



## STEAM FINAL TREND REPORT FOR 2009-2019

Final

East Lindsey

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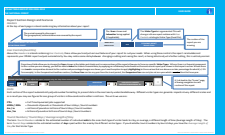
Website: [www.globaltourismsolutions.co.uk](http://www.globaltourismsolutions.co.uk)

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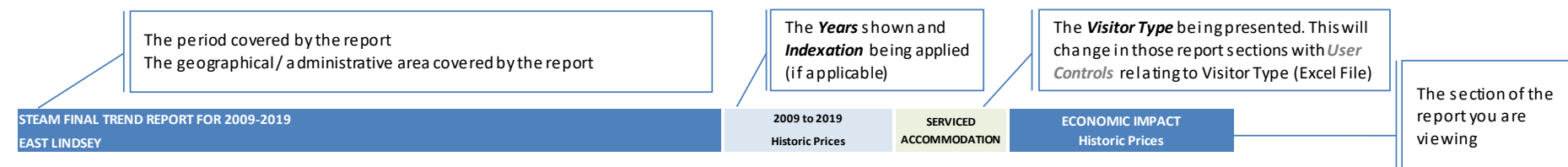
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## Report Section Design and Features

### Headers

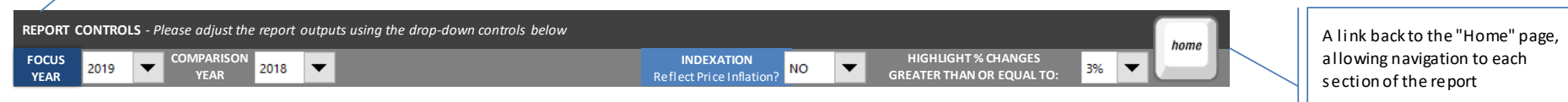
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

Above the **Headers** is a band containing **User Controls**, these allow you to adjust various features of your report to suit your needs. When using these controls the report recalculates and represents your STEAM report outputs automatically. You may notice some delay between changing a setting and seeing the result, or being able to adjust a further setting, this is entirely normal.

Drop down fields allow you to change the **Years** shown in the tables and charts and in some sections of the report allow you to focus on specific **Visitor Types**. Where there is a financial component to the section you are viewing, you will be able to **Index** the historic financial data, by applying an inflationary factor based on the most recent report year shown in that report section. Where there is a **trend** or comparative element to the section and percentage changes are shown, you have the option to apply **highlighting** to those values that are above a certain percentage threshold (+/-3% for example). In the Comparative Headlines section, the **Focus Year** can be any year from the trend period, the **Comparison Year** can only be set as a year which is earlier than the focus year.



### 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

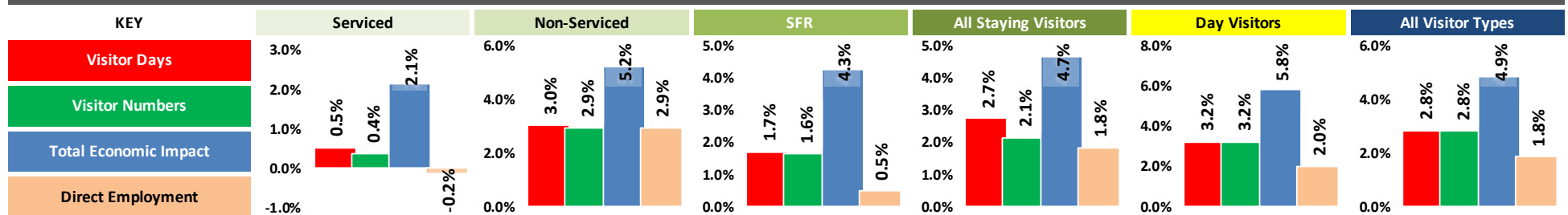
### Visitor Numbers / Visitor Days / Average Length of Stay

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

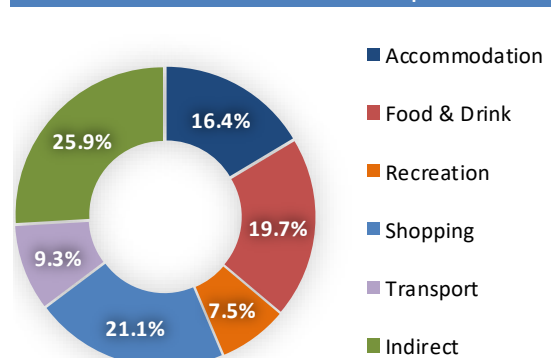
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %
	2019	2018	+/- %	2019	2018	+/- %															
Visitor Days	M	0.877	0.873	0.5%	8.615	8.361	3.0%	0.544	0.535	1.7%	10.04	9.769	2.7%	3.034	2.939	3.2%	13.07	12.71	2.8%		
Visitor Numbers	M	0.448	0.446	0.4%	1.197	1.163	2.9%	0.229	0.225	1.6%	1.874	1.835	2.1%	3.034	2.939	3.2%	4.908	4.774	2.8%		
Direct Expenditure	£M																	543.40	518.35	4.8%	
Economic Impact	£M	97.03	95.00	2.1%	490.45	466.15	5.2%	27.96	26.82	4.3%	615.44	587.96	4.7%	118.02	111.52	5.8%	733.46	699.48	4.9%		
Direct Employment	FTEs	2,008	2,012	-0.2%	3,966	3,853	2.9%	245	244	0.5%	6,220	6,109	1.8%	1,021	1,001	2.0%	7,240	7,110	1.8%		
Total Employment	FTEs																	9,151	8,999	1.7%	

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2018 - IN HISTORIC PRICES

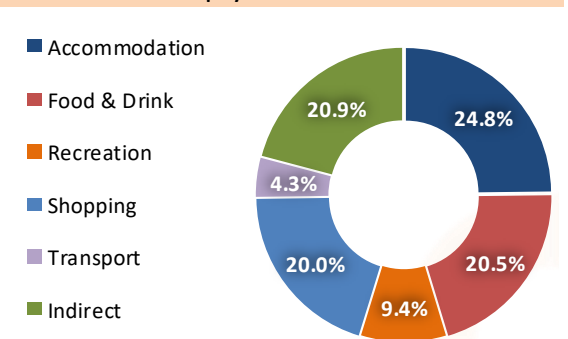


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2019	2018	+/- %
Accommodation	120.34	116.83	3.0%
Food & Drink	144.70	137.47	5.3%
Recreation	54.94	52.12	5.4%
Shopping	154.91	147.09	5.3%
Transport	68.50	64.83	5.7%
TOTAL DIRECT	543.40	518.35	4.8%
Indirect	190.05	181.13	4.9%
TOTAL	733.46	699.48	4.9%

Sectoral Distribution of Employment - FTEs



## Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2019

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

STEAM FINAL TREND REPORT FOR 2009-2019  
EAST LINDSEY

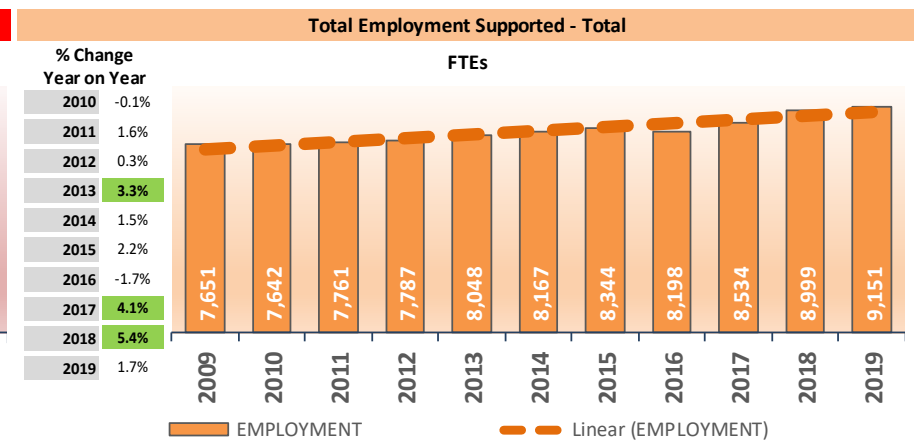
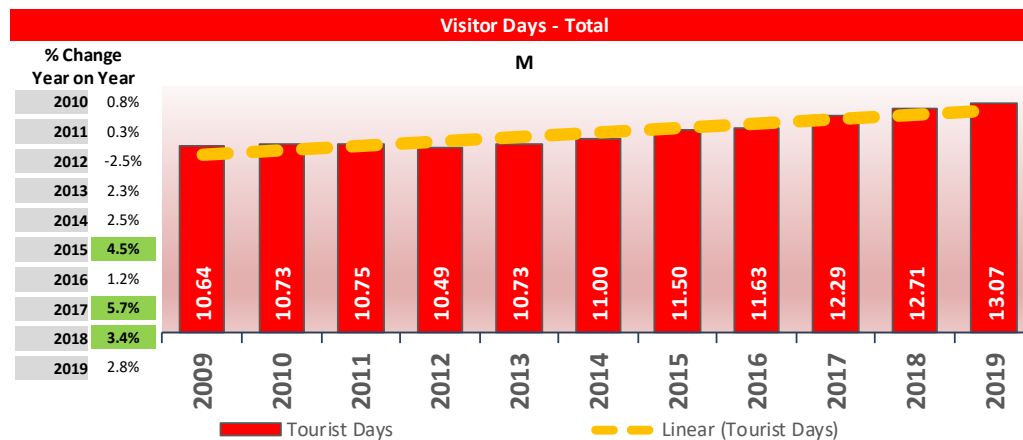
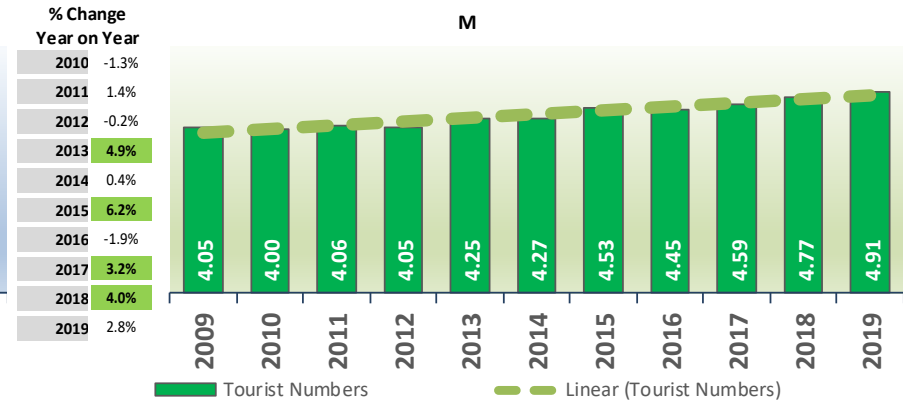
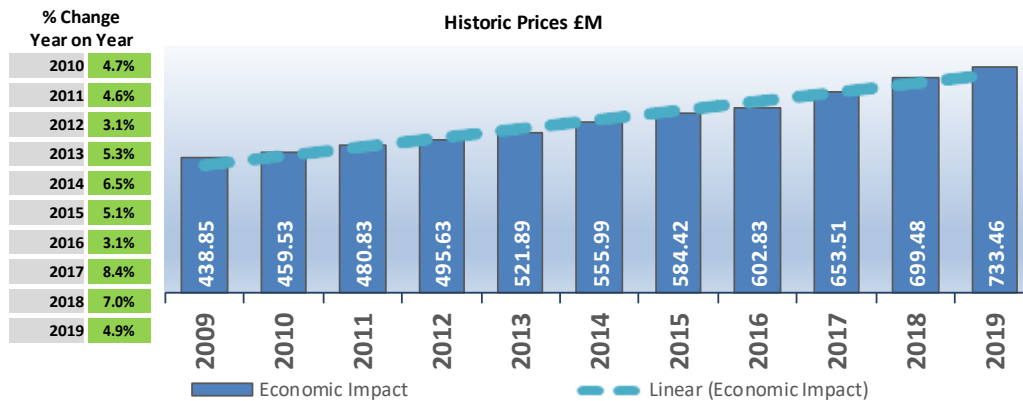
2009 to 2019  
Historic Prices

TOTAL

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		4.7%	9.6%	12.9%	18.9%	26.7%	33.2%	37.4%	48.9%	59.4%	67.1%
Visitor Numbers		-1.3%	0.1%	-0.1%	4.8%	5.2%	11.8%	9.7%	13.3%	17.8%	21.1%
Visitor Days		0.8%	1.1%	-1.4%	0.9%	3.4%	8.1%	9.3%	15.5%	19.5%	22.9%
Total Employment		-0.1%	1.4%	1.8%	5.2%	6.7%	9.1%	7.2%	11.6%	17.6%	19.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019  
EAST LINDSEY

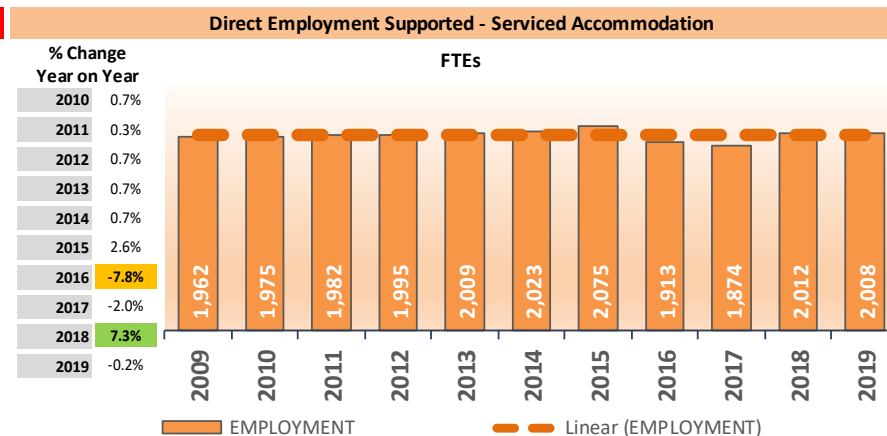
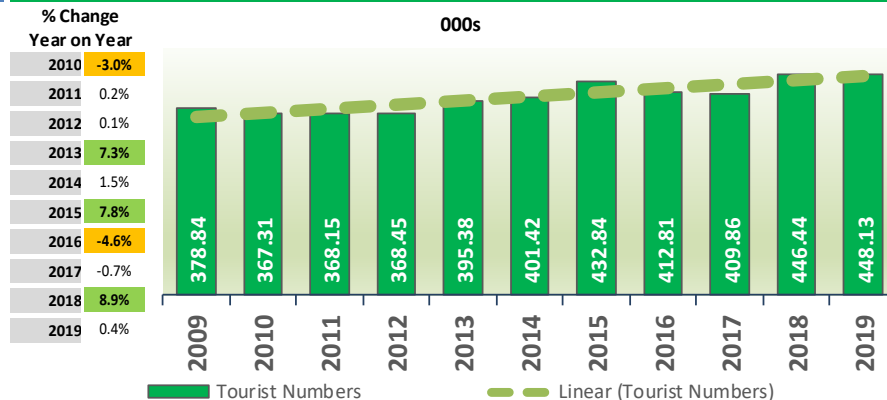
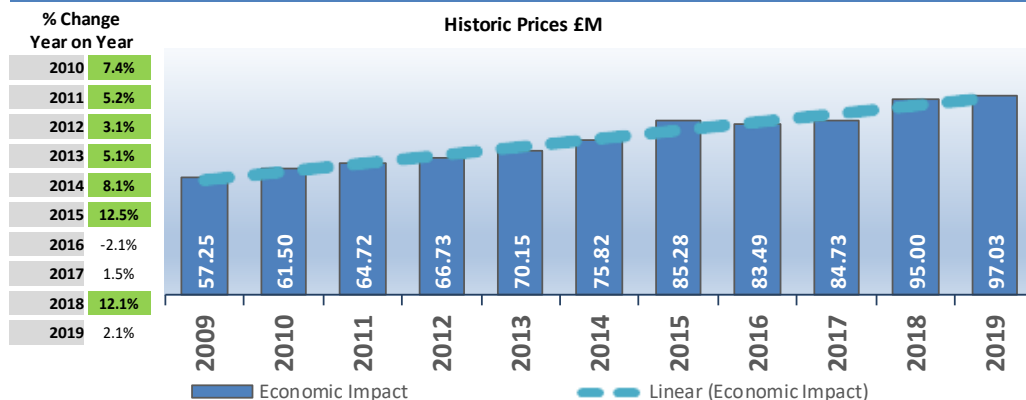
2009 to 2019  
Historic Prices

SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		7.4%	13.0%	16.6%	22.5%	32.4%	48.9%	45.8%	48.0%	65.9%	69.5%
Visitor Numbers		-3.0%	-2.8%	-2.7%	4.4%	6.0%	14.3%	9.0%	8.2%	17.8%	18.3%
Visitor Days		4.9%	5.7%	6.5%	9.9%	14.6%	28.0%	21.3%	20.8%	31.9%	32.6%
Direct Employment		0.7%	1.0%	1.7%	2.4%	3.1%	5.8%	-2.5%	-4.5%	2.5%	2.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019  
EAST LINDSEY

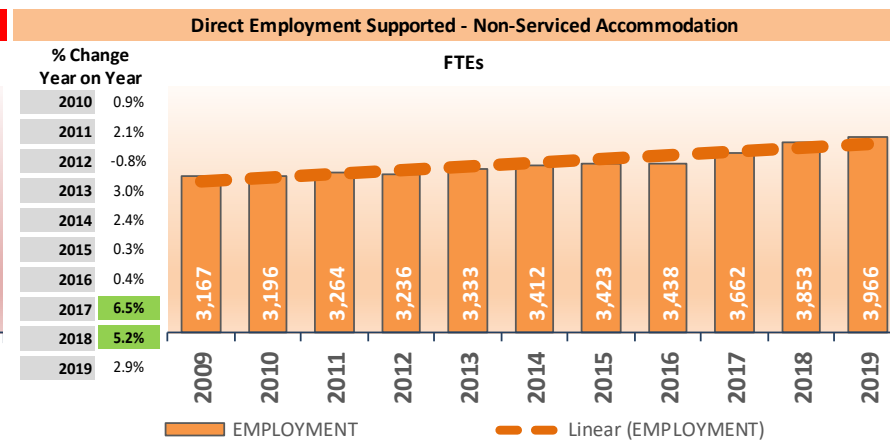
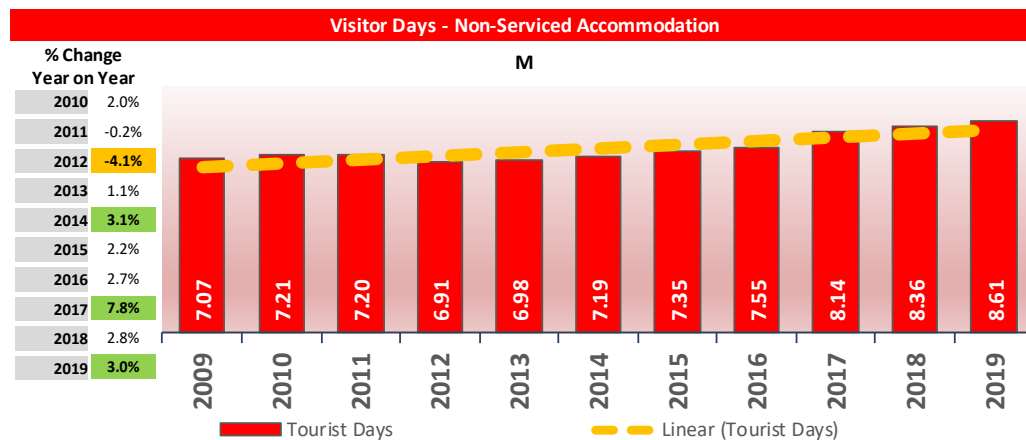
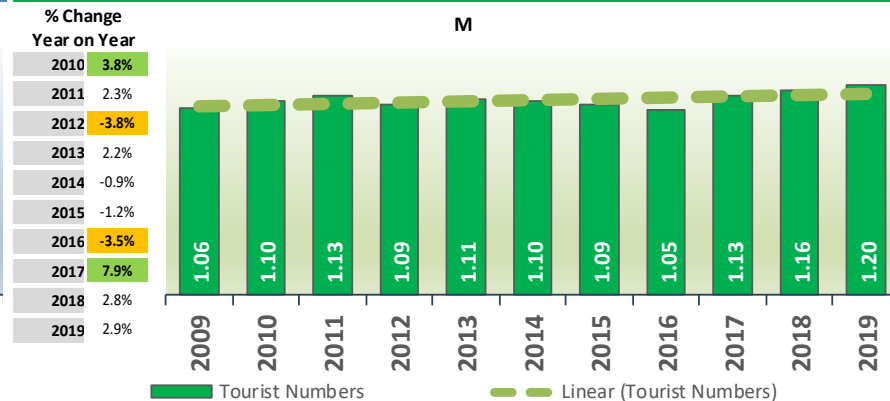
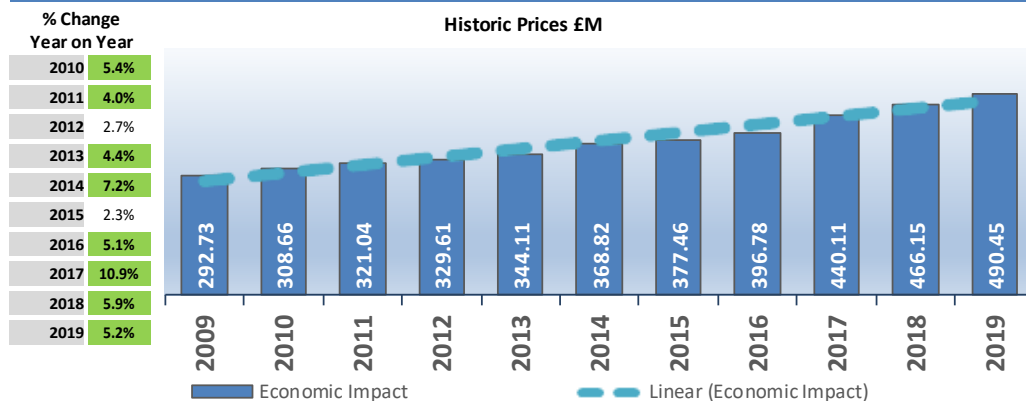
2009 to 2019  
Historic Prices

NON-SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		5.4%	9.7%	12.6%	17.6%	26.0%	28.9%	35.5%	50.4%	59.2%	67.5%
Visitor Numbers		3.8%	6.2%	2.1%	4.4%	3.4%	2.2%	-1.4%	6.3%	9.3%	12.5%
Visitor Days		2.0%	1.9%	-2.3%	-1.2%	1.8%	4.0%	6.8%	15.1%	18.3%	21.9%
Direct Employment		0.9%	3.0%	2.2%	5.2%	7.7%	8.1%	8.5%	15.6%	21.7%	25.2%

"Linear" = Linear Trendline



STEAM FINAL TREND REPORT FOR 2009-2019

EAST LINDSEY

2009 to 2019

Historic Prices

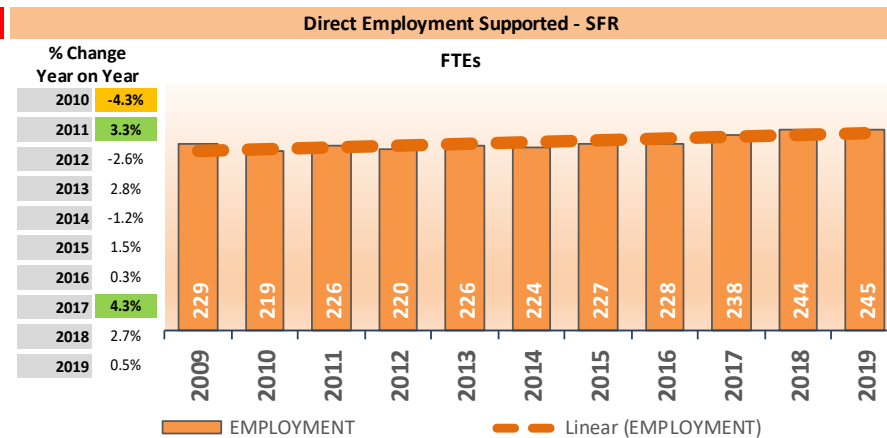
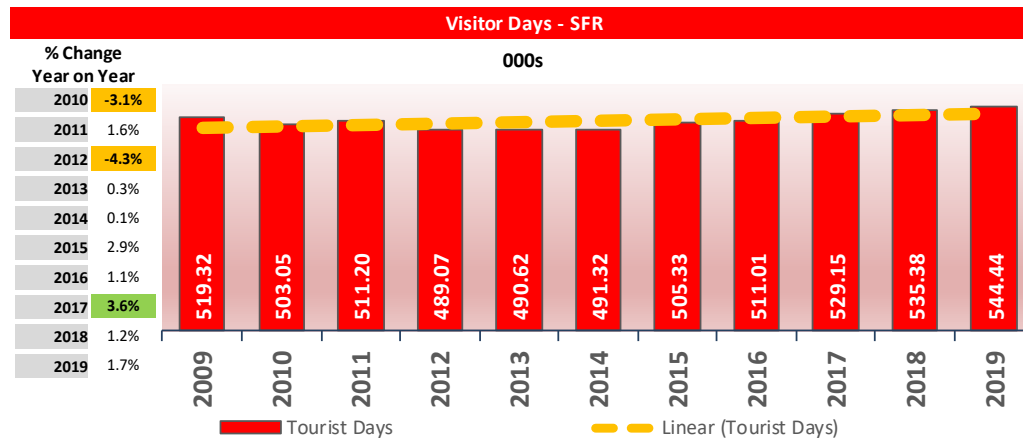
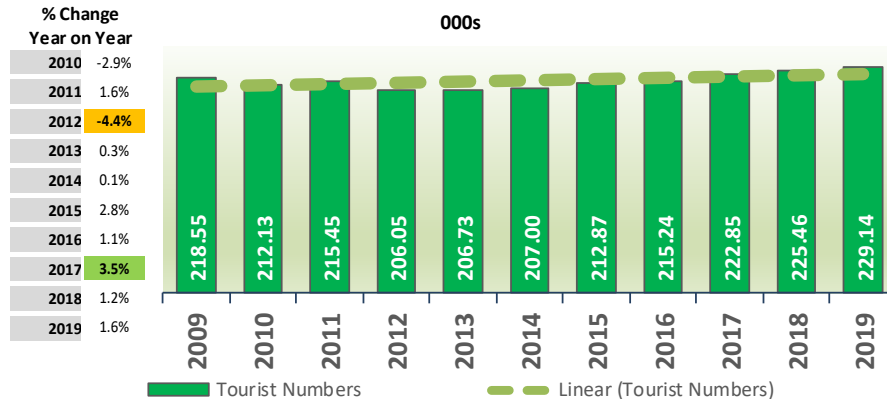
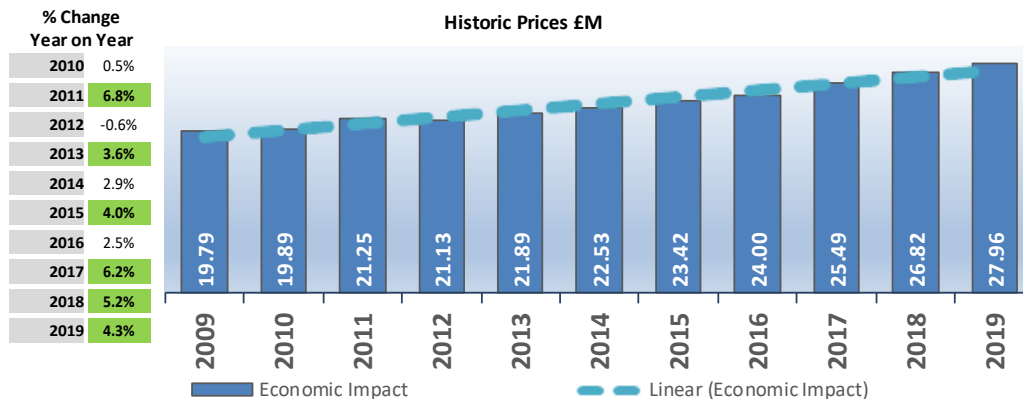
SFR

KEY MEASURES

Historic Prices

Economic Impact - Historic Prices - SFR

Visitor Numbers - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		0.5%	7.3%	6.7%	10.6%	13.8%	18.3%	21.3%	28.8%	35.5%	41.2%
Visitor Numbers		-2.9%	-1.4%	-5.7%	-5.4%	-5.3%	-2.6%	-1.5%	2.0%	3.2%	4.8%
Visitor Days		-3.1%	-1.6%	-5.8%	-5.5%	-5.4%	-2.7%	-1.6%	1.9%	3.1%	4.8%
Direct Employment		-4.3%	-1.1%	-3.7%	-1.0%	-2.1%	-0.6%	-0.3%	4.0%	6.8%	7.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019

EAST LINDSEY

2009 to 2019

Historic Prices

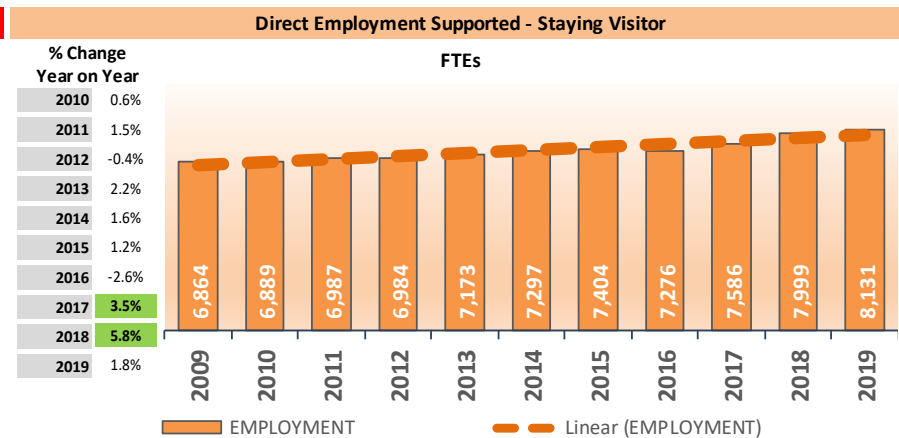
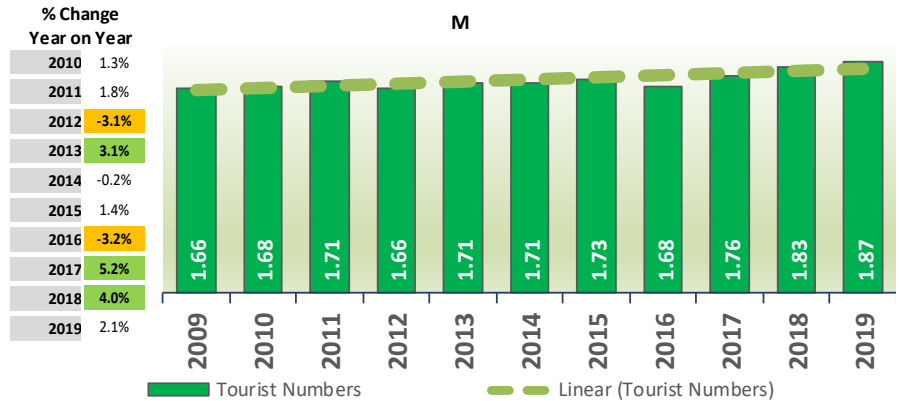
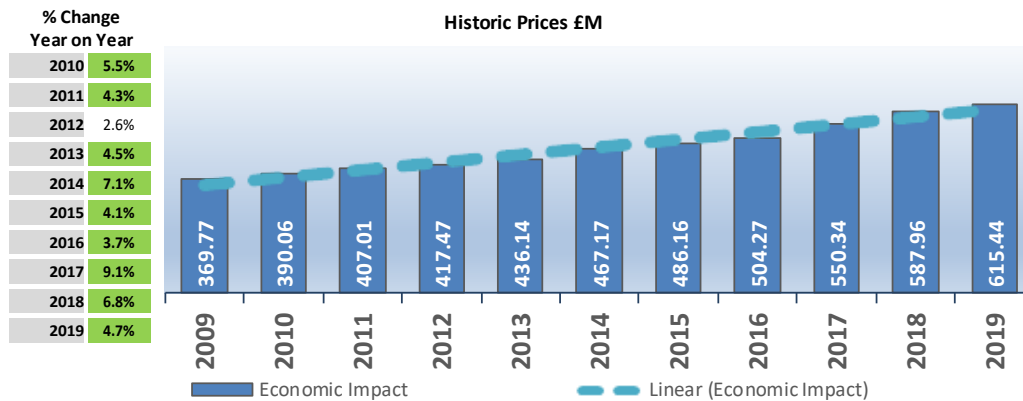
STAYING VISITOR

KEY MEASURES

Historic Prices

Economic Impact - Historic Prices - Staying Visitor

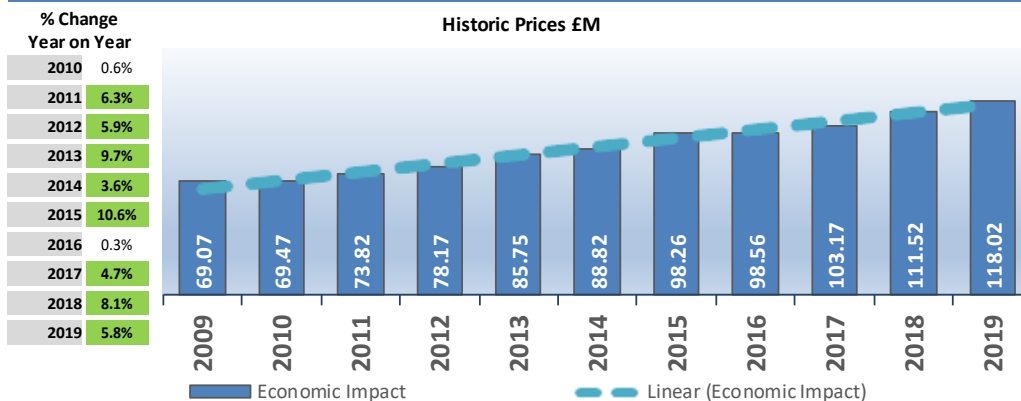
Visitor Numbers - Staying Visitor



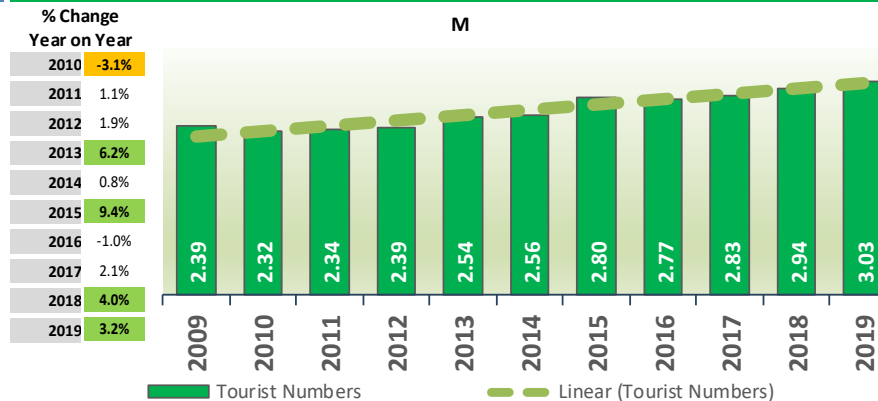
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		5.5%	10.1%	12.9%	17.9%	26.3%	31.5%	36.4%	48.8%	59.0%	66.4%
Visitor Numbers		1.3%	3.1%	0.0%	3.1%	2.9%	4.3%	1.0%	6.2%	10.5%	12.8%
Visitor Days		1.9%	2.0%	-1.8%	-0.6%	2.4%	5.5%	7.5%	14.8%	18.5%	21.7%
Direct Employment		0.4%	1.8%	1.7%	4.5%	6.3%	7.9%	6.0%	10.5%	16.5%	18.4%

"Linear" = Linear Trendline

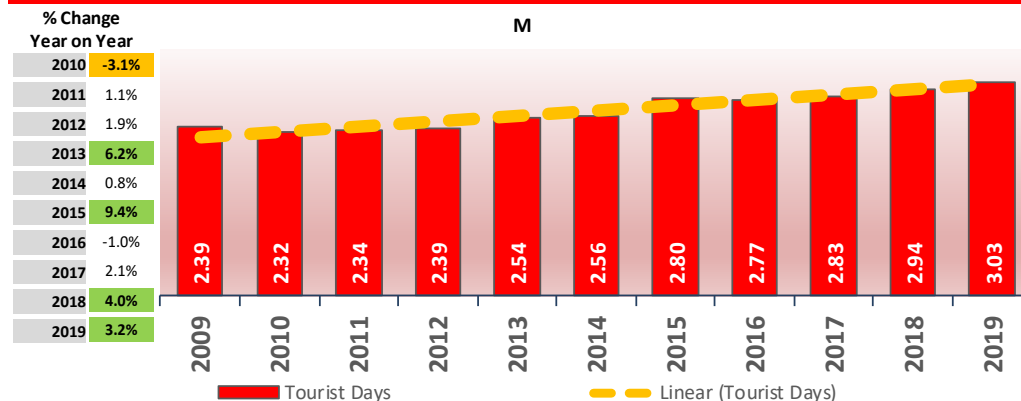
Economic Impact - Historic Prices - Day Visitor



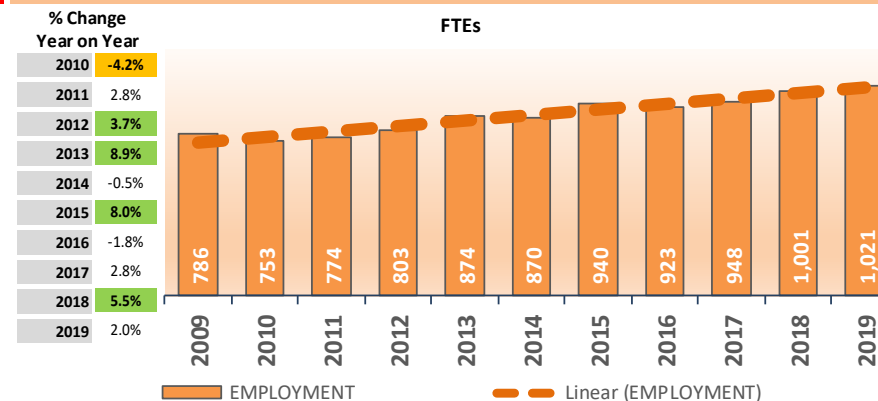
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		0.6%	6.9%	13.2%	24.1%	28.6%	42.3%	42.7%	49.4%	61.4%	70.9%
Visitor Numbers		-3.1%	-2.0%	-0.1%	6.1%	6.9%	17.0%	15.8%	18.2%	22.9%	26.8%
Visitor Days		-3.1%	-2.0%	-0.1%	6.1%	6.9%	17.0%	15.8%	18.2%	22.9%	26.8%
Direct Employment		-4.2%	-1.5%	2.1%	11.2%	10.6%	19.5%	17.3%	20.6%	27.2%	29.8%

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2019

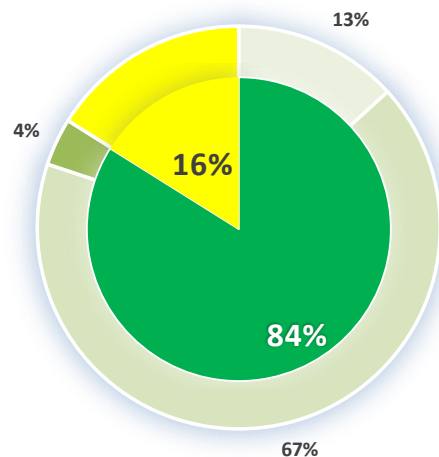
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2019 - M - Share of Total

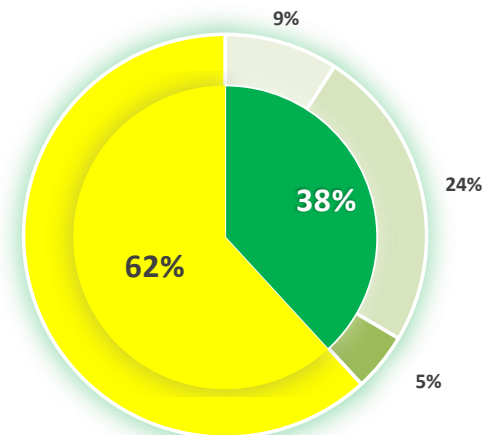
**TOTAL**  
**£733.46m**

	£M
Serviced	97.03
Non-Serviced	490.45
SFR	27.96
Staying Visitor	615.44
Day Visitor	118.02
<b>Total</b>	<b>733.46</b>



**TOTAL**  
**4.91m**

	M
Serviced	0.45
Non-Serviced	1.20
SFR	0.23
Staying Visitor	1.87
Day Visitor	3.03
<b>Total</b>	<b>4.91</b>

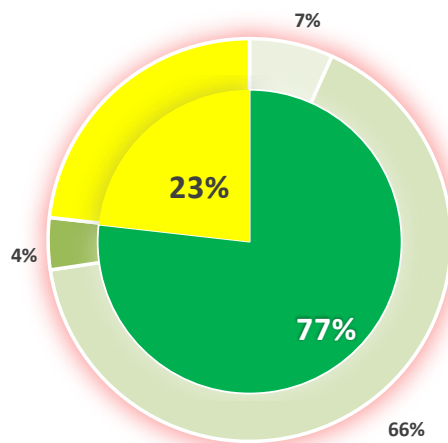


Visitor Days - 2019 - M - Share of Total

Direct Employment Supported - 2019 - FTEs - Share of Total

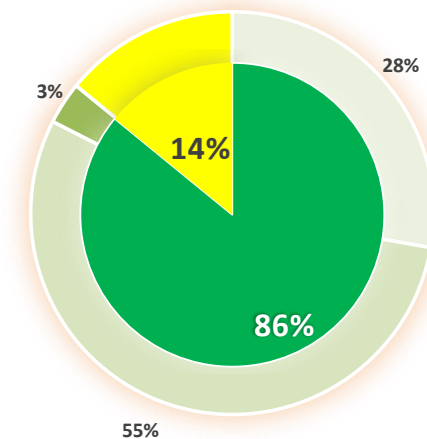
**TOTAL**  
**13.07m**

	M
Serviced	0.88
Non-Serviced	8.61
SFR	0.54
Staying Visitor	10.04
Day Visitor	3.03
<b>Total</b>	<b>13.07</b>



**TOTAL**  
**7,240 Direct FTEs**  
**9,151 Total FTEs**

	FTEs
Serviced	2,008
Non-Serviced	3,966
SFR	245
Staying Visitor	6,220
Day Visitor	1,021
<b>Total</b>	<b>7,240</b>

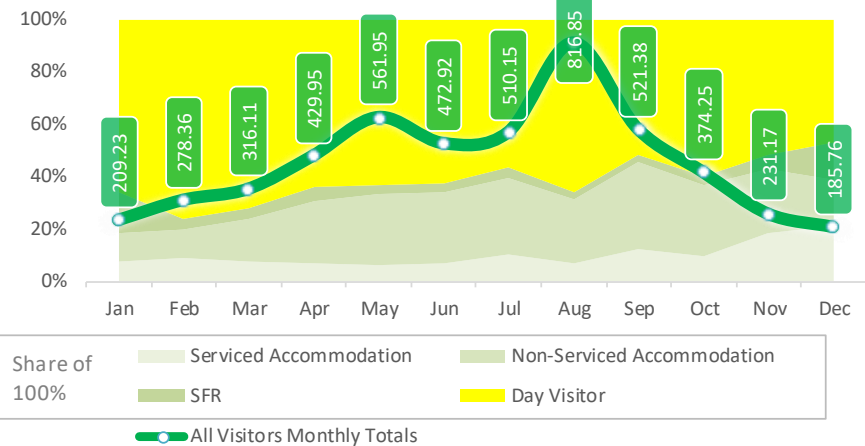
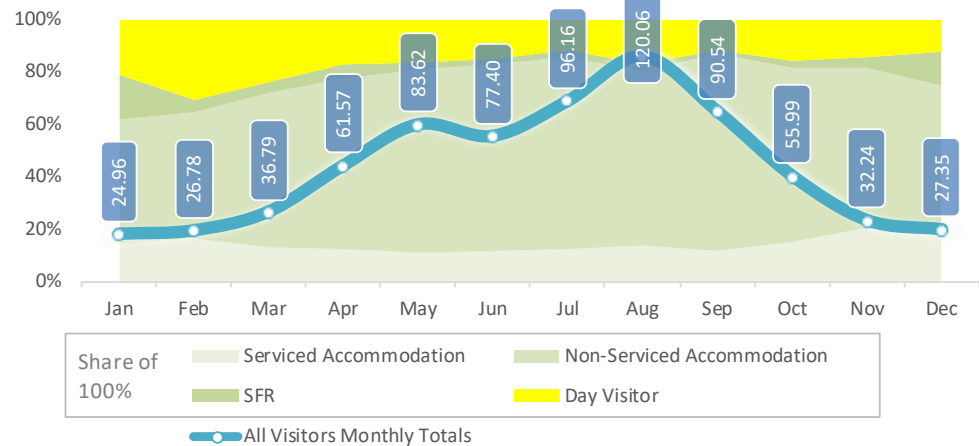


**STEAM FINAL TREND REPORT FOR 2009-2019**  
**EAST LINDSEY**

**2019**  
**Historic Prices**      **TOTAL**      **DISTRIBUTION BY MONTH**  
**Historic Prices**

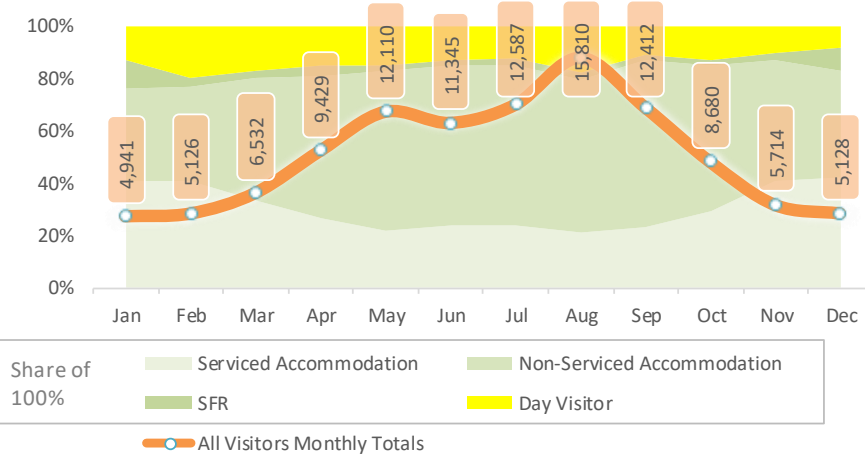
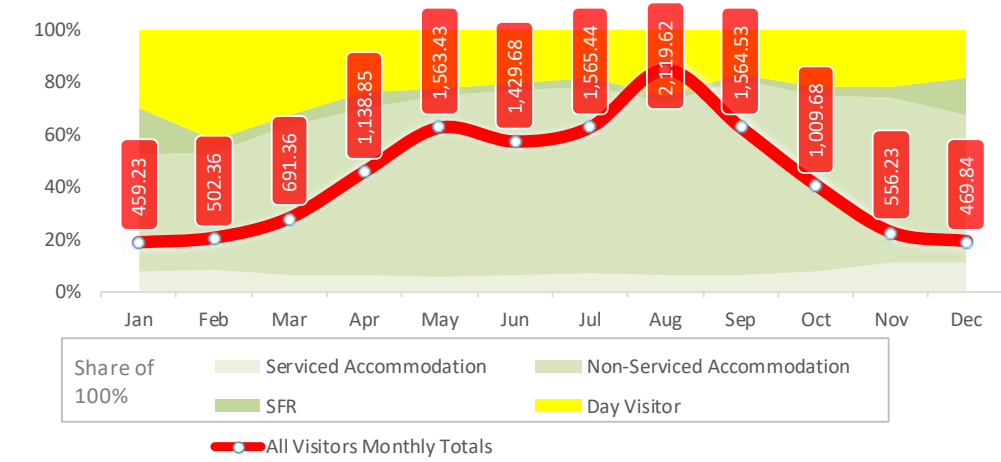
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**

**Visitor Numbers - 2019 - 000s - Distribution of Impact by Month**



**Visitor Days - 2019 - 000s - Distribution of Impact by Month**

**Direct Employment Supported - 2019 - FTEs - Distribution of Impact by Month**

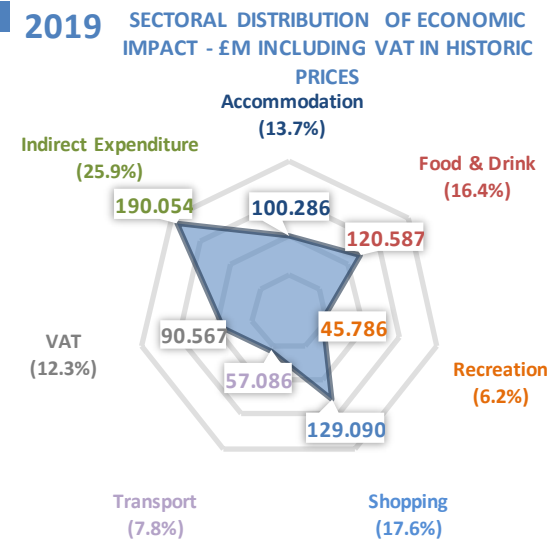


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Report Prepared by: Aimee Towle. Date of Issue: 10/12/20

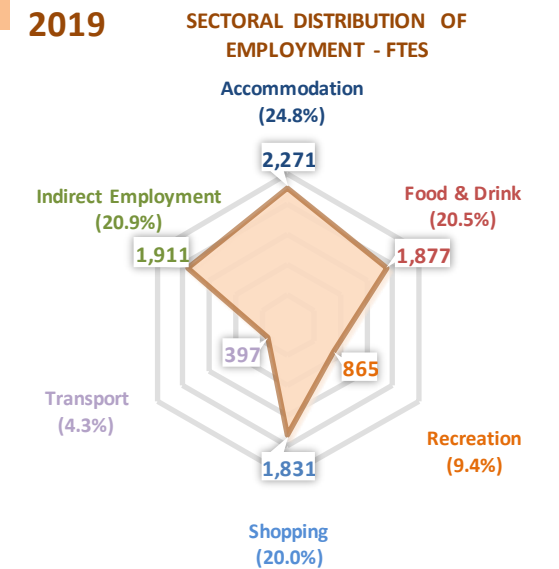
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation £M	61.13	62.35	61.98	67.92	70.74	78.41	80.44	85.22	92.91	97.36	100.29
Food & Drink £M	75.89	78.00	80.52	81.55	86.10	90.80	96.22	98.25	106.21	114.55	120.59
Recreation £M	28.52	29.37	30.44	30.80	32.53	34.28	36.47	37.17	40.08	43.44	45.79
Shopping £M	81.30	83.40	86.11	87.42	92.28	97.32	103.14	105.65	114.01	122.58	129.09
Transport £M	35.83	36.79	38.13	38.41	40.48	42.60	44.96	46.17	50.10	54.03	57.09
Direct Revenue £M	282.68	289.91	297.17	306.11	322.13	343.41	361.24	372.47	403.32	431.95	452.83
VAT £M	42.40	50.73	59.43	61.22	64.43	68.68	72.25	74.49	80.66	86.39	90.57
Direct Expenditure £M	325.08	340.64	356.60	367.33	386.56	412.09	433.48	446.96	483.99	518.35	543.40
Indirect Expenditure £M	113.77	118.89	124.23	128.30	135.34	143.89	150.94	155.87	169.52	181.13	190.05
TOTAL £M	438.85	459.53	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation FTEs	2,205	2,205	2,226	2,265	2,263	2,296	2,284	2,115	2,071	2,214	2,271
Food & Drink FTEs	1,490	1,490	1,520	1,508	1,580	1,600	1,656	1,656	1,757	1,850	1,877
Recreation FTEs	680	681	697	691	724	733	762	760	805	851	865
Shopping FTEs	1,455	1,453	1,482	1,473	1,544	1,564	1,618	1,623	1,719	1,805	1,831
Transport FTEs	314	314	322	317	332	335	346	348	370	390	397
Direct Employment FTEs	6,145	6,143	6,246	6,255	6,443	6,528	6,666	6,502	6,723	7,110	7,240
Indirect Employment FTEs	1,506	1,499	1,515	1,533	1,605	1,638	1,678	1,697	1,812	1,890	1,911
TOTAL FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

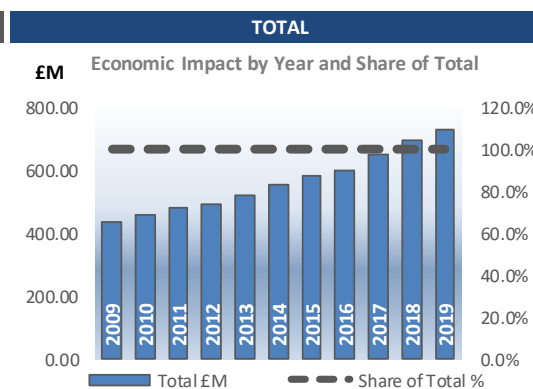
## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2019

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



STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019 Historic Prices	TOTAL	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	TOTAL												TOTAL	% Change					
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4	
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							
% Change 2009 to 2019	57.4%	57.6%	95.4%	70.9%	60.8%	70.9%	59.7%	56.2%	87.0%	68.1%	79.5%	59.9%	67.1%	Annual Change	71.3%	67.0%	65.4%	69.1%	
% Change 2018 to 2019	8.4%	5.6%	5.7%	10.4%	5.7%	3.6%	6.5%	2.9%	1.2%	2.7%	7.6%	6.2%	4.9%		6.4%	6.2%	3.5%	4.9%	
Average Annual Change	5.7%	5.8%	9.5%	7.1%	6.1%	7.1%	6.0%	5.6%	8.7%	6.8%	8.0%	6.0%	6.7%		7.1%	6.7%	6.5%	6.9%	
2009	£M	15.86	17.00	18.83	36.02	51.99	45.30	60.22	76.85	48.43	33.30	17.96	17.11	438.85	51.68	133.31	185.49	68.36	
2010	£M	11.88	17.05	18.83	36.04	51.23	55.61	64.29	82.99	56.48	32.43	18.04	14.66	459.53	4.7%	47.76	142.88	203.76	65.13
2011	£M	15.04	16.98	21.60	42.00	55.73	55.57	65.62	80.56	56.18	35.70	20.50	15.35	480.83	4.6%	53.61	153.30	202.36	71.55
2012	£M	15.91	17.66	24.20	42.04	54.47	56.76	66.91	84.27	57.63	37.05	22.20	16.52	495.63	3.1%	57.77	153.27	208.81	75.78
2013	£M	16.92	19.08	27.46	42.04	58.93	57.45	70.08	89.44	58.74	38.88	24.57	18.30	521.89	5.3%	63.46	158.42	218.27	81.74
2014	£M	17.44	19.88	29.55	45.58	61.05	59.29	73.75	90.40	71.19	41.90	26.41	19.54	555.99	6.5%	66.87	165.93	235.34	87.85
2015	£M	19.40	21.29	31.51	47.60	64.74	63.03	77.00	96.06	71.68	45.58	25.91	20.63	584.42	5.1%	72.20	175.37	244.73	92.12
2016	£M	19.91	21.55	32.45	48.02	66.68	65.49	79.51	100.66	74.34	46.30	26.40	21.53	602.83	3.1%	73.91	180.19	254.51	94.22
2017	£M	21.69	23.65	33.03	53.15	72.09	69.11	86.37	106.74	85.36	50.21	27.89	24.22	653.51	8.4%	78.37	194.34	278.47	102.33
2018	£M	23.03	25.36	34.79	55.75	79.12	74.74	90.31	116.68	89.50	54.49	29.97	25.75	699.48	7.0%	83.18	209.61	296.48	110.21
2019	£M	24.96	26.78	36.79	61.57	83.62	77.40	96.16	120.06	90.54	55.99	32.24	27.35	733.46	4.9%	88.53	222.60	306.76	115.57

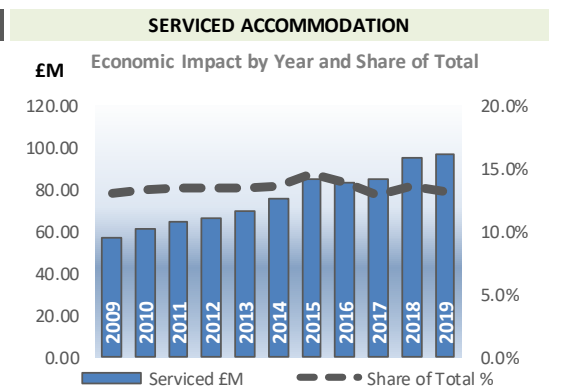
ECONOMIC IMPACT - IN HISTORIC PRICES												
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	
Total	£M	438.85	459.53	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46
All Visitor Types	£M	438.85	459.53	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46
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%
Annual Change in Share	%											
Change in Share from 2009	%											
Avg Ann. Change in Share	%											



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
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 2009 to 2019		239.8%	141.6%	110.5%	32.8%	66.1%	72.8%	63.0%	78.8%	52.8%	57.5%	55.0%	70.0%	69.5%	Annual Change	147.8%	56.9%	66.2%	59.8%	
% Change 2018 to 2019		1.7%	1.0%	2.3%	2.1%	2.4%	2.5%	3.0%	1.6%	1.0%	3.8%	4.0%	-0.5%	2.1%	1.7%	2.3%	1.9%	2.7%		
Average Annual Change		24.0%	14.2%	11.1%	3.3%	6.6%	7.3%	6.3%	7.9%	5.3%	5.8%	5.5%	7.0%	6.9%	14.8%	5.7%	6.6%	6.0%		
2009	£M	1.052	1.794	2.293	5.527	5.326	5.313	7.416	9.056	6.797	5.208	4.285	3.189	57.25		5.139	16.17	23.27	12.68	
2010	£M	1.771	2.956	2.898	4.913	4.948	5.351	7.509	10.64	7.806	5.507	4.745	2.456	61.50	7.4%	7.626	15.21	25.96	12.71	
2011	£M	2.095	3.266	3.281	5.700	5.142	5.626	7.893	11.04	7.401	5.577	4.886	2.815	64.72	5.2%	8.643	16.47	26.33	13.28	
2012	£M	1.789	3.075	3.471	5.390	5.101	6.196	7.924	11.61	8.498	5.613	5.331	2.736	66.73	3.1%	8.335	16.69	28.03	13.68	
2013	£M	1.881	3.447	4.143	4.755	5.563	6.365	8.697	12.59	7.937	5.326	6.140	3.301	70.15	5.1%	9.471	16.68	29.23	14.77	
2014	£M	2.043	3.428	3.997	5.604	5.941	6.411	9.518	13.02	9.940	6.153	6.311	3.455	75.82	8.1%	9.468	17.96	32.48	15.92	
2015	£M	3.141	4.199	4.813	6.353	7.131	8.158	10.52	13.88	9.761	7.419	5.763	4.147	85.28	12.5%	12.15	21.64	34.16	17.33	
2016	£M	2.902	4.011	4.661	6.054	6.979	7.832	10.75	14.17	9.388	6.820	5.580	4.338	83.49	-2.1%	11.57	20.86	34.32	16.74	
2017	£M	3.147	3.869	4.320	6.516	7.574	7.976	10.60	13.78	9.466	6.991	5.662	4.835	84.73	1.5%	11.34	22.07	33.84	17.49	
2018	£M	3.514	4.292	4.718	7.190	8.638	8.957	11.73	15.94	10.28	7.902	6.389	5.448	95.00	12.1%	12.52	24.79	37.95	19.74	
2019	£M	3.574	4.335	4.827	7.340	8.847	9.180	12.09	16.19	10.39	8.204	6.643	5.421	97.03	2.1%	12.74	25.37	38.66	20.27	

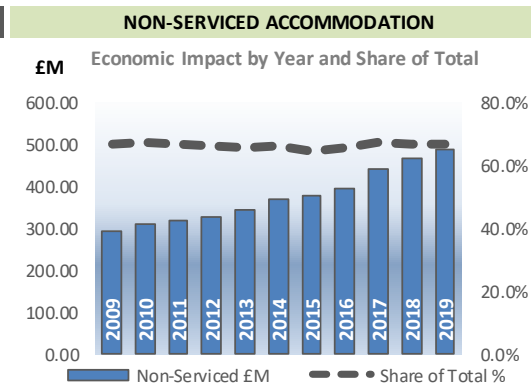
ECONOMIC IMPACT - IN HISTORIC PRICES												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Serviced	£M	57.25	61.50	64.72	66.73	70.15	75.82	85.28	83.49	84.73	95.00	97.03
All Visitor Types	£M	438.85	459.53	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46
Share of Total	%	13.0%	13.4%	13.5%	13.5%	13.4%	13.6%	14.6%	13.9%	13.0%	13.6%	13.2%
Annual Change in Share	%		2.6%	0.6%	0.0%	-0.2%	1.5%	7.0%	-5.1%	-6.4%	4.7%	-2.6%
Change in Share from 2009	%		2.6%	3.2%	3.2%	3.0%	4.5%	11.8%	6.2%	-0.6%	4.1%	1.4%
Avg Ann. Change in Share	%		2.6%	1.6%	1.1%	0.8%	0.9%	2.0%	0.9%	-0.1%	0.5%	0.1%



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION											TOTAL						Annual Change		
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			Q1	Q2	Q3	Q4		
% Change 2009 to 2019		37.0%	25.6%	72.1%	88.3%	57.1%	68.4%	63.5%	49.7%	98.9%	77.7%	104.1%	72.8%	67.5%			47.3%	68.4%	67.1%	83.0%	
% Change 2018 to 2019		12.3%	5.1%	4.8%	14.0%	6.8%	3.0%	7.5%	2.9%	0.2%	1.7%	10.9%	9.8%	5.2%			6.7%	7.1%	3.4%	5.7%	
Average Annual Change		3.7%	2.6%	7.2%	8.8%	5.7%	6.8%	6.3%	5.0%	9.9%	7.8%	10.4%	7.3%	6.8%			4.7%	6.8%	6.7%	8.3%	
2009	£M	8.603	10.26	12.56	21.35	37.39	32.60	42.89	53.43	34.20	21.13	9.604	8.707	292.73			31.42	91.34	130.53	39.45	
2010	£M	4.436	9.024	11.89	21.72	36.47	41.65	47.18	58.42	41.32	19.91	9.153	7.501	308.66	5.4%			25.35	99.84	146.91	36.56
2011	£M	6.331	8.183	13.68	25.61	40.49	41.65	47.35	55.53	40.76	22.69	11.15	7.623	321.04	4.0%			28.19	107.75	143.64	41.46
2012	£M	7.171	8.691	15.39	26.55	39.45	41.41	47.59	57.32	40.73	24.14	12.23	8.946	329.61	2.7%			31.25	107.41	145.64	45.31
2013	£M	7.877	9.231	17.32	26.76	41.38	41.80	48.98	59.58	42.13	25.82	13.47	9.746	344.11	4.4%			34.43	109.94	150.70	49.04
2014	£M	8.386	9.848	18.47	28.28	42.88	43.29	51.52	59.91	52.76	27.81	14.92	10.74	368.82	7.2%			36.71	114.46	164.18	53.47
2015	£M	8.243	9.448	19.09	29.22	44.63	44.78	53.27	62.29	52.22	28.93	14.75	10.58	377.46	2.3%			36.78	118.64	167.77	54.27
2016	£M	8.811	9.882	19.49	30.06	46.12	46.51	56.11	66.60	55.71	30.68	15.60	11.20	396.78	5.1%			38.19	122.70	178.41	57.48
2017	£M	10.03	11.75	19.95	33.87	50.57	49.57	63.10	71.55	65.74	34.26	16.66	13.08	440.11	10.9%			41.73	134.00	200.38	64.00
2018	£M	10.49	12.26	20.62	35.26	55.01	53.34	65.24	77.72	67.90	36.94	17.67	13.70	466.15	5.9%			43.36	143.60	210.87	68.31
2019	£M	11.78	12.88	21.61	40.19	58.74	54.92	70.12	79.97	68.04	37.56	19.60	15.04	490.45	5.2%			46.27	153.85	218.13	72.20

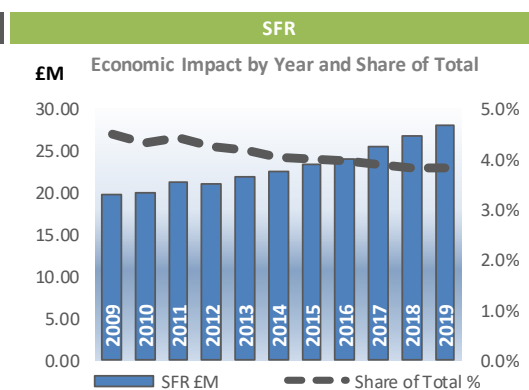
ECONOMIC IMPACT - IN HISTORIC PRICES												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced	£M	292.73	308.66	321.04	329.61	344.11	368.82	377.46	396.78	440.11	466.15	490.45
All Visitor Types	£M	438.85	459.53	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46
Share of Total	%	66.7%	67.2%	66.8%	66.5%	65.9%	66.3%	64.6%	65.8%	67.3%	66.6%	66.9%
Annual Change in Share	%		0.7%	-0.6%	-0.4%	-0.9%	0.6%	-2.6%	1.9%	2.3%	-1.0%	0.3%
Change in Share from 2009	%		0.7%	0.1%	-0.3%	-1.2%	-0.6%	-3.2%	-1.3%	1.0%	-0.1%	0.2%
Avg Ann. Change in Share	%		0.7%	0.0%	-0.1%	-0.3%	-0.1%	-0.5%	-0.2%	0.1%	0.0%	0.0%



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
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			Q1	Q2	Q3	Q4
% Change 2009 to 2019		37.6%	34.0%	42.0%	43.0%	37.6%	40.8%	40.1%	40.1%	45.5%	41.9%	51.8%	45.3%	41.2%	37.8%		40.8%	41.3%	45.8%
% Change 2018 to 2019		5.6%	3.1%	3.5%	6.0%	4.2%	3.0%	4.6%	3.1%	2.0%	2.7%	5.5%	4.5%	4.3%	4.7%		4.7%	3.4%	4.3%
Average Annual Change		3.8%	3.4%	4.2%	4.3%	3.8%	4.1%	4.0%	4.0%	4.6%	4.2%	5.2%	4.5%	4.1%	3.8%		4.1%	4.1%	4.6%
2009	£M	3.085	1.004	1.041	2.308	1.644	1.236	1.938	2.055	1.124	1.078	0.869	2.411	19.79	5.129		5.189	5.117	4.359
2010	£M	2.631	1.004	1.058	2.374	1.670	1.375	2.041	2.174	1.233	1.090	0.886	2.359	19.89	4.693		5.418	5.448	4.335
2011	£M	3.023	1.017	1.149	2.587	1.794	1.426	2.128	2.231	1.269	1.176	0.970	2.478	21.25	5.188		5.807	5.628	4.624
2012	£M	3.030	0.993	1.166	2.564	1.748	1.400	2.092	2.215	1.250	1.172	0.977	2.519	21.13	5.189		5.712	5.556	4.668
2013	£M	3.172	1.044	1.232	2.604	1.804	1.425	2.161	2.294	1.276	1.209	1.029	2.640	21.89	5.448		5.833	5.730	4.878
2014	£M	3.252	1.063	1.264	2.679	1.838	1.450	2.225	2.377	1.333	1.259	1.063	2.723	22.53	5.578		5.967	5.935	5.045
2015	£M	3.476	1.126	1.312	2.758	1.897	1.496	2.287	2.444	1.371	1.302	1.097	2.858	23.42	5.915		6.151	6.102	5.257
2016	£M	3.578	1.152	1.331	2.803	1.935	1.528	2.343	2.516	1.414	1.333	1.125	2.944	24.00	6.061		6.266	6.272	5.403
2017	£M	3.821	1.241	1.373	2.978	2.048	1.602	2.485	2.633	1.540	1.418	1.185	3.168	25.49	6.436		6.629	6.658	5.772
2018	£M	4.020	1.305	1.428	3.115	2.170	1.691	2.597	2.793	1.603	1.490	1.251	3.352	26.82	6.754		6.976	6.993	6.093
2019	£M	4.246	1.345	1.478	3.301	2.262	1.741	2.716	2.878	1.636	1.530	1.320	3.504	27.96	7.069		7.305	7.230	6.354

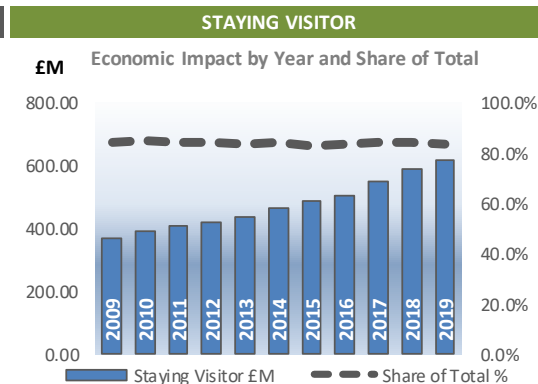
ECONOMIC IMPACT - IN HISTORIC PRICES												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SFR	£M	19.79	19.89	21.25	21.13	21.89	22.53	23.42	24.00	25.49	26.82	27.96
All Visitor Types	£M	438.85	459.53	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46
Share of Total	%	4.5%	4.3%	4.4%	4.3%	4.2%	4.1%	4.0%	4.0%	3.9%	3.8%	3.8%
Annual Change in Share	%		-4.0%	2.1%	-3.5%	-1.6%	-3.4%	-1.1%	-0.7%	-2.0%	-1.7%	-0.6%
Change in Share from 2009	%		-4.0%	-2.0%	-5.5%	-7.0%	-10.2%	-11.1%	-11.7%	-13.5%	-15.0%	-15.5%
Avg Ann. Change in Share	%		-4.0%	-1.0%	-1.8%	-1.8%	-2.0%	-1.9%	-1.7%	-1.7%	-1.7%	-1.5%



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
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			Q1	Q2	Q3	Q4	
% Change 2009 to 2019		53.9%	42.2%	75.7%	74.2%	57.5%	68.2%	62.5%	53.4%	90.1%	72.5%	86.8%	67.5%	66.4%	Annual Change	58.5%	65.5%	66.1%	75.0%	
% Change 2018 to 2019		8.7%	3.9%	4.3%	11.6%	6.1%	2.9%	6.7%	2.7%	0.3%	2.1%	8.9%	6.5%	4.7%		5.5%	6.4%	3.2%	5.0%	
Average Annual Change		5.4%	4.2%	7.6%	7.4%	5.7%	6.8%	6.3%	5.3%	9.0%	7.2%	8.7%	6.8%	6.6%		5.9%	6.6%	6.6%	7.5%	
2009	£M	12.74	13.05	15.89	29.18	44.36	39.15	52.25	64.54	42.12	27.42	14.76	14.31	369.77		41.68	112.69	158.91	56.49	
2010	£M	8.838	12.99	15.84	29.01	43.08	48.38	56.73	71.23	50.35	26.51	14.78	12.32	390.06	5.5%		37.67	120.47	178.32	53.61
2011	£M	11.45	12.47	18.11	33.89	47.43	48.70	57.37	68.80	49.43	29.44	17.00	12.92	407.01	4.3%		42.02	130.02	175.60	59.36
2012	£M	11.99	12.76	20.02	34.51	46.29	49.01	57.61	71.14	50.48	30.92	18.54	14.20	417.47	2.6%		44.77	129.81	179.23	63.66
2013	£M	12.93	13.72	22.70	34.12	48.75	49.59	59.84	74.47	51.34	32.36	20.63	15.69	436.14	4.5%		49.35	132.46	185.65	68.68
2014	£M	13.68	14.34	23.73	36.57	50.66	51.15	63.26	75.31	64.03	35.22	22.29	16.92	467.17	7.1%		51.75	138.38	202.60	74.44
2015	£M	14.86	14.77	25.21	38.33	53.66	54.44	66.07	78.61	63.35	37.65	21.61	17.59	486.16	4.1%		54.85	146.43	208.03	76.85
2016	£M	15.29	15.04	25.49	38.92	55.04	55.87	69.21	83.29	66.51	38.84	22.30	18.48	504.27	3.7%		55.82	149.83	219.00	79.62
2017	£M	17.00	16.86	25.65	43.37	60.19	59.14	76.18	87.96	76.74	42.67	23.51	21.08	550.34	9.1%		59.50	162.70	240.88	87.26
2018	£M	18.03	17.85	26.76	45.56	65.81	63.99	79.57	96.45	79.78	46.33	25.31	22.50	587.96	6.8%		62.64	175.36	255.81	94.15
2019	£M	19.60	18.56	27.91	50.83	69.85	65.84	84.93	99.04	80.06	47.29	27.56	23.97	615.44	4.7%		66.07	186.52	264.02	98.82

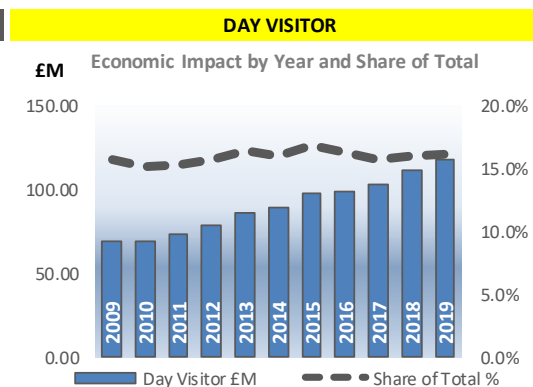
ECONOMIC IMPACT - IN HISTORIC PRICES												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Staying Visitor	£M	369.77	390.06	407.01	417.47	436.14	467.17	486.16	504.27	550.34	587.96	615.44
All Visitor Types	£M	438.85	459.53	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46
Share of Total	%	84.3%	84.9%	84.6%	84.2%	83.6%	84.0%	83.2%	83.7%	84.2%	84.1%	83.9%
Annual Change in Share	%		0.7%	-0.3%	-0.5%	-0.8%	0.5%	-1.0%	0.6%	0.7%	-0.2%	-0.2%
Change in Share from 2009	%		0.7%	0.5%	0.0%	-0.8%	-0.3%	-1.3%	-0.7%	-0.1%	-0.2%	-0.4%
Avg Ann. Change in Share	%		0.7%	0.2%	0.0%	-0.2%	-0.1%	-0.2%	-0.1%	0.0%	0.0%	0.0%



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STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
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			Q1	Q2	Q3	Q4	
% Change 2009 to 2019		71.9%	108.6%	201.8%	57.0%	80.4%	88.2%	41.0%	70.8%	66.2%	47.9%	46.2%	20.8%	70.9%			124.5%	75.0%	60.8%	41.0%
% Change 2018 to 2019		7.2%	9.6%	10.5%	5.5%	3.5%	7.6%	4.6%	4.0%	7.9%	6.5%	0.5%	4.4%	5.8%			9.3%	5.3%	5.1%	4.3%
Average Annual Change		7.2%	10.9%	20.2%	5.7%	8.0%	8.8%	4.1%	7.1%	6.6%	4.8%	4.6%	2.1%	7.1%			12.5%	7.5%	6.1%	4.1%
2009	£M	3.120	3.942	2.939	6.839	7.632	6.146	7.968	12.30	6.306	5.878	3.199	2.800	69.07			10.00	20.62	26.58	11.88
2010	£M	3.040	4.069	2.986	7.034	8.147	7.229	7.565	11.75	6.129	5.921	3.251	2.350	69.47	0.6%	10.10	22.41	25.44	11.52	
2011	£M	3.587	4.511	3.494	8.103	8.304	6.871	8.257	11.76	6.746	6.258	3.494	2.437	73.82	6.3%	11.59	23.28	26.77	12.19	
2012	£M	3.923	4.901	4.174	7.536	8.179	7.754	9.299	13.12	7.155	6.133	3.666	2.324	78.17	5.9%	13.00	23.47	29.58	12.12	
2013	£M	3.987	5.361	4.763	7.922	10.18	7.862	10.24	14.97	7.401	6.519	3.931	2.611	85.75	9.7%	14.11	25.96	32.62	13.06	
2014	£M	3.764	5.541	5.813	9.014	10.39	8.138	10.49	15.09	7.163	6.677	4.113	2.619	88.82	3.6%	15.12	27.55	32.75	13.41	
2015	£M	4.539	6.517	6.293	9.268	11.08	8.594	10.93	17.45	8.330	7.927	4.296	3.046	98.26	10.6%	17.35	28.94	36.70	15.27	
2016	£M	4.618	6.504	6.966	9.099	11.65	9.614	10.31	17.37	7.822	7.463	4.093	3.049	98.56	0.3%	18.09	30.36	35.50	14.60	
2017	£M	4.693	6.797	7.384	9.779	11.90	9.963	10.19	18.78	8.616	7.541	4.383	3.142	103.17	4.7%	18.87	31.64	37.59	15.07	
2018	£M	5.000	7.504	8.032	10.18	13.31	10.75	10.74	20.22	9.716	8.163	4.654	3.242	111.52	8.1%	20.54	34.25	40.68	16.06	
2019	£M	5.362	8.221	8.873	10.74	13.77	11.57	11.23	21.02	10.48	8.692	4.676	3.383	118.02	5.8%	22.46	36.08	42.73	16.75	

ECONOMIC IMPACT - IN HISTORIC PRICES												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor	£M	69.07	69.47	73.82	78.17	85.75	88.82	98.26	98.56	103.17	111.52	118.02
All Visitor Types	£M	438.85	459.53	480.83	495.63	521.89	555.99	584.42	602.83	653.51	699.48	733.46
Share of Total	%	15.7%	15.1%	15.4%	15.8%	16.4%	16.0%	16.8%	16.3%	15.8%	15.9%	16.1%
Annual Change in Share	%		-3.9%	1.6%	2.7%	4.2%	-2.8%	5.2%	-2.8%	-3.4%	1.0%	0.9%
Change in Share from 2009	%		-3.9%	-2.5%	0.2%	4.4%	1.5%	6.8%	3.9%	0.3%	1.3%	2.2%
Avg Ann. Change in Share	%		-3.9%	-1.2%	0.1%	1.1%	0.3%	1.1%	0.6%	0.0%	0.1%	0.2%



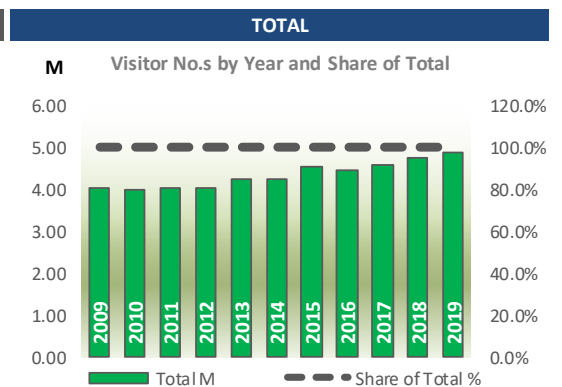
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## Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2019

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

STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019	TOTAL	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2019		17.6%	39.6%	76.1%	8.7%	19.7%	20.9%	8.6%	23.7%	30.4%	9.8%	19.7%	5.4%	21.1%	Annual Change	44.4%	16.6%	20.8%	11.4%
% Change 2018 to 2019		4.5%	5.4%	6.0%	4.6%	1.8%	3.3%	3.0%	1.1%	1.9%	2.3%	1.4%	1.9%	2.8%		5.4%	3.1%	1.8%	2.0%
Average Annual Change		1.8%	4.0%	7.6%	0.9%	2.0%	2.1%	0.9%	2.4%	3.0%	1.0%	2.0%	0.5%	2.1%		4.4%	1.7%	2.1%	1.1%
2009	M	0.178	0.199	0.179	0.396	0.470	0.391	0.470	0.660	0.400	0.341	0.193	0.176	4.053		0.557	1.257	1.530	0.710
2010	M	0.156	0.196	0.177	0.378	0.469	0.447	0.454	0.648	0.406	0.330	0.193	0.148	4.002	-1.3%	0.528	1.294	1.509	0.671
2011	M	0.176	0.204	0.199	0.417	0.470	0.417	0.463	0.614	0.415	0.333	0.201	0.150	4.058	1.4%	0.579	1.304	1.491	0.683
2012	M	0.179	0.207	0.217	0.385	0.443	0.426	0.475	0.635	0.416	0.319	0.205	0.144	4.049	-0.2%	0.603	1.253	1.526	0.667
2013	M	0.178	0.223	0.235	0.379	0.504	0.419	0.499	0.681	0.425	0.328	0.222	0.156	4.249	4.9%	0.636	1.303	1.605	0.706
2014	M	0.166	0.219	0.254	0.397	0.485	0.402	0.505	0.683	0.433	0.336	0.229	0.158	4.266	0.4%	0.639	1.284	1.621	0.722
2015	M	0.188	0.247	0.267	0.395	0.500	0.400	0.504	0.766	0.486	0.376	0.231	0.168	4.531	6.2%	0.702	1.296	1.757	0.775
2016	M	0.192	0.243	0.283	0.385	0.506	0.432	0.488	0.742	0.448	0.344	0.213	0.170	4.447	-1.9%	0.718	1.323	1.678	0.727
2017	M	0.195	0.250	0.287	0.408	0.516	0.440	0.487	0.773	0.487	0.350	0.220	0.178	4.591	3.2%	0.732	1.363	1.747	0.748
2018	M	0.200	0.264	0.298	0.411	0.552	0.458	0.495	0.808	0.512	0.366	0.228	0.182	4.774	4.0%	0.762	1.421	1.815	0.776
2019	M	0.209	0.278	0.316	0.430	0.562	0.473	0.510	0.817	0.521	0.374	0.231	0.186	4.908	2.8%	0.804	1.465	1.848	0.791

VISITOR NUMBERS												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total	M	4.053	4.002	4.058	4.049	4.249	4.266	4.531	4.447	4.591	4.774	4.908
All Visitor Types	M	4.053	4.002	4.058	4.049	4.249	4.266	4.531	4.447	4.591	4.774	4.908
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%
Annual Change in Share	%											
Change in Share from 2009	%											
Avg Ann. Change in Share	%											



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.



STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019		SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2019		101.4%	93.2%	56.4%	-31.3%	1.5%	-4.6%	16.3%	2.4%	37.9%	-4.4%	40.3%	84.6%	18.3%	79.5%	-12.5%	18.1%	32.7%		
% Change 2018 to 2019		0.3%	-0.5%	0.9%	0.5%	0.8%	0.8%	0.9%	-0.6%	-0.5%	2.3%	2.4%	-1.9%	0.4%	0.2%	0.7%	-0.1%	0.8%		
Average Annual Change		10.1%	9.3%	5.6%	-3.1%	0.2%	-0.5%	1.6%	0.2%	3.8%	-0.4%	4.0%	8.5%	1.8%	7.9%	-1.3%	1.8%	3.3%		
2009	000s	7.9	13.2	15.4	41.7	35.8	35.1	44.4	52.1	45.5	36.1	30.2	21.3	378.8	36.6	112.7	142.0	87.6		
2010	000s	11.9	19.4	18.2	29.6	29.0	30.9	41.2	56.4	45.9	35.9	32.8	16.0	367.3	-3.0%	49.5	89.6	143.5	84.8	
2011	000s	12.0	20.3	21.0	32.3	28.3	30.5	42.0	55.1	42.8	32.4	32.0	19.5	368.2	0.2%	53.3	91.1	139.8	83.9	
2012	000s	9.0	18.4	23.1	29.5	26.8	32.1	41.2	56.1	49.0	29.4	33.2	20.7	368.5	0.1%	50.5	88.3	146.3	83.4	
2013	000s	9.6	24.3	27.2	22.5	30.4	33.8	44.4	57.2	50.6	27.6	40.6	27.1	395.4	7.3%	61.2	86.7	152.2	95.3	
2014	000s	9.2	21.3	23.2	23.1	28.2	29.7	47.4	58.2	61.6	31.2	40.7	27.7	401.4	1.5%	53.6	81.0	167.2	99.6	
2015	000s	13.6	26.6	27.7	25.2	32.5	33.2	49.3	54.4	63.9	35.1	38.8	32.5	432.8	7.8%	67.9	90.8	167.6	106.4	
2016	000s	13.3	24.8	24.5	24.6	30.3	30.4	51.1	52.4	60.1	30.5	37.7	33.0	412.8	-4.6%	62.6	85.4	163.6	101.2	
2017	000s	14.3	23.6	22.5	26.4	32.4	30.3	48.0	48.2	59.7	30.6	37.5	36.2	409.9	-0.7%	60.5	89.1	155.9	104.4	
2018	000s	15.9	25.7	23.9	28.5	36.1	33.2	51.2	53.7	63.1	33.7	41.4	40.2	446.4	8.9%	65.5	97.8	167.9	115.2	
2019	000s	15.9	25.5	24.1	28.7	36.4	33.5	51.6	53.3	62.8	34.5	42.3	39.4	448.1	0.4%	65.6	98.5	167.8	116.2	

VISITOR NUMBERS												
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	
Serviced	000s	378.8	367.3	368.2	368.5	395.4	401.4	432.8	412.8	409.9	446.4	448.1
All Visitor Types	M	4.1	4.0	4.1	4.0	4.2	4.3	4.5	4.4	4.6	4.8	4.9
Share of Total	%	9.3%	9.2%	9.1%	9.1%	9.3%	9.4%	9.6%	9.3%	8.9%	9.4%	9.1%
Annual Change in Share	%		-1.8%	-1.1%	0.3%	2.3%	1.1%	1.5%	-2.8%	-3.8%	4.7%	-2.4%
Change in Share from 2009	%		-1.8%	-2.9%	-2.6%	-0.5%	0.7%	2.2%	-0.7%	-4.5%	0.1%	-2.3%
Avg Ann. Change in Share	%		-1.8%	-1.5%	-0.9%	-0.1%	0.1%	0.4%	-0.1%	-0.6%	0.0%	-0.2%



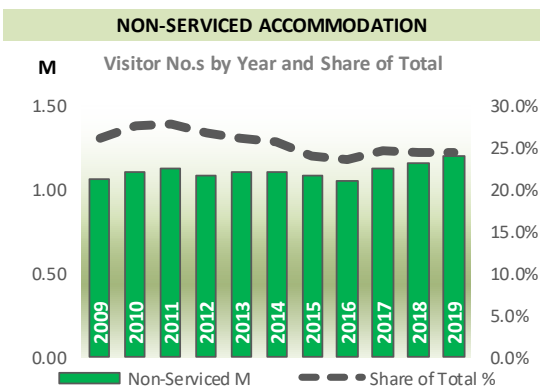
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STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019		NON-SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change					
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	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2009 to 2019		-24.2%	-21.8%	1.9%	7.1%	1.2%	-1.5%	15.1%	24.9%	42.8%	16.5%	36.7%	-1.5%	12.5%	Annual Change	-12.3%	1.8%	27.1%	17.9%	
% Change 2018 to 2019		9.9%	2.9%	2.5%	11.4%	4.3%	0.5%	5.7%	0.9%	-1.8%	-0.6%	8.5%	7.4%	2.9%	Annual Change	4.1%	4.8%	1.3%	3.2%	
Average Annual Change		-2.4%	-2.2%	0.2%	0.7%	0.1%	-0.1%	1.5%	2.5%	4.3%	1.7%	3.7%	-0.1%	1.3%	Annual Change	-1.2%	0.2%	2.7%	1.8%	
2009	M	0.030	0.037	0.050	0.095	0.150	0.128	0.129	0.161	0.122	0.088	0.041	0.034	1.064		0.116	0.372	0.413	0.162	
2010	M	0.016	0.029	0.046	0.091	0.149	0.158	0.140	0.179	0.141	0.083	0.041	0.031	1.104	3.8%	0.091	0.399	0.459	0.155	
2011	M	0.021	0.029	0.054	0.104	0.158	0.152	0.138	0.164	0.144	0.089	0.046	0.030	1.129	2.3%	0.104	0.415	0.446	0.165	
2012	M	0.022	0.028	0.054	0.103	0.147	0.142	0.130	0.158	0.135	0.089	0.048	0.030	1.086	-3.8%	0.104	0.392	0.423	0.167	
2013	M	0.022	0.028	0.054	0.101	0.155	0.137	0.132	0.161	0.143	0.095	0.054	0.029	1.110	2.2%	0.104	0.392	0.436	0.177	
2014	M	0.020	0.027	0.051	0.093	0.139	0.123	0.136	0.171	0.151	0.099	0.058	0.032	1.100	-0.9%	0.098	0.355	0.458	0.189	
2015	M	0.015	0.023	0.047	0.084	0.134	0.107	0.124	0.195	0.172	0.102	0.059	0.025	1.087	-1.2%	0.086	0.325	0.490	0.186	
2016	M	0.018	0.024	0.050	0.082	0.130	0.116	0.127	0.181	0.154	0.091	0.048	0.027	1.049	-3.5%	0.092	0.328	0.463	0.166	
2017	M	0.020	0.028	0.049	0.090	0.138	0.120	0.139	0.189	0.177	0.099	0.050	0.031	1.131	7.9%	0.097	0.349	0.505	0.180	
2018	M	0.020	0.028	0.049	0.091	0.145	0.125	0.141	0.200	0.178	0.103	0.052	0.031	1.163	2.8%	0.098	0.362	0.518	0.185	
2019	M	0.022	0.029	0.050	0.101	0.152	0.126	0.149	0.202	0.174	0.102	0.056	0.033	1.197	2.9%	0.102	0.379	0.525	0.191	

VISITOR NUMBERS												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced	M	1.064	1.104	1.129	1.086	1.110	1.100	1.087	1.049	1.131	1.163	1.197
All Visitor Types	M	4.053	4.002	4.058	4.049	4.249	4.266	4.531	4.447	4.591	4.774	4.908
Share of Total	%	26.2%	27.6%	27.8%	26.8%	26.1%	25.8%	24.0%	23.6%	24.6%	24.4%	24.4%
Annual Change in Share	%		5.1%	0.9%	-3.6%	-2.6%	-1.3%	-7.0%	-1.7%	4.5%	-1.1%	0.1%
Change in Share from 2009	%		5.1%	6.1%	2.2%	-0.5%	-1.7%	-8.6%	-10.1%	-6.1%	-7.2%	-7.1%
Avg Ann. Change in Share	%		5.1%	3.0%	0.7%	-0.1%	-0.3%	-1.4%	-1.4%	-0.8%	-0.8%	-0.7%

Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

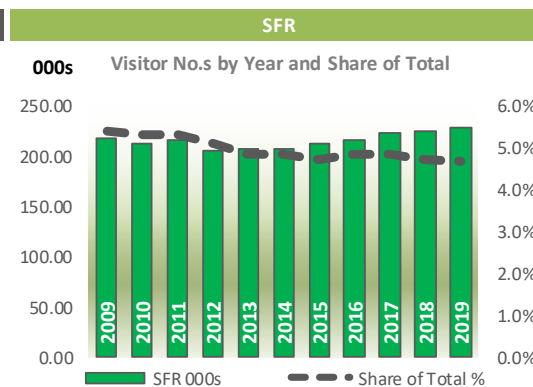
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Report Prepared by: Aimee Towle. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019	SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2009 to 2019		2.2%	-0.6%	5.4%	6.2%	2.1%	4.5%	4.0%	4.0%	8.0%	5.3%	12.7%	7.9%	4.8%	2.3%	4.3%	5.0%	8.3%	
% Change 2018 to 2019		3.0%	0.5%	0.9%	3.4%	1.7%	0.4%	2.0%	0.5%	-0.5%	0.2%	2.9%	1.9%	1.6%	2.0%	2.0%	0.8%	1.7%	
Average Annual Change		0.2%	-0.1%	0.5%	0.6%	0.2%	0.5%	0.4%	0.4%	0.8%	0.5%	1.3%	0.8%	0.5%	0.2%	0.4%	0.5%	0.8%	
2009	000s	32.4	12.5	12.7	22.4	19.6	15.4	20.3	20.7	13.6	13.2	11.2	24.3	218.6	57.6	57.5	54.7	48.8	
2010	000s	26.6	12.1	12.4	22.2	19.2	16.6	20.6	21.1	14.4	12.9	11.0	22.9	212.1	-2.9%	51.1	58.0	56.2	46.9
2011	000s	29.1	11.6	12.9	23.1	19.6	16.3	20.5	20.6	14.1	13.2	11.5	22.9	215.4	1.6%	53.6	59.0	55.2	47.7
2012	000s	28.1	10.9	12.6	22.0	18.4	15.4	19.4	19.7	13.3	12.7	11.1	22.4	206.0	-4.4%	51.6	55.8	52.4	46.3
2013	000s	28.4	11.1	12.8	21.6	18.4	15.2	19.4	19.8	13.2	12.7	11.4	22.8	206.7	0.3%	52.4	55.2	52.3	46.8
2014	000s	28.4	11.0	12.8	21.6	18.2	15.1	19.4	19.9	13.4	12.8	11.4	22.8	207.0	0.1%	52.2	54.9	52.8	47.1
2015	000s	30.0	11.6	13.2	22.0	18.6	15.4	19.7	20.3	13.6	13.1	11.7	23.7	212.9	2.8%	54.7	56.0	53.6	48.5
2016	000s	30.5	11.7	13.2	22.1	18.7	15.5	20.0	20.6	13.9	13.3	11.8	24.1	215.2	1.1%	55.3	56.3	54.4	49.2
2017	000s	31.7	12.3	13.3	22.9	19.3	15.8	20.6	21.0	14.7	13.8	12.1	25.3	222.8	3.5%	57.3	58.1	56.4	51.2
2018	000s	32.1	12.4	13.3	23.0	19.7	16.1	20.7	21.4	14.8	13.9	12.3	25.7	225.5	1.2%	57.8	58.8	56.9	51.9
2019	000s	33.1	12.5	13.4	23.8	20.0	16.1	21.2	21.6	14.7	13.9	12.7	26.2	229.1	1.6%	58.9	60.0	57.4	52.8

VISITOR NUMBERS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SFR 000s	218.6	212.1	215.4	206.0	206.7	207.0	212.9	215.2	222.8	225.5	229.1
All Visitor Types M	4.1	4.0	4.1	4.0	4.2	4.3	4.5	4.4	4.6	4.8	4.9
Share of Total %	5.4%	5.3%	5.3%	5.1%	4.9%	4.9%	4.7%	4.8%	4.9%	4.7%	4.7%
Annual Change in Share %		-1.7%	0.2%	-4.2%	-4.4%	-0.3%	-3.2%	3.0%	0.3%	-2.7%	-1.1%
Change in Share from 2009 %		-1.7%	-1.5%	-5.6%	-9.8%	-10.0%	-12.9%	-10.2%	-10.0%	-12.4%	-13.4%
Avg Ann. Change in Share %		-1.7%	-0.8%	-1.9%	-2.4%	-2.0%	-2.1%	-1.5%	-1.2%	-1.4%	-1.3%



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STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019		STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change					
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	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2009 to 2019		2.2%	6.6%	13.3%	-3.1%	1.3%	-1.6%	14.2%	18.1%	39.0%	9.9%	34.7%	24.6%	12.8%	7.6%	-0.9%	23.0%	20.7%		
% Change 2018 to 2019		4.4%	1.1%	1.8%	7.9%	3.4%	0.6%	4.2%	0.6%	-1.4%	0.1%	5.4%	2.1%	2.1%	2.4%	3.7%	0.9%	2.2%		
Average Annual Change		0.2%	0.7%	1.3%	-0.3%	0.1%	-0.2%	1.4%	1.8%	3.9%	1.0%	3.5%	2.5%	1.3%	0.8%	-0.1%	2.3%	2.1%		
2009	M	0.070	0.063	0.078	0.159	0.205	0.178	0.194	0.234	0.181	0.137	0.082	0.079	1.661		0.210	0.542	0.609	0.299	
2010	M	0.054	0.060	0.077	0.143	0.197	0.206	0.202	0.256	0.201	0.132	0.085	0.070	1.683	1.3%	0.191	0.546	0.659	0.287	
2011	M	0.063	0.061	0.088	0.159	0.206	0.199	0.200	0.240	0.201	0.134	0.090	0.072	1.713	1.8%	0.211	0.565	0.641	0.296	
2012	M	0.059	0.058	0.089	0.154	0.193	0.189	0.191	0.234	0.197	0.131	0.093	0.073	1.661	-3.1%	0.206	0.536	0.622	0.297	
2013	M	0.060	0.064	0.094	0.145	0.203	0.186	0.196	0.238	0.206	0.135	0.106	0.079	1.712	3.1%	0.218	0.534	0.640	0.320	
2014	M	0.058	0.059	0.087	0.138	0.185	0.168	0.202	0.249	0.226	0.143	0.110	0.082	1.709	-0.2%	0.204	0.491	0.678	0.336	
2015	M	0.059	0.061	0.088	0.131	0.185	0.156	0.193	0.269	0.249	0.150	0.109	0.081	1.732	1.4%	0.208	0.472	0.712	0.340	
2016	M	0.062	0.061	0.087	0.129	0.179	0.162	0.198	0.254	0.228	0.135	0.098	0.084	1.677	-3.2%	0.210	0.470	0.681	0.316	
2017	M	0.066	0.064	0.085	0.140	0.190	0.167	0.208	0.258	0.251	0.143	0.100	0.092	1.764	5.2%	0.215	0.496	0.717	0.335	
2018	M	0.068	0.066	0.086	0.143	0.201	0.175	0.212	0.275	0.255	0.151	0.105	0.097	1.835	4.0%	0.221	0.518	0.743	0.353	
2019	M	0.071	0.067	0.088	0.154	0.208	0.176	0.221	0.276	0.252	0.151	0.111	0.099	1.874	2.1%	0.226	0.537	0.750	0.361	

VISITOR NUMBERS												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Staying Visitor	M	1.661	1.683	1.713	1.661	1.712	1.709	1.732	1.677	1.764	1.835	1.874
All Visitor Types	M	4.053	4.002	4.058	4.049	4.249	4.266	4.531	4.447	4.591	4.774	4.908
Share of Total	%	41.0%	42.1%	42.2%	41.0%	40.3%	40.0%	38.2%	37.7%	38.4%	38.4%	38.2%
Annual Change in Share	%		2.6%	0.4%	-2.9%	-1.8%	-0.6%	-4.5%	-1.4%	1.9%	0.0%	-0.6%
Change in Share from 2009	%		2.6%	3.0%	0.1%	-1.7%	-2.3%	-6.7%	-8.0%	-6.2%	-6.2%	-6.8%
Avg Ann. Change in Share	%		2.6%	1.5%	0.0%	-0.4%	-0.5%	-1.1%	-1.1%	-0.8%	-0.7%	-0.7%



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**STEAM FINAL TREND REPORT FOR 2009-2019**  
**EAST LINDSEY**

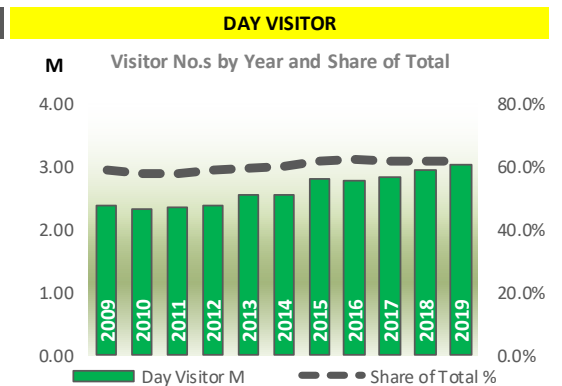
2009 to 2019

DAY VISITOR

VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL		ANNUAL CHANGE				
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change	QUARTER				
Less than 3% change		Q1			Q2			Q3			Q4				Q1	Q2	Q3	Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2019		27.6%	54.8%	124.0%	16.6%	33.9%	39.7%	4.6%	26.8%	23.4%	9.8%	8.5%	-10.3%	26.8%	66.7%	29.9%	19.3%	4.7%	
% Change 2018 to 2019		4.6%	6.9%	7.8%	2.9%	0.9%	4.9%	2.0%	1.4%	5.2%	3.9%	-2.0%	1.8%	3.2%	6.7%	2.8%	2.5%	1.7%	
Average Annual Change		2.8%	5.5%	12.4%	1.7%	3.4%	4.0%	0.5%	2.7%	2.3%	1.0%	0.9%	-1.0%	2.7%	6.7%	3.0%	1.9%	0.5%	
2009	M	0.108	0.137	0.102	0.237	0.264	0.213	0.276	0.426	0.218	0.204	0.111	0.097	2.392	0.346	0.714	0.921	0.411	
2010	M	0.101	0.136	0.100	0.235	0.272	0.241	0.253	0.392	0.205	0.198	0.109	0.078	2.319	-3.1%	0.337	0.748	0.849	0.385
2011	M	0.114	0.143	0.111	0.257	0.264	0.218	0.262	0.374	0.214	0.199	0.111	0.077	2.345	1.1%	0.368	0.739	0.850	0.387
2012	M	0.120	0.150	0.128	0.230	0.250	0.237	0.284	0.401	0.219	0.187	0.112	0.071	2.389	1.9%	0.397	0.717	0.904	0.370
2013	M	0.118	0.159	0.141	0.234	0.301	0.233	0.303	0.443	0.219	0.193	0.116	0.077	2.537	6.2%	0.418	0.768	0.965	0.386
2014	M	0.108	0.160	0.167	0.260	0.299	0.234	0.302	0.435	0.206	0.192	0.118	0.075	2.558	0.8%	0.435	0.793	0.943	0.386
2015	M	0.129	0.186	0.179	0.264	0.316	0.245	0.311	0.497	0.237	0.226	0.122	0.087	2.798	9.4%	0.494	0.824	1.045	0.435
2016	M	0.130	0.183	0.196	0.256	0.327	0.270	0.290	0.488	0.220	0.210	0.115	0.086	2.770	-1.0%	0.508	0.853	0.998	0.410
2017	M	0.129	0.186	0.202	0.268	0.326	0.273	0.279	0.515	0.236	0.207	0.120	0.086	2.827	2.1%	0.517	0.867	1.030	0.413
2018	M	0.132	0.198	0.212	0.268	0.351	0.283	0.283	0.533	0.256	0.215	0.123	0.085	2.939	4.0%	0.541	0.903	1.072	0.423
2019	M	0.138	0.211	0.228	0.276	0.354	0.297	0.289	0.540	0.269	0.223	0.120	0.087	3.034	3.2%	0.577	0.927	1.099	0.431

		VISITOR NUMBERS										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor	M	2.392	2.319	2.345	2.389	2.537	2.558	2.798	2.770	2.827	2.939	3.034
All Visitor Types	M	4.053	4.002	4.058	4.049	4.249	4.266	4.531	4.447	4.591	4.774	4.908
Share of Total	%	59.0%	57.9%	57.8%	59.0%	59.7%	60.0%	61.8%	62.3%	61.6%	61.6%	61.8%
Annual Change in Share	%		-1.8%	-0.3%	2.1%	1.2%	0.4%	3.0%	0.9%	-1.1%	0.0%	0.4%
Change in Share from 2009	%		-1.8%	-2.1%	-0.1%	1.2%	1.6%	4.6%	5.5%	4.3%	4.3%	4.7%
Avg Ann. Change in Share	%		-1.8%	-1.0%	0.0%	0.3%	0.3%	0.8%	0.8%	0.5%	0.5%	0.5%



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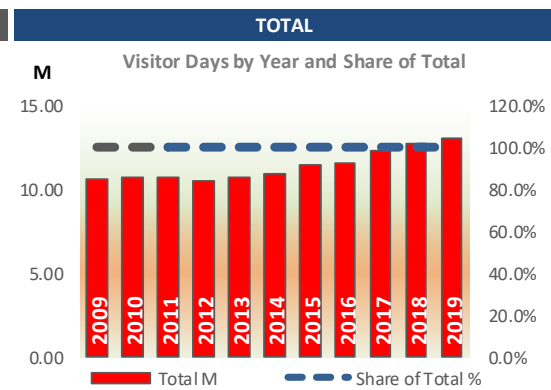
## Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2019

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

**STEAM FINAL TREND REPORT FOR 2009-2019**  
**EAST LINDSEY**

2009 to 2019													TOTAL	VISITOR DAYS					
VISITOR DAYS BY:													CALENDAR YEAR		QUARTER				
MONTH AND QUARTER																			
TOTAL																			
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													TOTAL	% Change					
Q1			Q2			Q3			Q4			Q1			Q2	Q3	Q4		
KEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
<b>An increase of 3% or more</b>																			
<b>Less than 3% change</b>																			
<b>A Fall of 3% or more</b>																			
<b>% Change 2009 to 2019</b>	10.9%	14.9%	46.2%	25.9%	18.2%	25.6%	16.7%	21.5%	30.6%	21.9%	31.4%	13.4%	22.9%		24.8%	22.8%	22.6%	22.2%	
<b>% Change 2018 to 2019</b>	6.3%	4.1%	4.0%	8.1%	3.3%	1.5%	4.6%	0.9%	-0.5%	0.6%	5.1%	4.5%	2.8%	Annual Change	4.6%	3.9%	1.6%	2.7%	
<b>Average Annual Change</b>	1.1%	1.5%	4.6%	2.6%	1.8%	2.6%	1.7%	2.2%	3.1%	2.2%	3.1%	1.3%	2.3%		2.5%	2.3%	2.3%	2.2%	
<b>2009</b>	M	0.414	0.437	0.473	0.905	1.323	1.138	1.341	1.744	1.198	0.828	0.423	0.414	10.64		1.324	3.366	4.283	1.666
<b>2010</b>	M	0.295	0.412	0.451	0.885	1.271	1.366	1.372	1.798	1.345	0.777	0.407	0.347	10.73	0.8%	1.157	3.522	4.515	1.531
<b>2011</b>	M	0.355	0.391	0.495	0.984	1.320	1.298	1.345	1.667	1.288	0.821	0.446	0.343	10.75	0.3%	1.241	3.602	4.300	1.610
<b>2012</b>	M	0.361	0.390	0.526	0.929	1.223	1.257	1.301	1.655	1.243	0.801	0.454	0.349	10.49	-2.5%	1.276	3.410	4.198	1.604
<b>2013</b>	M	0.369	0.406	0.575	0.908	1.289	1.230	1.330	1.720	1.235	0.819	0.483	0.371	10.73	2.3%	1.350	3.427	4.285	1.672
<b>2014</b>	M	0.366	0.412	0.610	0.952	1.286	1.226	1.353	1.770	1.290	0.847	0.505	0.383	11.00	2.5%	1.388	3.464	4.412	1.736
<b>2015</b>	M	0.396	0.436	0.640	0.979	1.343	1.277	1.396	1.876	1.350	0.912	0.496	0.398	11.50	4.5%	1.472	3.599	4.622	1.806
<b>2016</b>	M	0.401	0.434	0.652	0.969	1.362	1.313	1.400	1.919	1.373	0.909	0.495	0.405	11.63	1.2%	1.486	3.644	4.692	1.808
<b>2017</b>	M	0.423	0.466	0.653	1.044	1.429	1.351	1.475	1.993	1.542	0.959	0.513	0.442	12.29	5.7%	1.542	3.824	5.010	1.914
<b>2018</b>	M	0.432	0.483	0.665	1.054	1.514	1.409	1.497	2.100	1.573	1.004	0.529	0.450	12.71	3.4%	1.580	3.977	5.169	1.983
<b>2019</b>	M	0.459	0.502	0.691	1.139	1.563	1.430	1.565	2.120	1.565	1.010	0.556	0.470	13.07	2.8%	1.653	4.132	5.250	2.036

VISITOR DAYS												
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	
<b>Total</b>	M	10.64	10.73	10.75	10.49	10.73	11.00	11.50	11.63	12.29	12.71	13.07
<b>All Visitor Types</b>	M	10.64	10.73	10.75	10.49	10.73	11.00	11.50	11.63	12.29	12.71	13.07
<b>Share of Total</b>	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Annual Change in Share</b>	%											
<b>Change in Share from 2009</b>	%											
<b>Avg Ann. Change in Share</b>	%											

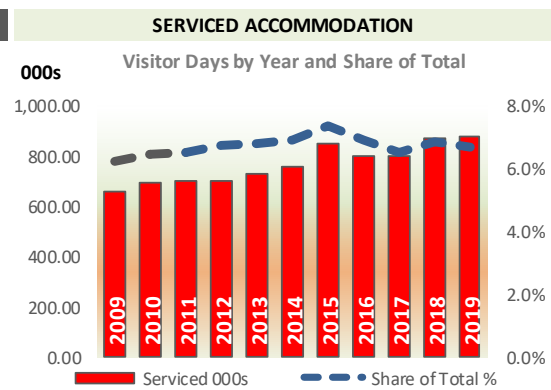


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**STEAM FINAL TREND REPORT FOR 2009-2019**  
**EAST LINDSEY**

2009 to 2019													SERVICED	VISITOR DAYS				
MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
SERVICED ACCOMMODATION													TOTAL	% Change				
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													TOTAL	% Change	Q1	Q2	Q3	Q4
Q1			Q2			Q3			Q4									
KEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
<b>An increase of 3% or more</b>																		
<b>Less than 3% change</b>																		
<b>A Fall of 3% or more</b>																		
<b>% Change 2009 to 2019</b>	170.0%	92.6%	67.9%	5.6%	32.7%	37.7%	21.4%	33.2%	22.4%	25.8%	24.0%	34.2%	32.6%		97.5%	25.1%	26.2%	27.3%
<b>% Change 2018 to 2019</b>	0.2%	-0.5%	0.8%	0.6%	0.9%	1.0%	1.1%	-0.4%	-0.4%	2.3%	2.5%	-1.9%	0.5%	Annual Change	0.2%	0.9%	0.1%	1.2%
<b>Average Annual Change</b>	17.0%	9.3%	6.8%	0.6%	3.3%	3.8%	2.1%	3.3%	2.2%	2.6%	2.4%	3.4%	3.3%		9.7%	2.5%	2.6%	2.7%
<b>2009</b> 000s	12.3	20.9	26.7	64.4	61.9	61.9	84.2	102.9	78.8	60.5	49.7	37.5	661.5		59.8	188.2	265.8	147.6
<b>2010</b> 000s	20.4	33.9	33.1	55.5	55.8	60.9	83.2	118.3	88.4	62.4	53.7	28.1	693.7	4.9%	87.3	172.3	290.0	144.1
<b>2011</b> 000s	23.1	35.7	35.8	62.0	56.0	61.5	83.5	116.9	80.4	60.7	53.2	30.8	699.5	0.8%	94.7	179.4	280.7	144.7
<b>2012</b> 000s	19.2	32.8	37.1	57.2	54.3	66.2	81.7	119.7	90.4	59.8	56.7	29.3	704.5	0.7%	89.2	177.8	291.8	145.8
<b>2013</b> 000s	19.8	36.0	43.4	49.5	58.2	66.7	88.2	127.8	82.9	55.7	64.2	34.6	727.0	3.2%	99.2	174.5	298.8	154.4
<b>2014</b> 000s	20.8	34.6	40.4	56.2	60.0	64.9	92.9	127.2	100.1	62.1	63.7	35.0	758.0	4.3%	95.8	181.1	320.3	160.8
<b>2015</b> 000s	31.6	42.1	48.3	63.6	71.6	82.0	101.7	134.3	97.9	74.4	57.8	41.6	846.9	11.7%	122.0	217.2	334.0	173.8
<b>2016</b> 000s	28.4	39.1	45.4	58.8	68.1	76.6	99.9	131.7	91.5	66.4	54.3	42.3	802.6	-5.2%	112.9	203.5	323.2	163.1
<b>2017</b> 000s	30.3	37.3	41.6	62.7	72.9	76.9	94.7	123.2	91.1	67.2	54.4	46.5	798.9	-0.5%	109.1	212.5	309.1	168.1
<b>2018</b> 000s	33.1	40.5	44.4	67.7	81.4	84.5	101.2	137.5	96.8	74.3	60.1	51.3	872.6	9.2%	117.9	233.5	335.4	185.7
<b>2019</b> 000s	33.1	40.3	44.8	68.1	82.1	85.3	102.2	137.0	96.4	76.1	61.6	50.3	877.2	0.5%	118.2	235.5	335.6	187.9

VISITOR DAYS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Serviced</b> 000s	661.5	693.7	699.5	704.5	727.0	758.0	846.9	802.6	798.9	872.6	877.2
<b>All Visitor Types</b> M	10.6	10.7	10.8	10.5	10.7	11.0	11.5	11.6	12.3	12.7	13.1
<b>Share of Total</b> %	6.2%	6.5%	6.5%	6.7%	6.8%	6.9%	7.4%	6.9%	6.5%	6.9%	6.7%
<b>Annual Change in Share</b> %		4.0%	0.6%	3.3%	0.8%	1.8%	6.9%	-6.3%	-5.8%	5.6%	-2.3%
<b>Change in Share from 2009</b> %		4.0%	4.6%	8.0%	8.9%	10.8%	18.5%	11.0%	4.5%	10.4%	7.9%
<b>Avg Ann. Change in Share</b> %		4.0%	2.3%	2.7%	2.2%	2.2%	3.1%	1.6%	0.6%	1.2%	0.8%



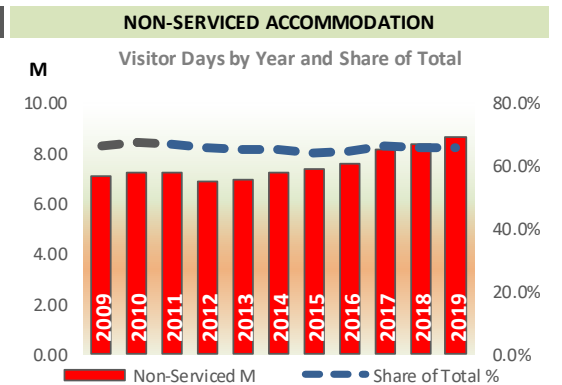
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**STEAM FINAL TREND REPORT FOR 2009-2019**  
**EAST LINDSEY**

2009 to 2019													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 MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change	QUARTER				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4
% Change 2009 to 2019		-3.4%	-11.4%	22.9%	34.6%	13.6%	21.9%	20.6%	19.4%	33.9%	26.9%	45.3%	22.1%	21.9%	4.7%	21.5%	24.0%	30.3%	
% Change 2018 to 2019		10.0%	2.9%	2.5%	11.4%	4.3%	0.6%	5.8%	0.9%	-1.8%	-0.6%	8.5%	7.4%	3.0%	4.4%	4.6%	1.4%	3.3%	
Average Annual Change		-0.3%	-1.1%	2.3%	3.5%	1.4%	2.2%	2.1%	1.9%	3.4%	2.7%	4.5%	2.2%	2.2%	0.5%	2.1%	2.4%	3.0%	
2009	M	0.213	0.254	0.317	0.543	0.953	0.831	0.930	1.161	0.871	0.536	0.240	0.216	7.066	0.783	2.327	2.963	0.992	
2010	M	0.107	0.216	0.291	0.535	0.901	1.029	0.985	1.233	1.020	0.490	0.222	0.181	7.209	2.0%	0.614	2.465	3.238	0.892
2011	M	0.145	0.188	0.320	0.602	0.957	0.984	0.948	1.123	0.963	0.533	0.259	0.175	7.198	-0.2%	0.653	2.544	3.034	0.967
2012	M	0.152	0.184	0.334	0.582	0.878	0.922	0.886	1.083	0.905	0.527	0.263	0.190	6.906	-4.1%	0.670	2.382	2.874	0.980
2013	M	0.160	0.188	0.363	0.566	0.890	0.899	0.890	1.098	0.904	0.543	0.279	0.200	6.979	1.1%	0.711	2.354	2.892	1.022
2014	M	0.166	0.195	0.375	0.578	0.886	0.895	0.909	1.156	0.954	0.565	0.300	0.214	7.192	3.1%	0.735	2.359	3.019	1.079
2015	M	0.161	0.184	0.384	0.592	0.915	0.918	0.934	1.192	0.986	0.583	0.293	0.208	7.349	2.2%	0.729	2.425	3.112	1.083
2016	M	0.167	0.187	0.382	0.594	0.926	0.934	0.961	1.245	1.032	0.604	0.302	0.214	7.548	2.7%	0.736	2.454	3.238	1.120
2017	M	0.185	0.217	0.381	0.652	0.987	0.968	1.049	1.300	1.183	0.656	0.314	0.243	8.135	7.8%	0.782	2.607	3.533	1.213
2018	M	0.187	0.218	0.380	0.656	1.039	1.008	1.060	1.374	1.188	0.685	0.321	0.246	8.361	2.8%	0.785	2.702	3.622	1.252
2019	M	0.206	0.225	0.390	0.730	1.083	1.013	1.122	1.386	1.167	0.680	0.349	0.264	8.615	3.0%	0.820	2.827	3.675	1.293

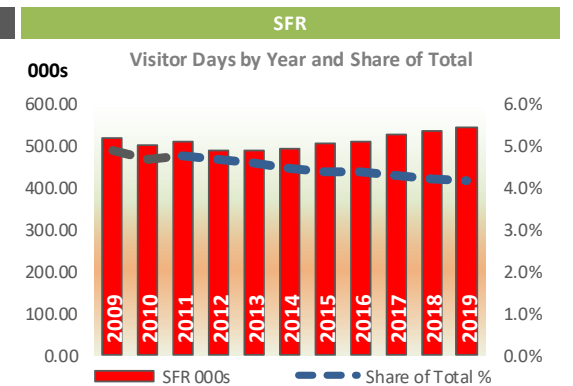
VISITOR DAYS												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced	M	7.066	7.209	7.198	6.906	6.979	7.192	7.349	7.548	8.135	8.361	8.615
All Visitor Types	M	10.64	10.73	10.75	10.49	10.73	11.00	11.50	11.63	12.29	12.71	13.07
Share of Total	%	66.4%	67.2%	66.9%	65.8%	65.0%	65.4%	63.9%	64.9%	66.2%	65.8%	65.9%
Annual Change in Share	%		1.2%	-0.4%	-1.6%	-1.3%	0.6%	-2.3%	1.5%	2.0%	-0.6%	0.2%
Change in Share from 2009	%		1.2%	0.8%	-0.9%	-2.1%	-1.5%	-3.8%	-2.3%	-0.3%	-0.9%	-0.8%
Avg Ann. Change in Share	%		1.2%	0.4%	-0.3%	-0.5%	-0.3%	-0.6%	-0.3%	0.0%	-0.1%	-0.1%



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STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019	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 2009 to 2019		2.2%	-0.6%	5.4%	6.2%	2.1%	4.5%	4.0%	4.0%	8.0%	5.3%	12.7%	7.9%	4.8%	2.3%	4.5%	4.9%	8.2%	
% Change 2018 to 2019		3.0%	0.5%	0.9%	3.4%	1.7%	0.4%	2.0%	0.5%	-0.5%	0.2%	2.9%	1.9%	1.7%	2.1%	2.1%	0.8%	1.7%	
Average Annual Change		0.2%	-0.1%	0.5%	0.6%	0.2%	0.5%	0.4%	0.4%	0.8%	0.5%	1.3%	0.8%	0.5%	0.2%	0.4%	0.5%	0.8%	
2009	000s	80.9	26.3	27.3	60.6	43.1	32.4	50.9	53.9	29.5	28.3	22.8	63.3	519.3	134.6	136.1	134.2	114.4	
2010	000s	66.5	25.4	26.8	60.0	42.2	34.8	51.6	55.0	31.2	27.6	22.4	59.6	503.1	-3.1%	118.7	137.0	137.8	109.6
2011	000s	72.7	24.5	27.6	62.2	43.2	34.3	51.2	53.7	30.5	28.3	23.3	59.6	511.2	1.6%	124.8	139.7	135.4	111.3
2012	000s	70.2	23.0	27.0	59.4	40.5	32.4	48.4	51.3	28.9	27.1	22.6	58.3	489.1	-4.3%	120.1	132.2	128.6	108.1
2013	000s	71.1	23.4	27.6	58.4	40.4	31.9	48.4	51.4	28.6	27.1	23.1	59.2	490.6	0.3%	122.1	130.7	128.4	109.3
2014	000s	70.9	23.2	27.6	58.4	40.1	31.6	48.5	51.9	29.1	27.5	23.2	59.4	491.3	0.1%	121.7	130.2	129.5	110.0
2015	000s	75.0	24.3	28.3	59.5	40.9	32.3	49.3	52.7	29.6	28.1	23.7	61.7	505.3	2.9%	127.6	132.7	131.6	113.4
2016	000s	76.2	24.5	28.3	59.7	41.2	32.5	49.9	53.6	30.1	28.4	24.0	62.7	511.0	1.1%	129.0	133.4	133.5	115.0
2017	000s	79.3	25.8	28.5	61.8	42.5	33.2	51.6	54.6	32.0	29.4	24.6	65.8	529.1	3.6%	133.6	137.6	138.2	119.8
2018	000s	80.3	26.1	28.5	62.2	43.3	33.8	51.9	55.8	32.0	29.7	25.0	66.9	535.4	1.2%	134.8	139.3	139.6	121.6
2019	000s	82.7	26.2	28.8	64.3	44.1	33.9	52.9	56.1	31.9	29.8	25.7	68.2	544.4	1.7%	137.7	142.2	140.8	123.7

VISITOR DAYS											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SFR 000s	519.3	503.1	511.2	489.1	490.6	491.3	505.3	511.0	529.1	535.4	544.4
All Visitor Types M	10.6	10.7	10.8	10.5	10.7	11.0	11.5	11.6	12.3	12.7	13.1
Share of Total %	4.9%	4.7%	4.8%	4.7%	4.6%	4.5%	4.4%	4.4%	4.3%	4.2%	4.2%
Annual Change in Share %		-3.9%	1.4%	-1.9%	-2.0%	-2.3%	-1.6%	0.0%	-2.0%	-2.2%	-1.1%
Change in Share from 2009 %		-3.9%	-2.6%	-4.5%	-6.4%	-8.5%	-10.0%	-10.0%	-11.8%	-13.7%	-14.7%
Avg Ann. Change in Share %		-3.9%	-1.3%	-1.5%	-1.6%	-1.7%	-1.7%	-1.4%	-1.5%	-1.5%	-1.5%



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**STEAM FINAL TREND REPORT FOR 2009-2019  
EAST LINDSEY**

2009 to 2019

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 MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		5.1%	-3.2%	24.9%	29.2%	14.3%	22.4%	19.9%	19.8%	32.2%	25.9%	39.5%	20.7%	21.7%	10.0%	20.9%	23.4%	28.0%	
% Change 2018 to 2019		7.0%	2.2%	2.2%	9.8%	4.0%	0.6%	5.2%	0.8%	-1.6%	-0.3%	7.3%	5.1%	2.7%	3.6%	4.2%	1.3%	2.9%	
Average Annual Change		0.5%	-0.3%	2.5%	2.9%	1.4%	2.2%	2.0%	2.0%	3.2%	2.6%	4.0%	2.1%	2.2%	1.0%	2.1%	2.3%	2.8%	
2009	M	0.306	0.301	0.371	0.668	1.058	0.925	1.065	1.318	0.980	0.625	0.313	0.317	8.247	0.978	2.652	3.363	1.254	
2010	M	0.193	0.276	0.351	0.650	0.999	1.125	1.120	1.406	1.140	0.580	0.298	0.269	8.406	1.9%	0.820	2.774	3.665	1.146
2011	M	0.241	0.248	0.384	0.727	1.056	1.080	1.083	1.294	1.074	0.622	0.335	0.266	8.409	0.0%	0.872	2.863	3.450	1.223
2012	M	0.241	0.240	0.398	0.699	0.973	1.020	1.017	1.253	1.024	0.614	0.342	0.278	8.099	-3.7%	0.879	2.692	3.294	1.234
2013	M	0.251	0.247	0.434	0.673	0.988	0.998	1.027	1.277	1.016	0.626	0.366	0.293	8.197	1.2%	0.932	2.659	3.320	1.286
2014	M	0.257	0.253	0.443	0.692	0.986	0.992	1.051	1.335	1.083	0.655	0.386	0.308	8.442	3.0%	0.953	2.670	3.469	1.350
2015	M	0.267	0.250	0.461	0.715	1.027	1.032	1.085	1.379	1.113	0.686	0.374	0.311	8.701	3.1%	0.978	2.775	3.577	1.371
2016	M	0.271	0.251	0.456	0.713	1.035	1.043	1.111	1.431	1.153	0.699	0.380	0.319	8.862	1.8%	0.978	2.791	3.694	1.398
2017	M	0.295	0.280	0.451	0.776	1.103	1.078	1.196	1.478	1.306	0.753	0.393	0.356	9.463	6.8%	1.025	2.957	3.980	1.501
2018	M	0.300	0.285	0.453	0.785	1.163	1.126	1.213	1.567	1.316	0.789	0.407	0.364	9.769	3.2%	1.038	3.074	4.097	1.559
2019	M	0.321	0.291	0.463	0.863	1.209	1.132	1.277	1.579	1.295	0.786	0.436	0.383	10.04	2.7%	1.076	3.204	4.151	1.605

		VISITOR DAYS										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Staying Visitor	M	8.247	8.406	8.409	8.099	8.197	8.442	8.701	8.862	9.463	9.769	10.04
All Visitor Types	M	10.64	10.73	10.75	10.49	10.73	11.00	11.50	11.63	12.29	12.71	13.07
Share of Total	%	77.5%	78.4%	78.2%	77.2%	76.4%	76.7%	75.7%	76.2%	77.0%	76.9%	76.8%
Annual Change in Share	%		1.1%	-0.2%	-1.2%	-1.1%	0.5%	-1.4%	0.7%	1.1%	-0.2%	-0.1%
Change in Share from 2009	%		1.1%	0.9%	-0.4%	-1.5%	-1.0%	-2.4%	-1.7%	-0.7%	-0.8%	-0.9%
Avg Ann. Change in Share	%		1.1%	0.4%	-0.1%	-0.4%	-0.2%	-0.4%	-0.2%	-0.1%	-0.1%	-0.1%

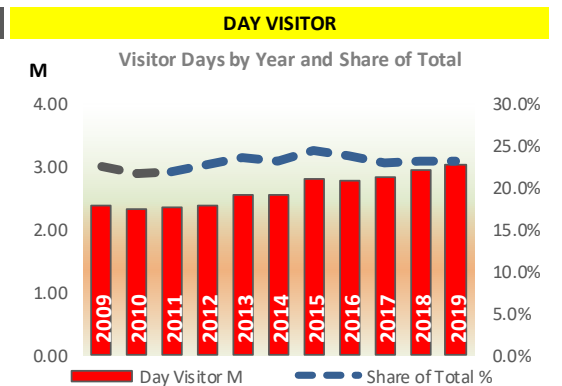


Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

**STEAM FINAL TREND REPORT FOR 2009-2019**  
**EAST LINDSEY**

2009 to 2019													DAY VISITOR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL	% Change	QUARTER				
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													Annual Change	Q1	Q2	Q3	Q4
Less than 3% change		Q1			Q2			Q3			Q4		Annual Change	Q1		Q2	Q3	Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2009 to 2019		27.6%	54.8%	124.0%	16.6%	33.9%	39.7%	4.6%	26.8%	23.4%	9.8%	8.5%	-10.3%	26.8%	66.7%	29.9%	19.3%	4.7%	
% Change 2018 to 2019		4.6%	6.9%	7.8%	2.9%	0.9%	4.9%	2.0%	1.4%	5.2%	3.9%	-2.0%	1.8%	3.2%	6.7%	2.8%	2.5%	1.7%	
Average Annual Change		2.8%	5.5%	12.4%	1.7%	3.4%	4.0%	0.5%	2.7%	2.3%	1.0%	0.9%	-1.0%	2.7%	6.7%	3.0%	1.9%	0.5%	
2009	M	0.108	0.137	0.102	0.237	0.264	0.213	0.276	0.426	0.218	0.204	0.111	0.097	2.392	0.346	0.714	0.921	0.411	
2010	M	0.101	0.136	0.100	0.235	0.272	0.241	0.253	0.392	0.205	0.198	0.109	0.078	2.319	-3.1%	0.337	0.748	0.849	0.385
2011	M	0.114	0.143	0.111	0.257	0.264	0.218	0.262	0.374	0.214	0.199	0.111	0.077	2.345	1.1%	0.368	0.739	0.850	0.387
2012	M	0.120	0.150	0.128	0.230	0.250	0.237	0.284	0.401	0.219	0.187	0.112	0.071	2.389	1.9%	0.397	0.717	0.904	0.370
2013	M	0.118	0.159	0.141	0.234	0.301	0.233	0.303	0.443	0.219	0.193	0.116	0.077	2.537	6.2%	0.418	0.768	0.965	0.386
2014	M	0.108	0.160	0.167	0.260	0.299	0.234	0.302	0.435	0.206	0.192	0.118	0.075	2.558	0.8%	0.435	0.793	0.943	0.386
2015	M	0.129	0.186	0.179	0.264	0.316	0.245	0.311	0.497	0.237	0.226	0.122	0.087	2.798	9.4%	0.494	0.824	1.045	0.435
2016	M	0.130	0.183	0.196	0.256	0.327	0.270	0.290	0.488	0.220	0.210	0.115	0.086	2.770	-1.0%	0.508	0.853	0.998	0.410
2017	M	0.129	0.186	0.202	0.268	0.326	0.273	0.279	0.515	0.236	0.207	0.120	0.086	2.827	2.1%	0.517	0.867	1.030	0.413
2018	M	0.132	0.198	0.212	0.268	0.351	0.283	0.283	0.533	0.256	0.215	0.123	0.085	2.939	4.0%	0.541	0.903	1.072	0.423
2019	M	0.138	0.211	0.228	0.276	0.354	0.297	0.289	0.540	0.269	0.223	0.120	0.087	3.034	3.2%	0.577	0.927	1.099	0.431

VISITOR DAYS												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor	M	2.392	2.319	2.345	2.389	2.537	2.558	2.798	2.770	2.827	2.939	3.034
All Visitor Types	M	10.64	10.73	10.75	10.49	10.73	11.00	11.50	11.63	12.29	12.71	13.07
Share of Total	%	22.5%	21.6%	21.8%	22.8%	23.6%	23.3%	24.3%	23.8%	23.0%	23.1%	23.2%
Annual Change in Share	%		-3.8%	0.8%	4.5%	3.8%	-1.6%	4.7%	-2.1%	-3.4%	0.5%	0.4%
Change in Share from 2009	%		-3.8%	-3.0%	1.3%	5.1%	3.4%	8.2%	5.9%	2.3%	2.8%	3.2%
Avg Ann. Change in Share	%		-3.8%	-1.5%	0.4%	1.3%	0.7%	1.4%	0.8%	0.3%	0.3%	0.3%



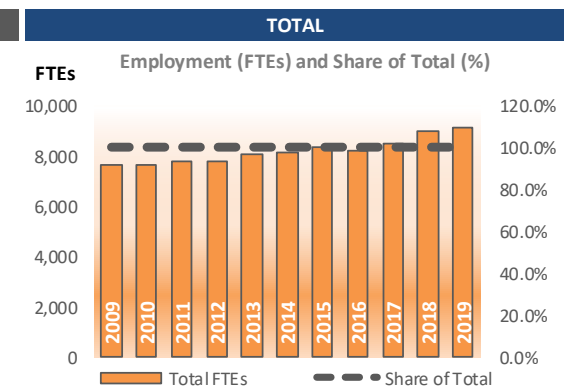
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## Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2019

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

STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019	TOTAL	TOTAL EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL												TOTAL	% Change				
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change	Q1	Q2	Q3	Q4
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						
% Change 2009 to 2019	9.1%	10.5%	28.9%	21.0%	17.8%	23.3%	16.8%	19.6%	29.0%	19.2%	19.9%	10.3%	19.6%	Annual Change	16.6%	20.6%	21.4%	16.9%
% Change 2018 to 2019	3.3%	2.0%	2.4%	5.6%	2.2%	0.7%	3.1%	0.1%	-1.0%	0.3%	3.1%	2.3%	1.7%		2.6%	2.6%	0.6%	1.6%
Average Annual Change	0.9%	1.1%	2.9%	2.1%	1.8%	2.3%	1.7%	2.0%	2.9%	1.9%	2.0%	1.0%	2.0%		1.7%	2.1%	2.1%	1.7%
2009 FTEs	4,527	4,639	5,066	7,791	10,280	9,203	10,773	13,213	9,621	7,284	4,764	4,649	7,651		4,744	9,091	11,202	5,566
2010 FTEs	3,843	4,522	4,931	7,546	9,842	10,433	10,868	13,498	10,447	6,936	4,650	4,192	7,642	-0.1%	4,432	9,274	11,604	5,259
2011 FTEs	4,236	4,446	5,255	8,249	10,292	10,226	10,849	12,897	10,230	7,282	4,942	4,232	7,761	1.6%	4,646	9,589	11,325	5,485
2012 FTEs	4,348	4,523	5,551	8,089	9,909	10,181	10,776	13,083	10,204	7,318	5,106	4,358	7,787	0.3%	4,807	9,393	11,354	5,594
2013 FTEs	4,457	4,690	5,953	8,057	10,486	10,210	11,171	13,751	10,313	7,531	5,387	4,566	8,048	3.3%	5,033	9,584	11,745	5,828
2014 FTEs	4,444	4,716	6,124	8,310	10,419	10,125	11,267	13,782	10,950	7,703	5,514	4,648	8,167	1.5%	5,095	9,618	12,000	5,955
2015 FTEs	4,607	4,806	6,274	8,423	10,703	10,406	11,449	14,264	11,087	8,050	5,362	4,695	8,344	2.2%	5,229	9,844	12,267	6,036
2016 FTEs	4,434	4,595	6,132	8,146	10,580	10,366	11,286	14,304	11,002	7,812	5,166	4,560	8,198	-1.7%	5,053	9,697	12,197	5,846
2017 FTEs	4,561	4,761	6,098	8,609	11,026	10,610	11,783	14,747	12,070	8,118	5,245	4,784	8,534	4.1%	5,140	10,082	12,867	6,049
2018 FTEs	4,781	5,025	6,376	8,930	11,849	11,266	12,213	15,800	12,543	8,655	5,542	5,012	8,999	5.4%	5,394	10,682	13,518	6,403
2019 FTEs	4,941	5,126	6,532	9,429	12,110	11,345	12,587	15,810	12,412	8,680	5,714	5,128	9,151	1.7%	5,533	10,962	13,603	6,507

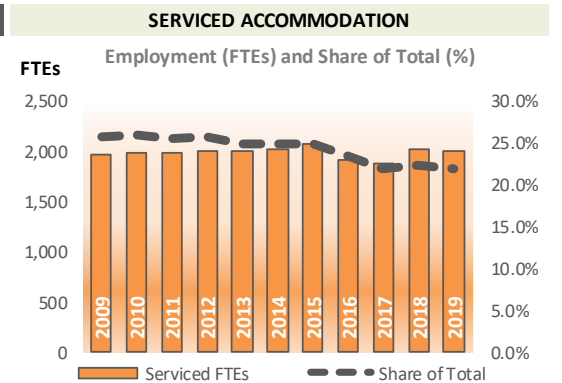
EMPLOYMENT											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151
Total Employment FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share %											
Change in Share from 2009 %											
Avg Ann. Change in Share %											



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019		SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
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	Annual Change		Q1	Q2	Q3	Q4	
% Change 2009 to 2019		3.5%	2.9%	2.5%	-3.4%	3.3%	4.5%	2.5%	8.2%	2.2%	1.4%	-0.1%	-0.1%	2.3%	0.7%	3.0%	1.4%	4.4%	0.4%	
% Change 2018 to 2019		-0.1%	-0.3%	0.0%	-0.1%	-0.1%	0.0%	0.0%	-0.7%	-0.5%	0.4%	0.4%	-0.6%	-0.2%	0.3%	-0.1%	-0.1%	-0.4%	0.0%	
Average Annual Change		0.3%	0.3%	0.3%	-0.3%	0.3%	0.4%	0.2%	0.8%	0.2%	0.1%	0.0%	0.0%	0.2%	0.3%	0.1%	0.4%	0.0%		
2009	FTEs	1,626	1,693	1,747	2,043	2,021	2,023	2,196	2,343	2,151	2,003	1,903	1,800	1,962	1,689	2,029	2,230	1,902		
2010	FTEs	1,692	1,795	1,790	1,958	1,965	2,006	2,180	2,454	2,211	2,008	1,924	1,720	1,975	1,759	1,976	2,282	1,884		
2011	FTEs	1,703	1,800	1,809	2,009	1,967	2,017	2,192	2,456	2,159	2,002	1,926	1,745	1,982	1,771	1,998	2,269	1,891		
2012	FTEs	1,680	1,786	1,830	1,985	1,966	2,063	2,188	2,496	2,250	2,002	1,960	1,736	1,995	1,765	2,005	2,311	1,899		
2013	FTEs	1,676	1,806	1,876	1,920	1,996	2,068	2,245	2,574	2,193	1,967	2,020	1,771	2,009	1,786	1,995	2,337	1,919		
2014	FTEs	1,681	1,790	1,845	1,968	2,003	2,045	2,273	2,557	2,324	2,012	2,009	1,770	2,023	1,772	2,005	2,385	1,930		
2015	FTEs	1,763	1,845	1,904	2,022	2,089	2,174	2,333	2,599	2,297	2,104	1,955	1,818	2,075	1,837	2,095	2,409	1,959		
2016	FTEs	1,600	1,687	1,750	1,853	1,929	1,998	2,184	2,444	2,113	1,909	1,797	1,689	1,913	1,679	1,927	2,247	1,798		
2017	FTEs	1,577	1,637	1,683	1,849	1,932	1,965	2,108	2,341	2,075	1,879	1,762	1,685	1,874	1,632	1,915	2,175	1,775		
2018	FTEs	1,684	1,748	1,791	1,976	2,088	2,114	2,250	2,551	2,210	2,023	1,894	1,809	2,012	1,741	2,059	2,337	1,909		
2019	FTEs	1,682	1,743	1,791	1,974	2,086	2,113	2,250	2,534	2,199	2,031	1,901	1,798	2,008	1,739	2,058	2,328	1,910		

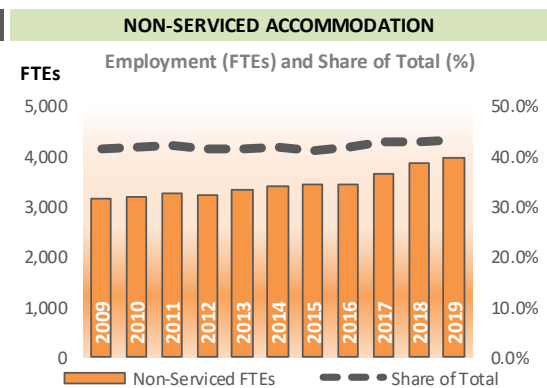
EMPLOYMENT											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Serviced FTEs	1,962	1,975	1,982	1,995	2,009	2,023	2,075	1,913	1,874	2,012	2,008
Total Employment FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151
Share of Total %	25.6%	25.8%	25.5%	25.6%	25.0%	24.8%	24.9%	23.3%	22.0%	22.4%	21.9%
Annual Change in Share %		0.8%	-1.2%	0.3%	-2.6%	-0.8%	0.4%	-6.2%	-5.9%	1.8%	-1.8%
Change in Share from 2009 %		0.8%	-0.4%	-0.1%	-2.7%	-3.4%	-3.0%	-9.0%	-14.4%	-12.9%	-14.4%
Avg Ann. Change in Share %		0.8%	-0.2%	0.0%	-0.7%	-0.7%	-0.5%	-1.3%	-1.8%	-1.4%	-1.4%



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019		NON-SERVICED	DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		6.6%	-0.3%	26.1%	33.9%	18.5%	26.4%	23.8%	23.4%	36.8%	29.4%	38.5%	22.5%	25.2%	Annual Change	12.3%	25.1%	27.5%	30.1%
% Change 2018 to 2019		7.3%	3.1%	3.3%	9.6%	3.9%	0.8%	5.1%	0.8%	-1.3%	0.4%	6.9%	6.0%	2.9%	4.3%	4.2%	1.4%	3.4%	
Average Annual Change		0.7%	0.0%	2.6%	3.4%	1.9%	2.6%	2.4%	2.3%	3.7%	2.9%	3.9%	2.2%	2.5%	1.2%	2.5%	2.8%	3.0%	
2009	FTEs	1,369	1,534	1,982	3,024	4,866	4,317	4,751	5,755	4,476	2,946	1,565	1,421	3,167		1,628	4,069	4,994	1,978
2010	FTEs	944	1,379	1,866	2,948	4,607	5,134	4,901	5,990	5,085	2,738	1,485	1,274	3,196	0.9%	1,396	4,230	5,325	1,832
2011	FTEs	1,120	1,296	2,031	3,296	4,960	5,078	4,854	5,645	4,956	2,978	1,677	1,276	3,264	2.1%	1,482	4,445	5,151	1,977
2012	FTEs	1,203	1,339	2,148	3,286	4,711	4,903	4,687	5,586	4,807	3,021	1,748	1,396	3,236	-0.8%	1,564	4,300	5,027	2,055
2013	FTEs	1,262	1,381	2,313	3,277	4,861	4,904	4,818	5,792	4,912	3,158	1,854	1,464	3,333	3.0%	1,652	4,347	5,174	2,158
2014	FTEs	1,302	1,431	2,384	3,339	4,830	4,870	4,885	6,024	5,120	3,250	1,961	1,544	3,412	2.4%	1,705	4,346	5,343	2,252
2015	FTEs	1,241	1,335	2,395	3,364	4,907	4,922	4,942	6,118	5,205	3,293	1,885	1,474	3,423	0.3%	1,657	4,398	5,422	2,217
2016	FTEs	1,223	1,303	2,336	3,317	4,885	4,924	4,993	6,278	5,339	3,325	1,878	1,456	3,438	0.4%	1,621	4,375	5,537	2,219
2017	FTEs	1,305	1,428	2,333	3,569	5,177	5,095	5,400	6,548	6,029	3,552	1,928	1,581	3,662	6.5%	1,688	4,614	5,992	2,354
2018	FTEs	1,360	1,483	2,420	3,697	5,550	5,413	5,596	7,046	6,206	3,797	2,028	1,642	3,853	5.2%	1,754	4,887	6,283	2,489
2019	FTEs	1,459	1,529	2,499	4,051	5,767	5,458	5,882	7,102	6,124	3,812	2,168	1,741	3,966	2.9%	1,829	5,092	6,369	2,574

EMPLOYMENT												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced	FTEs	3,167	3,196	3,264	3,236	3,333	3,412	3,423	3,438	3,662	3,853	3,966
Total Employment	FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151
Share of Total	%	41.4%	41.8%	42.1%	41.6%	41.4%	41.8%	41.0%	41.9%	42.9%	42.8%	43.3%
Annual Change in Share	%		1.0%	0.6%	-1.2%	-0.3%	0.9%	-1.8%	2.2%	2.3%	-0.2%	1.2%
Change in Share from 2009	%		1.0%	1.6%	0.4%	0.0%	0.9%	-0.9%	1.3%	3.6%	3.4%	4.7%
Avg Ann. Change in Share	%		1.0%	0.8%	0.1%	0.0%	0.2%	-0.1%	0.2%	0.5%	0.4%	0.5%

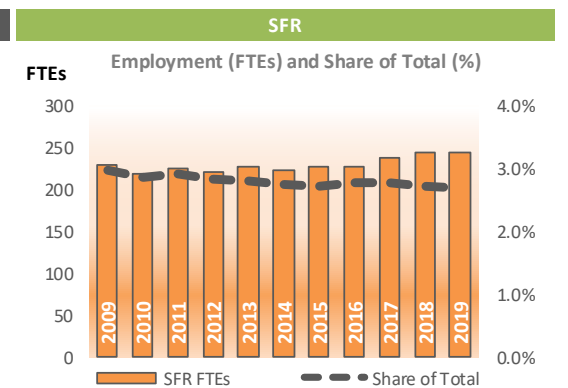


Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.



STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019		SFR	DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		4.5%	1.8%	7.9%	8.6%	4.5%	6.9%	6.4%	6.4%	10.5%	7.8%	15.3%	10.4%	7.3%	4.7%	6.9%	7.3%	10.7%	
% Change 2018 to 2019		1.8%	-0.7%	-0.3%	2.1%	0.4%	-0.8%	0.8%	-0.7%	-1.7%	-1.0%	1.7%	0.7%	0.5%	0.9%	0.9%	-0.4%	0.5%	
Average Annual Change		0.5%	0.2%	0.8%	0.9%	0.4%	0.7%	0.6%	0.6%	1.1%	0.8%	1.5%	1.0%	0.7%	0.5%	0.7%	0.7%	1.1%	
2009	FTEs	427	139	144	320	228	171	269	285	156	149	120	334	229	237	240	236	201	
2010	FTEs	347	133	140	313	220	181	269	287	163	144	117	311	219	-4.3%	207	238	240	191
2011	FTEs	386	130	147	330	229	182	272	285	162	150	124	316	226	3.3%	221	247	240	197
2012	FTEs	379	124	146	321	219	175	262	277	156	147	122	315	220	-2.6%	216	238	232	195
2013	FTEs	394	130	153	323	224	177	268	285	158	150	128	328	226	2.8%	225	241	237	202
2014	FTEs	388	127	151	319	219	173	265	283	159	150	127	325	224	-1.2%	222	237	236	200
2015	FTEs	405	131	153	321	221	174	266	285	160	152	128	333	227	1.5%	229	239	237	204
2016	FTEs	408	131	152	320	221	174	267	287	161	152	128	336	228	0.3%	230	238	238	205
2017	FTEs	428	139	154	333	229	179	278	295	172	159	133	355	238	4.3%	240	247	248	215
2018	FTEs	439	143	156	340	237	185	284	305	175	163	137	366	244	2.7%	246	254	255	222
2019	FTEs	447	142	156	348	238	183	286	303	172	161	139	369	245	0.5%	248	256	254	223

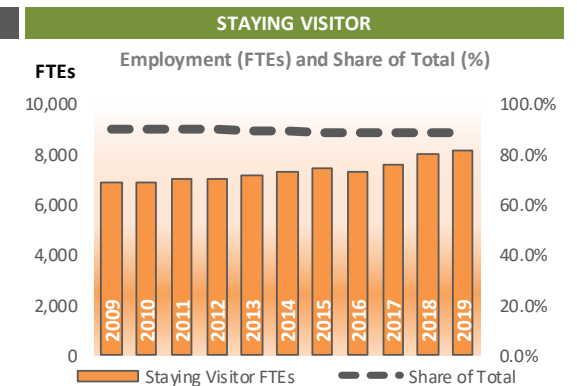
EMPLOYMENT												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SFR	FTEs	229	219	226	220	226	224	227	228	238	244	245
Total Employment	FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151
Share of Total	%	3.0%	2.9%	2.9%	2.8%	2.8%	2.7%	2.7%	2.8%	2.8%	2.7%	2.7%
Annual Change in Share	%		-4.2%	1.7%	-2.9%	-0.5%	-2.6%	-0.6%	2.1%	0.2%	-2.6%	-1.2%
Change in Share from 2009	%		-4.2%	-2.5%	-5.4%	-5.8%	-8.3%	-8.9%	-6.8%	-9.2%	-10.3%	
Avg Ann. Change in Share	%		-4.2%	-1.3%	-1.8%	-1.5%	-1.7%	-1.5%	-1.0%	-0.8%	-1.0%	-1.0%



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019		STAYING VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2019		4.8%	1.4%	14.8%	18.3%	13.7%	19.1%	16.7%	18.6%	25.2%	17.7%	17.3%	9.9%	16.1%	Annual Change	7.4%	16.9%	20.0%	15.3%	
% Change 2018 to 2019		3.0%	1.2%	1.8%	6.0%	2.8%	0.6%	3.5%	0.4%	-1.1%	0.4%	3.7%	2.4%	1.8%		2.0%	2.9%	0.9%	1.9%	
Average Annual Change		0.5%	0.1%	1.5%	1.8%	1.4%	1.9%	1.7%	1.9%	2.5%	1.8%	1.7%	1.0%	1.6%		0.7%	1.7%	2.0%	1.5%	
2009	FTEs	3,423	3,367	3,873	5,388	7,115	6,511	7,215	8,383	6,783	5,099	3,588	3,556	5,358		3,554	6,338	7,460	4,081	
2010	FTEs	2,983	3,307	3,796	5,219	6,792	7,322	7,351	8,730	7,458	4,890	3,526	3,305	5,390	0.6%	3,362	6,444	7,847	3,907	
2011	FTEs	3,209	3,225	3,987	5,636	7,156	7,277	7,317	8,386	7,277	5,130	3,726	3,337	5,472	1.5%	3,474	6,690	7,660	4,064	
2012	FTEs	3,262	3,250	4,124	5,591	6,896	7,141	7,137	8,359	7,213	5,169	3,829	3,447	5,452	-0.4%	3,545	6,543	7,570	4,148	
2013	FTEs	3,332	3,316	4,342	5,520	7,081	7,149	7,331	8,651	7,263	5,275	4,001	3,562	5,569	2.2%	3,663	6,583	7,748	4,280	
2014	FTEs	3,371	3,347	4,379	5,626	7,052	7,088	7,424	8,865	7,603	5,413	4,096	3,638	5,659	1.6%	3,699	6,589	7,964	4,382	
2015	FTEs	3,409	3,312	4,452	5,708	7,217	7,270	7,541	9,002	7,661	5,549	3,967	3,625	5,726	1.2%	3,724	6,732	8,068	4,380	
2016	FTEs	3,230	3,121	4,238	5,489	7,035	7,096	7,444	9,008	7,612	5,386	3,803	3,481	5,579	-2.6%	3,530	6,540	8,022	4,223	
2017	FTEs	3,309	3,204	4,169	5,751	7,339	7,239	7,786	9,184	8,276	5,589	3,822	3,621	5,774	3.5%	3,561	6,776	8,415	4,344	
2018	FTEs	3,483	3,373	4,367	6,013	7,875	7,712	8,130	9,902	8,592	5,982	4,058	3,818	6,109	5.8%	3,741	7,200	8,875	4,619	
2019	FTEs	3,589	3,414	4,445	6,372	8,092	7,755	8,417	9,939	8,495	6,003	4,207	3,908	6,220	1.8%	3,816	7,406	8,951	4,706	

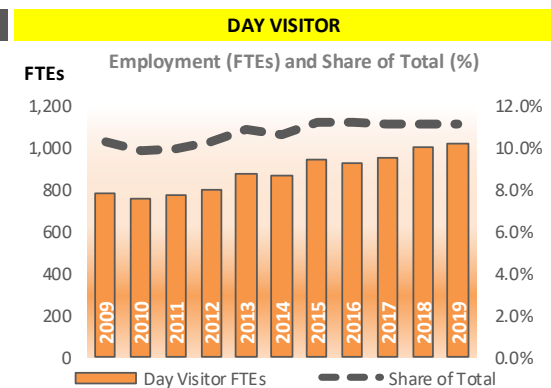
EMPLOYMENT											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Staying Visitor FTEs	6,864	6,889	6,987	6,984	7,173	7,297	7,404	7,276	7,586	7,999	8,131
Total Employment FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151
Share of Total %	89.7%	90.1%	90.0%	89.7%	89.1%	89.3%	88.7%	88.7%	88.9%	88.9%	88.8%
Annual Change in Share %		0.5%	-0.1%	-0.4%	-0.6%	0.2%	-0.7%	0.0%	0.2%	0.0%	0.0%
Change in Share from 2009 %		0.5%	0.3%	0.0%	-0.7%	-0.4%	-1.1%	-1.1%	-0.9%	-0.9%	-1.0%
Avg Ann. Change in Share %		0.5%	0.2%	0.0%	-0.2%	-0.1%	-0.2%	-0.2%	-0.1%	-0.1%	-0.1%



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019		DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
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		TOTAL		% Change					
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 2009 to 2019		30.5%	58.4%	129.3%	19.3%	37.0%	42.9%	7.1%	29.8%	26.2%	12.3%	11.0%	-8.2%	29.8%	Annual Change	70.5%	32.9%	22.1%	7.1%	
% Change 2018 to 2019		3.3%	5.6%	6.5%	1.6%	-0.3%	3.6%	0.8%	0.2%	4.0%	2.6%	-3.2%	0.6%	2.0%		5.4%	1.5%	1.2%	0.5%	
Average Annual Change		3.1%	5.8%	12.9%	1.9%	3.7%	4.3%	0.7%	3.0%	2.6%	1.2%	1.1%	-0.8%	3.0%		7.1%	3.3%	2.2%	0.7%	
2009	FTEs	426	539	402	934	1,043	840	1,089	1,681	862	803	437	383	786		455	939	1,210	541	
2010	FTEs	396	530	389	915	1,060	941	984	1,529	798	771	423	306	753	-4.2%	438	972	1,104	500	
2011	FTEs	452	568	440	1,020	1,045	865	1,039	1,481	849	788	440	307	774	2.8%	486	977	1,123	511	
2012	FTEs	484	604	515	929	1,008	956	1,146	1,618	882	756	452	286	803	3.7%	534	964	1,216	498	
2013	FTEs	488	656	583	969	1,246	962	1,253	1,832	906	798	481	319	874	8.9%	576	1,059	1,330	533	
2014	FTEs	442	651	683	1,059	1,221	956	1,233	1,774	842	785	483	308	870	-0.5%	592	1,079	1,283	525	
2015	FTEs	521	748	722	1,064	1,272	986	1,254	2,002	956	910	493	350	940	8.0%	664	1,107	1,404	584	
2016	FTEs	519	731	783	1,022	1,309	1,080	1,158	1,952	879	839	460	343	923	-1.8%	678	1,137	1,330	547	
2017	FTEs	518	750	815	1,079	1,313	1,099	1,124	2,072	951	832	484	347	948	2.8%	694	1,164	1,382	554	
2018	FTEs	538	808	865	1,097	1,433	1,158	1,156	2,178	1,046	879	501	349	1,001	5.5%	737	1,229	1,460	576	
2019	FTEs	556	853	921	1,115	1,429	1,200	1,166	2,182	1,088	902	485	351	1,021	2.0%	777	1,248	1,478	579	

EMPLOYMENT											
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor FTEs	786	753	774	803	874	870	940	923	948	1,001	1,021
Total Employment FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151
Share of Total %	10.3%	9.9%	10.0%	10.3%	10.9%	10.7%	11.3%	11.3%	11.1%	11.1%	11.2%
Annual Change in Share %		-4.1%	1.2%	3.4%	5.4%	-2.0%	5.7%	0.0%	-1.3%	0.1%	0.3%
Change in Share from 2009 %		-4.1%	-2.9%	0.3%	5.7%	3.6%	9.6%	9.5%	8.1%	8.2%	8.5%
Avg Ann. Change in Share %		-4.1%	-1.5%	0.1%	1.4%	0.7%	1.6%	1.4%	1.0%	0.9%	0.8%



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

**STEAM FINAL TREND REPORT FOR 2009-2019**

**EAST LINDSEY**

SERVICED ACCOMMODATION 2019	2019		Change on 2018		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Serviced Accommodation Total</b>	<b>342</b>	<b>6,184</b>	<b>-2</b>	<b>-14</b>	<b>-16</b>	<b>-5</b>
+50 Room	4	514	0	0	+1	+182
11-50 Room	66	2,563	+1	+25	-13	-341
<10 Room	272	3,107	-3	-39	-4	+154

NON-SERVICED ACCOMMODATION 2019	2019		Change on 2018		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Non-Serviced Accommodation Total</b>	<b>562</b>	<b>55,243</b>	<b>+36</b>	<b>+859</b>	<b>+115</b>	<b>+3,549</b>
Self catering	338	13,823	+8	+76	+48	+244
Static caravans/chalets	0	20,492	0	0	0	+520
Touring caravans/camping	224	20,928	+28	+783	+68	+2,802
Youth Hostels	0	0	0	0	-1	-17

DISTRIBUTION BY TYPE OF ACCOMMODATION 2019	2019		Change on 2018		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>All Paid Accommodation Total</b>	<b>904</b>	<b>61,427</b>	<b>+34</b>	<b>+845</b>	<b>+99</b>	<b>+3,544</b>
Serviced Accommodation Share of Total	38%	10%				
Non-Serviced Accommodation Share of Total	62%	90%				

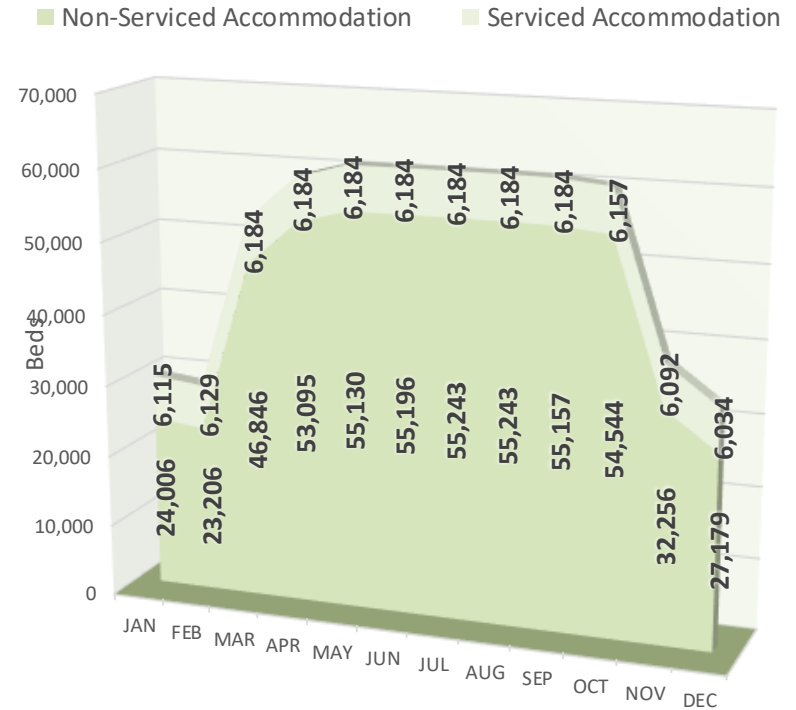
SEASONAL AVAILABILITY OF BED SUPPLY 2019	2019											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>All Paid Accommodation Total</b>	<b>30,120</b>	<b>29,334</b>	<b>53,030</b>	<b>59,279</b>	<b>61,314</b>	<b>61,380</b>	<b>61,427</b>	<b>61,427</b>	<b>61,341</b>	<b>60,702</b>	<b>38,348</b>	<b>33,213</b>
Serviced Accommodation	6,115	6,129	6,184	6,184	6,184	6,184	6,184	6,184	6,184	6,157	6,092	6,034
Non-Serviced Accommodation	24,006	23,206	46,846	53,095	55,130	55,196	55,243	55,243	55,157	54,544	32,256	27,179

2019

STAYING VISITORS

ACCOMMODATION SUPPLY  
DISTRIBUTION BY TYPE

**SEASONAL AVAILABILITY OF BED SUPPLY  
2019**



## Report Sections With Historic Financial Data Indexed to 2019 Prices

<b>Sections:</b>	<i>Comparative Headlines</i>	<b>Visitor Types:</b>	<i>Total</i>
	<i>Key Measures</i>		<i>Serviced Accommodation</i>
	<i>Economic Impact</i>		<i>Non-Serviced Accommodation</i>
	<i>Sectoral Analysis</i>		<i>SFR</i>
			<i>Staying Visitor</i>
			<i>Day Visitor</i>

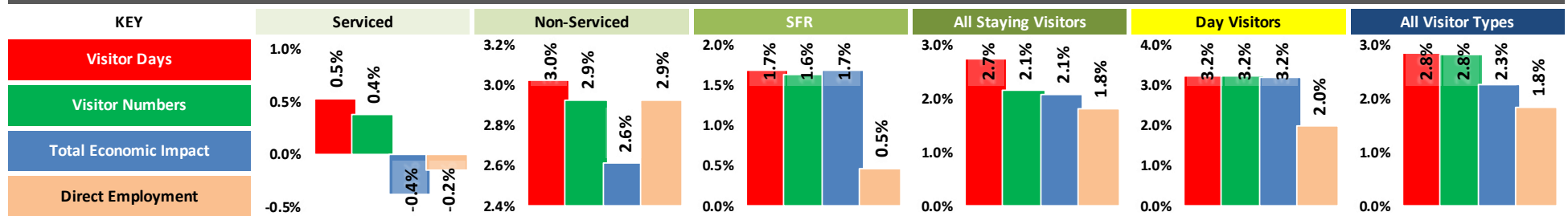
### **Indexation:** *Indexation to: 2019*

<b>2009</b>	<i>1.35</i>
<b>2010</b>	<i>1.30</i>
<b>2011</b>	<i>1.24</i>
<b>2012</b>	<i>1.19</i>
<b>2013</b>	<i>1.15</i>
<b>2014</b>	<i>1.12</i>
<b>2015</b>	<i>1.11</i>
<b>2016</b>	<i>1.09</i>
<b>2017</b>	<i>1.07</i>
<b>2018</b>	<i>1.03</i>
<b>2019</b>	<i>1.00</i>

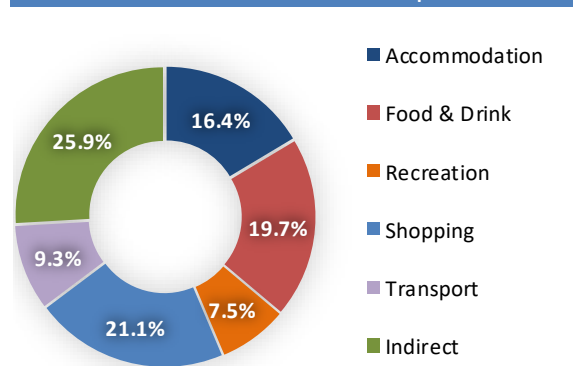
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - INDEXED TO 2019

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %
	2019	2018	+/- %	2019	2018	+/- %															
Visitor Days	M	0.877	0.873	0.5%	8.615	8.361	3.0%	0.544	0.535	1.7%	10.04	9.769	2.7%	3.034	2.939	3.2%	13.07	12.71	2.8%		
Visitor Numbers	M	0.448	0.446	0.4%	1.197	1.163	2.9%	0.229	0.225	1.6%	1.874	1.835	2.1%	3.034	2.939	3.2%	4.908	4.774	2.8%		
Direct Expenditure	£M																	543.40	531.49	2.2%	
Economic Impact	£M	97.03	97.41	-0.4%	490.45	477.97	2.6%	27.96	27.50	1.7%	615.44	602.87	2.1%	118.02	114.35	3.2%	733.46	717.22	2.3%		
Direct Employment	FTEs	2,008	2,012	-0.2%	3,966	3,853	2.9%	245	244	0.5%	6,220	6,109	1.8%	1,021	1,001	2.0%	7,240	7,110	1.8%		
Total Employment	FTEs																	9,151	8,999	1.7%	

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2018 - INDEXED TO 2019



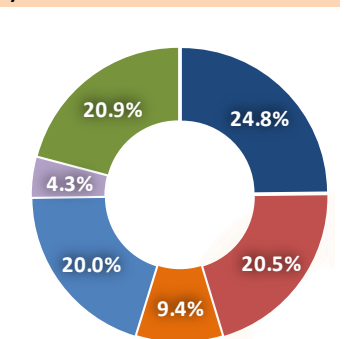
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2019



Sectors	2019	2018	+/- %
Accommodation	120.34	119.79	0.5%
Food & Drink	144.70	140.95	2.7%
Recreation	54.94	53.45	2.8%
Shopping	154.91	150.82	2.7%
Transport	68.50	66.48	3.0%
TOTAL DIRECT	543.40	531.49	2.2%
Indirect	190.05	185.73	2.3%
TOTAL	733.46	717.22	2.3%

Sectoral Distribution of Employment - FTEs

Sectors	2019	2018	+/- %
Accommodation	2,271	2,214	2.6%
Food & Drink	1,877	1,850	1.4%
Recreation	865	851	1.6%
Shopping	1,831	1,805	1.5%
Transport	397	390	1.8%
TOTAL DIRECT	7,240	7,110	1.8%
Indirect	1,911	1,890	1.1%
TOTAL	9,151	8,999	1.7%



**STEAM FINAL TREND REPORT FOR 2009-2019**  
**EAST LINDSEY**

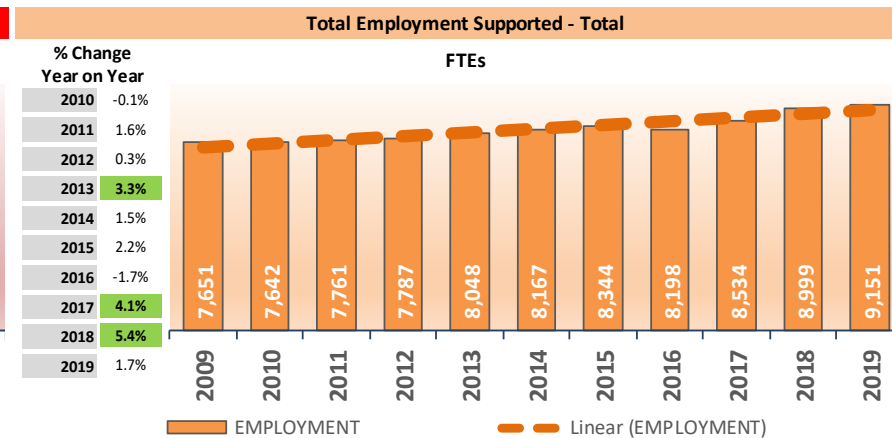
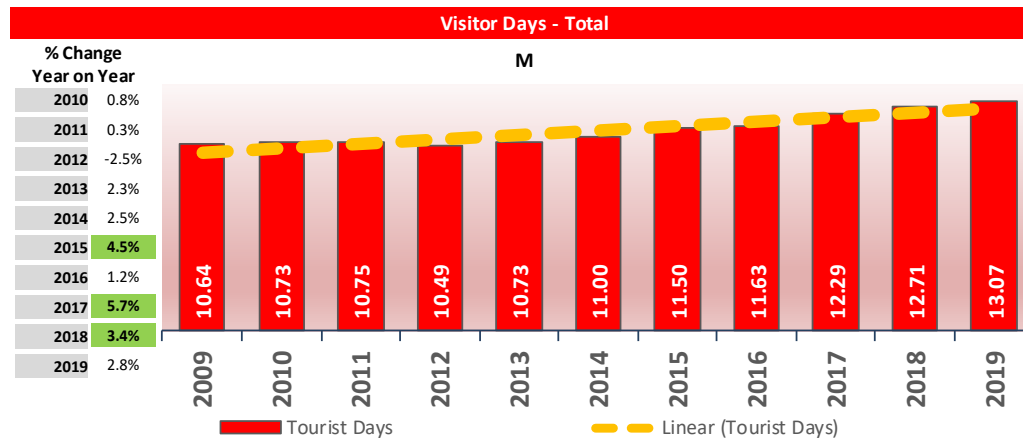
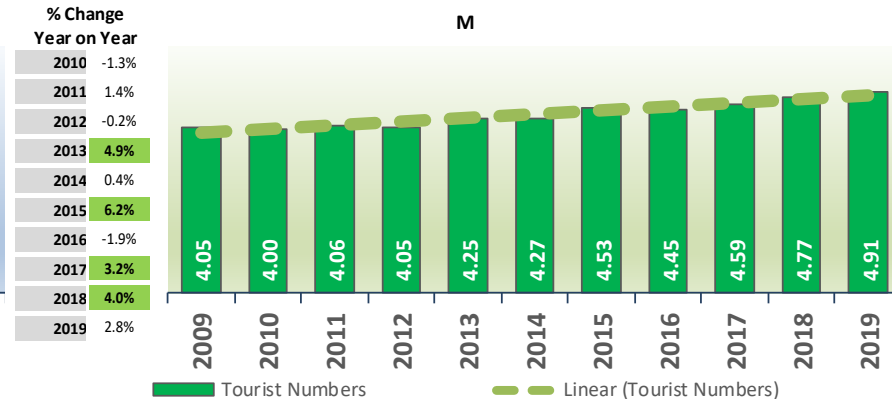
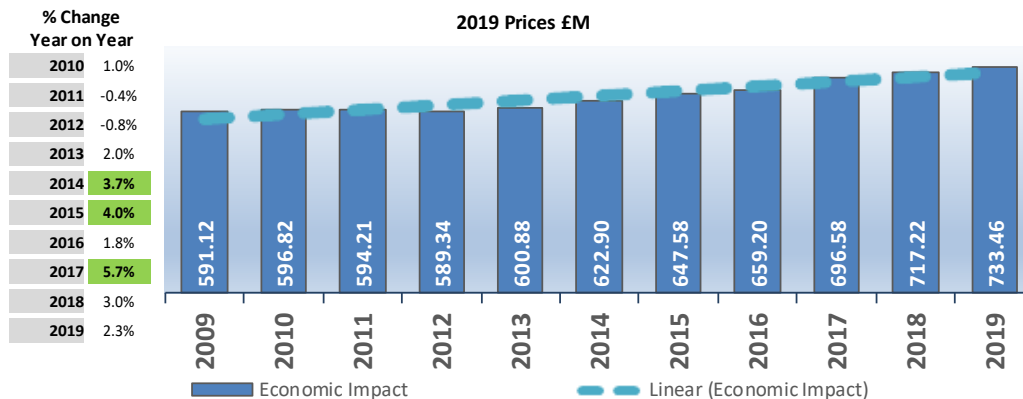
2009 to 2019  
2019 Prices

TOTAL

KEY MEASURES  
Indexed

**Economic Impact - Indexed - Total**

**Visitor Numbers - Total**



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		1.0%	0.5%	-0.3%	1.7%	5.4%	9.6%	11.5%	17.8%	21.3%	24.1%
Visitor Numbers		-1.3%	0.1%	-0.1%	4.8%	5.2%	11.8%	9.7%	13.3%	17.8%	21.1%
Visitor Days		0.8%	1.1%	-1.4%	0.9%	3.4%	8.1%	9.3%	15.5%	19.5%	22.9%
Total Employment		-0.1%	1.4%	1.8%	5.2%	6.7%	9.1%	7.2%	11.6%	17.6%	19.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2019  
EAST LINDSEY

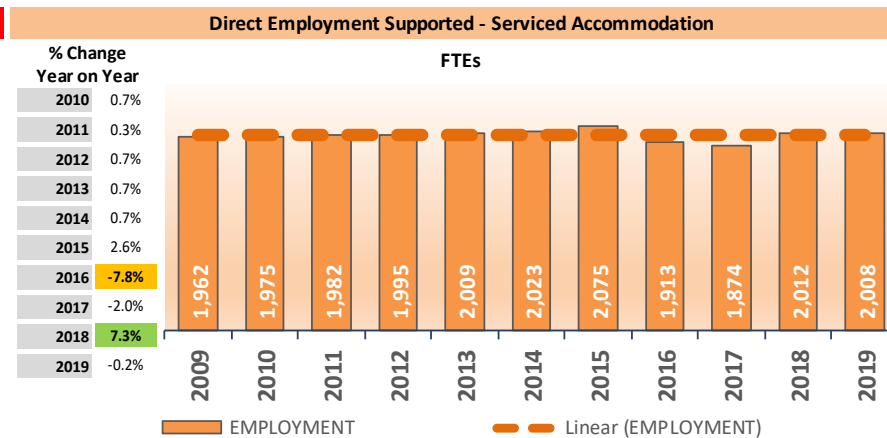
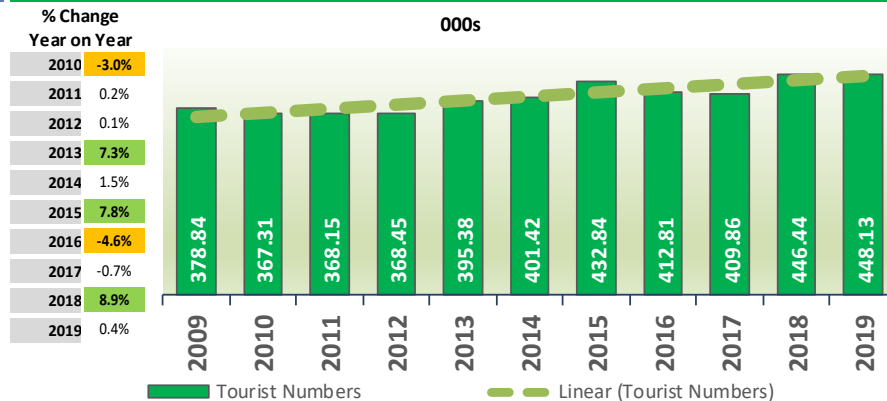
2009 to 2019  
2019 Prices

SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



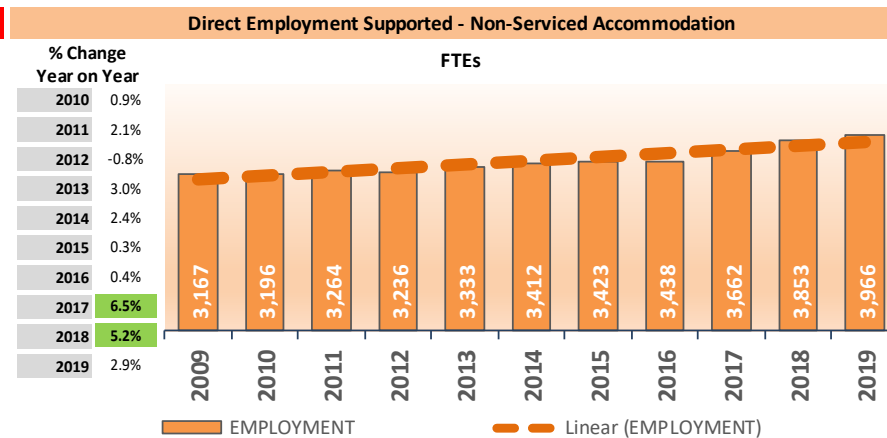
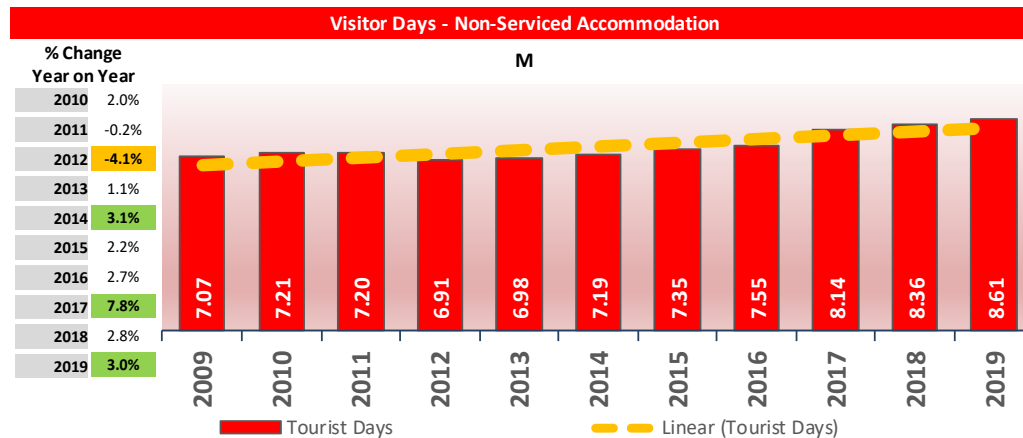
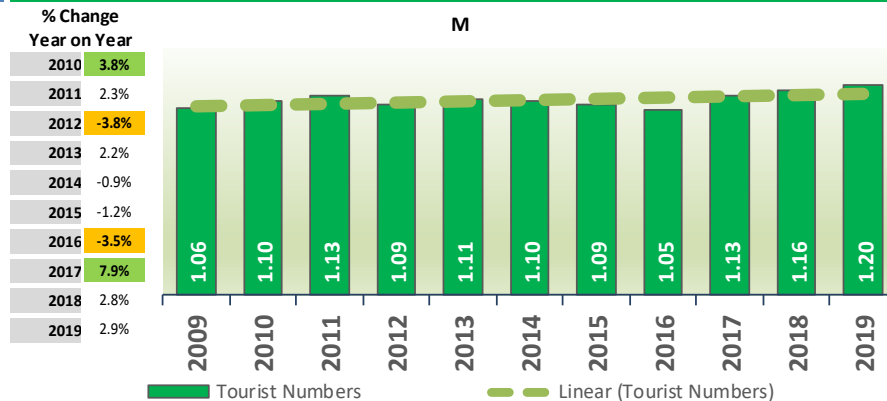
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		3.6%	3.7%	2.9%	4.7%	10.1%	22.5%	18.4%	17.1%	26.3%	25.8%
Visitor Numbers		-3.0%	-2.8%	-2.7%	4.4%	6.0%	14.3%	9.0%	8.2%	17.8%	18.3%
Visitor Days		4.9%	5.7%	6.5%	9.9%	14.6%	28.0%	21.3%	20.8%	31.9%	32.6%
Direct Employment		0.7%	1.0%	1.7%	2.4%	3.1%	5.8%	-2.5%	-4.5%	2.5%	2.3%

"Linear" = Linear Trendline



Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation

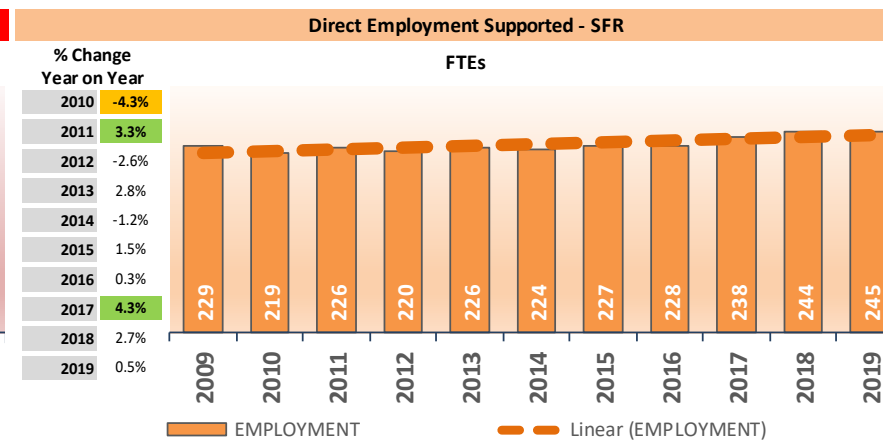
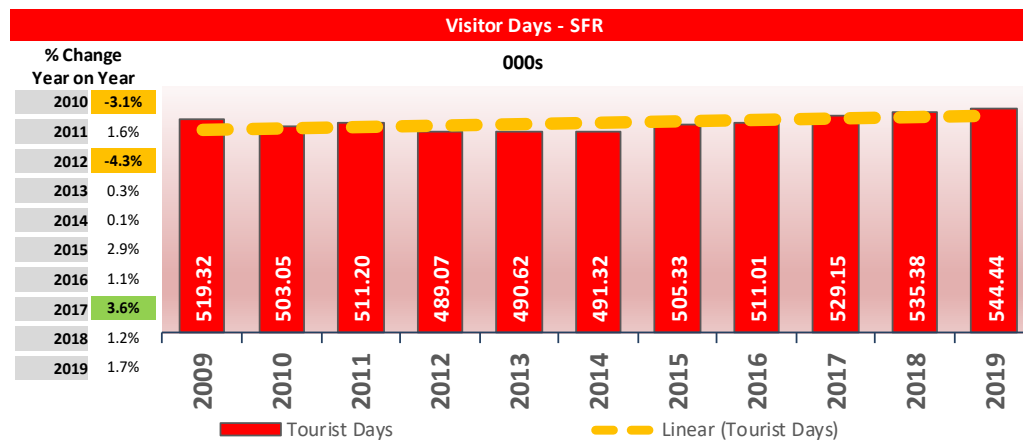
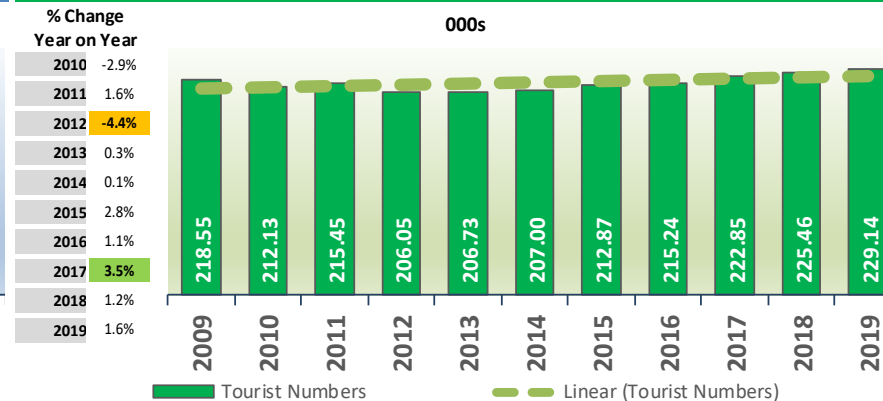
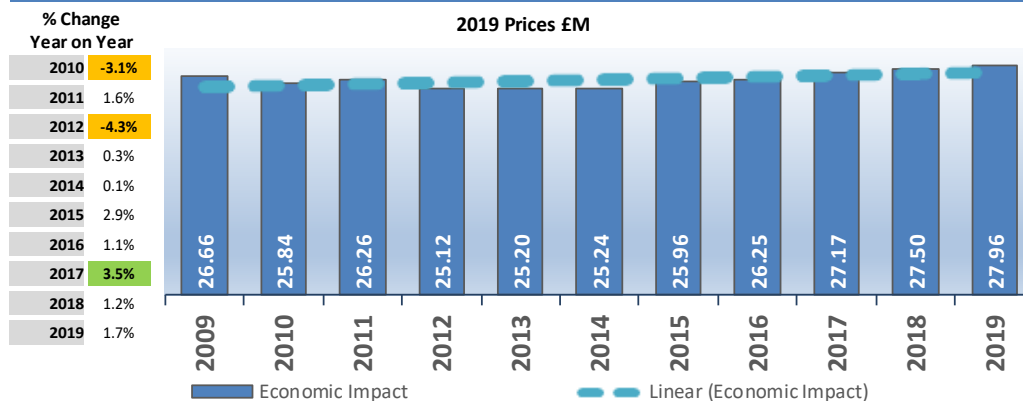


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		1.7%	0.6%	-0.6%	0.5%	4.8%	6.1%	10.0%	19.0%	21.2%	24.4%
Visitor Numbers		3.8%	6.2%	2.1%	4.4%	3.4%	2.2%	-1.4%	6.3%	9.3%	12.5%
Visitor Days		2.0%	1.9%	-2.3%	-1.2%	1.8%	4.0%	6.8%	15.1%	18.3%	21.9%
Direct Employment		0.9%	3.0%	2.2%	5.2%	7.7%	8.1%	8.5%	15.6%	21.7%	25.2%

"Linear" = Linear Trendline

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		-3.1%	-1.5%	-5.8%	-5.5%	-5.3%	-2.6%	-1.6%	1.9%	3.1%	4.9%
Visitor Numbers		-2.9%	-1.4%	-5.7%	-5.4%	-5.3%	-2.6%	-1.5%	2.0%	3.2%	4.8%
Visitor Days		-3.1%	-1.6%	-5.8%	-5.5%	-5.4%	-2.7%	-1.6%	1.9%	3.1%	4.8%
Direct Employment		-4.3%	-1.1%	-3.7%	-1.0%	-2.1%	-0.6%	-0.3%	4.0%	6.8%	7.3%

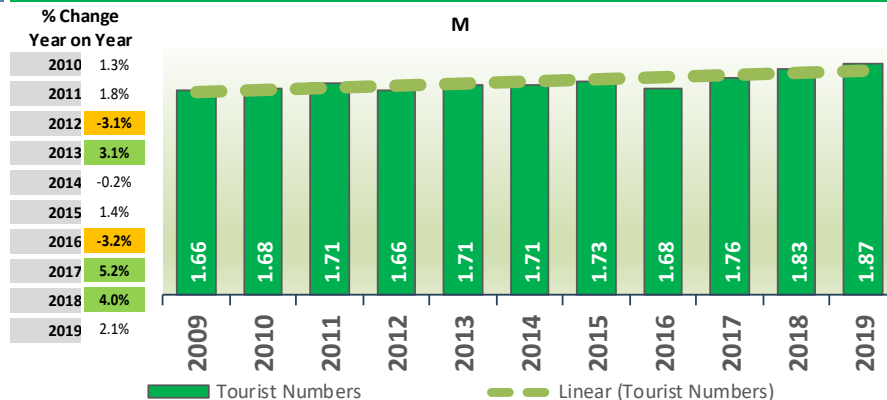
"Linear" = Linear Trendline

Economic Impact - Indexed - Staying Visitor



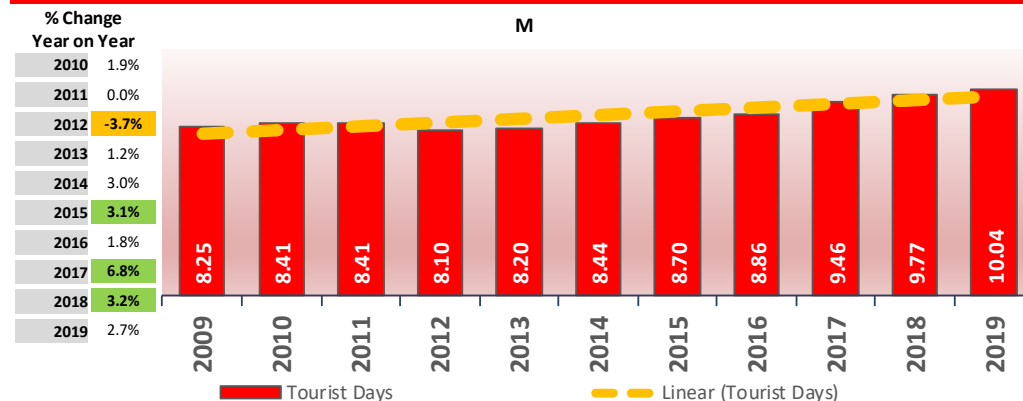
Year	% Change Year on Year
2010	1.7%
2011	-0.7%
2012	-1.3%
2013	1.2%
2014	4.2%
2015	2.9%
2016	2.4%
2017	6.4%
2018	2.8%
2019	2.1%

Visitor Numbers - Staying Visitor



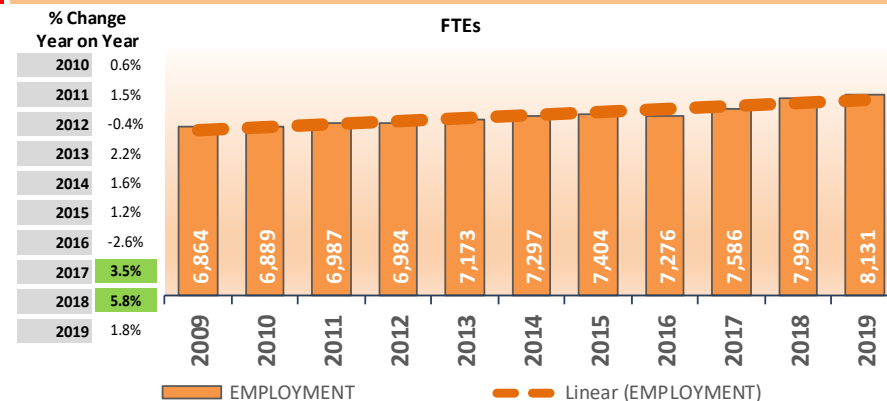
Year	% Change Year on Year
2010	1.3%
2011	1.8%
2012	-3.1%
2013	3.1%
2014	-0.2%
2015	1.4%
2016	-3.2%
2017	5.2%
2018	4.0%
2019	2.1%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2010	1.9%
2011	0.0%
2012	-3.7%
2013	1.2%
2014	3.0%
2015	3.1%
2016	1.8%
2017	6.8%
2018	3.2%
2019	2.7%

Direct Employment Supported - Staying Visitor

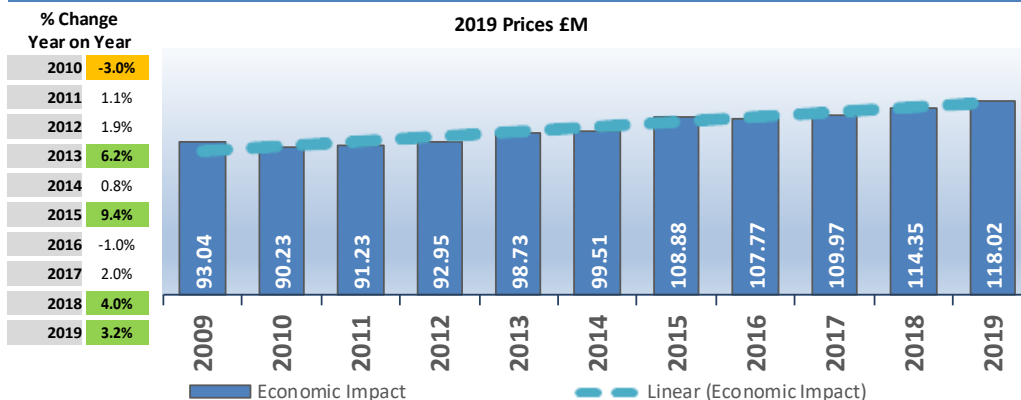


Year	% Change Year on Year
2010	0.6%
2011	1.5%
2012	-0.4%
2013	2.2%
2014	1.6%
2015	1.2%
2016	-2.6%
2017	3.5%
2018	5.8%
2019	1.8%

% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		1.7%	1.0%	-0.3%	0.8%	5.1%	8.2%	10.7%	17.8%	21.0%	23.6%
Visitor Numbers		1.3%	3.1%	0.0%	3.1%	2.9%	4.3%	1.0%	6.2%	10.5%	12.8%
Visitor Days		1.9%	2.0%	-1.8%	-0.6%	2.4%	5.5%	7.5%	14.8%	18.5%	21.7%
Direct Employment		0.4%	1.8%	1.7%	4.5%	6.3%	7.9%	6.0%	10.5%	16.5%	18.4%

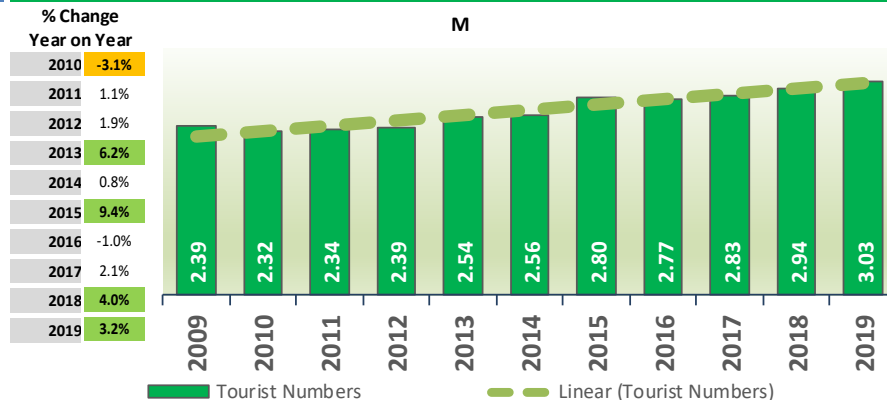
"Linear" = Linear Trendline

Economic Impact - Indexed - Day Visitor



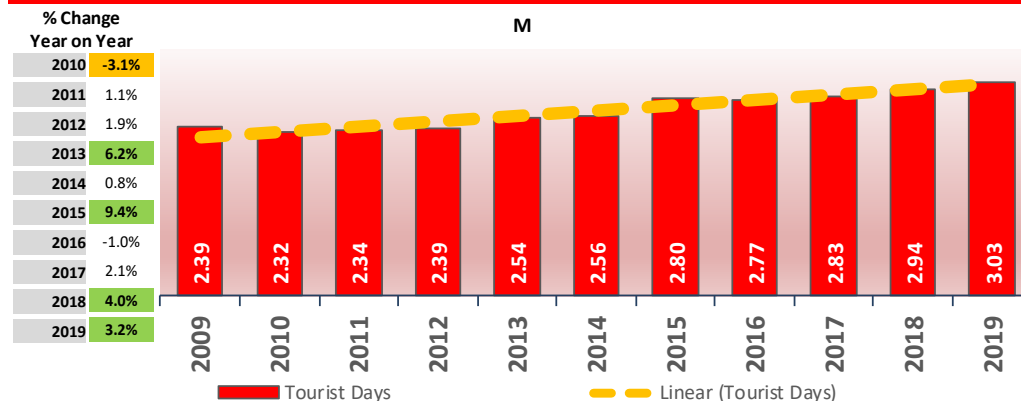
Year	% Change Year on Year
2010	-3.0%
2011	1.1%
2012	1.9%
2013	6.2%
2014	0.8%
2015	9.4%
2016	-1.0%
2017	2.0%
2018	4.0%
2019	3.2%

Visitor Numbers - Day Visitor



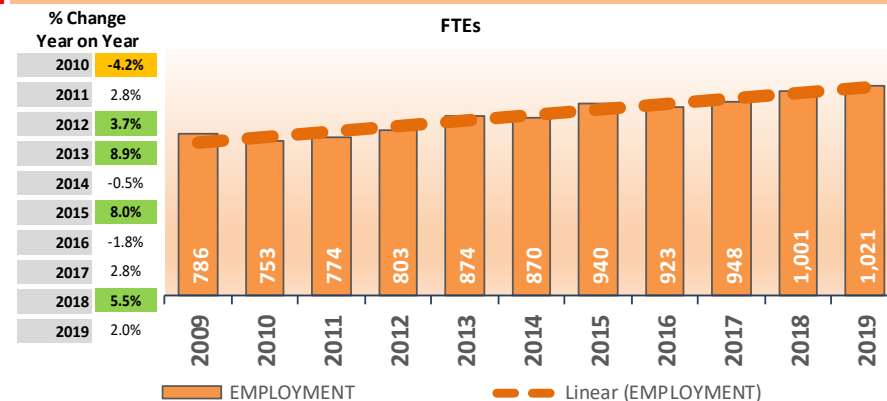
Year	% Change Year on Year
2010	-3.1%
2011	1.1%
2012	1.9%
2013	6.2%
2014	0.8%
2015	9.4%
2016	-1.0%
2017	2.1%
2018	4.0%
2019	3.2%

Visitor Days - Day Visitor



Year	% Change Year on Year
2010	-3.1%
2011	1.1%
2012	1.9%
2013	6.2%
2014	0.8%
2015	9.4%
2016	-1.0%
2017	2.1%
2018	4.0%
2019	3.2%

Direct Employment Supported - Day Visitor



Year	% Change Year on Year
2010	-4.2%
2011	2.8%
2012	3.7%
2013	8.9%
2014	-0.5%
2015	8.0%
2016	-1.8%
2017	2.8%
2018	5.5%
2019	2.0%

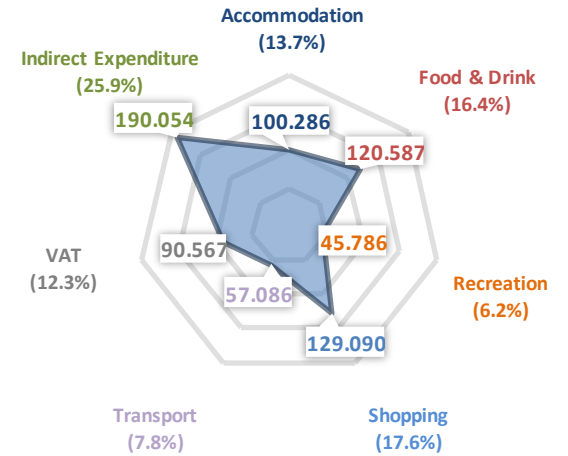
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		-3.0%	-1.9%	-0.1%	6.1%	7.0%	17.0%	15.8%	18.2%	22.9%	26.8%
Visitor Numbers		-3.1%	-2.0%	-0.1%	6.1%	6.9%	17.0%	15.8%	18.2%	22.9%	26.8%
Visitor Days		-3.1%	-2.0%	-0.1%	6.1%	6.9%	17.0%	15.8%	18.2%	22.9%	26.8%
Direct Employment		-4.2%	-1.5%	2.1%	11.2%	10.6%	19.5%	17.3%	20.6%	27.2%	29.8%

"Linear" = Linear Trendline

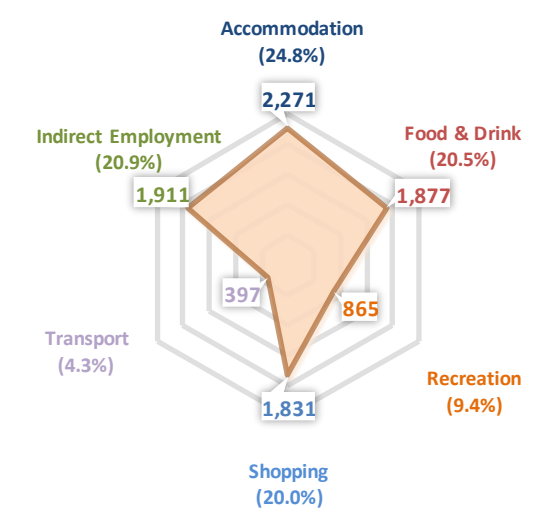
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation £M	82.34	80.97	76.59	80.77	81.44	87.84	89.14	93.19	99.04	99.83	100.29
Food & Drink £M	102.22	101.31	99.51	96.97	99.13	101.73	106.62	107.44	113.21	117.46	120.59
Recreation £M	38.42	38.15	37.61	36.62	37.45	38.41	40.41	40.64	42.72	44.54	45.79
Shopping £M	109.51	108.31	106.41	103.95	106.24	109.03	114.28	115.53	121.53	125.69	129.09
Transport £M	48.27	47.78	47.12	45.67	46.61	47.72	49.82	50.49	53.41	55.40	57.09
Direct Revenue £M	380.76	376.52	367.24	363.98	370.88	384.74	400.27	407.30	429.91	442.91	452.83
VAT £M	57.11	65.89	73.45	72.80	74.18	76.95	80.05	81.46	85.98	88.58	90.57
Direct Expenditure £M	437.88	442.41	440.69	436.78	445.06	461.69	480.33	488.76	515.89	531.49	543.40
Indirect Expenditure £M	153.24	154.41	153.52	152.56	155.82	161.21	167.25	170.44	180.70	185.73	190.05
TOTAL £M	591.12	596.82	594.21	589.34	600.88	622.90	647.58	659.20	696.58	717.22	733.46

2019 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019



2019 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



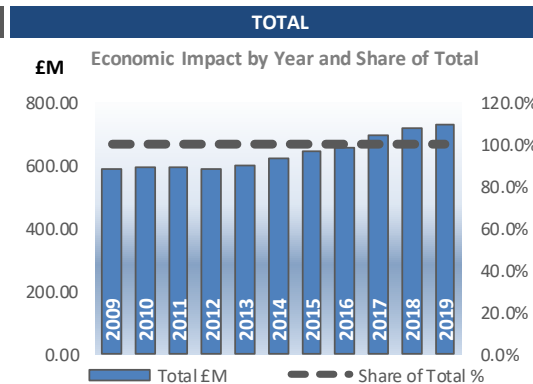
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Accommodation FTEs	2,205	2,205	2,226	2,265	2,263	2,296	2,284	2,115	2,071	2,214	2,271
Food & Drink FTEs	1,490	1,490	1,520	1,508	1,580	1,600	1,656	1,656	1,757	1,850	1,877
Recreation FTEs	680	681	697	691	724	733	762	760	805	851	865
Shopping FTEs	1,455	1,453	1,482	1,473	1,544	1,564	1,618	1,623	1,719	1,805	1,831
Transport FTEs	314	314	322	317	332	335	346	348	370	390	397
Direct Employment FTEs	6,145	6,143	6,246	6,255	6,443	6,528	6,666	6,502	6,723	7,110	7,240
Indirect Employment FTEs	1,506	1,499	1,515	1,533	1,605	1,638	1,678	1,697	1,812	1,890	1,911
TOTAL FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344	8,198	8,534	8,999	9,151

Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019 2019 Prices	TOTAL	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	TOTAL												TOTAL						% Change
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2019	16.9%	17.0%	45.0%	26.9%	19.4%	26.9%	18.6%	16.0%	38.8%	24.8%	33.3%	18.7%	24.1%	Annual Change	27.2%	24.0%	22.8%	25.5%	
% Change 2018 to 2019	5.7%	3.0%	3.1%	7.7%	3.1%	1.0%	3.8%	0.4%	-1.3%	0.2%	4.9%	3.6%	2.3%		3.8%	3.6%	0.9%	2.3%	
Average Annual Change	1.7%	1.7%	4.5%	2.7%	1.9%	2.7%	1.9%	1.6%	3.9%	2.5%	3.3%	1.9%	2.4%		2.7%	2.4%	2.3%	2.6%	
2009	£M	21.36	22.89	25.36	48.52	70.03	61.02	81.11	103.51	65.23	44.85	24.19	23.04	591.12	69.62	179.56	249.86	92.08	
2010	£M	15.43	22.15	24.46	46.81	66.54	72.22	83.50	107.78	73.36	42.12	23.42	19.05	596.82	1.0%	62.03	185.56	264.64	84.59
2011	£M	18.58	20.98	26.69	51.90	68.87	68.68	81.10	99.56	69.42	44.12	25.33	18.97	594.21	-0.4%	66.26	189.45	250.08	88.42
2012	£M	18.92	21.00	28.77	49.99	64.77	67.49	79.56	100.20	68.53	44.06	26.40	19.65	589.34	-0.8%	68.69	182.26	248.29	90.11
2013	£M	19.48	21.97	31.62	48.41	67.85	66.14	80.69	102.98	67.64	44.76	28.28	21.07	600.88	2.0%	73.07	182.40	251.30	94.11
2014	£M	19.54	22.27	33.10	51.07	68.40	66.43	82.63	101.28	79.76	46.94	29.58	21.89	622.90	3.7%	74.92	185.90	263.67	98.42
2015	£M	21.50	23.59	34.91	52.74	71.74	69.84	85.32	106.44	79.42	50.51	28.71	22.86	647.58	4.0%	80.00	194.32	271.18	102.08
2016	£M	21.77	23.56	35.49	52.51	72.92	71.61	86.95	110.07	81.29	50.63	28.86	23.54	659.20	1.8%	80.82	197.04	278.31	103.03
2017	£M	23.12	25.21	35.21	56.65	76.84	73.66	92.06	113.77	90.99	53.52	29.73	25.82	696.58	5.7%	83.54	207.15	296.82	109.07
2018	£M	23.61	26.00	35.68	57.16	81.13	76.64	92.60	119.63	91.77	55.88	30.73	26.40	717.22	3.0%	85.29	214.93	304.00	113.00
2019	£M	24.96	26.78	36.79	61.57	83.62	77.40	96.16	120.06	90.54	55.99	32.24	27.35	733.46	2.3%	88.53	222.60	306.76	115.57

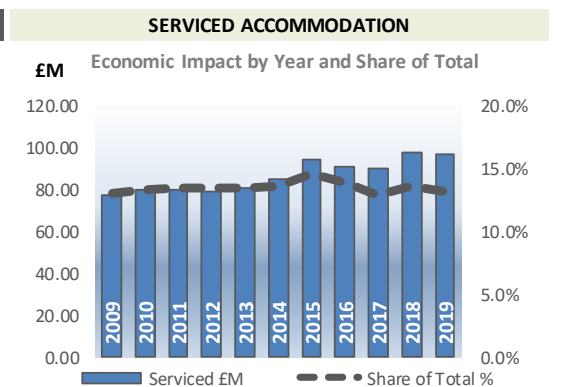
ECONOMIC IMPACT - INDEXED TO 2019												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total	£M	591.12	596.82	594.21	589.34	600.88	622.90	647.58	659.20	696.58	717.22	733.46
All Visitor Types	£M	591.12	596.82	594.21	589.34	600.88	622.90	647.58	659.20	696.58	717.22	733.46
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%
Annual Change in Share	%											
Change in Share from 2009	%											
Avg Ann. Change in Share	%											



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019 2019 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / 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 2009 to 2019		152.3%	79.4%	56.3%	-1.4%	23.3%	28.3%	21.0%	32.7%	13.5%	17.0%	15.1%	26.2%	25.8%	Annual Change	84.0%	16.5%	23.4%	18.7%	
% Change 2018 to 2019		-0.8%	-1.5%	-0.2%	-0.4%	-0.1%	0.0%	0.5%	-0.9%	-1.5%	1.3%	1.4%	-3.0%	-0.4%		-0.8%	-0.2%	-0.6%	0.1%	
Average Annual Change		15.2%	7.9%	5.6%	-0.1%	2.3%	2.8%	2.1%	3.3%	1.3%	1.7%	1.5%	2.6%	2.6%		8.4%	1.6%	2.3%	1.9%	
2009	£M	1.417	2.417	3.088	7.445	7.174	7.156	9.990	12.20	9.155	7.015	5.772	4.295	77.12		6.922	21.77	31.34	17.08	
2010	£M	2.300	3.840	3.764	6.381	6.427	6.950	9.753	13.82	10.14	7.152	6.163	3.189	79.88	3.6%	9.904	19.76	33.71	16.50	
2011	£M	2.589	4.037	4.055	7.044	6.354	6.953	9.755	13.64	9.146	6.892	6.038	3.479	79.98	0.1%	10.68	20.35	32.54	16.41	
2012	£M	2.128	3.656	4.127	6.409	6.065	7.367	9.423	13.80	10.10	6.675	6.339	3.254	79.35	-0.8%	9.911	19.84	33.33	16.27	
2013	£M	2.166	3.969	4.770	5.474	6.405	7.328	10.01	14.50	9.138	6.132	7.069	3.800	80.76	1.8%	10.90	19.21	33.65	17.00	
2014	£M	2.289	3.841	4.478	6.279	6.656	7.182	10.66	14.59	11.14	6.894	7.070	3.871	84.95	5.2%	10.61	20.12	36.39	17.84	
2015	£M	3.480	4.652	5.333	7.039	7.902	9.039	11.65	15.38	10.82	8.221	6.386	4.595	94.50	11.2%	13.47	23.98	37.85	19.20	
2016	£M	3.174	4.387	5.097	6.620	7.631	8.564	11.76	15.50	10.27	7.457	6.102	4.743	91.30	-3.4%	12.66	22.82	37.53	18.30	
2017	£M	3.355	4.124	4.605	6.946	8.074	8.501	11.30	14.69	10.09	7.452	6.035	5.153	90.32	-1.1%	12.08	23.52	36.07	18.64	
2018	£M	3.604	4.401	4.838	7.373	8.857	9.184	12.03	16.34	10.54	8.102	6.551	5.586	97.41	7.8%	12.84	25.41	38.91	20.24	
2019	£M	3.574	4.335	4.827	7.340	8.847	9.180	12.09	16.19	10.39	8.204	6.643	5.421	97.03	-0.4%	12.74	25.37	38.66	20.27	

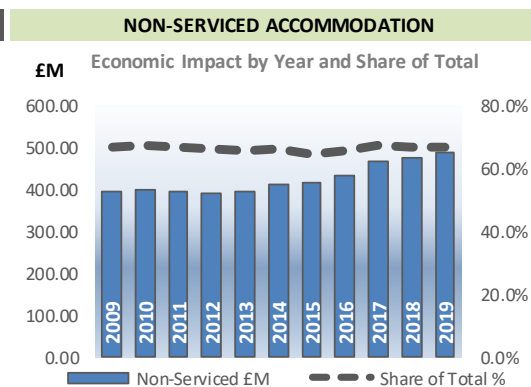
ECONOMIC IMPACT - INDEXED TO 2019												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Serviced	£M	77.12	79.88	79.98	79.35	80.76	84.95	94.50	91.30	90.32	97.41	97.03
All Visitor Types	£M	591.12	596.82	594.21	589.34	600.88	622.90	647.58	659.20	696.58	717.22	733.46
Share of Total	%	13.0%	13.4%	13.5%	13.5%	13.4%	13.6%	14.6%	13.9%	13.0%	13.6%	13.2%
Annual Change in Share	%		2.6%	0.6%	0.0%	-0.2%	1.5%	7.0%	-5.1%	-6.4%	4.7%	-2.6%
Change in Share from 2009	%		2.6%	3.2%	3.2%	3.0%	4.5%	11.8%	6.2%	-0.6%	4.1%	1.4%
Avg Ann. Change in Share	%		2.6%	1.6%	1.1%	0.8%	0.9%	2.0%	0.9%	-0.1%	0.5%	0.1%



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019 2019 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 2019 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4				Annual Change	Q1	Q2	Q3	Q4
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2019		1.7%	-6.8%	27.8%	39.8%	16.7%	25.0%	21.4%	11.1%	47.7%	31.9%	51.5%	28.3%	24.4%		9.3%	25.1%	24.1%	35.9%
% Change 2018 to 2019		9.5%	2.5%	2.2%	11.2%	4.2%	0.4%	4.8%	0.3%	-2.3%	-0.8%	8.2%	7.1%	2.6%		4.1%	4.5%	0.9%	3.1%
Average Annual Change		0.2%	-0.7%	2.8%	4.0%	1.7%	2.5%	2.1%	1.1%	4.8%	3.2%	5.2%	2.8%	2.4%		0.9%	2.5%	2.4%	3.6%
2009	£M	11.59	13.81	16.91	28.75	50.36	43.92	57.78	71.97	46.07	28.47	12.94	11.73	394.29		42.32	123.03	175.82	53.13
2010	£M	5.762	11.72	15.44	28.21	47.36	54.10	61.27	75.87	53.66	25.86	11.89	9.742	400.88	1.7%	32.92	129.66	190.80	47.49
2011	£M	7.824	10.11	16.90	31.64	50.04	51.47	58.51	68.63	50.37	28.04	13.78	9.421	396.74	-1.0%	34.84	133.16	177.51	51.24
2012	£M	8.526	10.33	18.29	31.57	46.90	49.24	56.59	68.16	48.43	28.70	14.54	10.64	391.93	-1.2%	37.16	127.72	173.18	53.88
2013	£M	9.069	10.63	19.94	30.81	47.64	48.12	56.40	68.60	48.51	29.73	15.50	11.22	396.19	1.1%	39.64	126.58	173.51	56.46
2014	£M	9.395	11.03	20.70	31.69	48.04	48.50	57.72	67.12	59.11	31.16	16.71	12.04	413.21	4.3%	41.12	128.23	183.94	59.91
2015	£M	9.134	10.47	21.15	32.38	49.46	49.62	59.02	69.02	57.86	32.06	16.34	11.73	418.25	1.2%	40.75	131.46	185.90	60.13
2016	£M	9.634	10.81	21.32	32.87	50.43	50.86	61.36	72.82	60.92	33.55	17.06	12.25	433.88	3.7%	41.76	134.17	195.10	62.85
2017	£M	10.69	12.52	21.27	36.10	53.90	52.83	67.26	76.26	70.07	36.52	17.76	13.94	469.12	8.1%	44.48	142.84	213.59	68.22
2018	£M	10.76	12.57	21.14	36.15	56.40	54.69	66.90	79.70	69.62	37.87	18.12	14.05	477.97	1.9%	44.46	147.25	216.21	70.05
2019	£M	11.78	12.88	21.61	40.19	58.74	54.92	70.12	79.97	68.04	37.56	19.60	15.04	490.45	2.6%	46.27	153.85	218.13	72.20

ECONOMIC IMPACT - INDEXED TO 2019												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Non-Serviced	£M	394.29	400.88	396.74	391.93	396.19	413.21	418.25	433.88	469.12	477.97	490.45
All Visitor Types	£M	591.12	596.82	594.21	589.34	600.88	622.90	647.58	659.20	696.58	717.22	733.46
Share of Total	%	66.7%	67.2%	66.8%	66.5%	65.9%	66.3%	64.6%	65.8%	67.3%	66.6%	66.9%
Annual Change in Share	%		0.7%	-0.6%	-0.4%	-0.9%	0.6%	-2.6%	1.9%	2.3%	-1.0%	0.3%
Change in Share from 2009	%		0.7%	0.1%	-0.3%	-1.2%	-0.6%	-3.2%	-1.3%	1.0%	-0.1%	0.2%
Avg Ann. Change in Share	%		0.7%	0.0%	-0.1%	-0.3%	-0.1%	-0.5%	-0.2%	0.1%	0.0%	0.0%

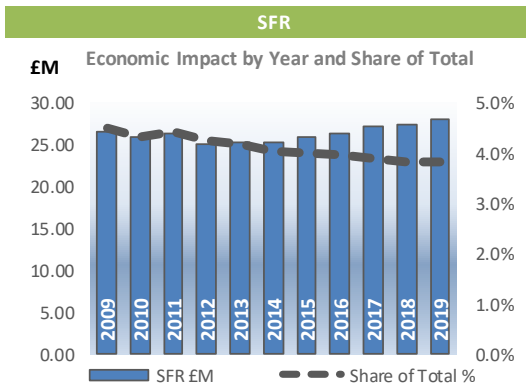


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STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019 2019 Prices	SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2019		2.2%	-0.5%	5.4%	6.2%	2.1%	4.5%	4.0%	4.0%	8.0%	5.4%	12.7%	7.9%	4.9%	Annual Change	2.3%	4.5%	4.9%	8.2%
% Change 2018 to 2019		3.0%	0.5%	0.9%	3.4%	1.7%	0.4%	2.0%	0.5%	-0.5%	0.1%	2.9%	1.9%	1.7%	2.1%	2.1%	0.8%	1.7%	
Average Annual Change		0.2%	-0.1%	0.5%	0.6%	0.2%	0.5%	0.4%	0.4%	0.8%	0.5%	1.3%	0.8%	0.5%	0.2%	0.5%	0.5%	0.8%	
2009	£M	4.155	1.352	1.402	3.109	2.215	1.666	2.611	2.767	1.514	1.452	1.171	3.248	26.66		6.909	6.990	6.892	5.871
2010	£M	3.416	1.304	1.375	3.083	2.169	1.785	2.651	2.823	1.601	1.416	1.150	3.063	25.84	-3.1%	6.095	7.037	7.075	5.630
2011	£M	3.736	1.257	1.419	3.197	2.217	1.762	2.630	2.757	1.568	1.453	1.199	3.063	26.26	1.6%	6.411	7.177	6.955	5.715
2012	£M	3.603	1.180	1.386	3.049	2.079	1.664	2.487	2.634	1.486	1.394	1.162	2.995	25.12	-4.3%	6.170	6.792	6.607	5.551
2013	£M	3.652	1.202	1.419	2.998	2.077	1.640	2.488	2.641	1.469	1.392	1.185	3.039	25.20	0.3%	6.272	6.715	6.598	5.616
2014	£M	3.643	1.191	1.416	3.002	2.060	1.624	2.493	2.663	1.494	1.410	1.190	3.051	25.24	0.1%	6.249	6.686	6.650	5.652
2015	£M	3.852	1.248	1.454	3.056	2.102	1.658	2.534	2.709	1.519	1.442	1.216	3.167	25.96	2.9%	6.554	6.815	6.761	5.825
2016	£M	3.913	1.260	1.455	3.065	2.116	1.671	2.562	2.751	1.546	1.458	1.231	3.219	26.25	1.1%	6.628	6.852	6.859	5.908
2017	£M	4.073	1.323	1.464	3.175	2.184	1.707	2.649	2.806	1.642	1.512	1.263	3.377	27.17	3.5%	6.860	7.065	7.096	6.152
2018	£M	4.122	1.338	1.465	3.194	2.225	1.734	2.663	2.864	1.644	1.528	1.282	3.437	27.50	1.2%	6.925	7.153	7.171	6.248
2019	£M	4.246	1.345	1.478	3.301	2.262	1.741	2.716	2.878	1.636	1.530	1.320	3.504	27.96	1.7%	7.069	7.305	7.230	6.354

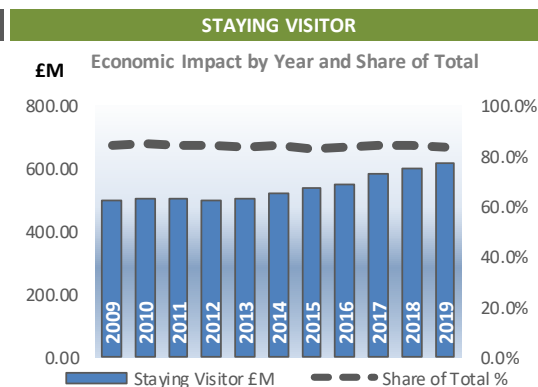
ECONOMIC IMPACT - INDEXED TO 2019												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SFR	£M	26.66	25.84	26.26	25.12	25.20	25.24	25.96	26.25	27.17	27.50	27.96
All Visitor Types	£M	591.12	596.82	594.21	589.34	600.88	622.90	647.58	659.20	696.58	717.22	733.46
Share of Total	%	4.5%	4.3%	4.4%	4.3%	4.2%	4.1%	4.0%	4.0%	3.9%	3.8%	3.8%
Annual Change in Share	%		-4.0%	2.1%	-3.5%	-1.6%	-3.4%	-1.1%	-0.7%	-2.0%	-1.7%	-0.6%
Change in Share from 2009	%		-4.0%	-2.0%	-5.5%	-7.0%	-10.2%	-11.1%	-11.7%	-13.5%	-15.0%	-15.5%
Avg Ann. Change in Share	%		-4.0%	-1.0%	-1.8%	-1.8%	-2.0%	-1.9%	-1.7%	-1.7%	-1.7%	-1.5%



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STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019 2019 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2019		14.2%	5.5%	30.4%	29.3%	16.9%	24.8%	20.7%	13.9%	41.1%	28.0%	38.7%	24.4%	23.6%	Annual Change		17.7%	22.9%	23.3%	29.9%	
% Change 2018 to 2019		6.1%	1.4%	1.7%	8.8%	3.5%	0.3%	4.1%	0.1%	-2.1%	-0.4%	6.2%	3.9%	2.1%			2.9%	3.7%	0.7%	2.4%	
Average Annual Change		1.4%	0.6%	3.0%	2.9%	1.7%	2.5%	2.1%	1.4%	4.1%	2.8%	3.9%	2.4%	2.4%			1.8%	2.3%	2.3%	3.0%	
2009	£M	17.16	17.58	21.40	39.31	59.75	52.74	70.38	86.94	56.74	36.93	19.88	19.27	498.08			56.15	151.79	214.05	76.08	
2010	£M	11.48	16.86	20.58	37.67	55.96	62.83	73.68	92.52	65.40	34.43	19.20	15.99	506.59	1.7%			48.92	156.46	231.59	69.62
2011	£M	14.15	15.41	22.38	41.89	58.61	60.19	70.89	85.03	61.09	36.39	21.01	15.96	502.98	-0.7%			51.93	160.68	217.01	73.36
2012	£M	14.26	15.17	23.81	41.03	55.05	58.27	68.50	84.59	60.02	36.77	22.04	16.89	496.40	-1.3%			53.24	154.35	213.12	75.69
2013	£M	14.89	15.80	26.13	39.29	56.13	57.09	68.90	85.74	59.11	37.26	23.76	18.06	502.15	1.2%			56.82	152.51	213.75	79.07
2014	£M	15.33	16.06	26.59	40.97	56.76	57.31	70.87	84.37	71.73	39.46	24.98	18.96	523.39	4.2%			57.98	155.04	226.98	83.39
2015	£M	16.47	16.37	27.94	42.47	59.46	60.32	73.21	87.11	70.19	41.72	23.95	19.49	538.70	2.9%			60.77	162.25	230.51	85.16
2016	£M	16.72	16.45	27.87	42.56	60.18	61.10	75.68	91.07	72.73	42.47	24.39	20.21	551.43	2.4%			61.04	163.84	239.48	87.06
2017	£M	18.12	17.97	27.34	46.22	64.16	63.04	81.20	93.75	81.80	45.48	25.06	22.47	586.61	6.4%			63.42	173.42	256.76	93.01
2018	£M	18.48	18.31	27.44	46.72	67.48	65.61	81.59	98.90	81.81	47.50	25.96	23.07	602.87	2.8%			64.23	179.81	262.29	96.53
2019	£M	19.60	18.56	27.91	50.83	69.85	65.84	84.93	99.04	80.06	47.29	27.56	23.97	615.44	2.1%			66.07	186.52	264.02	98.82

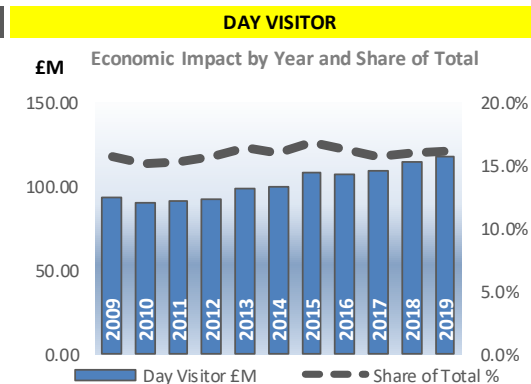
ECONOMIC IMPACT - INDEXED TO 2019												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Staying Visitor	£M	498.08	506.59	502.98	496.40	502.15	523.39	538.70	551.43	586.61	602.87	615.44
All Visitor Types	£M	591.12	596.82	594.21	589.34	600.88	622.90	647.58	659.20	696.58	717.22	733.46
Share of Total	%	84.3%	84.9%	84.6%	84.2%	83.6%	84.0%	83.2%	83.7%	84.2%	84.1%	83.9%
Annual Change in Share	%		0.7%	-0.3%	-0.5%	-0.8%	0.5%	-1.0%	0.6%	0.7%	-0.2%	-0.2%
Change in Share from 2009	%		0.7%	0.5%	0.0%	-0.8%	-0.3%	-1.3%	-0.7%	-0.1%	-0.2%	-0.4%
Avg Ann. Change in Share	%		0.7%	0.2%	0.0%	-0.2%	-0.1%	-0.2%	-0.1%	0.0%	0.0%	0.0%



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2009-2019 EAST LINDSEY													2009 to 2019 2019 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / 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 2009 to 2019		27.6%	54.8%	124.1%	16.6%	33.9%	39.7%	4.6%	26.8%	23.4%	9.8%	8.5%	-10.3%	26.8%	Annual Change	66.7%	29.9%	19.4%	4.7%	
% Change 2018 to 2019		4.6%	6.8%	7.7%	2.8%	0.9%	4.9%	2.0%	1.4%	5.2%	3.8%	-2.0%	1.8%	3.2%		6.6%	2.7%	2.5%	1.7%	
Average Annual Change		2.8%	5.5%	12.4%	1.7%	3.4%	4.0%	0.5%	2.7%	2.3%	1.0%	0.9%	-1.0%	2.7%		6.7%	3.0%	1.9%	0.5%	
2009	£M	4.202	5.310	3.959	9.212	10.28	8.278	10.73	16.57	8.495	7.918	4.309	3.771	93.04		13.47	27.77	35.80	16.00	
2010	£M	3.949	5.285	3.878	9.135	10.58	9.389	9.825	15.26	7.960	7.690	4.223	3.052	90.23	-3.0%	13.11	29.10	33.05	14.96	
2011	£M	4.432	5.574	4.318	10.01	10.26	8.491	10.20	14.54	8.336	7.734	4.318	3.011	91.23	1.1%	14.32	28.77	33.08	15.06	
2012	£M	4.665	5.827	4.964	8.960	9.725	9.220	11.06	15.61	8.508	7.292	4.359	2.763	92.95	1.9%	15.46	27.91	35.17	14.41	
2013	£M	4.591	6.173	5.484	9.121	11.72	9.051	11.79	17.24	8.521	7.505	4.526	3.006	98.73	6.2%	16.25	29.89	37.55	15.04	
2014	£M	4.217	6.208	6.512	10.10	11.64	9.117	11.76	16.91	8.025	7.481	4.608	2.934	99.51	0.8%	16.94	30.86	36.69	15.02	
2015	£M	5.030	7.221	6.973	10.27	12.28	9.523	12.11	19.33	9.230	8.784	4.761	3.375	108.88	9.4%	19.22	32.07	40.67	16.92	
2016	£M	5.050	7.112	7.617	9.950	12.74	10.51	11.27	19.00	8.553	8.161	4.476	3.334	107.77	-1.0%	19.78	33.20	38.82	15.97	
2017	£M	5.002	7.245	7.871	10.42	12.68	10.62	10.86	20.02	9.184	8.038	4.672	3.349	109.97	2.0%	20.12	33.73	40.07	16.06	
2018	£M	5.127	7.694	8.235	10.44	13.65	11.03	11.01	20.73	9.963	8.370	4.772	3.324	114.35	4.0%	21.06	35.12	41.71	16.47	
2019	£M	5.362	8.221	8.873	10.74	13.77	11.57	11.23	21.02	10.48	8.692	4.676	3.383	118.02	3.2%	22.46	36.08	42.73	16.75	

ECONOMIC IMPACT - INDEXED TO 2019												
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Day Visitor	£M	93.04	90.23	91.23	92.95	98.73	99.51	108.88	107.77	109.97	114.35	118.02
All Visitor Types	£M	591.12	596.82	594.21	589.34	600.88	622.90	647.58	659.20	696.58	717.22	733.46
Share of Total	%	15.7%	15.1%	15.4%	15.8%	16.4%	16.0%	16.8%	16.3%	15.8%	15.9%	16.1%
Annual Change in Share	%		-3.9%	1.6%	2.7%	4.2%	-2.8%	5.2%	-2.8%	-3.4%	1.0%	0.9%
Change in Share from 2009	%		-3.9%	-2.5%	0.2%	4.4%	1.5%	6.8%	3.9%	0.3%	1.3%	2.2%
Avg Ann. Change in Share	%		-3.9%	-1.2%	0.1%	1.1%	0.3%	1.1%	0.6%	0.0%	0.1%	0.2%



Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.