



STEAM FINAL TREND REPORT FOR 2015-2019

Final

East Lindsey

Coastal Strip

Global Tourism Solutions (UK) Ltd

Laneside House

Hackthorpe

Penrith


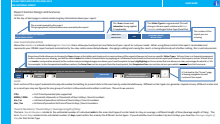









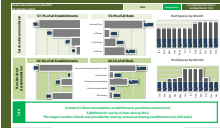

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<div>REPORT SECTIONS</div> <div></div> <div>Page</div>	<div>USER GUIDE</div> <div></div> <div>3</div>	<div>COMPARATIVE HEADLINES</div> <div></div> <div>4</div>	<div>KEY MEASURES</div> <div></div> <div>5-11</div>
<div>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</div>			
	<div>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></div> <div></div> <div>13</div>	<div>DISTRIBUTION OF IMPACT: <i>by Month</i></div> <div></div> <div>14</div>	<div>DISTRIBUTION OF IMPACT: <i>by Sector</i></div> <div></div> <div>15</div>
<div>UNINDEXED ECONOMIC IMPACT</div> <div></div> <div>16-22</div>	<div>VISITOR NUMBERS</div> <div></div> <div>23-29</div>	<div>VISITOR DAYS</div> <div></div> <div>30-36</div>	<div>DIRECT AND TOTAL EMPLOYMENT</div> <div></div> <div>37-43</div>
<div>ACCOMMODATION SUPPLY</div> <div></div> <div>44</div>	<div>ANNEX</div>		<div>INDEXED FINANCIAL DATA</div> <div></div> <div>45-59</div>



Report Section Design and Features

Headers

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

The diagram shows the header band with the following components and callouts:

- STEAM FINAL TREND REPORT FOR 2015-2019**
EAST LINDSEY - COASTAL STRIP: The period covered by the report
The geographical/ administrative area covered by the report
- 2015 to 2019**
Historic Prices: The **Years** shown and **Indexation** being applied (if applicable)
- SERVICED ACCOMMODATION**: The **Visitor Type** being presented. This will change in those report sections with **User Controls** relating to Visitor Type (Excel File)
- ECONOMIC IMPACT**
Historic Prices: The section of the report you are viewing

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.

The screenshot shows the **REPORT CONTROLS** band with the following controls and callouts:

- REPORT CONTROLS - Please adjust the report outputs using the drop-down controls below**
- FOCUS YEAR**: 2019 (dropdown)
- COMPARISON YEAR**: 2017 (dropdown)
- INDEXATION**: NO (dropdown)
Reflect Price Inflation?
- HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO:** 3% (dropdown)
- home** button: A link back to the "Home" page, allowing navigation to each section of the report

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

STEAM FINAL TREND REPORT FOR 2015-2019
EAST LINDSEY - COASTAL STRIP

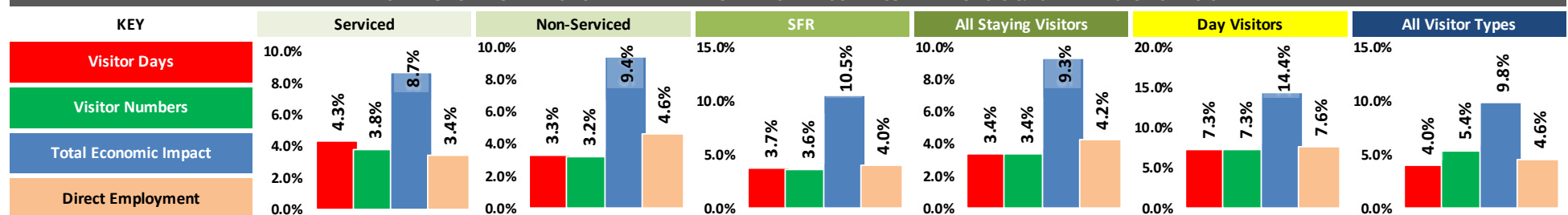
Comparing 2019 and 2017
 All £'s Historic Prices

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2017 - IN HISTORIC PRICES

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2019	2017	+/- %	2019	2017	+/- %	2019	2017	+/- %	2019	2017	+/- %	2019	2017	+/- %	2019	2017	+/- %
Visitor Days	M	0.616	0.590	4.3%	7.345	7.111	3.3%	0.187	0.181	3.7%	8.148	7.882	3.4%	1.534	1.429	7.3%	9.681	9.311	4.0%
Visitor Numbers	M	0.313	0.302	3.8%	1.021	0.989	3.2%	0.079	0.076	3.6%	1.413	1.367	3.4%	1.534	1.429	7.3%	2.947	2.796	5.4%
Direct Expenditure	£M																400.98	365.14	9.8%
Economic Impact	£M	65.03	59.82	8.7%	408.59	373.61	9.4%	9.623	8.706	10.5%	483.24	442.13	9.3%	59.65	52.15	14.4%	542.90	494.28	9.8%
Direct Employment	FTEs	1,343	1,298	3.4%	3,065	2,931	4.6%	84	81	4.0%	4,492	4,310	4.2%	516	479	7.6%	5,008	4,790	4.6%
Total Employment	FTEs																6,435	6,170	4.3%

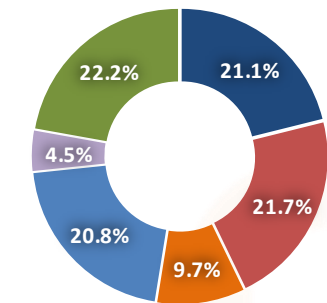
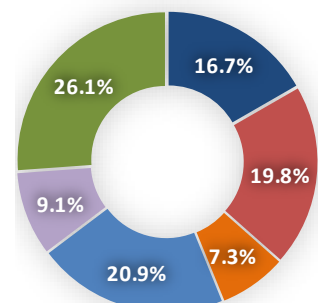
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2017 - IN HISTORIC PRICES



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

Sectoral Distribution of Employment - FTEs

	2019			Sectors	2017		
	2019	2017	+/- %		2019	2017	+/- %
Accommodation	90.59	84.90	6.7%	Accommodation	1,359	1,287	5.6%
Food & Drink	107.75	97.32	10.7%	Food & Drink	1,397	1,342	4.1%
Recreation	39.74	35.86	10.8%	Recreation	625	600	4.2%
Shopping	113.25	102.23	10.8%	Shopping	1,339	1,285	4.2%
Transport	49.65	44.82	10.8%	Transport	288	276	4.2%
Indirect	400.98	365.14	9.8%	TOTAL DIRECT	5,008	4,790	4.6%
	141.92	129.14	9.9%	Indirect	1,427	1,380	3.4%
	542.90	494.28	9.8%	TOTAL	6,435	6,170	4.3%



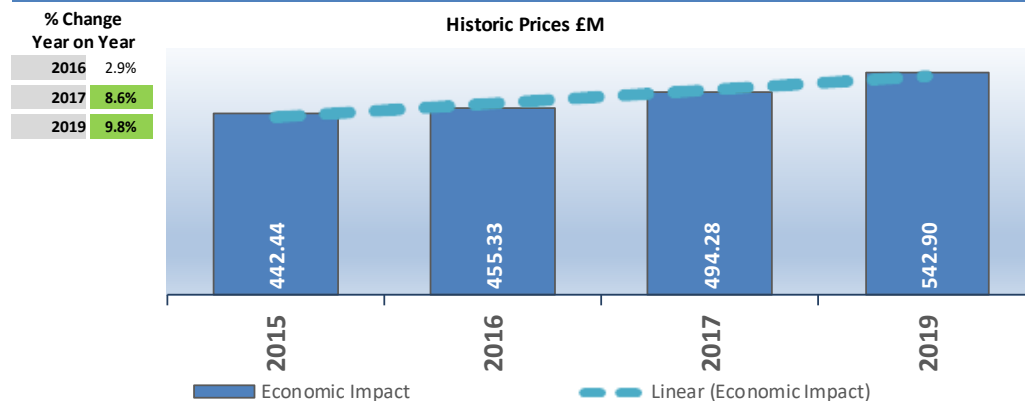
Unindexed Key Measures by Year and Visitor Type for the Period 2015 to 2019

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

STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

Economic Impact - Historic Prices - Total



2015 to 2019

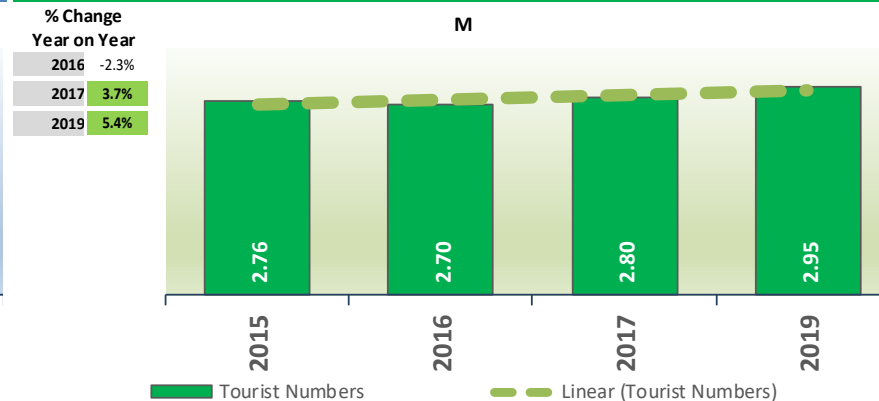
Historic Prices

TOTAL

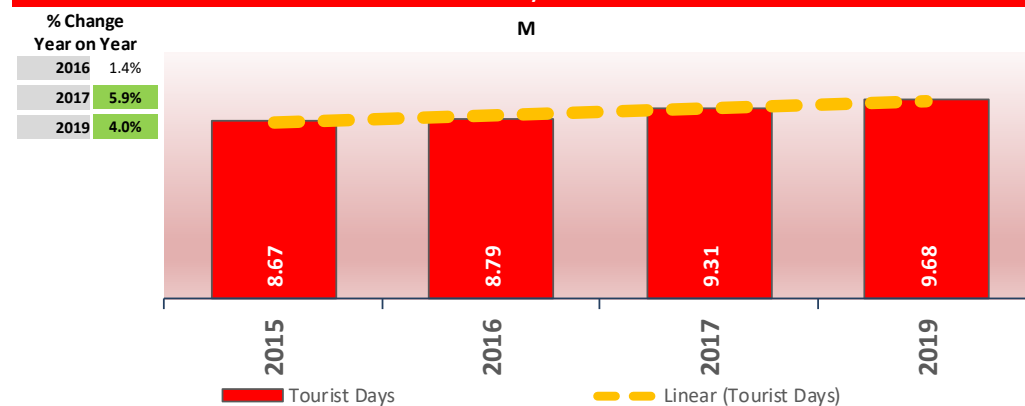
KEY MEASURES

Historic Prices

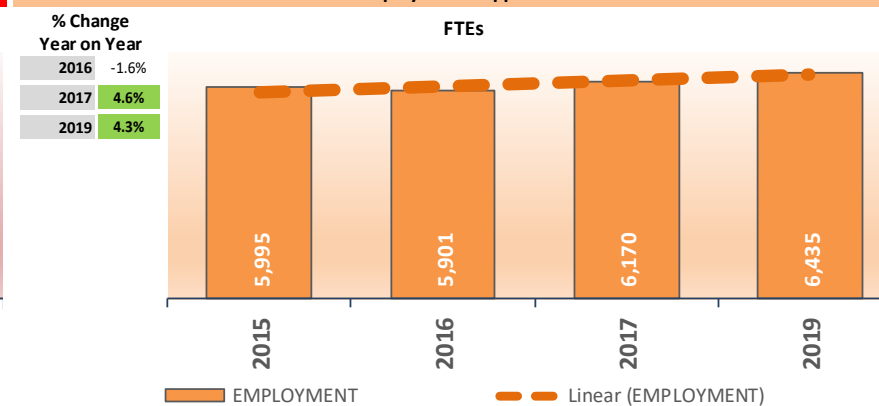
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



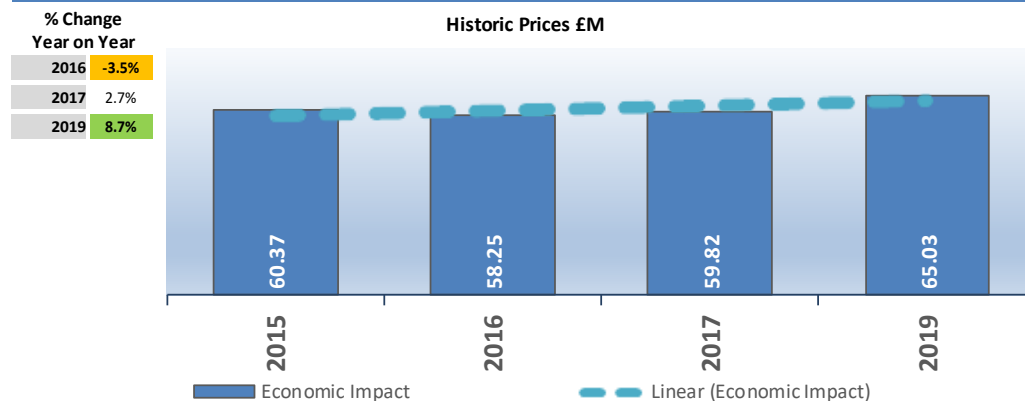
% Change from 2015	2015	2016	2017	2019
Economic Impact - Historic Prices		2.9%	11.7%	22.7%
Visitor Numbers		-2.3%	1.3%	6.7%
Visitor Days		1.4%	7.4%	11.7%
Total Employment		-1.6%	2.9%	7.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

Economic Impact - Historic Prices - Serviced Accommodation



2015 to 2019

Historic Prices

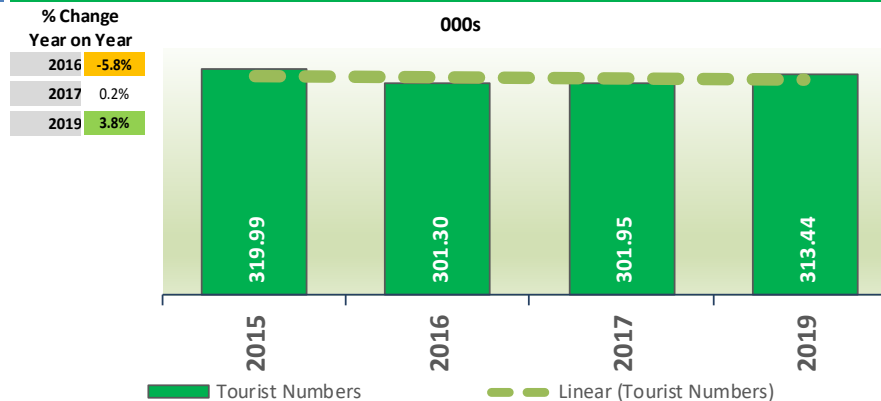
SERVICED

ACCOMMODATION

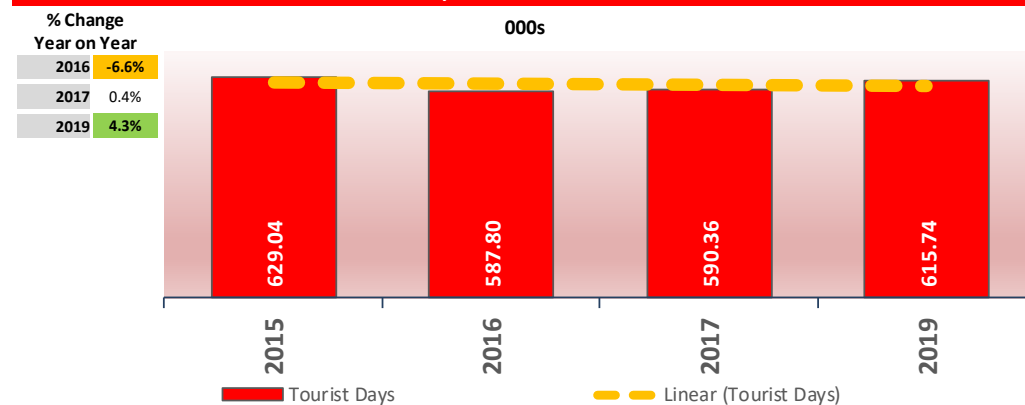
KEY MEASURES

Historic Prices

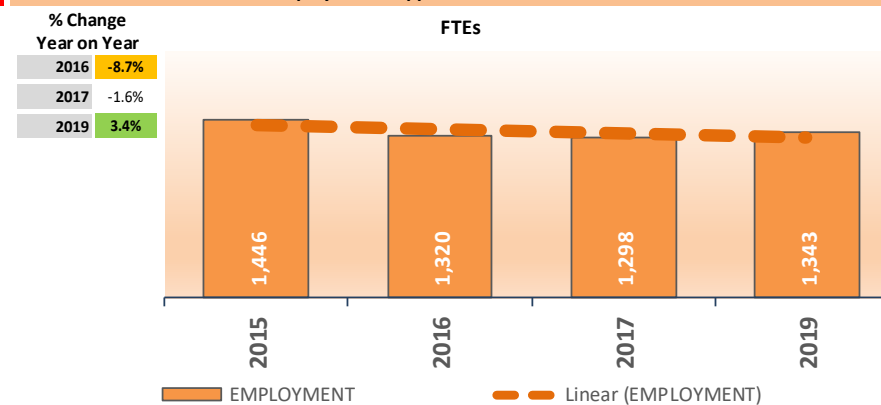
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



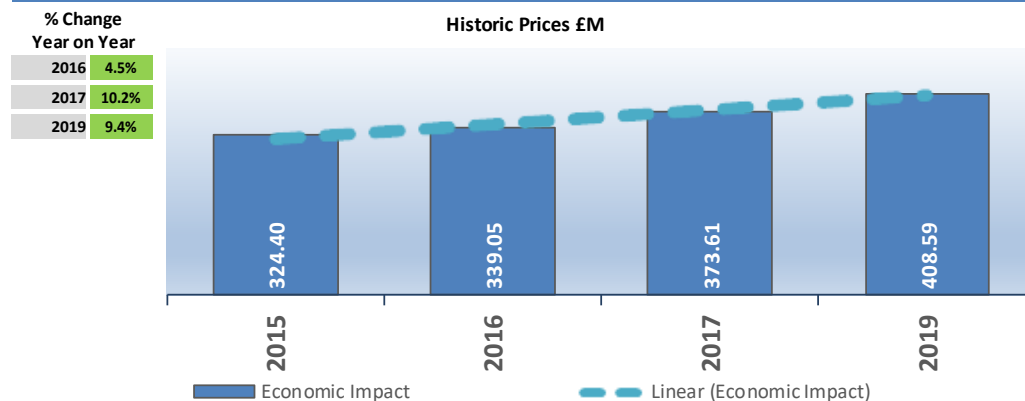
% Change from 2015	2015	2016	2017	2019
Economic Impact - Historic Prices		-3.5%	-0.9%	7.7%
Visitor Numbers		-5.8%	-5.6%	-2.0%
Visitor Days		-6.6%	-6.1%	-2.1%
Direct Employment		-8.7%	-10.2%	-7.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

Economic Impact - Historic Prices - Non-Serviced Accommodation



2015 to 2019

Historic Prices

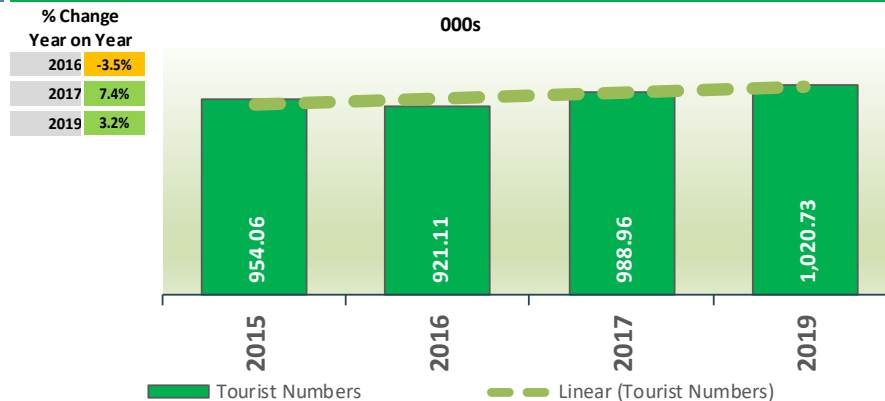
NON-SERVICED

ACCOMMODATION

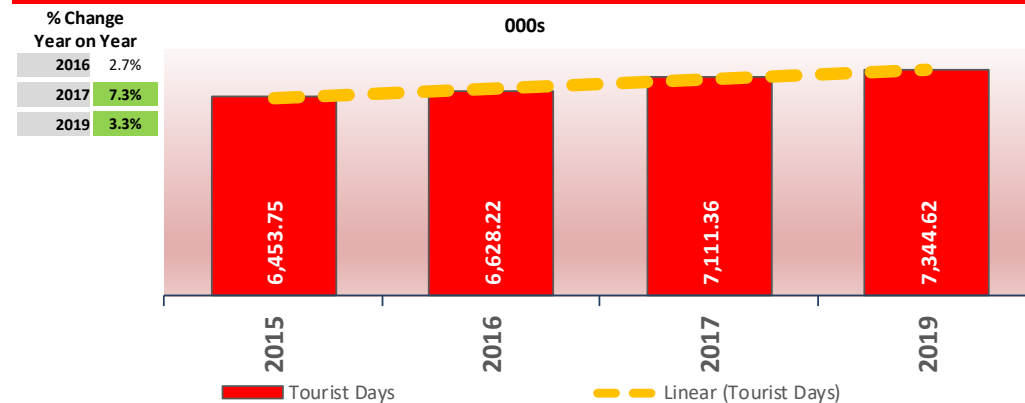
KEY MEASURES

Historic Prices

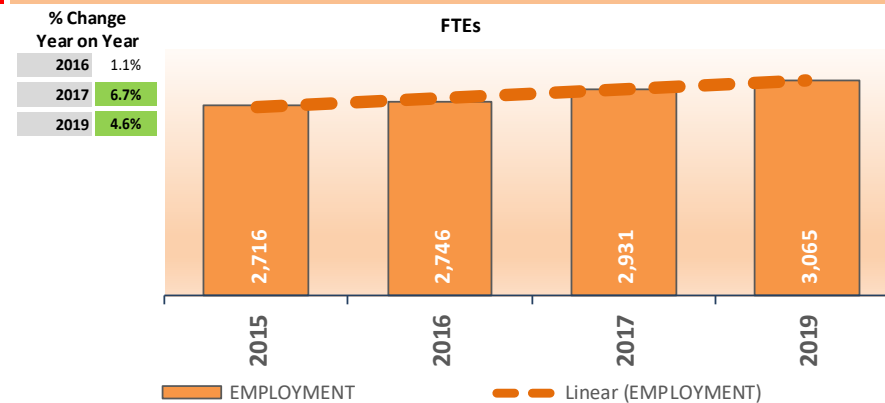
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



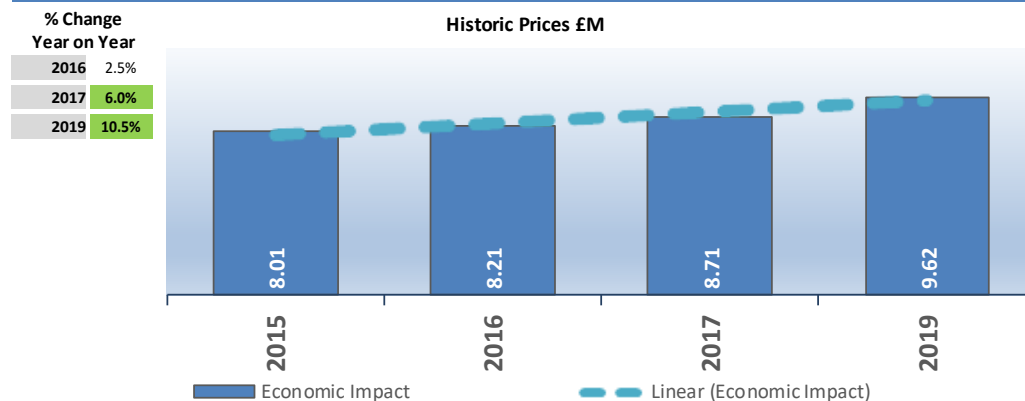
% Change from 2015	2015	2016	2017	2019
Economic Impact - Historic Prices		4.5%	15.2%	26.0%
Visitor Numbers		-3.5%	3.7%	7.0%
Visitor Days		2.7%	10.2%	13.8%
Direct Employment		1.1%	7.9%	12.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

Economic Impact - Historic Prices - SFR



2015 to 2019

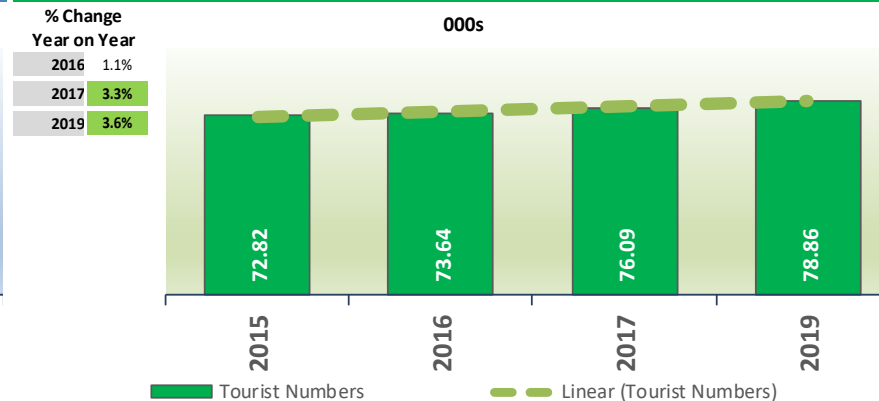
Historic Prices

SFR

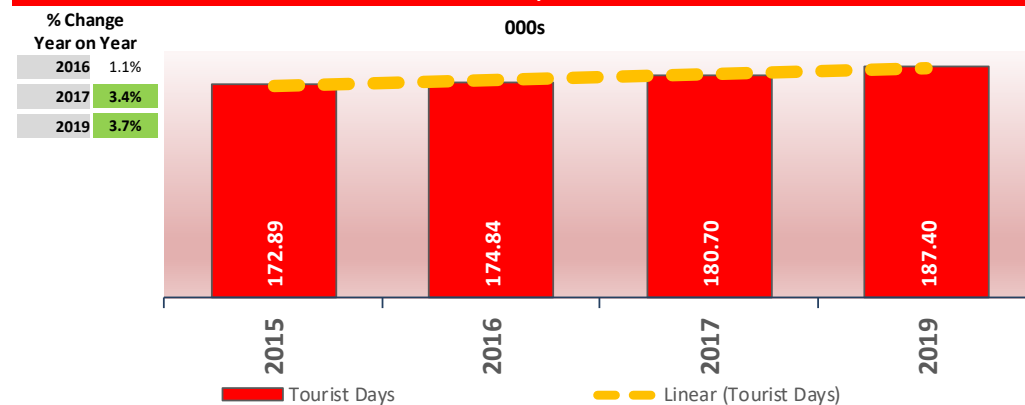
KEY MEASURES

Historic Prices

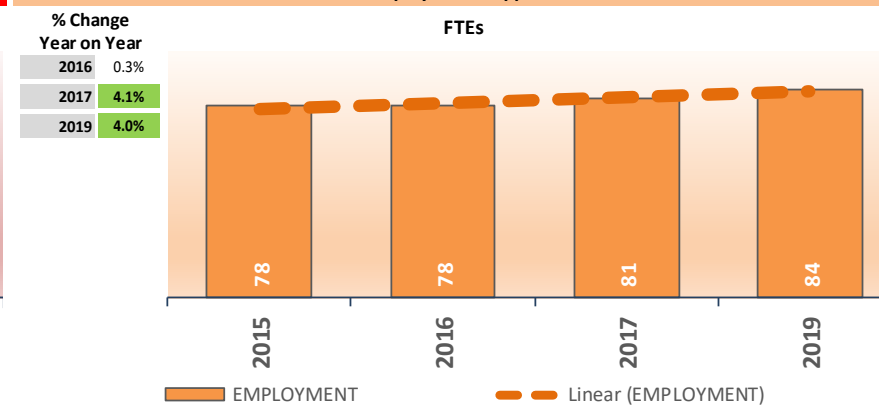
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



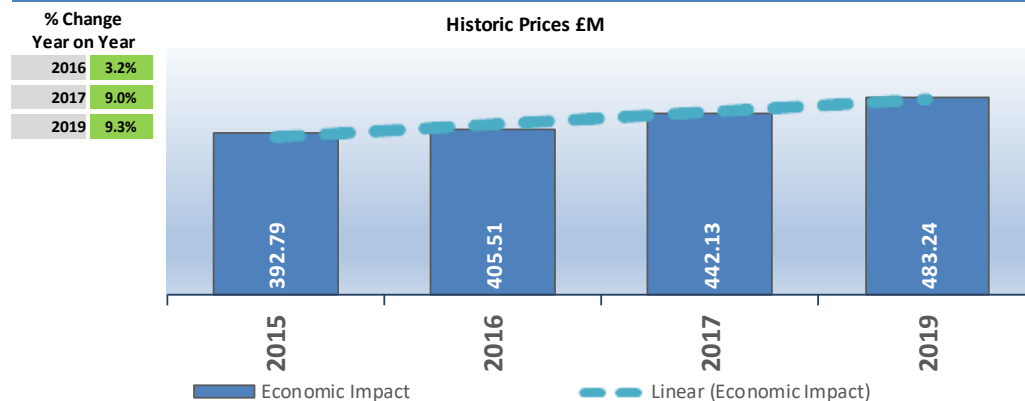
% Change from 2015	2015	2016	2017	2019
Economic Impact - Historic Prices		2.5%	8.6%	20.1%
Visitor Numbers		1.1%	4.5%	8.3%
Visitor Days		1.1%	4.5%	8.4%
Direct Employment		0.3%	4.4%	8.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

Economic Impact - Historic Prices - Staying Visitor



2015 to 2019

Historic Prices

STAYING VISITOR

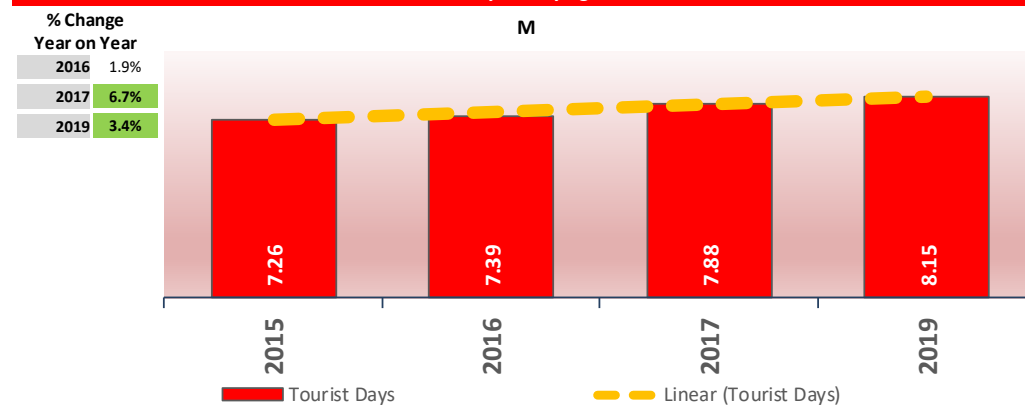
KEY MEASURES

Historic Prices

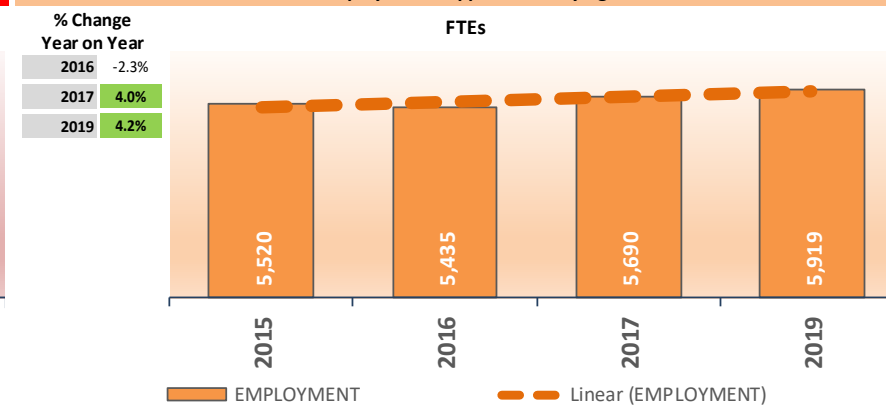
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2015	2015	2016	2017	2019
Economic Impact - Historic Prices		3.2%	12.6%	23.0%
Visitor Numbers		-3.8%	1.5%	4.9%
Visitor Days		1.9%	8.6%	12.3%
Direct Employment		-1.5%	3.1%	7.2%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

2015 to 2019

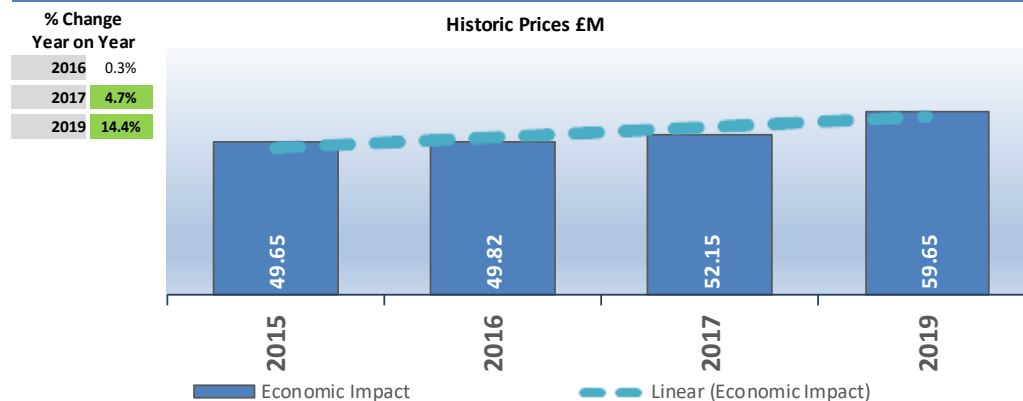
Historic Prices

DAY VISITOR

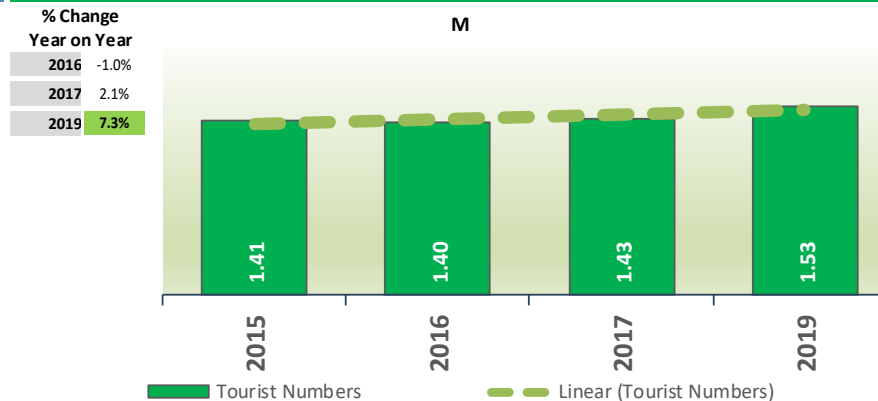
KEY MEASURES

Historic Prices

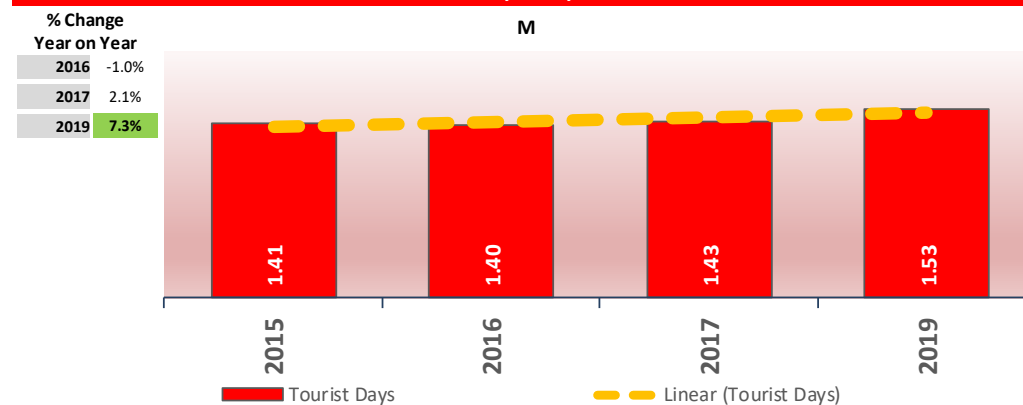
Economic Impact - Historic Prices - Day Visitor



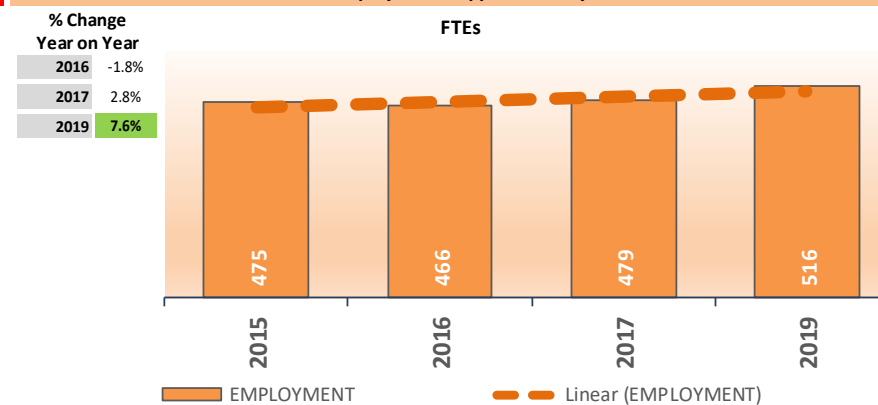
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2015	2015	2016	2017	2019
Economic Impact - Historic Prices		0.3%	5.0%	20.1%
Visitor Numbers		-1.0%	1.1%	8.5%
Visitor Days		-1.0%	1.1%	8.5%
Direct Employment		-1.8%	1.0%	8.6%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2015 to 2019

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

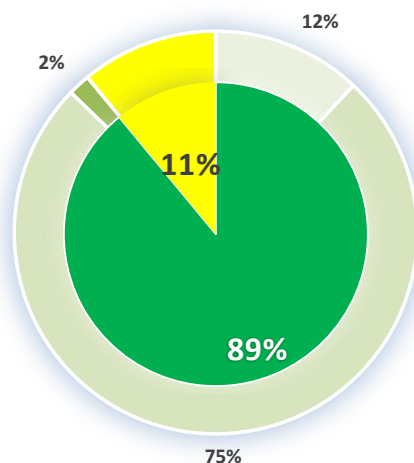
STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

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

TOTAL
£542.90m

	£M
Serviced	65.03
Non-Serviced	408.59
SFR	9.62
Staying Visitor	483.24
Day Visitor	59.65
Total	542.90



2019

Historic Prices

TOTAL

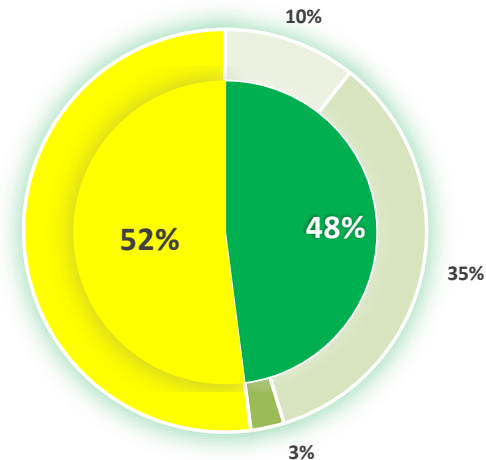
DISTRIBUTION BY VISITOR TYPE

Historic Prices

Visitor Numbers - 2019 - M - Share of Total

TOTAL
2.95m

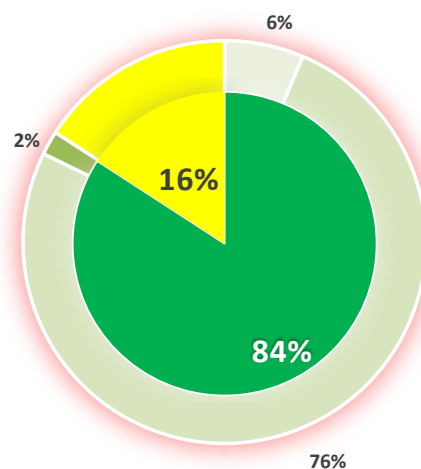
	M
Serviced	0.31
Non-Serviced	1.02
SFR	0.08
Staying Visitor	1.41
Day Visitor	1.53
Total	2.95



Visitor Days - 2019 - M - Share of Total

TOTAL
9.68m

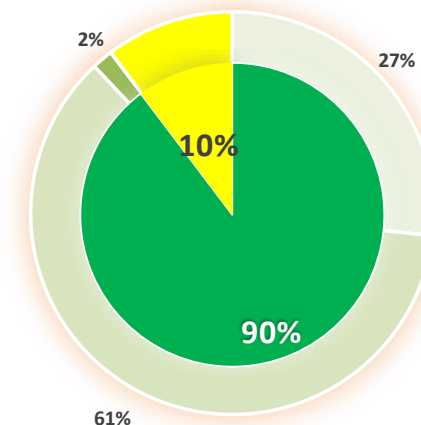
	M
Serviced	0.62
Non-Serviced	7.34
SFR	0.19
Staying Visitor	8.15
Day Visitor	1.53
Total	9.68



Direct Employment Supported - 2019 - FTEs - Share of Total

TOTAL
5,008 Direct FTEs
6,435 Total FTEs

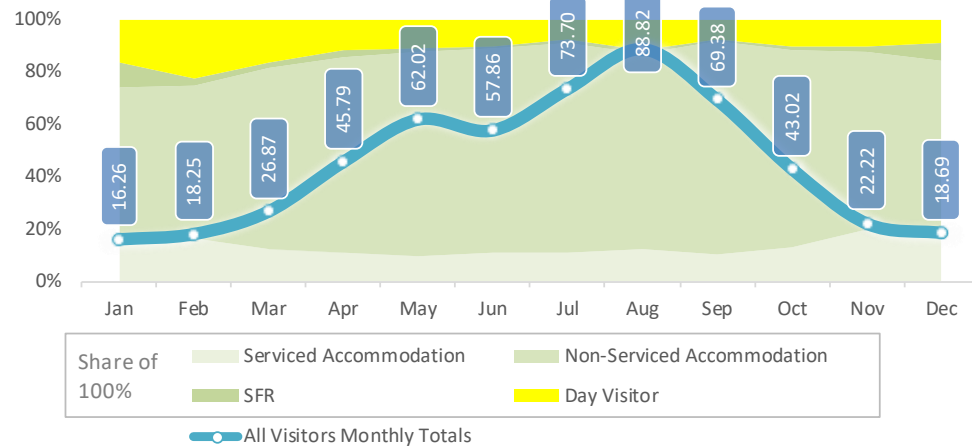
	FTEs
Serviced	1,343
Non-Serviced	3,065
SFR	84
Staying Visitor	4,492
Day Visitor	516
Total	5,008



STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

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



2019

Historic Prices

TOTAL

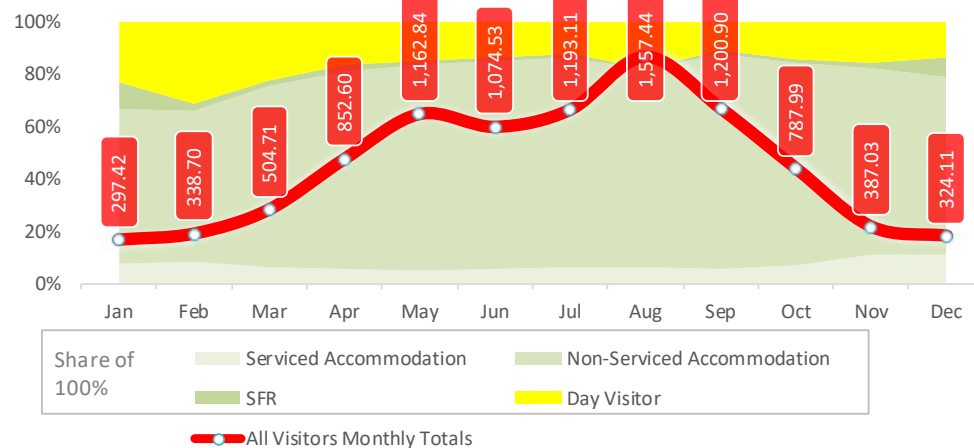
DISTRIBUTION BY MONTH

Historic Prices

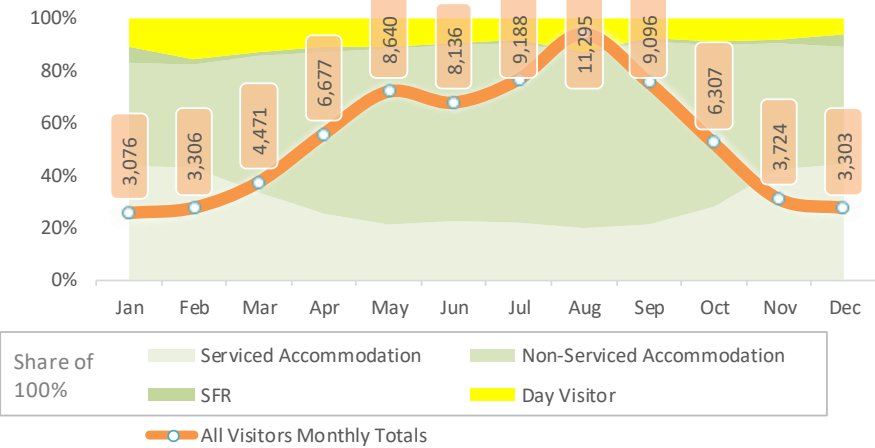
Visitor Numbers - 2019 - 000s - Distribution of Impact by Month



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



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



STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

2015 to 2019

Historic Prices

TOTAL

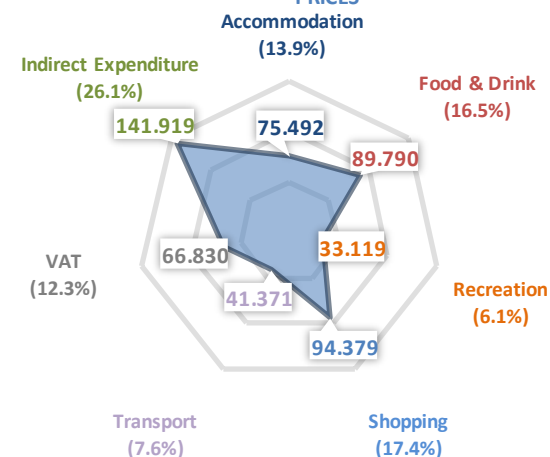
SECTORAL ANALYSIS

Historic Prices

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

SECTOR / YEAR		2015	2016	2017	2019
Accommodation	£M	62.34	64.99	70.75	75.49
Food & Drink	£M	73.20	74.83	81.10	89.79
Recreation	£M	27.13	27.65	29.89	33.12
Shopping	£M	76.69	78.74	85.19	94.38
Transport	£M	33.42	34.38	37.35	41.37
Direct Revenue	£M	272.78	280.60	304.28	334.15
VAT	£M	54.56	56.12	60.86	66.83
Direct Expenditure	£M	327.34	336.72	365.14	400.98
Indirect Expenditure	£M	115.10	118.61	129.14	141.92
TOTAL	£M	442.44	455.33	494.28	542.90

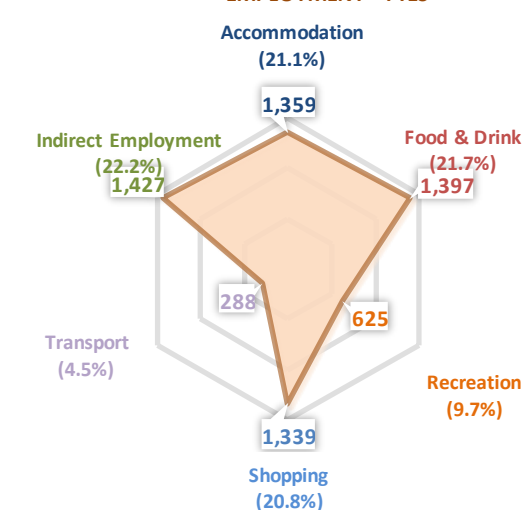
2019 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2015	2016	2017	2019
Accommodation	FTEs	1,428	1,315	1,287	1,359
Food & Drink	FTEs	1,260	1,261	1,342	1,397
Recreation	FTEs	567	565	600	625
Shopping	FTEs	1,203	1,210	1,285	1,339
Transport	FTEs	257	259	276	288
Direct Employment	FTEs	4,715	4,610	4,790	5,008
Indirect Employment	FTEs	1,280	1,291	1,380	1,427
TOTAL	FTEs	5,995	5,901	6,170	6,435

2019 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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: David C. Date of Issue: 10/12/20

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2015 to 2019

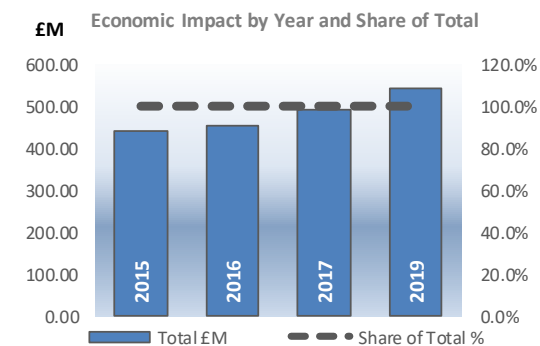
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		29.5%	25.4%	13.1%	29.0%	25.6%	17.6%	22.0%	21.6%	22.5%	22.8%	21.2%	33.2%	22.7%	Annual Change	20.7%	23.5%	22.0%	24.6%
% Change 2017 to 2019		14.7%	11.3%	9.5%	15.4%	13.3%	9.0%	8.5%	9.6%	2.6%	10.5%	13.6%	12.3%	9.8%		11.4%	12.4%	7.1%	11.7%
Average Annual Change		7.4%	6.4%	3.3%	7.2%	6.4%	4.4%	5.5%	5.4%	5.6%	5.7%	5.3%	8.3%	5.7%		5.2%	5.9%	5.5%	6.1%
2015	£M	12.56	14.55	23.76	35.51	49.37	49.22	60.40	73.05	56.62	35.02	18.33	14.04	442.44		2.9%	50.87	134.10	190.08
2016	£M	12.85	14.74	24.16	35.77	50.61	50.44	62.30	76.62	58.85	35.76	18.64	14.60	455.33	51.75		136.82	197.77	68.99
2017	£M	14.17	16.40	24.53	39.67	54.72	53.06	67.90	81.06	67.62	38.95	19.56	16.64	494.28	8.6%		55.10	147.45	216.58
2019	£M	16.26	18.25	26.87	45.79	62.02	57.86	73.70	88.82	69.38	43.02	22.22	18.69	542.90	9.8%	61.38	165.68	231.90	83.94

ECONOMIC IMPACT - IN HISTORIC PRICES					TOTAL	
SHARE OF MARKET	2015	2016	2017	2019		
Total £M	442.44	455.33	494.28	542.90		
All Visitor Types £M	442.44	455.33	494.28	542.90		
Share of Total %	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%					
Change in Share from 2015	%					
Avg Ann. Change in Share	%					

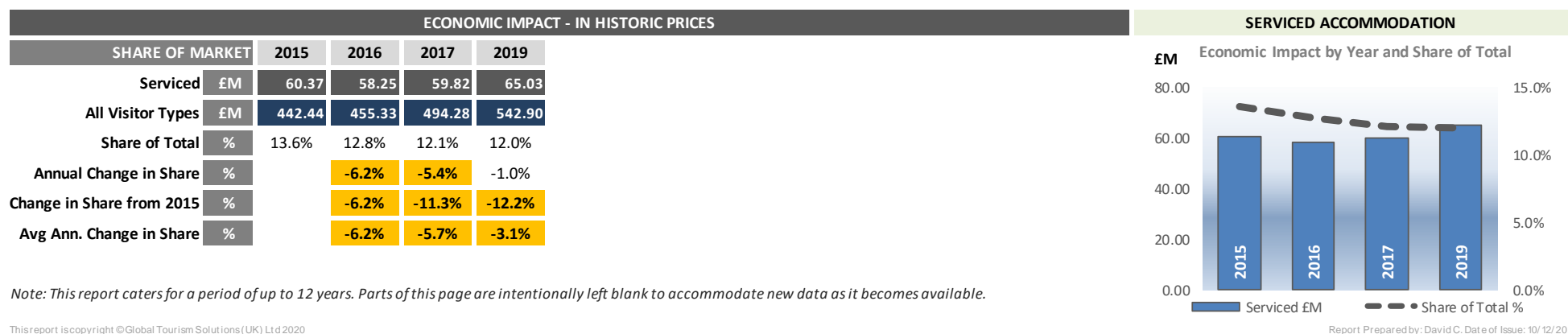
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Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2015 to 2019		7.5%	-2.3%	-4.9%	9.2%	17.7%	7.2%	8.7%	10.4%	0.9%	4.8%	9.0%	23.1%		7.7%	-0.8%	11.2%	7.1%	10.6%
% Change 2017 to 2019		7.8%	6.7%	6.2%	7.1%	10.9%	9.6%	7.9%	11.1%	4.6%	11.4%	11.4%	6.7%		8.7%	6.8%	9.3%	8.2%	10.1%
Average Annual Change		1.9%	-0.6%	-1.2%	2.3%	4.4%	1.8%	2.2%	2.6%	0.2%	1.2%	2.2%	5.8%		1.9%	-0.2%	2.8%	1.8%	2.6%
2015 £M		2.227	2.988	3.421	4.534	5.056	5.789	7.370	9.710	6.966	5.260	4.088	2.955	60.37		8.636	15.38	24.05	12.30
2016 £M		1.991	2.830	3.222	4.269	4.904	5.542	7.431	9.747	6.560	4.815	3.901	3.036	58.25	-3.5%	8.043	14.71	23.74	11.75
2017 £M		2.221	2.736	3.063	4.623	5.364	5.659	7.424	9.650	6.723	4.947	3.998	3.409	59.82	2.7%	8.020	15.65	23.80	12.35
2019 £M		2.393	2.919	3.252	4.951	5.950	6.204	8.010	10.72	7.030	5.512	4.455	3.639	65.03	8.7%	8.564	17.10	25.76	13.61

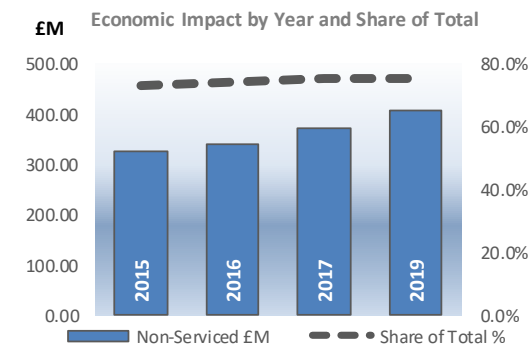


STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019 Historic Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		41.5%	35.9%	11.5%	35.2%	27.0%	17.2%	26.4%	23.8%	25.6%	28.8%	27.8%	41.7%	26.0%	Annual Change	24.1%	25.3%	25.2%	30.9%
% Change 2017 to 2019		17.1%	9.3%	7.8%	17.8%	13.4%	8.1%	8.4%	9.0%	0.8%	9.7%	15.5%	14.9%	9.4%		10.4%	12.6%	6.2%	12.2%
Average Annual Change		10.4%	9.0%	2.9%	8.8%	6.7%	4.3%	6.6%	6.0%	6.4%	7.2%	6.9%	10.4%	6.5%		6.0%	6.3%	6.3%	7.7%
2015	£M	6.837	7.878	16.71	25.35	38.07	38.58	46.74	53.70	44.98	25.31	11.69	8.549	324.40		31.42	102.01	145.42	45.55
2016	£M	7.290	8.224	16.96	25.94	39.17	39.52	48.86	57.24	47.86	26.71	12.28	9.001	339.05	4.5%	32.48	104.63	153.96	47.99
2017	£M	8.256	9.799	17.27	29.09	42.65	41.83	54.49	61.03	56.02	29.70	12.93	10.54	373.61	10.2%	35.32	113.57	171.54	53.18
2019	£M	9.671	10.71	18.62	34.28	48.35	45.22	59.09	66.51	56.50	32.59	14.94	12.12	408.59	9.4%	39.00	127.85	182.09	59.65

ECONOMIC IMPACT - IN HISTORIC PRICES					NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2015	2016	2017	2019		
Non-Serviced £M	324.40	339.05	373.61	408.59		
All Visitor Types £M	442.44	455.33	494.28	542.90		
Share of Total %	73.3%	74.5%	75.6%	75.3%		
Annual Change in Share %		1.6%	1.5%	-0.4%		
Change in Share from 2015 %		1.6%	3.1%	2.6%		
Avg Ann. Change in Share %		1.6%	1.5%	0.7%		

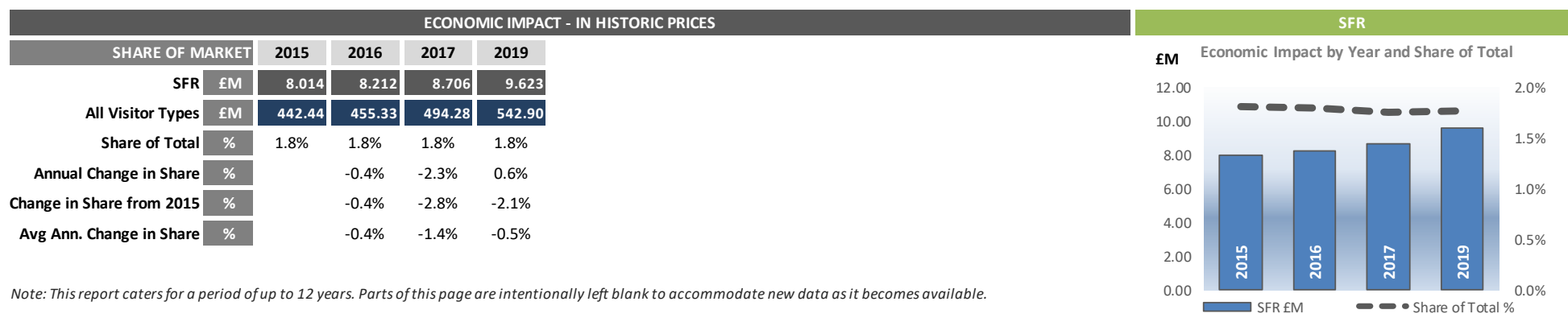
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Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019 Historic Prices			SFR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		23.6%	20.3%	13.6%	20.5%	19.3%	16.4%	19.1%	17.9%	19.5%	18.7%	21.8%	23.5%	20.1%	Annual Change	20.7%	19.2%	18.7%	21.9%
% Change 2017 to 2019		12.3%	9.3%	8.7%	11.8%	10.9%	9.2%	9.9%	9.8%	6.7%	8.9%	12.7%	11.7%	10.5%		11.0%	10.9%	9.1%	11.2%
Average Annual Change		5.9%	5.1%	3.4%	5.1%	4.8%	4.1%	4.8%	4.5%	4.9%	4.7%	5.4%	5.9%	5.0%		5.2%	4.8%	4.7%	5.5%
2015	£M	1.203	0.387	0.450	0.941	0.642	0.506	0.775	0.827	0.464	0.446	0.380	0.992	8.014		2.5%	2.040	2.090	2.067
2016	£M	1.238	0.396	0.456	0.957	0.655	0.517	0.794	0.851	0.479	0.458	0.390	1.021	8.212		2.091	2.129	2.124	1.868
2017	£M	1.323	0.426	0.470	1.014	0.691	0.540	0.840	0.888	0.520	0.486	0.411	1.097	8.706	6.0%	2.219	2.245	2.248	1.994
2019	£M	1.486	0.466	0.510	1.134	0.766	0.590	0.924	0.975	0.555	0.529	0.463	1.225	9.623	10.5%	2.463	2.490	2.453	2.217



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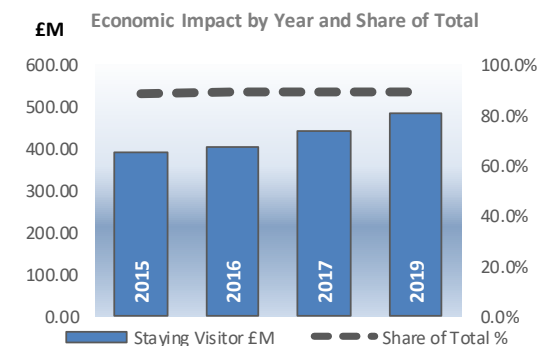
Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2019		32.0%	25.2%	8.8%	30.9%	25.8%	15.9%	23.9%	21.7%	22.3%	24.5%	22.9%	35.9%	23.0%	Annual Change	18.8%	23.4%	22.6%	26.5%	
% Change 2017 to 2019		14.8%	8.7%	7.6%	16.2%	13.1%	8.3%	8.4%	9.3%	1.3%	9.9%	14.5%	12.8%	9.3%		9.8%	12.2%	6.4%	11.8%	
Average Annual Change		8.0%	6.3%	2.2%	7.7%	6.4%	4.0%	6.0%	5.4%	5.6%	6.1%	5.7%	9.0%	5.8%		4.7%	5.9%	5.7%	6.6%	
2015	£M	10.27	11.25	20.58	30.82	43.77	44.88	54.88	64.24	52.41	31.02	16.16	12.50	392.79		42.10	119.48	171.53	59.67	
2016	£M	10.52	11.45	20.64	31.17	44.72	45.58	57.09	67.83	54.90	31.98	16.57	13.06	405.51	3.2%	42.61	121.47	179.82	61.61	
2017	£M	11.80	12.96	20.80	34.73	48.71	48.03	62.75	71.56	63.27	35.14	17.34	15.05	442.13	9.0%	45.56	131.46	197.58	67.53	
2019	£M	13.55	14.09	22.39	40.36	55.06	52.01	68.03	78.20	64.08	38.63	19.86	16.98	483.24	9.3%	50.03	147.44	210.30	75.47	

ECONOMIC IMPACT - IN HISTORIC PRICES					STAYING VISITOR	
SHARE OF MARKET	2015	2016	2017	2019		
Staying Visitor £M	392.79	405.51	442.13	483.24		
All Visitor Types £M	442.44	455.33	494.28	542.90		
Share of Total %	88.8%	89.1%	89.4%	89.0%		
Annual Change in Share %		0.3%	0.4%	-0.5%		
Change in Share from 2015 %		0.3%	0.8%	0.3%		
Avg Ann. Change in Share %		0.3%	0.4%	0.1%		

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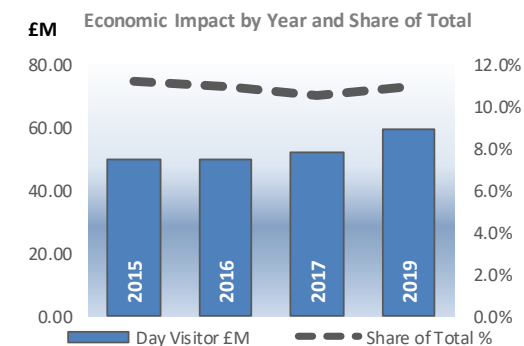
Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2015 to 2019		18.2%	26.2%	41.0%	15.9%	24.3%	34.6%	2.8%	20.5%	25.9%	9.7%	8.9%	11.1%			20.1%	29.5%	24.7%	16.5%	9.7%
% Change 2017 to 2019		14.3%	21.0%	20.2%	9.8%	15.7%	16.1%	10.2%	11.9%	21.7%	15.3%	6.7%	7.7%			14.4%	19.0%	14.0%	13.7%	11.2%
Average Annual Change		4.5%	6.5%	10.3%	4.0%	6.1%	8.7%	0.7%	5.1%	6.5%	2.4%	2.2%	2.8%			5.0%	7.4%	6.2%	4.1%	2.4%
2015	£M	2.294	3.293	3.180	4.683	5.599	4.343	5.521	8.816	4.209	4.006	2.171	1.539	49.65	0.3%	8.767	14.63	18.55	7.716	
2016	£M	2.334	3.288	3.521	4.599	5.888	4.859	5.210	8.782	3.954	3.772	2.069	1.541	49.82		9.143	15.35	17.95	7.382	
2017	£M	2.372	3.436	3.733	4.943	6.015	5.036	5.151	9.494	4.355	3.812	2.216	1.588	52.15		4.7%	9.540	15.99	19.00	7.615
2019	£M	2.710	4.155	4.485	5.429	6.960	5.846	5.677	10.63	5.298	4.394	2.364	1.710	59.65	14.4%	11.35	18.24	21.60	8.467	

ECONOMIC IMPACT - IN HISTORIC PRICES					DAY VISITOR	
SHARE OF MARKET	2015	2016	2017	2019		
Day Visitor £M	49.65	49.82	52.15	59.65		
All Visitor Types £M	442.44	455.33	494.28	542.90		
Share of Total %	11.2%	10.9%	10.6%	11.0%		
Annual Change in Share		-2.5%	-3.6%	4.1%		
Change in Share from 2015		-2.5%	-6.0%	-2.1%		
Avg Ann. Change in Share		-2.5%	-3.0%	-0.5%		

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Report Prepared by: David C. Date of Issue: 10/12/20

Visitor Numbers by Month, Year and Visitor Type for the Period 2015 to 2019

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

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 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											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2015 to 2019			12.6%	11.9%	14.7%	9.3%	10.5%	15.6%	2.1%	4.2%	3.3%	-1.2%	-2.7%	11.3%		6.7%	13.2%	11.7%	3.3%	0.9%
% Change 2017 to 2019			7.1%	9.9%	8.3%	5.5%	7.5%	5.6%	3.5%	4.4%	3.2%	5.7%	4.2%	3.4%		5.4%	8.5%	6.3%	3.8%	4.7%
Average Annual Change			3.1%	3.0%	3.7%	2.3%	2.6%	3.9%	0.5%	1.1%	0.8%	-0.3%	-0.7%	2.8%		1.7%	3.3%	2.9%	0.8%	0.2%
2015	M		0.099	0.138	0.159	0.235	0.306	0.247	0.309	0.468	0.323	0.237	0.143	0.097		2.761	0.396	0.788	1.100	0.477
2016	M		0.101	0.136	0.166	0.229	0.307	0.266	0.302	0.450	0.295	0.216	0.130	0.098	2.696	-2.3%	0.404	0.802	1.047	0.444
2017	M		0.104	0.140	0.168	0.244	0.315	0.270	0.305	0.467	0.323	0.221	0.133	0.105	2.796	3.7%	0.413	0.829	1.095	0.459
2019	M		0.111	0.154	0.182	0.257	0.339	0.285	0.316	0.488	0.333	0.234	0.139	0.108	2.947	5.4%	0.448	0.881	1.137	0.481



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STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019			SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		8.5%	-9.8%	-17.5%	6.9%	6.0%	-4.0%	-0.2%	-6.4%	-6.8%	-7.1%	2.9%	13.3%	-2.0%	Annual Change	-9.3%	2.6%	-4.7%	2.8%
% Change 2017 to 2019		4.3%	2.8%	2.2%	2.9%	6.5%	5.1%	2.3%	4.9%	0.3%	6.9%	7.0%	2.9%	3.8%		2.9%	5.0%	2.3%	5.5%
Average Annual Change		2.1%	-2.4%	-4.4%	1.7%	1.5%	-1.0%	-0.1%	-1.6%	-1.7%	-1.8%	0.7%	3.3%	-0.5%		-2.3%	0.7%	-1.2%	0.7%
2015	000s	10.1	19.8	20.8	18.8	24.0	24.4	36.0	39.4	47.6	26.0	28.7	24.2	320.0		50.8	67.2	123.1	78.9
2016	000s	9.5	18.3	17.9	18.2	22.2	22.4	36.9	37.5	44.0	22.5	27.6	24.1	301.3	-5.8%	45.8	62.9	118.4	74.2
2017	000s	10.6	17.4	16.8	19.5	23.8	22.3	35.2	35.2	44.2	22.6	27.6	26.7	302.0	0.2%	44.7	65.7	114.6	76.9
2019	000s	11.0	17.9	17.1	20.1	25.4	23.5	36.0	36.9	44.4	24.2	29.5	27.4	313.4	3.8%	46.0	68.9	117.3	81.2

VISITOR NUMBERS					
SHARE OF MARKET		2015	2016	2017	2019
Serviced	000s	320.0	301.3	302.0	313.4
All Visitor Types	M	2.8	2.7	2.8	2.9
Share of Total	%	11.6%	11.2%	10.8%	10.6%
Annual Change in Share	%		-3.6%	-3.4%	-1.5%
Change in Share from 2015	%		-3.6%	-6.8%	-8.2%
Avg Ann. Change in Share	%		-3.6%	-3.4%	-2.1%

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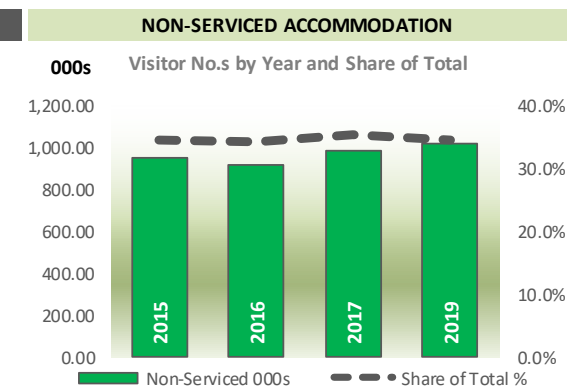
Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019			NON-SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		46.0%	24.3%	5.0%	18.2%	9.3%	13.4%	16.0%	-0.2%	-2.0%	-0.3%	-8.5%	32.0%	7.0%	Annual Change	17.1%	13.0%	3.3%	1.4%
% Change 2017 to 2019		9.6%	2.3%	1.0%	10.4%	6.3%	1.4%	4.0%	3.4%	-4.3%	2.8%	8.1%	7.6%	3.2%		3.1%	5.7%	0.9%	5.0%
Average Annual Change		11.5%	6.1%	1.2%	4.6%	2.3%	3.3%	4.0%	0.0%	-0.5%	-0.1%	-2.1%	8.0%	1.7%		4.3%	3.2%	0.8%	0.4%
2015 000s		13.1	20.2	43.0	75.5	116.7	93.6	109.5	170.5	150.5	92.3	48.2	21.1	954.1		76.3	285.8	430.4	161.6
2016 000s		15.8	21.2	45.0	74.0	113.1	101.4	112.2	158.4	135.1	82.6	39.8	22.6	921.1	-3.5%	82.0	288.5	405.7	145.0
2017 000s		17.5	24.6	44.6	80.8	120.0	104.6	122.0	164.5	154.2	89.5	40.8	25.8	989.0	7.4%	86.7	305.4	440.7	156.2
2019 000s		19.1	25.1	45.1	89.2	127.6	106.1	126.9	170.1	147.5	92.0	44.1	27.8	1,020.7	3.2%	89.4	322.9	444.6	163.9

VISITOR NUMBERS				
SHARE OF MARKET	2015	2016	2017	2019
Non-Serviced 000s	954.1	921.1	989.0	1,020.7
All Visitor Types M	2.8	2.7	2.8	2.9
Share of Total %	34.6%	34.2%	35.4%	34.6%
Annual Change in Share %		-1.1%	3.5%	-2.1%
Change in Share from 2015 %		-1.1%	2.4%	0.2%
Avg Ann. Change in Share %		-1.1%	1.2%	0.1%

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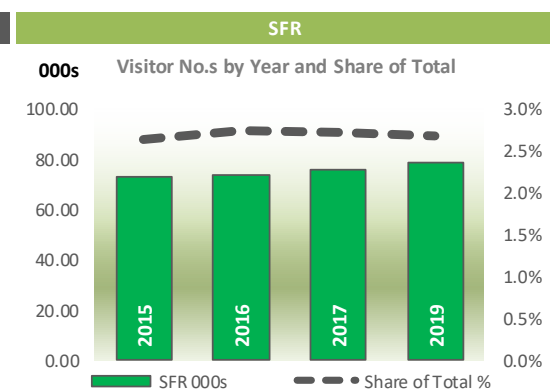
Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP										2015 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											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2019		11.6%	8.6%	2.5%	8.8%	7.7%	5.1%	7.5%	6.4%	7.9%	7.1%	9.9%	11.5%	8.3%	Annual Change	8.8%	7.4%	7.2%	9.9%	
% Change 2017 to 2019		5.4%	2.6%	2.0%	4.9%	4.1%	2.4%	3.1%	3.0%	0.1%	2.2%	5.8%	4.8%	3.6%		4.0%	4.0%	2.3%	4.3%	
Average Annual Change		2.9%	2.1%	0.6%	2.2%	1.9%	1.3%	1.9%	1.6%	2.0%	1.8%	2.5%	2.9%	2.1%		2.2%	1.9%	1.8%	2.5%	
2015 000s		10.4	4.0	4.5	7.5	6.3	5.2	6.7	6.9	4.6	4.5	4.0	8.2	72.8	1.1%	18.9	19.0	18.2	16.8	
2016 000s		10.5	4.0	4.5	7.5	6.3	5.2	6.8	7.0	4.7	4.6	4.1	8.4	73.6		19.1	19.1	18.4	17.0	
2017 000s		11.0	4.2	4.5	7.8	6.5	5.3	7.0	7.1	5.0	4.7	4.2	8.8	76.1		3.3%	19.7	19.7	19.0	17.7
2019 000s		11.6	4.3	4.6	8.2	6.8	5.5	7.2	7.3	5.0	4.8	4.4	9.2	78.9		3.6%	20.5	20.4	19.5	18.4

VISITOR NUMBERS				
SHARE OF MARKET	2015	2016	2017	2019
SFR 000s	72.8	73.6	76.1	78.9
All Visitor Types M	2.8	2.7	2.8	2.9
Share of Total %	2.6%	2.7%	2.7%	2.7%
Annual Change in Share %		3.6%	-0.4%	-1.7%
Change in Share from 2015 %		3.6%	3.2%	1.5%
Avg Ann. Change in Share %		3.6%	1.6%	0.4%

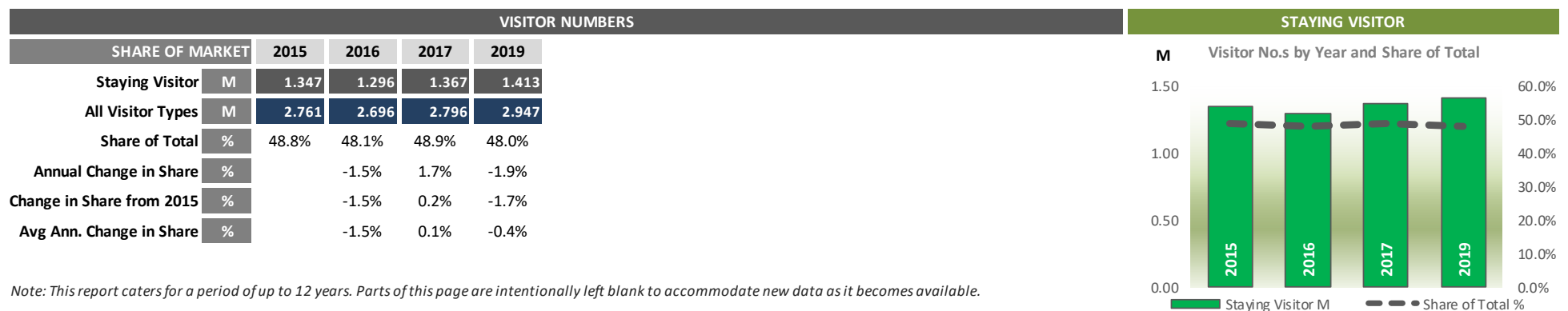
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Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP										2015 to 2019			STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		24.1%	7.5%	-2.1%	15.4%	8.7%	9.6%	11.8%	-1.1%	-2.9%	-1.5%	-3.5%	20.4%	4.9%	Annual Change	6.8%	10.8%	1.7%	2.4%
% Change 2017 to 2019		7.0%	2.5%	1.4%	8.7%	6.2%	2.1%	3.6%	3.7%	-3.2%	3.6%	7.6%	5.1%	3.4%		3.2%	5.5%	1.2%	5.1%
Average Annual Change		6.0%	1.9%	-0.5%	3.9%	2.2%	2.4%	2.9%	-0.3%	-0.7%	-0.4%	-0.9%	5.1%	1.2%		1.7%	2.7%	0.4%	0.6%
2015	M	0.034	0.044	0.068	0.102	0.147	0.123	0.152	0.217	0.203	0.123	0.081	0.054	1.347		0.146	0.372	0.572	0.257
2016	M	0.036	0.044	0.067	0.100	0.142	0.129	0.156	0.203	0.184	0.110	0.071	0.055	1.296	-3.8%	0.147	0.371	0.543	0.236
2017	M	0.039	0.046	0.066	0.108	0.150	0.132	0.164	0.207	0.203	0.117	0.073	0.061	1.367	5.5%	0.151	0.391	0.574	0.251
2019	M	0.042	0.047	0.067	0.118	0.160	0.135	0.170	0.214	0.197	0.121	0.078	0.064	1.413	3.4%	0.156	0.412	0.581	0.264



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STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019			DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		6.7%	13.9%	27.3%	4.6%	12.2%	21.5%	-7.2%	8.8%	13.6%	-1.0%	-1.7%	0.3%	8.5%	Annual Change	16.9%	12.6%	5.1%	-0.9%
% Change 2017 to 2019		7.2%	13.5%	12.7%	3.0%	8.6%	8.9%	3.4%	5.0%	14.1%	8.1%	0.1%	1.0%	7.3%		11.6%	7.0%	6.7%	4.3%
Average Annual Change		1.7%	3.5%	6.8%	1.2%	3.1%	5.4%	-1.8%	2.2%	3.4%	-0.2%	-0.4%	0.1%	2.1%		4.2%	3.1%	1.3%	-0.2%
2015	M	0.065	0.094	0.091	0.133	0.159	0.124	0.157	0.251	0.120	0.114	0.062	0.044	1.414		-1.0%	0.250	0.417	0.528
2016	M	0.066	0.092	0.099	0.129	0.165	0.137	0.146	0.247	0.111	0.106	0.058	0.043	1.400	2.1%	0.257	0.431	0.504	0.207
2017	M	0.065	0.094	0.102	0.135	0.165	0.138	0.141	0.260	0.119	0.104	0.061	0.044	1.429		0.261	0.438	0.521	0.209
2019	M	0.070	0.107	0.115	0.140	0.179	0.150	0.146	0.273	0.136	0.113	0.061	0.044	1.534	7.3%	0.292	0.469	0.555	0.218

VISITOR NUMBERS					DAY VISITOR	
SHARE OF MARKET		2015	2016	2017	2019	<div> <div>Visitor No.s by Year and Share of Total</div> <div> <div>M</div> <div>2.00</div> <div>1.50</div> <div>1.00</div> <div>0.50</div> <div>0.00</div> </div> <div> <div>60.0%</div> <div>50.0%</div> <div>40.0%</div> <div>30.0%</div> <div>20.0%</div> <div>10.0%</div> <div>0.0%</div> </div> </div>
Day Visitor	M	1.414	1.400	1.429	1.534	
All Visitor Types	M	2.761	2.696	2.796	2.947	
Share of Total	%	51.2%	51.9%	51.1%	52.0%	
Annual Change in Share	%		1.4%	-1.6%	1.8%	
Change in Share from 2015	%		1.4%	-0.2%	1.6%	
Avg Ann. Change in Share	%		1.4%	-0.1%	0.4%	

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Visitor Days by Month, Year and Visitor Type for the Period 2015 to 2019

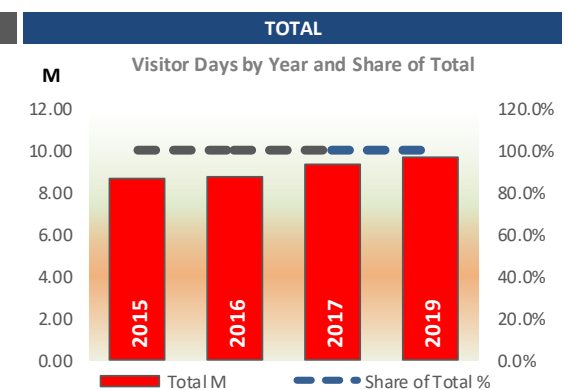
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019			TOTAL	VISITOR DAYS						
VISITOR DAYS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY			TOTAL																		
An increase of 3% or more			VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2019			17.3%	15.4%	4.1%	16.5%	13.4%	7.7%	11.2%	10.3%	12.6%	11.3%	9.7%	19.8%	11.7%	Annual Change		10.5%	12.2%	11.3%	12.6%
% Change 2017 to 2019			8.2%	5.6%	3.6%	8.6%	6.6%	2.6%	3.8%	3.8%	-2.2%	3.8%	6.6%	5.9%	4.0%			5.3%	5.7%	1.9%	5.0%
Average Annual Change			4.3%	3.8%	1.0%	4.1%	3.3%	1.9%	2.8%	2.6%	3.1%	2.8%	2.4%	5.0%	2.9%			2.6%	3.0%	2.8%	3.1%
2015	M		0.253	0.294	0.485	0.732	1.026	0.997	1.073	1.412	1.067	0.708	0.353	0.271	8.670			1.032	2.755	3.551	1.332
2016	M		0.257	0.294	0.489	0.726	1.038	1.020	1.083	1.449	1.092	0.714	0.354	0.276	8.791	1.4%	1.040	2.784	3.623	1.344	
2017	M		0.275	0.321	0.487	0.785	1.090	1.047	1.149	1.500	1.228	0.759	0.363	0.306	9.311	5.9%	1.083	2.923	3.877	1.428	
2019	M		0.297	0.339	0.505	0.853	1.163	1.075	1.193	1.557	1.201	0.788	0.387	0.324	9.681	4.0%	1.141	3.090	3.951	1.499	

VISITOR DAYS				
SHARE OF MARKET	2015	2016	2017	2019
Total M	8.670	8.791	9.311	9.681
All Visitor Types	8.670	8.791	9.311	9.681
Share of Total	100.0%	100.0%	100.0%	100.0%
Annual Change in Share				
Change in Share from 2015				
Avg Ann. Change in Share				

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STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP										2015 to 2019			SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		-1.1%	-10.1%	-12.5%	0.6%	8.2%	-1.4%	-4.5%	-3.1%	-7.0%	-3.5%	0.4%	13.6%	-2.1%	Annual Change	-8.7%	2.3%	-4.7%	1.9%
% Change 2017 to 2019		3.7%	2.6%	2.2%	3.1%	6.8%	5.5%	2.7%	5.6%	0.7%	7.3%	7.3%	2.8%	4.3%		2.8%	5.2%	3.2%	6.0%
Average Annual Change		-0.3%	-2.5%	-3.1%	0.1%	2.1%	-0.4%	-1.1%	-0.8%	-1.8%	-0.9%	0.1%	3.4%	-0.5%		-2.2%	0.6%	-1.2%	0.5%
2015 000s		23.4	31.4	36.0	47.7	53.2	60.8	75.1	99.0	73.2	55.3	43.0	31.0	629.0		90.8	161.7	247.3	129.3
2016 000s		20.4	28.9	32.9	43.6	50.2	56.7	72.7	95.3	67.0	49.2	39.9	31.0	587.8	-6.6%	82.2	150.5	235.0	120.1
2017 000s		22.3	27.5	30.8	46.5	53.9	56.9	69.9	90.8	67.6	49.7	40.2	34.3	590.4	0.4%	80.6	157.2	228.3	124.2
2019 000s		23.2	28.2	31.5	47.9	57.5	60.0	71.7	95.9	68.0	53.4	43.1	35.2	615.7	4.3%	82.9	165.5	235.7	131.7

VISITOR DAYS				
SHARE OF MARKET	2015	2016	2017	2019
Serviced 000s	629.0	587.8	590.4	615.7
All Visitor Types M	8.7	8.8	9.3	9.7
Share of Total %	7.3%	6.7%	6.3%	6.4%
Annual Change in Share %		-7.8%	-5.2%	0.3%
Change in Share from 2015 %		-7.8%	-12.6%	-12.3%
Avg Ann. Change in Share %		-7.8%	-6.3%	-3.1%

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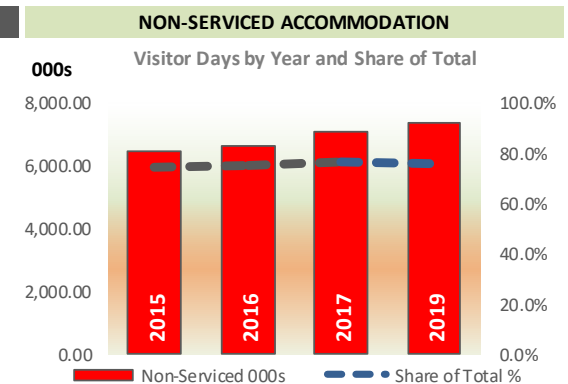


STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP										2015 to 2019			NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		26.5%	21.6%	-0.2%	21.2%	14.1%	6.3%	16.2%	12.0%	14.1%	15.5%	14.2%	26.9%	13.8%	Annual Change	10.9%	12.9%	14.0%	17.3%
% Change 2017 to 2019		9.6%	2.3%	1.0%	10.4%	6.3%	1.4%	4.0%	3.4%	-4.3%	2.8%	8.1%	7.5%	3.3%		3.4%	5.5%	1.0%	5.0%
Average Annual Change		6.6%	5.4%	-0.1%	5.3%	3.5%	1.6%	4.1%	3.0%	3.5%	3.9%	3.6%	6.7%	3.5%		2.7%	3.2%	3.5%	4.3%
2015 000s		138.8	160.1	348.7	530.6	799.0	802.0	823.7	1,043.7	863.7	529.2	240.0	174.2	6,453.8		647.6	2,131.6	2,731.1	943.4
2016 000s		145.1	163.8	347.3	533.2	808.2	815.7	846.7	1,088.8	903.2	548.8	247.3	180.0	6,628.2	2.7%	656.2	2,157.1	2,838.8	976.2
2017 000s		160.2	190.3	344.4	582.4	857.4	841.1	920.5	1,130.7	1,030.6	594.5	253.6	205.6	7,111.4	7.3%	694.9	2,280.9	3,081.8	1,053.7
2019 000s		175.6	194.6	348.0	643.0	911.4	852.8	957.4	1,169.4	985.8	611.4	274.1	221.0	7,344.6	3.3%	718.2	2,407.2	3,112.7	1,106.5

VISITOR DAYS				
SHARE OF MARKET	2015	2016	2017	2019
Non-Serviced 000s	6,453.8	6,628.2	7,111.4	7,344.6
All Visitor Types M	8.7	8.8	9.3	9.7
Share of Total %	74.4%	75.4%	76.4%	75.9%
Annual Change in Share %		1.3%	1.3%	-0.7%
Change in Share from 2015 %		1.3%	2.6%	1.9%
Avg Ann. Change in Share %		1.3%	1.3%	0.5%

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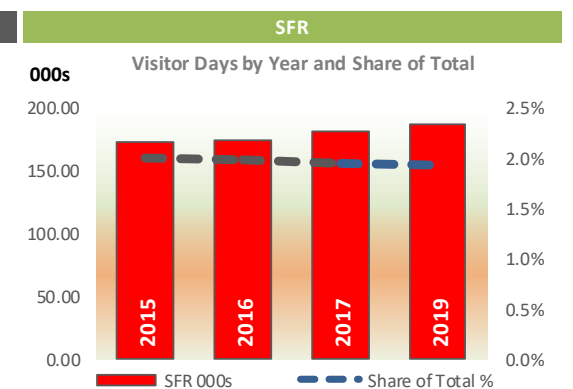
Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP										2015 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												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2015 to 2019	11.6%	8.6%	2.5%	8.8%	7.7%	5.1%	7.5%	6.4%	7.9%	7.1%	9.9%	11.5%		8.4%	9.0%	7.6%	7.2%	10.1%	
% Change 2017 to 2019	5.4%	2.6%	2.0%	4.9%	4.1%	2.4%	3.1%	3.0%	0.1%	2.2%	5.8%	4.8%		3.7%	4.1%	4.1%	2.4%	4.3%	
Average Annual Change	2.9%	2.1%	0.6%	2.2%	1.9%	1.3%	1.9%	1.6%	2.0%	1.8%	2.5%	2.9%		2.1%	2.2%	1.9%	1.8%	2.5%	
2015 000s	25.9	8.4	9.7	20.3	13.9	10.9	16.7	17.8	10.0	9.6	8.2	21.4	172.9	1.1%	44.0	45.1	44.6	39.2	
2016 000s	26.4	8.4	9.7	20.4	13.9	11.0	16.9	18.1	10.2	9.7	8.3	21.7	174.8		44.5	45.3	45.2	39.8	
2017 000s	27.5	8.9	9.7	21.0	14.3	11.2	17.4	18.4	10.8	10.1	8.5	22.8	180.7		3.4%	46.1	46.6	46.7	41.4
2019 000s	28.9	9.1	9.9	22.1	14.9	11.5	18.0	19.0	10.8	10.3	9.0	23.9	187.4		3.7%	48.0	48.5	47.8	43.2

VISITOR DAYS				
SHARE OF MARKET	2015	2016	2017	2019
SFR 000s	172.9	174.8	180.7	187.4
All Visitor Types M	8.7	8.8	9.3	9.7
Share of Total %	2.0%	2.0%	1.9%	1.9%
Annual Change in Share %		-0.3%	-2.4%	-0.3%
Change in Share from 2015 %		-0.3%	-2.7%	-2.9%
Avg Ann. Change in Share %		-0.3%	-1.3%	-0.7%

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Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 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												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		21.0%	16.0%	-1.3%	19.1%	13.6%	5.8%	14.4%	10.7%	12.4%	13.6%	12.1%	23.6%	12.3%	Annual Change	8.5%	12.1%	12.3%	15.2%
% Change 2017 to 2019		8.5%	2.3%	1.2%	9.7%	6.3%	1.7%	3.9%	3.6%	-4.0%	3.2%	7.9%	6.7%	3.4%		3.3%	5.5%	1.2%	5.1%
Average Annual Change		5.3%	4.0%	-0.3%	4.8%	3.4%	1.4%	3.6%	2.7%	3.1%	3.4%	3.0%	5.9%	3.1%		2.1%	3.0%	3.1%	3.8%
2015	M	0.188	0.200	0.394	0.599	0.866	0.874	0.916	1.160	0.947	0.594	0.291	0.227	7.256		1.9%	0.782	2.338	3.023
2016	M	0.192	0.201	0.390	0.597	0.872	0.883	0.936	1.202	0.980	0.608	0.296	0.233	7.391		0.783	2.353	3.119	1.136
2017	M	0.210	0.227	0.385	0.650	0.926	0.909	1.008	1.240	1.109	0.654	0.302	0.263	7.882	6.7%	0.822	2.485	3.357	1.219
2019	M	0.228	0.232	0.389	0.713	0.984	0.924	1.047	1.284	1.065	0.675	0.326	0.280	8.148	3.4%	0.849	2.621	3.396	1.281

VISITOR DAYS				
SHARE OF MARKET	2015	2016	2017	2019
Staying Visitor M	7.256	7.391	7.882	8.148
All Visitor Types M	8.670	8.791	9.311	9.681
Share of Total %	83.7%	84.1%	84.7%	84.2%
Annual Change in Share %		0.5%	0.7%	-0.6%
Change in Share from 2015 %		0.5%	1.2%	0.6%
Avg Ann. Change in Share %		0.5%	0.6%	0.1%

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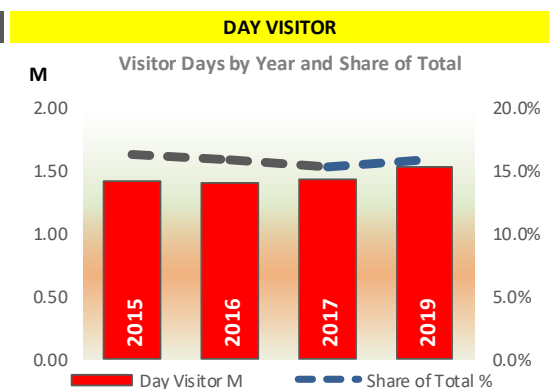
Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019			DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		6.7%	13.9%	27.3%	4.6%	12.2%	21.5%	-7.2%	8.8%	13.6%	-1.0%	-1.7%	0.3%	8.5%	Annual Change	16.9%	12.6%	5.1%	-0.9%
% Change 2017 to 2019		7.2%	13.5%	12.7%	3.0%	8.6%	8.9%	3.4%	5.0%	14.1%	8.1%	0.1%	1.0%	7.3%		11.6%	7.0%	6.7%	4.3%
Average Annual Change		1.7%	3.5%	6.8%	1.2%	3.1%	5.4%	-1.8%	2.2%	3.4%	-0.2%	-0.4%	0.1%	2.1%		4.2%	3.1%	1.3%	-0.2%
2015	M	0.065	0.094	0.091	0.133	0.159	0.124	0.157	0.251	0.120	0.114	0.062	0.044	1.414		-1.0%	0.250	0.417	0.528
2016	M	0.066	0.092	0.099	0.129	0.165	0.137	0.146	0.247	0.111	0.106	0.058	0.043	1.400	2.1%	0.257	0.431	0.504	0.207
2017	M	0.065	0.094	0.102	0.135	0.165	0.138	0.141	0.260	0.119	0.104	0.061	0.044	1.429		0.261	0.438	0.521	0.209
2019	M	0.070	0.107	0.115	0.140	0.179	0.150	0.146	0.273	0.136	0.113	0.061	0.044	1.534	7.3%	0.292	0.469	0.555	0.218

VISITOR DAYS				
SHARE OF MARKET	2015	2016	2017	2019
Day Visitor M	1.414	1.400	1.429	1.534
All Visitor Types M	8.670	8.791	9.311	9.681
Share of Total %	16.3%	15.9%	15.3%	15.8%
Annual Change in Share		-2.4%	-3.6%	3.2%
Change in Share from 2015		-2.4%	-5.9%	-2.9%
Avg Ann. Change in Share		-2.4%	-3.0%	-0.7%

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Report Prepared by: David C. Date of Issue: 10/12/20

Direct and Total Employment by Month, Year and Visitor Type for the Period 2015 to 2019

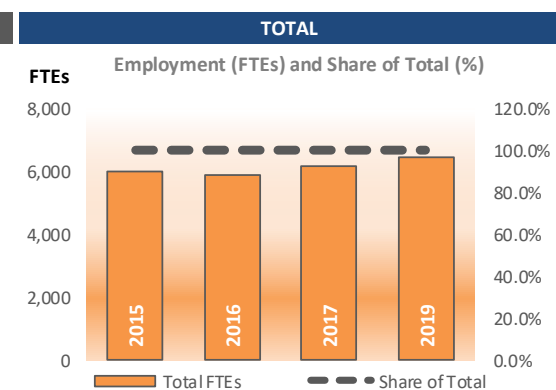
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM FINAL TREND REPORT FOR 2015-2019										2015 to 2019			TOTAL		TOTAL EMPLOYMENT					
EAST LINDSEY - COASTAL STRIP																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL																		
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2015 to 2019		6.2%	5.4%	0.5%	11.2%	10.1%	5.0%	8.1%	7.9%	8.8%	7.2%	3.5%	8.6%			7.3%	3.5%	8.6%	8.2%	6.5%
% Change 2017 to 2019		6.8%	5.1%	4.2%	8.0%	6.7%	3.4%	3.8%	4.1%	-1.2%	4.7%	6.2%	5.5%			4.3%	5.2%	5.9%	2.3%	5.3%
Average Annual Change		1.6%	1.4%	0.1%	2.8%	2.5%	1.2%	2.0%	2.0%	2.2%	1.8%	0.9%	2.1%			1.8%	0.9%	2.1%	2.1%	1.6%
2015	FTEs	2,896	3,136	4,449	6,004	7,847	7,752	8,500	10,466	8,363	5,883	3,597	3,042	5,995	-1.6%	3,494	7,201	9,109	4,174	
2016	FTEs	2,778	2,999	4,322	5,816	7,749	7,694	8,412	10,529	8,345	5,754	3,466	2,948	5,901		3,367	7,086	9,095	4,056	
2017	FTEs	2,881	3,144	4,291	6,180	8,100	7,872	8,849	10,849	9,210	6,025	3,505	3,132	6,170		4.6%	3,439	7,384	9,636	4,221
2019	FTEs	3,076	3,306	4,471	6,677	8,640	8,136	9,188	11,295	9,096	6,307	3,724	3,303	6,435		4.3%	3,617	7,818	9,860	4,445

EMPLOYMENT				
SHARE OF MARKET	2015	2016	2017	2019
Total FTEs	5,995	5,901	6,170	6,435
Total Employment FTEs	5,995	5,901	6,170	6,435
Share of Total %	100.0%	100.0%	100.0%	100.0%
Annual Change in Share %				
Change in Share from 2015 %				
Avg Ann. Change in Share %				

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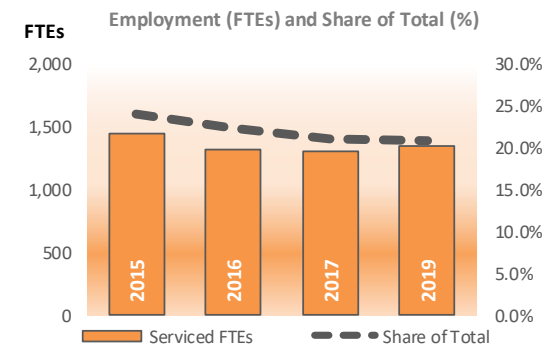
Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019										2015 to 2019			SERVICED		DIRECT EMPLOYMENT				
EAST LINDSEY - COASTAL STRIP																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2015 to 2019		-8.4%	-9.5%	-9.8%	-6.4%	-4.0%	-6.6%	-7.4%	-6.4%	-8.3%	-7.4%	-6.8%	-5.2%	-7.1%	Annual Change	-9.2%	-5.7%	-7.3%	-6.5%
% Change 2017 to 2019		3.1%	3.0%	2.8%	3.0%	4.2%	3.8%	2.9%	4.2%	2.2%	4.3%	4.2%	3.0%	3.4%		3.0%	3.7%	3.1%	3.8%
Average Annual Change		-2.1%	-2.4%	-2.4%	-1.6%	-1.0%	-1.7%	-1.8%	-1.6%	-2.1%	-1.9%	-1.7%	-1.3%	-1.8%		-2.3%	-1.4%	-1.8%	-1.6%
2015	FTEs	1,213	1,276	1,319	1,410	1,456	1,518	1,633	1,828	1,614	1,467	1,357	1,257	1,446		1,269	1,462	1,692	1,360
2016	FTEs	1,087	1,156	1,198	1,281	1,335	1,387	1,515	1,699	1,467	1,321	1,235	1,155	1,320	-8.7%	1,147	1,334	1,560	1,237
2017	FTEs	1,078	1,122	1,158	1,281	1,341	1,366	1,470	1,641	1,449	1,302	1,215	1,157	1,298	-1.6%	1,119	1,329	1,520	1,224
2019	FTEs	1,112	1,155	1,190	1,320	1,398	1,418	1,513	1,710	1,480	1,358	1,265	1,191	1,343	3.4%	1,152	1,379	1,568	1,272

EMPLOYMENT					SERVICED ACCOMMODATION	
SHARE OF MARKET	2015	2016	2017	2019		
Serviced FTEs	1,446	1,320	1,298	1,343		
Total Employment FTEs	5,995	5,901	6,170	6,435		
Share of Total %	24.1%	22.4%	21.0%	20.9%		
Annual Change in Share %		-7.3%	-5.9%	-0.8%		
Change in Share from 2015 %		-7.3%	-12.8%	-13.5%		
Avg Ann. Change in Share %		-7.3%	-6.4%	-3.4%		

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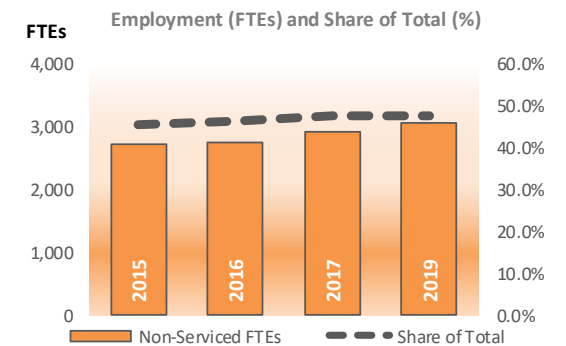
Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019										2015 to 2019				NON-SERVICED		DIRECT EMPLOYMENT			
EAST LINDSEY - COASTAL STRIP																			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		19.7%	16.9%	1.3%	18.9%	13.4%	6.5%	15.4%	11.8%	13.6%	14.6%	11.4%	20.8%	12.8%	Annual Change	9.5%	12.2%	13.4%	15.0%
% Change 2017 to 2019		10.3%	4.7%	3.6%	10.8%	7.1%	2.8%	5.1%	4.4%	-2.6%	4.7%	8.7%	8.4%	4.6%		5.5%	6.5%	2.2%	6.5%
Average Annual Change		4.9%	4.2%	0.3%	4.7%	3.3%	1.6%	3.8%	2.9%	3.4%	3.6%	2.9%	5.2%	3.2%		2.4%	3.1%	3.4%	3.7%
2015	FTEs	832	920	1,876	2,705	3,977	3,991	4,046	5,040	4,248	2,672	1,300	993	2,716		1.1%	1,209	3,557	4,445
2016	FTEs	836	913	1,841	2,682	3,974	4,008	4,104	5,189	4,378	2,721	1,308	995	2,746	1.1%	1,197	3,554	4,557	1,675
2017	FTEs	903	1,027	1,835	2,901	4,207	4,138	4,443	5,398	4,956	2,923	1,332	1,106	2,931	6.7%	1,255	3,749	4,932	1,787
2019	FTEs	996	1,075	1,901	3,215	4,508	4,252	4,668	5,634	4,825	3,061	1,448	1,199	3,065	4.6%	1,324	3,992	5,042	1,903

EMPLOYMENT					NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2015	2016	2017	2019		
Non-Serviced FTEs	2,716	2,746	2,931	3,065		
Total Employment FTEs	5,995	5,901	6,170	6,435		
Share of Total %	45.3%	46.5%	47.5%	47.6%		
Annual Change in Share %		2.7%	2.1%	0.3%		
Change in Share from 2015 %		2.7%	4.8%	5.1%		
Avg Ann. Change in Share %		2.7%	2.4%	1.3%		

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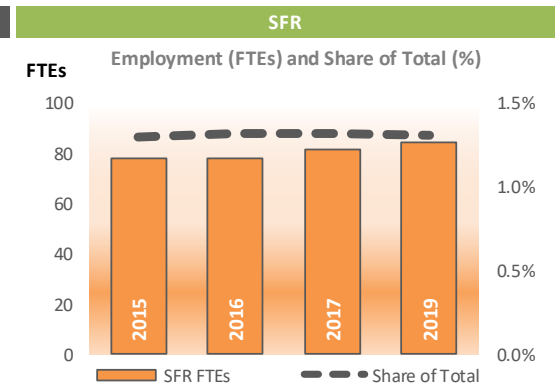
Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019											2015 to 2019			SFR	DIRECT EMPLOYMENT					
EAST LINDSEY - COASTAL STRIP																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2015 to 2019		11.8%	8.8%	2.7%	9.0%	7.9%	5.3%	7.7%	6.6%	8.1%	7.3%	10.1%	11.7%		8.6%	9.2%	7.8%	7.3%	10.3%	
% Change 2017 to 2019		5.7%	2.8%	2.2%	5.2%	4.3%	2.7%	3.4%	3.3%	0.3%	2.4%	6.0%	5.0%		4.0%	4.4%	4.3%	2.7%	4.6%	
Average Annual Change		2.9%	2.2%	0.7%	2.3%	2.0%	1.3%	1.9%	1.6%	2.0%	1.8%	2.5%	2.9%		2.1%	2.3%	1.9%	1.8%	2.6%	
2015	FTEs	140	45	52	110	75	59	90	96	54	52	44	115	78	0.3%	79	81	80	71	
2016	FTEs	141	45	52	109	75	59	91	97	55	52	44	116	78		79	81	81	71	
2017	FTEs	148	48	53	113	77	60	94	99	58	54	46	123	81		4.1%	83	84	84	74
2019	FTEs	156	49	54	119	81	62	97	103	58	56	49	129	84		4.0%	86	87	86	78

EMPLOYMENT				
SHARE OF MARKET	2015	2016	2017	2019
SFR FTEs	78	78	81	84
Total Employment FTEs	5,995	5,901	6,170	6,435
Share of Total %	1.3%	1.3%	1.3%	1.3%
Annual Change in Share %		1.9%	-0.5%	-0.3%
Change in Share from 2015 %		1.9%	1.5%	1.2%
Avg Ann. Change in Share %		1.9%	0.7%	0.3%

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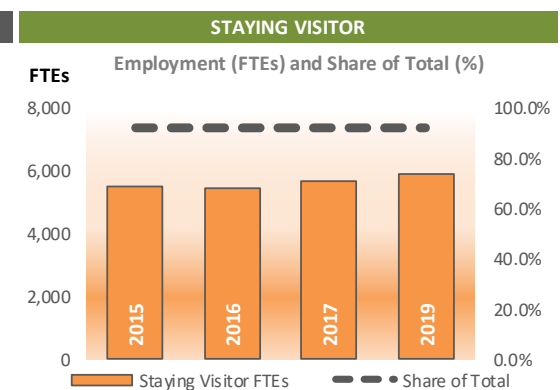


Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019										2015 to 2019			STAYING VISITOR		DIRECT EMPLOYMENT					
EAST LINDSEY - COASTAL STRIP																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2015 to 2019		3.6%	1.7%	-3.2%	10.2%	8.7%	2.9%	8.8%	6.9%	7.6%	6.8%	2.3%	6.5%			5.9%	0.2%	7.0%	7.7%	5.4%
% Change 2017 to 2019		6.4%	3.8%	3.3%	8.4%	6.4%	3.0%	4.5%	4.3%	-1.5%	4.6%	6.5%	5.6%			4.2%	4.3%	5.7%	2.4%	5.4%
Average Annual Change		0.9%	0.4%	-0.8%	2.5%	2.2%	0.7%	2.2%	1.7%	1.9%	1.7%	0.6%	1.6%			1.5%	0.0%	1.8%	1.9%	1.3%
2015	FTEs	2,185	2,241	3,247	4,225	5,508	5,568	5,769	6,964	5,916	4,191	2,701	2,365	4,240	-2.3%	2,558	5,100	6,216	3,086	
2016	FTEs	2,064	2,114	3,092	4,072	5,383	5,454	5,710	6,985	5,899	4,095	2,587	2,266	4,143		2,423	4,970	6,198	2,983	
2017	FTEs	2,129	2,196	3,045	4,295	5,626	5,564	6,008	7,139	6,463	4,279	2,592	2,385	4,310		4.0%	2,457	5,162	6,536	3,086
2019	FTEs	2,264	2,279	3,145	4,655	5,986	5,732	6,278	7,447	6,363	4,475	2,762	2,519	4,492	4.2%	2,563	5,458	6,696	3,252	

EMERSON'S EMPLOYMENT					
SHARE OF MARKET		2015	2016	2017	2019
Staying Visitor	FTEs	5,520	5,435	5,690	5,919
Total Employment	FTEs	5,995	5,901	6,170	6,435
Share of Total	%	92.1%	92.1%	92.2%	92.0%
Annual Change in Share	%		0.0%	0.1%	-0.3%
Change in Share from 2015	%		0.0%	0.2%	-0.1%
Avg Ann. Change in Share	%		0.0%	0.1%	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.



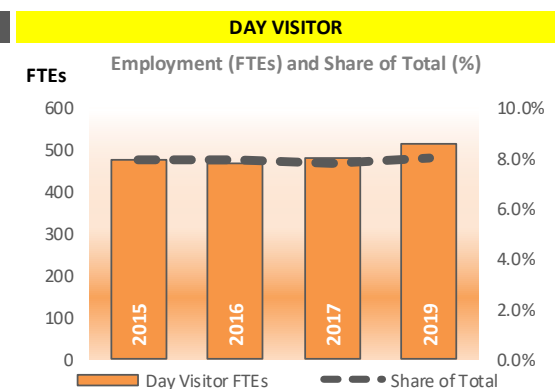
Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019											2015 to 2019			DAY VISITOR		DIRECT EMPLOYMENT			
EAST LINDSEY - COASTAL STRIP																			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		6.9%	14.1%	27.5%	4.8%	12.4%	21.7%	-7.0%	9.0%	13.8%	-0.8%	-1.5%	0.5%	8.6%	Annual Change	17.1%	12.8%	5.3%	-0.8%
% Change 2017 to 2019		7.5%	13.8%	13.0%	3.3%	8.9%	9.2%	3.7%	5.3%	14.4%	8.4%	0.4%	1.3%	7.6%		11.9%	7.3%	6.9%	4.6%
Average Annual Change		1.7%	3.5%	6.9%	1.2%	3.1%	5.4%	-1.8%	2.2%	3.5%	-0.2%	-0.4%	0.1%	2.2%		4.3%	3.2%	1.3%	-0.2%
2015 FTEs		263	378	365	537	643	498	634	1,012	483	460	249	177	475		335	559	709	295
2016 FTEs		262	369	396	517	662	546	585	987	444	424	232	173	466	-1.8%	342	575	672	277
2017 FTEs		262	379	412	545	664	556	568	1,047	480	421	244	175	479	2.8%	351	588	699	280
2019 FTEs		281	431	465	563	722	607	589	1,103	550	456	245	177	516	7.6%	393	631	747	293

EMPLOYMENT				
SHARE OF MARKET	2015	2016	2017	2019
Day Visitor FTEs	475	466	479	516
Total Employment FTEs	5,995	5,901	6,170	6,435
Share of Total %	7.9%	7.9%	7.8%	8.0%
Annual Change in Share %		-0.2%	-1.7%	3.2%
Change in Share from 2015 %		-0.2%	-1.9%	1.2%
Avg Ann. Change in Share %		-0.2%	-1.0%	0.3%

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: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

SERVICED ACCOMMODATION 2019	2019		Change on 2017		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	206	4,356			-11	-238
+50 Room	2	261			0	+38
11-50 Room	53	1,932			-10	-300
<10 Room	151	2,163			-1	+24

NON-SERVICED ACCOMMODATION 2019	2019		Change on 2017		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	288	46,382			+17	-819
Self catering	151	12,300			+4	+24
Static caravans/chalets	0	19,514			0	-531
Touring caravans/camping	137	14,568			+13	-312
Youth Hostels	0	0			0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2019	2019		Change on 2017		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	494	50,738	0	0	+6	-1,057
Serviced Accommodation Share of Total	42%	9%				
Non-Serviced Accommodation Share of Total	58%	91%				

SEASONAL AVAILABILITY OF BED SUPPLY 2019	2019											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	23,112	23,154	43,699	48,797	50,654	50,734	50,734	50,734	50,686	50,078	27,186	24,729
Serviced Accommodation	4,287	4,301	4,356	4,356	4,356	4,356	4,356	4,356	4,356	4,330	4,266	4,207
Non-Serviced Accommodation	18,825	18,853	39,343	44,441	46,298	46,378	46,378	46,378	46,330	45,749	22,920	20,522

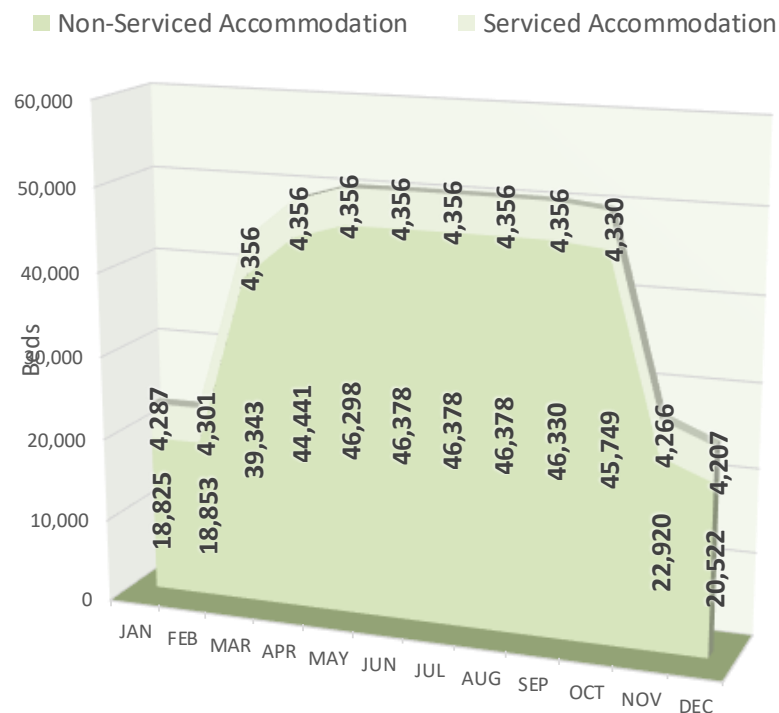
2019

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

SEASONAL AVAILABILITY OF BED SUPPLY

2019



Report Sections With Historic Financial Data Indexed to 2019 Prices

Sections:	<i>Comparative Headlines</i>	Visitor Types:	<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*

2015	<i>1.11</i>
2016	<i>1.09</i>
2017	<i>1.07</i>
2019	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2015-2019
EAST LINDSEY - COASTAL STRIP

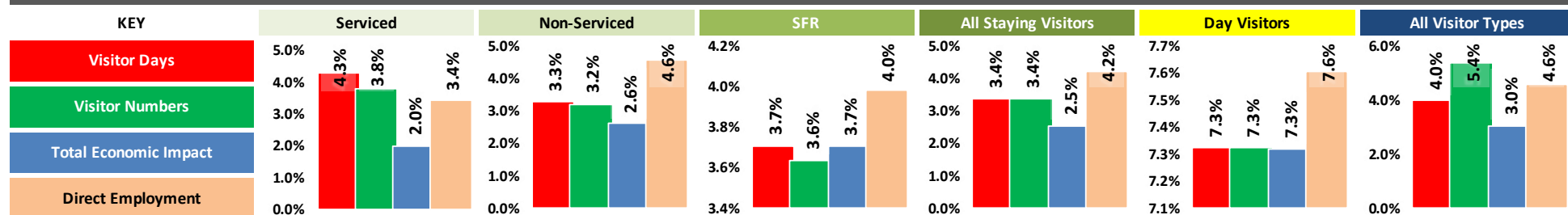
Comparing 2019 and 2017
 2017 in 2019 prices (1.066)

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2017 - INDEXED TO 2019

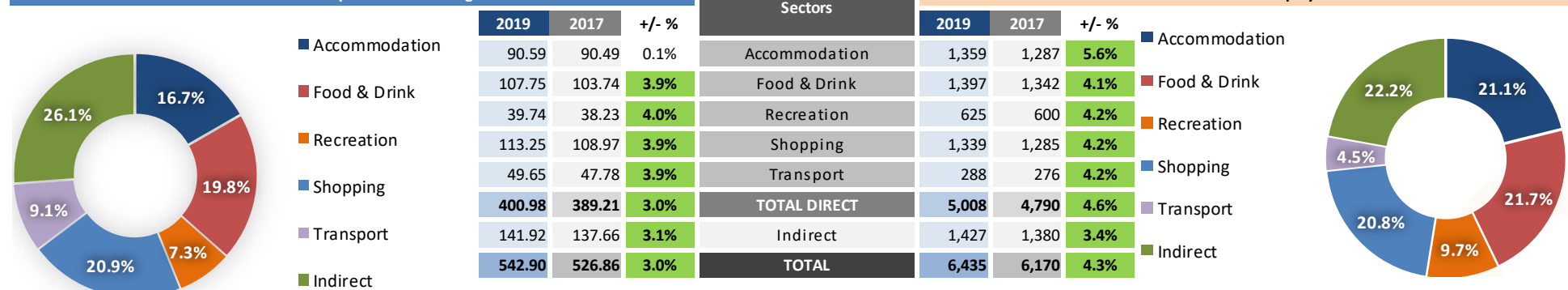
KEY											Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors					
Less than 3% change		Serviced			Non-Serviced											
A Fall of 3% or more		2019	2017	+/- %	2019	2017	+/- %	2019	2017	+/- %	2019	2017	+/- %	2019	2017	+/- %
Visitor Days	M	0.616	0.590	4.3%	7.345	7.111	3.3%	0.187	0.181	3.7%	8.148	7.882	3.4%	1.534	1.429	7.3%
Visitor Numbers	M	0.313	0.302	3.8%	1.021	0.989	3.2%	0.079	0.076	3.6%	1.413	1.367	3.4%	1.534	1.429	7.3%
Direct Expenditure	£M															
Economic Impact	£M	65.03	63.76	2.0%	408.59	398.24	2.6%	9.623	9.280	3.7%	483.24	471.28	2.5%	59.65	55.59	7.3%
Direct Employment	FTEs	1,343	1,298	3.4%	3,065	2,931	4.6%	84	81	4.0%	4,492	4,310	4.2%	516	479	7.6%
Total Employment	FTEs															

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2019 & 2017 - INDEXED TO 2019



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

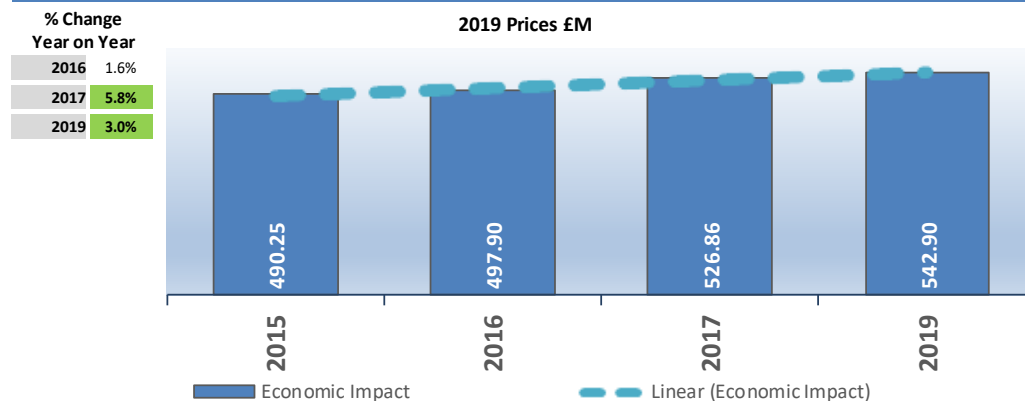
Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

Economic Impact - Indexed - Total



2015 to 2019

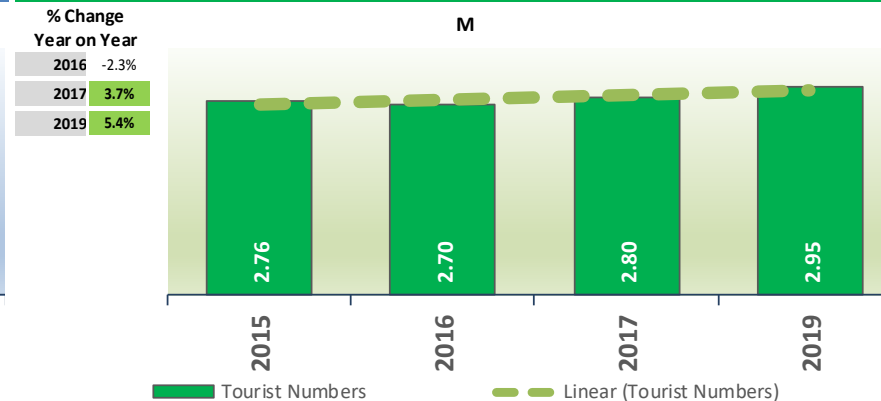
2019 Prices

TOTAL

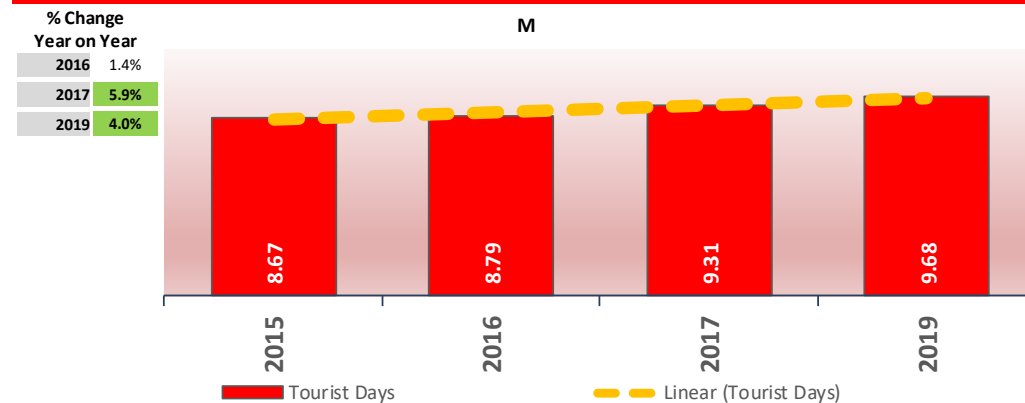
KEY MEASURES

Indexed

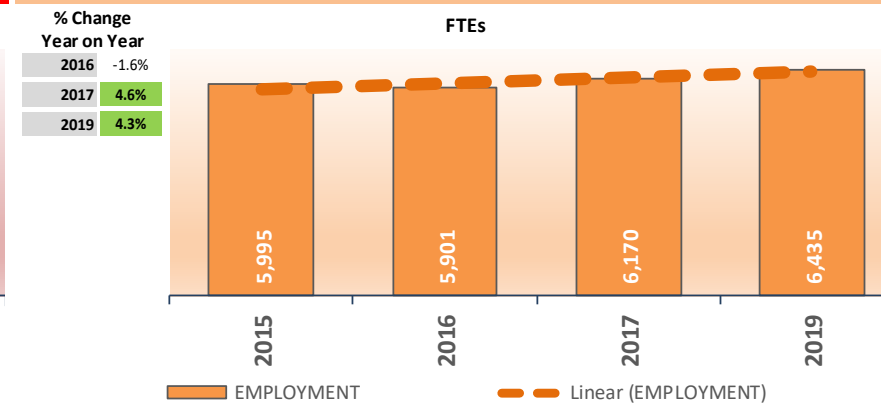
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2015	2015	2016	2017	2019
Economic Impact - Indexed		1.6%	7.5%	10.7%
Visitor Numbers		-2.3%	1.3%	6.7%
Visitor Days		1.4%	7.4%	11.7%
Total Employment		-1.6%	2.9%	7.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

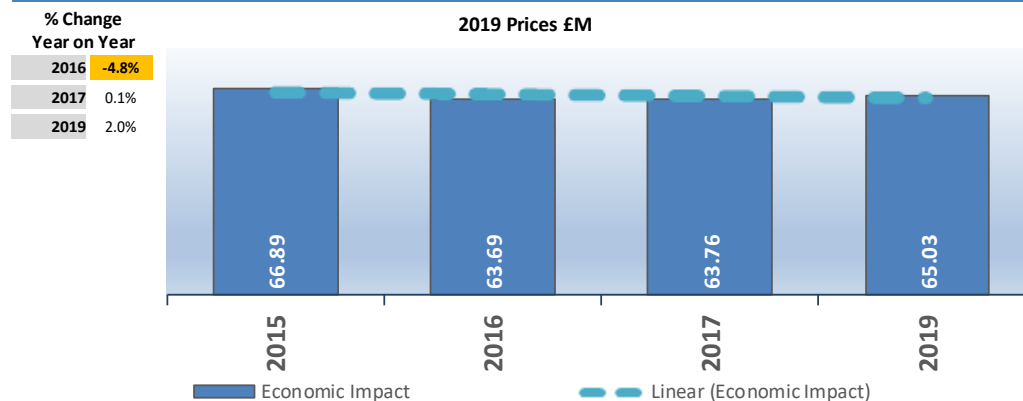
2015 to 2019

2019 Prices

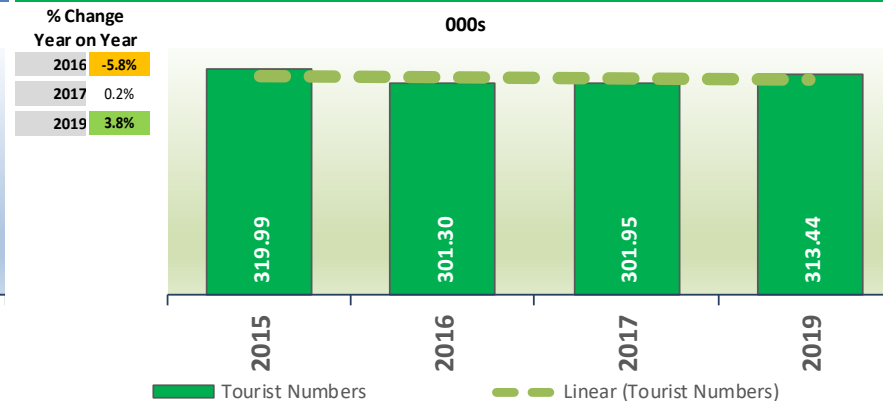
SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

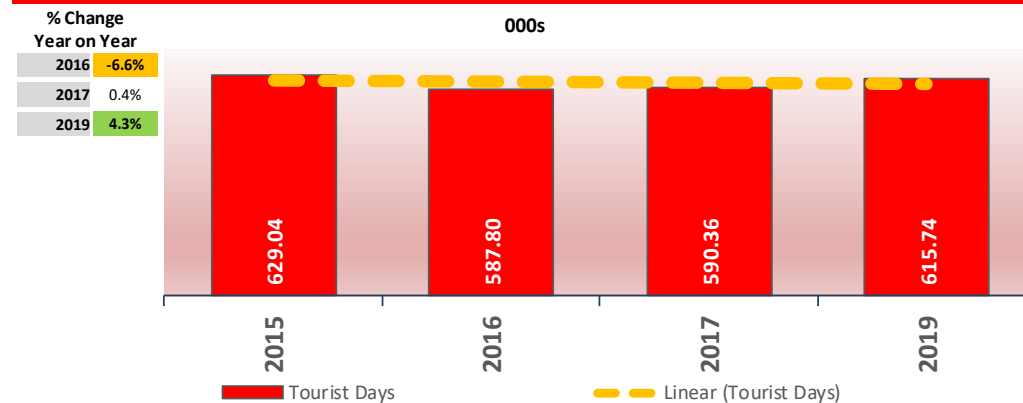
Economic Impact - Indexed - Serviced Accommodation



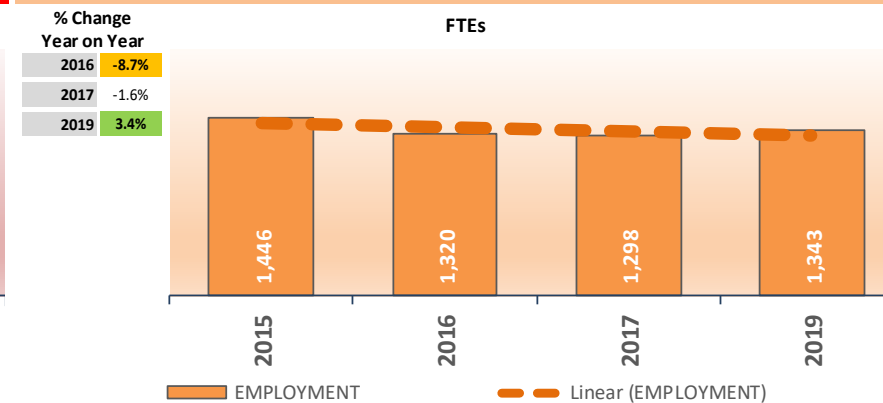
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



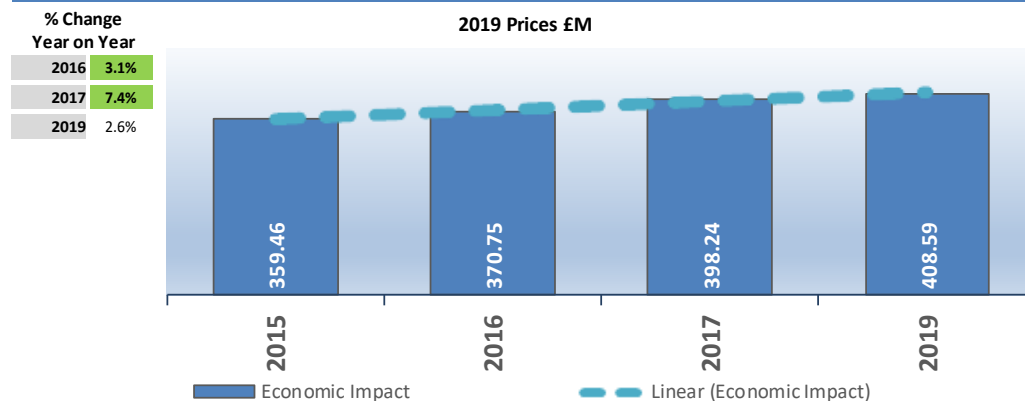
% Change from 2015	2015	2016	2017	2019
Economic Impact - Indexed		-4.8%	-4.7%	-2.8%
Visitor Numbers		-5.8%	-5.6%	-2.0%
Visitor Days		-6.6%	-6.1%	-2.1%
Direct Employment		-8.7%	-10.2%	-7.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

Economic Impact - Indexed - Non-Serviced Accommodation



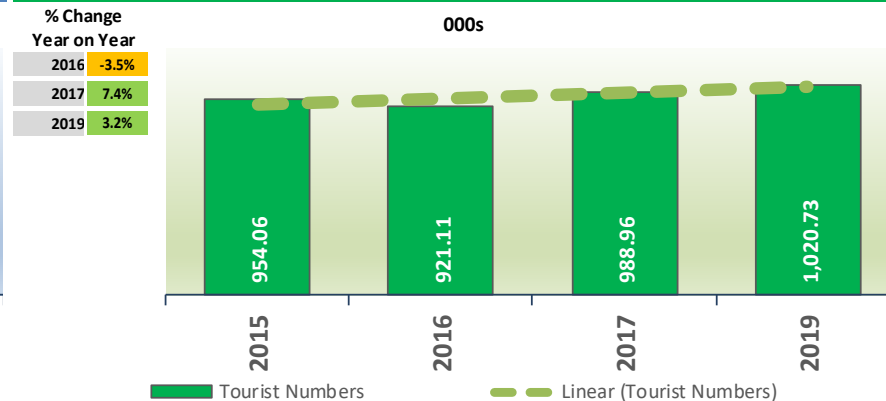
2015 to 2019

2019 Prices

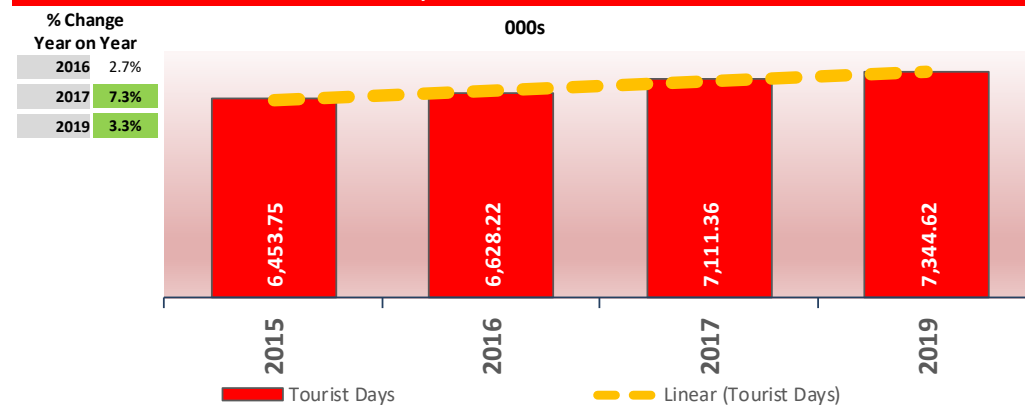
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

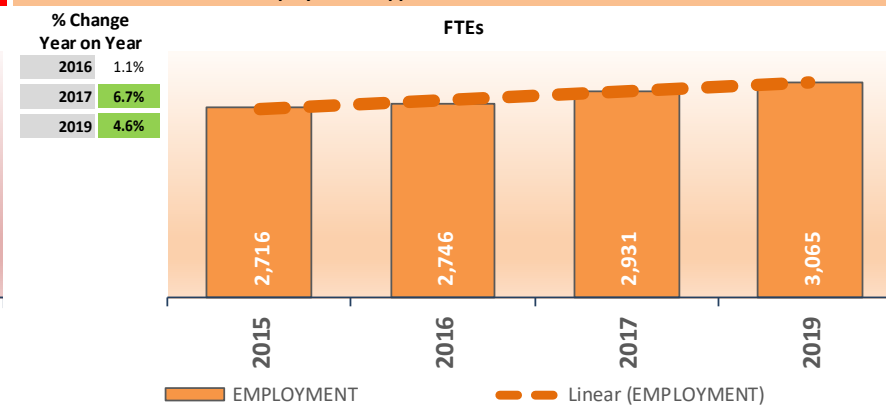
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



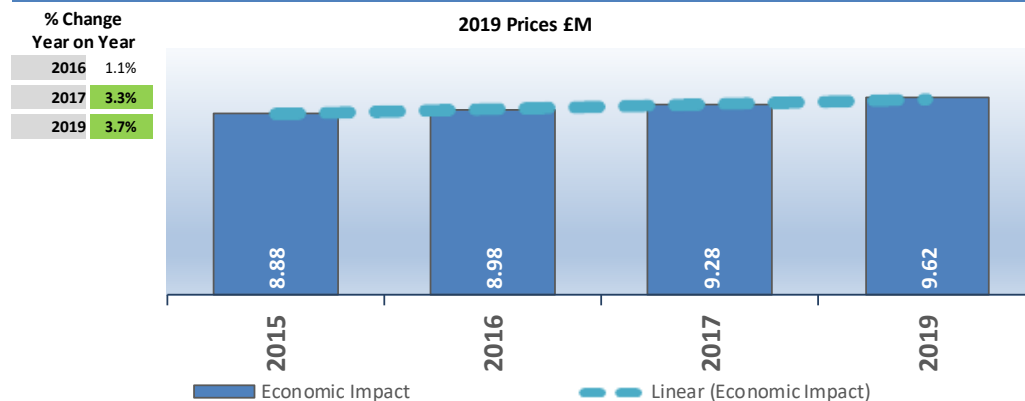
% Change from 2015	2015	2016	2017	2019
Economic Impact - Indexed		3.1%	10.8%	13.7%
Visitor Numbers		-3.5%	3.7%	7.0%
Visitor Days		2.7%	10.2%	13.8%
Direct Employment		1.1%	7.9%	12.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

Economic Impact - Indexed - SFR



2015 to 2019

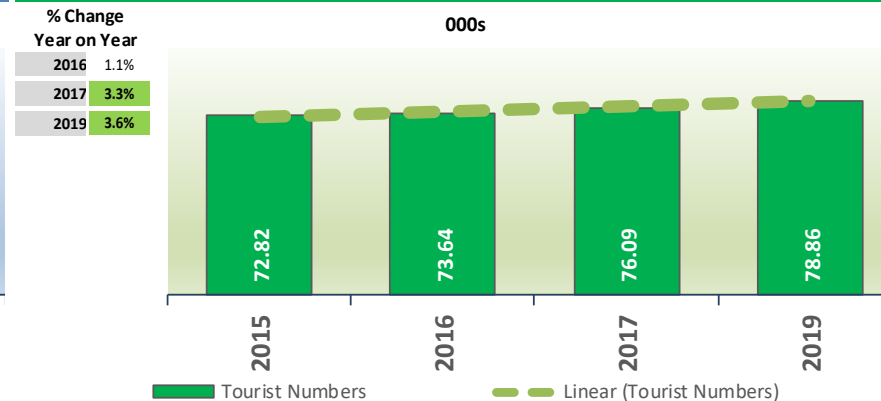
2019 Prices

SFR

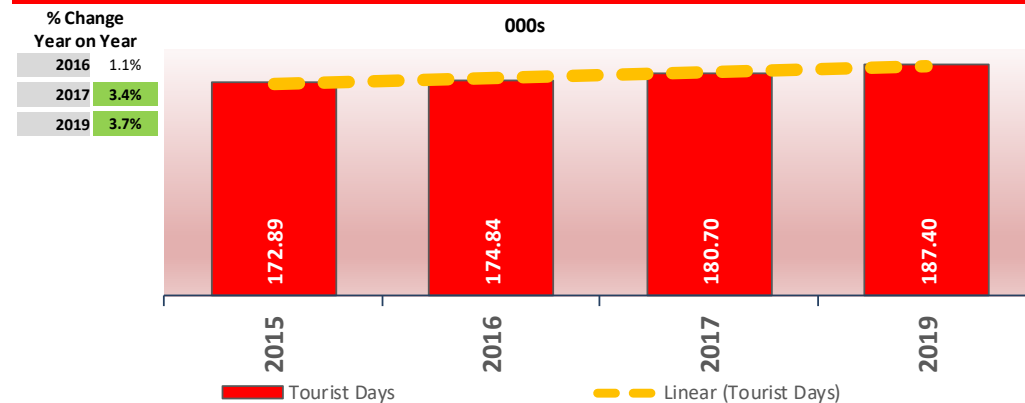
KEY MEASURES

Indexed

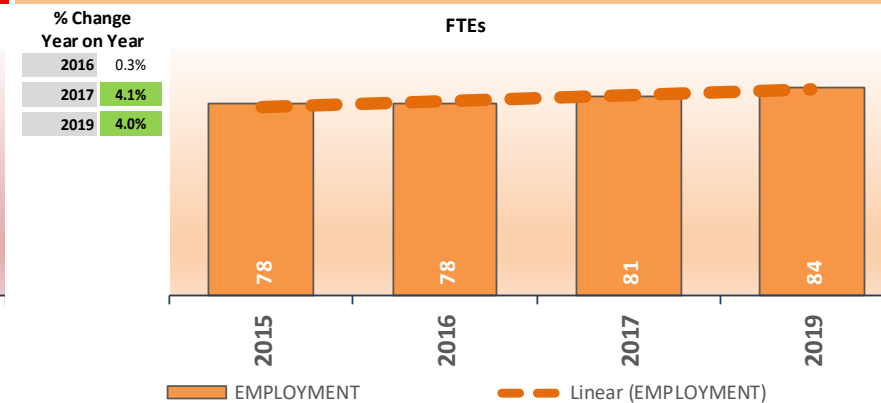
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



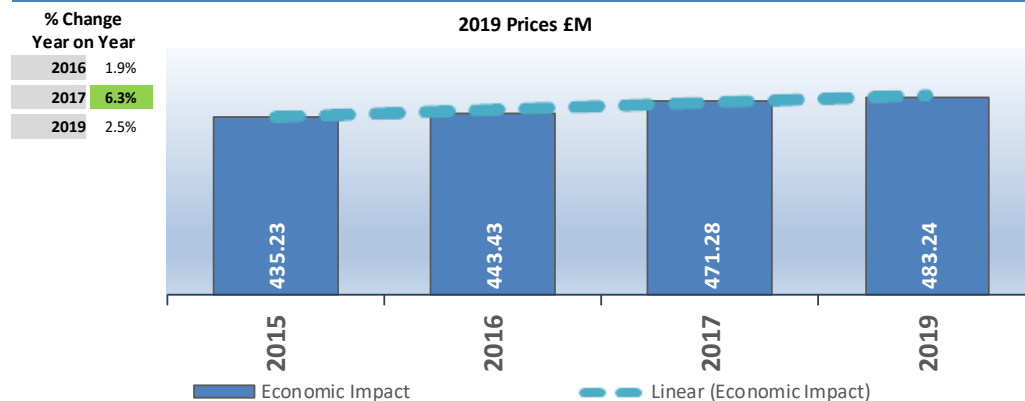
% Change from 2015	2015	2016	2017	2019
Economic Impact - Indexed		1.1%	4.5%	8.4%
Visitor Numbers		1.1%	4.5%	8.3%
Visitor Days		1.1%	4.5%	8.4%
Direct Employment		0.3%	4.4%	8.6%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

Economic Impact - Indexed - Staying Visitor



2015 to 2019

2019 Prices

STAYING VISITOR

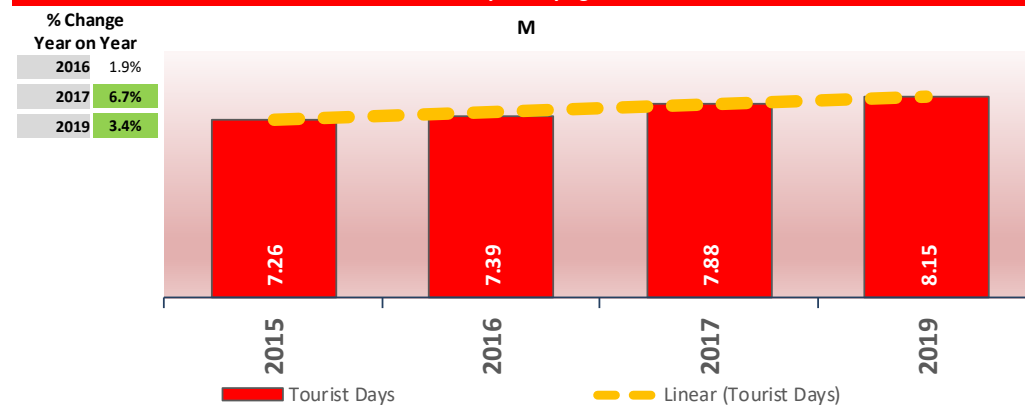
KEY MEASURES

Indexed

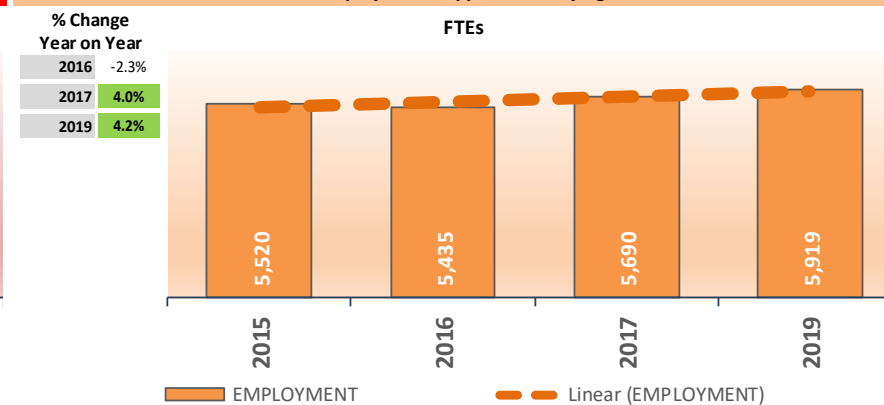
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2015	2015	2016	2017	2019
Economic Impact - Indexed		1.9%	8.3%	11.0%
Visitor Numbers		-3.8%	1.5%	4.9%
Visitor Days		1.9%	8.6%	12.3%
Direct Employment		-1.5%	3.1%	7.2%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2019

EAST LINDSEY - COASTAL STRIP

2015 to 2019

2019 Prices

DAY VISITOR

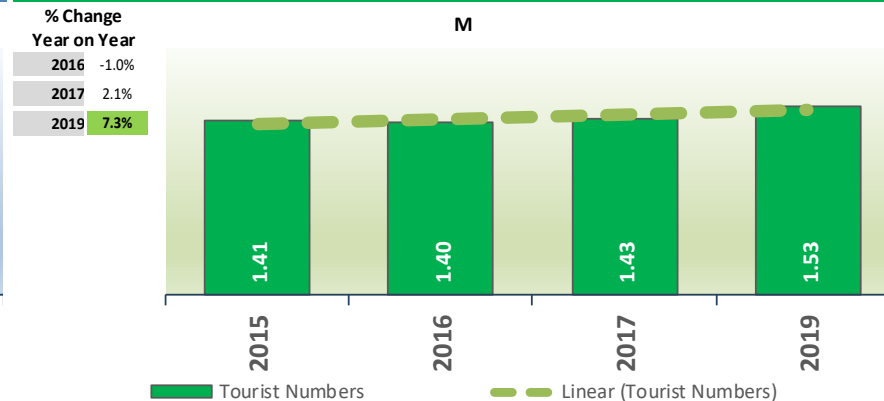
KEY MEASURES

Indexed

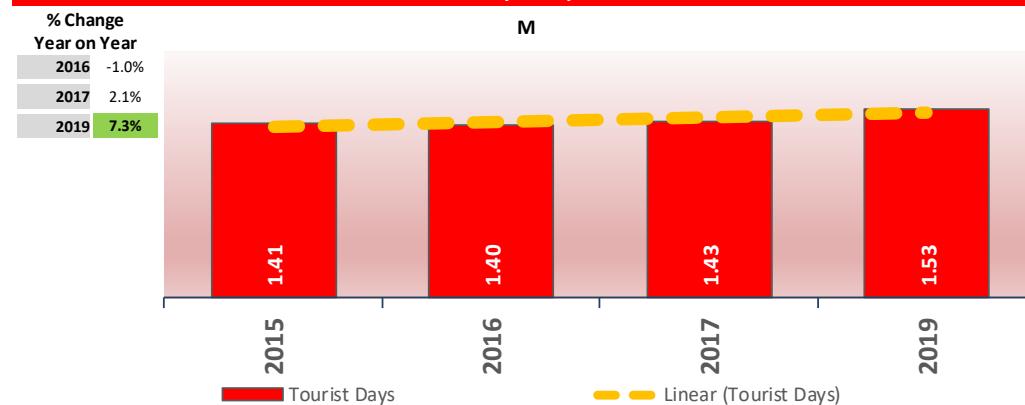
Economic Impact - Indexed - Day Visitor



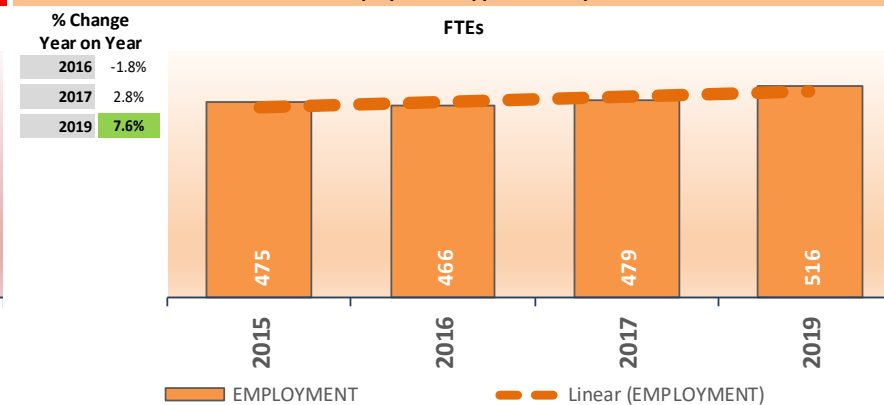
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



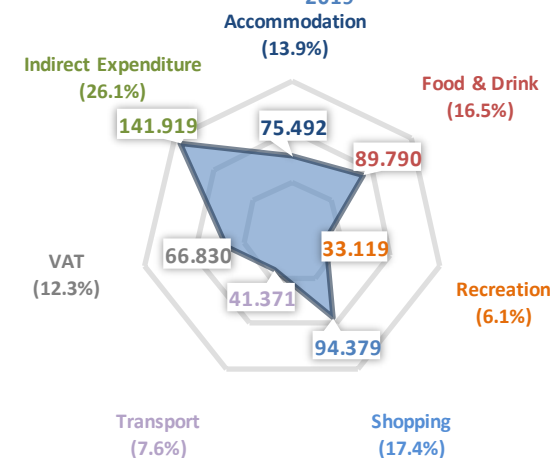
% Change from 2015	2015	2016	2017	2019
Economic Impact - Indexed		-1.0%	1.0%	8.4%
Visitor Numbers		-1.0%	1.1%	8.5%
Visitor Days		-1.0%	1.1%	8.5%
Direct Employment		-1.8%	1.0%	8.6%

"Linear" = Linear Trendline

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

SECTOR / YEAR		2015	2016	2017	2019
Accommodation	£M	69.07	71.07	75.41	75.49
Food & Drink	£M	81.11	81.82	86.45	89.79
Recreation	£M	30.06	30.24	31.86	33.12
Shopping	£M	84.97	86.11	90.81	94.38
Transport	£M	37.04	37.60	39.82	41.37
Direct Revenue	£M	302.26	306.84	324.34	334.15
VAT	£M	60.45	61.37	64.87	66.83
Direct Expenditure	£M	362.71	368.20	389.21	400.98
Indirect Expenditure	£M	127.54	129.70	137.66	141.92
TOTAL	£M	490.25	497.90	526.86	542.90

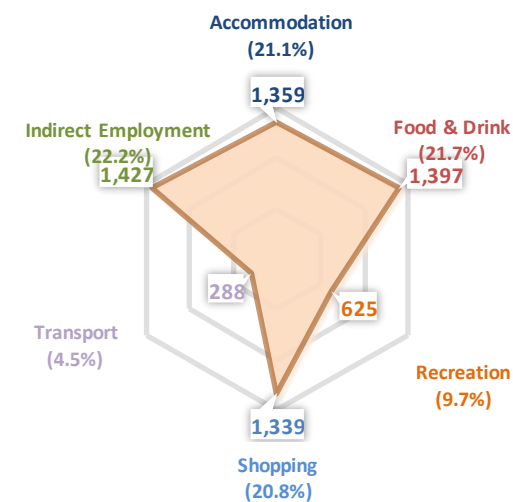
2019 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2015	2016	2017	2019
Accommodation	FTEs	1,428	1,315	1,287	1,359
Food & Drink	FTEs	1,260	1,261	1,342	1,397
Recreation	FTEs	567	565	600	625
Shopping	FTEs	1,203	1,210	1,285	1,339
Transport	FTEs	257	259	276	288
Direct Employment	FTEs	4,715	4,610	4,790	5,008
Indirect Employment	FTEs	1,280	1,291	1,380	1,427
TOTAL	FTEs	5,995	5,901	6,170	6,435

2019 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



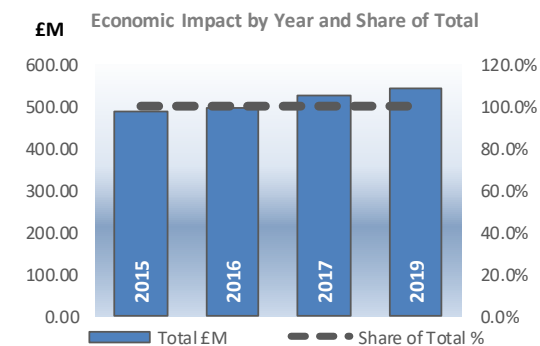
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019 2019 Prices			TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		16.8%	13.2%	2.1%	16.4%	13.4%	6.1%	10.1%	9.7%	10.6%	10.9%	9.4%	20.2%	10.7%	Annual Change	8.9%	11.5%	10.1%	12.4%
% Change 2017 to 2019		7.6%	4.4%	2.8%	8.3%	6.3%	2.3%	1.8%	2.8%	-3.7%	3.6%	6.6%	5.4%	3.0%		4.5%	5.4%	0.5%	4.8%
Average Annual Change		4.2%	3.3%	0.5%	4.1%	3.3%	1.5%	2.5%	2.4%	2.6%	2.7%	2.3%	5.0%	2.7%		2.2%	2.9%	2.5%	3.1%
2015	£M	13.92	16.12	26.33	39.34	54.71	54.54	66.93	80.95	62.74	38.81	20.31	15.55	490.25	1.6%	56.36	148.59	210.62	74.67
2016	£M	14.06	16.12	26.42	39.11	55.35	55.15	68.12	83.78	64.35	39.10	20.38	15.96	497.90		56.59	149.61	216.26	75.44
2017	£M	15.11	17.48	26.15	42.28	58.33	56.56	72.38	86.40	72.08	41.52	20.85	17.73	526.86		58.74	157.17	230.86	80.10
2019	£M	16.26	18.25	26.87	45.79	62.02	57.86	73.70	88.82	69.38	43.02	22.22	18.69	542.90		61.38	165.68	231.90	83.94

ECONOMIC IMPACT - INDEXED TO 2019					TOTAL	
SHARE OF MARKET	2015	2016	2017	2019		
Total	£M	490.25	497.90	526.86	542.90	
All Visitor Types	£M	490.25	497.90	526.86	542.90	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%					
Change in Share from 2015	%					
Avg Ann. Change in Share	%					

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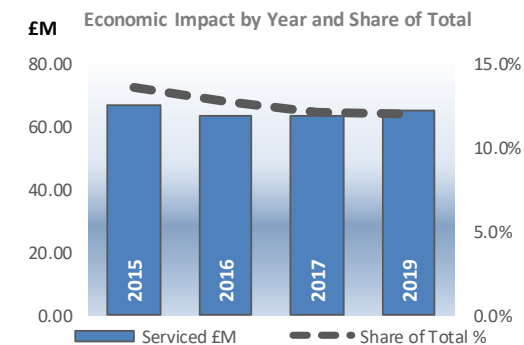
Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019 2019 Prices		SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019	-3.0%	-11.9%	-14.2%	-1.5%	6.2%	-3.3%	-1.9%	-0.4%	-8.9%	-5.4%	-1.7%	11.1%	-2.8%	Annual Change	-10.5%	0.4%	-3.3%	-0.2%
% Change 2017 to 2019	1.1%	0.1%	-0.4%	0.5%	4.1%	2.9%	1.2%	4.2%	-1.9%	4.5%	4.5%	0.1%	2.0%		0.2%	2.6%	1.5%	3.3%
Average Annual Change	-0.8%	-3.0%	-3.6%	-0.4%	1.5%	-0.8%	-0.5%	-0.1%	-2.2%	-1.4%	-0.4%	2.8%	-0.7%		-2.6%	0.1%	-0.8%	-0.1%
2015 £M	2.468	3.311	3.791	5.025	5.603	6.415	8.167	10.76	7.719	5.829	4.530	3.275	66.89			9.570	17.04	26.65
2016 £M	2.177	3.094	3.524	4.668	5.362	6.061	8.126	10.66	7.173	5.265	4.266	3.320	63.69	-4.8%	8.795	16.09	25.96	12.85
2017 £M	2.367	2.917	3.264	4.927	5.717	6.032	7.913	10.29	7.167	5.273	4.261	3.634	63.76	0.1%	8.548	16.68	25.37	13.17
2019 £M	2.393	2.919	3.252	4.951	5.950	6.204	8.010	10.72	7.030	5.512	4.455	3.639	65.03	2.0%	8.564	17.10	25.76	13.61

ECONOMIC IMPACT - INDEXED TO 2019					SERVICED ACCOMMODATION				
SHARE OF MARKET	2015	2016	2017	2019					
Serviced £M	66.89	63.69	63.76	65.03					
All Visitor Types £M	490.25	497.90	526.86	542.90					
Share of Total %	13.6%	12.8%	12.1%	12.0%					
Annual Change in Share		-6.2%	-5.4%	-1.0%					
Change in Share from 2015		-6.2%	-11.3%	-12.2%					
Avg Ann. Change in Share		-6.2%	-5.7%	-3.1%					

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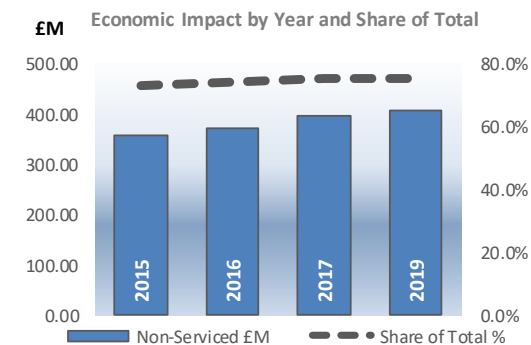
Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 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								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		27.7%	22.7%	0.6%	22.0%	14.6%	5.8%	14.1%	11.8%	13.3%	16.2%	15.3%	27.9%	13.7%	Annual Change	12.0%	13.1%	13.0%	18.2%
% Change 2017 to 2019		9.9%	2.5%	1.2%	10.6%	6.3%	1.4%	1.7%	2.2%	-5.4%	2.9%	8.4%	7.8%	2.6%		3.6%	5.6%	-0.4%	5.2%
Average Annual Change		6.9%	5.7%	0.1%	5.5%	3.6%	1.4%	3.5%	2.9%	3.3%	4.0%	3.8%	7.0%	3.4%		3.0%	3.3%	3.3%	4.5%
2015	£M	7.576	8.729	18.51	28.09	42.19	42.75	51.79	59.50	49.84	28.05	12.96	9.473	359.46		34.82	113.03	161.14	50.48
2016	£M	7.972	8.993	18.55	28.37	42.83	43.21	53.43	62.59	52.33	29.21	13.42	9.842	370.75	3.1%	35.51	114.41	168.36	52.48
2017	£M	8.800	10.45	18.41	31.01	45.46	44.58	58.08	65.05	59.72	31.66	13.79	11.24	398.24	7.4%	37.65	121.05	182.85	56.69
2019	£M	9.671	10.71	18.62	34.28	48.35	45.22	59.09	66.51	56.50	32.59	14.94	12.12	408.59	2.6%	39.00	127.85	182.09	59.65

ECONOMIC IMPACT - INDEXED TO 2019					NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2015	2016	2017	2019		
Non-Serviced £M	359.46	370.75	398.24	408.59		
All Visitor Types £M	490.25	497.90	526.86	542.90		
Share of Total %	73.3%	74.5%	75.6%	75.3%		
Annual Change in Share %		1.6%	1.5%	-0.4%		
Change in Share from 2015 %		1.6%	3.1%	2.6%		
Avg Ann. Change in Share %		1.6%	1.5%	0.7%		

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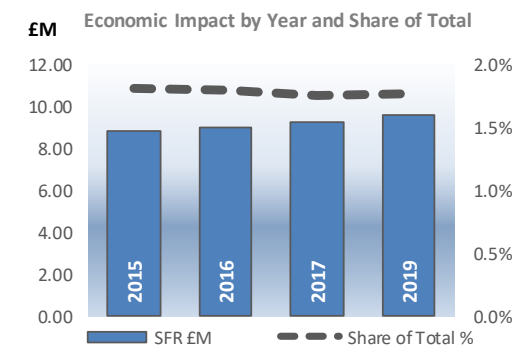
Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019 2019 Prices			SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2015 to 2019	11.5%	8.6%	2.5%	8.8%	7.7%	5.1%	7.5%	6.4%	7.8%	7.1%	9.9%	11.4%		8.4%	9.0%	7.5%	7.1%	10.0%
% Change 2017 to 2019	5.4%	2.5%	2.0%	4.9%	4.1%	2.4%	3.1%	3.0%	0.1%	2.2%	5.8%	4.8%		3.7%	4.1%	4.1%	2.4%	4.3%
Average Annual Change	2.9%	2.1%	0.6%	2.2%	1.9%	1.3%	1.9%	1.6%	2.0%	1.8%	2.5%	2.9%		2.1%	2.2%	1.9%	1.8%	2.5%
2015 £M	1.333	0.429	0.498	1.042	0.712	0.561	0.859	0.916	0.515	0.494	0.421	1.099		8.880	2.260	2.315	2.290	2.015
2016 £M	1.354	0.434	0.499	1.046	0.716	0.566	0.869	0.930	0.524	0.500	0.426	1.116	8.980	1.1%	2.286	2.328	2.322	2.043
2017 £M	1.410	0.455	0.501	1.081	0.736	0.576	0.896	0.946	0.554	0.518	0.438	1.169	9.280	3.3%	2.366	2.393	2.396	2.125
2019 £M	1.486	0.466	0.510	1.134	0.766	0.590	0.924	0.975	0.555	0.529	0.463	1.225	9.623	3.7%	2.463	2.490	2.453	2.217

ECONOMIC IMPACT - INDEXED TO 2019						SFR	
SHARE OF MARKET	2015	2016	2017	2019			
SFR £M	8.880	8.980	9.280	9.623			
All Visitor Types £M	490.25	497.90	526.86	542.90			
Share of Total %	1.8%	1.8%	1.8%	1.8%			
Annual Change in Share		-0.4%	-2.3%	0.6%			
Change in Share from 2015		-0.4%	-2.8%	-2.1%			
Avg Ann. Change in Share		-0.4%	-1.4%	-0.5%			

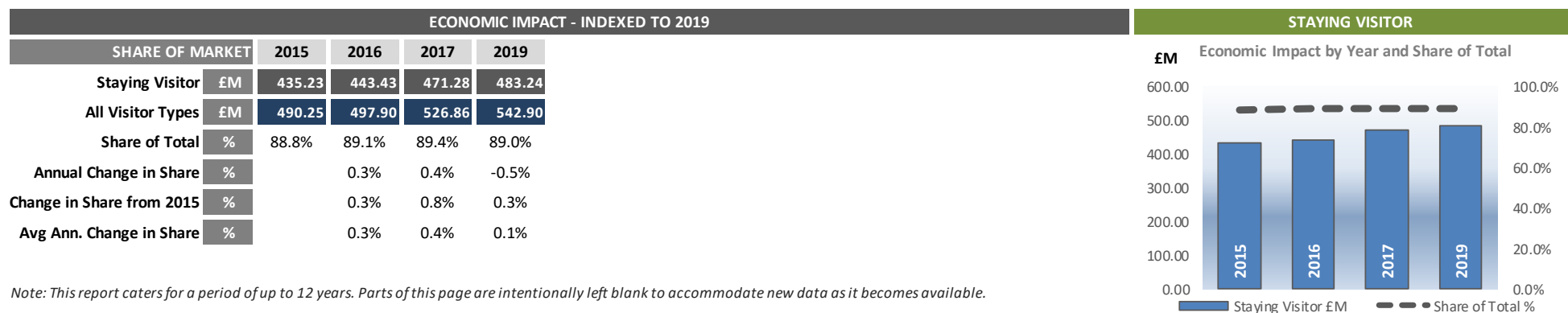
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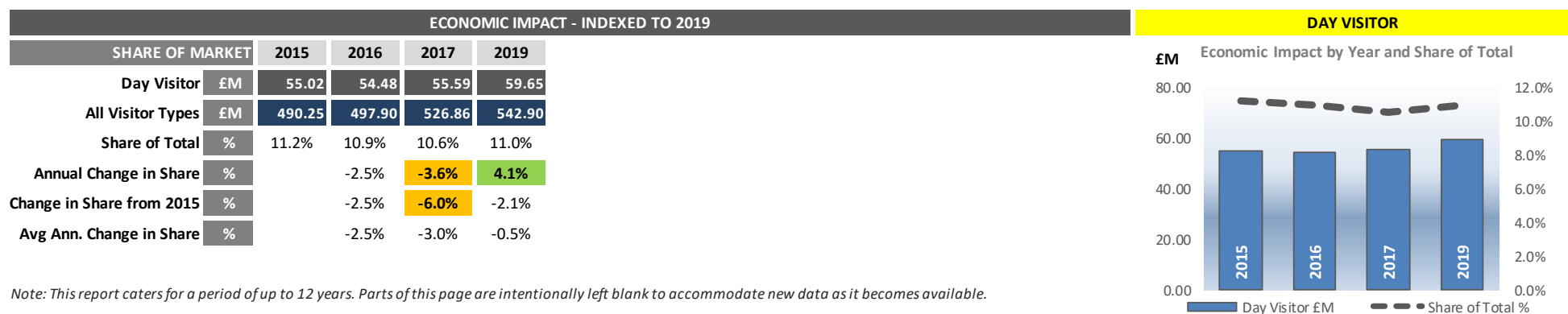


Report Prepared by: David C. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019 2019 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2019		19.1%	13.0%	-1.8%	18.2%	13.5%	4.6%	11.9%	9.9%	10.3%	12.4%	10.9%	22.6%	11.0%	Annual Change	7.2%	11.4%	10.6%	14.1%
% Change 2017 to 2019		7.7%	2.0%	1.0%	9.0%	6.1%	1.6%	1.7%	2.5%	-5.0%	3.1%	7.4%	5.9%	2.5%		3.0%	5.2%	-0.1%	4.8%
Average Annual Change		4.8%	3.3%	-0.5%	4.5%	3.4%	1.1%	3.0%	2.5%	2.6%	3.1%	2.7%	5.7%	2.8%		1.8%	2.8%	2.7%	3.5%
2015	£M	11.38	12.47	22.80	34.16	48.50	49.73	60.81	71.18	58.08	34.37	17.91	13.85	435.23		1.9%	46.65	132.39	190.07
2016	£M	11.50	12.52	22.57	34.08	48.91	49.84	62.43	74.18	60.03	34.97	18.12	14.28	443.43	1.9%	46.59	132.83	196.64	67.37
2017	£M	12.58	13.82	22.17	37.01	51.92	51.19	66.89	76.28	67.44	37.45	18.48	16.04	471.28	6.3%	48.57	140.12	210.61	71.98
2019	£M	13.55	14.09	22.39	40.36	55.06	52.01	68.03	78.20	64.08	38.63	19.86	16.98	483.24	2.5%	50.03	147.44	210.30	75.47



STEAM FINAL TREND REPORT FOR 2015-2019 EAST LINDSEY - COASTAL STRIP											2015 to 2019 2019 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2019 / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2015 to 2019		6.6%	13.9%	27.3%	4.6%	12.2%	21.5%	-7.2%	8.8%	13.6%	-1.0%	-1.7%	0.3%			8.4%	16.8%	12.5%	5.1%	-1.0%
% Change 2017 to 2019		7.2%	13.5%	12.7%	3.0%	8.6%	8.9%	3.4%	5.0%	14.1%	8.1%	0.1%	1.0%			7.3%	11.6%	7.0%	6.7%	4.3%
Average Annual Change		1.7%	3.5%	6.8%	1.2%	3.0%	5.4%	-1.8%	2.2%	3.4%	-0.3%	-0.4%	0.1%			2.1%	4.2%	3.1%	1.3%	-0.2%
2015	£M	2.542	3.649	3.524	5.189	6.204	4.812	6.118	9.769	4.664	4.439	2.406	1.705	55.02	-1.0%	9.714	16.21	20.55	8.550	
2016	£M	2.553	3.595	3.850	5.029	6.438	5.314	5.697	9.603	4.323	4.125	2.262	1.685	54.48		9.998	16.78	19.62	8.072	
2017	£M	2.529	3.662	3.979	5.269	6.411	5.368	5.490	10.12	4.642	4.063	2.362	1.693	55.59		2.0%	10.17	17.05	20.25	8.117
2019	£M	2.710	4.155	4.485	5.429	6.960	5.846	5.677	10.63	5.298	4.394	2.364	1.710	59.65	7.3%	11.35	18.24	21.60	8.467	



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