



## STEAM FINAL TREND REPORT FOR 2009-2017

Final

East Lindsey District Council

### **Global Tourism Solutions (UK) Ltd**

Laneside House

Hackthorpe

Penrith


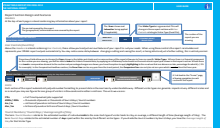









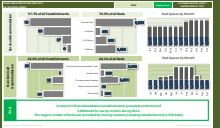

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Website: [www.globaltourismsolutions.co.uk](http://www.globaltourismsolutions.co.uk)

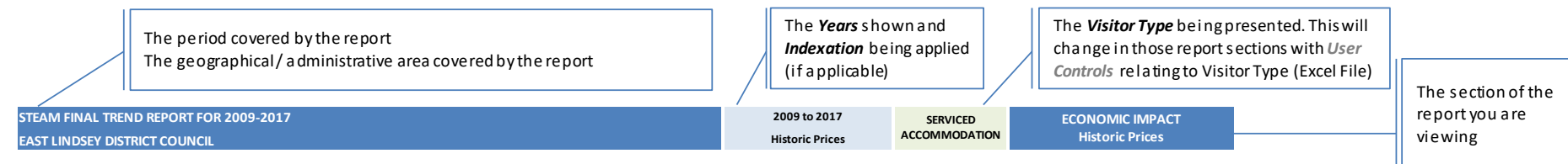
<b>REPORT SECTIONS</b>  <b>Page</b>	<b>USER GUIDE</b>  <b>3</b>	<b>COMPARATIVE HEADLINES</b>  <b>4</b>	<b>KEY MEASURES</b>  <b>5-11</b>
<b>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</b>	<b>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></b>  <b>13</b>	<b>DISTRIBUTION OF IMPACT: <i>by Month</i></b>  <b>14</b>	<b>DISTRIBUTION OF IMPACT: <i>by Sector</i></b>  <b>15</b>
<b>UNINDEXED ECONOMIC IMPACT</b>  <b>16-22</b>	<b>VISITOR NUMBERS</b>  <b>23-29</b>	<b>VISITOR DAYS</b>  <b>30-36</b>	<b>DIRECT AND TOTAL EMPLOYMENT</b>  <b>37-43</b>
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## Report Section Design and Features

### Headers

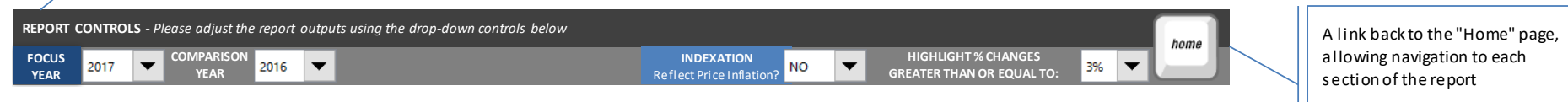
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

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

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



### Units

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

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

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

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

**STEAM FINAL TREND REPORT FOR 2009-2017**  
**EAST LINDSEY DISTRICT COUNCIL**

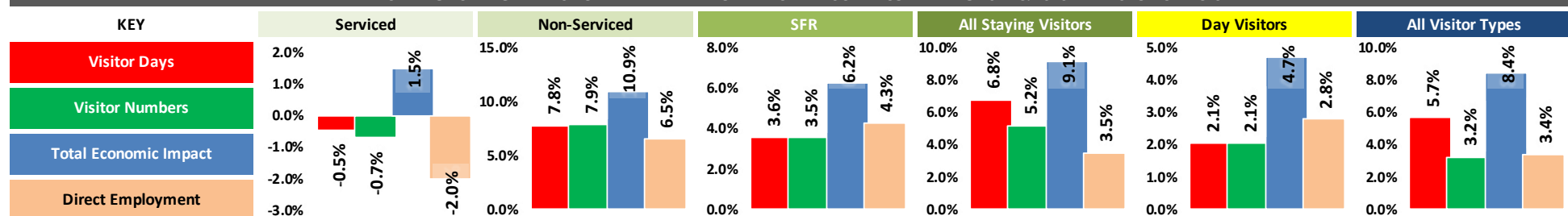
Comparing 2017 and 2016  
 All £'s Historic Prices

**COMPARATIVE HEADLINES**

**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2017 & 2016 - 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		2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %
Visitor Days	M	0.799	0.803	-0.5%	8.135	7.548	7.8%	0.529	0.511	3.6%	9.463	8.862	6.8%	2.827	2.770	2.1%	12.29	11.63	5.7%
Visitor Numbers	M	0.410	0.413	-0.7%	1.131	1.049	7.9%	0.223	0.215	3.5%	1.764	1.677	5.2%	2.827	2.770	2.1%	4.591	4.447	3.2%
Direct Expenditure	£M																483.99	446.96	8.3%
Economic Impact	£M	84.73	83.49	1.5%	440.11	396.78	10.9%	25.49	24.00	6.2%	550.34	504.27	9.1%	103.17	98.56	4.7%	653.51	602.83	8.4%
Direct Employment	FTEs	1,874	1,913	-2.0%	3,662	3,438	6.5%	238	228	4.3%	5,774	5,579	3.5%	948	923	2.8%	6,723	6,502	3.4%
Total Employment	FTEs															8,534	8,198	4.1%	

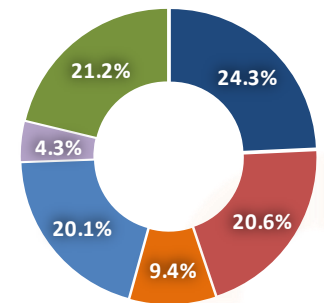
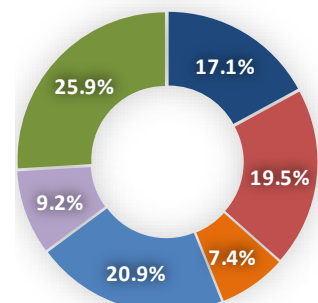
**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2017 & 2016 - IN HISTORIC PRICES**



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

**Sectoral Distribution of Employment - FTEs**

	2017			Sectors	2016		
	2017	2016	+/- %		2017	2016	+/- %
Accommodation	111.50	102.27	9.0%	Accommodation	2,071	2,115	-2.1%
Food & Drink	127.45	117.90	8.1%	Food & Drink	1,757	1,656	6.1%
Recreation	48.10	44.60	7.8%	Recreation	805	760	5.9%
Shopping	136.82	126.78	7.9%	Shopping	1,719	1,623	5.9%
Transport	60.12	55.41	8.5%	Transport	370	348	6.5%
Indirect	483.99	446.96	8.3%	TOTAL DIRECT	6,723	6,502	3.4%
	169.52	155.87	8.8%	Indirect	1,812	1,697	6.8%
	653.51	602.83	8.4%	TOTAL	8,534	8,198	4.1%

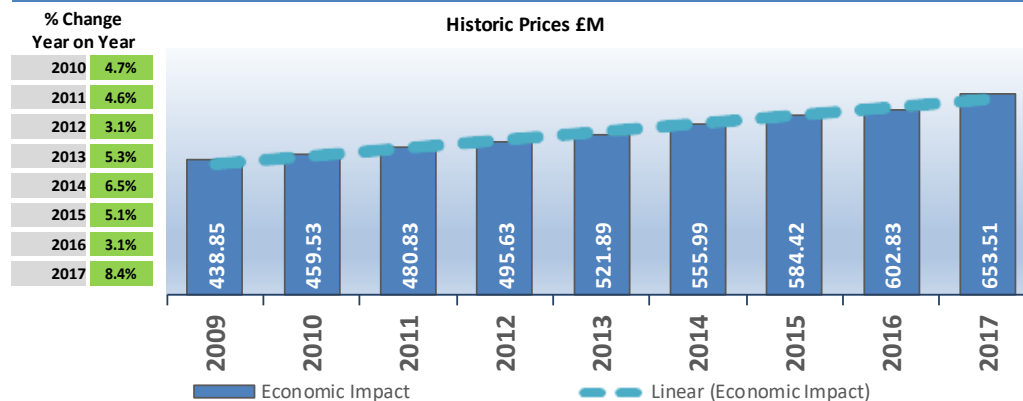


## Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2017

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

**STEAM FINAL TREND REPORT FOR 2009-2017**  
**EAST LINDSEY DISTRICT COUNCIL**

**Economic Impact - Historic Prices - Total**

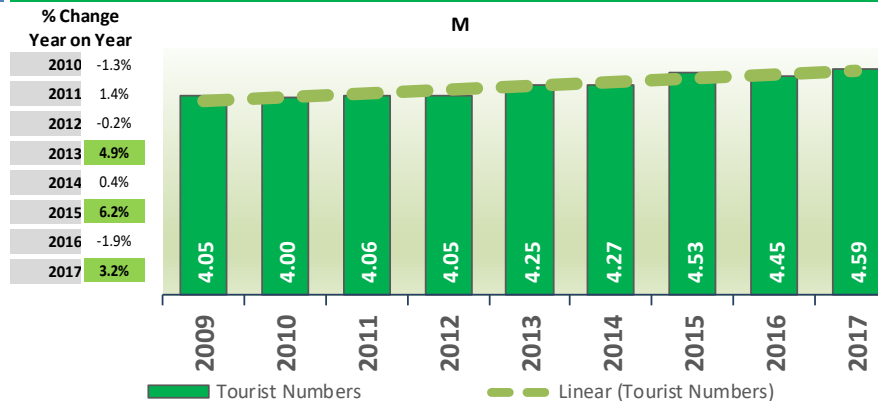


2009 to 2017  
 Historic Prices

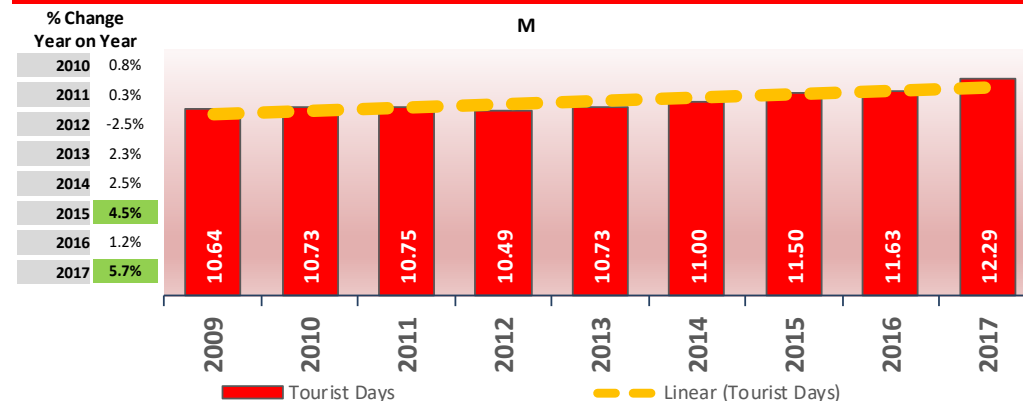
**TOTAL**

**KEY MEASURES**  
 Historic Prices

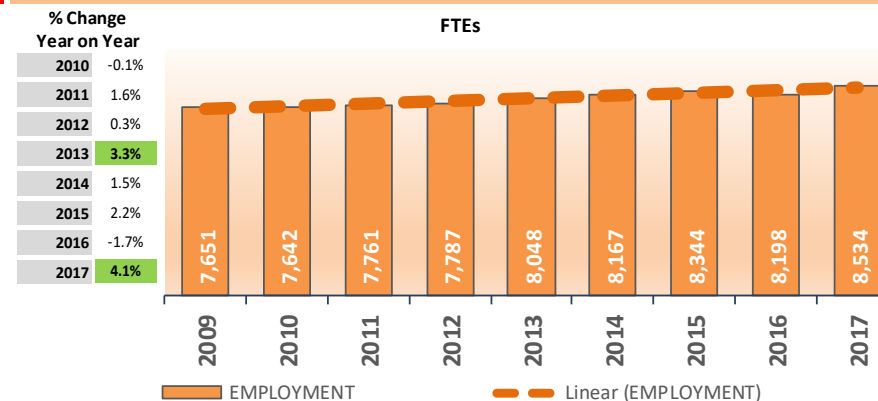
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



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

"Linear" = Linear Trendline

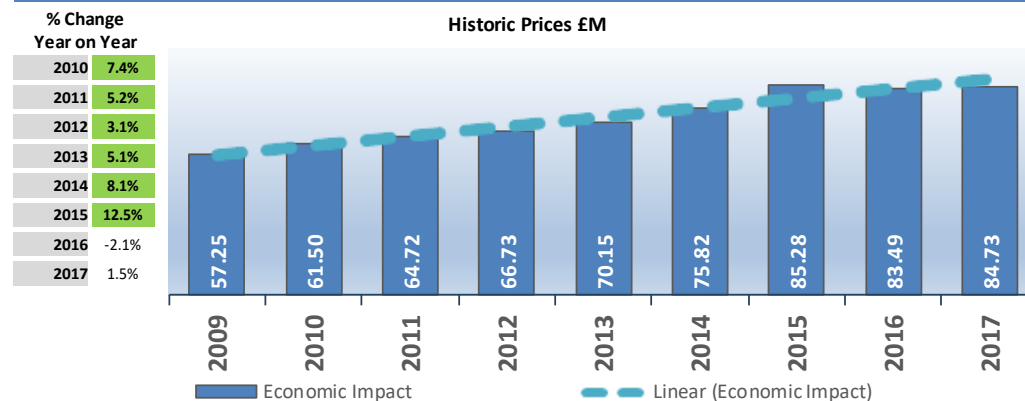
**STEAM FINAL TREND REPORT FOR 2009-2017**  
**EAST LINDSEY DISTRICT COUNCIL**

2009 to 2017  
 Historic Prices

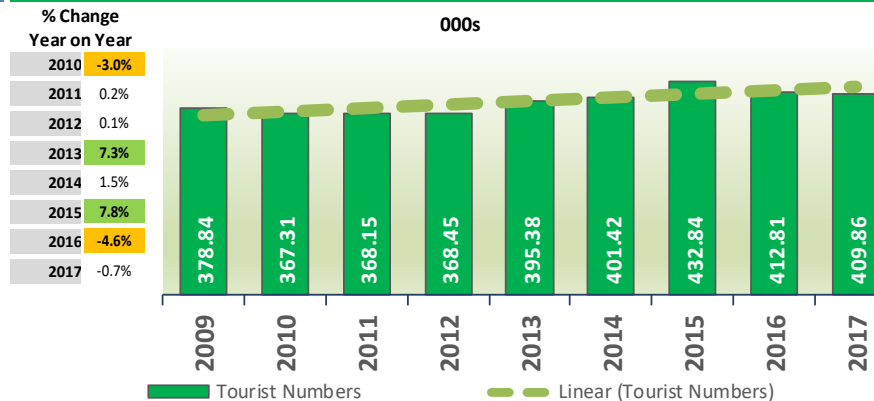
SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

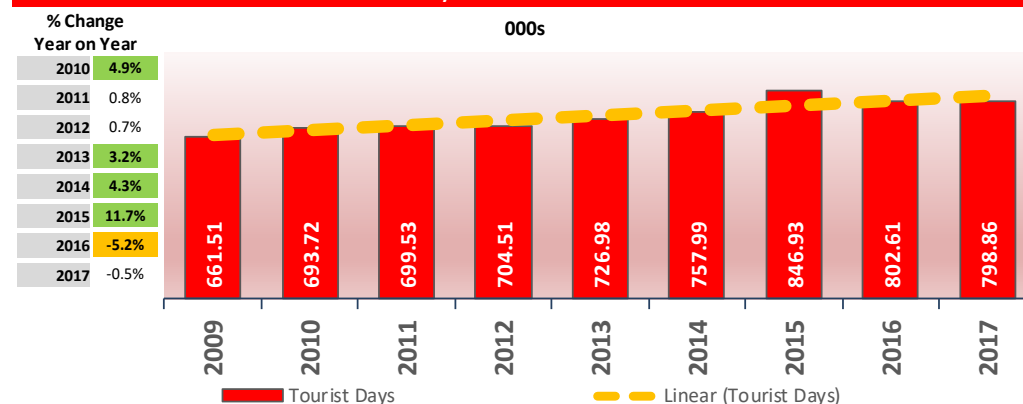
**Economic Impact - Historic Prices - Serviced Accommodation**



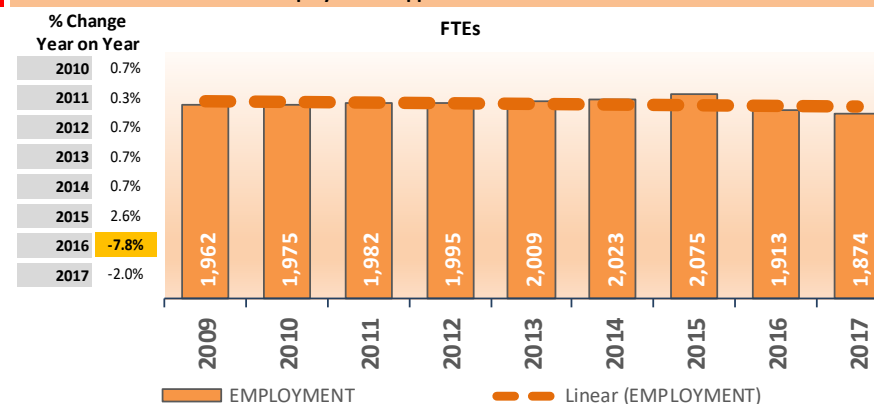
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



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

"Linear" = Linear Trendline

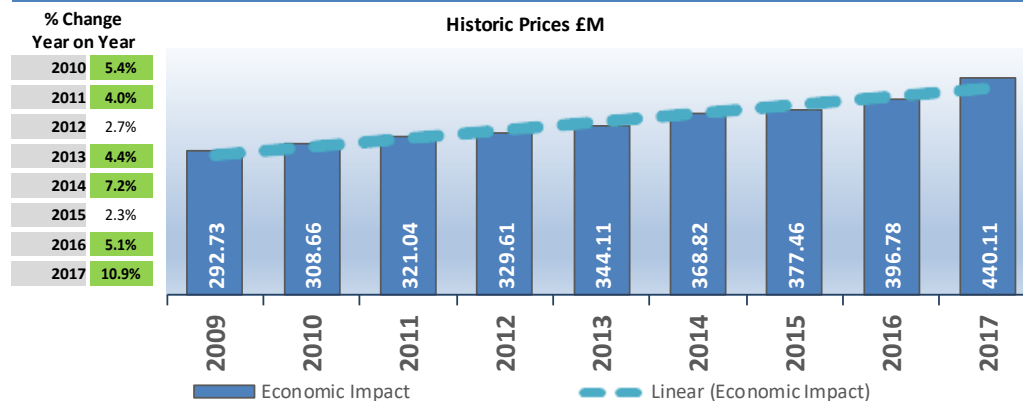
**STEAM FINAL TREND REPORT FOR 2009-2017**  
**EAST LINDSEY DISTRICT COUNCIL**

2009 to 2017  
 Historic Prices

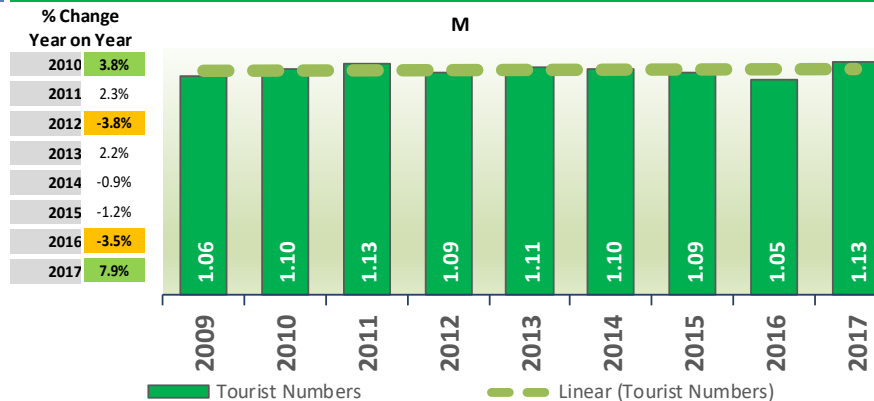
NON-SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

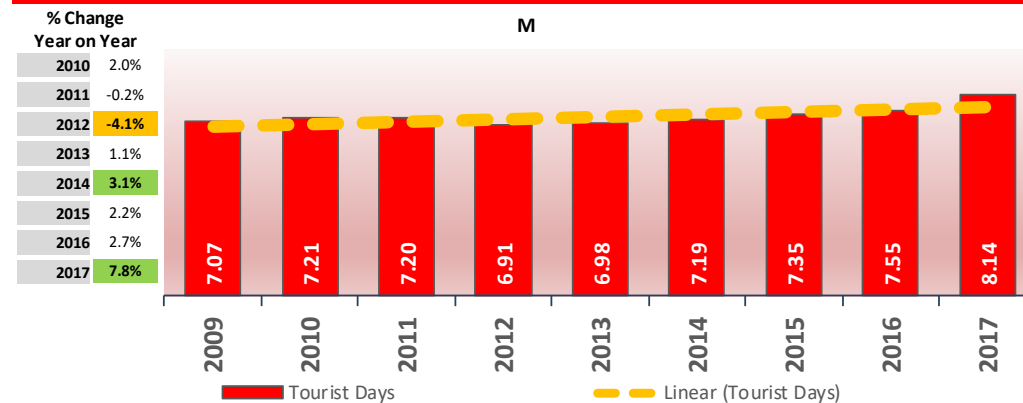
**Economic Impact - Historic Prices - Non-Serviced Accommodation**



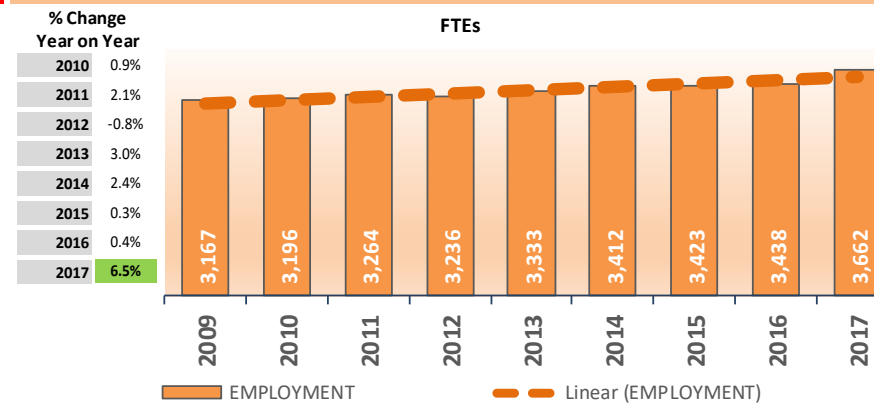
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



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



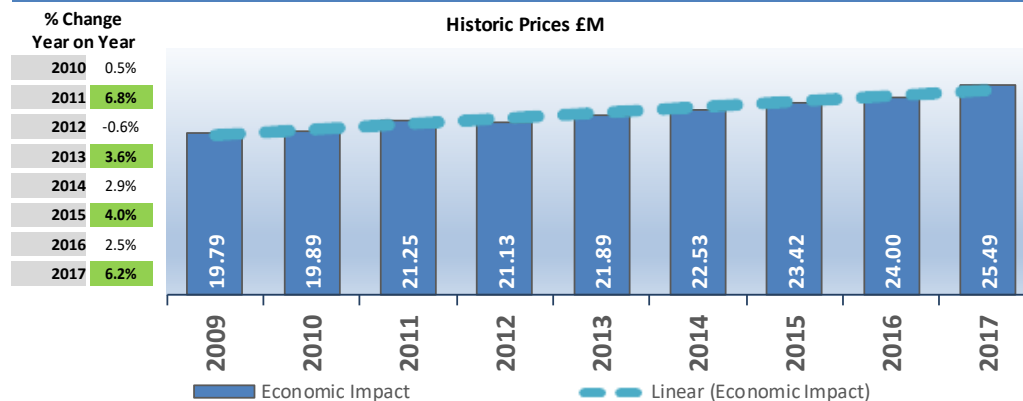
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Historic Prices		5.4%	9.7%	12.6%	17.6%	26.0%	28.9%	35.5%	50.4%
Visitor Numbers		3.8%	6.2%	2.1%	4.4%	3.4%	2.2%	-1.4%	6.3%
Visitor Days		2.0%	1.9%	-2.3%	-1.2%	1.8%	4.0%	6.8%	15.1%
Direct Employment		0.9%	3.0%	2.2%	5.2%	7.7%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

"Linear" = Linear Trendline



**STEAM FINAL TREND REPORT FOR 2009-2017**  
**EAST LINDSEY DISTRICT COUNCIL**

**Economic Impact - Historic Prices - SFR**

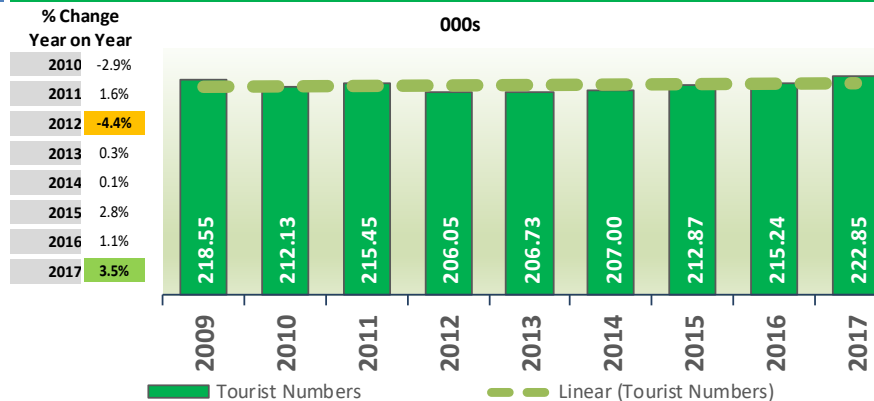


**2009 to 2017**  
**Historic Prices**

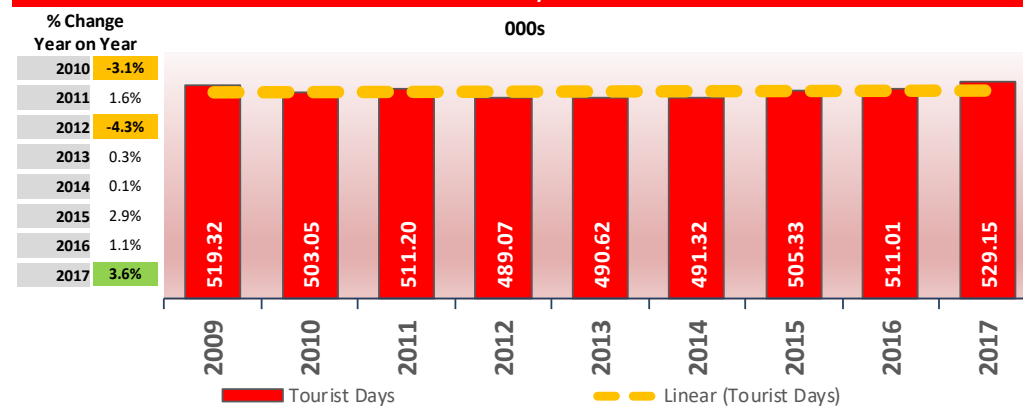
SFR

**KEY MEASURES**  
**Historic Prices**

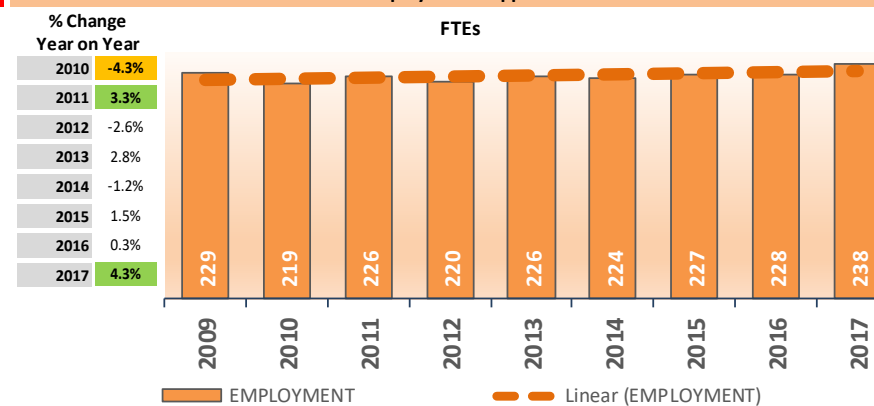
**Visitor Numbers - SFR**



**Visitor Days - SFR**



**Direct Employment Supported - SFR**

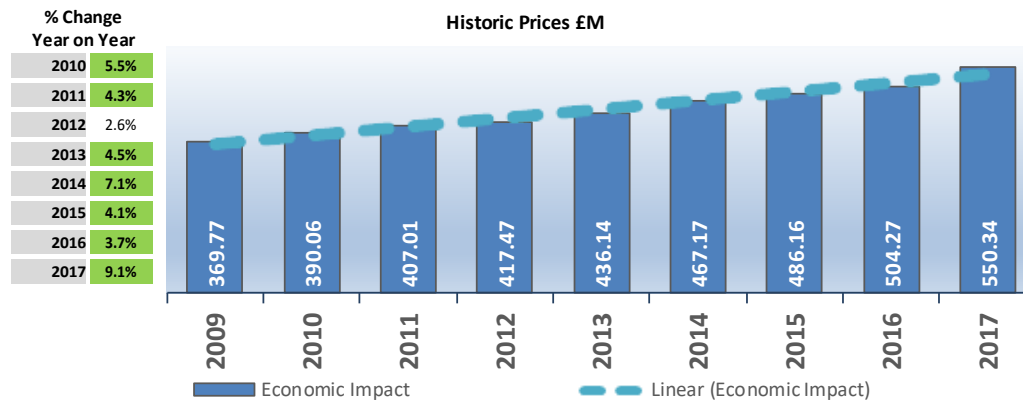


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Historic Prices		0.5%	7.3%	6.7%	10.6%	13.8%	18.3%	21.3%	28.8%
Visitor Numbers		-2.9%	-1.4%	-5.7%	-5.4%	-5.3%	-2.6%	-1.5%	2.0%
Visitor Days		-3.1%	-1.6%	-5.8%	-5.5%	-5.4%	-2.7%	-1.6%	1.9%
Direct Employment		-4.3%	-1.1%	-3.7%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

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2009-2017**  
**EAST LINDSEY DISTRICT COUNCIL**

**Economic Impact - Historic Prices - Staying Visitor**

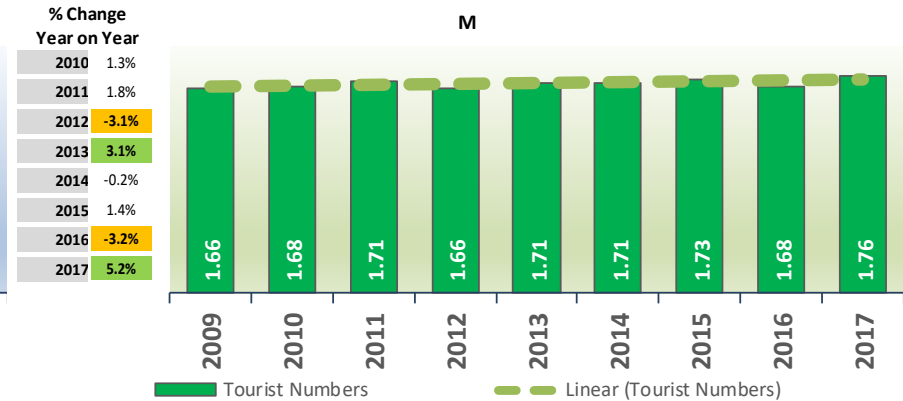


2009 to 2017  
 Historic Prices

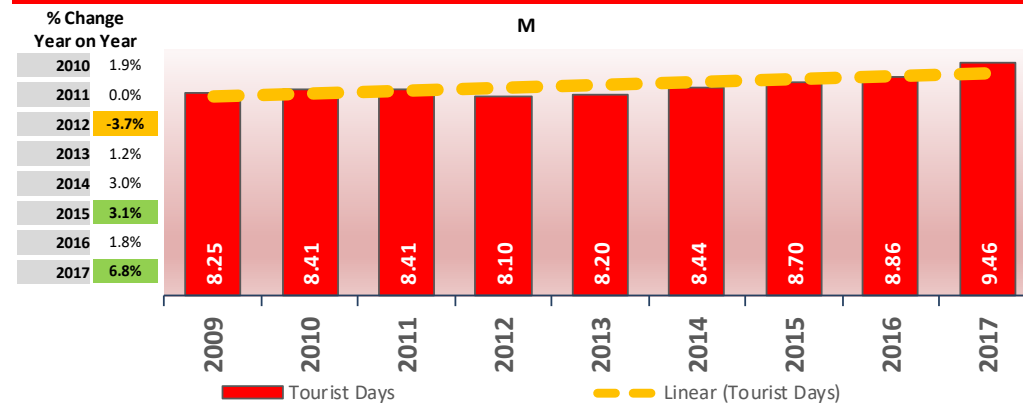
STAYING VISITOR

KEY MEASURES  
 Historic Prices

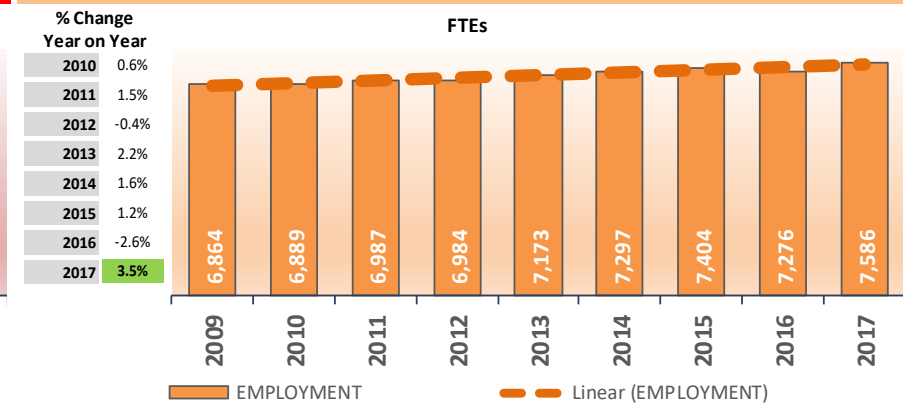
**Visitor Numbers - Staying Visitor**



**Visitor Days - Staying Visitor**



**Direct Employment Supported - Staying Visitor**



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

"Linear" = Linear Trendline

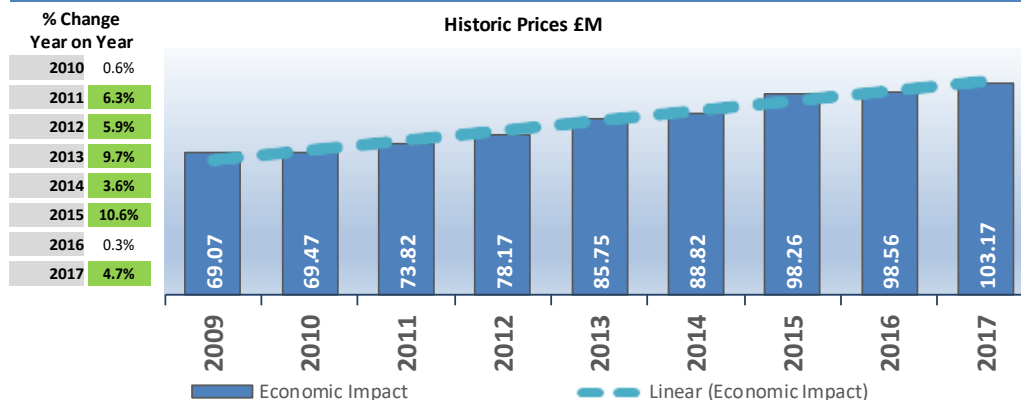
STEAM FINAL TREND REPORT FOR 2009-2017  
EAST LINDSEY DISTRICT COUNCIL

2009 to 2017  
Historic Prices

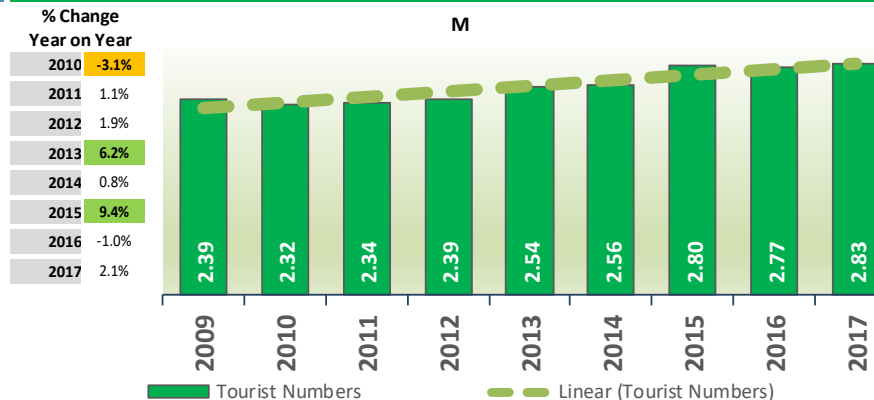
DAY VISITOR

KEY MEASURES  
Historic Prices

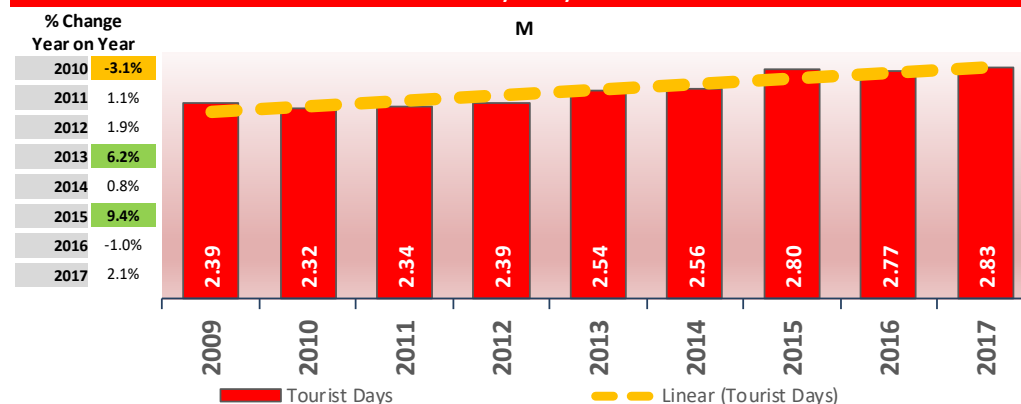
Economic Impact - Historic Prices - Day Visitor



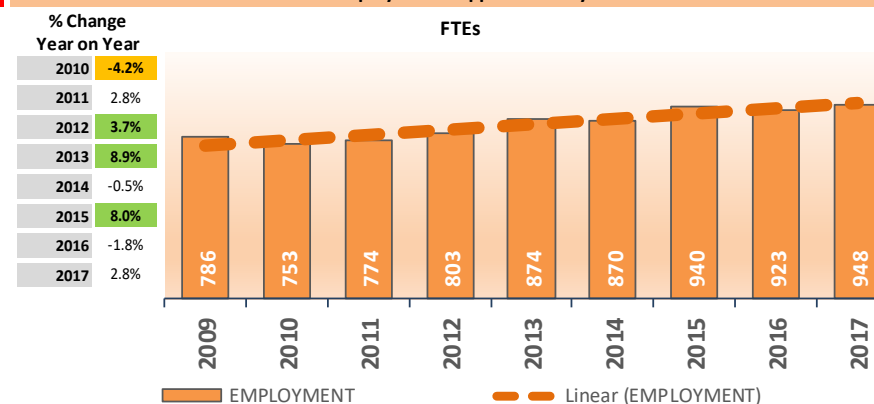
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



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

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2017

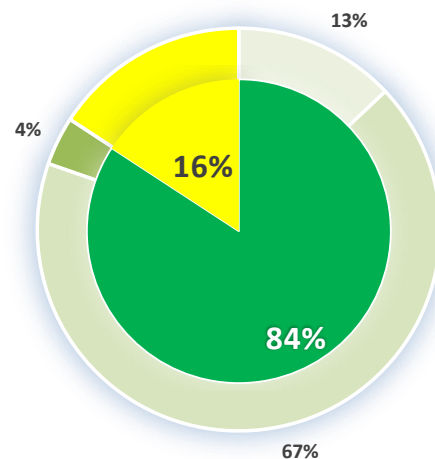
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2017 - M - Share of Total

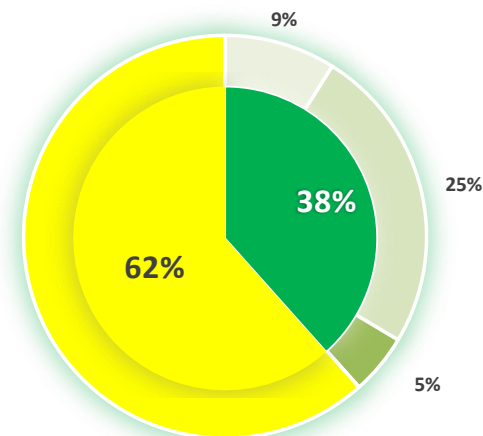
**TOTAL**  
**£653.51m**

	£M
Serviced	84.73
Non-Serviced	440.11
SFR	25.49
Staying Visitor	550.34
Day Visitor	103.17
<b>Total</b>	<b>653.51</b>



**TOTAL**  
**4.59m**

	M
Serviced	0.41
Non-Serviced	1.13
SFR	0.22
Staying Visitor	1.76
Day Visitor	2.83
<b>Total</b>	<b>4.59</b>

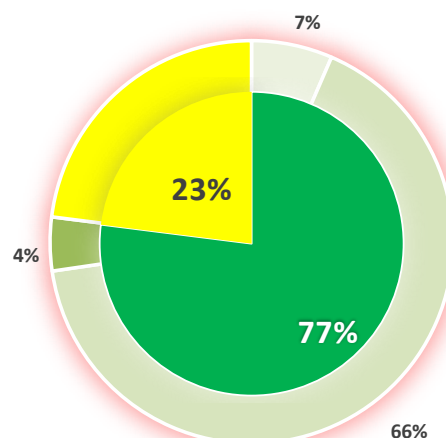


Visitor Days - 2017 - M - Share of Total

Direct Employment Supported - 2017 - FTEs - Share of Total

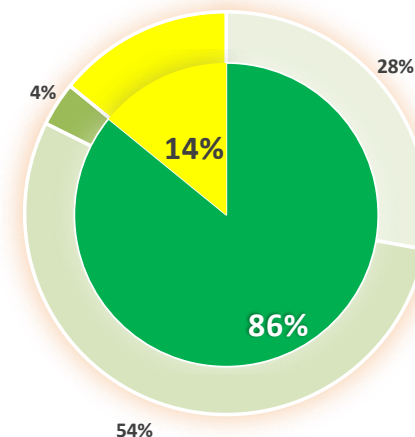
**TOTAL**  
**12.29m**

	M
Serviced	0.80
Non-Serviced	8.14
SFR	0.53
Staying Visitor	9.46
Day Visitor	2.83
<b>Total</b>	<b>12.29</b>



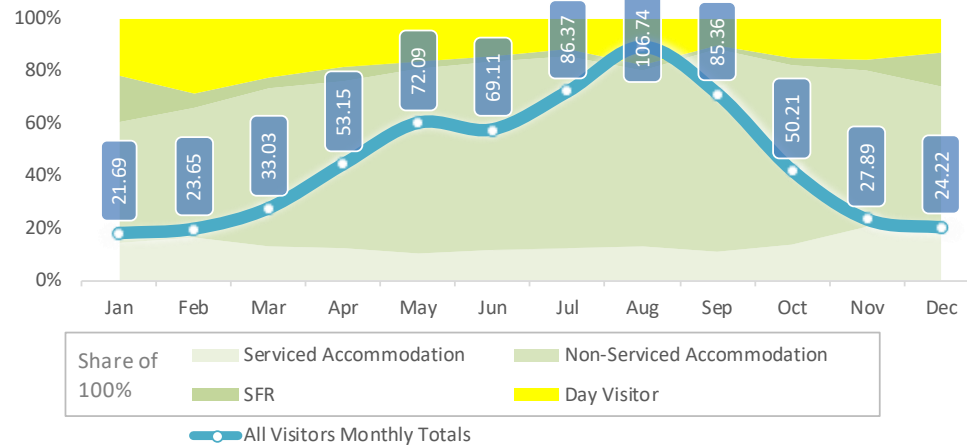
**TOTAL**  
**6,723 Direct FTEs**  
**8,534 Total FTEs**

	FTEs
Serviced	1,874
Non-Serviced	3,662
SFR	238
Staying Visitor	5,774
Day Visitor	948
<b>Total</b>	<b>6,723</b>



**STEAM FINAL TREND REPORT FOR 2009-2017**  
**EAST LINDSEY DISTRICT COUNCIL**

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

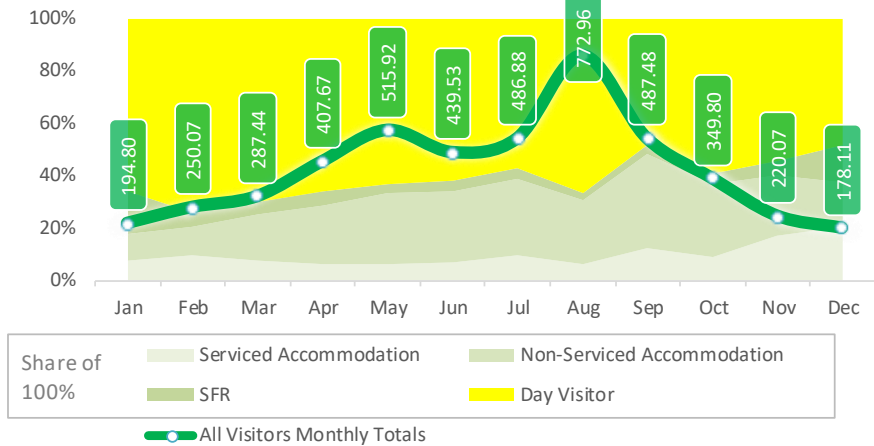


**2017**  
**Historic Prices**

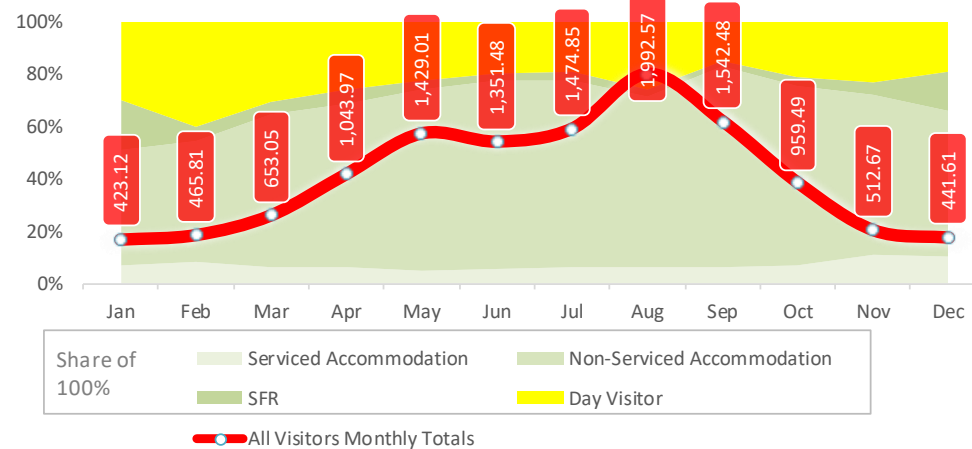
**TOTAL**

**DISTRIBUTION BY MONTH**  
**Historic Prices**

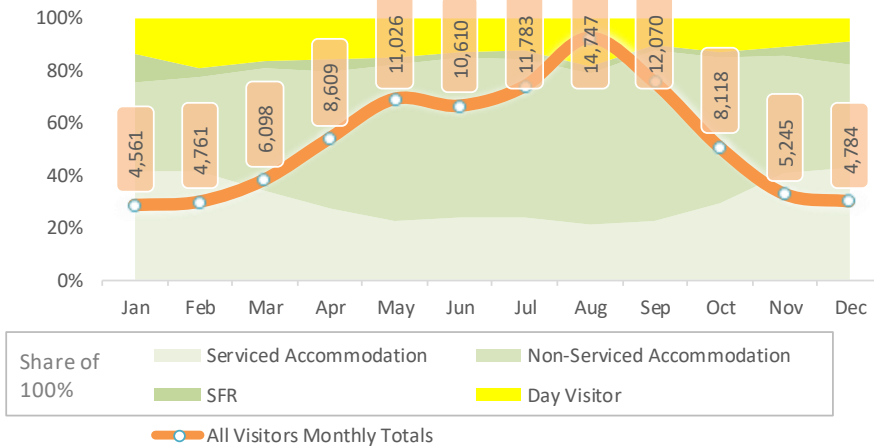
**Visitor Numbers - 2017 - 000s - Distribution of Impact by Month**



**Visitor Days - 2017 - 000s - Distribution of Impact by Month**



**Direct Employment Supported - 2017 - FTEs - Distribution of Impact by Month**



STEAM FINAL TREND REPORT FOR 2009-2017  
EAST LINDSEY DISTRICT COUNCIL

2009 to 2017  
Historic Prices

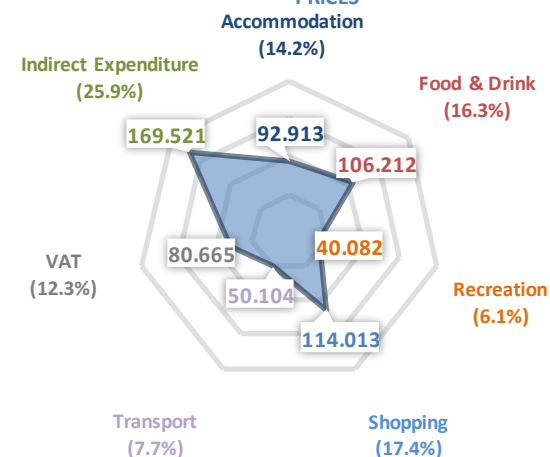
TOTAL

SECTORAL ANALYSIS  
Historic Prices

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

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

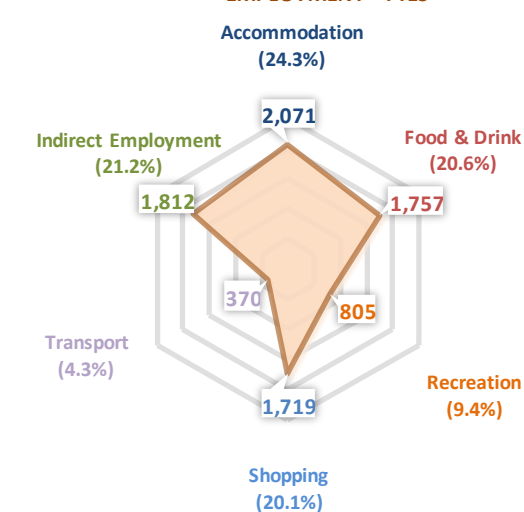
2017 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

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

2017 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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Report Prepared by: DC. Date of Issue: 28/06/18

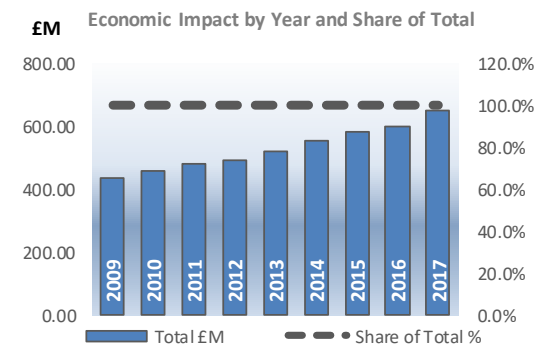
## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2017

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



STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017 Historic Prices			TOTAL		ECONOMIC IMPACT Historic Prices																	
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER																		
KEY		TOTAL											TOTAL						% Change														
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																															
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change		Q1				Q2				Q3				Q4			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																				
% Change 2009 to 2017		36.8%	39.2%	75.4%	47.5%	38.7%	52.6%	43.4%	38.9%	76.3%	50.8%	55.3%	41.6%	48.9%	Annual Change	51.6%	45.8%	50.1%	49.7%														
% Change 2016 to 2017		8.9%	9.8%	1.8%	10.7%	8.1%	5.5%	8.6%	6.0%	14.8%	8.4%	5.7%	12.5%	8.4%		6.0%	7.9%	9.4%	8.6%														
Average Annual Change		4.6%	4.9%	9.4%	5.9%	4.8%	6.6%	5.4%	4.9%	9.5%	6.3%	6.9%	5.2%	6.1%		6.5%	5.7%	6.3%	6.2%														
2009	£M	15.86	17.00	18.83	36.02	51.99	45.30	60.22	76.85	48.43	33.30	17.96	17.11	438.85		51.68	133.31	185.49	68.36														
2010	£M	11.88	17.05	18.83	36.04	51.23	55.61	64.29	82.99	56.48	32.43	18.04	14.66	459.53	4.7%	47.76	142.88	203.76	65.13														
2011	£M	15.04	16.98	21.60	42.00	55.73	55.57	65.62	80.56	56.18	35.70	20.50	15.35	480.83	4.6%	53.61	153.30	202.36	71.55														
2012	£M	15.91	17.66	24.20	42.04	54.47	56.76	66.91	84.27	57.63	37.05	22.20	16.52	495.63	3.1%	57.77	153.27	208.81	75.78														
2013	£M	16.92	19.08	27.46	42.04	58.93	57.45	70.08	89.44	58.74	38.88	24.57	18.30	521.89	5.3%	63.46	158.42	218.27	81.74														
2014	£M	17.44	19.88	29.55	45.58	61.05	59.29	73.75	90.40	71.19	41.90	26.41	19.54	555.99	6.5%	66.87	165.93	235.34	87.85														
2015	£M	19.40	21.29	31.51	47.60	64.74	63.03	77.00	96.06	71.68	45.58	25.91	20.63	584.42	5.1%	72.20	175.37	244.73	92.12														
2016	£M	19.91	21.55	32.45	48.02	66.68	65.49	79.51	100.66	74.34	46.30	26.40	21.53	602.83	3.1%	73.91	180.19	254.51	94.22														
2017	£M	21.69	23.65	33.03	53.15	72.09	69.11	86.37	106.74	85.36	50.21	27.89	24.22	653.51	8.4%	78.37	194.34	278.47	102.33														

ECONOMIC IMPACT - IN HISTORIC PRICES										TOTAL	
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017		
Total £M	438.85	459.53	480.83	495.63	521.89	555.99	584.42	602.83	653.51		
All Visitor Types £M	438.85	459.53	480.83	495.63	521.89	555.99	584.42	602.83	653.51		
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%										
Change in Share from 2009	%										
Avg Ann. Change in Share	%										



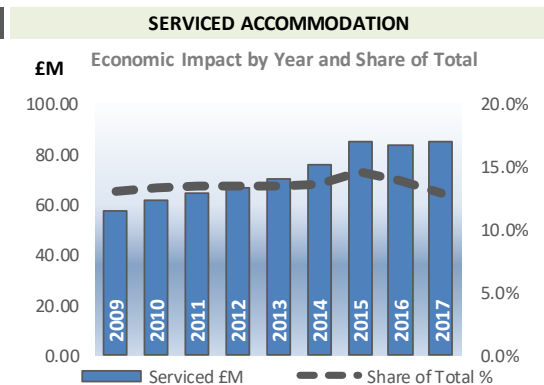
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STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017 Historic Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		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				
% Change 2009 to 2017		199.2%	115.7%	88.4%	17.9%	42.2%	50.1%	42.9%	52.1%	39.3%	34.2%	32.1%	51.6%	48.0%	Annual Change	120.6%	36.5%	45.4%	37.9%
% Change 2016 to 2017		8.4%	-3.5%	-7.3%	7.6%	8.5%	1.8%	-1.5%	-2.8%	0.8%	2.5%	1.5%	11.5%	1.5%		-2.1%	5.8%	-1.4%	4.5%
Average Annual Change		24.9%	14.5%	11.1%	2.2%	5.3%	6.3%	5.4%	6.5%	4.9%	4.3%	4.0%	6.5%	6.0%		15.1%	4.6%	5.7%	4.7%
2009	£M	1.052	1.794	2.293	5.527	5.326	5.313	7.416	9.056	6.797	5.208	4.285	3.189	57.25		5.139	16.17	23.27	12.68
2010	£M	1.771	2.956	2.898	4.913	4.948	5.351	7.509	10.64	7.806	5.507	4.745	2.456	61.50	7.4%	7.626	15.21	25.96	12.71
2011	£M	2.095	3.266	3.281	5.700	5.142	5.626	7.893	11.04	7.401	5.577	4.886	2.815	64.72	5.2%	8.643	16.47	26.33	13.28
2012	£M	1.789	3.075	3.471	5.390	5.101	6.196	7.924	11.61	8.498	5.613	5.331	2.736	66.73	3.1%	8.335	16.69	28.03	13.68
2013	£M	1.881	3.447	4.143	4.755	5.563	6.365	8.697	12.59	7.937	5.326	6.140	3.301	70.15	5.1%	9.471	16.68	29.23	14.77
2014	£M	2.043	3.428	3.997	5.604	5.941	6.411	9.518	13.02	9.940	6.153	6.311	3.455	75.82	8.1%	9.468	17.96	32.48	15.92
2015	£M	3.141	4.199	4.813	6.353	7.131	8.158	10.52	13.88	9.761	7.419	5.763	4.147	85.28	12.5%	12.15	21.64	34.16	17.33
2016	£M	2.902	4.011	4.661	6.054	6.979	7.832	10.75	14.17	9.388	6.820	5.580	4.338	83.49	-2.1%	11.57	20.86	34.32	16.74
2017	£M	3.147	3.869	4.320	6.516	7.574	7.976	10.60	13.78	9.466	6.991	5.662	4.835	84.73	1.5%	11.34	22.07	33.84	17.49

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

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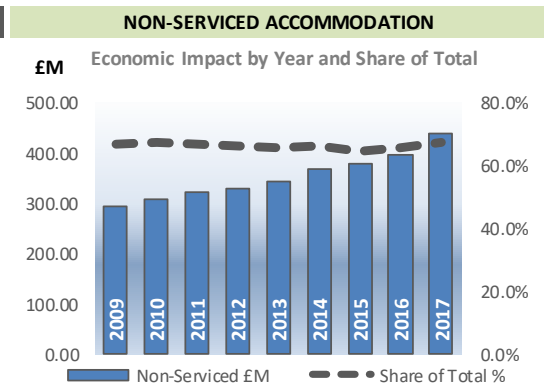
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017 Historic Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2017		16.6%	14.5%	58.9%	58.7%	35.3%	52.0%	47.1%	33.9%	92.2%	62.1%	73.5%	50.2%	50.4%	Annual Change	32.8%	46.7%	53.5%	62.3%
% Change 2016 to 2017		13.8%	18.9%	2.4%	12.7%	9.6%	6.6%	12.5%	7.4%	18.0%	11.6%	6.8%	16.8%	10.9%		9.3%	9.2%	12.3%	11.3%
Average Annual Change		2.1%	1.8%	7.4%	7.3%	4.4%	6.5%	5.9%	4.2%	11.5%	7.8%	9.2%	6.3%	6.3%		4.1%	5.8%	6.7%	7.8%
2009	£M	8.603	10.26	12.56	21.35	37.39	32.60	42.89	53.43	34.20	21.13	9.604	8.707	292.73			31.42	91.34	130.53
2010	£M	4.436	9.024	11.89	21.72	36.47	41.65	47.18	58.42	41.32	19.91	9.153	7.501	308.66	5.4%	25.35	99.84	146.91	36.56
2011	£M	6.331	8.183	13.68	25.61	40.49	41.65	47.35	55.53	40.76	22.69	11.15	7.623	321.04	4.0%	28.19	107.75	143.64	41.46
2012	£M	7.171	8.691	15.39	26.55	39.45	41.41	47.59	57.32	40.73	24.14	12.23	8.946	329.61	2.7%	31.25	107.41	145.64	45.31
2013	£M	7.877	9.231	17.32	26.76	41.38	41.80	48.98	59.58	42.13	25.82	13.47	9.746	344.11	4.4%	34.43	109.94	150.70	49.04
2014	£M	8.386	9.848	18.47	28.28	42.88	43.29	51.52	59.91	52.76	27.81	14.92	10.74	368.82	7.2%	36.71	114.46	164.18	53.47
2015	£M	8.243	9.448	19.09	29.22	44.63	44.78	53.27	62.29	52.22	28.93	14.75	10.58	377.46	2.3%	36.78	118.64	167.77	54.27
2016	£M	8.811	9.882	19.49	30.06	46.12	46.51	56.11	66.60	55.71	30.68	15.60	11.20	396.78	5.1%	38.19	122.70	178.41	57.48
2017	£M	10.03	11.75	19.95	33.87	50.57	49.57	63.10	71.55	65.74	34.26	16.66	13.08	440.11	10.9%	41.73	134.00	200.38	64.00

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

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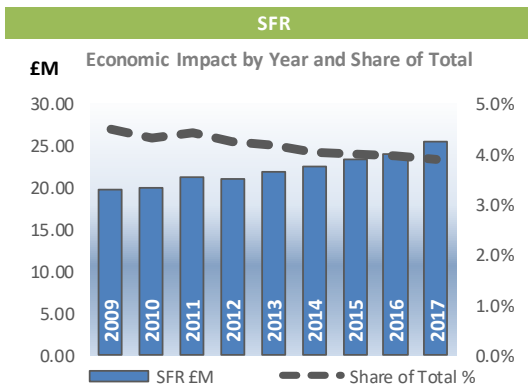
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017 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 2009 to 2017		23.9%	23.6%	31.9%	29.0%	24.6%	29.5%	28.2%	28.1%	37.0%	31.6%	36.3%	31.4%	28.8%	Annual Change	25.5%	27.7%	30.1%	32.4%
% Change 2016 to 2017		6.8%	7.8%	3.2%	6.2%	5.9%	4.8%	6.1%	4.7%	8.9%	6.4%	5.3%	7.6%	6.2%		6.2%	5.8%	6.1%	6.8%
Average Annual Change		3.0%	3.0%	4.0%	3.6%	3.1%	3.7%	3.5%	3.5%	4.6%	3.9%	4.5%	3.9%	3.6%		3.2%	3.5%	3.8%	4.1%
2009	£M	3.085	1.004	1.041	2.308	1.644	1.236	1.938	2.055	1.124	1.078	0.869	2.411	19.79		5.129	5.189	5.117	4.359
2010	£M	2.631	1.004	1.058	2.374	1.670	1.375	2.041	2.174	1.233	1.090	0.886	2.359	19.89		0.5%	4.693	5.418	5.448
2011	£M	3.023	1.017	1.149	2.587	1.794	1.426	2.128	2.231	1.269	1.176	0.970	2.478	21.25	6.8%	5.188	5.807	5.628	4.624
2012	£M	3.030	0.993	1.166	2.564	1.748	1.400	2.092	2.215	1.250	1.172	0.977	2.519	21.13	-0.6%	5.189	5.712	5.556	4.668
2013	£M	3.172	1.044	1.232	2.604	1.804	1.425	2.161	2.294	1.276	1.209	1.029	2.640	21.89	3.6%	5.448	5.833	5.730	4.878
2014	£M	3.252	1.063	1.264	2.679	1.838	1.450	2.225	2.377	1.333	1.259	1.063	2.723	22.53	2.9%	5.578	5.967	5.935	5.045
2015	£M	3.476	1.126	1.312	2.758	1.897	1.496	2.287	2.444	1.371	1.302	1.097	2.858	23.42	4.0%	5.915	6.151	6.102	5.257
2016	£M	3.578	1.152	1.331	2.803	1.935	1.528	2.343	2.516	1.414	1.333	1.125	2.944	24.00	2.5%	6.061	6.266	6.272	5.403
2017	£M	3.821	1.241	1.373	2.978	2.048	1.602	2.485	2.633	1.540	1.418	1.185	3.168	25.49	6.2%	6.436	6.629	6.658	5.772

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

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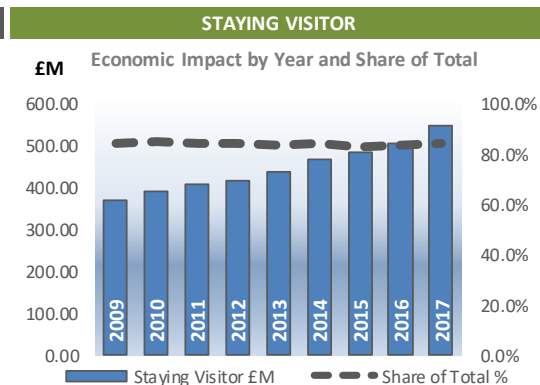
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017 Historic Prices			STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL						% Change
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2017		33.4%	29.1%	61.4%	48.6%	35.7%	51.1%	45.8%	36.3%	82.2%	55.6%	59.3%	47.4%	48.8%	Annual Change	42.7%	44.4%	51.6%	54.5%
% Change 2016 to 2017		11.2%	12.0%	0.6%	11.4%	9.4%	5.9%	10.1%	5.6%	15.4%	9.9%	5.4%	14.1%	9.1%		6.6%	8.6%	10.0%	9.6%
Average Annual Change		4.2%	3.6%	7.7%	6.1%	4.5%	6.4%	5.7%	4.5%	10.3%	7.0%	7.4%	5.9%	6.1%		5.3%	5.5%	6.4%	6.8%
2009	£M	12.74	13.05	15.89	29.18	44.36	39.15	52.25	64.54	42.12	27.42	14.76	14.31	369.77		41.68	112.69	158.91	56.49
2010	£M	8.838	12.99	15.84	29.01	43.08	48.38	56.73	71.23	50.35	26.51	14.78	12.32	390.06	5.5%	37.67	120.47	178.32	53.61
2011	£M	11.45	12.47	18.11	33.89	47.43	48.70	57.37	68.80	49.43	29.44	17.00	12.92	407.01	4.3%	42.02	130.02	175.60	59.36
2012	£M	11.99	12.76	20.02	34.51	46.29	49.01	57.61	71.14	50.48	30.92	18.54	14.20	417.47	2.6%	44.77	129.81	179.23	63.66
2013	£M	12.93	13.72	22.70	34.12	48.75	49.59	59.84	74.47	51.34	32.36	20.63	15.69	436.14	4.5%	49.35	132.46	185.65	68.68
2014	£M	13.68	14.34	23.73	36.57	50.66	51.15	63.26	75.31	64.03	35.22	22.29	16.92	467.17	7.1%	51.75	138.38	202.60	74.44
2015	£M	14.86	14.77	25.21	38.33	53.66	54.44	66.07	78.61	63.35	37.65	21.61	17.59	486.16	4.1%	54.85	146.43	208.03	76.85
2016	£M	15.29	15.04	25.49	38.92	55.04	55.87	69.21	83.29	66.51	38.84	22.30	18.48	504.27	3.7%	55.82	149.83	219.00	79.62
2017	£M	17.00	16.86	25.65	43.37	60.19	59.14	76.18	87.96	76.74	42.67	23.51	21.08	550.34	9.1%	59.50	162.70	240.88	87.26

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

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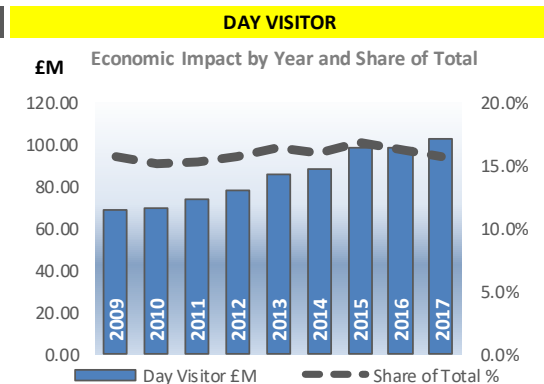
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017 Historic Prices			DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2017		50.4%	72.4%	151.2%	43.0%	55.9%	62.1%	27.9%	52.6%	36.6%	28.3%	37.0%	12.2%	49.4%	Annual Change	88.7%	53.5%	41.4%	26.9%
% Change 2016 to 2017		1.6%	4.5%	6.0%	7.5%	2.2%	3.6%	-1.1%	8.1%	10.2%	1.0%	7.1%	3.1%	4.7%		4.3%	4.2%	5.9%	3.2%
Average Annual Change		6.3%	9.1%	18.9%	5.4%	7.0%	7.8%	3.5%	6.6%	4.6%	3.5%	4.6%	1.5%	6.2%		11.1%	6.7%	5.2%	3.4%
2009	£M	3.120	3.942	2.939	6.839	7.632	6.146	7.968	12.30	6.306	5.878	3.199	2.800	69.07		0.6%	10.00	20.62	26.58
2010	£M	3.040	4.069	2.986	7.034	8.147	7.229	7.565	11.75	6.129	5.921	3.251	2.350	69.47		10.10	22.41	25.44	11.52
2011	£M	3.587	4.511	3.494	8.103	8.304	6.871	8.257	11.76	6.746	6.258	3.494	2.437	73.82	6.3%	11.59	23.28	26.77	12.19
2012	£M	3.923	4.901	4.174	7.536	8.179	7.754	9.299	13.12	7.155	6.133	3.666	2.324	78.17	5.9%	13.00	23.47	29.58	12.12
2013	£M	3.987	5.361	4.763	7.922	10.18	7.862	10.24	14.97	7.401	6.519	3.931	2.611	85.75	9.7%	14.11	25.96	32.62	13.06
2014	£M	3.764	5.541	5.813	9.014	10.39	8.138	10.49	15.09	7.163	6.677	4.113	2.619	88.82	3.6%	15.12	27.55	32.75	13.41
2015	£M	4.539	6.517	6.293	9.268	11.08	8.594	10.93	17.45	8.330	7.927	4.296	3.046	98.26	10.6%	17.35	28.94	36.70	15.27
2016	£M	4.618	6.504	6.966	9.099	11.65	9.614	10.31	17.37	7.822	7.463	4.093	3.049	98.56	0.3%	18.09	30.36	35.50	14.60
2017	£M	4.693	6.797	7.384	9.779	11.90	9.963	10.19	18.78	8.616	7.541	4.383	3.142	103.17	4.7%	18.87	31.64	37.59	15.07

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

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## Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2017

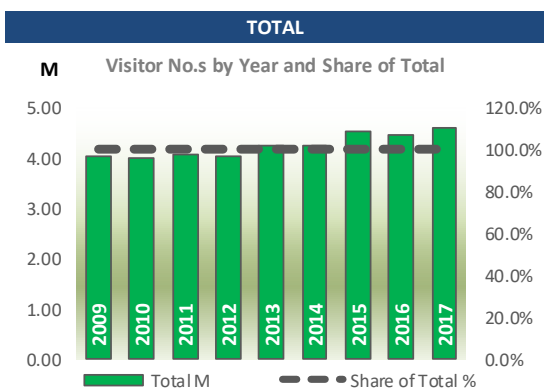
**Visitor Types:**    *Total*  
                          *Serviced Accommodation*  
                          *Non-Serviced Accommodation*  
                          *SFR*  
                          *Staying Visitor*  
                          *Day Visitor*

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			TOTAL		VISITOR NUMBERS				
VISITOR NUMBERS BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			TOTAL																	
An increase of 3% or more			VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2009 to 2017			9.5%	25.4%	60.1%	3.0%	9.9%	12.3%	3.6%	17.1%	22.0%	2.7%	13.9%	1.0%	13.3%	Annual Change	31.5%	8.5%	14.2%	5.3%
% Change 2016 to 2017			1.6%	2.7%	1.6%	5.9%	2.0%	1.7%	-0.2%	4.1%	8.8%	1.6%	3.3%	5.0%	3.2%		2.0%	3.0%	4.1%	2.9%
Average Annual Change			1.2%	3.2%	7.5%	0.4%	1.2%	1.5%	0.5%	2.1%	2.7%	0.3%	1.7%	0.1%	1.7%		3.9%	1.1%	1.8%	0.7%
2009	M		0.178	0.199	0.179	0.396	0.470	0.391	0.470	0.660	0.400	0.341	0.193	0.176	4.053		0.557	1.257	1.530	0.710
2010	M		0.156	0.196	0.177	0.378	0.469	0.447	0.454	0.648	0.406	0.330	0.193	0.148	4.002		-1.3%	0.528	1.294	1.509
2011	M		0.176	0.204	0.199	0.417	0.470	0.417	0.463	0.614	0.415	0.333	0.201	0.150	4.058	1.4%	0.579	1.304	1.491	0.683
2012	M		0.179	0.207	0.217	0.385	0.443	0.426	0.475	0.635	0.416	0.319	0.205	0.144	4.049	-0.2%	0.603	1.253	1.526	0.667
2013	M		0.178	0.223	0.235	0.379	0.504	0.419	0.499	0.681	0.425	0.328	0.222	0.156	4.249	4.9%	0.636	1.303	1.605	0.706
2014	M		0.166	0.219	0.254	0.397	0.485	0.402	0.505	0.683	0.433	0.336	0.229	0.158	4.266	0.4%	0.639	1.284	1.621	0.722
2015	M		0.188	0.247	0.267	0.395	0.500	0.400	0.504	0.766	0.486	0.376	0.231	0.168	4.531	6.2%	0.702	1.296	1.757	0.775
2016	M		0.192	0.243	0.283	0.385	0.506	0.432	0.488	0.742	0.448	0.344	0.213	0.170	4.447	-1.9%	0.718	1.323	1.678	0.727
2017	M		0.195	0.250	0.287	0.408	0.516	0.440	0.487	0.773	0.487	0.350	0.220	0.178	4.591	3.2%	0.732	1.363	1.747	0.748

VISITOR NUMBERS										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017
Total	M	4.053	4.002	4.058	4.049	4.249	4.266	4.531	4.447	4.591
All Visitor Types	M	4.053	4.002	4.058	4.049	4.249	4.266	4.531	4.447	4.591
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%									
Change in Share from 2009	%									
Avg Ann. Change in Share	%									

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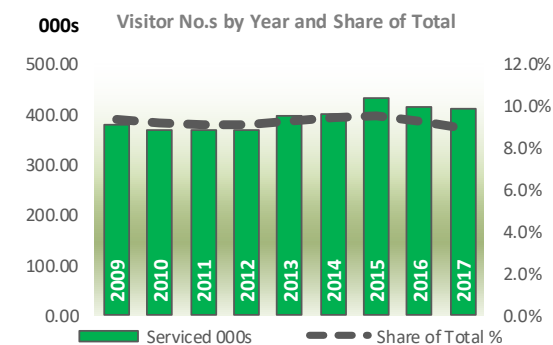
STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2017		81.3%	78.5%	46.1%	-36.7%	-9.7%	-13.6%	8.0%	-7.4%	31.2%	-15.1%	24.3%	69.8%	8.2%	Annual Change	65.4%	-20.9%	9.8%	19.2%
% Change 2016 to 2017		7.9%	-4.8%	-8.2%	7.1%	6.8%	-0.4%	-6.1%	-8.0%	-0.7%	0.5%	-0.5%	9.9%	-0.7%		-3.4%	4.3%	-4.7%	3.2%
Average Annual Change		10.2%	9.8%	5.8%	-4.6%	-1.2%	-1.7%	1.0%	-0.9%	3.9%	-1.9%	3.0%	8.7%	1.0%		8.2%	-2.6%	1.2%	2.4%
2009	000s	7.9	13.2	15.4	41.7	35.8	35.1	44.4	52.1	45.5	36.1	30.2	21.3	378.8		36.6	112.7	142.0	87.6
2010	000s	11.9	19.4	18.2	29.6	29.0	30.9	41.2	56.4	45.9	35.9	32.8	16.0	367.3	-3.0%	49.5	89.6	143.5	84.8
2011	000s	12.0	20.3	21.0	32.3	28.3	30.5	42.0	55.1	42.8	32.4	32.0	19.5	368.2	0.2%	53.3	91.1	139.8	83.9
2012	000s	9.0	18.4	23.1	29.5	26.8	32.1	41.2	56.1	49.0	29.4	33.2	20.7	368.5	0.1%	50.5	88.3	146.3	83.4
2013	000s	9.6	24.3	27.2	22.5	30.4	33.8	44.4	57.2	50.6	27.6	40.6	27.1	395.4	7.3%	61.2	86.7	152.2	95.3
2014	000s	9.2	21.3	23.2	23.1	28.2	29.7	47.4	58.2	61.6	31.2	40.7	27.7	401.4	1.5%	53.6	81.0	167.2	99.6
2015	000s	13.6	26.6	27.7	25.2	32.5	33.2	49.3	54.4	63.9	35.1	38.8	32.5	432.8	7.8%	67.9	90.8	167.6	106.4
2016	000s	13.3	24.8	24.5	24.6	30.3	30.4	51.1	52.4	60.1	30.5	37.7	33.0	412.8	-4.6%	62.6	85.4	163.6	101.2
2017	000s	14.3	23.6	22.5	26.4	32.4	30.3	48.0	48.2	59.7	30.6	37.5	36.2	409.9	-0.7%	60.5	89.1	155.9	104.4

VISITOR NUMBERS										SERVICED ACCOMMODATION		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	000s	Visitor No.s by Year and Share of Total
Serviced	000s	378.8	367.3	368.2	368.5	395.4	401.4	432.8	412.8	409.9		
All Visitor Types	M	4.1	4.0	4.1	4.0	4.2	4.3	4.5	4.4	4.6		
Share of Total	%	9.3%	9.2%	9.1%	9.1%	9.3%	9.4%	9.6%	9.3%	8.9%		
Annual Change in Share	%		-1.8%	-1.1%	0.3%	2.3%	1.1%	1.5%	-2.8%	-3.8%		
Change in Share from 2009	%		-1.8%	-2.9%	-2.6%	-0.5%	0.7%	2.2%	-0.7%	-4.5%		
Avg Ann. Change in Share	%		-1.8%	-1.5%	-0.9%	-0.1%	0.1%	0.4%	-0.1%	-0.6%		

Year	Visitor No.s (000s)	Share of Total (%)
2009	378.8	9.3%
2010	367.3	9.2%
2011	368.2	9.1%
2012	368.5	9.1%
2013	395.4	9.3%
2014	401.4	9.4%
2015	432.8	9.6%
2016	412.8	9.3%
2017	409.9	8.9%

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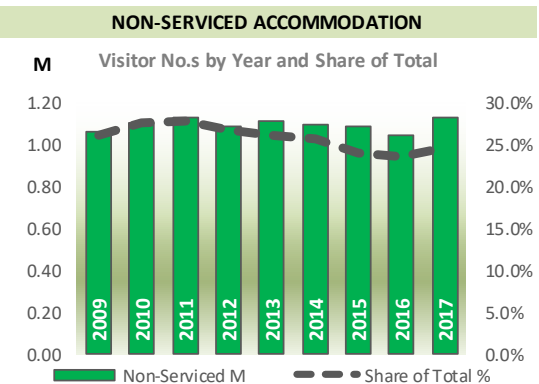
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			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 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 2009 to 2017		-31.8%	-24.6%	-0.5%	-4.5%	-7.7%	-5.8%	7.7%	17.2%	44.8%	12.4%	22.9%	-9.4%	6.3%	Annual Change	-16.2%	-6.3%	22.4%	10.6%
% Change 2016 to 2017		10.9%	15.7%	-0.4%	9.6%	6.7%	3.7%	9.2%	4.4%	14.7%	8.6%	3.9%	13.7%	7.9%		6.1%	6.4%	9.2%	8.1%
Average Annual Change		-4.0%	-3.1%	-0.1%	-0.6%	-1.0%	-0.7%	1.0%	2.1%	5.6%	1.6%	2.9%	-1.2%	0.8%		-2.0%	-0.8%	2.8%	1.3%
2009	M	0.030	0.037	0.050	0.095	0.150	0.128	0.129	0.161	0.122	0.088	0.041	0.034	1.064			0.116	0.372	0.413
2010	M	0.016	0.029	0.046	0.091	0.149	0.158	0.140	0.179	0.141	0.083	0.041	0.031	1.104	3.8%	0.091	0.399	0.459	0.155
2011	M	0.021	0.029	0.054	0.104	0.158	0.152	0.138	0.164	0.144	0.089	0.046	0.030	1.129	2.3%	0.104	0.415	0.446	0.165
2012	M	0.022	0.028	0.054	0.103	0.147	0.142	0.130	0.158	0.135	0.089	0.048	0.030	1.086	-3.8%	0.104	0.392	0.423	0.167
2013	M	0.022	0.028	0.054	0.101	0.155	0.137	0.132	0.161	0.143	0.095	0.054	0.029	1.110	2.2%	0.104	0.392	0.436	0.177
2014	M	0.020	0.027	0.051	0.093	0.139	0.123	0.136	0.171	0.151	0.099	0.058	0.032	1.100	-0.9%	0.098	0.355	0.458	0.189
2015	M	0.015	0.023	0.047	0.084	0.134	0.107	0.124	0.195	0.172	0.102	0.059	0.025	1.087	-1.2%	0.086	0.325	0.490	0.186
2016	M	0.018	0.024	0.050	0.082	0.130	0.116	0.127	0.181	0.154	0.091	0.048	0.027	1.049	-3.5%	0.092	0.328	0.463	0.166
2017	M	0.020	0.028	0.049	0.090	0.138	0.120	0.139	0.189	0.177	0.099	0.050	0.031	1.131	7.9%	0.097	0.349	0.505	0.180

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

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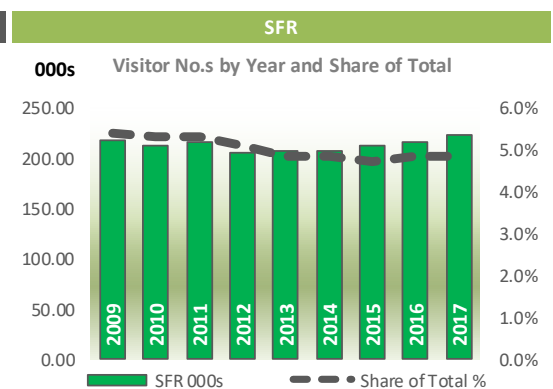
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			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				
% Change 2009 to 2017		-2.0%	-2.2%	4.4%	2.1%	-1.4%	2.5%	1.4%	1.4%	8.4%	4.1%	7.8%	4.0%	2.0%	Annual Change	-0.6%	1.0%	3.1%	4.9%
% Change 2016 to 2017		4.1%	5.1%	0.6%	3.6%	3.2%	2.2%	3.4%	2.0%	6.2%	3.7%	2.7%	4.9%	3.5%		3.5%	3.1%	3.6%	4.1%
Average Annual Change		-0.2%	-0.3%	0.5%	0.3%	-0.2%	0.3%	0.2%	0.2%	1.0%	0.5%	1.0%	0.5%	0.2%		-0.1%	0.1%	0.4%	0.6%
2009 000s		32.4	12.5	12.7	22.4	19.6	15.4	20.3	20.7	13.6	13.2	11.2	24.3	218.6		57.6	57.5	54.7	48.8
2010 000s		26.6	12.1	12.4	22.2	19.2	16.6	20.6	21.1	14.4	12.9	11.0	22.9	212.1	-2.9%	51.1	58.0	56.2	46.9
2011 000s		29.1	11.6	12.9	23.1	19.6	16.3	20.5	20.6	14.1	13.2	11.5	22.9	215.4	1.6%	53.6	59.0	55.2	47.7
2012 000s		28.1	10.9	12.6	22.0	18.4	15.4	19.4	19.7	13.3	12.7	11.1	22.4	206.0	-4.4%	51.6	55.8	52.4	46.3
2013 000s		28.4	11.1	12.8	21.6	18.4	15.2	19.4	19.8	13.2	12.7	11.4	22.8	206.7	0.3%	52.4	55.2	52.3	46.8
2014 000s		28.4	11.0	12.8	21.6	18.2	15.1	19.4	19.9	13.4	12.8	11.4	22.8	207.0	0.1%	52.2	54.9	52.8	47.1
2015 000s		30.0	11.6	13.2	22.0	18.6	15.4	19.7	20.3	13.6	13.1	11.7	23.7	212.9	2.8%	54.7	56.0	53.6	48.5
2016 000s		30.5	11.7	13.2	22.1	18.7	15.5	20.0	20.6	13.9	13.3	11.8	24.1	215.2	1.1%	55.3	56.3	54.4	49.2
2017 000s		31.7	12.3	13.3	22.9	19.3	15.8	20.6	21.0	14.7	13.8	12.1	25.3	222.8	3.5%	57.3	58.1	56.4	51.2

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

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Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2017		-5.2%	1.5%	9.6%	-12.0%	-7.5%	-6.7%	7.1%	10.3%	38.7%	4.4%	21.4%	16.0%	6.2%	Annual Change	2.3%	-8.5%	17.7%	12.2%	
% Change 2016 to 2017		6.9%	5.3%	-2.4%	8.1%	6.3%	2.8%	4.7%	1.7%	10.1%	6.3%	2.1%	9.7%	5.2%		2.5%	5.6%	5.4%	5.9%	
Average Annual Change		-0.6%	0.2%	1.2%	-1.5%	-0.9%	-0.8%	0.9%	1.3%	4.8%	0.5%	2.7%	2.0%	0.8%		0.3%	-1.1%	2.2%	1.5%	
2009	M	0.070	0.063	0.078	0.159	0.205	0.178	0.194	0.234	0.181	0.137	0.082	0.079	1.661			0.210	0.542	0.609	0.299
2010	M	0.054	0.060	0.077	0.143	0.197	0.206	0.202	0.256	0.201	0.132	0.085	0.070	1.683		1.3%	0.191	0.546	0.659	0.287
2011	M	0.063	0.061	0.088	0.159	0.206	0.199	0.200	0.240	0.201	0.134	0.090	0.072	1.713	1.8%	0.211	0.565	0.641	0.296	
2012	M	0.059	0.058	0.089	0.154	0.193	0.189	0.191	0.234	0.197	0.131	0.093	0.073	1.661	-3.1%	0.206	0.536	0.622	0.297	
2013	M	0.060	0.064	0.094	0.145	0.203	0.186	0.196	0.238	0.206	0.135	0.106	0.079	1.712	3.1%	0.218	0.534	0.640	0.320	
2014	M	0.058	0.059	0.087	0.138	0.185	0.168	0.202	0.249	0.226	0.143	0.110	0.082	1.709	-0.2%	0.204	0.491	0.678	0.336	
2015	M	0.059	0.061	0.088	0.131	0.185	0.156	0.193	0.269	0.249	0.150	0.109	0.081	1.732	1.4%	0.208	0.472	0.712	0.340	
2016	M	0.062	0.061	0.087	0.129	0.179	0.162	0.198	0.254	0.228	0.135	0.098	0.084	1.677	-3.2%	0.210	0.470	0.681	0.316	
2017	M	0.066	0.064	0.085	0.140	0.190	0.167	0.208	0.258	0.251	0.143	0.100	0.092	1.764	5.2%	0.215	0.496	0.717	0.335	

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

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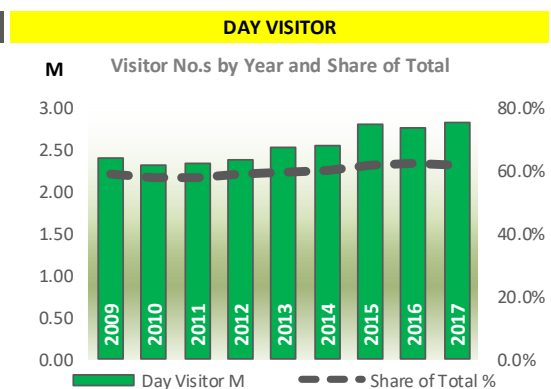
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			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				
% Change 2009 to 2017			19.0%	36.4%	98.7%	13.1%	23.3%	28.2%	1.2%	20.8%	8.1%	1.5%	8.4%	-11.2%	18.2%	Annual Change	49.3%	21.4%	11.9%	0.4%
% Change 2016 to 2017			-0.9%	1.9%	3.3%	4.8%	-0.4%	1.0%	-3.6%	5.4%	7.4%	-1.5%	4.4%	0.5%	2.1%		1.7%	1.6%	3.2%	0.6%
Average Annual Change			2.4%	4.6%	12.3%	1.6%	2.9%	3.5%	0.1%	2.6%	1.0%	0.2%	1.1%	-1.4%	2.3%		6.2%	2.7%	1.5%	0.0%
2009	M		0.108	0.137	0.102	0.237	0.264	0.213	0.276	0.426	0.218	0.204	0.111	0.097	2.392		0.346	0.714	0.921	0.411
2010	M		0.101	0.136	0.100	0.235	0.272	0.241	0.253	0.392	0.205	0.198	0.109	0.078	2.319	-3.1%	0.337	0.748	0.849	0.385
2011	M		0.114	0.143	0.111	0.257	0.264	0.218	0.262	0.374	0.214	0.199	0.111	0.077	2.345	1.1%	0.368	0.739	0.850	0.387
2012	M		0.120	0.150	0.128	0.230	0.250	0.237	0.284	0.401	0.219	0.187	0.112	0.071	2.389	1.9%	0.397	0.717	0.904	0.370
2013	M		0.118	0.159	0.141	0.234	0.301	0.233	0.303	0.443	0.219	0.193	0.116	0.077	2.537	6.2%	0.418	0.768	0.965	0.386
2014	M		0.108	0.160	0.167	0.260	0.299	0.234	0.302	0.435	0.206	0.192	0.118	0.075	2.558	0.8%	0.435	0.793	0.943	0.386
2015	M		0.129	0.186	0.179	0.264	0.316	0.245	0.311	0.497	0.237	0.226	0.122	0.087	2.798	9.4%	0.494	0.824	1.045	0.435
2016	M		0.130	0.183	0.196	0.256	0.327	0.270	0.290	0.488	0.220	0.210	0.115	0.086	2.770	-1.0%	0.508	0.853	0.998	0.410
2017	M		0.129	0.186	0.202	0.268	0.326	0.273	0.279	0.515	0.236	0.207	0.120	0.086	2.827	2.1%	0.517	0.867	1.030	0.413

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

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Report Prepared by: DC. Date of Issue: 28/06/18

## Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2017

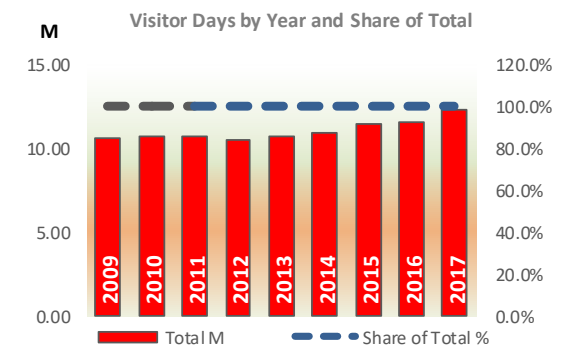
**Visitor Types:**    *Total*  
                          *Serviced Accommodation*  
                          *Non-Serviced Accommodation*  
                          *SFR*  
                          *Staying Visitor*  
                          *Day Visitor*

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			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 2009 to 2017		2.2%	6.5%	38.1%	15.4%	8.0%	18.7%	10.0%	14.2%	28.7%	15.8%	21.1%	6.6%	15.5%	Annual Change	16.5%	13.6%	17.0%	14.9%
% Change 2016 to 2017		5.5%	7.5%	0.2%	7.8%	4.9%	2.9%	5.3%	3.8%	12.3%	5.6%	3.5%	9.1%	5.7%		3.7%	4.9%	6.8%	5.8%
Average Annual Change		0.3%	0.8%	4.8%	1.9%	1.0%	2.3%	1.2%	1.8%	3.6%	2.0%	2.6%	0.8%	1.9%		2.1%	1.7%	2.1%	1.9%
2009	M	0.414	0.437	0.473	0.905	1.323	1.138	1.341	1.744	1.198	0.828	0.423	0.414	10.64		1.324	3.366	4.283	1.666
2010	M	0.295	0.412	0.451	0.885	1.271	1.366	1.372	1.798	1.345	0.777	0.407	0.347	10.73	0.8%	1.157	3.522	4.515	1.531
2011	M	0.355	0.391	0.495	0.984	1.320	1.298	1.345	1.667	1.288	0.821	0.446	0.343	10.75	0.3%	1.241	3.602	4.300	1.610
2012	M	0.361	0.390	0.526	0.929	1.223	1.257	1.301	1.655	1.243	0.801	0.454	0.349	10.49	-2.5%	1.276	3.410	4.198	1.604
2013	M	0.369	0.406	0.575	0.908	1.289	1.230	1.330	1.720	1.235	0.819	0.483	0.371	10.73	2.3%	1.350	3.427	4.285	1.672
2014	M	0.366	0.412	0.610	0.952	1.286	1.226	1.353	1.770	1.290	0.847	0.505	0.383	11.00	2.5%	1.388	3.464	4.412	1.736
2015	M	0.396	0.436	0.640	0.979	1.343	1.277	1.396	1.876	1.350	0.912	0.496	0.398	11.50	4.5%	1.472	3.599	4.622	1.806
2016	M	0.401	0.434	0.652	0.969	1.362	1.313	1.400	1.919	1.373	0.909	0.495	0.405	11.63	1.2%	1.486	3.644	4.692	1.808
2017	M	0.423	0.466	0.653	1.044	1.429	1.351	1.475	1.993	1.542	0.959	0.513	0.442	12.29	5.7%	1.542	3.824	5.010	1.914

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

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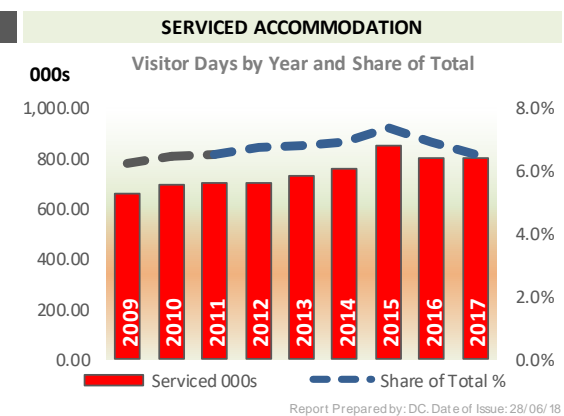
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			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 2009 to 2017		146.7%	78.4%	55.9%	-2.7%	17.9%	24.2%	12.5%	19.8%	15.7%	11.2%	9.6%	24.0%	20.8%	Annual Change	82.4%	12.9%	16.3%	13.9%
% Change 2016 to 2017		6.7%	-4.6%	-8.5%	6.7%	7.1%	0.4%	-5.2%	-6.4%	-0.4%	1.2%	0.2%	9.8%	-0.5%		-3.3%	4.4%	-4.3%	3.1%
Average Annual Change		18.3%	9.8%	7.0%	-0.3%	2.2%	3.0%	1.6%	2.5%	2.0%	1.4%	1.2%	3.0%	2.6%		10.3%	1.6%	2.0%	1.7%
2009 000s		12.3	20.9	26.7	64.4	61.9	61.9	84.2	102.9	78.8	60.5	49.7	37.5	661.5		59.8	188.2	265.8	147.6
2010 000s		20.4	33.9	33.1	55.5	55.8	60.9	83.2	118.3	88.4	62.4	53.7	28.1	693.7	4.9%	87.3	172.3	290.0	144.1
2011 000s		23.1	35.7	35.8	62.0	56.0	61.5	83.5	116.9	80.4	60.7	53.2	30.8	699.5	0.8%	94.7	179.4	280.7	144.7
2012 000s		19.2	32.8	37.1	57.2	54.3	66.2	81.7	119.7	90.4	59.8	56.7	29.3	704.5	0.7%	89.2	177.8	291.8	145.8
2013 000s		19.8	36.0	43.4	49.5	58.2	66.7	88.2	127.8	82.9	55.7	64.2	34.6	727.0	3.2%	99.2	174.5	298.8	154.4
2014 000s		20.8	34.6	40.4	56.2	60.0	64.9	92.9	127.2	100.1	62.1	63.7	35.0	758.0	4.3%	95.8	181.1	320.3	160.8
2015 000s		31.6	42.1	48.3	63.6	71.6	82.0	101.7	134.3	97.9	74.4	57.8	41.6	846.9	11.7%	122.0	217.2	334.0	173.8
2016 000s		28.4	39.1	45.4	58.8	68.1	76.6	99.9	131.7	91.5	66.4	54.3	42.3	802.6	-5.2%	112.9	203.5	323.2	163.1
2017 000s		30.3	37.3	41.6	62.7	72.9	76.9	94.7	123.2	91.1	67.2	54.4	46.5	798.9	-0.5%	109.1	212.5	309.1	168.1

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

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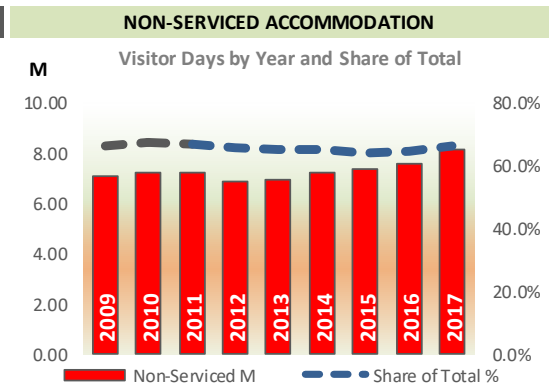


STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			NON-SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												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 2009 to 2017		-13.0%	-14.6%	20.0%	20.1%	3.6%	16.5%	12.8%	11.9%	35.8%	22.4%	30.6%	12.4%	15.1%	Annual Change	-0.2%	12.0%	19.2%	22.2%
% Change 2016 to 2017		10.9%	15.7%	-0.4%	9.6%	6.7%	3.7%	9.2%	4.4%	14.7%	8.6%	3.9%	13.7%	7.8%		6.2%	6.2%	9.1%	8.3%
Average Annual Change		-1.6%	-1.8%	2.5%	2.5%	0.4%	2.1%	1.6%	1.5%	4.5%	2.8%	3.8%	1.5%	1.9%		0.0%	1.5%	2.4%	2.8%
2009	M	0.213	0.254	0.317	0.543	0.953	0.831	0.930	1.161	0.871	0.536	0.240	0.216	7.066			0.783	2.327	2.963
2010	M	0.107	0.216	0.291	0.535	0.901	1.029	0.985	1.233	1.020	0.490	0.222	0.181	7.209	2.0%	0.614	2.465	3.238	0.892
2011	M	0.145	0.188	0.320	0.602	0.957	0.984	0.948	1.123	0.963	0.533	0.259	0.175	7.198	-0.2%	0.653	2.544	3.034	0.967
2012	M	0.152	0.184	0.334	0.582	0.878	0.922	0.886	1.083	0.905	0.527	0.263	0.190	6.906	-4.1%	0.670	2.382	2.874	0.980
2013	M	0.160	0.188	0.363	0.566	0.890	0.899	0.890	1.098	0.904	0.543	0.279	0.200	6.979	1.1%	0.711	2.354	2.892	1.022
2014	M	0.166	0.195	0.375	0.578	0.886	0.895	0.909	1.156	0.954	0.565	0.300	0.214	7.192	3.1%	0.735	2.359	3.019	1.079
2015	M	0.161	0.184	0.384	0.592	0.915	0.918	0.934	1.192	0.986	0.583	0.293	0.208	7.349	2.2%	0.729	2.425	3.112	1.083
2016	M	0.167	0.187	0.382	0.594	0.926	0.934	0.961	1.245	1.032	0.604	0.302	0.214	7.548	2.7%	0.736	2.454	3.238	1.120
2017	M	0.185	0.217	0.381	0.652	0.987	0.968	1.049	1.300	1.183	0.656	0.314	0.243	8.135	7.8%	0.782	2.607	3.533	1.213

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

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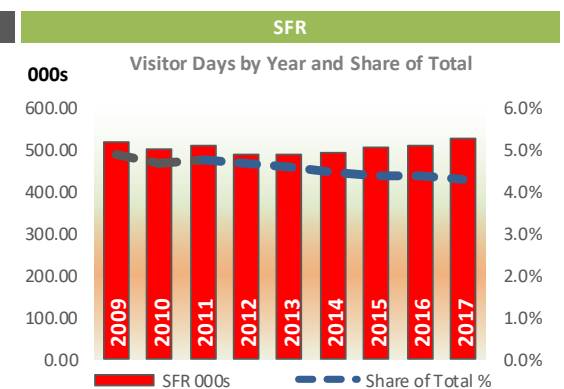


STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% 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 2009 to 2017		-2.0%	-2.2%	4.4%	2.1%	-1.4%	2.5%	1.4%	1.4%	8.4%	4.1%	7.8%	4.0%	1.9%	Annual Change	-0.7%	1.1%	2.9%	4.8%
% Change 2016 to 2017		4.1%	5.1%	0.6%	3.6%	3.2%	2.2%	3.4%	2.0%	6.2%	3.7%	2.7%	4.9%	3.6%		3.5%	3.1%	3.5%	4.2%
Average Annual Change		-0.2%	-0.3%	0.5%	0.3%	-0.2%	0.3%	0.2%	0.2%	1.0%	0.5%	1.0%	0.5%	0.2%		-0.1%	0.1%	0.4%	0.6%
2009	000s	80.9	26.3	27.3	60.6	43.1	32.4	50.9	53.9	29.5	28.3	22.8	63.3	519.3		134.6	136.1	134.2	114.4
2010	000s	66.5	25.4	26.8	60.0	42.2	34.8	51.6	55.0	31.2	27.6	22.4	59.6	503.1	-3.1%	118.7	137.0	137.8	109.6
2011	000s	72.7	24.5	27.6	62.2	43.2	34.3	51.2	53.7	30.5	28.3	23.3	59.6	511.2	1.6%	124.8	139.7	135.4	111.3
2012	000s	70.2	23.0	27.0	59.4	40.5	32.4	48.4	51.3	28.9	27.1	22.6	58.3	489.1	-4.3%	120.1	132.2	128.6	108.1
2013	000s	71.1	23.4	27.6	58.4	40.4	31.9	48.4	51.4	28.6	27.1	23.1	59.2	490.6	0.3%	122.1	130.7	128.4	109.3
2014	000s	70.9	23.2	27.6	58.4	40.1	31.6	48.5	51.9	29.1	27.5	23.2	59.4	491.3	0.1%	121.7	130.2	129.5	110.0
2015	000s	75.0	24.3	28.3	59.5	40.9	32.3	49.3	52.7	29.6	28.1	23.7	61.7	505.3	2.9%	127.6	132.7	131.6	113.4
2016	000s	76.2	24.5	28.3	59.7	41.2	32.5	49.9	53.6	30.1	28.4	24.0	62.7	511.0	1.1%	129.0	133.4	133.5	115.0
2017	000s	79.3	25.8	28.5	61.8	42.5	33.2	51.6	54.6	32.0	29.4	24.6	65.8	529.1	3.6%	133.6	137.6	138.2	119.8

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

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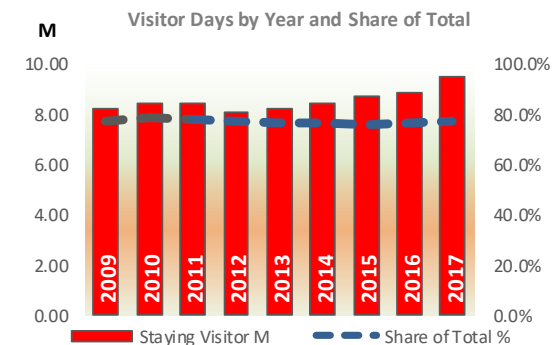
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL												2009 to 2017			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 2009 to 2017			-3.7%	-7.0%	21.5%	16.2%	4.2%	16.5%	12.3%	12.1%	33.3%	20.5%	25.6%	12.1%	14.8%	Annual Change	4.8%	11.5%	18.3%	19.6%
% Change 2016 to 2017			8.6%	11.5%	-1.2%	8.9%	6.6%	3.4%	7.7%	3.3%	13.3%	7.7%	3.3%	11.5%	6.8%		4.8%	6.0%	7.7%	7.4%
Average Annual Change			-0.5%	-0.9%	2.7%	2.0%	0.5%	2.1%	1.5%	1.5%	4.2%	2.6%	3.2%	1.5%	1.8%		0.6%	1.4%	2.3%	2.5%
2009	M		0.306	0.301	0.371	0.668	1.058	0.925	1.065	1.318	0.980	0.625	0.313	0.317	8.247			0.978	2.652	3.363
2010	M		0.193	0.276	0.351	0.650	0.999	1.125	1.120	1.406	1.140	0.580	0.298	0.269	8.406	1.9%	0.820	2.774	3.665	1.146
2011	M		0.241	0.248	0.384	0.727	1.056	1.080	1.083	1.294	1.074	0.622	0.335	0.266	8.409	0.0%	0.872	2.863	3.450	1.223
2012	M		0.241	0.240	0.398	0.699	0.973	1.020	1.017	1.253	1.024	0.614	0.342	0.278	8.099	-3.7%	0.879	2.692	3.294	1.234
2013	M		0.251	0.247	0.434	0.673	0.988	0.998	1.027	1.277	1.016	0.626	0.366	0.293	8.197	1.2%	0.932	2.659	3.320	1.286
2014	M		0.257	0.253	0.443	0.692	0.986	0.992	1.051	1.335	1.083	0.655	0.386	0.308	8.442	3.0%	0.953	2.670	3.469	1.350
2015	M		0.267	0.250	0.461	0.715	1.027	1.032	1.085	1.379	1.113	0.686	0.374	0.311	8.701	3.1%	0.978	2.775	3.577	1.371
2016	M		0.271	0.251	0.456	0.713	1.035	1.043	1.111	1.431	1.153	0.699	0.380	0.319	8.862	1.8%	0.978	2.791	3.694	1.398
2017	M		0.295	0.280	0.451	0.776	1.103	1.078	1.196	1.478	1.306	0.753	0.393	0.356	9.463	6.8%	1.025	2.957	3.980	1.501

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

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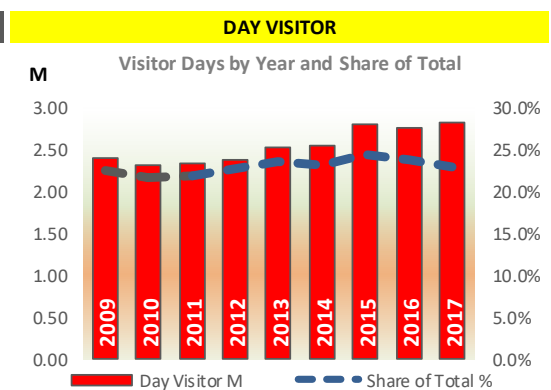
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			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 2009 to 2017			19.0%	36.4%	98.7%	13.1%	23.3%	28.2%	1.2%	20.8%	8.1%	1.5%	8.4%	-11.2%	18.2%	Annual Change	49.3%	21.4%	11.9%	0.4%
% Change 2016 to 2017			-0.9%	1.9%	3.3%	4.8%	-0.4%	1.0%	-3.6%	5.4%	7.4%	-1.5%	4.4%	0.5%	2.1%		1.7%	1.6%	3.2%	0.6%
Average Annual Change			2.4%	4.6%	12.3%	1.6%	2.9%	3.5%	0.1%	2.6%	1.0%	0.2%	1.1%	-1.4%	2.3%		6.2%	2.7%	1.5%	0.0%
2009	M		0.108	0.137	0.102	0.237	0.264	0.213	0.276	0.426	0.218	0.204	0.111	0.097	2.392		0.346	0.714	0.921	0.411
2010	M		0.101	0.136	0.100	0.235	0.272	0.241	0.253	0.392	0.205	0.198	0.109	0.078	2.319	-3.1%	0.337	0.748	0.849	0.385
2011	M		0.114	0.143	0.111	0.257	0.264	0.218	0.262	0.374	0.214	0.199	0.111	0.077	2.345	1.1%	0.368	0.739	0.850	0.387
2012	M		0.120	0.150	0.128	0.230	0.250	0.237	0.284	0.401	0.219	0.187	0.112	0.071	2.389	1.9%	0.397	0.717	0.904	0.370
2013	M		0.118	0.159	0.141	0.234	0.301	0.233	0.303	0.443	0.219	0.193	0.116	0.077	2.537	6.2%	0.418	0.768	0.965	0.386
2014	M		0.108	0.160	0.167	0.260	0.299	0.234	0.302	0.435	0.206	0.192	0.118	0.075	2.558	0.8%	0.435	0.793	0.943	0.386
2015	M		0.129	0.186	0.179	0.264	0.316	0.245	0.311	0.497	0.237	0.226	0.122	0.087	2.798	9.4%	0.494	0.824	1.045	0.435
2016	M		0.130	0.183	0.196	0.256	0.327	0.270	0.290	0.488	0.220	0.210	0.115	0.086	2.770	-1.0%	0.508	0.853	0.998	0.410
2017	M		0.129	0.186	0.202	0.268	0.326	0.273	0.279	0.515	0.236	0.207	0.120	0.086	2.827	2.1%	0.517	0.867	1.030	0.413

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

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Report Prepared by: DC. Date of Issue: 28/06/18

## Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2017

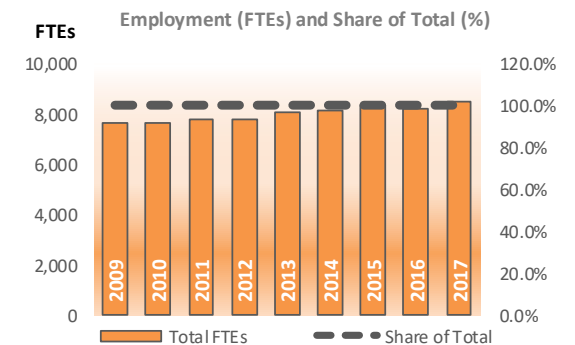
**Visitor Types:**    *Total*  
                          *Serviced Accommodation*  
                          *Non-Serviced Accommodation*  
                          *SFR*  
                          *Staying Visitor*  
                          *Day Visitor*

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			TOTAL		TOTAL EMPLOYMENT				
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 2009 to 2017		0.7%	2.6%	20.4%	10.5%	7.3%	15.3%	9.4%	11.6%	25.5%	11.4%	10.1%	2.9%	11.6%	Annual Change	8.4%	10.9%	14.9%	8.7%	
% Change 2016 to 2017		2.9%	3.6%	-0.6%	5.7%	4.2%	2.4%	4.4%	3.1%	9.7%	3.9%	1.5%	4.9%	4.1%		1.7%	4.0%	5.5%	3.5%	
Average Annual Change		0.1%	0.3%	2.5%	1.3%	0.9%	1.9%	1.2%	1.5%	3.2%	1.4%	1.3%	0.4%	1.4%		1.0%	1.4%	1.9%	1.1%	
2009	FTEs	4,527	4,639	5,066	7,791	10,280	9,203	10,773	13,213	9,621	7,284	4,764	4,649	7,651	-0.1%	4,744	9,091	11,202	5,566	
2010	FTEs	3,843	4,522	4,931	7,546	9,842	10,433	10,868	13,498	10,447	6,936	4,650	4,192	7,642		4,432	9,274	11,604	5,259	
2011	FTEs	4,236	4,446	5,255	8,249	10,292	10,226	10,849	12,897	10,230	7,282	4,942	4,232	7,761		4,646	9,589	11,325	5,485	
2012	FTEs	4,348	4,523	5,551	8,089	9,909	10,181	10,776	13,083	10,204	7,318	5,106	4,358	7,787		4,807	9,393	11,354	5,594	
2013	FTEs	4,457	4,690	5,953	8,057	10,486	10,210	11,171	13,751	10,313	7,531	5,387	4,566	8,048		3.3%	5,033	9,584	11,745	5,828
2014	FTEs	4,444	4,716	6,124	8,310	10,419	10,125	11,267	13,782	10,950	7,703	5,514	4,648	8,167		1.5%	5,095	9,618	12,000	5,955
2015	FTEs	4,607	4,806	6,274	8,423	10,703	10,406	11,449	14,264	11,087	8,050	5,362	4,695	8,344		2.2%	5,229	9,844	12,267	6,036
2016	FTEs	4,434	4,595	6,132	8,146	10,580	10,366	11,286	14,304	11,002	7,812	5,166	4,560	8,198		-1.7%	5,053	9,697	12,197	5,846
2017	FTEs	4,561	4,761	6,098	8,609	11,026	10,610	11,783	14,747	12,070	8,118	5,245	4,784	8,534		4.1%	5,140	10,082	12,867	6,049

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

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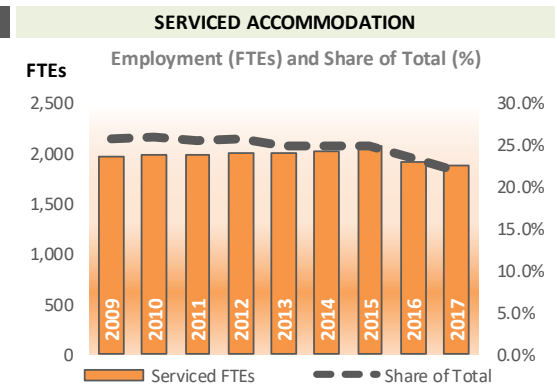
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												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 2009 to 2017		-3.0%	-3.3%	-3.7%	-9.5%	-4.4%	-2.9%	-4.0%	-0.1%	-3.5%	-6.2%	-7.4%	-6.4%	-4.5%	Annual Change	-3.4%	-5.6%	-2.5%	-6.7%
% Change 2016 to 2017		-1.4%	-3.0%	-3.8%	-0.2%	0.1%	-1.7%	-3.5%	-4.2%	-1.8%	-1.6%	-2.0%	-0.3%	-2.0%		-2.8%	-0.6%	-3.2%	-1.3%
Average Annual Change		-0.4%	-0.4%	-0.5%	-1.2%	-0.5%	-0.4%	-0.5%	0.0%	-0.4%	-0.8%	-0.9%	-0.8%	-0.6%		-0.4%	-0.7%	-0.3%	-0.8%
2009	FTEs	1,626	1,693	1,747	2,043	2,021	2,023	2,196	2,343	2,151	2,003	1,903	1,800	1,962			1,689	2,029	2,230
2010	FTEs	1,692	1,795	1,790	1,958	1,965	2,006	2,180	2,454	2,211	2,008	1,924	1,720	1,975	0.7%	1,759	1,976	2,282	1,884
2011	FTEs	1,703	1,800	1,809	2,009	1,967	2,017	2,192	2,456	2,159	2,002	1,926	1,745	1,982	0.3%	1,771	1,998	2,269	1,891
2012	FTEs	1,680	1,786	1,830	1,985	1,966	2,063	2,188	2,496	2,250	2,002	1,960	1,736	1,995	0.7%	1,765	2,005	2,311	1,899
2013	FTEs	1,676	1,806	1,876	1,920	1,996	2,068	2,245	2,574	2,193	1,967	2,020	1,771	2,009	0.7%	1,786	1,995	2,337	1,919
2014	FTEs	1,681	1,790	1,845	1,968	2,003	2,045	2,273	2,557	2,324	2,012	2,009	1,770	2,023	0.7%	1,772	2,005	2,385	1,930
2015	FTEs	1,763	1,845	1,904	2,022	2,089	2,174	2,333	2,599	2,297	2,104	1,955	1,818	2,075	2.6%	1,837	2,095	2,409	1,959
2016	FTEs	1,600	1,687	1,750	1,853	1,929	1,998	2,184	2,444	2,113	1,909	1,797	1,689	1,913	-7.8%	1,679	1,927	2,247	1,798
2017	FTEs	1,577	1,637	1,683	1,849	1,932	1,965	2,108	2,341	2,075	1,879	1,762	1,685	1,874	-2.0%	1,632	1,915	2,175	1,775

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

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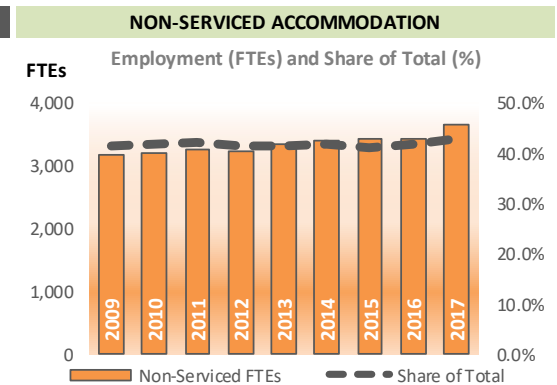


STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			NON-SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2009 to 2017		-4.7%	-6.9%	17.7%	18.0%	6.4%	18.0%	13.7%	13.8%	34.7%	20.6%	23.2%	11.2%	15.6%	Annual Change	3.7%	13.4%	20.0%	19.0%
% Change 2016 to 2017		6.7%	9.6%	-0.2%	7.6%	6.0%	3.5%	8.1%	4.3%	12.9%	6.8%	2.7%	8.6%	6.5%		4.2%	5.4%	8.2%	6.0%
Average Annual Change		-0.6%	-0.9%	2.2%	2.2%	0.8%	2.3%	1.7%	1.7%	4.3%	2.6%	2.9%	1.4%	2.0%		0.5%	1.7%	2.5%	2.4%
2009	FTEs	1,369	1,534	1,982	3,024	4,866	4,317	4,751	5,755	4,476	2,946	1,565	1,421	3,167		1,628	4,069	4,994	1,978
2010	FTEs	944	1,379	1,866	2,948	4,607	5,134	4,901	5,990	5,085	2,738	1,485	1,274	3,196	0.9%	1,396	4,230	5,325	1,832
2011	FTEs	1,120	1,296	2,031	3,296	4,960	5,078	4,854	5,645	4,956	2,978	1,677	1,276	3,264	2.1%	1,482	4,445	5,151	1,977
2012	FTEs	1,203	1,339	2,148	3,286	4,711	4,903	4,687	5,586	4,807	3,021	1,748	1,396	3,236	-0.8%	1,564	4,300	5,027	2,055
2013	FTEs	1,262	1,381	2,313	3,277	4,861	4,904	4,818	5,792	4,912	3,158	1,854	1,464	3,333	3.0%	1,652	4,347	5,174	2,158
2014	FTEs	1,302	1,431	2,384	3,339	4,830	4,870	4,885	6,024	5,120	3,250	1,961	1,544	3,412	2.4%	1,705	4,346	5,343	2,252
2015	FTEs	1,241	1,335	2,395	3,364	4,907	4,922	4,942	6,118	5,205	3,293	1,885	1,474	3,423	0.3%	1,657	4,398	5,422	2,217
2016	FTEs	1,223	1,303	2,336	3,317	4,885	4,924	4,993	6,278	5,339	3,325	1,878	1,456	3,438	0.4%	1,621	4,375	5,537	2,219
2017	FTEs	1,305	1,428	2,333	3,569	5,177	5,095	5,400	6,548	6,029	3,552	1,928	1,581	3,662	6.5%	1,688	4,614	5,992	2,354

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

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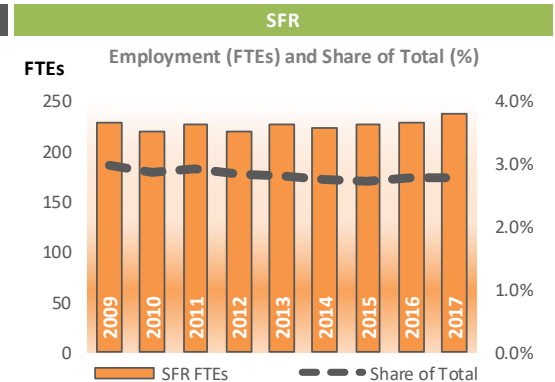


STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			SFR	DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																		
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE 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							
% Change 2009 to 2017	0.0%	-0.2%	6.5%	4.2%	0.6%	4.6%	3.5%	3.5%	10.6%	6.2%	10.1%	6.1%	4.0%	Annual Change	1.3%	3.1%	5.1%	6.9%	
% Change 2016 to 2017	4.9%	5.8%	1.3%	4.3%	3.9%	2.9%	4.1%	2.7%	6.9%	4.4%	3.4%	5.7%	4.3%		4.2%	3.9%	4.2%	4.9%	
Average Annual Change	0.0%	0.0%	0.8%	0.5%	0.1%	0.6%	0.4%	0.4%	1.3%	0.8%	1.3%	0.8%	0.5%		0.2%	0.4%	0.6%	0.9%	
2009 FTEs	427	139	144	320	228	171	269	285	156	149	120	334	229		237	240	236	201	
2010 FTEs	347	133	140	313	220	181	269	287	163	144	117	311	219	-4.3%	207	238	240	191	
2011 FTEs	386	130	147	330	229	182	272	285	162	150	124	316	226	3.3%	221	247	240	197	
2012 FTEs	379	124	146	321	219	175	262	277	156	147	122	315	220	-2.6%	216	238	232	195	
2013 FTEs	394	130	153	323	224	177	268	285	158	150	128	328	226	2.8%	225	241	237	202	
2014 FTEs	388	127	151	319	219	173	265	283	159	150	127	325	224	-1.2%	222	237	236	200	
2015 FTEs	405	131	153	321	221	174	266	285	160	152	128	333	227	1.5%	229	239	237	204	
2016 FTEs	408	131	152	320	221	174	267	287	161	152	128	336	228	0.3%	230	238	238	205	
2017 FTEs	428	139	154	333	229	179	278	295	172	159	133	355	238	4.3%	240	247	248	215	

EMPLOYMENT									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017
SFR FTEs	229	219	226	220	226	224	227	228	238
Total Employment FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344	8,198	8,534
Share of Total %	3.0%	2.9%	2.9%	2.8%	2.8%	2.7%	2.7%	2.8%	2.8%
Annual Change in Share %		-4.2%	1.7%	-2.9%	-0.5%	-2.6%	-0.6%	2.1%	0.2%
Change in Share from 2009 %		-4.2%	-2.5%	-5.4%	-5.8%	-8.3%	-8.9%	-6.9%	-6.8%
Avg Ann. Change in Share %		-4.2%	-1.3%	-1.8%	-1.5%	-1.7%	-1.5%	-1.0%	-0.8%

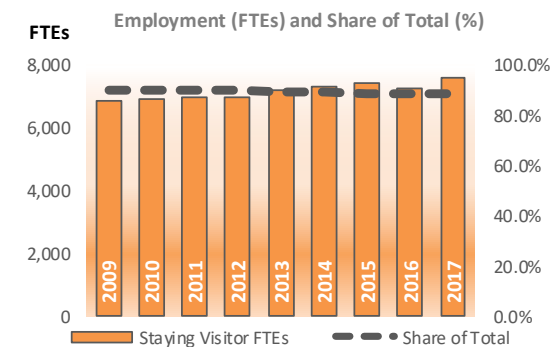
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STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			STAYING VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											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 2009 to 2017		-3.3%	-4.8%	7.6%	6.7%	3.1%	11.2%	7.9%	9.6%	22.0%	9.6%	6.5%	1.8%	7.8%	Annual Change	0.2%	6.9%	12.8%	6.5%	
% Change 2016 to 2017		2.4%	2.6%	-1.6%	4.8%	4.3%	2.0%	4.6%	1.9%	8.7%	3.8%	0.5%	4.0%	3.5%		0.9%	3.6%	4.9%	2.9%	
Average Annual Change		-0.4%	-0.6%	1.0%	0.8%	0.4%	1.4%	1.0%	1.2%	2.8%	1.2%	0.8%	0.2%	1.0%		0.0%	0.9%	1.6%	0.8%	
2009	FTEs	3,423	3,367	3,873	5,388	7,115	6,511	7,215	8,383	6,783	5,099	3,588	3,556	5,358	0.6%	3,554	6,338	7,460	4,081	
2010	FTEs	2,983	3,307	3,796	5,219	6,792	7,322	7,351	8,730	7,458	4,890	3,526	3,305	5,390		3,362	6,444	7,847	3,907	
2011	FTEs	3,209	3,225	3,987	5,636	7,156	7,277	7,317	8,386	7,277	5,130	3,726	3,337	5,472	1.5%	3,474	6,690	7,660	4,064	
2012	FTEs	3,262	3,250	4,124	5,591	6,896	7,141	7,137	8,359	7,213	5,169	3,829	3,447	5,452	-0.4%	3,545	6,543	7,570	4,148	
2013	FTEs	3,332	3,316	4,342	5,520	7,081	7,149	7,331	8,651	7,263	5,275	4,001	3,562	5,569	2.2%	3,663	6,583	7,748	4,280	
2014	FTEs	3,371	3,347	4,379	5,626	7,052	7,088	7,424	8,865	7,603	5,413	4,096	3,638	5,659	1.6%	3,699	6,589	7,964	4,382	
2015	FTEs	3,409	3,312	4,452	5,708	7,217	7,270	7,541	9,002	7,661	5,549	3,967	3,625	5,726	1.2%	3,724	6,732	8,068	4,380	
2016	FTEs	3,230	3,121	4,238	5,489	7,035	7,096	7,444	9,008	7,612	5,386	3,803	3,481	5,579	-2.6%	3,530	6,540	8,022	4,223	
2017	FTEs	3,309	3,204	4,169	5,751	7,339	7,239	7,786	9,184	8,276	5,589	3,822	3,621	5,774	3.5%	3,561	6,776	8,415	4,344	

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



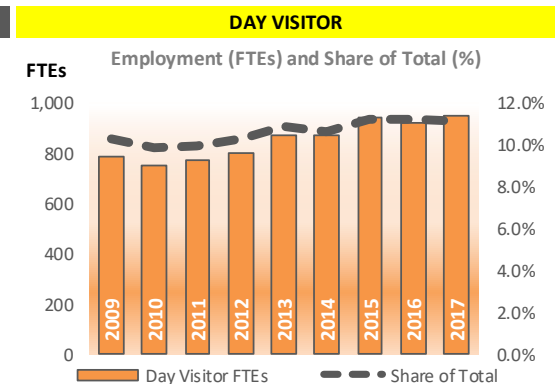
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STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017			DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC				
% Change 2009 to 2017		21.5%	39.2%	102.8%	15.5%	25.9%	30.9%	3.3%	23.3%	10.3%	3.6%	10.6%	-9.4%	20.6%	Annual Change	52.4%	23.9%	14.2%	2.4%
% Change 2016 to 2017		-0.2%	2.6%	4.1%	5.5%	0.3%	1.7%	-2.9%	6.1%	8.1%	-0.8%	5.1%	1.2%	2.8%		2.4%	2.3%	3.9%	1.3%
Average Annual Change		2.7%	4.9%	12.9%	1.9%	3.2%	3.9%	0.4%	2.9%	1.3%	0.4%	1.3%	-1.2%	2.6%		6.5%	3.0%	1.8%	0.3%
2009	FTEs	426	539	402	934	1,043	840	1,089	1,681	862	803	437	383	786		455	939	1,210	541
2010	FTEs	396	530	389	915	1,060	941	984	1,529	798	771	423	306	753	-4.2%	438	972	1,104	500
2011	FTEs	452	568	440	1,020	1,045	865	1,039	1,481	849	788	440	307	774	2.8%	486	977	1,123	511
2012	FTEs	484	604	515	929	1,008	956	1,146	1,618	882	756	452	286	803	3.7%	534	964	1,216	498
2013	FTEs	488	656	583	969	1,246	962	1,253	1,832	906	798	481	319	874	8.9%	576	1,059	1,330	533
2014	FTEs	442	651	683	1,059	1,221	956	1,233	1,774	842	785	483	308	870	-0.5%	592	1,079	1,283	525
2015	FTEs	521	748	722	1,064	1,272	986	1,254	2,002	956	910	493	350	940	8.0%	664	1,107	1,404	584
2016	FTEs	519	731	783	1,022	1,309	1,080	1,158	1,952	879	839	460	343	923	-1.8%	678	1,137	1,330	547
2017	FTEs	518	750	815	1,079	1,313	1,099	1,124	2,072	951	832	484	347	948	2.8%	694	1,164	1,382	554

EMPLOYMENT									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017
Day Visitor FTEs	786	753	774	803	874	870	940	923	948
Total Employment FTEs	7,651	7,642	7,761	7,787	8,048	8,167	8,344	8,198	8,534
Share of Total %	10.3%	9.9%	10.0%	10.3%	10.9%	10.7%	11.3%	11.3%	11.1%
Annual Change in Share %		-4.1%	1.2%	3.4%	5.4%	-2.0%	5.7%	0.0%	-1.3%
Change in Share from 2009 %		-4.1%	-2.9%	0.3%	5.7%	3.6%	9.6%	9.5%	8.1%
Avg Ann. Change in Share %		-4.1%	-1.5%	0.1%	1.4%	0.7%	1.6%	1.4%	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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Report Prepared by: DC. Date of Issue: 28/06/18

**STEAM FINAL TREND REPORT FOR 2009-2017**  
**EAST LINDSEY DISTRICT COUNCIL**

SERVICED ACCOMMODATION 2017	2017		Change on 2016		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	329	5,777	-12	-122	-29	-412
+50 Room	3	334	0	0	0	+2
11-50 Room	62	2,411	-1	-27	-17	-493
<10 Room	264	3,032	-11	-95	-12	+79

NON-SERVICED ACCOMMODATION 2017	2017		Change on 2016		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	485	53,194	-4	-863	+38	+1,500
Self catering	310	13,535	+0	0	+20	-44
Static caravans/chalets	0	20,507	0	-518	0	+535
Touring caravans/camping	175	19,152	-4	-345	+19	+1,026
Youth Hostels	0	0	0	0	-1	-17

DISTRIBUTION BY TYPE OF ACCOMMODATION 2017	2017		Change on 2016		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	814	58,971	-16	-985	+9	+1,088
Serviced Accommodation Share of Total	40%	10%				
Non-Serviced Accommodation Share of Total	60%	90%				

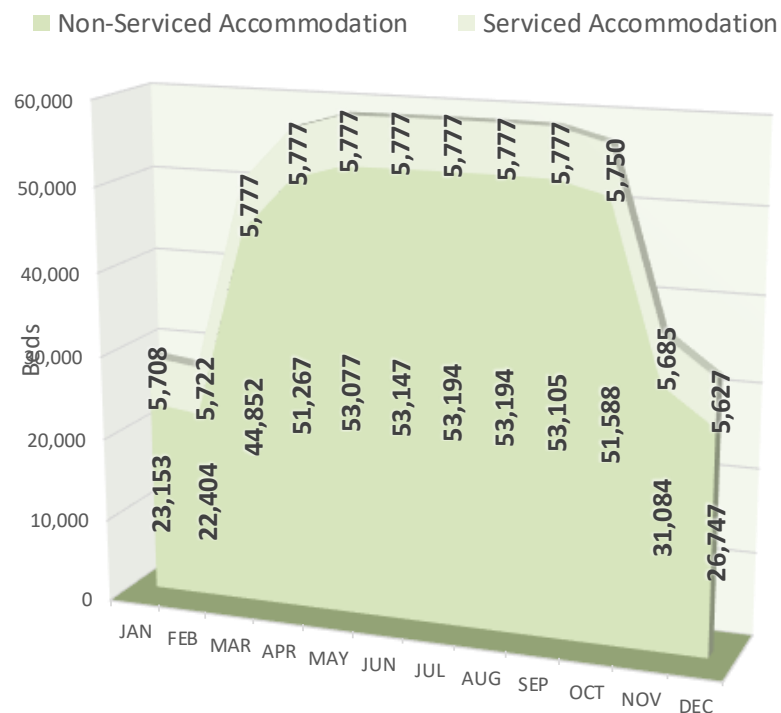
SEASONAL AVAILABILITY OF BED SUPPLY 2017	2017											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	28,861	28,125	50,629	57,044	58,854	58,924	58,971	58,971	58,882	57,339	36,769	32,374
Serviced Accommodation	5,708	5,722	5,777	5,777	5,777	5,777	5,777	5,777	5,777	5,750	5,685	5,627
Non-Serviced Accommodation	23,153	22,404	44,852	51,267	53,077	53,147	53,194	53,194	53,105	51,588	31,084	26,747

2017

STAYING VISITORS

ACCOMMODATION SUPPLY  
DISTRIBUTION BY TYPE

**SEASONAL AVAILABILITY OF BED SUPPLY**  
**2017**



## Report Sections With Historic Financial Data Indexed to 2017 Prices

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

### **Indexation:** *Indexation to: 2017*

<b>2009</b>	<i>1.26</i>
<b>2010</b>	<i>1.22</i>
<b>2011</b>	<i>1.16</i>
<b>2012</b>	<i>1.12</i>
<b>2013</b>	<i>1.08</i>
<b>2014</b>	<i>1.05</i>
<b>2015</b>	<i>1.04</i>
<b>2016</b>	<i>1.03</i>
<b>2017</b>	<i>1.00</i>

**STEAM FINAL TREND REPORT FOR 2009-2017**  
**EAST LINDSEY DISTRICT COUNCIL**

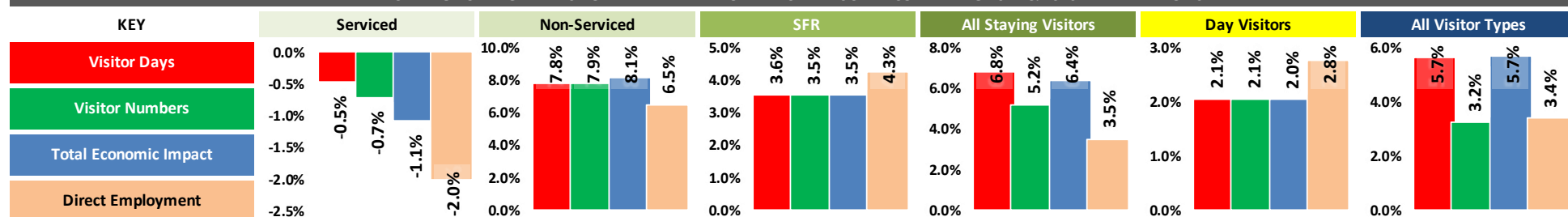
Comparing 2017 and 2016  
 2016 in 2017 prices (1.026)

**COMPARATIVE HEADLINES**

**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2017 & 2016 - INDEXED TO 2017**

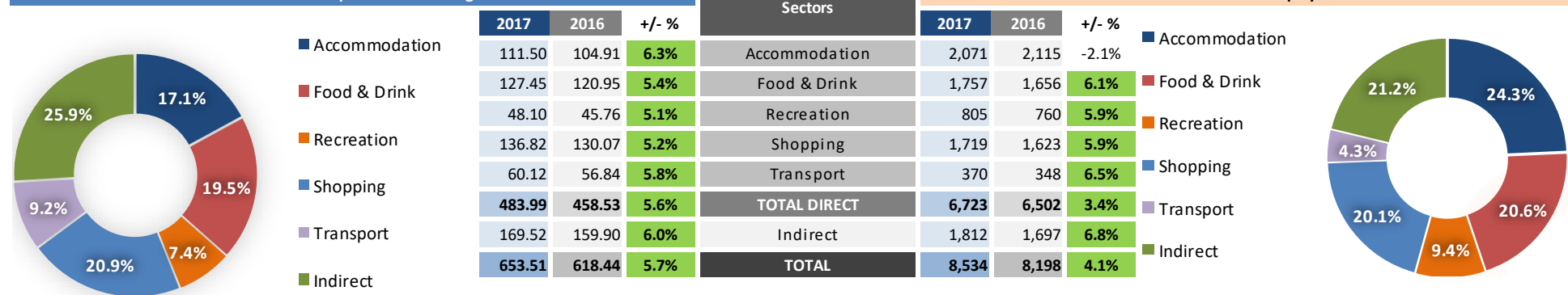
KEY											Day Visitors			All Visitor Types		
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors					
Less than 3% change		Serviced			Non-Serviced											
A Fall of 3% or more		2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %
Visitor Days	M	0.799	0.803	-0.5%	8.135	7.548	7.8%	0.529	0.511	3.6%	9.463	8.862	6.8%	2.827	2.770	2.1%
Visitor Numbers	M	0.410	0.413	-0.7%	1.131	1.049	7.9%	0.223	0.215	3.5%	1.764	1.677	5.2%	2.827	2.770	2.1%
Direct Expenditure	£M															
Economic Impact	£M	84.73	85.66	-1.1%	440.11	407.05	8.1%	25.49	24.62	3.5%	550.34	517.33	6.4%	103.17	101.11	2.0%
Direct Employment	FTEs	1,874	1,913	-2.0%	3,662	3,438	6.5%	238	228	4.3%	5,774	5,579	3.5%	948	923	2.8%
Total Employment	FTEs															

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2017 & 2016 - INDEXED TO 2017**

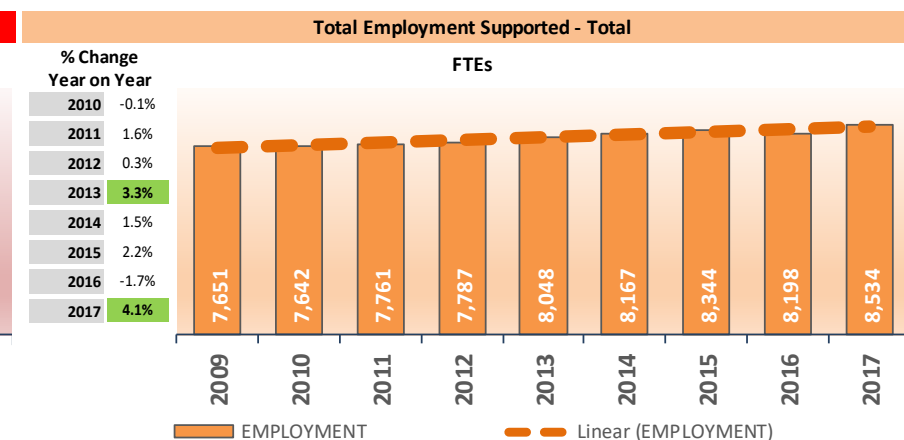
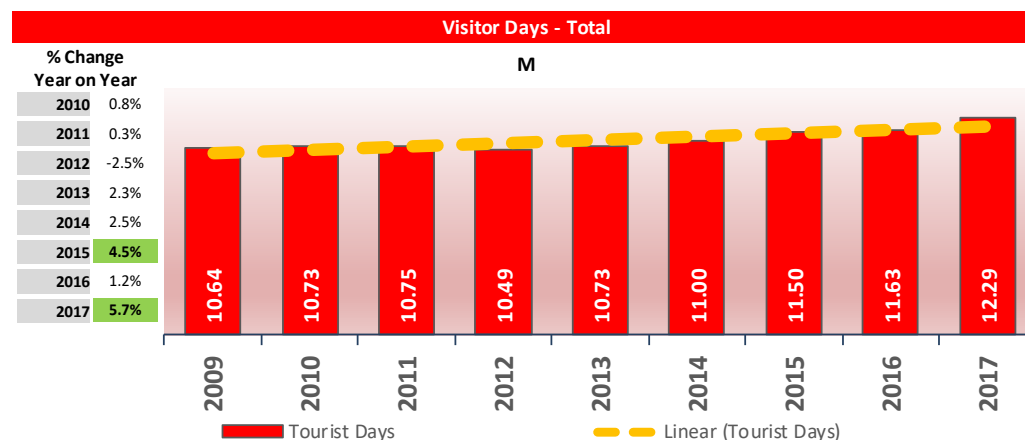
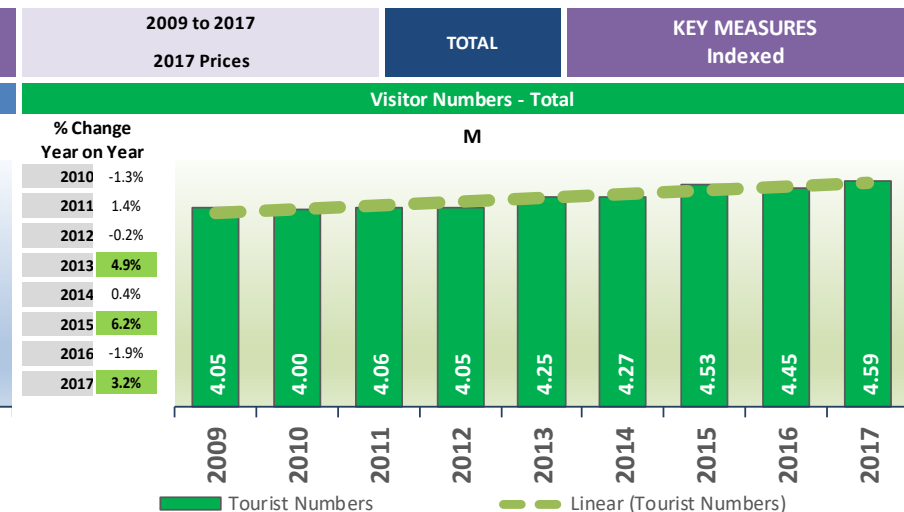
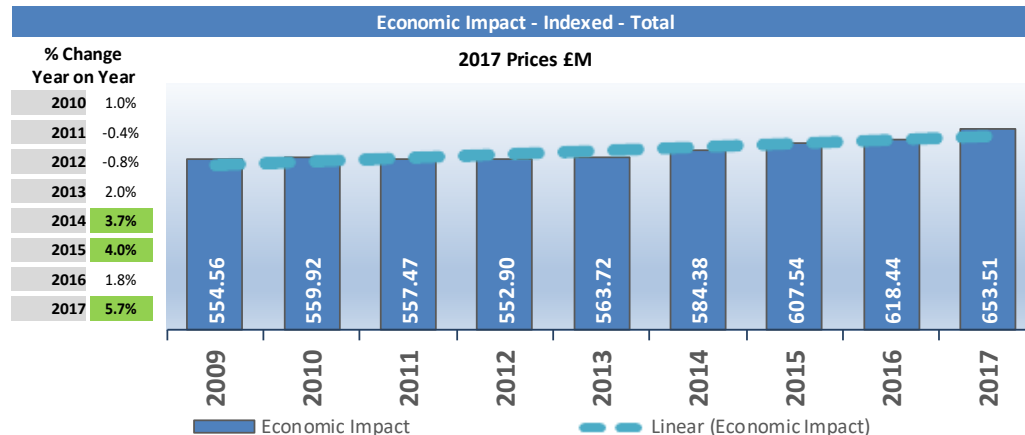


**Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2017**

**Sectoral Distribution of Employment - FTEs**



STEAM FINAL TREND REPORT FOR 2009-2017  
EAST LINDSEY DISTRICT COUNCIL



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

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2009-2017**  
**EAST LINDSEY DISTRICT COUNCIL**

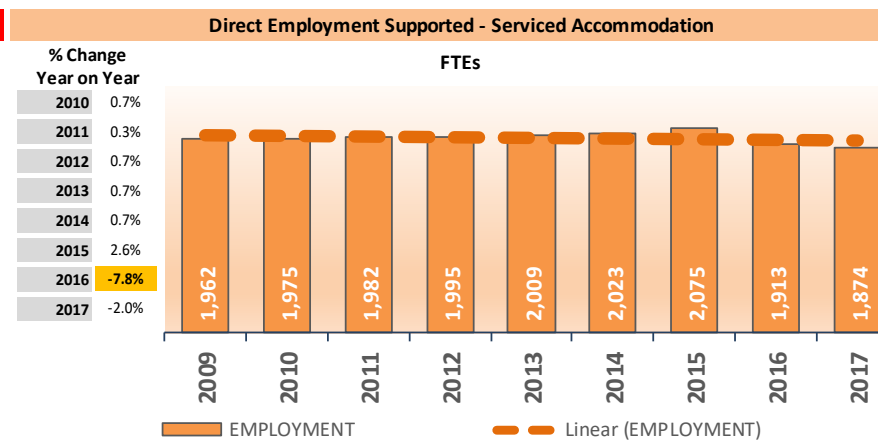
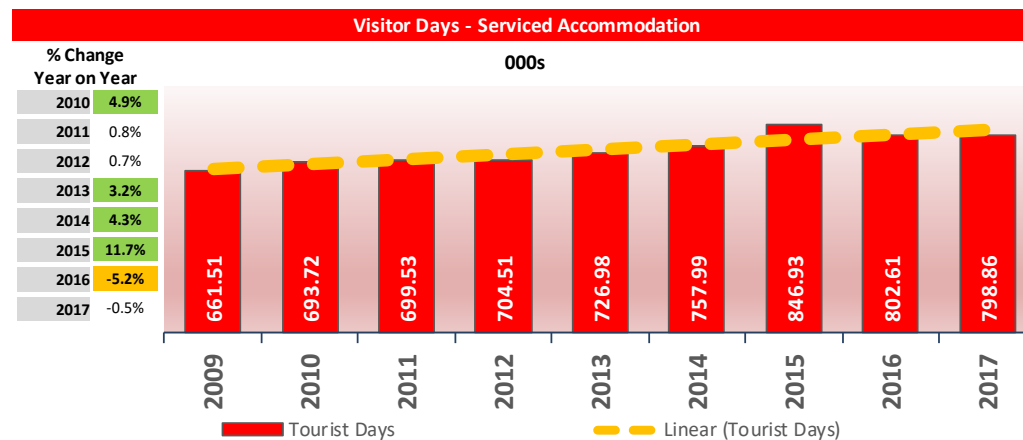
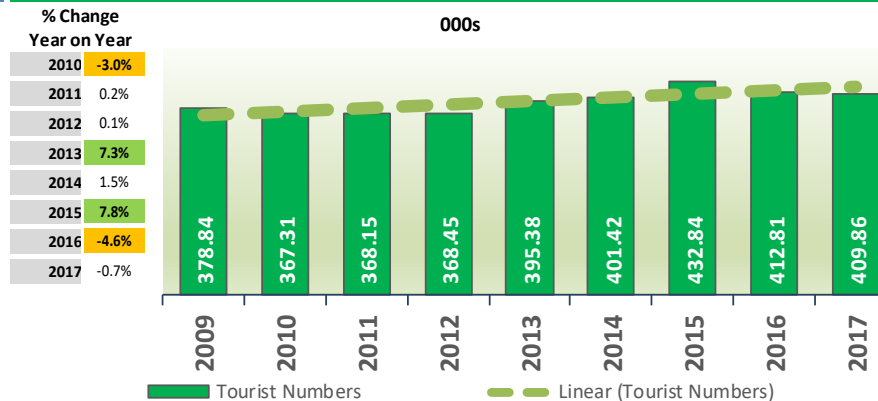
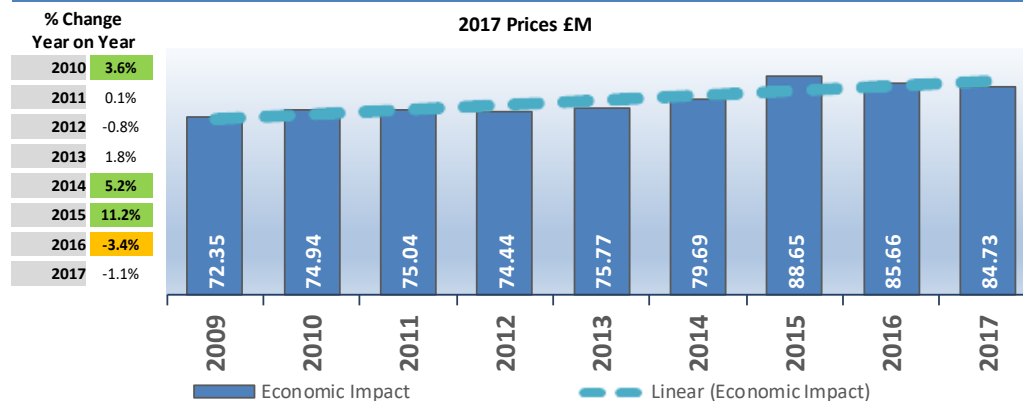
2009 to 2017  
 2017 Prices

SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Indexed

**Economic Impact - Indexed - Serviced Accommodation**

**Visitor Numbers - Serviced Accommodation**



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

"Linear" = Linear Trendline



STEAM FINAL TREND REPORT FOR 2009-2017  
EAST LINDSEY DISTRICT COUNCIL

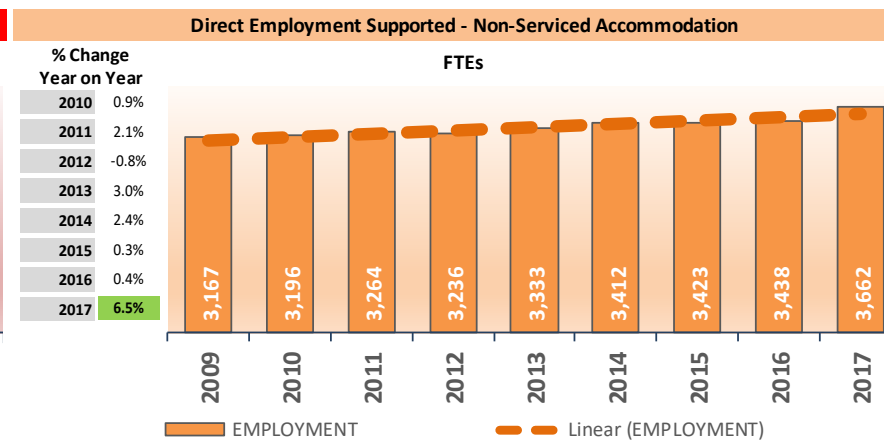
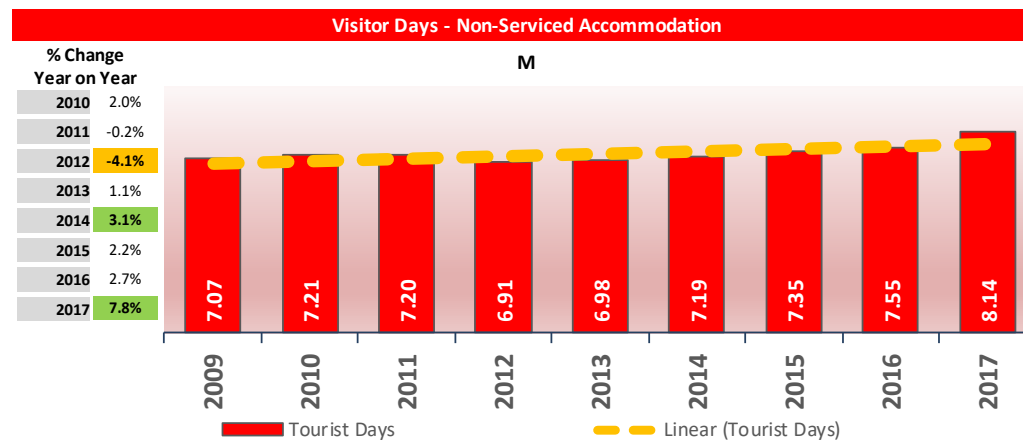
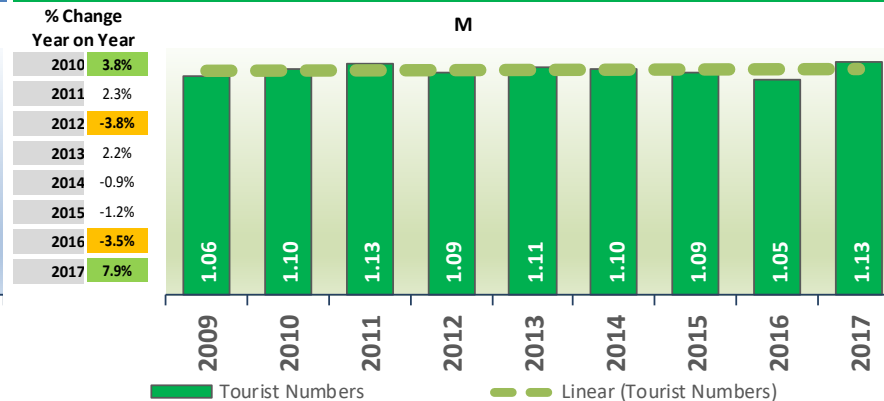
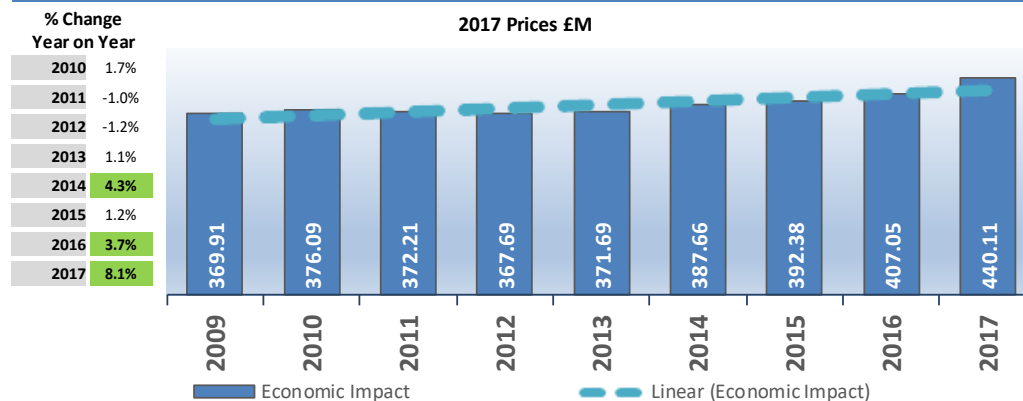
2009 to 2017  
2017 Prices

NON-SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



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

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2017  
EAST LINDSEY DISTRICT COUNCIL

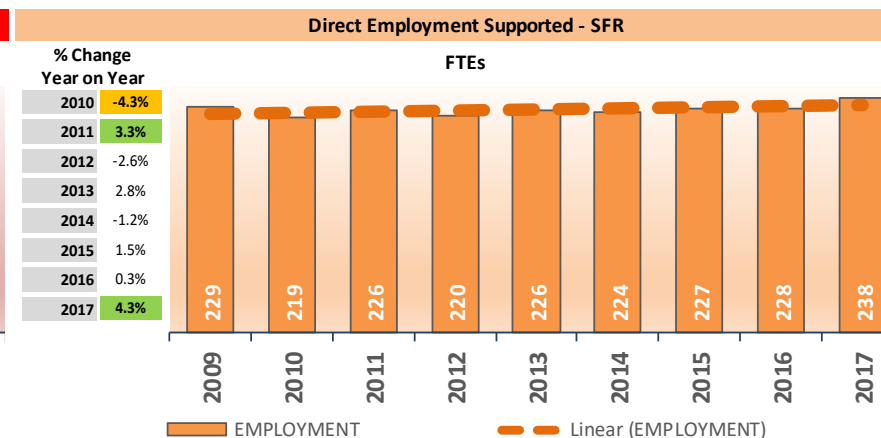
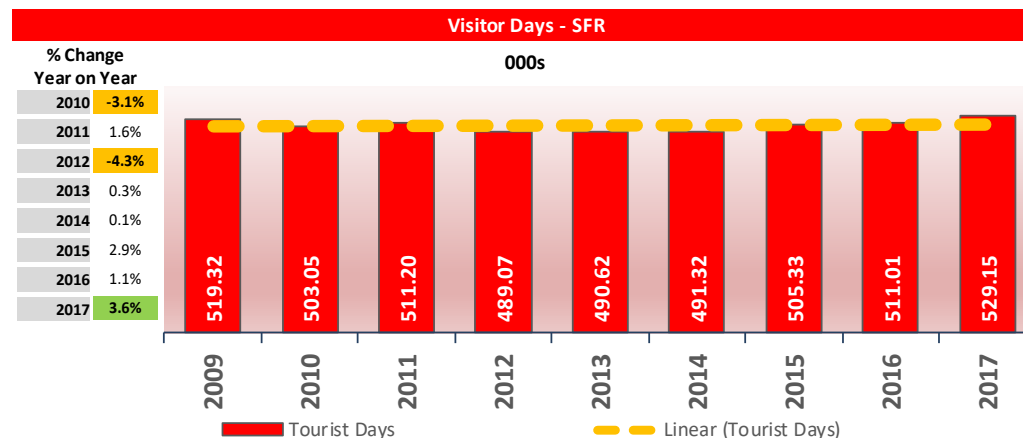
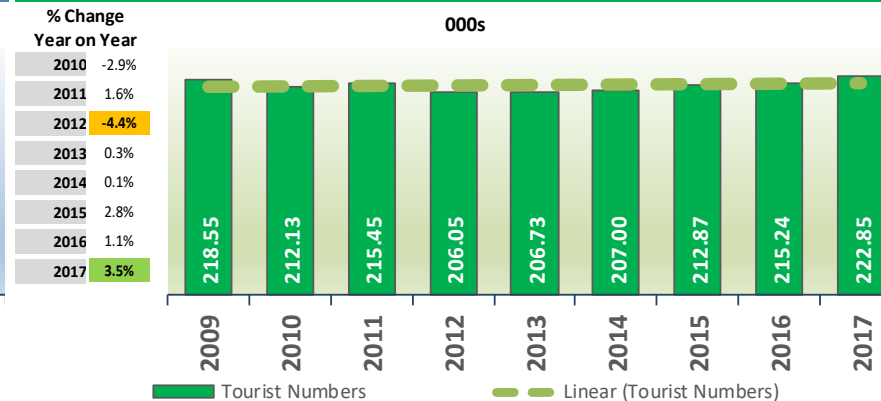
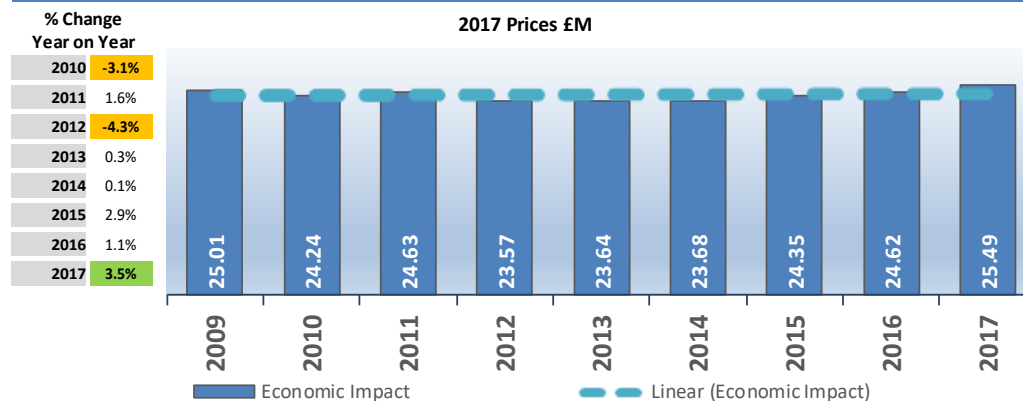
2009 to 2017  
2017 Prices

SFR

KEY MEASURES  
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



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

"Linear" = Linear Trendline

**STEAM FINAL TREND REPORT FOR 2009-2017**  
**EAST LINDSEY DISTRICT COUNCIL**

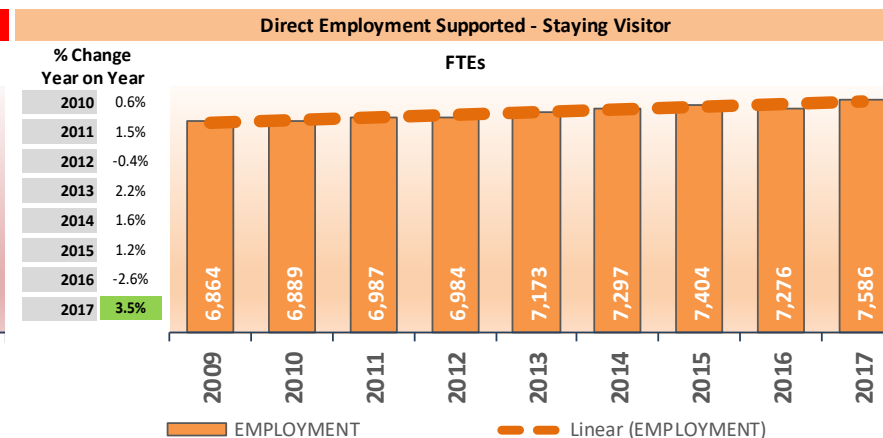
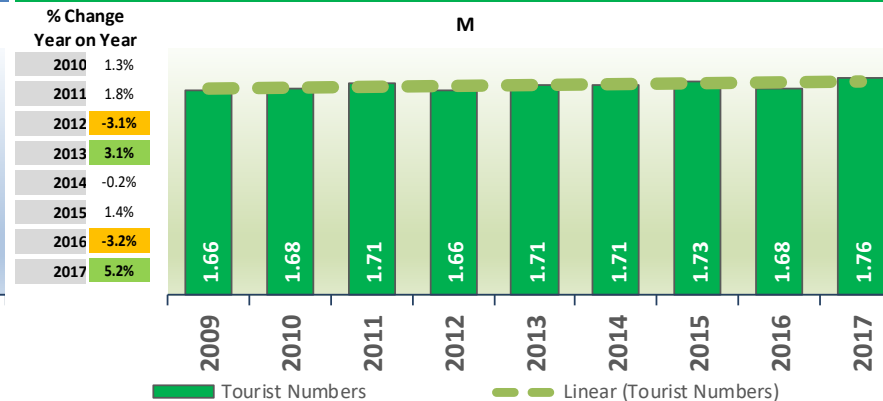
2009 to 2017  
 2017 Prices

STAYING VISITOR

KEY MEASURES  
 Indexed

**Economic Impact - Indexed - Staying Visitor**

**Visitor Numbers - Staying Visitor**



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

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2017  
EAST LINDSEY DISTRICT COUNCIL

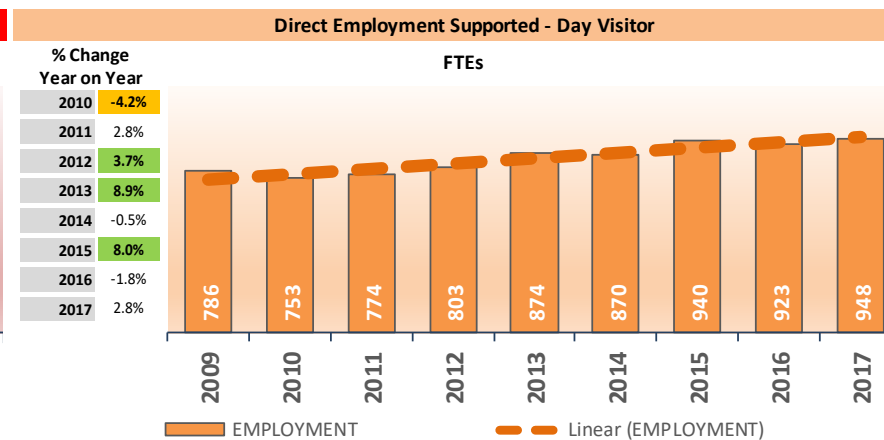
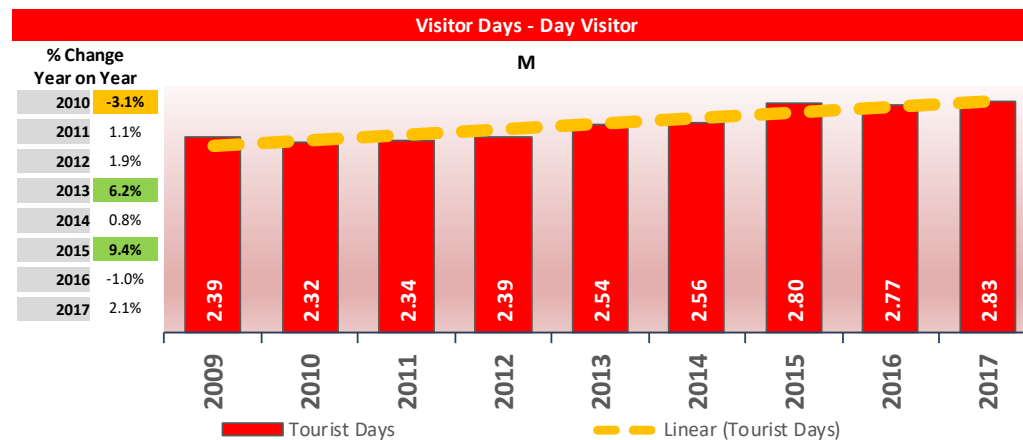
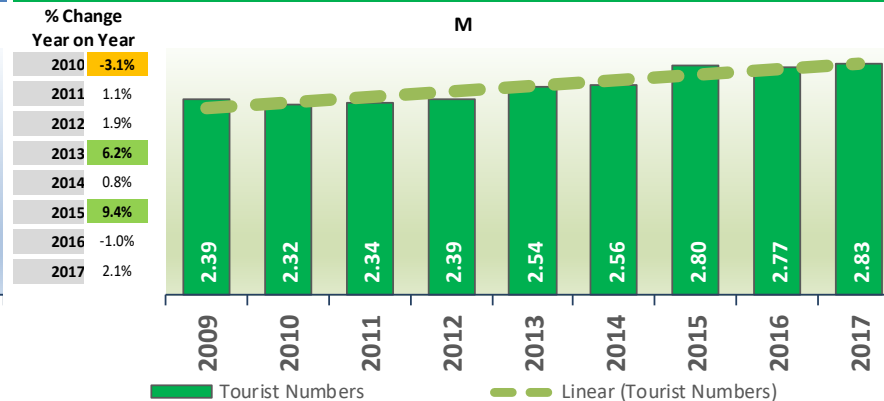
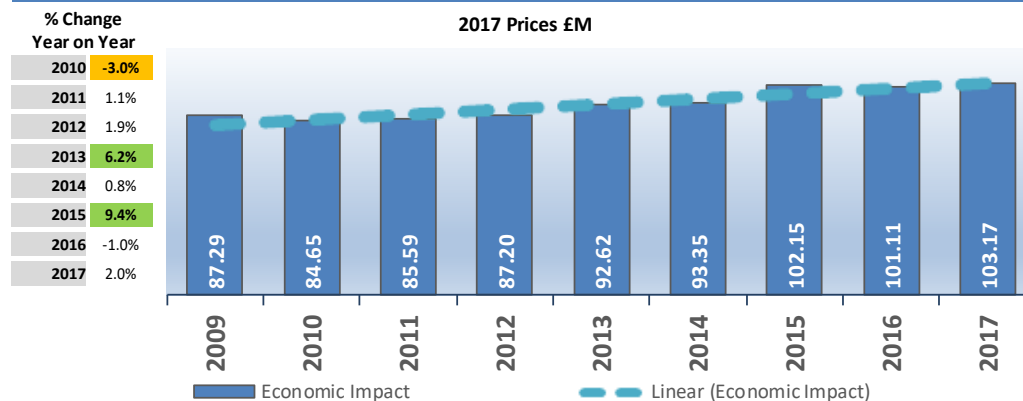
2009 to 2017  
2017 Prices

DAY VISITOR

KEY MEASURES  
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



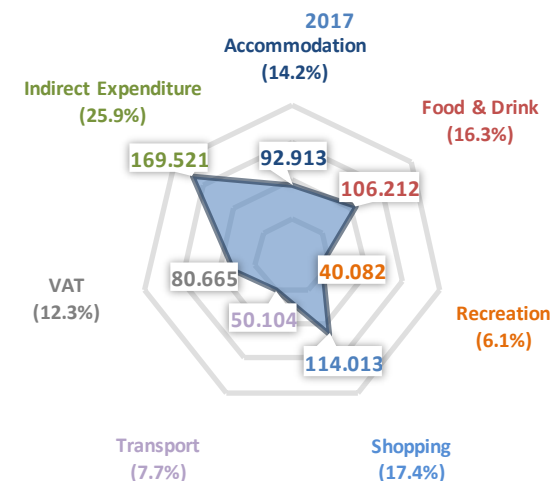
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017
Economic Impact - Indexed		-3.0%	-1.9%	-0.1%	6.1%	7.0%	17.0%	15.8%	18.2%
Visitor Numbers		-3.1%	-2.0%	-0.1%	6.1%	6.9%	17.0%	15.8%	18.2%
Visitor Days		-3.1%	-2.0%	-0.1%	6.1%	6.9%	17.0%	15.8%	18.2%
Direct Employment		-4.2%	-1.5%	2.1%	11.2%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

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2017

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017
Accommodation	£M	77.25	75.97	71.85	75.77	76.41	82.41	83.62	87.43	92.91
Food & Drink	£M	95.90	95.04	93.35	90.98	93.00	95.44	100.03	100.79	106.21
Recreation	£M	36.04	35.79	35.29	34.35	35.14	36.03	37.91	38.13	40.08
Shopping	£M	102.74	101.62	99.83	97.53	99.67	102.29	107.22	108.39	114.01
Transport	£M	45.28	44.82	44.21	42.85	43.73	44.77	46.74	47.37	50.10
Direct Revenue	£M	357.22	353.24	344.53	341.48	347.95	360.95	375.52	382.11	403.32
VAT	£M	53.58	61.82	68.91	68.30	69.59	72.19	75.10	76.42	80.66
Direct Expenditure	£M	410.80	415.05	413.44	409.77	417.54	433.14	450.62	458.53	483.99
Indirect Expenditure	£M	143.77	144.86	144.03	143.13	146.18	151.24	156.91	159.90	169.52
TOTAL	£M	554.56	559.92	557.47	552.90	563.72	584.38	607.54	618.44	653.51

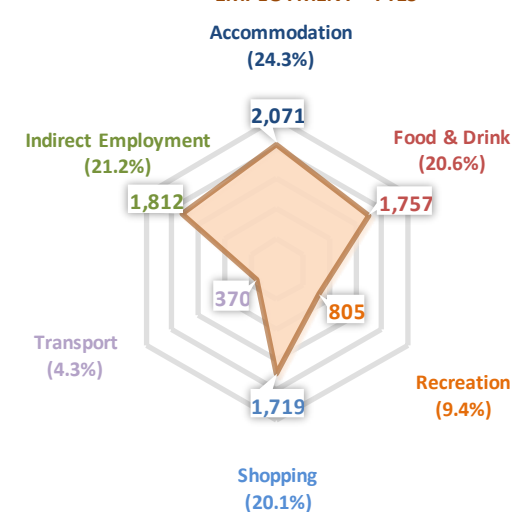
2017 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2017



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

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

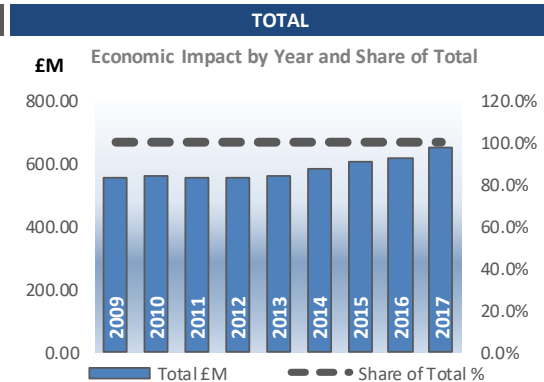
2017 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017 2017 Prices			TOTAL		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC								
% Change 2009 to 2017		8.2%	10.1%	38.8%	16.8%	9.7%	20.7%	13.5%	9.9%	39.5%	19.3%	22.9%	12.1%	17.8%	Annual Change	20.0%	15.4%	18.8%	18.4%		
% Change 2016 to 2017		6.2%	7.0%	-0.8%	7.9%	5.4%	2.9%	5.9%	3.4%	11.9%	5.7%	3.0%	9.7%	5.7%		3.4%	5.1%	6.7%	5.9%		
Average Annual Change		1.0%	1.3%	4.9%	2.1%	1.2%	2.6%	1.7%	1.2%	4.9%	2.4%	2.9%	1.5%	2.2%		2.5%	1.9%	2.3%	2.3%		
2009	£M	20.04	21.48	23.79	45.52	65.70	57.24	76.09	97.11	61.20	42.08	22.69	21.62	554.56			65.31	168.46	234.40	86.39	
2010	£M	14.47	20.78	22.94	43.91	62.42	67.76	78.34	101.11	68.82	39.51	21.98	17.87	559.92	1.0%	58.20	174.09	248.27	79.36		
2011	£M	17.43	19.68	25.04	48.69	64.61	64.43	76.08	93.41	65.13	41.39	23.76	17.80	557.47	-0.4%	62.16	177.74	234.62	82.96		
2012	£M	17.75	19.70	26.99	46.90	60.77	63.32	74.64	94.00	64.29	41.34	24.77	18.43	552.90	-0.8%	64.44	170.99	232.93	84.54		
2013	£M	18.27	20.61	29.66	45.41	63.65	62.05	75.70	96.61	63.45	41.99	26.53	19.76	563.72	2.0%	68.55	171.12	235.76	88.29		
2014	£M	18.34	20.90	31.05	47.91	64.17	62.32	77.52	95.02	74.83	44.04	27.75	20.54	584.38	3.7%	70.29	174.40	247.36	92.33		
2015	£M	20.17	22.13	32.75	49.48	67.30	65.53	80.04	99.86	74.51	47.38	26.93	21.45	607.54	4.0%	75.05	182.31	254.41	95.76		
2016	£M	20.42	22.11	33.29	49.26	68.41	67.18	81.57	103.27	76.26	47.50	27.08	22.09	618.44	1.8%	75.82	184.85	261.10	96.66		
2017	£M	21.69	23.65	33.03	53.15	72.09	69.11	86.37	106.74	85.36	50.21	27.89	24.22	653.51	5.7%	78.37	194.34	278.47	102.33		

ECONOMIC IMPACT - INDEXED TO 2017									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017
Total £M	554.56	559.92	557.47	552.90	563.72	584.38	607.54	618.44	653.51
All Visitor Types £M	554.56	559.92	557.47	552.90	563.72	584.38	607.54	618.44	653.51
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%								
Change in Share from 2009	%								
Avg Ann. Change in Share	%								



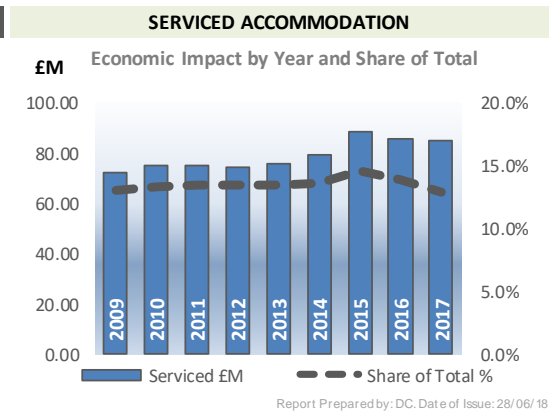
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STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017 2017 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / 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 2009 to 2017		136.8%	70.7%	49.1%	-6.7%	12.5%	18.8%	13.1%	20.4%	10.2%	6.2%	4.6%	20.0%	17.1%	Annual Change	74.6%	8.0%	15.1%	9.1%
% Change 2016 to 2017		5.7%	-6.0%	-9.7%	4.9%	5.8%	-0.7%	-3.9%	-5.3%	-1.7%	-0.1%	-1.1%	8.6%	-1.1%		-4.5%	3.1%	-3.9%	1.8%
Average Annual Change		17.1%	8.8%	6.1%	-0.8%	1.6%	2.4%	1.6%	2.6%	1.3%	0.8%	0.6%	2.5%	2.1%		9.3%	1.0%	1.9%	1.1%
2009	£M	1.329	2.267	2.897	6.984	6.731	6.713	9.372	11.44	8.589	6.581	5.415	4.030	72.35		6.494	20.43	29.40	16.03
2010	£M	2.158	3.602	3.531	5.987	6.029	6.520	9.150	12.97	9.512	6.710	5.782	2.992	74.94	3.6%	9.292	18.54	31.63	15.48
2011	£M	2.429	3.787	3.804	6.608	5.961	6.523	9.151	12.80	8.580	6.466	5.665	3.264	75.04	0.1%	10.02	19.09	30.53	15.39
2012	£M	1.996	3.430	3.872	6.013	5.690	6.912	8.840	12.95	9.480	6.262	5.947	3.052	74.44	-0.8%	9.298	18.61	31.27	15.26
2013	£M	2.032	3.723	4.475	5.136	6.009	6.875	9.394	13.60	8.573	5.753	6.632	3.565	75.77	1.8%	10.23	18.02	31.57	15.95
2014	£M	2.148	3.603	4.201	5.890	6.244	6.738	10.00	13.68	10.45	6.468	6.633	3.632	79.69	5.2%	9.952	18.87	34.14	16.73
2015	£M	3.265	4.365	5.003	6.604	7.413	8.480	10.93	14.43	10.15	7.712	5.991	4.311	88.65	11.2%	12.63	22.50	35.51	18.01
2016	£M	2.977	4.115	4.782	6.211	7.159	8.035	11.03	14.54	9.631	6.996	5.724	4.450	85.66	-3.4%	11.87	21.41	35.21	17.17
2017	£M	3.147	3.869	4.320	6.516	7.574	7.976	10.60	13.78	9.466	6.991	5.662	4.835	84.73	-1.1%	11.34	22.07	33.84	17.49

ECONOMIC IMPACT - INDEXED TO 2017										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017
Serviced	£M	72.35	74.94	75.04	74.44	75.77	79.69	88.65	85.66	84.73
All Visitor Types	£M	554.56	559.92	557.47	552.90	563.72	584.38	607.54	618.44	653.51
Share of Total	%	13.0%	13.4%	13.5%	13.5%	13.4%	13.6%	14.6%	13.9%	13.0%
Annual Change in Share	%		2.6%	0.6%	0.0%	-0.2%	1.5%	7.0%	-5.1%	-6.4%
Change in Share from 2009	%		2.6%	3.2%	3.2%	3.0%	4.5%	11.8%	6.2%	-0.6%
Avg Ann. Change in Share	%		2.6%	1.6%	1.1%	0.8%	0.9%	2.0%	0.9%	-0.1%

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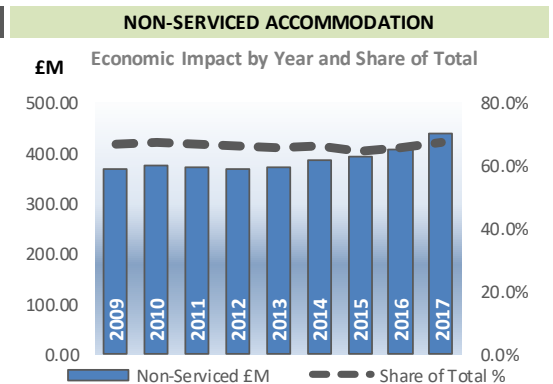


STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017 2017 Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:	MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY	NON-SERVICED ACCOMMODATION																		
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2017 / 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 2009 to 2017	-7.8%	-9.4%	25.7%	25.6%	7.0%	20.3%	16.4%	6.0%	52.1%	28.3%	37.3%	18.9%	19.0%	Annual Change	5.1%	16.1%	21.5%	28.4%	
% Change 2016 to 2017	10.9%	15.9%	-0.2%	9.8%	6.9%	3.9%	9.6%	4.7%	15.0%	8.8%	4.1%	13.9%	8.1%		6.5%	6.5%	9.5%	8.5%	
Average Annual Change	-1.0%	-1.2%	3.2%	3.2%	0.9%	2.5%	2.1%	0.7%	6.5%	3.5%	4.7%	2.4%	2.4%		0.6%	2.0%	2.7%	3.5%	
2009 £M	10.87	12.96	15.87	26.98	47.24	41.20	54.20	67.52	43.22	26.71	12.14	11.00	369.91		1.7%	39.70	115.42	164.95	49.85
2010 £M	5.405	11.00	14.49	26.46	44.43	50.75	57.48	71.18	50.34	24.26	11.15	9.139	376.09	-1.0%	30.89	121.65	179.00	44.55	
2011 £M	7.340	9.487	15.86	29.69	46.95	48.29	54.89	64.38	47.26	26.31	12.92	8.838	372.21	-1.2%	32.68	124.92	166.53	48.07	
2012 £M	7.999	9.695	17.16	29.62	44.00	46.19	53.09	63.94	45.44	26.93	13.64	9.980	367.69	1.1%	34.86	119.82	162.47	50.54	
2013 £M	8.509	9.971	18.71	28.91	44.70	45.15	52.91	64.36	45.51	27.89	14.55	10.53	371.69	1.1%	37.19	118.76	162.78	52.97	
2014 £M	8.814	10.35	19.42	29.73	45.07	45.50	54.15	62.97	55.45	29.23	15.68	11.29	387.66	4.3%	38.58	120.30	172.57	56.20	
2015 £M	8.569	9.821	19.84	30.37	46.40	46.56	55.37	64.75	54.28	30.08	15.33	11.00	392.38	1.2%	38.23	123.33	174.41	56.41	
2016 £M	9.039	10.14	20.00	30.84	47.32	47.72	57.56	68.32	57.15	31.48	16.00	11.49	407.05	3.7%	39.17	125.87	183.03	58.97	
2017 £M	10.03	11.75	19.95	33.87	50.57	49.57	63.10	71.55	65.74	34.26	16.66	13.08	440.11	8.1%	41.73	134.00	200.38	64.00	

ECONOMIC IMPACT - INDEXED TO 2017									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017
Non-Serviced £M	369.91	376.09	372.21	367.69	371.69	387.66	392.38	407.05	440.11
All Visitor Types £M	554.56	559.92	557.47	552.90	563.72	584.38	607.54	618.44	653.51
Share of Total %	66.7%	67.2%	66.8%	66.5%	65.9%	66.3%	64.6%	65.8%	67.3%
Annual Change in Share %		0.7%	-0.6%	-0.4%	-0.9%	0.6%	-2.6%	1.9%	2.3%
Change in Share from 2009 %		0.7%	0.1%	-0.3%	-1.2%	-0.6%	-3.2%	-1.3%	1.0%
Avg Ann. Change in Share %		0.7%	0.0%	-0.1%	-0.3%	-0.1%	-0.5%	-0.2%	0.1%

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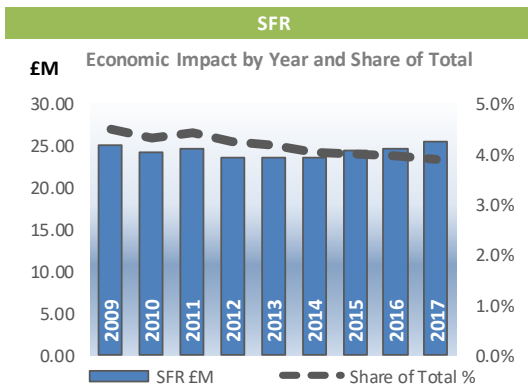


STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017 2017 Prices			SFR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / 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 2009 to 2017		-2.0%	-2.2%	4.4%	2.1%	-1.4%	2.5%	1.5%	1.4%	8.4%	4.1%	7.9%	4.0%			1.9%	-0.7%	1.1%	3.0%	4.8%
% Change 2016 to 2017		4.1%	5.0%	0.6%	3.6%	3.2%	2.2%	3.4%	2.0%	6.2%	3.7%	2.6%	4.9%			3.5%	3.5%	3.1%	3.5%	4.1%
Average Annual Change		-0.2%	-0.3%	0.5%	0.3%	-0.2%	0.3%	0.2%	0.2%	1.1%	0.5%	1.0%	0.5%			0.2%	-0.1%	0.1%	0.4%	0.6%
2009	£M	3.898	1.269	1.315	2.917	2.078	1.563	2.449	2.596	1.420	1.362	1.099	3.047	25.01	Annual Change	6.482	6.558	6.466	5.508	
2010	£M	3.205	1.224	1.290	2.892	2.035	1.675	2.487	2.649	1.502	1.329	1.079	2.874	24.24		-3.1%	5.719	6.602	6.638	5.282
2011	£M	3.505	1.179	1.332	2.999	2.080	1.653	2.467	2.587	1.471	1.363	1.125	2.873	24.63		1.6%	6.015	6.733	6.525	5.361
2012	£M	3.380	1.107	1.300	2.860	1.950	1.562	2.334	2.471	1.394	1.308	1.090	2.810	23.57		-4.3%	5.788	6.372	6.198	5.208
2013	£M	3.426	1.127	1.331	2.813	1.948	1.539	2.334	2.478	1.378	1.306	1.111	2.851	23.64		0.3%	5.884	6.300	6.190	5.269
2014	£M	3.418	1.117	1.328	2.816	1.932	1.524	2.338	2.499	1.401	1.323	1.117	2.862	23.68		0.1%	5.863	6.272	6.239	5.302
2015	£M	3.614	1.171	1.364	2.867	1.972	1.555	2.377	2.541	1.425	1.353	1.140	2.971	24.35		2.9%	6.149	6.394	6.343	5.465
2016	£M	3.671	1.182	1.365	2.876	1.985	1.568	2.404	2.581	1.450	1.368	1.155	3.020	24.62		1.1%	6.218	6.428	6.435	5.543
2017	£M	3.821	1.241	1.373	2.978	2.048	1.602	2.485	2.633	1.540	1.418	1.185	3.168	25.49		3.5%	6.436	6.629	6.658	5.772

ECONOMIC IMPACT - INDEXED TO 2017										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017
SFR	£M	25.01	24.24	24.63	23.57	23.64	23.68	24.35	24.62	25.49
All Visitor Types	£M	554.56	559.92	557.47	552.90	563.72	584.38	607.54	618.44	653.51
Share of Total	%	4.5%	4.3%	4.4%	4.3%	4.2%	4.1%	4.0%	4.0%	3.9%
Annual Change in Share	%		-4.0%	2.1%	-3.5%	-1.6%	-3.4%	-1.1%	-0.7%	-2.0%
Change in Share from 2009	%		-4.0%	-2.0%	-5.5%	-7.0%	-10.2%	-11.1%	-11.7%	-13.5%
Avg Ann. Change in Share	%		-4.0%	-1.0%	-1.8%	-1.8%	-2.0%	-1.9%	-1.7%	-1.7%

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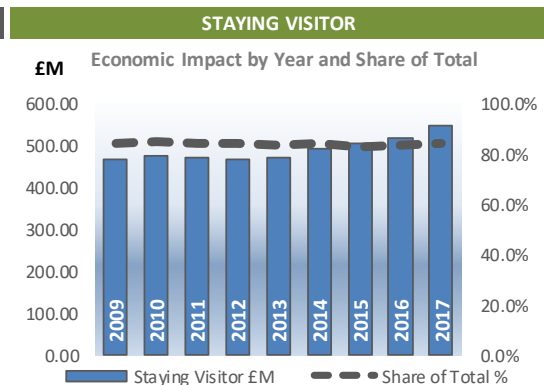
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017 2017 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 2017 / 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 2009 to 2017		5.6%	2.2%	27.7%	17.6%	7.4%	19.5%	15.4%	7.8%	44.2%	23.1%	26.1%	16.6%	17.8%	Annual Change	13.0%	14.3%	20.0%	22.2%
% Change 2016 to 2017		8.3%	9.2%	-1.9%	8.6%	6.6%	3.2%	7.3%	2.9%	12.5%	7.1%	2.8%	11.2%	6.4%		3.9%	5.9%	7.2%	6.8%
Average Annual Change		0.7%	0.3%	3.5%	2.2%	0.9%	2.4%	1.9%	1.0%	5.5%	2.9%	3.3%	2.1%	2.2%		1.6%	1.8%	2.5%	2.8%
2009	£M	16.10	16.50	20.08	36.88	56.05	49.48	66.03	81.56	53.23	34.65	18.65	18.08	467.28			52.67	142.41	200.82
2010	£M	10.77	15.82	19.31	35.34	52.50	58.95	69.12	86.80	61.35	32.30	18.01	15.01	475.27	1.7%	45.90	146.78	217.27	65.32
2011	£M	13.27	14.45	20.99	39.30	54.99	56.46	66.51	79.77	57.31	34.14	19.71	14.98	471.88	-0.7%	48.72	150.75	203.59	68.82
2012	£M	13.38	14.23	22.34	38.49	51.64	54.67	64.27	79.36	56.31	34.50	20.68	15.84	465.70	-1.3%	49.94	144.81	199.94	71.01
2013	£M	13.97	14.82	24.52	36.86	52.66	53.56	64.64	80.44	55.46	34.95	22.29	16.94	471.10	1.2%	53.30	143.07	200.53	74.18
2014	£M	14.38	15.07	24.94	38.44	53.25	53.77	66.49	79.15	67.30	37.02	23.43	17.79	491.02	4.2%	54.40	145.45	212.94	78.24
2015	£M	15.45	15.36	26.21	39.85	55.78	56.59	68.68	81.72	65.85	39.14	22.47	18.28	505.39	2.9%	57.02	152.22	216.26	79.89
2016	£M	15.69	15.43	26.15	39.93	56.46	57.32	71.00	85.44	68.24	39.84	22.88	18.96	517.33	2.4%	57.27	153.71	224.67	81.68
2017	£M	17.00	16.86	25.65	43.37	60.19	59.14	76.18	87.96	76.74	42.67	23.51	21.08	550.34	6.4%	59.50	162.70	240.88	87.26

ECONOMIC IMPACT - INDEXED TO 2017									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017
Staying Visitor £M	467.28	475.27	471.88	465.70	471.10	491.02	505.39	517.33	550.34
All Visitor Types £M	554.56	559.92	557.47	552.90	563.72	584.38	607.54	618.44	653.51
Share of Total %	84.3%	84.9%	84.6%	84.2%	83.6%	84.0%	83.2%	83.7%	84.2%
Annual Change in Share %		0.7%	-0.3%	-0.5%	-0.8%	0.5%	-1.0%	0.6%	0.7%
Change in Share from 2009 %		0.7%	0.5%	0.0%	-0.8%	-0.3%	-1.3%	-0.7%	-0.1%
Avg Ann. Change in Share %		0.7%	0.2%	0.0%	-0.2%	-0.1%	-0.2%	-0.1%	0.0%

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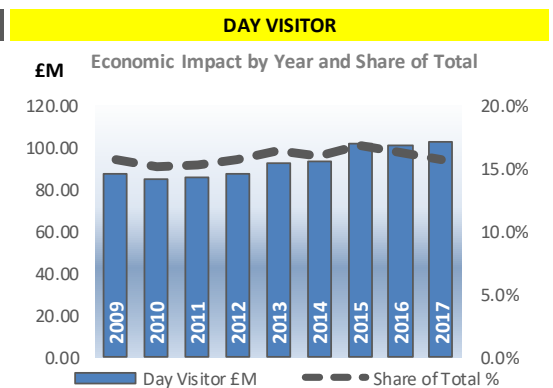


STEAM FINAL TREND REPORT FOR 2009-2017 EAST LINDSEY DISTRICT COUNCIL											2009 to 2017 2017 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / 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 2009 to 2017		19.0%	36.4%	98.8%	13.2%	23.4%	28.3%	1.2%	20.8%	8.1%	1.5%	8.4%	-11.2%	18.2%	Annual Change	49.3%	21.4%	11.9%	0.4%	
% Change 2016 to 2017		-0.9%	1.9%	3.3%	4.8%	-0.4%	1.0%	-3.6%	5.4%	7.4%	-1.5%	4.4%	0.5%	2.0%		1.7%	1.6%	3.2%	0.6%	
Average Annual Change		2.4%	4.6%	12.3%	1.6%	2.9%	3.5%	0.2%	2.6%	1.0%	0.2%	1.1%	-1.4%	2.3%		6.2%	2.7%	1.5%	0.0%	
2009	£M	3.942	4.981	3.714	8.642	9.645	7.766	10.07	15.55	7.969	7.428	4.042	3.538	87.29		12.64	26.05	33.59	15.01	
2010	£M	3.704	4.958	3.638	8.570	9.926	8.808	9.217	14.32	7.468	7.215	3.962	2.863	84.65	-3.0%	12.30	27.31	31.00	14.04	
2011	£M	4.158	5.230	4.051	9.394	9.627	7.966	9.573	13.64	7.821	7.256	4.051	2.825	85.59	1.1%	13.44	26.99	31.03	14.13	
2012	£M	4.376	5.467	4.657	8.406	9.124	8.650	10.37	14.64	7.982	6.841	4.089	2.592	87.20	1.9%	14.50	26.18	33.00	13.52	
2013	£M	4.307	5.791	5.145	8.557	10.99	8.492	11.06	16.17	7.994	7.041	4.246	2.820	92.62	6.2%	15.24	28.04	35.23	14.11	
2014	£M	3.956	5.824	6.109	9.475	10.92	8.553	11.03	15.86	7.529	7.018	4.323	2.753	93.35	0.8%	15.89	28.95	34.42	14.09	
2015	£M	4.719	6.775	6.542	9.634	11.52	8.934	11.36	18.14	8.659	8.240	4.466	3.166	102.15	9.4%	18.04	30.09	38.15	15.87	
2016	£M	4.738	6.672	7.146	9.335	11.95	9.862	10.57	17.82	8.024	7.656	4.199	3.128	101.11	-1.0%	18.56	31.15	36.42	14.98	
2017	£M	4.693	6.797	7.384	9.779	11.90	9.963	10.19	18.78	8.616	7.541	4.383	3.142	103.17	2.0%	18.87	31.64	37.59	15.07	

ECONOMIC IMPACT - INDEXED TO 2017										
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017
Day Visitor	£M	87.29	84.65	85.59	87.20	92.62	93.35	102.15	101.11	103.17
All Visitor Types	£M	554.56	559.92	557.47	552.90	563.72	584.38	607.54	618.44	653.51
Share of Total	%	15.7%	15.1%	15.4%	15.8%	16.4%	16.0%	16.8%	16.3%	15.8%
Annual Change in Share	%		-3.9%	1.6%	2.7%	4.2%	-2.8%	5.2%	-2.8%	-3.4%
Change in Share from 2009	%		-3.9%	-2.5%	0.2%	4.4%	1.5%	6.8%	3.9%	0.3%
Avg Ann. Change in Share	%		-3.9%	-1.2%	0.1%	1.1%	0.3%	1.1%	0.6%	0.0%

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