



## STEAM FINAL TREND REPORT FOR 2014-2019

Final

### THE LINCOLNSHIRE WOLDS

*DEVELOPMENT PLAN AREA*

**Global Tourism Solutions (UK) Ltd**

Laneside House

Hackthorpe

Penrith


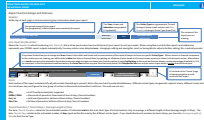











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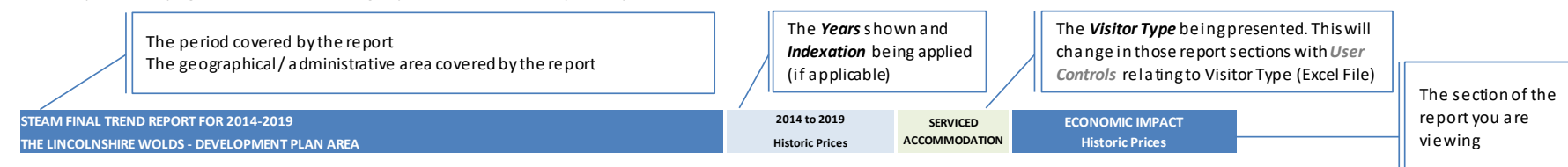
<b>REPORT SECTIONS</b>  <b>Page</b>	<b>USER GUIDE</b>  <b>3</b>	<b>COMPARATIVE HEADLINES</b>  <b>4</b>	<b>KEY MEASURES</b>  <b>5-11</b>
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<b>UNINDEXED ECONOMIC IMPACT</b>  <b>16-22</b>	<b>VISITOR NUMBERS</b>  <b>23-29</b>	<b>VISITOR DAYS</b>  <b>30-36</b>	<b>DIRECT AND TOTAL EMPLOYMENT</b>  <b>37-43</b>
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## Report Section Design and Features

### Headers

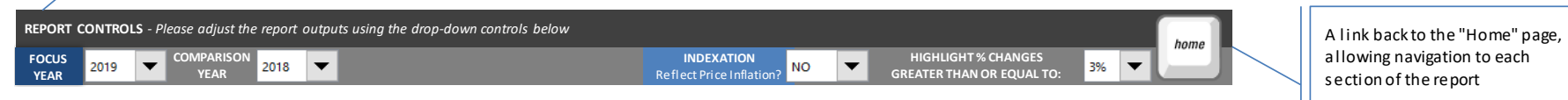
At the top of each page is a band containing key information about your report



### 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:

<b>FTEs</b>	= Full Time Equivalent jobs supported
<b>£000s / 000s</b>	= thousands of pounds or thousands of tourist days / tourist numbers
<b>£m / m</b>	= millions of pounds or millions of tourist days / tourist numbers
<b>£bn / bn</b>	= 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 2014-2019

## THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA

Comparing 2019 and 2018

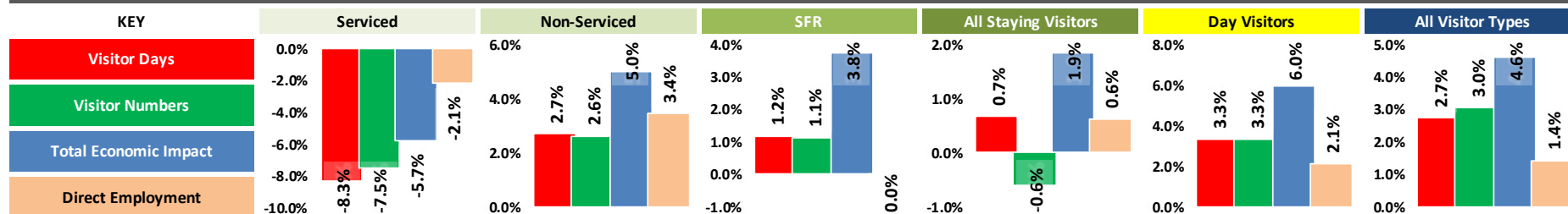
All £'s Historic Prices

### COMPARATIVE HEADLINES

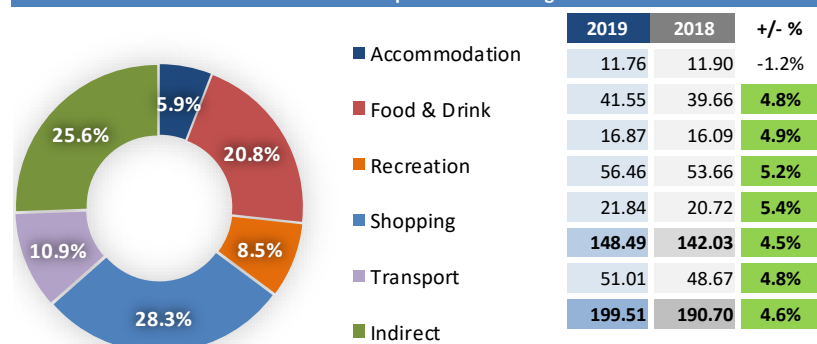
#### KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - IN HISTORIC PRICES

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					
		Serviced			Non-Serviced																	
Less than 3% change																						
A Fall of 3% or more		2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %			
Visitor Days	M	0.127	0.139	-8.3%	0.556	0.541	2.7%	0.303	0.299	1.2%	0.985	0.979	0.7%	3.483	3.371	3.3%	4.469	4.349	2.7%			
Visitor Numbers	M	0.063	0.068	-7.5%	0.078	0.076	2.6%	0.128	0.126	1.1%	0.269	0.270	-0.6%	3.483	3.371	3.3%	3.752	3.641	3.0%			
Direct Expenditure	£M																			148.49	142.03	4.5%
Economic Impact	£M	15.64	16.59	-5.7%	32.80	31.24	5.0%	15.55	14.98	3.8%	63.99	62.82	1.9%	135.52	127.89	6.0%	199.51	190.70	4.6%			
Direct Employment	FTEs	391	400	-2.1%	436	421	3.4%	136	136	0.0%	964	958	0.6%	1,172	1,148	2.1%	2,136	2,105	1.4%			
Total Employment	FTEs																2,648	2,613	1.4%			

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

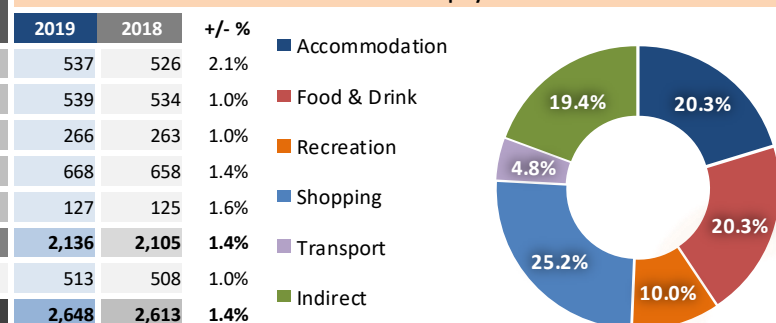


#### Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2019	2018	+/- %
Accommodation	537	526	2.1%
Food & Drink	539	534	1.0%
Recreation	266	263	1.0%
Shopping	668	658	1.4%
Transport	127	125	1.6%
TOTAL DIRECT	2,136	2,105	1.4%
Indirect	513	508	1.0%
TOTAL	2,648	2,613	1.4%

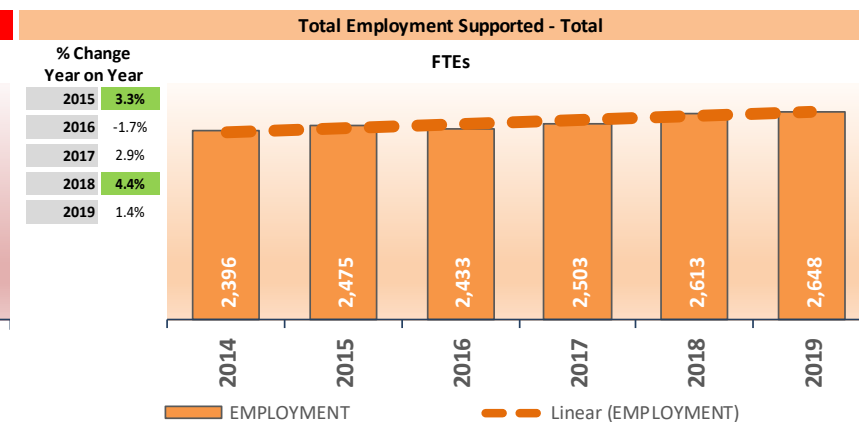
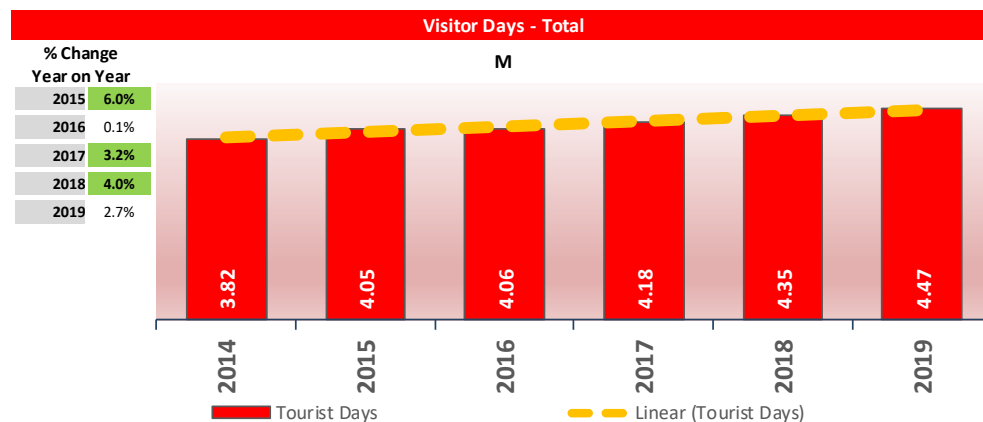
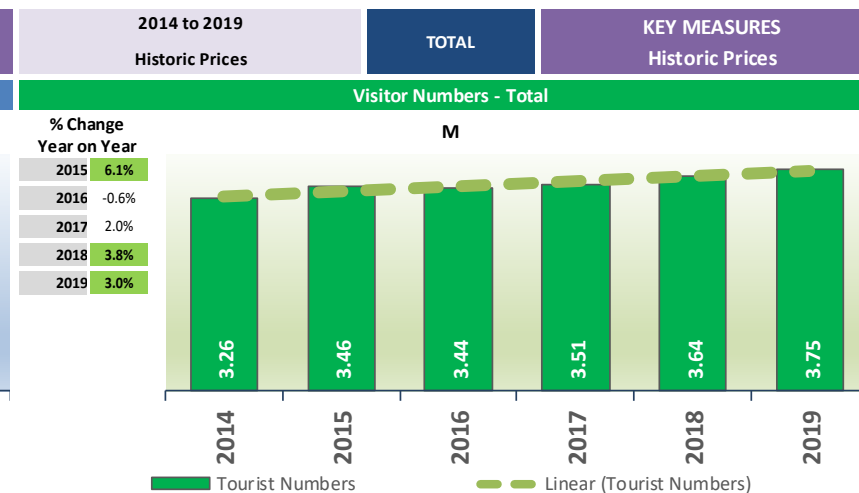
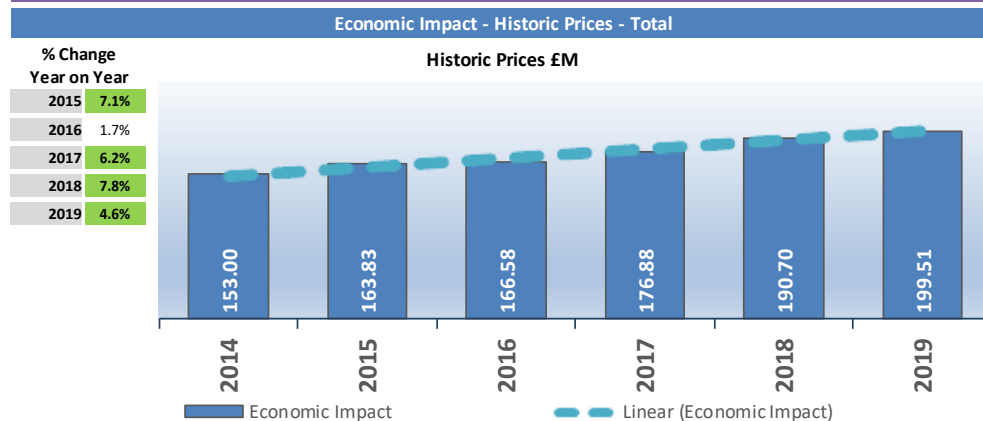
#### Sectoral Distribution of Employment - FTEs



## Unindexed Key Measures by Year and Visitor Type for the Period 2014 to 2019

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

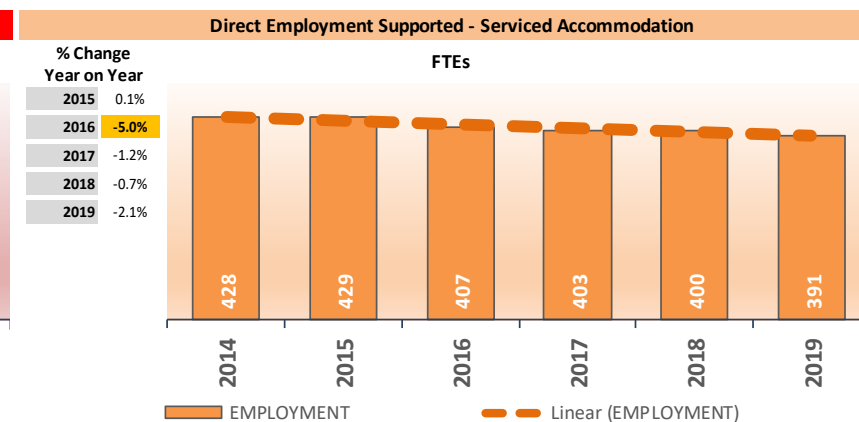
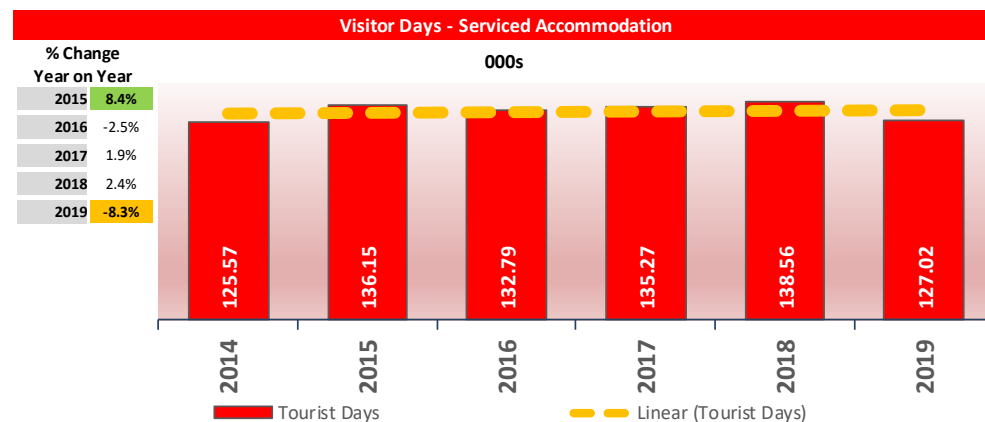
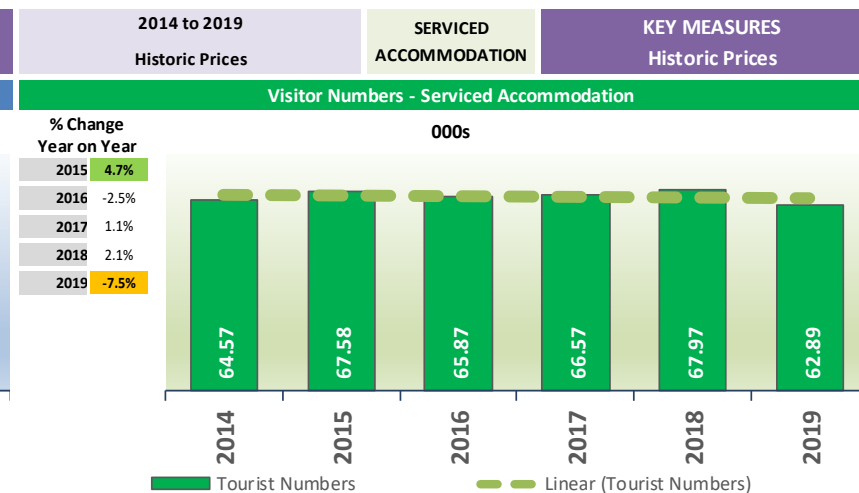
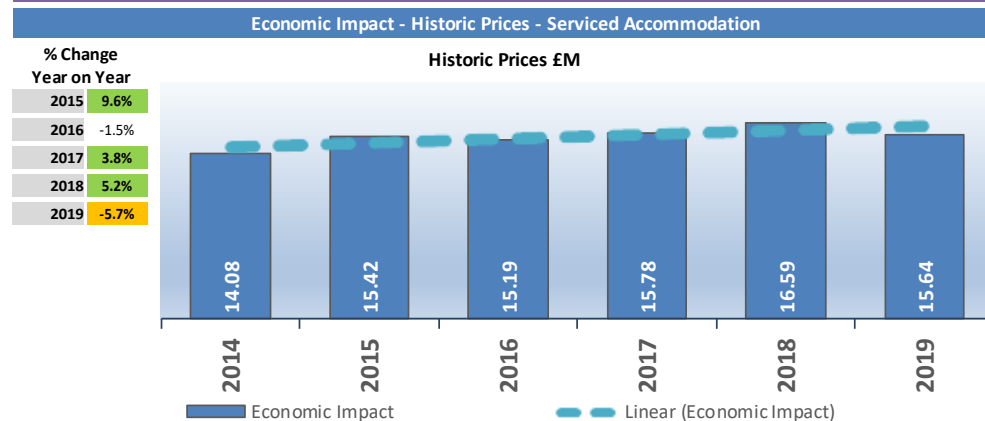
**STEAM FINAL TREND REPORT FOR 2014-2019**  
**THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA**



% Change from 2014	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		7.1%	8.9%	15.6%	24.6%	30.4%
Visitor Numbers		6.1%	5.4%	7.5%	11.7%	15.1%
Visitor Days		6.0%	6.0%	9.4%	13.7%	16.8%
Total Employment		3.3%	1.5%	4.4%	9.0%	10.5%

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2014-2019**  
**THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA**



% Change from 2014	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		9.6%	7.9%	12.1%	17.9%	11.1%
Visitor Numbers		4.7%	2.0%	3.1%	5.3%	-2.6%
Visitor Days		8.4%	5.7%	7.7%	10.3%	1.2%
Direct Employment		0.1%	-4.9%	-6.0%	-6.7%	-8.6%

"Linear" = Linear Trendline

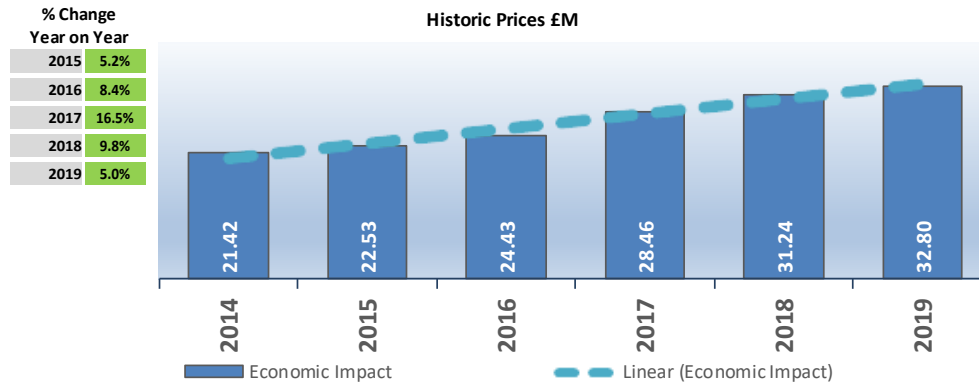
**STEAM FINAL TREND REPORT FOR 2014-2019**  
**THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA**

2014 to 2019  
 Historic Prices

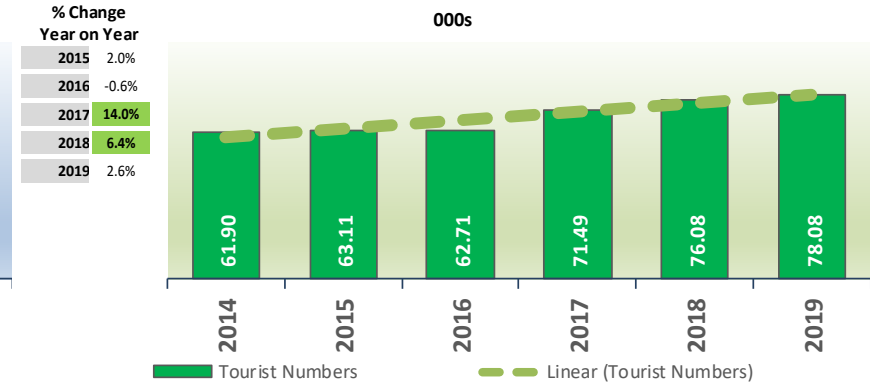
NON-SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

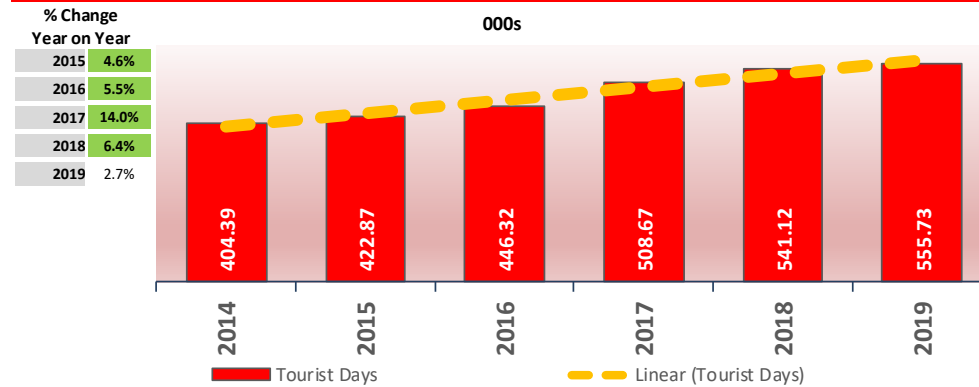
**Economic Impact - Historic Prices - Non-Serviced Accommodation**



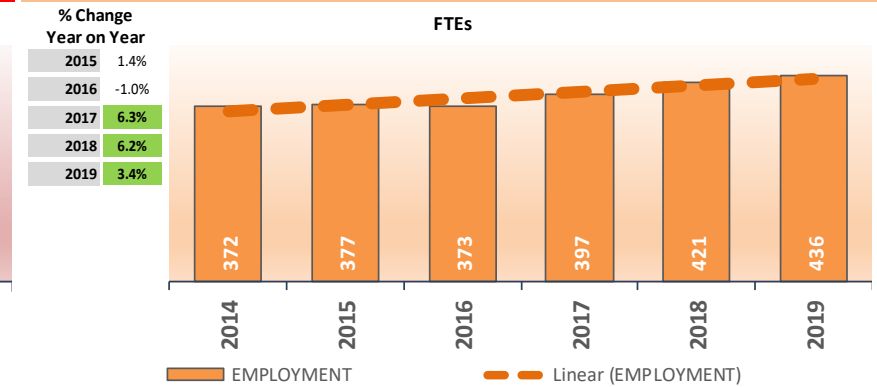
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



**Direct Employment Supported - Non-Serviced Accommodation**

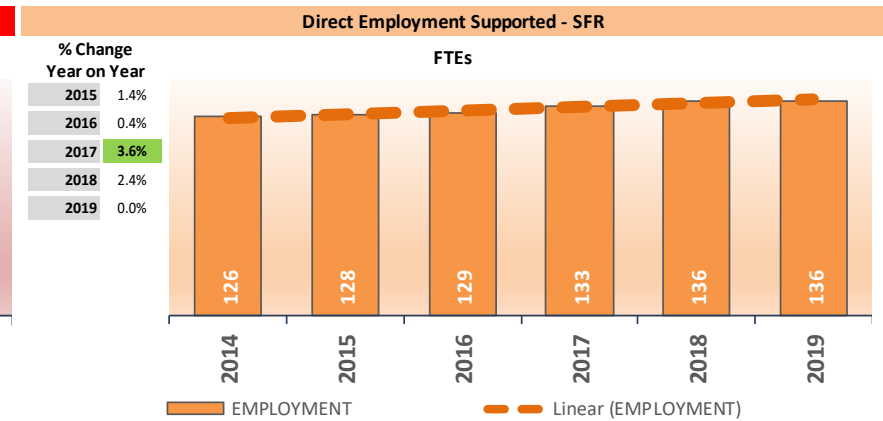
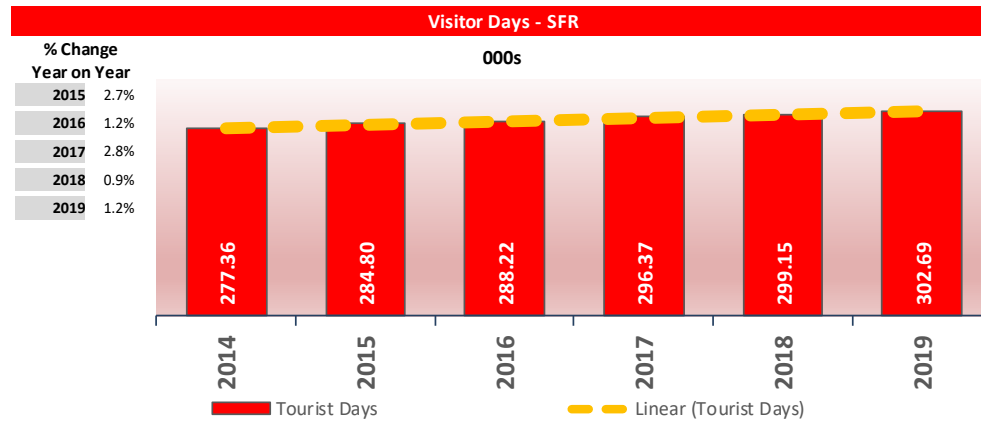
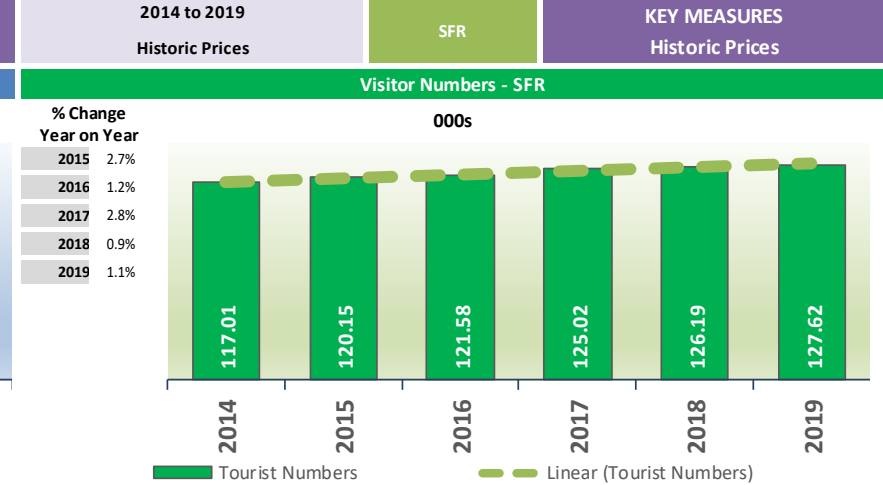
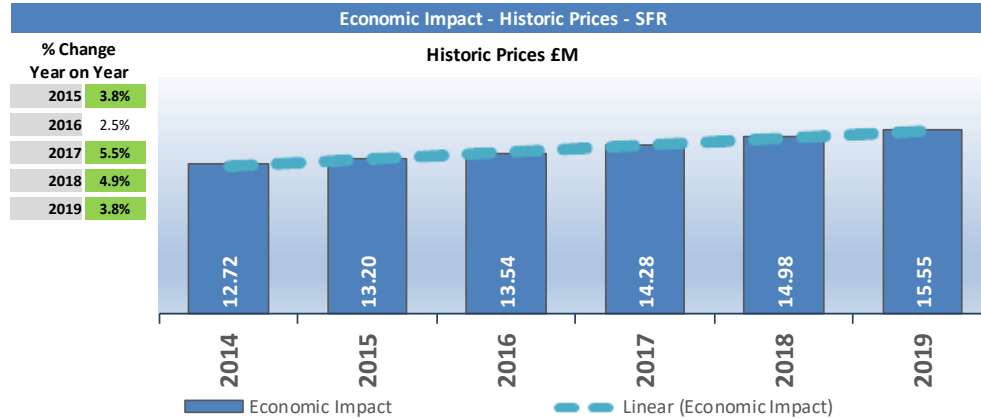


% Change from 2014	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		5.2%	14.1%	32.9%	45.9%	53.1%
Visitor Numbers		2.0%	1.3%	15.5%	22.9%	26.1%
Visitor Days		4.6%	10.4%	25.8%	33.8%	37.4%
Direct Employment		1.4%	0.4%	6.7%	13.4%	17.3%

"Linear" = Linear Trendline



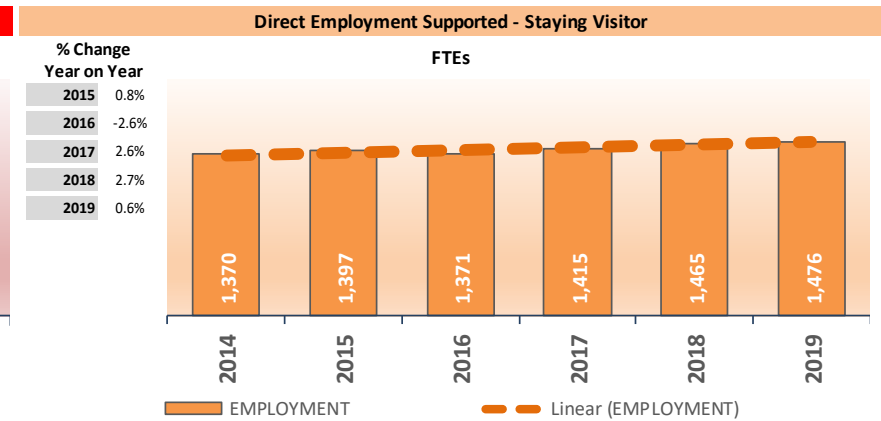
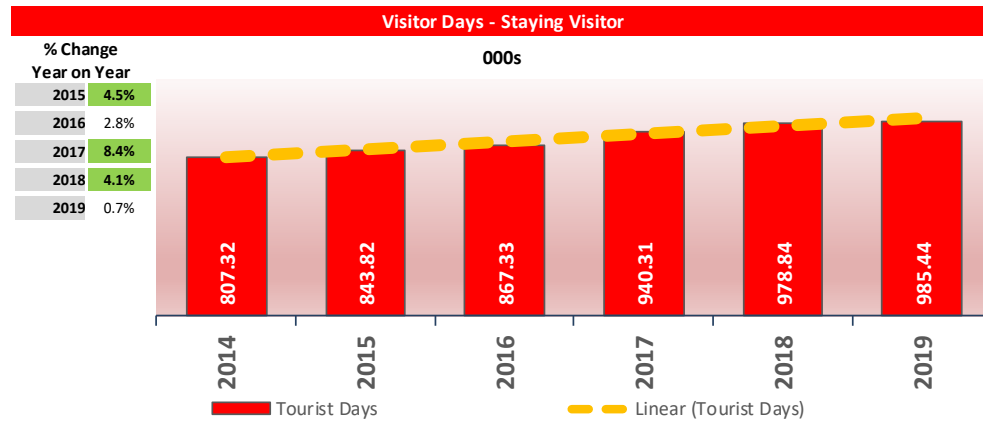
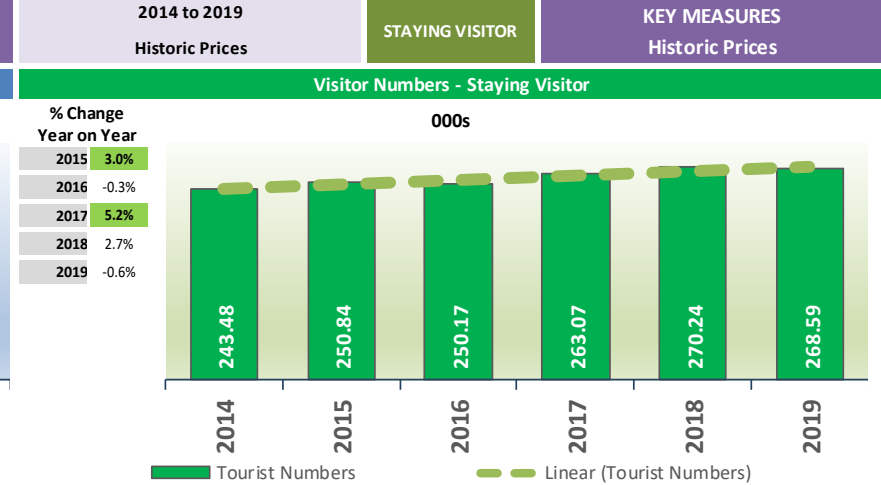
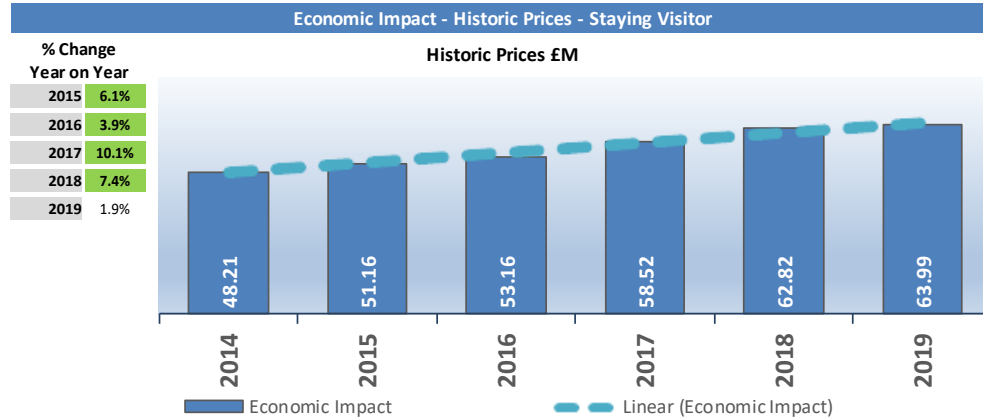
**STEAM FINAL TREND REPORT FOR 2014-2019**  
**THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA**



% Change from 2014	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		3.8%	6.5%	12.3%	17.8%	22.3%
Visitor Numbers		2.7%	3.9%	6.8%	7.8%	9.1%
Visitor Days		2.7%	3.9%	6.9%	7.9%	9.1%
Direct Employment		1.4%	1.8%	5.4%	8.0%	8.0%

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2014-2019**  
**THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA**



% Change from 2014	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		6.1%	10.3%	21.4%	30.3%	32.7%
Visitor Numbers		3.0%	2.7%	8.0%	11.0%	10.3%
Visitor Days		4.5%	7.4%	16.5%	21.2%	22.1%
Direct Employment		2.0%	0.1%	3.3%	7.0%	7.8%

"Linear" = Linear Trendline

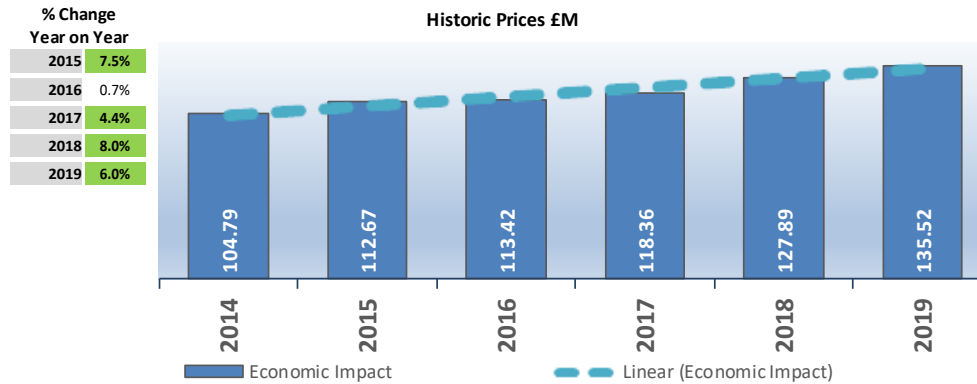
**STEAM FINAL TREND REPORT FOR 2014-2019**  
**THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA**

2014 to 2019  
 Historic Prices

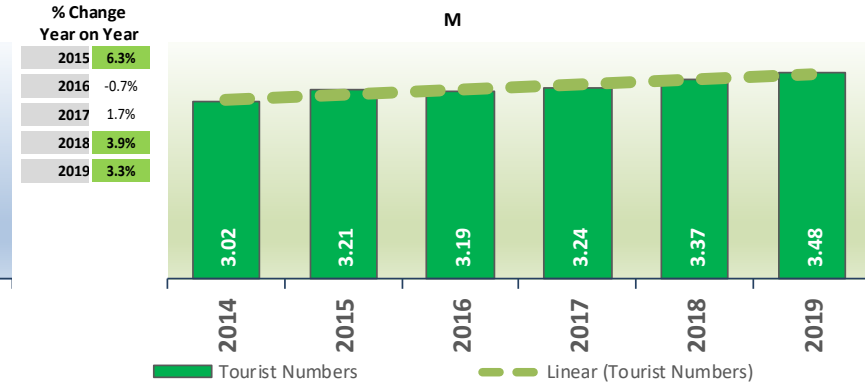
**DAY VISITOR**

**KEY MEASURES**  
 Historic Prices

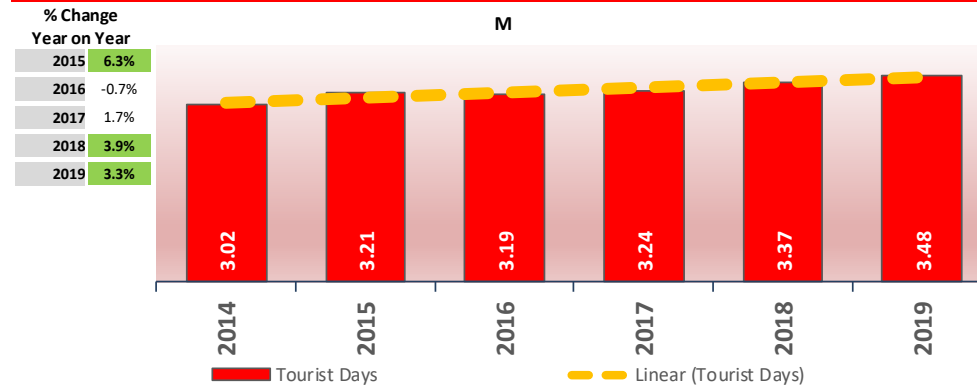
**Economic Impact - Historic Prices - Day Visitor**



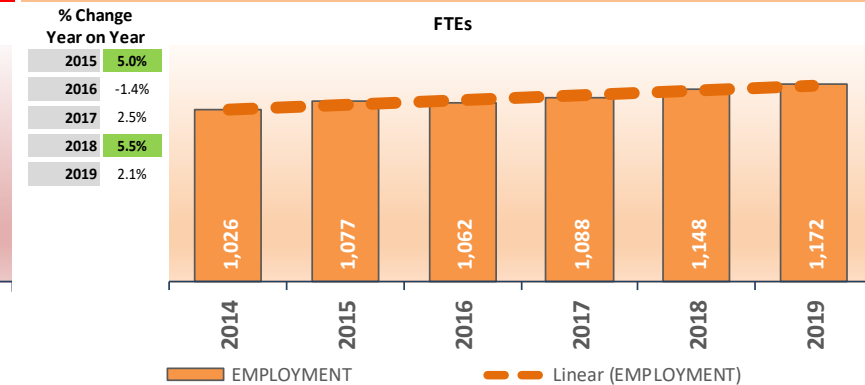
**Visitor Numbers - Day Visitor**



**Visitor Days - Day Visitor**



**Direct Employment Supported - Day Visitor**



% Change from 2014	2014	2015	2016	2017	2018	2019
Economic Impact - Historic Prices		7.5%	8.2%	12.9%	22.0%	29.3%
Visitor Numbers		6.3%	5.6%	7.5%	11.7%	15.4%
Visitor Days		6.3%	5.6%	7.5%	11.7%	15.4%
Direct Employment		5.0%	3.5%	6.0%	11.8%	14.2%

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2014 to 2019

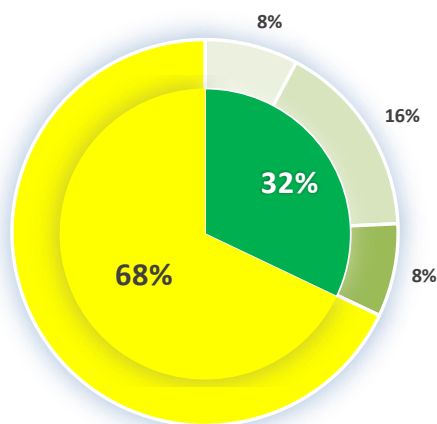
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

STEAM FINAL TREND REPORT FOR 2014-2019  
THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA

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

**TOTAL**  
**£199.51m**

	£M
Serviced	15.64
Non-Serviced	32.80
SFR	15.55
Staying Visitor	63.99
Day Visitor	135.52
<b>Total</b>	<b>199.51</b>



2019  
Historic Prices

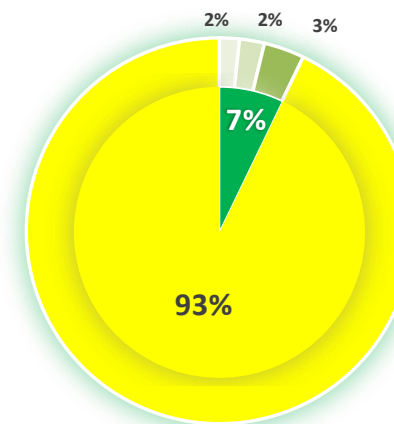
TOTAL

DISTRIBUTION BY VISITOR TYPE  
Historic Prices

Visitor Numbers - 2019 - M - Share of Total

**TOTAL**  
**3.75m**

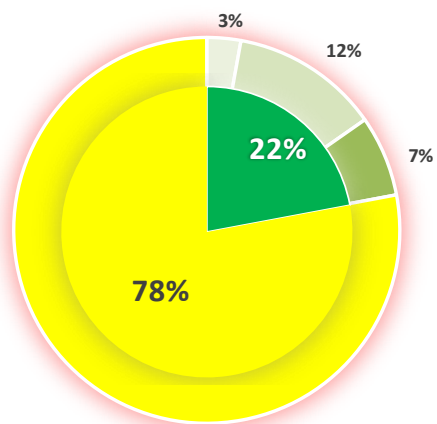
	M
Serviced	0.06
Non-Serviced	0.08
SFR	0.13
Staying Visitor	0.27
Day Visitor	3.48
<b>Total</b>	<b>3.75</b>



Visitor Days - 2019 - M - Share of Total

**TOTAL**  
**4.47m**

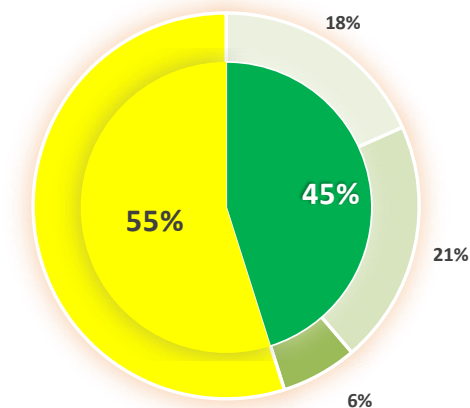
	M
Serviced	0.13
Non-Serviced	0.56
SFR	0.30
Staying Visitor	0.99
Day Visitor	3.48
<b>Total</b>	<b>4.47</b>



Direct Employment Supported - 2019 - FTEs - Share of Total

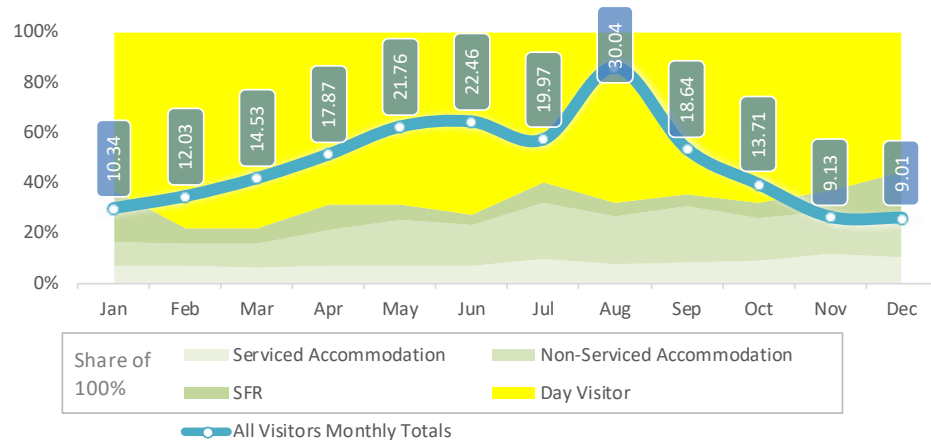
**TOTAL**  
**2,136 Direct FTEs**  
**2,648 Total FTEs**

	FTEs
Serviced	391
Non-Serviced	436
SFR	136
Staying Visitor	964
Day Visitor	1,172
<b>Total</b>	<b>2,136</b>



**STEAM FINAL TREND REPORT FOR 2014-2019**  
**THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA**

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



**2019**

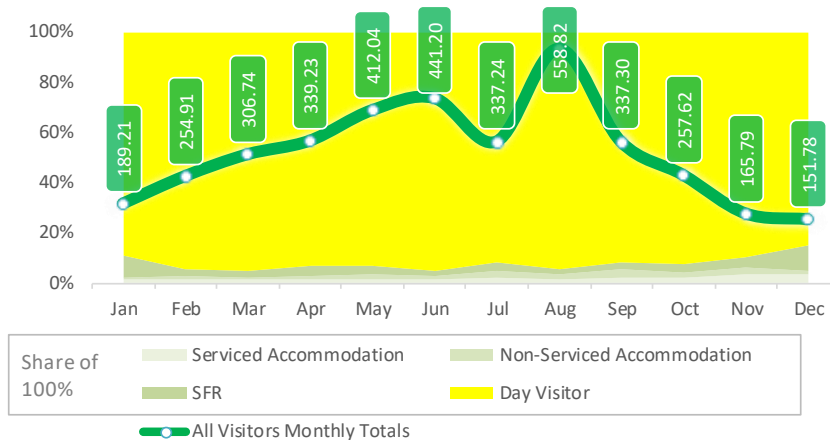
Historic Prices

**TOTAL**

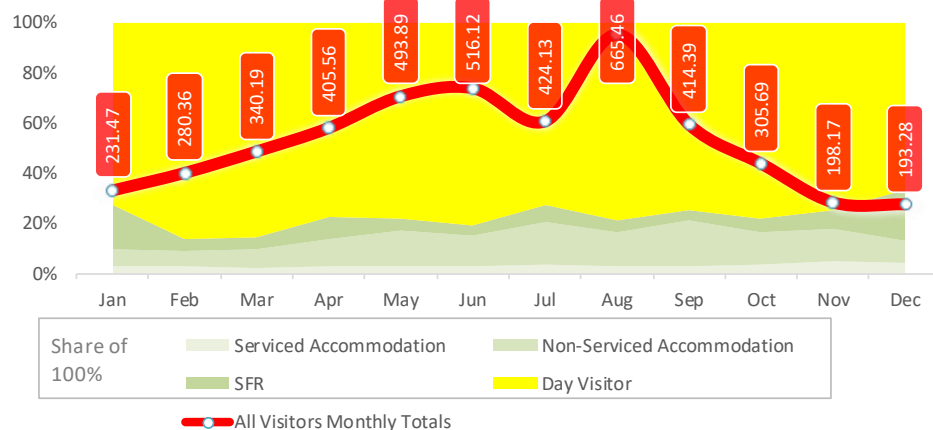
**DISTRIBUTION BY MONTH**

Historic Prices

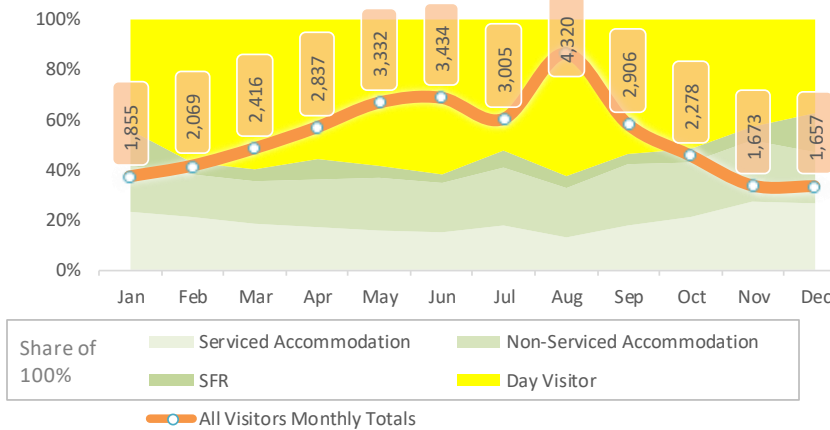
**Visitor Numbers - 2019 - 000s - Distribution of Impact by Month**



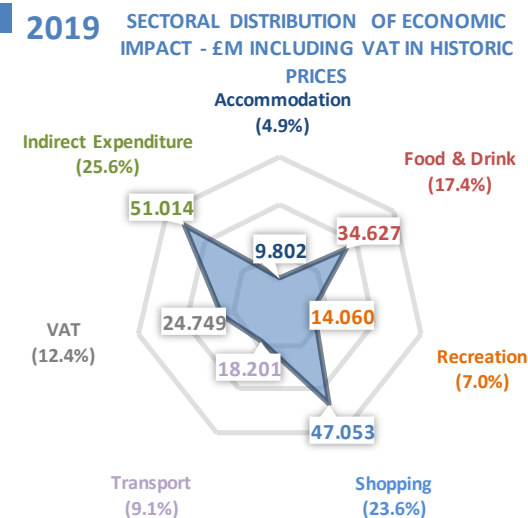
**Visitor Days - 2019 - 000s - Distribution of Impact by Month**



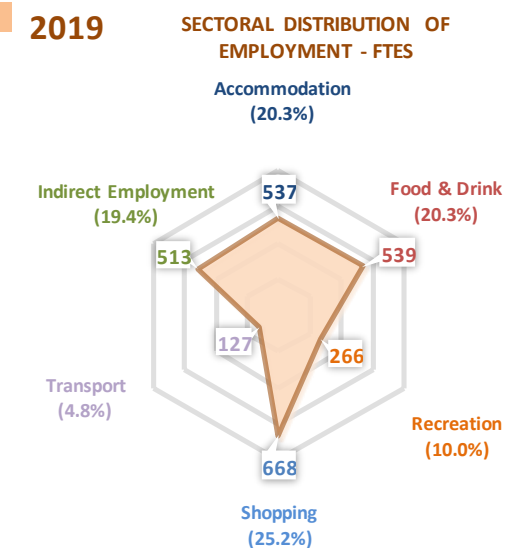
**Direct Employment Supported - 2019 - FTEs - Distribution of Impact by Month**



STEAM FINAL TREND REPORT FOR 2014-2019							2014 to 2019	TOTAL	SECTORAL ANALYSIS
THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA							Historic Prices		Historic Prices
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES									
SECTOR / YEAR		2014	2015	2016	2017	2018	2019		
Accommodation	£M	7.772	8.323	8.706	9.412	9.919	9.802		
Food & Drink	£M	26.55	28.42	28.83	30.60	33.05	34.63		
Recreation	£M	10.75	11.52	11.67	12.40	13.41	14.06		
Shopping	£M	36.14	38.74	39.25	41.42	44.72	47.05		
Transport	£M	13.82	14.78	15.00	15.97	17.27	18.20		
Direct Revenue	£M	95.03	101.78	103.46	109.81	118.36	123.74		
VAT	£M	19.01	20.36	20.69	21.96	23.67	24.75		
Direct Expenditure	£M	114.04	122.14	124.15	131.77	142.03	148.49		
Indirect Expenditure	£M	38.96	41.69	42.44	45.10	48.67	51.01		
TOTAL	£M	153.00	163.83	166.58	176.88	190.70	199.51		



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES							
SECTOR / YEAR		2014	2015	2016	2017	2018	2019
Accommodation	FTEs	565	560	531	523	526	537
Food & Drink	FTEs	468	489	486	506	534	539
Recreation	FTEs	230	241	239	249	263	266
Shopping	FTEs	581	608	603	625	658	668
Transport	FTEs	109	114	113	118	125	127
Direct Employment	FTEs	1,953	2,011	1,971	2,021	2,105	2,136
Indirect Employment	FTEs	444	464	462	482	508	513
TOTAL	FTEs	2,396	2,475	2,433	2,503	2,613	2,648



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: ALISON TIPLER. Date of Issue: 10/12/20

## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2014 to 2019

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

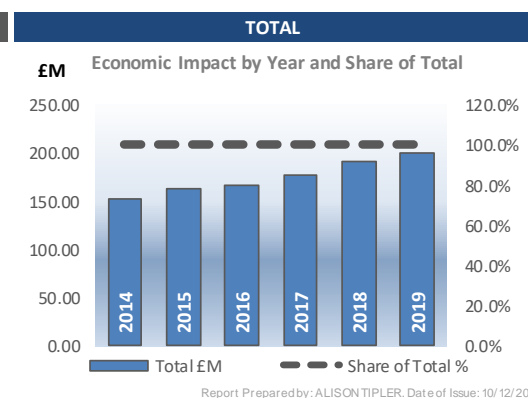


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		TOTAL																			
An increase of 3% or more		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	Annual Change		Q1	Q2	Q3	Q4		
% Change 2014 to 2019		40.5%	44.3%	38.6%	23.7%	30.6%	37.7%	13.0%	34.3%	33.9%	27.6%	18.4%	29.0%			30.4%	40.9%	30.9%	27.2%	25.2%	
% Change 2018 to 2019		5.9%	7.3%	8.0%	5.6%	3.5%	5.6%	4.4%	3.0%	4.5%	4.1%	1.3%	3.1%			4.6%	7.2%	4.8%	3.8%	3.0%	
Average Annual Change		8.1%	8.9%	7.7%	4.7%	6.1%	7.5%	2.6%	6.9%	6.8%	5.5%	3.7%	5.8%			6.1%	8.2%	6.2%	5.4%	5.0%	
2014	£M	7.362	8.336	10.49	14.45	16.66	16.31	17.68	22.36	13.92	10.74	7.711	6.985			153.00		26.18	47.42	53.96	25.44
2015	£M	8.732	9.683	11.02	14.90	16.97	17.02	17.99	24.70	14.84	12.22	8.033	7.717	163.83	7.1%	29.43	48.90	57.53	27.96		
2016	£M	8.893	9.724	11.92	14.83	17.76	18.60	17.64	25.06	14.51	11.82	7.895	7.928	166.58	1.7%	30.54	51.19	57.21	27.64		
2017	£M	9.192	10.25	12.49	16.17	18.91	19.65	18.12	26.90	16.21	12.17	8.460	8.354	176.88	6.2%	31.94	54.72	61.23	28.98		
2018	£M	9.766	11.21	13.45	16.92	21.03	21.26	19.12	29.17	17.84	13.17	9.013	8.744	190.70	7.8%	34.43	59.22	66.13	30.93		
2019	£M	10.34	12.03	14.53	17.87	21.76	22.46	19.97	30.04	18.64	13.71	9.132	9.013	199.51	4.6%	36.91	62.09	68.65	31.86		

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Total	£M	153.00	163.83	166.58	176.88	190.70	199.51
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2014	%						
Avg Ann. Change in Share	%						

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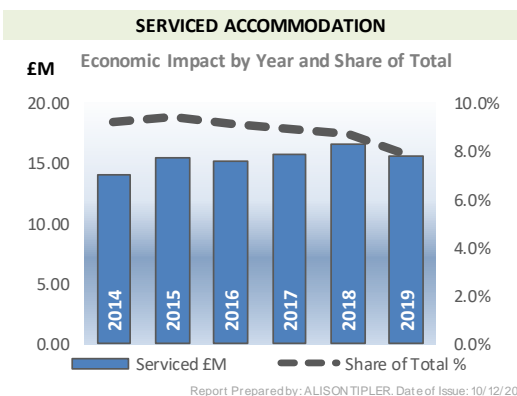


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
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 2014 to 2019		23.7%	11.0%	4.5%	25.7%	45.8%	31.8%	4.8%	0.7%	-9.6%	14.1%	-5.0%	22.5%			11.1%	11.8%	34.6%	-1.1%	8.9%
% Change 2018 to 2019		-6.3%	-6.6%	-6.1%	-6.8%	-5.5%	-5.3%	-3.6%	-4.5%	-7.6%	-5.2%	-5.1%	-9.4%			-5.7%	-6.3%	-5.8%	-5.1%	-6.4%
Average Annual Change		4.7%	2.2%	0.9%	5.1%	9.2%	6.4%	1.0%	0.1%	-1.9%	2.8%	-1.0%	4.5%			2.2%	2.4%	6.9%	-0.2%	1.8%
2014	£M	0.588	0.763	0.871	0.951	1.043	1.164	1.757	2.290	1.680	1.076	1.134	0.759			14.08	2.222	3.159	5.727	2.968
2015	£M	0.759	0.885	0.982	1.061	1.221	1.431	1.906	2.412	1.648	1.260	1.027	0.831	15.42	9.6%	2.626	3.713	5.966	3.119	
2016	£M	0.711	0.859	0.962	1.032	1.200	1.380	1.937	2.440	1.603	1.169	1.009	0.892	15.19	-1.5%	2.532	3.612	5.980	3.070	
2017	£M	0.742	0.867	0.943	1.236	1.501	1.529	1.853	2.244	1.604	1.220	1.071	0.966	15.78	3.8%	2.552	4.266	5.701	3.257	
2018	£M	0.777	0.907	0.969	1.283	1.609	1.621	1.910	2.415	1.645	1.295	1.135	1.026	16.59	5.2%	2.653	4.513	5.969	3.456	
2019	£M	0.728	0.847	0.910	1.196	1.521	1.535	1.842	2.305	1.519	1.228	1.077	0.929	15.64	-5.7%	2.485	4.251	5.666	3.234	

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Serviced	£M	14.08	15.42	15.19	15.78	16.59	15.64
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51
Share of Total	%	9.2%	9.4%	9.1%	8.9%	8.7%	7.8%
Annual Change in Share	%		2.3%	-3.1%	-2.2%	-2.5%	-9.9%
Change in Share from 2014	%		2.3%	-0.9%	-3.1%	-5.4%	-14.8%
Avg Ann. Change in Share	%		2.3%	-0.4%	-1.0%	-1.4%	-3.0%

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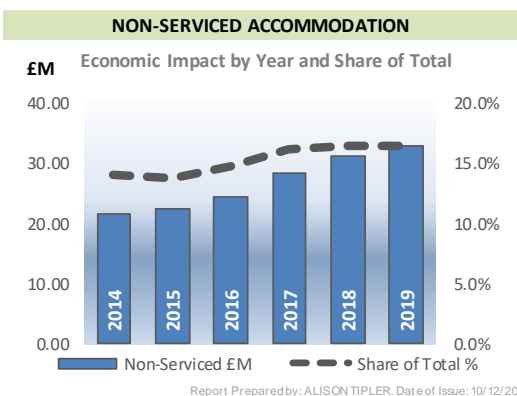


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
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	Annual Change		Q1	Q2	Q3	Q4	
% Change 2014 to 2019		67.3%	57.6%	29.1%	61.2%	60.4%	46.0%	55.4%	51.8%	54.9%	45.9%	54.6%	62.0%			53.1%	46.7%	55.1%	53.8%	51.8%
% Change 2018 to 2019		9.9%	3.3%	2.5%	13.4%	7.0%	3.2%	7.6%	2.8%	0.8%	1.1%	8.1%	8.2%			5.0%	4.7%	7.1%	3.7%	4.7%
Average Annual Change		13.5%	11.5%	5.8%	12.2%	12.1%	9.2%	11.1%	10.4%	11.0%	9.2%	10.9%	12.4%			10.6%	9.3%	11.0%	10.8%	10.4%
2014	£M	0.573	0.656	1.083	1.590	2.474	2.497	2.950	3.705	2.667	1.572	0.992	0.659			21.42	2.312	6.561	9.323	3.224
2015	£M	0.606	0.693	1.180	1.682	2.605	2.610	3.073	3.867	2.802	1.667	1.051	0.696	22.53	5.2%	2.479	6.897	9.741	3.413	
2016	£M	0.683	0.762	1.223	1.803	2.768	2.783	3.319	4.225	3.081	1.841	1.166	0.779	24.43	8.4%	2.668	7.355	10.62	3.786	
2017	£M	0.801	0.922	1.290	2.086	3.295	3.173	3.962	4.866	3.815	2.052	1.302	0.901	28.46	16.5%	3.013	8.553	12.64	4.254	
2018	£M	0.873	1.001	1.364	2.260	3.708	3.533	4.261	5.471	4.100	2.268	1.419	0.987	31.24	9.8%	3.238	9.500	13.83	4.674	
2019	£M	0.959	1.034	1.398	2.563	3.968	3.645	4.584	5.624	4.131	2.293	1.535	1.068	32.80	5.0%	3.391	10.18	14.34	4.895	

ECONOMIC IMPACT - IN HISTORIC PRICES						
SHARE OF MARKET	2014	2015	2016	2017	2018	2019
Non-Serviced £M	21.42	22.53	24.43	28.46	31.24	32.80
All Visitor Types £M	153.00	163.83	166.58	176.88	190.70	199.51
Share of Total %	14.0%	13.8%	14.7%	16.1%	16.4%	16.4%
Annual Change in Share %		-1.8%	6.7%	9.7%	1.8%	0.4%
Change in Share from 2014 %		-1.8%	4.8%	14.9%	17.0%	17.4%
Avg Ann. Change in Share %		-1.8%	2.4%	5.0%	4.3%	3.5%

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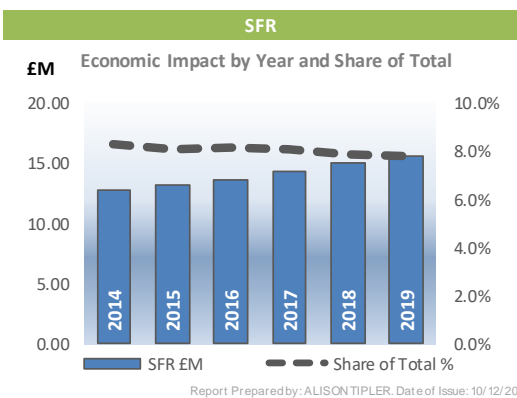


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2019		23.1%	23.5%	17.1%	22.7%	26.0%	21.8%	21.6%	20.6%	21.7%	19.6%	19.7%	25.1%		22.3%	21.7%	23.5%	21.2%	22.6%
% Change 2018 to 2019		4.7%	3.3%	3.0%	5.1%	4.1%	2.8%	4.4%	2.9%	1.8%	1.9%	4.9%	3.8%		3.8%	4.0%	4.2%	3.2%	3.6%
Average Annual Change		4.6%	4.7%	3.4%	4.5%	5.2%	4.4%	4.3%	4.1%	4.3%	3.9%	3.9%	5.0%		4.5%	4.3%	4.7%	4.2%	4.5%
2014	£M	1.709	0.612	0.743	1.486	1.024	0.810	1.259	1.344	0.775	0.747	0.617	1.591		12.72	3.063	3.320	3.377	2.955
2015	£M	1.807	0.642	0.785	1.537	1.061	0.842	1.295	1.379	0.795	0.782	0.625	1.651	13.20	3.8%	3.235	3.440	3.469	3.059
2016	£M	1.842	0.655	0.802	1.565	1.084	0.861	1.329	1.421	0.822	0.799	0.644	1.714	13.54	2.5%	3.299	3.510	3.572	3.157
2017	£M	1.916	0.699	0.812	1.662	1.171	0.911	1.406	1.486	0.892	0.834	0.668	1.822	14.28	5.5%	3.427	3.744	3.784	3.324
2018	£M	2.007	0.732	0.844	1.734	1.239	0.960	1.466	1.575	0.927	0.877	0.704	1.918	14.98	4.9%	3.583	3.934	3.968	3.499
2019	£M	2.103	0.756	0.870	1.823	1.290	0.987	1.530	1.621	0.943	0.894	0.739	1.991	15.55	3.8%	3.728	4.100	4.094	3.624

ECONOMIC IMPACT - IN HISTORIC PRICES						
SHARE OF MARKET	2014	2015	2016	2017	2018	2019
SFR £M	12.72	13.20	13.54	14.28	14.98	15.55
All Visitor Types £M	153.00	163.83	166.58	176.88	190.70	199.51
Share of Total %	8.3%	8.1%	8.1%	8.1%	7.9%	7.8%
Annual Change in Share %		-3.0%	0.8%	-0.7%	-2.7%	-0.8%
Change in Share from 2014 %		-3.0%	-2.2%	-2.9%	-5.5%	-6.2%
Avg Ann. Change in Share %		-3.0%	-1.1%	-1.0%	-1.4%	-1.2%

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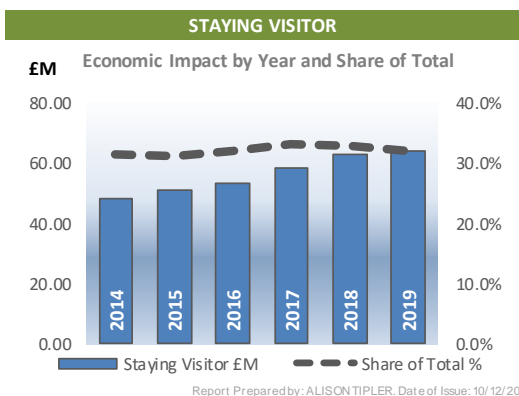


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase 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	Annual Change		Q1	Q2	Q3	Q4	
% Change 2014 to 2019		32.0%	29.8%	17.8%	38.6%	49.3%	37.9%	33.4%	30.1%	28.7%	30.0%	22.1%	32.5%			32.7%	26.4%	42.1%	30.8%	28.5%
% Change 2018 to 2019		3.6%	-0.1%	0.0%	5.8%	3.4%	0.9%	4.2%	1.0%	-1.2%	-0.6%	2.8%	1.5%			1.9%	1.4%	3.2%	1.4%	1.1%
Average Annual Change		6.4%	6.0%	3.6%	7.7%	9.9%	7.6%	6.7%	6.0%	5.7%	6.0%	4.4%	6.5%			6.5%	5.3%	8.4%	6.2%	5.7%
2014	£M	2.870	2.031	2.697	4.027	4.541	4.471	5.966	7.339	5.122	3.395	2.743	3.009			48.21	7.598	13.04	18.43	9.148
2015	£M	3.172	2.219	2.948	4.280	4.887	4.884	6.273	7.658	5.244	3.709	2.704	3.178	51.16	6.1%	8.339	14.05	19.18	9.591	
2016	£M	3.236	2.276	2.987	4.400	5.052	5.024	6.586	8.086	5.505	3.809	2.818	3.385	53.16	3.9%	8.499	14.48	20.18	10.01	
2017	£M	3.458	2.487	3.046	4.984	5.966	5.613	7.220	8.596	6.311	4.105	3.041	3.689	58.52	10.1%	8.992	16.56	22.13	10.84	
2018	£M	3.657	2.639	3.177	5.277	6.556	6.114	7.637	9.460	6.671	4.439	3.259	3.931	62.82	7.4%	9.474	17.95	23.77	11.63	
2019	£M	3.790	2.637	3.178	5.582	6.779	6.167	7.956	9.550	6.594	4.414	3.350	3.988	63.99	1.9%	9.605	18.53	24.10	11.75	

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Staying Visitor	£M	48.21	51.16	53.16	58.52	62.82	63.99
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51
Share of Total	%	31.5%	31.2%	31.9%	33.1%	32.9%	32.1%
Annual Change in Share	%		-0.9%	2.2%	3.7%	-0.4%	-2.6%
Change in Share from 2014	%		-0.9%	1.3%	5.0%	4.5%	1.8%
Avg Ann. Change in Share	%		-0.9%	0.6%	1.7%	1.1%	0.4%

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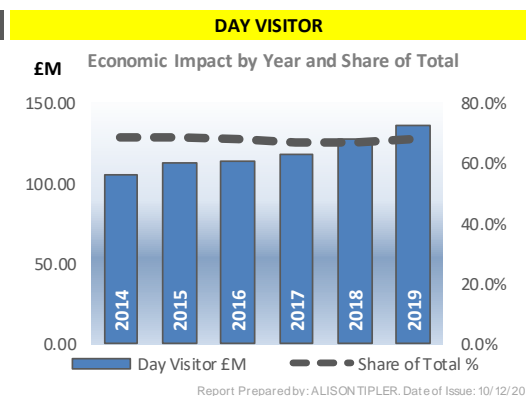


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% 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 2014 to 2019		45.9%	49.0%	45.8%	17.9%	23.6%	37.6%	2.6%	36.4%	36.9%	26.5%	16.4%	26.4%		29.3%	46.9%	26.7%	25.4%	23.4%
% Change 2018 to 2019		7.3%	9.6%	10.5%	5.5%	3.5%	7.6%	4.6%	4.0%	7.9%	6.5%	0.5%	4.4%		6.0%	9.4%	5.5%	5.2%	4.2%
Average Annual Change		9.2%	9.8%	9.2%	3.6%	4.7%	7.5%	0.5%	7.3%	7.4%	5.3%	3.3%	5.3%		5.9%	9.4%	5.3%	5.1%	4.7%
2014	£M	4.491	6.306	7.790	10.42	12.12	11.84	11.71	15.02	8.801	7.347	4.968	3.976		104.79	18.59	34.38	35.53	16.29
2015	£M	5.560	7.463	8.073	10.62	12.08	12.14	11.72	17.04	9.594	8.506	5.329	4.539	112.67	7.5%	21.10	34.85	38.36	18.37
2016	£M	5.657	7.448	8.936	10.43	12.70	13.58	11.05	16.97	9.009	8.008	5.077	4.544	113.42	0.7%	22.04	36.71	37.04	17.63
2017	£M	5.734	7.764	9.449	11.18	12.94	14.03	10.90	18.31	9.901	8.063	5.419	4.665	118.36	4.4%	22.95	38.16	39.11	18.15
2018	£M	6.109	8.572	10.28	11.65	14.48	15.15	11.49	19.71	11.17	8.729	5.754	4.814	127.89	8.0%	24.96	41.27	42.36	19.30
2019	£M	6.552	9.392	11.36	12.28	14.98	16.29	12.01	20.49	12.05	9.297	5.782	5.024	135.52	6.0%	27.30	43.56	44.55	20.10

ECONOMIC IMPACT - IN HISTORIC PRICES							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Day Visitor	£M	104.79	112.67	113.42	118.36	127.89	135.52
All Visitor Types	£M	153.00	163.83	166.58	176.88	190.70	199.51
Share of Total	%	68.5%	68.8%	68.1%	66.9%	67.1%	67.9%
Annual Change in Share	%		0.4%	-1.0%	-1.7%	0.2%	1.3%
Change in Share from 2014	%		0.4%	-0.6%	-2.3%	-2.1%	-0.8%
Avg Ann. Change in Share	%		0.4%	-0.3%	-0.8%	-0.5%	-0.2%

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## Visitor Numbers by Month, Year and Visitor Type for the Period 2014 to 2019

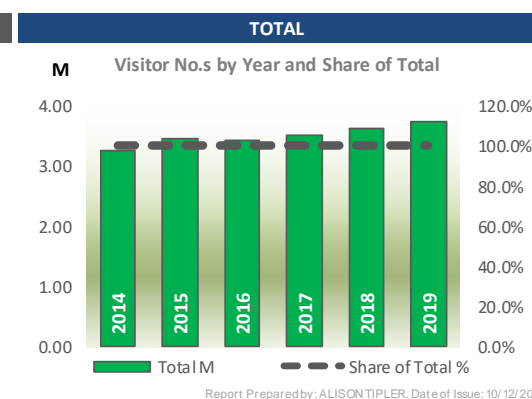
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 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			Q1	Q2	Q3	Q4		
% Change 2014 to 2019		28.0%	31.6%	28.4%	5.9%	10.9%	22.2%	-7.1%	20.9%	21.0%	12.3%	3.9%	12.7%	15.1%	Annual Change	29.4%	13.3%	11.7%	9.8%		
% Change 2018 to 2019		4.2%	6.3%	7.2%	2.8%	0.9%	4.6%	2.0%	1.3%	4.4%	3.4%	-1.8%	1.2%	3.0%		6.1%	2.8%	2.3%	1.3%		
Average Annual Change		5.6%	6.3%	5.7%	1.2%	2.2%	4.4%	-1.4%	4.2%	4.2%	2.5%	0.8%	2.5%	3.0%		5.9%	2.7%	2.3%	2.0%		
2014	M	0.148	0.194	0.239	0.320	0.371	0.361	0.363	0.462	0.279	0.229	0.160	0.135	3.261	-6.1%	0.580	1.053	1.104	0.524		
2015	M	0.178	0.226	0.245	0.323	0.367	0.366	0.359	0.516	0.300	0.261	0.168	0.150	3.460		6.1%	0.649	1.056	1.176	0.579	
2016	M	0.179	0.222	0.266	0.314	0.380	0.402	0.337	0.507	0.279	0.243	0.159	0.149	3.438		-0.6%	0.668	1.096	1.123	0.551	
2017	M	0.177	0.226	0.274	0.329	0.380	0.406	0.326	0.532	0.300	0.239	0.165	0.150	3.506		2.0%	0.678	1.115	1.158	0.555	
2018	M	0.182	0.240	0.286	0.330	0.408	0.422	0.331	0.552	0.323	0.249	0.169	0.150	3.641		3.8%	0.708	1.160	1.205	0.568	
2019	M	0.189	0.255	0.307	0.339	0.412	0.441	0.337	0.559	0.337	0.258	0.166	0.152	3.752		3.0%	0.751	1.192	1.233	0.575	

VISITOR NUMBERS							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Total	M	3.261	3.460	3.438	3.506	3.641	3.752
All Visitor Types	M	3.261	3.460	3.438	3.506	3.641	3.752
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2014	%						
Avg Ann. Change in Share	%						

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STEAM FINAL TREND REPORT FOR 2014-2019											2014 to 2019			SERVICED		VISITOR NUMBERS				
THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA																				
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 2014 to 2019		16.0%	4.5%	-9.2%	20.0%	23.9%	3.7%	-6.6%	-21.8%	-12.1%	-6.0%	-6.9%	9.2%	-2.6%	Annual Change	1.5%	15.2%	-13.9%	-1.6%	
% Change 2018 to 2019		-9.5%	-9.1%	-9.6%	-8.0%	-6.9%	-6.1%	-4.6%	-4.0%	-9.2%	-6.7%	-6.4%	-11.7%	-7.5%		-9.4%	-6.9%	-6.2%	-8.4%	
Average Annual Change		3.2%	0.9%	-1.8%	4.0%	4.8%	0.7%	-1.3%	-4.4%	-2.4%	-1.2%	-1.4%	1.8%	-0.5%		0.3%	3.0%	-2.8%	-0.3%	
2014	000s	2.3	4.1	4.2	3.4	4.4	4.8	7.4	8.8	9.1	4.9	6.3	5.0	64.6	Annual Change	10.6	12.6	25.2	16.2	
2015	000s	2.8	4.8	4.8	3.7	4.9	5.2	7.4	8.0	9.4	5.3	5.9	5.4	67.6		4.7%	12.4	13.7	24.9	16.6
2016	000s	2.8	4.6	4.4	3.7	4.7	4.8	7.7	7.7	9.1	4.7	5.9	5.7	65.9		-2.5%	11.9	13.2	24.4	16.4
2017	000s	2.9	4.6	4.3	4.4	5.7	5.1	7.2	6.9	8.8	4.7	6.1	6.0	66.6		1.1%	11.7	15.2	22.9	16.8
2018	000s	2.9	4.7	4.3	4.4	5.9	5.3	7.2	7.1	8.8	4.9	6.2	6.2	68.0		2.1%	11.9	15.6	23.1	17.4
2019	000s	2.6	4.2	3.9	4.1	5.5	5.0	6.9	6.9	8.0	4.6	5.8	5.5	62.9		-7.5%	10.7	14.5	21.7	15.9

VISITOR NUMBERS						
SHARE OF MARKET	2014	2015	2016	2017	2018	2019
Serviced 000s	64.6	67.6	65.9	66.6	68.0	62.9
All Visitor Types M	3.3	3.5	3.4	3.5	3.6	3.8
Share of Total %	2.0%	2.0%	1.9%	1.9%	1.9%	1.7%
Annual Change in Share %		-1.3%	-1.9%	-0.9%	-1.7%	-10.2%
Change in Share from 2014 %		-1.3%	-3.2%	-4.1%	-5.7%	-15.4%
Avg Ann. Change in Share %		-1.3%	-1.6%	-1.4%	-1.4%	-3.1%

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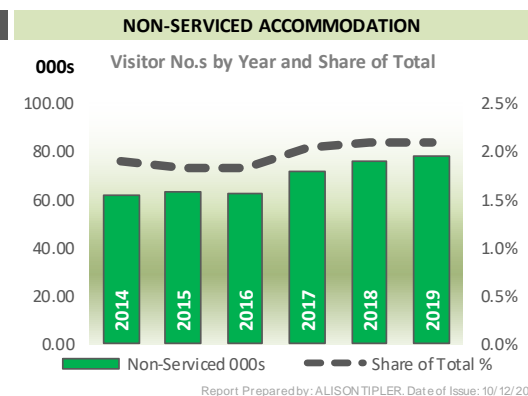


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019			NON-SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR 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 2014 to 2019		36.6%	34.2%	10.9%	26.2%	29.2%	20.1%	26.4%	35.7%	32.4%	12.9%	15.3%	24.0%	26.1%	Annual Change	23.4%	25.2%	31.9%	15.6%
% Change 2018 to 2019		7.1%	0.8%	-0.1%	10.8%	4.6%	0.8%	5.8%	1.1%	-1.5%	-1.3%	5.4%	5.6%	2.6%		1.9%	4.8%	1.5%	2.1%
Average Annual Change		7.3%	6.8%	2.2%	5.2%	5.8%	4.0%	5.3%	7.1%	6.5%	2.6%	3.1%	4.8%	5.2%		4.7%	5.0%	6.4%	3.1%
2014	000s	1.3	1.7	2.8	5.0	7.8	6.9	7.6	9.7	8.5	5.3	3.7	1.8	61.9	2.0%	5.8	19.6	25.7	10.8
2015	000s	1.1	1.6	2.8	4.7	7.6	6.2	7.1	11.1	9.8	5.5	4.0	1.5	63.1		5.5	18.5	28.0	11.1
2016	000s	1.4	1.8	3.0	4.8	7.6	6.8	7.5	10.6	9.0	5.2	3.5	1.8	62.7		-0.6%	6.1	19.1	27.1
2017	000s	1.6	2.1	3.1	5.4	8.8	7.6	8.7	11.9	10.9	5.6	3.8	2.0	71.5	14.0%	6.7	21.8	31.5	11.4
2018	000s	1.7	2.2	3.1	5.7	9.6	8.2	9.1	13.0	11.4	6.0	4.0	2.1	76.1	6.4%	7.0	23.4	33.4	12.2
2019	000s	1.8	2.2	3.1	6.3	10.0	8.3	9.6	13.1	11.2	6.0	4.2	2.2	78.1	2.6%	7.1	24.5	33.9	12.5

VISITOR NUMBERS							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Non-Serviced	000s	61.9	63.1	62.7	71.5	76.1	78.1
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8
Share of Total	%	1.9%	1.8%	1.8%	2.0%	2.1%	2.1%
Annual Change in Share	%		-3.9%	0.0%	11.8%	2.5%	-0.4%
Change in Share from 2014	%		-3.9%	-3.9%	7.4%	10.1%	9.6%
Avg Ann. Change in Share	%		-3.9%	-1.9%	2.5%	2.5%	1.9%

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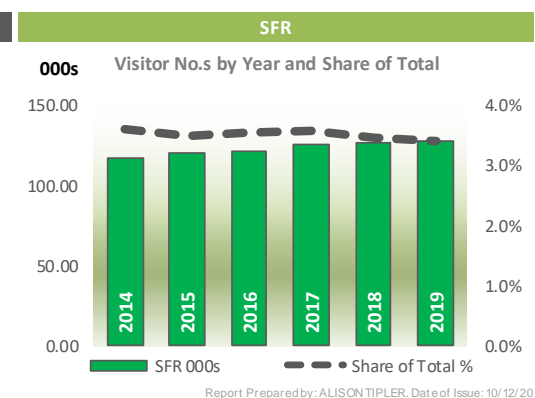


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019			SFR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE 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	Annual Change		Q1	Q2	Q3	Q4	
% Change 2014 to 2019		9.8%	10.3%	4.5%	9.5%	12.5%	8.8%	8.5%	7.7%	8.7%	6.7%	6.9%	11.7%			9.1%	8.6%	10.3%	8.2%	9.2%
% Change 2018 to 2019		2.1%	0.7%	0.5%	2.5%	1.5%	0.3%	1.8%	0.4%	-0.7%	-0.6%	2.3%	1.3%			1.1%	1.4%	1.5%	0.6%	1.0%
Average Annual Change		2.0%	2.1%	0.9%	1.9%	2.5%	1.8%	1.7%	1.5%	1.7%	1.3%	1.4%	2.3%			1.8%	1.7%	2.1%	1.6%	1.8%
2014 000s		14.9	6.4	7.5	12.0	10.2	8.4	11.0	11.3	7.8	7.6	6.6	13.3	117.0	2.7%	28.8	30.6	30.0	27.6	
2015 000s		15.6	6.6	7.9	12.3	10.4	8.7	11.2	11.4	7.9	7.9	6.6	13.7	120.2		30.1	31.3	30.5	28.2	
2016 000s		15.7	6.6	7.9	12.3	10.5	8.7	11.3	11.6	8.1	8.0	6.7	14.0	121.6		30.3	31.6	31.0	28.7	
2017 000s		15.9	6.9	7.8	12.8	11.0	9.0	11.7	11.9	8.5	8.1	6.8	14.5	125.0		30.7	32.8	32.1	29.5	
2018 000s		16.0	7.0	7.8	12.8	11.2	9.1	11.7	12.1	8.5	8.2	6.9	14.7	126.2		30.8	33.2	32.3	29.8	
2019 000s		16.4	7.0	7.9	13.1	11.4	9.2	11.9	12.1	8.5	8.1	7.1	14.9	127.6		31.3	33.7	32.5	30.1	

VISITOR NUMBERS						
SHARE OF MARKET	2014	2015	2016	2017	2018	2019
SFR 000s	117.0	120.2	121.6	125.0	126.2	127.6
All Visitor Types M	3.3	3.5	3.4	3.5	3.6	3.8
Share of Total %	3.6%	3.5%	3.5%	3.6%	3.5%	3.4%
Annual Change in Share %		-3.2%	1.8%	0.8%	-2.8%	-1.9%
Change in Share from 2014 %		-3.2%	-1.4%	-0.6%	-3.4%	-5.2%
Avg Ann. Change in Share %		-3.2%	-0.7%	-0.2%	-0.9%	-1.0%

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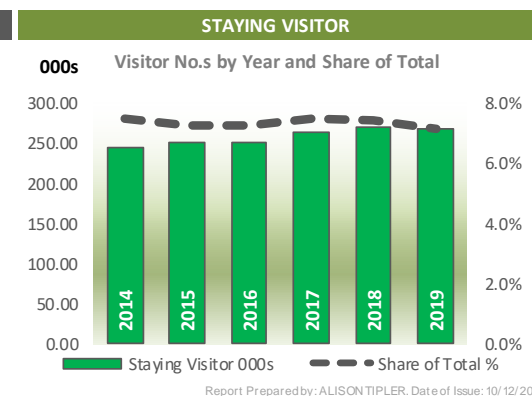


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019			STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN 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 2014 to 2019		12.5%	11.6%	1.8%	15.3%	20.5%	11.4%	9.5%	8.1%	9.1%	5.1%	3.5%	12.2%			10.3%	8.8%	15.9%	8.9%	7.2%
% Change 2018 to 2019		0.9%	-2.6%	-2.5%	2.5%	0.7%	-1.0%	1.5%	-0.3%	-3.7%	-2.4%	-0.1%	-1.9%			-0.6%	-1.1%	0.8%	-0.8%	-1.5%
Average Annual Change		2.5%	2.3%	0.4%	3.1%	4.1%	2.3%	1.9%	1.6%	1.8%	1.0%	0.7%	2.4%			2.1%	1.8%	3.2%	1.8%	1.4%
2014 000s		18.5	12.1	14.6	20.4	22.4	20.1	26.0	29.7	25.3	17.8	16.6	20.2			243.5	45.2	62.8	81.0	54.5
2015 000s		19.4	13.0	15.5	20.6	22.9	20.0	25.8	30.5	27.1	18.7	16.6	20.6	250.8	3.0%	48.0	63.5	83.4	55.9	
2016 000s		19.8	13.1	15.3	20.8	22.7	20.4	26.5	29.9	26.1	17.8	16.1	21.5	250.2	-0.3%	48.2	63.9	82.6	55.5	
2017 000s		20.3	13.6	15.2	22.5	25.5	21.7	27.6	30.6	28.3	18.5	16.7	22.5	263.1	5.2%	49.1	69.8	86.4	57.7	
2018 000s		20.6	13.8	15.2	22.9	26.8	22.6	28.0	32.2	28.7	19.1	17.2	23.1	270.2	2.7%	49.7	72.2	88.9	59.4	
2019 000s		20.8	13.5	14.9	23.5	27.0	22.4	28.4	32.1	27.6	18.7	17.2	22.6	268.6	-0.6%	49.2	72.8	88.2	58.5	

VISITOR NUMBERS							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Staying Visitor	000s	243.5	250.8	250.2	263.1	270.2	268.6
All Visitor Types	M	3.3	3.5	3.4	3.5	3.6	3.8
Share of Total	%	7.5%	7.3%	7.3%	7.5%	7.4%	7.2%
Annual Change in Share	%		-2.9%	0.4%	3.1%	-1.1%	-3.6%
Change in Share from 2014	%		-2.9%	-2.5%	0.5%	-0.6%	-4.1%
Avg Ann. Change in Share	%		-2.9%	-1.3%	0.2%	-0.1%	-0.8%

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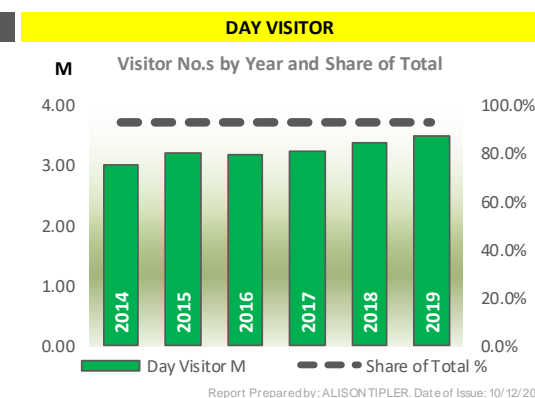


STEAM FINAL TREND REPORT FOR 2014-2019											2014 to 2019			DAY VISITOR		VISITOR NUMBERS					
THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA																					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																			
An increase of 3% or 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								
% Change 2014 to 2019		30.2%	33.0%	30.1%	5.2%	10.3%	22.9%	-8.4%	21.8%	22.2%	12.9%	3.9%	12.8%	15.4%	Annual Change	31.1%	13.1%	11.9%	10.1%		
% 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%	3.3%		6.7%	2.9%	2.6%	1.6%		
Average Annual Change		6.0%	6.6%	6.0%	1.0%	2.1%	4.6%	-1.7%	4.4%	4.4%	2.6%	0.8%	2.6%	3.1%		6.2%	2.6%	2.4%	2.0%		
2014	M	0.129	0.182	0.224	0.300	0.349	0.341	0.337	0.433	0.253	0.212	0.143	0.114	3.017	-0.7%	0.535	0.990	1.023	0.469		
2015	M	0.158	0.213	0.230	0.303	0.344	0.346	0.334	0.485	0.273	0.242	0.152	0.129	3.209		6.3%	0.601	0.992	1.092	0.523	
2016	M	0.159	0.209	0.251	0.293	0.357	0.382	0.311	0.477	0.253	0.225	0.143	0.128	3.188		1.7%	0.619	1.032	1.041	0.495	
2017	M	0.157	0.213	0.259	0.306	0.355	0.385	0.299	0.502	0.271	0.221	0.148	0.128	3.243		3.9%	0.629	1.046	1.072	0.497	
2018	M	0.161	0.226	0.271	0.307	0.382	0.399	0.303	0.519	0.294	0.230	0.152	0.127	3.371		3.3%	0.658	1.088	1.116	0.509	
2019	M	0.168	0.241	0.292	0.316	0.385	0.419	0.309	0.527	0.310	0.239	0.149	0.129	3.483		0.702	1.120	1.145	0.517		

VISITOR NUMBERS							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Day Visitor	M	3.017	3.209	3.188	3.243	3.371	3.483
All Visitor Types	M	3.261	3.460	3.438	3.506	3.641	3.752
Share of Total	%	92.5%	92.7%	92.7%	92.5%	92.6%	92.8%
Annual Change in Share	%		0.2%	0.0%	-0.2%	0.1%	0.3%
Change in Share from 2014	%		0.2%	0.2%	0.0%	0.0%	0.3%
Avg Ann. Change in Share	%		0.2%	0.1%	0.0%	0.0%	0.1%

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## Visitor Days by Month, Year and Visitor Type for the Period 2014 to 2019

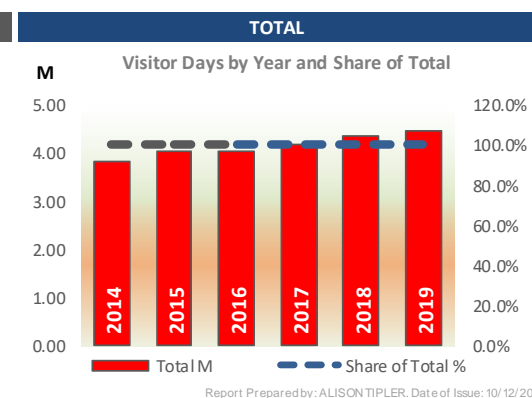
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 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	Annual Change		Q1	Q2	Q3	Q4	
% Change 2014 to 2019			26.6%	31.0%	26.4%	9.1%	14.8%	23.1%	-1.5%	21.7%	22.4%	14.2%	6.7%	14.8%			16.8%	28.0%	15.9%	14.3%	12.1%
% Change 2018 to 2019			3.9%	5.7%	6.4%	3.3%	1.2%	3.8%	2.3%	1.1%	3.2%	2.5%	-1.0%	1.4%			2.7%	5.5%	2.8%	2.0%	1.2%
Average Annual Change			5.3%	6.2%	5.3%	1.8%	3.0%	4.6%	-0.3%	4.3%	4.5%	2.8%	1.3%	3.0%			3.4%	5.6%	3.2%	2.9%	2.4%
2014	M		0.183	0.214	0.269	0.372	0.430	0.419	0.430	0.547	0.339	0.268	0.186	0.168	3.825	0.1%	0.666	1.221	1.316	0.622	
2015	M		0.216	0.247	0.278	0.378	0.430	0.429	0.430	0.603	0.361	0.302	0.194	0.185	4.053		6.0%	0.741	1.236	1.394	0.682
2016	M		0.217	0.245	0.299	0.369	0.444	0.466	0.410	0.600	0.345	0.287	0.187	0.186	4.055		0.1%	0.761	1.280	1.354	0.660
2017	M		0.218	0.251	0.307	0.390	0.455	0.477	0.407	0.632	0.376	0.286	0.195	0.190	4.184		3.2%	0.776	1.322	1.415	0.671
2018	M		0.223	0.265	0.320	0.393	0.488	0.497	0.415	0.659	0.402	0.298	0.200	0.191	4.349		4.0%	0.808	1.378	1.475	0.689
2019	M		0.231	0.280	0.340	0.406	0.494	0.516	0.424	0.665	0.414	0.306	0.198	0.193	4.469		2.7%	0.852	1.416	1.504	0.697

VISITOR DAYS							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Total	M	3.825	4.053	4.055	4.184	4.349	4.469
All Visitor Types	M	3.825	4.053	4.055	4.184	4.349	4.469
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2014	%						
Avg Ann. Change in Share	%						

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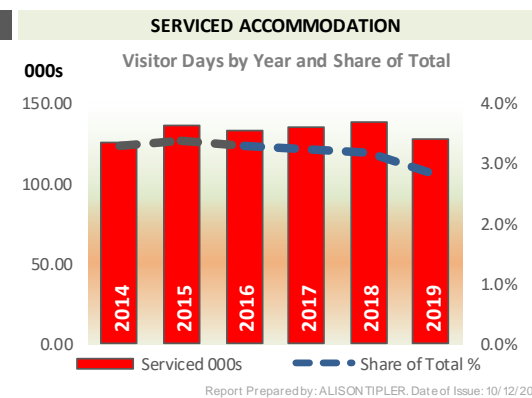


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019			SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR DAYS IN 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 2014 to 2019		10.8%	1.6%	-4.9%	16.2%	32.4%	19.5%	-5.0%	-8.9%	-17.2%	3.3%	-13.9%	11.0%	1.2%	Annual Change	1.5%	22.8%	-10.3%	-1.3%	
% Change 2018 to 2019		-8.7%	-8.8%	-8.5%	-9.2%	-7.8%	-7.7%	-6.6%	-7.5%	-10.0%	-7.7%	-7.6%	-11.8%	-8.3%		-8.6%	-8.2%	-8.0%	-8.9%	
Average Annual Change		2.2%	0.3%	-1.0%	3.2%	6.5%	3.9%	-1.0%	-1.8%	-3.4%	0.7%	-2.8%	2.2%	0.2%		0.3%	4.6%	-2.1%	-0.3%	
2014	000s	5.5	7.0	7.9	8.5	9.6	10.7	14.8	19.4	15.2	9.8	10.3	6.9	125.6	Annual Change	20.4	28.8	49.4	27.1	
2015	000s	6.9	8.0	8.9	9.5	11.1	13.0	15.8	20.1	14.8	11.4	9.3	7.5	136.1		8.4%	23.8	33.6	50.7	28.1
2016	000s	6.4	7.7	8.6	9.2	10.8	12.4	15.8	20.0	14.3	10.5	9.0	8.0	132.8		-2.5%	22.8	32.4	50.1	27.5
2017	000s	6.5	7.6	8.2	10.8	13.2	13.4	15.0	18.2	14.0	10.6	9.3	8.4	135.3		1.9%	22.4	37.3	47.2	28.3
2018	000s	6.6	7.8	8.2	10.9	13.7	13.9	15.1	19.1	14.0	11.0	9.6	8.7	138.6		2.4%	22.6	38.5	48.1	29.3
2019	000s	6.1	7.1	7.6	9.9	12.7	12.8	14.1	17.7	12.6	10.1	8.9	7.7	127.0		-8.3%	20.7	35.3	44.3	26.7

VISITOR DAYS						
SHARE OF MARKET	2014	2015	2016	2017	2018	2019
Serviced 000s	125.6	136.1	132.8	135.3	138.6	127.0
All Visitor Types M	3.8	4.1	4.1	4.2	4.3	4.5
Share of Total %	3.3%	3.4%	3.3%	3.2%	3.2%	2.8%
Annual Change in Share %		2.3%	-2.5%	-1.3%	-1.5%	-10.8%
Change in Share from 2014 %		2.3%	-0.3%	-1.5%	-3.0%	-13.4%
Avg Ann. Change in Share %		2.3%	-0.1%	-0.5%	-0.7%	-2.7%

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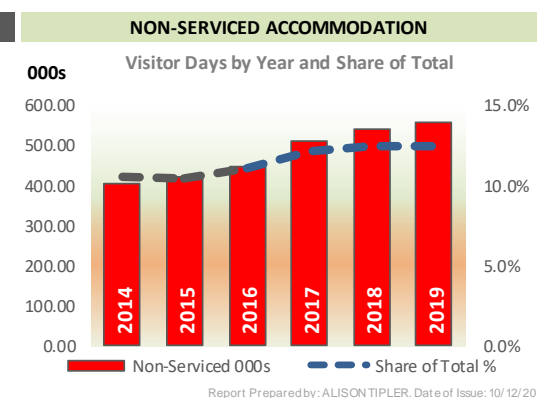


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA										2014 to 2019			NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2019		50.2%	41.3%	15.3%	44.4%	43.6%	30.7%	40.1%	36.9%	38.7%	30.6%	38.5%	45.1%		37.4%	31.1%	38.9%	38.5%	36.0%
% Change 2018 to 2019		7.1%	0.8%	-0.2%	10.8%	4.6%	0.8%	5.8%	1.1%	-1.5%	-1.3%	5.4%	5.5%		2.7%	2.1%	4.6%	1.6%	2.1%
Average Annual Change		10.0%	8.3%	3.1%	8.9%	8.7%	6.1%	8.0%	7.4%	7.7%	6.1%	7.7%	9.0%		7.5%	6.2%	7.8%	7.7%	7.2%
2014 000s		10.7	12.1	20.7	30.8	49.4	49.9	51.0	65.4	53.2	30.0	19.0	12.2		404.4	43.5	130.1	169.6	61.2
2015 000s		11.3	12.8	22.5	32.4	51.7	51.8	52.8	67.8	55.5	31.6	20.0	12.8	422.9	4.6%	46.5	135.9	176.0	64.4
2016 000s		12.3	13.6	22.5	33.7	53.5	53.9	55.6	72.3	59.5	34.0	21.5	13.9	446.3	5.5%	48.4	141.2	187.4	69.4
2017 000s		14.2	16.2	23.3	38.2	62.4	60.2	64.5	81.0	72.2	37.1	23.6	15.8	508.7	14.0%	53.7	160.8	217.7	76.5
2018 000s		15.0	17.0	23.9	40.1	67.9	64.7	67.5	88.5	75.0	39.7	24.9	16.8	541.1	6.4%	55.9	172.8	231.0	81.5
2019 000s		16.1	17.2	23.8	44.4	71.0	65.3	71.4	89.5	73.8	39.2	26.3	17.7	555.7	2.7%	57.0	180.7	234.8	83.2

VISITOR DAYS							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Non-Serviced	000s	404.4	422.9	446.3	508.7	541.1	555.7
All Visitor Types	M	3.8	4.1	4.1	4.2	4.3	4.5
Share of Total	%	10.6%	10.4%	11.0%	12.2%	12.4%	12.4%
Annual Change in Share	%		-1.3%	5.5%	10.5%	2.3%	0.0%
Change in Share from 2014	%		-1.3%	4.1%	15.0%	17.7%	17.6%
Avg Ann. Change in Share	%		-1.3%	2.1%	5.0%	4.4%	3.5%

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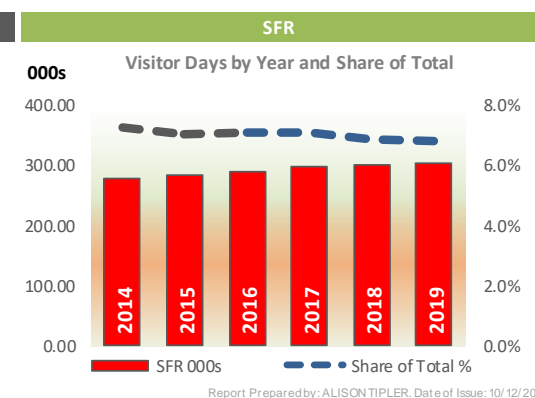


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019			SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES											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 2014 to 2019		9.8%	10.3%	4.5%	9.5%	12.5%	8.8%	8.5%	7.7%	8.7%	6.7%	6.9%	11.7%		9.1%	8.6%	10.2%	8.2%	9.4%
% Change 2018 to 2019		2.1%	0.7%	0.5%	2.5%	1.5%	0.3%	1.8%	0.4%	-0.7%	-0.6%	2.3%	1.3%		1.2%	1.5%	1.6%	0.6%	1.0%
Average Annual Change		2.0%	2.1%	0.9%	1.9%	2.5%	1.8%	1.7%	1.5%	1.7%	1.3%	1.4%	2.3%		1.8%	1.7%	2.0%	1.6%	1.9%
2014	000s	37.3	13.3	16.2	32.4	22.3	17.7	27.5	29.3	16.9	16.3	13.5	34.7		277.4	2.7%	66.8	72.4	73.7
2015	000s	39.0	13.9	16.9	33.2	22.9	18.2	27.9	29.8	17.1	16.9	13.5	35.6	284.8	69.8		74.2	74.8	66.0
2016	000s	39.2	13.9	17.1	33.3	23.1	18.3	28.3	30.3	17.5	17.0	13.7	36.5	288.2	70.2		74.7	76.0	67.2
2017	000s	39.8	14.5	16.9	34.5	24.3	18.9	29.2	30.8	18.5	17.3	13.9	37.8	296.4	71.1		77.7	78.5	69.0
2018	000s	40.1	14.6	16.9	34.6	24.7	19.2	29.3	31.4	18.5	17.5	14.1	38.3	299.2	71.5		78.5	79.2	69.9
2019	000s	40.9	14.7	16.9	35.5	25.1	19.2	29.8	31.6	18.4	17.4	14.4	38.8	302.7	1.2%	72.6	79.8	79.7	70.5

VISITOR DAYS						
SHARE OF MARKET	2014	2015	2016	2017	2018	2019
SFR 000s	277.4	284.8	288.2	296.4	299.2	302.7
All Visitor Types M	3.8	4.1	4.1	4.2	4.3	4.5
Share of Total %	7.3%	7.0%	7.1%	7.1%	6.9%	6.8%
Annual Change in Share %		-3.1%	1.1%	-0.3%	-2.9%	-1.5%
Change in Share from 2014 %		-3.1%	-2.0%	-2.3%	-5.2%	-6.6%
Avg Ann. Change in Share %		-3.1%	-1.0%	-0.8%	-1.3%	-1.3%

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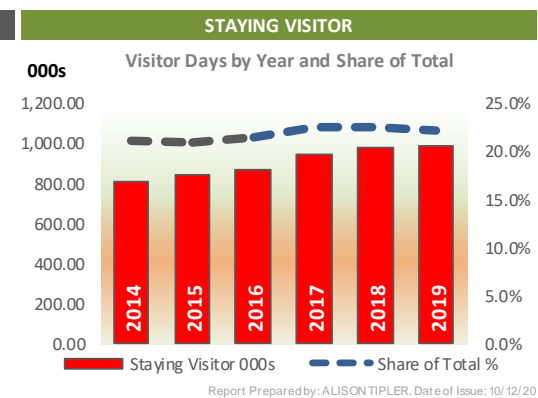


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019			STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / 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 2014 to 2019		18.0%	20.0%	7.8%	25.3%	33.8%	24.2%	23.7%	21.6%	22.8%	18.9%	15.9%	19.2%		22.1%	15.0%	27.9%	22.6%	18.2%
% Change 2018 to 2019		2.2%	-1.1%	-1.3%	4.9%	2.3%	-0.5%	3.1%	-0.2%	-2.5%	-2.2%	1.9%	0.6%		0.7%	0.2%	2.1%	0.1%	-0.1%
Average Annual Change		3.6%	4.0%	1.6%	5.1%	6.8%	4.8%	4.7%	4.3%	4.6%	3.8%	3.2%	3.8%		4.4%	3.0%	5.6%	4.5%	3.6%
2014	000s	53.4	32.4	44.8	71.7	81.3	78.3	93.2	114.1	85.3	56.1	42.8	53.8		807.3	130.7	231.3	292.6	152.7
2015	000s	57.2	34.6	48.3	75.0	85.7	83.0	96.5	117.6	87.4	59.9	42.7	55.9	843.8	4.5%	140.1	243.7	301.5	158.5
2016	000s	57.9	35.3	48.2	76.2	87.4	84.7	99.7	122.5	91.3	61.5	44.3	58.4	867.3	2.8%	141.4	248.3	313.5	164.1
2017	000s	60.5	38.3	48.4	83.5	99.9	92.5	108.7	130.1	104.6	65.0	46.8	62.0	940.3	8.4%	147.1	275.9	343.4	173.9
2018	000s	61.7	39.4	49.0	85.6	106.4	97.8	111.9	139.1	107.4	68.2	48.6	63.8	978.8	4.1%	150.1	289.8	358.4	180.6
2019	000s	63.1	38.9	48.3	89.8	108.8	97.3	115.3	138.7	104.7	66.7	49.6	64.1	985.4	0.7%	150.3	295.9	358.8	180.4

VISITOR DAYS						
SHARE OF MARKET	2014	2015	2016	2017	2018	2019
Staying Visitor 000s	807.3	843.8	867.3	940.3	978.8	985.4
All Visitor Types M	3.8	4.1	4.1	4.2	4.3	4.5
Share of Total %	21.1%	20.8%	21.4%	22.5%	22.5%	22.1%
Annual Change in Share %		-1.4%	2.7%	5.1%	0.1%	-2.0%
Change in Share from 2014 %		-1.4%	1.3%	6.5%	6.6%	4.5%
Avg Ann. Change in Share %		-1.4%	0.7%	2.2%	1.7%	0.9%

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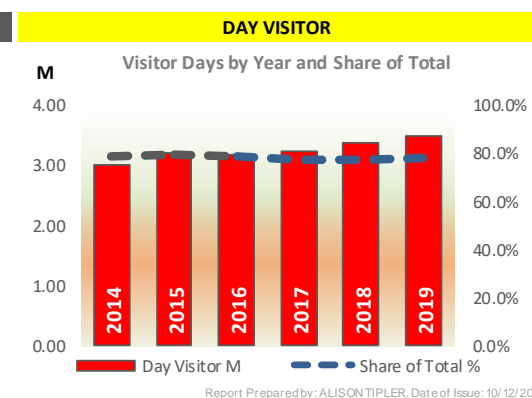


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019			DAY VISITOR		VISITOR DAYS				
VISITOR DAYS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			DAY VISITOR																	
An increase of 3% or more			VISITOR DAYS IN MILLIONS / 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2019			30.2%	33.0%	30.1%	5.2%	10.3%	22.9%	-8.4%	21.8%	22.2%	12.9%	3.9%	12.8%		15.4%	31.1%	13.1%	11.9%	10.1%
% 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%		3.3%	6.7%	2.9%	2.6%	1.6%
Average Annual Change			6.0%	6.6%	6.0%	1.0%	2.1%	4.6%	-1.7%	4.4%	4.4%	2.6%	0.8%	2.6%		3.1%	6.2%	2.6%	2.4%	2.0%
2014	M		0.129	0.182	0.224	0.300	0.349	0.341	0.337	0.433	0.253	0.212	0.143	0.114		3.017	0.535	0.990	1.023	0.469
2015	M		0.158	0.213	0.230	0.303	0.344	0.346	0.334	0.485	0.273	0.242	0.152	0.129	3.209	6.3%	0.601	0.992	1.092	0.523
2016	M		0.159	0.209	0.251	0.293	0.357	0.382	0.311	0.477	0.253	0.225	0.143	0.128	3.188	-0.7%	0.619	1.032	1.041	0.495
2017	M		0.157	0.213	0.259	0.306	0.355	0.385	0.299	0.502	0.271	0.221	0.148	0.128	3.243	1.7%	0.629	1.046	1.072	0.497
2018	M		0.161	0.226	0.271	0.307	0.382	0.399	0.303	0.519	0.294	0.230	0.152	0.127	3.371	3.9%	0.658	1.088	1.116	0.509
2019	M		0.168	0.241	0.292	0.316	0.385	0.419	0.309	0.527	0.310	0.239	0.149	0.129	3.483	3.3%	0.702	1.120	1.145	0.517

VISITOR DAYS							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Day Visitor	M	3.017	3.209	3.188	3.243	3.371	3.483
All Visitor Types	M	3.825	4.053	4.055	4.184	4.349	4.469
Share of Total	%	78.9%	79.2%	78.6%	77.5%	77.5%	77.9%
Annual Change in Share	%		0.4%	-0.7%	-1.4%	0.0%	0.6%
Change in Share from 2014	%		0.4%	-0.4%	-1.7%	-1.8%	-1.2%
Avg Ann. Change in Share	%		0.4%	-0.2%	-0.6%	-0.4%	-0.2%

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## Direct and Total Employment by Month, Year and Visitor Type for the Period 2014 to 2019

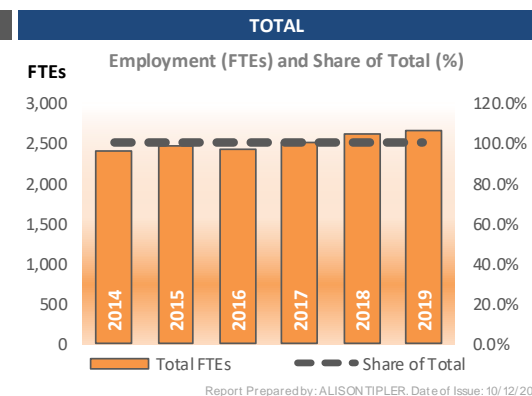
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

STEAM FINAL TREND REPORT FOR 2014-2019											2014 to 2019			TOTAL		TOTAL EMPLOYMENT				
THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA																				
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 2014 to 2019		14.1%	17.5%	15.6%	5.8%	10.9%	16.7%	-1.9%	15.8%	14.2%	8.0%	1.3%	6.8%			10.5%	15.8%	11.3%	9.5%	5.6%
% Change 2018 to 2019		2.1%	3.3%	4.0%	2.0%	0.3%	2.2%	1.2%	-0.1%	1.5%	1.2%	-1.0%	0.2%			1.4%	3.2%	1.5%	0.7%	0.2%
Average Annual Change		2.8%	3.5%	3.1%	1.2%	2.2%	3.3%	-0.4%	3.2%	2.8%	1.6%	0.3%	1.4%			2.1%	3.2%	2.3%	1.9%	1.1%
2014 FTEs		1,625	1,761	2,091	2,680	3,004	2,943	3,065	3,731	2,544	2,108	1,651	1,551	2,396	-3.3%	1,826	2,876	3,113	1,770	
2015 FTEs		1,790	1,921	2,122	2,687	2,976	2,973	3,036	3,988	2,630	2,276	1,672	1,627	2,475		1,944	2,879	3,218	1,858	
2016 FTEs		1,758	1,868	2,187	2,599	3,005	3,120	2,889	3,921	2,502	2,149	1,596	1,604	2,433		-1.7%	1,937	2,908	3,104	1,783
2017 FTEs		1,767	1,905	2,231	2,728	3,093	3,200	2,890	4,107	2,686	2,153	1,644	1,629	2,503		2.9%	1,968	3,007	3,228	1,809
2018 FTEs		1,816	2,004	2,324	2,782	3,322	3,358	2,971	4,322	2,862	2,252	1,690	1,653	2,613		4.4%	2,048	3,154	3,385	1,865
2019 FTEs		1,855	2,069	2,416	2,837	3,332	3,434	3,005	4,320	2,906	2,278	1,673	1,657	2,648	1.4%	2,113	3,201	3,410	1,869	

EMPLOYMENT							
SHARE OF MARKET	2014	2015	2016	2017	2018	2019	
Total FTEs	2,396	2,475	2,433	2,503	2,613	2,648	
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648	
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share %							
Change in Share from 2014 %							
Avg Ann. Change in Share %							

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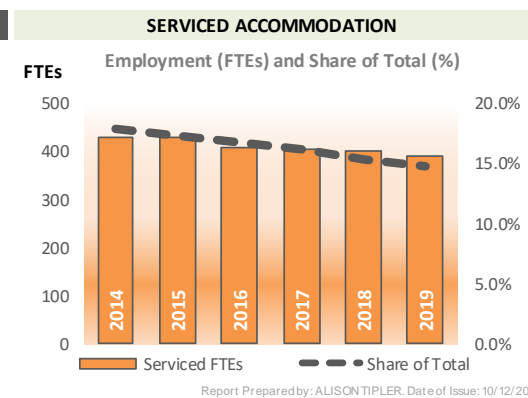


STEAM FINAL TREND REPORT FOR 2014-2019													2014 to 2019	SERVICED	DIRECT EMPLOYMENT			
THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA																		
EMPLOYMENT BY:	MONTH AND QUARTER													CALENDAR YEAR				
KEY	SERVICED ACCOMMODATION														QUARTER			
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2019	-8.7%	-9.3%	-10.0%	-6.4%	-3.2%	-5.0%	-9.7%	-10.6%	-12.7%	-8.5%	-11.7%	-7.0%	-8.6%		-9.3%	-4.8%	-11.0%	-9.1%
% Change 2018 to 2019	-1.4%	-1.6%	-1.6%	-2.2%	-2.3%	-2.3%	-2.1%	-2.8%	-2.9%	-1.9%	-1.7%	-2.3%	-2.1%	Annual Change	-1.6%	-2.3%	-2.6%	-2.0%
Average Annual Change	-1.7%	-1.9%	-2.0%	-1.3%	-0.6%	-1.0%	-1.9%	-2.1%	-2.5%	-1.7%	-2.3%	-1.4%	-1.7%		-1.9%	-1.0%	-2.2%	-1.8%
2014 FTEs	389	400	408	412	422	431	465	502	466	424	428	395	428		399	421	478	415
2015 FTEs	394	403	409	414	427	443	466	500	457	430	412	394	429	0.1%	402	428	474	412
2016 FTEs	371	381	388	392	405	418	446	479	433	403	391	383	407	-5.0%	380	405	453	392
2017 FTEs	365	373	378	399	418	420	433	459	424	397	387	380	403	-1.2%	372	412	439	388
2018 FTEs	360	369	373	394	418	419	429	462	419	395	384	376	400	-0.7%	367	410	437	385
2019 FTEs	355	363	367	386	408	409	420	449	407	388	378	368	391	-2.1%	362	401	425	378

EMPLOYMENT						
SHARE OF MARKET	2014	2015	2016	2017	2018	2019
Serviced FTEs	428	429	407	403	400	391
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648
Share of Total %	17.9%	17.3%	16.7%	16.1%	15.3%	14.8%
Annual Change in Share %		-3.1%	-3.4%	-3.9%	-4.9%	-3.4%
Change in Share from 2014 %		-3.1%	-6.3%	-10.0%	-14.4%	-17.3%
Avg Ann. Change in Share %		-3.1%	-3.2%	-3.3%	-3.6%	-3.5%

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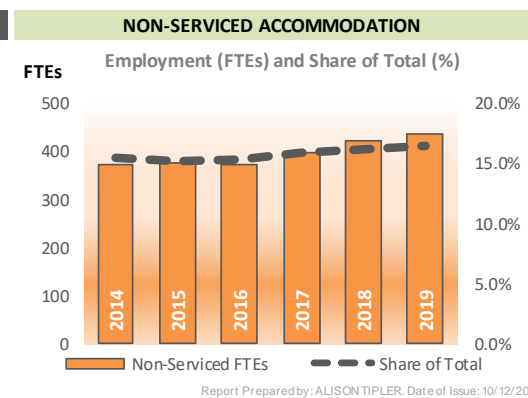


STEAM FINAL TREND REPORT FOR 2014-2019											2014 to 2019			NON-SERVICED		DIRECT EMPLOYMENT					
THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA														NON-SERVICED		DIRECT EMPLOYMENT					
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2014 to 2019		12.1%	9.1%	5.2%	19.4%	24.1%	17.8%	22.5%	23.0%	22.3%	14.0%	12.2%	9.5%	17.3%	Annual Change	8.5%	20.5%	22.6%	12.2%		
% Change 2018 to 2019		4.6%	2.6%	2.6%	7.4%	4.5%	2.4%	5.2%	2.2%	0.8%	2.2%	4.3%	3.8%	3.4%		3.2%	4.6%	2.7%	3.3%		
Average Annual Change		2.4%	1.8%	1.0%	3.9%	4.8%	3.6%	4.5%	4.6%	4.5%	2.8%	2.4%	1.9%	3.5%		1.7%	4.1%	4.5%	2.4%		
2014 FTEs		251	256	313	362	453	456	458	526	470	357	300	258	372		273	424	485	305		
2015 FTEs		253	258	320	368	461	462	464	533	477	362	303	260	377	1.4%	277	430	491	309		
2016 FTEs		247	251	306	361	456	458	463	540	482	360	299	254	373	-1.0%	268	425	495	304		
2017 FTEs		257	260	309	380	498	487	504	581	540	373	309	260	397	6.3%	275	455	542	314		
2018 FTEs		269	272	320	402	539	524	534	633	570	398	323	272	421	6.2%	287	488	579	331		
2019 FTEs		281	279	329	432	563	537	561	647	575	407	337	283	436	3.4%	296	511	594	342		

EMPLOYMENT						
SHARE OF MARKET	2014	2015	2016	2017	2018	2019
Non-Serviced FTEs	372	377	373	397	421	436
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648
Share of Total %	15.5%	15.2%	15.3%	15.8%	16.1%	16.5%
Annual Change in Share %		-1.8%	0.7%	3.4%	1.8%	2.1%
Change in Share from 2014 %		-1.8%	-1.1%	2.2%	4.0%	6.1%
Avg Ann. Change in Share %		-1.8%	-0.6%	0.7%	1.0%	1.2%

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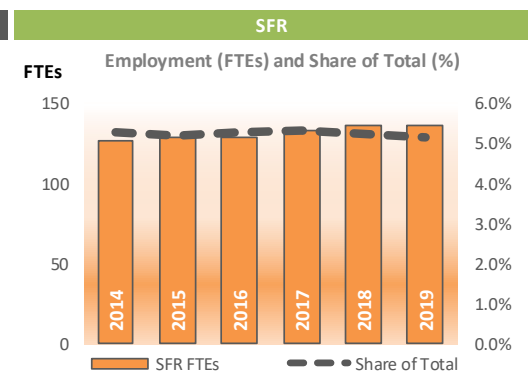


STEAM FINAL TREND REPORT FOR 2014-2019										2014 to 2019			SFR		DIRECT EMPLOYMENT				
THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV							DEC
% Change 2014 to 2019		8.7%	9.1%	3.4%	8.4%	11.2%	7.6%	7.4%	6.5%	7.5%	5.6%	5.7%	10.5%	8.0%	Annual Change	7.5%	9.1%	7.0%	8.3%
% Change 2018 to 2019		0.9%	-0.5%	-0.7%	1.3%	0.3%	-0.9%	0.6%	-0.8%	-1.9%	-1.8%	1.1%	0.1%	0.0%		0.3%	0.4%	-0.6%	-0.2%
Average Annual Change		1.7%	1.8%	0.7%	1.7%	2.2%	1.5%	1.5%	1.3%	1.5%	1.1%	1.1%	2.1%	1.6%		1.5%	1.8%	1.4%	1.7%
2014 FTEs		204	73	89	177	122	97	150	160	92	89	74	190	126	1.4%	122	132	134	117
2015 FTEs		210	75	91	179	123	98	151	161	93	91	73	192	128		126	133	135	119
2016 FTEs		210	75	91	178	124	98	151	162	94	91	73	195	129		0.4%	125	133	136
2017 FTEs		214	78	91	186	131	102	157	166	100	93	75	204	133	3.6%	128	140	141	124
2018 FTEs		219	80	92	189	135	105	160	172	101	96	77	209	136	2.4%	130	143	144	127
2019 FTEs		221	80	92	192	136	104	161	171	99	94	78	210	136	0.0%	131	144	144	127

EMPLOYMENT						
SHARE OF MARKET	2014	2015	2016	2017	2018	2019
SFR FTEs	126	128	129	133	136	136
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648
Share of Total %	5.3%	5.2%	5.3%	5.3%	5.2%	5.1%
Annual Change in Share %		-1.8%	2.1%	0.7%	-1.9%	-1.4%
Change in Share from 2014 %		-1.8%	0.2%	0.9%	-1.0%	-2.3%
Avg Ann. Change in Share %		-1.8%	0.1%	0.3%	-0.2%	-0.5%

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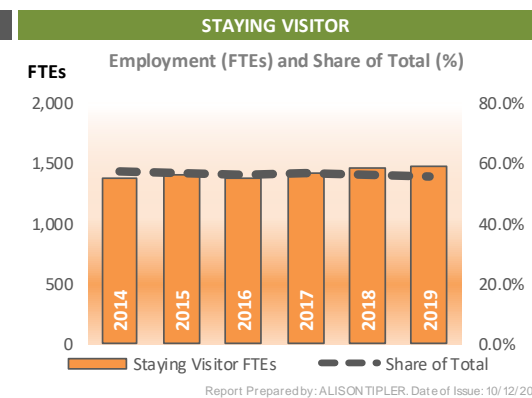
Report Prepared by: ALISON TIPLER. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2014-2019													2014 to 2019	STAYING VISITOR	DIRECT EMPLOYMENT			
THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA																		
EMPLOYMENT BY:	MONTH AND QUARTER													CALENDAR YEAR	QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2019	1.7%	-1.0%	-2.7%	6.2%	11.0%	6.8%	6.4%	6.6%	5.1%	2.2%	-1.1%	2.0%	4.0%		-0.6%	8.0%	6.1%	1.1%
% Change 2018 to 2019	1.1%	0.1%	0.2%	2.4%	1.4%	0.2%	1.7%	0.0%	-0.9%	0.0%	1.0%	0.2%	0.6%		0.5%	1.3%	0.3%	0.4%
Average Annual Change	0.3%	-0.2%	-0.5%	1.2%	2.2%	1.4%	1.3%	1.3%	1.0%	0.4%	-0.2%	0.4%	0.8%		-0.1%	1.6%	1.2%	0.2%
2014 FTEs	843	729	809	951	997	983	1,073	1,188	1,028	869	801	843	926		794	977	1,097	838
2015 FTEs	857	735	820	960	1,012	1,002	1,080	1,193	1,026	883	789	846	934	0.8%	804	991	1,100	839
2016 FTEs	828	706	785	931	985	974	1,061	1,181	1,008	854	763	832	909	-2.6%	773	964	1,083	817
2017 FTEs	836	712	778	965	1,047	1,009	1,095	1,207	1,064	863	771	844	932	2.6%	775	1,007	1,122	826
2018 FTEs	848	721	786	986	1,092	1,048	1,123	1,267	1,090	889	784	858	958	2.7%	785	1,042	1,160	843
2019 FTEs	857	721	787	1,010	1,107	1,050	1,142	1,267	1,081	888	792	860	964	0.6%	789	1,056	1,163	847

EMPLOYMENT						
SHARE OF MARKET	2014	2015	2016	2017	2018	2019
Staying Visitor FTEs	1,370	1,397	1,371	1,415	1,465	1,476
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648
Share of Total %	57.2%	56.5%	56.4%	56.5%	56.1%	55.7%
Annual Change in Share %		-1.2%	-0.2%	0.3%	-0.8%	-0.6%
Change in Share from 2014 %		-1.2%	-1.4%	-1.1%	-1.9%	-2.5%
Avg Ann. Change in Share %		-1.2%	-0.7%	-0.4%	-0.5%	-0.5%

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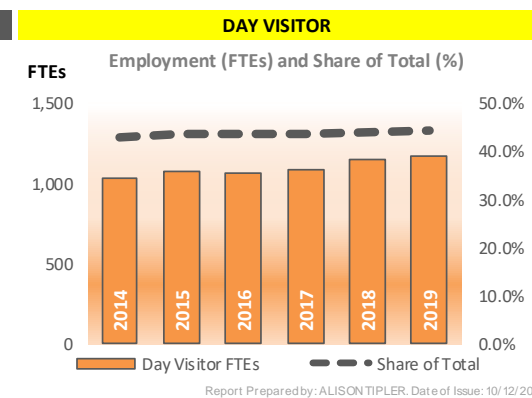


STEAM FINAL TREND REPORT FOR 2014-2019											2014 to 2019			DAY VISITOR		DIRECT EMPLOYMENT				
THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT 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	Annual Change		Q1	Q2	Q3	Q4	
% Change 2014 to 2019		28.8%	31.5%	28.7%	4.1%	9.1%	21.5%	-9.4%	20.4%	20.9%	11.7%	2.8%	11.6%			14.2%	29.7%	11.9%	10.7%	9.0%
% Change 2018 to 2019		3.4%	5.6%	6.5%	1.6%	-0.3%	3.7%	0.8%	0.2%	4.0%	2.6%	-3.2%	0.6%			2.1%	5.4%	1.7%	1.4%	0.4%
Average Annual Change		5.8%	6.3%	5.7%	0.8%	1.8%	4.3%	-1.9%	4.1%	4.2%	2.3%	0.6%	2.3%			2.8%	5.9%	2.4%	2.1%	1.8%
2014 FTEs		528	741	916	1,225	1,425	1,391	1,376	1,766	1,034	864	584	467	1,026	-1.4%	728	1,347	1,392	638	
2015 FTEs		638	856	926	1,219	1,387	1,393	1,345	1,956	1,101	976	612	521	1,077		5.0%	807	1,333	1,467	703
2016 FTEs		636	837	1,004	1,172	1,428	1,526	1,242	1,907	1,012	900	570	511	1,062		826	1,375	1,387	660	
2017 FTEs		633	856	1,042	1,234	1,428	1,548	1,202	2,020	1,092	890	598	515	1,088		2.5%	844	1,403	1,438	667
2018 FTEs		658	923	1,107	1,254	1,559	1,631	1,237	2,122	1,202	940	620	518	1,148		5.5%	896	1,481	1,521	693
2019 FTEs		680	975	1,178	1,275	1,555	1,691	1,247	2,127	1,250	965	600	521	1,172		2.1%	944	1,507	1,541	695

EMPLOYMENT						
SHARE OF MARKET	2014	2015	2016	2017	2018	2019
Day Visitor FTEs	1,026	1,077	1,062	1,088	1,148	1,172
Total Employment FTEs	2,396	2,475	2,433	2,503	2,613	2,648
Share of Total %	42.8%	43.5%	43.6%	43.5%	43.9%	44.3%
Annual Change in Share %		1.7%	0.3%	-0.4%	1.0%	0.8%
Change in Share from 2014 %		1.7%	1.9%	1.5%	2.5%	3.3%
Avg Ann. Change in Share %		1.7%	1.0%	0.5%	0.6%	0.7%

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**STEAM FINAL TREND REPORT FOR 2014-2019**  
**THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA**

**2019**

**STAYING VISITORS**

**ACCOMMODATION SUPPLY  
DISTRIBUTION BY TYPE**

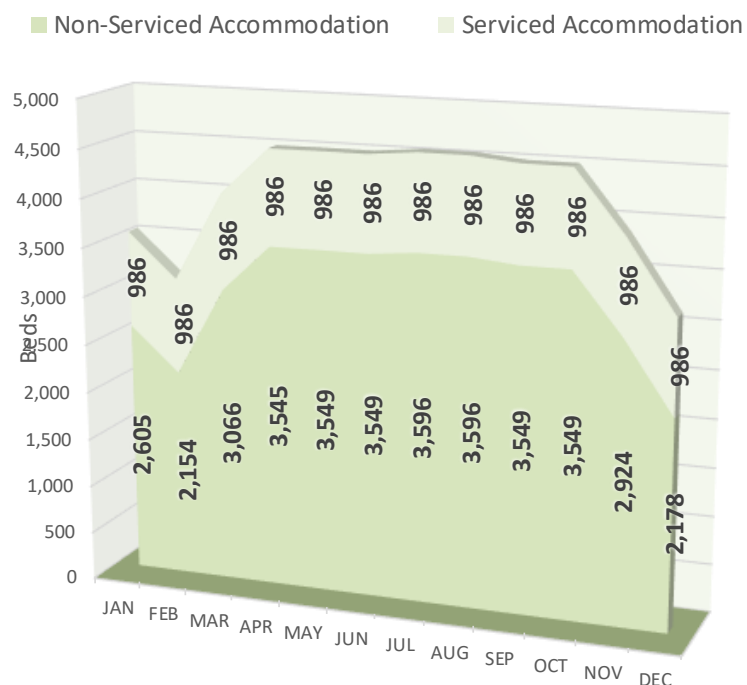
SERVICED ACCOMMODATION 2019	2019		Change on 2018		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	92	986	0	-80	-14	-139
+50 Room	0	0	0	0	0	0
11-50 Room	9	381	0	-97	0	-99
<10 Room	83	605	0	+17	-14	-40

NON-SERVICED ACCOMMODATION 2019	2019		Change on 2018		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	150	3,596	+7	+67	+6	+520
Self catering	113	960	+2	+12	+2	+148
Static caravans/chalets	0	715	0	-44	0	-70
Touring caravans/camping	35	1,854	+5	+99	+5	+459
Youth Hostels	2	67	0	0	-1	-17

DISTRIBUTION BY TYPE OF ACCOMMODATION 2019	2019		Change on 2018		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	242	4,582	+7	-13	-8	+381
Serviced Accommodation Share of Total	38%	22%				
Non-Serviced Accommodation Share of Total	62%	78%				

SEASONAL AVAILABILITY OF BED SUPPLY 2019	2019											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	3,591	3,140	4,052	4,531	4,535	4,535	4,582	4,582	4,535	4,535	3,910	3,164
Serviced Accommodation	986	986	986	986	986	986	986	986	986	986	986	986
Non-Serviced Accommodation	2,605	2,154	3,066	3,545	3,549	3,549	3,596	3,596	3,549	3,549	2,924	2,178

**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>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>

# STEAM FINAL TREND REPORT FOR 2014-2019

## THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA

Comparing 2019 and 2018

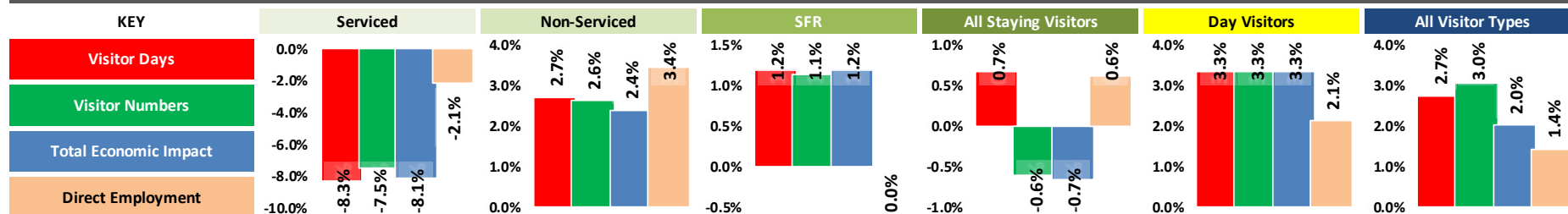
2018 in 2019 prices (1.025)

### COMPARATIVE HEADLINES

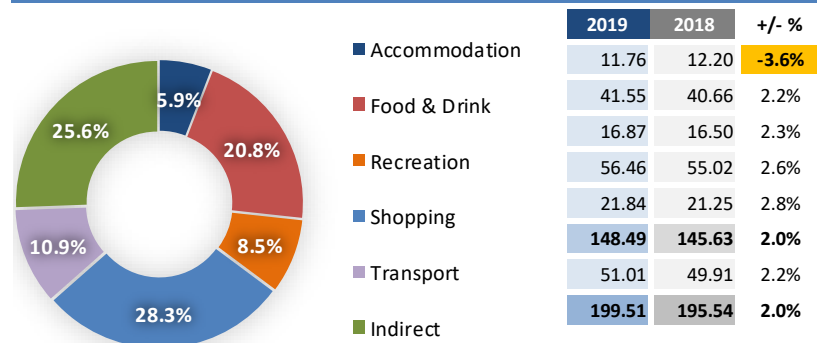
#### KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2019 & 2018 - INDEXED TO 2019

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				
		Serviced			Non-Serviced																
Less than 3% change																					
A Fall of 3% or more		2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %	2019	2018	+/- %		
Visitor Days	M	0.127	0.139	-8.3%	0.556	0.541	2.7%	0.303	0.299	1.2%	0.985	0.979	0.7%	3.483	3.371	3.3%	4.469	4.349	2.7%		
Visitor Numbers	M	0.063	0.068	-7.5%	0.078	0.076	2.6%	0.128	0.126	1.1%	0.269	0.270	-0.6%	3.483	3.371	3.3%	3.752	3.641	3.0%		
Direct Expenditure	£M																		148.49	145.63	2.0%
Economic Impact	£M	15.64	17.01	-8.1%	32.80	32.04	2.4%	15.55	15.36	1.2%	63.99	64.41	-0.7%	135.52	131.13	3.3%	199.51	195.54	2.0%		
Direct Employment	FTEs	391	400	-2.1%	436	421	3.4%	136	136	0.0%	964	958	0.6%	1,172	1,148	2.1%	2,136	2,105	1.4%		
Total Employment	FTEs																2,648	2,613	1.4%		

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

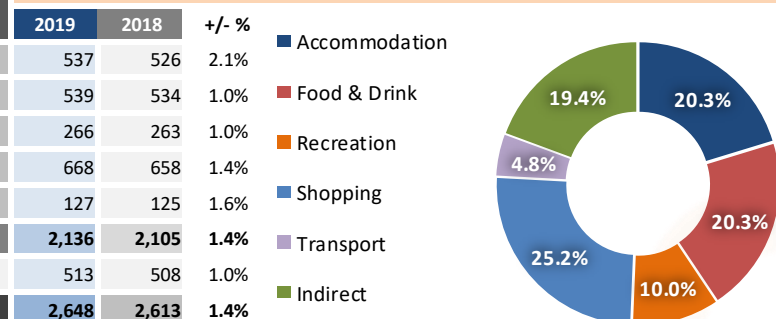


#### Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2019

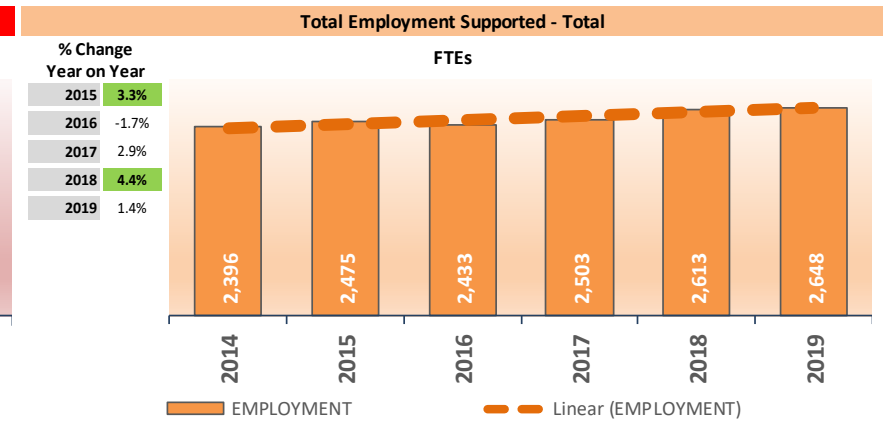
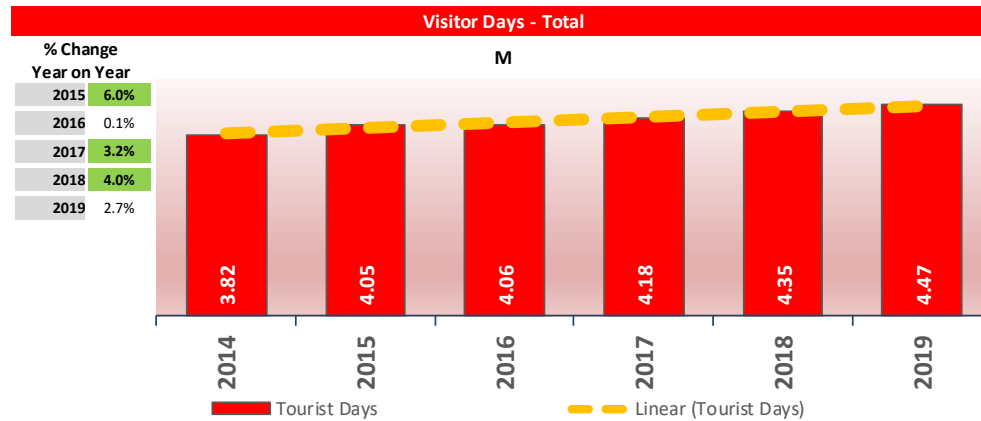
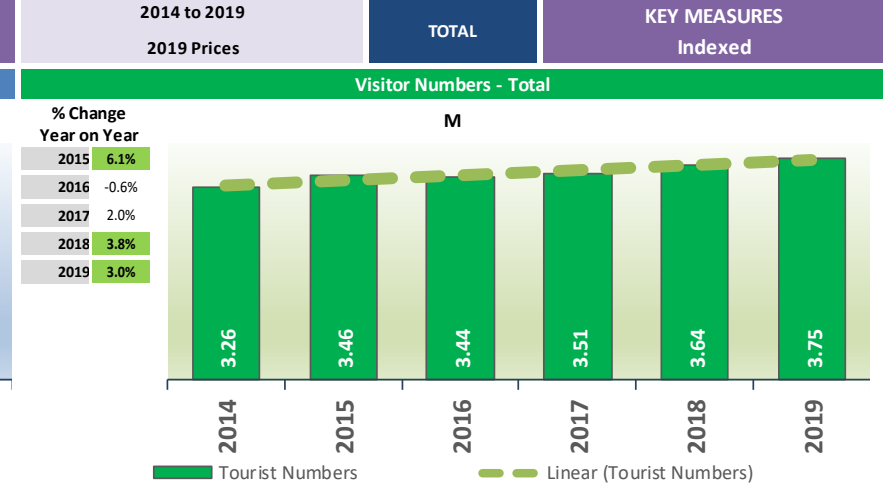
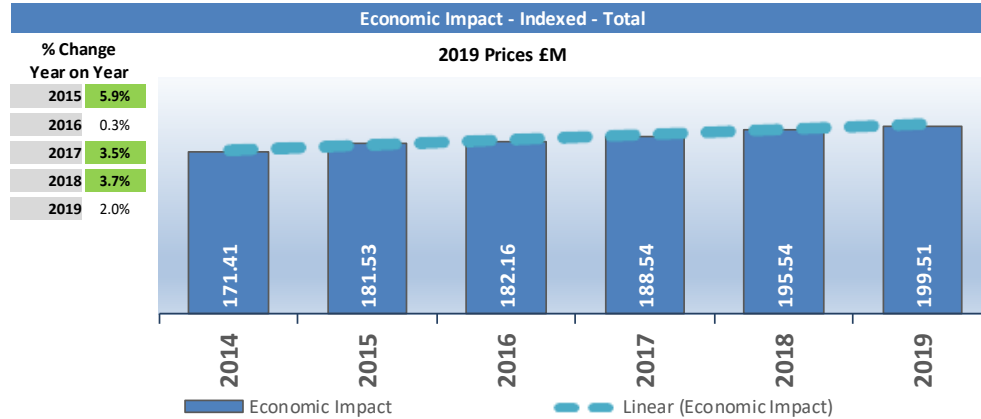


Sectors	2019	2018	+/- %
Accommodation	537	526	2.1%
Food & Drink	539	534	1.0%
Recreation	266	263	1.0%
Shopping	668	658	1.4%
Transport	127	125	1.6%
TOTAL DIRECT	2,136	2,105	1.4%
Indirect	513	508	1.0%
TOTAL	2,648	2,613	1.4%

#### Sectoral Distribution of Employment - FTEs



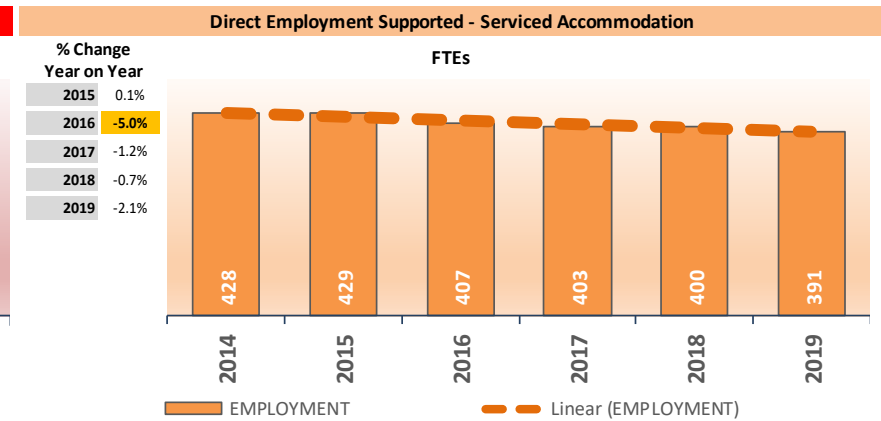
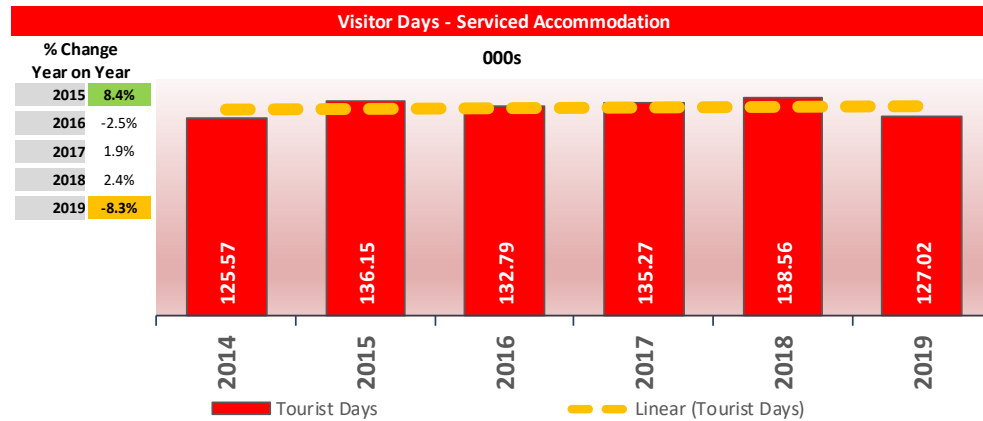
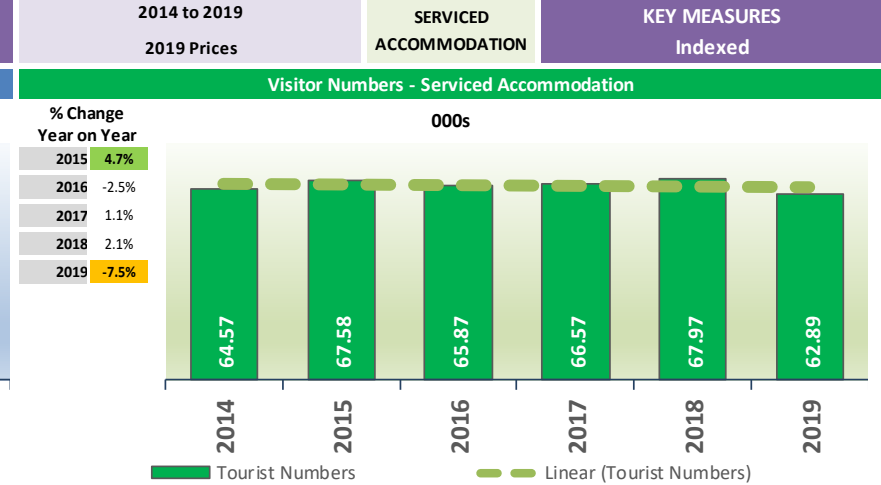
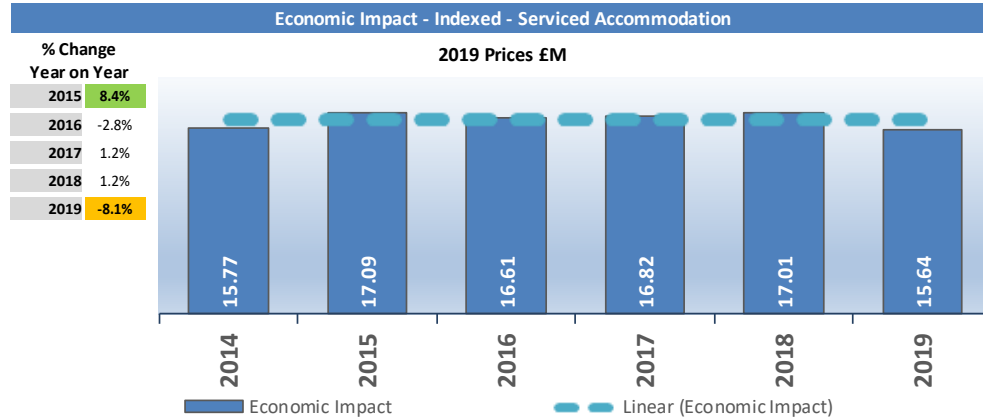
**STEAM FINAL TREND REPORT FOR 2014-2019**  
**THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA**



% Change from 2014	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		5.9%	6.3%	10.0%	14.1%	16.4%
Visitor Numbers		6.1%	5.4%	7.5%	11.7%	15.1%
Visitor Days		6.0%	6.0%	9.4%	13.7%	16.8%
Total Employment		3.3%	1.5%	4.4%	9.0%	10.5%

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2014-2019**  
**THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA**



% Change from 2014	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		8.4%	5.4%	6.6%	7.9%	-0.8%
Visitor Numbers		4.7%	2.0%	3.1%	5.3%	-2.6%
Visitor Days		8.4%	5.7%	7.7%	10.3%	1.2%
Direct Employment		0.1%	-4.9%	-6.0%	-6.7%	-8.6%

"Linear" = Linear Trendline



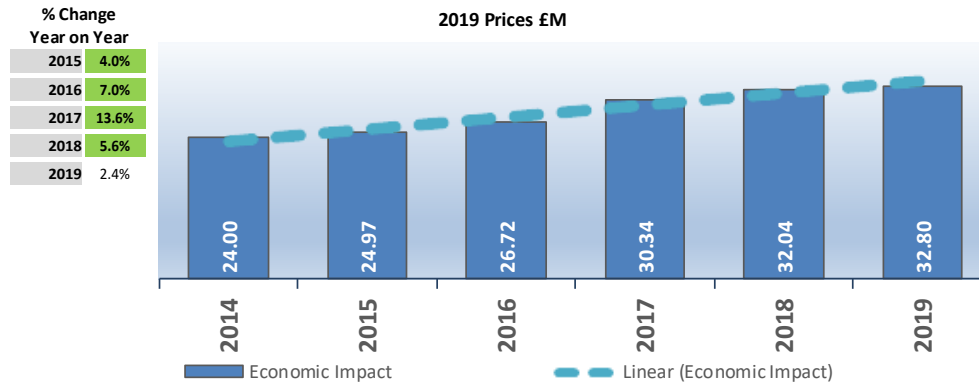
**STEAM FINAL TREND REPORT FOR 2014-2019**  
**THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA**

2014 to 2019  
 2019 Prices

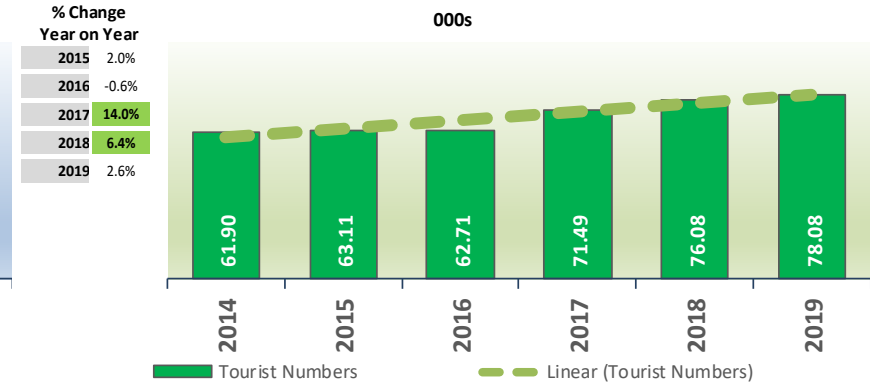
NON-SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Indexed

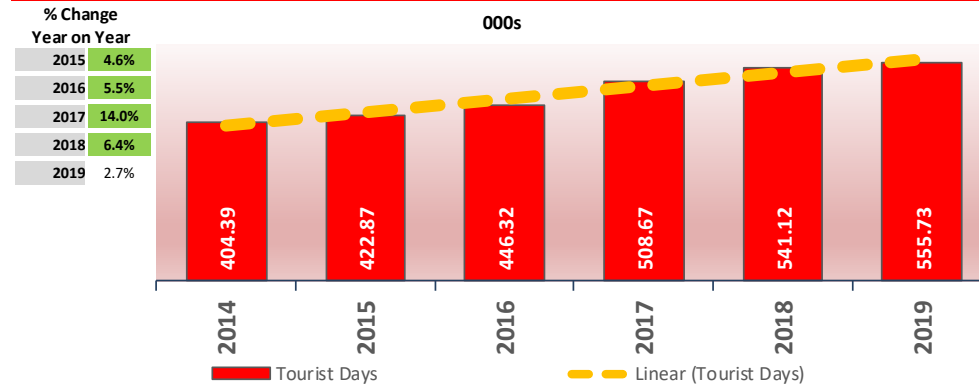
**Economic Impact - Indexed - Non-Serviced Accommodation**



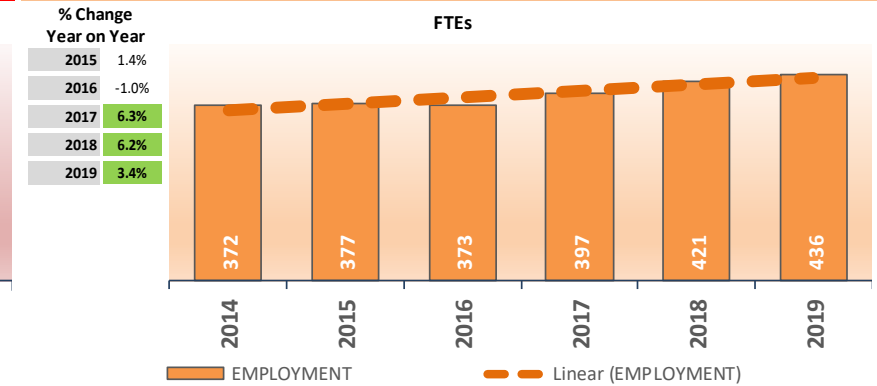
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



**Direct Employment Supported - Non-Serviced Accommodation**



% Change from 2014	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		4.0%	11.3%	26.4%	33.5%	36.7%
Visitor Numbers		2.0%	1.3%	15.5%	22.9%	26.1%
Visitor Days		4.6%	10.4%	25.8%	33.8%	37.4%
Direct Employment		1.4%	0.4%	6.7%	13.4%	17.3%

"Linear" = Linear Trendline

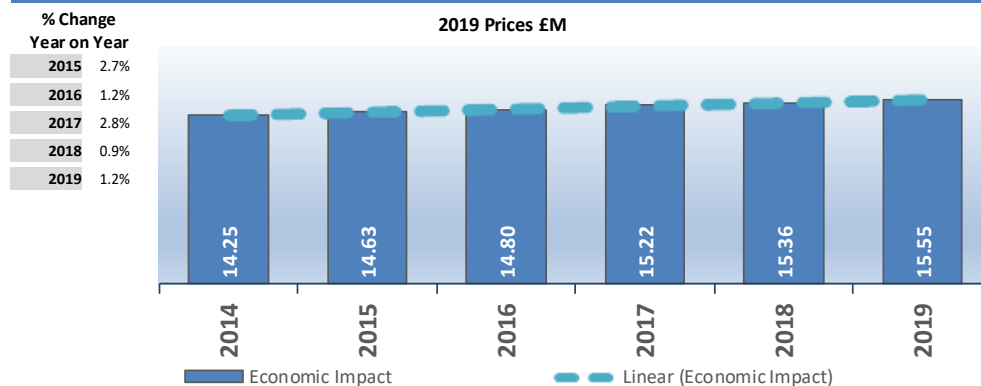
**STEAM FINAL TREND REPORT FOR 2014-2019**  
**THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA**

2014 to 2019  
 2019 Prices

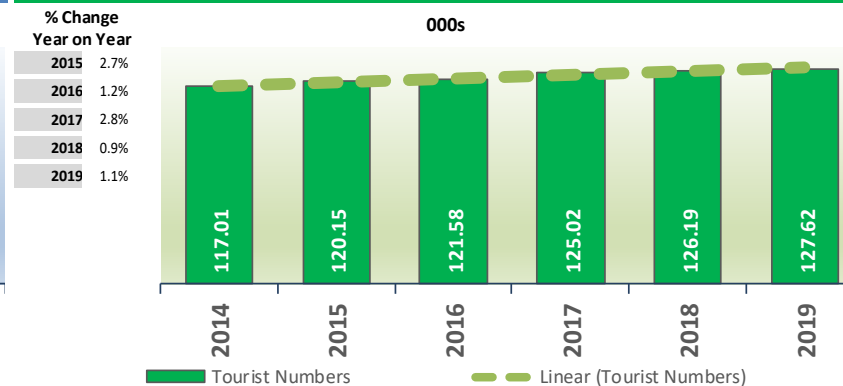
SFR

**KEY MEASURES**  
 Indexed

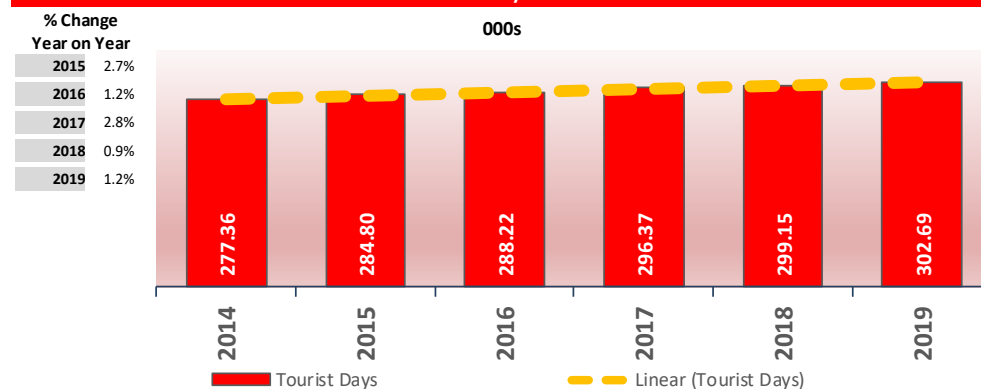
**Economic Impact - Indexed - SFR**



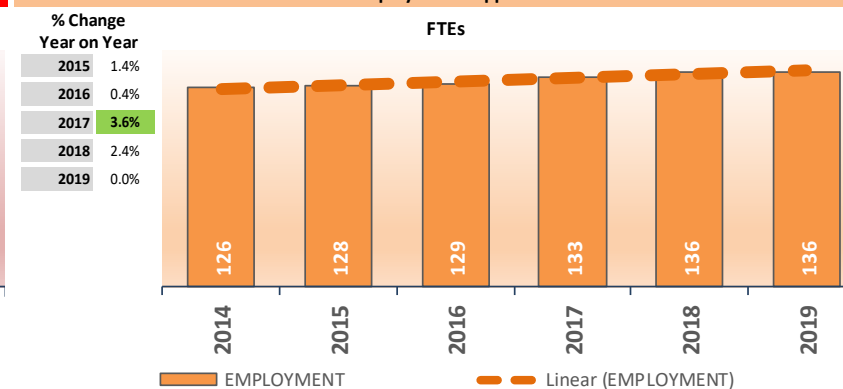
**Visitor Numbers - SFR**



**Visitor Days - SFR**



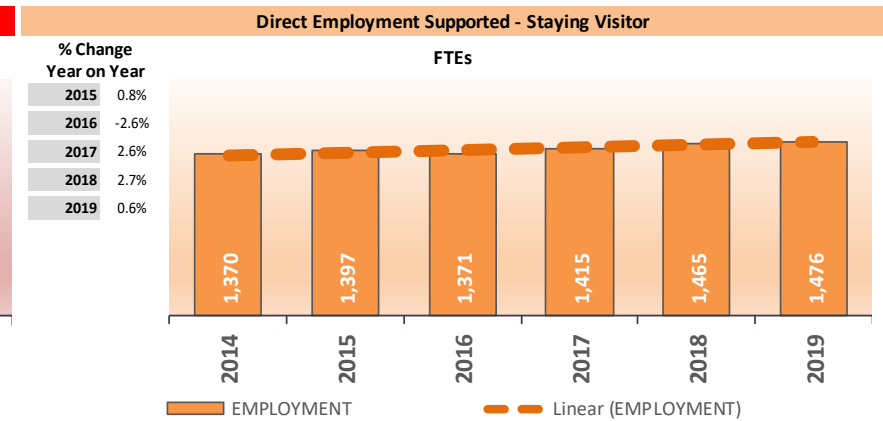
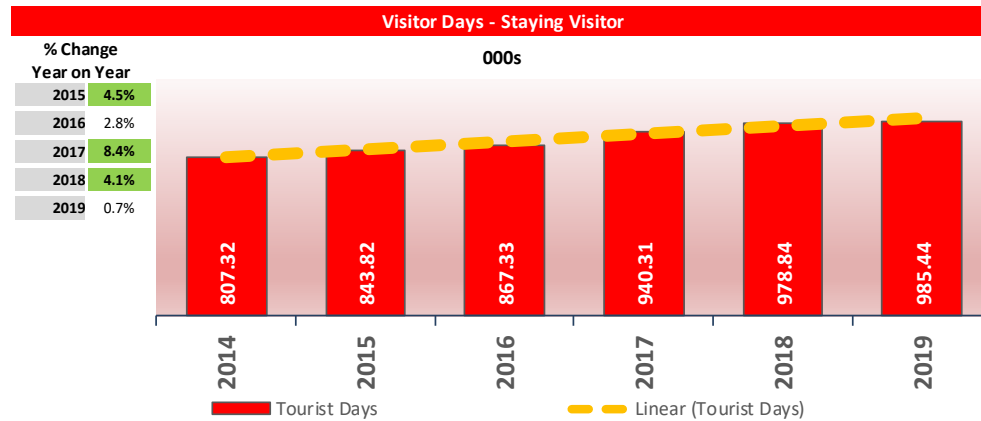
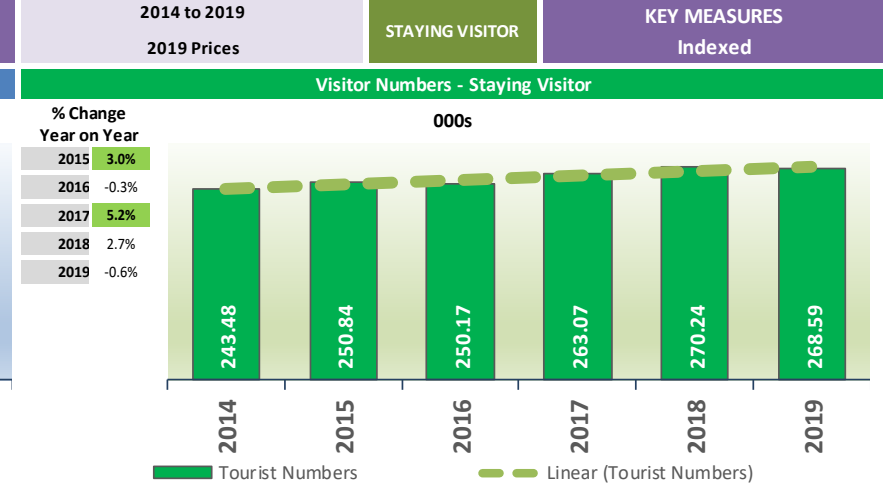
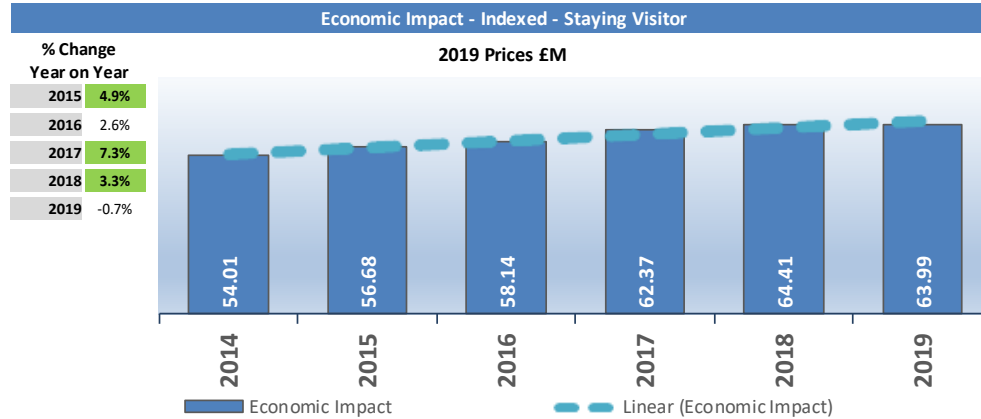
**Direct Employment Supported - SFR**



% Change from 2014	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		2.7%	3.9%	6.8%	7.8%	9.1%
Visitor Numbers		2.7%	3.9%	6.8%	7.8%	9.1%
Visitor Days		2.7%	3.9%	6.9%	7.9%	9.1%
Direct Employment		1.4%	1.8%	5.4%	8.0%	8.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2014-2019  
THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA



% Change from 2014	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		4.9%	7.6%	15.5%	19.3%	18.5%
Visitor Numbers		3.0%	2.7%	8.0%	11.0%	10.3%
Visitor Days		4.5%	7.4%	16.5%	21.2%	22.1%
Direct Employment		2.0%	0.1%	3.3%	7.0%	7.8%

"Linear" = Linear Trendline

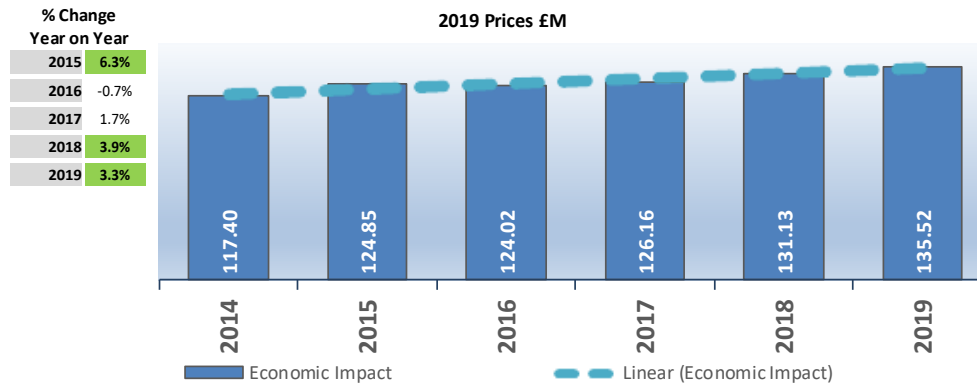
STEAM FINAL TREND REPORT FOR 2014-2019  
THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA

2014 to 2019  
2019 Prices

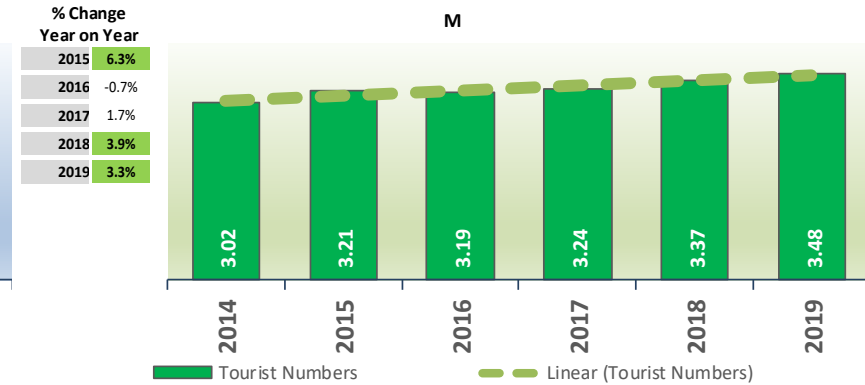
DAY VISITOR

KEY MEASURES  
Indexed

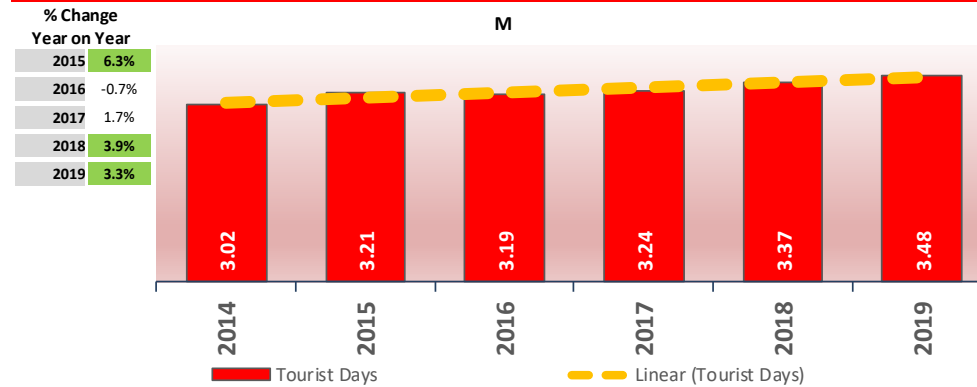
Economic Impact - Indexed - Day Visitor



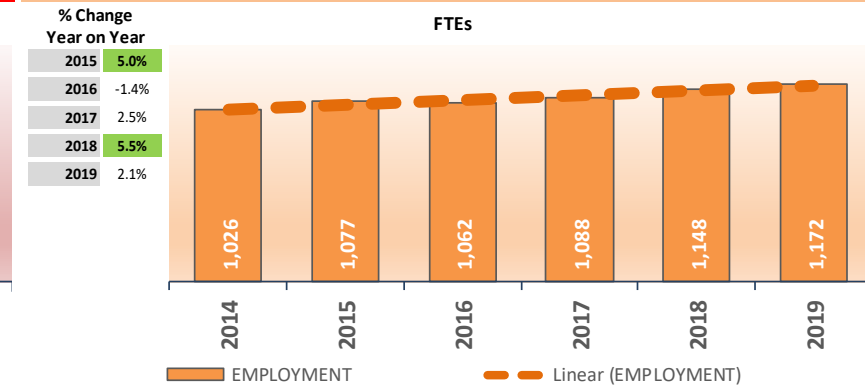
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



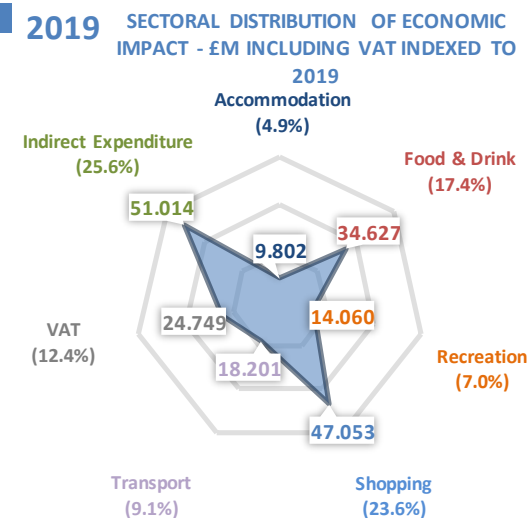
Direct Employment Supported - Day Visitor



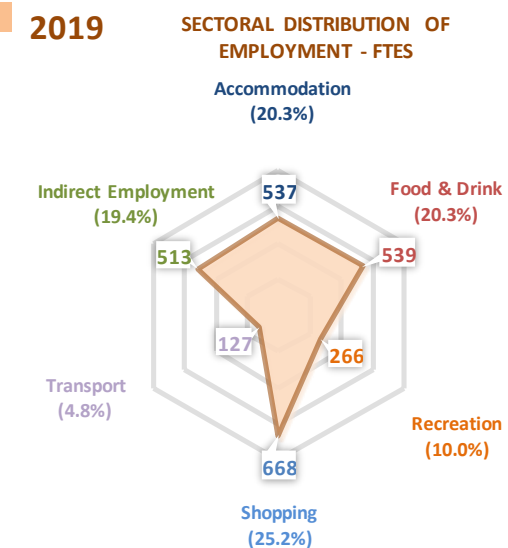
% Change from 2014	2014	2015	2016	2017	2018	2019
Economic Impact - Indexed		6.3%	5.6%	7.5%	11.7%	15.4%
Visitor Numbers		6.3%	5.6%	7.5%	11.7%	15.4%
Visitor Days		6.3%	5.6%	7.5%	11.7%	15.4%
Direct Employment		5.0%	3.5%	6.0%	11.8%	14.2%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2014-2019							2014 to 2019	TOTAL	SECTORAL ANALYSIS
THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA							2019 Prices		Indexed
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2019									
SECTOR / YEAR		2014	2015	2016	2017	2018	2019		
Accommodation	£M	8.707	9.223	9.520	10.03	10.17	9.802		
Food & Drink	£M	29.74	31.49	31.53	32.62	33.89	34.63		
Recreation	£M	12.05	12.76	12.76	13.22	13.75	14.06		
Shopping	£M	40.49	42.93	42.92	44.15	45.85	47.05		
Transport	£M	15.48	16.37	16.40	17.02	17.71	18.20		
Direct Revenue	£M	106.47	112.78	113.13	117.05	121.36	123.74		
VAT	£M	21.29	22.56	22.63	23.41	24.27	24.75		
Direct Expenditure	£M	127.76	135.33	135.75	140.46	145.63	148.49		
Indirect Expenditure	£M	43.65	46.20	46.40	48.08	49.91	51.01		
TOTAL	£M	171.41	181.53	182.16	188.54	195.54	199.51		



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES							
SECTOR / YEAR		2014	2015	2016	2017	2018	2019
Accommodation	FTEs	565	560	531	523	526	537
Food & Drink	FTEs	468	489	486	506	534	539
Recreation	FTEs	230	241	239	249	263	266
Shopping	FTEs	581	608	603	625	658	668
Transport	FTEs	109	114	113	118	125	127
Direct Employment	FTEs	1,953	2,011	1,971	2,021	2,105	2,136
Indirect Employment	FTEs	444	464	462	482	508	513
TOTAL	FTEs	2,396	2,475	2,433	2,503	2,613	2,648



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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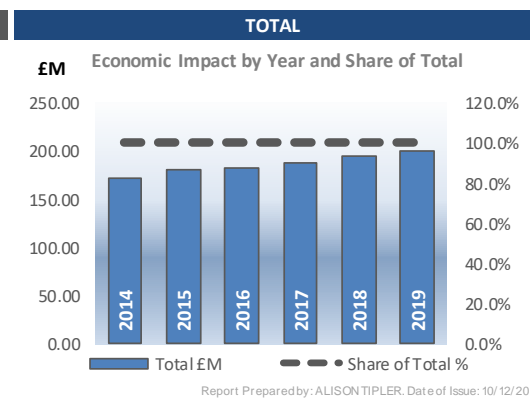
Report Prepared by: ALISON TIPLER. Date of Issue: 10/12/20

STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2019		25.4%	28.8%	23.7%	10.4%	16.6%	22.9%	0.9%	19.9%	19.5%	13.9%	5.7%	15.2%		16.4%	25.8%	16.9%	13.6%	11.8%
% Change 2018 to 2019		3.3%	4.6%	5.3%	3.0%	0.9%	3.0%	1.9%	0.4%	1.9%	1.5%	-1.2%	0.5%		2.0%	4.5%	2.3%	1.3%	0.5%
Average Annual Change		5.1%	5.8%	4.7%	2.1%	3.3%	4.6%	0.2%	4.0%	3.9%	2.8%	1.1%	3.0%		3.3%	5.2%	3.4%	2.7%	2.4%
2014	£M	8.248	9.340	11.75	16.18	18.67	18.27	19.80	25.05	15.60	12.03	8.639	7.826		171.41	29.34	53.12	60.45	28.50
2015	£M	9.676	10.73	12.21	16.51	18.81	18.86	19.93	27.37	16.44	13.54	8.901	8.551	181.53	5.9%	32.62	54.18	63.75	30.99
2016	£M	9.725	10.63	13.04	16.22	19.42	20.34	19.29	27.40	15.87	12.92	8.633	8.670	182.16	0.3%	33.40	55.98	62.56	30.22
2017	£M	9.798	10.93	13.32	17.23	20.16	20.94	19.31	28.67	17.28	12.97	9.017	8.905	188.54	3.5%	34.04	58.33	65.27	30.89
2018	£M	10.01	11.50	13.80	17.35	21.57	21.80	19.61	29.91	18.29	13.50	9.241	8.966	195.54	3.7%	35.31	60.72	67.81	31.71
2019	£M	10.34	12.03	14.53	17.87	21.76	22.46	19.97	30.04	18.64	13.71	9.132	9.013	199.51	2.0%	36.91	62.09	68.65	31.86

ECONOMIC IMPACT - INDEXED TO 2019							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Total	£M	171.41	181.53	182.16	188.54	195.54	199.51
All Visitor Types	£M	171.41	181.53	182.16	188.54	195.54	199.51
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%						
Change in Share from 2014	%						
Avg Ann. Change in Share	%						

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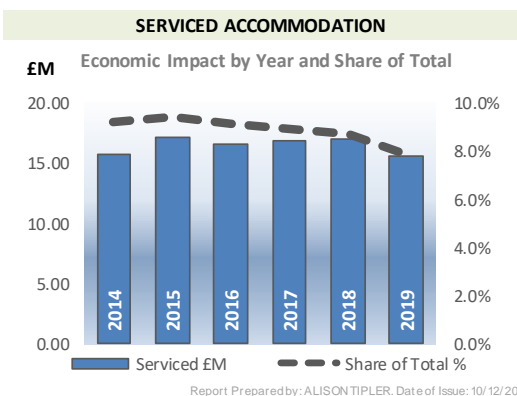


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019 2019 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An 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 2014 to 2019		10.5%	-0.9%	-6.7%	12.2%	30.1%	17.7%	-6.4%	-10.1%	-19.3%	1.9%	-15.2%	9.3%	-0.8%	Annual Change	-0.2%	20.1%	-11.7%	-2.8%	
% Change 2018 to 2019		-8.6%	-8.9%	-8.4%	-9.1%	-7.8%	-7.7%	-6.0%	-6.9%	-9.9%	-7.5%	-7.5%	-11.6%	-8.1%		-8.6%	-8.1%	-7.4%	-8.7%	
Average Annual Change		2.1%	-0.2%	-1.3%	2.4%	6.0%	3.5%	-1.3%	-2.0%	-3.9%	0.4%	-3.0%	1.9%	-0.2%		0.0%	4.0%	-2.3%	-0.6%	
2014	£M	0.659	0.855	0.976	1.066	1.169	1.304	1.968	2.566	1.882	1.205	1.270	0.850	15.77	-2.8%	2.490	3.539	6.416	3.326	
2015	£M	0.841	0.980	1.088	1.176	1.353	1.586	2.112	2.673	1.826	1.397	1.138	0.921	17.09		8.4%	2.910	4.114	6.610	3.456
2016	£M	0.777	0.939	1.052	1.128	1.312	1.509	2.118	2.668	1.753	1.278	1.103	0.976	16.61		2.769	3.949	6.539	3.357	
2017	£M	0.791	0.924	1.006	1.317	1.600	1.630	1.975	2.392	1.710	1.300	1.141	1.030	16.82		1.2%	2.720	4.547	6.077	3.471
2018	£M	0.797	0.929	0.994	1.315	1.650	1.662	1.958	2.476	1.686	1.328	1.164	1.052	17.01		1.2%	2.720	4.627	6.121	3.543
2019	£M	0.728	0.847	0.910	1.196	1.521	1.535	1.842	2.305	1.519	1.228	1.077	0.929	15.64	-8.1%	2.485	4.251	5.666	3.234	

ECONOMIC IMPACT - INDEXED TO 2019							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Serviced	£M	15.77	17.09	16.61	16.82	17.01	15.64
All Visitor Types	£M	171.41	181.53	182.16	188.54	195.54	199.51
Share of Total	%	9.2%	9.4%	9.1%	8.9%	8.7%	7.8%
Annual Change in Share	%		2.3%	-3.1%	-2.2%	-2.5%	-9.9%
Change in Share from 2014	%		2.3%	-0.9%	-3.1%	-5.4%	-14.8%
Avg Ann. Change in Share	%		2.3%	-0.4%	-1.0%	-1.4%	-3.0%

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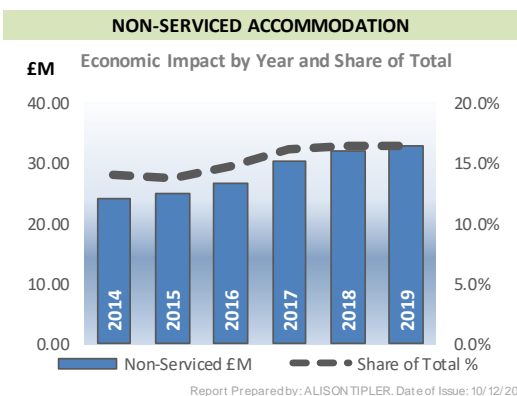


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019 2019 Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
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 2014 to 2019		49.4%	40.7%	15.2%	43.9%	43.2%	30.3%	38.7%	35.5%	38.2%	30.2%	38.0%	44.6%	36.7%	Annual Change	30.9%	38.4%	37.3%	35.5%	
% Change 2018 to 2019		7.1%	0.7%	0.0%	10.6%	4.4%	0.6%	4.9%	0.3%	-1.7%	-1.4%	5.4%	5.5%	2.4%		2.1%	4.5%	1.1%	2.1%	
Average Annual Change		9.9%	8.1%	3.0%	8.8%	8.6%	6.1%	7.7%	7.1%	7.6%	6.0%	7.6%	8.9%	7.3%		6.2%	7.7%	7.5%	7.1%	
2014	£M	0.642	0.735	1.213	1.781	2.772	2.797	3.305	4.151	2.988	1.761	1.112	0.739	24.00	4.0%	2.591	7.350	10.44	3.612	
2015	£M	0.671	0.767	1.308	1.864	2.887	2.892	3.405	4.284	3.105	1.847	1.165	0.771	24.97		2.746	7.643	10.79	3.782	
2016	£M	0.746	0.833	1.338	1.972	3.027	3.044	3.630	4.620	3.369	2.014	1.275	0.851	26.72		7.0%	2.917	8.042	11.62	4.140
2017	£M	0.854	0.983	1.375	2.224	3.512	3.382	4.223	5.186	4.067	2.187	1.388	0.960	30.34		13.6%	3.212	9.117	13.48	4.535
2018	£M	0.895	1.027	1.398	2.317	3.802	3.622	4.369	5.610	4.204	2.325	1.455	1.012	32.04		5.6%	3.320	9.741	14.18	4.793
2019	£M	0.959	1.034	1.398	2.563	3.968	3.645	4.584	5.624	4.131	2.293	1.535	1.068	32.80	2.4%	3.391	10.18	14.34	4.895	

ECONOMIC IMPACT - INDEXED TO 2019							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Non-Serviced	£M	24.00	24.97	26.72	30.34	32.04	32.80
All Visitor Types	£M	171.41	181.53	182.16	188.54	195.54	199.51
Share of Total	%	14.0%	13.8%	14.7%	16.1%	16.4%	16.4%
Annual Change in Share	%		-1.8%	6.7%	9.7%	1.8%	0.4%
Change in Share from 2014	%		-1.8%	4.8%	14.9%	17.0%	17.4%
Avg Ann. Change in Share	%		-1.8%	2.4%	5.0%	4.3%	3.5%

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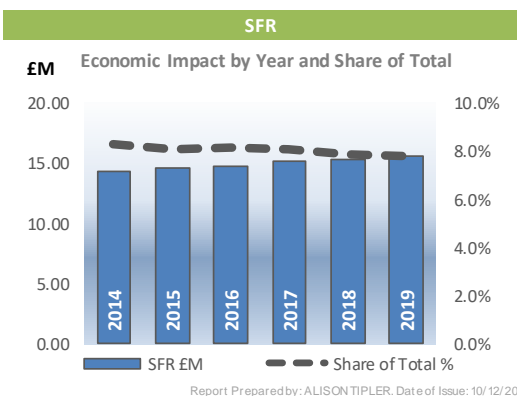


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019 2019 Prices			SFR	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - 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 2014 to 2019		9.8%	10.3%	4.5%	9.5%	12.4%	8.7%	8.5%	7.7%	8.7%	6.7%	6.9%	11.7%		9.1%	8.6%	10.2%	8.2%	9.4%
% Change 2018 to 2019		2.2%	0.7%	0.5%	2.5%	1.5%	0.3%	1.8%	0.4%	-0.7%	-0.6%	2.3%	1.3%		1.2%	1.5%	1.6%	0.6%	1.0%
Average Annual Change		2.0%	2.1%	0.9%	1.9%	2.5%	1.7%	1.7%	1.5%	1.7%	1.3%	1.4%	2.3%		1.8%	1.7%	2.0%	1.6%	1.9%
2014	£M	1.914	0.685	0.832	1.665	1.147	0.908	1.410	1.505	0.868	0.837	0.691	1.783		14.25		3.432	3.720	3.784
2015	£M	2.003	0.711	0.870	1.703	1.175	0.933	1.435	1.528	0.881	0.867	0.693	1.829	14.63	2.7%	3.584	3.811	3.844	3.389
2016	£M	2.015	0.716	0.877	1.711	1.186	0.941	1.453	1.554	0.898	0.874	0.704	1.874	14.80	1.2%	3.608	3.838	3.906	3.452
2017	£M	2.042	0.745	0.866	1.772	1.248	0.971	1.499	1.584	0.950	0.889	0.712	1.942	15.22	2.8%	3.652	3.991	4.033	3.544
2018	£M	2.058	0.750	0.866	1.778	1.271	0.985	1.504	1.615	0.950	0.899	0.722	1.966	15.36	0.9%	3.674	4.034	4.068	3.588
2019	£M	2.103	0.756	0.870	1.823	1.290	0.987	1.530	1.621	0.943	0.894	0.739	1.991	15.55	1.2%	3.728	4.100	4.094	3.624

ECONOMIC IMPACT - INDEXED TO 2019						
SHARE OF MARKET	2014	2015	2016	2017	2018	2019
SFR £M	14.25	14.63	14.80	15.22	15.36	15.55
All Visitor Types £M	171.41	181.53	182.16	188.54	195.54	199.51
Share of Total %	8.3%	8.1%	8.1%	8.1%	7.9%	7.8%
Annual Change in Share %		-3.0%	0.8%	-0.7%	-2.7%	-0.8%
Change in Share from 2014 %		-3.0%	-2.2%	-2.9%	-5.5%	-6.2%
Avg Ann. Change in Share %		-3.0%	-1.1%	-1.0%	-1.4%	-1.2%

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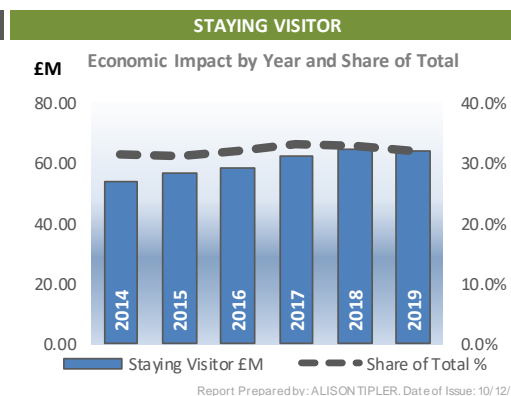


STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 to 2019 2019 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% 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	Annual Change		Q1	Q2	Q3	Q4	
% Change 2014 to 2019		17.9%	15.9%	5.2%	23.7%	33.2%	23.1%	19.0%	16.2%	14.9%	16.1%	9.0%	18.3%			18.5%	12.8%	26.8%	16.7%	14.7%
% Change 2018 to 2019		1.1%	-2.6%	-2.4%	3.2%	0.8%	-1.6%	1.6%	-1.5%	-3.6%	-3.0%	0.3%	-1.0%			-0.7%	-1.1%	0.7%	-1.1%	-1.4%
Average Annual Change		3.6%	3.2%	1.0%	4.7%	6.6%	4.6%	3.8%	3.2%	3.0%	3.2%	1.8%	3.7%			3.7%	2.6%	5.4%	3.3%	2.9%
2014	£M	3.216	2.275	3.021	4.512	5.088	5.009	6.684	8.222	5.739	3.804	3.074	3.371	54.01	4.9%	8.512	14.61	20.64	10.25	
2015	£M	3.515	2.459	3.266	4.742	5.415	5.411	6.951	8.485	5.811	4.110	2.996	3.521	56.68		9.240	15.57	21.25	10.63	
2016	£M	3.539	2.489	3.267	4.812	5.524	5.493	7.201	8.842	6.020	4.166	3.081	3.701	58.14		2.6%	9.294	15.83	22.06	10.95
2017	£M	3.686	2.651	3.247	5.313	6.360	5.982	7.696	9.162	6.727	4.376	3.241	3.932	62.37		7.3%	9.584	17.65	23.59	11.55
2018	£M	3.750	2.706	3.258	5.411	6.722	6.269	7.831	9.700	6.841	4.552	3.341	4.030	64.41		3.3%	9.715	18.40	24.37	11.92
2019	£M	3.790	2.637	3.178	5.582	6.779	6.167	7.956	9.550	6.594	4.414	3.350	3.988	63.99	-0.7%	9.605	18.53	24.10	11.75	

ECONOMIC IMPACT - INDEXED TO 2019							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Staying Visitor	£M	54.01	56.68	58.14	62.37	64.41	63.99
All Visitor Types	£M	171.41	181.53	182.16	188.54	195.54	199.51
Share of Total	%	31.5%	31.2%	31.9%	33.1%	32.9%	32.1%
Annual Change in Share	%		-0.9%	2.2%	3.7%	-0.4%	-2.6%
Change in Share from 2014	%		-0.9%	1.3%	5.0%	4.5%	1.8%
Avg Ann. Change in Share	%		-0.9%	0.6%	1.7%	1.1%	0.4%

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STEAM FINAL TREND REPORT FOR 2014-2019 THE LINCOLNSHIRE WOLDS - DEVELOPMENT PLAN AREA											2014 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 2014 to 2019		30.2%	33.0%	30.1%	5.2%	10.3%	22.9%	-8.4%	21.8%	22.2%	12.9%	3.9%	12.8%		15.4%	31.1%	13.1%	11.9%	10.1%
% 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%		3.3%	6.7%	2.9%	2.6%	1.6%
Average Annual Change		6.0%	6.6%	6.0%	1.0%	2.1%	4.6%	-1.7%	4.4%	4.4%	2.6%	0.8%	2.6%		3.1%	6.2%	2.6%	2.4%	2.0%
2014	£M	5.032	7.064	8.727	11.67	13.58	13.26	13.12	16.83	9.860	8.231	5.565	4.455		117.40	20.82	38.52	39.81	18.25
2015	£M	6.161	8.270	8.945	11.77	13.39	13.45	12.98	18.89	10.63	9.425	5.905	5.030	124.85	6.3%	23.38	38.61	42.50	20.36
2016	£M	6.186	8.145	9.772	11.41	13.89	14.85	12.09	18.56	9.852	8.756	5.551	4.968	124.02	-0.7%	24.10	40.15	40.50	19.28
2017	£M	6.111	8.275	10.07	11.92	13.80	14.96	11.62	19.51	10.55	8.595	5.776	4.973	126.16	1.7%	24.46	40.68	41.68	19.34
2018	£M	6.264	8.789	10.54	11.94	14.84	15.53	11.78	20.21	11.45	8.950	5.900	4.936	131.13	3.9%	25.59	42.32	43.43	19.79
2019	£M	6.552	9.392	11.36	12.28	14.98	16.29	12.01	20.49	12.05	9.297	5.782	5.024	135.52	3.3%	27.30	43.56	44.55	20.10

ECONOMIC IMPACT - INDEXED TO 2019							
SHARE OF MARKET		2014	2015	2016	2017	2018	2019
Day Visitor	£M	117.40	124.85	124.02	126.16	131.13	135.52
All Visitor Types	£M	171.41	181.53	182.16	188.54	195.54	199.51
Share of Total	%	68.5%	68.8%	68.1%	66.9%	67.1%	67.9%
Annual Change in Share	%		0.4%	-1.0%	-1.7%	0.2%	1.3%
Change in Share from 2014	%		0.4%	-0.6%	-2.3%	-2.1%	-0.8%
Avg Ann. Change in Share	%		0.4%	-0.3%	-0.8%	-0.5%	-0.2%

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