2023	-5.7%
2024	-6.9%
2025	5.6%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2015	-0.7%
2016	-3.8%
2017	2.3%
2018	8.3%
2019	0.5%
2020	-37.0%
2021	34.7%
2022	30.8%
2023	-0.7%
2024	-13.5%
2025	1.1%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		-0.8%	0.0%	5.5%	10.2%	11.6%	-38.2%	-2.4%	26.4%	18.1%	8.0%	14.0%
Visitor Numbers		-1.3%	-2.3%	2.2%	7.6%	8.9%	-40.0%	-13.7%	17.3%	14.5%	6.7%	12.3%
Visitor Days		-1.2%	0.0%	5.5%	8.5%	11.3%	-34.5%	2.5%	28.2%	21.0%	12.6%	18.9%
Direct Employment		-0.7%	-4.4%	-2.3%	5.9%	6.4%	-33.0%	-9.8%	18.0%	17.1%	1.3%	2.5%

"Linear" = *Linear Trendline*

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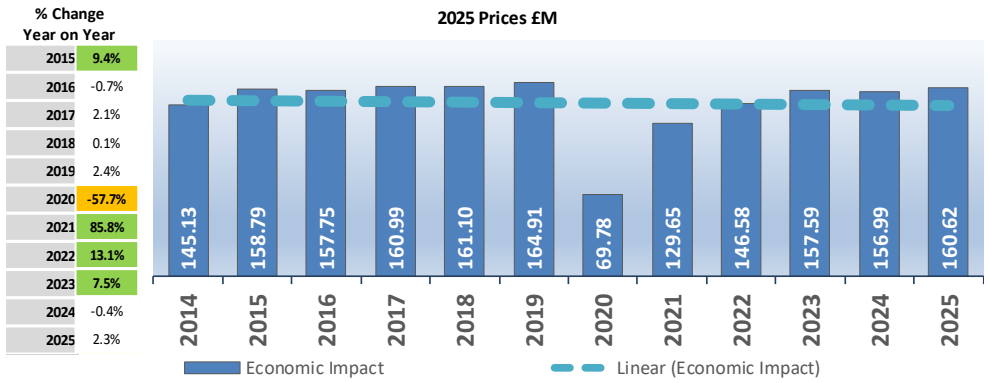
STEAM REPORT FOR 2014-2025 - FINAL
SOUTH KESTEVEN DISTRICT COUNCIL

2014 to 2025
2025 Prices

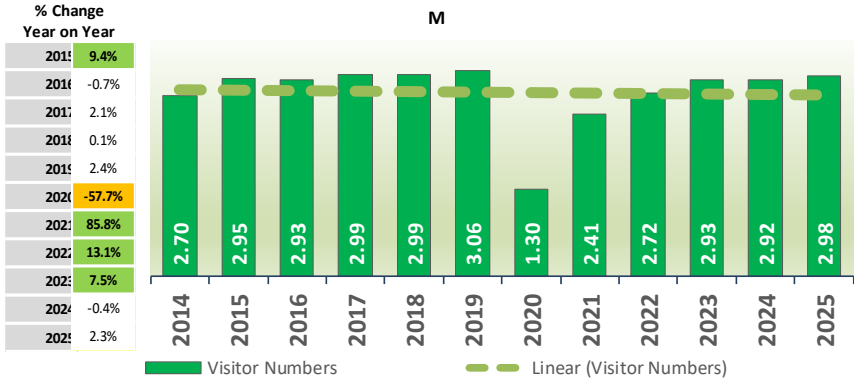
DAY VISITOR

KEY MEASURES
Indexed

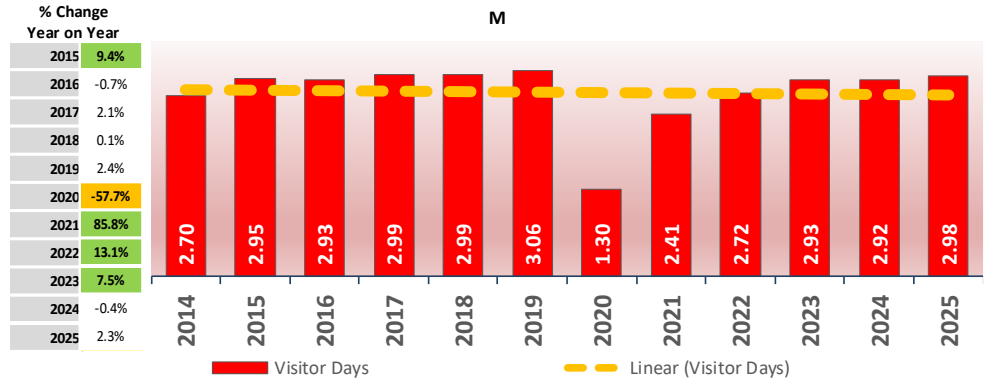
Economic Impact - Indexed - Day Visitor



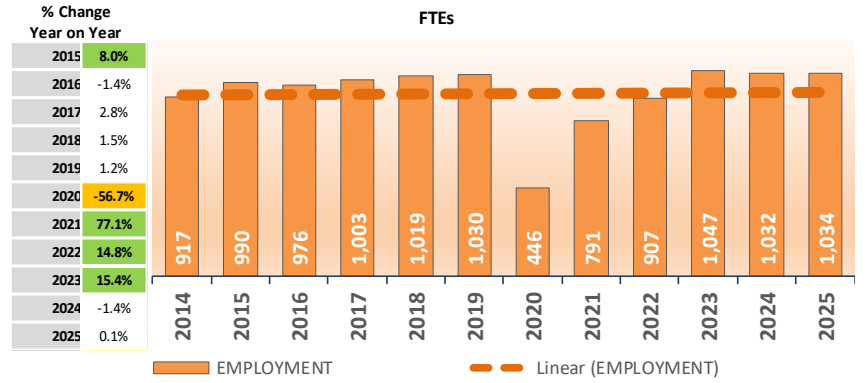
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		9.4%	8.7%	10.9%	11.0%	13.6%	-51.9%	-10.7%	1.0%	8.6%	8.2%	10.7%
Visitor Numbers		9.4%	8.7%	11.0%	11.0%	13.7%	-51.9%	-10.7%	1.0%	8.6%	8.2%	10.7%
Visitor Days		9.4%	8.7%	11.0%	11.0%	13.7%	-51.9%	-10.7%	1.0%	8.6%	8.2%	10.7%
Direct Employment		8.0%	6.5%	9.4%	11.1%	12.4%	-51.3%	-13.8%	-1.0%	14.2%	12.6%	12.8%

"Linear" = *Linear Trendline*

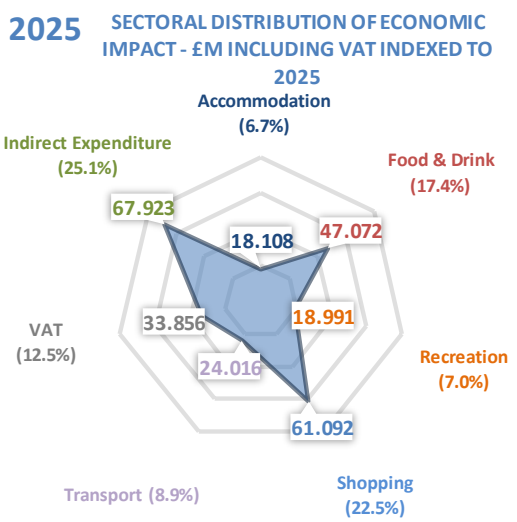
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STEAM REPORT FOR 2014-2025 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL	2014 to 2025 2025 Prices	TOTAL	SECTORAL ANALYSIS Indexed

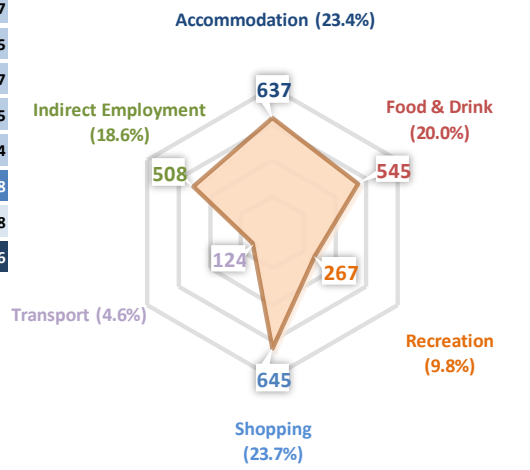
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2025

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	17.28	17.09	17.24	18.26	19.53	19.24	10.18	15.69	21.58	19.30	16.93	18.11
Food & Drink	£M	41.80	44.08	43.96	45.40	46.22	47.25	23.76	39.02	46.26	47.29	45.60	47.07
Recreation	£M	16.95	17.93	17.86	18.46	18.79	19.24	9.541	15.79	18.74	19.15	18.41	18.99
Shopping	£M	54.29	58.00	57.83	59.50	60.06	61.46	28.40	50.00	58.38	60.53	59.27	61.09
Transport	£M	21.24	22.52	22.52	23.22	23.36	23.95	11.52	20.03	23.32	23.81	23.23	24.02
Direct Revenue	£M	151.57	159.63	159.41	164.84	167.96	171.14	83.40	140.53	168.27	170.08	163.43	169.28
VAT	£M	30.31	31.93	31.88	32.97	33.59	34.23	13.73	27.44	33.65	34.02	32.69	33.86
Direct Expenditure	£M	181.88	191.55	191.29	197.81	201.55	205.36	97.13	167.97	201.92	204.10	196.12	203.14
Indirect Expenditure	£M	60.09	63.29	63.26	65.35	66.32	67.67	32.45	56.24	67.08	67.88	65.41	67.92
TOTAL	£M	241.98	254.84	254.56	263.16	267.86	273.04	129.58	224.21	269.00	271.98	261.53	271.06



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	693	693	651	648	716	716	477	603	794	771	638	637
Food & Drink	FTEs	475	495	489	509	526	531	266	426	515	565	540	545
Recreation	FTEs	234	244	241	251	259	262	130	209	253	278	264	267
Shopping	FTEs	563	593	587	608	623	630	290	498	593	660	639	645
Transport	FTEs	108	113	112	116	119	120	58	98	116	127	123	124
Direct Employment	FTEs	2,073	2,138	2,081	2,133	2,243	2,260	1,221	1,834	2,271	2,401	2,204	2,218
Indirect Employment	FTEs	441	459	455	473	488	492	242	398	483	524	500	508
TOTAL	FTEs	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754	2,926	2,704	2,726



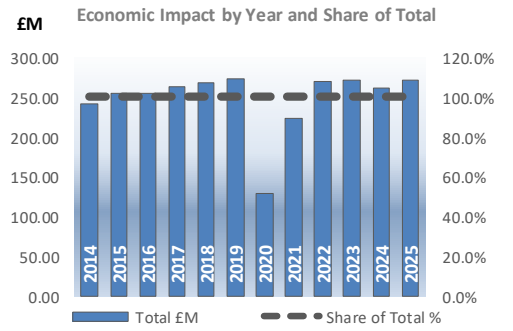
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STEAM REPORT FOR 2014-2025 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL										2014 to 2025 2025 Prices			TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		TOTAL																
An increase 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		18.5%	13.0%	20.0%	7.6%	15.2%	18.8%	5.9%	10.3%	13.9%	13.8%	-4.7%	8.7%	12.0%		17.3%	14.3%	9.7%	6.6%
% Change 2024 to 2025		3.6%	2.3%	3.7%	5.3%	4.8%	0.6%	6.2%	4.5%	6.4%	2.1%	-1.2%	1.0%	3.6%	Annual Change	3.2%	3.3%	5.5%	0.8%
Average Annual Change		1.7%	1.2%	1.8%	0.7%	1.4%	1.7%	0.5%	0.9%	1.3%	1.3%	-0.4%	0.8%	1.1%		1.6%	1.3%	0.9%	0.6%
2014	£M	12.65	16.10	20.09	18.70	25.54	23.69	28.17	37.70	20.01	15.65	12.22	11.48	241.98		48.84	67.92	85.88	39.34
2015	£M	13.89	17.56	20.60	18.54	26.33	24.67	28.96	42.12	21.33	17.10	12.10	11.64	254.84	5.3%	52.05	69.54	92.41	40.84
2016	£M	13.78	17.26	21.77	18.33	27.00	26.21	27.95	41.97	20.44	16.19	11.77	11.87	254.56	-0.1%	52.81	71.55	90.37	39.83
2017	£M	14.29	17.37	21.80	19.23	28.51	27.09	28.98	43.11	21.58	16.77	12.07	12.35	263.16	3.4%	53.47	74.83	93.67	41.19
2018	£M	14.77	18.04	22.25	19.32	28.96	27.19	29.12	44.01	21.87	17.20	12.39	12.74	267.86	1.8%	55.06	75.48	94.99	42.34
2019	£M	15.20	18.67	23.25	19.79	29.38	28.25	29.24	44.00	22.41	17.62	12.46	12.75	273.04	1.9%	57.13	77.42	95.65	42.83
2020	£M	16.80	17.85	9.994	1.311	2.806	3.948	11.31	27.85	17.55	11.91	3.011	5.246	129.58	-52.5%	44.64	8.066	56.71	20.16
2021	£M	3.511	5.347	8.386	9.184	22.11	28.00	29.60	45.24	26.08	20.56	12.86	13.33	224.21	73.0%	17.24	59.29	100.92	46.75
2022	£M	14.15	16.82	22.60	19.63	28.73	28.39	29.49	41.53	22.88	18.19	12.83	13.76	269.00	20.0%	53.57	76.76	93.89	44.78
2023	£M	15.03	18.70	24.00	20.23	28.92	28.34	28.55	41.16	23.10	18.31	12.51	13.13	271.98	1.1%	57.73	77.48	92.82	43.95
2024	£M	14.47	17.78	23.26	19.10	28.08	27.96	28.09	39.80	21.42	17.43	11.79	12.36	261.53	-3.8%	55.51	75.15	89.30	41.57
2025	£M	14.99	18.19	24.12	20.11	29.42	28.13	29.82	41.57	22.78	17.80	11.64	12.48	271.06	3.6%	57.30	77.66	94.18	41.92

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	£M	241.98	254.84	254.56	263.16	267.86	273.04	129.58	224.21	269.00	271.98	261.53	271.06
All Visitor Types	£M	241.98	254.84	254.56	263.16	267.86	273.04	129.58	224.21	269.00	271.98	261.53	271.06
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



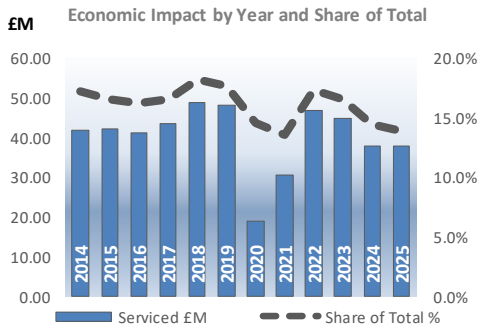
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL SOUTH 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																	
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		1.1%	-15.5%	-21.5%	-8.1%	7.2%	1.8%	1.9%	3.5%	-22.1%	-14.5%	-23.7%	-9.8%		-9.5%		-15.2%	1.0%	-5.4%	-16.6%
% Change 2024 to 2025		3.8%	4.5%	7.0%	-2.1%	-0.3%	1.6%	0.2%	-3.9%	-2.2%	-6.2%	-5.8%	-0.3%		-0.1%	Annual Change	5.2%	0.0%	-2.0%	-4.1%
Average Annual Change		0.1%	-1.4%	-2.0%	-0.7%	0.7%	0.2%	0.2%	0.3%	-2.0%	-1.3%	-2.2%	-0.9%		-0.9%		-1.4%	0.1%	-0.5%	-1.5%
2014	£M	2.037	5.384	4.954	2.445	3.050	3.793	3.267	3.530	3.319	2.951	3.793	3.089		41.61		12.38	9.288	10.12	9.833
2015	£M	2.246	5.518	4.741	2.361	3.072	4.266	3.348	3.912	3.107	3.050	3.510	2.848		41.98	0.9%	12.51	9.699	10.37	9.408
2016	£M	2.066	5.330	4.661	2.399	2.977	4.096	3.394	3.899	2.958	2.838	3.471	2.994		41.08	-2.1%	12.06	9.472	10.25	9.304
2017	£M	2.260	5.138	4.389	2.789	3.667	4.410	3.557	4.035	3.299	3.086	3.597	3.214		43.44	5.7%	11.79	10.87	10.89	9.897
2018	£M	2.529	5.741	4.767	3.009	4.175	4.941	4.073	4.782	3.518	3.467	4.010	3.587		48.60	11.9%	13.04	12.13	12.37	11.06
2019	£M	2.506	5.639	4.732	2.972	4.153	4.931	4.058	4.696	3.440	3.484	4.040	3.456		48.10	-1.0%	12.88	12.06	12.19	10.98
2020	£M	2.650	5.607	2.029	0.244	0.410	0.426	0.952	2.288	1.669	1.566	0.533	0.403		18.78	-61.0%	10.29	1.080	4.909	2.503
2021	£M	0.486	1.008	0.976	0.627	1.123	4.062	3.678	4.647	3.320	3.454	3.850	3.123		30.35	61.7%	2.470	5.812	11.64	10.43
2022	£M	2.180	5.396	4.623	2.962	3.959	4.785	4.038	4.472	3.278	3.383	3.978	3.525		46.58	53.5%	12.20	11.71	11.79	10.89
2023	£M	2.446	5.372	4.428	2.845	3.760	4.575	3.726	4.211	3.192	3.166	3.682	3.397		44.80	-3.8%	12.25	11.18	11.13	10.25
2024	£M	1.984	4.355	3.637	2.295	3.280	3.799	3.323	3.799	2.645	2.689	3.071	2.792		37.67	-15.9%	9.976	9.374	9.766	8.552
2025	£M	2.059	4.549	3.892	2.248	3.270	3.861	3.329	3.652	2.586	2.522	2.892	2.785		37.64	-0.1%	10.50	9.378	9.567	8.200

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	41.61	41.98	41.08	43.44	48.60	48.10	18.78	30.35	46.58	44.80	37.67	37.64
All Visitor Types	£M	241.98	254.84	254.56	263.16	267.86	273.04	129.58	224.21	269.00	271.98	261.53	271.06
Share of Total	%	17.2%	16.5%	16.1%	16.5%	18.1%	17.6%	14.5%	13.5%	17.3%	16.5%	14.4%	13.9%
Annual Change in Share	%		-4.2%	-2.0%	2.3%	9.9%	-2.9%	-17.8%	-6.6%	27.9%	-4.9%	-12.6%	-3.6%
Change in Share from 2014	%		-4.2%	-6.1%	-4.0%	5.5%	2.5%	-15.7%	-21.3%	0.7%	-4.2%	-16.2%	-19.2%
Avg Ann. Change in Share	%		-4.2%	-3.1%	-1.3%	1.4%	0.5%	-2.6%	-3.0%	0.1%	-0.5%	-1.6%	-1.7%

SERVICED ACCOMMODATION



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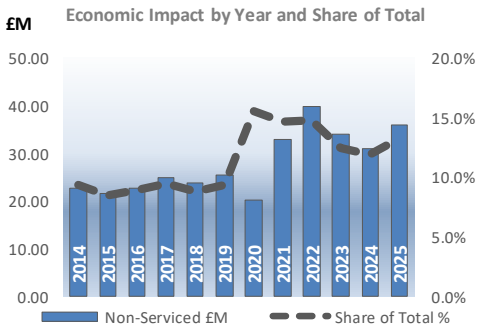
STEAM REPORT FOR 2014-2025 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL		2014 to 2025 2025 Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed

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	109.2%	129.7%	43.2%	74.2%	25.6%	20.2%	59.3%	57.2%	63.8%	89.9%	115.2%	149.6%	58.1%		80.7%	33.2%	59.8%	108.9%
% Change 2024 to 2025	12.2%	29.9%	0.9%	26.0%	13.1%	10.7%	13.5%	15.0%	20.3%	19.0%	13.1%	15.6%	15.6%	Annual Change	12.2%	15.3%	16.1%	16.4%
Average Annual Change	9.9%	11.8%	3.9%	6.7%	2.3%	1.8%	5.4%	5.2%	5.8%	8.2%	10.5%	13.6%	5.3%		7.3%	3.0%	5.4%	9.9%
2014 £M	0.390	0.468	0.910	1.530	3.030	3.062	3.195	4.252	3.190	1.333	0.766	0.503	22.63		1.768	7.623	10.64	2.601
2015 £M	0.322	0.472	0.776	1.291	2.853	2.865	3.299	4.405	2.970	1.023	0.772	0.481	21.53	-4.9%	1.570	7.009	10.67	2.276
2016 £M	0.352	0.500	0.797	1.333	2.924	2.952	3.496	4.725	3.170	1.108	0.837	0.530	22.73	5.6%	1.649	7.209	11.39	2.474
2017 £M	0.386	0.581	0.799	1.472	3.208	3.101	3.871	5.014	3.630	1.193	0.875	0.592	24.72	8.8%	1.766	7.781	12.52	2.660
2018 £M	0.367	0.563	0.764	1.401	3.128	2.982	3.659	4.876	3.348	1.190	0.848	0.547	23.67	-4.2%	1.694	7.512	11.88	2.586
2019 £M	0.423	0.595	0.801	1.625	3.438	3.160	4.001	5.105	3.464	1.209	0.951	0.603	25.37	7.2%	1.820	8.223	12.57	2.763
2020 £M	0.922	0.868	0.749	0.084	0.229	0.237	3.295	5.696	5.212	2.002	0.167	0.609	20.07	-20.9%	2.538	0.549	14.20	2.778
2021 £M	0.023	0.026	0.038	0.739	3.711	4.505	5.541	7.024	5.906	2.660	1.574	1.042	32.79	63.4%	0.087	8.954	18.47	5.276
2022 £M	0.991	1.048	1.784	2.637	4.834	4.610	5.783	7.176	5.338	2.320	1.671	1.519	39.71	21.1%	3.822	12.08	18.30	5.510
2023 £M	0.855	1.021	1.430	2.502	4.071	3.537	4.532	6.037	4.723	2.390	1.543	1.230	33.87	-14.7%	3.305	10.11	15.29	5.163
2024 £M	0.728	0.827	1.293	2.115	3.365	3.325	4.483	5.811	4.344	2.128	1.457	1.085	30.96	-8.6%	2.848	8.805	14.64	4.670
2025 £M	0.816	1.074	1.304	2.665	3.807	3.682	5.090	6.685	5.224	2.531	1.649	1.255	35.78	15.6%	3.195	10.16	17.00	5.434

ECONOMIC IMPACT - INDEXED TO 2025

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	22.63	21.53	22.73	24.72	23.67	25.37	20.07	32.79	39.71	33.87	30.96	35.78
All Visitor Types	£M	241.98	254.84	254.56	263.16	267.86	273.04	129.58	224.21	269.00	271.98	261.53	271.06
Share of Total	%	9.4%	8.4%	8.9%	9.4%	8.8%	9.3%	15.5%	14.6%	14.8%	12.5%	11.8%	13.2%
Annual Change in Share	%		-9.7%	5.7%	5.2%	-5.9%	5.2%	66.6%	-5.6%	0.9%	-15.6%	-4.9%	11.5%
Change in Share from 2014	%		-9.7%	-4.5%	0.5%	-5.5%	-0.6%	65.6%	56.4%	57.8%	33.2%	26.6%	41.2%
Avg Ann. Change in Share	%		-9.7%	-2.3%	0.2%	-1.4%	-0.1%	10.9%	8.1%	7.2%	3.7%	2.7%	3.7%

NON-SERVICED ACCOMMODATION



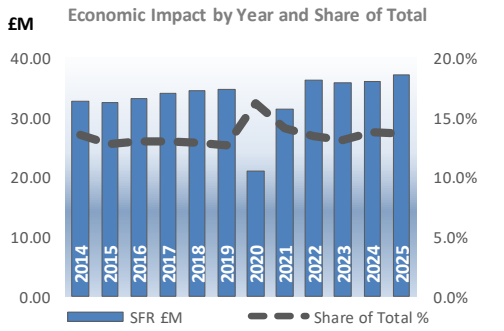
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STEAM REPORT FOR 2014-2025 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL														2014 to 2025 2025 Prices	SFR	ECONOMIC IMPACT Indexed
ECONOMIC IMPACT BY:	MONTH AND QUARTER													CALENDAR YEAR		QUARTER
KEY	SFR															
An increase of 3% or 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	12.8%	4.8%	7.1%	16.5%	14.7%	13.4%	14.8%	15.5%	20.5%	17.6%	9.0%	11.5%		13.5%		9.8%	15.2%	16.4%	12.5%
% Change 2024 to 2025	2.4%	4.2%	1.9%	4.2%	3.2%	2.9%	3.0%	3.2%	5.5%	2.7%	1.4%	2.2%		3.1%	Annual Change	2.7%	3.5%	3.7%	2.2%
Average Annual Change	1.2%	0.4%	0.6%	1.5%	1.3%	1.2%	1.3%	1.4%	1.9%	1.6%	0.8%	1.0%		1.2%		0.9%	1.4%	1.5%	1.1%
2014 £M	4.482	1.767	1.896	3.815	2.694	2.126	3.205	3.426	1.909	1.751	1.491	4.040		32.60		8.145	8.636	8.540	7.282
2015 £M	4.476	1.706	1.873	3.802	2.729	2.180	3.265	3.512	1.918	1.745	1.450	3.885		32.54	-0.2%	8.055	8.712	8.695	7.080
2016 £M	4.482	1.713	1.888	3.855	2.765	2.207	3.325	3.585	1.959	1.760	1.474	3.979		32.99	1.4%	8.083	8.827	8.869	7.213
2017 £M	4.626	1.733	1.881	3.995	2.900	2.270	3.444	3.681	2.063	1.811	1.504	4.095		34.00	3.1%	8.240	9.165	9.188	7.410
2018 £M	4.737	1.795	1.919	4.024	2.929	2.289	3.446	3.707	2.037	1.849	1.538	4.218		34.49	1.4%	8.451	9.242	9.190	7.606
2019 £M	4.750	1.782	1.916	4.077	2.967	2.299	3.492	3.723	2.035	1.848	1.552	4.201		34.64	0.4%	8.448	9.343	9.250	7.602
2020 £M	6.226	1.899	1.057	0.256	0.225	0.179	2.088	3.287	2.358	1.707	0.222	1.459		20.96	-39.5%	9.182	0.660	7.733	3.388
2021 £M	0.623	0.238	0.256	1.572	3.087	2.978	4.403	4.647	3.341	3.061	1.995	5.220		31.42	49.9%	1.117	7.637	12.39	10.28
2022 £M	4.886	1.776	2.009	4.249	3.080	2.399	3.650	3.873	2.173	1.944	1.600	4.486		36.12	15.0%	8.671	9.728	9.697	8.029
2023 £M	4.983	1.815	1.980	4.268	2.998	2.299	3.485	3.749	2.136	1.977	1.594	4.431		35.72	-1.1%	8.777	9.565	9.370	8.003
2024 £M	4.939	1.775	1.994	4.267	2.994	2.345	3.574	3.833	2.180	2.003	1.604	4.409		35.92	0.6%	8.708	9.606	9.588	8.016
2025 £M	5.058	1.851	2.031	4.446	3.089	2.412	3.681	3.958	2.301	2.058	1.626	4.505		37.01	3.1%	8.940	9.946	9.939	8.189

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	32.60	32.54	32.99	34.00	34.49	34.64	20.96	31.42	36.12	35.72	35.92	37.01
All Visitor Types	£M	241.98	254.84	254.56	263.16	267.86	273.04	129.58	224.21	269.00	271.98	261.53	271.06
Share of Total	%	13.5%	12.8%	13.0%	12.9%	12.9%	12.7%	16.2%	14.0%	13.4%	13.1%	13.7%	13.7%
Annual Change in Share	%		-5.2%	1.5%	-0.3%	-0.4%	-1.5%	27.5%	-13.4%	-4.2%	-2.2%	4.6%	-0.6%
Change in Share from 2014	%		-5.2%	-3.8%	-4.1%	-4.4%	-5.8%	20.1%	4.0%	-0.3%	-2.5%	1.9%	1.4%
Avg Ann. Change in Share	%		-5.2%	-1.9%	-1.4%	-1.1%	-1.2%	3.3%	0.6%	0.0%	-0.3%	0.2%	0.1%

SFR



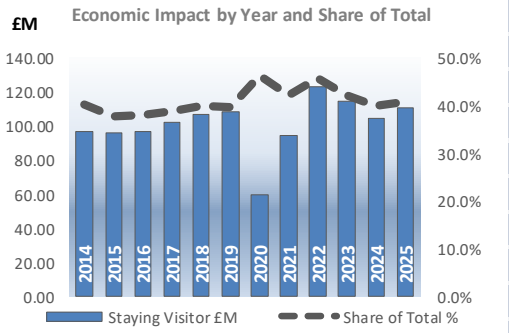
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL SOUTH 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											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		14.8%	-1.9%	-6.9%	20.1%	15.9%	10.8%	25.2%	27.5%	20.1%	17.8%	1.9%	12.0%	14.0%		1.6%	15.4%	24.6%	10.7%
% Change 2024 to 2025		3.7%	7.4%	4.4%	7.9%	5.5%	5.1%	6.3%	6.3%	10.3%	4.3%	0.6%	3.1%	5.6%	Annual Change	5.1%	6.1%	7.4%	2.8%
Average Annual Change		1.3%	-0.2%	-0.6%	1.8%	1.4%	1.0%	2.3%	2.5%	1.8%	1.6%	0.2%	1.1%	1.3%		0.1%	1.4%	2.2%	1.0%
2014	£M	6.909	7.618	7.761	7.790	8.774	8.982	9.668	11.21	8.418	6.034	6.050	7.632	96.84		22.29	25.55	29.29	19.72
2015	£M	7.045	7.696	7.390	7.454	8.655	9.311	9.912	11.83	7.995	5.818	5.732	7.214	96.05	-0.8%	22.13	25.42	29.74	18.76
2016	£M	6.900	7.543	7.347	7.587	8.666	9.256	10.22	12.21	8.087	5.706	5.782	7.503	96.80	0.8%	21.79	25.51	30.51	18.99
2017	£M	7.272	7.452	7.069	8.256	9.776	9.780	10.87	12.73	8.992	6.091	5.976	7.901	102.17	5.5%	21.79	27.81	32.59	19.97
2018	£M	7.634	8.098	7.450	8.435	10.23	10.21	11.18	13.36	8.903	6.507	6.396	8.353	106.76	4.5%	23.18	28.88	33.45	21.26
2019	£M	7.679	8.015	7.450	8.673	10.56	10.39	11.55	13.52	8.939	6.541	6.543	8.260	108.12	1.3%	23.14	29.62	34.01	21.34
2020	£M	9.798	8.374	3.834	0.585	0.863	0.841	6.334	11.27	9.239	5.275	0.922	2.471	59.81	-44.7%	22.01	2.289	26.84	8.668
2021	£M	1.132	1.272	1.270	2.937	7.921	11.55	13.62	16.32	12.57	9.176	7.418	9.384	94.56	58.1%	3.674	22.40	42.51	25.98
2022	£M	8.057	8.220	8.416	9.848	11.87	11.79	13.47	15.52	10.79	7.647	7.249	9.530	122.41	29.5%	24.69	33.52	39.78	24.42
2023	£M	8.284	8.207	7.837	9.616	10.83	10.41	11.74	14.00	10.05	7.533	6.820	9.059	114.39	-6.6%	24.33	30.86	35.79	23.41
2024	£M	7.651	6.958	6.924	8.677	9.639	9.469	11.38	13.44	9.169	6.821	6.132	8.286	104.55	-8.6%	21.53	27.79	33.99	21.24
2025	£M	7.933	7.474	7.227	9.359	10.17	9.955	12.10	14.29	10.11	7.111	6.167	8.545	110.44	5.6%	22.63	29.48	36.51	21.82

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	96.84	96.05	96.80	102.17	106.76	108.12	59.81	94.56	122.41	114.39	104.55	110.44
All Visitor Types	£M	241.98	254.84	254.56	263.16	267.86	273.04	129.58	224.21	269.00	271.98	261.53	271.06
Share of Total	%	40.0%	37.7%	38.0%	38.8%	39.9%	39.6%	46.2%	42.2%	45.5%	42.1%	40.0%	40.7%
Annual Change in Share	%		-5.8%	0.9%	2.1%	2.7%	-0.6%	16.6%	-8.6%	7.9%	-7.6%	-5.0%	1.9%
Change in Share from 2014	%		-5.8%	-5.0%	-3.0%	-0.4%	-1.1%	15.3%	5.4%	13.7%	5.1%	-0.1%	1.8%
Avg Ann. Change in Share	%		-5.8%	-2.5%	-1.0%	-0.1%	-0.2%	2.6%	0.8%	1.7%	0.6%	0.0%	0.2%

STAYING VISITOR



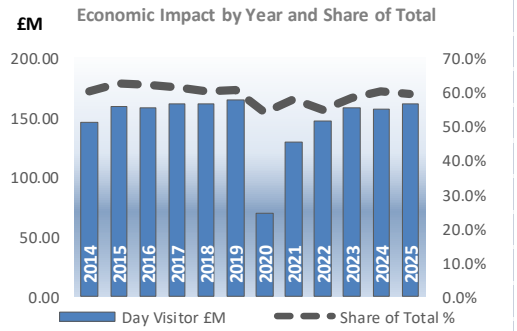
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL SOUTH 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		22.9%	26.3%	37.0%	-1.4%	14.8%	23.6%	-4.2%	3.0%	9.3%	11.2%	-11.2%	2.3%	10.7%		30.6%	13.7%	1.9%	2.4%
% Change 2024 to 2025		3.5%	-1.0%	3.4%	3.1%	4.4%	-1.7%	6.1%	3.5%	3.5%	0.8%	-3.2%	-3.5%	2.3%	Annual Change	2.0%	1.7%	4.3%	-1.2%
Average Annual Change		2.1%	2.4%	3.4%	-0.1%	1.3%	2.1%	-0.4%	0.3%	0.8%	1.0%	-1.0%	0.2%	1.0%		2.8%	1.2%	0.2%	0.2%
2014	£M	5.742	8.481	12.33	10.91	16.76	14.70	18.50	26.49	11.59	9.611	6.166	3.845	145.13		26.56	42.37	56.58	19.62
2015	£M	6.849	9.866	13.21	11.09	17.68	15.36	19.05	30.29	13.33	11.28	6.370	4.422	158.79	9.4%	29.92	44.12	62.67	22.08
2016	£M	6.876	9.716	14.43	10.74	18.34	16.95	17.74	29.76	12.36	10.48	5.989	4.368	157.75	-0.7%	31.02	46.04	59.86	20.84
2017	£M	7.021	9.923	14.73	10.97	18.73	17.31	18.11	30.38	12.58	10.68	6.099	4.448	160.99	2.1%	31.68	47.02	61.07	21.22
2018	£M	7.138	9.940	14.80	10.89	18.73	16.98	17.94	30.64	12.97	10.70	5.993	4.391	161.10	0.1%	31.88	46.60	61.55	21.08
2019	£M	7.522	10.66	15.81	11.12	18.82	17.86	17.69	30.48	13.47	11.08	5.919	4.493	164.91	2.4%	33.99	47.80	61.64	21.49
2020	£M	7.001	9.475	6.160	0.727	1.943	3.107	4.977	16.58	8.312	6.631	2.089	2.775	69.78	-57.7%	22.64	5.777	29.87	11.49
2021	£M	2.379	4.075	7.116	6.248	14.19	16.46	15.98	28.92	13.51	11.38	5.442	3.947	129.65	85.8%	13.57	36.89	58.42	20.77
2022	£M	6.096	8.600	14.18	9.786	16.86	16.60	16.02	26.01	12.09	10.55	5.581	4.228	146.58	13.1%	28.88	43.24	54.11	20.35
2023	£M	6.749	10.49	16.16	10.61	18.09	17.93	16.81	27.17	13.05	10.78	5.685	4.071	157.59	7.5%	33.40	46.63	57.03	20.53
2024	£M	6.820	10.82	16.33	10.42	18.44	18.50	16.71	26.35	12.25	10.60	5.658	4.073	156.99	-0.4%	33.97	47.36	55.31	20.34
2025	£M	7.058	10.71	16.90	10.75	19.25	18.18	17.72	27.28	12.67	10.69	5.476	3.932	160.62	2.3%	34.67	48.18	57.67	20.09

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	145.13	158.79	157.75	160.99	161.10	164.91	69.78	129.65	146.58	157.59	156.99	160.62
All Visitor Types	£M	241.98	254.84	254.56	263.16	267.86	273.04	129.58	224.21	269.00	271.98	261.53	271.06
Share of Total	%	60.0%	62.3%	62.0%	61.2%	60.1%	60.4%	53.8%	57.8%	54.5%	57.9%	60.0%	59.3%
Annual Change in Share	%		3.9%	-0.5%	-1.3%	-1.7%	0.4%	-10.9%	7.4%	-5.8%	6.3%	3.6%	-1.3%
Change in Share from 2014	%		3.9%	3.3%	2.0%	0.3%	0.7%	-10.2%	-3.6%	-9.1%	-3.4%	0.1%	-1.2%
Avg Ann. Change in Share	%		3.9%	1.7%	0.7%	0.1%	0.1%	-1.7%	-0.5%	-1.1%	-0.4%	0.0%	-0.1%

DAY VISITOR



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