



STEAM FINAL TREND REPORT FOR 2015-2020

Final

EAST LINDSEY

COASTAL STRIP

Global Tourism Solutions (UK) Ltd

Laneside House

Hackthorpe

Penrith


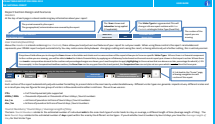









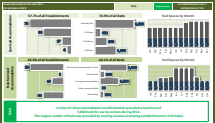

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Report Section Design and Features

Headers

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

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

- STEAM FINAL TREND REPORT FOR 2015-2020**
EAST LINDSEY - COASTAL STRIP: The period covered by the report. The geographical/ administrative area covered by the report.
- 2015 to 2020**
Historic Prices: The **Years** shown and **Indexation** being applied (if applicable).
- TOTAL**: The **Visitor Type** being presented. This will change in those report sections with **User Controls** relating to Visitor Type (Excel File).
- ECONOMIC IMPACT**
Historic Prices: The section of the report you are viewing.

User Controls (Excel File)

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

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

The diagram shows the User Controls band with the following components and callouts:

- REPORT CONTROLS - Please adjust the report outputs using the drop-down controls below**: A link back to the "Home" page, allowing navigation to each section of the report.
- FOCUS YEAR**: 2020 (dropdown)
- COMPARISON YEAR**: 2019 (dropdown)
- INDEXATION**: Reflect Price Inflation? NO (dropdown)
- HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO:** 3% (dropdown)
- home**: A link back to the "Home" page, allowing navigation to each section of the report.

Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

STEAM FINAL TREND REPORT FOR 2015-2020
EAST LINDSEY - COASTAL STRIP

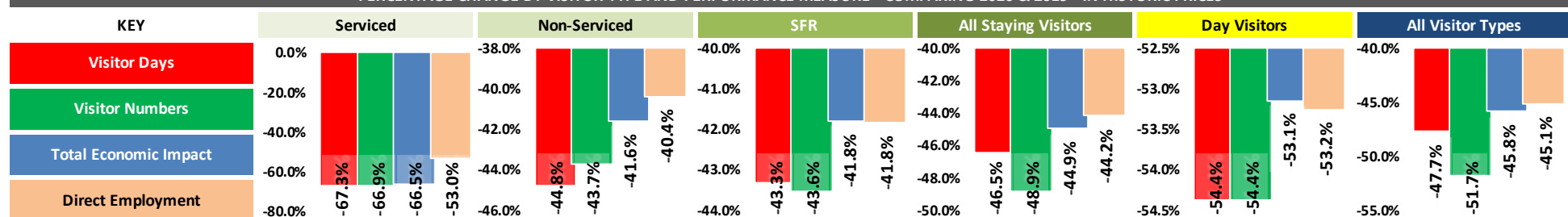
Comparing 2020 and 2019
 All £'s Historic Prices

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - IN HISTORIC PRICES

KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %
Visitor Days	M	0.202	0.616	-67.3%	4.055	7.345	-44.8%	0.106	0.187	-43.3%	4.363	8.148	-46.5%	0.700	1.534	-54.4%	5.063	9.681	-47.7%
Visitor Numbers	M	0.104	0.313	-66.9%	0.574	1.021	-43.7%	0.045	0.079	-43.6%	0.722	1.413	-48.9%	0.700	1.534	-54.4%	1.422	2.947	-51.7%
Direct Expenditure	£M																216.23	400.98	-46.1%
Economic Impact	£M	21.80	65.03	-66.5%	238.66	408.59	-41.6%	5.602	9.623	-41.8%	266.06	483.24	-44.9%	27.95	59.65	-53.1%	294.01	542.90	-45.8%
Direct Employment	FTEs	631	1,343	-53.0%	1,828	3,065	-40.4%	49	84	-41.8%	2,508	4,492	-44.2%	241	516	-53.2%	2,749	5,008	-45.1%
Total Employment	FTEs																3,548	6,435	-44.9%

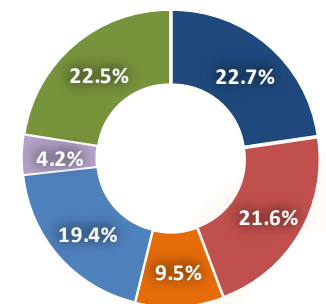
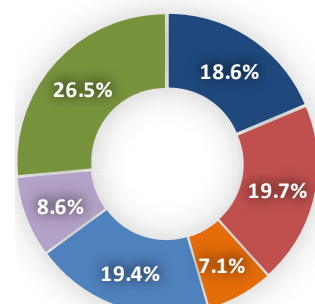
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - IN HISTORIC PRICES



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

Sectoral Distribution of Employment - FTEs

	2020			Sectors	2020		
	2020	2019	+/- %		2020	2019	+/- %
Accommodation	54.83	90.59	-39.5%	Accommodation	805	1,359	-40.8%
Food & Drink	57.91	107.75	-46.3%	Food & Drink	767	1,397	-45.1%
Recreation	21.02	39.74	-47.1%	Recreation	338	625	-46.0%
Shopping	57.08	113.25	-49.6%	Shopping	689	1,339	-48.5%
Transport	25.40	49.65	-48.8%	Transport	150	288	-47.8%
Indirect	216.23	400.98	-46.1%	TOTAL DIRECT	2,749	5,008	-45.1%
	77.78	141.92	-45.2%	Indirect	799	1,427	-44.0%
	294.01	542.90	-45.8%	TOTAL	3,548	6,435	-44.9%



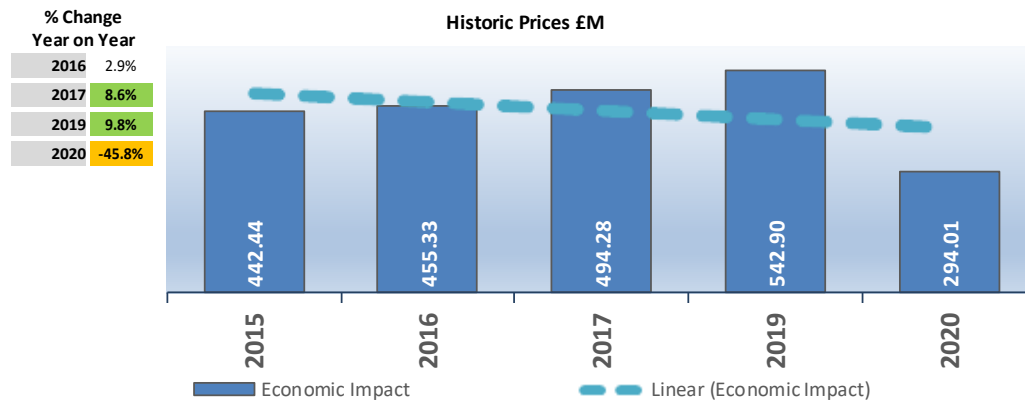
Unindexed Key Measures by Year and Visitor Type for the Period 2015 to 2020

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

STEAM FINAL TREND REPORT FOR 2015-2020

EAST LINDSEY - COASTAL STRIP

Economic Impact - Historic Prices - Total



2015 to 2020

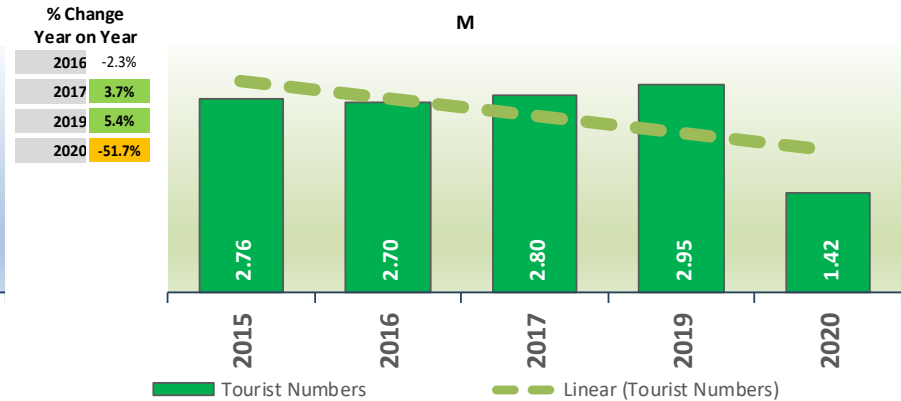
Historic Prices

TOTAL

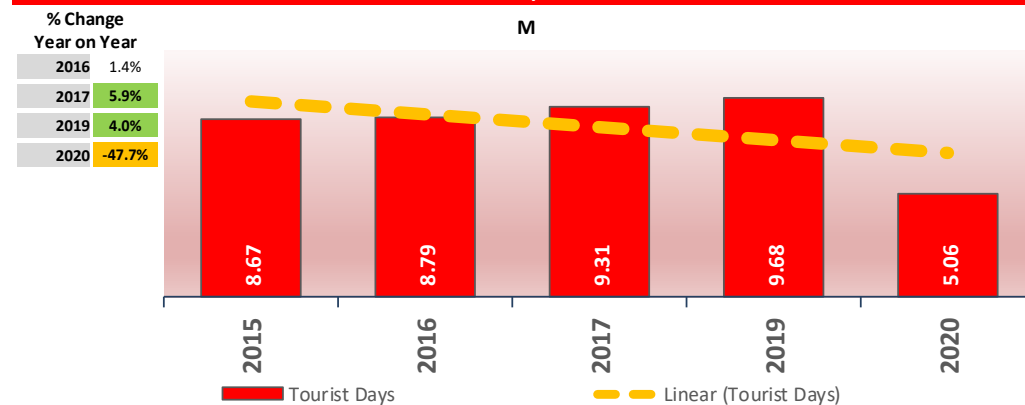
KEY MEASURES

Historic Prices

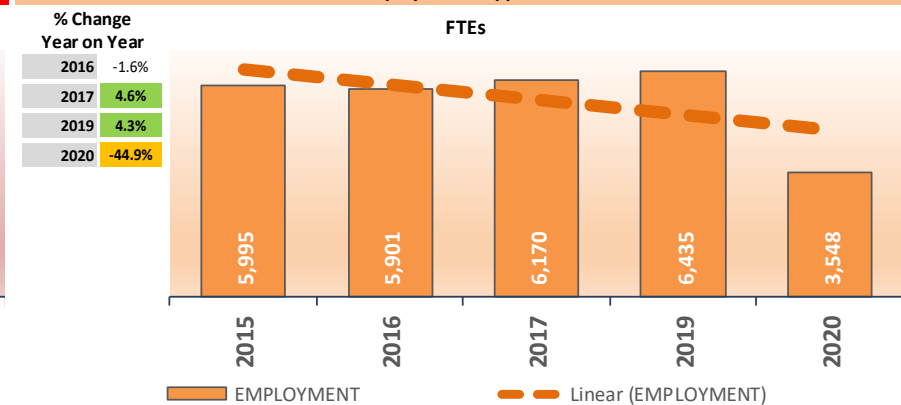
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



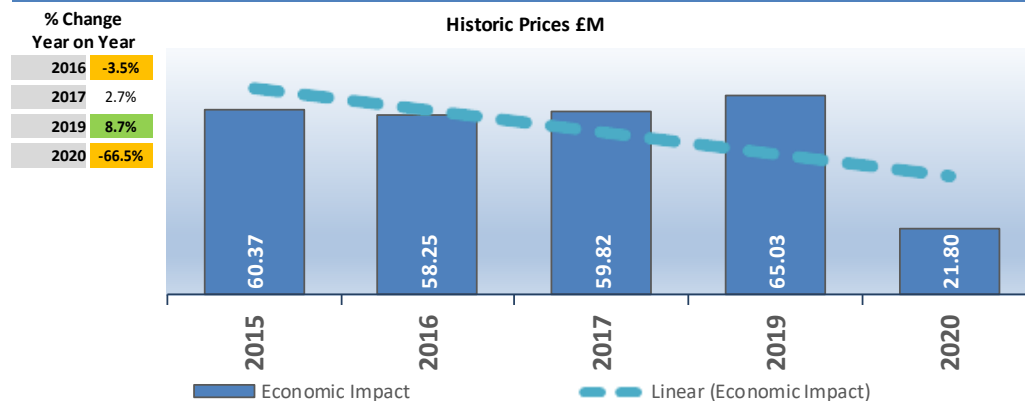
% Change from 2015	2015	2016	2017	2019	2020
Economic Impact - Historic Prices		2.9%	11.7%	22.7%	-33.5%
Visitor Numbers		-2.3%	1.3%	6.7%	-48.5%
Visitor Days		1.4%	7.4%	11.7%	-41.6%
Total Employment		-1.6%	2.9%	7.3%	-40.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2020

EAST LINDSEY - COASTAL STRIP

Economic Impact - Historic Prices - Serviced Accommodation



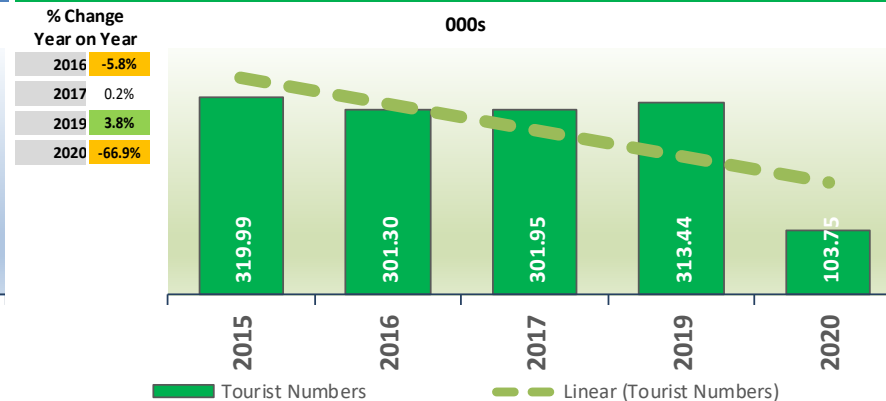
2015 to 2020

Historic Prices

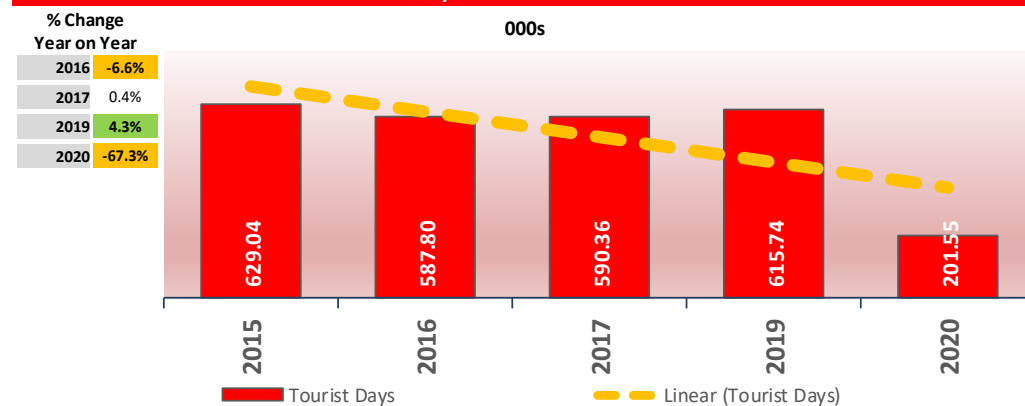
SERVICED ACCOMMODATION

KEY MEASURES Historic Prices

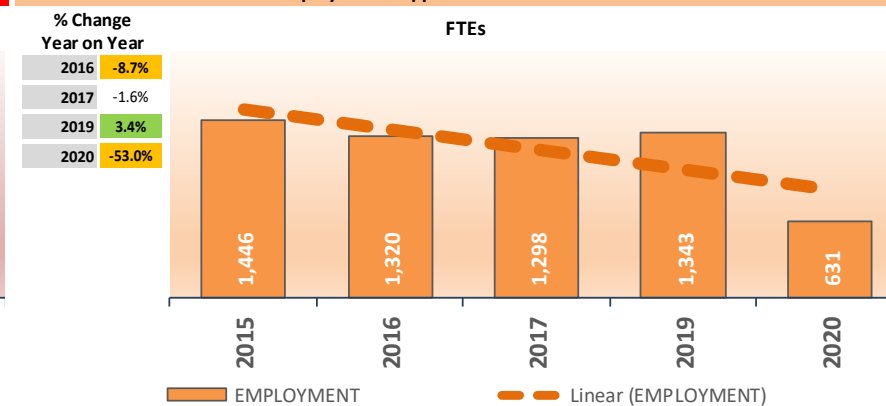
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



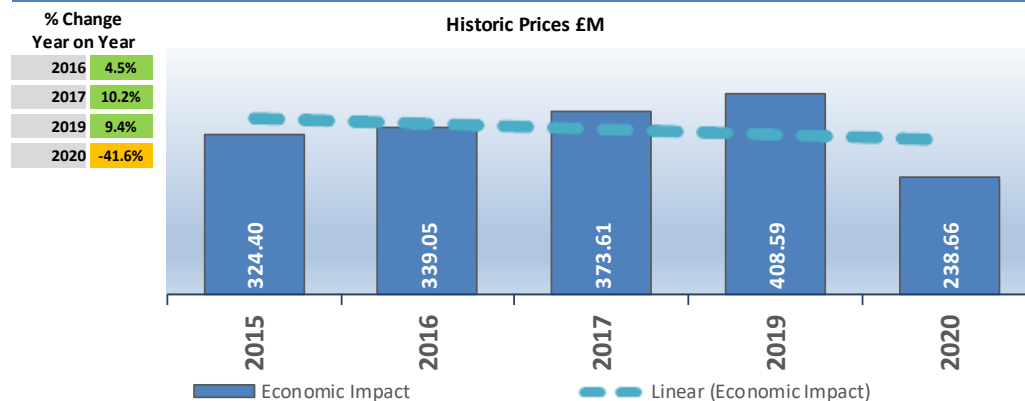
% Change from 2015	2015	2016	2017	2019	2020
Economic Impact - Historic Prices		-3.5%	-0.9%	7.7%	-63.9%
Visitor Numbers		-5.8%	-5.6%	-2.0%	-67.6%
Visitor Days		-6.6%	-6.1%	-2.1%	-68.0%
Direct Employment		-8.7%	-10.2%	-7.1%	-56.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2020

EAST LINDSEY - COASTAL STRIP

Economic Impact - Historic Prices - Non-Serviced Accommodation



2015 to 2020

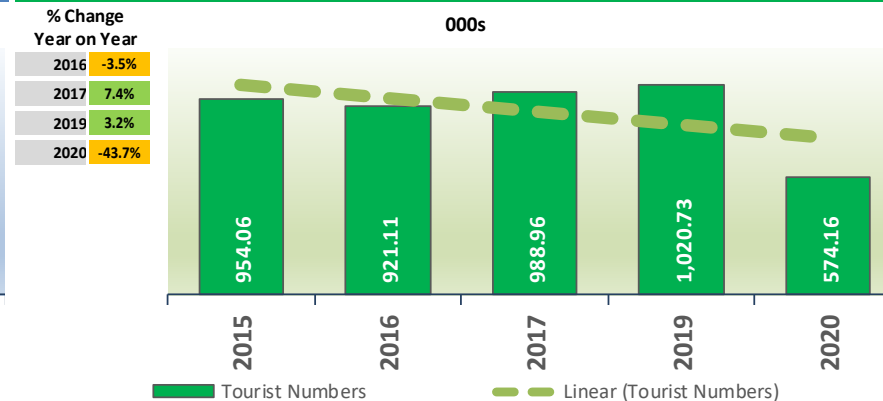
Historic Prices

NON-SERVICED ACCOMMODATION

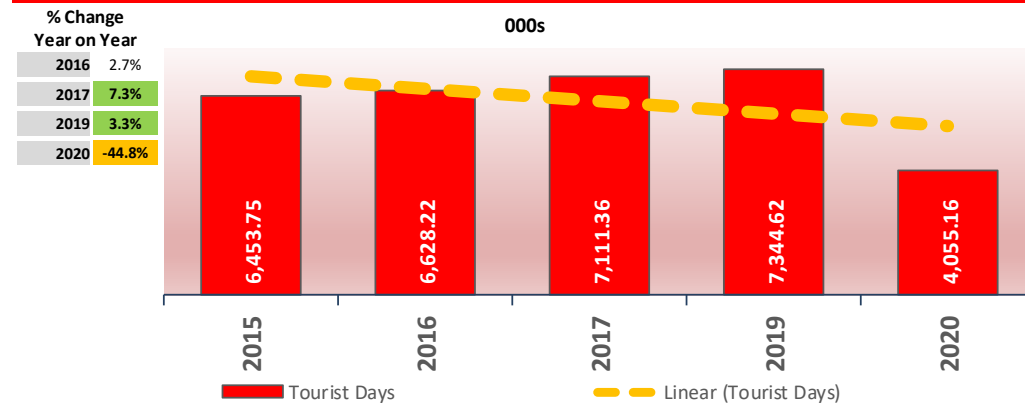
KEY MEASURES

Historic Prices

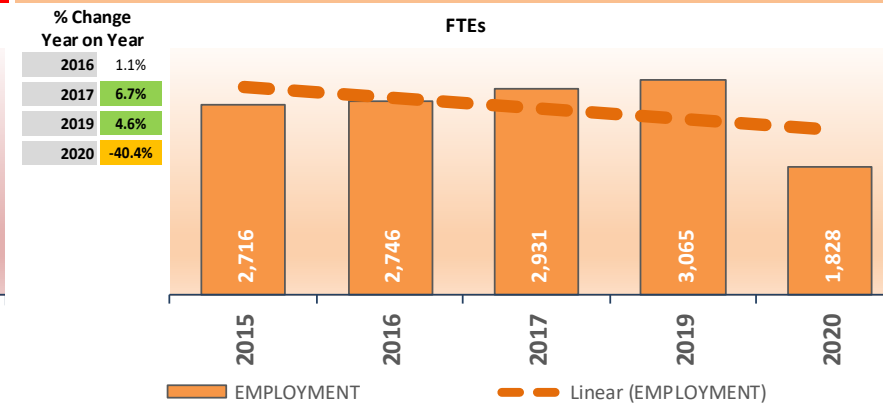
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



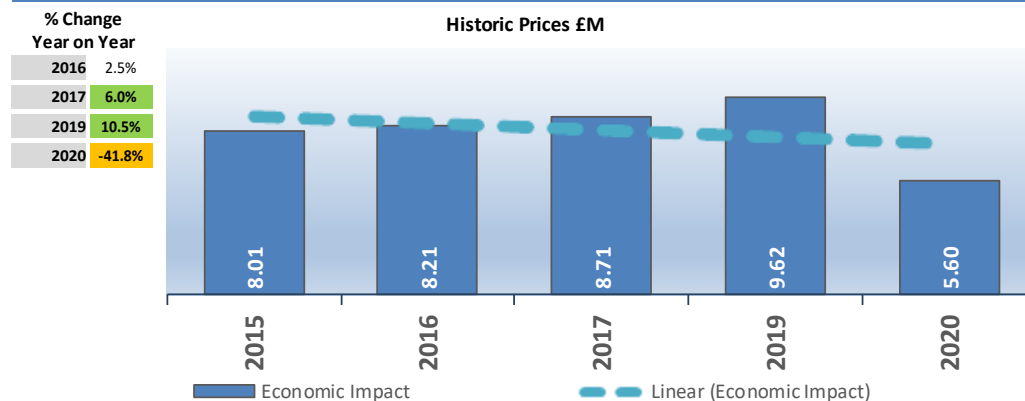
% Change from 2015	2015	2016	2017	2019	2020
Economic Impact - Historic Prices		4.5%	15.2%	26.0%	-26.4%
Visitor Numbers		-3.5%	3.7%	7.0%	-39.8%
Visitor Days		2.7%	10.2%	13.8%	-37.2%
Direct Employment		1.1%	7.9%	12.8%	-32.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2020

EAST LINDSEY - COASTAL STRIP

Economic Impact - Historic Prices - SFR



2015 to 2020

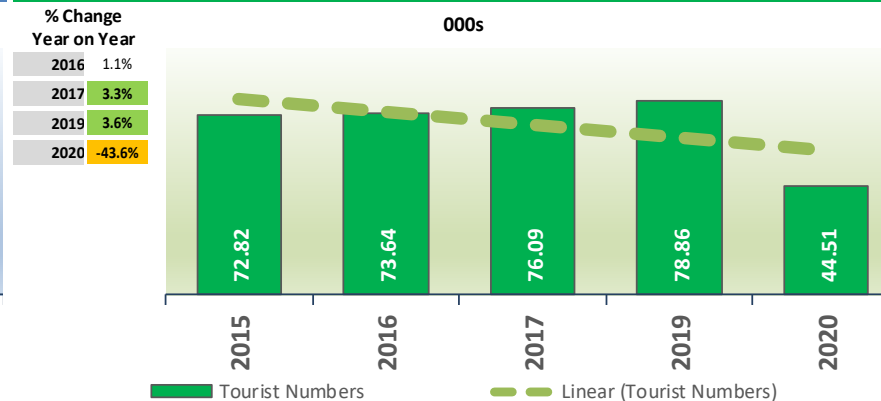
Historic Prices

SFR

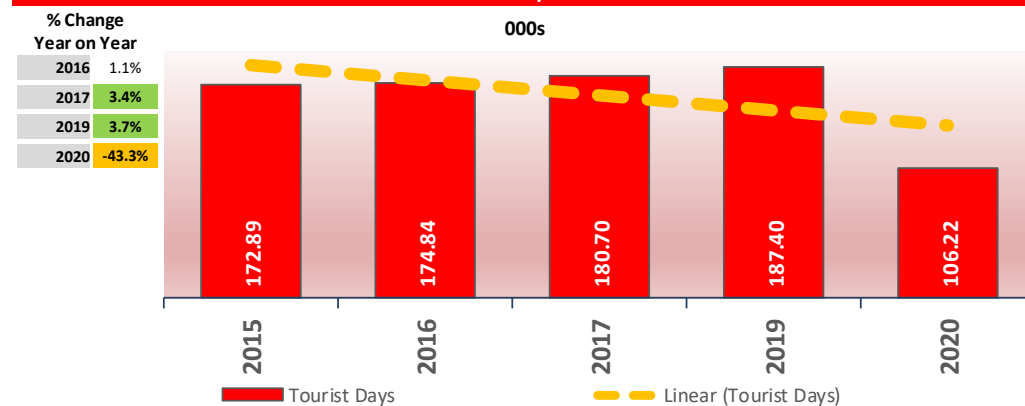
KEY MEASURES

Historic Prices

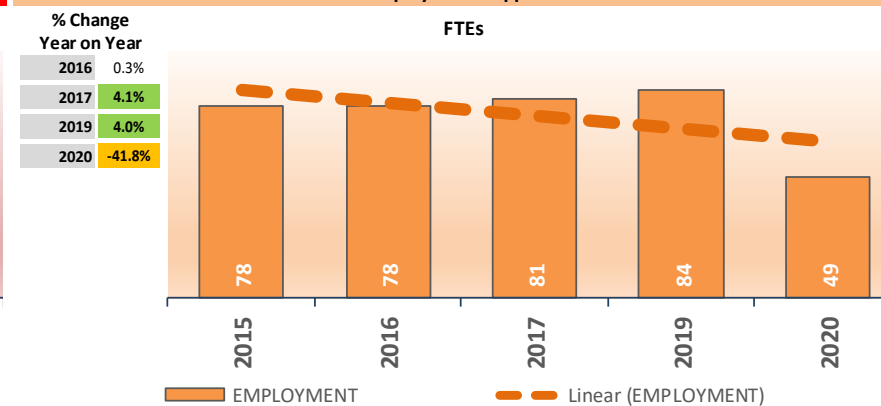
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



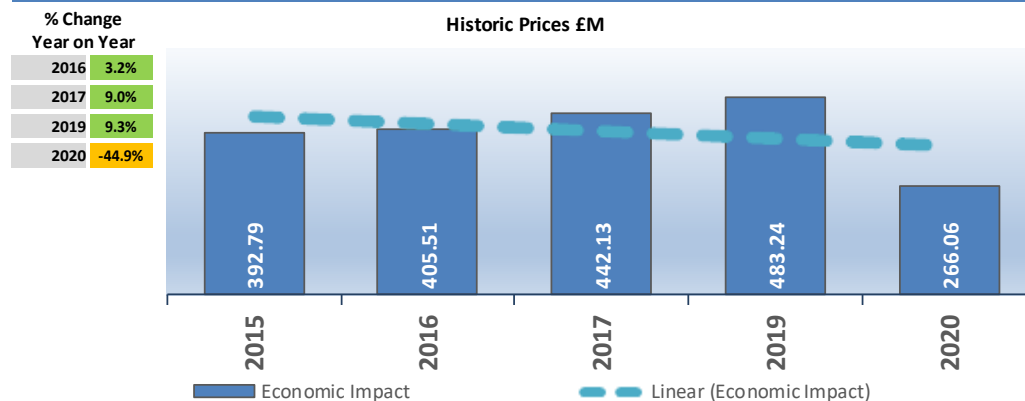
% Change from 2015	2015	2016	2017	2019	2020
Economic Impact - Historic Prices		2.5%	8.6%	20.1%	-30.1%
Visitor Numbers		1.1%	4.5%	8.3%	-38.9%
Visitor Days		1.1%	4.5%	8.4%	-38.6%
Direct Employment		0.3%	4.4%	8.6%	-36.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2020

EAST LINDSEY - COASTAL STRIP

Economic Impact - Historic Prices - Staying Visitor



2015 to 2020

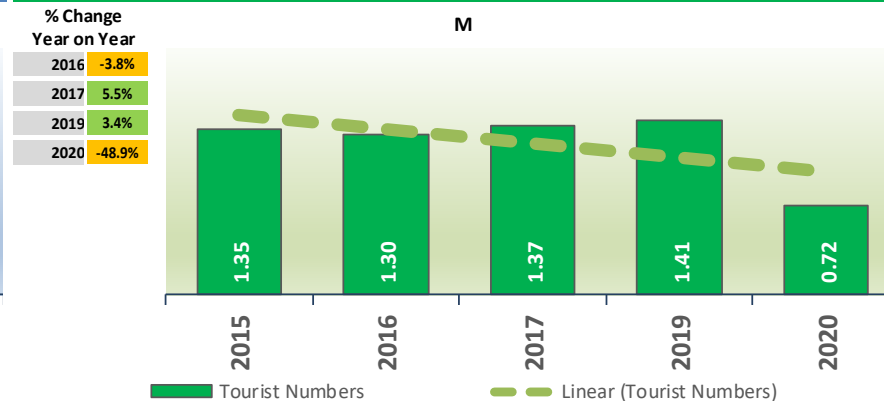
Historic Prices

STAYING VISITOR

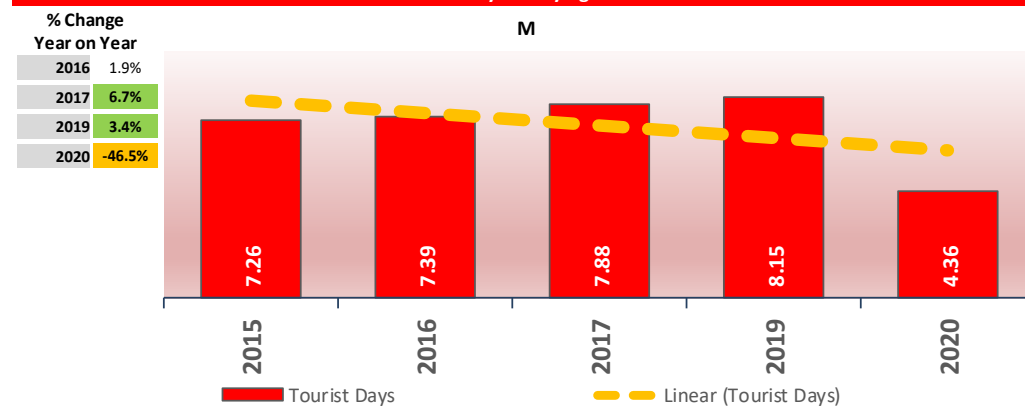
KEY MEASURES

Historic Prices

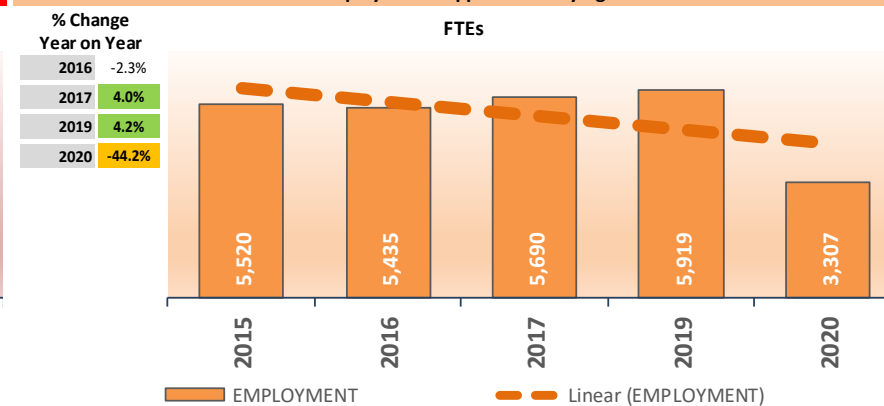
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



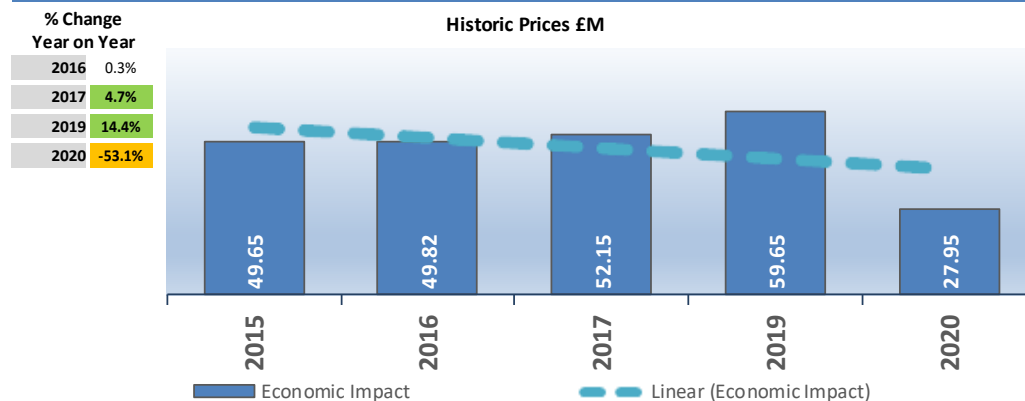
% Change from 2015	2015	2016	2017	2019	2020
Economic Impact - Historic Prices		3.2%	12.6%	23.0%	-32.3%
Visitor Numbers		-3.8%	1.5%	4.9%	-46.4%
Visitor Days		1.9%	8.6%	12.3%	-39.9%
Direct Employment		-1.5%	3.1%	7.2%	-40.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2020

EAST LINDSEY - COASTAL STRIP

Economic Impact - Historic Prices - Day Visitor



2015 to 2020

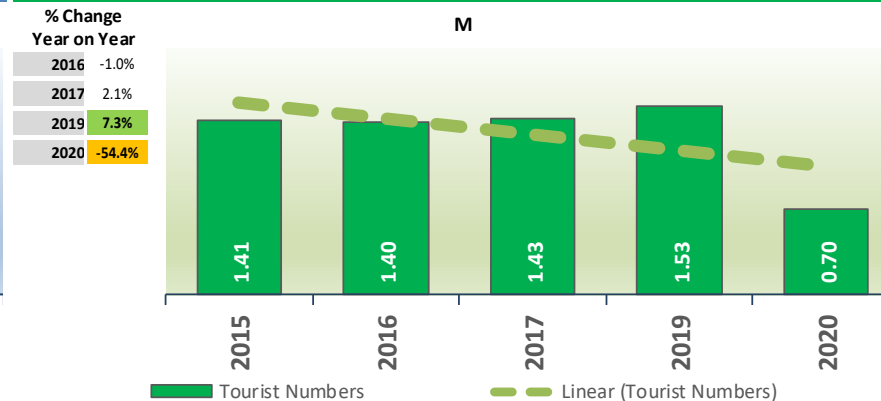
Historic Prices

DAY VISITOR

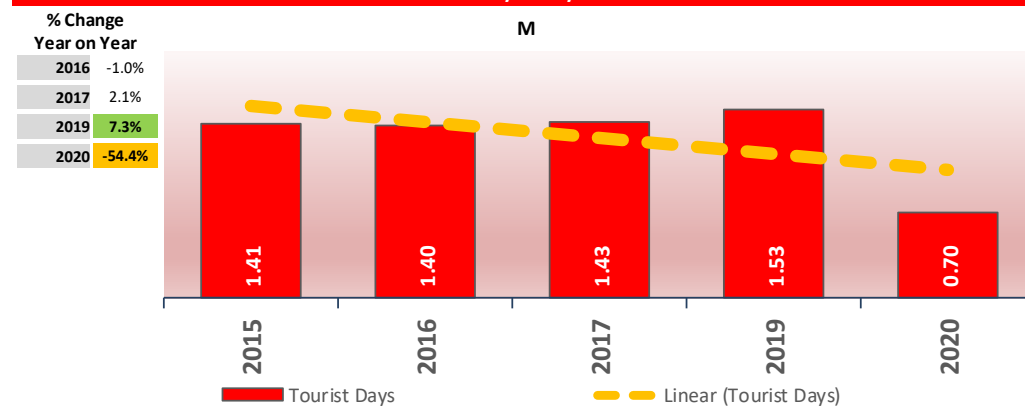
KEY MEASURES

Historic Prices

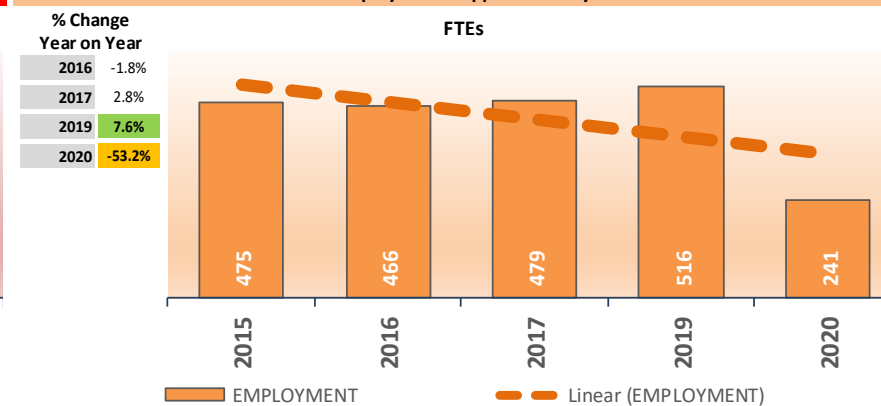
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2015	2015	2016	2017	2019	2020
Economic Impact - Historic Prices		0.3%	5.0%	20.1%	-43.7%
Visitor Numbers		-1.0%	1.1%	8.5%	-50.5%
Visitor Days		-1.0%	1.1%	8.5%	-50.5%
Direct Employment		-1.8%	1.0%	8.6%	-49.2%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2015 to 2020

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

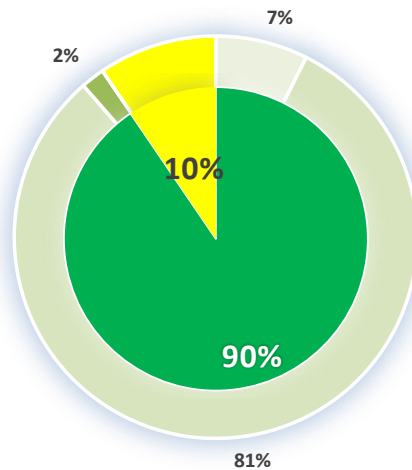
STEAM FINAL TREND REPORT FOR 2015-2020

EAST LINDSEY - COASTAL STRIP

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

TOTAL
£294.01m

	£M
Serviced	21.80
Non-Serviced	238.66
SFR	5.60
Staying Visitor	266.06
Day Visitor	27.95
Total	294.01



2020

Historic Prices

TOTAL

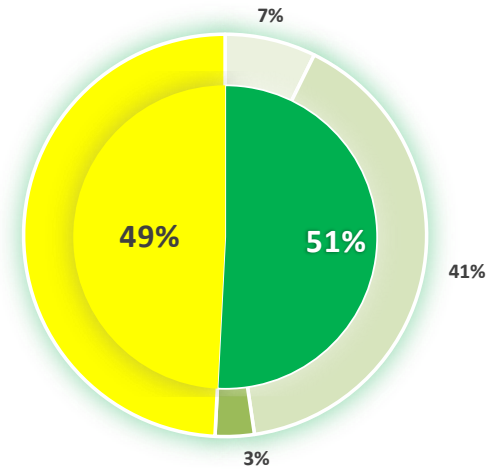
DISTRIBUTION BY VISITOR TYPE

Historic Prices

Visitor Numbers - 2020 - M - Share of Total

TOTAL
1.42m

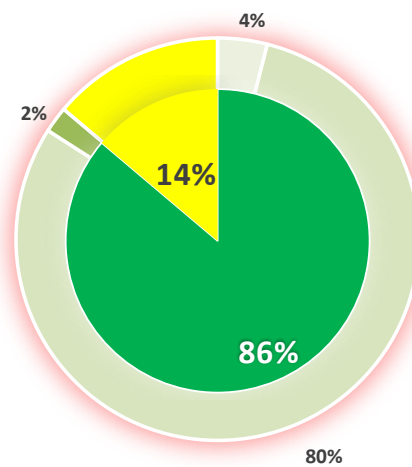
	M
Serviced	0.10
Non-Serviced	0.57
SFR	0.04
Staying Visitor	0.72
Day Visitor	0.70
Total	1.42



Visitor Days - 2020 - M - Share of Total

TOTAL
5.06m

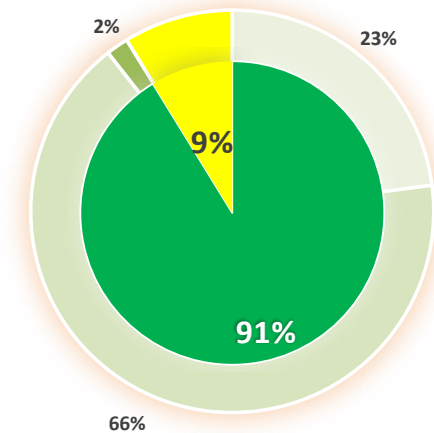
	M
Serviced	0.20
Non-Serviced	4.06
SFR	0.11
Staying Visitor	4.36
Day Visitor	0.70
Total	5.06



Direct Employment Supported - 2020 - FTEs - Share of Total

TOTAL
2,749 Direct FTEs
3,548 Total FTEs

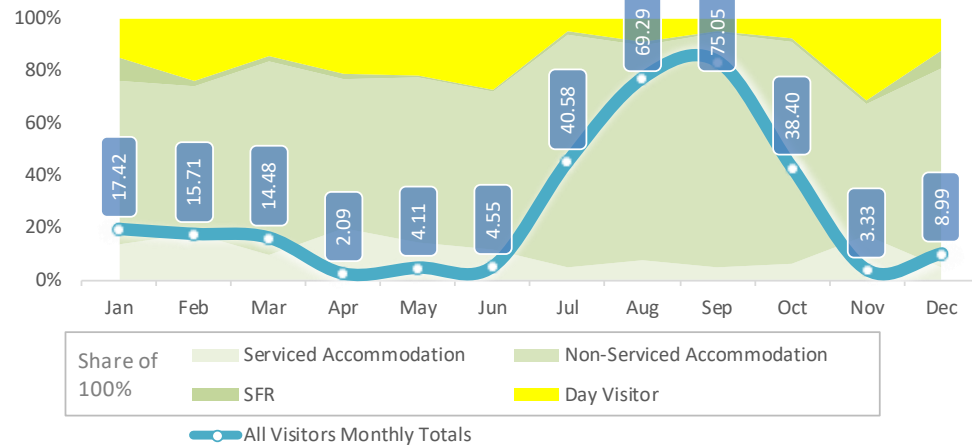
	FTEs
Serviced	631
Non-Serviced	1,828
SFR	49
Staying Visitor	2,508
Day Visitor	241
Total	2,749



STEAM FINAL TREND REPORT FOR 2015-2020

EAST LINDSEY - COASTAL STRIP

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



2020

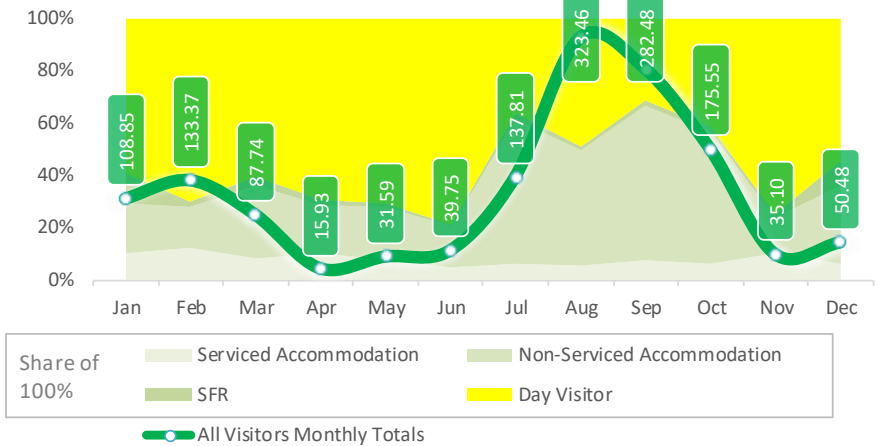
Historic Prices

TOTAL

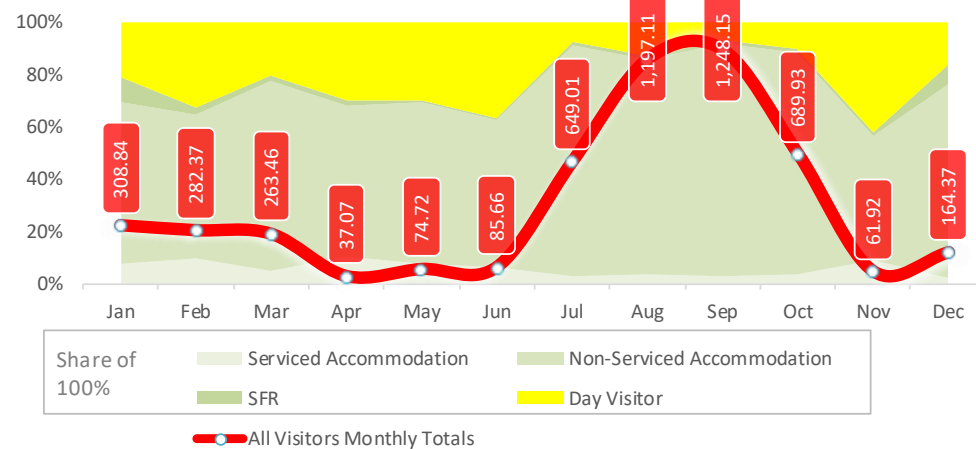
DISTRIBUTION BY MONTH

Historic Prices

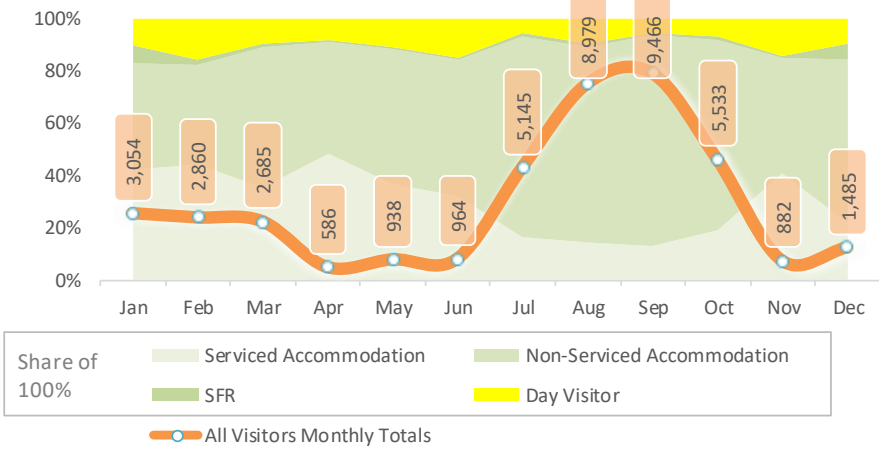
Visitor Numbers - 2020 - 000s - Distribution of Impact by Month



Visitor Days - 2020 - 000s - Distribution of Impact by Month



Direct Employment Supported - 2020 - FTEs - Distribution of Impact by Month



STEAM FINAL TREND REPORT FOR 2015-2020
EAST LINDSEY - COASTAL STRIP

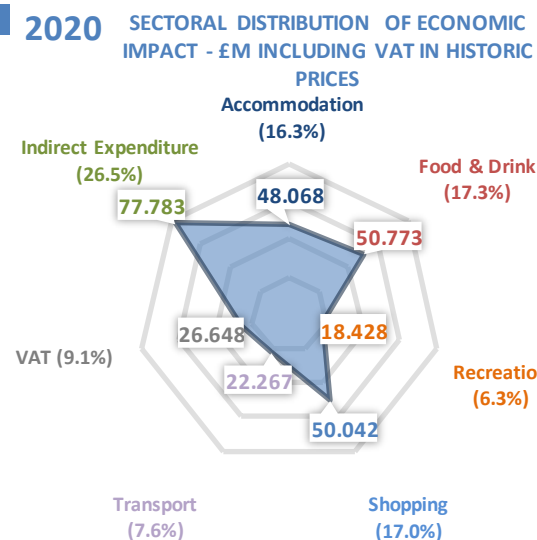
2015 to 2020
Historic Prices

TOTAL

SECTORAL ANALYSIS
Historic Prices

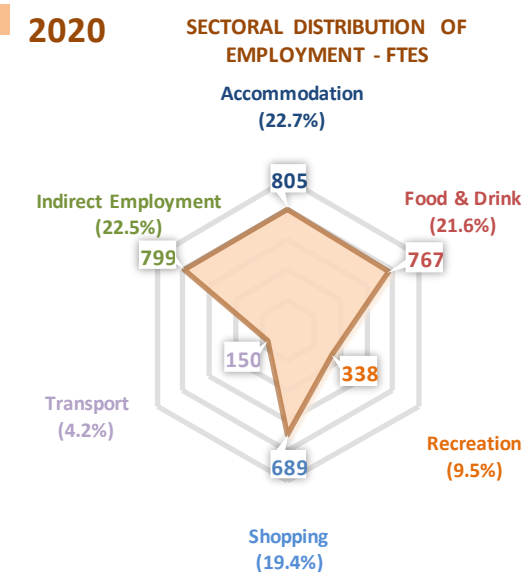
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2015	2016	2017	2019	2020
Accommodation	£M	62.34	64.99	70.75	75.49	48.07
Food & Drink	£M	73.20	74.83	81.10	89.79	50.77
Recreation	£M	27.13	27.65	29.89	33.12	18.43
Shopping	£M	76.69	78.74	85.19	94.38	50.04
Transport	£M	33.42	34.38	37.35	41.37	22.27
Direct Revenue	£M	272.78	280.60	304.28	334.15	189.58
VAT	£M	54.56	56.12	60.86	66.83	26.65
Direct Expenditure	£M	327.34	336.72	365.14	400.98	216.23
Indirect Expenditure	£M	115.10	118.61	129.14	141.92	77.78
TOTAL	£M	442.44	455.33	494.28	542.90	294.01



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2015	2016	2017	2019	2020
Accommodation	FTEs	1,428	1,315	1,287	1,359	805
Food & Drink	FTEs	1,260	1,261	1,342	1,397	767
Recreation	FTEs	567	565	600	625	338
Shopping	FTEs	1,203	1,210	1,285	1,339	689
Transport	FTEs	257	259	276	288	150
Direct Employment	FTEs	4,715	4,610	4,790	5,008	2,749
Indirect Employment	FTEs	1,280	1,291	1,380	1,427	799
TOTAL	FTEs	5,995	5,901	6,170	6,435	3,548



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

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2015 to 2020

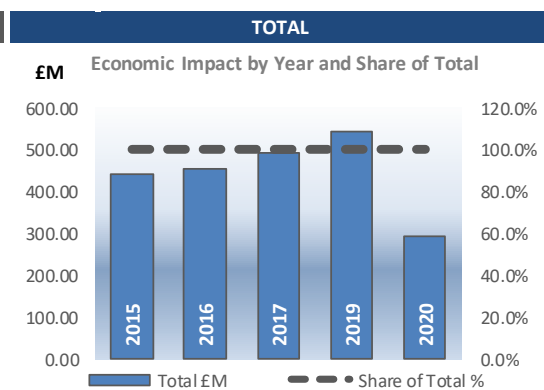
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM FINAL TREND REPORT FOR 2015-2020											2015 to 2020			TOTAL		ECONOMIC IMPACT				
EAST LINDSEY - COASTAL STRIP											Historic Prices					Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2020		38.7%	8.0%	-39.0%	-94.1%	-91.7%	-90.8%	-32.8%	-5.1%	32.5%	9.6%	-81.9%	-36.0%	-33.5%	Annual Change	-6.4%	-92.0%	-2.7%	-24.7%	
% Change 2019 to 2020		7.1%	-13.9%	-46.1%	-95.4%	-93.4%	-92.1%	-44.9%	-22.0%	8.2%	-10.7%	-85.0%	-51.9%	-45.8%		-22.4%	-93.5%	-20.3%	-39.6%	
Average Annual Change		7.7%	1.6%	-7.8%	-18.8%	-18.3%	-18.2%	-6.6%	-1.0%	6.5%	1.9%	-16.4%	-7.2%	-6.7%		-1.3%	-18.4%	-0.5%	-4.9%	
2015	£M	12.56	14.55	23.76	35.51	49.37	49.22	60.40	73.05	56.62	35.02	18.33	14.04	442.44			50.87	134.10	190.08	67.39
2016	£M	12.85	14.74	24.16	35.77	50.61	50.44	62.30	76.62	58.85	35.76	18.64	14.60	455.33	2.9%	51.75	136.82	197.77	68.99	
2017	£M	14.17	16.40	24.53	39.67	54.72	53.06	67.90	81.06	67.62	38.95	19.56	16.64	494.28	8.6%	55.10	147.45	216.58	75.14	
2019	£M	16.26	18.25	26.87	45.79	62.02	57.86	73.70	88.82	69.38	43.02	22.22	18.69	542.90	9.8%	61.38	165.68	231.90	83.94	
2020	£M	17.42	15.71	14.48	2.087	4.109	4.551	40.58	69.29	75.05	38.40	3.327	8.989	294.01	-45.8%	47.62	10.75	184.93	50.71	

ECONOMIC IMPACT - IN HISTORIC PRICES					
SHARE OF MARKET	2015	2016	2017	2019	2020
Total £M	442.44	455.33	494.28	542.90	294.01
All Visitor Types £M	442.44	455.33	494.28	542.90	294.01
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share %					
Change in Share from 2015 %					
Avg Ann. Change in Share %					

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

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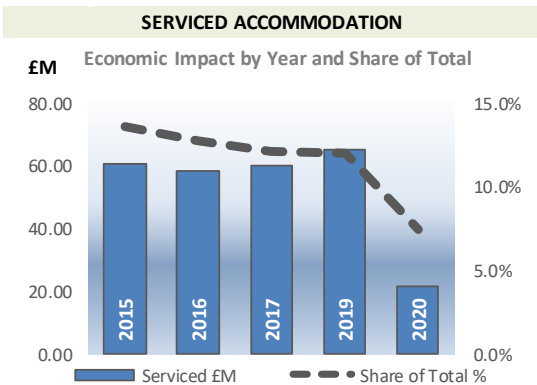
Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP											2015 to 2020 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL						% Change
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2015 to 2020		8.0%	-7.2%	-60.5%	-90.9%	-88.4%	-90.8%	-75.1%	-47.5%	-51.6%	-53.4%	-86.0%	-85.9%			-63.9%	-24.4%	-90.1%	-57.1%	-72.1%
% Change 2019 to 2020		0.5%	-5.0%	-58.4%	-91.7%	-90.2%	-91.5%	-77.0%	-52.5%	-52.0%	-55.6%	-87.2%	-88.6%			-66.5%	-23.8%	-91.1%	-60.0%	-74.7%
Average Annual Change		1.6%	-1.4%	-12.1%	-18.2%	-17.7%	-18.2%	-15.0%	-9.5%	-10.3%	-10.7%	-17.2%	-17.2%			-12.8%	-4.9%	-18.0%	-11.4%	-14.4%
2015	£M	2.227	2.988	3.421	4.534	5.056	5.789	7.370	9.710	6.966	5.260	4.088	2.955	60.37		8.636	15.38	24.05	12.30	
2016	£M	1.991	2.830	3.222	4.269	4.904	5.542	7.431	9.747	6.560	4.815	3.901	3.036	58.25	-3.5%	8.043	14.71	23.74	11.75	
2017	£M	2.221	2.736	3.063	4.623	5.364	5.659	7.424	9.650	6.723	4.947	3.998	3.409	59.82	2.7%	8.020	15.65	23.80	12.35	
2019	£M	2.393	2.919	3.252	4.951	5.950	6.204	8.010	10.72	7.030	5.512	4.455	3.639	65.03	8.7%	8.564	17.10	25.76	13.61	
2020	£M	2.404	2.773	1.351	0.411	0.585	0.530	1.839	5.093	3.374	2.450	0.572	0.417	21.80	-66.5%	6.528	1.525	10.31	3.438	

ECONOMIC IMPACT - IN HISTORIC PRICES					
SHARE OF MARKET	2015	2016	2017	2019	2020
Serviced £M	60.37	58.25	59.82	65.03	21.80
All Visitor Types £M	442.44	455.33	494.28	542.90	294.01
Share of Total %	13.6%	12.8%	12.1%	12.0%	7.4%
Annual Change in Share		-6.2%	-5.4%	-1.0%	-38.1%
Change in Share from 2015		-6.2%	-11.3%	-12.2%	-45.7%
Avg Ann. Change in Share		-6.2%	-5.7%	-3.1%	-9.1%

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

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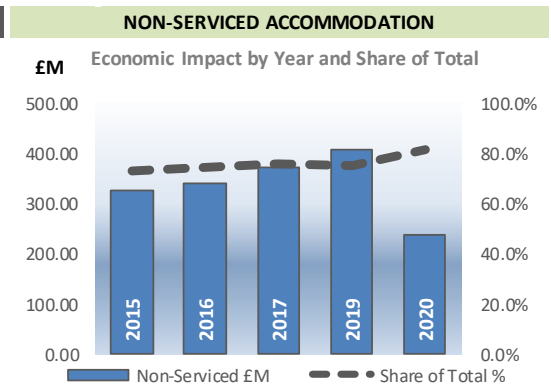


STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP											2015 to 2020 Historic Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR	QUARTER					
KEY		NON-SERVICED ACCOMMODATION																	
An increase 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 2015 to 2020		57.7%	12.1%	-35.9%	-95.3%	-93.2%	-92.9%	-22.5%	6.3%	50.0%	28.6%	-85.8%	-19.9%		-26.4%	-3.5%	-93.6%	10.6%	-9.9%
% Change 2019 to 2020		11.5%	-17.5%	-42.5%	-96.5%	-94.6%	-94.0%	-38.7%	-14.2%	19.4%	-0.1%	-88.9%	-43.5%		-41.6%	-22.2%	-94.9%	-11.7%	-31.2%
Average Annual Change		11.5%	2.4%	-7.2%	-19.1%	-18.6%	-18.6%	-4.5%	1.3%	10.0%	5.7%	-17.2%	-4.0%		-5.3%	-0.7%	-18.7%	2.1%	-2.0%
2015	£M	6.837	7.878	16.71	25.35	38.07	38.58	46.74	53.70	44.98	25.31	11.69	8.549		324.40	31.42	102.01	145.42	45.55
2016	£M	7.290	8.224	16.96	25.94	39.17	39.52	48.86	57.24	47.86	26.71	12.28	9.001	339.05	4.5%	32.48	104.63	153.96	47.99
2017	£M	8.256	9.799	17.27	29.09	42.65	41.83	54.49	61.03	56.02	29.70	12.93	10.54	373.61	10.2%	35.32	113.57	171.54	53.18
2019	£M	9.671	10.71	18.62	34.28	48.35	45.22	59.09	66.51	56.50	32.59	14.94	12.12	408.59	9.4%	39.00	127.85	182.09	59.65
2020	£M	10.78	8.829	10.72	1.192	2.590	2.730	36.21	57.07	67.48	32.55	1.655	6.848	238.66	-41.6%	30.33	6.512	160.77	41.05

ECONOMIC IMPACT - IN HISTORIC PRICES					
SHARE OF MARKET	2015	2016	2017	2019	2020
Non-Serviced £M	324.40	339.05	373.61	408.59	238.66
All Visitor Types £M	442.44	455.33	494.28	542.90	294.01
Share of Total %	73.3%	74.5%	75.6%	75.3%	81.2%
Annual Change in Share %		1.6%	1.5%	-0.4%	7.9%
Change in Share from 2015 %		1.6%	3.1%	2.6%	10.7%
Avg Ann. Change in Share %		1.6%	1.5%	0.7%	2.1%

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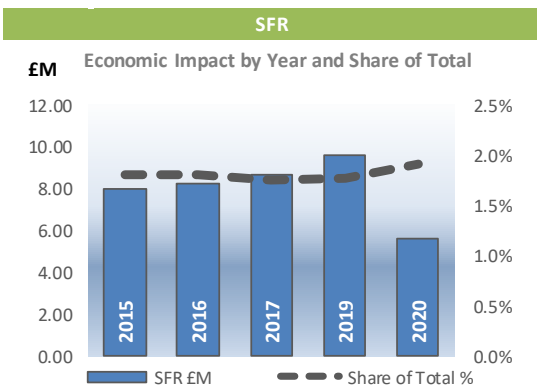
Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP											2015 to 2020 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Q1	Q2	Q3	Q4	
% Change 2015 to 2020		36.8%	1.6%	-36.7%	-95.4%	-93.4%	-92.9%	-29.5%	-1.4%	34.5%	12.2%	-86.2%	-37.7%	-30.1%	Annual Change	13.9%	-94.2%	-3.9%	-35.6%
% Change 2019 to 2020		10.7%	-15.6%	-44.2%	-96.2%	-94.5%	-93.9%	-40.8%	-16.3%	12.5%	-5.4%	-88.7%	-49.6%	-41.8%		-5.6%	-95.1%	-19.0%	-47.2%
Average Annual Change		7.4%	0.3%	-7.3%	-19.1%	-18.7%	-18.6%	-5.9%	-0.3%	6.9%	2.4%	-17.2%	-7.5%	-6.0%		2.8%	-18.8%	-0.8%	-7.1%
2015	£M	1.203	0.387	0.450	0.941	0.642	0.506	0.775	0.827	0.464	0.446	0.380	0.992	8.014		2.040	2.090	2.067	1.818
2016	£M	1.238	0.396	0.456	0.957	0.655	0.517	0.794	0.851	0.479	0.458	0.390	1.021	8.212	2.5%	2.091	2.129	2.124	1.868
2017	£M	1.323	0.426	0.470	1.014	0.691	0.540	0.840	0.888	0.520	0.486	0.411	1.097	8.706	6.0%	2.219	2.245	2.248	1.994
2019	£M	1.486	0.466	0.510	1.134	0.766	0.590	0.924	0.975	0.555	0.529	0.463	1.225	9.623	10.5%	2.463	2.490	2.453	2.217
2020	£M	1.646	0.394	0.285	0.043	0.042	0.036	0.547	0.816	0.625	0.500	0.052	0.618	5.602	-41.8%	2.324	0.121	1.987	1.171

ECONOMIC IMPACT - IN HISTORIC PRICES					
SHARE OF MARKET	2015	2016	2017	2019	2020
SFR £M	8.014	8.212	8.706	9.623	5.602
All Visitor Types £M	442.44	455.33	494.28	542.90	294.01
Share of Total %	1.8%	1.8%	1.8%	1.8%	1.9%
Annual Change in Share		-0.4%	-2.3%	0.6%	7.5%
Change in Share from 2015		-0.4%	-2.8%	-2.1%	5.2%
Avg Ann. Change in Share		-0.4%	-1.4%	-0.5%	1.0%

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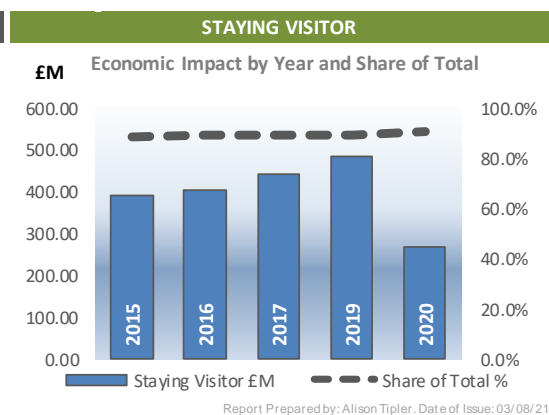
Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP											2015 to 2020 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 2015 to 2020			44.5%	6.6%	-40.0%	-94.7%	-92.7%	-92.7%	-29.7%	-2.0%	36.4%	14.4%	-85.9%	-36.9%			-32.3%	-6.9%	-93.2%	0.9%	-23.5%
% Change 2019 to 2020			9.5%	-14.9%	-44.8%	-95.9%	-94.2%	-93.7%	-43.3%	-19.5%	11.5%	-8.1%	-88.5%	-53.6%			-44.9%	-21.7%	-94.5%	-17.7%	-39.5%
Average Annual Change			8.9%	1.3%	-8.0%	-18.9%	-18.5%	-18.5%	-5.9%	-0.4%	7.3%	2.9%	-17.2%	-7.4%			-6.5%	-1.4%	-18.6%	0.2%	-4.7%
2015	£M		10.27	11.25	20.58	30.82	43.77	44.88	54.88	64.24	52.41	31.02	16.16	12.50			392.79	42.10	119.48	171.53	59.67
2016	£M		10.52	11.45	20.64	31.17	44.72	45.58	57.09	67.83	54.90	31.98	16.57	13.06	405.51	3.2%	42.61	121.47	179.82	61.61	
2017	£M		11.80	12.96	20.80	34.73	48.71	48.03	62.75	71.56	63.27	35.14	17.34	15.05	442.13	9.0%	45.56	131.46	197.58	67.53	
2019	£M		13.55	14.09	22.39	40.36	55.06	52.01	68.03	78.20	64.08	38.63	19.86	16.98	483.24	9.3%	50.03	147.44	210.30	75.47	
2020	£M		14.83	11.99	12.35	1.646	3.217	3.295	38.60	62.98	71.48	35.50	2.280	7.883	266.06	-44.9%	39.18	8.158	173.06	45.66	

ECONOMIC IMPACT - IN HISTORIC PRICES					
SHARE OF MARKET	2015	2016	2017	2019	2020
Staying Visitor £M	392.79	405.51	442.13	483.24	266.06
All Visitor Types £M	442.44	455.33	494.28	542.90	294.01
Share of Total %	88.8%	89.1%	89.4%	89.0%	90.5%
Annual Change in Share %		0.3%	0.4%	-0.5%	1.7%
Change in Share from 2015 %		0.3%	0.8%	0.3%	1.9%
Avg Ann. Change in Share %		0.3%	0.4%	0.1%	0.4%

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

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STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP											2015 to 2020 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2015 to 2020		12.9%	12.9%	-32.9%	-90.6%	-84.1%	-71.1%	-64.1%	-28.4%	-15.1%	-27.5%	-51.8%	-28.2%		-43.7%	-3.7%	-82.3%	-36.0%	-34.5%
% Change 2019 to 2020		-4.5%	-10.5%	-52.4%	-91.9%	-87.2%	-78.5%	-65.1%	-40.6%	-32.6%	-33.9%	-55.7%	-35.3%		-53.1%	-25.7%	-85.8%	-45.1%	-40.3%
Average Annual Change		2.6%	2.6%	-6.6%	-18.1%	-16.8%	-14.2%	-12.8%	-5.7%	-3.0%	-5.5%	-10.4%	-5.6%		-8.7%	-0.7%	-16.5%	-7.2%	-6.9%
2015	£M	2.294	3.293	3.180	4.683	5.599	4.343	5.521	8.816	4.209	4.006	2.171	1.539		49.65	8.767	14.63	18.55	7.716
2016	£M	2.334	3.288	3.521	4.599	5.888	4.859	5.210	8.782	3.954	3.772	2.069	1.541	49.82	0.3%	9.143	15.35	17.95	7.382
2017	£M	2.372	3.436	3.733	4.943	6.015	5.036	5.151	9.494	4.355	3.812	2.216	1.588	52.15	4.7%	9.540	15.99	19.00	7.615
2019	£M	2.710	4.155	4.485	5.429	6.960	5.846	5.677	10.63	5.298	4.394	2.364	1.710	59.65	14.4%	11.35	18.24	21.60	8.467
2020	£M	2.589	3.717	2.133	0.441	0.892	1.255	1.984	6.313	3.573	2.903	1.047	1.106	27.95	-53.1%	8.439	2.588	11.87	5.055

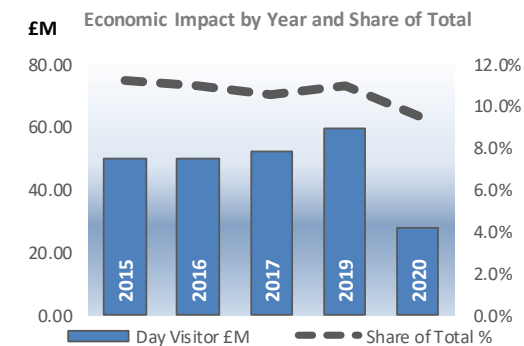
ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET	2015	2016	2017	2019	2020
Day Visitor £M	49.65	49.82	52.15	59.65	27.95
All Visitor Types £M	442.44	455.33	494.28	542.90	294.01
Share of Total %	11.2%	10.9%	10.6%	11.0%	9.5%
Annual Change in Share		-2.5%	-3.6%	4.1%	-13.5%
Change in Share from 2015		-2.5%	-6.0%	-2.1%	-15.3%
Avg Ann. Change in Share		-2.5%	-3.0%	-0.5%	-3.1%

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

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DAY VISITOR



Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

Visitor Numbers by Month, Year and Visitor Type for the Period 2015 to 2020

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

STEAM FINAL TREND REPORT FOR 2015-2020											2015 to 2020			TOTAL	VISITOR NUMBERS				
EAST LINDSEY - COASTAL STRIP																			
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 2015 to 2020		10.0%	-3.2%	-44.8%	-93.2%	-89.7%	-83.9%	-55.5%	-30.9%	-12.4%	-25.9%	-75.4%	-48.1%	-48.5%	Annual Change	-16.6%	-88.9%	-32.4%	-45.3%
% Change 2019 to 2020		-2.3%	-13.5%	-51.8%	-93.8%	-90.7%	-86.1%	-56.4%	-33.7%	-15.2%	-25.0%	-74.7%	-53.4%	-51.7%		-26.3%	-90.1%	-34.6%	-45.7%
Average Annual Change		2.0%	-0.6%	-9.0%	-18.6%	-17.9%	-16.8%	-11.1%	-6.2%	-2.5%	-5.2%	-15.1%	-9.6%	-9.7%		-3.3%	-17.8%	-6.5%	-9.1%
2015	M	0.099	0.138	0.159	0.235	0.306	0.247	0.309	0.468	0.323	0.237	0.143	0.097	2.761		-2.3%	0.396	0.788	1.100
2016	M	0.101	0.136	0.166	0.229	0.307	0.266	0.302	0.450	0.295	0.216	0.130	0.098	2.696	-2.3%	0.404	0.802	1.047	0.444
2017	M	0.104	0.140	0.168	0.244	0.315	0.270	0.305	0.467	0.323	0.221	0.133	0.105	2.796	3.7%	0.413	0.829	1.095	0.459
2019	M	0.111	0.154	0.182	0.257	0.339	0.285	0.316	0.488	0.333	0.234	0.139	0.108	2.947	5.4%	0.448	0.881	1.137	0.481
2020	M	0.109	0.133	0.088	0.016	0.032	0.040	0.138	0.323	0.282	0.176	0.035	0.050	1.422	-51.7%	0.330	0.087	0.744	0.261

VISITOR NUMBERS						
SHARE OF MARKET		2015	2016	2017	2019	2020
Total	M	2.761	2.696	2.796	2.947	1.422
All Visitor Types	M	2.761	2.696	2.796	2.947	1.422
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%					
Change in Share from 2015	%					
Avg Ann. Change in Share	%					

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Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP											2015 to 2020			SERVICED	VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2015 to 2020	7.0%	-16.0%	-66.4%	-91.3%	-89.8%	-91.9%	-77.6%	-56.7%	-56.3%	-59.7%	-87.1%	-87.3%		-67.6%	-32.0%	-91.0%	-62.7%	-78.1%
% Change 2019 to 2020	-1.4%	-6.9%	-59.2%	-91.9%	-90.4%	-91.6%	-77.6%	-53.8%	-53.1%	-56.6%	-87.5%	-88.8%		-66.9%	-25.1%	-91.2%	-60.8%	-78.7%
Average Annual Change	1.4%	-3.2%	-13.3%	-18.3%	-18.0%	-18.4%	-15.5%	-11.3%	-11.3%	-11.9%	-17.4%	-17.5%		-13.5%	-6.4%	-18.2%	-12.5%	-15.6%
2015 000s	10.1	19.8	20.8	18.8	24.0	24.4	36.0	39.4	47.6	26.0	28.7	24.2		320.0	50.8	67.2	123.1	78.9
2016 000s	9.5	18.3	17.9	18.2	22.2	22.4	36.9	37.5	44.0	22.5	27.6	24.1	301.3	-5.8%	45.8	62.9	118.4	74.2
2017 000s	10.6	17.4	16.8	19.5	23.8	22.3	35.2	35.2	44.2	22.6	27.6	26.7	302.0	0.2%	44.7	65.7	114.6	76.9
2019 000s	11.0	17.9	17.1	20.1	25.4	23.5	36.0	36.9	44.4	24.2	29.5	27.4	313.4	3.8%	46.0	68.9	117.3	81.2
2020 000s	10.8	16.7	7.0	1.6	2.4	2.0	8.1	17.1	20.8	10.5	3.7	3.1	103.8	-66.9%	34.5	6.1	45.9	17.3

VISITOR NUMBERS					
SHARE OF MARKET	2015	2016	2017	2019	2020
Serviced 000s	320.0	301.3	302.0	313.4	103.8
All Visitor Types M	2.8	2.7	2.8	2.9	1.4
Share of Total %	11.6%	11.2%	10.8%	10.6%	7.3%
Annual Change in Share %		-3.6%	-3.4%	-1.5%	-31.4%
Change in Share from 2015 %		-3.6%	-6.8%	-8.2%	-37.0%
Avg Ann. Change in Share %		-3.6%	-3.4%	-2.1%	-7.4%

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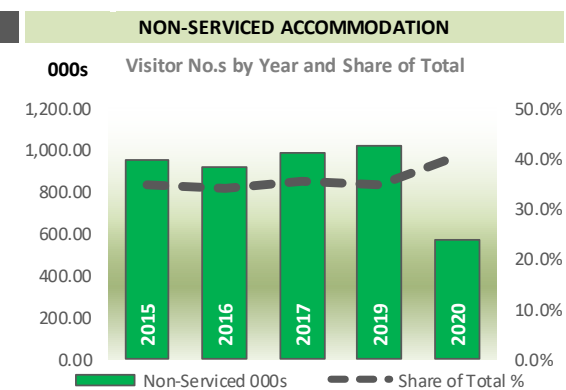
Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP											2015 to 2020			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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2015 to 2020		57.9%	-0.6%	-42.1%	-96.1%	-94.5%	-93.5%	-30.6%	-16.4%	10.9%	-4.7%	-90.2%	-27.7%		-39.8%	-13.9%	-94.6%	-10.5%	-33.2%
% Change 2019 to 2020		8.2%	-20.0%	-44.9%	-96.7%	-94.9%	-94.3%	-40.2%	-16.3%	13.1%	-4.4%	-89.3%	-45.3%		-43.7%	-26.5%	-95.2%	-13.4%	-34.2%
Average Annual Change		11.6%	-0.1%	-8.4%	-19.2%	-18.9%	-18.7%	-6.1%	-3.3%	2.2%	-0.9%	-18.0%	-5.5%		-8.0%	-2.8%	-18.9%	-2.1%	-6.6%
2015 000s		13.1	20.2	43.0	75.5	116.7	93.6	109.5	170.5	150.5	92.3	48.2	21.1		954.1	76.3	285.8	430.4	161.6
2016 000s		15.8	21.2	45.0	74.0	113.1	101.4	112.2	158.4	135.1	82.6	39.8	22.6	921.1	-3.5%	82.0	288.5	405.7	145.0
2017 000s		17.5	24.6	44.6	80.8	120.0	104.6	122.0	164.5	154.2	89.5	40.8	25.8	989.0	7.4%	86.7	305.4	440.7	156.2
2019 000s		19.1	25.1	45.1	89.2	127.6	106.1	126.9	170.1	147.5	92.0	44.1	27.8	1,020.7	3.2%	89.4	322.9	444.6	163.9
2020 000s		20.7	20.1	24.9	3.0	6.4	6.0	76.0	142.4	166.8	88.0	4.7	15.2	574.2	-43.7%	65.7	15.4	385.2	107.9

VISITOR NUMBERS					
SHARE OF MARKET	2015	2016	2017	2019	2020
Non-Serviced 000s	954.1	921.1	989.0	1,020.7	574.2
All Visitor Types M	2.8	2.7	2.8	2.9	1.4
Share of Total %	34.6%	34.2%	35.4%	34.6%	40.4%
Annual Change in Share %		-1.1%	3.5%	-2.1%	16.6%
Change in Share from 2015 %		-1.1%	2.4%	0.2%	16.8%
Avg Ann. Change in Share %		-1.1%	1.2%	0.1%	3.4%

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STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP										2015 to 2020			SFR	VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2020		20.3%	-10.7%	-44.3%	-96.0%	-94.2%	-93.8%	-38.0%	-13.3%	18.2%	-1.4%	-87.9%	-45.3%	-38.9%	Annual Change	-1.7%	-94.8%	-14.4%	-43.8%
% Change 2019 to 2020		7.8%	-17.8%	-45.7%	-96.3%	-94.6%	-94.1%	-42.4%	-18.5%	9.6%	-7.9%	-89.0%	-50.9%	-43.6%		-9.6%	-95.2%	-20.1%	-48.8%
Average Annual Change		4.1%	-2.1%	-8.9%	-19.2%	-18.8%	-18.8%	-7.6%	-2.7%	3.6%	-0.3%	-17.6%	-9.1%	-7.8%		-0.3%	-19.0%	-2.9%	-8.8%
2015 000s		10.4	4.0	4.5	7.5	6.3	5.2	6.7	6.9	4.6	4.5	4.0	8.2	72.8		18.9	19.0	18.2	16.8
2016 000s		10.5	4.0	4.5	7.5	6.3	5.2	6.8	7.0	4.7	4.6	4.1	8.4	73.6	1.1%	19.1	19.1	18.4	17.0
2017 000s		11.0	4.2	4.5	7.8	6.5	5.3	7.0	7.1	5.0	4.7	4.2	8.8	76.1	3.3%	19.7	19.7	19.0	17.7
2019 000s		11.6	4.3	4.6	8.2	6.8	5.5	7.2	7.3	5.0	4.8	4.4	9.2	78.9	3.6%	20.5	20.4	19.5	18.4
2020 000s		12.5	3.6	2.5	0.3	0.4	0.3	4.1	5.9	5.5	4.4	0.5	4.5	44.5	-43.6%	18.5	1.0	15.6	9.4

VISITOR NUMBERS					
SHARE OF MARKET	2015	2016	2017	2019	2020
SFR 000s	72.8	73.6	76.1	78.9	44.5
All Visitor Types M	2.8	2.7	2.8	2.9	1.4
Share of Total %	2.6%	2.7%	2.7%	2.7%	3.1%
Annual Change in Share %		3.6%	-0.4%	-1.7%	17.0%
Change in Share from 2015 %		3.6%	3.2%	1.5%	18.7%
Avg Ann. Change in Share %		3.6%	1.6%	0.4%	3.7%

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STEAM FINAL TREND REPORT FOR 2015-2020											2015 to 2020			STAYING VISITOR	VISITOR NUMBERS				
EAST LINDSEY - COASTAL STRIP																			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2015 to 2020		30.9%	-8.5%	-49.7%	-95.2%	-93.7%	-93.2%	-42.1%	-23.7%	-4.8%	-16.2%	-89.0%	-57.4%		-46.4%	-18.6%	-94.0%	-21.9%	-47.7%
% Change 2019 to 2020		5.6%	-14.9%	-48.6%	-95.8%	-94.2%	-93.8%	-48.2%	-22.8%	-1.9%	-15.0%	-88.6%	-64.6%		-48.9%	-23.9%	-94.5%	-23.2%	-48.9%
Average Annual Change		6.2%	-1.7%	-9.9%	-19.0%	-18.7%	-18.6%	-8.4%	-4.7%	-1.0%	-3.2%	-17.8%	-11.5%		-9.3%	-3.7%	-18.8%	-4.4%	-9.5%
2015	M	0.034	0.044	0.068	0.102	0.147	0.123	0.152	0.217	0.203	0.123	0.081	0.054		1.347	0.146	0.372	0.572	0.257
2016	M	0.036	0.044	0.067	0.100	0.142	0.129	0.156	0.203	0.184	0.110	0.071	0.055	1.296	-3.8%	0.147	0.371	0.543	0.236
2017	M	0.039	0.046	0.066	0.108	0.150	0.132	0.164	0.207	0.203	0.117	0.073	0.061	1.367	5.5%	0.151	0.391	0.574	0.251
2019	M	0.042	0.047	0.067	0.118	0.160	0.135	0.170	0.214	0.197	0.121	0.078	0.064	1.413	3.4%	0.156	0.412	0.581	0.264
2020	M	0.044	0.040	0.034	0.005	0.009	0.008	0.088	0.165	0.193	0.103	0.009	0.023	0.722	-48.9%	0.119	0.022	0.447	0.135

VISITOR NUMBERS						
SHARE OF MARKET		2015	2016	2017	2019	2020
Staying Visitor	M	1.347	1.296	1.367	1.413	0.722
All Visitor Types	M	2.761	2.696	2.796	2.947	1.422
Share of Total	%	48.8%	48.1%	48.9%	48.0%	50.8%
Annual Change in Share	%		-1.5%	1.7%	-1.9%	5.9%
Change in Share from 2015	%		-1.5%	0.2%	-1.7%	4.1%
Avg Ann. Change in Share	%		-1.5%	0.1%	-0.4%	0.8%

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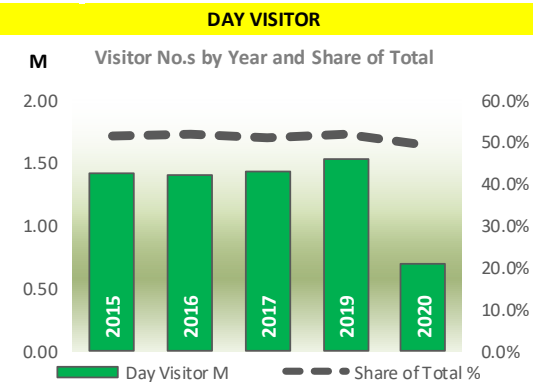
Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP										2015 to 2020			DAY VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2020		-0.8%	-0.8%	-41.1%	-91.7%	-86.0%	-74.6%	-68.4%	-37.1%	-25.4%	-36.3%	-57.6%	-36.9%	-50.5%	Annual Change	-15.4%	-84.4%	-43.8%	-42.4%
% Change 2019 to 2020		-7.0%	-12.9%	-53.7%	-92.1%	-87.5%	-79.1%	-66.0%	-42.2%	-34.3%	-35.7%	-56.9%	-37.0%	-54.4%		-27.6%	-86.2%	-46.5%	-41.9%
Average Annual Change		-0.2%	-0.2%	-8.2%	-18.3%	-17.2%	-14.9%	-13.7%	-7.4%	-5.1%	-7.3%	-11.5%	-7.4%	-10.1%		-3.1%	-16.9%	-8.8%	-8.5%
2015	M	0.065	0.094	0.091	0.133	0.159	0.124	0.157	0.251	0.120	0.114	0.062	0.044	1.414		-1.0%	0.250	0.417	0.528
2016	M	0.066	0.092	0.099	0.129	0.165	0.137	0.146	0.247	0.111	0.106	0.058	0.043	1.400	-1.0%	0.257	0.431	0.504	0.207
2017	M	0.065	0.094	0.102	0.135	0.165	0.138	0.141	0.260	0.119	0.104	0.061	0.044	1.429	2.1%	0.261	0.438	0.521	0.209
2019	M	0.070	0.107	0.115	0.140	0.179	0.150	0.146	0.273	0.136	0.113	0.061	0.044	1.534	7.3%	0.292	0.469	0.555	0.218
2020	M	0.065	0.093	0.053	0.011	0.022	0.031	0.050	0.158	0.089	0.073	0.026	0.028	0.700	-54.4%	0.211	0.065	0.297	0.127

VISITOR NUMBERS						
SHARE OF MARKET		2015	2016	2017	2019	2020
Day Visitor	M	1.414	1.400	1.429	1.534	0.700
All Visitor Types	M	2.761	2.696	2.796	2.947	1.422
Share of Total	%	51.2%	51.9%	51.1%	52.0%	49.2%
Annual Change in Share	%		1.4%	-1.6%	1.8%	-5.5%
Change in Share from 2015	%		1.4%	-0.2%	1.6%	-3.9%
Avg Ann. Change in Share	%		1.4%	-0.1%	0.4%	-0.8%

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Visitor Days by Month, Year and Visitor Type for the Period 2015 to 2020

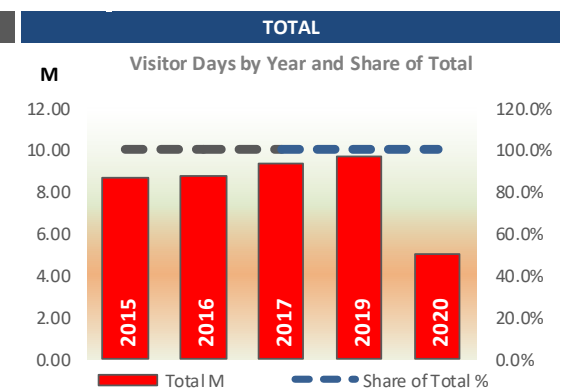
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP											2015 to 2020			TOTAL	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Q1	Q2	Q3	Q4		
% Change 2015 to 2020		21.8%	-3.8%	-45.7%	-94.9%	-92.7%	-91.4%	-39.5%	-15.2%	17.0%	-2.6%	-82.5%	-39.2%	-41.6%	Annual Change	-17.2%	-92.8%	-12.9%	-31.2%	
% Change 2019 to 2020		3.8%	-16.6%	-47.8%	-95.7%	-93.6%	-92.0%	-45.6%	-23.1%	3.9%	-12.4%	-84.0%	-49.3%	-47.7%		-25.1%	-93.6%	-21.7%	-38.9%	
Average Annual Change		4.4%	-0.8%	-9.1%	-19.0%	-18.5%	-18.3%	-7.9%	-3.0%	3.4%	-0.5%	-16.5%	-7.8%	-8.3%		-3.4%	-18.6%	-2.6%	-6.2%	
2015	M	0.253	0.294	0.485	0.732	1.026	0.997	1.073	1.412	1.067	0.708	0.353	0.271	8.670	1.4%	1.032	2.755	3.551	1.332	
2016	M	0.257	0.294	0.489	0.726	1.038	1.020	1.083	1.449	1.092	0.714	0.354	0.276	8.791		1.040	2.784	3.623	1.344	
2017	M	0.275	0.321	0.487	0.785	1.090	1.047	1.149	1.500	1.228	0.759	0.363	0.306	9.311		5.9%	1.083	2.923	3.877	1.428
2019	M	0.297	0.339	0.505	0.853	1.163	1.075	1.193	1.557	1.201	0.788	0.387	0.324	9.681		4.0%	1.141	3.090	3.951	1.499
2020	M	0.309	0.282	0.263	0.037	0.075	0.086	0.649	1.197	1.248	0.690	0.062	0.164	5.063		-47.7%	0.855	0.197	3.094	0.916

VISITOR DAYS					
SHARE OF MARKET	2015	2016	2017	2019	2020
Total M	8.670	8.791	9.311	9.681	5.063
All Visitor Types M	8.670	8.791	9.311	9.681	5.063
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share %					
Change in Share from 2015 %					
Avg Ann. Change in Share %					

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

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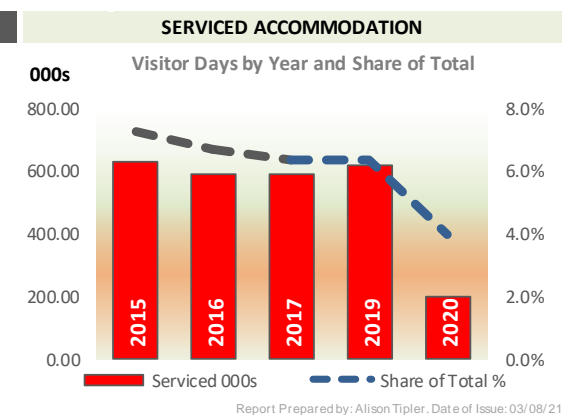


STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP											2015 to 2020			SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2020		-2.7%	-16.4%	-64.4%	-91.8%	-89.6%	-91.8%	-78.6%	-54.9%	-56.3%	-58.0%	-87.4%	-87.3%	-68.0%	Annual Change	-31.9%	-91.1%	-62.5%	-74.8%
% Change 2019 to 2020		-1.6%	-7.0%	-59.3%	-91.9%	-90.4%	-91.6%	-77.5%	-53.5%	-53.0%	-56.5%	-87.4%	-88.8%	-67.3%		-25.4%	-91.3%	-60.7%	-75.3%
Average Annual Change		-0.5%	-3.3%	-12.9%	-18.4%	-17.9%	-18.4%	-15.7%	-11.0%	-11.3%	-11.6%	-17.5%	-17.5%	-13.6%		-6.4%	-18.2%	-12.5%	-15.0%
2015 000s		23.4	31.4	36.0	47.7	53.2	60.8	75.1	99.0	73.2	55.3	43.0	31.0	629.0			90.8	161.7	247.3
2016 000s		20.4	28.9	32.9	43.6	50.2	56.7	72.7	95.3	67.0	49.2	39.9	31.0	587.8	-6.6%	82.2	150.5	235.0	120.1
2017 000s		22.3	27.5	30.8	46.5	53.9	56.9	69.9	90.8	67.6	49.7	40.2	34.3	590.4	0.4%	80.6	157.2	228.3	124.2
2019 000s		23.2	28.2	31.5	47.9	57.5	60.0	71.7	95.9	68.0	53.4	43.1	35.2	615.7	4.3%	82.9	165.5	235.7	131.7
2020 000s		22.8	26.2	12.8	3.9	5.5	5.0	16.1	44.6	32.0	23.2	5.4	4.0	201.6	-67.3%	61.8	14.4	92.7	32.6

VISITOR DAYS					
SHARE OF MARKET	2015	2016	2017	2019	2020
Serviced 000s	629.0	587.8	590.4	615.7	201.6
All Visitor Types M	8.7	8.8	9.3	9.7	5.1
Share of Total %	7.3%	6.7%	6.3%	6.4%	4.0%
Annual Change in Share %		-7.8%	-5.2%	0.3%	-37.4%
Change in Share from 2015 %		-7.8%	-12.6%	-12.3%	-45.1%
Avg Ann. Change in Share %		-7.8%	-6.3%	-3.1%	-9.0%

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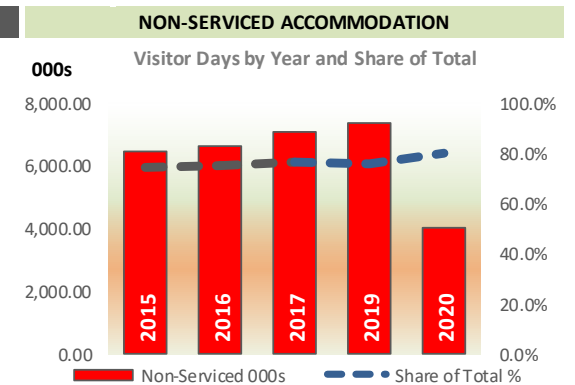


STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP										2015 to 2020			NON-SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE 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				
% Change 2015 to 2020		36.9%	-2.8%	-45.0%	-96.0%	-94.2%	-93.9%	-30.5%	-6.2%	29.1%	10.5%	-87.8%	-30.5%	-37.2%	Annual Change	-17.0%	-94.6%	-2.4%	-22.1%
% Change 2019 to 2020		8.2%	-20.0%	-44.9%	-96.7%	-94.9%	-94.3%	-40.2%	-16.3%	13.1%	-4.4%	-89.3%	-45.2%	-44.8%		-25.2%	-95.2%	-14.3%	-33.6%
Average Annual Change		7.4%	-0.6%	-9.0%	-19.2%	-18.8%	-18.8%	-6.1%	-1.2%	5.8%	2.1%	-17.6%	-6.1%	-7.4%		-3.4%	-18.9%	-0.5%	-4.4%
2015 000s		138.8	160.1	348.7	530.6	799.0	802.0	823.7	1,043.7	863.7	529.2	240.0	174.2	6,453.8		2.7%	647.6	2,131.6	2,731.1
2016 000s		145.1	163.8	347.3	533.2	808.2	815.7	846.7	1,088.8	903.2	548.8	247.3	180.0	6,628.2		656.2	2,157.1	2,838.8	976.2
2017 000s		160.2	190.3	344.4	582.4	857.4	841.1	920.5	1,130.7	1,030.6	594.5	253.6	205.6	7,111.4	7.3%	694.9	2,280.9	3,081.8	1,053.7
2019 000s		175.6	194.6	348.0	643.0	911.4	852.8	957.4	1,169.4	985.8	611.4	274.1	221.0	7,344.6	3.3%	718.2	2,407.2	3,112.7	1,106.5
2020 000s		190.0	155.6	191.9	21.3	46.1	48.5	572.9	979.0	1,114.9	584.6	29.3	121.0	4,055.2	-44.8%	537.5	115.9	2,666.8	734.9

VISITOR DAYS					
SHARE OF MARKET	2015	2016	2017	2019	2020
Non-Serviced 000s	6,453.8	6,628.2	7,111.4	7,344.6	4,055.2
All Visitor Types M	8.7	8.8	9.3	9.7	5.1
Share of Total %	74.4%	75.4%	76.4%	75.9%	80.1%
Annual Change in Share %		1.3%	1.3%	-0.7%	5.6%
Change in Share from 2015 %		1.3%	2.6%	1.9%	7.6%
Avg Ann. Change in Share %		1.3%	1.3%	0.5%	1.5%

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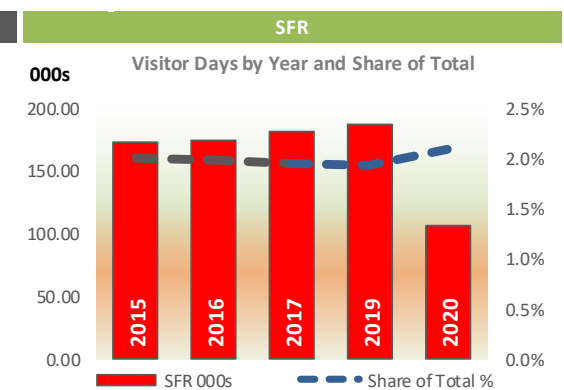
Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP											2015 to 2020			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		Q1	Q2	Q3	Q4		
% Change 2015 to 2020		20.3%	-10.7%	-44.3%	-96.0%	-94.2%	-93.8%	-38.0%	-13.3%	18.2%	-1.4%	-87.9%	-45.3%	-38.6%	Annual Change	0.1%	-94.9%	-15.5%	-43.4%	
% Change 2019 to 2020		7.8%	-17.8%	-45.7%	-96.3%	-94.6%	-94.1%	-42.4%	-18.5%	9.6%	-7.9%	-89.0%	-50.9%	-43.3%		-8.1%	-95.3%	-21.1%	-48.6%	
Average Annual Change		4.1%	-2.1%	-8.9%	-19.2%	-18.8%	-18.8%	-7.6%	-2.7%	3.6%	-0.3%	-17.6%	-9.1%	-7.7%		0.0%	-19.0%	-3.1%	-8.7%	
2015 000s		25.9	8.4	9.7	20.3	13.9	10.9	16.7	17.8	10.0	9.6	8.2	21.4	172.9	1.1%	44.0	45.1	44.6	39.2	
2016 000s		26.4	8.4	9.7	20.4	13.9	11.0	16.9	18.1	10.2	9.7	8.3	21.7	174.8		44.5	45.3	45.2	39.8	
2017 000s		27.5	8.9	9.7	21.0	14.3	11.2	17.4	18.4	10.8	10.1	8.5	22.8	180.7		3.4%	46.1	46.6	46.7	41.4
2019 000s		28.9	9.1	9.9	22.1	14.9	11.5	18.0	19.0	10.8	10.3	9.0	23.9	187.4		3.7%	48.0	48.5	47.8	43.2
2020 000s		31.2	7.5	5.4	0.8	0.8	0.7	10.4	15.5	11.8	9.5	1.0	11.7	106.2		-43.3%	44.1	2.3	37.7	22.2

VISITOR DAYS					
SHARE OF MARKET	2015	2016	2017	2019	2020
SFR 000s	172.9	174.8	180.7	187.4	106.2
All Visitor Types M	8.7	8.8	9.3	9.7	5.1
Share of Total %	2.0%	2.0%	1.9%	1.9%	2.1%
Annual Change in Share %		-0.3%	-2.4%	-0.3%	8.4%
Change in Share from 2015 %		-0.3%	-2.7%	-2.9%	5.2%
Avg Ann. Change in Share %		-0.3%	-1.3%	-0.7%	1.0%

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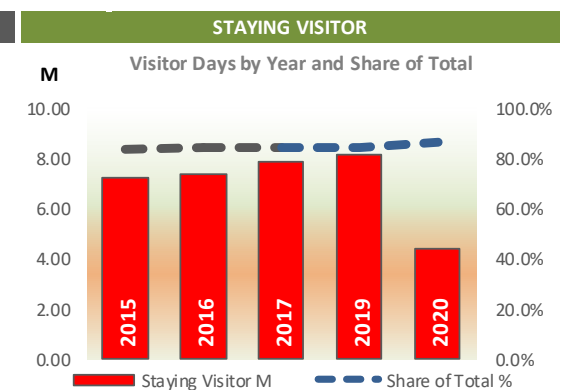
Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP											2015 to 2020			STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2020		29.7%	-5.2%	-46.7%	-95.6%	-94.0%	-93.8%	-34.5%	-10.5%	22.4%	3.9%	-87.7%	-39.7%	-39.9%	Annual Change	-17.8%	-94.3%	-7.5%	-29.0%
% Change 2019 to 2020		7.2%	-18.4%	-46.1%	-96.3%	-94.7%	-94.1%	-42.8%	-19.1%	8.8%	-8.6%	-89.1%	-51.2%	-46.5%		-24.2%	-94.9%	-17.6%	-38.4%
Average Annual Change		5.9%	-1.0%	-9.3%	-19.1%	-18.8%	-18.8%	-6.9%	-2.1%	4.5%	0.8%	-17.5%	-7.9%	-8.0%		-3.6%	-18.9%	-1.5%	-5.8%
2015	M	0.188	0.200	0.394	0.599	0.866	0.874	0.916	1.160	0.947	0.594	0.291	0.227	7.256		1.9%	0.782	2.338	3.023
2016	M	0.192	0.201	0.390	0.597	0.872	0.883	0.936	1.202	0.980	0.608	0.296	0.233	7.391		0.783	2.353	3.119	1.136
2017	M	0.210	0.227	0.385	0.650	0.926	0.909	1.008	1.240	1.109	0.654	0.302	0.263	7.882	6.7%	0.822	2.485	3.357	1.219
2019	M	0.228	0.232	0.389	0.713	0.984	0.924	1.047	1.284	1.065	0.675	0.326	0.280	8.148	3.4%	0.849	2.621	3.396	1.281
2020	M	0.244	0.189	0.210	0.026	0.052	0.054	0.599	1.039	1.159	0.617	0.036	0.137	4.363	-46.5%	0.643	0.133	2.797	0.790

VISITOR DAYS					
SHARE OF MARKET	2015	2016	2017	2019	2020
Staying Visitor M	7.256	7.391	7.882	8.148	4.363
All Visitor Types M	8.670	8.791	9.311	9.681	5.063
Share of Total %	83.7%	84.1%	84.7%	84.2%	86.2%
Annual Change in Share %		0.5%	0.7%	-0.6%	2.4%
Change in Share from 2015 %		0.5%	1.2%	0.6%	3.0%
Avg Ann. Change in Share %		0.5%	0.6%	0.1%	0.6%

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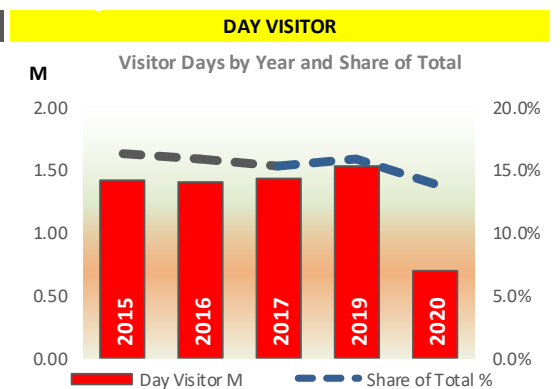
Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP											2015 to 2020			DAY VISITOR		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																			
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2015 to 2020		-0.8%	-0.8%	-41.1%	-91.7%	-86.0%	-74.6%	-68.4%	-37.1%	-25.4%	-36.3%	-57.6%	-36.9%	-50.5%	Annual Change	-15.4%	-84.4%	-43.8%	-42.4%		
% Change 2019 to 2020		-7.0%	-12.9%	-53.7%	-92.1%	-87.5%	-79.1%	-66.0%	-42.2%	-34.3%	-35.7%	-56.9%	-37.0%	-54.4%		-27.6%	-86.2%	-46.5%	-41.9%		
Average Annual Change		-0.2%	-0.2%	-8.2%	-18.3%	-17.2%	-14.9%	-13.7%	-7.4%	-5.1%	-7.3%	-11.5%	-7.4%	-10.1%		-3.1%	-16.9%	-8.8%	-8.5%		
2015	M	0.065	0.094	0.091	0.133	0.159	0.124	0.157	0.251	0.120	0.114	0.062	0.044	1.414		-1.0%	0.250	0.417	0.528	0.220	
2016	M	0.066	0.092	0.099	0.129	0.165	0.137	0.146	0.247	0.111	0.106	0.058	0.043	1.400	0.257		0.431	0.504	0.207		
2017	M	0.065	0.094	0.102	0.135	0.165	0.138	0.141	0.260	0.119	0.104	0.061	0.044	1.429	2.1%	0.261	0.438	0.521	0.209		
2019	M	0.070	0.107	0.115	0.140	0.179	0.150	0.146	0.273	0.136	0.113	0.061	0.044	1.534	7.3%	0.292	0.469	0.555	0.218		
2020	M	0.065	0.093	0.053	0.011	0.022	0.031	0.050	0.158	0.089	0.073	0.026	0.028	0.700	-54.4%	0.211	0.065	0.297	0.127		

VISITOR DAYS						
SHARE OF MARKET		2015	2016	2017	2019	2020
Day Visitor	M	1.414	1.400	1.429	1.534	0.700
All Visitor Types	M	8.670	8.791	9.311	9.681	5.063
Share of Total	%	16.3%	15.9%	15.3%	15.8%	13.8%
Annual Change in Share	%		-2.4%	-3.6%	3.2%	-12.8%
Change in Share from 2015	%		-2.4%	-5.9%	-2.9%	-15.3%
Avg Ann. Change in Share	%		-2.4%	-3.0%	-0.7%	-3.1%

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Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

Direct and Total Employment by Month, Year and Visitor Type for the Period 2015 to 2020

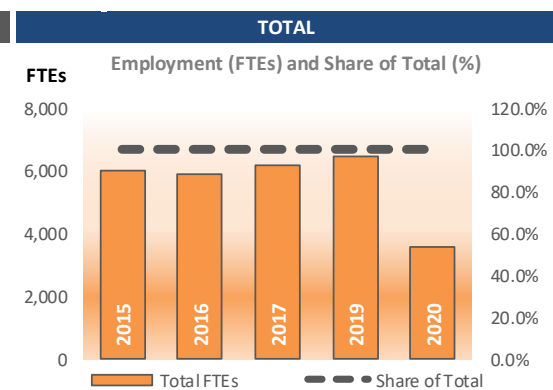
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM FINAL TREND REPORT FOR 2015-2020											2015 to 2020			TOTAL	TOTAL EMPLOYMENT				
EAST LINDSEY - COASTAL STRIP																			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	TOTAL																		
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2020	5.4%	-8.8%	-39.6%	-90.2%	-88.0%	-87.6%	-39.5%	-14.2%	13.2%	-5.9%	-75.5%	-51.2%	-40.8%	Annual Change	-18.0%	-88.5%	-13.7%	-36.9%	
% Change 2019 to 2020	-0.7%	-13.5%	-39.9%	-91.2%	-89.1%	-88.2%	-44.0%	-20.5%	4.1%	-12.3%	-76.3%	-55.1%	-44.9%		-20.8%	-89.4%	-20.3%	-40.8%	
Average Annual Change	1.1%	-1.8%	-7.9%	-18.0%	-17.6%	-17.5%	-7.9%	-2.8%	2.6%	-1.2%	-15.1%	-10.2%	-8.2%		-3.6%	-17.7%	-2.7%	-7.4%	
2015 FTEs	2,896	3,136	4,449	6,004	7,847	7,752	8,500	10,466	8,363	5,883	3,597	3,042	5,995	-1.6%	3,494	7,201	9,109	4,174	
2016 FTEs	2,778	2,999	4,322	5,816	7,749	7,694	8,412	10,529	8,345	5,754	3,466	2,948	5,901		3,367	7,086	9,095	4,056	
2017 FTEs	2,881	3,144	4,291	6,180	8,100	7,872	8,849	10,849	9,210	6,025	3,505	3,132	6,170		4.6%	3,439	7,384	9,636	4,221
2019 FTEs	3,076	3,306	4,471	6,677	8,640	8,136	9,188	11,295	9,096	6,307	3,724	3,303	6,435		4.3%	3,617	7,818	9,860	4,445
2020 FTEs	3,054	2,860	2,685	586	938	964	5,145	8,979	9,466	5,533	882	1,485	3,548		-44.9%	2,866	829	7,863	2,633

EMPLOYMENT					
SHARE OF MARKET	2015	2016	2017	2019	2020
Total FTEs	5,995	5,901	6,170	6,435	3,548
Total Employment FTEs	5,995	5,901	6,170	6,435	3,548
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share %					
Change in Share from 2015 %					
Avg Ann. Change in Share %					

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

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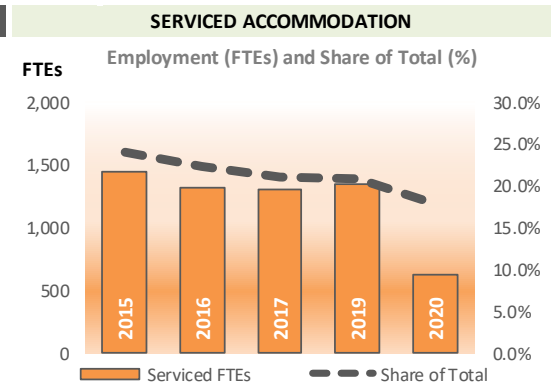
Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020											2015 to 2020			SERVICED	DIRECT EMPLOYMENT			
EAST LINDSEY - COASTAL STRIP																		
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SERVICED ACCOMMODATION																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2015 to 2020	-13.4%	-18.3%	-39.7%	-82.2%	-79.4%	-82.5%	-61.6%	-46.5%	-45.2%	-45.3%	-76.7%	-79.9%		-56.4%	-24.2%	-81.4%	-50.9%	-66.4%
% Change 2019 to 2020	-5.5%	-9.8%	-33.2%	-81.0%	-78.5%	-81.3%	-58.5%	-42.9%	-40.2%	-40.9%	-75.0%	-78.8%		-53.0%	-16.5%	-80.3%	-47.1%	-64.0%
Average Annual Change	-2.7%	-3.7%	-7.9%	-16.4%	-15.9%	-16.5%	-12.3%	-9.3%	-9.0%	-9.1%	-15.3%	-16.0%		-11.3%	-4.8%	-16.3%	-10.2%	-13.3%
2015 FTEs	1,213	1,276	1,319	1,410	1,456	1,518	1,633	1,828	1,614	1,467	1,357	1,257	1,446		1,269	1,462	1,692	1,360
2016 FTEs	1,087	1,156	1,198	1,281	1,335	1,387	1,515	1,699	1,467	1,321	1,235	1,155	1,320	-8.7%	1,147	1,334	1,560	1,237
2017 FTEs	1,078	1,122	1,158	1,281	1,341	1,366	1,470	1,641	1,449	1,302	1,215	1,157	1,298	-1.6%	1,119	1,329	1,520	1,224
2019 FTEs	1,112	1,155	1,190	1,320	1,398	1,418	1,513	1,710	1,480	1,358	1,265	1,191	1,343	3.4%	1,152	1,379	1,568	1,272
2020 FTEs	1,051	1,042	795	251	301	265	628	977	885	803	316	253	631	-53.0%	963	272	830	457

EMPLOYMENT					
SHARE OF MARKET	2015	2016	2017	2019	2020
Serviced FTEs	1,446	1,320	1,298	1,343	631
Total Employment FTEs	5,995	5,901	6,170	6,435	3,548
Share of Total	24.1%	22.4%	21.0%	20.9%	17.8%
Annual Change in Share		-7.3%	-5.9%	-0.8%	-14.8%
Change in Share from 2015		-7.3%	-12.8%	-13.5%	-26.3%
Avg Ann. Change in Share		-7.3%	-6.4%	-3.4%	-5.3%

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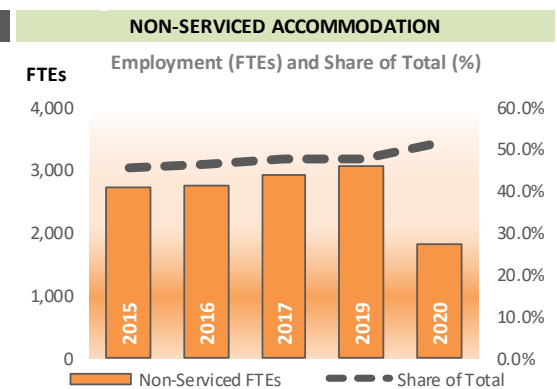
Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020											2015 to 2020			NON-SERVICED	DIRECT EMPLOYMENT					
EAST LINDSEY - COASTAL STRIP																				
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY	NON-SERVICED ACCOMMODATION																			
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change	Q1			Q2			Q3			Q4										
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC								
% Change 2015 to 2020	22.6%	-1.1%	-36.4%	-91.7%	-89.4%	-89.2%	-27.0%	-0.8%	32.9%	15.0%	-73.8%	-26.2%			-32.7%	Annual Change	-14.0%	-89.9%	2.0%	-16.5%
% Change 2019 to 2020	2.4%	-15.4%	-37.3%	-93.0%	-90.7%	-89.8%	-36.8%	-11.3%	17.0%	0.4%	-76.5%	-38.9%			-40.4%		-21.4%	-91.0%	-10.1%	-27.4%
Average Annual Change	4.5%	-0.2%	-7.3%	-18.3%	-17.9%	-17.8%	-5.4%	-0.2%	6.6%	3.0%	-14.8%	-5.2%	-6.5%	-2.8%	-18.0%		0.4%	-3.3%		
2015 FTEs	832	920	1,876	2,705	3,977	3,991	4,046	5,040	4,248	2,672	1,300	993	2,716	1,209	3,557		4,445	1,655		
2016 FTEs	836	913	1,841	2,682	3,974	4,008	4,104	5,189	4,378	2,721	1,308	995	2,746	1.1%	1,197	3,554	4,557	1,675		
2017 FTEs	903	1,027	1,835	2,901	4,207	4,138	4,443	5,398	4,956	2,923	1,332	1,106	2,931	6.7%	1,255	3,749	4,932	1,787		
2019 FTEs	996	1,075	1,901	3,215	4,508	4,252	4,668	5,634	4,825	3,061	1,448	1,199	3,065	4.6%	1,324	3,992	5,042	1,903		
2020 FTEs	1,020	909	1,192	224	421	432	2,952	4,998	5,644	3,073	340	733	1,828	-40.4%	1,040	359	4,531	1,382		

EMPLOYMENT					
SHARE OF MARKET	2015	2016	2017	2019	2020
Non-Serviced FTEs	2,716	2,746	2,931	3,065	1,828
Total Employment FTEs	5,995	5,901	6,170	6,435	3,548
Share of Total %	45.3%	46.5%	47.5%	47.6%	51.5%
Annual Change in Share %		2.7%	2.1%	0.3%	8.2%
Change in Share from 2015 %		2.7%	4.8%	5.1%	13.7%
Avg Ann. Change in Share %		2.7%	2.4%	1.3%	2.7%

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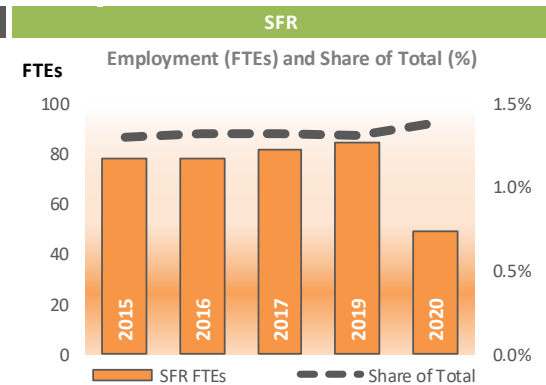
Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020											2015 to 2020			SFR	DIRECT EMPLOYMENT			
EAST LINDSEY - COASTAL STRIP																		
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2020	20.1%	-10.8%	-44.4%	-96.0%	-94.2%	-93.8%	-36.5%	-8.5%	24.8%	4.2%	-87.2%	-42.2%	-36.8%	Annual Change	0.0%	-94.9%	-11.5%	-40.2%
% Change 2019 to 2020	7.5%	-18.0%	-45.8%	-96.3%	-94.7%	-94.1%	-41.0%	-14.1%	15.5%	-2.9%	-88.4%	-48.2%	-41.8%		-8.4%	-95.3%	-17.6%	-45.8%
Average Annual Change	4.0%	-2.2%	-8.9%	-19.2%	-18.8%	-18.8%	-7.3%	-1.7%	5.0%	0.8%	-17.4%	-8.4%	-7.4%		0.0%	-19.0%	-2.3%	-8.0%
2015 FTEs	140	45	52	110	75	59	90	96	54	52	44	115	78	0.3%	79	81	80	71
2016 FTEs	141	45	52	109	75	59	91	97	55	52	44	116	78		79	81	81	71
2017 FTEs	148	48	53	113	77	60	94	99	58	54	46	123	81		83	84	84	74
2019 FTEs	156	49	54	119	81	62	97	103	58	56	49	129	84		86	87	86	78
2020 FTEs	168	40	29	4	4	4	57	88	67	54	6	67	49		-41.8%	79	4	71

EMPLOYMENT					
SHARE OF MARKET	2015	2016	2017	2019	2020
SFR FTEs	78	78	81	84	49
Total Employment FTEs	5,995	5,901	6,170	6,435	3,548
Share of Total %	1.3%	1.3%	1.3%	1.3%	1.4%
Annual Change in Share %		1.9%	-0.5%	-0.3%	5.5%
Change in Share from 2015 %		1.9%	1.5%	1.2%	6.7%
Avg Ann. Change in Share %		1.9%	0.7%	0.3%	1.3%

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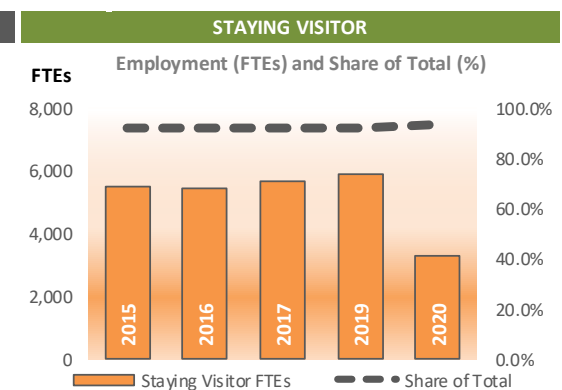
Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020											2015 to 2020			STAYING VISITOR	DIRECT EMPLOYMENT				
EAST LINDSEY - COASTAL STRIP																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR	QUARTER					
KEY		STAYING VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL					% Change	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		Q1	Q2	Q3	Q4	
% Change 2015 to 2020		2.4%	-11.1%	-37.9%	-88.7%	-86.8%	-87.4%	-37.0%	-12.9%	11.5%	-6.2%	-75.5%	-55.5%	-40.9%	Annual Change	-18.6%	-87.5%	-12.6%	-39.0%
% Change 2019 to 2020		-1.1%	-12.6%	-35.9%	-89.7%	-87.9%	-87.8%	-42.1%	-18.6%	3.7%	-12.2%	-76.0%	-58.2%	-44.2%		-18.7%	-88.4%	-18.9%	-42.1%
Average Annual Change		0.5%	-2.2%	-7.6%	-17.7%	-17.4%	-17.5%	-7.4%	-2.6%	2.3%	-1.2%	-15.1%	-11.1%	-8.2%		-3.7%	-17.5%	-2.5%	-7.8%
2015 FTEs		2,185	2,241	3,247	4,225	5,508	5,568	5,769	6,964	5,916	4,191	2,701	2,365	4,240		-2.3%	2,558	5,100	6,216
2016 FTEs		2,064	2,114	3,092	4,072	5,383	5,454	5,710	6,985	5,899	4,095	2,587	2,266	4,143		2,423	4,970	6,198	2,983
2017 FTEs		2,129	2,196	3,045	4,295	5,626	5,564	6,008	7,139	6,463	4,279	2,592	2,385	4,310	4.0%	2,457	5,162	6,536	3,086
2019 FTEs		2,264	2,279	3,145	4,655	5,986	5,732	6,278	7,447	6,363	4,475	2,762	2,519	4,492	4.2%	2,563	5,458	6,696	3,252
2020 FTEs		2,239	1,991	2,017	479	726	701	3,637	6,063	6,597	3,930	662	1,053	2,508	-44.2%	2,082	635	5,432	1,881

EMPLOYMENT					
SHARE OF MARKET	2015	2016	2017	2019	2020
Staying Visitor FTEs	5,520	5,435	5,690	5,919	3,307
Total Employment FTEs	5,995	5,901	6,170	6,435	3,548
Share of Total %	92.1%	92.1%	92.2%	92.0%	93.2%
Annual Change in Share %		0.0%	0.1%	-0.3%	1.3%
Change in Share from 2015 %		0.0%	0.2%	-0.1%	1.2%
Avg Ann. Change in Share %		0.0%	0.1%	0.0%	0.2%

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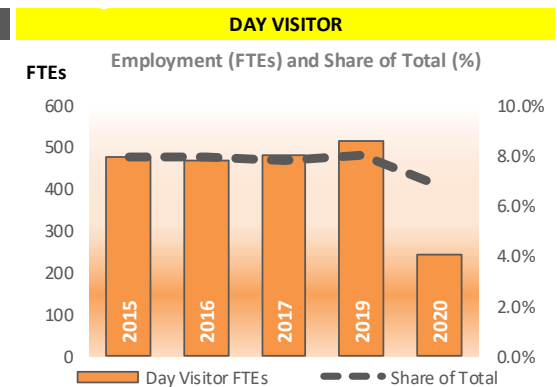
Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020										2015 to 2020			DAY VISITOR	DIRECT EMPLOYMENT				
EAST LINDSEY - COASTAL STRIP																		
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER				
KEY	DAY VISITOR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2020	-0.9%	-0.9%	-41.1%	-91.7%	-86.0%	-74.6%	-67.8%	-34.1%	-21.8%	-33.3%	-55.6%	-33.8%	-49.2%	Annual Change	-15.5%	-84.5%	-41.3%	-39.7%
% Change 2019 to 2020	-7.3%	-13.2%	-53.8%	-92.1%	-87.6%	-79.2%	-65.3%	-39.5%	-31.3%	-32.7%	-54.9%	-34.1%	-53.2%		-27.8%	-86.2%	-44.3%	-39.2%
Average Annual Change	-0.2%	-0.2%	-8.2%	-18.3%	-17.2%	-14.9%	-13.6%	-6.8%	-4.4%	-6.7%	-11.1%	-6.8%	-9.8%		-3.1%	-16.9%	-8.3%	-7.9%
2015 FTEs	263	378	365	537	643	498	634	1,012	483	460	249	177	475	-1.8%	335	559	709	295
2016 FTEs	262	369	396	517	662	546	585	987	444	424	232	173	466		342	575	672	277
2017 FTEs	262	379	412	545	664	556	568	1,047	480	421	244	175	479		351	588	699	280
2019 FTEs	281	431	465	563	722	607	589	1,103	550	456	245	177	516	7.6%	393	631	747	293
2020 FTEs	261	375	215	44	90	126	204	667	378	307	111	117	241	-53.2%	283	87	416	178

EMPLOYMENT					
SHARE OF MARKET	2015	2016	2017	2019	2020
Day Visitor FTEs	475	466	479	516	241
Total Employment FTEs	5,995	5,901	6,170	6,435	3,548
Share of Total	7.9%	7.9%	7.8%	8.0%	6.8%
Annual Change in Share		-0.2%	-1.7%	3.2%	-15.2%
Change in Share from 2015		-0.2%	-1.9%	1.2%	-14.2%
Avg Ann. Change in Share		-0.2%	-1.0%	0.3%	-2.8%

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Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020

EAST LINDSEY - COASTAL STRIP

SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	185	4,068	-21	-288	-32	-526
+50 Room	2	261	-0	-0	-0	+38
11-50 Room	51	1,878	-2	-54	-12	-354
<10 Room	132	1,930	-19	-233	-20	-209

NON-SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	283	46,343	-5	-39	+12	-858
Self catering	147	12,277	-4	-23	+0	+1
Static caravans/chalets	0	19,485	0	-30	0	-561
Touring caravans/camping	136	14,582	-1	+14	+12	-298
Youth Hostels	0	0	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2020	2020		Change on 2019		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	468	50,412	-26	-327	-20	-1,383
Serviced Accommodation Share of Total	40%	8%				
Non-Serviced Accommodation Share of Total	60%	92%				

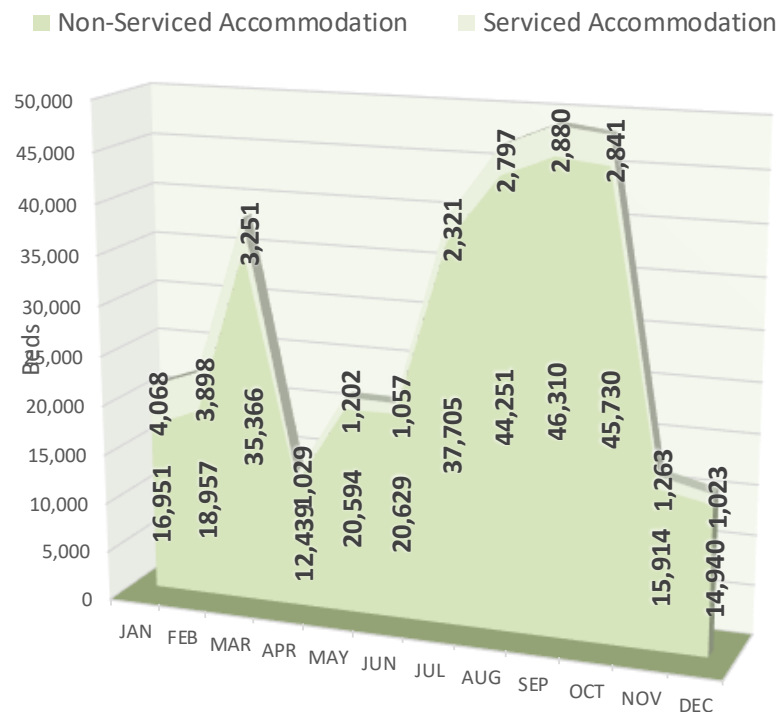
SEASONAL AVAILABILITY OF BED SUPPLY 2020	2020											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	21,020	22,856	38,618	13,468	21,796	21,686	40,025	47,048	49,191	48,571	17,176	15,963
Serviced Accommodation	4,068	3,898	3,251	1,029	1,202	1,057	2,321	2,797	2,880	2,841	1,263	1,023
Non-Serviced Accommodation	16,951	18,957	35,366	12,439	20,594	20,629	37,705	44,251	46,310	45,730	15,914	14,940

2020

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

SEASONAL AVAILABILITY OF BED SUPPLY 2020



Report Sections With Historic Financial Data Indexed to 2020 Prices

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

Indexation: *Indexation to: 2020*

2015	<i>1.14</i>
2016	<i>1.12</i>
2017	<i>1.09</i>
2019	<i>1.03</i>
2020	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2015-2020
EAST LINDSEY - COASTAL STRIP

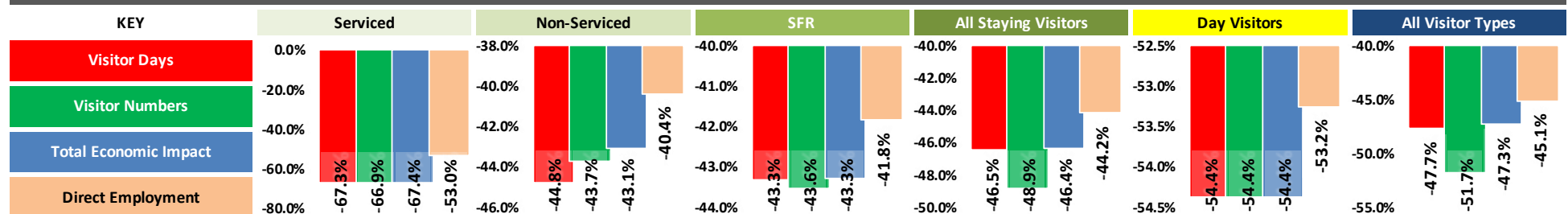
Comparing 2020 and 2019
 2019 in 2020 prices (1.027)

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - INDEXED TO 2020

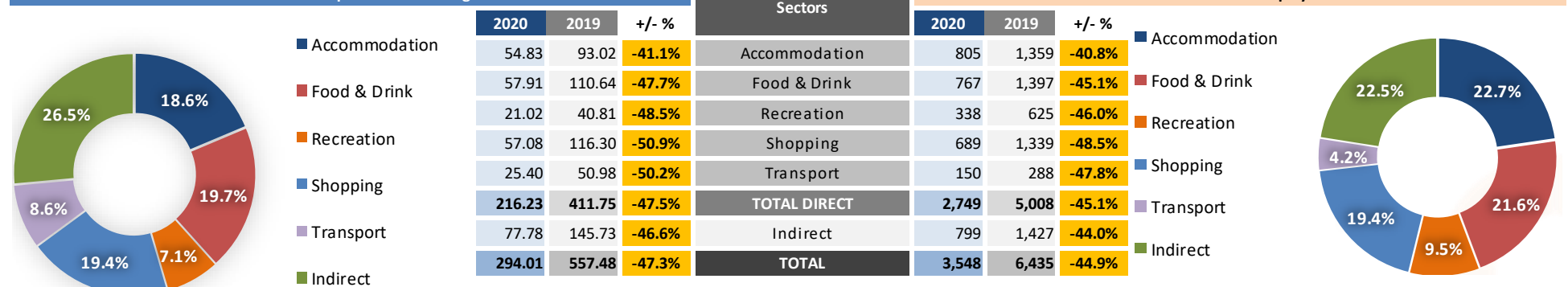
KEY														Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors								
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %
Visitor Days	M	0.202	0.616	-67.3%	4.055	7.345	-44.8%	0.106	0.187	-43.3%	4.363	8.148	-46.5%	0.700	1.534	-54.4%	5.063	9.681	-47.7%
Visitor Numbers	M	0.104	0.313	-66.9%	0.574	1.021	-43.7%	0.045	0.079	-43.6%	0.722	1.413	-48.9%	0.700	1.534	-54.4%	1.422	2.947	-51.7%
Direct Expenditure	£M																216.23	411.75	-47.5%
Economic Impact	£M	21.80	66.78	-67.4%	238.66	419.56	-43.1%	5.602	9.882	-43.3%	266.06	496.22	-46.4%	27.95	61.26	-54.4%	294.01	557.48	-47.3%
Direct Employment	FTEs	631	1,343	-53.0%	1,828	3,065	-40.4%	49	84	-41.8%	2,508	4,492	-44.2%	241	516	-53.2%	2,749	5,008	-45.1%
Total Employment	FTEs																3,548	6,435	-44.9%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - INDEXED TO 2020



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2020

Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2015-2020

EAST LINDSEY - COASTAL STRIP

Economic Impact - Indexed - Total



2015 to 2020

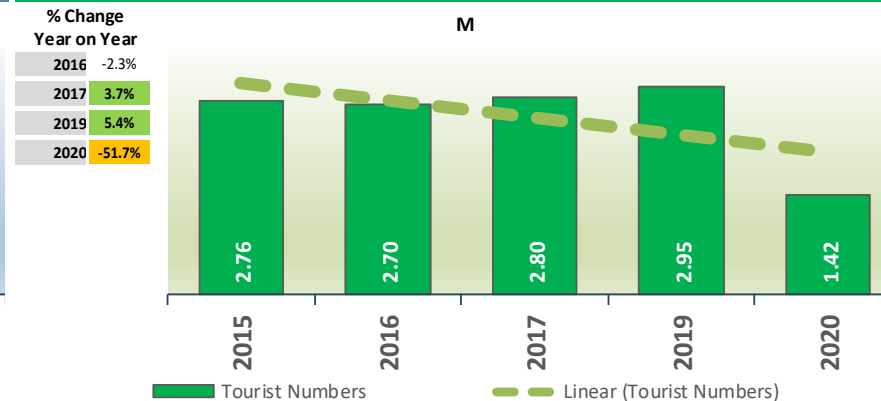
2020 Prices

TOTAL

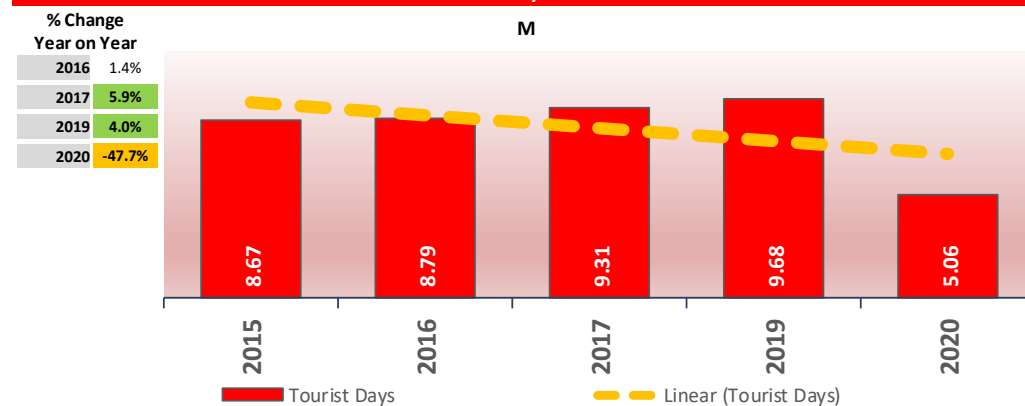
KEY MEASURES

Indexed

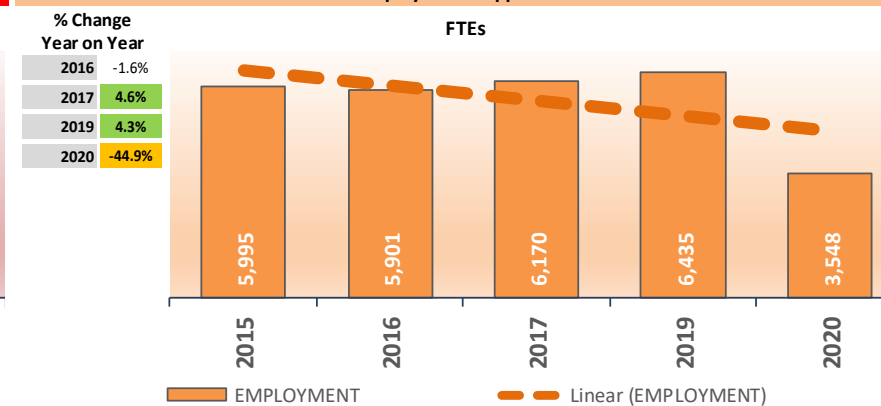
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2015	2015	2016	2017	2019	2020
Economic Impact - Indexed		1.6%	7.5%	10.7%	-41.6%
Visitor Numbers		-2.3%	1.3%	6.7%	-48.5%
Visitor Days		1.4%	7.4%	11.7%	-41.6%
Total Employment		-1.6%	2.9%	7.3%	-40.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2020

EAST LINDSEY - COASTAL STRIP

Economic Impact - Indexed - Serviced Accommodation



2015 to 2020

2020 Prices

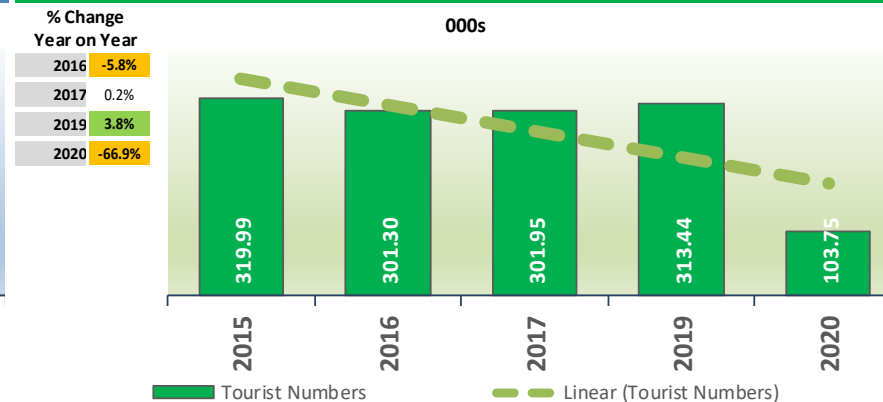
SERVICED

ACCOMMODATION

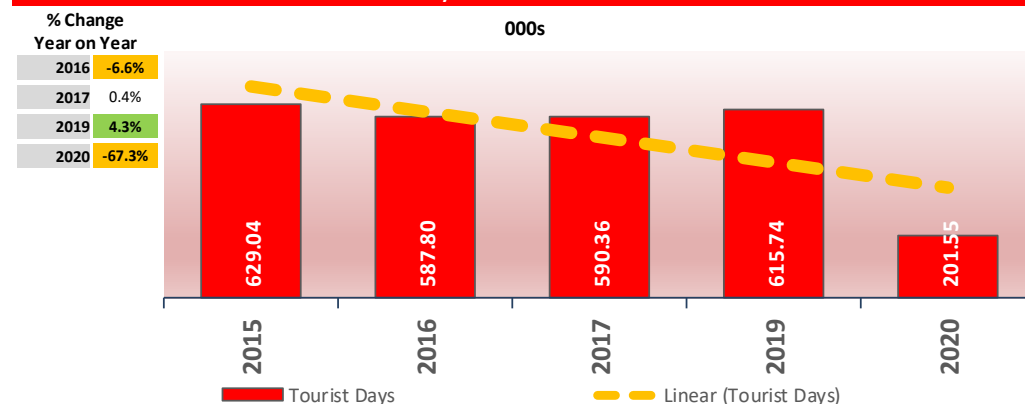
KEY MEASURES

Indexed

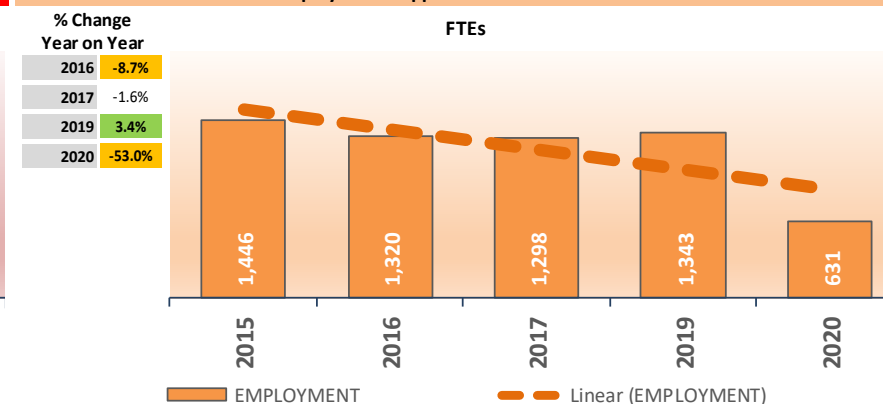
Visitor Numbers - Serviced Accommodation



Visitor Days - Serviced Accommodation



Direct Employment Supported - Serviced Accommodation



% Change from 2015	2015	2016	2017	2019	2020
Economic Impact - Indexed		-4.8%	-4.7%	-2.8%	-68.3%
Visitor Numbers		-5.8%	-5.6%	-2.0%	-67.6%
Visitor Days		-6.6%	-6.1%	-2.1%	-68.0%
Direct Employment		-8.7%	-10.2%	-7.1%	-56.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2020

EAST LINDSEY - COASTAL STRIP

Economic Impact - Indexed - Non-Serviced Accommodation



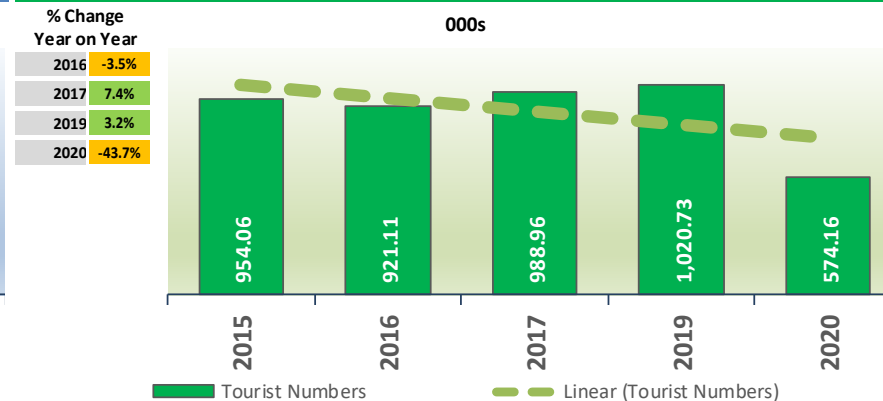
2015 to 2020

2020 Prices

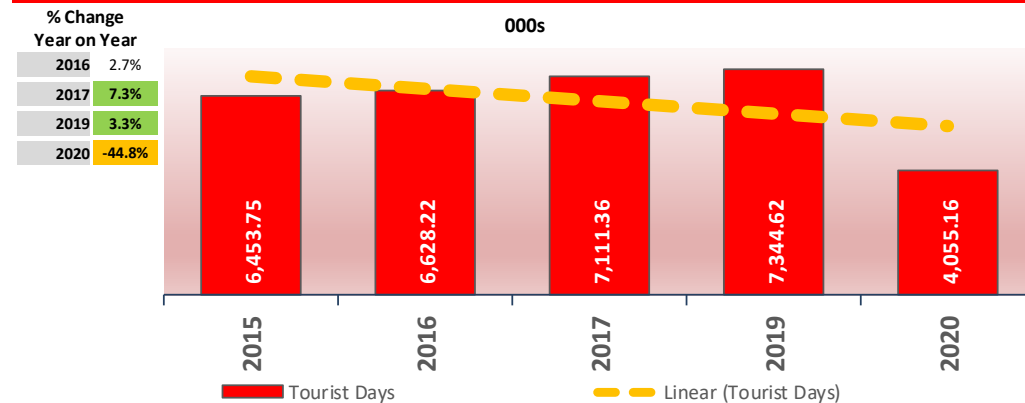
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

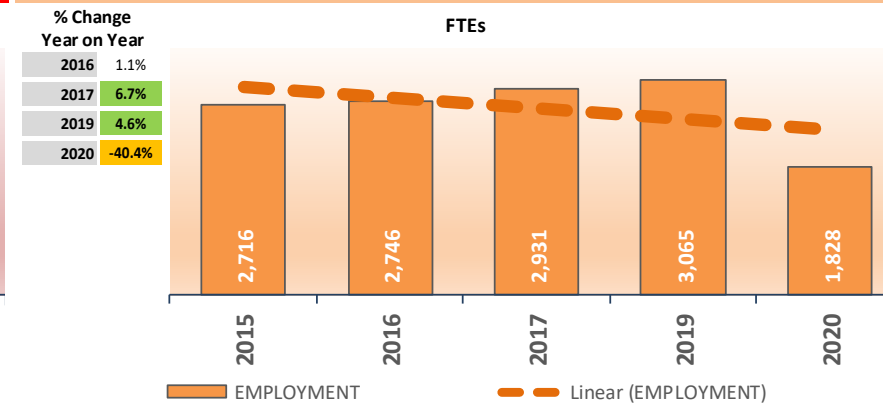
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2015	2015	2016	2017	2019	2020
Economic Impact - Indexed		3.1%	10.8%	13.7%	-35.3%
Visitor Numbers		-3.5%	3.7%	7.0%	-39.8%
Visitor Days		2.7%	10.2%	13.8%	-37.2%
Direct Employment		1.1%	7.9%	12.8%	-32.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2020

EAST LINDSEY - COASTAL STRIP

Economic Impact - Indexed - SFR



2015 to 2020

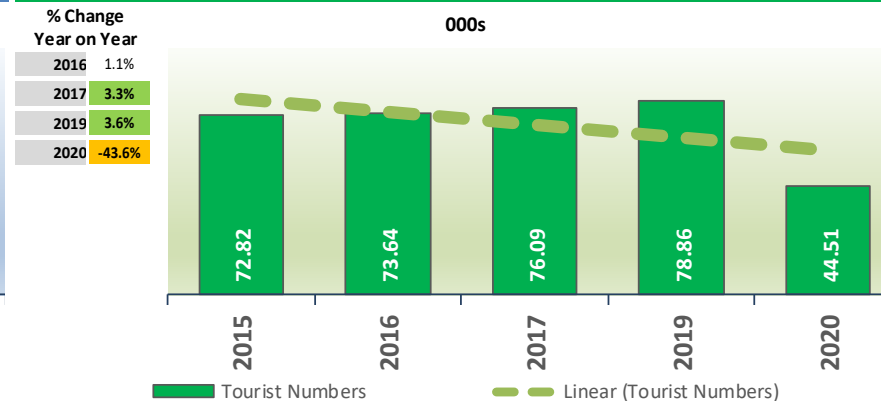
2020 Prices

SFR

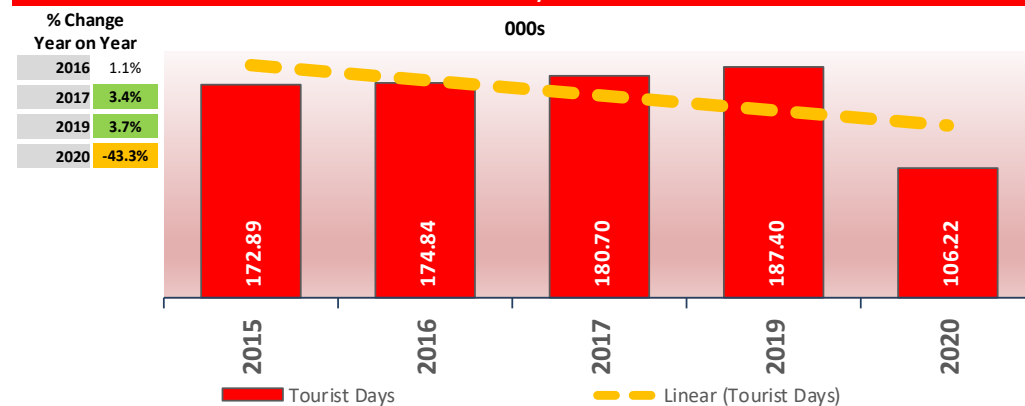
KEY MEASURES

Indexed

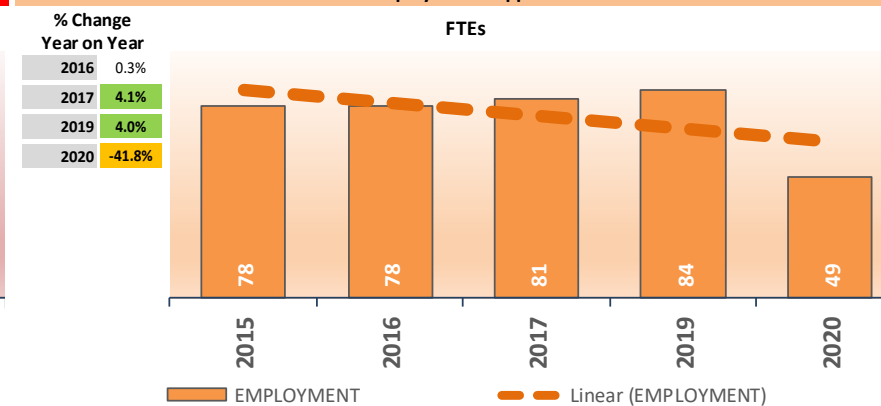
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



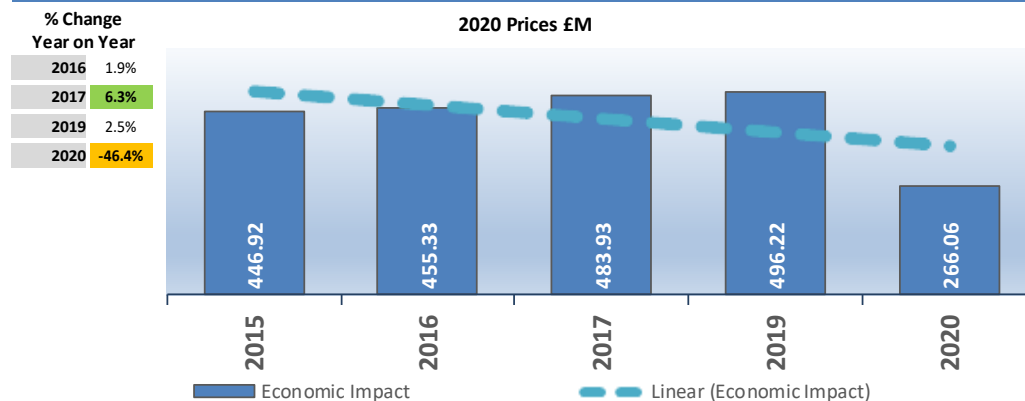
% Change from 2015	2015	2016	2017	2019	2020
Economic Impact - Indexed		1.1%	4.5%	8.4%	-38.6%
Visitor Numbers		1.1%	4.5%	8.3%	-38.9%
Visitor Days		1.1%	4.5%	8.4%	-38.6%
Direct Employment		0.3%	4.4%	8.6%	-36.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2020

EAST LINDSEY - COASTAL STRIP

Economic Impact - Indexed - Staying Visitor



2015 to 2020

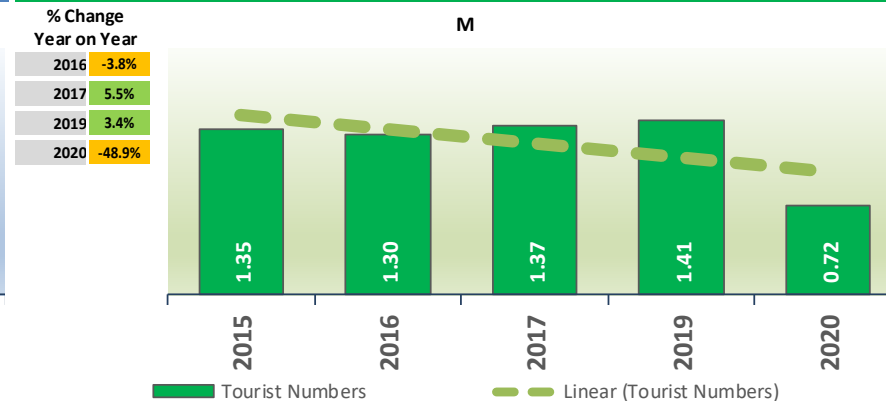
2020 Prices

STAYING VISITOR

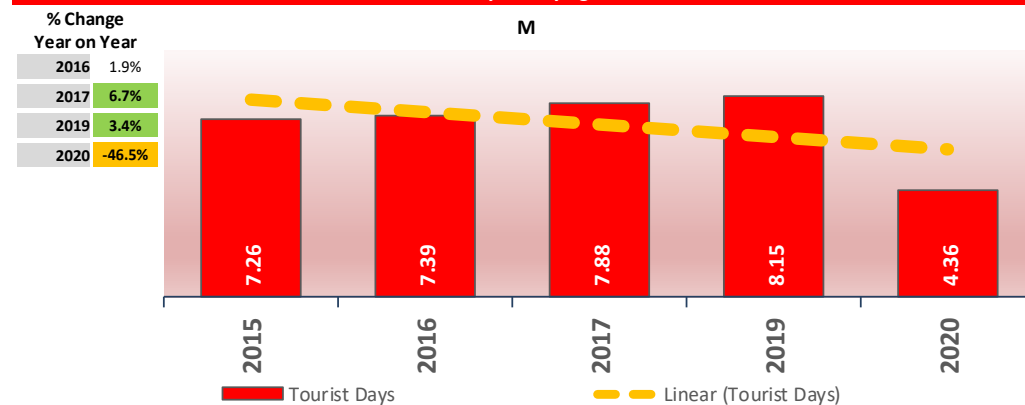
KEY MEASURES

Indexed

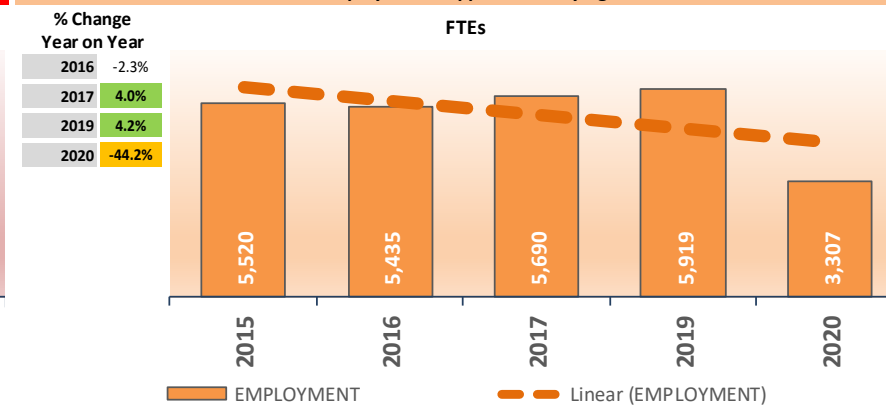
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2015	2015	2016	2017	2019	2020
Economic Impact - Indexed		1.9%	8.3%	11.0%	-40.5%
Visitor Numbers		-3.8%	1.5%	4.9%	-46.4%
Visitor Days		1.9%	8.6%	12.3%	-39.9%
Direct Employment		-1.5%	3.1%	7.2%	-40.1%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2015-2020

EAST LINDSEY - COASTAL STRIP

Economic Impact - Indexed - Day Visitor



2015 to 2020

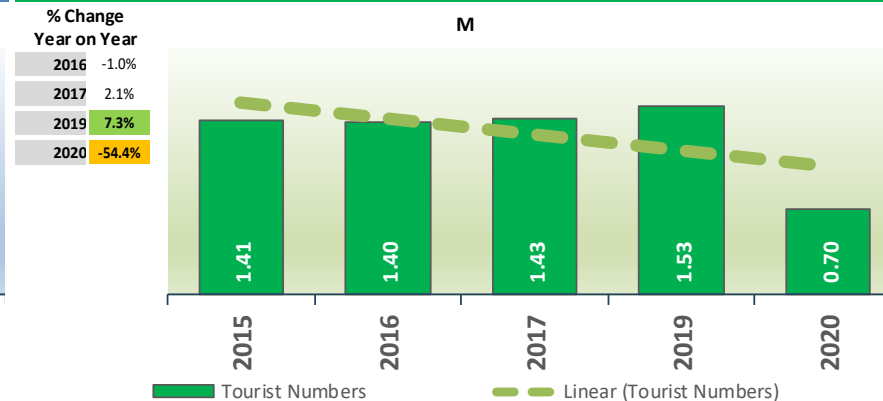
2020 Prices

DAY VISITOR

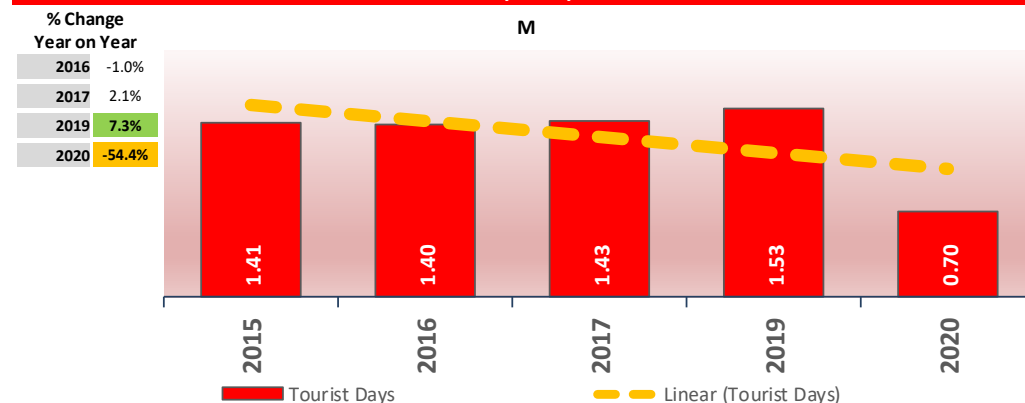
KEY MEASURES

Indexed

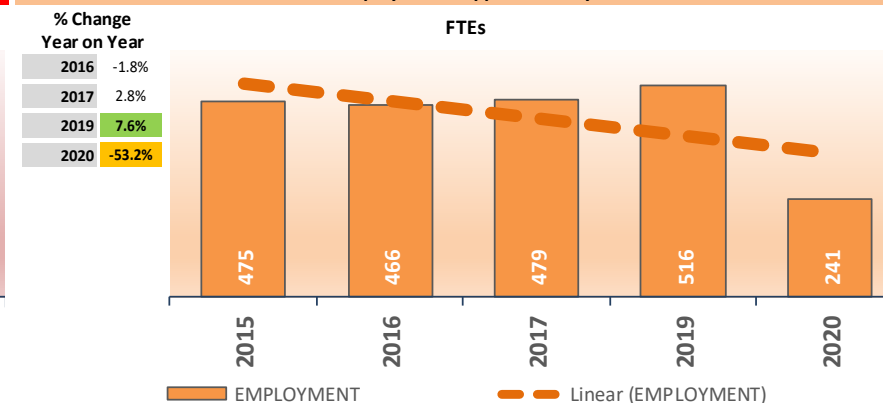
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



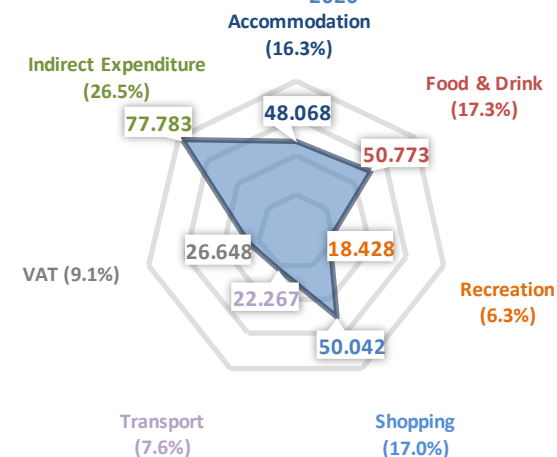
% Change from 2015	2015	2016	2017	2019	2020
Economic Impact - Indexed		-1.0%	1.0%	8.4%	-50.5%
Visitor Numbers		-1.0%	1.1%	8.5%	-50.5%
Visitor Days		-1.0%	1.1%	8.5%	-50.5%
Direct Employment		-1.8%	1.0%	8.6%	-49.2%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020

SECTOR / YEAR		2015	2016	2017	2019	2020
Accommodation	£M	70.93	72.97	77.43	77.52	48.07
Food & Drink	£M	83.29	84.02	88.77	92.20	50.77
Recreation	£M	30.87	31.05	32.71	34.01	18.43
Shopping	£M	87.26	88.42	93.25	96.91	50.04
Transport	£M	38.03	38.61	40.89	42.48	22.27
Direct Revenue	£M	310.38	315.08	333.05	343.12	189.58
VAT	£M	62.08	63.02	66.61	68.62	26.65
Direct Expenditure	£M	372.45	378.09	399.66	411.75	216.23
Indirect Expenditure	£M	130.97	133.18	141.35	145.73	77.78
TOTAL	£M	503.42	511.27	541.01	557.48	294.01

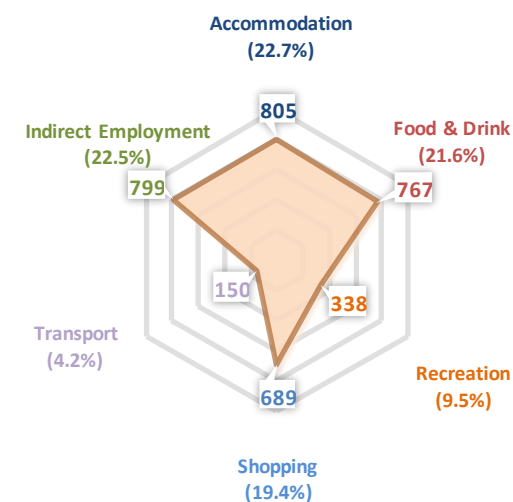
2020 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2015	2016	2017	2019	2020
Accommodation	FTEs	1,428	1,315	1,287	1,359	805
Food & Drink	FTEs	1,260	1,261	1,342	1,397	767
Recreation	FTEs	567	565	600	625	338
Shopping	FTEs	1,203	1,210	1,285	1,339	689
Transport	FTEs	257	259	276	288	150
Direct Employment	FTEs	4,715	4,610	4,790	5,008	2,749
Indirect Employment	FTEs	1,280	1,291	1,380	1,427	799
TOTAL	FTEs	5,995	5,901	6,170	6,435	3,548

2020 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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

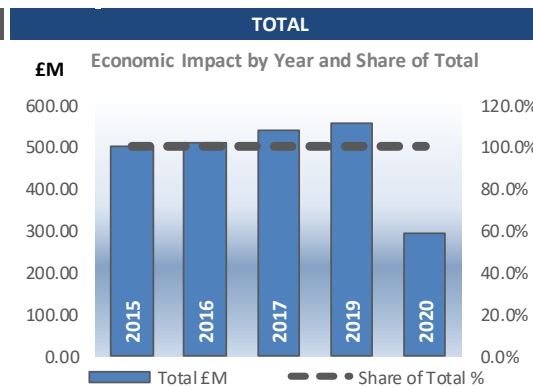
STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP											2015 to 2020 2020 Prices			TOTAL		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY			TOTAL																		
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2015 to 2020			21.9%	-5.1%	-46.4%	-94.8%	-92.7%	-91.9%	-41.0%	-16.6%	16.5%	-3.6%	-84.1%	-43.7%			-41.6%	-17.7%	-93.0%	-14.5%	-33.9%
% Change 2019 to 2020			4.3%	-16.1%	-47.5%	-95.6%	-93.5%	-92.3%	-46.4%	-24.0%	5.3%	-13.1%	-85.4%	-53.2%			-47.3%	-24.4%	-93.7%	-22.3%	-41.2%
Average Annual Change			4.4%	-1.0%	-9.3%	-19.0%	-18.5%	-18.4%	-8.2%	-3.3%	3.3%	-0.7%	-16.8%	-8.7%			-8.3%	-3.5%	-18.6%	-2.9%	-6.8%
2015		£M	14.29	16.55	27.03	40.40	56.18	56.01	68.73	83.12	64.43	39.85	20.86	15.97	503.42	1.6%	57.88	152.58	216.28	76.68	
2016		£M	14.43	16.55	27.13	40.16	56.83	56.63	69.95	86.03	66.08	40.15	20.93	16.39	511.27		58.11	153.63	222.07	77.47	
2017		£M	15.51	17.95	26.85	43.42	59.89	58.08	74.32	88.72	74.01	42.63	21.41	18.21	541.01		5.8%	60.31	161.39	237.06	82.25
2019		£M	16.70	18.74	27.59	47.02	63.69	59.42	75.68	91.21	71.24	44.18	22.82	19.19	557.48		3.0%	63.03	170.13	238.13	86.19
2020		£M	17.42	15.71	14.48	2.087	4.109	4.551	40.58	69.29	75.05	38.40	3.327	8.989	294.01		-47.3%	47.62	10.75	184.93	50.71

ECONOMIC IMPACT - INDEXED TO 2020

SHARE OF MARKET	2015	2016	2017	2019	2020
Total £M	503.42	511.27	541.01	557.48	294.01
All Visitor Types £M	503.42	511.27	541.01	557.48	294.01
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share %					
Change in Share from 2015 %					
Avg Ann. Change in Share %					

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

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Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020											2015 to 2020			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed					
EAST LINDSEY - COASTAL STRIP											2020 Prices										
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY			SERVICED ACCOMMODATION																		
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES											TOTAL						% Change	
Less than 3% change			Q1			Q2			Q3			Q4									
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2015 to 2020			-5.1%	-18.5%	-65.3%	-92.0%	-89.8%	-92.0%	-78.1%	-53.9%	-57.4%	-59.1%	-87.7%	-87.6%			-68.3%	-33.6%	-91.3%	-62.3%	-75.4%
% Change 2019 to 2020			-2.2%	-7.5%	-59.5%	-91.9%	-90.4%	-91.7%	-77.6%	-53.7%	-53.3%	-56.7%	-87.5%	-88.9%			-67.4%	-25.8%	-91.3%	-61.0%	-75.4%
Average Annual Change			-1.0%	-3.7%	-13.1%	-18.4%	-18.0%	-18.4%	-15.6%	-10.8%	-11.5%	-11.8%	-17.5%	-17.5%			-13.7%	-6.7%	-18.3%	-12.5%	-15.1%
2015	£M	2.534	3.400	3.893	5.159	5.753	6.587	8.386	11.05	7.926	5.985	4.652	3.363	68.69			9.827	17.50	27.36	14.00	
2016	£M	2.235	3.177	3.618	4.793	5.506	6.223	8.344	10.94	7.366	5.406	4.380	3.409	65.40	-4.8%	9.031	16.52	26.65	13.20		
2017	£M	2.431	2.995	3.352	5.060	5.871	6.194	8.126	10.56	7.359	5.414	4.376	3.732	65.47	0.1%	8.778	17.12	26.05	13.52		
2019	£M	2.457	2.997	3.339	5.084	6.109	6.370	8.225	11.00	7.219	5.660	4.575	3.736	66.78	2.0%	8.794	17.56	26.45	13.97		
2020	£M	2.404	2.773	1.351	0.411	0.585	0.530	1.839	5.093	3.374	2.450	0.572	0.417	21.80	-67.4%	6.528	1.525	10.31	3.438		

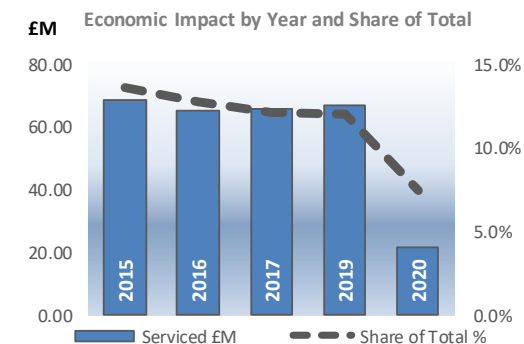
ECONOMIC IMPACT - INDEXED TO 2020

SHARE OF MARKET	2015	2016	2017	2019	2020
Serviced £M	68.69	65.40	65.47	66.78	21.80
All Visitor Types £M	503.42	511.27	541.01	557.48	294.01
Share of Total %	13.6%	12.8%	12.1%	12.0%	7.4%
Annual Change in Share		-6.2%	-5.4%	-1.0%	-38.1%
Change in Share from 2015		-6.2%	-11.3%	-12.2%	-45.7%
Avg Ann. Change in Share		-6.2%	-5.7%	-3.1%	-9.1%

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

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SERVICED ACCOMMODATION



Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020											2015 to 2020			NON-SERVICED	ECONOMIC IMPACT				
EAST LINDSEY - COASTAL STRIP											2020 Prices			ACCOMMODATION	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 2020 / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2020		38.6%	-1.5%	-43.6%	-95.9%	-94.0%	-93.8%	-31.9%	-6.6%	31.8%	13.0%	-87.6%	-29.6%	-35.3%	Annual Change	-15.2%	-94.4%	-2.8%	-20.8%
% Change 2019 to 2020		8.6%	-19.7%	-44.0%	-96.6%	-94.8%	-94.1%	-40.3%	-16.4%	16.3%	-2.7%	-89.2%	-45.0%	-43.1%		-24.3%	-95.0%	-14.0%	-33.0%
Average Annual Change		7.7%	-0.3%	-8.7%	-19.2%	-18.8%	-18.8%	-6.4%	-1.3%	6.4%	2.6%	-17.5%	-5.9%	-7.1%		-3.0%	-18.9%	-0.6%	-4.2%
2015	£M	7.779	8.964	19.01	28.84	43.32	43.90	53.18	61.10	51.18	28.80	13.31	9.727	369.12		35.75	116.07	165.46	51.83
2016	£M	8.186	9.235	19.05	29.13	43.98	44.37	54.87	64.27	53.74	29.99	13.78	10.11	380.71	3.1%	36.47	117.48	172.88	53.88
2017	£M	9.037	10.73	18.90	31.84	46.68	45.78	59.64	66.80	61.32	32.51	14.16	11.54	408.93	7.4%	38.66	124.30	187.76	58.21
2019	£M	9.931	10.99	19.12	35.20	49.65	46.44	60.68	68.29	58.01	33.46	15.34	12.44	419.56	2.6%	40.05	131.28	186.98	61.25
2020	£M	10.78	8.829	10.72	1.192	2.590	2.730	36.21	57.07	67.48	32.55	1.655	6.848	238.66	-43.1%	30.33	6.512	160.77	41.05

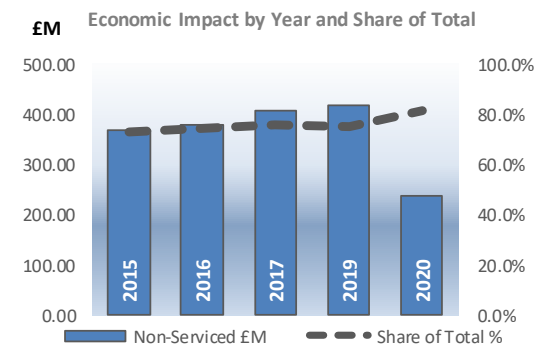
ECONOMIC IMPACT - INDEXED TO 2020

SHARE OF MARKET	2015	2016	2017	2019	2020
Non-Serviced £M	369.12	380.71	408.93	419.56	238.66
All Visitor Types £M	503.42	511.27	541.01	557.48	294.01
Share of Total %	73.3%	74.5%	75.6%	75.3%	81.2%
Annual Change in Share %		1.6%	1.5%	-0.4%	7.9%
Change in Share from 2015 %		1.6%	3.1%	2.6%	10.7%
Avg Ann. Change in Share %		1.6%	1.5%	0.7%	2.1%

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NON-SERVICED ACCOMMODATION



Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP											2015 to 2020 2020 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 2020 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2015 to 2020			20.3%	-10.7%	-44.3%	-96.0%	-94.2%	-93.8%	-38.0%	-13.3%	18.2%	-1.4%	-87.9%	-45.3%		-38.6%	0.1%	-94.9%	-15.5%	-43.4%
% Change 2019 to 2020			7.8%	-17.8%	-45.7%	-96.3%	-94.6%	-94.1%	-42.4%	-18.5%	9.6%	-7.9%	-89.0%	-50.9%		-43.3%	-8.1%	-95.3%	-21.1%	-48.6%
Average Annual Change			4.1%	-2.1%	-8.9%	-19.2%	-18.8%	-18.8%	-7.6%	-2.7%	3.6%	-0.3%	-17.6%	-9.1%		-7.7%	0.0%	-19.0%	-3.1%	-8.7%
2015	£M	1.369	0.441	0.511	1.070	0.731	0.576	0.882	0.941	0.528	0.507	0.433	1.129	9.119		1.1%	2.321	2.378	2.351	2.069
2016	£M	1.390	0.445	0.512	1.074	0.736	0.581	0.892	0.955	0.538	0.514	0.438	1.146	9.221		2.348	2.391	2.385	2.098	
2017	£M	1.448	0.467	0.514	1.110	0.756	0.591	0.920	0.972	0.569	0.532	0.450	1.201	9.529	3.3%	2.429	2.457	2.460	2.182	
2019	£M	1.526	0.479	0.524	1.165	0.787	0.605	0.948	1.001	0.570	0.543	0.475	1.258	9.882	3.7%	2.529	2.557	2.519	2.277	
2020	£M	1.646	0.394	0.285	0.043	0.042	0.036	0.547	0.816	0.625	0.500	0.052	0.618	5.602	-43.3%	2.324	0.121	1.987	1.171	

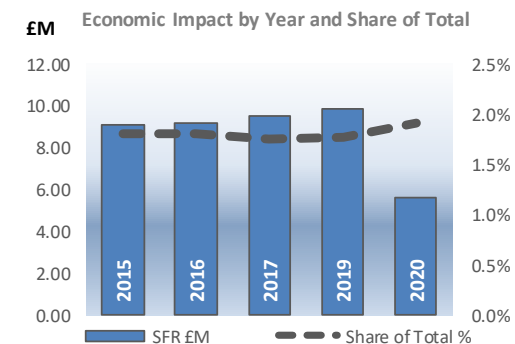
ECONOMIC IMPACT - INDEXED TO 2020

SHARE OF MARKET	2015	2016	2017	2019	2020
SFR £M	9.119	9.221	9.529	9.882	5.602
All Visitor Types £M	503.42	511.27	541.01	557.48	294.01
Share of Total %	1.8%	1.8%	1.8%	1.8%	1.9%
Annual Change in Share		-0.4%	-2.3%	0.6%	7.5%
Change in Share from 2015		-0.4%	-2.8%	-2.1%	5.2%
Avg Ann. Change in Share		-0.4%	-1.4%	-0.5%	1.0%

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

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SFR



Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020 EAST LINDSEY - COASTAL STRIP											2015 to 2020 2020 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 2020 / PERCENTAGE CHANGES												TOTAL						% Change	
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4		
% Change 2015 to 2020		27.0%	-6.3%	-47.2%	-95.3%	-93.5%	-93.5%	-38.2%	-13.8%	19.9%	0.6%	-87.6%	-44.6%			-40.5%	-18.2%	-94.0%	-11.3%	-32.8%	
% Change 2019 to 2020		6.6%	-17.1%	-46.3%	-96.0%	-94.3%	-93.8%	-44.7%	-21.6%	8.6%	-10.5%	-88.8%	-54.8%			-46.4%	-23.7%	-94.6%	-19.9%	-41.1%	
Average Annual Change		5.4%	-1.3%	-9.4%	-19.1%	-18.7%	-18.7%	-7.6%	-2.8%	4.0%	0.1%	-17.5%	-8.9%			-8.1%	-3.6%	-18.8%	-2.3%	-6.6%	
2015	£M	11.68	12.80	23.42	35.07	49.81	51.07	62.45	73.09	59.64	35.29	18.39	14.22	446.92	1.9%	47.90	135.94	195.18	67.90		
2016	£M	11.81	12.86	23.18	35.00	50.22	51.18	64.10	76.17	61.64	35.91	18.60	14.66	455.33		47.85	136.40	201.92	69.18		
2017	£M	12.92	14.19	22.77	38.01	53.31	52.57	68.69	78.33	69.25	38.46	18.98	16.47	483.93		6.3%	49.87	143.88	216.26	73.91	
2019	£M	13.91	14.47	22.99	41.45	56.54	53.41	69.85	80.30	65.80	39.67	20.39	17.44	496.22		2.5%	51.37	151.40	215.95	77.50	
2020	£M	14.83	11.99	12.35	1.646	3.217	3.295	38.60	62.98	71.48	35.50	2.280	7.883	266.06		-46.4%	39.18	8.158	173.06	45.66	

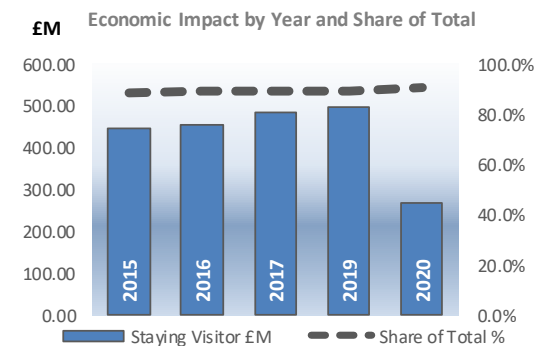
ECONOMIC IMPACT - INDEXED TO 2020

SHARE OF MARKET	2015	2016	2017	2019	2020
Staying Visitor £M	446.92	455.33	483.93	496.22	266.06
All Visitor Types £M	503.42	511.27	541.01	557.48	294.01
Share of Total %	88.8%	89.1%	89.4%	89.0%	90.5%
Annual Change in Share %		0.3%	0.4%	-0.5%	1.7%
Change in Share from 2015 %		0.3%	0.8%	0.3%	1.9%
Avg Ann. Change in Share %		0.3%	0.4%	0.1%	0.4%

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STAYING VISITOR



Report Prepared by: Alison Tipler. Date of Issue: 03/08/21

STEAM FINAL TREND REPORT FOR 2015-2020											2015 to 2020			DAY VISITOR		ECONOMIC IMPACT						
EAST LINDSEY - COASTAL STRIP											2020 Prices					Indexed						
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY			DAY VISITOR																			
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2020 / 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 2015 to 2020			-0.8%	-0.8%	-41.1%	-91.7%	-86.0%	-74.6%	-68.4%	-37.1%	-25.4%	-36.3%	-57.6%	-36.9%	-50.5%	Annual Change	-15.4%	-84.4%	-43.8%	-42.4%		
% Change 2019 to 2020			-7.0%	-12.9%	-53.7%	-92.1%	-87.5%	-79.1%	-66.0%	-42.1%	-34.3%	-35.7%	-56.9%	-37.0%	-54.4%		-27.6%	-86.2%	-46.5%	-41.9%		
Average Annual Change			-0.2%	-0.2%	-8.2%	-18.3%	-17.2%	-14.9%	-13.7%	-7.4%	-5.1%	-7.3%	-11.5%	-7.4%	-10.1%		-3.1%	-16.9%	-8.8%	-8.5%		
2015 £M			2.610	3.747	3.618	5.329	6.371	4.941	6.282	10.03	4.789	4.558	2.470	1.751	56.50		9.975	16.64	21.10	8.779		
2016 £M			2.621	3.692	3.954	5.165	6.611	5.456	5.850	9.861	4.440	4.236	2.323	1.730	55.94		-1.0%	10.27	17.23	20.15	8.289	
2017 £M			2.596	3.760	4.085	5.411	6.583	5.512	5.638	10.39	4.767	4.172	2.425	1.738	57.08	2.0%	10.44	17.51	20.80	8.335		
2019 £M			2.783	4.267	4.605	5.575	7.147	6.003	5.830	10.91	5.441	4.512	2.427	1.756	61.26	7.3%	11.66	18.73	22.18	8.695		
2020 £M			2.589	3.717	2.133	0.441	0.892	1.255	1.984	6.313	3.573	2.903	1.047	1.106	27.95	-54.4%	8.439	2.588	11.87	5.055		

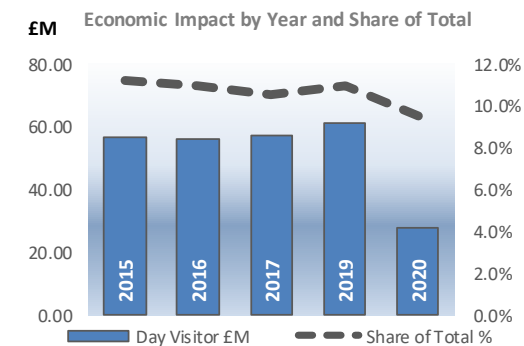
ECONOMIC IMPACT - INDEXED TO 2020

SHARE OF MARKET	2015	2016	2017	2019	2020
Day Visitor £M	56.50	55.94	57.08	61.26	27.95
All Visitor Types £M	503.42	511.27	541.01	557.48	294.01
Share of Total %	11.2%	10.9%	10.6%	11.0%	9.5%
Annual Change in Share		-2.5%	-3.6%	4.1%	-13.5%
Change in Share from 2015		-2.5%	-6.0%	-2.1%	-15.3%
Avg Ann. Change in Share		-2.5%	-3.0%	-0.5%	-3.1%

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DAY VISITOR



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