STEAM REPORT FOR 2014-2025 - FINAL

Final

WEST LINDSEY DISTRICT COUNCIL

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STEAM REPORT FOR 2014-2025 - FINAL
WEST LINDSEY DISTRICT COUNCIL

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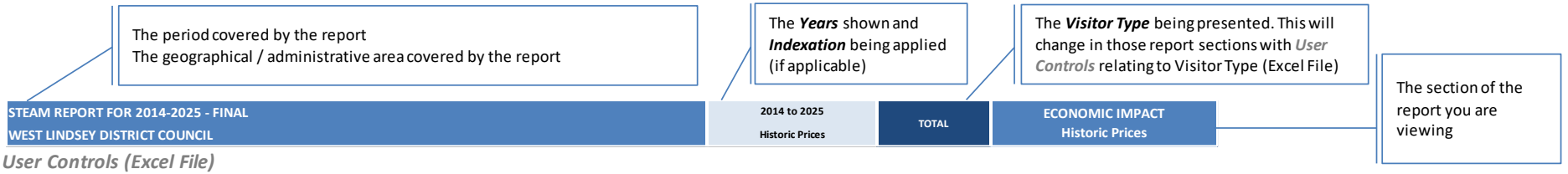
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

Report Section Design and Features

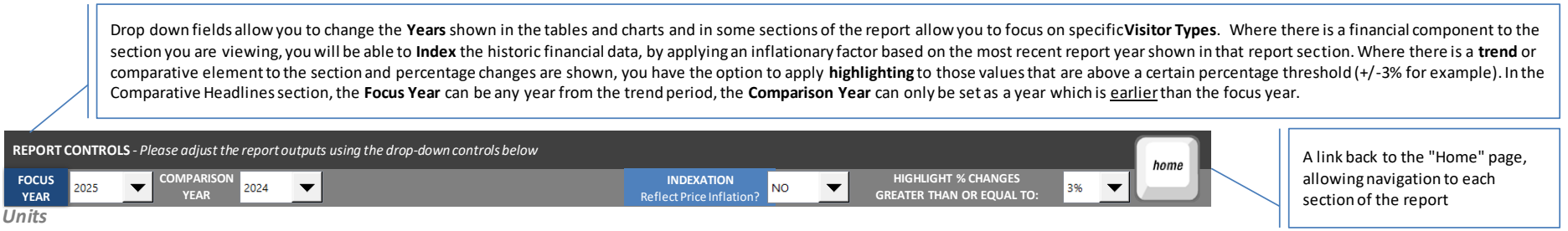
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Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

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Comparing 2025 and 2024

All £'s Historic Prices

COMPARATIVE HEADLINES

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

KEY

An increase of 3% or more

Less than 3% change

A Fall of 3% or more

		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.035	0.036	-2.9%	0.537	0.484	10.9%	0.384	0.367	4.6%	0.956	0.888	7.7%	2.165	2.113	2.5%	3.122	3.000	4.0%
Visitor Numbers	M	0.019	0.019	-1.9%	0.083	0.070	18.4%	0.162	0.155	4.6%	0.263	0.244	8.0%	2.165	2.113	2.5%	2.428	2.357	3.1%
Direct Expenditure	£M																143.88	132.19	8.8%
Economic Impact	£M	5.069	5.094	-0.5%	44.56	37.62	18.4%	27.29	25.18	8.4%	76.92	67.90	13.3%	116.59	109.79	6.2%	193.51	177.69	8.9%
Direct Employment	FTEs	162	174	-7.0%	317	298	6.7%	178	174	2.4%	657	646	1.8%	750	748	0.3%	1,408	1,394	1.0%
Total Employment	FTEs																1,779	1,754	1.4%

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

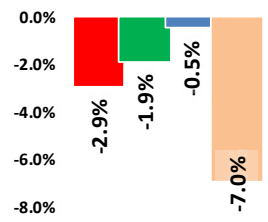
KEY

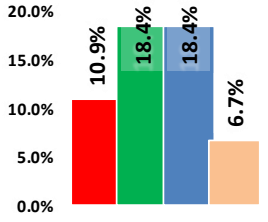
Visitor Days

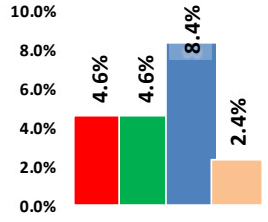
Visitor Numbers

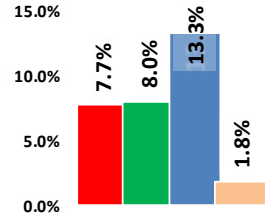
Total Economic Impact

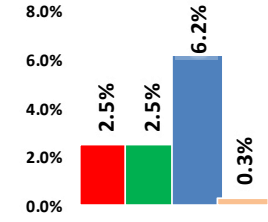
Direct Employment

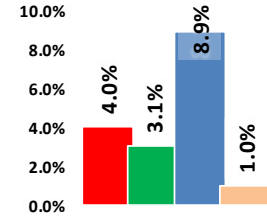




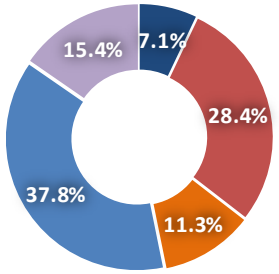








Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Accommodation

Food & Drink

Recreation

Shopping

Transport

Direct Expenditure Categories

Sectors	2025	2024	+/- %
Accommodation	10.15	8.226	23.4%
Food & Drink	40.89	37.84	8.0%
Recreation	16.31	15.11	7.9%
Shopping	54.40	50.55	7.6%
Transport	22.13	20.46	8.2%
TOTAL DIRECT	143.88	132.19	8.8%
Indirect	49.63	45.50	9.1%
TOTAL	193.51	177.69	8.9%

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	248	255	-2.9%
Food & Drink	395	387	2.0%
Recreation	191	187	1.9%
Shopping	479	471	1.6%
Transport	95	93	2.2%
TOTAL DIRECT	1,408	1,394	1.0%
Indirect	371	361	3.0%
TOTAL	1,779	1,754	1.4%

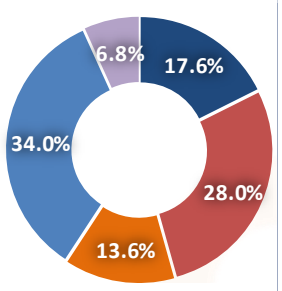
Accommodation

Food & Drink

Recreation

Shopping

Transport



Direct Employment Categories

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

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

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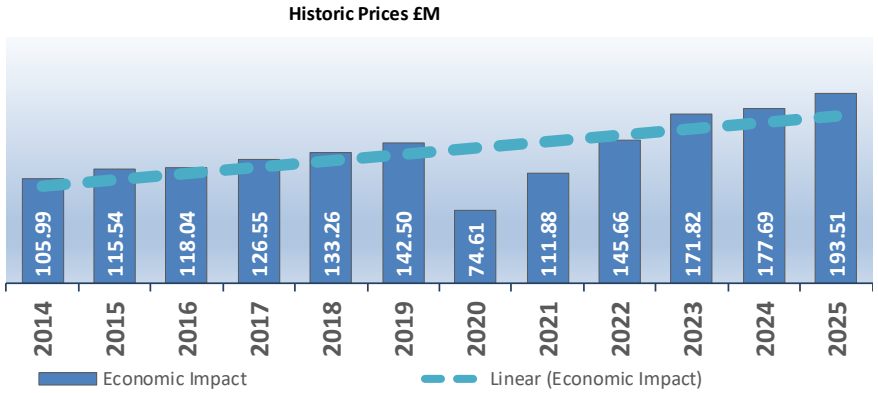
2014 to 2025
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

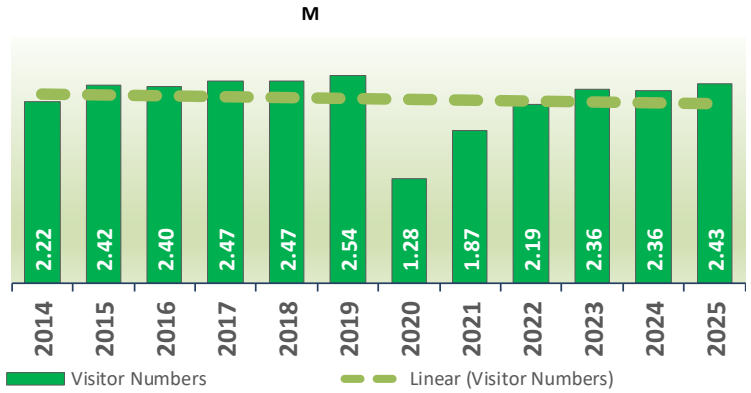
Economic Impact - Historic Prices - Total

	% Change Year on Year
2015	9.0%
2016	2.2%
2017	7.2%
2018	5.3%
2019	6.9%
2020	-47.6%
2021	49.9%
2022	30.2%
2023	18.0%
2024	3.4%
2025	8.9%



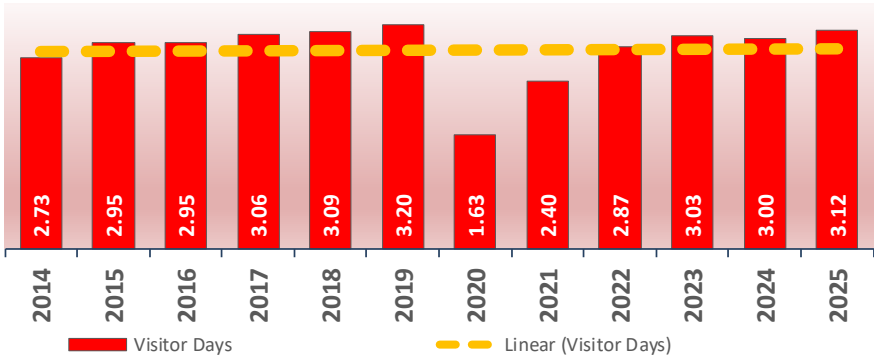
Visitor Numbers - Total

	% Change Year on Year
2015	9.0%
2016	-0.7%
2017	2.9%
2018	0.2%
2019	2.9%
2020	-49.8%
2021	46.1%
2022	17.4%
2023	7.9%
2024	-0.3%
2025	3.1%



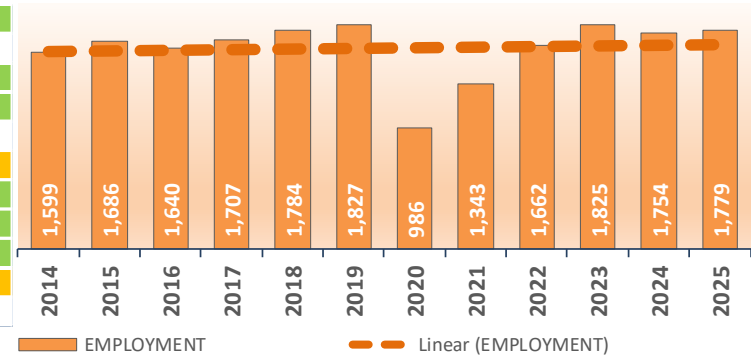
Visitor Days - Total

	% Change Year on Year
2015	8.2%
2016	0.0%
2017	3.8%
2018	0.9%
2019	3.5%
2020	-49.1%
2021	47.6%
2022	19.7%
2023	5.5%
2024	-1.0%
2025	4.0%



Total Employment Supported - Total

	% Change Year on Year
2015	5.4%
2016	-2.7%
2017	4.1%
2018	4.5%
2019	2.4%
2020	-46.0%
2021	36.1%
2022	23.8%
2023	9.8%
2024	-3.9%
2025	1.4%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		9.0%	11.4%	19.4%	25.7%	34.4%	-29.6%	5.6%	37.4%	62.1%	67.7%	82.6%
Visitor Numbers		9.0%	8.2%	11.3%	11.5%	14.7%	-42.4%	-15.9%	-1.2%	6.5%	6.3%	9.5%
Visitor Days		8.2%	8.2%	12.4%	13.3%	17.3%	-40.3%	-11.9%	5.4%	11.2%	10.1%	14.5%
Total Employment		5.4%	2.6%	6.8%	11.6%	14.3%	-38.3%	-16.0%	3.9%	14.1%	9.7%	11.3%

"Linear" = *Linear Trendline*

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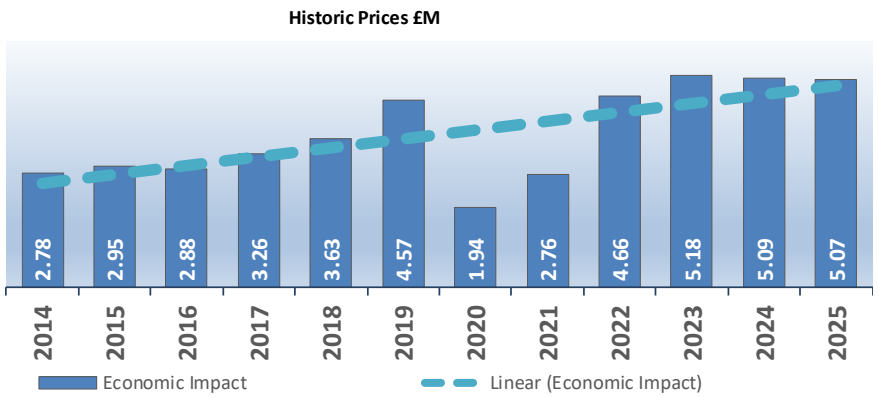
2014 to 2025
Historic Prices

SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

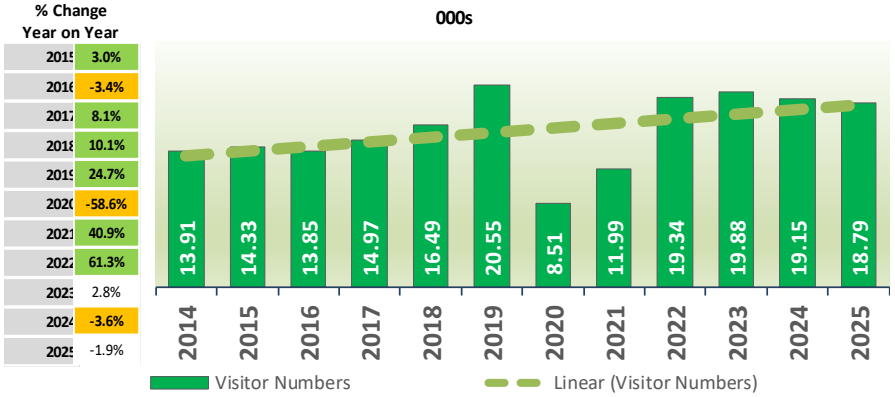
Economic Impact - Historic Prices - Serviced Accommodation

	% Change Year on Year
2015	6.2%
2016	-2.3%
2017	12.9%
2018	11.4%
2019	26.1%
2020	-57.6%
2021	42.4%
2022	68.6%
2023	11.3%
2024	-1.7%
2025	-0.5%



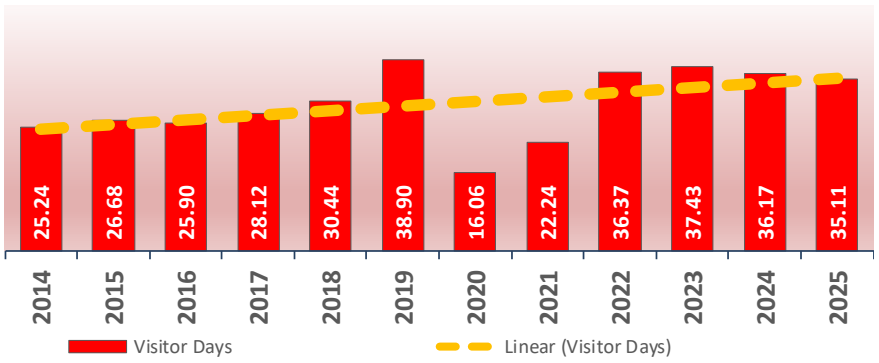
Visitor Numbers - Serviced Accommodation

	% Change Year on Year
2015	3.0%
2016	-3.4%
2017	8.1%
2018	10.1%
2019	24.7%
2020	-58.6%
2021	40.9%
2022	61.3%
2023	2.8%
2024	-3.6%
2025	-1.9%



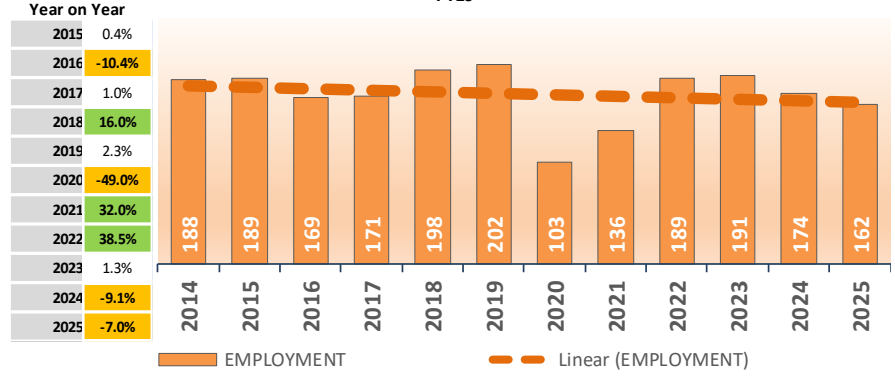
Visitor Days - Serviced Accommodation

	% Change Year on Year
2015	5.7%
2016	-3.0%
2017	8.6%
2018	8.3%
2019	27.8%
2020	-58.7%
2021	38.5%
2022	63.5%
2023	2.9%
2024	-3.4%
2025	-2.9%



Direct Employment Supported - Serviced Accommodation

	% Change Year on Year
2015	0.4%
2016	-10.4%
2017	1.0%
2018	16.0%
2019	2.3%
2020	-49.0%
2021	32.0%
2022	38.5%
2023	1.3%
2024	-9.1%
2025	-7.0%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		6.2%	3.8%	17.2%	30.5%	64.6%	-30.2%	-0.6%	67.5%	86.5%	83.3%	82.4%
Visitor Numbers		3.0%	-0.4%	7.6%	18.5%	47.7%	-38.8%	-13.8%	39.0%	42.9%	37.7%	35.0%
Visitor Days		5.7%	2.6%	11.4%	20.6%	54.1%	-36.4%	-11.9%	44.1%	48.3%	43.3%	39.1%
Direct Employment		0.4%	-10.1%	-9.2%	5.4%	7.8%	-45.0%	-27.4%	0.5%	1.8%	-7.4%	-13.9%

"Linear" = *Linear Trendline*

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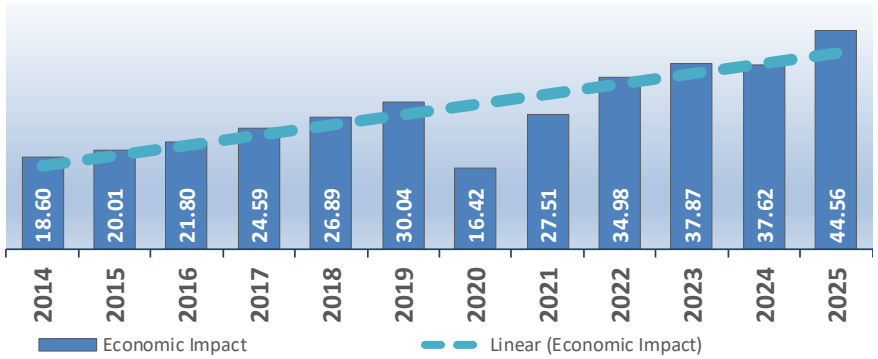
2014 to 2025
Historic Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

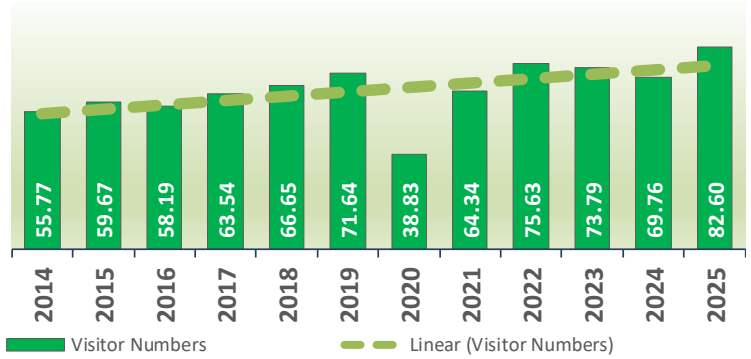
Economic Impact - Historic Prices - Non-Serviced Accommodation

	% Change Year on Year
2015	7.6%
2016	8.9%
2017	12.8%
2018	9.3%
2019	11.7%
2020	-45.3%
2021	67.6%
2022	27.1%
2023	8.3%
2024	-0.7%
2025	18.4%



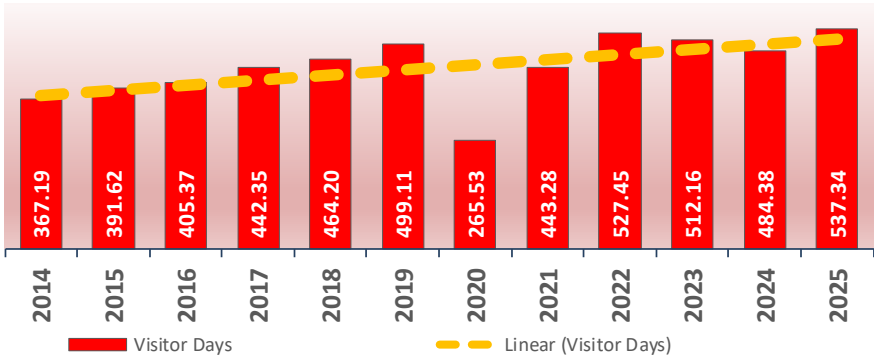
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2015	7.0%
2016	-2.5%
2017	9.2%
2018	4.9%
2019	7.5%
2020	-45.8%
2021	65.7%
2022	17.6%
2023	-2.4%
2024	-5.5%
2025	18.4%



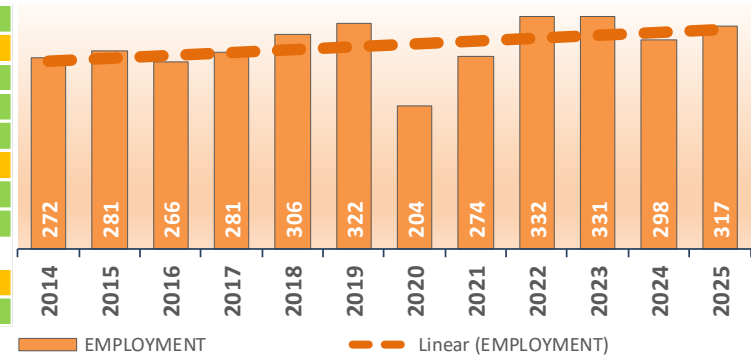
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2015	6.7%
2016	3.5%
2017	9.1%
2018	4.9%
2019	7.5%
2020	-46.8%
2021	66.9%
2022	19.0%
2023	-2.9%
2024	-5.4%
2025	10.9%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2015	3.4%
2016	-5.5%
2017	5.6%
2018	9.0%
2019	5.3%
2020	-36.6%
2021	34.1%
2022	21.1%
2023	-0.1%
2024	-10.2%
2025	6.7%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		7.6%	17.2%	32.2%	44.5%	61.5%	-11.8%	47.9%	88.0%	103.6%	102.2%	139.5%
Visitor Numbers		7.0%	4.4%	13.9%	19.5%	28.5%	-30.4%	15.4%	35.6%	32.3%	25.1%	48.1%
Visitor Days		6.7%	10.4%	20.5%	26.4%	35.9%	-27.7%	20.7%	43.6%	39.5%	31.9%	46.3%
Direct Employment		3.4%	-2.3%	3.2%	12.5%	18.4%	-24.9%	0.6%	21.8%	21.7%	9.3%	16.6%

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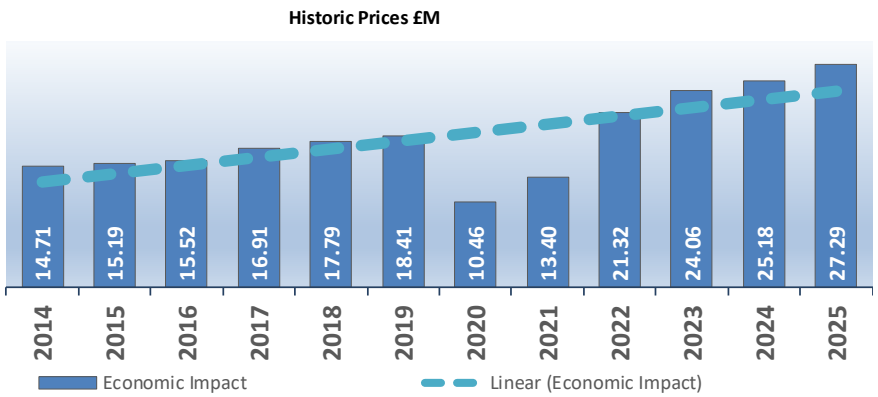
2014 to 2025
Historic Prices

SFR

KEY MEASURES
Historic Prices

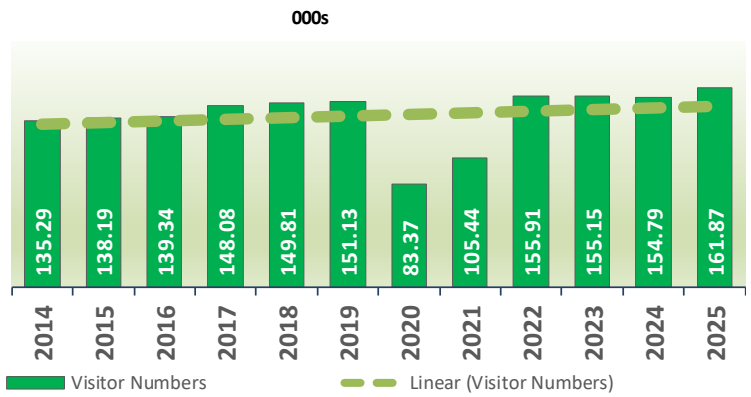
Economic Impact - Historic Prices - SFR

	% Change Year on Year
2015	3.3%
2016	2.2%
2017	9.0%
2018	5.2%
2019	3.5%
2020	-43.2%
2021	28.1%
2022	59.2%
2023	12.8%
2024	4.7%
2025	8.4%



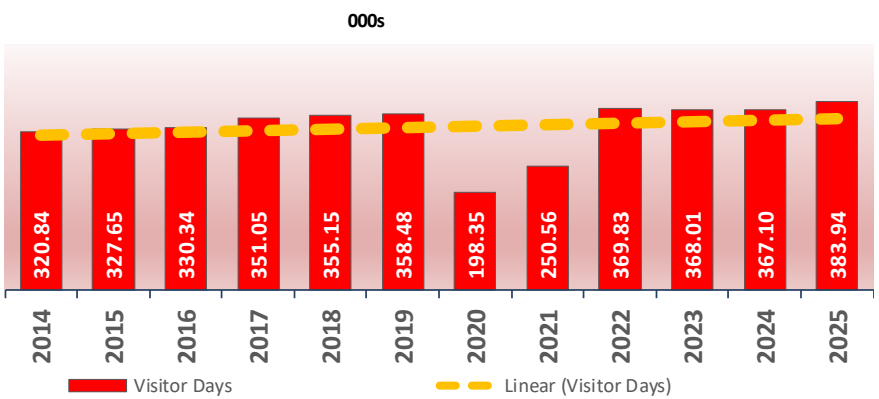
Visitor Numbers - SFR

	% Change Year on Year
2015	2.1%
2016	0.8%
2017	6.3%
2018	1.2%
2019	0.9%
2020	-44.8%
2021	26.5%
2022	47.9%
2023	-0.5%
2024	-0.2%
2025	4.6%



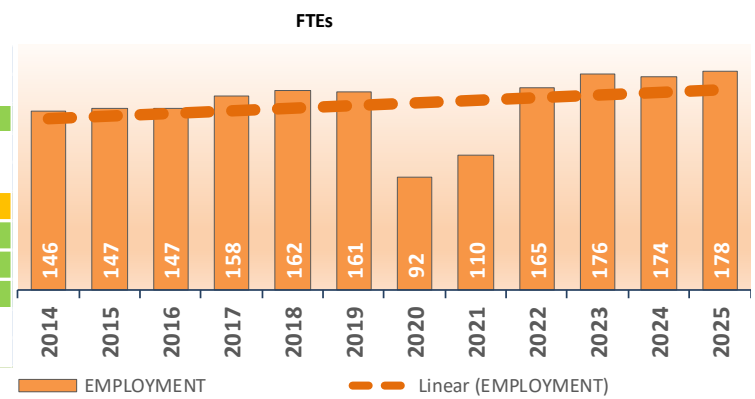
Visitor Days - SFR

	% Change Year on Year
2015	2.1%
2016	0.8%
2017	6.3%
2018	1.2%
2019	0.9%
2020	-44.7%
2021	26.3%
2022	47.6%
2023	-0.5%
2024	-0.2%
2025	4.6%



Direct Employment Supported - SFR

	% Change Year on Year
2015	0.8%
2016	0.0%
2017	7.0%
2018	2.7%
2019	-0.3%
2020	-43.2%
2021	19.5%
2022	50.5%
2023	6.8%
2024	-1.3%
2025	2.4%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		3.3%	5.5%	15.0%	20.9%	25.1%	-28.9%	-8.9%	45.0%	63.6%	71.2%	85.5%
Visitor Numbers		2.1%	3.0%	9.5%	10.7%	11.7%	-38.4%	-22.1%	15.2%	14.7%	14.4%	19.7%
Visitor Days		2.1%	3.0%	9.4%	10.7%	11.7%	-38.2%	-21.9%	15.3%	14.7%	14.4%	19.7%
Direct Employment		0.8%	0.9%	7.9%	10.8%	10.5%	-37.2%	-24.9%	12.9%	20.7%	19.1%	21.9%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
WEST LINDSEY DISTRICT COUNCIL

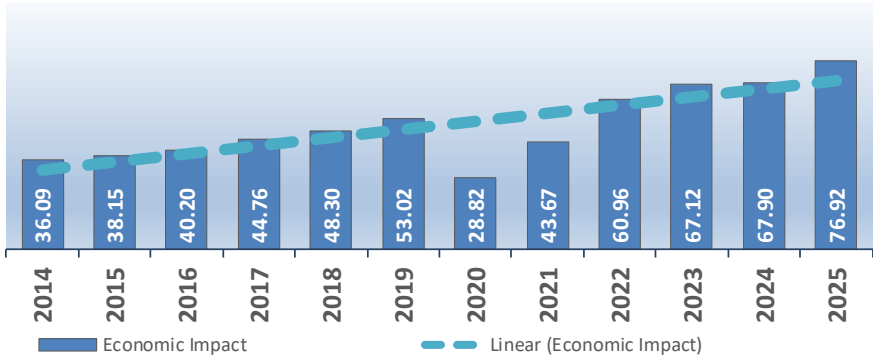
2014 to 2025
Historic Prices

STAYING VISITOR

KEY MEASURES
Historic Prices

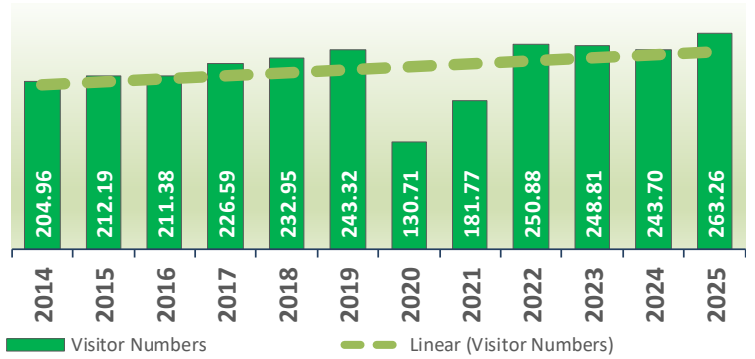
Economic Impact - Historic Prices - Staying Visitor

	% Change Year on Year
2015	5.7%
2016	5.4%
2017	11.3%
2018	7.9%
2019	9.8%
2020	-45.6%
2021	51.5%
2022	39.6%
2023	10.1%
2024	1.2%
2025	13.3%



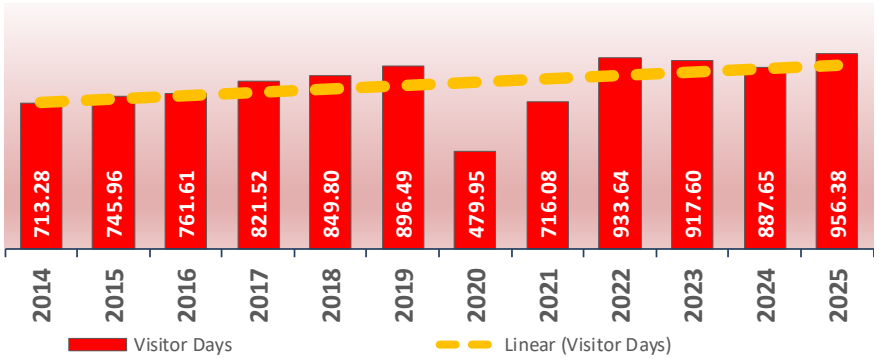
Visitor Numbers - Staying Visitor

	% Change Year on Year
2015	3.5%
2016	-0.4%
2017	7.2%
2018	2.8%
2019	4.5%
2020	-46.3%
2021	39.1%
2022	38.0%
2023	-0.8%
2024	-2.1%
2025	8.0%



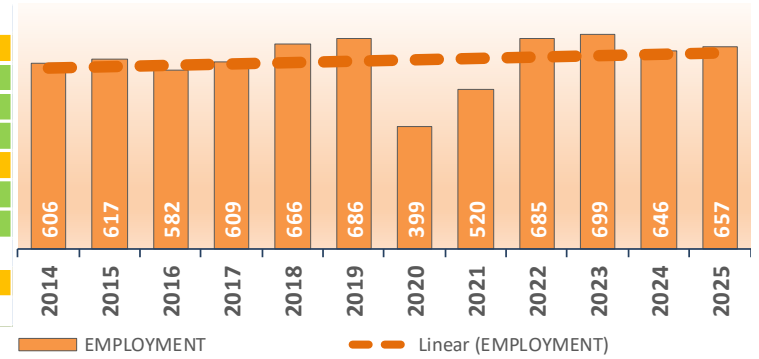
Visitor Days - Staying Visitor

	% Change Year on Year
2015	4.6%
2016	2.1%
2017	7.9%
2018	3.4%
2019	5.5%
2020	-46.5%
2021	49.2%
2022	30.4%
2023	-1.7%
2024	-3.3%
2025	7.7%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2015	1.9%
2016	-5.7%
2017	4.6%
2018	9.3%
2019	3.1%
2020	-41.8%
2021	30.2%
2022	31.9%
2023	1.9%
2024	-7.6%
2025	1.8%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		5.7%	11.4%	24.0%	33.8%	46.9%	-20.2%	21.0%	68.9%	86.0%	88.1%	113.1%
Visitor Numbers		3.5%	3.1%	10.6%	13.7%	18.7%	-36.2%	-11.3%	22.4%	21.4%	18.9%	28.4%
Visitor Days		4.6%	6.8%	15.2%	19.1%	25.7%	-32.7%	0.4%	30.9%	28.6%	24.4%	34.1%
Direct Employment		1.9%	-3.9%	0.5%	9.9%	13.2%	-34.1%	-14.2%	13.1%	15.3%	6.5%	8.5%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
WEST LINDSEY DISTRICT COUNCIL

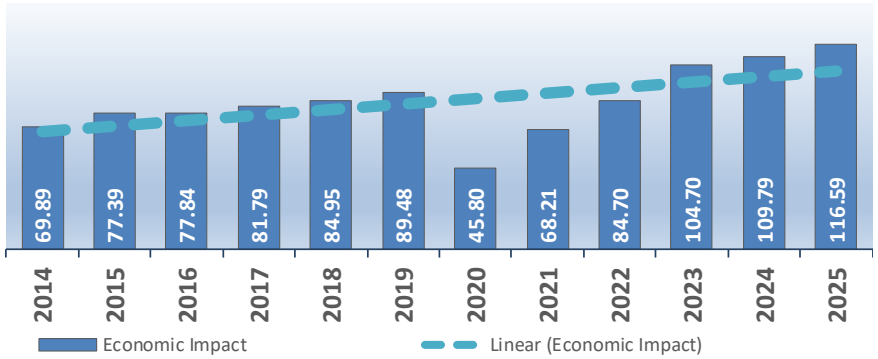
2014 to 2025
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

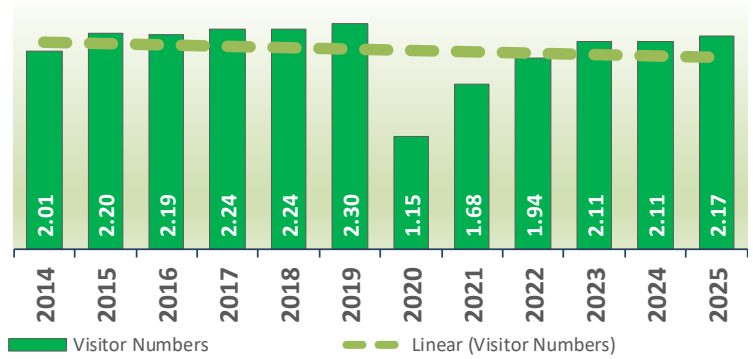
Economic Impact - Historic Prices - Day Visitor

	% Change Year on Year
2015	10.7%
2016	0.6%
2017	5.1%
2018	3.9%
2019	5.3%
2020	-48.8%
2021	48.9%
2022	24.2%
2023	23.6%
2024	4.9%
2025	6.2%



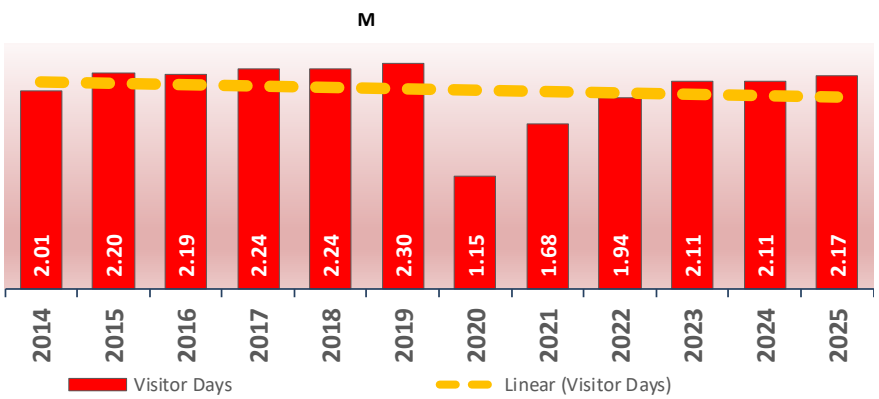
Visitor Numbers - Day Visitor

	% Change Year on Year
2015	9.5%
2016	-0.7%
2017	2.4%
2018	-0.1%
2019	2.7%
2020	-50.2%
2021	46.9%
2022	15.2%
2023	9.0%
2024	0.0%
2025	2.5%



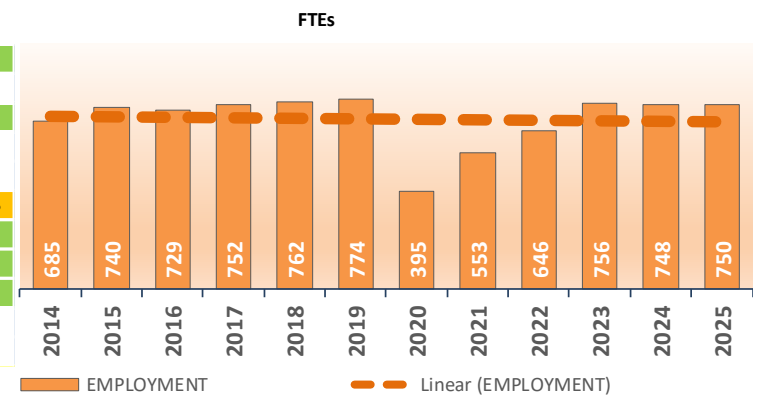
Visitor Days - Day Visitor

	% Change Year on Year
2015	9.5%
2016	-0.7%
2017	2.4%
2018	-0.1%
2019	2.7%
2020	-50.2%
2021	46.9%
2022	15.2%
2023	9.0%
2024	0.0%
2025	2.5%



Direct Employment Supported - Day Visitor

	% Change Year on Year
2015	8.1%
2016	-1.5%
2017	3.2%
2018	1.4%
2019	1.5%
2020	-49.0%
2021	40.1%
2022	16.8%
2023	17.0%
2024	-1.1%
2025	0.3%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		10.7%	11.4%	17.0%	21.5%	28.0%	-34.5%	-2.4%	21.2%	49.8%	57.1%	66.8%
Visitor Numbers		9.5%	8.7%	11.4%	11.3%	14.3%	-43.0%	-16.3%	-3.6%	5.0%	5.0%	7.6%
Visitor Days		9.5%	8.7%	11.4%	11.3%	14.3%	-43.0%	-16.3%	-3.6%	5.0%	5.0%	7.6%
Direct Employment		8.1%	6.5%	9.8%	11.4%	13.0%	-42.3%	-19.2%	-5.6%	10.5%	9.3%	9.6%

"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

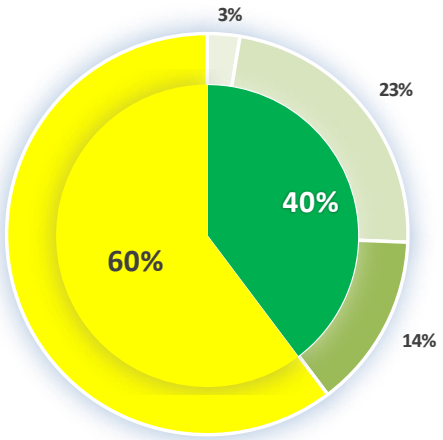
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STEAM REPORT FOR 2014-2025 - FINAL WEST LINDSEY DISTRICT COUNCIL	2025 Historic Prices	TOTAL	DISTRIBUTION BY VISITOR TYPE Historic Prices

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

TOTAL
£193.51m

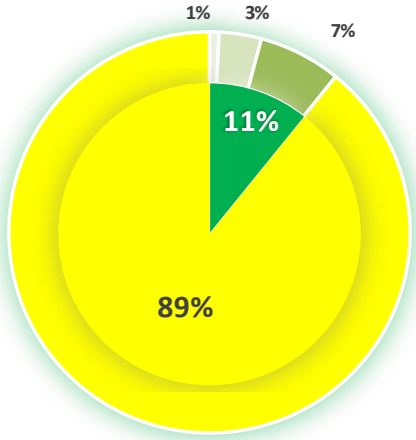
	£M
Serviced	5.07
Non-Serviced	44.56
SFR	27.29
Staying Visitor	76.92
Day Visitor	116.59
Total	193.51



Visitor Numbers - 2025 - M - Share of Total

TOTAL
2.43m

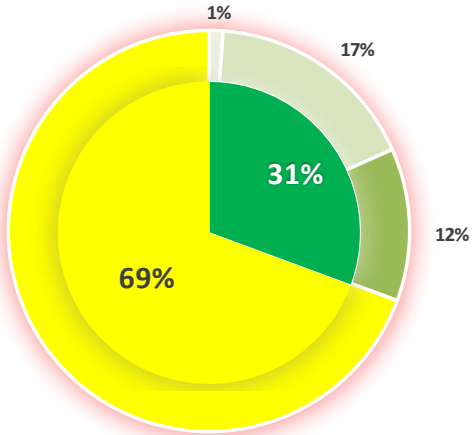
	M
Serviced	0.02
Non-Serviced	0.08
SFR	0.16
Staying Visitor	0.26
Day Visitor	2.17
Total	2.43



Visitor Days - 2025 - M - Share of Total

TOTAL
3.12m

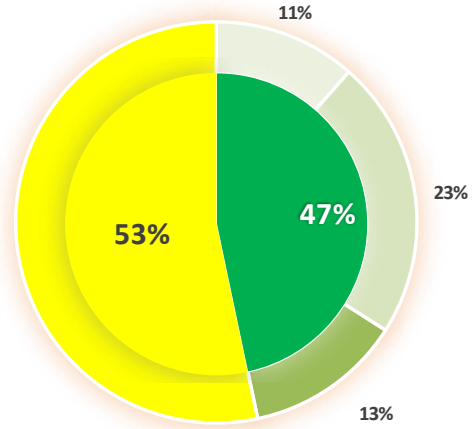
	M
Serviced	0.04
Non-Serviced	0.54
SFR	0.38
Staying Visitor	0.96
Day Visitor	2.17
Total	3.12



Direct Employment Supported - 2025 - FTEs - Share of Total

TOTAL
1,408 Direct FTEs
1,779 Total FTEs

	FTEs
Serviced	162
Non-Serviced	317
SFR	178
Staying Visitor	657
Day Visitor	750
Total	1,408

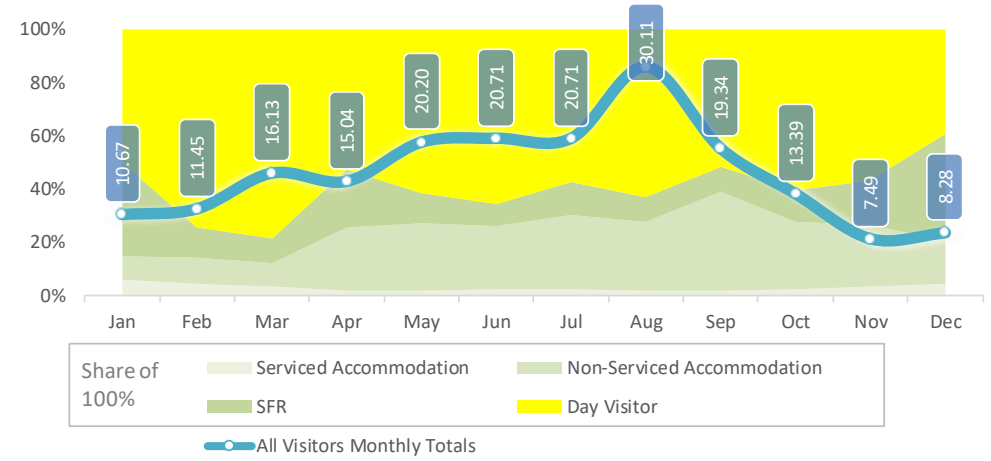


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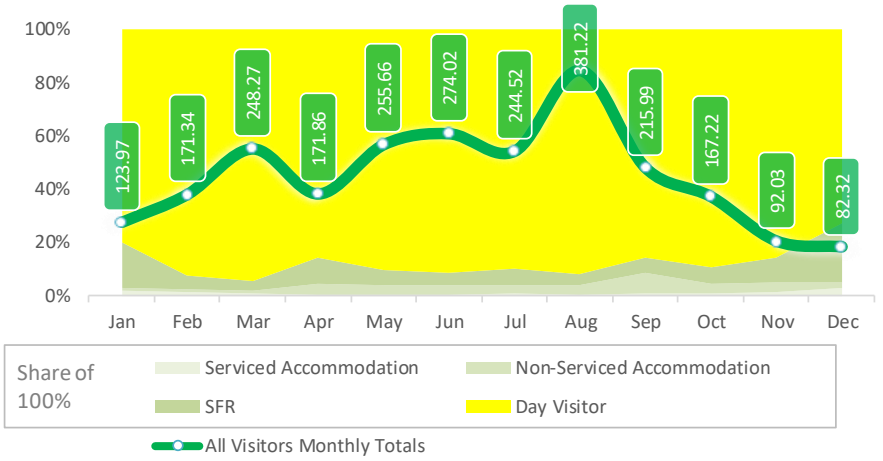
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STEAM REPORT FOR 2014-2025 - FINAL WEST LINDSEY DISTRICT COUNCIL	2025 Historic Prices	TOTAL	DISTRIBUTION BY MONTH Historic Prices

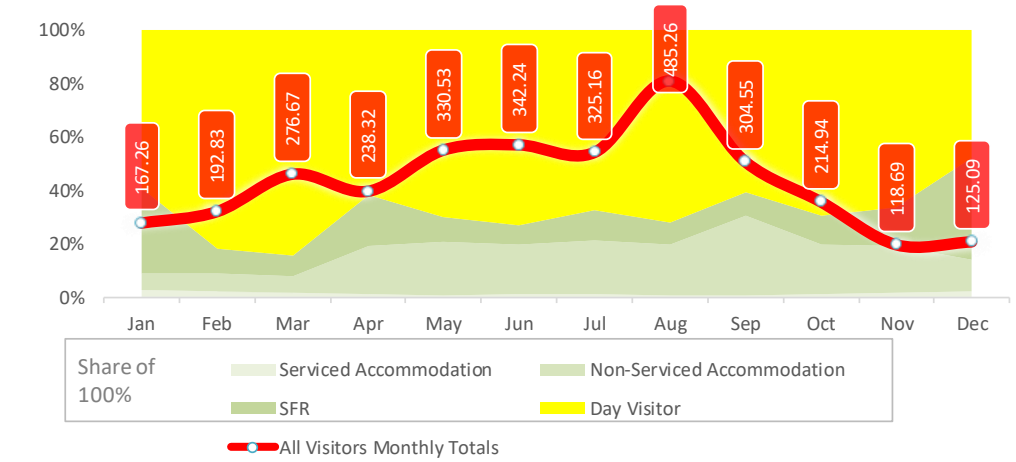
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



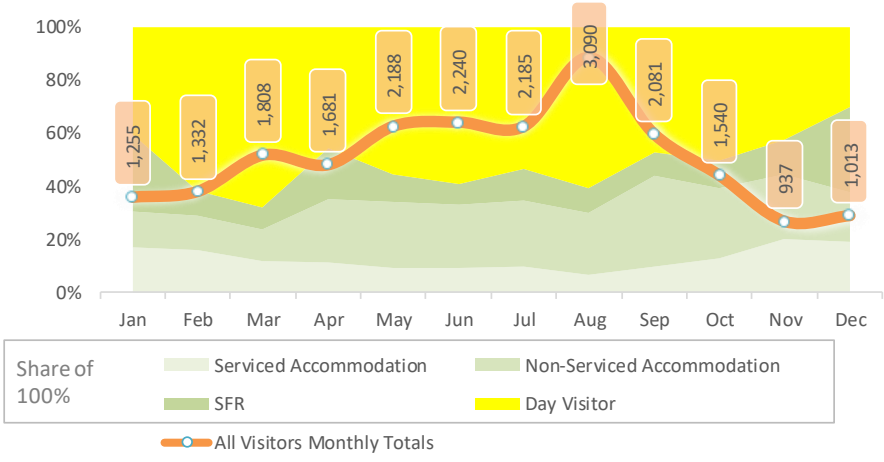
Visitor Numbers - 2025 - 000s - Distribution of Impact by Month



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

WEST LINDSEY DISTRICT COUNCIL

2014 to 2025

Historic Prices

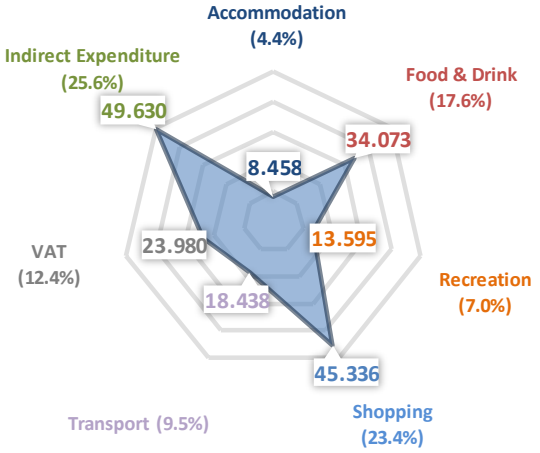
TOTAL

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	3.359	3.578	4.152	4.790	5.256	6.165	3.525	5.096	6.639	6.963	6.855	8.458
Food & Drink	£M	18.88	20.56	20.86	22.32	23.47	24.98	13.90	19.67	25.67	30.44	31.54	34.07
Recreation	£M	7.560	8.242	8.371	8.946	9.416	10.04	5.569	7.940	10.27	12.15	12.59	13.60
Shopping	£M	25.70	28.11	28.44	30.27	31.72	33.60	17.55	26.17	33.84	40.49	42.13	45.34
Transport	£M	10.25	11.16	11.35	12.13	12.76	13.56	7.132	10.69	13.93	16.44	17.05	18.44
Direct Revenue	£M	65.75	71.65	73.18	78.46	82.62	88.34	47.68	69.57	90.35	106.48	110.16	119.90
VAT	£M	13.15	14.33	14.64	15.69	16.52	17.67	7.825	13.65	18.07	21.30	22.03	23.98
Direct Expenditure	£M	78.90	85.98	87.81	94.15	99.14	106.01	55.50	83.22	108.42	127.78	132.19	143.88
Indirect Expenditure	£M	27.08	29.56	30.23	32.40	34.11	36.49	19.11	28.66	37.24	44.03	45.50	49.63
TOTAL	£M	105.99	115.54	118.04	126.55	133.26	142.50	74.61	111.88	145.66	171.82	177.69	193.51

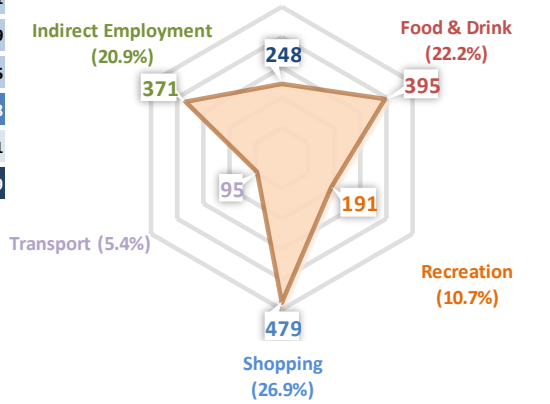
2025 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	303	305	266	266	306	311	192	232	299	292	255	248
Food & Drink	FTEs	333	354	352	369	379	389	210	285	353	396	387	395
Recreation	FTEs	162	172	171	180	185	190	102	140	171	192	187	191
Shopping	FTEs	413	441	437	457	467	477	242	346	424	480	471	479
Transport	FTEs	81	86	85	90	92	94	48	69	85	95	93	95
Direct Employment	FTEs	1,291	1,357	1,311	1,361	1,428	1,460	794	1,073	1,332	1,455	1,394	1,408
Indirect Employment	FTEs	308	329	329	346	356	367	192	270	330	370	361	371
TOTAL	FTEs	1,599	1,686	1,640	1,707	1,784	1,827	986	1,343	1,662	1,825	1,754	1,779

2025 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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

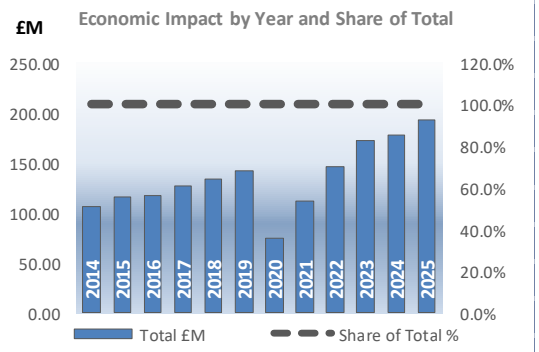
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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STEAM REPORT FOR 2014-2025 - FINAL WEST LINDSEY DISTRICT COUNCIL										2014 to 2025 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL																	
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	89.9%	93.5%	104.3%	75.3%	82.3%	90.6%	61.0%	73.7%	97.8%	96.0%	56.3%	86.7%	82.6%		96.8%	83.3%	75.5%	81.6%
% Change 2024 to 2025	7.9%	6.2%	6.3%	12.4%	11.0%	5.0%	10.8%	9.6%	13.1%	8.8%	4.6%	5.6%	8.9%	Annual Change	6.7%	9.1%	10.9%	6.8%
Average Annual Change	8.2%	8.5%	9.5%	6.8%	7.5%	8.2%	5.5%	6.7%	8.9%	8.7%	5.1%	7.9%	7.5%		8.8%	7.6%	6.9%	7.4%
2014 £M	5.621	5.915	7.896	8.580	11.08	10.86	12.86	17.33	9.777	6.832	4.792	4.434	105.99		19.43	30.53	39.97	16.06
2015 £M	6.373	6.842	8.464	8.866	11.71	11.41	13.59	19.65	10.89	7.818	5.048	4.869	115.54	9.0%	21.68	31.99	44.13	17.74
2016 £M	6.471	6.888	9.192	8.889	12.28	12.49	13.40	20.04	10.77	7.632	4.989	4.997	118.04	2.2%	22.55	33.66	44.21	17.62
2017 £M	6.893	7.359	9.637	9.599	13.26	13.30	14.50	21.36	11.81	8.153	5.300	5.384	126.55	7.2%	23.89	36.15	47.67	18.84
2018 £M	7.353	7.736	10.15	10.04	14.12	13.84	14.86	22.60	12.61	8.668	5.561	5.727	133.26	5.3%	25.23	38.00	50.07	19.95
2019 £M	7.928	8.521	11.27	10.84	14.80	15.08	15.79	23.84	13.36	9.339	5.667	6.049	142.50	6.9%	27.72	40.73	53.00	21.06
2020 £M	8.322	8.019	6.083	0.594	1.270	2.047	7.610	16.45	11.77	7.224	1.846	3.373	74.61	-47.6%	22.42	3.911	35.84	12.44
2021 £M	1.523	2.510	4.006	4.868	11.60	14.79	14.26	22.49	14.83	10.08	5.400	5.520	111.88	49.9%	8.039	31.26	51.58	21.00
2022 £M	7.872	7.644	11.61	10.90	15.35	16.08	16.01	23.29	14.36	9.724	5.901	6.914	145.66	30.2%	27.13	42.34	53.65	22.54
2023 £M	9.577	10.24	14.36	13.24	17.86	18.42	17.76	26.74	17.08	11.97	6.930	7.656	171.82	18.0%	34.18	49.51	61.57	26.55
2024 £M	9.889	10.78	15.17	13.38	18.20	19.72	18.69	27.46	17.10	12.31	7.163	7.837	177.69	3.4%	35.84	51.30	63.24	27.31
2025 £M	10.67	11.45	16.13	15.04	20.20	20.71	20.71	30.11	19.34	13.39	7.489	8.277	193.51	8.9%	38.25	55.95	70.16	29.15

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	£M	105.99	115.54	118.04	126.55	133.26	142.50	74.61	111.88	145.66	171.82	177.69	193.51
All Visitor Types	£M	105.99	115.54	118.04	126.55	133.26	142.50	74.61	111.88	145.66	171.82	177.69	193.51
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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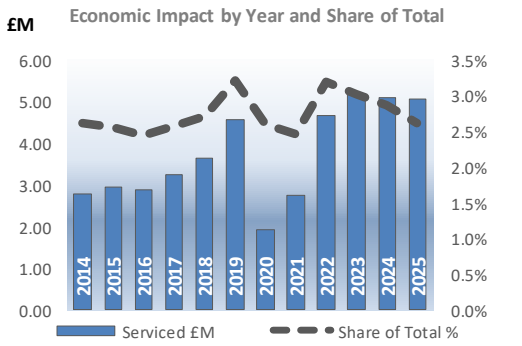
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL WEST LINDSEY DISTRICT COUNCIL										2014 to 2025 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		65.4%	71.4%	64.6%	138.6%	133.5%	108.5%	93.0%	96.9%	69.8%	73.7%	52.4%	73.2%	82.4%		67.0%	123.9%	87.9%	66.8%
% Change 2024 to 2025		7.8%	0.9%	8.5%	-1.4%	-1.2%	0.6%	1.0%	-3.7%	-4.8%	-8.9%	-10.4%	-4.3%	-0.5%	Annual Change	5.7%	-0.5%	-2.3%	-7.6%
Average Annual Change		5.9%	6.5%	5.9%	12.6%	12.1%	9.9%	8.5%	8.8%	6.3%	6.7%	4.8%	6.7%	7.5%		6.1%	11.3%	8.0%	6.1%
2014	£M	0.376	0.308	0.317	0.117	0.159	0.210	0.264	0.260	0.205	0.182	0.178	0.204	2.779		1.001	0.486	0.729	0.563
2015	£M	0.429	0.343	0.336	0.118	0.166	0.241	0.277	0.282	0.200	0.192	0.168	0.201	2.953	6.2%	1.108	0.525	0.759	0.561
2016	£M	0.391	0.333	0.329	0.124	0.160	0.231	0.281	0.281	0.195	0.179	0.167	0.212	2.884	-2.3%	1.053	0.515	0.757	0.558
2017	£M	0.397	0.350	0.320	0.172	0.221	0.276	0.324	0.333	0.236	0.208	0.192	0.227	3.256	12.9%	1.067	0.669	0.893	0.627
2018	£M	0.426	0.373	0.334	0.181	0.241	0.298	0.347	0.373	0.245	0.224	0.267	0.319	3.626	11.4%	1.133	0.719	0.964	0.810
2019	£M	0.502	0.472	0.436	0.256	0.337	0.397	0.448	0.479	0.333	0.316	0.278	0.319	4.574	26.1%	1.410	0.990	1.260	0.914
2020	£M	0.512	0.452	0.182	0.021	0.034	0.035	0.104	0.231	0.157	0.139	0.035	0.036	1.939	-57.6%	1.146	0.089	0.493	0.211
2021	£M	0.096	0.083	0.088	0.053	0.089	0.321	0.401	0.469	0.313	0.308	0.259	0.282	2.762	42.4%	0.266	0.463	1.183	0.850
2022	£M	0.461	0.477	0.451	0.269	0.342	0.408	0.473	0.485	0.334	0.326	0.289	0.344	4.657	68.6%	1.388	1.018	1.291	0.959
2023	£M	0.595	0.545	0.495	0.296	0.373	0.448	0.499	0.523	0.372	0.349	0.307	0.380	5.183	11.3%	1.635	1.116	1.395	1.036
2024	£M	0.577	0.524	0.480	0.282	0.376	0.436	0.503	0.532	0.366	0.346	0.303	0.368	5.094	-1.7%	1.581	1.094	1.402	1.017
2025	£M	0.621	0.529	0.521	0.278	0.371	0.439	0.509	0.513	0.348	0.315	0.272	0.353	5.069	-0.5%	1.671	1.088	1.370	0.940

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	2.779	2.953	2.884	3.256	3.626	4.574	1.939	2.762	4.657	5.183	5.094	5.069
All Visitor Types	£M	105.99	115.54	118.04	126.55	133.26	142.50	74.61	111.88	145.66	171.82	177.69	193.51
Share of Total	%	2.6%	2.6%	2.4%	2.6%	2.7%	3.2%	2.6%	2.5%	3.2%	3.0%	2.9%	2.6%
Annual Change in Share	%		-2.5%	-4.4%	5.3%	5.8%	17.9%	-19.0%	-5.0%	29.5%	-5.6%	-5.0%	-8.6%
Change in Share from 2014	%		-2.5%	-6.8%	-1.9%	3.8%	22.4%	-0.9%	-5.9%	21.9%	15.0%	9.3%	-0.1%
Avg Ann. Change in Share	%		-2.5%	-3.4%	-0.6%	0.9%	4.5%	-0.2%	-0.8%	2.7%	1.7%	0.9%	0.0%

SERVICED ACCOMMODATION



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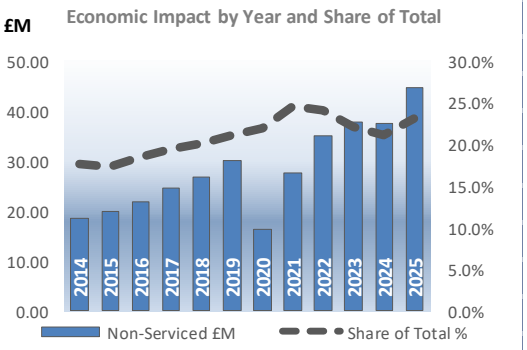
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL WEST LINDSEY DISTRICT COUNCIL													2014 to 2025 Historic Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER													CALENDAR YEAR		QUARTER		
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													TOTAL	% Change			
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC				Q1	Q2	Q3	Q4
% Change 2014 to 2025	223.5%	214.3%	94.8%	181.7%	107.7%	99.2%	117.0%	122.9%	173.2%	202.2%	186.2%	243.1%	139.5%			151.6%	119.4%	136.1%	205.1%
% Change 2024 to 2025	16.9%	35.9%	3.6%	29.1%	16.3%	13.8%	15.1%	16.8%	23.6%	21.6%	16.5%	19.0%	18.4%			15.8%	18.4%	18.6%	19.7%
Average Annual Change	20.3%	19.5%	8.6%	16.5%	9.8%	9.0%	10.6%	11.2%	15.7%	18.4%	16.9%	22.1%	12.7%			13.8%	10.9%	12.4%	18.6%
2014 £M	0.293	0.355	0.764	1.281	2.489	2.517	2.647	3.514	2.624	1.128	0.605	0.387	18.60			1.413	6.287	8.784	2.120
2015 £M	0.355	0.427	0.779	1.363	2.589	2.599	2.953	3.879	2.726	1.197	0.700	0.443	20.01	7.6%		1.561	6.552	9.558	2.340
2016 £M	0.413	0.484	0.806	1.454	2.744	2.769	3.224	4.280	3.003	1.330	0.788	0.506	21.80	8.9%		1.704	6.967	10.51	2.624
2017 £M	0.472	0.586	0.840	1.666	3.115	3.009	3.707	4.709	3.557	1.490	0.855	0.588	24.59	12.8%		1.897	7.790	11.97	2.933
2018 £M	0.530	0.656	0.942	1.851	3.541	3.383	3.754	5.036	3.863	1.703	0.956	0.670	26.89	9.3%		2.128	8.776	12.65	3.329
2019 £M	0.612	0.710	1.009	2.194	3.942	3.629	4.524	5.732	4.056	1.787	1.086	0.757	30.04	11.7%		2.332	9.765	14.31	3.629
2020 £M	0.685	0.587	0.570	0.074	0.204	0.211	2.534	4.556	4.695	1.752	0.120	0.428	16.42	-45.3%		1.842	0.489	11.79	2.301
2021 £M	0.017	0.017	0.029	0.651	3.307	4.029	4.295	5.665	5.332	2.312	1.132	0.728	27.51	67.6%		0.063	7.988	15.29	4.172
2022 £M	0.735	0.707	1.356	2.416	4.625	4.428	4.892	6.328	5.165	2.052	1.212	1.066	34.98	27.1%		2.797	11.47	16.38	4.330
2023 £M	0.869	0.935	1.431	2.977	4.900	4.271	4.711	6.513	5.763	2.809	1.500	1.192	37.87	8.3%		3.234	12.15	16.99	5.502
2024 £M	0.812	0.821	1.437	2.795	4.446	4.407	4.988	6.705	5.802	2.804	1.486	1.117	37.62	-0.7%		3.069	11.65	17.49	5.406
2025 £M	0.949	1.116	1.489	3.608	5.169	5.014	5.743	7.833	7.168	3.409	1.731	1.328	44.56	18.4%		3.553	13.79	20.74	6.469

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	18.60	20.01	21.80	24.59	26.89	30.04	16.42	27.51	34.98	37.87	37.62	44.56
All Visitor Types	£M	105.99	115.54	118.04	126.55	133.26	142.50	74.61	111.88	145.66	171.82	177.69	193.51
Share of Total	%	17.6%	17.3%	18.5%	19.4%	20.2%	21.1%	22.0%	24.6%	24.0%	22.0%	21.2%	23.0%
Annual Change in Share	%		-1.3%	6.6%	5.2%	3.8%	4.5%	4.4%	11.8%	-2.4%	-8.2%	-4.0%	8.8%
Change in Share from 2014	%		-1.3%	5.2%	10.7%	14.9%	20.1%	25.4%	40.1%	36.8%	25.6%	20.6%	31.2%
Avg Ann. Change in Share	%		-1.3%	2.6%	3.6%	3.7%	4.0%	4.2%	5.7%	4.6%	2.8%	2.1%	2.8%

NON-SERVICED ACCOMMODATION



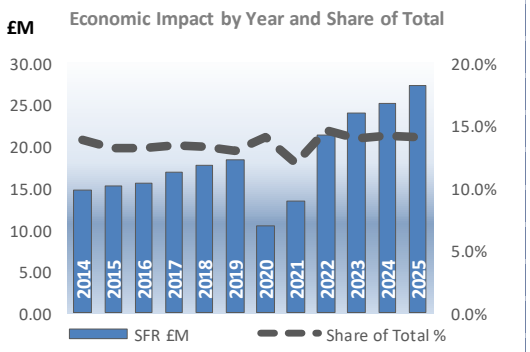
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL WEST LINDSEY 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	79.0%	82.1%	79.7%	90.3%	79.4%	77.1%	80.7%	83.1%	102.2%	98.2%	88.7%	92.5%		85.5%		79.8%	83.6%	86.6%	93.2%
% Change 2024 to 2025	6.8%	10.5%	4.0%	10.7%	8.4%	7.7%	7.8%	8.6%	12.3%	9.4%	7.5%	7.6%		8.4%		6.8%	9.3%	9.2%	8.0%
Average Annual Change	7.2%	7.5%	7.2%	8.2%	7.2%	7.0%	7.3%	7.6%	9.3%	8.9%	8.1%	8.4%		7.8%		7.3%	7.6%	7.9%	8.5%
2014 £M	2.100	0.701	0.832	1.700	1.236	0.975	1.463	1.573	0.903	0.812	0.662	1.753		14.71		3.633	3.912	3.939	3.226
2015 £M	2.150	0.719	0.871	1.749	1.281	1.011	1.521	1.633	0.938	0.838	0.683	1.794		15.19	3.3%	3.741	4.041	4.092	3.315
2016 £M	2.168	0.729	0.885	1.778	1.306	1.033	1.558	1.681	0.972	0.859	0.703	1.845		15.52	2.2%	3.782	4.117	4.211	3.407
2017 £M	2.346	0.807	0.937	1.941	1.436	1.117	1.707	1.818	1.091	0.936	0.760	2.017		16.91	9.0%	4.090	4.494	4.617	3.713
2018 £M	2.478	0.852	0.976	2.032	1.520	1.178	1.772	1.922	1.134	0.988	0.800	2.137		17.79	5.2%	4.306	4.729	4.829	3.925
2019 £M	2.579	0.876	1.008	2.136	1.573	1.204	1.852	1.971	1.146	1.004	0.840	2.219		18.41	3.5%	4.464	4.913	4.969	4.062
2020 £M	2.840	0.764	0.547	0.079	0.085	0.072	1.048	1.597	1.307	0.947	0.096	1.079		10.46	-43.2%	4.151	0.237	3.952	2.122
2021 £M	0.125	0.030	0.035	0.649	1.372	1.366	1.830	2.013	1.550	1.329	0.896	2.201		13.40	28.1%	0.190	3.388	5.393	4.426
2022 £M	2.931	0.959	1.216	2.416	1.817	1.410	2.129	2.278	1.374	1.151	0.951	2.692		21.32	59.2%	5.107	5.643	5.781	4.794
2023 £M	3.423	1.139	1.354	2.814	1.999	1.502	2.286	2.491	1.535	1.392	1.104	3.026		24.06	12.8%	5.916	6.315	6.312	5.522
2024 £M	3.522	1.155	1.437	2.923	2.046	1.604	2.453	2.652	1.626	1.470	1.161	3.136		25.18	4.7%	6.114	6.572	6.731	5.767
2025 £M	3.760	1.276	1.495	3.236	2.217	1.727	2.645	2.880	1.826	1.609	1.248	3.374		27.29	8.4%	6.531	7.181	7.351	6.231

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	14.71	15.19	15.52	16.91	17.79	18.41	10.46	13.40	21.32	24.06	25.18	27.29
All Visitor Types	£M	105.99	115.54	118.04	126.55	133.26	142.50	74.61	111.88	145.66	171.82	177.69	193.51
Share of Total	%	13.9%	13.1%	13.1%	13.4%	13.3%	12.9%	14.0%	12.0%	14.6%	14.0%	14.2%	14.1%
Annual Change in Share	%		-5.3%	0.0%	1.7%	-0.1%	-3.2%	8.5%	-14.6%	22.3%	-4.3%	1.2%	-0.5%
Change in Share from 2014	%		-5.3%	-5.3%	-3.7%	-3.8%	-6.9%	1.0%	-13.7%	5.5%	0.9%	2.1%	1.6%
Avg Ann. Change in Share	%		-5.3%	-2.6%	-1.2%	-1.0%	-1.4%	0.2%	-2.0%	0.7%	0.1%	0.2%	0.1%

SFR



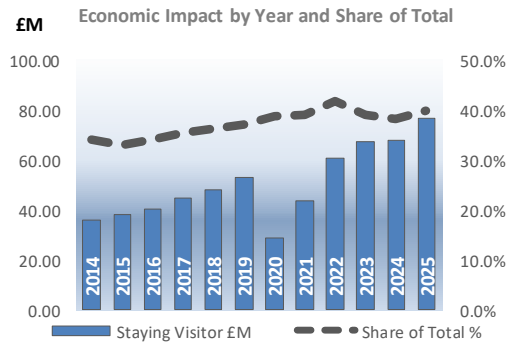
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL WEST LINDSEY 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																	
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	92.5%	114.1%	83.3%	129.9%	99.7%	93.9%	103.4%	109.9%	150.3%	151.4%	125.0%	115.7%		113.1%		94.4%	106.5%	119.0%	130.8%
% Change 2024 to 2025	8.6%	16.8%	4.5%	18.7%	13.0%	11.4%	12.0%	13.5%	19.9%	15.4%	10.2%	9.4%		13.3%	Annual Change	9.2%	14.2%	15.0%	11.9%
Average Annual Change	8.4%	10.4%	7.6%	11.8%	9.1%	8.5%	9.4%	10.0%	13.7%	13.8%	11.4%	10.5%		10.3%		8.6%	9.7%	10.8%	11.9%
2014 £M	2.769	1.364	1.912	3.098	3.884	3.703	4.374	5.347	3.732	2.122	1.445	2.343		36.09		6.046	10.68	13.45	5.910
2015 £M	2.934	1.489	1.986	3.230	4.037	3.852	4.751	5.794	3.864	2.227	1.551	2.438		38.15	5.7%	6.409	11.12	14.41	6.216
2016 £M	2.972	1.546	2.020	3.356	4.211	4.032	5.063	6.243	4.169	2.368	1.658	2.564		40.20	5.4%	6.539	11.60	15.47	6.590
2017 £M	3.215	1.742	2.096	3.779	4.772	4.402	5.738	6.861	4.884	2.634	1.807	2.832		44.76	11.3%	7.054	12.95	17.48	7.273
2018 £M	3.434	1.881	2.252	4.064	5.302	4.859	5.872	7.331	5.242	2.914	2.024	3.125		48.30	7.9%	7.568	14.22	18.45	8.064
2019 £M	3.694	2.059	2.453	4.585	5.852	5.230	6.823	8.183	5.535	3.107	2.203	3.295		53.02	9.8%	8.206	15.67	20.54	8.606
2020 £M	4.038	1.803	1.299	0.174	0.322	0.319	3.687	6.385	6.159	2.838	0.251	1.543		28.82	-45.6%	7.140	0.815	16.23	4.633
2021 £M	0.238	0.130	0.152	1.353	4.768	5.717	6.526	8.147	7.195	3.949	2.287	3.212		43.67	51.5%	0.520	11.84	21.87	9.448
2022 £M	4.127	2.142	3.023	5.100	6.784	6.245	7.493	9.090	6.873	3.529	2.452	4.102		60.96	39.6%	9.292	18.13	23.46	10.08
2023 £M	4.886	2.619	3.280	6.087	7.271	6.220	7.497	9.527	7.670	4.551	2.911	4.598		67.12	10.1%	10.79	19.58	24.69	12.06
2024 £M	4.911	2.500	3.354	6.000	6.867	6.447	7.944	9.890	7.794	4.620	2.950	4.621		67.90	1.2%	10.76	19.31	25.63	12.19
2025 £M	5.331	2.920	3.505	7.122	7.758	7.180	8.896	11.23	9.343	5.333	3.251	5.055		76.92	13.3%	11.76	22.06	29.46	13.64

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	36.09	38.15	40.20	44.76	48.30	53.02	28.82	43.67	60.96	67.12	67.90	76.92
All Visitor Types	£M	105.99	115.54	118.04	126.55	133.26	142.50	74.61	111.88	145.66	171.82	177.69	193.51
Share of Total	%	34.1%	33.0%	34.1%	35.4%	36.2%	37.2%	38.6%	39.0%	41.9%	39.1%	38.2%	39.7%
Annual Change in Share	%		-3.0%	3.1%	3.9%	2.5%	2.7%	3.8%	1.1%	7.2%	-6.7%	-2.2%	4.0%
Change in Share from 2014	%		-3.0%	0.0%	3.9%	6.4%	9.3%	13.4%	14.6%	22.9%	14.7%	12.2%	16.7%
Avg Ann. Change in Share	%		-3.0%	0.0%	1.3%	1.6%	1.9%	2.2%	2.1%	2.9%	1.6%	1.2%	1.5%

STAYING VISITOR



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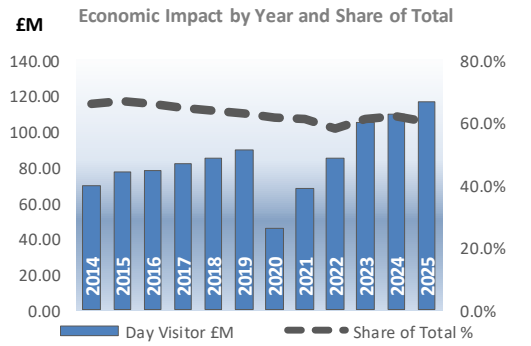
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL WEST LINDSEY 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																	
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	87.4%	87.3%	111.0%	44.5%	72.9%	88.9%	39.2%	57.5%	65.4%	71.0%	26.6%	54.1%		66.8%		97.9%	70.8%	53.5%	52.9%
% Change 2024 to 2025	7.3%	3.0%	6.8%	7.3%	9.8%	1.9%	10.0%	7.4%	7.5%	4.8%	0.6%	0.2%		6.2%	Annual Change	5.6%	6.0%	8.2%	2.6%
Average Annual Change	7.9%	7.9%	10.1%	4.0%	6.6%	8.1%	3.6%	5.2%	5.9%	6.5%	2.4%	4.9%		6.1%		8.9%	6.4%	4.9%	4.8%
2014 £M	2.851	4.551	5.984	5.482	7.197	7.162	8.490	11.99	6.044	4.710	3.347	2.091		69.89		13.39	19.84	26.52	10.15
2015 £M	3.439	5.353	6.478	5.636	7.673	7.563	8.840	13.86	7.029	5.591	3.497	2.431		77.39	10.7%	15.27	20.87	29.73	11.52
2016 £M	3.499	5.342	7.171	5.534	8.067	8.460	8.339	13.80	6.600	5.264	3.331	2.433		77.84	0.6%	16.01	22.06	28.74	11.03
2017 £M	3.678	5.617	7.541	5.820	8.484	8.896	8.765	14.50	6.921	5.520	3.493	2.552		81.79	5.1%	16.84	23.20	30.19	11.56
2018 £M	3.919	5.854	7.894	5.977	8.818	8.980	8.985	15.27	7.366	5.753	3.536	2.602		84.95	3.9%	17.67	23.78	31.62	11.89
2019 £M	4.234	6.463	8.814	6.254	8.952	9.855	8.972	15.66	7.827	6.232	3.464	2.754		89.48	5.3%	19.51	25.06	32.45	12.45
2020 £M	4.284	6.216	4.784	0.420	0.948	1.728	3.923	10.07	5.613	4.386	1.594	1.830		45.80	-48.8%	15.28	3.096	19.60	7.810
2021 £M	1.286	2.379	3.855	3.516	6.835	9.074	7.732	14.34	7.639	6.133	3.113	2.309		68.21	48.9%	7.520	19.42	29.71	11.55
2022 £M	3.744	5.502	8.588	5.804	8.571	9.837	8.513	14.20	7.489	6.195	3.449	2.812		84.70	24.2%	17.83	24.21	30.20	12.46
2023 £M	4.691	7.622	11.08	7.152	10.59	12.20	10.26	17.21	9.408	7.415	4.020	3.058		104.70	23.6%	23.39	29.93	36.88	14.49
2024 £M	4.979	8.279	11.82	7.381	11.33	13.27	10.74	17.57	9.304	7.686	4.213	3.217		109.79	4.9%	25.08	31.98	37.62	15.12
2025 £M	5.343	8.525	12.63	7.920	12.44	13.53	11.82	18.88	10.000	8.055	4.238	3.222		116.59	6.2%	26.49	33.89	40.69	15.51

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	69.89	77.39	77.84	81.79	84.95	89.48	45.80	68.21	84.70	104.70	109.79	116.59
All Visitor Types	£M	105.99	115.54	118.04	126.55	133.26	142.50	74.61	111.88	145.66	171.82	177.69	193.51
Share of Total	%	65.9%	67.0%	65.9%	64.6%	63.8%	62.8%	61.4%	61.0%	58.1%	60.9%	61.8%	60.3%
Annual Change in Share	%		1.6%	-1.5%	-2.0%	-1.4%	-1.5%	-2.3%	-0.7%	-4.6%	4.8%	1.4%	-2.5%
Change in Share from 2014	%		1.6%	0.0%	-2.0%	-3.3%	-4.8%	-6.9%	-7.6%	-11.8%	-7.6%	-6.3%	-8.6%
Avg Ann. Change in Share	%		1.6%	0.0%	-0.7%	-0.8%	-1.0%	-1.2%	-1.1%	-1.5%	-0.8%	-0.6%	-0.8%

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
WEST LINDSEY DISTRICT COUNCIL

2014 to 2025

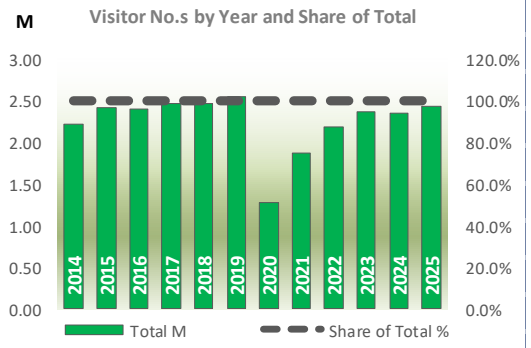
TOTAL

VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			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		20.8%	21.5%	34.7%	-2.5%	12.0%	22.1%	-8.0%	3.3%	12.0%	12.4%	-13.9%	6.3%	9.5%		27.0%	11.6%	1.7%	2.5%
% Change 2024 to 2025		3.9%	0.1%	2.8%	4.8%	5.9%	-0.6%	5.9%	4.0%	6.0%	1.6%	-2.1%	-1.2%	3.1%	Annual Change	2.2%	3.0%	5.0%	-0.1%
Average Annual Change		1.9%	2.0%	3.2%	-0.2%	1.1%	2.0%	-0.7%	0.3%	1.1%	1.1%	-1.3%	0.6%	0.9%		2.5%	1.1%	0.2%	0.2%
2014	M	0.103	0.141	0.184	0.176	0.228	0.224	0.266	0.369	0.193	0.149	0.107	0.077	2.218		0.428	0.629	0.828	0.333
2015	M	0.119	0.163	0.197	0.179	0.240	0.233	0.274	0.421	0.221	0.173	0.111	0.087	2.416	9.0%	0.478	0.652	0.915	0.370
2016	M	0.119	0.161	0.214	0.174	0.248	0.256	0.256	0.414	0.205	0.161	0.104	0.086	2.399	-0.7%	0.494	0.678	0.876	0.352
2017	M	0.123	0.165	0.219	0.180	0.255	0.263	0.264	0.425	0.212	0.165	0.107	0.089	2.468	2.9%	0.507	0.698	0.901	0.361
2018	M	0.126	0.166	0.221	0.178	0.256	0.257	0.261	0.431	0.217	0.166	0.105	0.089	2.472	0.2%	0.512	0.691	0.908	0.360
2019	M	0.132	0.178	0.240	0.183	0.255	0.274	0.256	0.432	0.224	0.175	0.102	0.091	2.544	2.9%	0.550	0.712	0.913	0.368
2020	M	0.132	0.166	0.127	0.011	0.025	0.045	0.112	0.275	0.165	0.123	0.041	0.055	1.277	-49.8%	0.425	0.081	0.552	0.219
2021	M	0.034	0.060	0.096	0.093	0.188	0.246	0.215	0.383	0.217	0.169	0.089	0.076	1.866	46.1%	0.190	0.527	0.815	0.334
2022	M	0.109	0.138	0.211	0.155	0.222	0.247	0.221	0.355	0.197	0.157	0.092	0.086	2.190	17.4%	0.458	0.624	0.773	0.335
2023	M	0.119	0.166	0.238	0.167	0.239	0.266	0.231	0.376	0.215	0.167	0.094	0.084	2.363	7.9%	0.523	0.672	0.822	0.345
2024	M	0.119	0.171	0.241	0.164	0.242	0.276	0.231	0.367	0.204	0.165	0.094	0.083	2.357	-0.3%	0.532	0.681	0.801	0.342
2025	M	0.124	0.171	0.248	0.172	0.256	0.274	0.245	0.381	0.216	0.167	0.092	0.082	2.428	3.1%	0.544	0.702	0.842	0.342

VISITOR NUMBERS — **TOTAL**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	2.218	2.416	2.399	2.468	2.472	2.544	1.277	1.866	2.190	2.363	2.357	2.428
All Visitor Types	M	2.218	2.416	2.399	2.468	2.472	2.544	1.277	1.866	2.190	2.363	2.357	2.428
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												



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

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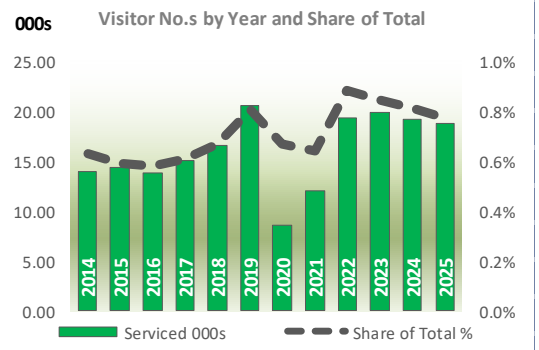
2014 to 2025 | SERVICED | VISITOR NUMBERS

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	35.5%	47.8%	30.0%	62.4%	37.3%	12.6%	39.1%	25.7%	25.8%	26.1%	31.1%	49.8%	35.0%		38.3%	31.6%	30.3%	37.7%
% Change 2024 to 2025	10.8%	2.9%	11.1%	-19.6%	-19.6%	-18.2%	0.0%	-5.0%	-6.5%	-1.4%	-2.7%	4.0%	-1.9%		7.6%	-19.1%	-3.8%	0.6%
Average Annual Change	3.2%	4.3%	2.7%	5.7%	3.4%	1.1%	3.6%	2.3%	2.3%	2.4%	2.8%	4.5%	3.2%	Annual Change	3.5%	2.9%	2.8%	3.4%
2014 000s	1.5	1.8	1.5	0.5	0.8	1.0	1.2	1.1	1.2	0.9	1.1	1.5	13.9		4.7	2.2	3.5	3.4
2015 000s	1.5	2.0	1.7	0.4	0.7	1.0	1.2	1.1	1.3	0.9	1.1	1.4	14.3	3.0%	5.1	2.2	3.6	3.4
2016 000s	1.5	2.0	1.6	0.5	0.7	0.9	1.2	1.0	1.2	0.8	1.0	1.5	13.8	-3.4%	5.0	2.1	3.4	3.3
2017 000s	1.4	2.0	1.5	0.7	0.9	1.1	1.3	1.1	1.4	0.9	1.1	1.6	15.0	8.1%	4.9	2.7	3.8	3.6
2018 000s	1.5	2.1	1.5	0.7	1.0	1.1	1.3	1.2	1.4	0.9	1.6	2.2	16.5	10.1%	5.1	2.8	3.9	4.7
2019 000s	1.9	2.7	1.9	1.0	1.4	1.4	1.8	1.6	1.8	1.2	1.6	2.2	20.6	24.7%	6.6	3.8	5.2	5.0
2020 000s	1.9	2.5	0.8	0.1	0.1	0.1	0.4	0.8	0.8	0.5	0.2	0.2	8.5	-58.6%	5.2	0.3	2.0	1.0
2021 000s	0.3	0.5	0.4	0.2	0.3	1.1	1.5	1.5	1.6	1.2	1.5	1.8	12.0	40.9%	1.2	1.7	4.7	4.5
2022 000s	1.6	2.5	1.8	1.0	1.3	1.4	1.7	1.5	1.7	1.2	1.6	2.1	19.3	61.3%	6.0	3.6	4.9	4.9
2023 000s	1.9	2.7	1.9	1.0	1.3	1.4	1.7	1.5	1.7	1.2	1.5	2.2	19.9	2.8%	6.4	3.7	4.9	4.9
2024 000s	1.8	2.5	1.8	0.9	1.3	1.3	1.7	1.5	1.7	1.1	1.5	2.1	19.2	-3.6%	6.1	3.5	4.8	4.7
2025 000s	2.0	2.6	2.0	0.7	1.0	1.1	1.7	1.4	1.5	1.1	1.4	2.2	18.8	-1.9%	6.6	2.9	4.6	4.7

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	13.9	14.3	13.8	15.0	16.5	20.6	8.5	12.0	19.3	19.9	19.2	18.8
All Visitor Types	M	2.2	2.4	2.4	2.5	2.5	2.5	1.3	1.9	2.2	2.4	2.4	2.4
Share of Total	%	0.6%	0.6%	0.6%	0.6%	0.7%	0.8%	0.7%	0.6%	0.9%	0.8%	0.8%	0.8%
Annual Change in Share	%		-5.4%	-2.7%	5.1%	9.9%	21.1%	-17.5%	-3.5%	37.4%	-4.7%	-3.4%	-4.8%
Change in Share from 2014	%		-5.4%	-8.0%	-3.3%	6.3%	28.8%	6.2%	2.5%	40.8%	34.1%	29.6%	23.3%
Avg Ann. Change in Share	%		-5.4%	-4.0%	-1.1%	1.6%	5.8%	1.0%	0.4%	5.1%	3.8%	3.0%	2.1%

SERVICED ACCOMMODATION



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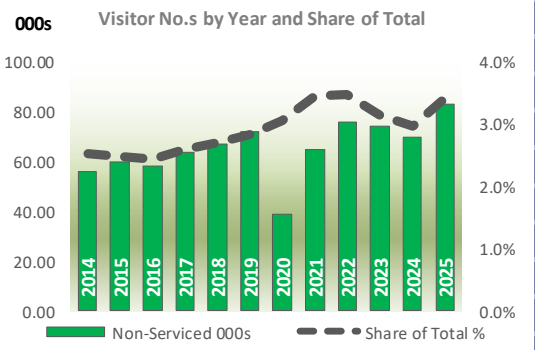
STEAM REPORT FOR 2014-2025 - FINAL
WEST LINDSEY DISTRICT COUNCIL

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	132.1%	100.5%	-2.1%	73.1%	17.5%	43.5%	18.1%	41.0%	98.4%	50.2%	39.9%	84.3%	48.1%		48.9%	39.1%	53.7%	52.1%
% Change 2024 to 2025	35.9%	38.2%	-18.0%	35.8%	9.4%	30.5%	2.9%	12.3%	38.7%	7.5%	3.8%	15.6%	18.4%	Annual Change	9.9%	23.4%	19.8%	7.7%
Average Annual Change	12.0%	9.1%	-0.2%	6.6%	1.6%	4.0%	1.6%	3.7%	8.9%	4.6%	3.6%	7.7%	4.4%		4.4%	3.6%	4.9%	4.7%
2014 000s	0.7	0.9	2.1	4.2	8.0	7.1	7.2	9.7	8.5	4.0	2.3	1.1	55.8		3.7	19.2	25.4	7.4
2015 000s	0.7	1.1	2.0	4.1	7.8	6.7	7.5	11.6	10.2	4.1	2.8	1.0	59.7	7.0%	3.8	18.6	29.3	8.0
2016 000s	0.9	1.2	2.0	4.0	7.7	7.1	7.7	11.1	9.2	3.8	2.4	1.2	58.2	-2.5%	4.1	18.8	27.9	7.4
2017 000s	1.0	1.4	2.0	4.4	8.5	7.5	8.5	11.8	10.5	4.1	2.5	1.3	63.5	9.2%	4.4	20.4	30.8	8.0
2018 000s	1.0	1.4	2.2	4.7	9.2	8.1	8.3	12.2	10.9	4.5	2.7	1.4	66.7	4.9%	4.6	22.0	31.5	8.5
2019 000s	1.1	1.5	2.2	5.3	10.0	8.4	9.7	13.4	11.1	4.5	2.9	1.5	71.6	7.5%	4.8	23.7	34.2	8.9
2020 000s	1.2	1.2	1.2	0.2	0.5	0.5	5.4	10.6	12.6	4.3	0.3	0.8	38.8	-45.8%	3.7	1.2	28.6	5.4
2021 000s	0.0	0.0	0.1	1.5	8.0	8.9	9.0	12.9	14.0	5.6	2.9	1.4	64.3	65.7%	0.1	18.5	35.9	9.9
2022 000s	1.2	1.3	2.7	5.3	10.5	9.2	9.6	13.5	12.7	4.7	2.9	1.9	75.6	17.6%	5.3	25.0	35.9	9.5
2023 000s	1.3	1.6	2.6	5.9	9.9	7.9	8.3	12.4	12.7	5.8	3.3	2.0	73.8	-2.4%	5.5	23.7	33.4	11.1
2024 000s	1.2	1.4	2.5	5.3	8.6	7.8	8.3	12.1	12.2	5.5	3.1	1.8	69.8	-5.5%	5.0	21.7	32.6	10.4
2025 000s	1.6	1.9	2.0	7.2	9.4	10.2	8.6	13.6	16.9	5.9	3.2	2.0	82.6	18.4%	5.5	26.8	39.1	11.2

VISITOR NUMBERS | **NON-SERVICED ACCOMMODATION**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	000s	55.8	59.7	58.2	63.5	66.7	71.6	38.8	64.3	75.6	73.8	69.8	82.6
All Visitor Types	M	2.2	2.4	2.4	2.5	2.5	2.5	1.3	1.9	2.2	2.4	2.4	2.4
Share of Total	%	2.5%	2.5%	2.4%	2.6%	2.7%	2.8%	3.0%	3.4%	3.5%	3.1%	3.0%	3.4%
Annual Change in Share	%		-1.8%	-1.8%	6.1%	4.7%	4.5%	8.0%	13.4%	0.1%	-9.6%	-5.2%	14.9%
Change in Share from 2014	%		-1.8%	-3.5%	2.4%	7.2%	12.0%	20.9%	37.1%	37.3%	24.2%	17.7%	35.3%
Avg Ann. Change in Share	%		-1.8%	-1.8%	0.8%	1.8%	2.4%	3.5%	5.3%	4.7%	2.7%	1.8%	3.2%



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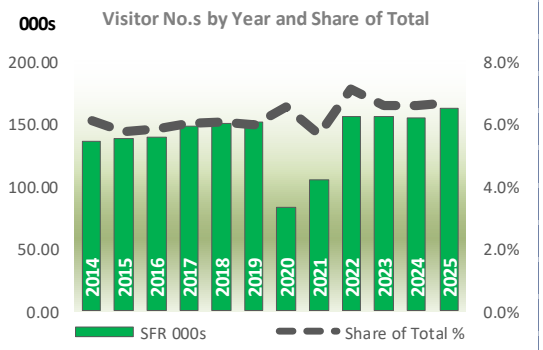
STEAM REPORT FOR 2014-2025 - FINAL
WEST LINDSEY DISTRICT COUNCIL

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		15.5%	17.4%	15.9%	22.8%	15.7%	14.2%	16.6%	18.1%	30.4%	27.8%	21.7%	24.2%	19.7%		16.0%	18.0%	20.7%	24.6%
% Change 2024 to 2025		3.0%	6.7%	0.4%	6.9%	4.6%	3.9%	4.1%	4.8%	8.4%	5.6%	3.7%	3.8%	4.6%	Annual Change	3.1%	5.3%	5.5%	4.3%
Average Annual Change		1.4%	1.6%	1.4%	2.1%	1.4%	1.3%	1.5%	1.6%	2.8%	2.5%	2.0%	2.2%	1.8%		1.5%	1.6%	1.9%	2.2%
2014	000s	18.3	7.3	8.4	13.7	12.3	10.1	12.8	13.2	9.1	8.3	7.1	14.7	135.3		34.0	36.1	35.0	30.1
2015	000s	18.6	7.4	8.7	14.0	12.6	10.4	13.1	13.5	9.3	8.4	7.3	14.9	138.2	2.1%	34.7	36.9	36.0	30.6
2016	000s	18.5	7.4	8.8	14.0	12.6	10.5	13.3	13.8	9.5	8.5	7.4	15.1	139.3	0.8%	34.6	37.1	36.6	31.0
2017	000s	19.5	8.0	9.0	14.9	13.5	11.0	14.2	14.5	10.4	9.1	7.8	16.1	148.1	6.3%	36.5	39.5	39.1	32.9
2018	000s	19.8	8.1	9.1	15.0	13.8	11.2	14.2	14.8	10.4	9.2	7.9	16.4	149.8	1.2%	37.0	40.0	39.3	33.5
2019	000s	20.1	8.1	9.1	15.4	13.9	11.2	14.4	14.8	10.3	9.1	8.1	16.6	151.1	0.9%	37.3	40.5	39.5	33.8
2020	000s	21.5	6.9	4.8	0.6	0.7	0.7	8.0	11.6	11.4	8.4	0.9	7.9	83.4	-44.8%	33.3	1.9	31.0	17.2
2021	000s	1.5	0.5	0.5	4.4	11.0	11.9	13.6	14.4	13.0	11.2	8.1	15.3	105.4	26.5%	2.6	27.2	41.0	34.6
2022	000s	20.3	7.9	9.8	15.5	14.3	11.6	14.8	15.2	11.0	9.3	8.1	18.0	155.9	47.9%	38.1	41.5	40.9	35.4
2023	000s	20.9	8.3	9.6	15.9	13.9	10.9	14.0	14.7	10.8	10.0	8.3	17.8	155.1	-0.5%	38.9	40.8	39.5	36.1
2024	000s	20.5	8.0	9.7	15.8	13.6	11.1	14.3	14.9	10.9	10.0	8.3	17.6	154.8	-0.2%	38.3	40.5	40.1	35.9
2025	000s	21.2	8.5	9.8	16.9	14.2	11.6	14.9	15.6	11.8	10.6	8.6	18.3	161.9	4.6%	39.5	42.6	42.3	37.5

VISITOR NUMBERS | SFR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	000s	135.3	138.2	139.3	148.1	149.8	151.1	83.4	105.4	155.9	155.1	154.8	161.9
All Visitor Types	M	2.2	2.4	2.4	2.5	2.5	2.5	1.3	1.9	2.2	2.4	2.4	2.4
Share of Total	%	6.1%	5.7%	5.8%	6.0%	6.1%	5.9%	6.5%	5.7%	7.1%	6.6%	6.6%	6.7%
Annual Change in Share	%		-6.2%	1.5%	3.3%	1.0%	-2.0%	9.9%	-13.4%	26.0%	-7.7%	0.0%	1.5%
Change in Share from 2014	%		-6.2%	-4.8%	-1.6%	-0.7%	-2.6%	7.0%	-7.4%	16.7%	7.6%	7.7%	9.3%
Avg Ann. Change in Share	%		-6.2%	-2.4%	-0.5%	-0.2%	-0.5%	1.2%	-1.1%	2.1%	0.8%	0.8%	0.8%



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STEAM REPORT FOR 2014-2025 - FINAL
WEST LINDSEY DISTRICT COUNCIL

2014 to 2025

STAYING VISITOR

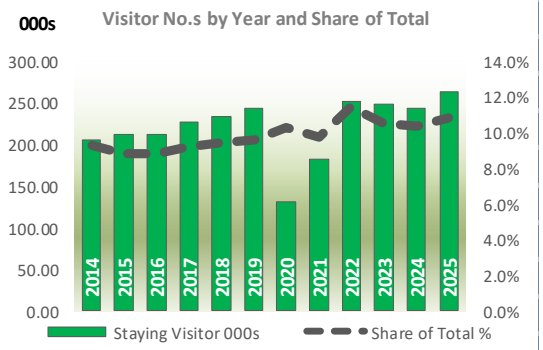
VISITOR NUMBERS

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	20.8%	30.6%	14.6%	35.1%	17.1%	25.5%	18.4%	27.7%	60.9%	34.4%	26.7%	30.2%	28.4%		21.4%	25.5%	34.4%	30.6%
% Change 2024 to 2025	5.3%	9.5%	-1.5%	12.7%	5.0%	12.7%	3.4%	7.5%	22.3%	5.7%	3.0%	4.8%	8.0%	Annual Change	4.4%	10.0%	10.9%	4.7%
Average Annual Change	1.9%	2.8%	1.3%	3.2%	1.6%	2.3%	1.7%	2.5%	5.5%	3.1%	2.4%	2.7%	2.6%		1.9%	2.3%	3.1%	2.8%
2014 000s	20.5	10.0	12.0	18.3	21.0	18.2	21.2	24.0	18.8	13.1	10.5	17.3	205.0		42.5	57.5	64.0	40.9
2015 000s	20.8	10.4	12.4	18.5	21.1	18.0	21.8	26.2	20.8	13.5	11.2	17.4	212.2	3.5%	43.6	57.7	68.9	42.0
2016 000s	20.8	10.6	12.3	18.5	21.1	18.5	22.1	25.8	19.9	13.1	10.8	17.8	211.4	-0.4%	43.7	58.1	67.9	41.7
2017 000s	21.9	11.4	12.5	20.0	23.0	19.6	23.9	27.4	22.4	14.1	11.4	19.0	226.6	7.2%	45.8	62.6	73.7	44.5
2018 000s	22.3	11.6	12.7	20.4	24.0	20.4	23.8	28.1	22.8	14.6	12.1	20.0	233.0	2.8%	46.7	64.8	74.7	46.8
2019 000s	23.1	12.3	13.3	21.7	25.2	21.0	25.8	29.7	23.2	14.9	12.6	20.3	243.3	4.5%	48.7	68.0	78.8	47.8
2020 000s	24.6	10.6	6.8	0.8	1.4	1.3	13.8	23.0	24.8	13.2	1.4	8.9	130.7	-46.3%	42.1	3.4	61.6	23.6
2021 000s	1.9	1.0	1.0	6.1	19.4	21.9	24.1	28.8	28.6	18.0	12.4	18.6	181.8	39.1%	3.9	47.4	81.5	49.0
2022 000s	23.1	11.8	14.3	21.8	26.1	22.2	26.1	30.2	25.3	15.2	12.6	22.0	250.9	38.0%	49.3	70.1	81.7	49.8
2023 000s	24.1	12.6	14.1	22.8	25.1	20.2	24.0	28.6	25.2	16.9	13.2	22.0	248.8	-0.8%	50.8	68.2	77.8	52.1
2024 000s	23.5	11.9	14.0	22.0	23.4	20.3	24.3	28.5	24.8	16.7	12.9	21.4	243.7	-2.1%	49.4	65.7	77.5	51.1
2025 000s	24.8	13.0	13.8	24.8	24.6	22.8	25.1	30.6	30.3	17.6	13.3	22.5	263.3	8.0%	51.6	72.2	86.0	53.5

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	000s	205.0	212.2	211.4	226.6	233.0	243.3	130.7	181.8	250.9	248.8	243.7	263.3
All Visitor Types	M	2.2	2.4	2.4	2.5	2.5	2.5	1.3	1.9	2.2	2.4	2.4	2.4
Share of Total	%	9.2%	8.8%	8.8%	9.2%	9.4%	9.6%	10.2%	9.7%	11.5%	10.5%	10.3%	10.8%
Annual Change in Share	%		-5.0%	0.3%	4.2%	2.6%	1.5%	7.0%	-4.8%	17.6%	-8.1%	-1.8%	4.8%
Change in Share from 2014	%		-5.0%	-4.7%	-0.7%	2.0%	3.5%	10.7%	5.4%	23.9%	13.9%	11.9%	17.3%
Avg Ann. Change in Share	%		-5.0%	-2.3%	-0.2%	0.5%	0.7%	1.8%	0.8%	3.0%	1.5%	1.2%	1.6%

STAYING VISITOR



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STEAM REPORT FOR 2014-2025 - FINAL
WEST LINDSEY DISTRICT COUNCIL

2014 to 2025

DAY VISITOR

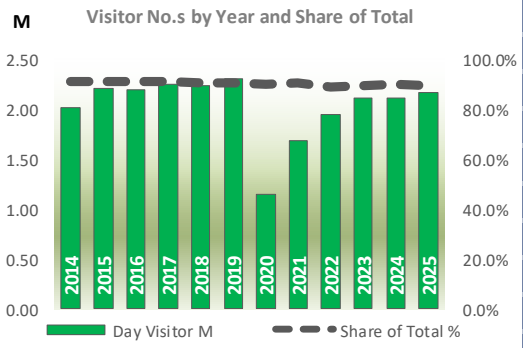
VISITOR NUMBERS

VISITOR NUMBERS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	20.8%	20.8%	36.1%	-6.8%	11.5%	21.8%	-10.2%	1.6%	6.7%	10.3%	-18.3%	-0.6%	7.6%		27.6%	10.1%	-1.0%	-1.4%
% Change 2024 to 2025	3.6%	-0.6%	3.1%	3.5%	5.9%	-1.6%	6.2%	3.7%	3.7%	1.1%	-2.9%	-3.3%	2.5%	Annual Change	2.0%	2.2%	4.4%	-0.9%
Average Annual Change	1.9%	1.9%	3.3%	-0.6%	1.0%	2.0%	-0.9%	0.1%	0.6%	0.9%	-1.7%	-0.1%	0.7%		2.5%	0.9%	-0.1%	-0.1%
2014 M	0.082	0.131	0.172	0.158	0.207	0.206	0.244	0.345	0.174	0.136	0.096	0.060	2.013		0.385	0.571	0.764	0.292
2015 M	0.098	0.152	0.184	0.161	0.219	0.215	0.252	0.395	0.200	0.159	0.100	0.069	2.204	9.5%	0.435	0.594	0.847	0.328
2016 M	0.098	0.150	0.202	0.156	0.227	0.238	0.234	0.388	0.186	0.148	0.094	0.068	2.188	-0.7%	0.450	0.620	0.808	0.310
2017 M	0.101	0.154	0.207	0.159	0.232	0.244	0.240	0.397	0.190	0.151	0.096	0.070	2.241	2.4%	0.461	0.636	0.827	0.317
2018 M	0.103	0.154	0.208	0.158	0.232	0.237	0.237	0.402	0.194	0.152	0.093	0.069	2.239	-0.1%	0.466	0.627	0.833	0.313
2019 M	0.109	0.166	0.227	0.161	0.230	0.253	0.231	0.403	0.201	0.160	0.089	0.071	2.300	2.7%	0.502	0.644	0.834	0.320
2020 M	0.107	0.156	0.120	0.011	0.024	0.043	0.098	0.252	0.140	0.110	0.040	0.046	1.146	-50.2%	0.383	0.077	0.491	0.195
2021 M	0.032	0.059	0.095	0.087	0.169	0.224	0.191	0.354	0.189	0.151	0.077	0.057	1.684	46.9%	0.186	0.480	0.734	0.285
2022 M	0.086	0.126	0.197	0.133	0.196	0.225	0.195	0.325	0.171	0.142	0.079	0.064	1.939	15.2%	0.408	0.554	0.691	0.285
2023 M	0.095	0.154	0.224	0.144	0.214	0.246	0.207	0.347	0.190	0.150	0.081	0.062	2.114	9.0%	0.472	0.604	0.744	0.293
2024 M	0.096	0.159	0.227	0.142	0.218	0.255	0.207	0.338	0.179	0.148	0.081	0.062	2.113	0.0%	0.483	0.615	0.724	0.291
2025 M	0.099	0.158	0.234	0.147	0.231	0.251	0.219	0.351	0.186	0.150	0.079	0.060	2.165	2.5%	0.492	0.629	0.756	0.288

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	2.013	2.204	2.188	2.241	2.239	2.300	1.146	1.684	1.939	2.114	2.113	2.165
All Visitor Types	M	2.218	2.416	2.399	2.468	2.472	2.544	1.277	1.866	2.190	2.363	2.357	2.428
Share of Total	%	90.8%	91.2%	91.2%	90.8%	90.6%	90.4%	89.8%	90.3%	88.5%	89.5%	89.7%	89.2%
Annual Change in Share	%		0.5%	0.0%	-0.4%	-0.3%	-0.2%	-0.7%	0.6%	-1.9%	1.0%	0.2%	-0.6%
Change in Share from 2014	%		0.5%	0.5%	0.1%	-0.2%	-0.4%	-1.1%	-0.5%	-2.4%	-1.4%	-1.2%	-1.8%
Avg Ann. Change in Share	%		0.5%	0.2%	0.0%	0.0%	-0.1%	-0.2%	-0.1%	-0.3%	-0.2%	-0.1%	-0.2%

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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WEST LINDSEY DISTRICT COUNCIL

2014 to 2025

TOTAL

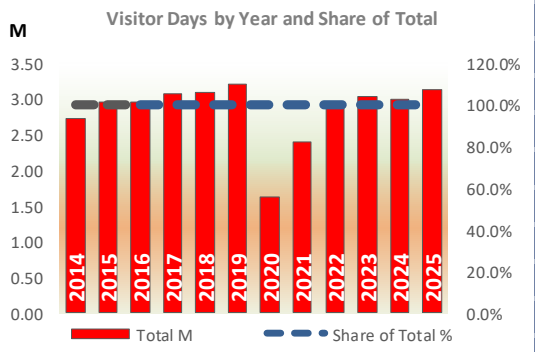
VISITOR DAYS

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	22.0%	23.6%	32.6%	7.4%	15.2%	21.7%	-0.7%	8.5%	22.1%	21.0%	-4.6%	16.0%	14.5%		26.9%	15.3%	8.9%	11.9%
% Change 2024 to 2025	3.7%	1.4%	2.4%	6.8%	6.4%	0.3%	6.3%	4.9%	7.4%	3.3%	-0.5%	0.6%	4.0%	Annual Change	2.4%	4.1%	6.0%	1.6%
Average Annual Change	2.0%	2.1%	3.0%	0.7%	1.4%	2.0%	-0.1%	0.8%	2.0%	1.9%	-0.4%	1.5%	1.3%		2.4%	1.4%	0.8%	1.1%
2014 M	0.137	0.156	0.209	0.222	0.287	0.281	0.327	0.447	0.250	0.178	0.124	0.108	2.726		0.502	0.790	1.024	0.410
2015 M	0.155	0.179	0.222	0.227	0.301	0.293	0.340	0.504	0.278	0.203	0.130	0.118	2.950	8.2%	0.557	0.820	1.122	0.451
2016 M	0.156	0.178	0.238	0.222	0.310	0.316	0.325	0.501	0.267	0.193	0.125	0.119	2.949	0.0%	0.571	0.848	1.093	0.436
2017 M	0.161	0.184	0.244	0.232	0.324	0.327	0.339	0.517	0.282	0.199	0.129	0.124	3.063	3.8%	0.589	0.882	1.139	0.452
2018 M	0.165	0.185	0.246	0.232	0.329	0.324	0.335	0.526	0.289	0.202	0.128	0.125	3.089	0.9%	0.597	0.886	1.150	0.456
2019 M	0.173	0.199	0.266	0.242	0.333	0.344	0.340	0.535	0.298	0.212	0.126	0.129	3.197	3.5%	0.638	0.919	1.173	0.466
2020 M	0.176	0.183	0.141	0.013	0.029	0.049	0.158	0.356	0.247	0.157	0.044	0.073	1.626	-49.1%	0.500	0.091	0.761	0.274
2021 M	0.035	0.060	0.097	0.110	0.251	0.320	0.293	0.483	0.310	0.215	0.114	0.112	2.400	47.6%	0.192	0.681	1.086	0.440
2022 M	0.151	0.157	0.241	0.214	0.304	0.323	0.305	0.460	0.279	0.195	0.116	0.129	2.873	19.7%	0.549	0.840	1.044	0.440
2023 M	0.163	0.188	0.267	0.230	0.316	0.333	0.305	0.473	0.297	0.211	0.120	0.127	3.031	5.5%	0.618	0.879	1.076	0.458
2024 M	0.161	0.190	0.270	0.223	0.311	0.341	0.306	0.463	0.283	0.208	0.119	0.124	3.000	-1.0%	0.622	0.875	1.052	0.452
2025 M	0.167	0.193	0.277	0.238	0.331	0.342	0.325	0.485	0.305	0.215	0.119	0.125	3.122	4.0%	0.637	0.911	1.115	0.459

VISITOR DAYS

TOTAL

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	2.726	2.950	2.949	3.063	3.089	3.197	1.626	2.400	2.873	3.031	3.000	3.122
All Visitor Types	M	2.726	2.950	2.949	3.063	3.089	3.197	1.626	2.400	2.873	3.031	3.000	3.122
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												



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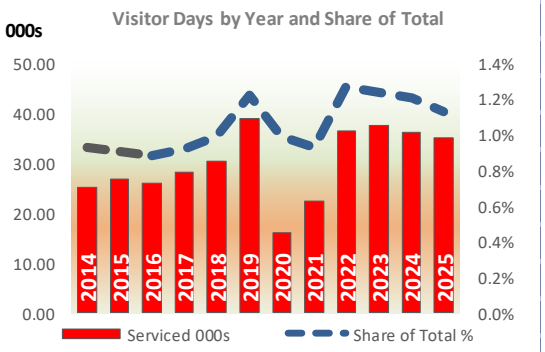
2014 to 2025 | SERVICED | VISITOR DAYS

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	21.5%	29.8%	25.2%	87.8%	82.0%	59.7%	47.9%	51.3%	31.5%	35.2%	16.1%	32.6%	39.1%		25.2%	73.7%	44.1%	28.2%
% Change 2024 to 2025	4.8%	-1.8%	5.8%	-3.8%	-3.6%	-1.9%	-1.0%	-5.5%	-7.2%	-11.1%	-12.6%	-6.7%	-2.9%	Annual Change	2.9%	-3.0%	-4.4%	-10.0%
Average Annual Change	2.0%	2.7%	2.3%	8.0%	7.5%	5.4%	4.4%	4.7%	2.9%	3.2%	1.5%	3.0%	3.6%		2.3%	6.7%	4.0%	2.6%
2014 000s	3.5	2.9	2.9	1.1	1.5	2.0	2.2	2.1	1.9	1.7	1.7	1.9	25.2		9.3	4.5	6.2	5.2
2015 000s	4.0	3.2	3.1	1.1	1.5	2.2	2.3	2.3	1.8	1.8	1.6	1.9	26.7	5.7%	10.3	4.8	6.4	5.2
2016 000s	3.6	3.1	3.0	1.1	1.5	2.1	2.2	2.2	1.8	1.7	1.5	2.0	25.9	-3.0%	9.7	4.8	6.2	5.2
2017 000s	3.6	3.1	2.8	1.5	2.0	2.5	2.5	2.5	2.1	1.8	1.7	2.0	28.1	8.6%	9.5	5.9	7.1	5.6
2018 000s	3.7	3.2	2.9	1.5	2.1	2.6	2.5	2.7	2.1	1.9	2.4	2.8	30.4	8.3%	9.8	6.2	7.3	7.1
2019 000s	4.3	4.1	3.8	2.2	3.0	3.5	3.4	3.7	2.9	2.8	2.4	2.8	38.9	27.8%	12.2	8.7	10.0	8.0
2020 000s	4.3	3.8	1.5	0.2	0.3	0.3	0.8	1.7	1.3	1.2	0.3	0.3	16.1	-58.7%	9.7	0.8	3.8	1.8
2021 000s	0.8	0.7	0.7	0.4	0.7	2.7	2.9	3.5	2.6	2.6	2.2	2.4	22.2	38.5%	2.2	3.9	9.0	7.1
2022 000s	3.7	3.8	3.6	2.2	2.8	3.3	3.3	3.4	2.7	2.6	2.3	2.8	36.4	63.5%	11.1	8.2	9.4	7.7
2023 000s	4.3	4.0	3.7	2.2	2.8	3.3	3.3	3.5	2.8	2.6	2.3	2.8	37.4	2.9%	12.0	8.3	9.5	7.7
2024 000s	4.1	3.8	3.5	2.1	2.8	3.2	3.2	3.4	2.7	2.6	2.2	2.7	36.2	-3.4%	11.4	8.1	9.3	7.4
2025 000s	4.3	3.7	3.7	2.0	2.7	3.1	3.2	3.2	2.5	2.3	1.9	2.5	35.1	-2.9%	11.7	7.8	8.9	6.7

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	25.2	26.7	25.9	28.1	30.4	38.9	16.1	22.2	36.4	37.4	36.2	35.1
All Visitor Types	M	2.7	2.9	2.9	3.1	3.1	3.2	1.6	2.4	2.9	3.0	3.0	3.1
Share of Total	%	0.9%	0.9%	0.9%	0.9%	1.0%	1.2%	1.0%	0.9%	1.3%	1.2%	1.2%	1.1%
Annual Change in Share	%		-2.3%	-2.9%	4.6%	7.4%	23.5%	-18.8%	-6.2%	36.6%	-2.4%	-2.4%	-6.7%
Change in Share from 2014	%		-2.3%	-5.2%	-0.9%	6.4%	31.4%	6.7%	0.1%	36.7%	33.4%	30.2%	21.5%
Avg Ann. Change in Share	%		-2.3%	-2.6%	-0.3%	1.6%	6.3%	1.1%	0.0%	4.6%	3.7%	3.0%	2.0%

SERVICED ACCOMMODATION



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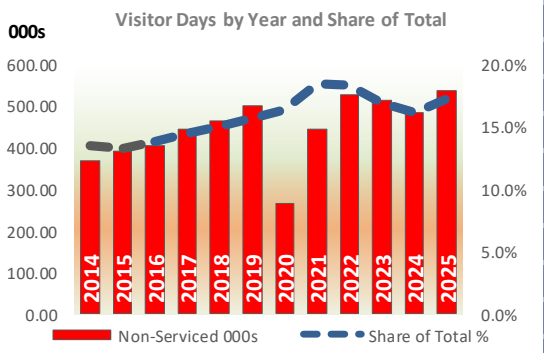
2014 to 2025 | NON-SERVICED | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR DAYS IN 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	91.7%	86.9%	14.3%	68.9%	28.1%	23.0%	34.0%	38.4%	68.3%	79.0%	70.9%	102.4%	46.3%		48.0%	34.3%	46.7%	80.9%
% Change 2024 to 2025	7.3%	24.9%	-4.6%	19.8%	9.4%	7.1%	8.5%	10.4%	16.2%	12.1%	7.6%	9.0%	10.9%	Annual Change	6.3%	11.0%	11.9%	10.2%
Average Annual Change	8.3%	7.9%	1.3%	6.3%	2.6%	2.1%	3.1%	3.5%	6.2%	7.2%	6.4%	9.3%	4.2%		4.4%	3.1%	4.2%	7.4%
2014 000s	5.7	6.9	15.3	25.9	51.2	51.8	48.8	65.7	53.9	22.6	12.0	7.5	367.2		27.8	128.8	168.4	42.2
2015 000s	6.9	8.3	15.5	27.4	53.0	53.2	53.6	71.6	55.7	23.9	13.9	8.6	391.6	6.7%	30.7	133.6	180.9	46.4
2016 000s	7.5	8.8	14.9	27.6	53.9	54.4	55.4	75.2	58.9	24.8	14.7	9.2	405.4	3.5%	31.2	135.9	189.5	48.7
2017 000s	8.2	10.3	15.1	30.7	59.3	57.3	61.4	79.7	67.6	26.9	15.5	10.3	442.4	9.1%	33.6	147.3	208.7	52.7
2018 000s	8.7	10.9	16.0	32.4	64.5	61.7	60.4	82.7	70.2	29.2	16.4	11.1	464.2	4.9%	35.7	158.6	213.3	56.7
2019 000s	9.6	11.3	16.4	36.9	69.6	64.1	69.9	90.6	71.4	29.3	17.8	12.0	499.1	7.5%	37.3	170.7	231.9	59.2
2020 000s	10.5	9.1	9.1	1.2	3.5	3.6	39.3	72.1	80.5	28.1	1.9	6.6	265.5	-46.8%	28.7	8.4	191.9	36.6
2021 000s	0.3	0.3	0.5	10.5	55.9	68.1	65.0	87.6	89.9	36.4	17.8	11.1	443.3	66.9%	1.0	134.5	242.5	65.3
2022 000s	10.5	10.2	20.0	36.7	73.1	70.0	69.8	92.0	81.4	30.5	18.0	15.3	527.4	19.0%	40.6	179.7	243.3	63.8
2023 000s	11.3	12.3	19.1	40.7	69.1	60.3	60.0	84.3	81.1	37.9	20.2	15.7	512.2	-2.9%	42.8	170.1	225.5	73.8
2024 000s	10.1	10.3	18.3	36.5	59.9	59.4	60.2	82.3	78.1	36.1	19.1	14.0	484.4	-5.4%	38.7	155.9	220.6	69.2
2025 000s	10.9	12.8	17.5	43.7	65.6	63.6	65.3	90.9	90.7	40.5	20.5	15.3	537.3	10.9%	41.2	173.0	246.9	76.2

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	000s	367.2	391.6	405.4	442.4	464.2	499.1	265.5	443.3	527.4	512.2	484.4	537.3
All Visitor Types	M	2.7	2.9	2.9	3.1	3.1	3.2	1.6	2.4	2.9	3.0	3.0	3.1
Share of Total	%	13.5%	13.3%	13.7%	14.4%	15.0%	15.6%	16.3%	18.5%	18.4%	16.9%	16.1%	17.2%
Annual Change in Share	%		-1.4%	3.5%	5.1%	4.0%	3.9%	4.6%	13.1%	-0.6%	-8.0%	-4.5%	6.6%
Change in Share from 2014	%		-1.4%	2.0%	7.2%	11.6%	15.9%	21.2%	37.1%	36.3%	25.4%	19.8%	27.8%
Avg Ann. Change in Share	%		-1.4%	1.0%	2.4%	2.9%	3.2%	3.5%	5.3%	4.5%	2.8%	2.0%	2.5%

NON-SERVICED ACCOMMODATION



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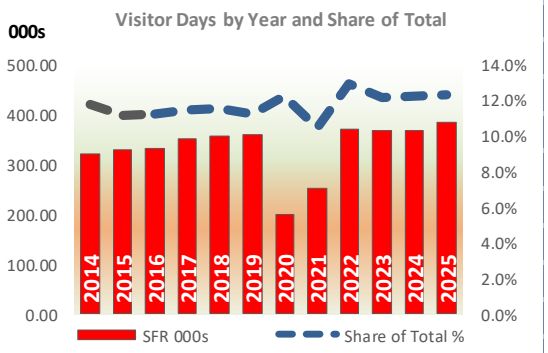
STEAM REPORT FOR 2014-2025 - FINAL
WEST LINDSEY DISTRICT COUNCIL

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	15.5%	17.4%	15.9%	22.8%	15.7%	14.2%	16.6%	18.1%	30.4%	27.8%	21.7%	24.2%	19.7%		15.9%	18.4%	20.3%	24.6%
% Change 2024 to 2025	3.0%	6.7%	0.4%	6.9%	4.6%	3.9%	4.1%	4.8%	8.4%	5.6%	3.7%	3.8%	4.6%	Annual Change	3.1%	5.4%	5.4%	4.3%
Average Annual Change	1.4%	1.6%	1.4%	2.1%	1.4%	1.3%	1.5%	1.6%	2.8%	2.5%	2.0%	2.2%	1.8%		1.4%	1.7%	1.8%	2.2%
2014 000s	45.8	15.3	18.1	37.1	27.0	21.3	31.9	34.3	19.7	17.7	14.4	38.2	320.8		79.2	85.3	85.9	70.4
2015 000s	46.4	15.5	18.8	37.7	27.6	21.8	32.8	35.2	20.2	18.1	14.7	38.7	327.7	2.1%	80.7	87.2	88.3	71.5
2016 000s	46.1	15.5	18.8	37.8	27.8	22.0	33.2	35.8	20.7	18.3	15.0	39.3	330.3	0.8%	80.5	87.6	89.6	72.5
2017 000s	48.7	16.7	19.5	40.3	29.8	23.2	35.4	37.7	22.6	19.4	15.8	41.9	351.1	6.3%	84.9	93.3	95.8	77.1
2018 000s	49.5	17.0	19.5	40.6	30.3	23.5	35.4	38.4	22.6	19.7	16.0	42.7	355.2	1.2%	86.0	94.4	96.4	78.4
2019 000s	50.2	17.1	19.6	41.6	30.6	23.4	36.1	38.4	22.3	19.5	16.4	43.2	358.5	0.9%	86.9	95.7	96.8	79.1
2020 000s	53.8	14.5	10.4	1.5	1.6	1.4	19.9	30.3	24.8	18.0	1.8	20.5	198.4	-44.7%	78.7	4.5	74.9	40.2
2021 000s	2.3	0.6	0.7	12.1	25.7	25.5	34.2	37.7	29.0	24.9	16.8	41.2	250.6	26.3%	3.6	63.4	100.9	82.8
2022 000s	50.8	16.6	21.1	41.9	31.5	24.5	36.9	39.5	23.8	20.0	16.5	46.7	369.8	47.6%	88.6	97.9	100.3	83.2
2023 000s	52.3	17.4	20.7	43.0	30.6	23.0	35.0	38.1	23.5	21.3	16.9	46.3	368.0	-0.5%	90.5	96.6	96.5	84.4
2024 000s	51.3	16.8	20.9	42.6	29.8	23.4	35.8	38.7	23.7	21.4	16.9	45.7	367.1	-0.2%	89.1	95.8	98.1	84.1
2025 000s	52.9	18.0	21.0	45.5	31.2	24.3	37.2	40.5	25.7	22.6	17.6	47.5	383.9	4.6%	91.9	101.0	103.4	87.7

VISITOR DAYS | SFR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	000s	320.8	327.7	330.3	351.1	355.2	358.5	198.4	250.6	369.8	368.0	367.1	383.9
All Visitor Types	M	2.7	2.9	2.9	3.1	3.1	3.2	1.6	2.4	2.9	3.0	3.0	3.1
Share of Total	%	11.8%	11.1%	11.2%	11.5%	11.5%	11.2%	12.2%	10.4%	12.9%	12.1%	12.2%	12.3%
Annual Change in Share	%		-5.6%	0.8%	2.3%	0.3%	-2.5%	8.8%	-14.4%	23.3%	-5.7%	0.8%	0.5%
Change in Share from 2014	%		-5.6%	-4.8%	-2.6%	-2.3%	-4.7%	3.6%	-11.3%	9.4%	3.1%	3.9%	4.5%
Avg Ann. Change in Share	%		-5.6%	-2.4%	-0.9%	-0.6%	-0.9%	0.6%	-1.6%	1.2%	0.3%	0.4%	0.4%



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2014 to 2025

STAYING VISITOR

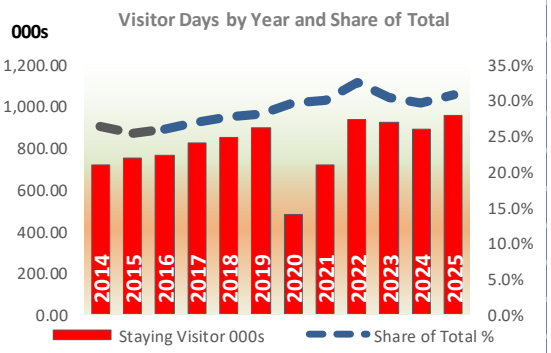
VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	23.7%	37.9%	16.0%	42.5%	24.9%	21.4%	27.6%	31.8%	57.5%	55.6%	42.4%	36.9%	34.1%		24.4%	28.9%	37.9%	44.9%
% Change 2024 to 2025	3.8%	11.7%	-1.3%	12.4%	7.5%	5.9%	6.6%	8.2%	13.8%	8.8%	4.7%	4.6%	7.7%	Annual Change	4.0%	8.5%	9.5%	6.2%
Average Annual Change	2.2%	3.4%	1.5%	3.9%	2.3%	1.9%	2.5%	2.9%	5.2%	5.1%	3.9%	3.4%	3.1%		2.2%	2.6%	3.4%	4.1%
2014 000s	55.0	25.0	36.4	64.0	79.6	75.0	82.9	102.1	75.5	42.0	28.1	47.7	713.3		116.4	218.7	260.5	117.7
2015 000s	57.3	27.0	37.4	66.2	82.1	77.2	88.7	109.1	77.8	43.7	30.2	49.2	746.0	4.6%	121.7	225.6	275.6	123.1
2016 000s	57.2	27.4	36.8	66.6	83.2	78.5	90.8	113.2	81.4	44.8	31.2	50.4	761.6	2.1%	121.4	228.3	285.4	126.4
2017 000s	60.5	30.2	37.4	72.5	91.1	83.0	99.3	120.0	92.3	48.2	32.9	54.2	821.5	7.9%	128.0	246.5	311.6	135.4
2018 000s	61.9	31.1	38.4	74.5	96.9	87.8	98.3	123.8	94.9	50.8	34.7	56.6	849.8	3.4%	131.4	259.2	317.0	142.2
2019 000s	64.2	32.4	39.9	80.8	103.2	91.0	109.4	132.7	96.7	51.7	36.6	58.0	896.5	5.5%	136.5	275.0	338.7	146.2
2020 000s	68.7	27.4	21.0	2.9	5.4	5.3	59.9	104.1	106.6	47.2	4.0	27.4	479.9	-46.5%	117.1	13.6	270.6	78.6
2021 000s	3.4	1.5	1.8	23.1	82.3	96.4	102.2	128.7	121.5	63.8	36.7	54.6	716.1	49.2%	6.7	201.8	352.4	155.2
2022 000s	65.0	30.6	44.7	80.7	107.4	97.7	110.1	135.0	107.9	53.1	36.8	64.8	933.6	30.4%	140.3	285.8	353.0	154.6
2023 000s	68.0	33.7	43.5	86.0	102.5	86.5	98.3	125.9	107.4	61.8	39.3	64.8	917.6	-1.7%	145.2	275.0	331.5	165.9
2024 000s	65.6	30.9	42.8	81.2	92.6	86.0	99.2	124.4	104.4	60.1	38.2	62.4	887.6	-3.3%	139.2	259.7	328.0	160.7
2025 000s	68.0	34.5	42.2	91.2	99.5	91.1	105.7	134.6	118.9	65.4	40.0	65.2	956.4	7.7%	144.8	281.8	359.2	170.6

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	000s	713.3	746.0	761.6	821.5	849.8	896.5	479.9	716.1	933.6	917.6	887.6	956.4
All Visitor Types	M	2.7	2.9	2.9	3.1	3.1	3.2	1.6	2.4	2.9	3.0	3.0	3.1
Share of Total	%	26.2%	25.3%	25.8%	26.8%	27.5%	28.0%	29.5%	29.8%	32.5%	30.3%	29.6%	30.6%
Annual Change in Share	%		-3.4%	2.1%	3.9%	2.6%	1.9%	5.2%	1.1%	8.9%	-6.9%	-2.3%	3.6%
Change in Share from 2014	%		-3.4%	-1.3%	2.5%	5.1%	7.2%	12.8%	14.0%	24.2%	15.7%	13.1%	17.1%
Avg Ann. Change in Share	%		-3.4%	-0.7%	0.8%	1.3%	1.4%	2.1%	2.0%	3.0%	1.7%	1.3%	1.6%

STAYING VISITOR



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WEST LINDSEY DISTRICT COUNCIL

2014 to 2025

DAY VISITOR

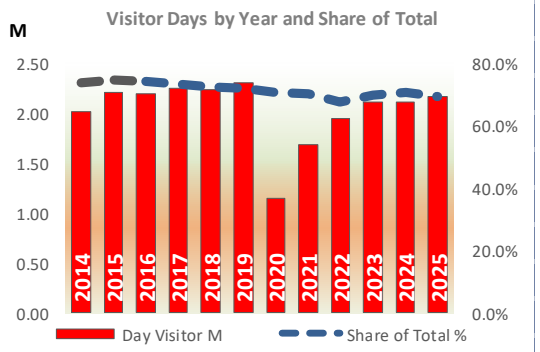
VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		20.8%	20.8%	36.1%	-6.8%	11.5%	21.8%	-10.2%	1.6%	6.7%	10.3%	-18.3%	-0.6%	7.6%		27.6%	10.1%	-1.0%	-1.4%
% Change 2024 to 2025		3.6%	-0.6%	3.1%	3.5%	5.9%	-1.6%	6.2%	3.7%	3.7%	1.1%	-2.9%	-3.3%	2.5%	Annual Change	2.0%	2.2%	4.4%	-0.9%
Average Annual Change		1.9%	1.9%	3.3%	-0.6%	1.0%	2.0%	-0.9%	0.1%	0.6%	0.9%	-1.7%	-0.1%	0.7%		2.5%	0.9%	-0.1%	-0.1%
2014	M	0.082	0.131	0.172	0.158	0.207	0.206	0.244	0.345	0.174	0.136	0.096	0.060	2.013		0.385	0.571	0.764	0.292
2015	M	0.098	0.152	0.184	0.161	0.219	0.215	0.252	0.395	0.200	0.159	0.100	0.069	2.204	9.5%	0.435	0.594	0.847	0.328
2016	M	0.098	0.150	0.202	0.156	0.227	0.238	0.234	0.388	0.186	0.148	0.094	0.068	2.188	-0.7%	0.450	0.620	0.808	0.310
2017	M	0.101	0.154	0.207	0.159	0.232	0.244	0.240	0.397	0.190	0.151	0.096	0.070	2.241	2.4%	0.461	0.636	0.827	0.317
2018	M	0.103	0.154	0.208	0.158	0.232	0.237	0.237	0.402	0.194	0.152	0.093	0.069	2.239	-0.1%	0.466	0.627	0.833	0.313
2019	M	0.109	0.166	0.227	0.161	0.230	0.253	0.231	0.403	0.201	0.160	0.089	0.071	2.300	2.7%	0.502	0.644	0.834	0.320
2020	M	0.107	0.156	0.120	0.011	0.024	0.043	0.098	0.252	0.140	0.110	0.040	0.046	1.146	-50.2%	0.383	0.077	0.491	0.195
2021	M	0.032	0.059	0.095	0.087	0.169	0.224	0.191	0.354	0.189	0.151	0.077	0.057	1.684	46.9%	0.186	0.480	0.734	0.285
2022	M	0.086	0.126	0.197	0.133	0.196	0.225	0.195	0.325	0.171	0.142	0.079	0.064	1.939	15.2%	0.408	0.554	0.691	0.285
2023	M	0.095	0.154	0.224	0.144	0.214	0.246	0.207	0.347	0.190	0.150	0.081	0.062	2.114	9.0%	0.472	0.604	0.744	0.293
2024	M	0.096	0.159	0.227	0.142	0.218	0.255	0.207	0.338	0.179	0.148	0.081	0.062	2.113	0.0%	0.483	0.615	0.724	0.291
2025	M	0.099	0.158	0.234	0.147	0.231	0.251	0.219	0.351	0.186	0.150	0.079	0.060	2.165	2.5%	0.492	0.629	0.756	0.288

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	2.013	2.204	2.188	2.241	2.239	2.300	1.146	1.684	1.939	2.114	2.113	2.165
All Visitor Types	M	2.726	2.950	2.949	3.063	3.089	3.197	1.626	2.400	2.873	3.031	3.000	3.122
Share of Total	%	73.8%	74.7%	74.2%	73.2%	72.5%	72.0%	70.5%	70.2%	67.5%	69.7%	70.4%	69.4%
Annual Change in Share	%		1.2%	-0.7%	-1.3%	-0.9%	-0.7%	-2.0%	-0.5%	-3.8%	3.3%	1.0%	-1.5%
Change in Share from 2014	%		1.2%	0.5%	-0.9%	-1.8%	-2.5%	-4.5%	-5.0%	-8.6%	-5.6%	-4.6%	-6.1%
Avg Ann. Change in Share	%		1.2%	0.2%	-0.3%	-0.5%	-0.5%	-0.8%	-0.7%	-1.1%	-0.6%	-0.5%	-0.6%

DAY VISITOR



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

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

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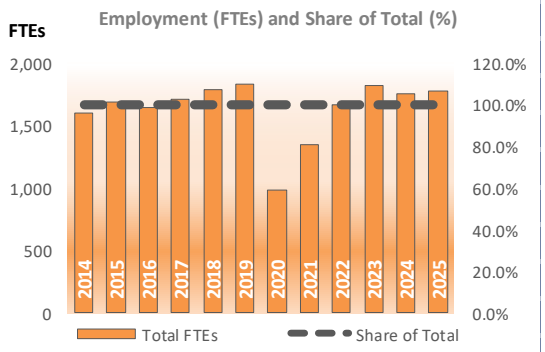
WEST LINDSEY DISTRICT COUNCIL

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	14.3%	16.3%	22.6%	5.9%	12.1%	16.9%	0.0%	8.6%	19.2%	16.6%	-5.2%	9.0%	11.3%		18.2%	12.0%	8.5%	7.8%
% Change 2024 to 2025	0.5%	-1.0%	-0.4%	3.5%	3.2%	-1.8%	3.1%	2.3%	5.1%	2.3%	-2.7%	-1.8%	1.4%	Annual Change	-0.3%	1.4%	3.3%	-0.3%
Average Annual Change	1.3%	1.5%	2.1%	0.5%	1.1%	1.5%	0.0%	0.8%	1.7%	1.5%	-0.5%	0.8%	1.0%		1.7%	1.1%	0.8%	0.7%
2014 FTEs	1,098	1,145	1,476	1,588	1,951	1,915	2,185	2,847	1,746	1,320	989	929	1,599		1,239	1,818	2,259	1,079
2015 FTEs	1,197	1,269	1,528	1,601	2,004	1,957	2,238	3,120	1,877	1,443	1,016	984	1,686	5.4%	1,331	1,854	2,412	1,148
2016 FTEs	1,155	1,217	1,563	1,530	2,003	2,031	2,112	3,055	1,774	1,344	950	947	1,640	-2.7%	1,312	1,855	2,314	1,080
2017 FTEs	1,196	1,262	1,602	1,600	2,099	2,106	2,214	3,174	1,879	1,393	978	986	1,707	4.1%	1,353	1,935	2,422	1,119
2018 FTEs	1,272	1,324	1,678	1,664	2,207	2,169	2,258	3,309	1,986	1,470	1,027	1,046	1,784	4.5%	1,425	2,013	2,518	1,181
2019 FTEs	1,309	1,389	1,775	1,715	2,222	2,265	2,288	3,345	2,024	1,517	1,013	1,062	1,827	2.4%	1,491	2,068	2,552	1,197
2020 FTEs	1,306	1,277	1,015	157	274	370	1,151	2,374	1,771	1,194	380	569	986	-46.0%	1,199	267	1,766	714
2021 FTEs	273	399	599	747	1,609	2,077	1,963	2,966	2,088	1,541	918	933	1,343	36.1%	424	1,478	2,339	1,131
2022 FTEs	1,169	1,144	1,622	1,542	2,040	2,128	2,068	2,927	1,910	1,403	942	1,053	1,662	23.8%	1,311	1,903	2,302	1,133
2023 FTEs	1,304	1,380	1,855	1,723	2,222	2,294	2,173	3,149	2,117	1,578	1,014	1,091	1,825	9.8%	1,513	2,080	2,480	1,228
2024 FTEs	1,248	1,345	1,816	1,624	2,120	2,280	2,120	3,021	1,979	1,505	963	1,031	1,754	-3.9%	1,470	2,008	2,373	1,166
2025 FTEs	1,255	1,332	1,808	1,681	2,188	2,240	2,185	3,090	2,081	1,540	937	1,013	1,779	1.4%	1,465	2,036	2,452	1,163

EMPLOYMENT — **TOTAL**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	FTEs	1,599	1,686	1,640	1,707	1,784	1,827	986	1,343	1,662	1,825	1,754	1,779
Total Employment	FTEs	1,599	1,686	1,640	1,707	1,784	1,827	986	1,343	1,662	1,825	1,754	1,779
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												



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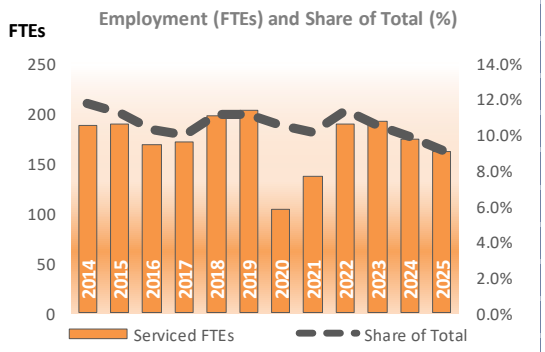
2014 to 2025 | **SERVICED** | **DIRECT EMPLOYMENT**

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	-13.2%	-13.3%	-13.8%	-14.0%	-12.6%	-12.5%	-13.0%	-12.7%	-15.0%	-15.2%	-16.5%	-14.9%	-13.9%		-13.4%	-13.0%	-13.6%	-15.5%
% Change 2024 to 2025	-5.5%	-6.7%	-5.6%	-7.1%	-7.1%	-6.8%	-6.7%	-7.3%	-7.5%	-8.0%	-8.1%	-7.5%	-7.0%	Annual Change	-5.9%	-7.0%	-7.2%	-7.8%
Average Annual Change	-1.2%	-1.2%	-1.3%	-1.3%	-1.1%	-1.1%	-1.2%	-1.2%	-1.4%	-1.4%	-1.5%	-1.4%	-1.3%		-1.2%	-1.2%	-1.2%	-1.4%
2014 FTEs	200	194	195	179	183	187	188	188	186	184	184	186	188		196	183	187	185
2015 FTEs	203	196	196	179	183	189	189	189	185	185	183	186	189	0.4%	198	184	188	184
2016 FTEs	181	176	176	161	163	169	169	169	166	165	164	167	169	-10.4%	178	164	168	165
2017 FTEs	181	177	175	164	167	171	172	172	168	166	165	168	171	1.0%	177	168	171	167
2018 FTEs	208	204	201	190	194	198	198	199	194	193	196	199	198	16.0%	204	194	197	196
2019 FTEs	212	209	207	194	200	204	204	206	200	199	196	199	202	2.3%	209	200	203	198
2020 FTEs	199	188	142	42	50	44	99	126	126	124	54	45	103	-49.0%	176	46	117	74
2021 FTEs	66	62	63	64	80	186	188	192	185	185	182	183	136	32.0%	64	110	188	183
2022 FTEs	194	195	193	182	186	191	191	192	186	185	183	187	189	38.5%	194	186	190	185
2023 FTEs	202	199	196	183	188	193	193	194	188	187	184	189	191	1.3%	199	188	192	186
2024 FTEs	183	180	178	166	172	175	176	177	171	170	167	171	174	-9.1%	181	171	175	169
2025 FTEs	173	168	168	154	160	163	164	164	158	156	154	158	162	-7.0%	170	159	162	156

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	FTEs	188	189	169	171	198	202	103	136	189	191	174	162
Total Employment	FTEs	1,599	1,686	1,640	1,707	1,784	1,827	986	1,343	1,662	1,825	1,754	1,779
Share of Total	%	11.7%	11.2%	10.3%	10.0%	11.1%	11.1%	10.5%	10.2%	11.4%	10.5%	9.9%	9.1%
Annual Change in Share	%		-4.8%	-7.9%	-3.0%	11.0%	-0.1%	-5.6%	-3.0%	11.9%	-7.7%	-5.4%	-8.3%
Change in Share from 2014	%		-4.8%	-12.3%	-15.0%	-5.6%	-5.6%	-10.9%	-13.6%	-3.3%	-10.8%	-15.6%	-22.6%
Avg Ann. Change in Share	%		-4.8%	-6.2%	-5.0%	-1.4%	-1.1%	-1.8%	-1.9%	-0.4%	-1.2%	-1.6%	-2.1%

SERVICED ACCOMMODATION



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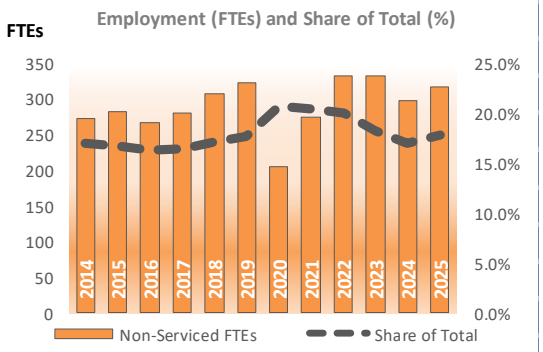
2014 to 2025 | **NON-SERVICED** | **DIRECT EMPLOYMENT**

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	10.4%	12.0%	-13.1%	20.2%	10.5%	7.4%	13.3%	20.4%	40.3%	31.8%	12.2%	12.7%	16.6%		0.3%	11.8%	24.7%	21.1%
% Change 2024 to 2025	3.2%	9.3%	-3.0%	9.9%	4.9%	3.3%	4.2%	6.1%	13.3%	14.8%	2.7%	3.1%	6.7%	Annual Change	2.4%	5.6%	8.1%	8.4%
Average Annual Change	0.9%	1.1%	-1.2%	1.8%	1.0%	0.7%	1.2%	1.9%	3.7%	2.9%	1.1%	1.2%	1.5%		0.0%	1.1%	2.2%	1.9%
2014 FTEs	120	126	202	262	388	391	374	455	400	245	165	136	272		150	347	410	182
2015 FTEs	135	142	198	269	392	393	392	476	404	251	179	147	281	3.4%	158	351	424	192
2016 FTEs	121	127	172	248	374	376	378	470	396	233	164	131	266	-5.5%	140	333	415	176
2017 FTEs	125	134	174	262	400	391	406	493	438	243	168	136	281	5.6%	144	351	446	182
2018 FTEs	140	149	194	287	444	431	422	529	470	270	185	153	306	9.0%	161	388	474	202
2019 FTEs	146	153	199	312	471	446	468	567	479	275	194	159	322	5.3%	166	410	505	209
2020 FTEs	139	144	152	46	81	82	303	491	539	274	89	108	204	-36.6%	145	70	445	157
2021 FTEs	18	16	20	138	398	453	436	540	584	339	191	154	274	34.1%	18	330	520	228
2022 FTEs	149	148	211	307	482	468	464	588	519	277	193	172	332	21.1%	170	419	524	214
2023 FTEs	152	156	207	331	479	436	431	553	537	314	205	176	331	-0.1%	171	415	507	231
2024 FTEs	129	130	181	287	409	407	407	517	496	282	180	149	298	-10.2%	146	367	473	203
2025 FTEs	133	142	176	316	429	420	424	548	562	323	185	153	317	6.7%	150	388	511	220

EMPLOYMENT

NON-SERVICED ACCOMMODATION

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	FTEs	272	281	266	281	306	322	204	274	332	331	298	317
Total Employment	FTEs	1,599	1,686	1,640	1,707	1,784	1,827	986	1,343	1,662	1,825	1,754	1,779
Share of Total	%	17.0%	16.7%	16.2%	16.5%	17.2%	17.6%	20.7%	20.4%	20.0%	18.1%	17.0%	17.8%
Annual Change in Share	%		-1.9%	-2.9%	1.5%	4.3%	2.9%	17.3%	-1.5%	-2.2%	-9.0%	-6.5%	5.2%
Change in Share from 2014	%		-1.9%	-4.8%	-3.4%	0.8%	3.7%	21.7%	19.8%	17.2%	6.6%	-0.3%	4.8%
Avg Ann. Change in Share	%		-1.9%	-2.4%	-1.1%	0.2%	0.7%	3.6%	2.8%	2.2%	0.7%	0.0%	0.4%



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2014 to 2025

SFR

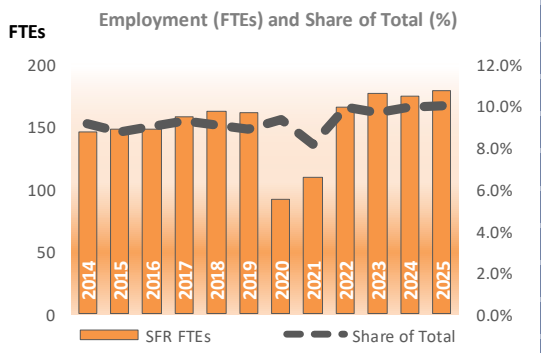
DIRECT EMPLOYMENT

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		17.7%	19.7%	18.1%	25.1%	17.9%	16.4%	18.8%	20.3%	32.9%	30.2%	24.0%	26.5%	21.9%		18.1%	20.6%	22.6%	26.9%
% Change 2024 to 2025		0.8%	4.4%	-1.8%	4.6%	2.4%	1.7%	1.8%	2.5%	6.1%	3.3%	1.5%	1.6%	2.4%	Annual Change	0.9%	3.2%	3.1%	2.0%
Average Annual Change		1.6%	1.8%	1.6%	2.3%	1.6%	1.5%	1.7%	1.8%	3.0%	2.7%	2.2%	2.4%	2.0%		1.6%	1.9%	2.1%	2.4%
2014	FTEs	250	84	99	203	147	116	174	187	108	97	79	209	146		144	155	157	128
2015	FTEs	250	84	101	204	149	118	177	190	109	98	79	209	147	0.8%	145	157	159	129
2016	FTEs	247	83	101	203	149	118	178	192	111	98	80	210	147	0.0%	144	156	160	129
2017	FTEs	263	90	105	217	161	125	191	203	122	105	85	226	158	7.0%	153	168	172	138
2018	FTEs	271	93	107	222	166	129	194	210	124	108	87	233	162	2.7%	157	172	176	143
2019	FTEs	272	92	106	225	166	127	195	208	121	106	88	234	161	-0.3%	157	172	174	143
2020	FTEs	290	78	56	8	9	7	110	173	141	102	10	117	92	-43.2%	141	8	141	76
2021	FTEs	13	3	4	64	135	134	180	198	152	130	88	216	110	19.5%	7	111	176	145
2022	FTEs	272	89	113	224	169	131	198	212	128	107	88	250	165	50.5%	158	175	179	148
2023	FTEs	301	100	119	247	176	132	201	219	135	122	97	266	176	6.8%	173	185	185	162
2024	FTEs	292	96	119	242	170	133	203	220	135	122	96	260	174	-1.3%	169	182	186	159
2025	FTEs	295	100	117	254	174	135	207	226	143	126	98	264	178	2.4%	171	188	192	163

EMPLOYMENT

SFR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	FTEs	146	147	147	158	162	161	92	110	165	176	174	178
Total Employment	FTEs	1,599	1,686	1,640	1,707	1,784	1,827	986	1,343	1,662	1,825	1,754	1,779
Share of Total	%	9.1%	8.7%	9.0%	9.2%	9.1%	8.8%	9.3%	8.2%	9.9%	9.7%	9.9%	10.0%
Annual Change in Share	%		-4.4%	2.8%	2.8%	-1.8%	-2.6%	5.3%	-12.2%	21.5%	-2.7%	2.7%	0.9%
Change in Share from 2014	%		-4.4%	-1.7%	1.1%	-0.7%	-3.3%	1.8%	-10.6%	8.7%	5.7%	8.6%	9.6%
Avg Ann. Change in Share	%		-4.4%	-0.8%	0.4%	-0.2%	-0.7%	0.3%	-1.5%	1.1%	0.6%	0.9%	0.9%



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STEAM REPORT FOR 2014-2025 - FINAL

WEST LINDSEY DISTRICT COUNCIL

2014 to 2025

STAYING VISITOR

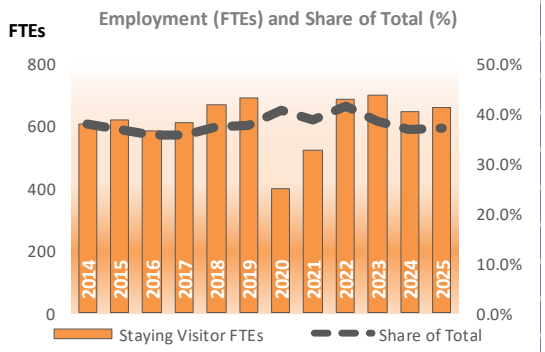
DIRECT EMPLOYMENT

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	5.3%	1.4%	-7.1%	12.2%	6.1%	3.5%	7.9%	12.9%	24.3%	15.1%	2.0%	8.5%	8.5%		0.1%	7.2%	14.8%	9.0%
% Change 2024 to 2025	-0.6%	1.0%	-3.6%	4.0%	1.6%	0.5%	1.2%	2.6%	7.6%	5.6%	-1.6%	-0.7%	1.8%	Annual Change	-1.1%	2.0%	3.8%	1.3%
Average Annual Change	0.5%	0.1%	-0.6%	1.1%	0.6%	0.3%	0.7%	1.2%	2.2%	1.4%	0.2%	0.8%	0.8%		0.0%	0.7%	1.3%	0.8%
2014 FTEs	570	404	496	644	718	694	737	831	694	526	428	531	606		490	685	754	495
2015 FTEs	589	422	495	652	724	699	758	856	698	533	442	541	617	1.9%	502	692	771	505
2016 FTEs	549	387	449	611	686	662	725	831	673	496	408	509	582	-5.7%	462	653	743	471
2017 FTEs	568	401	453	643	728	688	769	869	728	514	418	530	609	4.6%	474	686	789	487
2018 FTEs	618	446	502	699	804	758	813	938	788	571	468	586	666	9.3%	522	754	847	541
2019 FTEs	629	455	512	731	837	777	867	980	799	579	478	592	686	3.1%	532	782	882	550
2020 FTEs	629	410	350	97	140	134	512	790	806	500	154	270	399	-41.8%	463	124	703	308
2021 FTEs	97	82	86	266	613	773	803	929	921	654	461	553	520	30.2%	88	551	884	556
2022 FTEs	616	432	518	714	837	789	852	992	833	569	465	609	685	31.9%	522	780	892	548
2023 FTEs	655	455	522	761	843	761	825	966	860	623	486	630	699	1.9%	544	788	883	580
2024 FTEs	604	406	478	695	750	715	786	914	801	573	443	580	646	-7.6%	496	720	834	532
2025 FTEs	601	410	461	723	762	718	795	938	863	606	436	576	657	1.8%	490	735	865	539

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	FTEs	606	617	582	609	666	686	399	520	685	699	646	657
Total Employment	FTEs	1,599	1,686	1,640	1,707	1,784	1,827	986	1,343	1,662	1,825	1,754	1,779
Share of Total	%	37.9%	36.6%	35.5%	35.7%	37.3%	37.6%	40.5%	38.7%	41.2%	38.3%	36.8%	36.9%
Annual Change in Share	%		-3.4%	-3.1%	0.5%	4.6%	0.7%	7.7%	-4.3%	6.5%	-7.1%	-3.9%	0.4%
Change in Share from 2014	%		-3.4%	-6.4%	-5.9%	-1.5%	-0.9%	6.8%	2.2%	8.8%	1.0%	-2.9%	-2.5%
Avg Ann. Change in Share	%		-3.4%	-3.2%	-2.0%	-0.4%	-0.2%	1.1%	0.3%	1.1%	0.1%	-0.3%	-0.2%

STAYING VISITOR



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STEAM REPORT FOR 2014-2025 - FINAL

WEST LINDSEY DISTRICT COUNCIL

2014 to 2025

DAY VISITOR

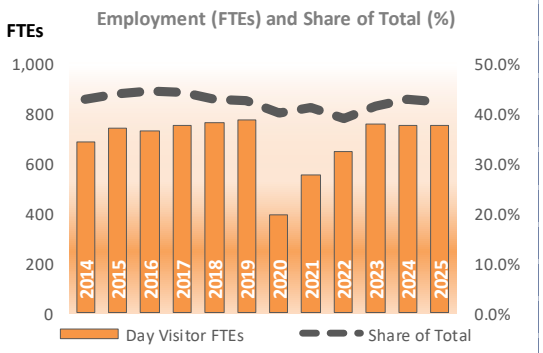
DIRECT EMPLOYMENT

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	23.1%	23.1%	38.7%	-5.1%	13.6%	24.1%	-8.5%	3.5%	8.7%	12.4%	-16.8%	1.3%	9.6%		30.1%	12.2%	0.8%	0.5%
% Change 2024 to 2025	1.3%	-2.7%	0.9%	1.3%	3.7%	-3.7%	3.9%	1.5%	1.5%	-1.0%	-5.0%	-5.4%	0.3%	Annual Change	-0.2%	0.1%	2.2%	-3.1%
Average Annual Change	2.1%	2.1%	3.5%	-0.5%	1.2%	2.2%	-0.8%	0.3%	0.8%	1.1%	-1.5%	0.1%	0.9%		2.7%	1.1%	0.1%	0.0%
2014 FTEs	335	535	703	644	846	842	998	1,409	710	554	393	246	685		524	777	1,039	398
2015 FTEs	395	614	743	647	881	868	1,014	1,590	807	642	401	279	740	8.1%	584	798	1,137	441
2016 FTEs	393	600	806	622	906	951	937	1,551	742	592	374	273	729	-1.5%	600	826	1,076	413
2017 FTEs	406	620	832	642	936	981	967	1,600	763	609	385	281	752	3.2%	619	853	1,110	425
2018 FTEs	422	630	850	644	950	967	968	1,644	793	620	381	280	762	1.4%	634	853	1,135	427
2019 FTEs	439	671	915	649	929	1,023	931	1,625	812	647	359	286	774	1.5%	675	867	1,123	431
2020 FTEs	432	626	482	42	95	174	404	1,064	593	463	168	193	395	-49.0%	513	104	687	275
2021 FTEs	131	242	391	340	662	878	748	1,388	739	594	301	223	553	40.1%	254	627	959	373
2022 FTEs	343	504	786	531	785	901	780	1,300	686	567	316	257	646	16.8%	544	739	922	380
2023 FTEs	407	661	961	620	918	1,057	889	1,492	816	643	348	265	756	17.0%	676	865	1,066	419
2024 FTEs	407	677	967	604	927	1,085	878	1,437	761	629	345	263	748	-1.1%	684	872	1,025	412
2025 FTEs	413	658	975	612	961	1,045	913	1,458	772	622	327	249	750	0.3%	682	872	1,048	399

EMPLOYMENT

DAY VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	FTEs	685	740	729	752	762	774	395	553	646	756	748	750
Total Employment	FTEs	1,599	1,686	1,640	1,707	1,784	1,827	986	1,343	1,662	1,825	1,754	1,779
Share of Total	%	42.8%	43.9%	44.4%	44.0%	42.7%	42.4%	40.0%	41.2%	38.9%	41.4%	42.7%	42.2%
Annual Change in Share	%		2.5%	1.2%	-0.9%	-3.0%	-0.9%	-5.5%	2.9%	-5.6%	6.6%	2.9%	-1.1%
Change in Share from 2014	%		2.5%	3.8%	2.9%	-0.2%	-1.1%	-6.5%	-3.8%	-9.2%	-3.2%	-0.4%	-1.5%
Avg Ann. Change in Share	%		2.5%	1.9%	1.0%	0.0%	-0.2%	-1.1%	-0.5%	-1.1%	-0.4%	0.0%	-0.1%



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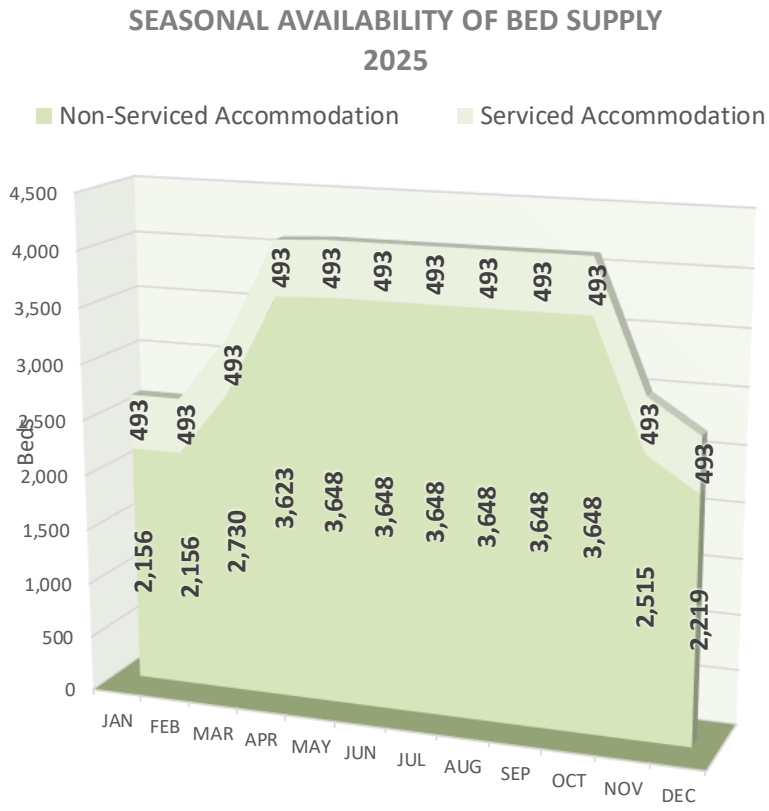
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL WEST LINDSEY 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	38	493	-4	-27	-18	+36
+50 Room	1	118	0	0	+1	+118
11-50 Room	2	90	0	0	-1	+5
<10 Room	35	285	-4	-27	-18	-87

NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	68	3,648	0	+10	-19	+328
Self catering	35	583	+1	+10	-13	+187
Static caravans/chalets	0	885	0	0	0	+45
Touring caravans/camping	32	2,160	-1	0	-6	+258
Youth Hostels	1	20	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	106	4,141	-4	-17	-37	+364
Serviced Accommodation Share of Total	36%	12%				
Non-Serviced Accommodation Share of Total	64%	88%				



SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	2,649	2,649	3,223	4,116	4,141	4,141	4,141	4,141	4,141	4,141	3,008	2,712
Serviced Accommodation	493	493	493	493	493	493	493	493	493	493	493	493
Non-Serviced Accommodation	2,156	2,156	2,730	3,623	3,648	3,648	3,648	3,648	3,648	3,648	2,515	2,219

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

Report Sections With Historic Financial Data Indexed to 2025 Prices

Sections:

Comparative Headlines
Key Measures
Economic Impact
Sectoral Analysis

Visitor Types:

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

Indexation: *Indexation to: 2025*

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

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STEAM REPORT FOR 2014-2025 - FINAL

WEST LINDSEY 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	0.035	0.036	-2.9%	0.537	0.484	10.9%	0.384	0.367	4.6%	0.956	0.888	7.7%	2.165	2.113	2.5%	3.122	3.000	4.0%
Visitor Numbers	M	0.019	0.019	-1.9%	0.083	0.070	18.4%	0.162	0.155	4.6%	0.263	0.244	8.0%	2.165	2.113	2.5%	2.428	2.357	3.1%
Direct Expenditure	£M																143.88	136.98	5.0%
Economic Impact	£M	5.069	5.279	-4.0%	44.56	38.98	14.3%	27.29	26.10	4.6%	76.92	70.36	9.3%	116.59	113.77	2.5%	193.51	184.13	5.1%
Direct Employment	FTEs	162	174	-7.0%	317	298	6.7%	178	174	2.4%	657	646	1.8%	750	748	0.3%	1,408	1,394	1.0%
Total Employment	FTEs																1,779	1,754	1.4%

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

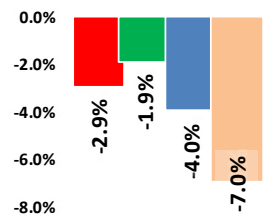
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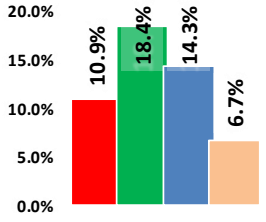
Visitor Days

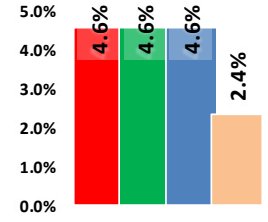
Visitor Numbers

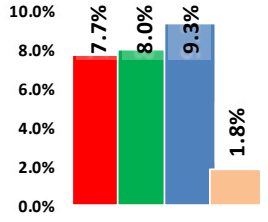
Total Economic Impact

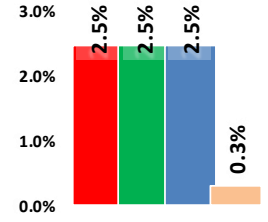
Direct Employment

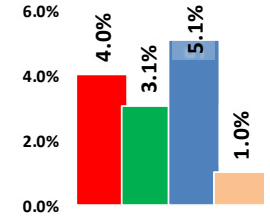




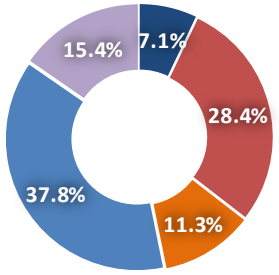


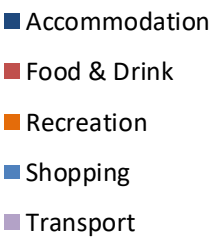






Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2025



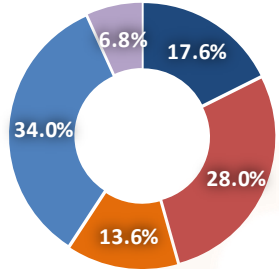


Direct Expenditure Categories	2025	2024	+/- %
Accommodation	10.15	8.524	19.1%
Food & Drink	40.89	39.21	4.3%
Recreation	16.31	15.66	4.2%
Shopping	54.40	52.38	3.9%
Transport	22.13	21.20	4.4%
TOTAL DIRECT	143.88	136.98	5.0%
Indirect	49.63	47.15	5.3%
TOTAL	193.51	184.13	5.1%

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	248	255	-2.9%
Food & Drink	395	387	2.0%
Recreation	191	187	1.9%
Shopping	479	471	1.6%
Transport	95	93	2.2%
TOTAL DIRECT	1,408	1,394	1.0%
Indirect	371	361	3.0%
TOTAL	1,779	1,754	1.4%





Direct Employment Categories

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STEAM REPORT FOR 2014-2025 - FINAL
WEST LINDSEY DISTRICT COUNCIL

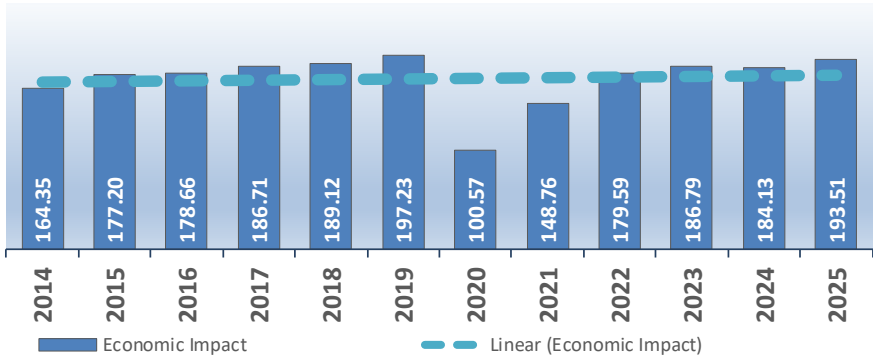
2014 to 2025
2025 Prices

TOTAL

KEY MEASURES
Indexed

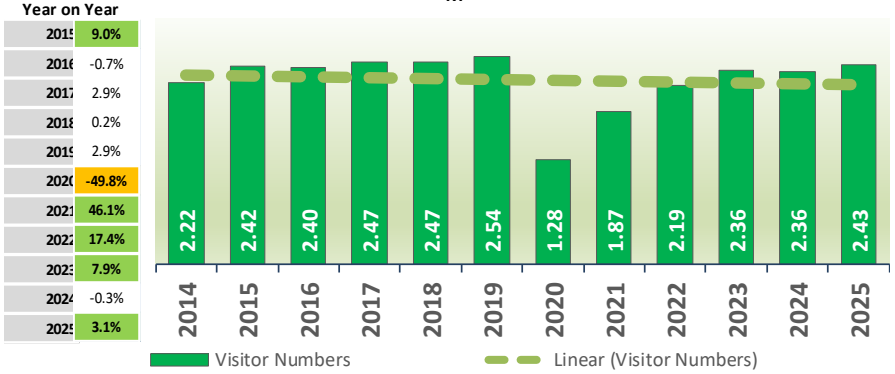
Economic Impact - Indexed - Total

	% Change Year on Year
2015	7.8%
2016	0.8%
2017	4.5%
2018	1.3%
2019	4.3%
2020	-49.0%
2021	47.9%
2022	20.7%
2023	4.0%
2024	-1.4%
2025	5.1%



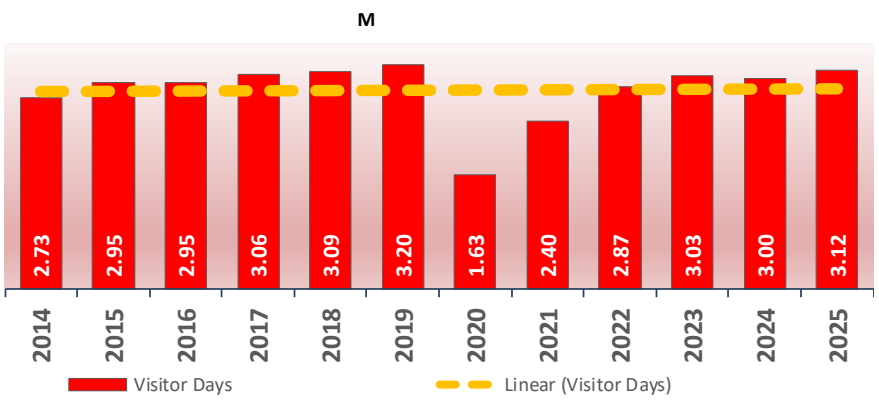
Visitor Numbers - Total

	% Change Year on Year
2015	9.0%
2016	-0.7%
2017	2.9%
2018	0.2%
2019	2.9%
2020	-49.8%
2021	46.1%
2022	17.4%
2023	7.9%
2024	-0.3%
2025	3.1%



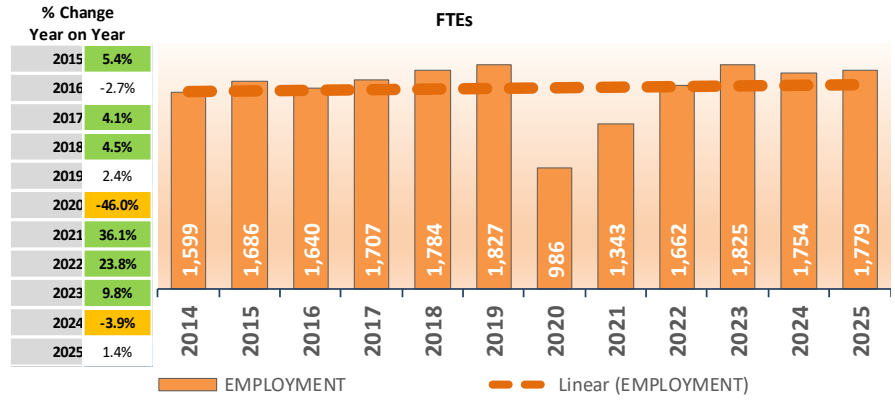
Visitor Days - Total

	% Change Year on Year
2015	8.2%
2016	0.0%
2017	3.8%
2018	0.9%
2019	3.5%
2020	-49.1%
2021	47.6%
2022	19.7%
2023	5.5%
2024	-1.0%
2025	4.0%



Total Employment Supported - Total

	% Change Year on Year
2015	5.4%
2016	-2.7%
2017	4.1%
2018	4.5%
2019	2.4%
2020	-46.0%
2021	36.1%
2022	23.8%
2023	9.8%
2024	-3.9%
2025	1.4%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		7.8%	8.7%	13.6%	15.1%	20.0%	-38.8%	-9.5%	9.3%	13.7%	12.0%	17.7%
Visitor Numbers		9.0%	8.2%	11.3%	11.5%	14.7%	-42.4%	-15.9%	-1.2%	6.5%	6.3%	9.5%
Visitor Days		8.2%	8.2%	12.4%	13.3%	17.3%	-40.3%	-11.9%	5.4%	11.2%	10.1%	14.5%
Total Employment		5.4%	2.6%	6.8%	11.6%	14.3%	-38.3%	-16.0%	3.9%	14.1%	9.7%	11.3%

"Linear" = *Linear Trendline*

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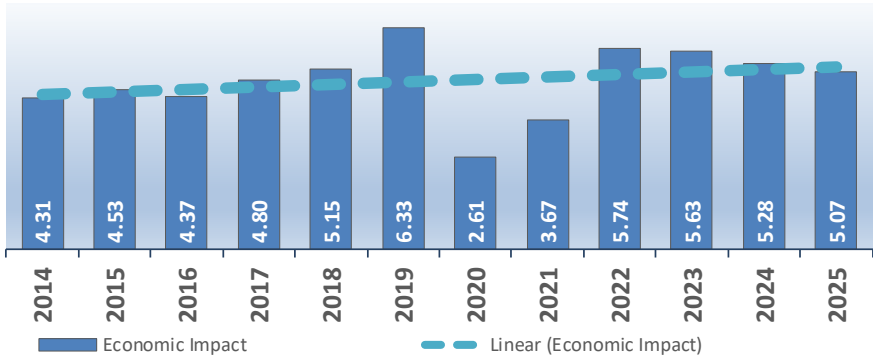
2014 to 2025
2025 Prices

SERVICED ACCOMMODATION

KEY MEASURES
Indexed

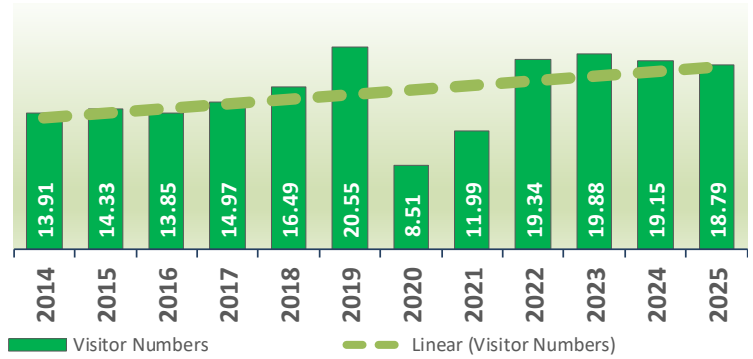
Economic Impact - Indexed - Serviced Accommodation

	% Change Year on Year
2015	5.1%
2016	-3.6%
2017	10.1%
2018	7.1%
2019	23.0%
2020	-58.7%
2021	40.5%
2022	56.4%
2023	-1.9%
2024	-6.3%
2025	-4.0%



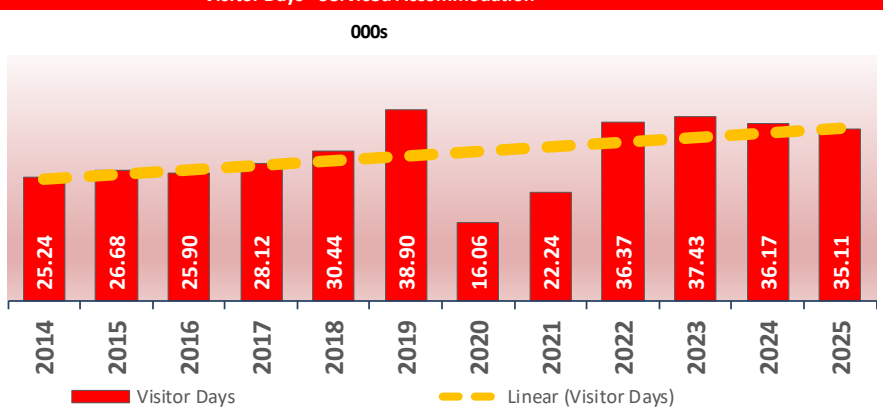
Visitor Numbers - Serviced Accommodation

	% Change Year on Year
2015	3.0%
2016	-3.4%
2017	8.1%
2018	10.1%
2019	24.7%
2020	-58.6%
2021	40.9%
2022	61.3%
2023	2.8%
2024	-3.6%
2025	-1.9%



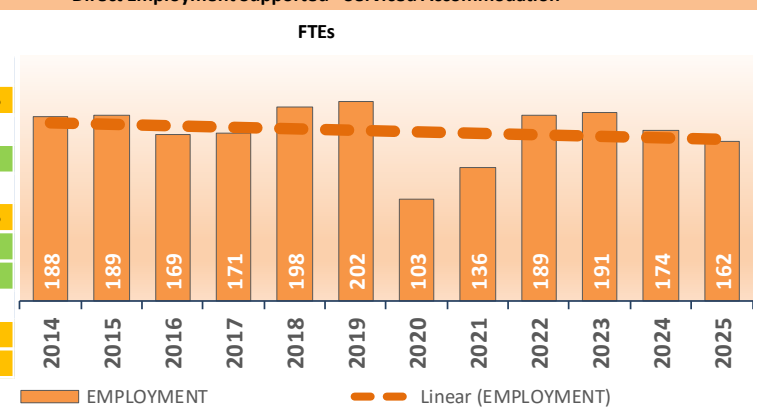
Visitor Days - Serviced Accommodation

	% Change Year on Year
2015	5.7%
2016	-3.0%
2017	8.6%
2018	8.3%
2019	27.8%
2020	-58.7%
2021	38.5%
2022	63.5%
2023	2.9%
2024	-3.4%
2025	-2.9%



Direct Employment Supported - Serviced Accommodation

	% Change Year on Year
2015	0.4%
2016	-10.4%
2017	1.0%
2018	16.0%
2019	2.3%
2020	-49.0%
2021	32.0%
2022	38.5%
2023	1.3%
2024	-9.1%
2025	-7.0%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		5.1%	1.3%	11.5%	19.4%	46.9%	-39.4%	-14.8%	33.2%	30.7%	22.5%	17.6%
Visitor Numbers		3.0%	-0.4%	7.6%	18.5%	47.7%	-38.8%	-13.8%	39.0%	42.9%	37.7%	35.0%
Visitor Days		5.7%	2.6%	11.4%	20.6%	54.1%	-36.4%	-11.9%	44.1%	48.3%	43.3%	39.1%
Direct Employment		0.4%	-10.1%	-9.2%	5.4%	7.8%	-45.0%	-27.4%	0.5%	1.8%	-7.4%	-13.9%

"Linear" = *Linear Trendline*

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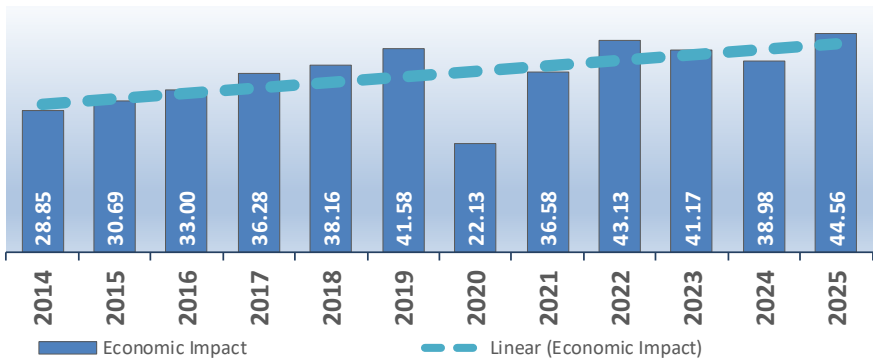
2014 to 2025
2025 Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Indexed

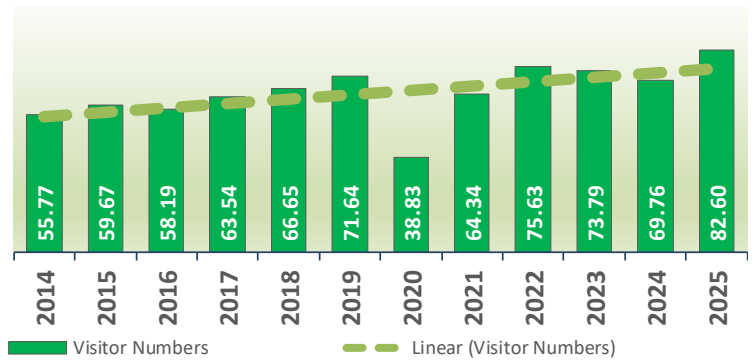
Economic Impact - Indexed - Non-Serviced Accommodation

	% Change Year on Year
2015	6.4%
2016	7.5%
2017	10.0%
2018	5.2%
2019	9.0%
2020	-46.8%
2021	65.3%
2022	17.9%
2023	-4.5%
2024	-5.3%
2025	14.3%



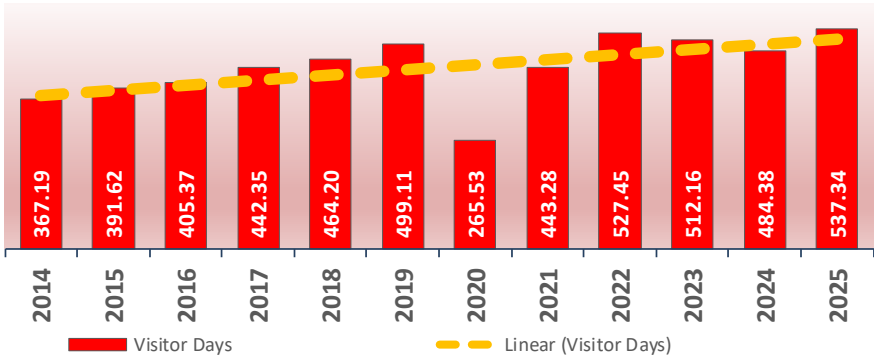
Visitor Numbers - Non-Serviced Accommodation

	% Change Year on Year
2015	7.0%
2016	-2.5%
2017	9.2%
2018	4.9%
2019	7.5%
2020	-45.8%
2021	65.7%
2022	17.6%
2023	-2.4%
2024	-5.5%
2025	18.4%



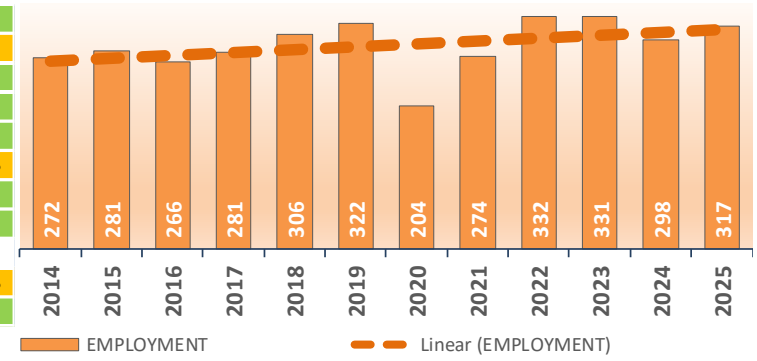
Visitor Days - Non-Serviced Accommodation

	% Change Year on Year
2015	6.7%
2016	3.5%
2017	9.1%
2018	4.9%
2019	7.5%
2020	-46.8%
2021	66.9%
2022	19.0%
2023	-2.9%
2024	-5.4%
2025	10.9%



Direct Employment Supported - Non-Serviced Accommodation

	% Change Year on Year
2015	3.4%
2016	-5.5%
2017	5.6%
2018	9.0%
2019	5.3%
2020	-36.6%
2021	34.1%
2022	21.1%
2023	-0.1%
2024	-10.2%
2025	6.7%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		6.4%	14.4%	25.8%	32.3%	44.1%	-23.3%	26.8%	49.5%	42.7%	35.1%	54.5%
Visitor Numbers		7.0%	4.4%	13.9%	19.5%	28.5%	-30.4%	15.4%	35.6%	32.3%	25.1%	48.1%
Visitor Days		6.7%	10.4%	20.5%	26.4%	35.9%	-27.7%	20.7%	43.6%	39.5%	31.9%	46.3%
Direct Employment		3.4%	-2.3%	3.2%	12.5%	18.4%	-24.9%	0.6%	21.8%	21.7%	9.3%	16.6%

"Linear" = *Linear Trendline*

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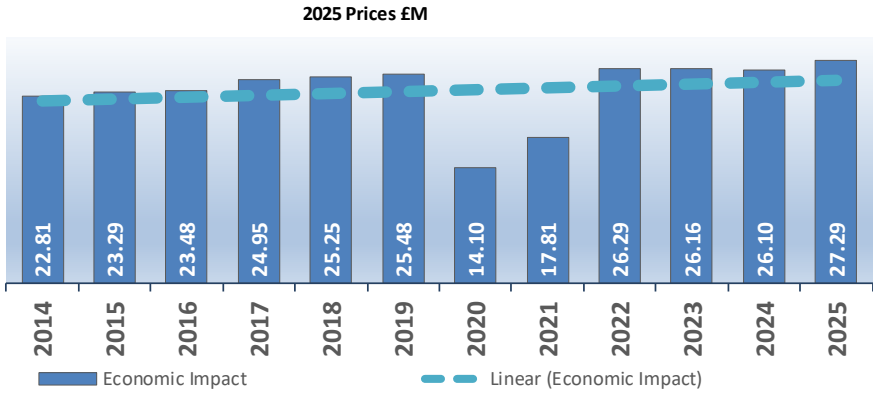
2014 to 2025
2025 Prices

SFR

KEY MEASURES
Indexed

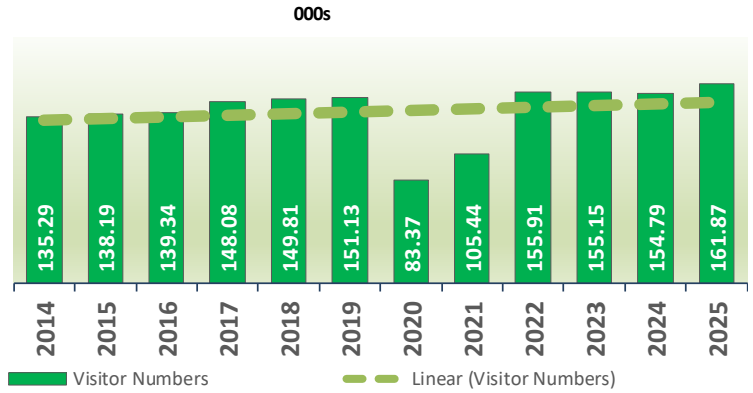
Economic Impact - Indexed - SFR

	% Change Year on Year
2015	2.1%
2016	0.8%
2017	6.3%
2018	1.2%
2019	0.9%
2020	-44.7%
2021	26.3%
2022	47.6%
2023	-0.5%
2024	-0.2%
2025	4.6%



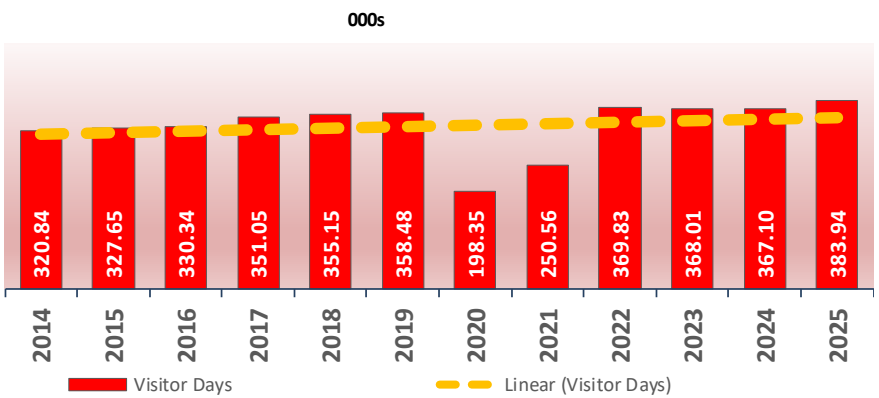
Visitor Numbers - SFR

	% Change Year on Year
2015	2.1%
2016	0.8%
2017	6.3%
2018	1.2%
2019	0.9%
2020	-44.8%
2021	26.5%
2022	47.9%
2023	-0.5%
2024	-0.2%
2025	4.6%



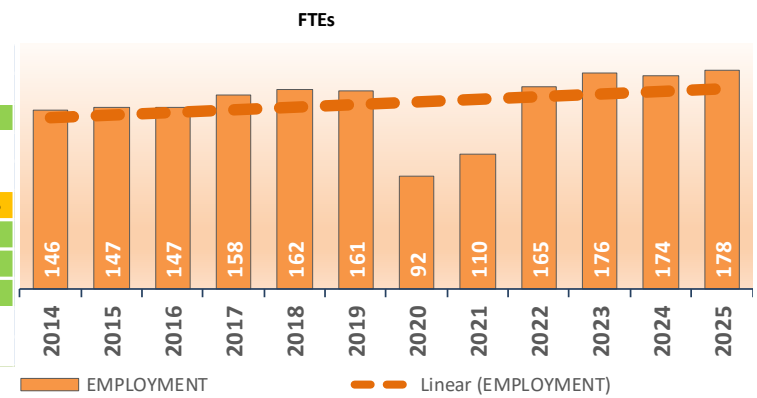
Visitor Days - SFR

	% Change Year on Year
2015	2.1%
2016	0.8%
2017	6.3%
2018	1.2%
2019	0.9%
2020	-44.7%
2021	26.3%
2022	47.6%
2023	-0.5%
2024	-0.2%
2025	4.6%



Direct Employment Supported - SFR

	% Change Year on Year
2015	0.8%
2016	0.0%
2017	7.0%
2018	2.7%
2019	-0.3%
2020	-43.2%
2021	19.5%
2022	50.5%
2023	6.8%
2024	-1.3%
2025	2.4%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		2.1%	3.0%	9.4%	10.7%	11.7%	-38.2%	-21.9%	15.3%	14.7%	14.4%	19.7%
Visitor Numbers		2.1%	3.0%	9.5%	10.7%	11.7%	-38.4%	-22.1%	15.2%	14.7%	14.4%	19.7%
Visitor Days		2.1%	3.0%	9.4%	10.7%	11.7%	-38.2%	-21.9%	15.3%	14.7%	14.4%	19.7%
Direct Employment		0.8%	0.9%	7.9%	10.8%	10.5%	-37.2%	-24.9%	12.9%	20.7%	19.1%	21.9%

"Linear" = *Linear Trendline*

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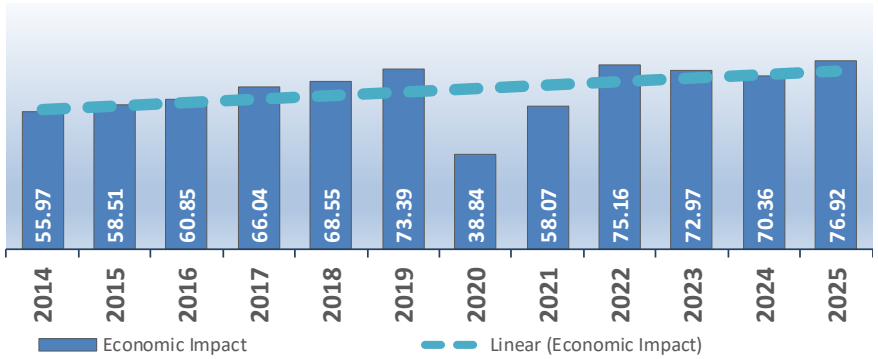
2014 to 2025
2025 Prices

STAYING VISITOR

KEY MEASURES
Indexed

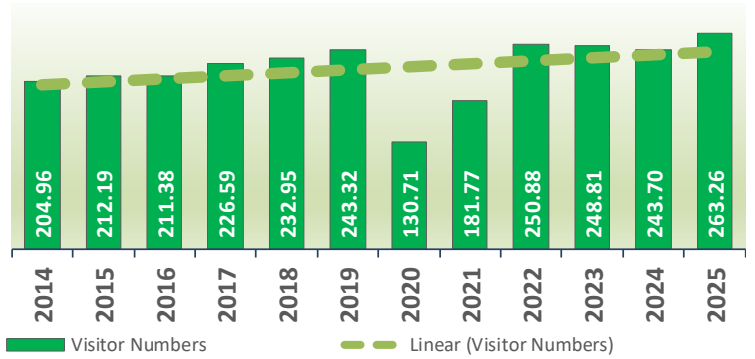
Economic Impact - Indexed - Staying Visitor

	% Change Year on Year
2015	4.5%
2016	4.0%
2017	8.5%
2018	3.8%
2019	7.1%
2020	-47.1%
2021	49.5%
2022	29.4%
2023	-2.9%
2024	-3.6%
2025	9.3%



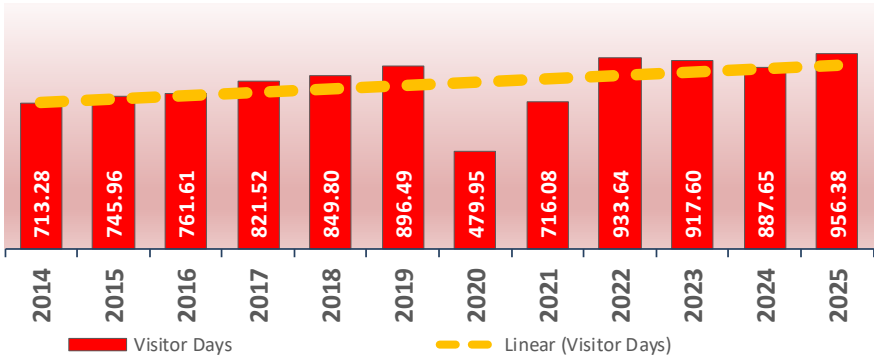
Visitor Numbers - Staying Visitor

	% Change Year on Year
2015	3.5%
2016	-0.4%
2017	7.2%
2018	2.8%
2019	4.5%
2020	-46.3%
2021	39.1%
2022	38.0%
2023	-0.8%
2024	-2.1%
2025	8.0%



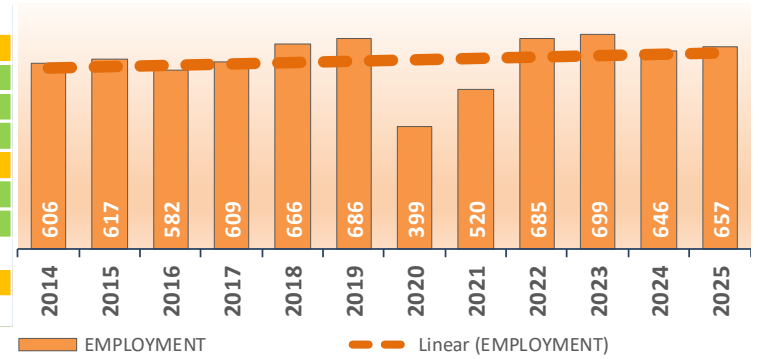
Visitor Days - Staying Visitor

	% Change Year on Year
2015	4.6%
2016	2.1%
2017	7.9%
2018	3.4%
2019	5.5%
2020	-46.5%
2021	49.2%
2022	30.4%
2023	-1.7%
2024	-3.3%
2025	7.7%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2015	1.9%
2016	-5.7%
2017	4.6%
2018	9.3%
2019	3.1%
2020	-41.8%
2021	30.2%
2022	31.9%
2023	1.9%
2024	-7.6%
2025	1.8%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		4.5%	8.7%	18.0%	22.5%	31.1%	-30.6%	3.8%	34.3%	30.4%	25.7%	37.4%
Visitor Numbers		3.5%	3.1%	10.6%	13.7%	18.7%	-36.2%	-11.3%	22.4%	21.4%	18.9%	28.4%
Visitor Days		4.6%	6.8%	15.2%	19.1%	25.7%	-32.7%	0.4%	30.9%	28.6%	24.4%	34.1%
Direct Employment		1.9%	-3.9%	0.5%	9.9%	13.2%	-34.1%	-14.2%	13.1%	15.3%	6.5%	8.5%

"Linear" = *Linear Trendline*

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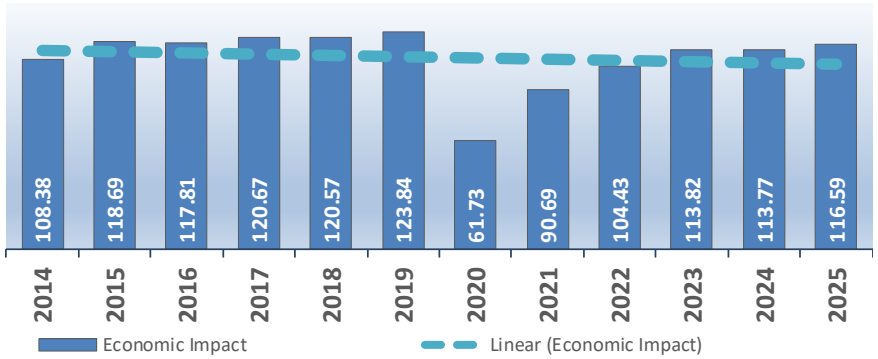
2014 to 2025
2025 Prices

DAY VISITOR

KEY MEASURES
Indexed

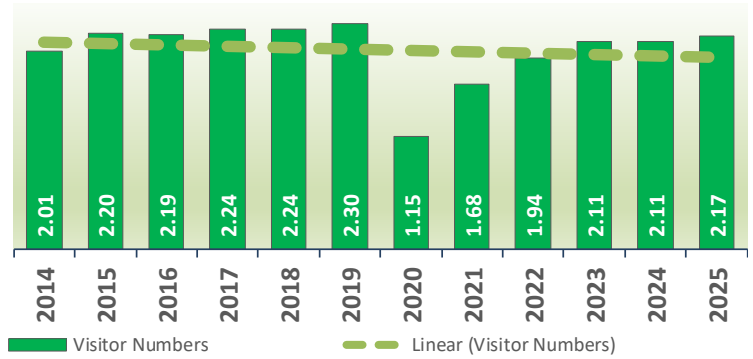
Economic Impact - Indexed - Day Visitor

% Change Year on Year	
2015	9.5%
2016	-0.7%
2017	2.4%
2018	-0.1%
2019	2.7%
2020	-50.2%
2021	46.9%
2022	15.2%
2023	9.0%
2024	0.0%
2025	2.5%



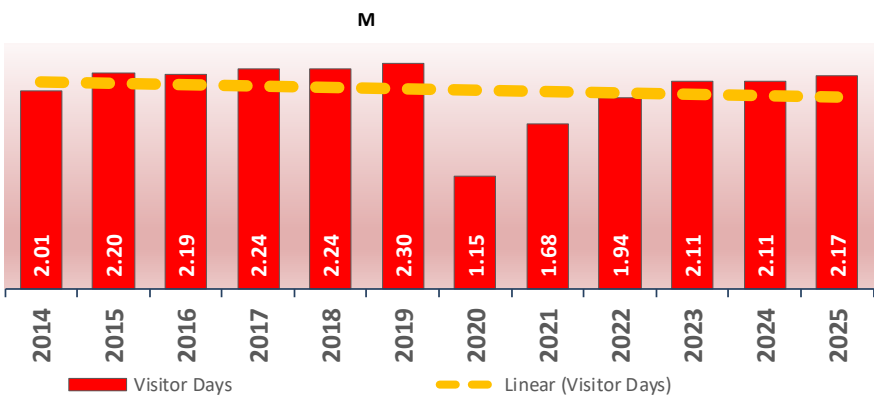
Visitor Numbers - Day Visitor

% Change Year on Year	
2015	9.5%
2016	-0.7%
2017	2.4%
2018	-0.1%
2019	2.7%
2020	-50.2%
2021	46.9%
2022	15.2%
2023	9.0%
2024	0.0%
2025	2.5%



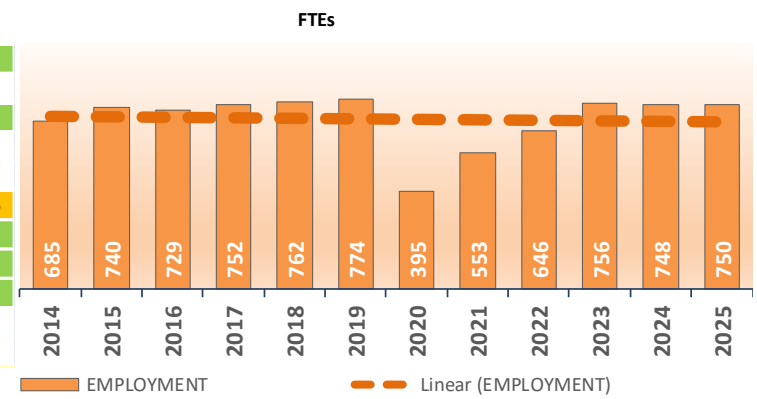
Visitor Days - Day Visitor

% Change Year on Year	
2015	9.5%
2016	-0.7%
2017	2.4%
2018	-0.1%
2019	2.7%
2020	-50.2%
2021	46.9%
2022	15.2%
2023	9.0%
2024	0.0%
2025	2.5%



Direct Employment Supported - Day Visitor

% Change Year on Year	
2015	8.1%
2016	-1.5%
2017	3.2%
2018	1.4%
2019	1.5%
2020	-49.0%
2021	40.1%
2022	16.8%
2023	17.0%
2024	-1.1%
2025	0.3%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		9.5%	8.7%	11.3%	11.2%	14.3%	-43.0%	-16.3%	-3.6%	5.0%	5.0%	7.6%
Visitor Numbers		9.5%	8.7%	11.4%	11.3%	14.3%	-43.0%	-16.3%	-3.6%	5.0%	5.0%	7.6%
Visitor Days		9.5%	8.7%	11.4%	11.3%	14.3%	-43.0%	-16.3%	-3.6%	5.0%	5.0%	7.6%
Direct Employment		8.1%	6.5%	9.8%	11.4%	13.0%	-42.3%	-19.2%	-5.6%	10.5%	9.3%	9.6%

"Linear" = *Linear Trendline*

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

STEAM REPORT FOR 2014-2025 - FINAL

WEST LINDSEY DISTRICT COUNCIL

2014 to 2025

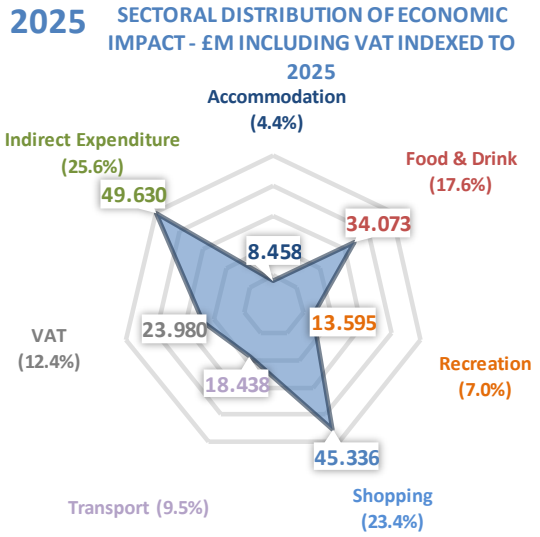
2025 Prices

TOTAL

SECTORAL ANALYSIS
Indexed

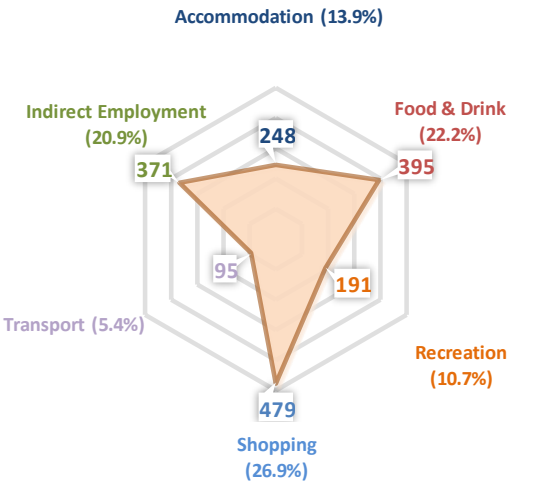
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2025

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	5.209	5.488	6.284	7.067	7.459	8.533	4.752	6.776	8.185	7.569	7.104	8.458
Food & Drink	£M	29.28	31.53	31.58	32.93	33.31	34.57	18.74	26.15	31.65	33.09	32.68	34.07
Recreation	£M	11.72	12.64	12.67	13.20	13.36	13.90	7.507	10.56	12.67	13.21	13.05	13.60
Shopping	£M	39.86	43.11	43.05	44.67	45.02	46.51	23.65	34.80	41.72	44.02	43.65	45.34
Transport	£M	15.90	17.12	17.17	17.89	18.11	18.76	9.613	14.22	17.18	17.87	17.66	18.44
Direct Revenue	£M	101.96	109.89	110.75	115.75	117.25	122.28	64.27	92.50	111.40	115.76	114.15	119.90
VAT	£M	20.39	21.98	22.15	23.15	23.45	24.46	10.55	18.15	22.28	23.15	22.83	23.98
Direct Expenditure	£M	122.36	131.87	132.90	138.90	140.70	146.73	74.81	110.65	133.68	138.92	136.98	143.88
Indirect Expenditure	£M	42.00	45.33	45.75	47.80	48.41	50.50	25.76	38.11	45.91	47.87	47.15	49.63
TOTAL	£M	164.35	177.20	178.66	186.71	189.12	197.23	100.57	148.76	179.59	186.79	184.13	193.51



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	303	305	266	266	306	311	192	232	299	292	255	248
Food & Drink	FTEs	333	354	352	369	379	389	210	285	353	396	387	395
Recreation	FTEs	162	172	171	180	185	190	102	140	171	192	187	191
Shopping	FTEs	413	441	437	457	467	477	242	346	424	480	471	479
Transport	FTEs	81	86	85	90	92	94	48	69	85	95	93	95
Direct Employment	FTEs	1,291	1,357	1,311	1,361	1,428	1,460	794	1,073	1,332	1,455	1,394	1,408
Indirect Employment	FTEs	308	329	329	346	356	367	192	270	330	370	361	371
TOTAL	FTEs	1,599	1,686	1,640	1,707	1,784	1,827	986	1,343	1,662	1,825	1,754	1,779



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

STEAM REPORT FOR 2014-2025 - FINAL
WEST LINDSEY DISTRICT COUNCIL

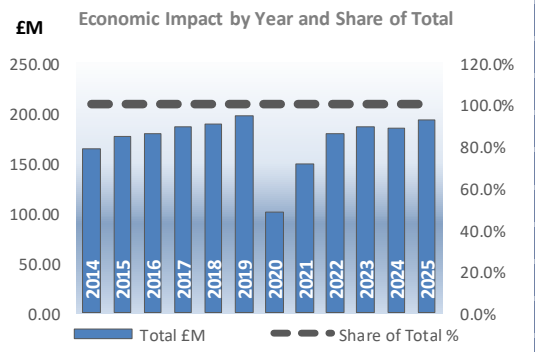
2014 to 2025
2025 Prices

ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	22.5%	24.8%	31.7%	13.1%	17.6%	22.9%	3.8%	12.0%	27.6%	26.4%	0.8%	20.4%	17.7%		26.9%	18.2%	13.2%	17.1%
% Change 2024 to 2025	4.2%	2.5%	2.6%	8.5%	7.1%	1.3%	7.0%	5.8%	9.2%	5.0%	0.9%	1.9%	5.1%	Annual Change	3.0%	5.2%	7.1%	3.0%
Average Annual Change	2.0%	2.3%	2.9%	1.2%	1.6%	2.1%	0.3%	1.1%	2.5%	2.4%	0.1%	1.9%	1.6%		2.4%	1.7%	1.2%	1.6%
2014 £M	8.716	9.172	12.24	13.30	17.18	16.85	19.95	26.88	15.16	10.59	7.430	6.876	164.35		30.13	47.34	61.98	24.90
2015 £M	9.774	10.49	12.98	13.60	17.96	17.51	20.84	30.14	16.71	11.99	7.741	7.468	177.20	7.8%	33.25	49.06	67.69	27.20
2016 £M	9.793	10.43	13.91	13.45	18.58	18.91	20.28	30.33	16.30	11.55	7.551	7.564	178.66	0.8%	34.13	50.94	66.92	26.67
2017 £M	10.17	10.86	14.22	14.16	19.56	19.62	21.40	31.52	17.42	12.03	7.819	7.943	186.71	4.5%	35.25	53.34	70.33	27.79
2018 £M	10.44	10.98	14.40	14.25	20.04	19.64	21.09	32.08	17.89	12.30	7.892	8.127	189.12	1.3%	35.81	53.93	71.05	28.32
2019 £M	10.97	11.79	15.59	15.00	20.49	20.88	21.86	33.00	18.49	12.93	7.844	8.373	197.23	4.3%	38.36	56.37	73.35	29.14
2020 £M	11.22	10.81	8.199	0.801	1.712	2.759	10.26	22.18	15.87	9.737	2.488	4.547	100.57	-49.0%	30.23	5.272	48.30	16.77
2021 £M	2.025	3.337	5.327	6.473	15.43	19.67	18.96	29.90	19.72	13.40	7.180	7.340	148.76	47.9%	10.69	41.57	68.58	27.92
2022 £M	9.705	9.425	14.32	13.44	18.93	19.83	19.74	28.71	17.71	11.99	7.276	8.524	179.59	20.7%	33.45	52.20	66.15	27.79
2023 £M	10.41	11.13	15.61	14.39	19.42	20.02	19.30	29.07	18.57	13.01	7.534	8.323	186.79	4.0%	37.16	53.83	66.94	28.87
2024 £M	10.25	11.17	15.72	13.87	18.86	20.43	19.36	28.46	17.72	12.75	7.422	8.121	184.13	-1.4%	37.14	53.16	65.54	28.30
2025 £M	10.67	11.45	16.13	15.04	20.20	20.71	20.71	30.11	19.34	13.39	7.489	8.277	193.51	5.1%	38.25	55.95	70.16	29.15

ECONOMIC IMPACT - INDEXED TO 2025

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	£M	164.35	177.20	178.66	186.71	189.12	197.23	100.57	148.76	179.59	186.79	184.13	193.51
All Visitor Types	£M	164.35	177.20	178.66	186.71	189.12	197.23	100.57	148.76	179.59	186.79	184.13	193.51
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



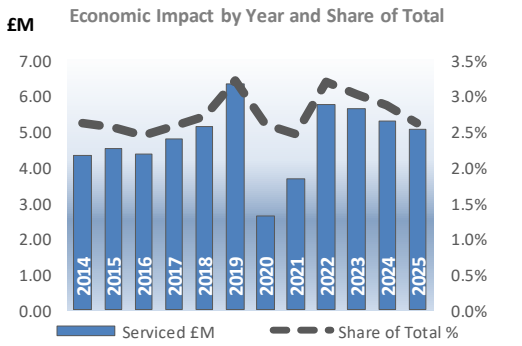
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL WEST LINDSEY 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								
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	6.7%	10.5%	6.1%	53.8%	50.6%	34.5%	24.5%	27.0%	9.5%	12.0%	-1.7%	11.7%	17.6%		7.7%	44.4%	21.2%	7.5%
% Change 2024 to 2025	4.0%	-2.7%	4.8%	-4.8%	-4.6%	-2.9%	-2.5%	-7.0%	-8.2%	-12.0%	-13.5%	-7.6%	-4.0%	Annual Change	2.0%	-4.0%	-5.7%	-10.9%
Average Annual Change	0.6%	1.0%	0.6%	4.9%	4.6%	3.1%	2.2%	2.5%	0.9%	1.1%	-0.2%	1.1%	1.6%		0.7%	4.0%	1.9%	0.7%
2014 £M	0.583	0.478	0.491	0.181	0.246	0.326	0.409	0.404	0.318	0.282	0.276	0.316	4.310		1.552	0.754	1.131	0.874
2015 £M	0.657	0.526	0.516	0.180	0.255	0.370	0.424	0.433	0.306	0.294	0.258	0.309	4.528	5.1%	1.699	0.805	1.164	0.860
2016 £M	0.592	0.504	0.499	0.188	0.243	0.349	0.425	0.426	0.295	0.271	0.252	0.321	4.365	-3.6%	1.594	0.780	1.146	0.845
2017 £M	0.586	0.517	0.472	0.254	0.326	0.407	0.477	0.492	0.348	0.307	0.283	0.335	4.804	10.1%	1.575	0.987	1.317	0.925
2018 £M	0.604	0.530	0.474	0.256	0.342	0.423	0.492	0.529	0.347	0.318	0.380	0.452	5.147	7.1%	1.608	1.021	1.368	1.149
2019 £M	0.695	0.653	0.603	0.354	0.466	0.550	0.620	0.663	0.461	0.438	0.385	0.442	6.330	23.0%	1.952	1.370	1.744	1.265
2020 £M	0.691	0.609	0.245	0.028	0.045	0.047	0.141	0.312	0.211	0.188	0.048	0.049	2.613	-58.7%	1.545	0.120	0.664	0.284
2021 £M	0.127	0.110	0.117	0.070	0.118	0.427	0.533	0.624	0.417	0.410	0.345	0.375	3.672	40.5%	0.354	0.615	1.573	1.130
2022 £M	0.568	0.588	0.556	0.331	0.421	0.503	0.583	0.597	0.412	0.402	0.357	0.424	5.741	56.4%	1.712	1.255	1.592	1.182
2023 £M	0.647	0.593	0.538	0.322	0.405	0.487	0.543	0.569	0.405	0.380	0.334	0.413	5.634	-1.9%	1.778	1.213	1.517	1.126
2024 £M	0.598	0.543	0.497	0.293	0.389	0.452	0.522	0.552	0.379	0.359	0.314	0.382	5.279	-6.3%	1.638	1.134	1.453	1.054
2025 £M	0.621	0.529	0.521	0.278	0.371	0.439	0.509	0.513	0.348	0.315	0.272	0.353	5.069	-4.0%	1.671	1.088	1.370	0.940

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	4.310	4.528	4.365	4.804	5.147	6.330	2.613	3.672	5.741	5.634	5.279	5.069
All Visitor Types	£M	164.35	177.20	178.66	186.71	189.12	197.23	100.57	148.76	179.59	186.79	184.13	193.51
Share of Total	%	2.6%	2.6%	2.4%	2.6%	2.7%	3.2%	2.6%	2.5%	3.2%	3.0%	2.9%	2.6%
Annual Change in Share	%		-2.5%	-4.4%	5.3%	5.8%	17.9%	-19.0%	-5.0%	29.5%	-5.6%	-5.0%	-8.6%
Change in Share from 2014	%		-2.5%	-6.8%	-1.9%	3.8%	22.4%	-0.9%	-5.9%	21.9%	15.0%	9.3%	-0.1%
Avg Ann. Change in Share	%		-2.5%	-3.4%	-0.6%	0.9%	4.5%	-0.2%	-0.8%	2.7%	1.7%	0.9%	0.0%

SERVICED ACCOMMODATION



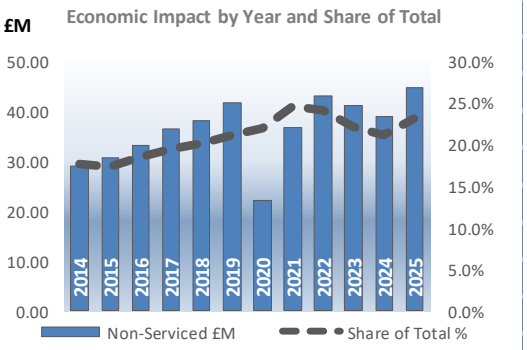
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL WEST LINDSEY 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								
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	108.6%	102.7%	25.6%	81.7%	33.9%	28.5%	39.9%	43.8%	76.2%	94.9%	84.6%	121.2%		54.5%		62.2%	41.5%	52.3%	96.7%
% Change 2024 to 2025	12.8%	31.2%	0.0%	24.6%	12.2%	9.8%	11.1%	12.7%	19.2%	17.3%	12.4%	14.8%		14.3%		11.7%	14.3%	14.4%	15.5%
Average Annual Change	9.9%	9.3%	2.3%	7.4%	3.1%	2.6%	3.6%	4.0%	6.9%	8.6%	7.7%	11.0%		5.0%		5.7%	3.8%	4.8%	8.8%
2014 £M	0.455	0.550	1.185	1.986	3.860	3.903	4.104	5.449	4.069	1.749	0.938	0.600		28.85	Annual Change	2.190	9.749	13.62	3.288
2015 £M	0.545	0.654	1.194	2.091	3.971	3.987	4.529	5.948	4.181	1.836	1.074	0.679		30.69	6.4%	2.394	10.05	14.66	3.589
2016 £M	0.625	0.733	1.220	2.200	4.154	4.191	4.880	6.478	4.545	2.013	1.193	0.767		33.00	7.5%	2.578	10.54	15.90	3.972
2017 £M	0.696	0.864	1.239	2.457	4.596	4.439	5.469	6.947	5.248	2.198	1.262	0.868		36.28	10.0%	2.798	11.49	17.66	4.328
2018 £M	0.753	0.932	1.336	2.628	5.026	4.802	5.327	7.147	5.482	2.416	1.357	0.950		38.16	5.2%	3.021	12.46	17.96	4.724
2019 £M	0.848	0.983	1.397	3.036	5.457	5.023	6.261	7.934	5.614	2.473	1.503	1.048		41.58	9.0%	3.227	13.52	19.81	5.023
2020 £M	0.923	0.791	0.769	0.100	0.275	0.285	3.416	6.142	6.329	2.361	0.162	0.577		22.13	-46.8%	2.483	0.660	15.89	3.101
2021 £M	0.023	0.023	0.038	0.865	4.397	5.357	5.711	7.533	7.089	3.074	1.505	0.968		36.58	65.3%	0.084	10.62	20.33	5.547
2022 £M	0.906	0.871	1.672	2.978	5.703	5.459	6.031	7.802	6.368	2.530	1.494	1.314		43.13	17.9%	3.449	14.14	20.20	5.338
2023 £M	0.944	1.016	1.556	3.237	5.327	4.643	5.122	7.080	6.265	3.054	1.631	1.296		41.17	-4.5%	3.516	13.21	18.47	5.981
2024 £M	0.841	0.851	1.489	2.896	4.607	4.566	5.169	6.948	6.012	2.905	1.540	1.157		38.98	-5.3%	3.181	12.07	18.13	5.602
2025 £M	0.949	1.116	1.489	3.608	5.169	5.014	5.743	7.833	7.168	3.409	1.731	1.328		44.56	14.3%	3.553	13.79	20.74	6.469

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	28.85	30.69	33.00	36.28	38.16	41.58	22.13	36.58	43.13	41.17	38.98	44.56
All Visitor Types	£M	164.35	177.20	178.66	186.71	189.12	197.23	100.57	148.76	179.59	186.79	184.13	193.51
Share of Total	%	17.6%	17.3%	18.5%	19.4%	20.2%	21.1%	22.0%	24.6%	24.0%	22.0%	21.2%	23.0%
Annual Change in Share	%		-1.3%	6.6%	5.2%	3.8%	4.5%	4.4%	11.8%	-2.4%	-8.2%	-4.0%	8.8%
Change in Share from 2014	%		-1.3%	5.2%	10.7%	14.9%	20.1%	25.4%	40.1%	36.8%	25.6%	20.6%	31.2%
Avg Ann. Change in Share	%		-1.3%	2.6%	3.6%	3.7%	4.0%	4.2%	5.7%	4.6%	2.8%	2.1%	2.8%

NON-SERVICED ACCOMMODATION



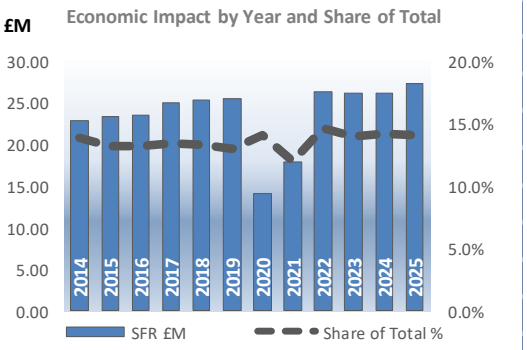
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STEAM REPORT FOR 2014-2025 - FINAL WEST LINDSEY DISTRICT COUNCIL														2014 to 2025 2025 Prices	SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES																		
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		15.5%	17.4%	15.9%	22.8%	15.7%	14.2%	16.6%	18.1%	30.4%	27.8%	21.7%	24.2%		19.7%		15.9%	18.4%	20.3%	24.6%
% Change 2024 to 2025		3.0%	6.7%	0.4%	6.9%	4.6%	3.9%	4.1%	4.8%	8.4%	5.6%	3.7%	3.8%		4.6%	Annual Change	3.1%	5.4%	5.4%	4.3%
Average Annual Change		1.4%	1.6%	1.4%	2.1%	1.4%	1.3%	1.5%	1.6%	2.8%	2.5%	2.0%	2.2%		1.8%		1.4%	1.7%	1.8%	2.2%
2014	£M	3.257	1.087	1.290	2.636	1.916	1.513	2.269	2.439	1.401	1.259	1.026	2.718		22.81		5.633	6.066	6.109	5.002
2015	£M	3.298	1.103	1.336	2.682	1.964	1.551	2.333	2.504	1.439	1.285	1.047	2.752		23.29	2.1%	5.737	6.197	6.276	5.084
2016	£M	3.281	1.104	1.339	2.690	1.977	1.563	2.358	2.545	1.471	1.300	1.064	2.793		23.48	0.8%	5.724	6.230	6.373	5.157
2017	£M	3.461	1.190	1.383	2.864	2.118	1.649	2.519	2.683	1.610	1.381	1.121	2.975		24.95	6.3%	6.034	6.630	6.811	5.478
2018	£M	3.517	1.209	1.386	2.883	2.157	1.672	2.515	2.728	1.610	1.402	1.136	3.033		25.25	1.2%	6.111	6.712	6.853	5.571
2019	£M	3.570	1.213	1.395	2.956	2.178	1.666	2.563	2.729	1.587	1.389	1.162	3.071		25.48	0.9%	6.178	6.799	6.878	5.623
2020	£M	3.828	1.030	0.737	0.107	0.115	0.098	1.413	2.153	1.761	1.276	0.129	1.454		14.10	-44.7%	5.595	0.319	5.328	2.860
2021	£M	0.166	0.040	0.046	0.863	1.825	1.816	2.433	2.677	2.061	1.767	1.192	2.927		17.81	26.3%	0.253	4.504	7.170	5.885
2022	£M	3.614	1.182	1.499	2.978	2.240	1.738	2.625	2.808	1.694	1.419	1.172	3.320		26.29	47.6%	6.296	6.957	7.127	5.911
2023	£M	3.721	1.239	1.472	3.059	2.173	1.633	2.485	2.708	1.669	1.514	1.200	3.289		26.16	-0.5%	6.432	6.865	6.862	6.003
2024	£M	3.650	1.197	1.489	3.028	2.120	1.662	2.542	2.748	1.685	1.524	1.203	3.249		26.10	-0.2%	6.336	6.811	6.975	5.976
2025	£M	3.760	1.276	1.495	3.236	2.217	1.727	2.645	2.880	1.826	1.609	1.248	3.374		27.29	4.6%	6.531	7.181	7.351	6.231

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	22.81	23.29	23.48	24.95	25.25	25.48	14.10	17.81	26.29	26.16	26.10	27.29
All Visitor Types	£M	164.35	177.20	178.66	186.71	189.12	197.23	100.57	148.76	179.59	186.79	184.13	193.51
Share of Total	%	13.9%	13.1%	13.1%	13.4%	13.3%	12.9%	14.0%	12.0%	14.6%	14.0%	14.2%	14.1%
Annual Change in Share	%		-5.3%	0.0%	1.7%	-0.1%	-3.2%	8.5%	-14.6%	22.3%	-4.3%	1.2%	-0.5%
Change in Share from 2014	%		-5.3%	-5.3%	-3.7%	-3.8%	-6.9%	1.0%	-13.7%	5.5%	0.9%	2.1%	1.6%
Avg Ann. Change in Share	%		-5.3%	-2.6%	-1.2%	-1.0%	-1.4%	0.2%	-2.0%	0.7%	0.1%	0.2%	0.1%

SFR



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STEAM REPORT FOR 2014-2025 - FINAL
WEST LINDSEY DISTRICT COUNCIL

2014 to 2025 Prices

STAYING VISITOR

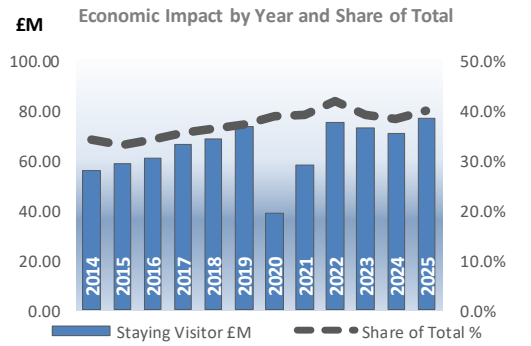
ECONOMIC IMPACT Indexed

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		24.1%	38.1%	18.2%	48.3%	28.8%	25.0%	31.2%	35.4%	61.4%	62.1%	45.1%	39.1%	37.4%		25.4%	33.1%	41.2%	48.8%
% Change 2024 to 2025		4.8%	12.7%	0.8%	14.6%	9.0%	7.5%	8.1%	9.5%	15.7%	11.4%	6.4%	5.6%	9.3%	Annual Change	5.4%	10.2%	11.0%	8.0%
Average Annual Change		2.2%	3.5%	1.7%	4.4%	2.6%	2.3%	2.8%	3.2%	5.6%	5.6%	4.1%	3.6%	3.4%		2.3%	3.0%	3.7%	4.4%
2014	£M	4.294	2.115	2.966	4.803	6.023	5.742	6.782	8.292	5.787	3.290	2.240	3.634	55.97		9.375	16.57	20.86	9.164
2015	£M	4.500	2.284	3.045	4.954	6.191	5.907	7.287	8.886	5.926	3.415	2.379	3.739	58.51	4.5%	9.830	17.05	22.10	9.534
2016	£M	4.498	2.340	3.058	5.079	6.373	6.103	7.663	9.448	6.310	3.584	2.509	3.881	60.85	4.0%	9.897	17.55	23.42	9.974
2017	£M	4.743	2.571	3.093	5.575	7.040	6.495	8.465	10.12	7.206	3.886	2.666	4.178	66.04	8.5%	10.41	19.11	25.79	10.73
2018	£M	4.873	2.670	3.196	5.767	7.524	6.896	8.334	10.40	7.439	4.136	2.873	4.435	68.55	3.8%	10.74	20.19	26.18	11.44
2019	£M	5.113	2.850	3.395	6.346	8.100	7.239	9.444	11.33	7.661	4.300	3.050	4.561	73.39	7.1%	11.36	21.69	28.43	11.91
2020	£M	5.443	2.430	1.751	0.235	0.434	0.429	4.970	8.606	8.301	3.825	0.339	2.080	38.84	-47.1%	9.624	1.099	21.88	6.245
2021	£M	0.316	0.173	0.202	1.798	6.340	7.601	8.677	10.83	9.566	5.251	3.041	4.270	58.07	49.5%	0.691	15.74	29.08	12.56
2022	£M	5.088	2.641	3.727	6.288	8.364	7.700	9.239	11.21	8.474	4.351	3.023	5.057	75.16	29.4%	11.46	22.35	28.92	12.43
2023	£M	5.312	2.847	3.566	6.617	7.905	6.763	8.150	10.36	8.339	4.948	3.165	4.998	72.97	-2.9%	11.73	21.29	26.85	13.11
2024	£M	5.089	2.590	3.475	6.217	7.116	6.681	8.232	10.25	8.076	4.788	3.057	4.788	70.36	-3.6%	11.15	20.01	26.56	12.63
2025	£M	5.331	2.920	3.505	7.122	7.758	7.180	8.896	11.23	9.343	5.333	3.251	5.055	76.92	9.3%	11.76	22.06	29.46	13.64

ECONOMIC IMPACT - INDEXED TO 2025

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	55.97	58.51	60.85	66.04	68.55	73.39	38.84	58.07	75.16	72.97	70.36	76.92
All Visitor Types	£M	164.35	177.20	178.66	186.71	189.12	197.23	100.57	148.76	179.59	186.79	184.13	193.51
Share of Total	%	34.1%	33.0%	34.1%	35.4%	36.2%	37.2%	38.6%	39.0%	41.9%	39.1%	38.2%	39.7%
Annual Change in Share	%		-3.0%	3.1%	3.9%	2.5%	2.7%	3.8%	1.1%	7.2%	-6.7%	-2.2%	4.0%
Change in Share from 2014	%		-3.0%	0.0%	3.9%	6.4%	9.3%	13.4%	14.6%	22.9%	14.7%	12.2%	16.7%
Avg Ann. Change in Share	%		-3.0%	0.0%	1.3%	1.6%	1.9%	2.2%	2.1%	2.9%	1.6%	1.2%	1.5%

STAYING VISITOR



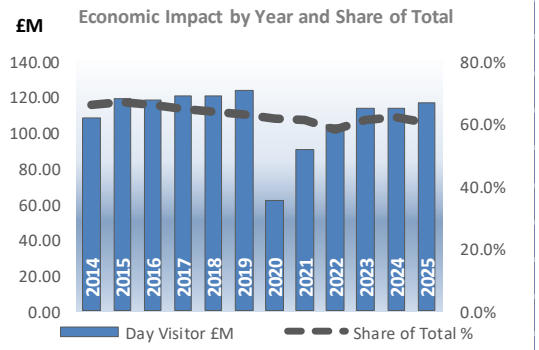
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL WEST LINDSEY 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														
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	20.8%	20.8%	36.1%	-6.8%	11.5%	21.8%	-10.3%	1.6%	6.7%	10.3%	-18.4%	-0.6%	7.6%		27.6% 10.1% -1.0% -1.4%
% Change 2024 to 2025	3.6%	-0.6%	3.1%	3.5%	5.9%	-1.6%	6.1%	3.7%	3.7%	1.1%	-2.9%	-3.3%	2.5%	Annual Change	2.0% 2.2% 4.4% -0.9%
Average Annual Change	1.9%	1.9%	3.3%	-0.6%	1.0%	2.0%	-0.9%	0.1%	0.6%	0.9%	-1.7%	-0.1%	0.7%		2.5% 0.9% -0.1% -0.1%
2014 £M	4.422	7.057	9.279	8.501	11.16	11.11	13.17	18.59	9.373	7.304	5.190	3.242	108.38		20.76 30.77 41.12 15.74
2015 £M	5.274	8.209	9.935	8.644	11.77	11.60	13.56	21.25	10.78	8.575	5.363	3.729	118.69	9.5%	23.42 32.01 45.59 17.67
2016 £M	5.295	8.085	10.85	8.375	12.21	12.81	12.62	20.88	9.990	7.967	5.042	3.683	117.81	-0.7%	24.23 33.39 43.50 16.69
2017 £M	5.426	8.287	11.13	8.587	12.52	13.12	12.93	21.40	10.21	8.143	5.153	3.764	120.67	2.4%	24.84 34.23 44.54 17.06
2018 £M	5.562	8.309	11.20	8.482	12.52	12.74	12.75	21.67	10.45	8.165	5.019	3.692	120.57	-0.1%	25.07 33.74 44.88 16.88
2019 £M	5.860	8.945	12.20	8.657	12.39	13.64	12.42	21.67	10.83	8.626	4.795	3.812	123.84	2.7%	27.00 34.69 44.92 17.23
2020 £M	5.775	8.379	6.448	0.566	1.278	2.329	5.288	13.57	7.566	5.911	2.149	2.467	61.73	-50.2%	20.60 4.173 26.43 10.53
2021 £M	1.709	3.164	5.125	4.674	9.087	12.07	10.28	19.06	10.16	8.154	4.139	3.070	90.69	46.9%	9.998 25.83 39.50 15.36
2022 £M	4.617	6.784	10.59	7.155	10.57	12.13	10.50	17.50	9.234	7.638	4.253	3.467	104.43	15.2%	21.99 29.85 37.23 15.36
2023 £M	5.099	8.286	12.05	7.775	11.51	13.26	11.15	18.71	10.23	8.061	4.370	3.325	113.82	9.0%	25.43 32.54 40.09 15.76
2024 £M	5.159	8.579	12.25	7.648	11.74	13.75	11.13	18.21	9.641	7.965	4.365	3.333	113.77	0.0%	25.99 33.14 38.98 15.66
2025 £M	5.343	8.525	12.63	7.920	12.44	13.53	11.82	18.88	10.000	8.055	4.238	3.222	116.59	2.5%	26.49 33.89 40.69 15.51

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	108.38	118.69	117.81	120.67	120.57	123.84	61.73	90.69	104.43	113.82	113.77	116.59
All Visitor Types	£M	164.35	177.20	178.66	186.71	189.12	197.23	100.57	148.76	179.59	186.79	184.13	193.51
Share of Total	%	65.9%	67.0%	65.9%	64.6%	63.8%	62.8%	61.4%	61.0%	58.1%	60.9%	61.8%	60.3%
Annual Change in Share	%		1.6%	-1.5%	-2.0%	-1.4%	-1.5%	-2.3%	-0.7%	-4.6%	4.8%	1.4%	-2.5%
Change in Share from 2014	%		1.6%	0.0%	-2.0%	-3.3%	-4.8%	-6.9%	-7.6%	-11.8%	-7.6%	-6.3%	-8.6%
Avg Ann. Change in Share	%		1.6%	0.0%	-0.7%	-0.8%	-1.0%	-1.2%	-1.1%	-1.5%	-0.8%	-0.6%	-0.8%

DAY VISITOR



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