



STEAM FINAL TREND REPORT FOR 2014-2017

Final

The Lincolnshire Wolds (Destination Plan Area)

Global Tourism Solutions (UK) Ltd

Laneside House

Hackthorpe

Penrith


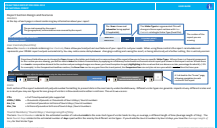




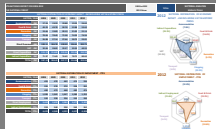



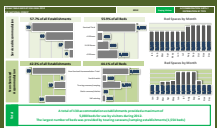

Cumbria

CA10 2HX

Telephone: 01931 712859

Email: david.c@gtsuk.net

Website: www.globaltourismsolutions.co.uk

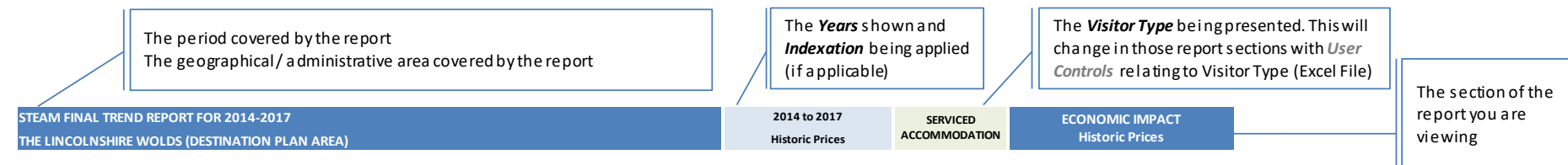
REPORT SECTIONS  Page	USER GUIDE  3	COMPARATIVE HEADLINES  4	KEY MEASURES  5-11
KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE	DISTRIBUTION OF IMPACT: <i>by Visitor Type</i>  13	DISTRIBUTION OF IMPACT: <i>by Month</i>  14	DISTRIBUTION OF IMPACT: <i>by Sector</i>  15
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Report Section Design and Features

Headers

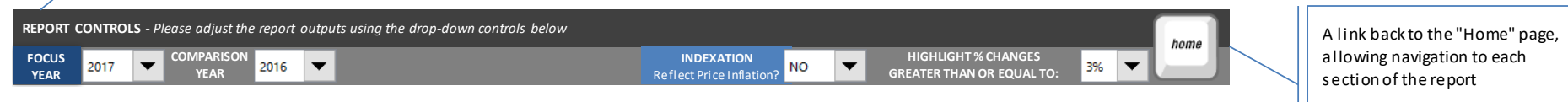
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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

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



Units

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

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

Visitor Numbers / Visitor Days / Average Length of Stay

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

STEAM FINAL TREND REPORT FOR 2014-2017

THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

Comparing 2017 and 2016

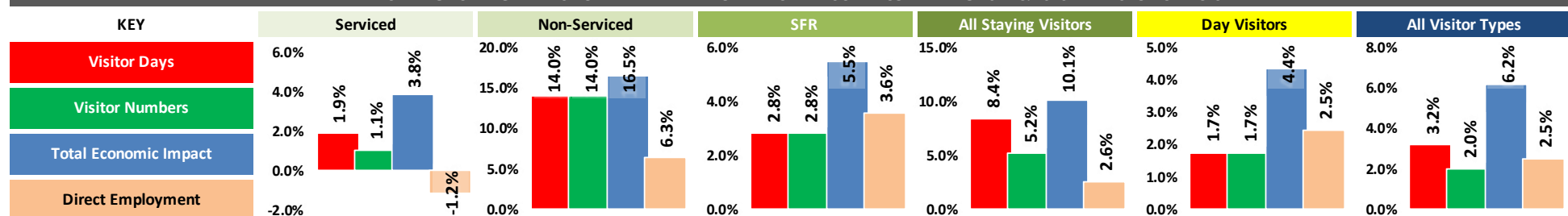
All £'s Historic Prices

COMPARATIVE HEADLINES

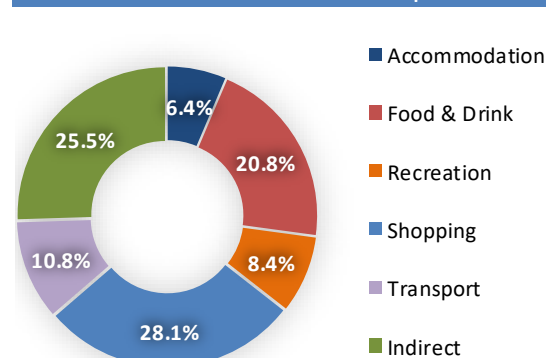
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2017 & 2016 - IN HISTORIC PRICES

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	+/- %
Visitor Days	M	0.135	0.133	1.9%	0.509	0.446	14.0%	0.296	0.288	2.8%	0.940	0.867	8.4%	3.243	3.188	1.7%
Visitor Numbers	M	0.067	0.066	1.1%	0.071	0.063	14.0%	0.125	0.122	2.8%	0.263	0.250	5.2%	3.243	3.188	1.7%
Direct Expenditure	£M															
Economic Impact	£M	15.78	15.19	3.8%	28.46	24.43	16.5%	14.28	13.54	5.5%	58.52	53.16	10.1%	118.36	113.42	4.4%
Direct Employment	FTEs	403	407	-1.2%	397	373	6.3%	133	129	3.6%	932	909	2.6%	1,088	1,062	2.5%
Total Employment	FTEs															

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

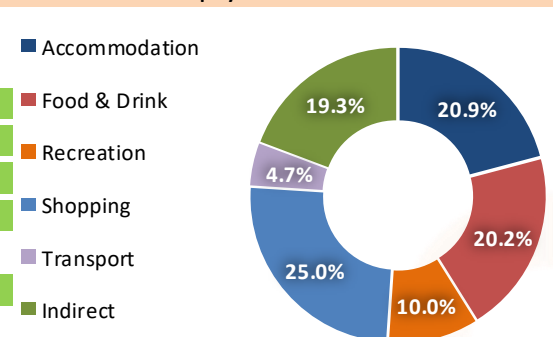


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2017	2016	+/- %
Accommodation	11.29	10.45	8.1%
Food & Drink	36.72	34.60	6.1%
Recreation	14.89	14.00	6.3%
Shopping	49.71	47.10	5.5%
Transport	19.16	18.00	6.5%
TOTAL DIRECT	131.77	124.15	6.1%
Indirect	45.10	42.44	6.3%
TOTAL	176.88	166.58	6.2%

Sectoral Distribution of Employment - FTEs

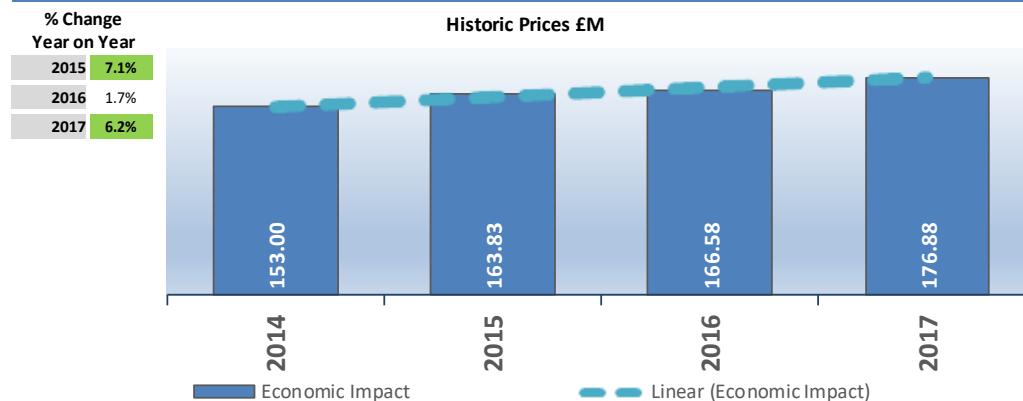


Unindexed Key Measures by Year and Visitor Type for the Period 2014 to 2017

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

STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

Economic Impact - Historic Prices - Total

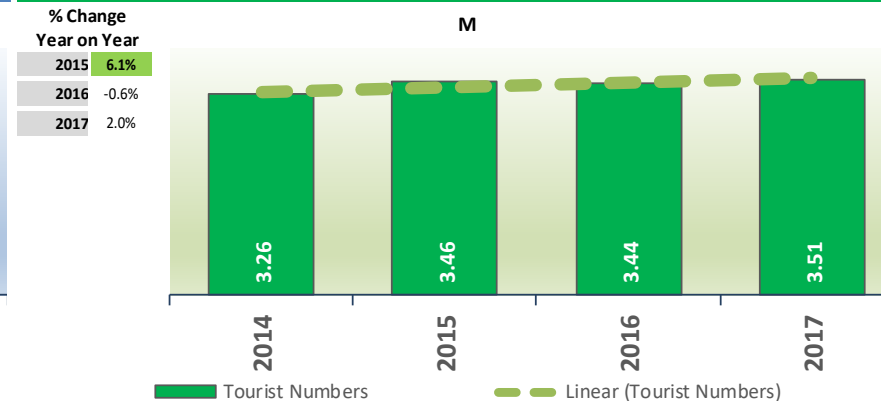


2014 to 2017
Historic Prices

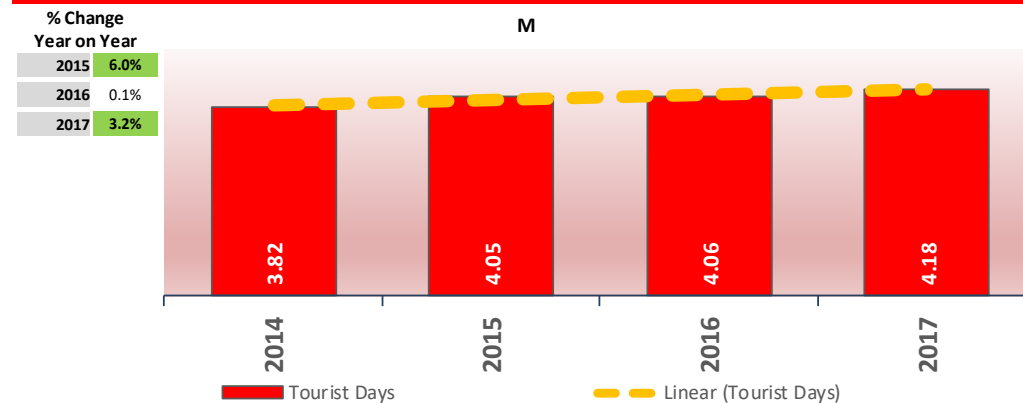
TOTAL

KEY MEASURES
Historic Prices

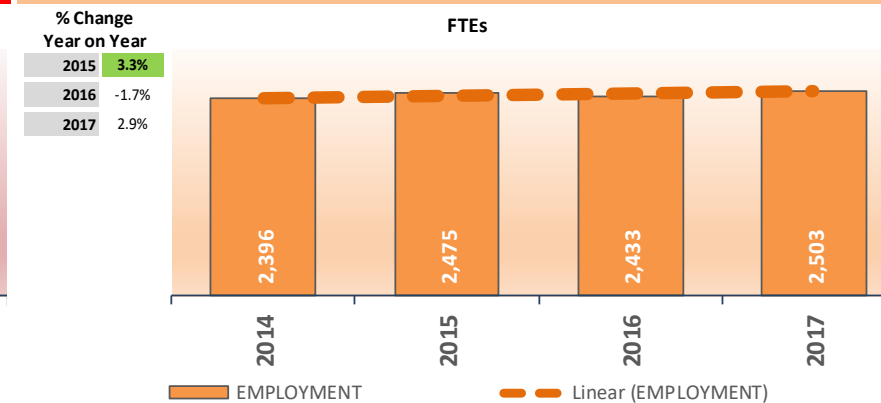
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2014	2014	2015	2016	2017
Economic Impact - Historic Prices		7.1%	8.9%	15.6%
Visitor Numbers		6.1%	5.4%	7.5%
Visitor Days		6.0%	6.0%	9.4%
Total Employment		3.3%	1.5%	4.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

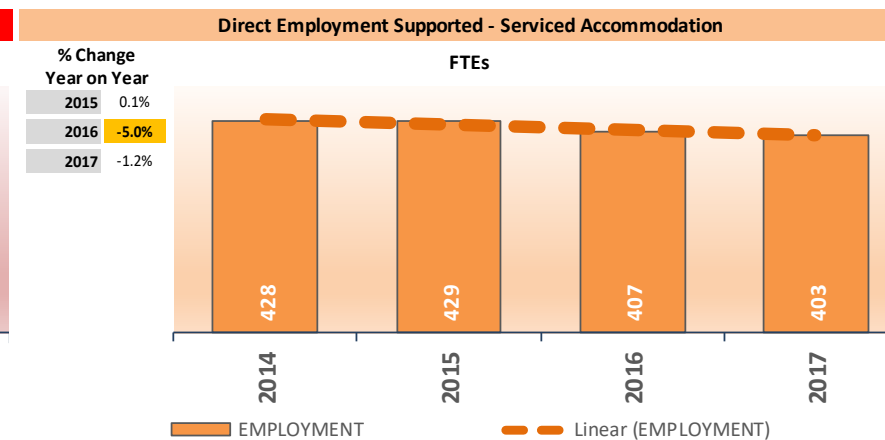
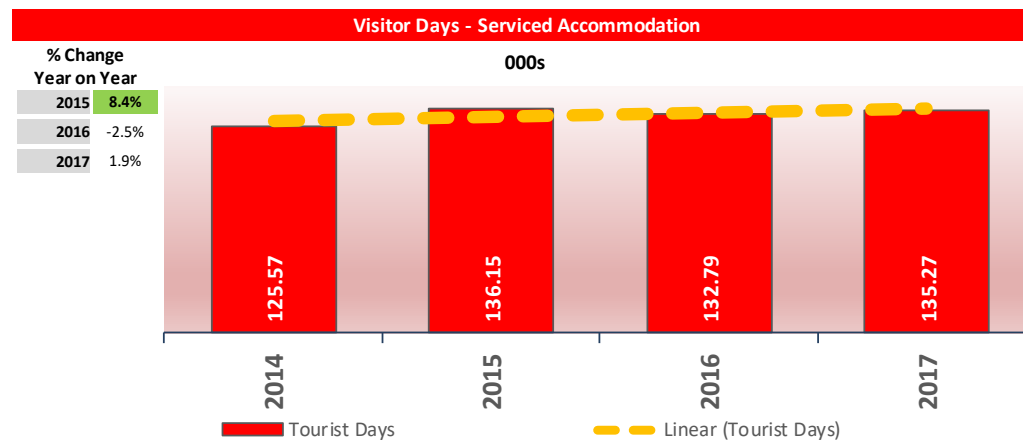
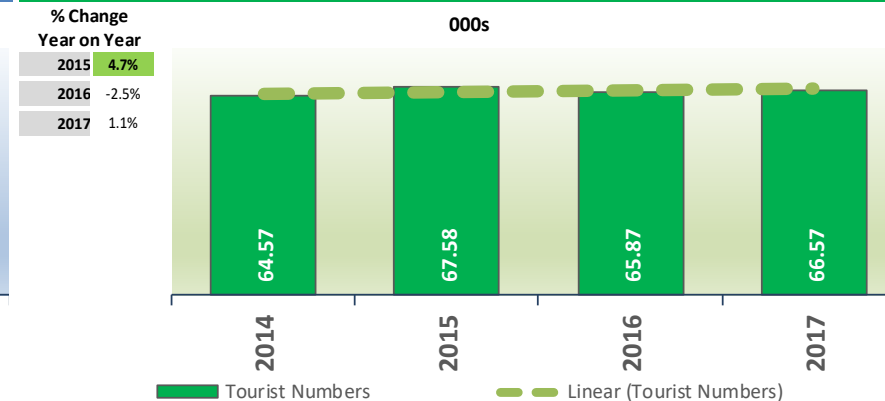
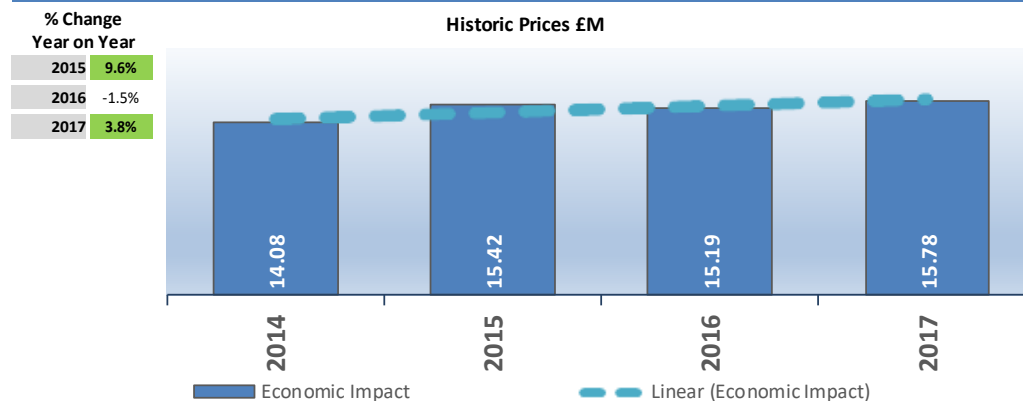
2014 to 2017
 Historic Prices

**SERVICED
 ACCOMMODATION**

KEY MEASURES
 Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2014	2014	2015	2016	2017
Economic Impact - Historic Prices		9.6%	7.9%	12.1%
Visitor Numbers		4.7%	2.0%	3.1%
Visitor Days		8.4%	5.7%	7.7%
Direct Employment		0.1%	-4.9%	-6.0%

"Linear" = Linear Trendline

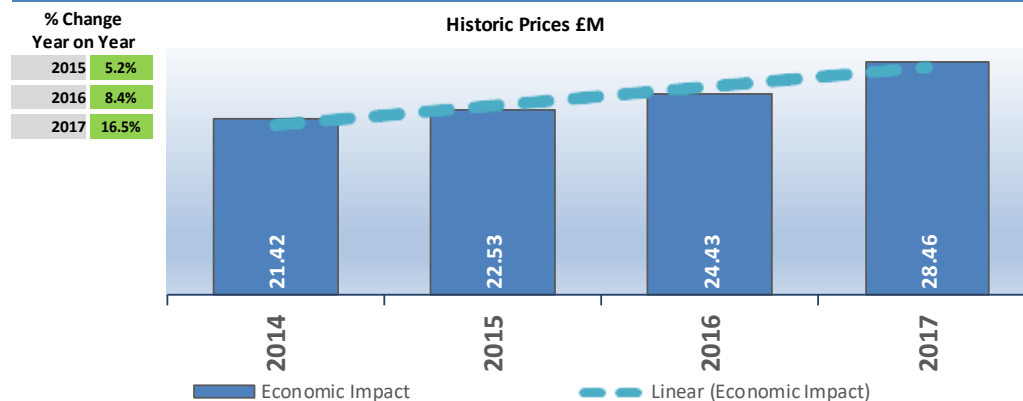
STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

2014 to 2017
 Historic Prices

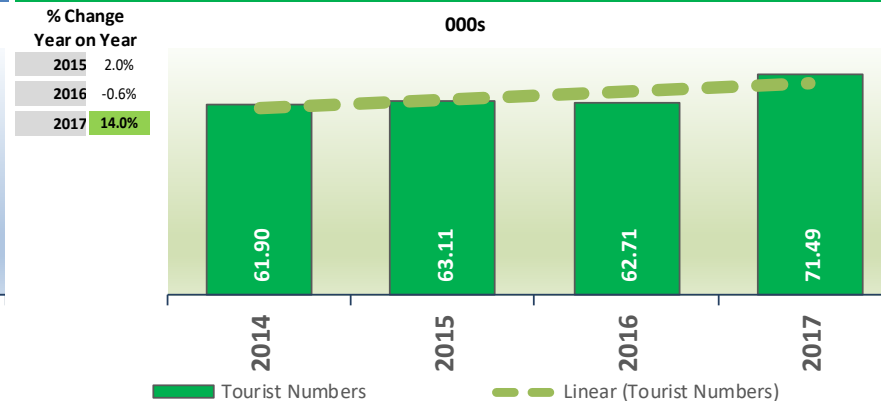
NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Historic Prices

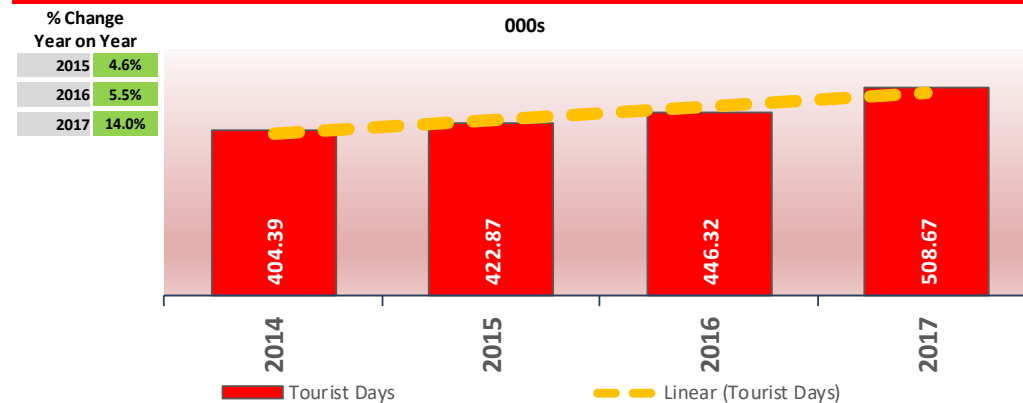
Economic Impact - Historic Prices - Non-Serviced Accommodation



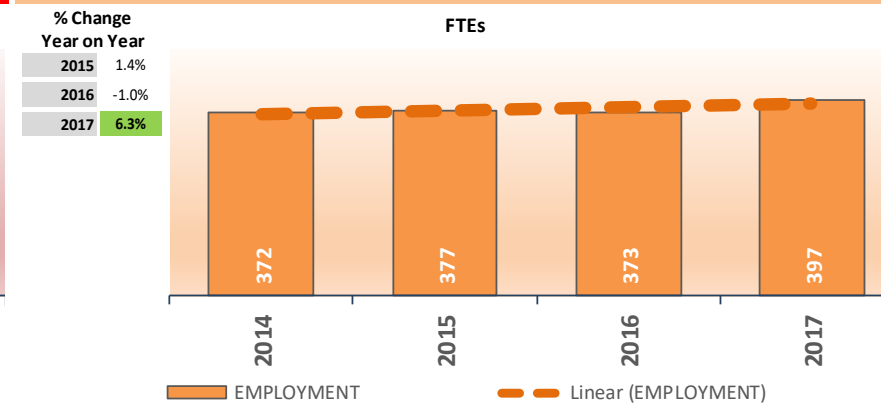
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation

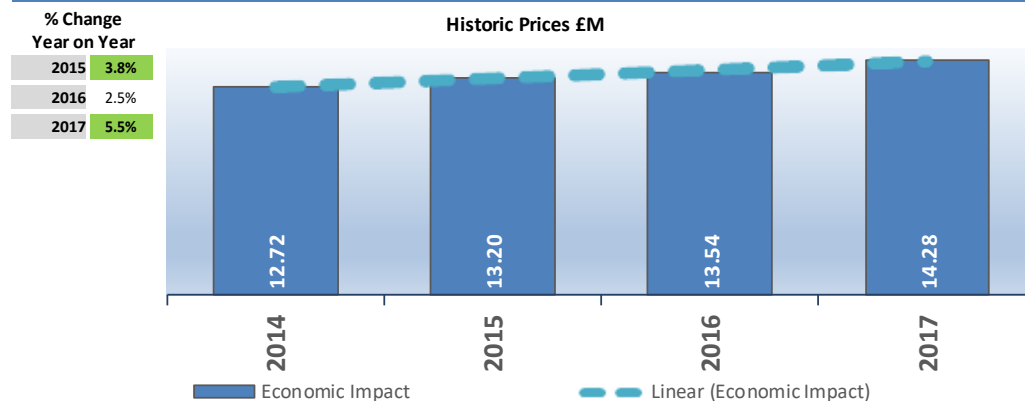


% Change from 2014	2014	2015	2016	2017
Economic Impact - Historic Prices		5.2%	14.1%	32.9%
Visitor Numbers		2.0%	1.3%	15.5%
Visitor Days		4.6%	10.4%	25.8%
Direct Employment		1.4%	0.4%	6.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

Economic Impact - Historic Prices - SFR

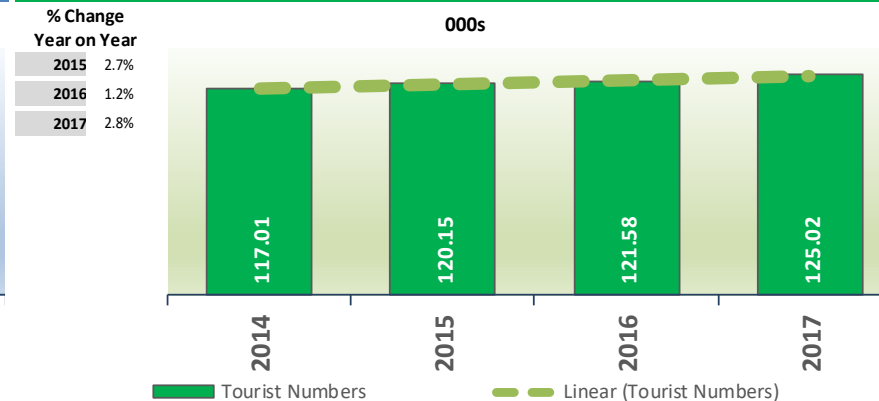


2014 to 2017
Historic Prices

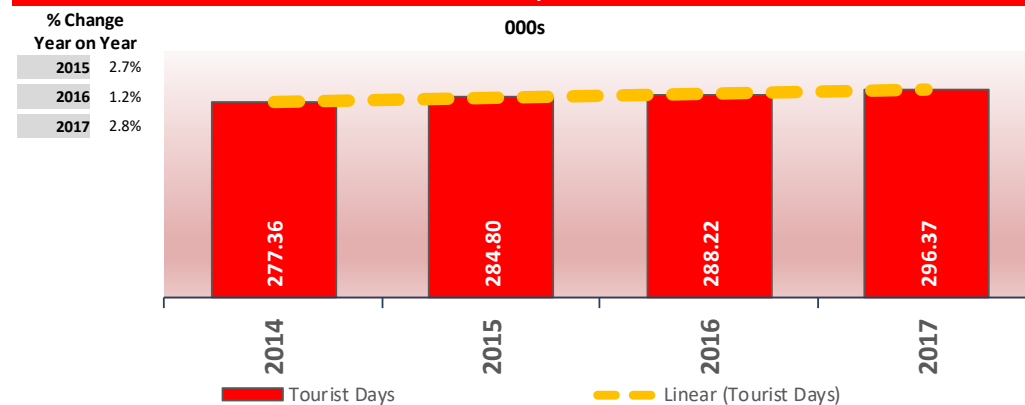
SFR

KEY MEASURES
Historic Prices

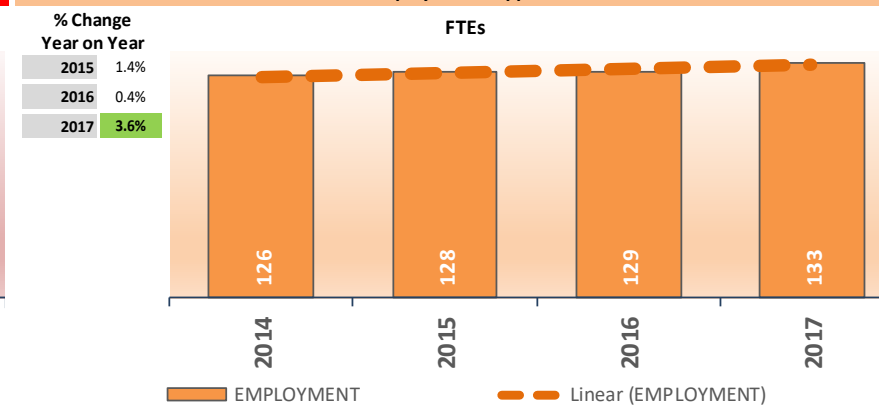
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR

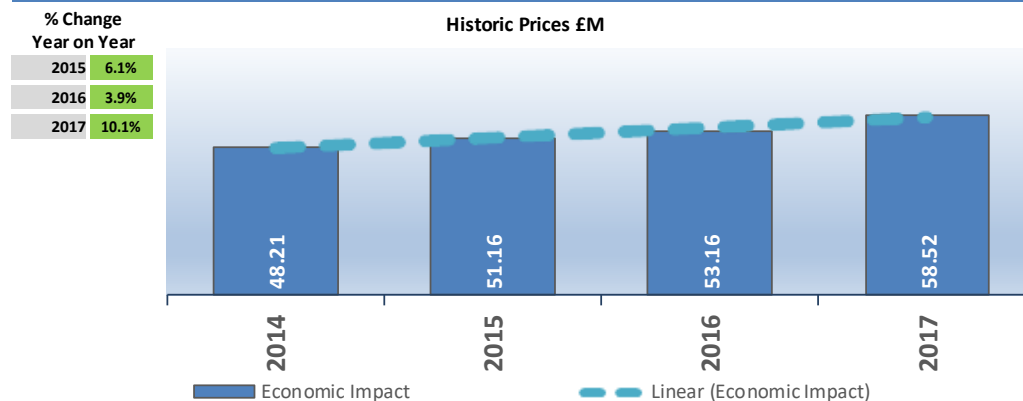


% Change from 2014	2014	2015	2016	2017
Economic Impact - Historic Prices		3.8%	6.5%	12.3%
Visitor Numbers		2.7%	3.9%	6.8%
Visitor Days		2.7%	3.9%	6.9%
Direct Employment		1.4%	1.8%	5.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

Economic Impact - Historic Prices - Staying Visitor

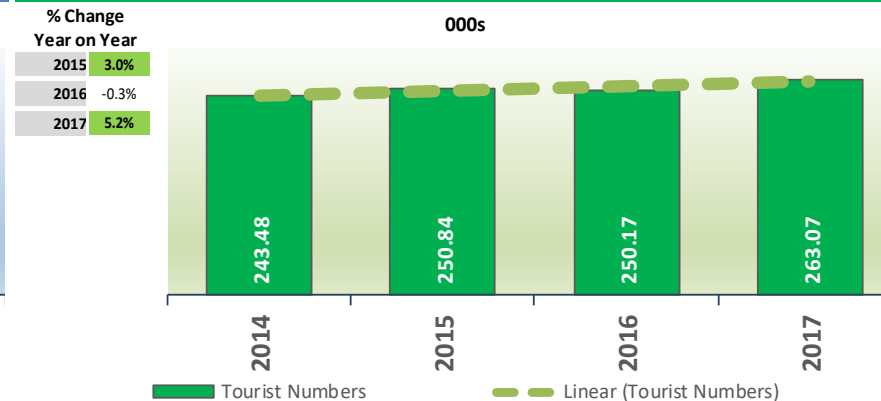


2014 to 2017
Historic Prices

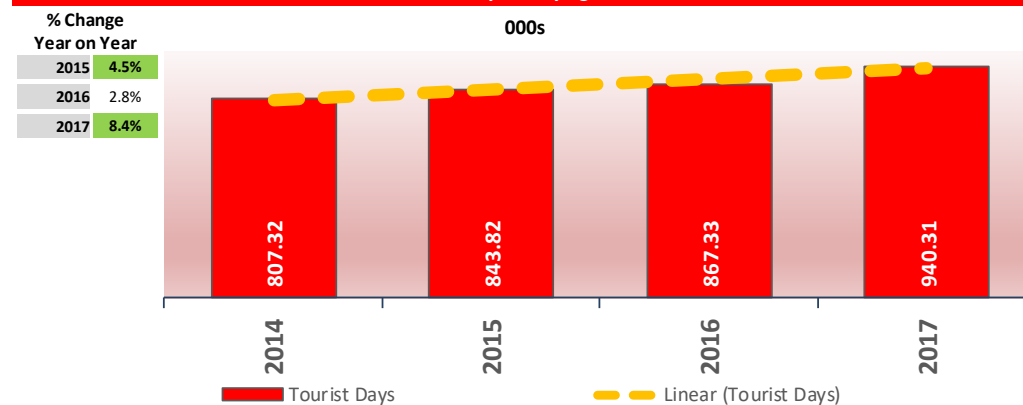
STAYING VISITOR

KEY MEASURES
Historic Prices

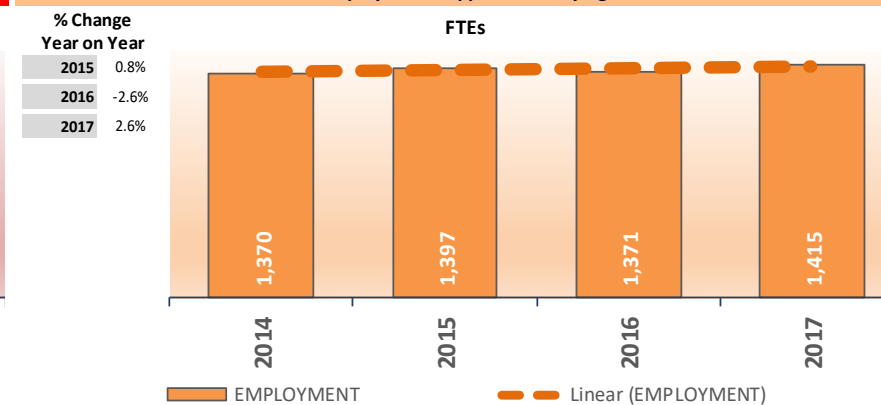
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2014	2014	2015	2016	2017
Economic Impact - Historic Prices		6.1%	10.3%	21.4%
Visitor Numbers		3.0%	2.7%	8.0%
Visitor Days		4.5%	7.4%	16.5%
Direct Employment		2.0%	0.1%	3.3%

"Linear" = Linear Trendline

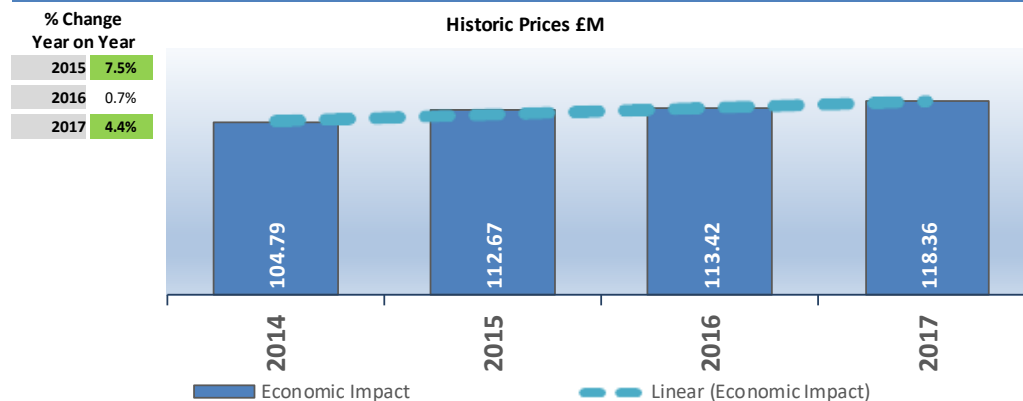
STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

2014 to 2017
Historic Prices

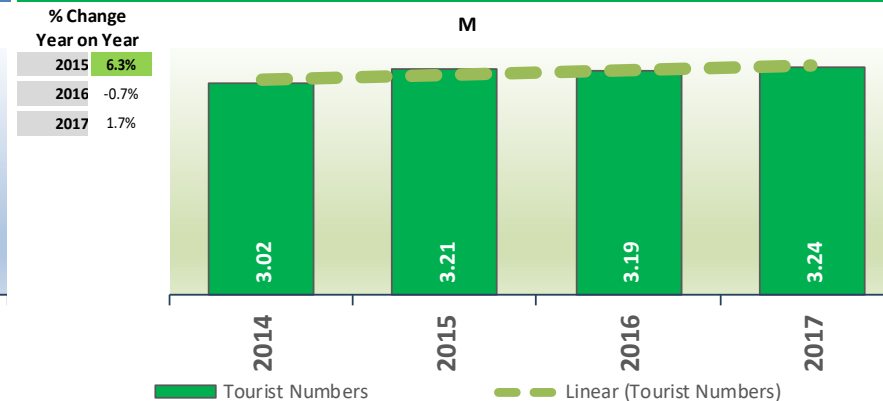
DAY VISITOR

KEY MEASURES
Historic Prices

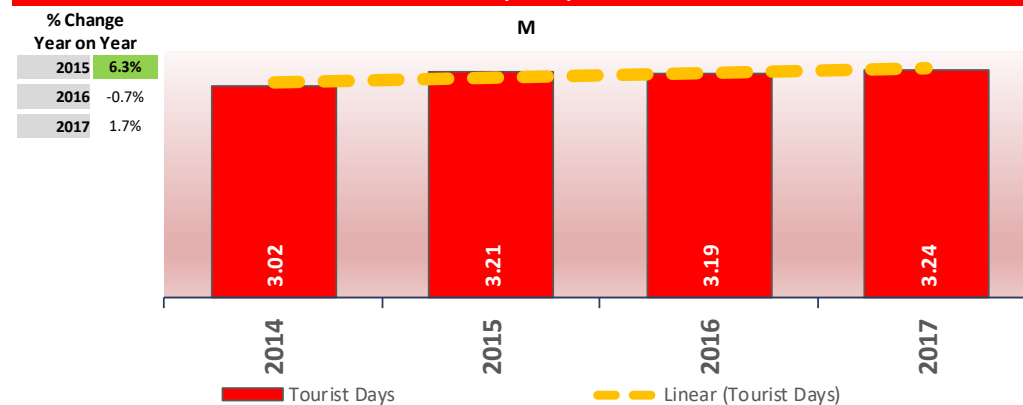
Economic Impact - Historic Prices - Day Visitor



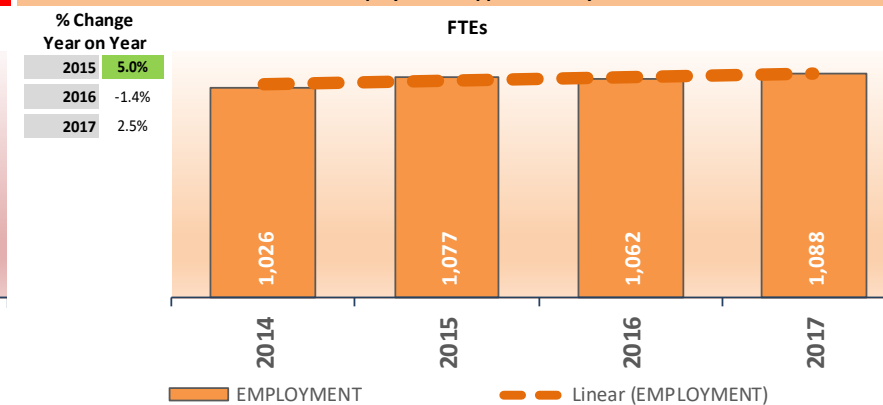
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2014	2014	2015	2016	2017
Economic Impact - Historic Prices		7.5%	8.2%	12.9%
Visitor Numbers		6.3%	5.6%	7.5%
Visitor Days		6.3%	5.6%	7.5%
Direct Employment		5.0%	3.5%	6.0%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2014 to 2017

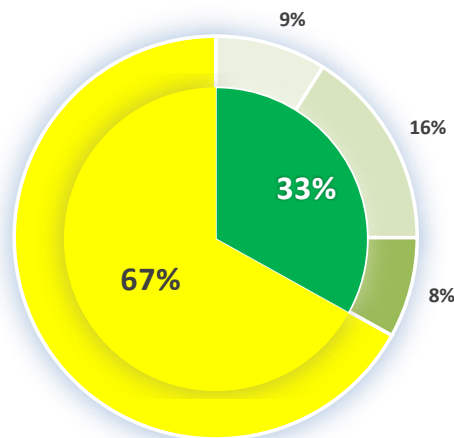
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

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

TOTAL
£176.88m

	£M
Serviced	15.78
Non-Serviced	28.46
SFR	14.28
Staying Visitor	58.52
Day Visitor	118.36
Total	176.88



2017
Historic Prices

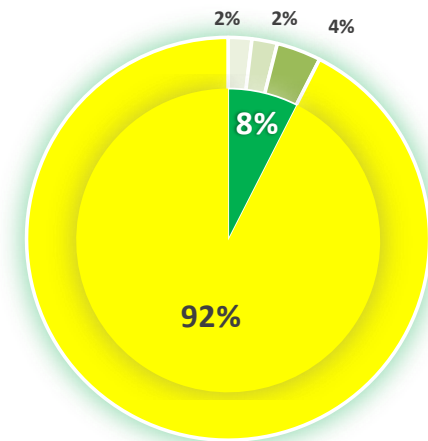
TOTAL

DISTRIBUTION BY VISITOR TYPE
Historic Prices

Visitor Numbers - 2017 - M - Share of Total

TOTAL
3.51m

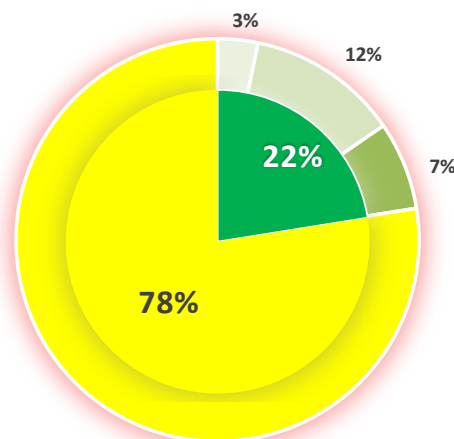
	M
Serviced	0.07
Non-Serviced	0.07
SFR	0.13
Staying Visitor	0.26
Day Visitor	3.24
Total	3.51



Visitor Days - 2017 - M - Share of Total

TOTAL
4.18m

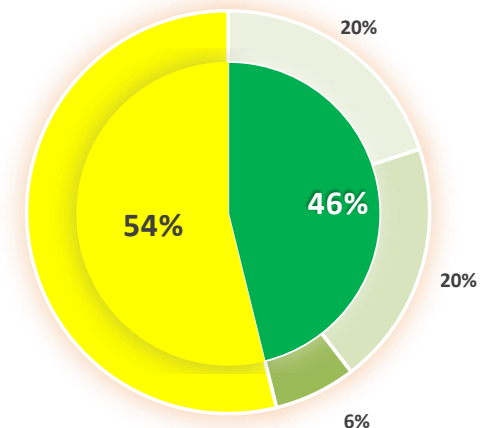
	M
Serviced	0.14
Non-Serviced	0.51
SFR	0.30
Staying Visitor	0.94
Day Visitor	3.24
Total	4.18



Direct Employment Supported - 2017 - FTEs - Share of Total

TOTAL
2,021 Direct FTEs
2,503 Total FTEs

	FTEs
Serviced	403
Non-Serviced	397
SFR	133
Staying Visitor	932
Day Visitor	1,088
Total	2,021



STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

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

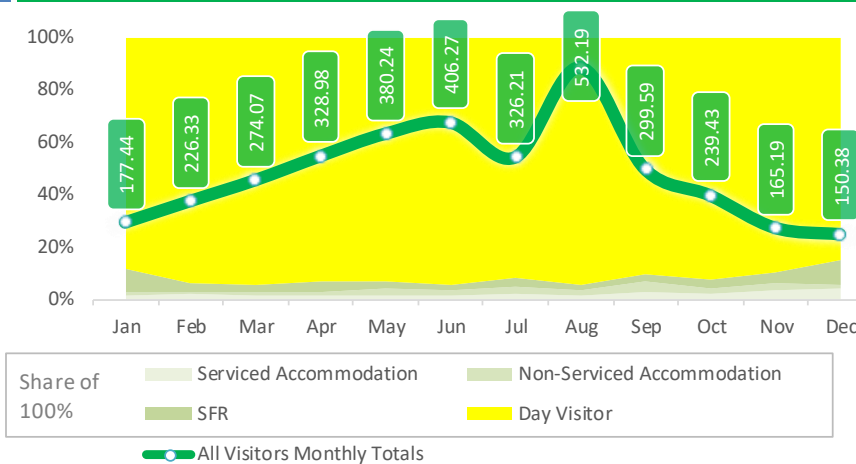


2017
Historic Prices

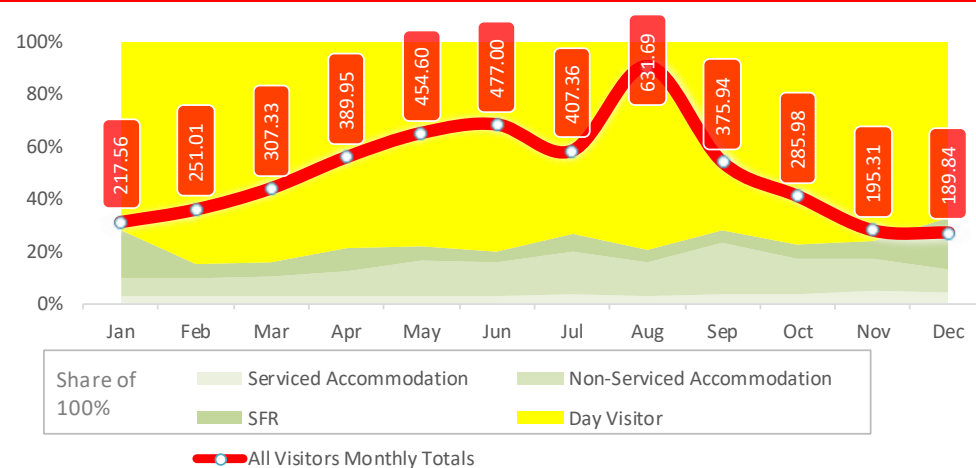
TOTAL

DISTRIBUTION BY MONTH
Historic Prices

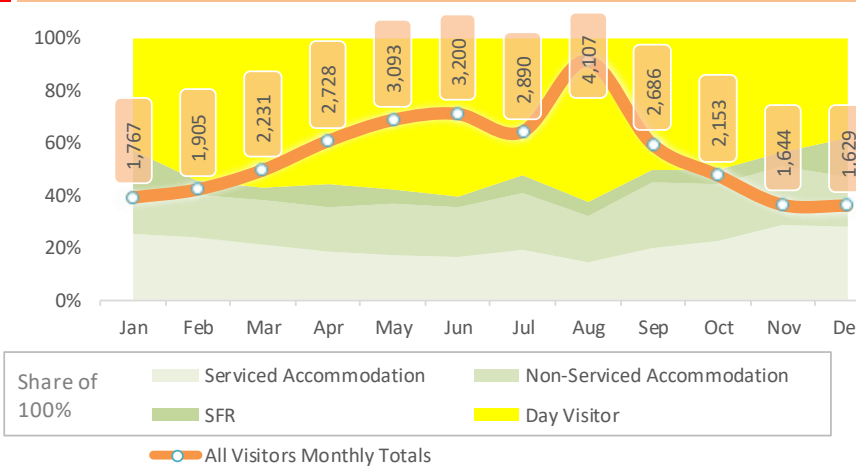
Visitor Numbers - 2017 - 000s - Distribution of Impact by Month



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



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



STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

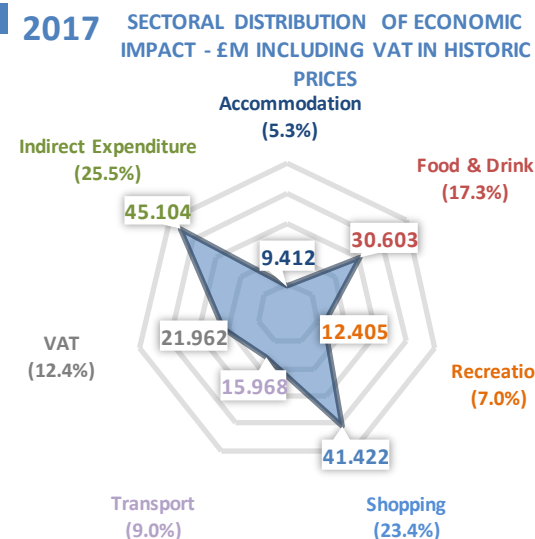
2014 to 2017
Historic Prices

TOTAL

SECTORAL ANALYSIS
Historic Prices

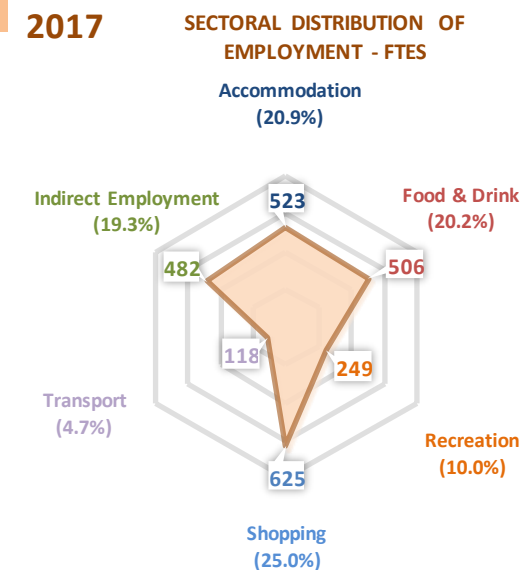
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2014	2015	2016	2017
Accommodation	£M	7.772	8.323	8.706	9.412
Food & Drink	£M	26.55	28.42	28.83	30.60
Recreation	£M	10.75	11.52	11.67	12.40
Shopping	£M	36.14	38.74	39.25	41.42
Transport	£M	13.82	14.78	15.00	15.97
Direct Revenue	£M	95.03	101.78	103.46	109.81
VAT	£M	19.01	20.36	20.69	21.96
Direct Expenditure	£M	114.04	122.14	124.15	131.77
Indirect Expenditure	£M	38.96	41.69	42.44	45.10
TOTAL	£M	153.00	163.83	166.58	176.88



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017
Accommodation	FTEs	565	560	531	523
Food & Drink	FTEs	468	489	486	506
Recreation	FTEs	230	241	239	249
Shopping	FTEs	581	608	603	625
Transport	FTEs	109	114	113	118
Direct Employment	FTEs	1,953	2,011	1,971	2,021
Indirect Employment	FTEs	444	464	462	482
TOTAL	FTEs	2,396	2,475	2,433	2,503



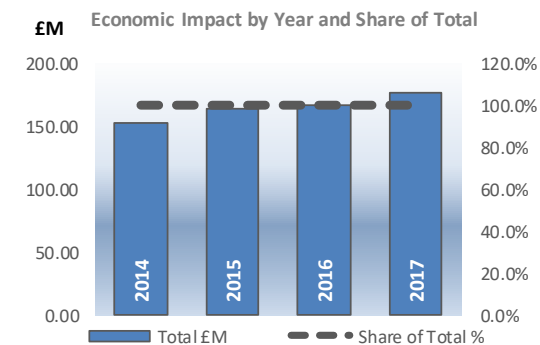
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2014 to 2017

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

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 to 2017 Historic Prices			TOTAL	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2017		24.9%	23.0%	19.1%	11.9%	13.5%	20.4%	2.5%	20.3%	16.4%	13.3%	9.7%	19.6%	15.6%	Annual Change	22.0%	15.4%	13.5%	13.9%
% Change 2016 to 2017		3.4%	5.4%	4.8%	9.0%	6.5%	5.6%	2.7%	7.4%	11.7%	3.0%	7.2%	5.4%	6.2%		4.6%	6.9%	7.0%	4.9%
Average Annual Change		8.3%	7.7%	6.4%	4.0%	4.5%	6.8%	0.8%	6.8%	5.5%	4.4%	3.2%	6.5%	5.2%		7.3%	5.1%	4.5%	4.6%
2014	£M	7.362	8.336	10.49	14.45	16.66	16.31	17.68	22.36	13.92	10.74	7.711	6.985	153.00		26.18	47.42	53.96	25.44
2015	£M	8.732	9.683	11.02	14.90	16.97	17.02	17.99	24.70	14.84	12.22	8.033	7.717	163.83	7.1%	29.43	48.90	57.53	27.96
2016	£M	8.893	9.724	11.92	14.83	17.76	18.60	17.64	25.06	14.51	11.82	7.895	7.928	166.58	1.7%	30.54	51.19	57.21	27.64
2017	£M	9.192	10.25	12.49	16.17	18.91	19.65	18.12	26.90	16.21	12.17	8.460	8.354	176.88	6.2%	31.94	54.72	61.23	28.98

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



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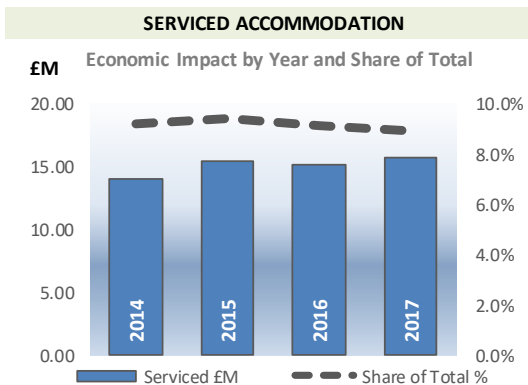
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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			Q1	Q2	Q3	Q4	
% Change 2014 to 2017		26.0%	13.6%	8.3%	29.9%	43.9%	31.3%	5.4%	-2.0%	-4.5%	13.4%	-5.6%	27.4%	12.1%	Annual Change	14.8%	35.0%	-0.5%	9.7%	
% Change 2016 to 2017		4.3%	0.9%	-2.0%	19.7%	25.1%	10.8%	-4.4%	-8.0%	0.1%	4.3%	6.1%	8.3%	3.8%		0.8%	18.1%	-4.7%	6.1%	
Average Annual Change		8.7%	4.5%	2.8%	10.0%	14.6%	10.4%	1.8%	-0.7%	-1.5%	4.5%	-1.9%	9.1%	4.0%		4.9%	11.7%	-0.2%	3.2%	
2014	£M	0.588	0.763	0.871	0.951	1.043	1.164	1.757	2.290	1.680	1.076	1.134	0.759	14.08	-1.5%	2.222	3.159	5.727	2.968	
2015	£M	0.759	0.885	0.982	1.061	1.221	1.431	1.906	2.412	1.648	1.260	1.027	0.831	15.42		9.6%	2.626	3.713	5.966	3.119
2016	£M	0.711	0.859	0.962	1.032	1.200	1.380	1.937	2.440	1.603	1.169	1.009	0.892	15.19		-1.5%	2.532	3.612	5.980	3.070
2017	£M	0.742	0.867	0.943	1.236	1.501	1.529	1.853	2.244	1.604	1.220	1.071	0.966	15.78		3.8%	2.552	4.266	5.701	3.257

ECONOMIC IMPACT - IN HISTORIC PRICES						
SHARE OF MARKET		2014	2015	2016	2017	
Serviced	£M	14.08	15.42	15.19	15.78	
All Visitor Types	£M	153.00	163.83	166.58	176.88	
Share of Total	%	9.2%	9.4%	9.1%	8.9%	
Annual Change in Share	%		2.3%	-3.1%	-2.2%	
Change in Share from 2014	%		2.3%	-0.9%	-3.1%	
Avg Ann. Change in Share	%		2.3%	-0.4%	-1.0%	

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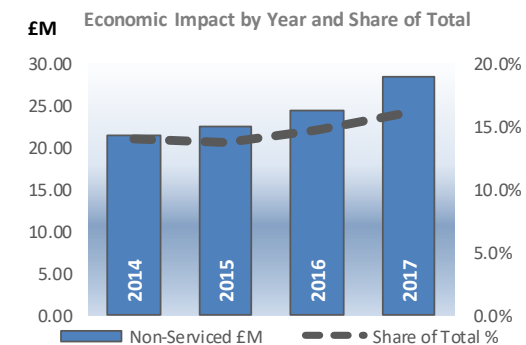


STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 to 2017 Historic Prices			NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2017		39.7%	40.5%	19.1%	31.2%	33.2%	27.1%	34.3%	31.3%	43.0%	30.5%	31.2%	36.6%		32.9%	30.3%	30.4%	35.6%	32.0%
% Change 2016 to 2017		17.3%	21.0%	5.5%	15.7%	19.0%	14.0%	19.4%	15.2%	23.8%	11.4%	11.7%	15.7%		16.5%	12.9%	16.3%	19.0%	12.4%
Average Annual Change		13.2%	13.5%	6.4%	10.4%	11.1%	9.0%	11.4%	10.4%	14.3%	10.2%	10.4%	12.2%		11.0%	10.1%	10.1%	11.9%	10.7%
2014	£M	0.573	0.656	1.083	1.590	2.474	2.497	2.950	3.705	2.667	1.572	0.992	0.659		21.42	2.312	6.561	9.323	3.224
2015	£M	0.606	0.693	1.180	1.682	2.605	2.610	3.073	3.867	2.802	1.667	1.051	0.696	22.53	5.2%	2.479	6.897	9.741	3.413
2016	£M	0.683	0.762	1.223	1.803	2.768	2.783	3.319	4.225	3.081	1.841	1.166	0.779	24.43	8.4%	2.668	7.355	10.62	3.786
2017	£M	0.801	0.922	1.290	2.086	3.295	3.173	3.962	4.866	3.815	2.052	1.302	0.901	28.46	16.5%	3.013	8.553	12.64	4.254

ECONOMIC IMPACT - IN HISTORIC PRICES					NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2014	2015	2016	2017		
Non-Serviced £M	21.42	22.53	24.43	28.46		
All Visitor Types £M	153.00	163.83	166.58	176.88		
Share of Total %	14.0%	13.8%	14.7%	16.1%		
Annual Change in Share		-1.8%	6.7%	9.7%		
Change in Share from 2014		-1.8%	4.8%	14.9%		
Avg Ann. Change in Share		-1.8%	2.4%	5.0%		

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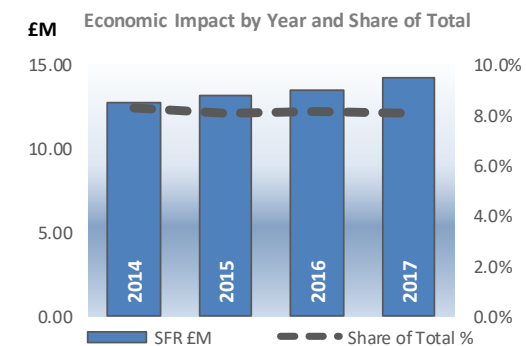
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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 2014 to 2017		12.1%	14.2%	9.3%	11.9%	14.4%	12.4%	11.7%	10.6%	15.1%	11.6%	8.3%	14.5%	12.3%	Annual Change	11.9%	12.8%	12.0%	12.5%
% Change 2016 to 2017		4.0%	6.7%	1.3%	6.2%	8.0%	5.8%	5.8%	4.6%	8.5%	4.4%	3.9%	6.3%	5.5%		3.9%	6.7%	5.9%	5.3%
Average Annual Change		4.0%	4.7%	3.1%	4.0%	4.8%	4.1%	3.9%	3.5%	5.0%	3.9%	2.8%	4.8%	4.1%		4.0%	4.3%	4.0%	4.2%
2014	£M	1.709	0.612	0.743	1.486	1.024	0.810	1.259	1.344	0.775	0.747	0.617	1.591	12.72		3.063	3.320	3.377	2.955
2015	£M	1.807	0.642	0.785	1.537	1.061	0.842	1.295	1.379	0.795	0.782	0.625	1.651	13.20	3.8%	3.235	3.440	3.469	3.059
2016	£M	1.842	0.655	0.802	1.565	1.084	0.861	1.329	1.421	0.822	0.799	0.644	1.714	13.54	2.5%	3.299	3.510	3.572	3.157
2017	£M	1.916	0.699	0.812	1.662	1.171	0.911	1.406	1.486	0.892	0.834	0.668	1.822	14.28	5.5%	3.427	3.744	3.784	3.324

ECONOMIC IMPACT - IN HISTORIC PRICES					SFR			
SHARE OF MARKET	2014	2015	2016	2017				
SFR £M	12.72	13.20	13.54	14.28				
All Visitor Types £M	153.00	163.83	166.58	176.88				
Share of Total %	8.3%	8.1%	8.1%	8.1%				
Annual Change in Share		-3.0%	0.8%	-0.7%				
Change in Share from 2014		-3.0%	-2.2%	-2.9%				
Avg Ann. Change in Share		-3.0%	-1.1%	-1.0%				

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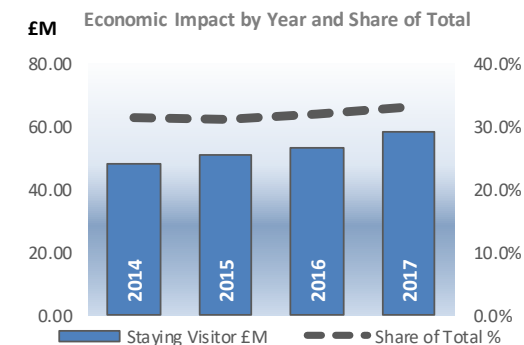
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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	Annual Change		Q1	Q2	Q3	Q4	
% Change 2014 to 2017		20.5%	22.5%	12.9%	23.8%	31.4%	25.5%	21.0%	17.1%	23.2%	20.9%	10.8%	22.6%			21.4%	18.3%	27.0%	20.1%	18.5%
% Change 2016 to 2017		6.9%	9.3%	2.0%	13.3%	18.1%	11.7%	9.6%	6.3%	14.6%	7.8%	7.9%	9.0%			10.1%	5.8%	14.4%	9.7%	8.2%
Average Annual Change		6.8%	7.5%	4.3%	7.9%	10.5%	8.5%	7.0%	5.7%	7.7%	7.0%	3.6%	7.5%			7.1%	6.1%	9.0%	6.7%	6.2%
2014	£M	2.870	2.031	2.697	4.027	4.541	4.471	5.966	7.339	5.122	3.395	2.743	3.009	48.21		7.598	13.04	18.43	9.148	
2015	£M	3.172	2.219	2.948	4.280	4.887	4.884	6.273	7.658	5.244	3.709	2.704	3.178	51.16		6.1%	8.339	14.05	19.18	9.591
2016	£M	3.236	2.276	2.987	4.400	5.052	5.024	6.586	8.086	5.505	3.809	2.818	3.385	53.16		3.9%	8.499	14.48	20.18	10.01
2017	£M	3.458	2.487	3.046	4.984	5.966	5.613	7.220	8.596	6.311	4.105	3.041	3.689	58.52		10.1%	8.992	16.56	22.13	10.84

ECONOMIC IMPACT - IN HISTORIC PRICES					STAYING VISITOR	
SHARE OF MARKET	2014	2015	2016	2017		
Staying Visitor £M	48.21	51.16	53.16	58.52		
All Visitor Types £M	153.00	163.83	166.58	176.88		
Share of Total %	31.5%	31.2%	31.9%	33.1%		
Annual Change in Share %		-0.9%	2.2%	3.7%		
Change in Share from 2014 %		-0.9%	1.3%	5.0%		
Avg Ann. Change in Share %		-0.9%	0.6%	1.7%		

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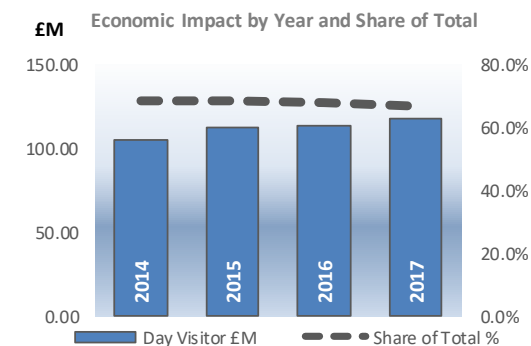
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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 2014 to 2017		27.7%	23.1%	21.3%	7.3%	6.8%	18.5%	-6.9%	21.9%	12.5%	9.7%	9.1%	17.3%	12.9%	Annual Change	23.5%	11.0%	10.1%	11.4%
% Change 2016 to 2017		1.4%	4.2%	5.7%	7.2%	1.9%	3.4%	-1.4%	7.9%	9.9%	0.7%	6.7%	2.7%	4.4%		4.1%	3.9%	5.6%	2.9%
Average Annual Change		9.2%	7.7%	7.1%	2.4%	2.3%	6.2%	-2.3%	7.3%	4.2%	3.2%	3.0%	5.8%	4.3%		7.8%	3.7%	3.4%	3.8%
2014	£M	4.491	6.306	7.790	10.42	12.12	11.84	11.71	15.02	8.801	7.347	4.968	3.976	104.79		18.59	34.38	35.53	16.29
2015	£M	5.560	7.463	8.073	10.62	12.08	12.14	11.72	17.04	9.594	8.506	5.329	4.539	112.67	7.5%	21.10	34.85	38.36	18.37
2016	£M	5.657	7.448	8.936	10.43	12.70	13.58	11.05	16.97	9.009	8.008	5.077	4.544	113.42	0.7%	22.04	36.71	37.04	17.63
2017	£M	5.734	7.764	9.449	11.18	12.94	14.03	10.90	18.31	9.901	8.063	5.419	4.665	118.36	4.4%	22.95	38.16	39.11	18.15

ECONOMIC IMPACT - IN HISTORIC PRICES					DAY VISITOR	
SHARE OF MARKET	2014	2015	2016	2017		
Day Visitor £M	104.79	112.67	113.42	118.36		
All Visitor Types £M	153.00	163.83	166.58	176.88		
Share of Total %	68.5%	68.8%	68.1%	66.9%		
Annual Change in Share %		0.4%	-1.0%	-1.7%		
Change in Share from 2014 %		0.4%	-0.6%	-2.3%		
Avg Ann. Change in Share %		0.4%	-0.3%	-0.8%		

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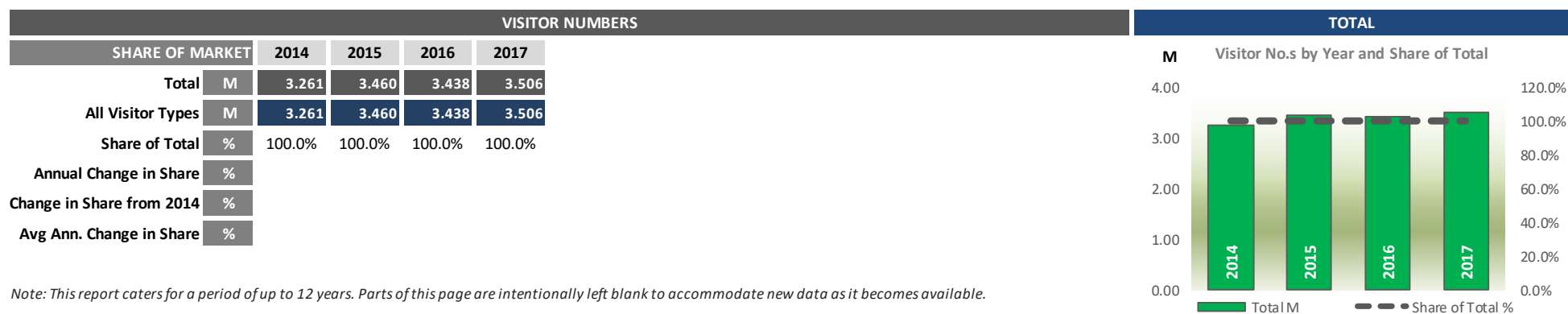


Report Prepared by: DC. Date of Issue: 28/06/18

Visitor Numbers by Month, Year and Visitor Type for the Period 2014 to 2017

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

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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			Q1	Q2	Q3	Q4
% Change 2014 to 2017		20.0%	16.9%	14.7%	2.7%	2.4%	12.5%	-10.2%	15.1%	7.5%	4.4%	3.5%	11.7%	7.5%	Annual Change	16.8%	6.0%	4.9%	6.0%
% Change 2016 to 2017		-0.8%	1.8%	2.8%	4.8%	0.1%	1.1%	-3.2%	5.0%	7.2%	-1.4%	4.0%	0.8%	2.0%		1.5%	1.8%	3.1%	0.7%
Average Annual Change		6.7%	5.6%	4.9%	0.9%	0.8%	4.2%	-3.4%	5.0%	2.5%	1.5%	1.2%	3.9%	2.5%		5.6%	2.0%	1.6%	2.0%
2014	M	0.148	0.194	0.239	0.320	0.371	0.361	0.363	0.462	0.279	0.229	0.160	0.135	3.261		0.580	1.053	1.104	0.524
2015	M	0.178	0.226	0.245	0.323	0.367	0.366	0.359	0.516	0.300	0.261	0.168	0.150	3.460	6.1%	0.649	1.056	1.176	0.579
2016	M	0.179	0.222	0.266	0.314	0.380	0.402	0.337	0.507	0.279	0.243	0.159	0.149	3.438	-0.6%	0.668	1.096	1.123	0.551
2017	M	0.177	0.226	0.274	0.329	0.380	0.406	0.326	0.532	0.300	0.239	0.165	0.150	3.506	2.0%	0.678	1.115	1.158	0.555



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STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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 2014 to 2017		25.4%	12.8%	0.2%	29.2%	27.6%	7.3%	-2.2%	-21.7%	-2.9%	-2.4%	-3.5%	19.7%	3.1%	Annual Change	10.5%	20.3%	-9.2%	4.0%	
% Change 2016 to 2017		2.1%	-1.2%	-4.0%	18.1%	21.4%	6.6%	-6.3%	-10.9%	-2.6%	0.5%	2.3%	4.9%	1.1%		-1.5%	15.1%	-6.4%	2.7%	
Average Annual Change		8.5%	4.3%	0.1%	9.7%	9.2%	2.4%	-0.7%	-7.2%	-1.0%	-0.8%	-1.2%	6.6%	1.0%		3.5%	6.8%	-3.1%	1.3%	
2014 000s		2.3	4.1	4.2	3.4	4.4	4.8	7.4	8.8	9.1	4.9	6.3	5.0	64.6	-2.5%	10.6	12.6	25.2	16.2	
2015 000s		2.8	4.8	4.8	3.7	4.9	5.2	7.4	8.0	9.4	5.3	5.9	5.4	67.6		4.7%	12.4	13.7	24.9	16.6
2016 000s		2.8	4.6	4.4	3.7	4.7	4.8	7.7	7.7	9.1	4.7	5.9	5.7	65.9		-2.5%	11.9	13.2	24.4	16.4
2017 000s		2.9	4.6	4.3	4.4	5.7	5.1	7.2	6.9	8.8	4.7	6.1	6.0	66.6		1.1%	11.7	15.2	22.9	16.8

VISITOR NUMBERS				
SHARE OF MARKET	2014	2015	2016	2017
Serviced 000s	64.6	67.6	65.9	66.6
All Visitor Types M	3.3	3.5	3.4	3.5
Share of Total %	2.0%	2.0%	1.9%	1.9%
Annual Change in Share %		-1.3%	-1.9%	-0.9%
Change in Share from 2014 %		-1.3%	-3.2%	-4.1%
Avg Ann. Change in Share %		-1.3%	-1.6%	-1.4%

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

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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 THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2017		20.6%	26.4%	8.5%	8.6%	13.6%	10.6%	14.1%	22.7%	29.4%	6.7%	3.5%	10.3%	15.5%	Annual Change	16.3%	11.3%	22.4%	6.2%
% Change 2016 to 2017		15.6%	18.8%	3.6%	13.4%	16.6%	11.6%	16.0%	12.0%	21.3%	9.2%	9.8%	13.7%	14.0%		10.7%	14.0%	16.2%	10.2%
Average Annual Change		6.9%	8.8%	2.8%	2.9%	4.5%	3.5%	4.7%	7.6%	9.8%	2.2%	1.2%	3.4%	5.2%		5.4%	3.8%	7.5%	2.1%
2014 000s		1.3	1.7	2.8	5.0	7.8	6.9	7.6	9.7	8.5	5.3	3.7	1.8	61.9			5.8	19.6	25.7
2015 000s		1.1	1.6	2.8	4.7	7.6	6.2	7.1	11.1	9.8	5.5	4.0	1.5	63.1	2.0%	5.5	18.5	28.0	11.1
2016 000s		1.4	1.8	3.0	4.8	7.6	6.8	7.5	10.6	9.0	5.2	3.5	1.8	62.7	-0.6%	6.1	19.1	27.1	10.4
2017 000s		1.6	2.1	3.1	5.4	8.8	7.6	8.7	11.9	10.9	5.6	3.8	2.0	71.5	14.0%	6.7	21.8	31.5	11.4



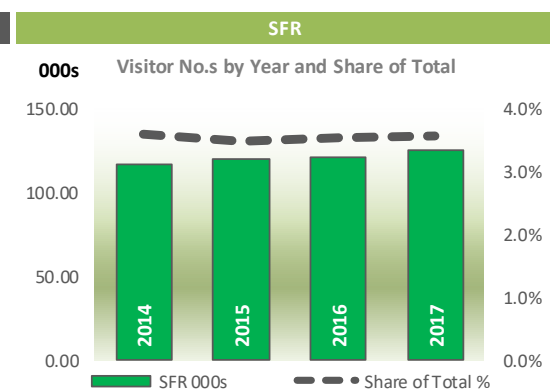
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STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)										2014 to 2017			SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 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			Q1	Q2	Q3	Q4
% Change 2014 to 2017	6.7%	8.7%	4.0%	6.5%	8.8%	7.0%	6.3%	5.3%	9.5%	6.2%	3.1%	9.0%	6.8%	Annual Change	6.4%	7.4%	6.7%	6.8%
% Change 2016 to 2017	1.4%	4.0%	-1.2%	3.6%	5.3%	3.2%	3.1%	1.9%	5.8%	1.8%	1.3%	3.6%	2.8%		1.3%	4.0%	3.4%	2.6%
Average Annual Change	2.2%	2.9%	1.3%	2.2%	2.9%	2.3%	2.1%	1.8%	3.2%	2.1%	1.0%	3.0%	2.3%		2.1%	2.5%	2.2%	2.3%
2014 000s	14.9	6.4	7.5	12.0	10.2	8.4	11.0	11.3	7.8	7.6	6.6	13.3	117.0		2.7%	28.8	30.6	30.0
2015 000s	15.6	6.6	7.9	12.3	10.4	8.7	11.2	11.4	7.9	7.9	6.6	13.7	120.2	2.7%	30.1	31.3	30.5	28.2
2016 000s	15.7	6.6	7.9	12.3	10.5	8.7	11.3	11.6	8.1	8.0	6.7	14.0	121.6	1.2%	30.3	31.6	31.0	28.7
2017 000s	15.9	6.9	7.8	12.8	11.0	9.0	11.7	11.9	8.5	8.1	6.8	14.5	125.0	2.8%	30.7	32.8	32.1	29.5

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

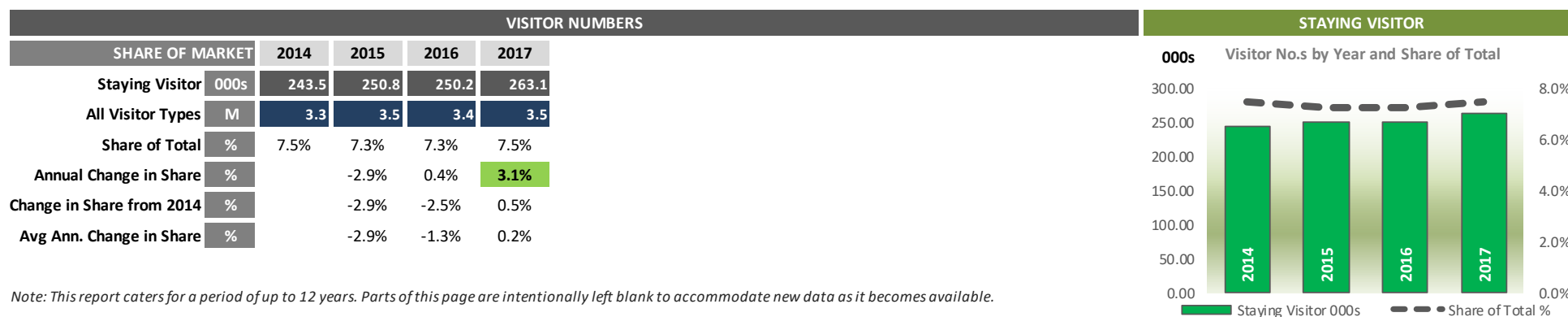
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Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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 THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2017		10.0%	12.5%	3.8%	10.8%	14.2%	8.3%	6.2%	3.0%	11.7%	4.0%	0.7%	11.8%	8.0%	Annual Change	8.6%	11.2%	6.7%	5.9%
% Change 2016 to 2017		2.4%	4.1%	-1.1%	8.4%	12.4%	6.8%	4.0%	2.2%	8.2%	3.6%	3.5%	4.8%	5.2%		1.8%	9.3%	4.7%	4.0%
Average Annual Change		3.3%	4.2%	1.3%	3.6%	4.7%	2.8%	2.1%	1.0%	3.9%	1.3%	0.2%	3.9%	2.7%		2.9%	3.7%	2.2%	2.0%
2014 000s		18.5	12.1	14.6	20.4	22.4	20.1	26.0	29.7	25.3	17.8	16.6	20.2	243.5		45.2	62.8	81.0	54.5
2015 000s		19.4	13.0	15.5	20.6	22.9	20.0	25.8	30.5	27.1	18.7	16.6	20.6	250.8	3.0%	48.0	63.5	83.4	55.9
2016 000s		19.8	13.1	15.3	20.8	22.7	20.4	26.5	29.9	26.1	17.8	16.1	21.5	250.2	-0.3%	48.2	63.9	82.6	55.5
2017 000s		20.3	13.6	15.2	22.5	25.5	21.7	27.6	30.6	28.3	18.5	16.7	22.5	263.1	5.2%	49.1	69.8	86.4	57.7



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STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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			Q1	Q2	Q3	Q4
% Change 2014 to 2017		21.5%	17.2%	15.4%	2.1%	1.6%	12.8%	-11.4%	16.0%	7.1%	4.4%	3.8%	11.6%	7.5%	Annual Change	17.5%	5.6%	4.7%	6.0%
% Change 2016 to 2017		-1.2%	1.6%	3.1%	4.5%	-0.7%	0.8%	-3.9%	5.2%	7.1%	-1.8%	4.1%	0.1%	1.7%		1.5%	1.3%	2.9%	0.4%
Average Annual Change		7.2%	5.7%	5.1%	0.7%	0.5%	4.3%	-3.8%	5.3%	2.4%	1.5%	1.3%	3.9%	2.5%		5.8%	1.9%	1.6%	2.0%
2014	M	0.129	0.182	0.224	0.300	0.349	0.341	0.337	0.433	0.253	0.212	0.143	0.114	3.017		0.535	0.990	1.023	0.469
2015	M	0.158	0.213	0.230	0.303	0.344	0.346	0.334	0.485	0.273	0.242	0.152	0.129	3.209	6.3%	0.601	0.992	1.092	0.523
2016	M	0.159	0.209	0.251	0.293	0.357	0.382	0.311	0.477	0.253	0.225	0.143	0.128	3.188	-0.7%	0.619	1.032	1.041	0.495
2017	M	0.157	0.213	0.259	0.306	0.355	0.385	0.299	0.502	0.271	0.221	0.148	0.128	3.243	1.7%	0.629	1.046	1.072	0.497



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Visitor Days by Month, Year and Visitor Type for the Period 2014 to 2017

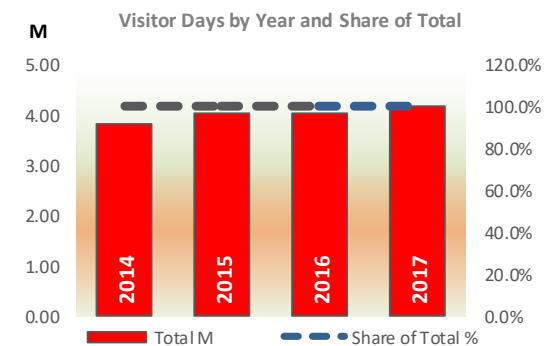
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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 2014 to 2017		19.0%	17.3%	14.2%	4.9%	5.6%	13.8%	-5.4%	15.6%	11.0%	6.8%	5.1%	12.8%	9.4%	Annual Change	16.5%	8.2%	7.5%	7.9%	
% Change 2016 to 2017		0.3%	2.6%	2.7%	5.6%	2.3%	2.3%	-0.7%	5.4%	9.1%	-0.2%	4.5%	2.0%	3.2%		2.0%	3.2%	4.5%	1.7%	
Average Annual Change		6.3%	5.8%	4.7%	1.6%	1.9%	4.6%	-1.8%	5.2%	3.7%	2.3%	1.7%	4.3%	3.1%		5.5%	2.7%	2.5%	2.6%	
2014	M	0.183	0.214	0.269	0.372	0.430	0.419	0.430	0.547	0.339	0.268	0.186	0.168	3.825	6.0%	0.666	1.221	1.316	0.622	
2015	M	0.216	0.247	0.278	0.378	0.430	0.429	0.430	0.603	0.361	0.302	0.194	0.185	4.053		0.741	1.236	1.394	0.682	
2016	M	0.217	0.245	0.299	0.369	0.444	0.466	0.410	0.600	0.345	0.287	0.187	0.186	4.055		0.1%	0.761	1.280	1.354	0.660
2017	M	0.218	0.251	0.307	0.390	0.455	0.477	0.407	0.632	0.376	0.286	0.195	0.190	4.184		3.2%	0.776	1.322	1.415	0.671

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

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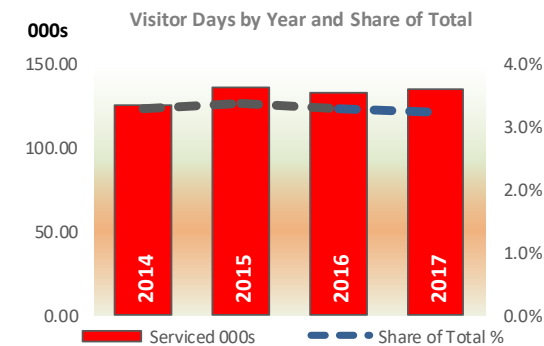
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STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 to 2017			SERVICED		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
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 2014 to 2017		18.8%	9.5%	3.8%	26.6%	37.6%	25.3%	1.3%	-6.0%	-7.8%	8.2%	-9.8%	21.7%	7.7%	Annual Change	9.8%	29.8%	-4.3%	4.8%
% Change 2016 to 2017		1.0%	-1.2%	-4.7%	17.4%	21.9%	7.8%	-4.9%	-8.6%	-2.4%	1.3%	3.2%	5.0%	1.9%		-1.9%	15.2%	-5.7%	3.0%
Average Annual Change		6.3%	3.2%	1.3%	8.9%	12.5%	8.4%	0.4%	-2.0%	-2.6%	2.7%	-3.3%	7.2%	2.6%		3.3%	9.9%	-1.4%	1.6%
2014 000s		5.5	7.0	7.9	8.5	9.6	10.7	14.8	19.4	15.2	9.8	10.3	6.9	125.6		20.4	28.8	49.4	27.1
2015 000s		6.9	8.0	8.9	9.5	11.1	13.0	15.8	20.1	14.8	11.4	9.3	7.5	136.1	8.4%	23.8	33.6	50.7	28.1
2016 000s		6.4	7.7	8.6	9.2	10.8	12.4	15.8	20.0	14.3	10.5	9.0	8.0	132.8	-2.5%	22.8	32.4	50.1	27.5
2017 000s		6.5	7.6	8.2	10.8	13.2	13.4	15.0	18.2	14.0	10.6	9.3	8.4	135.3	1.9%	22.4	37.3	47.2	28.3

VISITOR DAYS					SERVICED ACCOMMODATION				
SHARE OF MARKET	2014	2015	2016	2017					
Serviced 000s	125.6	136.1	132.8	135.3					
All Visitor Types M	3.8	4.1	4.1	4.2					
Share of Total %	3.3%	3.4%	3.3%	3.2%					
Annual Change in Share %		2.3%	-2.5%	-1.3%					
Change in Share from 2014 %		2.3%	-0.3%	-1.5%					
Avg Ann. Change in Share %		2.3%	-0.1%	-0.5%					

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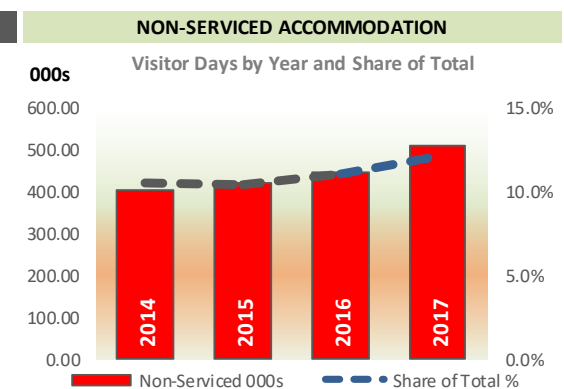
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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 THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2017		32.6%	33.1%	12.8%	24.3%	26.3%	20.5%	26.6%	23.9%	35.6%	23.6%	24.6%	29.4%	25.8%	Annual Change	23.4%	23.6%	28.4%	25.0%
% Change 2016 to 2017		15.7%	18.8%	3.6%	13.4%	16.6%	11.6%	16.0%	12.0%	21.3%	9.1%	9.8%	13.6%	14.0%		10.9%	13.9%	16.2%	10.2%
Average Annual Change		10.9%	11.0%	4.3%	8.1%	8.8%	6.8%	8.9%	8.0%	11.9%	7.9%	8.2%	9.8%	8.6%		7.8%	7.9%	9.5%	8.3%
2014 000s		10.7	12.1	20.7	30.8	49.4	49.9	51.0	65.4	53.2	30.0	19.0	12.2	404.4		43.5	130.1	169.6	61.2
2015 000s		11.3	12.8	22.5	32.4	51.7	51.8	52.8	67.8	55.5	31.6	20.0	12.8	422.9	4.6%	46.5	135.9	176.0	64.4
2016 000s		12.3	13.6	22.5	33.7	53.5	53.9	55.6	72.3	59.5	34.0	21.5	13.9	446.3	5.5%	48.4	141.2	187.4	69.4
2017 000s		14.2	16.2	23.3	38.2	62.4	60.2	64.5	81.0	72.2	37.1	23.6	15.8	508.7	14.0%	53.7	160.8	217.7	76.5

VISITOR DAYS				
SHARE OF MARKET	2014	2015	2016	2017
Non-Serviced 000s	404.4	422.9	446.3	508.7
All Visitor Types M	3.8	4.1	4.1	4.2
Share of Total %	10.6%	10.4%	11.0%	12.2%
Annual Change in Share %		-1.3%	5.5%	10.5%
Change in Share from 2014 %		-1.3%	4.1%	15.0%
Avg Ann. Change in Share %		-1.3%	2.1%	5.0%

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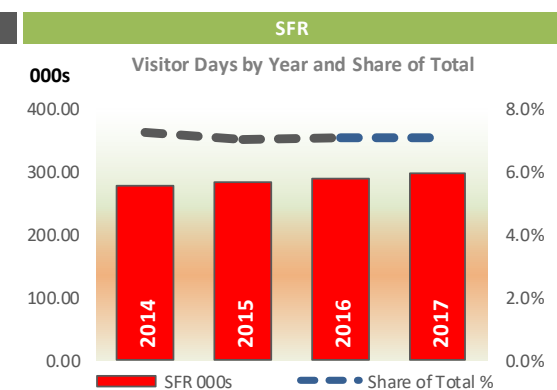
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STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 to 2017			SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY	SFR																		
An increase of 3% 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	Annual Change	Q1	Q2	Q3	Q4		
% Change 2014 to 2017	6.7%	8.7%	4.0%	6.5%	8.8%	7.0%	6.3%	5.3%	9.5%	6.2%	3.1%	9.0%		6.9%	6.4%	7.3%	6.6%	7.0%	
% Change 2016 to 2017	1.4%	4.0%	-1.2%	3.6%	5.3%	3.2%	3.1%	1.9%	5.8%	1.8%	1.3%	3.6%		2.8%	1.3%	4.0%	3.3%	2.7%	
Average Annual Change	2.2%	2.9%	1.3%	2.2%	2.9%	2.3%	2.1%	1.8%	3.2%	2.1%	1.0%	3.0%		2.3%	2.1%	2.4%	2.2%	2.3%	
2014	000s	37.3	13.3	16.2	32.4	22.3	17.7	27.5	29.3	16.9	16.3	13.5	34.7	277.4	2.7%	66.8	72.4	73.7	64.5
2015	000s	39.0	13.9	16.9	33.2	22.9	18.2	27.9	29.8	17.1	16.9	13.5	35.6	284.8		69.8	74.2	74.8	66.0
2016	000s	39.2	13.9	17.1	33.3	23.1	18.3	28.3	30.3	17.5	17.0	13.7	36.5	288.2		70.2	74.7	76.0	67.2
2017	000s	39.8	14.5	16.9	34.5	24.3	18.9	29.2	30.8	18.5	17.3	13.9	37.8	296.4		71.1	77.7	78.5	69.0

VISITOR DAYS				
SHARE OF MARKET	2014	2015	2016	2017
SFR 000s	277.4	284.8	288.2	296.4
All Visitor Types M	3.8	4.1	4.1	4.2
Share of Total %	7.3%	7.0%	7.1%	7.1%
Annual Change in Share %		-3.1%	1.1%	-0.3%
Change in Share from 2014 %		-3.1%	-2.0%	-2.3%
Avg Ann. Change in Share %		-3.1%	-1.0%	-0.8%

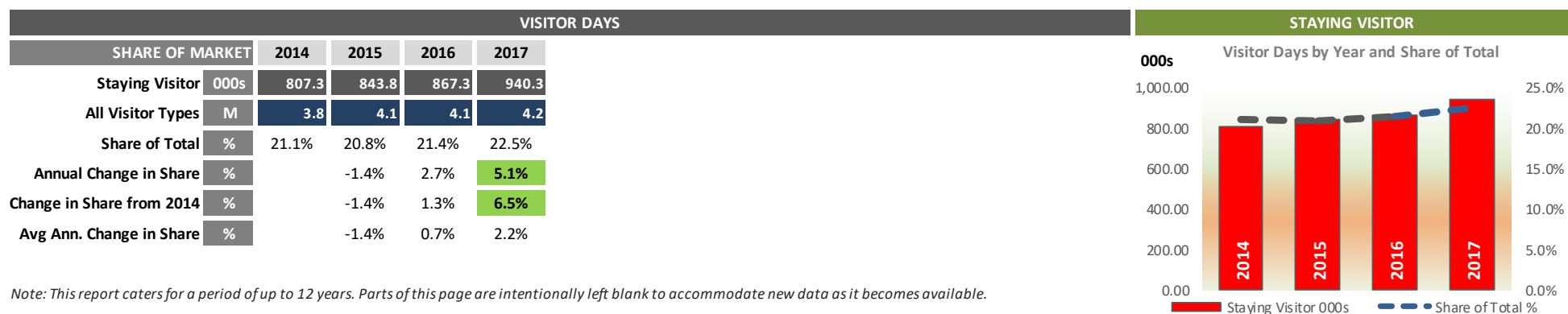
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Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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 THOUSANDS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2014 to 2017		13.1%	18.0%	8.1%	16.5%	22.8%	18.1%	16.6%	14.0%	22.7%	15.9%	9.5%	15.2%	16.5%	Annual Change	12.6%	19.3%	17.4%	13.9%
% Change 2016 to 2017		4.3%	8.6%	0.4%	9.6%	14.3%	9.2%	9.1%	6.2%	14.6%	5.8%	5.8%	6.2%	8.4%		4.1%	11.1%	9.6%	5.9%
Average Annual Change		4.4%	6.0%	2.7%	5.5%	7.6%	6.0%	5.5%	4.7%	7.6%	5.3%	3.2%	5.1%	5.5%		4.2%	6.4%	5.8%	4.6%
2014	000s	53.4	32.4	44.8	71.7	81.3	78.3	93.2	114.1	85.3	56.1	42.8	53.8	807.3		130.7	231.3	292.6	152.7
2015	000s	57.2	34.6	48.3	75.0	85.7	83.0	96.5	117.6	87.4	59.9	42.7	55.9	843.8	4.5%	140.1	243.7	301.5	158.5
2016	000s	57.9	35.3	48.2	76.2	87.4	84.7	99.7	122.5	91.3	61.5	44.3	58.4	867.3	2.8%	141.4	248.3	313.5	164.1
2017	000s	60.5	38.3	48.4	83.5	99.9	92.5	108.7	130.1	104.6	65.0	46.8	62.0	940.3	8.4%	147.1	275.9	343.4	173.9



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STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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 2014 to 2017		21.5%	17.2%	15.4%	2.1%	1.6%	12.8%	-11.4%	16.0%	7.1%	4.4%	3.8%	11.6%	7.5%	Annual Change	17.5%	5.6%	4.7%	6.0%
% Change 2016 to 2017		-1.2%	1.6%	3.1%	4.5%	-0.7%	0.8%	-3.9%	5.2%	7.1%	-1.8%	4.1%	0.1%	1.7%		1.5%	1.3%	2.9%	0.4%
Average Annual Change		7.2%	5.7%	5.1%	0.7%	0.5%	4.3%	-3.8%	5.3%	2.4%	1.5%	1.3%	3.9%	2.5%		5.8%	1.9%	1.6%	2.0%
2014	M	0.129	0.182	0.224	0.300	0.349	0.341	0.337	0.433	0.253	0.212	0.143	0.114	3.017		0.535	0.990	1.023	0.469
2015	M	0.158	0.213	0.230	0.303	0.344	0.346	0.334	0.485	0.273	0.242	0.152	0.129	3.209	6.3%	0.601	0.992	1.092	0.523
2016	M	0.159	0.209	0.251	0.293	0.357	0.382	0.311	0.477	0.253	0.225	0.143	0.128	3.188	-0.7%	0.619	1.032	1.041	0.495
2017	M	0.157	0.213	0.259	0.306	0.355	0.385	0.299	0.502	0.271	0.221	0.148	0.128	3.243	1.7%	0.629	1.046	1.072	0.497

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

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Direct and Total Employment by Month, Year and Visitor Type for the Period 2014 to 2017

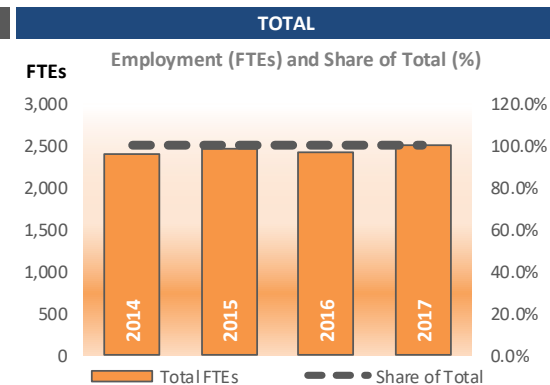
Visitor Types: *Total*
 Serviced Accommodation
 Non-Serviced Accommodation
 SFR
 Staying Visitor
 Day Visitor

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)										2014 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2017		8.7%	8.2%	6.7%	1.8%	3.0%	8.7%	-5.7%	10.1%	5.6%	2.1%	-0.4%	5.0%		4.4%	7.8%	4.6%	3.7%	2.2%
% Change 2016 to 2017		0.5%	2.0%	2.0%	5.0%	2.9%	2.6%	0.0%	4.8%	7.3%	0.2%	3.0%	1.5%		2.9%	1.6%	3.4%	4.0%	1.4%
Average Annual Change		2.9%	2.7%	2.2%	0.6%	1.0%	2.9%	-1.9%	3.4%	1.9%	0.7%	-0.1%	1.7%		1.5%	2.6%	1.5%	1.2%	0.7%
2014	FTEs	1,625	1,761	2,091	2,680	3,004	2,943	3,065	3,731	2,544	2,108	1,651	1,551	2,396		1,826	2,876	3,113	1,770
2015	FTEs	1,790	1,921	2,122	2,687	2,976	2,973	3,036	3,988	2,630	2,276	1,672	1,627	2,475	3.3%	1,944	2,879	3,218	1,858
2016	FTEs	1,758	1,868	2,187	2,599	3,005	3,120	2,889	3,921	2,502	2,149	1,596	1,604	2,433	-1.7%	1,937	2,908	3,104	1,783
2017	FTEs	1,767	1,905	2,231	2,728	3,093	3,200	2,890	4,107	2,686	2,153	1,644	1,629	2,503	2.9%	1,968	3,007	3,228	1,809

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

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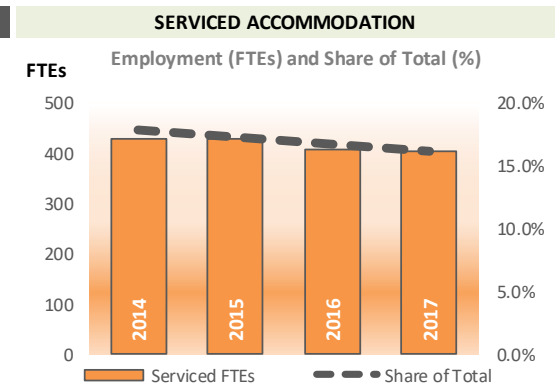
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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 2014 to 2017		-6.2%	-6.7%	-7.2%	-3.3%	-0.9%	-2.5%	-6.9%	-8.6%	-9.0%	-6.2%	-9.5%	-4.0%	-6.0%	Annual Change	-6.7%	-2.2%	-8.2%	-6.6%	
% Change 2016 to 2017		-1.7%	-1.9%	-2.4%	1.7%	3.1%	0.4%	-2.9%	-4.1%	-2.0%	-1.4%	-1.1%	-0.8%	-1.2%		-2.0%	1.7%	-3.0%	-1.1%	
Average Annual Change		-2.1%	-2.2%	-2.4%	-1.1%	-0.3%	-0.8%	-2.3%	-2.9%	-3.0%	-2.1%	-3.2%	-1.3%	-2.0%		-2.2%	-0.7%	-2.7%	-2.2%	
2014	FTEs	389	400	408	412	422	431	465	502	466	424	428	395	428	0.1%	399	421	478	415	
2015	FTEs	394	403	409	414	427	443	466	500	457	430	412	394	429		402	428	474	412	
2016	FTEs	371	381	388	392	405	418	446	479	433	403	391	383	407		-5.0%	380	405	453	392
2017	FTEs	365	373	378	399	418	420	433	459	424	397	387	380	403		-1.2%	372	412	439	388

EMPLOYMENT				
SHARE OF MARKET	2014	2015	2016	2017
Serviced FTEs	428	429	407	403
Total Employment FTEs	2,396	2,475	2,433	2,503
Share of Total %	17.9%	17.3%	16.7%	16.1%
Annual Change in Share %		-3.1%	-3.4%	-3.9%
Change in Share from 2014 %		-3.1%	-6.3%	-10.0%
Avg Ann. Change in Share %		-3.1%	-3.2%	-3.3%

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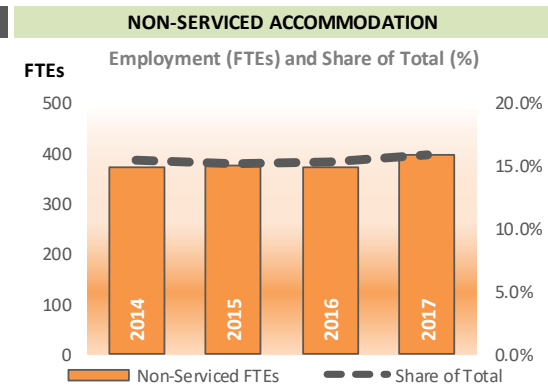
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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 2014 to 2017		2.3%	1.7%	-1.2%	5.1%	9.7%	7.0%	10.0%	10.6%	15.1%	4.5%	3.0%	0.9%	6.7%	Annual Change	0.8%	7.4%	11.8%	3.0%
% Change 2016 to 2017		4.0%	3.6%	1.2%	5.3%	9.1%	6.5%	8.8%	7.7%	12.2%	3.4%	3.3%	2.4%	6.3%		2.8%	7.1%	9.5%	3.1%
Average Annual Change		0.8%	0.6%	-0.4%	1.7%	3.2%	2.3%	3.3%	3.5%	5.0%	1.5%	1.0%	0.3%	2.2%		0.3%	2.5%	3.9%	1.0%
2014	FTEs	251	256	313	362	453	456	458	526	470	357	300	258	372		273	424	485	305
2015	FTEs	253	258	320	368	461	462	464	533	477	362	303	260	377	1.4%	277	430	491	309
2016	FTEs	247	251	306	361	456	458	463	540	482	360	299	254	373	-1.0%	268	425	495	304
2017	FTEs	257	260	309	380	498	487	504	581	540	373	309	260	397	6.3%	275	455	542	314

EMPLOYMENT				
SHARE OF MARKET	2014	2015	2016	2017
Non-Serviced FTEs	372	377	373	397
Total Employment FTEs	2,396	2,475	2,433	2,503
Share of Total %	15.5%	15.2%	15.3%	15.8%
Annual Change in Share %		-1.8%	0.7%	3.4%
Change in Share from 2014 %		-1.8%	-1.1%	2.2%
Avg Ann. Change in Share %		-1.8%	-0.6%	0.7%

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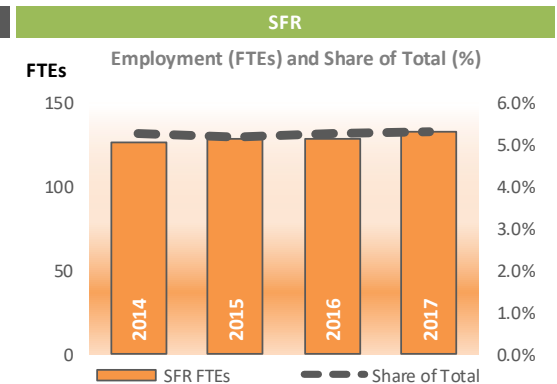
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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 2014 to 2017		5.2%	7.2%	2.6%	5.0%	7.3%	5.5%	4.9%	3.8%	8.0%	4.8%	1.7%	7.5%	5.4%	Annual Change	5.0%	5.9%	5.2%	5.6%
% Change 2016 to 2017		2.1%	4.7%	-0.5%	4.3%	6.0%	3.9%	3.9%	2.7%	6.5%	2.5%	2.0%	4.3%	3.6%		2.0%	4.7%	4.0%	3.4%
Average Annual Change		1.7%	2.4%	0.9%	1.7%	2.4%	1.8%	1.6%	1.3%	2.7%	1.6%	0.6%	2.5%	1.8%		1.7%	2.0%	1.7%	1.9%
2014	FTEs	204	73	89	177	122	97	150	160	92	89	74	190	126		1.4%	122	132	134
2015	FTEs	210	75	91	179	123	98	151	161	93	91	73	192	128	0.4%	126	133	135	119
2016	FTEs	210	75	91	178	124	98	151	162	94	91	73	195	129		125	133	136	120
2017	FTEs	214	78	91	186	131	102	157	166	100	93	75	204	133	3.6%	128	140	141	124

EMPLOYMENT				
SHARE OF MARKET	2014	2015	2016	2017
SFR FTEs	126	128	129	133
Total Employment FTEs	2,396	2,475	2,433	2,503
Share of Total %	5.3%	5.2%	5.3%	5.3%
Annual Change in Share %		-1.8%	2.1%	0.7%
Change in Share from 2014 %		-1.8%	0.2%	0.9%
Avg Ann. Change in Share %		-1.8%	0.1%	0.3%

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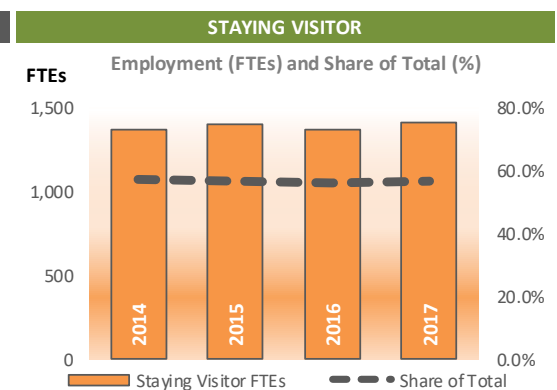
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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 2014 to 2017		-0.9%	-2.4%	-3.8%	1.4%	5.0%	2.7%	2.0%	1.6%	3.5%	-0.7%	-3.8%			0.1%	0.7%	-2.3%	3.1%	2.3%	-1.4%
% Change 2016 to 2017		1.0%	0.7%	-0.8%	3.6%	6.2%	3.6%	3.2%	2.2%	5.6%	1.1%	0.9%			1.4%	2.6%	0.3%	4.5%	3.6%	1.1%
Average Annual Change		-0.3%	-0.8%	-1.3%	0.5%	1.7%	0.9%	0.7%	0.5%	1.2%	-0.2%	-1.3%	0.0%	0.2%	-0.8%	1.0%	0.8%	-0.5%		
2014	FTEs	843	729	809	951	997	983	1,073	1,188	1,028	869	801	843	926	0.8%	794	977	1,097	838	
2015	FTEs	857	735	820	960	1,012	1,002	1,080	1,193	1,026	883	789	846	934		804	991	1,100	839	
2016	FTEs	828	706	785	931	985	974	1,061	1,181	1,008	854	763	832	909		-2.6%	773	964	1,083	817
2017	FTEs	836	712	778	965	1,047	1,009	1,095	1,207	1,064	863	771	844	932	2.6%	775	1,007	1,122	826	

EMPLOYMENT				
SHARE OF MARKET	2014	2015	2016	2017
Staying Visitor FTEs	1,370	1,397	1,371	1,415
Total Employment FTEs	2,396	2,475	2,433	2,503
Share of Total %	57.2%	56.5%	56.4%	56.5%
Annual Change in Share %		-1.2%	-0.2%	0.3%
Change in Share from 2014 %		-1.2%	-1.4%	-1.1%
Avg Ann. Change in Share %		-1.2%	-0.7%	-0.4%

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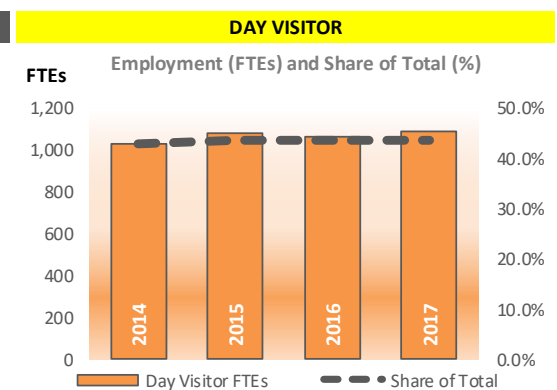
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)										2014 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			Q1	Q2	Q3	Q4
% Change 2014 to 2017		19.8%	15.6%	13.9%	0.8%	0.2%	11.3%	-12.6%	14.4%	5.6%	3.0%	2.4%	10.1%	6.0%	Annual Change	15.9%	4.2%	3.3%	4.6%
% Change 2016 to 2017		-0.5%	2.3%	3.8%	5.3%	0.0%	1.5%	-3.2%	5.9%	7.9%	-1.1%	4.8%	0.8%	2.5%		2.2%	2.1%	3.7%	1.1%
Average Annual Change		6.6%	5.2%	4.6%	0.3%	0.1%	3.8%	-4.2%	4.8%	1.9%	1.0%	0.8%	3.4%	2.0%		5.3%	1.4%	1.1%	1.5%
2014	FTEs	528	741	916	1,225	1,425	1,391	1,376	1,766	1,034	864	584	467	1,026		728	1,347	1,392	638
2015	FTEs	638	856	926	1,219	1,387	1,393	1,345	1,956	1,101	976	612	521	1,077	5.0%	807	1,333	1,467	703
2016	FTEs	636	837	1,004	1,172	1,428	1,526	1,242	1,907	1,012	900	570	511	1,062	-1.4%	826	1,375	1,387	660
2017	FTEs	633	856	1,042	1,234	1,428	1,548	1,202	2,020	1,092	890	598	515	1,088	2.5%	844	1,403	1,438	667

EMPLOYMENT				
SHARE OF MARKET	2014	2015	2016	2017
Day Visitor FTEs	1,026	1,077	1,062	1,088
Total Employment FTEs	2,396	2,475	2,433	2,503
Share of Total %	42.8%	43.5%	43.6%	43.5%
Annual Change in Share %		1.7%	0.3%	-0.4%
Change in Share from 2014 %		1.7%	1.9%	1.5%
Avg Ann. Change in Share %		1.7%	1.0%	0.5%

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

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

STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

2017

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

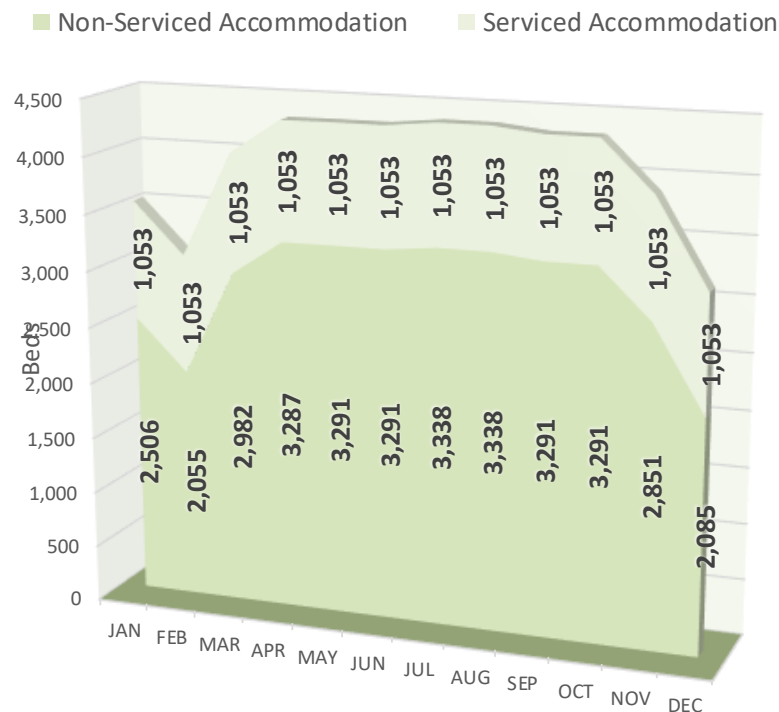
SERVICED ACCOMMODATION 2017	2017		Change on 2016		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	92	1,053	-5	-23	-14	-72
+50 Room	0	0	0	0	0	0
11-50 Room	10	461	+1	0	+1	-19
<10 Room	82	592	-6	-23	-15	-53

NON-SERVICED ACCOMMODATION 2017	2017		Change on 2016		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	136	3,338	-1	+193	-8	+262
Self catering	106	880	0	+28	-5	+68
Static caravans/chalets	0	759	0	-78	0	-26
Touring caravans/camping	28	1,632	-1	+243	-2	+237
Youth Hostels	2	67	0	0	-1	-17

DISTRIBUTION BY TYPE OF ACCOMMODATION 2017	2017		Change on 2016		Change on 2014	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	228	4,391	-6	+170	-22	+190
Serviced Accommodation Share of Total	40%	24%				
Non-Serviced Accommodation Share of Total	60%	76%				

SEASONAL AVAILABILITY OF BED SUPPLY 2017	2017											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	3,559	3,108	4,035	4,340	4,344	4,344	4,391	4,391	4,344	4,344	3,904	3,138
Serviced Accommodation	1,053	1,053	1,053	1,053	1,053	1,053	1,053	1,053	1,053	1,053	1,053	1,053
Non-Serviced Accommodation	2,506	2,055	2,982	3,287	3,291	3,291	3,338	3,338	3,291	3,291	2,851	2,085

SEASONAL AVAILABILITY OF BED SUPPLY
2017



Report Sections With Historic Financial Data Indexed to 2017 Prices

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

Indexation: *Indexation to: 2017*

2014	<i>1.05</i>
2015	<i>1.04</i>
2016	<i>1.03</i>
2017	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2014-2017

THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

Comparing 2017 and 2016

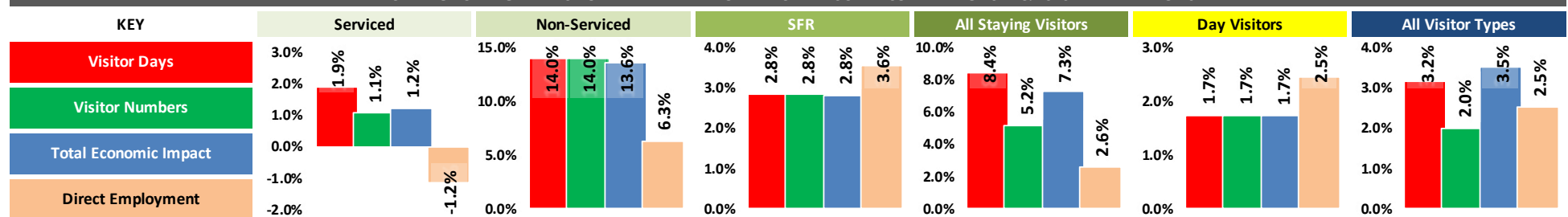
2016 in 2017 prices (1.026)

COMPARATIVE HEADLINES

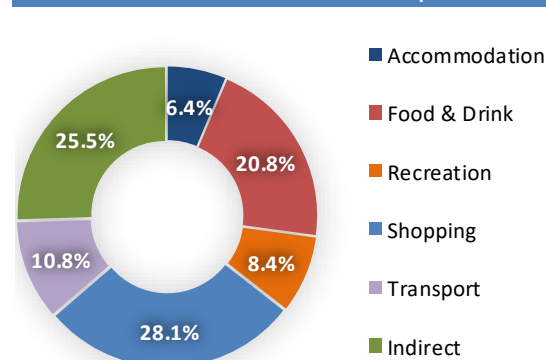
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2017 & 2016 - INDEXED TO 2017

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	0.135	0.133	1.9%	0.509	0.446	14.0%	0.296	0.288	2.8%	0.940	0.867	8.4%	3.243	3.188	1.7%
Visitor Numbers	M	0.067	0.066	1.1%	0.071	0.063	14.0%	0.125	0.122	2.8%	0.263	0.250	5.2%	3.243	3.188	1.7%
Direct Expenditure	£M															
Economic Impact	£M	15.78	15.59	1.2%	28.46	25.07	13.6%	14.28	13.89	2.8%	58.52	54.54	7.3%	118.36	116.35	1.7%
Direct Employment	FTEs	403	407	-1.2%	397	373	6.3%	133	129	3.6%	932	909	2.6%	1,088	1,062	2.5%
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

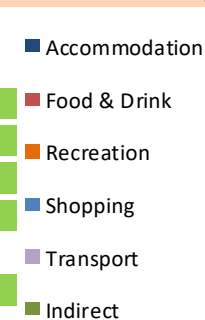


	2017	2016	+/- %
Accommodation	11.29	10.72	5.4%
Food & Drink	36.72	35.50	3.5%
Recreation	14.89	14.36	3.6%
Shopping	49.71	48.32	2.9%
Transport	19.16	18.46	3.8%
TOTAL DIRECT	131.77	127.36	3.5%
Indirect	45.10	43.53	3.6%
TOTAL	176.88	170.89	3.5%

Sectors

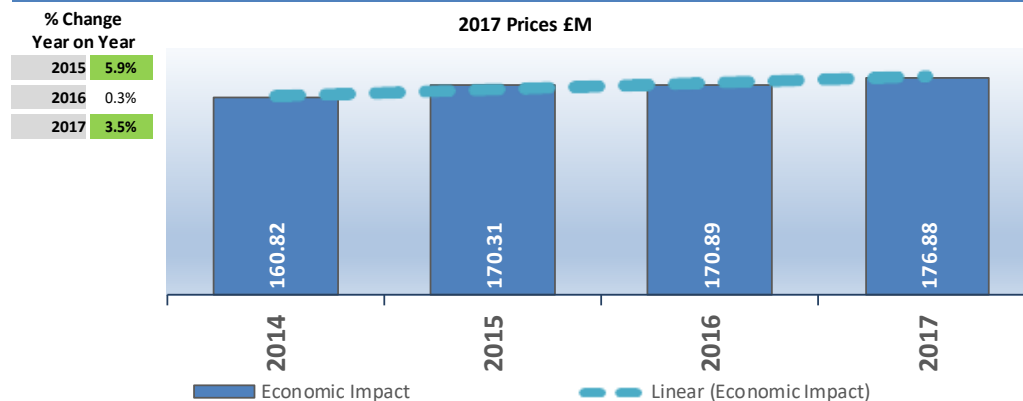
	2017	2016	+/- %
Accommodation	523	531	-1.6%
Food & Drink	506	486	4.2%
Recreation	249	239	4.4%
Shopping	625	603	3.6%
Transport	118	113	4.5%
TOTAL DIRECT	2,021	1,971	2.5%
Indirect	482	462	4.4%
TOTAL	2,503	2,433	2.9%

Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

Economic Impact - Indexed - Total

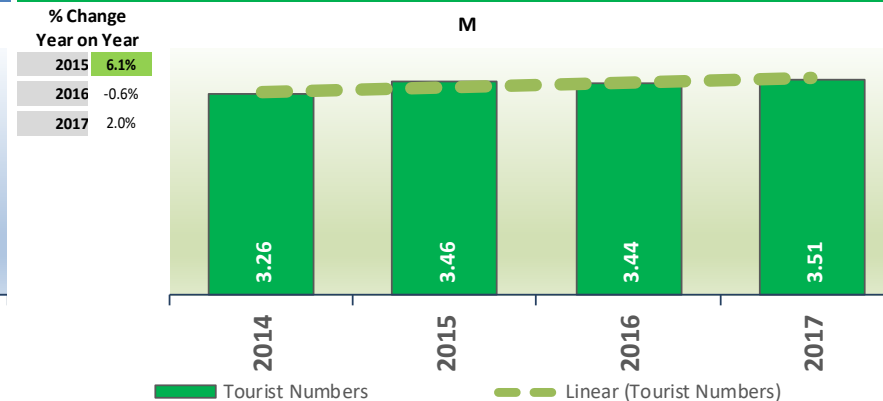


2014 to 2017
2017 Prices

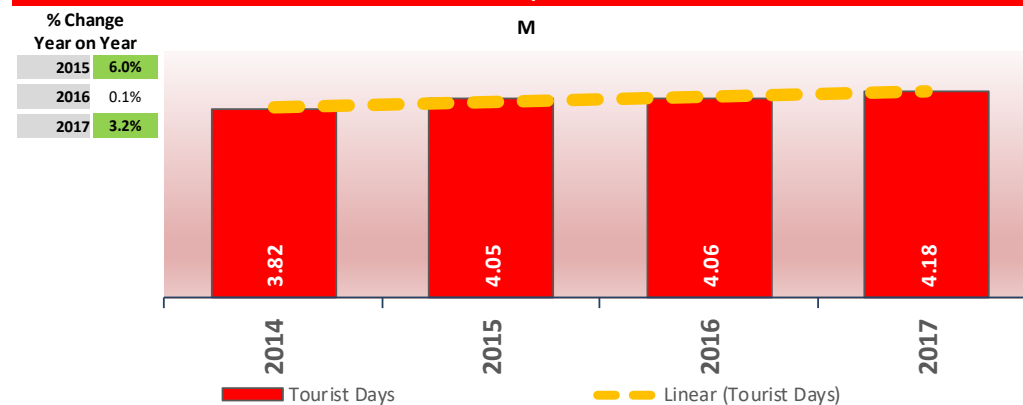
TOTAL

KEY MEASURES
Indexed

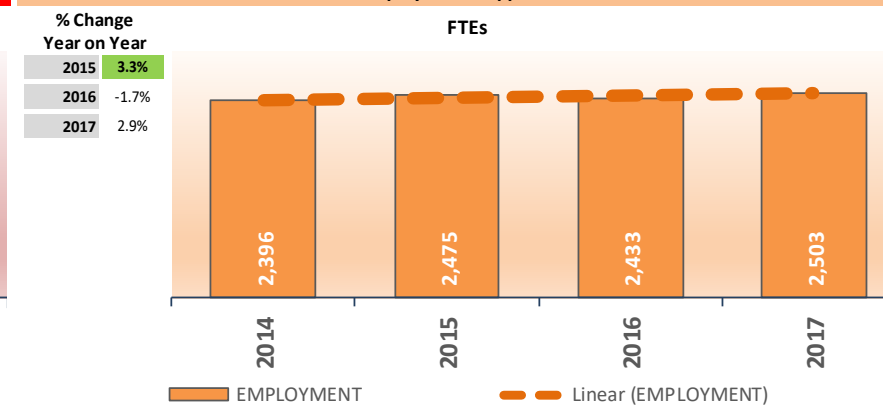
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total



% Change from 2014	2014	2015	2016	2017
Economic Impact - Indexed		5.9%	6.3%	10.0%
Visitor Numbers		6.1%	5.4%	7.5%
Visitor Days		6.0%	6.0%	9.4%
Total Employment		3.3%	1.5%	4.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

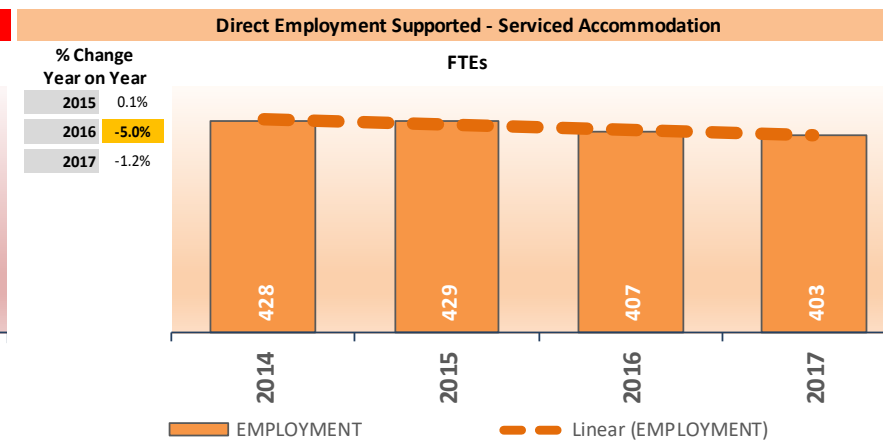
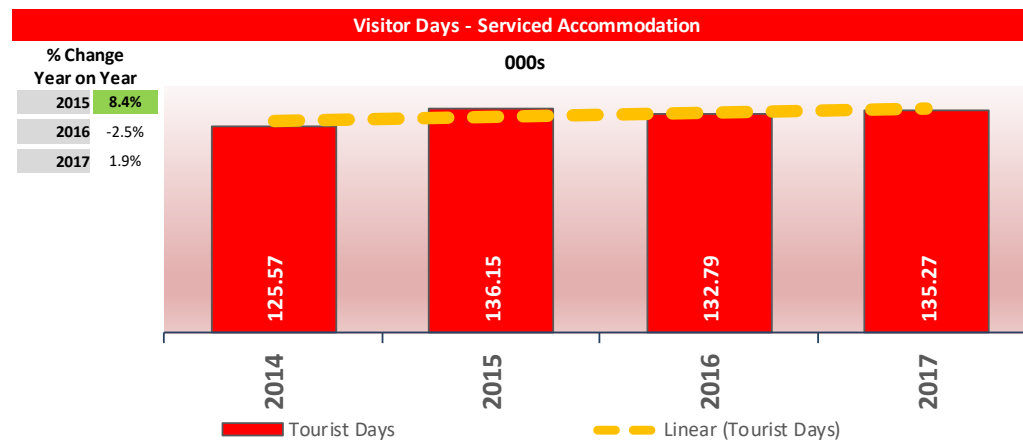
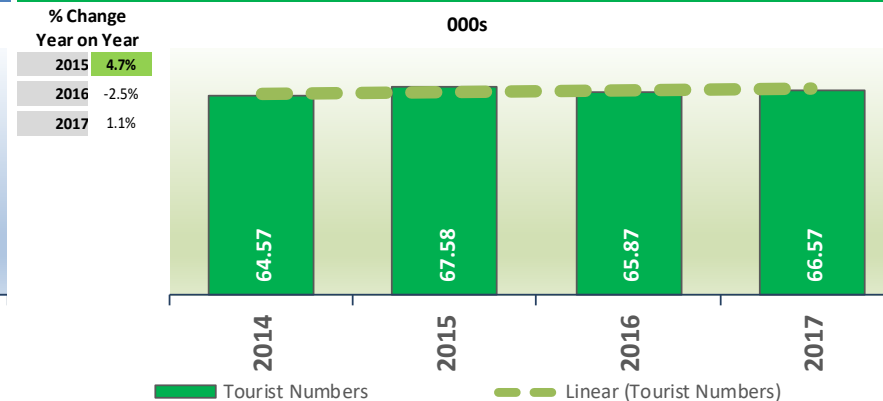
2014 to 2017
 2017 Prices

**SERVICED
 ACCOMMODATION**

**KEY MEASURES
 Indexed**

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2014	2014	2015	2016	2017
Economic Impact - Indexed		8.4%	5.4%	6.6%
Visitor Numbers		4.7%	2.0%	3.1%
Visitor Days		8.4%	5.7%	7.7%
Direct Employment		0.1%	-4.9%	-6.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

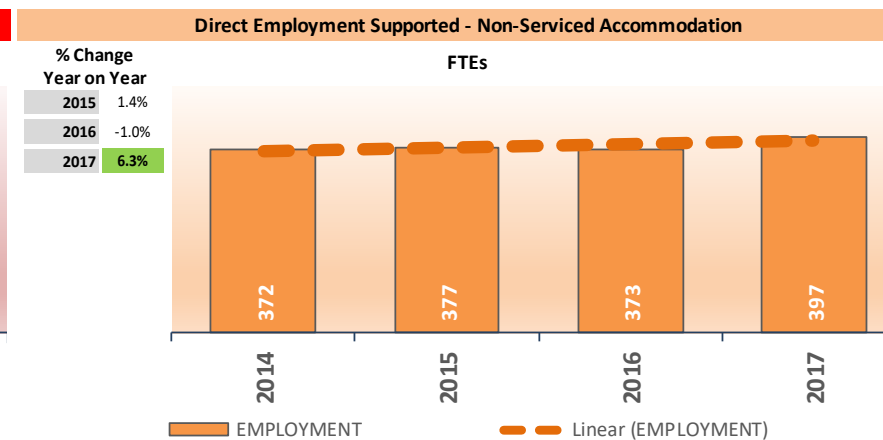
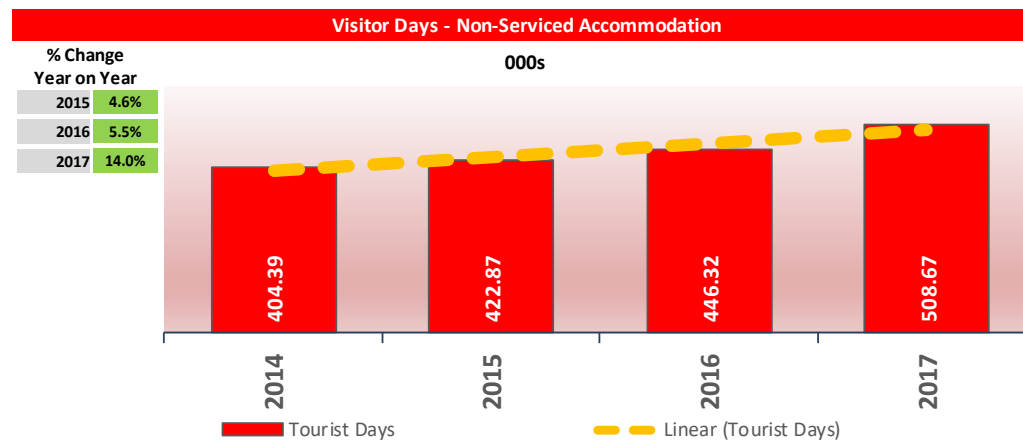
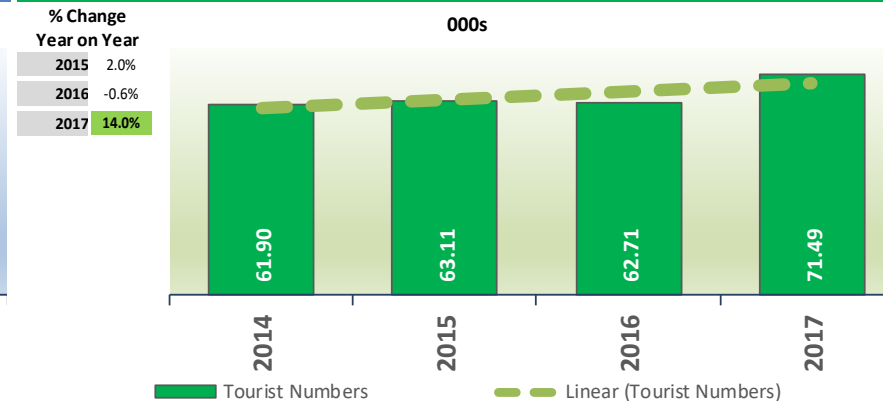
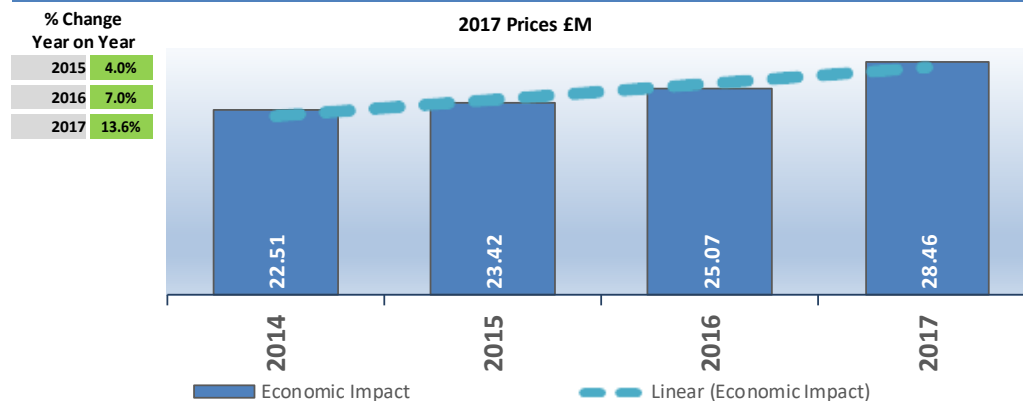
2014 to 2017
 2017 Prices

NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



% Change from 2014	2014	2015	2016	2017
Economic Impact - Indexed		4.0%	11.3%	26.4%
Visitor Numbers		2.0%	1.3%	15.5%
Visitor Days		4.6%	10.4%	25.8%
Direct Employment		1.4%	0.4%	6.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

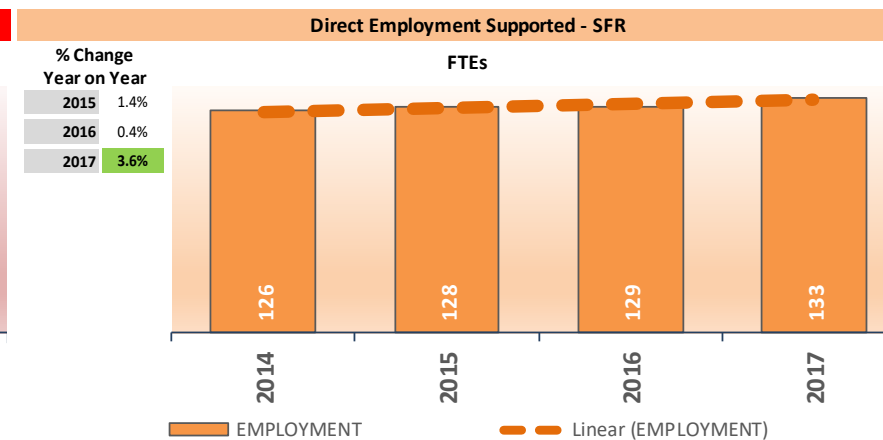
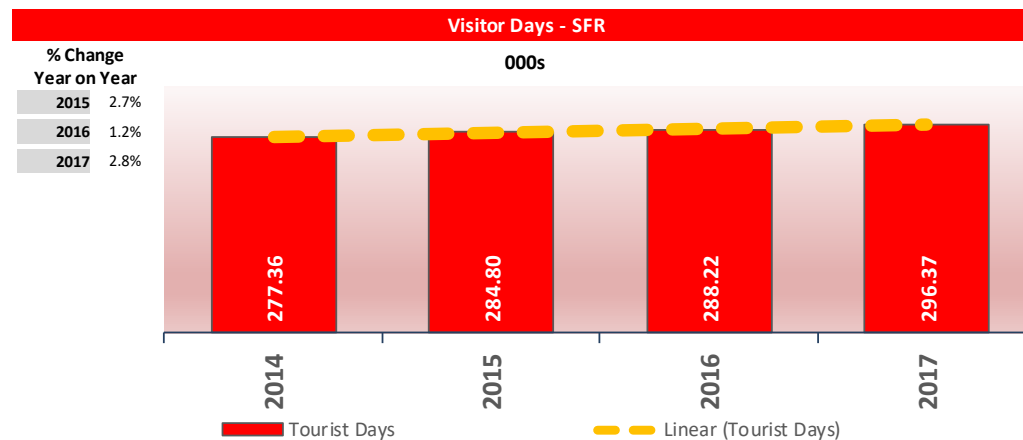
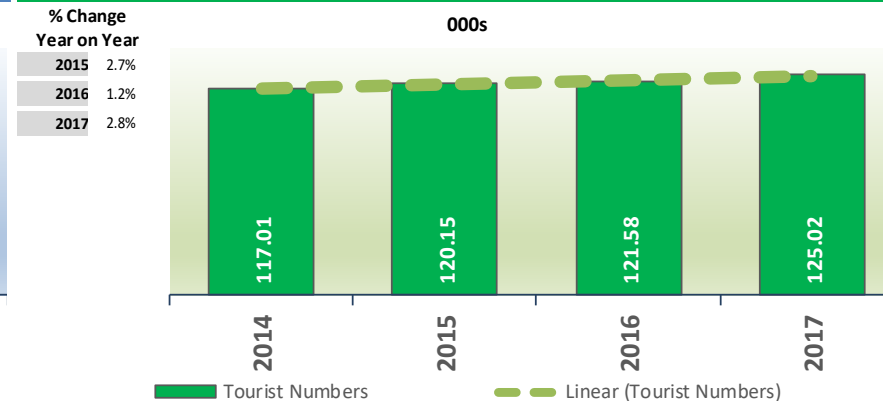
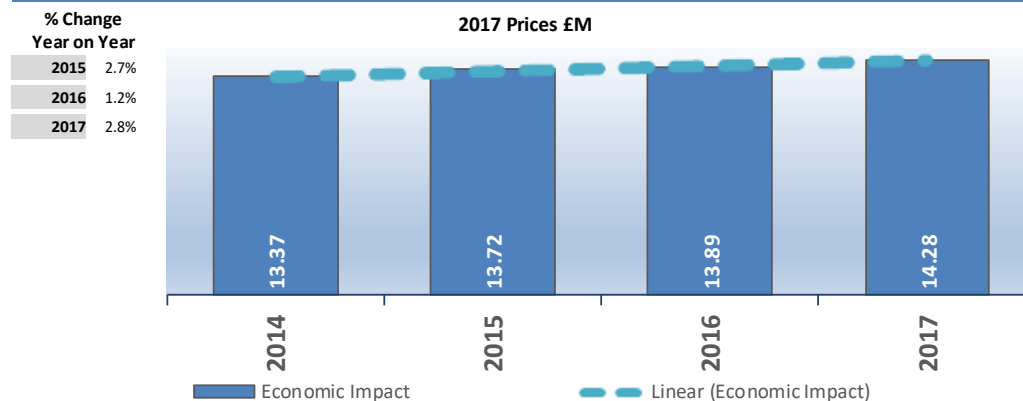
2014 to 2017
2017 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2014	2014	2015	2016	2017
Economic Impact - Indexed		2.7%	3.9%	6.8%
Visitor Numbers		2.7%	3.9%	6.8%
Visitor Days		2.7%	3.9%	6.9%
Direct Employment		1.4%	1.8%	5.4%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

Economic Impact - Indexed - Staying Visitor

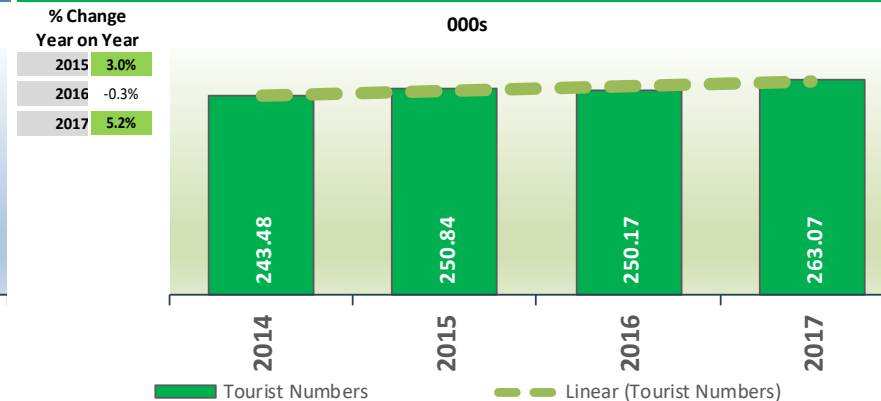


2014 to 2017
2017 Prices

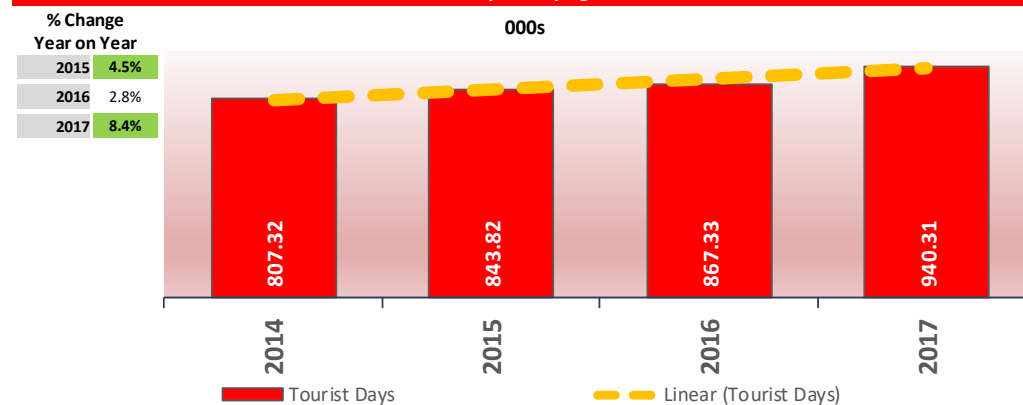
STAYING VISITOR

KEY MEASURES
Indexed

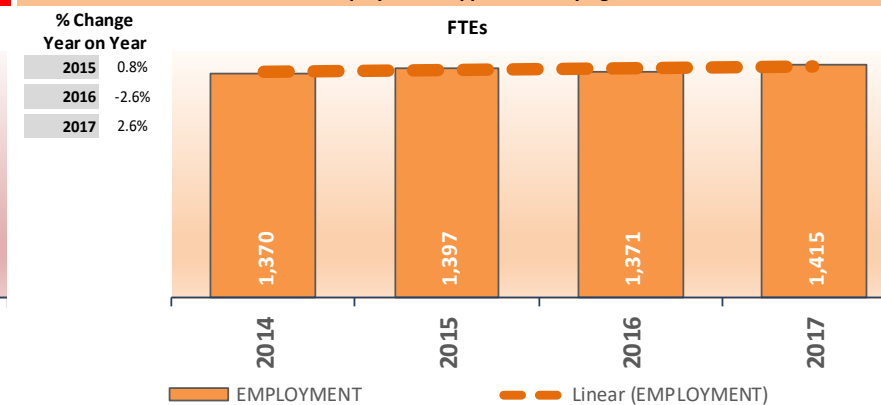
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2014	2014	2015	2016	2017
Economic Impact - Indexed		4.9%	7.6%	15.5%
Visitor Numbers		3.0%	2.7%	8.0%
Visitor Days		4.5%	7.4%	16.5%
Direct Employment		2.0%	0.1%	3.3%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

2014 to 2017
2017 Prices

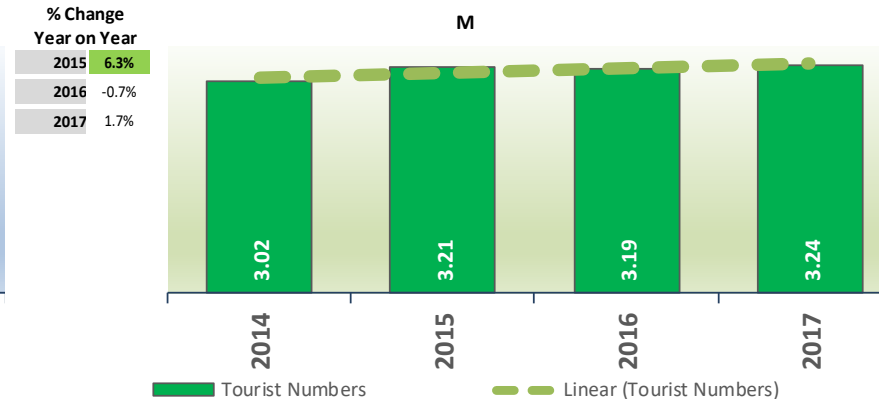
DAY VISITOR

KEY MEASURES
Indexed

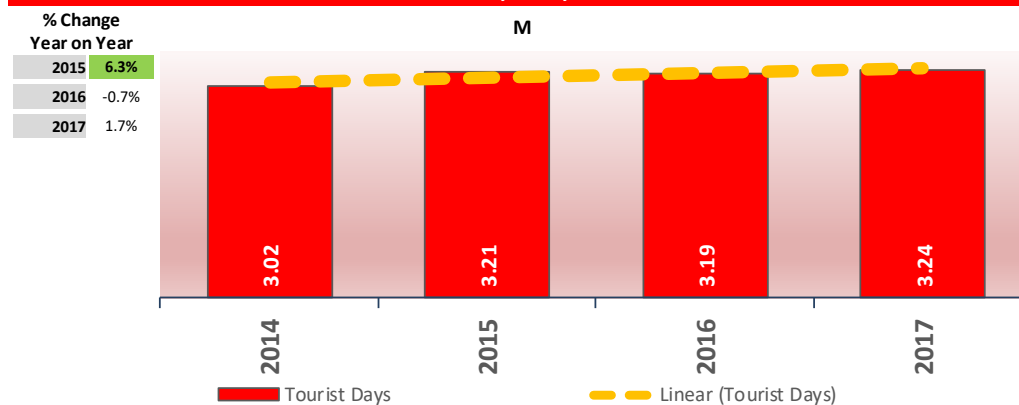
Economic Impact - Indexed - Day Visitor



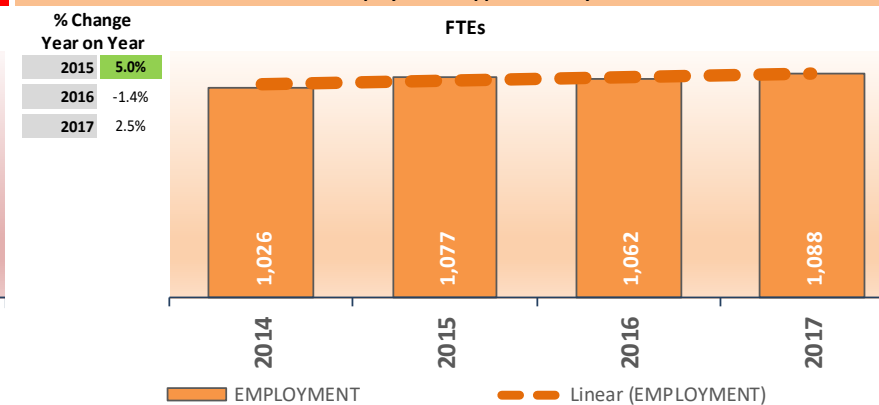
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2014	2014	2015	2016	2017
Economic Impact - Indexed		6.3%	5.6%	7.5%
Visitor Numbers		6.3%	5.6%	7.5%
Visitor Days		6.3%	5.6%	7.5%
Direct Employment		5.0%	3.5%	6.0%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2014-2017
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)

2014 to 2017
2017 Prices

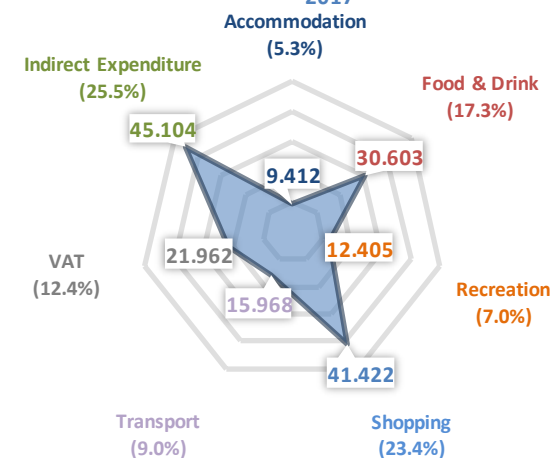
TOTAL

SECTORAL ANALYSIS
Indexed

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

SECTOR / YEAR		2014	2015	2016	2017
Accommodation	£M	8.169	8.652	8.931	9.412
Food & Drink	£M	27.90	29.54	29.58	30.60
Recreation	£M	11.30	11.97	11.97	12.40
Shopping	£M	37.99	40.28	40.27	41.42
Transport	£M	14.53	15.36	15.38	15.97
Direct Revenue	£M	99.89	105.80	106.13	109.81
VAT	£M	19.98	21.16	21.23	21.96
Direct Expenditure	£M	119.86	126.96	127.36	131.77
Indirect Expenditure	£M	40.95	43.34	43.53	45.10
TOTAL	£M	160.82	170.31	170.89	176.88

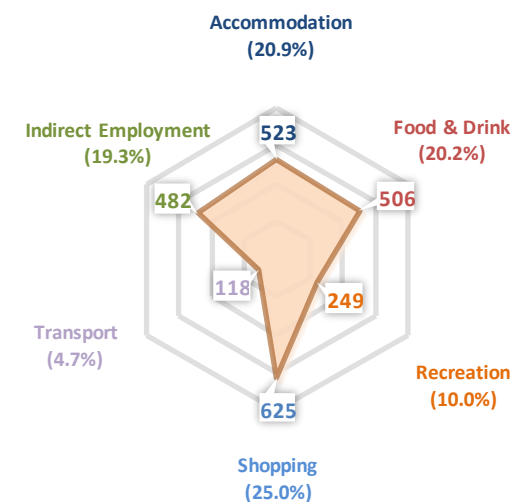
2017 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2017



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2014	2015	2016	2017
Accommodation	FTEs	565	560	531	523
Food & Drink	FTEs	468	489	486	506
Recreation	FTEs	230	241	239	249
Shopping	FTEs	581	608	603	625
Transport	FTEs	109	114	113	118
Direct Employment	FTEs	1,953	2,011	1,971	2,021
Indirect Employment	FTEs	444	464	462	482
TOTAL	FTEs	2,396	2,475	2,433	2,503

2017 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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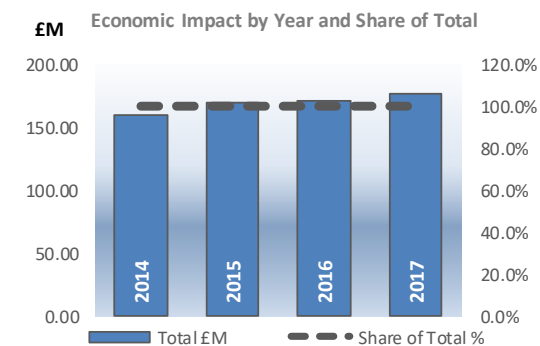
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 to 2017 2017 Prices			TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 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 2014 to 2017		18.8%	17.0%	13.4%	6.5%	8.0%	14.6%	-2.5%	14.5%	10.8%	7.8%	4.4%	13.8%	10.0%	Annual Change	16.0%	9.8%	8.0%	8.4%
% Change 2016 to 2017		0.8%	2.8%	2.1%	6.3%	3.8%	3.0%	0.1%	4.6%	8.9%	0.4%	4.5%	2.7%	3.5%		1.9%	4.2%	4.3%	2.2%
Average Annual Change		6.3%	5.7%	4.5%	2.2%	2.7%	4.9%	-0.8%	4.8%	3.6%	2.6%	1.5%	4.6%	3.3%		5.3%	3.3%	2.7%	2.8%
2014	£M	7.738	8.762	11.02	15.18	17.51	17.14	18.58	23.50	14.63	11.29	8.105	7.342	160.82		27.52	49.84	56.72	26.74
2015	£M	9.078	10.07	11.46	15.49	17.64	17.69	18.70	25.68	15.43	12.70	8.350	8.022	170.31	5.9%	30.60	50.83	59.81	29.07
2016	£M	9.123	9.976	12.23	15.22	18.22	19.08	18.10	25.71	14.89	12.12	8.099	8.134	170.89	0.3%	31.33	52.51	58.69	28.36
2017	£M	9.192	10.25	12.49	16.17	18.91	19.65	18.12	26.90	16.21	12.17	8.460	8.354	176.88	3.5%	31.94	54.72	61.23	28.98

ECONOMIC IMPACT - INDEXED TO 2017					TOTAL	
SHARE OF MARKET	2014	2015	2016	2017		
Total	£M	160.82	170.31	170.89	176.88	
All Visitor Types	£M	160.82	170.31	170.89	176.88	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%					
Change in Share from 2014	%					
Avg Ann. Change in Share	%					

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

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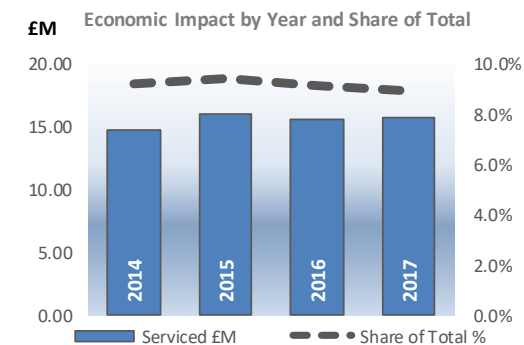


STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 to 2017 2017 Prices			SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																	
An increase 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	Annual Change	Q1	Q2	Q3	Q4	
% Change 2014 to 2017		19.9%	8.1%	3.1%	23.6%	36.9%	25.0%	0.3%	-6.8%	-9.1%	7.9%	-10.2%	21.2%		6.6%	9.3%	28.5%	-5.3%	4.4%
% Change 2016 to 2017		1.7%	-1.6%	-4.4%	16.7%	21.9%	8.0%	-6.8%	-10.3%	-2.5%	1.7%	3.5%	5.6%		1.2%	-1.8%	15.1%	-7.1%	3.4%
Average Annual Change		6.6%	2.7%	1.0%	7.9%	12.3%	8.3%	0.1%	-2.3%	-3.0%	2.6%	-3.4%	7.1%		2.2%	3.1%	9.5%	-1.8%	1.5%
2014	£M	0.618	0.802	0.915	1.000	1.096	1.223	1.847	2.407	1.766	1.131	1.192	0.797	14.79	2.336	3.320	6.019	3.120	
2015	£M	0.789	0.920	1.021	1.103	1.269	1.488	1.981	2.508	1.713	1.310	1.068	0.864	16.03	8.4%	2.730	3.860	6.202	3.242
2016	£M	0.729	0.881	0.987	1.059	1.231	1.415	1.987	2.503	1.645	1.199	1.035	0.915	15.59	-2.8%	2.598	3.705	6.135	3.149
2017	£M	0.742	0.867	0.943	1.236	1.501	1.529	1.853	2.244	1.604	1.220	1.071	0.966	15.78	1.2%	2.552	4.266	5.701	3.257

ECONOMIC IMPACT - INDEXED TO 2017					SERVICED ACCOMMODATION			
SHARE OF MARKET		2014	2015	2016	2017			
Serviced	£M	14.79	16.03	15.59	15.78			
All Visitor Types	£M	160.82	170.31	170.89	176.88			
Share of Total	%	9.2%	9.4%	9.1%	8.9%			
Annual Change in Share	%		2.3%	-3.1%	-2.2%			
Change in Share from 2014	%		2.3%	-0.9%	-3.1%			
Avg Ann. Change in Share	%		2.3%	-0.4%	-1.0%			

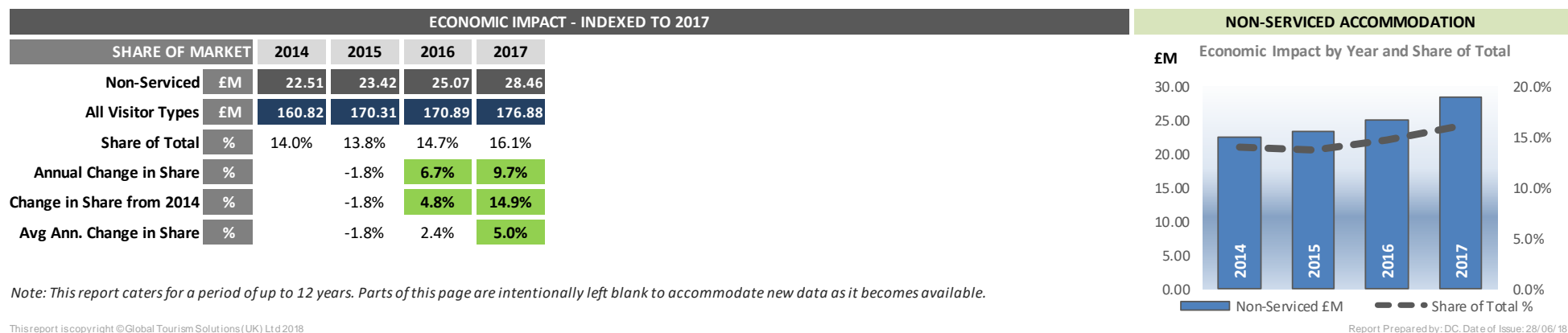
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STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 to 2017 2017 Prices			NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
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 2014 to 2017		32.9%	33.7%	13.3%	24.8%	26.7%	20.9%	27.8%	24.9%	36.1%	24.2%	24.8%	30.0%	26.4%	Annual Change	24.0%	24.0%	29.0%	25.6%
% Change 2016 to 2017		14.4%	17.9%	2.8%	12.8%	16.0%	11.1%	16.3%	12.3%	20.7%	8.6%	8.9%	12.8%	13.6%		10.1%	13.4%	16.0%	9.5%
Average Annual Change		11.0%	11.2%	4.4%	8.3%	8.9%	7.0%	9.3%	8.3%	12.0%	8.1%	8.3%	10.0%	8.8%		8.0%	8.0%	9.7%	8.5%
2014	£M	0.603	0.689	1.138	1.671	2.600	2.624	3.101	3.894	2.804	1.652	1.043	0.693	22.51		2.430	6.896	9.799	3.388
2015	£M	0.630	0.720	1.227	1.748	2.708	2.713	3.194	4.019	2.913	1.732	1.093	0.723	23.42	4.0%	2.577	7.170	10.13	3.548
2016	£M	0.700	0.782	1.255	1.850	2.839	2.856	3.405	4.335	3.160	1.889	1.196	0.799	25.07	7.0%	2.737	7.545	10.90	3.884
2017	£M	0.801	0.922	1.290	2.086	3.295	3.173	3.962	4.866	3.815	2.052	1.302	0.901	28.46	13.6%	3.013	8.553	12.64	4.254

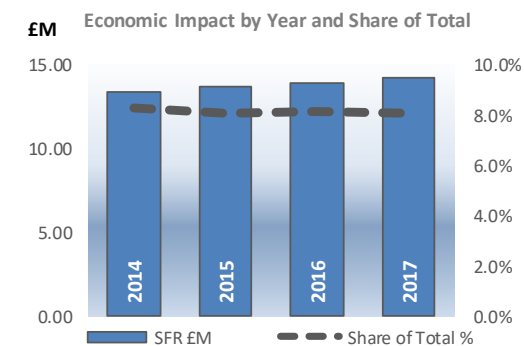


STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 to 2017 2017 Prices			SFR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £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 2014 to 2017		6.7%	8.6%	4.0%	6.4%	8.8%	6.9%	6.3%	5.2%	9.5%	6.2%	3.1%	8.9%			6.8%	6.4%	7.3%	6.6%	7.0%
% Change 2016 to 2017		1.3%	4.0%	-1.2%	3.6%	5.3%	3.2%	3.1%	1.9%	5.8%	1.7%	1.2%	3.6%			2.8%	1.2%	4.0%	3.3%	2.7%
Average Annual Change		2.2%	2.9%	1.3%	2.1%	2.9%	2.3%	2.1%	1.7%	3.2%	2.1%	1.0%	3.0%			2.3%	2.1%	2.4%	2.2%	2.3%
2014	£M	1.796	0.643	0.781	1.562	1.076	0.852	1.323	1.412	0.814	0.786	0.649	1.672	13.37	2.7% 1.2% 2.8%	3.220	3.490	3.550	3.106	
2015	£M	1.879	0.668	0.816	1.597	1.103	0.875	1.346	1.434	0.826	0.813	0.650	1.716	13.72		3.363	3.576	3.606	3.180	
2016	£M	1.890	0.672	0.822	1.605	1.112	0.883	1.363	1.458	0.843	0.820	0.660	1.758	13.89		3.385	3.600	3.665	3.239	
2017	£M	1.916	0.699	0.812	1.662	1.171	0.911	1.406	1.486	0.892	0.834	0.668	1.822	14.28		3.427	3.744	3.784	3.324	

ECONOMIC IMPACT - INDEXED TO 2017						SFR	
SHARE OF MARKET		2014	2015	2016	2017		
SFR	£M	13.37	13.72	13.89	14.28		
All Visitor Types	£M	160.82	170.31	170.89	176.88		
Share of Total	%	8.3%	8.1%	8.1%	8.1%		
Annual Change in Share	%		-3.0%	0.8%	-0.7%		
Change in Share from 2014	%		-3.0%	-2.2%	-2.9%		
Avg Ann. Change in Share	%		-3.0%	-1.1%	-1.0%		

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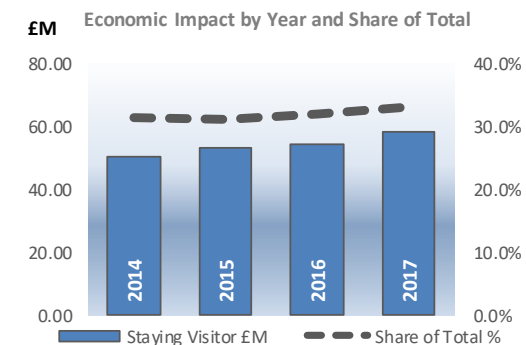
Report Prepared by: DC. Date of Issue: 28/06/18

STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 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			Q1	Q2	Q3	Q4
% Change 2014 to 2017		14.6%	16.5%	7.5%	17.8%	25.0%	19.4%	15.1%	11.4%	17.2%	15.1%	5.5%	16.6%	15.5%	Annual Change	12.6%	20.9%	14.2%	12.7%
% Change 2016 to 2017		4.2%	6.5%	-0.6%	10.4%	15.1%	8.9%	6.9%	3.6%	11.7%	5.1%	5.2%	6.2%	7.3%		3.1%	11.5%	6.9%	5.5%
Average Annual Change		4.9%	5.5%	2.5%	5.9%	8.3%	6.5%	5.0%	3.8%	5.7%	5.0%	1.8%	5.5%	5.2%		4.2%	7.0%	4.7%	4.2%
2014	£M	3.017	2.135	2.835	4.233	4.773	4.700	6.270	7.714	5.384	3.568	2.884	3.163	50.67		7.986	13.71	19.37	9.615
2015	£M	3.297	2.307	3.064	4.449	5.080	5.077	6.521	7.961	5.452	3.856	2.811	3.304	53.18	4.9%	8.669	14.61	19.93	9.970
2016	£M	3.320	2.335	3.065	4.514	5.183	5.154	6.756	8.296	5.648	3.908	2.891	3.473	54.54	2.6%	8.719	14.85	20.70	10.27
2017	£M	3.458	2.487	3.046	4.984	5.966	5.613	7.220	8.596	6.311	4.105	3.041	3.689	58.52	7.3%	8.992	16.56	22.13	10.84

ECONOMIC IMPACT - INDEXED TO 2017					STAYING VISITOR	
SHARE OF MARKET	2014	2015	2016	2017		
Staying Visitor £M	50.67	53.18	54.54	58.52		
All Visitor Types £M	160.82	170.31	170.89	176.88		
Share of Total %	31.5%	31.2%	31.9%	33.1%		
Annual Change in Share		-0.9%	2.2%	3.7%		
Change in Share from 2014		-0.9%	1.3%	5.0%		
Avg Ann. Change in Share		-0.9%	0.6%	1.7%		

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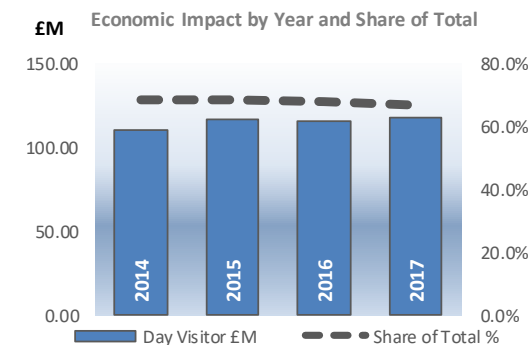


STEAM FINAL TREND REPORT FOR 2014-2017 THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)											2014 to 2017 2017 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																			
An increase of 3% or more		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 2014 to 2017		21.5%	17.1%	15.4%	2.1%	1.6%	12.8%	-11.4%	15.9%	7.0%	4.4%	3.8%	11.6%	7.5%	Annual Change	17.5%	5.6%	4.7%	6.0%		
% Change 2016 to 2017		-1.2%	1.6%	3.1%	4.5%	-0.7%	0.8%	-3.9%	5.1%	7.1%	-1.8%	4.0%	0.1%	1.7%		1.5%	1.3%	2.9%	0.3%		
Average Annual Change		7.2%	5.7%	5.1%	0.7%	0.5%	4.3%	-3.8%	5.3%	2.3%	1.5%	1.3%	3.9%	2.5%		5.8%	1.9%	1.6%	2.0%		
2014	£M	4.721	6.628	8.188	10.95	12.74	12.44	12.31	15.79	9.250	7.722	5.221	4.179	110.14	6.3%	19.54	36.13	37.35	17.12		
2015	£M	5.780	7.758	8.392	11.04	12.56	12.62	12.18	17.72	9.974	8.842	5.539	4.719	117.13		21.93	36.22	39.87	19.10		
2016	£M	5.804	7.641	9.167	10.70	13.03	13.93	11.34	17.41	9.243	8.215	5.208	4.661	116.35		-0.7%	22.61	37.66	37.99	18.08	
2017	£M	5.734	7.764	9.449	11.18	12.94	14.03	10.90	18.31	9.901	8.063	5.419	4.665	118.36		1.7%	22.95	38.16	39.11	18.15	

ECONOMIC IMPACT - INDEXED TO 2017					DAY VISITOR			
SHARE OF MARKET		2014	2015	2016	2017			
Day Visitor	£M	110.14	117.13	116.35	118.36			
All Visitor Types	£M	160.82	170.31	170.89	176.88			
Share of Total	%	68.5%	68.8%	68.1%	66.9%			
Annual Change in Share	%		0.4%	-1.0%	-1.7%			
Change in Share from 2014	%		0.4%	-0.6%	-2.3%			
Avg Ann. Change in Share	%		0.4%	-0.3%	-0.8%			

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Appendix A-1 Map of Reporting Area

The Lincolnshire Wolds (Destination Plan Area)

