STEAM REPORT FOR 2014-2025 - FINAL

Final

LINCOLNSHIRE WOLDS

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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

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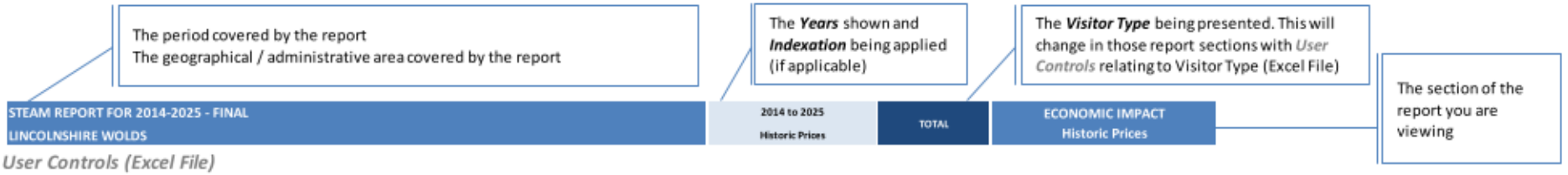
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Report Section Design and Features

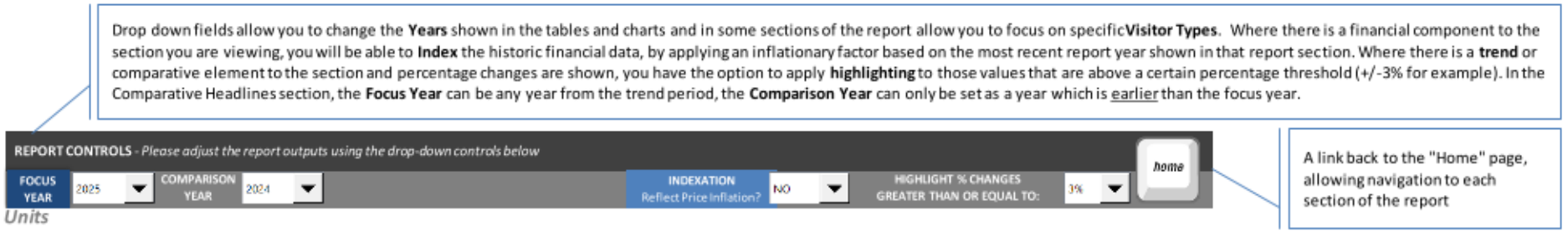
Headers

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Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

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STEAM REPORT FOR 2014-2025 - FINAL

LINCOLNSHIRE WOLDS

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	0.128	0.128	-0.3%	0.737	0.657	12.3%	0.315	0.307	2.8%	1.181	1.092	8.1%	3.309	3.236	2.3%	4.490	4.328	3.7%
Visitor Numbers	M	0.064	0.064	-0.2%	0.111	0.093	19.3%	0.133	0.129	2.8%	0.308	0.287	7.4%	3.309	3.236	2.3%	3.617	3.522	2.7%
Direct Expenditure	£M																209.55	194.53	7.7%
Economic Impact	£M	20.45	20.04	2.1%	60.91	52.40	16.2%	22.42	21.05	6.5%	103.77	93.49	11.0%	178.19	168.14	6.0%	281.96	261.63	7.8%
Direct Employment	FTEs	333	338	-1.4%	552	513	7.6%	146	146	0.6%	1,032	997	3.5%	1,147	1,146	0.1%	2,179	2,143	1.7%
Total Employment	FTEs																2,721	2,674	1.7%

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

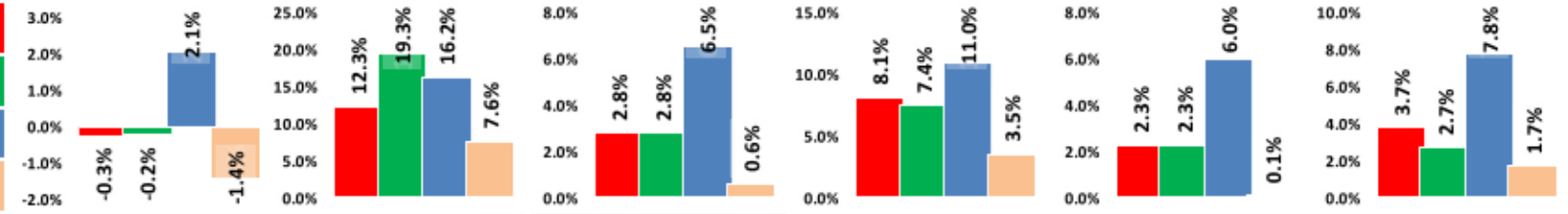
KEY

Visitor Days

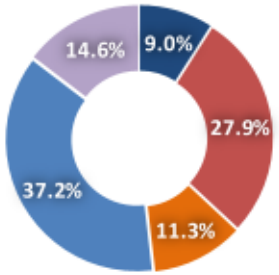
Visitor Numbers

Total Economic Impact

Direct Employment



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



Accommodation

Food & Drink

Recreation

Shopping

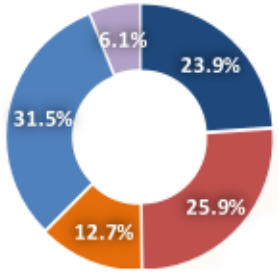
Transport

Direct Expenditure Categories

Sectors	2025	2024	+/- %
Accommodation	18.95	17.31	9.5%
Food & Drink	58.42	54.25	7.7%
Recreation	23.60	21.92	7.6%
Shopping	77.90	72.62	7.3%
Transport	30.68	28.43	7.9%
TOTAL DIRECT	**209.55**	**194.53**	**7.7%**
Indirect	72.41	67.09	7.9%
TOTAL	**281.96**	**261.63**	**7.8%**

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	521	510	2.1%
Food & Drink	564	554	1.7%
Recreation	276	272	1.7%
Shopping	685	677	1.3%
Transport	132	130	1.9%
TOTAL DIRECT	**2,179**	**2,143**	**1.7%**
Indirect	542	532	1.9%
TOTAL	**2,721**	**2,674**	**1.7%**



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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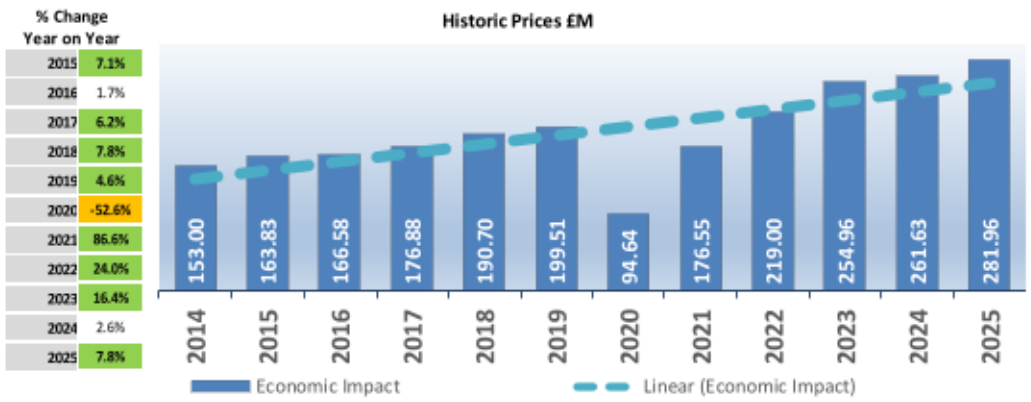
STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

2014 to 2025
Historic Prices

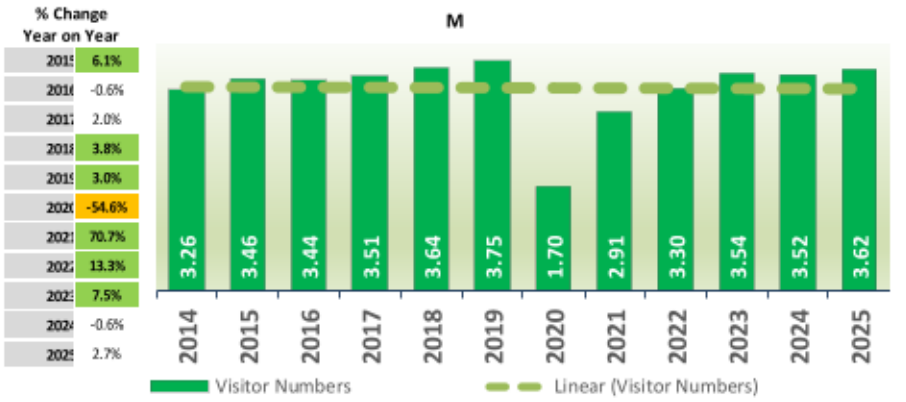
TOTAL

KEY MEASURES
Historic Prices

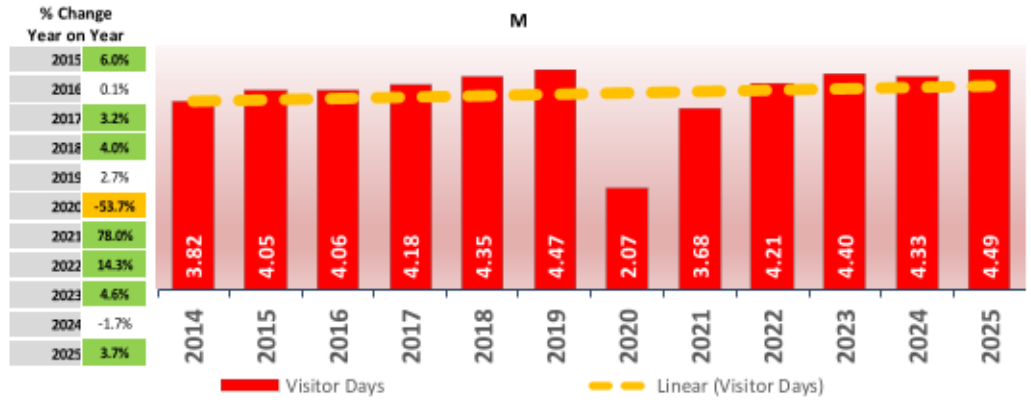
Economic Impact - Historic Prices - Total



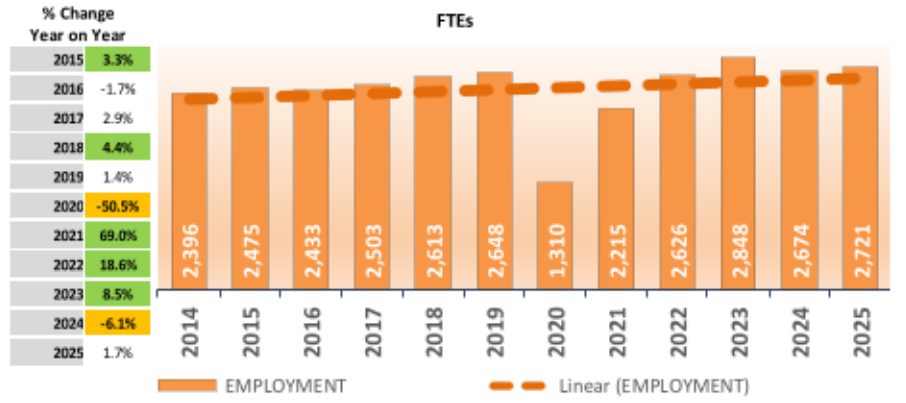
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		7.1%	8.9%	15.6%	24.6%	30.4%	-38.1%	15.4%	43.1%	66.6%	71.0%	84.3%
Visitor Numbers		6.1%	5.4%	7.5%	11.7%	15.1%	-47.8%	-10.8%	1.1%	8.7%	8.0%	10.9%
Visitor Days		6.0%	6.0%	9.4%	13.7%	16.8%	-45.9%	-3.7%	10.0%	15.1%	13.1%	17.4%
Total Employment		3.3%	1.5%	4.4%	9.0%	10.5%	-45.3%	-7.6%	9.6%	18.9%	11.6%	13.5%

"Linear" = *Linear Trendline*

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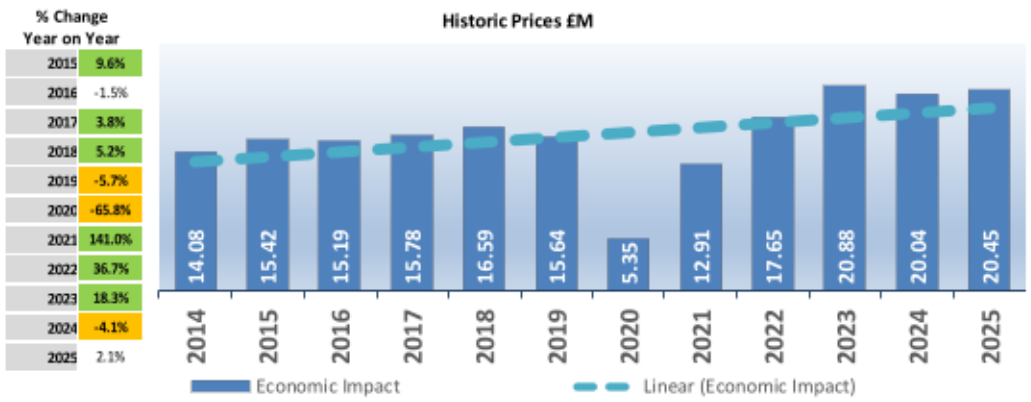
STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

2014 to 2025
Historic Prices

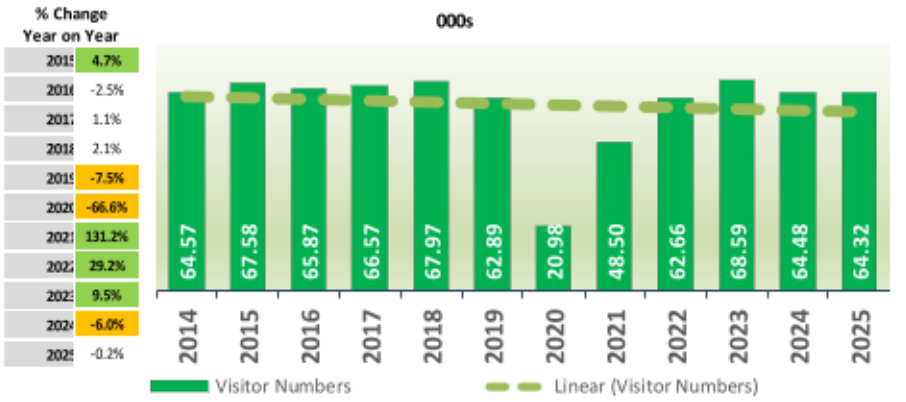
SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

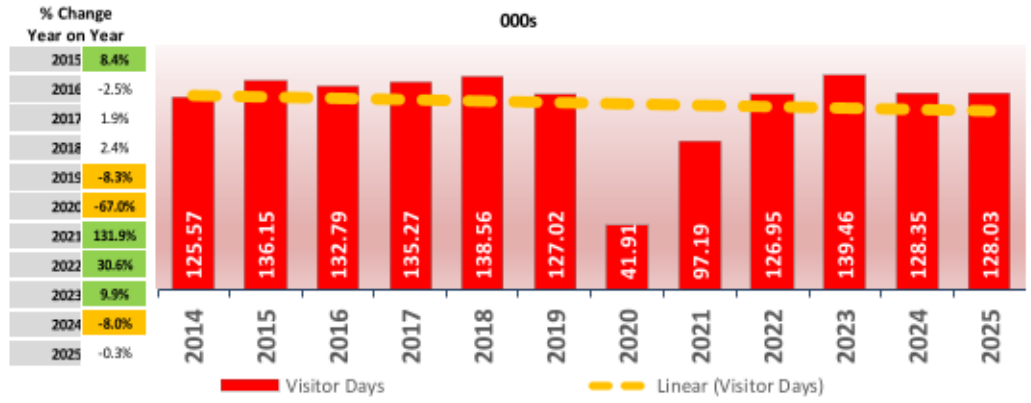
Economic Impact - Historic Prices - Serviced Accommodation



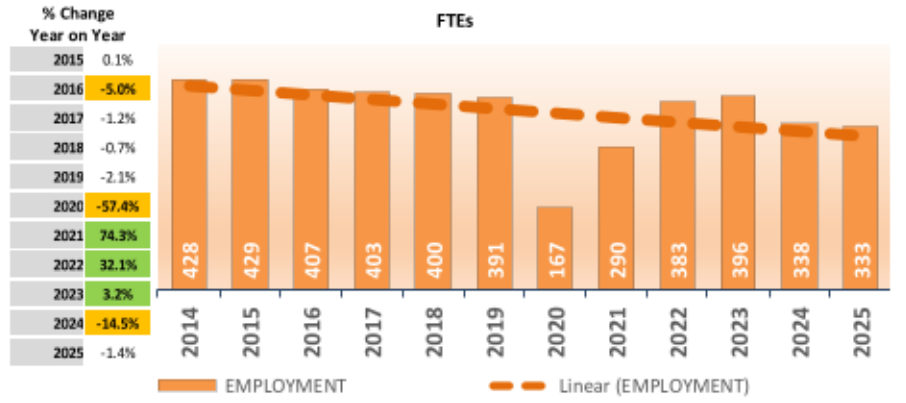
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		9.6%	7.9%	12.1%	17.9%	11.1%	-62.0%	-8.3%	25.4%	48.4%	42.3%	45.3%
Visitor Numbers		4.7%	2.0%	3.1%	5.3%	-2.6%	-67.5%	-24.9%	-3.0%	6.2%	-0.1%	-0.4%
Visitor Days		8.4%	5.7%	7.7%	10.3%	1.2%	-66.6%	-22.6%	1.1%	11.1%	2.2%	2.0%
Direct Employment		0.1%	-4.9%	-6.0%	-6.7%	-8.6%	-61.1%	-32.2%	-10.5%	-7.7%	-21.0%	-22.2%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS	2014 to 2025 Historic Prices	NON-SERVICED ACCOMMODATION	KEY MEASURES Historic Prices

Economic Impact - Historic Prices - Non-Serviced Accommodation

% Change Year on Year	
2015	5.2%
2016	8.4%
2017	16.5%
2018	9.8%
2019	5.0%
2020	-44.3%
2021	118.0%
2022	31.7%
2023	1.2%
2024	-1.2%
2025	16.2%



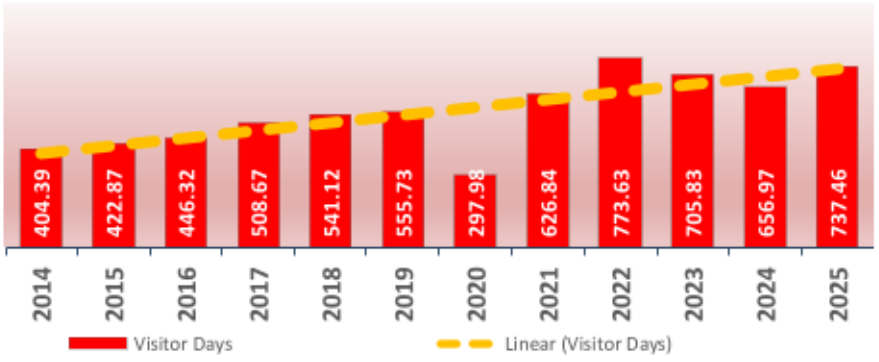
Visitor Numbers - Non-Serviced Accommodation

% Change Year on Year	
2015	2.0%
2016	-0.6%
2017	14.0%
2018	6.4%
2019	2.6%
2020	-45.5%
2021	110.8%
2022	21.2%
2023	-8.4%
2024	-7.0%
2025	19.3%



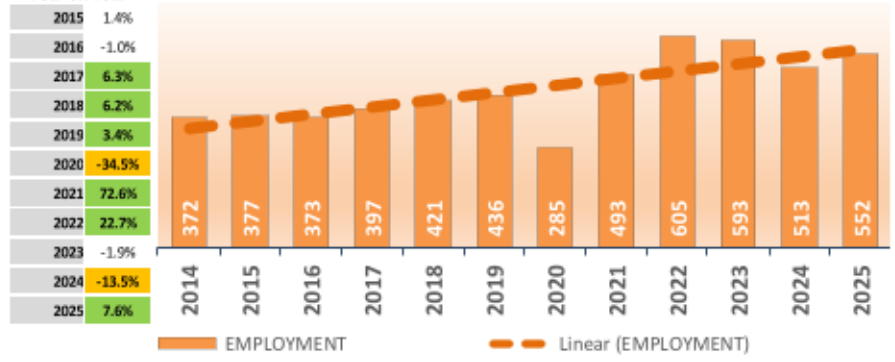
Visitor Days - Non-Serviced Accommodation

% Change Year on Year	
2015	4.6%
2016	5.5%
2017	14.0%
2018	6.4%
2019	2.7%
2020	-46.4%
2021	110.4%
2022	23.4%
2023	-8.8%
2024	-6.9%
2025	12.3%



Direct Employment Supported - Non-Serviced Accommodation

% Change Year on Year	
2015	1.4%
2016	-1.0%
2017	6.3%
2018	6.2%
2019	3.4%
2020	-34.5%
2021	72.6%
2022	22.7%
2023	-1.9%
2024	-13.5%
2025	7.6%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		5.2%	14.1%	32.9%	45.9%	53.1%	-14.8%	85.8%	144.7%	147.6%	144.7%	184.3%
Visitor Numbers		2.0%	1.3%	15.5%	22.9%	26.1%	-31.2%	45.0%	75.7%	60.9%	49.7%	78.6%
Visitor Days		4.6%	10.4%	25.8%	33.8%	37.4%	-26.3%	55.0%	91.3%	74.5%	62.5%	82.4%
Direct Employment		1.4%	0.4%	6.7%	13.4%	17.3%	-23.2%	32.6%	62.7%	59.6%	38.1%	48.7%

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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

2014 to 2025
Historic Prices

SFR

KEY MEASURES
Historic Prices

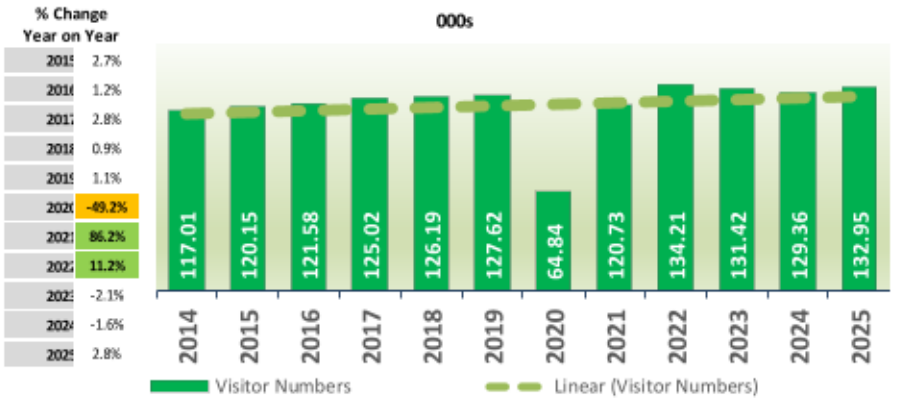
Economic Impact - Historic Prices - SFR

	% Change Year on Year
2015	3.8%
2016	2.5%
2017	5.5%
2018	4.9%
2019	3.8%
2020	-47.8%
2021	104.4%
2022	10.7%
2023	11.0%
2024	3.2%
2025	6.5%



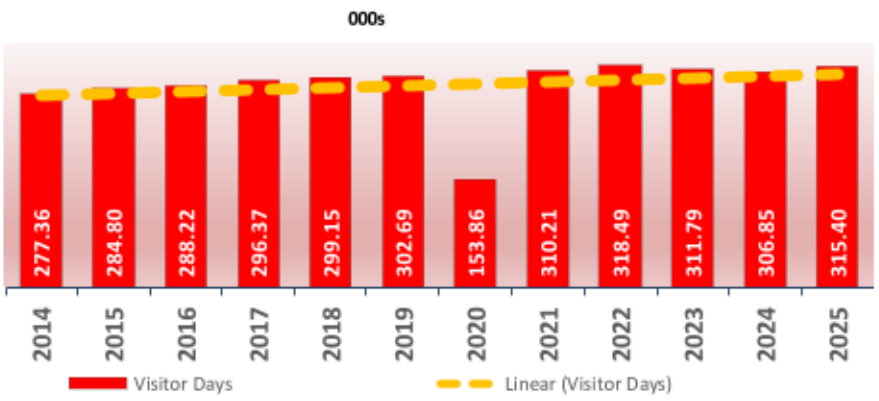
Visitor Numbers - SFR

	% Change Year on Year
2015	2.7%
2016	1.2%
2017	2.8%
2018	0.9%
2019	1.1%
2020	-49.2%
2021	86.2%
2022	11.2%
2023	-2.1%
2024	-1.6%
2025	2.8%



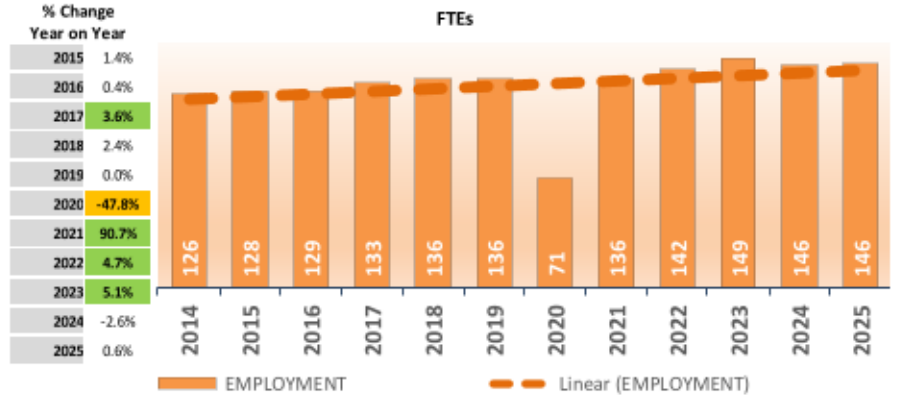
Visitor Days - SFR

	% Change Year on Year
2015	2.7%
2016	1.2%
2017	2.8%
2018	0.9%
2019	1.2%
2020	-49.2%
2021	101.6%
2022	2.7%
2023	-2.1%
2024	-1.6%
2025	2.8%



Direct Employment Supported - SFR

	% Change Year on Year
2015	1.4%
2016	0.4%
2017	3.6%
2018	2.4%
2019	0.0%
2020	-47.8%
2021	90.7%
2022	4.7%
2023	5.1%
2024	-2.6%
2025	0.6%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		3.8%	6.5%	12.3%	17.8%	22.3%	-36.2%	30.4%	44.4%	60.3%	65.5%	76.3%
Visitor Numbers		2.7%	3.9%	6.8%	7.8%	9.1%	-44.6%	3.2%	14.7%	12.3%	10.6%	13.6%
Visitor Days		2.7%	3.9%	6.9%	7.9%	9.1%	-44.5%	11.8%	14.8%	12.4%	10.6%	13.7%
Direct Employment		1.4%	1.8%	5.4%	8.0%	8.0%	-43.6%	7.5%	12.5%	18.3%	15.2%	15.9%

"**Linear**" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS	2014 to 2025 Historic Prices	STAYING VISITOR	KEY MEASURES Historic Prices

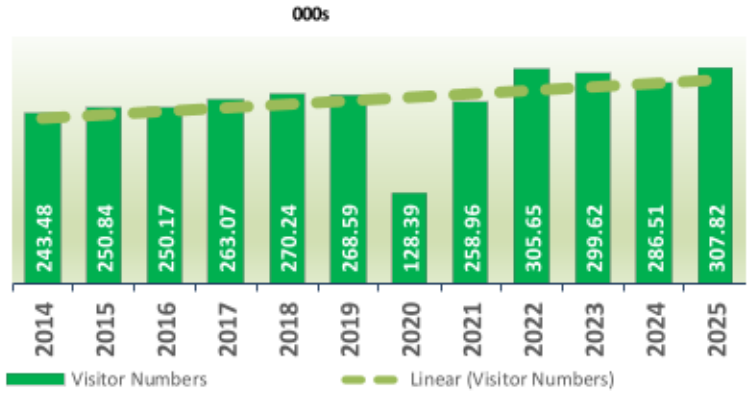
Economic Impact - Historic Prices - Staying Visitor

	% Change Year on Year
2015	6.1%
2016	3.9%
2017	10.1%
2018	7.4%
2019	1.9%
2020	-50.4%
2021	118.4%
2022	27.6%
2023	6.7%
2024	-0.9%
2025	11.0%



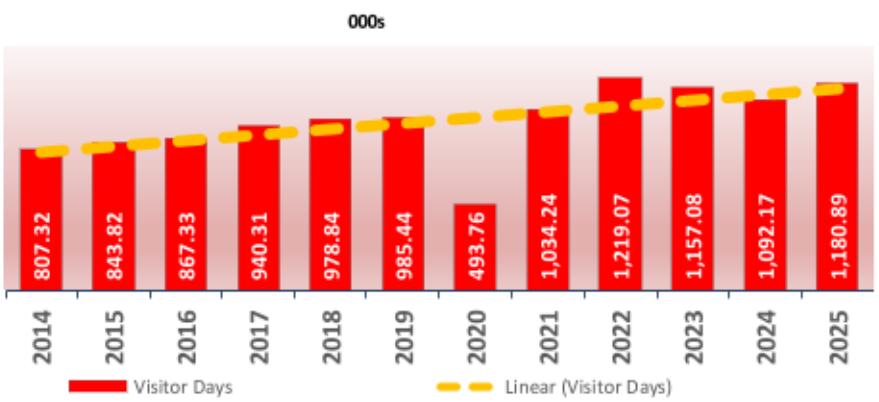
Visitor Numbers - Staying Visitor

	% Change Year on Year
2015	3.0%
2016	-0.3%
2017	5.2%
2018	2.7%
2019	-0.6%
2020	-52.2%
2021	101.7%
2022	18.0%
2023	-2.0%
2024	-4.4%
2025	7.4%



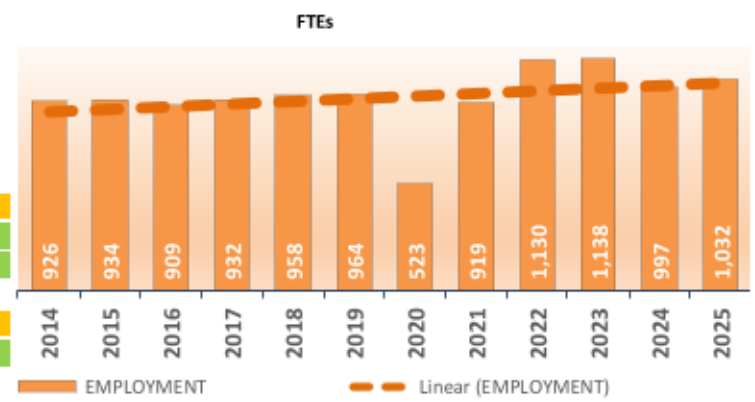
Visitor Days - Staying Visitor

	% Change Year on Year
2015	4.5%
2016	2.8%
2017	8.4%
2018	4.1%
2019	0.7%
2020	-49.9%
2021	109.5%
2022	17.9%
2023	-5.1%
2024	-5.6%
2025	8.1%



Direct Employment Supported - Staying Visitor

	% Change Year on Year
2015	0.8%
2016	-2.6%
2017	2.6%
2018	2.7%
2019	0.6%
2020	-45.7%
2021	75.6%
2022	23.0%
2023	0.7%
2024	-12.4%
2025	3.5%



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		6.1%	10.3%	21.4%	30.3%	32.7%	-34.2%	43.7%	83.4%	95.6%	93.9%	115.2%
Visitor Numbers		3.0%	2.7%	8.0%	11.0%	10.3%	-47.3%	6.4%	25.5%	23.1%	17.7%	26.4%
Visitor Days		4.5%	7.4%	16.5%	21.2%	22.1%	-38.8%	28.1%	51.0%	43.3%	35.3%	46.3%
Direct Employment		0.8%	-1.9%	0.7%	3.4%	4.0%	-43.5%	-0.8%	22.0%	22.9%	7.6%	11.4%

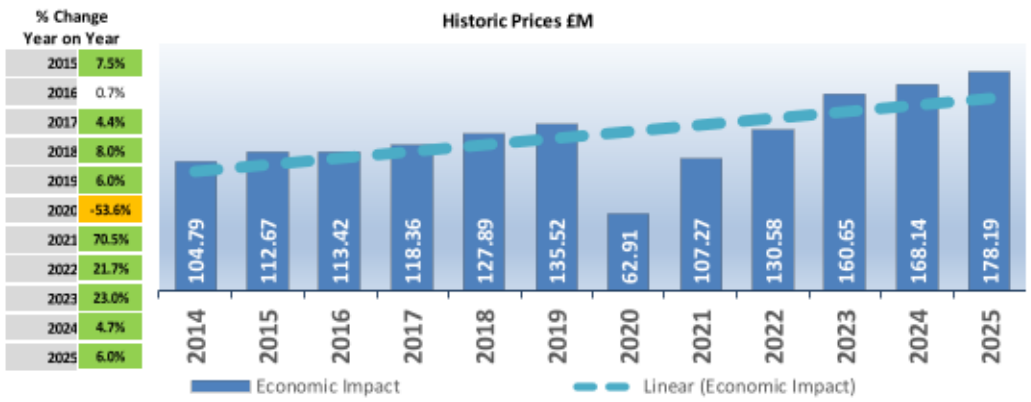
"**Linear**" = *Linear Trendline*

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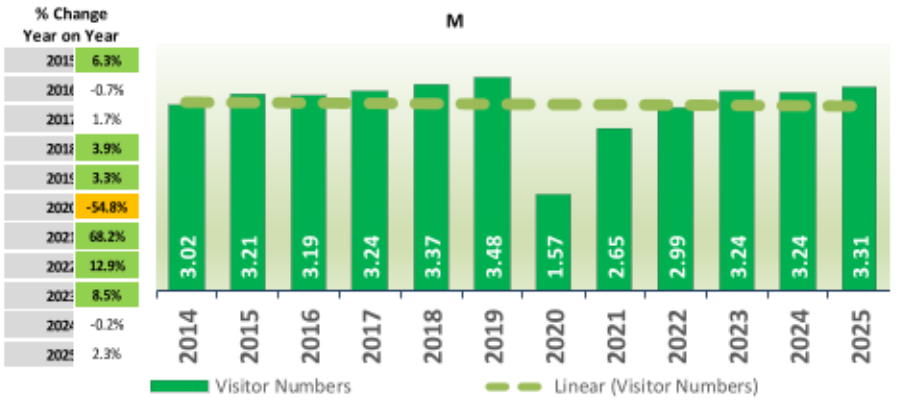
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS	2014 to 2025 Historic Prices	DAY VISITOR	KEY MEASURES Historic Prices

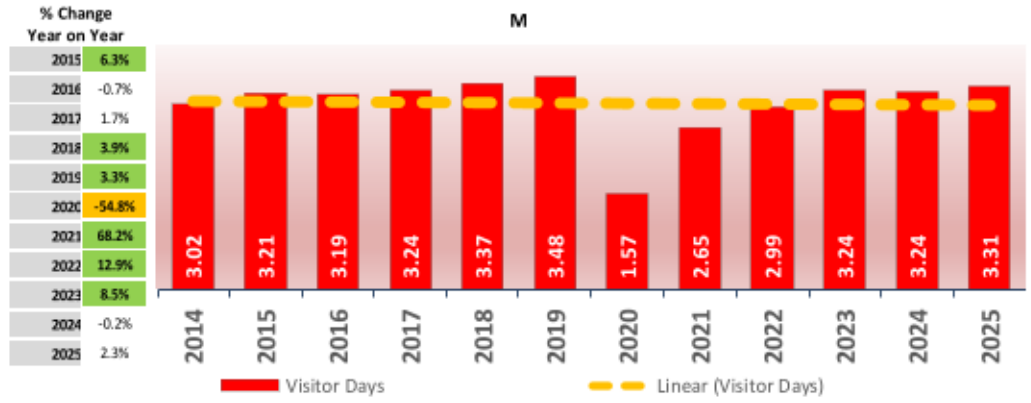
Economic Impact - Historic Prices - Day Visitor



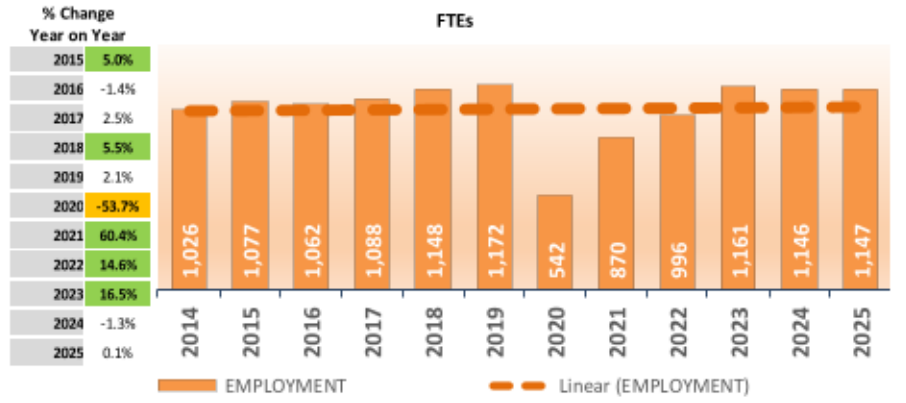
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Historic Prices		7.5%	8.2%	12.9%	22.0%	29.3%	-40.0%	2.4%	24.6%	53.3%	60.5%	70.0%
Visitor Numbers		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%	7.5%	7.2%	9.7%
Visitor Days		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%	7.5%	7.2%	9.7%
Direct Employment		5.0%	3.5%	6.0%	11.8%	14.2%	-47.2%	-15.3%	-2.9%	13.1%	11.6%	11.7%

"**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

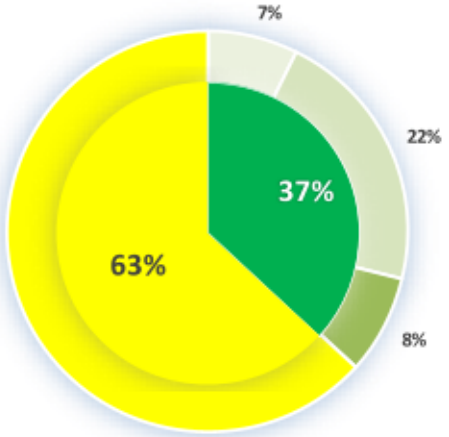
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STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS	2025 Historic Prices	TOTAL	DISTRIBUTION BY VISITOR TYPE Historic Prices

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

TOTAL
£281.96m

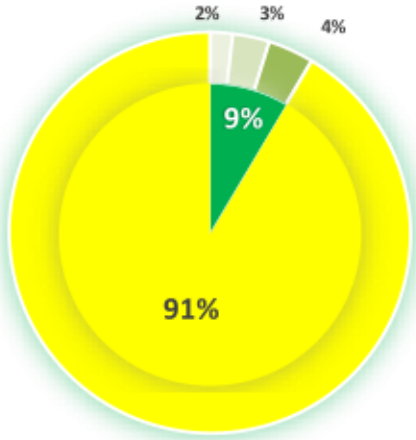
	£M
Serviced	20.45
Non-Serviced	60.91
SFR	22.42
Staying Visitor	103.77
Day Visitor	178.19
Total	281.96



Visitor Numbers - 2025 - M - Share of Total

TOTAL
3.62m

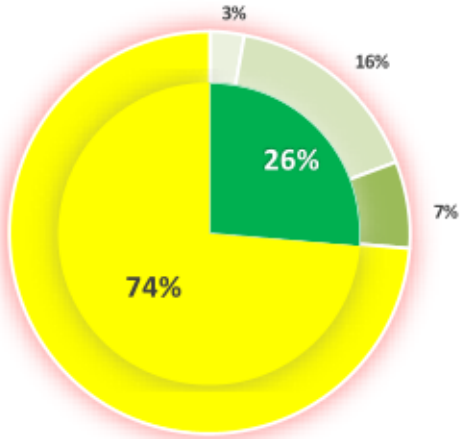
	M
Serviced	0.06
Non-Serviced	0.11
SFR	0.13
Staying Visitor	0.31
Day Visitor	3.31
Total	3.62



Visitor Days - 2025 - M - Share of Total

TOTAL
4.49m

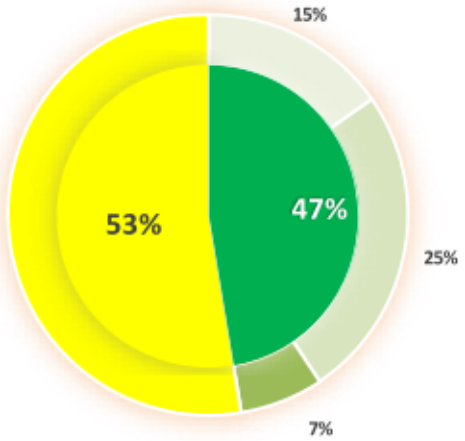
	M
Serviced	0.13
Non-Serviced	0.74
SFR	0.32
Staying Visitor	1.18
Day Visitor	3.31
Total	4.49



Direct Employment Supported - 2025 - FTEs - Share of Total

TOTAL
2,179 Direct FTEs
2,721 Total FTEs

	FTEs
Serviced	333
Non-Serviced	552
SFR	146
Staying Visitor	1,032
Day Visitor	1,147
Total	2,179



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STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS	2025 Historic Prices	TOTAL	DISTRIBUTION BY MONTH Historic Prices

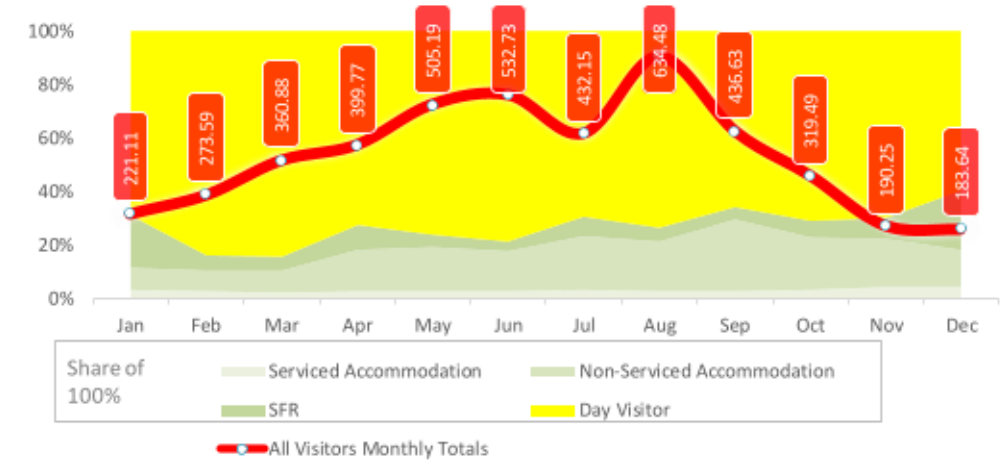
Economic Impact - Historic Prices - £M - Distribution of Impact by Month



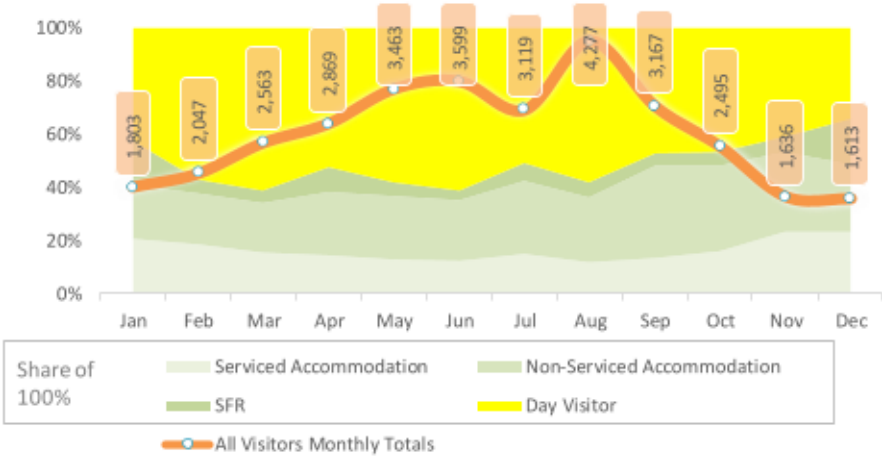
Visitor Numbers - 2025 - 000s - Distribution of Impact by Month



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



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



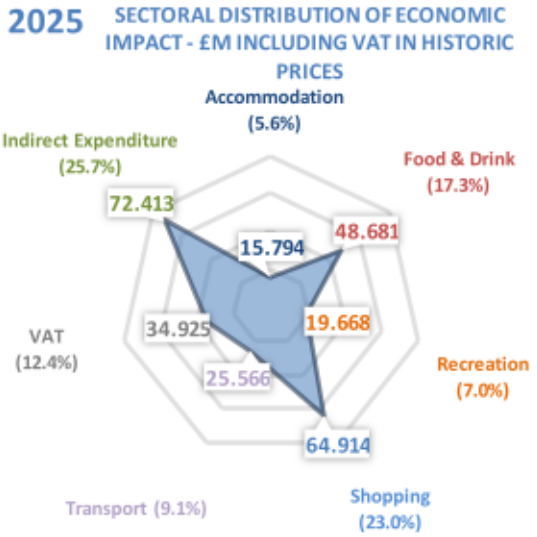
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STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS	2014 to 2025 Historic Prices	TOTAL	SECTORAL ANALYSIS Historic Prices

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

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	7.772	8.323	8.706	9.412	9.919	9.802	5.014	10.85	14.13	14.38	14.43	15.79
Food & Drink	£M	26.55	28.42	28.83	30.60	33.05	34.63	17.39	30.53	37.55	44.18	45.21	48.68
Recreation	£M	10.75	11.52	11.67	12.40	13.41	14.06	7.023	12.30	15.12	17.82	18.27	19.67
Shopping	£M	36.14	38.74	39.25	41.42	44.72	47.05	22.25	40.03	49.17	58.57	60.51	64.91
Transport	£M	13.82	14.78	15.00	15.97	17.27	18.20	8.719	15.97	19.60	22.99	23.69	25.57
Direct Revenue	£M	95.03	101.78	103.46	109.81	118.36	123.74	60.40	109.68	135.56	157.93	162.11	174.62
VAT	£M	19.01	20.36	20.69	21.96	23.67	24.75	9.910	21.53	27.11	31.59	32.42	34.92
Direct Expenditure	£M	114.04	122.14	124.15	131.77	142.03	148.49	70.31	131.21	162.67	189.52	194.53	209.55
Indirect Expenditure	£M	38.96	41.69	42.44	45.10	48.67	51.01	24.34	45.34	56.33	65.44	67.09	72.41
TOTAL	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63	281.96



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	565	560	531	523	526	537	309	495	623	616	510	521
Food & Drink	FTEs	468	489	486	506	534	539	263	443	516	574	554	564
Recreation	FTEs	230	241	239	249	263	266	129	217	252	281	272	276
Shopping	FTEs	581	608	603	625	658	668	306	530	616	694	677	685
Transport	FTEs	109	114	113	118	125	127	59	104	120	134	130	132
Direct Employment	FTEs	1,953	2,011	1,971	2,021	2,105	2,136	1,065	1,788	2,126	2,299	2,143	2,179
Indirect Employment	FTEs	444	464	462	482	508	513	245	426	500	550	532	542
TOTAL	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674	2,721



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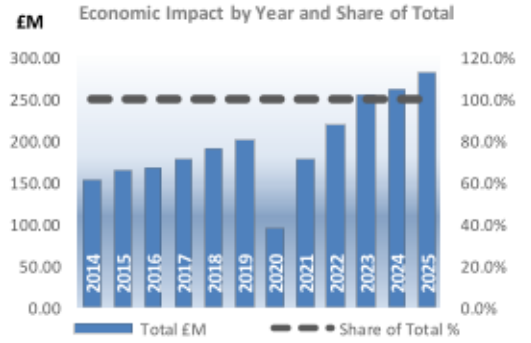
Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2014 to 2025

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

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STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS									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																
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		89.3%	96.7%	104.5%	72.3%	85.9%	97.8%	62.0%	82.2%	100.4%	89.1%	59.5%	74.2%	84.3%		97.7%	85.8%	80.3%	76.1%
% Change 2024 to 2025		7.6%	6.0%	5.9%	10.3%	9.2%	4.3%	10.3%	9.2%	11.5%	6.8%	2.5%	3.4%	7.8%	Annual Change	6.4%	7.6%	10.2%	4.6%
Average Annual Change		8.1%	8.8%	9.5%	6.6%	7.8%	8.9%	5.6%	7.5%	9.1%	8.1%	5.4%	6.7%	7.7%		8.9%	7.8%	7.3%	6.9%
2014	£M	7.362	8.336	10.49	14.45	16.66	16.31	17.68	22.36	13.92	10.74	7.711	6.985	153.00		26.18	47.42	53.96	25.44
2015	£M	8.732	9.683	11.02	14.90	16.97	17.02	17.99	24.70	14.84	12.22	8.033	7.717	163.83	7.1%	29.43	48.90	57.53	27.96
2016	£M	8.893	9.724	11.92	14.83	17.76	18.60	17.64	25.06	14.51	11.82	7.895	7.928	166.58	1.7%	30.54	51.19	57.21	27.64
2017	£M	9.192	10.25	12.49	16.17	18.91	19.65	18.12	26.90	16.21	12.17	8.460	8.354	176.88	6.2%	31.94	54.72	61.23	28.98
2018	£M	9.766	11.21	13.45	16.92	21.03	21.26	19.12	29.17	17.84	13.17	9.013	8.744	190.70	7.8%	34.43	59.22	66.13	30.93
2019	£M	10.34	12.03	14.53	17.87	21.76	22.46	19.97	30.04	18.64	13.71	9.132	9.013	199.51	4.6%	36.91	62.09	68.65	31.86
2020	£M	9.993	10.68	7.013	1.263	2.352	3.904	8.186	19.27	14.61	9.673	2.948	4.748	94.64	-52.6%	27.69	7.519	42.06	17.37
2021	£M	2.447	3.981	5.678	9.453	17.98	23.55	21.21	32.26	22.54	16.95	10.03	10.47	176.55	86.6%	12.11	50.98	76.01	37.46
2022	£M	10.71	11.15	15.86	18.62	23.44	25.28	22.85	32.15	21.49	15.84	10.48	11.13	219.00	24.0%	37.72	67.34	76.48	37.45
2023	£M	12.69	14.95	19.41	22.59	27.58	29.00	24.88	36.42	25.16	18.73	11.80	11.75	254.96	16.4%	47.05	79.17	86.46	42.28
2024	£M	12.95	15.47	20.25	22.57	28.37	30.93	25.97	37.31	25.01	19.03	12.00	11.77	261.63	2.6%	48.67	81.87	88.29	42.80
2025	£M	13.94	16.39	21.45	24.89	30.98	32.25	28.63	40.75	27.89	20.32	12.30	12.17	281.96	7.8%	51.78	88.12	97.28	44.78

ECONOMIC IMPACT - IN HISTORIC PRICES														TOTAL
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	
Total	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63	281.96	
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63	281.96	
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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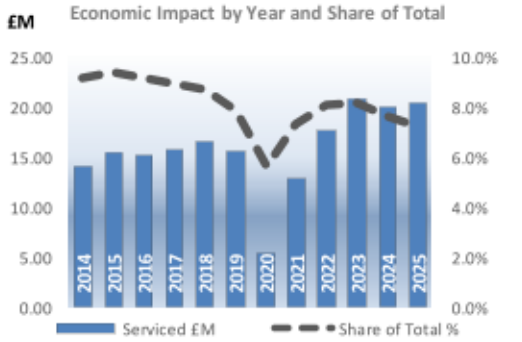
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS										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	84.9%	46.7%	49.4%	61.7%	97.4%	71.6%	43.7%	31.1%	10.2%	39.3%	11.0%	59.2%	45.3%		57.9%	77.1%	28.8%	33.6%
% Change 2024 to 2025	13.1%	5.0%	12.9%	1.4%	2.3%	4.4%	5.8%	0.8%	-1.8%	-5.9%	-7.0%	-0.7%	2.1%		10.3%	2.8%	1.8%	-4.7%
Average Annual Change	7.7%	4.2%	4.5%	5.6%	8.9%	6.5%	4.0%	2.8%	0.9%	3.6%	1.0%	5.4%	4.1%	Annual Change	5.3%	7.0%	2.6%	3.1%
2014 £M	0.588	0.763	0.871	0.951	1.043	1.164	1.757	2.290	1.680	1.076	1.134	0.759	14.08		2.222	3.159	5.727	2.968
2015 £M	0.759	0.885	0.982	1.061	1.221	1.431	1.906	2.412	1.648	1.260	1.027	0.831	15.42	9.6%	2.626	3.713	5.966	3.119
2016 £M	0.711	0.859	0.962	1.032	1.200	1.380	1.937	2.440	1.603	1.169	1.009	0.892	15.19	-1.5%	2.532	3.612	5.980	3.070
2017 £M	0.742	0.867	0.943	1.236	1.501	1.529	1.853	2.244	1.604	1.220	1.071	0.966	15.78	3.8%	2.552	4.266	5.701	3.257
2018 £M	0.777	0.907	0.969	1.283	1.609	1.621	1.910	2.415	1.645	1.295	1.135	1.026	16.59	5.2%	2.653	4.513	5.969	3.456
2019 £M	0.728	0.847	0.910	1.196	1.521	1.535	1.842	2.305	1.519	1.228	1.077	0.929	15.64	-5.7%	2.485	4.251	5.666	3.234
2020 £M	0.733	0.806	0.379	0.100	0.151	0.133	0.427	1.106	0.730	0.547	0.137	0.106	5.354	-65.8%	1.917	0.385	2.263	0.790
2021 £M	0.166	0.179	0.225	0.304	0.485	1.499	1.960	2.669	1.748	1.457	1.216	0.997	12.91	141.0%	0.570	2.289	6.377	3.670
2022 £M	0.786	0.764	0.830	1.127	1.437	1.855	2.271	2.709	1.829	1.510	1.335	1.193	17.65	36.7%	2.380	4.420	6.809	4.038
2023 £M	1.010	1.151	1.223	1.671	1.994	2.044	2.428	2.964	2.042	1.618	1.419	1.322	20.88	18.3%	3.384	5.709	7.433	4.359
2024 £M	0.962	1.066	1.152	1.517	2.012	1.913	2.387	2.977	1.887	1.592	1.354	1.217	20.04	-4.1%	3.180	5.443	7.250	4.163
2025 £M	1.088	1.119	1.301	1.539	2.059	1.998	2.525	3.002	1.852	1.499	1.258	1.208	20.45	2.1%	3.508	5.595	7.378	3.965

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	14.08	15.42	15.19	15.78	16.59	15.64	5.354	12.91	17.65	20.88	20.04	20.45
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63	281.96
Share of Total	%	9.2%	9.4%	9.1%	8.9%	8.7%	7.8%	5.7%	7.3%	8.1%	8.2%	7.7%	7.3%
Annual Change in Share	%		2.3%	-3.1%	-2.2%	-2.5%	-9.9%	-27.8%	29.2%	10.2%	1.7%	-6.5%	-5.3%
Change in Share from 2014	%		2.3%	-0.9%	-3.1%	-5.4%	-14.8%	-38.5%	-20.5%	-12.4%	-11.0%	-16.8%	-21.2%
Avg Ann. Change in Share	%		2.3%	-0.4%	-1.0%	-1.4%	-3.0%	-6.4%	-2.9%	-1.6%	-1.2%	-1.7%	-1.9%

SERVICED ACCOMMODATION



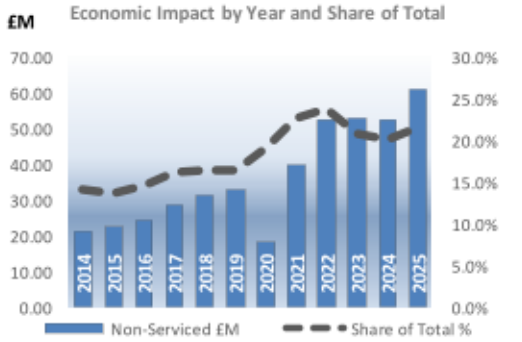
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS										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		168.5%	181.5%	128.2%	220.2%	161.0%	150.4%	162.6%	177.1%	240.2%	229.2%	185.1%	226.4%	184.3%		153.3%	171.3%	190.6%	215.0%
% Change 2024 to 2025		9.8%	27.8%	-0.6%	25.1%	15.3%	12.8%	13.3%	16.8%	22.9%	16.7%	12.4%	13.5%	16.2%	Annual Change	9.8%	17.0%	17.7%	14.8%
Average Annual Change		15.3%	16.5%	11.7%	20.0%	14.6%	13.7%	14.8%	16.1%	21.8%	20.8%	16.8%	20.6%	16.8%		13.9%	15.6%	17.3%	19.5%
2014	£M	0.573	0.656	1.083	1.590	2.474	2.497	2.950	3.705	2.667	1.572	0.992	0.659	21.42		2.312	6.561	9.323	3.224
2015	£M	0.606	0.693	1.180	1.682	2.605	2.610	3.073	3.867	2.802	1.667	1.051	0.696	22.53	5.2%	2.479	6.897	9.741	3.413
2016	£M	0.683	0.762	1.223	1.803	2.768	2.783	3.319	4.225	3.081	1.841	1.166	0.779	24.43	8.4%	2.668	7.355	10.62	3.786
2017	£M	0.801	0.922	1.290	2.086	3.295	3.173	3.962	4.866	3.815	2.052	1.302	0.901	28.46	16.5%	3.013	8.553	12.64	4.254
2018	£M	0.873	1.001	1.364	2.260	3.708	3.533	4.261	5.471	4.100	2.268	1.419	0.987	31.24	9.8%	3.238	9.500	13.83	4.674
2019	£M	0.959	1.034	1.398	2.563	3.968	3.645	4.584	5.624	4.131	2.293	1.535	1.068	32.80	5.0%	3.391	10.18	14.34	4.895
2020	£M	0.965	0.833	0.780	0.086	0.204	0.211	2.734	4.714	4.756	2.218	0.166	0.589	18.26	-44.3%	2.578	0.502	12.20	2.974
2021	£M	0.036	0.037	0.057	1.050	4.333	5.264	6.238	7.751	7.093	4.195	2.225	1.516	39.79	118.0%	0.131	10.65	21.08	7.936
2022	£M	1.567	1.517	2.680	3.901	6.058	5.782	7.074	8.624	6.869	3.733	2.389	2.224	52.42	31.7%	5.764	15.74	22.57	8.346
2023	£M	1.569	1.727	2.530	4.379	6.110	5.315	6.460	8.490	7.254	4.524	2.587	2.092	53.04	1.2%	5.826	15.81	22.20	9.202
2024	£M	1.402	1.444	2.487	4.069	5.603	5.542	6.839	8.789	7.380	4.435	2.519	1.895	52.40	-1.2%	5.333	15.21	23.01	8.848
2025	£M	1.540	1.846	2.472	5.091	6.458	6.253	7.749	10.27	9.074	5.174	2.830	2.152	60.91	16.2%	5.858	17.80	27.09	10.16

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	21.42	22.53	24.43	28.46	31.24	32.80	18.26	39.79	52.42	53.04	52.40	60.91
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63	281.96
Share of Total	%	14.0%	13.8%	14.7%	16.1%	16.4%	16.4%	19.3%	22.5%	23.9%	20.8%	20.0%	21.6%
Annual Change in Share	%		-1.8%	6.7%	9.7%	1.8%	0.4%	17.3%	16.8%	6.2%	-13.1%	-3.7%	7.8%
Change in Share from 2014	%		-1.8%	4.8%	14.9%	17.0%	17.4%	37.8%	61.0%	71.0%	48.6%	43.1%	54.3%
Avg Ann. Change in Share	%		-1.8%	2.4%	5.0%	4.3%	3.5%	6.3%	8.7%	8.9%	5.4%	4.3%	4.9%

NON-SERVICED ACCOMMODATION



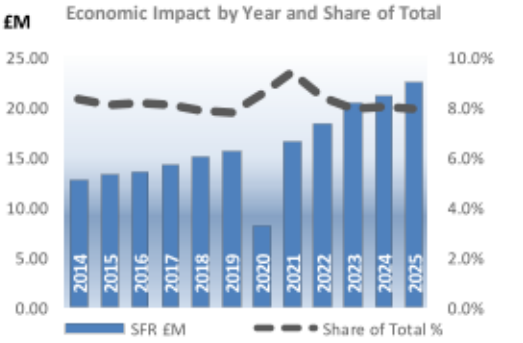
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS										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	81.1%	74.4%	68.1%	79.5%	72.7%	69.5%	69.3%	70.7%	86.6%	84.9%	70.1%	82.3%	76.3%		76.6%	75.0%	73.8%	80.4%
% Change 2024 to 2025	5.5%	9.3%	2.3%	8.8%	6.6%	6.1%	6.2%	6.7%	10.1%	7.0%	4.8%	5.2%	6.5%	Annual Change	5.5%	7.5%	7.4%	5.6%
Average Annual Change	7.4%	6.8%	6.2%	7.2%	6.6%	6.3%	6.3%	6.4%	7.9%	7.7%	6.4%	7.5%	6.9%		7.0%	6.8%	6.7%	7.3%
2014 £M	1.709	0.612	0.743	1.486	1.024	0.810	1.259	1.344	0.775	0.747	0.617	1.591	12.72		3.063	3.320	3.377	2.955
2015 £M	1.807	0.642	0.785	1.537	1.061	0.842	1.295	1.379	0.795	0.782	0.625	1.651	13.20	3.8%	3.235	3.440	3.469	3.059
2016 £M	1.842	0.655	0.802	1.565	1.084	0.861	1.329	1.421	0.822	0.799	0.644	1.714	13.54	2.5%	3.299	3.510	3.572	3.157
2017 £M	1.916	0.699	0.812	1.662	1.171	0.911	1.406	1.486	0.892	0.834	0.668	1.822	14.28	5.5%	3.427	3.744	3.784	3.324
2018 £M	2.007	0.732	0.844	1.734	1.239	0.960	1.466	1.575	0.927	0.877	0.704	1.918	14.98	4.9%	3.583	3.934	3.968	3.499
2019 £M	2.103	0.756	0.870	1.823	1.290	0.987	1.530	1.621	0.943	0.894	0.739	1.991	15.55	3.8%	3.728	4.100	4.094	3.624
2020 £M	2.038	0.645	0.456	0.079	0.076	0.062	0.828	1.274	1.001	0.768	0.084	0.805	8.115	-47.8%	3.139	0.217	3.103	1.657
2021 £M	0.128	0.047	0.051	0.800	1.530	1.487	2.165	2.275	1.736	1.771	1.172	3.424	16.59	104.4%	0.227	3.817	6.175	6.367
2022 £M	2.548	0.840	1.088	2.097	1.485	1.146	1.769	1.861	1.123	1.060	0.856	2.490	18.36	10.7%	4.476	4.728	4.753	4.406
2023 £M	2.873	0.976	1.173	2.409	1.629	1.226	1.893	2.037	1.252	1.250	0.967	2.703	20.39	11.0%	5.022	5.264	5.182	4.920
2024 £M	2.932	0.976	1.221	2.452	1.658	1.295	2.006	2.149	1.313	1.292	1.001	2.756	21.05	3.2%	5.129	5.405	5.468	5.049
2025 £M	3.095	1.067	1.249	2.668	1.768	1.374	2.130	2.294	1.446	1.382	1.050	2.901	22.42	6.5%	5.411	5.809	5.870	5.332

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	12.72	13.20	13.54	14.28	14.98	15.55	8.115	16.59	18.36	20.39	21.05	22.42
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63	281.96
Share of Total	%	8.3%	8.1%	8.1%	8.1%	7.9%	7.8%	8.6%	9.4%	8.4%	8.0%	8.0%	8.0%
Annual Change in Share	%		-3.0%	0.8%	-0.7%	-2.7%	-0.8%	10.0%	9.6%	-10.7%	-4.6%	0.6%	-1.2%
Change in Share from 2014	%		-3.0%	-2.2%	-2.9%	-5.5%	-6.2%	3.2%	13.0%	0.9%	-3.8%	-3.2%	-4.3%
Avg Ann. Change in Share	%		-3.0%	-1.1%	-1.0%	-1.4%	-1.2%	0.5%	1.9%	0.1%	-0.4%	-0.3%	-0.4%

SFR



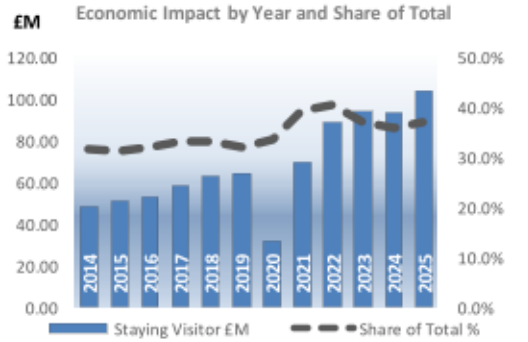
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS										2014 to 2025 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	99.4%	98.6%	86.2%	130.9%	126.5%	115.2%	107.9%	112.1%	141.5%	137.2%	87.3%	108.0%	115.2%		94.5%	124.0%	118.9%	112.7%
% Change 2024 to 2025	8.0%	15.7%	3.3%	15.7%	10.9%	10.0%	10.4%	11.9%	16.9%	10.1%	5.4%	6.7%	11.0%	Annual Change	8.3%	12.1%	12.9%	7.7%
Average Annual Change	9.0%	9.0%	7.8%	11.9%	11.5%	10.5%	9.8%	10.2%	12.9%	12.5%	7.9%	9.8%	10.5%		8.6%	11.3%	10.8%	10.2%
2014 £M	2.870	2.031	2.697	4.027	4.541	4.471	5.966	7.339	5.122	3.395	2.743	3.009	48.21		7.598	13.04	18.43	9.148
2015 £M	3.172	2.219	2.948	4.280	4.887	4.884	6.273	7.658	5.244	3.709	2.704	3.178	51.16	6.1%	8.339	14.05	19.18	9.591
2016 £M	3.236	2.276	2.987	4.400	5.052	5.024	6.586	8.086	5.505	3.809	2.818	3.385	53.16	3.9%	8.499	14.48	20.18	10.01
2017 £M	3.458	2.487	3.046	4.984	5.966	5.613	7.220	8.596	6.311	4.105	3.041	3.689	58.52	10.1%	8.992	16.56	22.13	10.84
2018 £M	3.657	2.639	3.177	5.277	6.556	6.114	7.637	9.460	6.671	4.439	3.259	3.931	62.82	7.4%	9.474	17.95	23.77	11.63
2019 £M	3.790	2.637	3.178	5.582	6.779	6.167	7.956	9.550	6.594	4.414	3.350	3.988	63.99	1.9%	9.605	18.53	24.10	11.75
2020 £M	3.735	2.284	1.614	0.266	0.431	0.406	3.989	7.094	6.486	3.532	0.388	1.500	31.73	-50.4%	7.634	1.103	17.57	5.420
2021 £M	0.331	0.264	0.333	2.154	6.348	8.250	10.36	12.69	10.58	7.423	4.614	5.937	69.29	118.4%	0.928	16.75	33.63	17.97
2022 £M	4.902	3.121	4.598	7.126	8.980	8.783	11.11	13.19	9.821	6.303	4.580	5.908	88.43	27.6%	12.62	24.89	34.13	16.79
2023 £M	5.452	3.854	4.926	8.459	9.733	8.586	10.78	13.49	10.55	7.391	4.973	6.116	94.31	6.7%	14.23	26.78	34.82	18.48
2024 £M	5.296	3.486	4.861	8.038	9.272	8.750	11.23	13.91	10.58	7.318	4.874	5.868	93.49	-0.9%	13.64	26.06	35.73	18.06
2025 £M	5.722	4.033	5.021	9.297	10.28	9.624	12.40	15.56	12.37	8.055	5.138	6.260	103.77	11.0%	14.78	29.21	40.34	19.45

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	48.21	51.16	53.16	58.52	62.82	63.99	31.73	69.29	88.43	94.31	93.49	103.77
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63	281.96
Share of Total	%	31.5%	31.2%	31.9%	33.1%	32.9%	32.1%	33.5%	39.2%	40.4%	37.0%	35.7%	36.8%
Annual Change in Share	%		-0.9%	2.2%	3.7%	-0.4%	-2.6%	4.5%	17.1%	2.9%	-8.4%	-3.4%	3.0%
Change in Share from 2014	%		-0.9%	1.3%	5.0%	4.5%	1.8%	6.4%	24.5%	28.1%	17.4%	13.4%	16.8%
Avg Ann. Change in Share	%		-0.9%	0.6%	1.7%	1.1%	0.4%	1.1%	3.5%	3.5%	1.9%	1.3%	1.5%

STAYING VISITOR



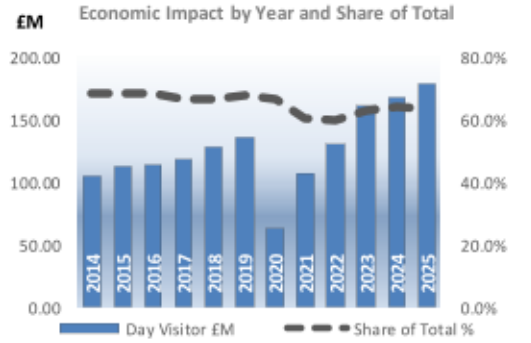
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS										2014 to 2025 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	82.9%	96.1%	110.9%	49.7%	70.7%	91.1%	38.6%	67.6%	76.4%	66.9%	44.2%	48.6%	70.0%		99.1%	71.4%	60.2%	55.5%
% Change 2024 to 2025	7.3%	3.1%	6.8%	7.3%	8.4%	2.0%	10.1%	7.7%	7.6%	4.7%	0.5%	0.1%	6.0%	Annual Change	5.6%	5.6%	8.3%	2.4%
Average Annual Change	7.5%	8.7%	10.1%	4.5%	6.4%	8.3%	3.5%	6.1%	6.9%	6.1%	4.0%	4.4%	6.4%		9.0%	6.5%	5.5%	5.0%
2014 £M	4.491	6.306	7.790	10.42	12.12	11.84	11.71	15.02	8.801	7.347	4.968	3.976	104.79		18.59	34.38	35.53	16.29
2015 £M	5.560	7.463	8.073	10.62	12.08	12.14	11.72	17.04	9.594	8.506	5.329	4.539	112.67	7.5%	21.10	34.85	38.36	18.37
2016 £M	5.657	7.448	8.936	10.43	12.70	13.58	11.05	16.97	9.009	8.008	5.077	4.544	113.42	0.7%	22.04	36.71	37.04	17.63
2017 £M	5.734	7.764	9.449	11.18	12.94	14.03	10.90	18.31	9.901	8.063	5.419	4.665	118.36	4.4%	22.95	38.16	39.11	18.15
2018 £M	6.109	8.572	10.28	11.65	14.48	15.15	11.49	19.71	11.17	8.729	5.754	4.814	127.89	8.0%	24.96	41.27	42.36	19.30
2019 £M	6.552	9.392	11.36	12.28	14.98	16.29	12.01	20.49	12.05	9.297	5.782	5.024	135.52	6.0%	27.30	43.56	44.55	20.10
2020 £M	6.258	8.400	5.399	0.997	1.920	3.498	4.197	12.17	8.124	6.141	2.560	3.249	62.91	-53.6%	20.06	6.415	24.49	11.95
2021 £M	2.116	3.717	5.346	7.299	11.63	15.30	10.85	19.57	11.96	9.532	5.416	4.537	107.27	70.5%	11.18	34.23	42.37	19.49
2022 £M	5.808	8.029	11.27	11.49	14.46	16.50	11.73	18.96	11.67	9.541	5.899	5.221	130.58	21.7%	25.10	42.45	42.36	20.66
2023 £M	7.238	11.10	14.48	14.13	17.84	20.42	14.10	22.93	14.62	11.34	6.826	5.638	160.65	23.0%	32.82	52.39	51.64	23.80
2024 £M	7.655	11.99	15.39	14.53	19.09	22.18	14.73	23.39	14.43	11.71	7.128	5.903	168.14	4.7%	35.03	55.81	52.56	24.74
2025 £M	8.214	12.36	16.43	15.59	20.69	22.63	16.23	25.19	15.52	12.26	7.161	5.909	178.19	6.0%	37.00	58.92	56.94	25.33

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	104.79	112.67	113.42	118.36	127.89	135.52	62.91	107.27	130.58	160.65	168.14	178.19
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51	94.64	176.55	219.00	254.96	261.63	281.96
Share of Total	%	68.5%	68.8%	68.1%	66.9%	67.1%	67.9%	66.5%	60.8%	59.6%	63.0%	64.3%	63.2%
Annual Change in Share	%		0.4%	-1.0%	-1.7%	0.2%	1.3%	-2.1%	-8.6%	-1.9%	5.7%	2.0%	-1.7%
Change in Share from 2014	%		0.4%	-0.6%	-2.3%	-2.1%	-0.8%	-2.9%	-11.3%	-12.9%	-8.0%	-6.2%	-7.7%
Avg Ann. Change in Share	%		0.4%	-0.3%	-0.8%	-0.5%	-0.2%	-0.5%	-1.6%	-1.6%	-0.9%	-0.6%	-0.7%

DAY VISITOR



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

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

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

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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

2014 to 2025

VISITOR NUMBERS BY:		MONTH AND QUARTER												TOTAL CALENDAR YEAR		VISITOR NUMBERS QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		19.1%	26.3%	34.3%	-1.0%	11.0%	23.6%	-8.6%	9.2%	17.0%	9.3%	-5.0%	0.5%	10.9%		27.7%	11.6%	5.3%	2.7%
% Change 2024 to 2025		3.9%	0.2%	2.8%	4.1%	4.4%	-0.9%	6.0%	4.2%	5.5%	1.3%	-2.5%	-1.9%	2.7%	Annual Change	2.2%	2.3%	5.1%	-0.6%
Average Annual Change		1.7%	2.4%	3.1%	-0.1%	1.0%	2.1%	-0.8%	0.8%	1.5%	0.8%	-0.5%	0.0%	1.0%		2.5%	1.1%	0.5%	0.2%
2014	M	0.148	0.194	0.239	0.320	0.371	0.361	0.363	0.462	0.279	0.229	0.160	0.135	3.261		0.580	1.053	1.104	0.524
2015	M	0.178	0.226	0.245	0.323	0.367	0.366	0.359	0.516	0.300	0.261	0.168	0.150	3.460	6.1%	0.649	1.056	1.176	0.579
2016	M	0.179	0.222	0.266	0.314	0.380	0.402	0.337	0.507	0.279	0.243	0.159	0.149	3.438	-0.6%	0.668	1.096	1.123	0.551
2017	M	0.177	0.226	0.274	0.329	0.380	0.406	0.326	0.532	0.300	0.239	0.165	0.150	3.506	2.0%	0.678	1.115	1.158	0.555
2018	M	0.182	0.240	0.286	0.330	0.408	0.422	0.331	0.552	0.323	0.249	0.169	0.150	3.641	3.8%	0.708	1.160	1.205	0.568
2019	M	0.189	0.255	0.307	0.339	0.412	0.441	0.337	0.559	0.337	0.258	0.166	0.152	3.752	3.0%	0.751	1.192	1.233	0.575
2020	M	0.176	0.222	0.142	0.026	0.050	0.089	0.119	0.328	0.228	0.168	0.066	0.089	1.703	-54.6%	0.541	0.165	0.675	0.323
2021	M	0.054	0.093	0.134	0.189	0.310	0.406	0.302	0.523	0.335	0.264	0.155	0.141	2.907	70.7%	0.282	0.904	1.160	0.561
2022	M	0.156	0.197	0.275	0.288	0.361	0.404	0.301	0.471	0.301	0.240	0.154	0.146	3.295	13.3%	0.628	1.053	1.073	0.541
2023	M	0.169	0.239	0.310	0.312	0.390	0.436	0.314	0.497	0.328	0.252	0.157	0.140	3.543	7.5%	0.717	1.138	1.139	0.549
2024	M	0.169	0.244	0.312	0.304	0.395	0.450	0.313	0.484	0.309	0.247	0.155	0.138	3.522	-0.6%	0.726	1.149	1.106	0.541
2025	M	0.176	0.245	0.321	0.317	0.412	0.446	0.332	0.505	0.326	0.251	0.152	0.135	3.617	2.7%	0.741	1.175	1.163	0.538

VISITOR NUMBERS — **TOTAL**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	3.261	3.460	3.438	3.506	3.641	3.752	1.703	2.907	3.295	3.543	3.522	3.617
All Visitor Types	M	3.261	3.460	3.438	3.506	3.641	3.752	1.703	2.907	3.295	3.543	3.522	3.617
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

STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

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	56.8%	15.0%	0.2%	4.2%	9.3%	-11.5%	1.7%	-18.5%	-18.7%	-3.5%	-4.7%	29.7%	-0.4%		18.1%	0.0%	-12.7%	6.3%
% Change 2024 to 2025	16.0%	7.7%	15.8%	-16.9%	-16.1%	-14.5%	4.6%	-0.3%	-2.7%	2.6%	1.3%	8.3%	-0.2%	Annual Change	12.7%	-15.8%	0.5%	4.2%
Average Annual Change	5.2%	1.4%	0.0%	0.4%	0.8%	-1.0%	0.2%	-1.7%	-1.7%	-0.3%	-0.4%	2.7%	0.0%		1.6%	0.0%	-1.2%	0.6%
2014 000s	2.3	4.1	4.2	3.4	4.4	4.8	7.4	8.8	9.1	4.9	6.3	5.0	64.6		10.6	12.6	25.2	16.2
2015 000s	2.8	4.8	4.8	3.7	4.9	5.2	7.4	8.0	9.4	5.3	5.9	5.4	67.6	4.7%	12.4	13.7	24.9	16.6
2016 000s	2.8	4.6	4.4	3.7	4.7	4.8	7.7	7.7	9.1	4.7	5.9	5.7	65.9	-2.5%	11.9	13.2	24.4	16.4
2017 000s	2.9	4.6	4.3	4.4	5.7	5.1	7.2	6.9	8.8	4.7	6.1	6.0	66.6	1.1%	11.7	15.2	22.9	16.8
2018 000s	2.9	4.7	4.3	4.4	5.9	5.3	7.2	7.1	8.8	4.9	6.2	6.2	68.0	2.1%	11.9	15.6	23.1	17.4
2019 000s	2.6	4.2	3.9	4.1	5.5	5.0	6.9	6.9	8.0	4.6	5.8	5.5	62.9	-7.5%	10.7	14.5	21.7	15.9
2020 000s	2.6	3.9	1.5	0.3	0.5	0.4	1.5	3.2	3.7	2.0	0.7	0.6	21.0	-66.6%	8.0	1.3	8.4	3.3
2021 000s	0.6	0.8	0.9	1.0	1.6	4.5	6.7	7.2	8.6	5.0	6.1	5.5	48.5	131.2%	2.3	7.1	22.5	16.7
2022 000s	2.6	3.4	3.1	3.5	4.7	5.2	7.3	6.9	8.5	5.0	6.4	6.3	62.7	29.2%	9.0	13.4	22.7	17.6
2023 000s	3.0	4.8	4.3	4.6	5.9	5.3	7.3	7.0	8.8	4.9	6.3	6.4	68.6	9.5%	12.1	15.8	23.0	17.6
2024 000s	3.1	4.3	3.7	4.2	5.8	4.9	7.2	7.2	7.6	4.6	5.9	6.0	64.5	-6.0%	11.1	15.0	21.9	16.5
2025 000s	3.6	4.7	4.3	3.5	4.9	4.2	7.5	7.1	7.4	4.7	6.0	6.5	64.3	-0.2%	12.5	12.6	22.0	17.2

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	64.6	67.6	65.9	66.6	68.0	62.9	21.0	48.5	62.7	68.6	64.5	64.3
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3	3.5	3.5	3.6
Share of Total	%	2.0%	2.0%	1.9%	1.9%	1.9%	1.7%	1.2%	1.7%	1.9%	1.9%	1.8%	1.8%
Annual Change in Share	%		-1.3%	-1.9%	-0.9%	-1.7%	-10.2%	-26.5%	35.4%	14.0%	1.8%	-5.4%	-2.9%
Change in Share from 2014	%		-1.3%	-3.2%	-4.1%	-5.7%	-15.4%	-37.8%	-15.8%	-4.0%	-2.2%	-7.6%	-10.2%
Avg Ann. Change in Share	%		-1.3%	-1.6%	-1.4%	-1.4%	-3.1%	-6.3%	-2.3%	-0.5%	-0.2%	-0.8%	-0.9%

SERVICED ACCOMMODATION



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

STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

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	94.8%	88.6%	19.6%	102.1%	50.7%	79.9%	44.5%	80.4%	148.7%	73.3%	45.7%	87.9%	78.6%		56.4%	74.0%	92.2%	66.3%
% Change 2024 to 2025	33.1%	35.4%	-18.2%	36.1%	11.0%	32.4%	4.8%	16.0%	41.4%	7.1%	3.9%	15.1%	19.3%	Annual Change	8.4%	25.1%	22.4%	7.5%
Average Annual Change	8.6%	8.1%	1.8%	9.3%	4.6%	7.3%	4.0%	7.3%	13.5%	6.7%	4.2%	8.0%	7.1%		5.1%	6.7%	8.4%	6.0%
2014 000s	1.3	1.7	2.8	5.0	7.8	6.9	7.6	9.7	8.5	5.3	3.7	1.8	61.9		5.8	19.6	25.7	10.8
2015 000s	1.1	1.6	2.8	4.7	7.6	6.2	7.1	11.1	9.8	5.5	4.0	1.5	63.1	2.0%	5.5	18.5	28.0	11.1
2016 000s	1.4	1.8	3.0	4.8	7.6	6.8	7.5	10.6	9.0	5.2	3.5	1.8	62.7	-0.6%	6.1	19.1	27.1	10.4
2017 000s	1.6	2.1	3.1	5.4	8.8	7.6	8.7	11.9	10.9	5.6	3.8	2.0	71.5	14.0%	6.7	21.8	31.5	11.4
2018 000s	1.7	2.2	3.1	5.7	9.6	8.2	9.1	13.0	11.4	6.0	4.0	2.1	76.1	6.4%	7.0	23.4	33.4	12.2
2019 000s	1.8	2.2	3.1	6.3	10.0	8.3	9.6	13.1	11.2	6.0	4.2	2.2	78.1	2.6%	7.1	24.5	33.9	12.5
2020 000s	1.7	1.8	1.7	0.2	0.5	0.5	5.6	10.8	12.6	5.6	0.4	1.2	42.6	-45.5%	5.2	1.2	29.0	7.3
2021 000s	0.1	0.1	0.1	2.4	10.3	11.2	12.1	16.8	18.0	10.1	5.7	2.9	89.7	110.8%	0.3	23.8	46.9	18.8
2022 000s	2.5	2.9	5.2	8.3	13.4	11.5	13.0	17.6	16.3	8.4	5.7	4.1	108.8	21.2%	10.6	33.1	46.8	18.2
2023 000s	2.3	3.0	4.5	8.4	12.1	9.5	10.6	15.4	15.5	9.3	5.6	3.5	99.6	-8.4%	9.7	30.0	41.4	18.4
2024 000s	1.9	2.3	4.1	7.4	10.5	9.3	10.5	15.0	14.9	8.5	5.2	2.9	92.7	-7.0%	8.3	27.2	40.4	16.7
2025 000s	2.5	3.1	3.4	10.0	11.7	12.4	11.0	17.4	21.0	9.2	5.4	3.4	110.5	19.3%	9.1	34.1	49.5	17.9

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	000s	61.9	63.1	62.7	71.5	76.1	78.1	42.6	89.7	108.8	99.6	92.7	110.5
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3	3.5	3.5	3.6
Share of Total	%	1.9%	1.8%	1.8%	2.0%	2.1%	2.1%	2.5%	3.1%	3.3%	2.8%	2.6%	3.1%
Annual Change in Share	%		-3.9%	0.0%	11.8%	2.5%	-0.4%	20.1%	23.5%	7.0%	-14.8%	-6.4%	16.2%
Change in Share from 2014	%		-3.9%	-3.9%	7.4%	10.1%	9.6%	31.7%	62.6%	73.9%	48.1%	38.6%	61.0%
Avg Ann. Change in Share	%		-3.9%	-1.9%	2.5%	2.5%	1.9%	5.3%	8.9%	9.2%	5.3%	3.9%	5.5%

NON-SERVICED ACCOMMODATION



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

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS										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	16.8%	12.5%	8.4%	15.8%	11.3%	9.3%	9.2%	10.1%	20.3%	19.2%	9.7%	17.6%	13.6%		13.7%	12.5%	12.4%	16.1%
% Change 2024 to 2025	1.9%	5.5%	-1.3%	5.0%	2.9%	2.4%	2.5%	3.0%	6.3%	3.2%	1.2%	1.6%	2.8%	Annual Change	1.8%	3.6%	3.7%	1.9%
Average Annual Change	1.5%	1.1%	0.8%	1.4%	1.0%	0.8%	0.8%	0.9%	1.8%	1.7%	0.9%	1.6%	1.2%		1.2%	1.1%	1.1%	1.5%
2014 000s	14.9	6.4	7.5	12.0	10.2	8.4	11.0	11.3	7.8	7.6	6.6	13.3	117.0		28.8	30.6	30.0	27.6
2015 000s	15.6	6.6	7.9	12.3	10.4	8.7	11.2	11.4	7.9	7.9	6.6	13.7	120.2	2.7%	30.1	31.3	30.5	28.2
2016 000s	15.7	6.6	7.9	12.3	10.5	8.7	11.3	11.6	8.1	8.0	6.7	14.0	121.6	1.2%	30.3	31.6	31.0	28.7
2017 000s	15.9	6.9	7.8	12.8	11.0	9.0	11.7	11.9	8.5	8.1	6.8	14.5	125.0	2.8%	30.7	32.8	32.1	29.5
2018 000s	16.0	7.0	7.8	12.8	11.2	9.1	11.7	12.1	8.5	8.2	6.9	14.7	126.2	0.9%	30.8	33.2	32.3	29.8
2019 000s	16.4	7.0	7.9	13.1	11.4	9.2	11.9	12.1	8.5	8.1	7.1	14.9	127.6	1.1%	31.3	33.7	32.5	30.1
2020 000s	15.5	5.8	4.0	0.6	0.7	0.6	6.3	9.3	8.7	6.8	0.8	5.9	64.8	-49.2%	25.3	1.8	24.3	13.5
2021 000s	1.6	0.7	0.7	5.0	10.9	12.3	15.3	15.9	13.6	14.0	9.8	20.9	120.7	86.2%	3.0	28.3	44.8	44.7
2022 000s	17.7	6.9	8.8	13.5	11.7	9.5	12.3	12.4	9.0	8.6	7.3	16.6	134.2	11.2%	33.4	34.6	33.7	32.5
2023 000s	17.6	7.1	8.3	13.6	11.3	8.9	11.6	12.0	8.8	8.9	7.3	15.9	131.4	-2.1%	33.0	33.9	32.4	32.1
2024 000s	17.1	6.8	8.3	13.2	11.0	9.0	11.7	12.0	8.8	8.8	7.2	15.5	129.4	-1.6%	32.2	33.2	32.6	31.4
2025 000s	17.4	7.1	8.2	13.9	11.3	9.2	12.0	12.4	9.4	9.1	7.3	15.7	133.0	2.8%	32.7	34.4	33.8	32.0

VISITOR NUMBERS													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	000s	117.0	120.2	121.6	125.0	126.2	127.6	64.8	120.7	134.2	131.4	129.4	133.0
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3	3.5	3.5	3.6
Share of Total	%	3.6%	3.5%	3.5%	3.6%	3.5%	3.4%	3.8%	4.2%	4.1%	3.7%	3.7%	3.7%
Annual Change in Share	%		-3.2%	1.8%	0.8%	-2.8%	-1.9%	11.9%	9.1%	-1.9%	-8.9%	-1.0%	0.1%
Change in Share from 2014	%		-3.2%	-1.4%	-0.6%	-3.4%	-5.2%	6.1%	15.7%	13.5%	3.4%	2.4%	2.4%
Avg Ann. Change in Share	%		-3.2%	-0.7%	-0.2%	-0.9%	-1.0%	1.0%	2.2%	1.7%	0.4%	0.2%	0.2%

SFR



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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

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	27.2%	23.8%	8.2%	34.9%	24.6%	28.5%	17.4%	24.6%	49.2%	29.1%	12.2%	26.9%	26.4%		20.2%	29.2%	30.0%	23.1%
% Change 2024 to 2025	6.5%	11.4%	-1.7%	10.5%	2.0%	10.8%	3.8%	8.0%	20.8%	4.6%	2.0%	4.9%	7.4%	Annual Change	5.2%	7.5%	10.9%	4.0%
Average Annual Change	2.5%	2.2%	0.7%	3.2%	2.2%	2.6%	1.6%	2.2%	4.5%	2.6%	1.1%	2.4%	2.4%		1.8%	2.7%	2.7%	2.1%
2014 000s	18.5	12.1	14.6	20.4	22.4	20.1	26.0	29.7	25.3	17.8	16.6	20.2	243.5		45.2	62.8	81.0	54.5
2015 000s	19.4	13.0	15.5	20.6	22.9	20.0	25.8	30.5	27.1	18.7	16.6	20.6	250.8	3.0%	48.0	63.5	83.4	55.9
2016 000s	19.8	13.1	15.3	20.8	22.7	20.4	26.5	29.9	26.1	17.8	16.1	21.5	250.2	-0.3%	48.2	63.9	82.6	55.5
2017 000s	20.3	13.6	15.2	22.5	25.5	21.7	27.6	30.6	28.3	18.5	16.7	22.5	263.1	5.2%	49.1	69.8	86.4	57.7
2018 000s	20.6	13.8	15.2	22.9	26.8	22.6	28.0	32.2	28.7	19.1	17.2	23.1	270.2	2.7%	49.7	72.2	88.9	59.4
2019 000s	20.8	13.5	14.9	23.5	27.0	22.4	28.4	32.1	27.6	18.7	17.2	22.6	268.6	-0.6%	49.2	72.8	88.2	58.5
2020 000s	19.7	11.5	7.3	1.1	1.7	1.4	13.4	23.2	25.0	14.4	2.0	7.7	128.4	-52.2%	38.5	4.2	61.7	24.0
2021 000s	2.2	1.6	1.8	8.4	22.8	28.0	34.1	39.8	40.2	29.1	21.7	29.3	259.0	101.7%	5.6	59.1	114.1	80.1
2022 000s	22.7	13.2	17.0	25.2	29.8	26.2	32.6	36.9	33.7	22.0	19.4	26.9	305.6	18.0%	53.0	81.2	103.2	68.3
2023 000s	22.9	14.8	17.1	26.7	29.3	23.7	29.4	34.4	33.1	23.1	19.2	25.8	299.6	-2.0%	54.9	79.8	96.8	68.2
2024 000s	22.1	13.4	16.1	24.9	27.3	23.3	29.4	34.2	31.3	21.9	18.3	24.4	286.5	-4.4%	51.6	75.4	94.9	64.6
2025 000s	23.5	15.0	15.8	27.5	27.9	25.8	30.5	37.0	37.8	22.9	18.6	25.6	307.8	7.4%	54.3	81.1	105.3	67.1

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	000s	243.5	250.8	250.2	263.1	270.2	268.6	128.4	259.0	305.6	299.6	286.5	307.8
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8	1.7	2.9	3.3	3.5	3.5	3.6
Share of Total	%	7.5%	7.3%	7.3%	7.5%	7.4%	7.2%	7.5%	8.9%	9.3%	8.5%	8.1%	8.5%
Annual Change in Share	%		-2.9%	0.4%	3.1%	-1.1%	-3.6%	5.3%	18.2%	4.1%	-8.8%	-3.8%	4.6%
Change in Share from 2014	%		-2.9%	-2.5%	0.5%	-0.6%	-4.1%	1.0%	19.3%	24.2%	13.3%	8.9%	14.0%
Avg Ann. Change in Share	%		-2.9%	-1.3%	0.2%	-0.1%	-0.8%	0.2%	2.8%	3.0%	1.5%	0.9%	1.3%

STAYING VISITOR



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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

2014 to 2025

DAY VISITOR

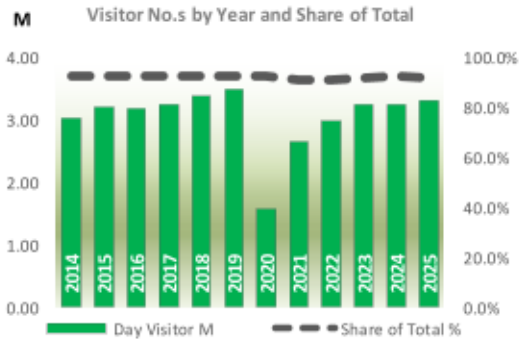
VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		17.9%	26.4%	36.0%	-3.5%	10.1%	23.3%	-10.6%	8.1%	13.8%	7.6%	-7.0%	-4.2%	9.7%		28.4%	10.5%	3.3%	0.3%
% Change 2024 to 2025		3.5%	-0.5%	3.0%	3.6%	4.6%	-1.6%	6.3%	3.9%	3.8%	1.0%	-3.0%	-3.4%	2.3%	Annual Change	1.9%	1.9%	4.5%	-1.2%
Average Annual Change		1.6%	2.4%	3.3%	-0.3%	0.9%	2.1%	-1.0%	0.7%	1.3%	0.7%	-0.6%	-0.4%	0.9%		2.6%	1.0%	0.3%	0.0%
2014	M	0.129	0.182	0.224	0.300	0.349	0.341	0.337	0.433	0.253	0.212	0.143	0.114	3.017		0.535	0.990	1.023	0.469
2015	M	0.158	0.213	0.230	0.303	0.344	0.346	0.334	0.485	0.273	0.242	0.152	0.129	3.209	6.3%	0.601	0.992	1.092	0.523
2016	M	0.159	0.209	0.251	0.293	0.357	0.382	0.311	0.477	0.253	0.225	0.143	0.128	3.188	-0.7%	0.619	1.032	1.041	0.495
2017	M	0.157	0.213	0.259	0.306	0.355	0.385	0.299	0.502	0.271	0.221	0.148	0.128	3.243	1.7%	0.629	1.046	1.072	0.497
2018	M	0.161	0.226	0.271	0.307	0.382	0.399	0.303	0.519	0.294	0.230	0.152	0.127	3.371	3.9%	0.658	1.088	1.116	0.509
2019	M	0.168	0.241	0.292	0.316	0.385	0.419	0.309	0.527	0.310	0.239	0.149	0.129	3.483	3.3%	0.702	1.120	1.145	0.517
2020	M	0.157	0.210	0.135	0.025	0.048	0.088	0.105	0.305	0.203	0.154	0.064	0.081	1.575	-54.8%	0.502	0.161	0.613	0.299
2021	M	0.052	0.092	0.132	0.180	0.287	0.378	0.268	0.483	0.295	0.235	0.134	0.112	2.649	68.2%	0.276	0.845	1.046	0.481
2022	M	0.133	0.184	0.258	0.263	0.331	0.378	0.269	0.434	0.267	0.218	0.135	0.120	2.990	12.9%	0.575	0.972	0.970	0.473
2023	M	0.146	0.224	0.292	0.285	0.360	0.412	0.285	0.463	0.295	0.229	0.138	0.114	3.243	8.5%	0.663	1.058	1.043	0.481
2024	M	0.147	0.231	0.296	0.280	0.367	0.427	0.284	0.450	0.278	0.225	0.137	0.114	3.236	-0.2%	0.674	1.074	1.011	0.476
2025	M	0.153	0.230	0.305	0.290	0.384	0.420	0.301	0.468	0.288	0.228	0.133	0.110	3.309	2.3%	0.687	1.094	1.057	0.470

VISITOR NUMBERS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	3.017	3.209	3.188	3.243	3.371	3.483	1.575	2.649	2.990	3.243	3.236	3.309
All Visitor Types	M	3.261	3.460	3.438	3.506	3.641	3.752	1.703	2.907	3.295	3.543	3.522	3.617
Share of Total	%	92.5%	92.7%	92.7%	92.5%	92.6%	92.8%	92.5%	91.1%	90.7%	91.5%	91.9%	91.5%
Annual Change in Share	%		0.2%	0.0%	-0.2%	0.1%	0.3%	-0.4%	-1.5%	-0.4%	0.9%	0.4%	-0.4%
Change in Share from 2014	%		0.2%	0.2%	0.0%	0.0%	0.3%	-0.1%	-1.6%	-2.0%	-1.1%	-0.7%	-1.1%
Avg Ann. Change in Share	%		0.2%	0.1%	0.0%	0.0%	0.1%	0.0%	-0.2%	-0.2%	-0.1%	-0.1%	-0.1%

DAY VISITOR



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

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

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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

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	21.0%	27.8%	34.1%	7.6%	17.4%	27.1%	0.4%	16.1%	28.9%	19.4%	2.4%	9.1%	17.4%		28.5%	17.7%	14.2%	11.5%
% Change 2024 to 2025	3.5%	1.4%	2.3%	5.9%	5.4%	0.1%	6.7%	5.4%	7.2%	2.8%	-1.2%	-0.8%	3.7%	Annual Change	2.3%	3.5%	6.3%	0.7%
Average Annual Change	1.9%	2.5%	3.1%	0.7%	1.6%	2.5%	0.0%	1.5%	2.6%	1.8%	0.2%	0.8%	1.6%		2.6%	1.6%	1.3%	1.0%
2014 M	0.183	0.214	0.269	0.372	0.430	0.419	0.430	0.547	0.339	0.268	0.186	0.168	3.825		0.666	1.221	1.316	0.622
2015 M	0.216	0.247	0.278	0.378	0.430	0.429	0.430	0.603	0.361	0.302	0.194	0.185	4.053	6.0%	0.741	1.236	1.394	0.682
2016 M	0.217	0.245	0.299	0.369	0.444	0.466	0.410	0.600	0.345	0.287	0.187	0.186	4.055	0.1%	0.761	1.280	1.354	0.660
2017 M	0.218	0.251	0.307	0.390	0.455	0.477	0.407	0.632	0.376	0.286	0.195	0.190	4.184	3.2%	0.776	1.322	1.415	0.671
2018 M	0.223	0.265	0.320	0.393	0.488	0.497	0.415	0.659	0.402	0.298	0.200	0.191	4.349	4.0%	0.808	1.378	1.475	0.689
2019 M	0.231	0.280	0.340	0.406	0.494	0.516	0.424	0.665	0.414	0.306	0.198	0.193	4.469	2.7%	0.852	1.416	1.504	0.697
2020 M	0.217	0.242	0.160	0.029	0.054	0.093	0.166	0.411	0.311	0.210	0.070	0.107	2.069	-53.7%	0.619	0.177	0.887	0.386
2021 M	0.056	0.095	0.136	0.214	0.392	0.505	0.412	0.659	0.460	0.346	0.200	0.207	3.683	78.0%	0.287	1.112	1.531	0.753
2022 M	0.206	0.226	0.323	0.366	0.462	0.502	0.411	0.605	0.407	0.303	0.195	0.204	4.209	14.3%	0.754	1.330	1.422	0.702
2023 M	0.218	0.270	0.353	0.393	0.485	0.520	0.407	0.618	0.430	0.320	0.197	0.192	4.400	4.6%	0.840	1.397	1.454	0.709
2024 M	0.214	0.270	0.353	0.378	0.479	0.532	0.405	0.602	0.407	0.311	0.193	0.185	4.328	-1.7%	0.836	1.389	1.414	0.688
2025 M	0.221	0.274	0.361	0.400	0.505	0.533	0.432	0.634	0.437	0.319	0.190	0.184	4.490	3.7%	0.856	1.438	1.503	0.693

VISITOR DAYS

TOTAL

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	M	3.825	4.053	4.055	4.184	4.349	4.469	2.069	3.683	4.209	4.400	4.328	4.490
All Visitor Types	M	3.825	4.053	4.055	4.184	4.349	4.469	2.069	3.683	4.209	4.400	4.328	4.490
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												



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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

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	27.8%	3.9%	5.3%	16.2%	38.2%	20.5%	-1.0%	-10.1%	-21.4%	-2.3%	-21.9%	12.4%	2.0%		10.9%	25.1%	-10.8%	-6.0%
% Change 2024 to 2025	10.6%	2.7%	10.4%	-0.8%	0.1%	2.1%	3.3%	-1.6%	-4.0%	-7.9%	-9.1%	-2.9%	-0.3%	Annual Change	7.9%	0.5%	-0.7%	-6.8%
Average Annual Change	2.5%	0.4%	0.5%	1.5%	3.5%	1.9%	-0.1%	-0.9%	-1.9%	-0.2%	-2.0%	1.1%	0.2%		1.0%	2.3%	-1.0%	-0.5%
2014 000s	5.5	7.0	7.9	8.5	9.6	10.7	14.8	19.4	15.2	9.8	10.3	6.9	125.6		20.4	28.8	49.4	27.1
2015 000s	6.9	8.0	8.9	9.5	11.1	13.0	15.8	20.1	14.8	11.4	9.3	7.5	136.1	8.4%	23.8	33.6	50.7	28.1
2016 000s	6.4	7.7	8.6	9.2	10.8	12.4	15.8	20.0	14.3	10.5	9.0	8.0	132.8	-2.5%	22.8	32.4	50.1	27.5
2017 000s	6.5	7.6	8.2	10.8	13.2	13.4	15.0	18.2	14.0	10.6	9.3	8.4	135.3	1.9%	22.4	37.3	47.2	28.3
2018 000s	6.6	7.8	8.2	10.9	13.7	13.9	15.1	19.1	14.0	11.0	9.6	8.7	138.6	2.4%	22.6	38.5	48.1	29.3
2019 000s	6.1	7.1	7.6	9.9	12.7	12.8	14.1	17.7	12.6	10.1	8.9	7.7	127.0	-8.3%	20.7	35.3	44.3	26.7
2020 000s	5.9	6.5	3.0	0.8	1.2	1.1	3.1	8.2	5.8	4.4	1.1	0.8	41.9	-67.0%	15.4	3.1	17.1	6.3
2021 000s	1.3	1.4	1.7	2.4	3.8	11.7	13.9	19.1	13.5	11.3	9.4	7.7	97.2	131.9%	4.4	17.8	46.5	28.4
2022 000s	5.8	5.7	6.1	8.3	10.6	13.7	15.3	18.3	13.4	11.1	9.8	8.7	127.0	30.6%	17.6	32.6	47.1	29.6
2023 000s	6.9	7.9	8.4	11.4	13.6	14.0	15.2	18.6	13.9	11.0	9.7	9.0	139.5	9.9%	23.2	39.0	47.6	29.7
2024 000s	6.3	7.0	7.6	10.0	13.2	12.6	14.2	17.7	12.4	10.4	8.9	8.0	128.4	-8.0%	20.9	35.8	44.3	27.3
2025 000s	7.0	7.2	8.4	9.9	13.2	12.9	14.7	17.4	11.9	9.6	8.1	7.8	128.0	-0.3%	22.6	36.0	44.0	25.4

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	000s	125.6	136.1	132.8	135.3	138.6	127.0	41.9	97.2	127.0	139.5	128.4	128.0
All Visitor Types	M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2	4.4	4.3	4.5
Share of Total	%	3.3%	3.4%	3.3%	3.2%	3.2%	2.8%	2.0%	2.6%	3.0%	3.2%	3.0%	2.9%
Annual Change in Share	%		2.3%	-2.5%	-1.3%	-1.5%	-10.8%	-28.7%	30.2%	14.3%	5.1%	-6.4%	-3.9%
Change in Share from 2014	%		2.3%	-0.3%	-1.5%	-3.0%	-13.4%	-38.3%	-19.6%	-8.1%	-3.5%	-9.7%	-13.1%
Avg Ann. Change in Share	%		2.3%	-0.1%	-0.5%	-0.7%	-2.7%	-6.4%	-2.8%	-1.0%	-0.4%	-1.0%	-1.2%

SERVICED ACCOMMODATION



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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

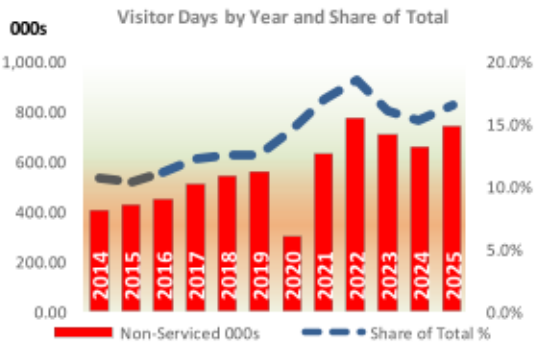
2014 to 2025 | NON-SERVICED | VISITOR DAYS

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	68.7%	79.4%	44.8%	104.0%	67.5%	60.7%	69.1%	79.1%	118.2%	109.2%	81.4%	107.6%	82.4%		60.3%	73.5%	88.3%	100.3%
% Change 2024 to 2025	5.1%	22.4%	-4.7%	20.1%	11.1%	8.7%	10.6%	14.1%	18.5%	11.8%	7.8%	8.7%	12.3%	Annual Change	5.1%	12.6%	14.6%	10.0%
Average Annual Change	6.2%	7.2%	4.1%	9.5%	6.1%	5.5%	6.3%	7.2%	10.7%	9.9%	7.4%	9.8%	7.5%		5.5%	6.7%	8.0%	9.1%
2014 000s	10.7	12.1	20.7	30.8	49.4	49.9	51.0	65.4	53.2	30.0	19.0	12.2	404.4		43.5	130.1	169.6	61.2
2015 000s	11.3	12.8	22.5	32.4	51.7	51.8	52.8	67.8	55.5	31.6	20.0	12.8	422.9	4.6%	46.5	135.9	176.0	64.4
2016 000s	12.3	13.6	22.5	33.7	53.5	53.9	55.6	72.3	59.5	34.0	21.5	13.9	446.3	5.5%	48.4	141.2	187.4	69.4
2017 000s	14.2	16.2	23.3	38.2	62.4	60.2	64.5	81.0	72.2	37.1	23.6	15.8	508.7	14.0%	53.7	160.8	217.7	76.5
2018 000s	15.0	17.0	23.9	40.1	67.9	64.7	67.5	88.5	75.0	39.7	24.9	16.8	541.1	6.4%	55.9	172.8	231.0	81.5
2019 000s	16.1	17.2	23.8	44.4	71.0	65.3	71.4	89.5	73.8	39.2	26.3	17.7	555.7	2.7%	57.0	180.7	234.8	83.2
2020 000s	15.5	13.5	12.9	1.5	3.6	3.7	41.8	73.5	82.8	36.9	2.8	9.5	298.0	-46.4%	41.9	8.7	198.1	49.2
2021 000s	0.6	0.6	0.9	16.8	72.5	88.2	89.8	114.3	118.4	66.2	35.2	23.3	626.8	110.4%	2.0	177.6	322.5	124.7
2022 000s	22.5	21.9	39.6	58.6	94.7	90.4	96.1	119.9	107.0	55.2	35.5	32.1	773.6	23.4%	84.1	243.7	323.1	122.8
2023 000s	20.6	22.8	34.0	59.7	85.8	74.7	78.2	105.0	101.7	60.9	34.9	27.6	705.8	-8.8%	77.4	220.2	284.9	123.4
2024 000s	17.2	17.8	31.4	52.3	74.6	73.8	78.0	102.6	98.0	56.1	31.9	23.3	657.0	-6.9%	66.4	200.7	278.5	111.4
2025 000s	18.1	21.8	29.9	62.8	82.8	80.3	86.2	117.1	116.1	62.8	34.4	25.3	737.5	12.3%	69.7	225.9	319.3	122.5

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	000s	404.4	422.9	446.3	508.7	541.1	555.7	298.0	626.8	773.6	705.8	657.0	737.5
All Visitor Types	M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2	4.4	4.3	4.5
Share of Total	%	10.6%	10.4%	11.0%	12.2%	12.4%	12.4%	14.4%	17.0%	18.4%	16.0%	15.2%	16.4%
Annual Change in Share	%		-1.3%	5.5%	10.5%	2.3%	0.0%	15.8%	18.2%	8.0%	-12.7%	-5.4%	8.2%
Change in Share from 2014	%		-1.3%	4.1%	15.0%	17.7%	17.6%	36.2%	61.0%	73.9%	51.7%	43.6%	55.3%
Avg Ann. Change in Share	%		-1.3%	2.1%	5.0%	4.4%	3.5%	6.0%	8.7%	9.2%	5.7%	4.4%	5.0%

NON-SERVICED ACCOMMODATION



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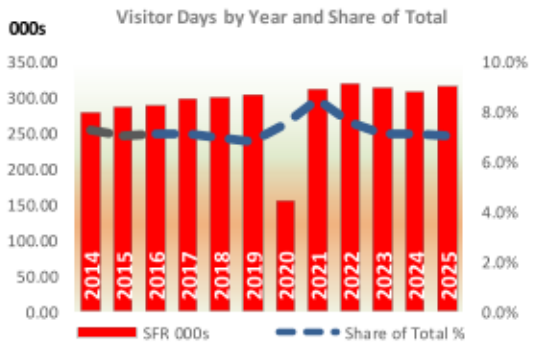
STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

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	16.8%	12.5%	8.4%	15.8%	11.3%	9.3%	9.2%	10.1%	20.3%	19.2%	9.7%	17.6%	13.7%		13.9%	12.8%	12.1%	16.3%
% Change 2024 to 2025	1.9%	5.5%	-1.3%	5.0%	2.9%	2.4%	2.5%	3.0%	6.3%	3.2%	1.2%	1.6%	2.8%	Annual Change	1.8%	3.7%	3.6%	1.9%
Average Annual Change	1.5%	1.1%	0.8%	1.4%	1.0%	0.8%	0.8%	0.9%	1.8%	1.7%	0.9%	1.6%	1.2%		1.3%	1.2%	1.1%	1.5%
2014 000s	37.3	13.3	16.2	32.4	22.3	17.7	27.5	29.3	16.9	16.3	13.5	34.7	277.4		66.8	72.4	73.7	64.5
2015 000s	39.0	13.9	16.9	33.2	22.9	18.2	27.9	29.8	17.1	16.9	13.5	35.6	284.8	2.7%	69.8	74.2	74.8	66.0
2016 000s	39.2	13.9	17.1	33.3	23.1	18.3	28.3	30.3	17.5	17.0	13.7	36.5	288.2	1.2%	70.2	74.7	76.0	67.2
2017 000s	39.8	14.5	16.9	34.5	24.3	18.9	29.2	30.8	18.5	17.3	13.9	37.8	296.4	2.8%	71.1	77.7	78.5	69.0
2018 000s	40.1	14.6	16.9	34.6	24.7	19.2	29.3	31.4	18.5	17.5	14.1	38.3	299.2	0.9%	71.5	78.5	79.2	69.9
2019 000s	40.9	14.7	16.9	35.5	25.1	19.2	29.8	31.6	18.4	17.4	14.4	38.8	302.7	1.2%	72.6	79.8	79.7	70.5
2020 000s	38.6	12.2	8.6	1.5	1.4	1.2	15.7	24.2	19.0	14.6	1.6	15.3	153.9	-49.2%	59.5	4.1	58.8	31.4
2021 000s	2.4	0.9	1.0	15.0	28.6	27.8	40.5	42.5	32.5	33.1	21.9	64.0	310.2	101.6%	4.2	71.4	115.5	119.1
2022 000s	44.2	14.6	18.9	36.4	25.8	19.9	30.7	32.3	19.5	18.4	14.8	43.2	318.5	2.7%	77.6	82.0	82.4	76.4
2023 000s	43.9	14.9	17.9	36.8	24.9	18.8	29.0	31.1	19.2	19.1	14.8	41.3	311.8	-2.1%	76.8	80.5	79.3	75.2
2024 000s	42.7	14.2	17.8	35.7	24.2	18.9	29.2	31.3	19.1	18.8	14.6	40.2	306.8	-1.6%	74.8	78.8	79.7	73.6
2025 000s	43.5	15.0	17.6	37.5	24.9	19.3	30.0	32.3	20.3	19.4	14.8	40.8	315.4	2.8%	76.1	81.7	82.6	75.0

VISITOR DAYS | SFR

SHARE OF MARKET	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR 000s	277.4	284.8	288.2	296.4	299.2	302.7	153.9	310.2	318.5	311.8	306.8	315.4
All Visitor Types M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2	4.4	4.3	4.5
Share of Total %	7.3%	7.0%	7.1%	7.1%	6.9%	6.8%	7.4%	8.4%	7.6%	7.1%	7.1%	7.0%
Annual Change in Share %		-3.1%	1.1%	-0.3%	-2.9%	-1.5%	9.8%	13.2%	-10.2%	-6.4%	0.1%	-0.9%
Change in Share from 2014 %		-3.1%	-2.0%	-2.3%	-5.2%	-6.6%	2.6%	16.2%	4.4%	-2.3%	-2.2%	-3.1%
Avg Ann. Change in Share %		-3.1%	-1.0%	-0.8%	-1.3%	-1.3%	0.4%	2.3%	0.5%	-0.3%	-0.2%	-0.3%



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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

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												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	28.3%	35.7%	24.6%	53.7%	48.7%	43.6%	40.3%	46.2%	74.0%	63.6%	33.9%	37.3%	46.3%		28.9%	48.5%	52.4%	46.0%
% Change 2024 to 2025	3.5%	12.7%	-1.6%	12.5%	8.0%	6.8%	7.8%	10.0%	14.5%	7.5%	3.3%	3.4%	8.1%	Annual Change	3.9%	9.0%	10.8%	5.0%
Average Annual Change	2.6%	3.2%	2.2%	4.9%	4.4%	4.0%	3.7%	4.2%	6.7%	5.8%	3.1%	3.4%	4.2%		2.6%	4.4%	4.8%	4.2%
2014 000s	53.4	32.4	44.8	71.7	81.3	78.3	93.2	114.1	85.3	56.1	42.8	53.8	807.3		130.7	231.3	292.6	152.7
2015 000s	57.2	34.6	48.3	75.0	85.7	83.0	96.5	117.6	87.4	59.9	42.7	55.9	843.8	4.5%	140.1	243.7	301.5	158.5
2016 000s	57.9	35.3	48.2	76.2	87.4	84.7	99.7	122.5	91.3	61.5	44.3	58.4	867.3	2.8%	141.4	248.3	313.5	164.1
2017 000s	60.5	38.3	48.4	83.5	99.9	92.5	108.7	130.1	104.6	65.0	46.8	62.0	940.3	8.4%	147.1	275.9	343.4	173.9
2018 000s	61.7	39.4	49.0	85.6	106.4	97.8	111.9	139.1	107.4	68.2	48.6	63.8	978.8	4.1%	150.1	289.8	358.4	180.6
2019 000s	63.1	38.9	48.3	89.8	108.8	97.3	115.3	138.7	104.7	66.7	49.6	64.1	985.4	0.7%	150.3	295.9	358.8	180.4
2020 000s	60.0	32.2	24.6	3.8	6.2	5.9	60.6	105.9	107.6	55.8	5.5	25.6	493.8	-49.9%	116.8	15.9	274.1	86.9
2021 000s	4.3	2.9	3.6	34.2	104.9	127.7	144.2	175.9	164.4	110.6	66.6	95.0	1,034.2	109.5%	10.7	266.8	484.6	272.2
2022 000s	72.5	42.1	64.6	103.3	131.1	124.0	142.2	170.5	140.0	84.7	60.1	84.1	1,219.1	17.9%	179.3	358.3	452.6	228.9
2023 000s	71.5	45.6	60.3	107.9	124.4	107.4	122.3	154.7	134.7	91.1	59.3	77.9	1,157.1	-5.1%	177.3	339.7	411.8	228.3
2024 000s	66.2	39.1	56.8	98.0	112.0	105.3	121.4	151.6	129.5	85.4	55.4	71.5	1,092.2	-5.6%	162.1	315.3	402.6	212.3
2025 000s	68.6	44.0	55.8	110.2	120.9	112.5	130.8	166.8	148.3	91.8	57.3	73.9	1,180.9	8.1%	168.4	343.6	445.9	223.0

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	000s	807.3	843.8	867.3	940.3	978.8	985.4	493.8	1,034.2	1,219.1	1,157.1	1,092.2	1,180.9
All Visitor Types	M	3.8	4.1	4.1	4.2	4.3	4.5	2.1	3.7	4.2	4.4	4.3	4.5
Share of Total	%	21.1%	20.8%	21.4%	22.5%	22.5%	22.1%	23.9%	28.1%	29.0%	26.3%	25.2%	26.3%
Annual Change in Share	%		-1.4%	2.7%	5.1%	0.1%	-2.0%	8.2%	17.7%	3.1%	-9.2%	-4.0%	4.2%
Change in Share from 2014	%		-1.4%	1.3%	6.5%	6.6%	4.5%	13.1%	33.0%	37.2%	24.6%	19.6%	24.6%
Avg Ann. Change in Share	%		-1.4%	0.7%	2.2%	1.7%	0.9%	2.2%	4.7%	4.7%	2.7%	2.0%	2.2%

STAYING VISITOR



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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

2014 to 2025 | DAY VISITOR | VISITOR DAYS

VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	17.9%	26.4%	36.0%	-3.5%	10.1%	23.3%	-10.6%	8.1%	13.8%	7.6%	-7.0%	-4.2%	9.7%		28.4%	10.5%	3.3%	0.3%
% Change 2024 to 2025	3.5%	-0.5%	3.0%	3.6%	4.6%	-1.6%	6.3%	3.9%	3.8%	1.0%	-3.0%	-3.4%	2.3%	Annual Change	1.9%	1.9%	4.5%	-1.2%
Average Annual Change	1.6%	2.4%	3.3%	-0.3%	0.9%	2.1%	-1.0%	0.7%	1.3%	0.7%	-0.6%	-0.4%	0.9%		2.6%	1.0%	0.3%	0.0%
2014 M	0.129	0.182	0.224	0.300	0.349	0.341	0.337	0.433	0.253	0.212	0.143	0.114	3.017		0.535	0.990	1.023	0.469
2015 M	0.158	0.213	0.230	0.303	0.344	0.346	0.334	0.485	0.273	0.242	0.152	0.129	3.209	6.3%	0.601	0.992	1.092	0.523
2016 M	0.159	0.209	0.251	0.293	0.357	0.382	0.311	0.477	0.253	0.225	0.143	0.128	3.188	-0.7%	0.619	1.032	1.041	0.495
2017 M	0.157	0.213	0.259	0.306	0.355	0.385	0.299	0.502	0.271	0.221	0.148	0.128	3.243	1.7%	0.629	1.046	1.072	0.497
2018 M	0.161	0.226	0.271	0.307	0.382	0.399	0.303	0.519	0.294	0.230	0.152	0.127	3.371	3.9%	0.658	1.088	1.116	0.509
2019 M	0.168	0.241	0.292	0.316	0.385	0.419	0.309	0.527	0.310	0.239	0.149	0.129	3.483	3.3%	0.702	1.120	1.145	0.517
2020 M	0.157	0.210	0.135	0.025	0.048	0.088	0.105	0.305	0.203	0.154	0.064	0.081	1.575	-54.8%	0.502	0.161	0.613	0.299
2021 M	0.052	0.092	0.132	0.180	0.287	0.378	0.268	0.483	0.295	0.235	0.134	0.112	2.649	68.2%	0.276	0.845	1.046	0.481
2022 M	0.133	0.184	0.258	0.263	0.331	0.378	0.269	0.434	0.267	0.218	0.135	0.120	2.990	12.9%	0.575	0.972	0.970	0.473
2023 M	0.146	0.224	0.292	0.285	0.360	0.412	0.285	0.463	0.295	0.229	0.138	0.114	3.243	8.5%	0.663	1.058	1.043	0.481
2024 M	0.147	0.231	0.296	0.280	0.367	0.427	0.284	0.450	0.278	0.225	0.137	0.114	3.236	-0.2%	0.674	1.074	1.011	0.476
2025 M	0.153	0.230	0.305	0.290	0.384	0.420	0.301	0.468	0.288	0.228	0.133	0.110	3.309	2.3%	0.687	1.094	1.057	0.470

VISITOR DAYS

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	M	3.017	3.209	3.188	3.243	3.371	3.483	1.575	2.649	2.990	3.243	3.236	3.309
All Visitor Types	M	3.825	4.053	4.055	4.184	4.349	4.469	2.069	3.683	4.209	4.400	4.328	4.490
Share of Total	%	78.9%	79.2%	78.6%	77.5%	77.5%	77.9%	76.1%	71.9%	71.0%	73.7%	74.8%	73.7%
Annual Change in Share	%		0.4%	-0.7%	-1.4%	0.0%	0.6%	-2.3%	-5.5%	-1.2%	3.8%	1.4%	-1.4%
Change in Share from 2014	%		0.4%	-0.4%	-1.7%	-1.8%	-1.2%	-3.5%	-8.8%	-10.0%	-6.6%	-5.2%	-6.6%
Avg Ann. Change in Share	%		0.4%	-0.2%	-0.6%	-0.4%	-0.2%	-0.6%	-1.3%	-1.2%	-0.7%	-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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STEAM REPORT FOR 2014-2025 - FINAL

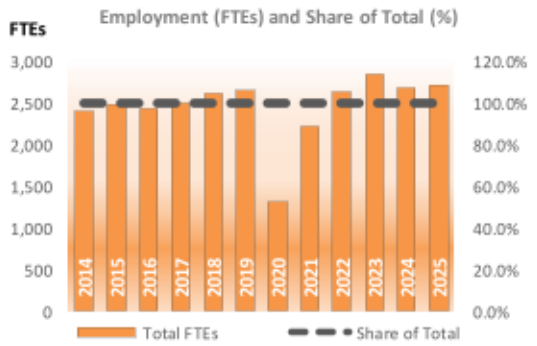
LINCOLNSHIRE WOLDS

2014 to 2025

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL																	
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	10.9%	16.3%	22.6%	7.0%	15.3%	22.3%	1.7%	14.6%	24.4%	18.3%	-0.9%	4.0%	13.5%		17.1%	15.1%	13.1%	8.2%
% Change 2024 to 2025	1.0%	-0.4%	0.0%	3.0%	2.6%	-1.5%	3.6%	2.8%	5.9%	4.3%	-2.4%	-2.0%	1.7%	Annual Change	0.1%	1.2%	4.0%	0.5%
Average Annual Change	1.0%	1.5%	2.1%	0.6%	1.4%	2.0%	0.2%	1.3%	2.2%	1.7%	-0.1%	0.4%	1.2%		1.6%	1.4%	1.2%	0.7%
2014 FTEs	1,625	1,761	2,091	2,680	3,004	2,943	3,065	3,731	2,544	2,108	1,651	1,551	2,396		1,826	2,876	3,113	1,770
2015 FTEs	1,790	1,921	2,122	2,687	2,976	2,973	3,036	3,988	2,630	2,276	1,672	1,627	2,475	3.3%	1,944	2,879	3,218	1,858
2016 FTEs	1,758	1,868	2,187	2,599	3,005	3,120	2,889	3,921	2,502	2,149	1,596	1,604	2,433	-1.7%	1,937	2,908	3,104	1,783
2017 FTEs	1,767	1,905	2,231	2,728	3,093	3,200	2,890	4,107	2,686	2,153	1,644	1,629	2,503	2.9%	1,968	3,007	3,228	1,809
2018 FTEs	1,816	2,004	2,324	2,782	3,322	3,358	2,971	4,322	2,862	2,252	1,690	1,653	2,613	4.4%	2,048	3,154	3,385	1,865
2019 FTEs	1,855	2,069	2,416	2,837	3,332	3,434	3,005	4,320	2,906	2,278	1,673	1,657	2,648	1.4%	2,113	3,201	3,410	1,869
2020 FTEs	1,673	1,779	1,275	286	474	669	1,321	2,848	2,283	1,650	624	841	1,310	-50.5%	1,576	476	2,151	1,038
2021 FTEs	470	663	888	1,472	2,618	3,426	3,014	4,345	3,359	2,731	1,766	1,825	2,215	69.0%	674	2,505	3,573	2,107
2022 FTEs	1,780	1,841	2,399	2,705	3,243	3,452	3,041	4,174	2,975	2,359	1,742	1,802	2,626	18.6%	2,007	3,133	3,397	1,968
2023 FTEs	1,936	2,188	2,699	3,020	3,559	3,734	3,160	4,398	3,262	2,579	1,829	1,814	2,848	8.5%	2,275	3,438	3,607	2,074
2024 FTEs	1,786	2,055	2,562	2,785	3,376	3,655	3,012	4,158	2,990	2,392	1,677	1,646	2,674	-6.1%	2,134	3,272	3,387	1,905
2025 FTEs	1,803	2,047	2,563	2,869	3,463	3,599	3,119	4,277	3,167	2,495	1,636	1,613	2,721	1.7%	2,137	3,310	3,521	1,915

EMPLOYMENT — **TOTAL**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674	2,721
Total Employment	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674	2,721
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2014	%												
Avg Ann. Change in Share	%												



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STEAM REPORT FOR 2014-2025 - FINAL

LINCOLNSHIRE WOLDS

2014 to 2025

SERVICED

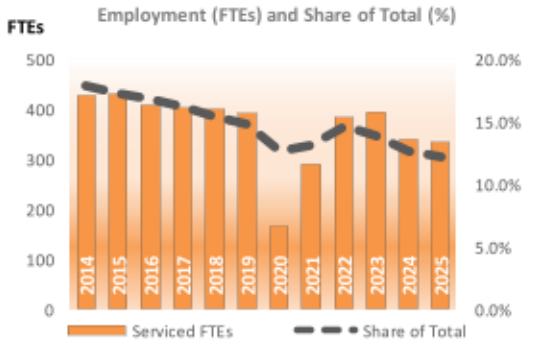
DIRECT EMPLOYMENT

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	-21.8%	-23.6%	-22.8%	-20.7%	-16.1%	-18.4%	-21.3%	-22.5%	-26.4%	-23.5%	-27.0%	-21.6%	-22.2%		-22.7%	-18.4%	-23.4%	-24.1%
% Change 2024 to 2025	0.5%	-0.8%	0.7%	-1.5%	-1.4%	-0.8%	-0.4%	-2.1%	-2.5%	-3.3%	-3.3%	-1.9%	-1.4%	Annual Change	0.1%	-1.2%	-1.7%	-2.8%
Average Annual Change	-2.0%	-2.1%	-2.1%	-1.9%	-1.5%	-1.7%	-1.9%	-2.0%	-2.4%	-2.1%	-2.5%	-2.0%	-2.0%		-2.1%	-1.7%	-2.1%	-2.2%
2014 FTEs	389	400	408	412	422	431	465	502	466	424	428	395	428		399	421	478	415
2015 FTEs	394	403	409	414	427	443	466	500	457	430	412	394	429	0.1%	402	428	474	412
2016 FTEs	371	381	388	392	405	418	446	479	433	403	391	383	407	-5.0%	380	405	453	392
2017 FTEs	365	373	378	399	418	420	433	459	424	397	387	380	403	-1.2%	372	412	439	388
2018 FTEs	360	369	373	394	418	419	429	462	419	395	384	376	400	-0.7%	367	410	437	385
2019 FTEs	355	363	367	386	408	409	420	449	407	388	378	368	391	-2.1%	362	401	425	378
2020 FTEs	293	286	217	67	81	71	164	236	221	207	86	70	167	-57.4%	265	73	207	121
2021 FTEs	122	117	120	131	168	398	416	456	413	395	380	367	290	74.3%	119	233	428	381
2022 FTEs	345	344	348	365	384	408	421	445	406	387	377	368	383	32.1%	346	386	424	377
2023 FTEs	355	364	368	393	413	416	426	456	415	390	379	373	396	3.2%	362	407	432	381
2024 FTEs	302	308	312	332	359	354	367	397	352	335	323	316	338	-14.5%	308	348	372	325
2025 FTEs	304	306	315	327	354	351	366	389	343	324	312	310	333	-1.4%	308	344	366	315

EMPLOYMENT

SERVICED ACCOMMODATION

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	FTEs	428	429	407	403	400	391	167	290	383	396	338	333
Total Employment	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674	2,721
Share of Total	%	17.9%	17.3%	16.7%	16.1%	15.3%	14.8%	12.7%	13.1%	14.6%	13.9%	12.6%	12.3%
Annual Change in Share	%		-3.1%	-3.4%	-3.9%	-4.9%	-3.4%	-14.0%	3.1%	11.4%	-4.9%	-8.9%	-3.1%
Change in Share from 2014	%		-3.1%	-6.3%	-10.0%	-14.4%	-17.3%	-28.9%	-26.7%	-18.4%	-22.3%	-29.3%	-31.5%
Avg Ann. Change in Share	%		-3.1%	-3.2%	-3.3%	-3.6%	-3.5%	-4.8%	-3.8%	-2.3%	-2.5%	-2.9%	-2.9%



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STEAM REPORT FOR 2014-2025 - FINAL

LINCOLNSHIRE WOLDS

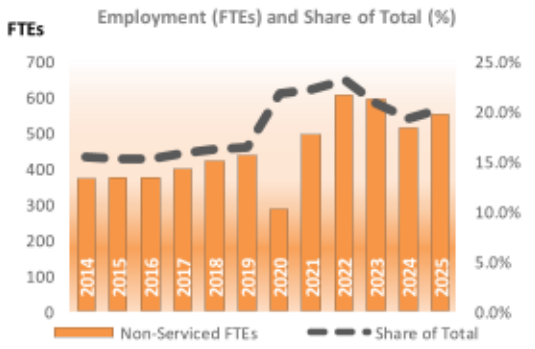
2014 to 2025 | **NON-SERVICED** | **DIRECT EMPLOYMENT**

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	21.0%	26.6%	23.3%	52.9%	45.9%	42.6%	46.9%	56.7%	84.6%	79.9%	34.7%	32.2%	48.7%		23.6%	46.7%	62.6%	51.6%
% Change 2024 to 2025	1.0%	5.3%	-2.1%	8.4%	5.2%	3.9%	5.2%	8.3%	17.3%	22.6%	2.2%	2.2%	7.6%	Annual Change	1.1%	5.6%	10.5%	10.7%
Average Annual Change	1.9%	2.4%	2.1%	4.8%	4.2%	3.9%	4.3%	5.2%	7.7%	7.3%	3.2%	2.9%	4.4%		2.1%	4.2%	5.7%	4.7%
2014 FTEs	251	256	313	362	453	456	458	526	470	357	300	258	372		273	424	485	305
2015 FTEs	253	258	320	368	461	462	464	533	477	362	303	260	377	1.4%	277	430	491	309
2016 FTEs	247	251	306	361	456	458	463	540	482	360	299	254	373	-1.0%	268	425	495	304
2017 FTEs	257	260	309	380	498	487	504	581	540	373	309	260	397	6.3%	275	455	542	314
2018 FTEs	269	272	320	402	539	524	534	633	570	398	323	272	421	6.2%	287	488	579	331
2019 FTEs	281	279	329	432	563	537	561	647	575	407	337	283	436	3.4%	296	511	594	342
2020 FTEs	244	260	256	72	121	122	384	577	632	401	166	191	285	-34.5%	253	105	531	253
2021 FTEs	47	44	50	281	652	720	722	841	967	746	457	385	493	72.6%	47	551	843	529
2022 FTEs	375	377	480	581	755	737	756	941	809	563	459	421	605	22.7%	411	691	835	481
2023 FTEs	375	389	468	605	744	691	703	835	819	607	469	413	593	-1.9%	411	680	785	496
2024 FTEs	301	307	394	510	629	625	640	761	739	524	395	334	513	-13.5%	334	588	713	418
2025 FTEs	304	323	386	553	661	650	673	824	867	642	404	341	552	7.6%	338	621	788	462

EMPLOYMENT

NON-SERVICED ACCOMMODATION

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	FTEs	372	377	373	397	421	436	285	493	605	593	513	552
Total Employment	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674	2,721
Share of Total	%	15.5%	15.2%	15.3%	15.8%	16.1%	16.5%	21.8%	22.2%	23.0%	20.8%	19.2%	20.3%
Annual Change in Share	%		-1.8%	0.7%	3.4%	1.8%	2.1%	32.4%	2.1%	3.5%	-9.6%	-7.8%	5.8%
Change in Share from 2014	%		-1.8%	-1.1%	2.2%	4.0%	6.1%	40.5%	43.5%	48.5%	34.3%	23.8%	30.9%
Avg Ann. Change in Share	%		-1.8%	-0.6%	0.7%	1.0%	1.2%	6.7%	6.2%	6.1%	3.8%	2.4%	2.8%



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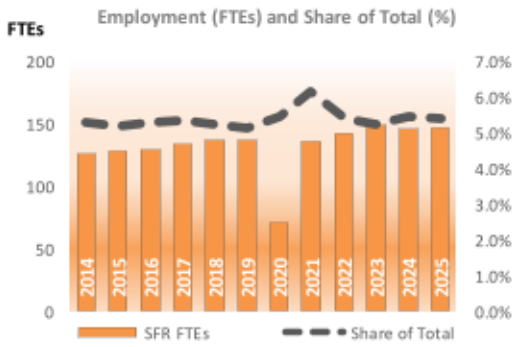
LINCOLNSHIRE WOLDS

2014 to 2025

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		DIRECT EMPLOYMENT 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	19.0%	14.6%	10.4%	18.0%	13.5%	11.4%	11.2%	12.2%	22.6%	21.5%	11.8%	19.8%	15.9%		16.1%	15.0%	14.2%	18.6%
% Change 2024 to 2025	-0.3%	3.3%	-3.4%	2.8%	0.7%	0.2%	0.3%	0.8%	4.0%	1.0%	-1.0%	-0.6%	0.6%	Annual Change	-0.4%	1.5%	1.4%	-0.3%
Average Annual Change	1.7%	1.3%	0.9%	1.6%	1.2%	1.0%	1.0%	1.1%	2.1%	2.0%	1.1%	1.8%	1.4%		1.5%	1.4%	1.3%	1.7%
2014 FTEs	204	73	89	177	122	97	150	160	92	89	74	190	126		122	132	134	117
2015 FTEs	210	75	91	179	123	98	151	161	93	91	73	192	128	1.4%	126	133	135	119
2016 FTEs	210	75	91	178	124	98	151	162	94	91	73	195	129	0.4%	125	133	136	120
2017 FTEs	214	78	91	186	131	102	157	166	100	93	75	204	133	3.6%	128	140	141	124
2018 FTEs	219	80	92	189	135	105	160	172	101	96	77	209	136	2.4%	130	143	144	127
2019 FTEs	221	80	92	192	136	104	161	171	99	94	78	210	136	0.0%	131	144	144	127
2020 FTEs	208	66	47	8	8	6	87	138	108	83	9	87	71	-47.8%	107	7	111	60
2021 FTEs	13	5	5	79	150	146	213	223	170	174	115	336	136	90.7%	8	125	202	208
2022 FTEs	237	78	101	195	138	106	164	173	104	98	79	231	142	4.7%	139	146	147	136
2023 FTEs	253	86	103	212	143	108	166	179	110	110	85	238	149	5.1%	147	154	152	144
2024 FTEs	243	81	101	203	138	107	166	178	109	107	83	229	146	-2.6%	142	149	151	140
2025 FTEs	242	84	98	209	138	108	167	180	113	108	82	227	146	0.6%	141	152	153	139

EMPLOYMENT — **SFR**

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	FTEs	126	128	129	133	136	136	71	136	142	149	146	146
Total Employment	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674	2,721
Share of Total	%	5.3%	5.2%	5.3%	5.3%	5.2%	5.1%	5.4%	6.1%	5.4%	5.2%	5.4%	5.4%
Annual Change in Share	%		-1.8%	2.1%	0.7%	-1.9%	-1.4%	5.5%	12.8%	-11.7%	-3.1%	3.7%	-1.1%
Change in Share from 2014	%		-1.8%	0.2%	0.9%	-1.0%	-2.3%	3.1%	16.3%	2.7%	-0.5%	3.2%	2.0%
Avg Ann. Change in Share	%		-1.8%	0.1%	0.3%	-0.2%	-0.5%	0.5%	2.3%	0.3%	-0.1%	0.3%	0.2%



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STEAM REPORT FOR 2014-2025 - FINAL

LINCOLNSHIRE WOLDS

2014 to 2025

STAYING VISITOR

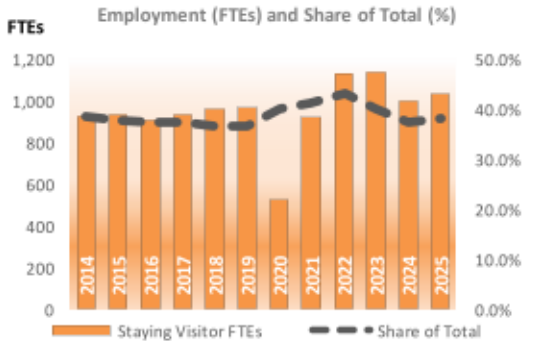
DIRECT EMPLOYMENT

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		0.8%	-2.2%	-1.3%	14.5%	15.7%	12.8%	12.3%	17.2%	28.7%	23.5%	-0.3%	4.2%	11.4%		-0.8%	14.3%	19.2%	9.4%
% Change 2024 to 2025		0.4%	2.4%	-1.2%	4.2%	2.5%	2.0%	2.7%	4.2%	10.3%	11.2%	-0.3%	0.0%	3.5%	Annual Change	0.4%	2.9%	5.7%	4.0%
Average Annual Change		0.1%	-0.2%	-0.1%	1.3%	1.4%	1.2%	1.1%	1.6%	2.6%	2.1%	0.0%	0.4%	1.0%		-0.1%	1.3%	1.7%	0.9%
2014	FTEs	843	729	809	951	997	983	1,073	1,188	1,028	869	801	843	926		794	977	1,097	838
2015	FTEs	857	735	820	960	1,012	1,002	1,080	1,193	1,026	883	789	846	934	0.8%	804	991	1,100	839
2016	FTEs	828	706	785	931	985	974	1,061	1,181	1,008	854	763	832	909	-2.6%	773	964	1,083	817
2017	FTEs	836	712	778	965	1,047	1,009	1,095	1,207	1,064	863	771	844	932	2.6%	775	1,007	1,122	826
2018	FTEs	848	721	786	986	1,092	1,048	1,123	1,267	1,090	889	784	858	958	2.7%	785	1,042	1,160	843
2019	FTEs	857	721	787	1,010	1,107	1,050	1,142	1,267	1,081	888	792	860	964	0.6%	789	1,056	1,163	847
2020	FTEs	745	612	520	148	210	200	634	951	960	691	260	347	523	-45.7%	625	186	849	433
2021	FTEs	182	166	174	491	970	1,265	1,350	1,521	1,550	1,315	952	1,088	919	75.6%	174	909	1,474	1,118
2022	FTEs	957	799	929	1,141	1,278	1,251	1,341	1,559	1,319	1,049	916	1,021	1,130	23.0%	895	1,223	1,407	995
2023	FTEs	983	838	939	1,210	1,300	1,215	1,295	1,469	1,344	1,107	932	1,023	1,138	0.7%	920	1,242	1,369	1,021
2024	FTEs	846	697	808	1,045	1,125	1,087	1,174	1,337	1,200	966	801	878	997	-12.4%	784	1,086	1,237	882
2025	FTEs	850	713	798	1,089	1,154	1,109	1,206	1,393	1,324	1,074	799	878	1,032	3.5%	787	1,117	1,307	917

EMPLOYMENT

STAYING VISITOR

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	FTEs	926	934	909	932	958	964	523	919	1,130	1,138	997	1,032
Total Employment	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674	2,721
Share of Total	%	38.7%	37.7%	37.4%	37.3%	36.6%	36.4%	39.9%	41.5%	43.0%	40.0%	37.3%	37.9%
Annual Change in Share	%		-2.4%	-1.0%	-0.3%	-1.6%	-0.7%	9.7%	3.9%	3.7%	-7.1%	-6.7%	1.8%
Change in Share from 2014	%		-2.4%	-3.3%	-3.6%	-5.2%	-5.9%	3.3%	7.3%	11.3%	3.4%	-3.6%	-1.9%
Avg Ann. Change in Share	%		-2.4%	-1.7%	-1.2%	-1.3%	-1.2%	0.5%	1.0%	1.4%	0.4%	-0.4%	-0.2%



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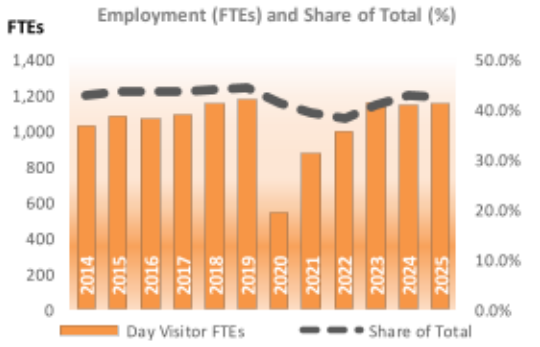
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS									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												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	20.2%	28.8%	38.6%	-1.6%	12.2%	25.6%	-8.9%	10.2%	15.9%	9.7%	-5.3%	-2.3%	11.7%		30.8%	12.6%	5.3%	2.2%
% Change 2024 to 2025	1.3%	-2.6%	0.8%	1.4%	2.3%	-3.7%	4.0%	1.7%	1.6%	-1.1%	-5.1%	-5.5%	0.1%	Annual Change	-0.2%	-0.3%	2.3%	-3.3%
Average Annual Change	1.8%	2.6%	3.5%	-0.1%	1.1%	2.3%	-0.8%	0.9%	1.4%	0.9%	-0.5%	-0.2%	1.1%		2.8%	1.1%	0.5%	0.2%
2014 FTEs	528	741	916	1,225	1,425	1,391	1,376	1,766	1,034	864	584	467	1,026		728	1,347	1,392	638
2015 FTEs	638	856	926	1,219	1,387	1,393	1,345	1,956	1,101	976	612	521	1,077	5.0%	807	1,333	1,467	703
2016 FTEs	636	837	1,004	1,172	1,428	1,526	1,242	1,907	1,012	900	570	511	1,062	-1.4%	826	1,375	1,387	660
2017 FTEs	633	856	1,042	1,234	1,428	1,548	1,202	2,020	1,092	890	598	515	1,088	2.5%	844	1,403	1,438	667
2018 FTEs	658	923	1,107	1,254	1,559	1,631	1,237	2,122	1,202	940	620	518	1,148	5.5%	896	1,481	1,521	693
2019 FTEs	680	975	1,178	1,275	1,555	1,691	1,247	2,127	1,250	965	600	521	1,172	2.1%	944	1,507	1,541	695
2020 FTEs	630	846	544	100	193	352	432	1,286	858	649	271	343	542	-53.7%	674	215	859	421
2021 FTEs	215	377	543	706	1,125	1,481	1,050	1,894	1,158	923	524	439	870	60.4%	378	1,104	1,367	629
2022 FTEs	532	735	1,032	1,053	1,324	1,511	1,074	1,736	1,068	874	540	478	996	14.6%	766	1,296	1,293	631
2023 FTEs	627	962	1,255	1,225	1,547	1,770	1,222	1,988	1,267	983	592	489	1,161	16.5%	948	1,514	1,492	688
2024 FTEs	626	980	1,258	1,188	1,561	1,814	1,205	1,913	1,180	958	583	483	1,146	-1.3%	955	1,521	1,433	675
2025 FTEs	634	955	1,269	1,204	1,598	1,748	1,253	1,945	1,199	947	553	456	1,147	0.1%	953	1,517	1,466	652

EMPLOYMENT

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	FTEs	1,026	1,077	1,062	1,088	1,148	1,172	542	870	996	1,161	1,146	1,147
Total Employment	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674	2,721
Share of Total	%	42.8%	43.5%	43.6%	43.5%	43.9%	44.3%	41.4%	39.3%	37.9%	40.7%	42.8%	42.2%
Annual Change in Share	%		1.7%	0.3%	-0.4%	1.0%	0.8%	-6.5%	-5.1%	-3.4%	7.4%	5.1%	-1.6%
Change in Share from 2014	%		1.7%	1.9%	1.5%	2.5%	3.3%	-3.4%	-8.3%	-11.4%	-4.9%	0.0%	-1.6%
Avg Ann. Change in Share	%		1.7%	1.0%	0.5%	0.6%	0.7%	-0.6%	-1.2%	-1.4%	-0.5%	0.0%	-0.1%

DAY VISITOR



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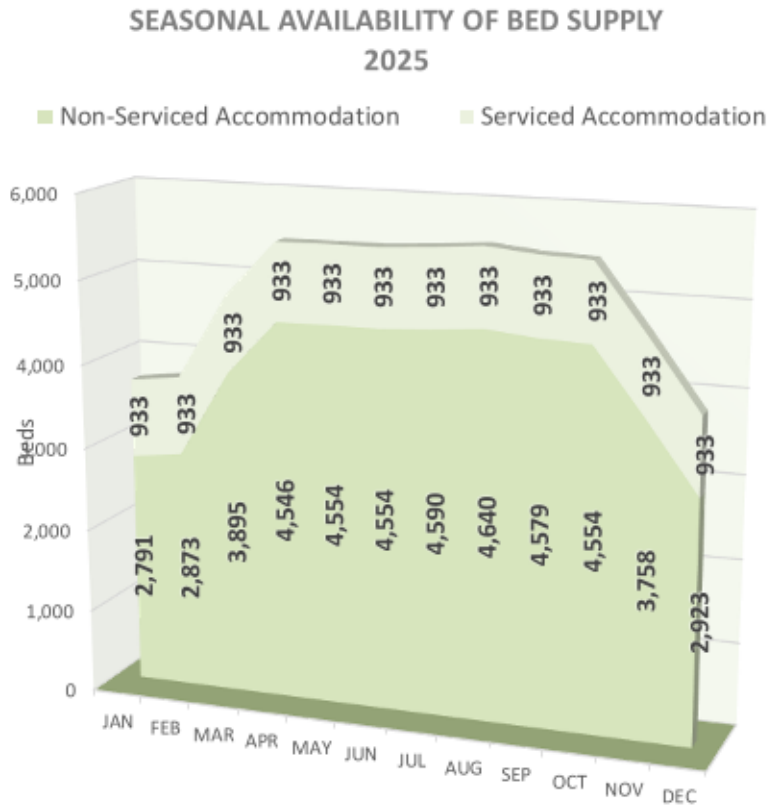
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS	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	63	933	-1	-8	-43	-192
+50 Room	2	204	0	0	+2	+204
11-50 Room	5	213	0	0	-4	-267
<10 Room	56	516	-1	-8	-41	-129

NON-SERVICED ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	170	4,640	+2	+167	+26	+1,564
Self catering	118	1,232	-1	-4	+7	+420
Static caravans/chalets	0	966	0	+30	0	+181
Touring caravans/camping	48	2,382	+3	+141	+18	+987
Youth Hostels	4	60	0	0	+1	-24

DISTRIBUTION BY TYPE OF ACCOMMODATION 2025	2025		Change on 2024		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	233	5,573	+1	+159	-17	+1,372
Serviced Accommodation Share of Total	27%	17%				
Non-Serviced Accommodation Share of Total	73%	83%				



SEASONAL AVAILABILITY OF BED SUPPLY 2025	2025											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	3,724	3,806	4,828	5,479	5,487	5,487	5,523	5,573	5,512	5,487	4,691	3,856
Serviced Accommodation	933	933	933	933	933	933	933	933	933	933	933	933
Non-Serviced Accommodation	2,791	2,873	3,895	4,546	4,554	4,554	4,590	4,640	4,579	4,554	3,758	2,923

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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

LINCOLNSHIRE WOLDS

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	0.128	0.128	-0.3%	0.737	0.657	12.3%	0.315	0.307	2.8%	1.181	1.092	8.1%	3.309	3.236	2.3%	4.490	4.328	3.7%
Visitor Numbers	M	0.064	0.064	-0.2%	0.111	0.093	19.3%	0.133	0.129	2.8%	0.308	0.287	7.4%	3.309	3.236	2.3%	3.617	3.522	2.7%
Direct Expenditure	£M																209.55	201.58	4.0%
Economic Impact	£M	20.45	20.76	-1.5%	60.91	54.30	12.2%	22.42	21.81	2.8%	103.77	96.88	7.1%	178.19	174.23	2.3%	281.96	271.11	4.0%
Direct Employment	FTEs	333	338	-1.4%	552	513	7.6%	146	146	0.6%	1,032	997	3.5%	1,147	1,146	0.1%	2,179	2,143	1.7%
Total Employment	FTEs																2,721	2,674	1.7%

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

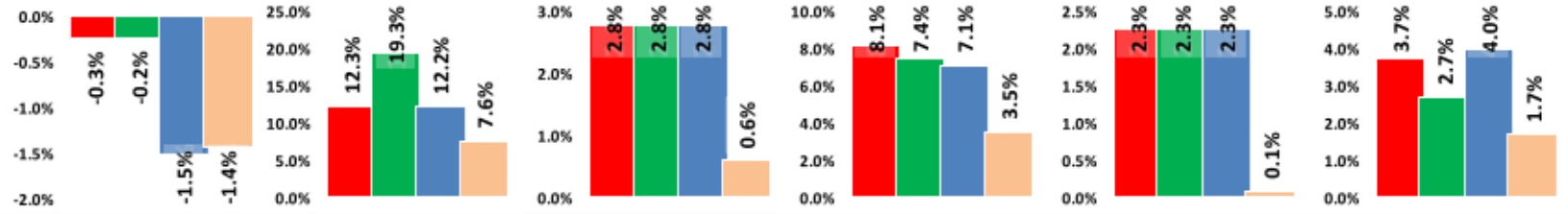
KEY

Visitor Days

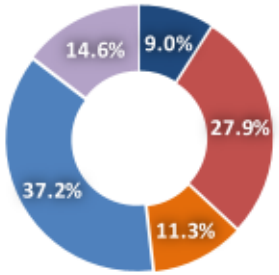
Visitor Numbers

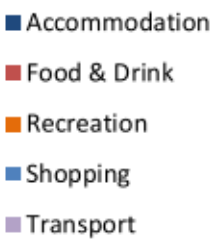
Total Economic Impact

Direct Employment



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



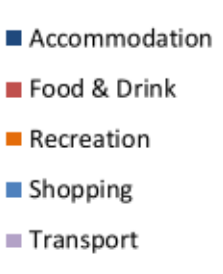


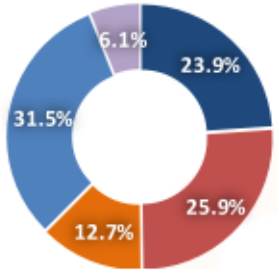
Direct Expenditure Categories

Sectors	2025	2024	+/- %
Accommodation	18.95	17.94	5.6%
Food & Drink	58.42	56.22	3.9%
Recreation	23.60	22.72	3.9%
Shopping	77.90	75.25	3.5%
Transport	30.68	29.46	4.1%
TOTAL DIRECT	209.55	201.58	4.0%
Indirect	72.41	69.52	4.2%
TOTAL	281.96	271.11	4.0%

Sectoral Distribution of Employment - FTEs

Sectors	2025	2024	+/- %
Accommodation	521	510	2.1%
Food & Drink	564	554	1.7%
Recreation	276	272	1.7%
Shopping	685	677	1.3%
Transport	132	130	1.9%
TOTAL DIRECT	2,179	2,143	1.7%
Indirect	542	532	1.9%
TOTAL	2,721	2,674	1.7%





Direct Employment Categories

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

STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

2014 to 2025
2025 Prices

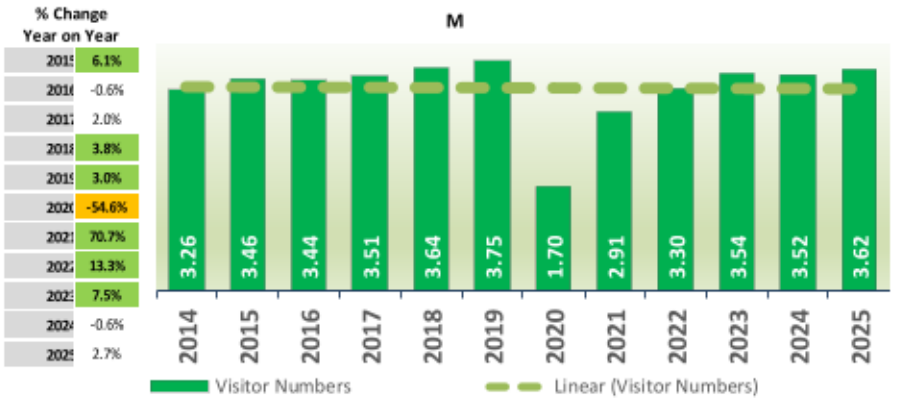
TOTAL

KEY MEASURES
Indexed

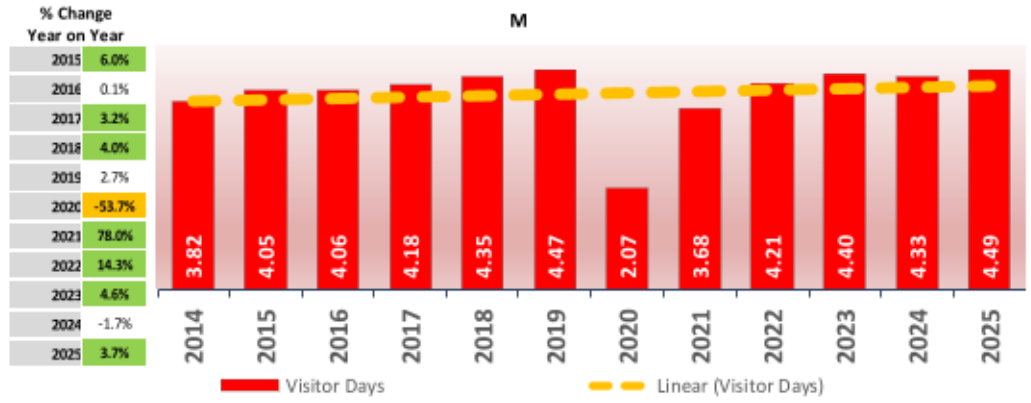
Economic Impact - Indexed - Total



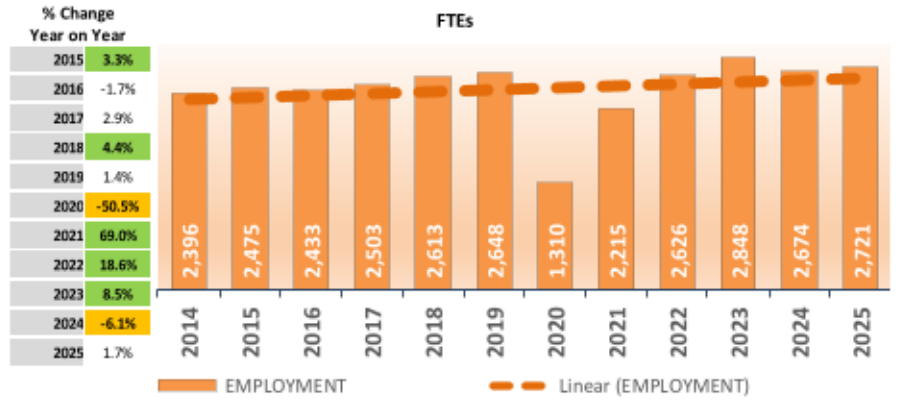
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		5.9%	6.3%	10.0%	14.1%	16.4%	-46.2%	-1.1%	13.8%	16.8%	14.3%	18.8%
Visitor Numbers		6.1%	5.4%	7.5%	11.7%	15.1%	-47.8%	-10.8%	1.1%	8.7%	8.0%	10.9%
Visitor Days		6.0%	6.0%	9.4%	13.7%	16.8%	-45.9%	-3.7%	10.0%	15.1%	13.1%	17.4%
Total Employment		3.3%	1.5%	4.4%	9.0%	10.5%	-45.3%	-7.6%	9.6%	18.9%	11.6%	13.5%

"Linear" = *Linear Trendline*

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

STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

2014 to 2025
2025 Prices

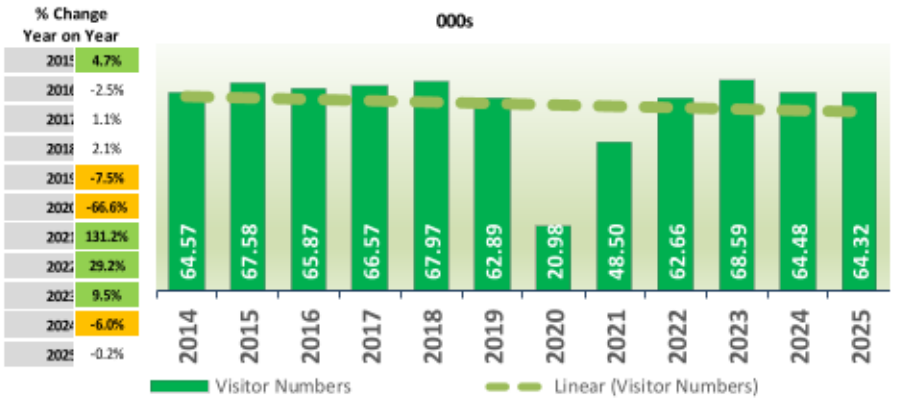
SERVICED ACCOMMODATION

KEY MEASURES
Indexed

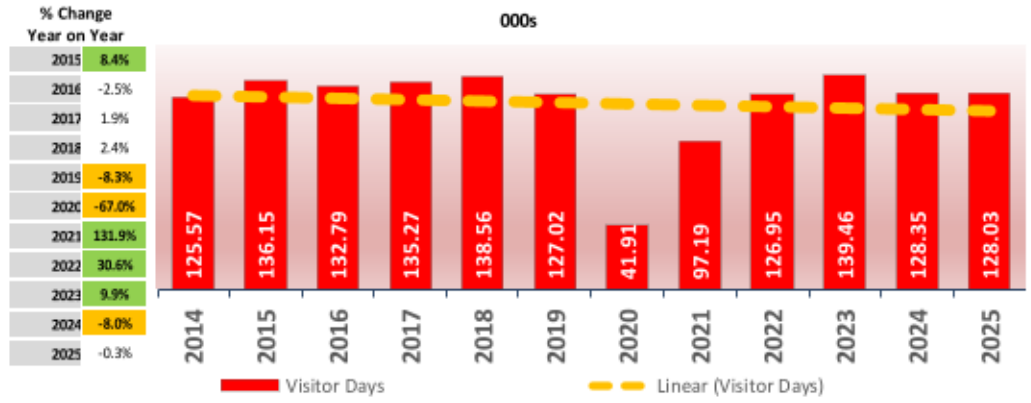
Economic Impact - Indexed - Serviced Accommodation



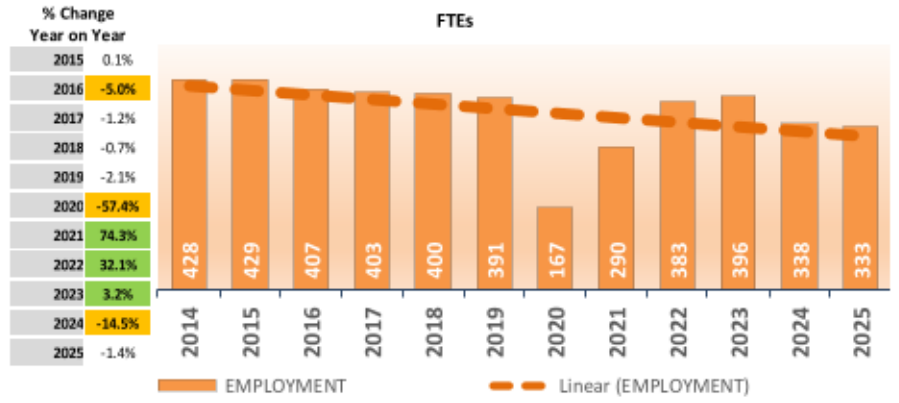
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		8.4%	5.4%	6.6%	7.9%	-0.8%	-66.9%	-21.4%	-0.3%	4.0%	-4.9%	-6.3%
Visitor Numbers		4.7%	2.0%	3.1%	5.3%	-2.6%	-67.5%	-24.9%	-3.0%	6.2%	-0.1%	-0.4%
Visitor Days		8.4%	5.7%	7.7%	10.3%	1.2%	-66.6%	-22.6%	1.1%	11.1%	2.2%	2.0%
Direct Employment		0.1%	-4.9%	-6.0%	-6.7%	-8.6%	-61.1%	-32.2%	-10.5%	-7.7%	-21.0%	-22.2%

"Linear" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS	2014 to 2025 2025 Prices	NON-SERVICED ACCOMMODATION	KEY MEASURES Indexed

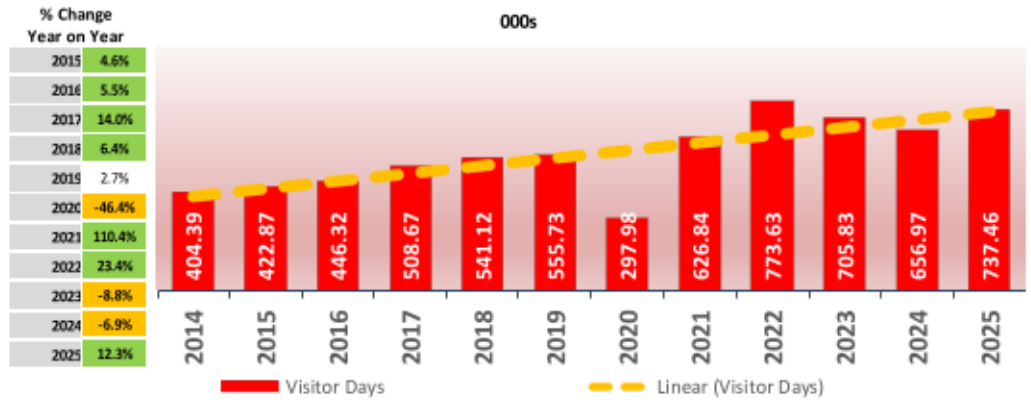
Economic Impact - Indexed - Non-Serviced Accommodation



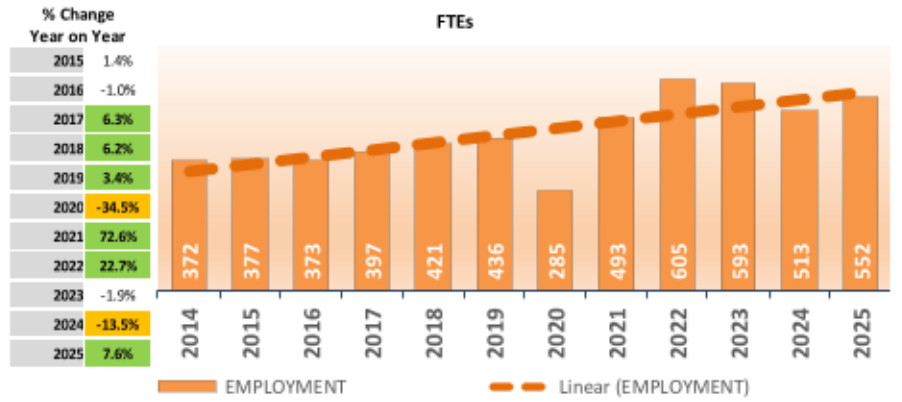
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		4.0%	11.3%	26.4%	33.5%	36.7%	-25.9%	59.3%	94.6%	73.6%	63.5%	83.4%
Visitor Numbers		2.0%	1.3%	15.5%	22.9%	26.1%	-31.2%	45.0%	75.7%	60.9%	49.7%	78.6%
Visitor Days		4.6%	10.4%	25.8%	33.8%	37.4%	-26.3%	55.0%	91.3%	74.5%	62.5%	82.4%
Direct Employment		1.4%	0.4%	6.7%	13.4%	17.3%	-23.2%	32.6%	62.7%	59.6%	38.1%	48.7%

"Linear" = *Linear Trendline*

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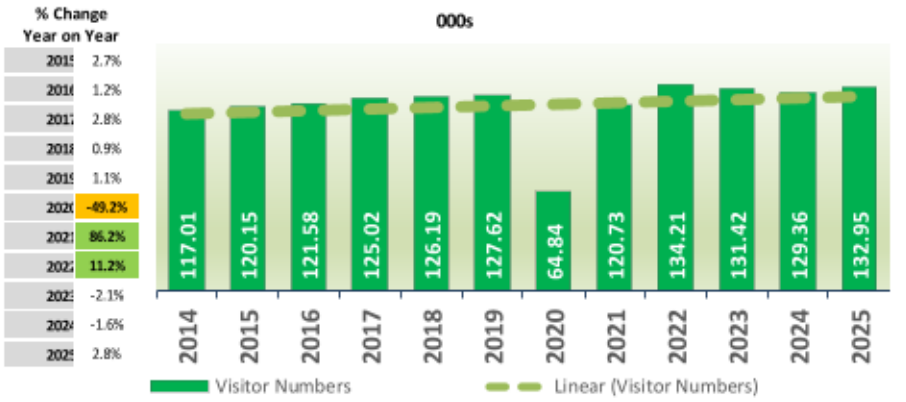
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS	2014 to 2025 2025 Prices	SFR	KEY MEASURES Indexed

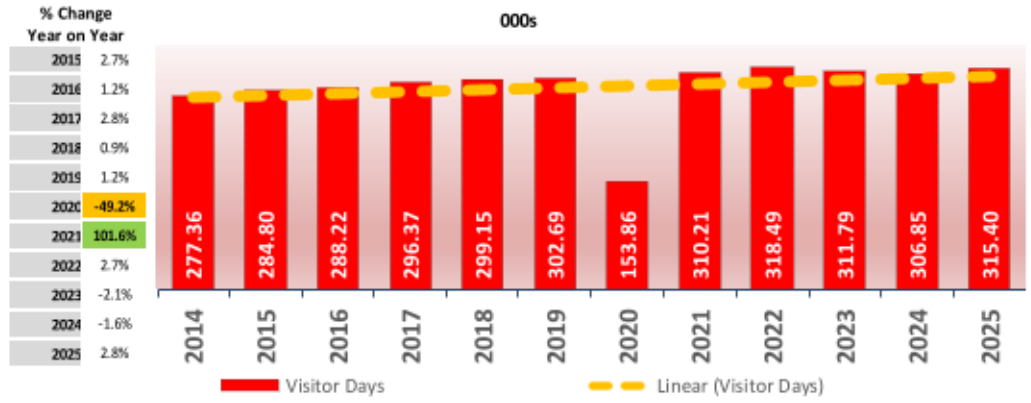
Economic Impact - Indexed - SFR



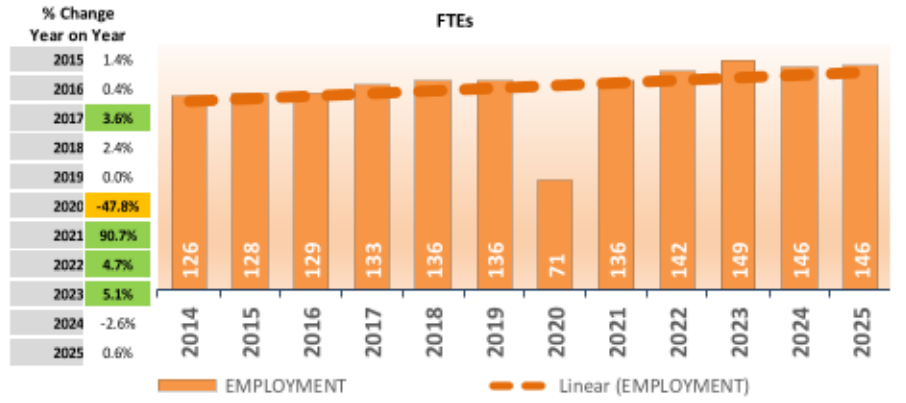
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		2.7%	3.9%	6.8%	7.8%	9.1%	-44.5%	11.8%	14.8%	12.4%	10.6%	13.7%
Visitor Numbers		2.7%	3.9%	6.8%	7.8%	9.1%	-44.6%	3.2%	14.7%	12.3%	10.6%	13.6%
Visitor Days		2.7%	3.9%	6.9%	7.9%	9.1%	-44.5%	11.8%	14.8%	12.4%	10.6%	13.7%
Direct Employment		1.4%	1.8%	5.4%	8.0%	8.0%	-43.6%	7.5%	12.5%	18.3%	15.2%	15.9%

"**Linear**" = *Linear Trendline*

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STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

2014 to 2025
2025 Prices

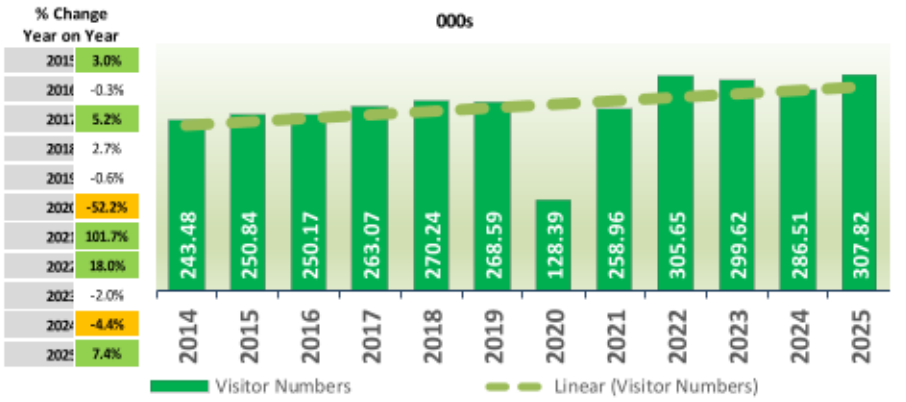
STAYING VISITOR

KEY MEASURES
Indexed

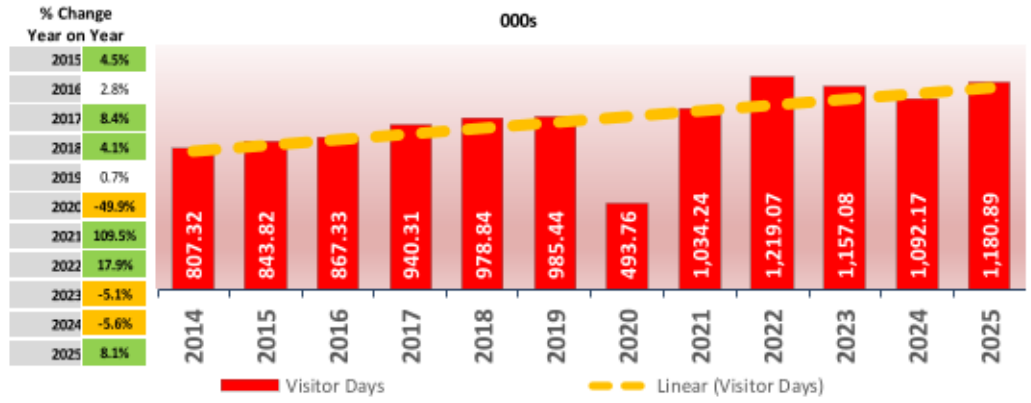
Economic Impact - Indexed - Staying Visitor



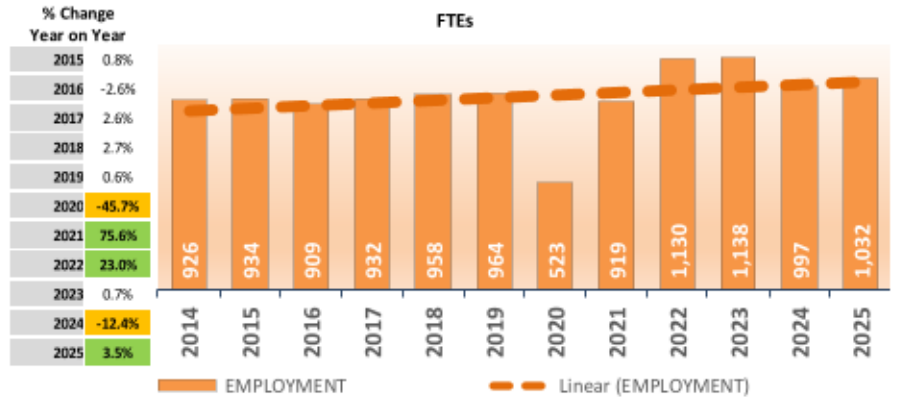
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		4.9%	7.6%	15.5%	19.3%	18.5%	-42.8%	23.2%	45.8%	37.1%	29.6%	38.8%
Visitor Numbers		3.0%	2.7%	8.0%	11.0%	10.3%	-47.3%	6.4%	25.5%	23.1%	17.7%	26.4%
Visitor Days		4.5%	7.4%	16.5%	21.2%	22.1%	-38.8%	28.1%	51.0%	43.3%	35.3%	46.3%
Direct Employment		0.8%	-1.9%	0.7%	3.4%	4.0%	-43.5%	-0.8%	22.0%	22.9%	7.6%	11.4%

"Linear" = *Linear Trendline*

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

STEAM REPORT FOR 2014-2025 - FINAL
LINCOLNSHIRE WOLDS

2014 to 2025
2025 Prices

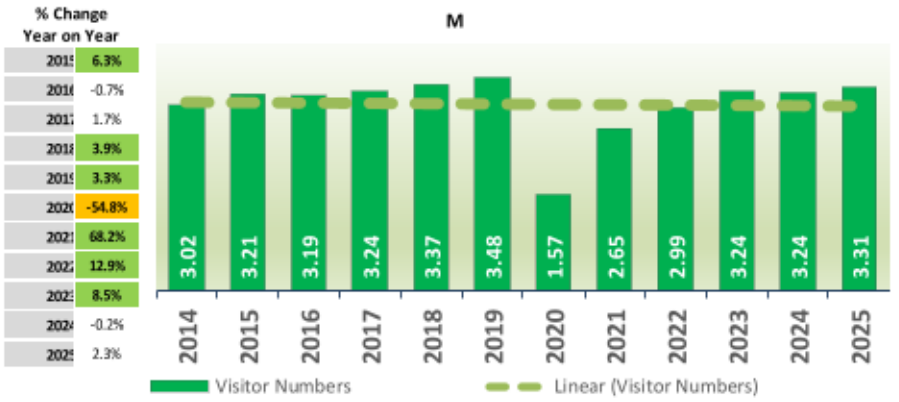
DAY VISITOR

KEY MEASURES
Indexed

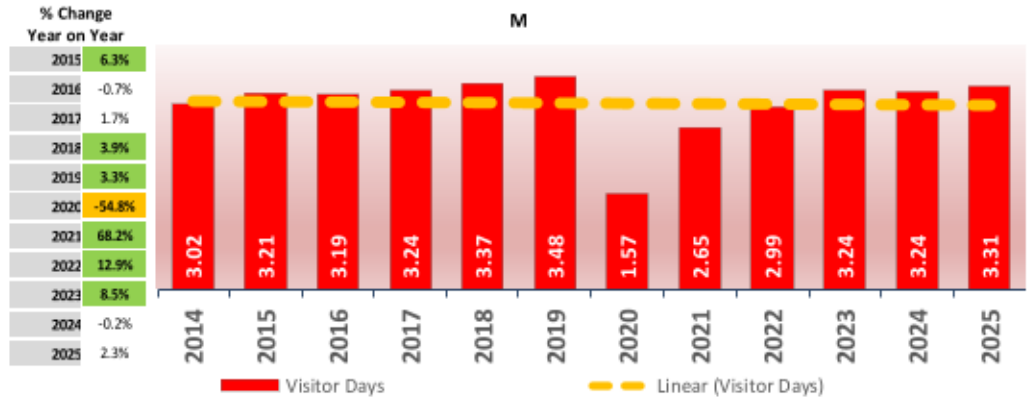
Economic Impact - Indexed - Day Visitor



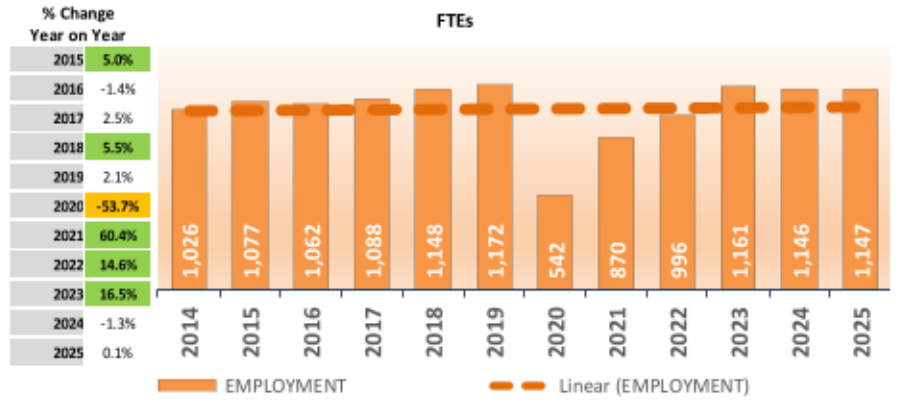
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2014	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Impact - Indexed		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%	7.5%	7.2%	9.7%
Visitor Numbers		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%	7.5%	7.2%	9.7%
Visitor Days		6.3%	5.6%	7.5%	11.7%	15.4%	-47.8%	-12.2%	-0.9%	7.5%	7.2%	9.7%
Direct Employment		5.0%	3.5%	6.0%	11.8%	14.2%	-47.2%	-15.3%	-2.9%	13.1%	11.6%	11.7%

"**Linear**" = *Linear Trendline*

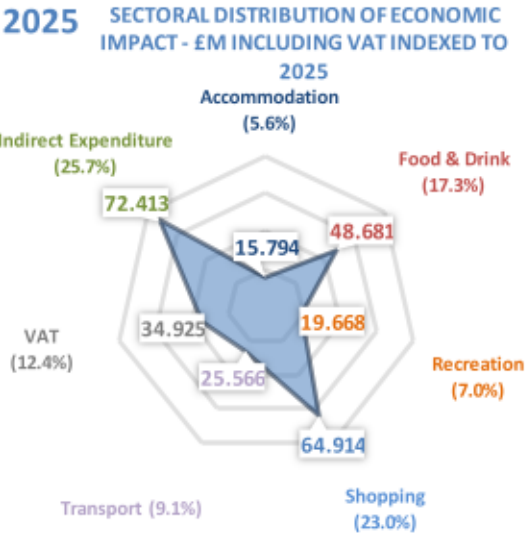
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STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS	2014 to 2025 2025 Prices	TOTAL	SECTORAL ANALYSIS Indexed

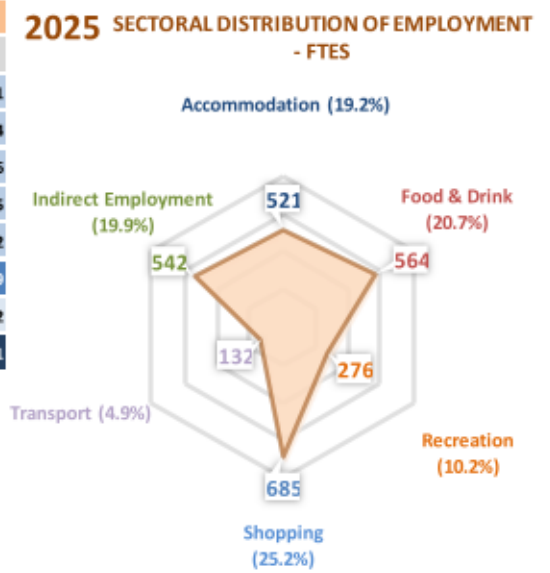
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2025

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	£M	12.05	12.77	13.18	13.89	14.08	13.57	6.758	14.42	17.42	15.63	14.95	15.79
Food & Drink	£M	41.16	43.58	43.64	45.15	46.90	47.93	23.44	40.60	46.29	48.03	46.85	48.68
Recreation	£M	16.68	17.66	17.66	18.30	19.03	19.46	9.466	16.36	18.64	19.37	18.93	19.67
Shopping	£M	56.04	59.42	59.41	61.11	63.46	65.13	29.99	53.22	60.62	63.68	62.71	64.91
Transport	£M	21.43	22.66	22.70	23.56	24.51	25.19	11.75	21.23	24.16	24.99	24.55	25.57
Direct Revenue	£M	147.37	156.10	156.58	162.01	167.98	171.27	81.41	145.83	167.13	171.70	167.99	174.62
VAT	£M	29.47	31.22	31.32	32.40	33.60	34.25	13.36	28.63	33.43	34.34	33.60	34.92
Direct Expenditure	£M	176.84	187.32	187.90	194.41	201.57	205.53	94.76	174.46	200.56	206.04	201.58	209.55
Indirect Expenditure	£M	60.42	63.94	64.23	66.54	69.08	70.61	32.80	60.29	69.45	71.15	69.52	72.41
TOTAL	£M	237.26	251.26	252.12	260.95	270.65	276.13	127.57	234.74	270.01	277.18	271.11	281.96



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Accommodation	FTEs	565	560	531	523	526	537	309	495	623	616	510	521
Food & Drink	FTEs	468	489	486	506	534	539	263	443	516	574	554	564
Recreation	FTEs	230	241	239	249	263	266	129	217	252	281	272	276
Shopping	FTEs	581	608	603	625	658	668	306	530	616	694	677	685
Transport	FTEs	109	114	113	118	125	127	59	104	120	134	130	132
Direct Employment	FTEs	1,953	2,011	1,971	2,021	2,105	2,136	1,065	1,788	2,126	2,299	2,143	2,179
Indirect Employment	FTEs	444	464	462	482	508	513	245	426	500	550	532	542
TOTAL	FTEs	2,396	2,475	2,433	2,503	2,613	2,648	1,310	2,215	2,626	2,848	2,674	2,721

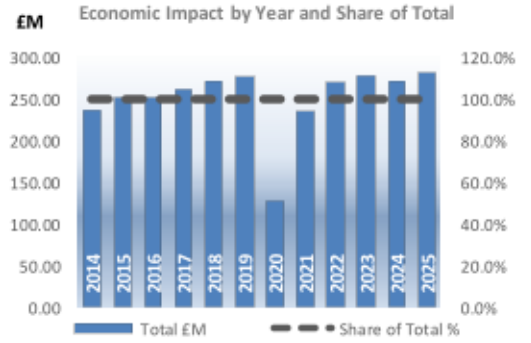


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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS										2014 to 2025 2025 Prices			TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		TOTAL																
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES																
Less than 3% change		Q1			Q2			Q3			Q4							
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		22.1%	26.8%	31.9%	11.1%	19.9%	27.5%	4.5%	17.5%	29.2%	22.0%	2.9%	12.3%	18.8%		27.5%	19.8%	16.3%	13.5%
% Change 2024 to 2025		3.8%	2.3%	2.2%	6.4%	5.4%	0.6%	6.4%	5.4%	7.6%	3.0%	-1.1%	-0.2%	4.0%	Annual Change	2.7%	3.9%	6.3%	1.0%
Average Annual Change		2.0%	2.4%	2.9%	1.0%	1.8%	2.5%	0.4%	1.6%	2.7%	2.0%	0.3%	1.1%	1.7%		2.5%	1.8%	1.5%	1.2%
2014	£M	11.42	12.93	16.26	22.40	25.84	25.29	27.41	34.68	21.59	16.66	11.96	10.83	237.26		40.60	73.53	83.67	39.45
2015	£M	13.39	14.85	16.90	22.86	26.03	26.10	27.59	37.88	22.76	18.73	12.32	11.84	251.26	5.9%	45.14	74.99	88.23	42.89
2016	£M	13.46	14.72	18.05	22.45	26.87	28.15	26.70	37.93	21.97	17.89	11.95	12.00	252.12	0.3%	46.22	77.47	86.59	41.83
2017	£M	13.56	15.12	18.43	23.85	27.90	28.98	26.73	39.69	23.92	17.95	12.48	12.33	260.95	3.5%	47.12	80.74	90.34	42.76
2018	£M	13.86	15.91	19.10	24.02	29.85	30.17	27.14	41.40	25.31	18.69	12.79	12.41	270.65	3.7%	48.87	84.04	93.85	43.89
2019	£M	14.31	16.65	20.12	24.73	30.12	31.09	27.64	41.58	25.80	18.98	12.64	12.47	276.13	2.0%	51.08	85.94	95.03	44.09
2020	£M	13.47	14.40	9.453	1.702	3.170	5.263	11.03	25.97	19.69	13.04	3.973	6.400	127.57	-53.8%	37.32	10.13	56.69	23.41
2021	£M	3.254	5.293	7.550	12.57	23.90	31.31	28.20	42.89	29.96	22.54	13.33	13.93	234.74	84.0%	16.10	67.78	101.06	49.80
2022	£M	13.20	13.75	19.56	22.96	28.90	31.17	28.17	39.64	26.49	19.53	12.92	13.72	270.01	15.0%	46.51	83.03	94.30	46.17
2023	£M	13.80	16.26	21.10	24.56	29.98	31.53	27.05	39.59	27.36	20.36	12.83	12.78	277.18	2.7%	51.15	86.07	94.00	45.97
2024	£M	13.42	16.03	20.98	23.38	29.39	32.06	26.91	38.66	25.92	19.72	12.44	12.20	271.11	-2.2%	50.43	84.83	91.49	44.36
2025	£M	13.94	16.39	21.45	24.89	30.98	32.25	28.63	40.75	27.89	20.32	12.30	12.17	281.96	4.0%	51.78	88.12	97.28	44.78

ECONOMIC IMPACT - INDEXED TO 2025														TOTAL
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	
Total	£M	237.26	251.26	252.12	260.95	270.65	276.13	127.57	234.74	270.01	277.18	271.11	281.96	
All Visitor Types	£M	237.26	251.26	252.12	260.95	270.65	276.13	127.57	234.74	270.01	277.18	271.11	281.96	
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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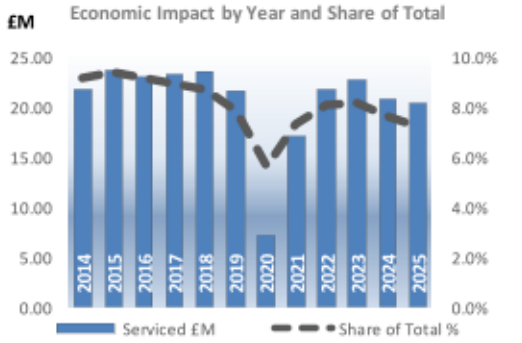
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS										2014 to 2025 2025 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	19.2%	-5.4%	-3.7%	4.3%	27.3%	10.7%	-7.3%	-15.5%	-28.9%	-10.1%	-28.4%	2.7%	-6.3%		1.8%	14.2%	-16.9%	-13.8%
% Change 2024 to 2025	9.1%	1.4%	9.0%	-2.2%	-1.2%	0.8%	2.1%	-2.7%	-5.3%	-9.1%	-10.3%	-4.2%	-1.5%	Annual Change	6.5%	-0.8%	-1.8%	-8.1%
Average Annual Change	1.7%	-0.5%	-0.3%	0.4%	2.5%	1.0%	-0.7%	-1.4%	-2.6%	-0.9%	-2.6%	0.2%	-0.6%		0.2%	1.3%	-1.5%	-1.3%
2014 £M	0.912	1.183	1.350	1.475	1.618	1.805	2.724	3.551	2.605	1.668	1.758	1.177	21.83		3.446	4.898	8.880	4.603
2015 £M	1.164	1.357	1.506	1.627	1.873	2.195	2.923	3.699	2.527	1.933	1.576	1.274	23.65	8.4%	4.027	5.695	9.150	4.783
2016 £M	1.076	1.300	1.457	1.562	1.816	2.088	2.932	3.693	2.426	1.769	1.527	1.351	23.00	-2.8%	3.832	5.466	9.051	4.646
2017 £M	1.094	1.279	1.392	1.823	2.214	2.256	2.733	3.311	2.367	1.799	1.580	1.426	23.27	1.2%	3.765	6.293	8.411	4.805
2018 £M	1.103	1.287	1.375	1.821	2.283	2.300	2.711	3.427	2.334	1.838	1.611	1.456	23.55	1.2%	3.765	6.404	8.472	4.905
2019 £M	1.008	1.172	1.260	1.655	2.105	2.124	2.549	3.191	2.103	1.699	1.490	1.286	21.64	-8.1%	3.440	5.884	7.843	4.476
2020 £M	0.987	1.086	0.511	0.135	0.204	0.179	0.575	1.491	0.983	0.737	0.185	0.143	7.217	-66.7%	2.584	0.518	3.050	1.065
2021 £M	0.221	0.238	0.299	0.404	0.645	1.993	2.606	3.548	2.325	1.937	1.617	1.326	17.16	137.8%	0.758	3.043	8.479	4.879
2022 £M	0.969	0.942	1.023	1.390	1.772	2.287	2.800	3.340	2.255	1.862	1.646	1.471	21.76	26.8%	2.935	5.449	8.395	4.979
2023 £M	1.098	1.251	1.330	1.816	2.168	2.222	2.640	3.222	2.220	1.759	1.542	1.437	22.71	4.4%	3.679	6.206	8.081	4.738
2024 £M	0.997	1.104	1.194	1.572	2.085	1.983	2.473	3.084	1.955	1.650	1.403	1.261	20.76	-8.6%	3.295	5.640	7.513	4.314
2025 £M	1.088	1.119	1.301	1.539	2.059	1.998	2.525	3.002	1.852	1.499	1.258	1.208	20.45	-1.5%	3.508	5.595	7.378	3.965

ECONOMIC IMPACT - INDEXED TO 2025

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Serviced	£M	21.83	23.65	23.00	23.27	23.55	21.64	7.217	17.16	21.76	22.71	20.76	20.45
All Visitor Types	£M	237.26	251.26	252.12	260.95	270.65	276.13	127.57	234.74	270.01	277.18	271.11	281.96
Share of Total	%	9.2%	9.4%	9.1%	8.9%	8.7%	7.8%	5.7%	7.3%	8.1%	8.2%	7.7%	7.3%
Annual Change in Share	%		2.3%	-3.1%	-2.2%	-2.5%	-9.9%	-27.8%	29.2%	10.2%	1.7%	-6.5%	-5.3%
Change in Share from 2014	%		2.3%	-0.9%	-3.1%	-5.4%	-14.8%	-38.5%	-20.5%	-12.4%	-11.0%	-16.8%	-21.2%
Avg Ann. Change in Share	%		2.3%	-0.4%	-1.0%	-1.4%	-3.0%	-6.4%	-2.9%	-1.6%	-1.2%	-1.7%	-1.9%

SERVICED ACCOMMODATION



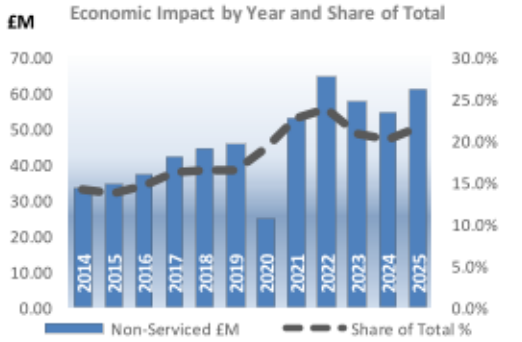
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STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS										2014 to 2025 2025 Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		73.2%	81.5%	47.2%	106.5%	68.3%	61.5%	69.4%	78.7%	119.4%	112.3%	83.9%	110.5%	83.4%		63.4%	75.0%	87.4%	103.2%
% Change 2024 to 2025		6.0%	23.4%	-4.1%	20.7%	11.2%	8.9%	9.3%	12.8%	18.6%	12.6%	8.4%	9.6%	12.2%	Annual Change	6.0%	12.9%	13.6%	10.8%
Average Annual Change		6.7%	7.4%	4.3%	9.7%	6.2%	5.6%	6.3%	7.2%	10.9%	10.2%	7.6%	10.0%	7.6%		5.8%	6.8%	7.9%	9.4%
2014	£M	0.889	1.017	1.680	2.465	3.837	3.872	4.575	5.746	4.136	2.438	1.539	1.022	33.21		3.586	10.17	14.46	4.999
2015	£M	0.929	1.062	1.810	2.580	3.996	4.003	4.713	5.930	4.297	2.556	1.612	1.067	34.55	4.0%	3.801	10.58	14.94	5.235
2016	£M	1.033	1.153	1.851	2.730	4.189	4.213	5.024	6.395	4.663	2.787	1.764	1.178	36.98	7.0%	4.038	11.13	16.08	5.730
2017	£M	1.182	1.360	1.903	3.078	4.861	4.681	5.845	7.178	5.629	3.027	1.921	1.329	41.99	13.6%	4.445	12.62	18.65	6.277
2018	£M	1.239	1.421	1.936	3.207	5.262	5.013	6.047	7.764	5.819	3.218	2.014	1.401	44.34	5.6%	4.596	13.48	19.63	6.634
2019	£M	1.328	1.431	1.935	3.547	5.492	5.045	6.345	7.785	5.718	3.173	2.124	1.478	45.40	2.4%	4.694	14.08	19.85	6.775
2020	£M	1.300	1.123	1.051	0.116	0.275	0.285	3.685	6.354	6.410	2.990	0.224	0.794	24.61	-45.8%	3.475	0.677	16.45	4.008
2021	£M	0.048	0.050	0.076	1.396	5.761	6.999	8.294	10.31	9.430	5.577	2.959	2.015	52.91	115.0%	0.174	14.16	28.03	10.55
2022	£M	1.932	1.870	3.304	4.809	7.469	7.128	8.722	10.63	8.469	4.602	2.945	2.742	64.63	22.1%	7.106	19.41	27.82	10.29
2023	£M	1.706	1.878	2.750	4.761	6.643	5.779	7.023	9.230	7.886	4.918	2.812	2.274	57.66	-10.8%	6.334	17.18	24.14	10.00
2024	£M	1.453	1.497	2.578	4.216	5.806	5.743	7.087	9.108	7.648	4.595	2.610	1.964	54.30	-5.8%	5.527	15.76	23.84	9.169
2025	£M	1.540	1.846	2.472	5.091	6.458	6.253	7.749	10.27	9.074	5.174	2.830	2.152	60.91	12.2%	5.858	17.80	27.09	10.16

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Non-Serviced	£M	33.21	34.55	36.98	41.99	44.34	45.40	24.61	52.91	64.63	57.66	54.30	60.91
All Visitor Types	£M	237.26	251.26	252.12	260.95	270.65	276.13	127.57	234.74	270.01	277.18	271.11	281.96
Share of Total	%	14.0%	13.8%	14.7%	16.1%	16.4%	16.4%	19.3%	22.5%	23.9%	20.8%	20.0%	21.6%
Annual Change in Share	%		-1.8%	6.7%	9.7%	1.8%	0.4%	17.3%	16.8%	6.2%	-13.1%	-3.7%	7.8%
Change in Share from 2014	%		-1.8%	4.8%	14.9%	17.0%	17.4%	37.8%	61.0%	71.0%	48.6%	43.1%	54.3%
Avg Ann. Change in Share	%		-1.8%	2.4%	5.0%	4.3%	3.5%	6.3%	8.7%	8.9%	5.4%	4.3%	4.9%

NON-SERVICED ACCOMMODATION



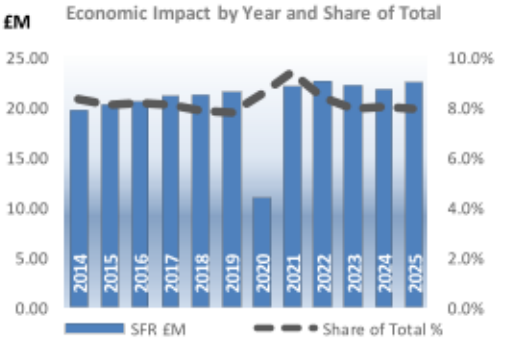
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS										2014 to 2025 2025 Prices			SFR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	16.8%	12.5%	8.4%	15.8%	11.3%	9.3%	9.1%	10.1%	20.3%	19.2%	9.7%	17.6%	13.7%		13.9%	12.8%	12.1%	16.3%
% Change 2024 to 2025	1.9%	5.5%	-1.3%	5.0%	2.9%	2.4%	2.5%	3.0%	6.3%	3.2%	1.2%	1.6%	2.8%	Annual Change	1.8%	3.7%	3.6%	1.9%
Average Annual Change	1.5%	1.1%	0.8%	1.4%	1.0%	0.8%	0.8%	0.9%	1.8%	1.7%	0.9%	1.6%	1.2%		1.3%	1.2%	1.1%	1.5%
2014 £M	2.649	0.949	1.152	2.304	1.588	1.257	1.952	2.083	1.202	1.159	0.957	2.467	19.72		4.750	5.148	5.237	4.583
2015 £M	2.772	0.985	1.204	2.357	1.627	1.292	1.986	2.115	1.219	1.200	0.959	2.532	20.25	2.7%	4.961	5.275	5.320	4.691
2016 £M	2.789	0.991	1.213	2.368	1.641	1.303	2.012	2.151	1.243	1.210	0.974	2.594	20.49	1.2%	4.994	5.312	5.406	4.778
2017 £M	2.826	1.031	1.198	2.453	1.727	1.344	2.074	2.193	1.315	1.231	0.986	2.688	21.07	2.8%	5.055	5.524	5.582	4.905
2018 £M	2.849	1.039	1.198	2.462	1.759	1.363	2.081	2.235	1.315	1.244	0.999	2.722	21.27	0.9%	5.086	5.584	5.631	4.965
2019 £M	2.910	1.046	1.204	2.524	1.785	1.367	2.118	2.243	1.306	1.237	1.022	2.756	21.52	1.2%	5.161	5.675	5.667	5.015
2020 £M	2.747	0.870	0.614	0.106	0.102	0.084	1.116	1.717	1.349	1.035	0.113	1.085	10.94	-49.2%	4.231	0.292	4.182	2.233
2021 £M	0.171	0.063	0.068	1.064	2.034	1.978	2.878	3.024	2.308	2.355	1.559	4.552	22.05	101.6%	0.302	5.075	8.210	8.466
2022 £M	3.142	1.035	1.342	2.586	1.831	1.413	2.181	2.295	1.385	1.307	1.055	3.070	22.64	2.7%	5.519	5.830	5.860	5.433
2023 £M	3.123	1.061	1.275	2.619	1.771	1.333	2.058	2.214	1.361	1.359	1.052	2.938	22.16	-2.1%	5.460	5.722	5.634	5.349
2024 £M	3.039	1.011	1.265	2.541	1.718	1.342	2.079	2.227	1.360	1.338	1.038	2.856	21.81	-1.6%	5.315	5.601	5.666	5.232
2025 £M	3.095	1.067	1.249	2.668	1.768	1.374	2.130	2.294	1.446	1.382	1.050	2.901	22.42	2.8%	5.411	5.809	5.870	5.332

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SFR	£M	19.72	20.25	20.49	21.07	21.27	21.52	10.94	22.05	22.64	22.16	21.81	22.42
All Visitor Types	£M	237.26	251.26	252.12	260.95	270.65	276.13	127.57	234.74	270.01	277.18	271.11	281.96
Share of Total	%	8.3%	8.1%	8.1%	8.1%	7.9%	7.8%	8.6%	9.4%	8.4%	8.0%	8.0%	8.0%
Annual Change in Share	%		-3.0%	0.8%	-0.7%	-2.7%	-0.8%	10.0%	9.6%	-10.7%	-4.6%	0.6%	-1.2%
Change in Share from 2014	%		-3.0%	-2.2%	-2.9%	-5.5%	-6.2%	3.2%	13.0%	0.9%	-3.8%	-3.2%	-4.3%
Avg Ann. Change in Share	%		-3.0%	-1.1%	-1.0%	-1.4%	-1.2%	0.5%	1.9%	0.1%	-0.4%	-0.3%	-0.4%

SFR



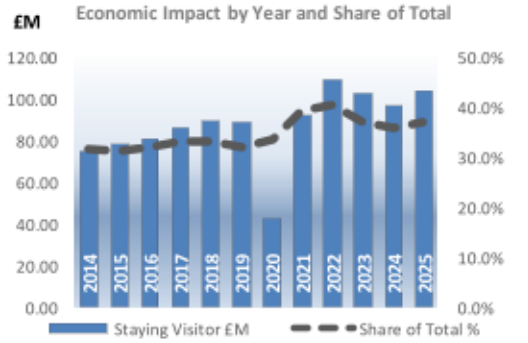
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Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS										2014 to 2025 2025 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES											TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4							
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025		28.6%	28.1%	20.1%	48.9%	46.1%	38.8%	34.1%	36.8%	55.8%	53.0%	20.8%	34.2%	38.8%		25.4%	44.4%	41.2%	37.1%
% Change 2024 to 2025		4.3%	11.6%	-0.3%	11.6%	7.0%	6.1%	6.6%	7.9%	12.8%	6.2%	1.7%	3.0%	7.1%	Annual Change	4.5%	8.1%	9.0%	3.9%
Average Annual Change		2.6%	2.6%	1.8%	4.4%	4.2%	3.5%	3.1%	3.3%	5.1%	4.8%	1.9%	3.1%	3.5%		2.3%	4.0%	3.7%	3.4%
2014	£M	4.451	3.149	4.182	6.245	7.042	6.933	9.251	11.38	7.943	5.264	4.254	4.666	74.76		11.78	20.22	28.57	14.18
2015	£M	4.865	3.404	4.521	6.564	7.495	7.490	9.621	11.74	8.043	5.689	4.147	4.874	78.46	4.9%	12.79	21.55	29.41	14.71
2016	£M	4.898	3.444	4.522	6.660	7.646	7.603	9.967	12.24	8.332	5.766	4.265	5.123	80.47	2.6%	12.86	21.91	30.54	15.15
2017	£M	5.102	3.670	4.494	7.353	8.802	8.280	10.65	12.68	9.311	6.057	4.486	5.443	86.33	7.3%	13.27	24.44	32.64	15.99
2018	£M	5.191	3.746	4.509	7.489	9.304	8.677	10.84	13.43	9.468	6.300	4.625	5.578	89.15	3.3%	13.45	25.47	33.73	16.50
2019	£M	5.246	3.650	4.399	7.726	9.382	8.536	11.01	13.22	9.126	6.110	4.637	5.520	88.56	-0.7%	13.29	25.64	33.36	16.27
2020	£M	5.035	3.079	2.176	0.358	0.582	0.547	5.377	9.562	8.742	4.761	0.523	2.022	42.76	-51.7%	10.29	1.487	23.68	7.306
2021	£M	0.440	0.351	0.442	2.864	8.440	10.97	13.78	16.88	14.06	9.869	6.134	7.893	92.12	115.4%	1.233	22.27	44.72	23.90
2022	£M	6.044	3.847	5.669	8.785	11.07	10.83	13.70	16.27	12.11	7.771	5.646	7.284	109.02	18.3%	15.56	30.68	42.08	20.70
2023	£M	5.927	4.190	5.356	9.196	10.58	9.334	11.72	14.67	11.47	8.036	5.406	6.649	102.53	-6.0%	15.47	29.11	37.85	20.09
2024	£M	5.488	3.612	5.037	8.329	9.609	9.067	11.64	14.42	10.96	7.583	5.050	6.081	96.88	-5.5%	14.14	27.01	37.02	18.71
2025	£M	5.722	4.033	5.021	9.297	10.28	9.624	12.40	15.56	12.37	8.055	5.138	6.260	103.77	7.1%	14.78	29.21	40.34	19.45

ECONOMIC IMPACT - INDEXED TO 2025													
SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Staying Visitor	£M	74.76	78.46	80.47	86.33	89.15	88.56	42.76	92.12	109.02	102.53	96.88	103.77
All Visitor Types	£M	237.26	251.26	252.12	260.95	270.65	276.13	127.57	234.74	270.01	277.18	271.11	281.96
Share of Total	%	31.5%	31.2%	31.9%	33.1%	32.9%	32.1%	33.5%	39.2%	40.4%	37.0%	35.7%	36.8%
Annual Change in Share	%		-0.9%	2.2%	3.7%	-0.4%	-2.6%	4.5%	17.1%	2.9%	-8.4%	-3.4%	3.0%
Change in Share from 2014	%		-0.9%	1.3%	5.0%	4.5%	1.8%	6.4%	24.5%	28.1%	17.4%	13.4%	16.8%
Avg Ann. Change in Share	%		-0.9%	0.6%	1.7%	1.1%	0.4%	1.1%	3.5%	3.5%	1.9%	1.3%	1.5%

STAYING VISITOR



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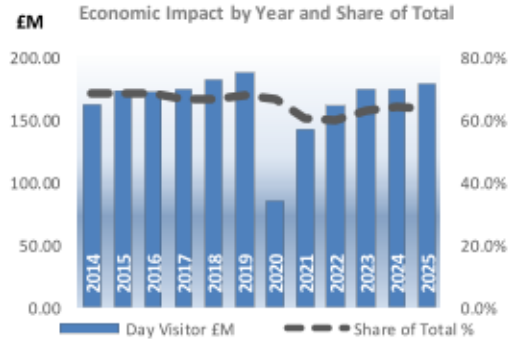
Report Prepared by: Cathy James. Date of Issue: 02/07/26

STEAM REPORT FOR 2014-2025 - FINAL LINCOLNSHIRE WOLDS										2014 to 2025 2025 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2025 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2025	17.9%	26.4%	36.0%	-3.5%	10.1%	23.3%	-10.6%	8.1%	13.8%	7.6%	-7.0%	-4.2%	9.7%		28.4%	10.5%	3.3%	0.3%
% Change 2024 to 2025	3.5%	-0.5%	3.0%	3.6%	4.6%	-1.6%	6.3%	3.9%	3.8%	1.0%	-3.0%	-3.4%	2.3%	Annual Change	1.9%	1.9%	4.5%	-1.2%
Average Annual Change	1.6%	2.4%	3.3%	-0.3%	0.9%	2.1%	-1.0%	0.7%	1.3%	0.7%	-0.6%	-0.4%	0.9%		2.6%	1.0%	0.3%	0.0%
2014 £M	6.965	9.778	12.08	16.16	18.80	18.36	18.16	23.30	13.65	11.39	7.703	6.166	162.49		28.82	53.31	55.10	25.26
2015 £M	8.528	11.45	12.38	16.29	18.53	18.61	17.97	26.14	14.71	13.05	8.173	6.962	172.80	6.3%	32.35	53.44	58.82	28.18
2016 £M	8.562	11.27	13.53	15.79	19.23	20.55	16.73	25.69	13.64	12.12	7.684	6.877	171.66	-0.7%	33.36	55.57	56.05	26.68
2017 £M	8.459	11.45	13.94	16.50	19.10	20.70	16.08	27.01	14.61	11.90	7.995	6.883	174.62	1.7%	33.85	56.30	57.69	26.77
2018 £M	8.670	12.16	14.59	16.53	20.55	21.50	16.30	27.97	15.85	12.39	8.166	6.832	181.50	3.9%	35.42	58.57	60.12	27.39
2019 £M	9.069	13.00	15.72	17.00	20.74	22.55	16.63	28.36	16.67	12.87	8.003	6.954	187.57	3.3%	37.79	60.29	61.67	27.82
2020 £M	8.435	11.32	7.277	1.344	2.589	4.715	5.657	16.41	10.95	8.277	3.450	4.379	84.80	-54.8%	27.03	8.647	33.01	16.11
2021 £M	2.813	4.943	7.108	9.704	15.46	20.34	14.43	26.01	15.90	12.67	7.201	6.032	142.62	68.2%	14.86	45.51	56.34	25.91
2022 £M	7.161	9.899	13.89	14.17	17.83	20.34	14.47	23.37	14.38	11.76	7.273	6.437	160.99	12.9%	30.95	52.34	52.22	25.47
2023 £M	7.869	12.07	15.74	15.36	19.40	22.20	15.33	24.93	15.89	12.32	7.421	6.130	174.66	8.5%	35.68	56.96	56.14	25.88
2024 £M	7.932	12.42	15.94	15.05	19.79	22.99	15.27	24.24	14.96	12.14	7.386	6.117	174.23	-0.2%	36.30	57.83	54.46	25.64
2025 £M	8.214	12.36	16.43	15.59	20.69	22.63	16.23	25.19	15.52	12.26	7.161	5.909	178.19	2.3%	37.00	58.92	56.94	25.33

ECONOMIC IMPACT - INDEXED TO 2025

SHARE OF MARKET		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Day Visitor	£M	162.49	172.80	171.66	174.62	181.50	187.57	84.80	142.62	160.99	174.66	174.23	178.19
All Visitor Types	£M	237.26	251.26	252.12	260.95	270.65	276.13	127.57	234.74	270.01	277.18	271.11	281.96
Share of Total	%	68.5%	68.8%	68.1%	66.9%	67.1%	67.9%	66.5%	60.8%	59.6%	63.0%	64.3%	63.2%
Annual Change in Share	%		0.4%	-1.0%	-1.7%	0.2%	1.3%	-2.1%	-8.6%	-1.9%	5.7%	2.0%	-1.7%
Change in Share from 2014	%		0.4%	-0.6%	-2.3%	-2.1%	-0.8%	-2.9%	-11.3%	-12.9%	-8.0%	-6.2%	-7.7%
Avg Ann. Change in Share	%		0.4%	-0.3%	-0.8%	-0.5%	-0.2%	-0.5%	-1.6%	-1.6%	-0.9%	-0.6%	-0.7%

DAY VISITOR



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