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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 a pplying an inflationary factor based on the most recent report years hown 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 <u>earlier</u> than the focus year.

REPORT CONTROLS - Please adjust the report outputs using the drop-down controls below														
FOCUS YEAR	2017	▼	COMPARISON YEAR	2016	▼		INDEXATION Reflect Price Inflation?	NO	▼	HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO:	3%	-		

A link back to the "Home" page, allowing navigation to each section of the report

### Units

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

- **FTEs** = Full Time Equivalent jobs supported
- **£000s / 000s** = thousands of pounds or thousands of tourist days / tourist numbers
- **fm/m** = millions of pounds or millions of tourist days / tourist numbers
- **fbn / 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

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AM FINAL TREND REPORT FO			EA)								ng 2017 ar Historic Pr			CON	/IPARATI	/E HEADLIN	IES	
			KEY PE	RFORMAN	CE INDICAT	FORS BY T	YPE OF VISI	Tor - Coiv	IPARING	2017 & 201	.6 - IN HIS	TORIC PRI	CES					
KEY																		
An increase of 3% or more		Stayin	ng in Paid	Accommod	ation		Staying	with Friend	ls and	All St	aying Visi	tors	D	ay Visitor	S	All V	isitor Typ	es
Less than 3% change	:	Serviced		N	on-Service	d	Rela	atives (SFR	l)									
A Fall of 3% or more	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- 9
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%	4.184	4.055	3.2
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%	3.506	3.438	2.0
Direct Expenditure £M																131.77	124.15	6.1
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%	176.88	166.58	6.2
Direct Employment FTEs					373	6.3%	133	129	3.6%	932	909	2.6%	1,088	1,062	2.5%	2,021	1,971	2.5
Total Employment FTEs																2,503	2,433	2.9
		PERCE	NTAGE CH	HANGE BY \	ISITOR TY	PE AND P	ERFORMAN	CE MEASU	re - Con	/IPARING 20	017 & 2016	5 - IN HIST	ORIC PRICE	S				
KEY	:	Serviced			on-Service	d		SFR			taying Visi	tors		ay Visitors	5		isitor Typ	es
Visitor Days	6.0%		<b>8</b> .	20.0%	%n %	2%	6.0%	л 2%		15.0%	ì	N1.01	5.0%		4%	8.0%	à	% <b>7</b> .
	4.0%	× _	ŝ	15.0%	14.	16	4.0% X	2.8%	3.6%	10.0%		F	4.0%		4. 2.5%	6.0%		ف
Visitor Numbers	2.0%	1.1%		10.0%		6.3%	4.070 0	5		10.0/0	5.2%		3.0%	1.7%	5	4.0% c		
Total Economic Impact						9	2.0%			5.0%	- C	2.6%	2.0%				2.0%	
	0.0%		-1.2%	5.0%								N	1.0%			2.0%		
Direct Employment	-2.0%		<b>.</b>	0.0%			0.0%			0.0%			0.0%			0.0%		
Sectoral Distribution of Ec	onomic Im	pact - £M i	including	VAT in Hist	oric Prices			Sectors				Secto	ral Distribu	tion of Em	ployment	- FTEs		
				2017	2016	+/- %		500015		2017	2016	+/- %	Accom	modation				
	Acc	commoda	ition	11.29	10.45	8.1%	Acco	mmodatio	on	523	531	-1.6%	- Acconn	nouation				
6.4%	Foc	od & Drin	k	36.72	34.60	6.1%	Foo	od & Drink	(	506	486	4.2%	Food &	Drink		19.3%	20.9	%
25.5% 20.8%				14.89	14.00	6.3%	Re	ecreation		249	239	4.4%	Recreat	tion				
20.8%	Red	creation		49.71	47.10	5.5%	S	hopping		625	603	3.6%			4.	7%	i	
	Shopping			19.16	18.00	6.5%	Т	ransport		118	113	4.5%	Shoppii Shoppii	ng				<b>20.2</b> 9
8% 8.4%				131.77	124.15	6.1%	TO	TAL DIREC	Г	2,021	1,971	2.5%	Transpo	ort		25.0%		20.2;
	Transport				42.44	6.3%		Indirect		482	462	4.4%	Indirect				10.0%	
28.1%				176.88	166.58	6.2%		TOTAL		2,503	2,433	2.9%	- muneu	L				

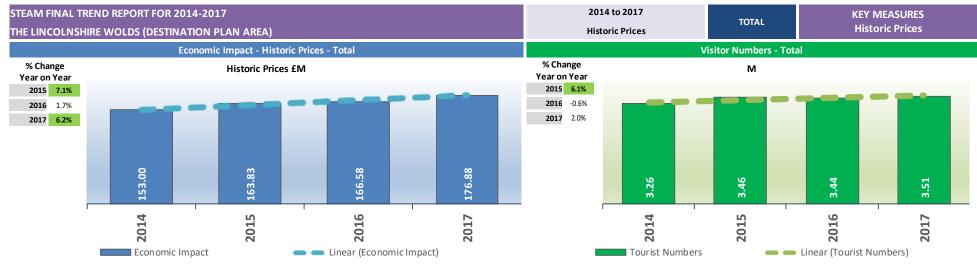
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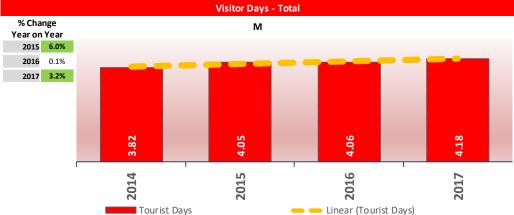
### Unindexed Key Measures by Year and Visitor Type for the Period 2014 to 2017

Visitor Types: Total

Serviced Accommodation Non-Serviced Accommodation SFR Staying Visitor Day Visitor

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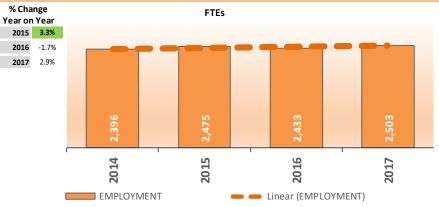




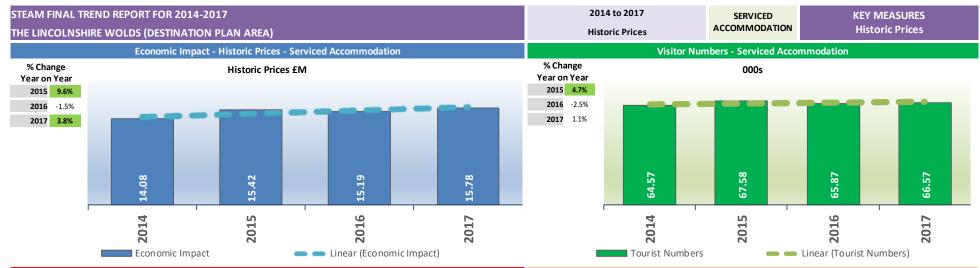
% Change from 2014 2014 2015 2016 2017 **Economic Impact - Historic Prices** 8.9% 7.1% 15.6% Visitor Numbers 6.1% 5.4% 7.5% Visitor Days 6.0% 6.0% 9.4% 1.5% 4.4% **Total Employment** 3.3%

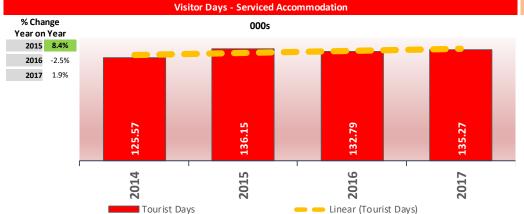
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Total Employment Supported - Total



"Linear" = Linear Trendline





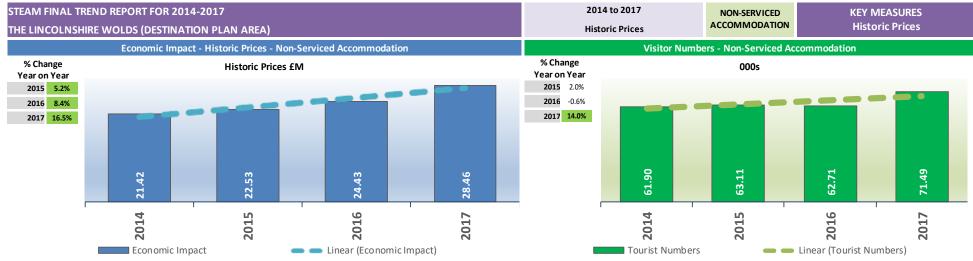
% Change from 2014 2014 2015 2016 2017 **Economic Impact - Historic Prices** 9.6% 7.9% 12.1% Visitor Numbers 2.0% 4.7% 3.1% Visitor Days 8.4% 5.7% 7.7% 0.1% **Direct Employment** -4.9% -6.0%

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Direct Employment Supported - Serviced Accommodation

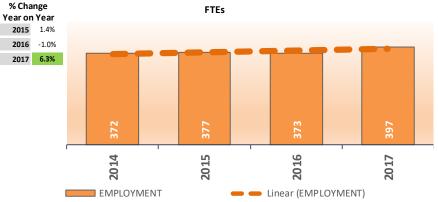


"Linear" = Linear Trendline





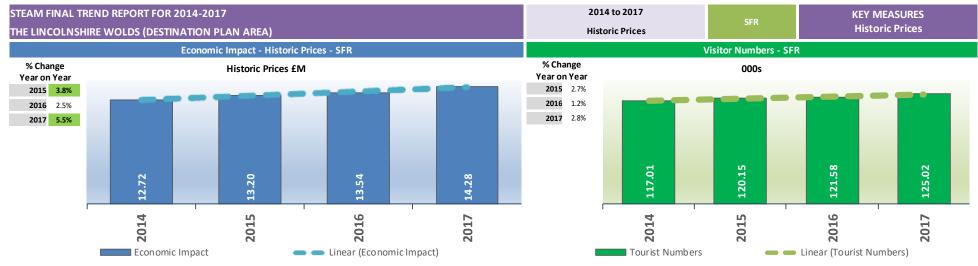
Direct Employment Supported - Non-Serviced Accommodation

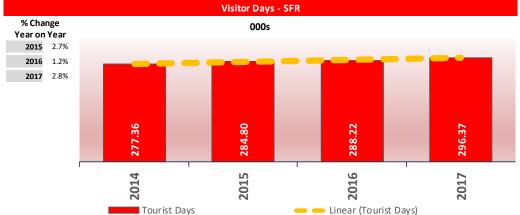


"Linear" = Linear Trendline

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

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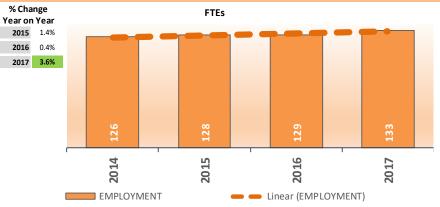




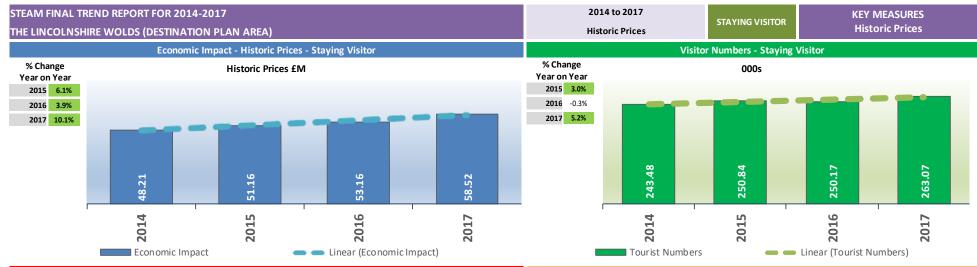
% Change from 2014 2014 2015 2016 2017 **Economic Impact - Historic Prices** 3.8% 6.5% 12.3% Visitor Numbers 6.8% 2.7% 3.9% Visitor Days 2.7% 3.9% 6.9% 5.4% **Direct Employment** 1.4% 1.8%

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Direct Employment Supported - SFR

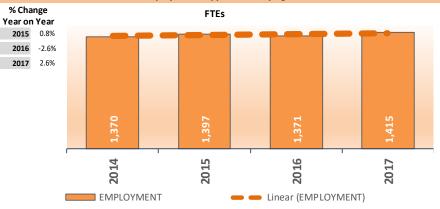


"Linear" = Linear Trendline





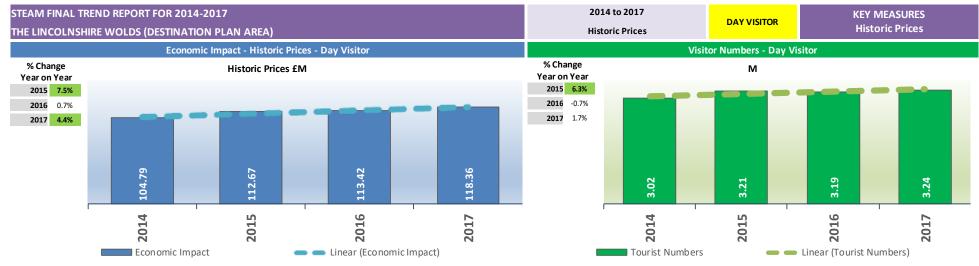
Direct Employ	vment Su	nnorted - S	taving	Visitor
Direct Linplo	ynnene su	pporteu J	cu y mg	VISICOI



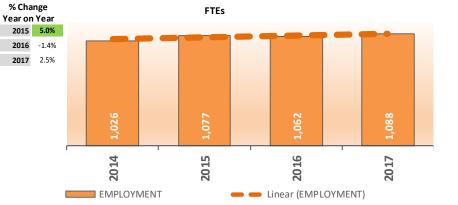
"Linear" = Linear Trendline



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**Direct Employment Supported - Day Visitor** 

"Linear" = Linear Trendline



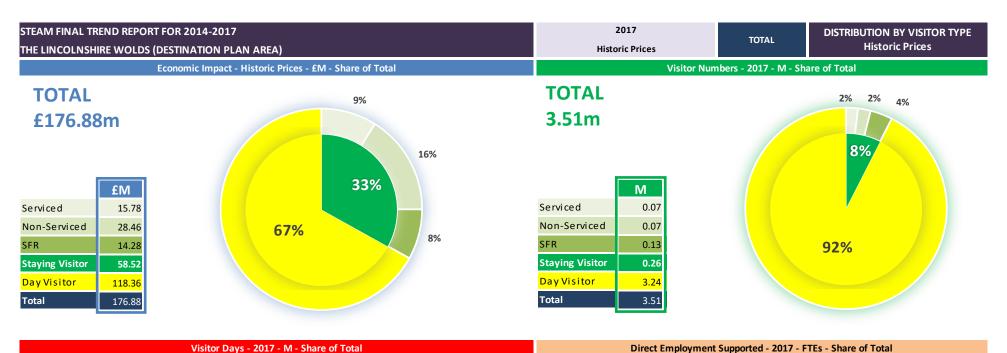
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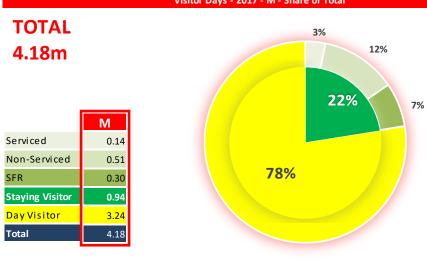
# Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2014 to 2017

Visitor Types: Total

Serviced Accommodation Non-Serviced Accommodation SFR Staying Visitor Day Visitor

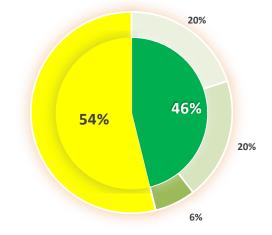
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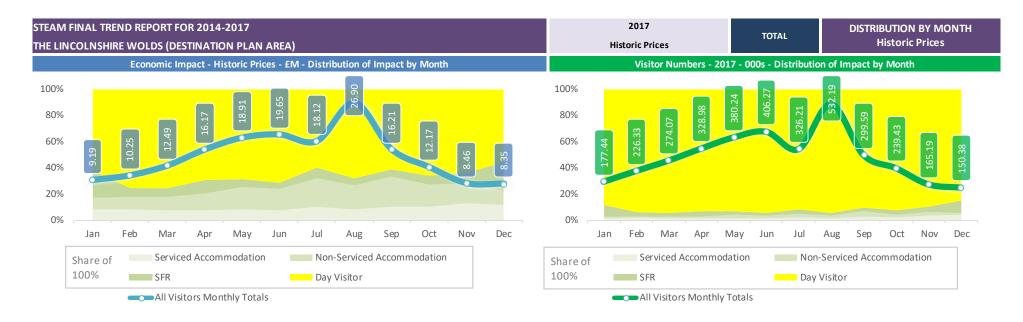


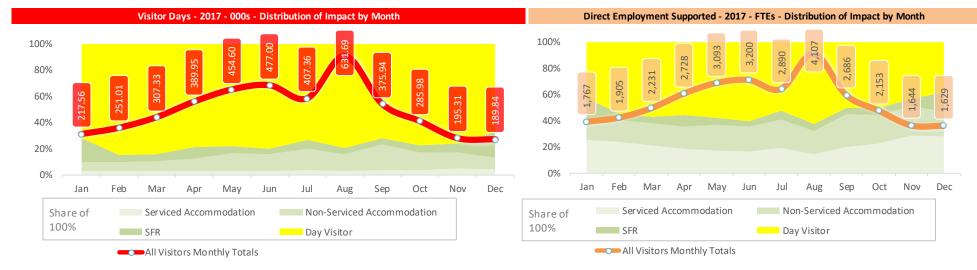
# TOTAL 2,021 Direct FTEs 2,503 Total FTEs

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



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INCOLNSHIRE WOLDS (DESTI					Historic Prices Historic Prices
				_	MPACT - £M INCLUDING VAT IN HISTORIC PRICES 2017 SECTORAL DISTRIBUTION OF ECON IMPACT - £M INCLUDING VAT IN
SECTOR / YEAR	2014	2015	2016	2017	PRICES
Accommodation £M	7.772	8.323	8.706	9.412	Accommodation
Food & Drink £M	26.55	28.42	28.83	30.60	Indirect Expenditure
Recreation £M	10.75	11.52	11.67	12.40	(23.376)
Shopping £M Transport £M	36.14	38.74	39.25	41.42	101.04
Transport £M Direct Revenue £M	13.82 95.03	14.78 101.78	15.00 103.46	15.97 109.81	9.412
VAT £M	95.03	20.36	20.69	21.96	
Direct Expenditure £M	114.04	122.14	124.15	131.77	VAT 21.962 12.405
Indirect Expenditure £M	38.96	41.69	42.44	45.10	(12.4%)
TOTAL £M	153.00	163.83	166.58	176.88	
					41.422 Transport Shoppin (9.0%) (23.4%)
					41.422 Transport (9.0%) (23.4%) ION OF EMPLOYMENT - FTES 2017 SECTORAL DISTRIBUTION
SECTOR / YEAR	2014	2015	2016	2017	41.422 Transport (9.0%) ION OF EMPLOYMENT - FTES 2017 SECTORAL DISTRIBUTION EMPLOYMENT - FTES
Accommodation FTEs	565	2015 560	2016 531	2017 523	41.422 Transport (9.0%) Transport (9.0%) Transport (9.0%) SECTORAL DISTRIBUTION EMPLOYMENT - FTES Accommodation (20.9%)
Accommodation FTEs Food & Drink FTEs	565 468	2015 560 489	2016 531 486	2017 523 506	41.422 Transport (9.0%) (23.4%) 10N OF EMPLOYMENT - FTES 2017 SECTORAL DISTRIBUTION EMPLOYMENT - FTES Accommodation (20.9%)
Accommodation FTEs Food & Drink FTEs Recreation FTEs	565 468 230	2015 560 489 241	2016 531 486 239	2017 523 506 249	A1.422 Transport (9.0%) Transport (9.0%) Transport (9.0%) SECTORAL DISTRIBUTION EMPLOYMENT - FTES Accommodation (20.9%) Transport (9.0%) Transport
Accommodation FTEs Food & Drink FTEs Recreation FTEs Shopping FTEs	565 468 230 581	2015 560 489 241 608	2016 531 486 239 603	2017 523 506 249 625	41.422 Transport Shoppin (9.0%) (23.4%) ION OF EMPLOYMENT - FTES 2017 SECTORAL DISTRIBUTION EMPLOYMENT - FTES Accommodation (20.9%) Indirect Employment 523 Food (19.3%)
Accommodation FTEs Food & Drink FTEs Recreation FTEs Shopping FTEs Transport FTEs	565 468 230 581 109	2015 560 489 241 608 114	2016 531 486 239 603 113	2017 523 506 249 625 118	41.422 Transport Shoppin (9.0%) (23.4%) 10N OF EMPLOYMENT - FTES 2017 SECTORAL DISTRIBUTION EMPLOYMENT - FTES Accommodation (20.9%) Indirect Employment 523 Food (19.3%)
AccommodationFTEsFood & DrinkFTEsRecreationFTEsShoppingFTEsTransportFTEsDirect EmploymentFTEs	565 468 230 581 109 1,953	2015 560 489 241 608 114 2,011	2016 531 486 239 603 113 1,971	2017 523 506 249 625 118 2,021	A1.422 Transport Shoppin (9.0%) (23.4%) 2017 SECTORAL DISTRIBUTION EMPLOYMENT - FTES Accommodation (20.9%) Indirect Employment 523 Food (482 506
AccommodationFTEsFood & DrinkFTEsRecreationFTEsShoppingFTEsTransportFTEsDirect EmploymentFTEsIndirect EmploymentFTEs	565 468 230 581 109 1,953 444	2015 560 489 241 608 114 2,011 464	2016 531 486 239 603 113 1,971 462	2017 523 506 249 625 118 2,021 482	ION OF EMPLOYMENT - FTES ION OF EMPLOY OF ION OF EMPLOY - FTES ION OF EMPLOY OF ION OF EMPLOY - FTES ION OF EMPLOY OF ION OF EMPLOY - FTES ION OF EMPLOY OF EMPLOY OF ION OF EMPLOY - FTES ION OF EMPLOY OF EMPLOY OF EMPLOY - FTES ION OF EMPLOY - FTES ION OF EMPLOY OF EMPLOY - FTES ION OF EMPLOY -
AccommodationFTEsFood & DrinkFTEsRecreationFTEsShoppingFTEsTransportFTEsDirect EmploymentFTEs	565 468 230 581 109 1,953	2015 560 489 241 608 114 2,011	2016 531 486 239 603 113 1,971	2017 523 506 249 625 118 2,021	41.422 Transport Shoppin (9.0%) SECTORAL DISTRIBUTION EMPLOYMENT - FTES Accommodation (20.9%) Indirect Employment (19.3%) 482 506 (118) 523 506
AccommodationFTEsFood & DrinkFTEsRecreationFTEsShoppingFTEsTransportFTEsDirect EmploymentFTEsIndirect EmploymentFTEs	565 468 230 581 109 1,953 444	2015 560 489 241 608 114 2,011 464	2016 531 486 239 603 113 1,971 462	2017 523 506 249 625 118 2,021 482	A1.422 Transport Shoppin (9.0%) (23.4%) ION OF EMPLOYMENT - FTES Accommodation (20.9%) Indirect Employment 523 Food (19.3%) 482 49 Transport (1.9.3%) Transport (1.9.3%)
AccommodationFTEsFood & DrinkFTEsRecreationFTEsShoppingFTEsTransportFTEsDirect EmploymentFTEsIndirect EmploymentFTEs	565 468 230 581 109 1,953 444	2015 560 489 241 608 114 2,011 464	2016 531 486 239 603 113 1,971 462	2017 523 506 249 625 118 2,021 482	ION OF EMPLOYMENT - FTES ION OF EMPLOYMENT - FTES Accommodation (20.9%) Indirect Employment (19.3%) 482 482 Transport (19.3%) 482 118 249 Transport

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

(25.0%)

## 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

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STEAM FINAL TREND REPORT FO THE LINCOLNSHIRE WOLDS (DES			<b>Γ</b> Δ)								014 to 201 storic Price		тот	AL	E	CONOMI Historic		
ECONOMIC IMPACT BY:					M	ONTH ANI	O QUARTE	R										
KEY						тот	AL						CALEND	AR YEAR		0114		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES														QUAI	(IEK	
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	ОСТ	NOV	DEC		0-	Q1	Q2	Q3	Q4
% Change 2014 to 2017	24.9%	23.0%	19.1%	<b>11.9%</b>	13.5%	20.4%	2.5%	20.3%	16.4%	13.3%	9.7%	19.6%	15.6%		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%	Annual Change	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%	Ani	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	£M	Economic Impact by Year and Share of Total	i
Total £M 153.00 163.83 166.58 176.88	200.00		120.0%
All Visitor Types £M 153.00 163.83 166.58 176.88			100.0%
Share of Total         %         100.0%         100.0%         100.0%	150.00		80.0%
Annual Change in Share %	100.00		60.0%
Change in Share from 2014 %	100.00		40.0%
Avg Ann. Change in Share %	50.00		
		2014 2015 2016 2017	20.0%
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.	0.00		0.0%

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

Total £M

STEAM FINAL TREND REPORT FO	DR 2014-2	017								20	014 to 201	7	SERV	ICED	E	ECONOMI	С ІМРАСТ	
THE LINCOLNSHIRE WOLDS (DES	STINATION	PLAN AR	REA)							Hi	storic Price	es	ACCOMM	ODATION		Historio	Prices	
ECONOMIC IMPACT BY:					М	ONTH ANI	D QUARTE	R					CALEND	AR VEAR				
KEY					SERV	ICED ACCO	OMMODAT	TION					CALLIND,			QUA	RTER	
An increase of 3% or more			ECON	IOMIC IMP	ACT £M -	IN HISTOR	IC PRICES	/ PERCENT	AGE CHAN	IGES						QUA	VI EN	
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	ОСТ	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%		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%	Annual Change	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%	Ani Cha	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		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

			ECONO	MIC IMPACT - IN HISTORIC PRICES		SERVICED ACCON	IMODATION	
SHARE OF MARKET	2014	2015	2016	2017	£M	Economic Impact by Yea	ar and Share of To	otal
Serviced £M	14.08	15.42	15.19	15.78	20.00			10.0%
All Visitor Types <b>£</b> M	153.00	163.83	166.58	176.88				8.0%
Share of Total %	9.2%	9.4%	9.1%	8.9%	15.00			8.0%
Annual Change in Share %		2.3%	- <b>3.</b> 1%	-2.2%	10.00			6.0%
Change in Share from 2014 %		2.3%	-0.9%	-3.1%	10.00			4.0%
Avg Ann. Change in Share %		2.3%	-0.4%	-1.0%	5.00	4 N		2.0%
						2014	2016	2.0%

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• • Share of Total %

Serviced £M

0.00

STEAM FINAL TREND REPORT FO	DR 2014-2	017								20	014 to 201	7	NON-SE	RVICED	E	соломі	С ІМРАСТ	
THE LINCOLNSHIRE WOLDS (DES	TINATION	I PLAN AF	REA)							Hi	storic Price	s	ACCOMM	ODATION		Historio	Prices	
ECONOMIC IMPACT BY:					М	ONTH ANI	D QUARTE	R					CALENDA	AR VEAR				
KEY					NON-SE	RVICED A	ссоммор	DATION					CALLIND			QUA	TER	
An increase of 3% or more			ECON	IOMIC IMP	ACT £M -	IN HISTOR		/ PERCENT	AGE CHAN	IGES						QUA	(ILIN	
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	ОСТ	NOV	DEC			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%	<b>19.0%</b>	14.0%	19.4%	15.2%	23.8%	11.4%	11.7%	15.7%	16.5%	Annual Change	12.9%	16.3%	19 <b>.0</b> %	12.4%
Average Annual Change	13.2%	13.5%	6.4%	10.4%	11.1%	9.0%	11.4%	10.4%	14 <b>.3</b> %	10.2%	10.4%	12.2%	11.0%	Anı Cha	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

			NON-SE	RVICED AG	соммо	DATION				
SHARE OF MARKET	2014	2015	2016	2017	£M	Economic Ir	npact by Y	ear and S	hare of To	otal
Non-Serviced £M	21.42	22.53	24.43	28.46	30.00					20.0%
All Visitor Types £M	153.00	163.83	166.58	176.88	25.00					
Share of Total %	14.0%	13.8%	14.7%	16.1%	20.00					15.0%
Annual Change in Share %		-1.8%	6.7%	9.7%	15.00					10.0%
Change in Share from 2014 %		-1.8%	4.8%	14.9%						10.0%
Avg Ann. Change in Share %		-1.8%	2.4%	5.0%	10.00					5.0%
					5.00	2014	2015	2016	2017	

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

0.00

Non-Serviced £M

STEAM FINAL TREND REPORT FO											014 to 201		SF	R	E	CONOMI Historic		
THE LINCOLNSHIRE WOLDS (DES	STINATION	I PLAN AR	REA)							Hi	storic Price	es				HISCOLL	. Prices	
ECONOMIC IMPACT BY:					М	ONTH ANI	d quarte	R					CALEND					
KEY						SF	R						CALLIND			QUA	TED	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES														QUA	VIER	
Less than 3% change		Q1 JAN FFB MAR			Q2			Q3			Q4		TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	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%		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%	Annual Change	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%	Anr Cha	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

		ECONO	MIC IMPACT - IN HISTORIC PRICES		SFR	
SHARE OF MARKET 201	4 2015	2016	2017	£M	Economic Impact by Year and Share of Tot	al
SFR £M 12	2.72 13.2	13.54	14.28	15.00		10.0%
All Visitor Types £M 153	3.00 163.8	3 166.58	176.88			8.0%
Share of Total % 8.3	% 8.1%	8.1%	8.1%	10.00		8.0%
Annual Change in Share %	-3.0%	0.8%	-0.7%	10.00		6.0%
Change in Share from 2014 %	-3.0%	-2.2%	-2.9%			4.0%
Avg Ann. Change in Share %	-3.0%	-1.1%	-1.0%	5.00	4 0 0 N	2.0%
					$\mathbf{A}$ $\mathbf{A}$ $\mathbf{A}$ $\mathbf{A}$ $\mathbf{A}$ $\mathbf{A}$	2.070

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Share of Total %
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20

20

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2

SFR £M

0.00

STEAM FINAL TREND REPORT FO	OR 2014-2	017								20	014 to 201	7	STAYING	VISITOR	l	соломі	С ІМРАСТ	
THE LINCOLNSHIRE WOLDS (DES	STINATION	I PLAN AF	REA)							Hi	storic Price	es	JIATING	VISITOR		Historio	Prices	
ECONOMIC IMPACT BY:					М	ONTH ANI	D QUARTE	R					CALEND					
KEY						STAYING	VISITOR						CALLIND			01141		
An increase of 3% or more			ECON	IOMIC IMP	ACT £M -	IN HISTOR		/ PERCENT	AGE CHAN	IGES						QUAI	NIEK .	
Less than 3% change		Q1 Q2 Q3 Q4												% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC		enenge	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%	Annual Change	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%	Anr Cha	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

		ECONO	MIC IMPACT - IN HISTORIC PRICES		STAYING VISITOR		
SHARE OF MARKET 201	L4 2015	2016	2017	£Μ	Economic Impact by Year and SI	are of To	tal
Staying Visitor £M 48	8.21 51.:	6 53.16	58.52	80.00			40.0%
All Visitor Types £M 153	3.00 163.8	3 166.58	176.88			-	
Share of Total % 31.5	5% 31.2%	31.9%	33.1%	60.00			30.0%
Annual Change in Share %	-0.9%	2.2%	3.7%	40.00			20.0%
Change in Share from 2014 %	-0.9%	1.3%	5.0%	40.00			20.0%
Avg Ann. Change in Share %	-0.9%	0.6%	1.7%	20.00			10.0%
					2014	2017	

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Staying Visitor £M •• Share of Total %

0.00

STEAM FINAL TREND REPORT FO	OR 2014-2	017								20	014 to 201	7	DAY VI	SITOR	l	CONOMI		
THE LINCOLNSHIRE WOLDS (DES	TINATION	I PLAN AF	REA)							Hi	storic Price	es				Historic	Prices	
ECONOMIC IMPACT BY:					М	ONTH ANI	O QUARTE	R					CALENDA					
KEY						DAY VI	SITOR						CALLIND			QUA	TED	
An increase of 3% or more			ECON	OMIC IMP.	ACT £M -	IN HISTOR	IC PRICES	/ PERCENT	AGE CHAN	IGES						QUA	VIER	
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	ОСТ	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%		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%	Annual Change	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%	Anr Cha	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

		ECONON	/IC IMPACT - IN HISTORIC PRICES		DAY VISITOR	
SHARE OF MARKET 2014	2015	2016	2017	£M	Economic Impact by Year and Share of Tot	tal
Day Visitor £M 104.79	112.67	113.42	118.36	150.00		80.0%
All Visitor Types £M 153.00	163.83	166.58	176.88			
Share of Total % 68.5%	68.8%	68.1%	66.9%	100.00		60.0%
Annual Change in Share %	0.4%	-1.0%	-1.7%	100100		40.0%
Change in Share from 2014 %	0.4%	-0.6%	-2.3%			40.0%
Avg Ann. Change in Share %	0.4%	-0.3%	-0.8%	50.00	2 2 2	20.0%

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1 • • Share of Total % Report Prepared by: DC. Date of Issue: 28/06/18

20

20

Day Visitor £M

0.00

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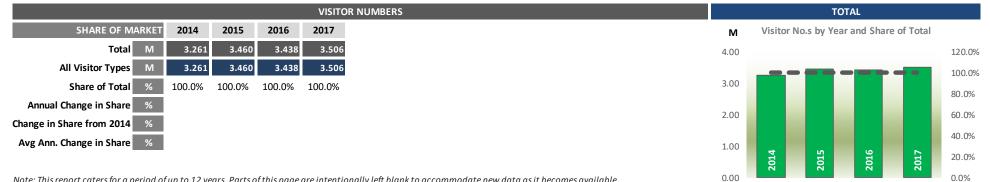
## Visitor Numbers by Month, Year and Visitor Type for the Period 2014 to 2017

Visitor Types: Total

Serviced Accommodation Non-Serviced Accommodation SFR Staying Visitor Day Visitor

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STEAM FINAL TREND REPORT FO	DR 2014-2	017								20	014 to 201	7	тот	A I				
THE LINCOLNSHIRE WOLDS (DES	TINATION	PLAN AR	EA)							20	014 (0 201)	,	101	AL		VISITORIN	OIVIDERS	
VISITOR NUMBERS BY:					м	ONTH ANI	D QUARTE	R					CALEND	AR VEAR				
KEY						тот	AL						CALLIND,			QUA	TER	
An increase of 3% or more				VISITOR I	NUMBERS	IN MILLIO	NS / PERC	ENTAGE CI	HANGES							QUA	(ILK	
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	ОСТ	NOV	DEC		5	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%		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%	Annual Change	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%	Ann Chai	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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Share of Total %

Total M

STEAM FINAL TREND REPORT FO	DR 2014-2	017								20	014 to 201	7	SERVI	CED				
THE LINCOLNSHIRE WOLDS (DES	TINATION	PLAN AF	REA)							21	514 (0 201	,	JERVI	CLD		VISITORIN	OWBERS	
VISITOR NUMBERS BY:					М	ONTH AND	D QUARTE	R					CALENDA					
KEY					SERV	ICED ACCO	MMODAT	TION					CALEND			QUA	TER	
An increase of 3% or more			,	VISITOR N	UMBERS II	N THOUSA	NDS / PEF	CENTAGE	CHANGES					~		QUA	(ILK	
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	ОСТ	NOV	DEC		0-	Q1	Q2	Q3	Q4
% Change 2014 to 2017	25.4%	12.8%	0.2%	29.2%	27.6%	7.3%	-2.2%	- <b>21.7%</b>	-2.9%	-2.4%	-3.5%	19.7%	3.1%		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%	Annual Change	-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%	Cha Cha	3.5%	6.8%	-3.1%	1.3%
<b>2014</b> 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		10.6	12.6	25.2	16.2
<b>2015</b> 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
<b>2016</b> 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
<b>2017</b> 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		SERVICED ACCOMMODATION	
SHARE OF MARKET	2014	2015	2016	2017	000s	Visitor No.s by Year and Share of Total	
Serviced 000s	64.6	67.6	65.9	66.6	80.00		2.5%
All Visitor Types M	3.3	3.5	3.4	3.5			2.0%
Share of Total %	2.0%	2.0%	1.9%	1.9%	60.00		2.0%
Annual Change in Share %		-1.3%	-1.9%	-0.9%	40.00		1.5%
Change in Share from 2014 %		-1.3%	-3.2%	-4.1%	40.00		1.0%
Avg Ann. Change in Share %		-1.3%	-1.6%	-1.4%	20.00	1 2 2 2	0.5%

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Share of Total %
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201

201

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Serviced 000s

0.00

STEAM FINAL TREND REPORT FO	OR 2014-2	017								2	014 to 201	7	NON-SE					
THE LINCOLNSHIRE WOLDS (DES	STINATION	I PLAN AF	REA)							2	014 (0 201	,	NON-SEI	WICED		VISITORI	OWIDERS	
VISITOR NUMBERS BY:					Μ	IONTH ANI	D QUARTE	R					CALENDA	AR VEAR				
KEY					NON-SE	RVICED A		DATION					CALEND			QUAI	TER	
An increase of 3% or more			,	VISITOR N	UMBERS II	N THOUSA	NDS / PEF	RCENTAGE	CHANGES							QUA	(ILK	
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	ОСТ	NOV	DEC		0-	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%		<b>16.3%</b>	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%	Annual Change	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%	Ani	5.4%	3.8%	7.5%	2.1%
<b>2014</b> 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	10.8
<b>2015</b> 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
<b>2016</b> 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
<b>2017</b> 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	<b>14.0%</b>	6.7	21.8	31.5	11.4

				VISITOR NUMBERS		NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2014	2015	2016	2017	000s	Visitor No.s by Year and Share of Total	
Non-Serviced 000s	61.9	63.1	62.7	71.5	80.00		2.5%
All Visitor Types M	3.3	3.5	3.4	3.5			2.0%
Share of Total %	1.9%	1.8%	1.8%	2.0%	60.00		2.0%
Annual Change in Share %		-3.9%	0.0%	11.8%	40,00		1.5%
Change in Share from 2014 %		-3.9%	-3.9%	7.4%	40.00		1.0%
Avg Ann. Change in Share %		-3.9%	-1.9%	2.5%	20.00	14 15 15 17	0.5%

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Non-Serviced 000s •• • Share of Total %

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0.00

STEAM FINAL TREND REPORT FO	R 2014-2	017								20	014 to 2017	,	SF	D				
THE LINCOLNSHIRE WOLDS (DES	TINATION	PLAN AR	REA)							21	514 (0 201)		51	N.		VISITORIN	OWIDERS	
VISITOR NUMBERS BY:					М	ONTH ANI	O QUARTE	R					CALEND					
KEY						SF	R						CALLIND			QUAF	TER	
An increase of 3% or more			١		UMBERS IN	N THOUSA	NDS / PER	CENTAGE	CHANGES					~		QUAI	, I LIN	
Less than 3% change		Q1 Q2 Q3 Q											TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	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%		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%	nual ange	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%	Ann Cha	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		28.8	30.6	30.0	27.6
<b>2015</b> 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
<b>2016</b> 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
<b>2017</b> 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		SFR	
SHARE OF MARKET 2014	2015	2016	2017	000s	Visitor No.s by Year and Share of Total	
SFR 000s 117	0 120.2	121.6	125.0	150.00		4.0%
All Visitor Types M 3	3 3.5	3.4	3.5		~~~~~	
Share of Total % 3.6%	3.5%	3.5%	3.6%	100.00		3.0%
Annual Change in Share %	-3.2%	1.8%	0.8%	100.00		2.00/
Change in Share from 2014 %	-3.2%	-1.4%	-0.6%			2.0%
Avg Ann. Change in Share %	-3.2%	-0.7%	-0.2%	50.00	15 15 17	1.0%

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Share of Total %
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SFR 000s

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STEAM FINAL TREND REPORT FO	DR 2014-2	017								20	014 to 201	7	STAYING					
THE LINCOLNSHIRE WOLDS (DES	TINATION	I PLAN AF	REA)							20	514 (0 201	,	JIAING	VISITOR		VISITORIN	OWDERS	
VISITOR NUMBERS BY:					М	ONTH ANI	O QUARTE	R					CALENDA	AR VEAR				
KEY						STAYING	VISITOR						CALLIND			QUA	TER	
An increase of 3% or more			,		UMBERS I	N THOUSA	NDS / PER	CENTAGE	CHANGES							QUA	(ILK	
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	ОСТ	NOV	DEC		0-	Q1	Q2	Q3	Q4
% Change 2014 to 2017	10.0%	12.5%	3.8%	10.8%	14 <b>.2</b> %	8.3%	6.2%	3.0%	11.7%	4.0%	0.7%	11.8%	8.0%		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%	Annual Change	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%	Cha	2.9%	3.7%	2.2%	2.0%
<b>2014</b> 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
<b>2015</b> 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
<b>2016</b> 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
<b>2017</b> 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

				VISITOR NUMBERS		STAYING VISITOR	
SHARE OF MARKET	2014	2015	2016	2017	000s	Visitor No.s by Year and Share of Total	
Staying Visitor 000s	243.5	250.8	250.2	263.1	300.00		8.0%
All Visitor Types M	3.3	3.5	3.4	3.5	250.00		
Share of Total %	7.5%	7.3%	7.3%	7.5%	200.00		6.0%
Annual Change in Share %		-2.9%	0.4%	3.1%			4.00/
Change in Share from 2014 %		-2.9%	-2.5%	0.5%	150.00		4.0%
Avg Ann. Change in Share %		-2.9%	-1.3%	0.2%	100.00		2.0%
					50.00	015 015 016 017	

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201

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Staying Visitor 000s ••• • Share of Total %

201

0.00

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STEAM FINAL TREND REPORT FO	OR 2014-2	017								2	014 to 201	7	DAY VI	SITOP				
THE LINCOLNSHIRE WOLDS (DES	STINATION	I PLAN AF	REA)							20	014 (0 201	,	DATVI	SHOK		VISITORIN	OIVIDERS	
VISITOR NUMBERS BY:					М	ONTH ANI	D QUARTE	R					CALENDA					
KEY						DAY VI	SITOR						CALEND			QUA	TER	
An increase of 3% or more				VISITOR	NUMBERS	IN MILLIO	NS / PERC	ENTAGE CI	HANGES							QUA	(ILK	
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	ОСТ	NOV	DEC		Ŭ	Q1	Q2	Q3	Q4
% Change 2014 to 2017	21.5%	1 <b>7.2</b> %	15.4%	2.1%	1.6%	12.8%	-11.4%	16.0%	7.1%	4.4%	3.8%	11.6%	7.5%		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%	nual ange	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%	Ann Chai	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 NUMBERS		DAY VISITOR	
SHARE OF MARKET	2014	2015	2016	2017	м	Visitor No.s by Year and Share of Total	
Day Visitor M	3.017	3.209	3.188	3.243	4.00		100.0%
All Visitor Types M	3.261	3.460	3.438	3.506			00.00/
Share of Total %	92.5%	92.7%	92.7%	92.5%	3.00		80.0%
Annual Change in Share %		0.2%	0.0%	-0.2%	2.00		60.0%
Change in Share from 2014 %		0.2%	0.2%	0.0%	2.00		40.0%
Avg Ann. Change in Share %		0.2%	0.1%	0.0%	1.00		20.00/
						2014 2015 2016 2017 2017	20.0%
					0.00		0.00/

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Day Visitor M

0.00

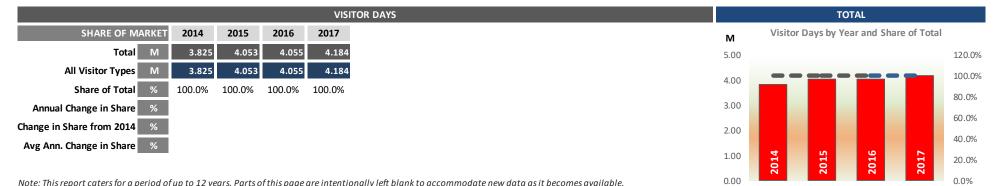
# Visitor Days by Month, Year and Visitor Type for the Period 2014 to 2017

Visitor Types: Total

Serviced Accommodation Non-Serviced Accommodation SFR Staying Visitor Day Visitor

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STEAM FINAL TREND REPORT FC	DR 2014-2	017								2(	014 to 201	7	тот	AL		VISITO	RDAYS	
THE LINCOLNSHIRE WOLDS (DES	STINATION	I PLAN AR	EA)													VISITO	(DAI)	
VISITOR DAYS BY:					М	ONTH ANI	D QUARTE	R					CALENDA					
KEY						тот	AL						CALLIND			QUAI	DTED	
An increase of 3% or more				VISITO	R DAYS IN	MILLIONS	/ PERCEN	TAGE CHA	NGES							QUA	NILK .	
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	ОСТ	NOV	DEC		enange	Q1	Q2	Q3	Q4
% Change 2014 to 2017	19.0%	17.3%	14.2%	4.9%	5.6%	13.8%	-5.4%	15.6%	<b>11.0%</b>	6.8%	5.1%	12.8%	9.4%		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%	Annual Change	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%	<b>5.2</b> %	3.7%	2.3%	1.7%	4.3%	3.1%	Anr Cha	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		0.666	1.221	1.316	0.622
2015 M	0.216	0.247	0.278	0.378	0.430	0.429	0.430	0.603	0.361	0.302	0.194	0.185	4.053	6.0%	0.741	1.236	1.394	0.682
2016 M	0.217	0.245	0.299	0.369	0.444	0.466	0.410	0.600	0.345	0.287	0.187	0.186	4.055	0.1%	0.761	1.280	1.354	0.660
2017 M	0.218	0.251	0.307	0.390	0.455	0.477	0.407	0.632	0.376	0.286	0.195	0.190	4.184	3.2%	0.776	1.322	1.415	0.671



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Share of Total %

Total M

STEAM FINAL TREND REPORT FO	OR 2014-2	017								2	014 to 201	7	SERV			VISITO		
THE LINCOLNSHIRE WOLDS (DES	STINATION	PLAN AF	REA)							2	014 (0 201	, 	JERV	ICLD		VISITO	(DATS	
VISITOR DAYS BY:					М	ONTH ANI	O QUARTE	R					CALENDA					
KEY					SERV	ICED ACCO	OMMODAT	ION					CALEND			QUA	RTER	
An increase of 3% or more				VISITOR	DAYS IN T	HOUSAND	OS / PERCE	NTAGE CH	ANGES							QUA	VI EN	
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	ОСТ	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%	- <b>7.8</b> %	8.2%	-9.8%	21.7%	7.7%		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%	Annual Change	-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%	Anı Cha	3.3%	9.9%	-1.4%	1.6%
<b>2014</b> 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
<b>2015</b> 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
<b>2016</b> 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
<b>2017</b> 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	000s	Visitor Days by Year and Share of Total	
Serviced 000s	125.6	136.1	132.8	135.3	150.00		4.0%
All Visitor Types M	3.8	4.1	4.1	4.2			
Share of Total %	3.3%	3.4%	3.3%	3.2%	100.00		3.0%
Annual Change in Share %		2.3%	-2.5%	-1.3%	100.00		2.0%
Change in Share from 2014 %		2.3%	-0.3%	-1.5%			2.0%
Avg Ann. Change in Share %		2.3%	-0.1%	-0.5%	50.00	4 vi o v	1.0%

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Share of Total %
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Serviced 000s

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STEAM FINAL TREND REPORT FO	OR 2014-2	017								2	014 to 201	7	NON-SE			VISITO	DAVE	
THE LINCOLNSHIRE WOLDS (DES	STINATION	I PLAN AF	REA)							2	014 (0 201		NON-SEI	WICLD		VISITO	(DATS	
VISITOR DAYS BY:					М	ONTH ANI	D QUARTE	R					CALEND					
KEY					NON-SE	RVICED A		DATION					CALLIND			QUA	PTER	
An increase of 3% or more				VISITOR	DAYS IN T	HOUSAND	OS / PERCE	NTAGE CH							QUA	VI EN		
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	ОСТ	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%		23.4%	23.6%	28.4%	25.0%
% Change 2016 to 2017	15.7%	18.8%	3.6%	13.4%	16.6%	11.6%	<b>16.0%</b>	12.0%	21.3%	9.1%	9.8%	13.6%	14.0%	Annual Change	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%	Anı Cha	7.8%	7.9%	9.5%	8.3%
<b>2014</b> 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
<b>2015</b> 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
<b>2016</b> 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
<b>2017</b> 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		NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2014	2015	2016	2017	000s	Visitor Days by Year and Share of Total	
Non-Serviced 000s	404.4	422.9	446.3	508.7	600.00		15.0%
All Visitor Types M	3.8	4.1	4.1	4.2	500.00	_	
Share of Total %	10.6%	10.4%	11.0%	12.2%	400.00		10.0%
Annual Change in Share %		-1.3%	5.5%	10.5%			10.070
Change in Share from 2014 %		-1.3%	4.1%	15.0%	300.00		
Avg Ann. Change in Share %		-1.3%	2.1%	5.0%	200.00		5.0%
					100.00	015	

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Non-Serviced 000s — • Share of Total %

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0.00

STEAM FINAL TREND REPORT FO	R 2014-2	017								20	014 to 2017	,	SF	R		VISITO	R DAYS	
THE LINCOLNSHIRE WOLDS (DES	TINATION	PLAN AR	EA)															
VISITOR DAYS BY:					М	ONTH ANI	O QUARTE	R					CALEND					
KEY						SF	R						CALLIND			QUA	DTED	
An increase of 3% or more				VISITOR	DAYS IN T	HOUSAND	S / PERCE	NTAGE CH	ANGES							QUA	NIEN	
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	ОСТ	NOV	DEC		ener ge	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%	nual ange	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%	Anr Cha	2.1%	2.4%	2.2%	2.3%
<b>2014</b> 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		66.8	72.4	73.7	64.5
<b>2015</b> 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	2.7%	69.8	74.2	74.8	66.0
<b>2016</b> 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	1.2%	70.2	74.7	76.0	67.2
<b>2017</b> 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	2.8%	71.1	77.7	78.5	69.0

				VISITOR DAYS		SFR	
SHARE OF MARKET	2014	2015	2016	2017	000s	Visitor Days by Year and Share of Total	
SFR 000s	277.4	284.8	288.2	296.4	400.00		8.0%
All Visitor Types M	3.8	4.1	4.1	4.2			
Share of Total %	7.3%	7.0%	7.1%	7.1%	300.00		6.0%
Annual Change in Share %		- <b>3.1%</b>	1.1%	-0.3%	20.0.00		1.00/
Change in Share from 2014 %		- <b>3.1%</b>	-2.0%	-2.3%	200.00		4.0%
Avg Ann. Change in Share %		- <b>3.</b> 1%	-1.0%	-0.8%	100.00	14 15 16 17	2.0%
						<u> </u>	

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- - Share of Total %

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SFR 000s

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STEAM FINAL TREND REPORT FO	DR 2014-2	017								2	014 to 201	7	STAYING			VISITO		
THE LINCOLNSHIRE WOLDS (DES	TINATION	I PLAN AF	REA)							21	514 (0 201		JIAING	VISITOR		VISITO	(DATS	
VISITOR DAYS BY:					М	ONTH ANI	D QUARTE	R					CALEND					
KEY						STAYING	VISITOR						CALLIND			QUA	TER	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES														QUA	(ILK	
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	ОСТ	NOV	DEC		0-	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%		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%	Annual Change	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%	Cha	4.2%	6.4%	5.8%	4.6%
<b>2014</b> 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
<b>2015</b> 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
<b>2016</b> 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
<b>2017</b> 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

				VISITOR DAYS		STAYING VISITOR	
SHARE OF MARKET	2014	2015	2016	2017	000s	Visitor Days by Year and Share of Total	
Staying Visitor 000s	807.3	843.8	867.3	940.3	1,000.00		25.0%
All Visitor Types M	3.8	4.1	4.1	4.2	800.00		20.0%
Share of Total %	21.1%	20.8%	21.4%	22.5%	800.00		20.0%
Annual Change in Share %		-1.4%	2.7%	5.1%	600.00		15.0%
Change in Share from 2014 %		-1.4%	1.3%	6.5%	400.00		10.0%
Avg Ann. Change in Share %		-1.4%	0.7%	2.2%	20.0.00	4 v v V	5.0%
					200.00	2014 2015 2016 2017	5.0%
Note: This report caters for a period of	up to 12 ve	ars. Parts o	this page of	are intentionally left blank to accommodate new data as it becomes available.	0.00		0.0%

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Staying Visitor 000s — • Share of Total %

STEAM FINAL TREND REPORT FOR 2014-2017									2014 to 2017									
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)									2014 (0 2017			DATIVISITOR		VISITOR DATS				
VISITOR DAYS BY:	MONTH AND QUARTER										CALENDAR YEAR							
KEY		DAY VISITOR										CALENDAR TEAR		QUARTER				
An increase of 3% or more	VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												QUANTER					
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	ОСТ	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%		17.5%	5.6%	4.7%	6.0%
% Change 2016 to 2017	-1.2%	1.6%	3.1%	4.5%	-0.7%	0.8%	- <b>3.9</b> %	5.2%	7.1%	-1.8%	4.1%	0.1%	1.7%	nual Inge	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%	Anr Cha	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		DAY VISITOR	
SHARE OF MARKET	2014	2015	2016	2017	м	Visitor Days by Year and Share of Total	
Day Visitor M	3.017	3.209	3.188	3.243	4.00		100.0%
All Visitor Types M	3.825	4.053	4.055	4.184			00.0%
Share of Total %	78.9%	79.2%	78.6%	77.5%	3.00		80.0%
Annual Change in Share %		0.4%	-0.7%	-1.4%	2.00		60.0%
Change in Share from 2014 %		0.4%	-0.4%	-1.7%	2.00		40.0%
Avg Ann. Change in Share %		0.4%	-0.2%	-0.6%	1.00	4 0 0 1	
						2014 2015 2016 2017	20.0%
Note: This report caters for a period	of un to 12 ve	oars. Parts o	fthisnaaed	are intentionally left blank to accommodate new data as it becomes available	0.00		0.0%

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Day Visitor M

## 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

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STEAM FINAL TREND REPORT FOR	2014-2017	7								20	14 to 201	7	тот		т/			-
THE LINCOLNSHIRE WOLDS (DEST		LAN AREA)								20	14 10 20.	.,						
EMPLOYMENT BY:					М	ONTH ANI	D QUARTE	R					CALEND					
KEY						тот	AL						CALLIND			QUA	DTED	
An increase of 3% or more		1	TOTAL EMI	PLOYMENT	IN FULL T	IME EQUIN	ALENTS (	FTEs) / PER	CENTAGE	CHANGES						QUA	NIEN	
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	ОСТ	NOV	DEC			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%	nual ange	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%	Anr Cha	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				TOTA	<b>L</b>			
SHARE OF MARKET         2014         2015         2016         2017	FTEs	Employ	ment (F	TEs) a	nd Share	e of Tota	l (%)	
Total FTEs 2,396 2,475 2,433 2,503	3,000							120.0%
Total Employment         FTEs         2,396         2,475         2,433         2,503	2,500		-	-		-		100.0%
Share of Total         %         100.0%         100.0%         100.0%	2,000							80.0%
Annual Change in Share %	1,500							60.0%
Change in Share from 2014 %	1,000							40.0%
Avg Ann. Change in Share %		_	LO LO					
	500	014	6		016	017		20.0%

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Share of Total

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Total FTEs

STEAM FINAL TREND REPORT FOR	2014-201	7								20	14 to 201	7	SERV			RECT EM		-
THE LINCOLNSHIRE WOLDS (DEST	INATION P	LAN AREA)								20	14 10 201	.,	JERV	ICED				•
EMPLOYMENT BY:					М	ONTH ANI	O QUARTE	R					CALEND					
KEY					SERV	ICED ACCO	MMODA	ION					CALEND	AN TEAN		QUAI		
An increase of 3% or more		D	IRECT EM	PLOYMENT	T IN FULL T		/ALENTS (	FTEs) / PEI	RCENTAGE	CHANGES						QUAI	<b>NIEK</b>	
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	ОСТ	NOV	DEC		enenge	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%		-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%	nual Inge	-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%	Anr Cha	-2.2%	-0.7%	-2.7%	-2.2%
2014 FTEs	389	400	408	412	422	431	465	502	466	424	428	395	428		399	421	478	415
2015 FTEs	394	403	409	414	427	443	466	500	457	430	412	394	429	0.1%	402	428	474	412
2016 FTEs	371	381	388	392	405	418	446	479	433	403	391	383	407	-5.0%	380	405	453	392
2017 FTEs	365	373	378	399	418	420	433	459	424	397	387	380	403	-1.2%	372	412	439	388

				EMPLOYMENT		SERVI	CED ACCO	MMOD/	ATION	
SHARE OF MARKET	2014	2015	2016	2017	FTEs	Employme	nt (FTEs) a	nd Shar	e of Total (	%)
Serviced FTEs	428	429	407	403	500					20.0%
Total Employment FTEs	2,396	2,475	2,433	2,503	40.0				-	
Share of Total %	17.9%	17.3%	16.7%	16.1%	400					15.0%
Annual Change in Share %		-3.1%	-3.4%	-3.9%	300					10.0%
Change in Share from 2014 %		- <b>3.1%</b>	-6.3%	-10.0%	200					10.0%
Avg Ann. Change in Share %		- <b>3.1%</b>	-3.2%	-3.3%	100	14	15	16	1	5.0%

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Share of Total

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Serviced FTEs

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STEAM FINAL TREND REPORT FOR	2014-201	7								20	14 to 201	7	NON-SE				PLOYMEN	-
THE LINCOLNSHIRE WOLDS (DEST	INATION P	LAN AREA	1							20	14 10 201	.,	NON-SE	RVICED			PLOTIVIEN	•
EMPLOYMENT BY:					М	ONTH AN	D QUARTE	R					CALEND					
KEY					NON-SE	RVICED A	ссоммог	DATION					CALLIND			QUA	DTED	
An increase of 3% or more		C	IRECT EM	PLOYMEN	T IN FULL T		VALENTS (	FTEs) / PE	RCENTAGE	CHANGES	;					QUA	NIEN	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% 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%		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%	Annual Change	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%	Anı Cha	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		NON-S	ERVICED A	ссомм	ODATION	
SHARE OF MARKET	2014	2015	2016	2017	FTEs	Employn	nent (FTEs)	and Sha	re of Total	(%)
Non-Serviced FTEs	372	377	373	397	500					20.0%
Total Employment FTEs	2,396	2,475	2,433	2,503	400					
Share of Total %	15.5%	15.2%	15.3%	15.8%	400					15.0%
Annual Change in Share %		-1.8%	0.7%	3.4%	300					10.0%
Change in Share from 2014 %		-1.8%	-1.1%	2.2%	200					10.0%
Avg Ann. Change in Share %		-1.8%	-0.6%	0.7%	100	4	5	16	1	5.0%

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Es • Share of Total Report Prepared by: DC. Date of Issue: 28/06/18

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Non-Serviced FTEs

STEAM FINAL TREND REPORT FOR	2014-201	7								20	14 to 201	17	SF	D		RECT EMP		-
THE LINCOLNSHIRE WOLDS (DEST	INATION P	LAN AREA								20	14 (0 20)	.,	31	N .				
EMPLOYMENT BY:					М	ONTH ANI	D QUARTE	R					CALEND					
KEY						SF	R						CALLIND,			QUAI	TED	
An increase of 3% or more		C	DIRECT EM	PLOYMEN	T IN FULL T		/ALENTS (	FTEs) / PEI	RCENTAGE	CHANGES	i					QUA	VILK	
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	ОСТ	NOV	DEC			Q1	Q2	Q3	Q4
% 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%		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%	nual ange	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%	Anr Cha	1.7%	2.0%	1.7%	1.9%
2014 FTEs	204	73	89	177	122	97	150	160	92	89	74	190	126		122	132	134	117
2015 FTEs	210	75	91	179	123	98	151	161	93	91	73	192	128	1.4%	126	133	135	119
2016 FTEs	210	75	91	178	124	98	151	162	94	91	73	195	129	0.4%	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		SFR		
SHARE OF MARKET	2014	2015	2016	2017	FTEs	Employment (FTEs) and Sh	are of Total (S	6)
SFR FTEs	126	128	129	133	150			6.0%
Total Employment FTEs	2,396	2,475	2,433	2,503			-	5.0%
Share of Total %	5.3%	5.2%	5.3%	5.3%	100			4.0%
Annual Change in Share %		-1.8%	2.1%	0.7%				3.0%
Change in Share from 2014 %		-1.8%	0.2%	0.9%				
Avg Ann. Change in Share %		-1.8%	0.1%	0.3%	50			2.0%
						014 015 016 016 016	6	1.0%

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Share of Total

0

SFR FTEs

STEAM FINAL TREND REPORT FOR	2014-201	7								20	14 to 201	7	STAYING	VISITOR		RECT EMP		Ŧ
THE LINCOLNSHIRE WOLDS (DEST	INATION P	LAN AREA								20	14 (0 201	.,	JIATING	VISITOR				•
EMPLOYMENT BY:					М	ONTH ANI	O QUARTE	R					CALEND					
KEY						STAYING	VISITOR						CALLIND			QUA	DTED	
An increase of 3% or more		C	DIRECT EM	PLOYMEN	T IN FULL T		/ALENTS (	FTEs) / PEF	RCENTAGE	CHANGES	i			- (		QUA	NILK .	
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	ОСТ	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%	Annual Change	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%	Cha	-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		794	977	1,097	838
2015 FTEs	857	735	820	960	1,012	1,002	1,080	1,193	1,026	883	789	846	934	0.8%	804	991	1,100	839
2016 FTEs	828	706	785	931	985	974	1,061	1,181	1,008	854	763	832	909	-2.6%	773	964	1,083	817
2017 FTEs	836	712	778	965	1,047	1,009	1,095	1,207	1,064	863	771	844	932	2.6%	775	1,007	1,122	826

				EMPLOYMENT		STAYING VISITOR
SHARE OF MARKET	2014	2015	2016	2017	FTEs	Employment (FTEs) and Share of Total (%)
Staying Visitor FTEs	1,370	1,397	1,371	1,415	1,500	80.0%
Total Employment FTEs	2,396	2,475	2,433	2,503		
Share of Total %	57.2%	56.5%	56.4%	56.5%	1,000	
Annual Change in Share %		-1.2%	-0.2%	0.3%	2,000	40.0%
Change in Share from 2014 %		-1.2%	-1.4%	-1.1%		40.0%
Avg Ann. Change in Share %		-1.2%	-0.7%	-0.4%	500	4 Ly Ly 20.0%

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Staying Visitor FTEs Share of Total

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STEAM FINAL TREND REPORT FOR	2014-201	7								20	14 to 20:	17	DAYV				PLOYMEN	-
THE LINCOLNSHIRE WOLDS (DEST	INATION P	LAN AREA	)							20	14 10 20.	17	DATV	ISHOK	U		PLOTIVIEN	
EMPLOYMENT BY:					Μ	IONTH AN	D QUARTE	R					CALEND					
KEY						DAY VI	SITOR						CALEND	AN TEAN		QUA	DTED	
An increase of 3% or more		6	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) , Q1 Q2 Q3							CHANGES						QUA	RIER	
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	ОСТ	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%		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%	nual Inge	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%	Anr Cha	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				DAY	VISITOR		
SHARE OF MARKET	2014	2015	2016	2017		FTEs	Employm	ent (FTEs	) and Sha	re of Tota	(%)
Day Visitor FTEs	1,026	1,077	1,062	1,088		1,200					50.0%
Total Employment FTEs	2,396	2,475	2,433	2,503		1,000			-		40.0%
Share of Total %	42.8%	43.5%	43.6%	43.5%		800					40.0%
Annual Change in Share %		1.7%	0.3%	-0.4%		600					30.0%
Change in Share from 2014 %		1.7%	1.9%	1.5%							20.0%
Avg Ann. Change in Share %		1.7%	1.0%	0.5%		400					
						200	014	015	016	11	10.0%

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Day Visitor FTEs

## STEAM FINAL TREND REPORT FOR 2014-2017

SERVICED ACCOMMODATION	20	)17	Change	on 2016	Change on 2014		
2017	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	20	17	Change	on 2016	Change on 2014		
2017	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	20	17	Change	on 2016	Change on 2014		
2017	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%					

1,000 500 0		ל,2	2,055	2,	(1)		3,					5 C	000	'V
	JAN	FE	<sup>3</sup> MA	AR AF	<sup>PR</sup> M	IAY JU	JN J	UL ,				NOV		
								F	100	SEP	OCT	NOV	DEC	Ĩ

SEASONAL AVAILABILITY OF BED SUPPLY	2017													
2017	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	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		

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

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

 Indexation:
 Indexation to: 2017

 2014
 1.05

 2015
 1.04

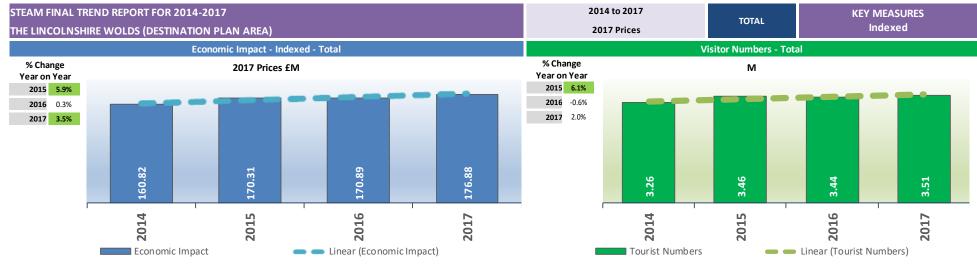
 2016
 1.03

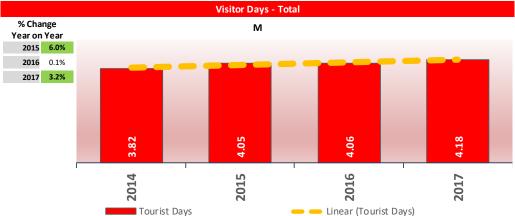
**2017** *1.00* 

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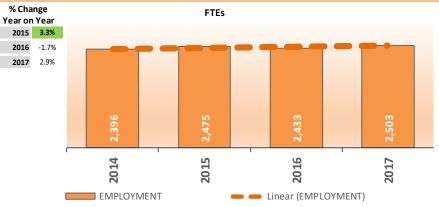




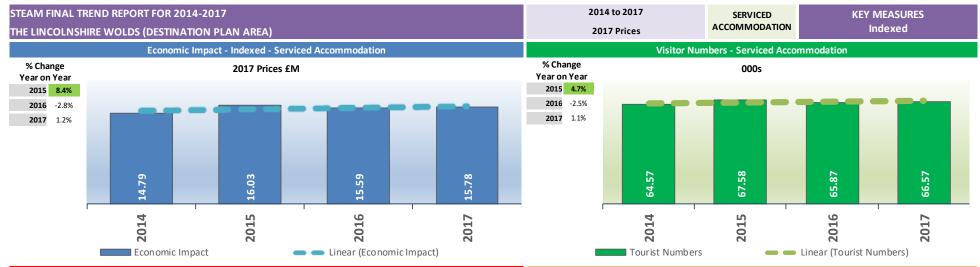
% Change from 2014 2014 2015 2016 2017 Economic Impact - Indexed 5.9% 6.3% 10.0% Visitor Numbers 5.4% 7.5% 6.1% Visitor Days 6.0% 6.0% 9.4% 1.5% 4.4% **Total Employment** 3.3%

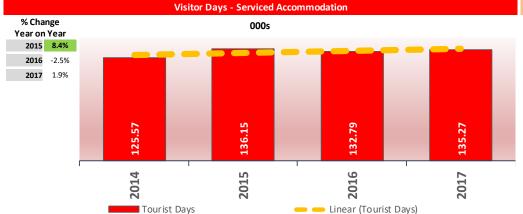
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Total Employment Supported - Total



"Linear" = Linear Trendline





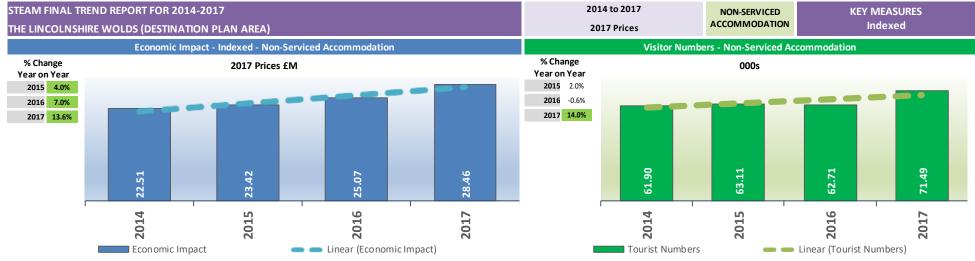
% Change from 2014 2014 2015 2016 2017 Economic Impact - Indexed 5.4% 8.4% 6.6% 2.0% Visitor Numbers 4.7% 3.1% Visitor Days 8.4% 5.7% 7.7% 0.1% -6.0% **Direct Employment** -4.9%

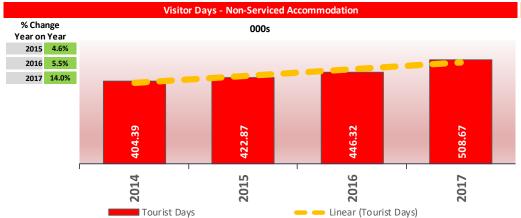
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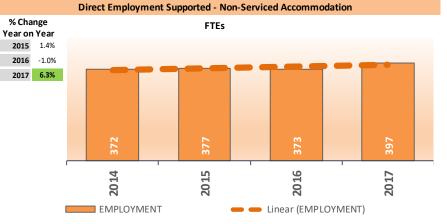
Direct Employment Supported - Serviced Accommodation



"Linear" = Linear Trendline



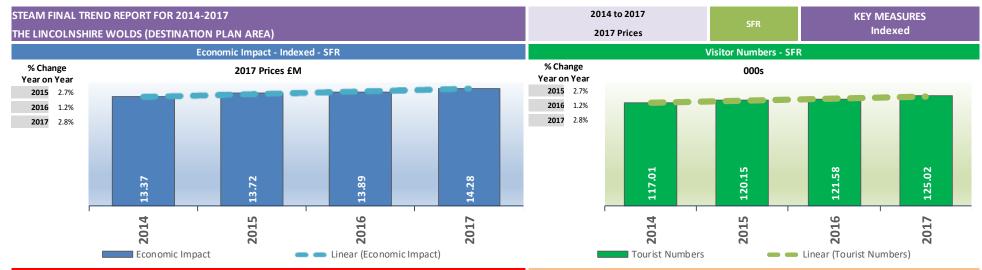


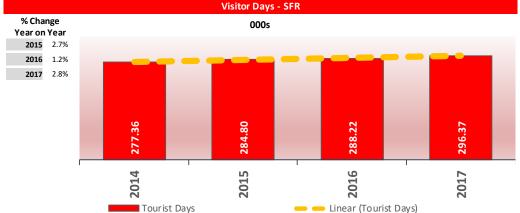


"Linear" = Linear Trendline

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

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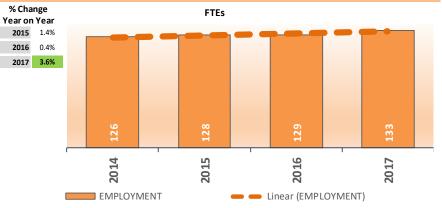




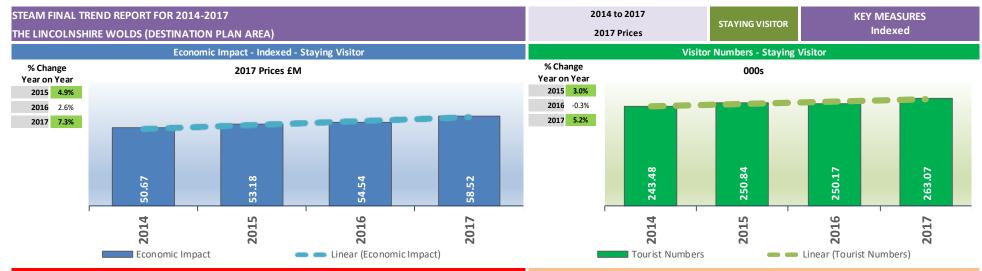
% Change from 2014 2014 2015 2016 2017 Economic Impact - Indexed 2.7% 3.9% 6.8% Visitor Numbers 2.7% 6.8% 3.9% Visitor Days 2.7% 3.9% 6.9% 5.4% **Direct Employment** 1.4% 1.8%

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Direct Employment Supported - SFR



"Linear" = Linear Trendline

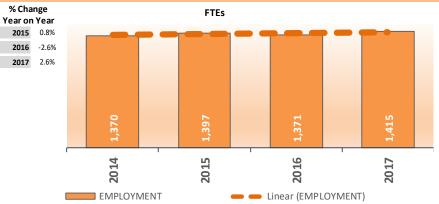




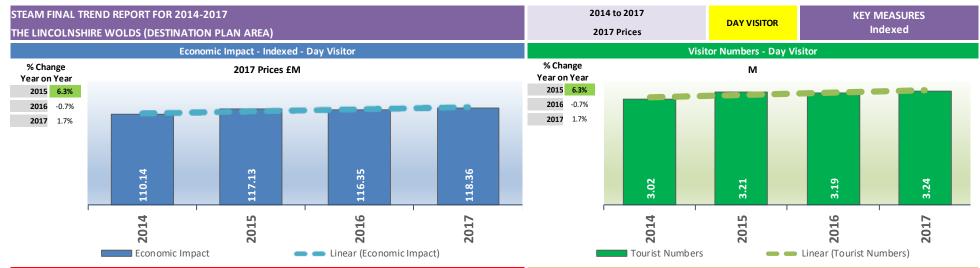
% Change from 2014 2014 2015 2016 2017 Economic Impact - Indexed 7.6% 4.9% 15.5% 2.7% 8.0% Visitor Numbers 3.0% Visitor Days 4.5% 7.4% 16.5% **Direct Employment** 2.0% 0.1% 3.3%

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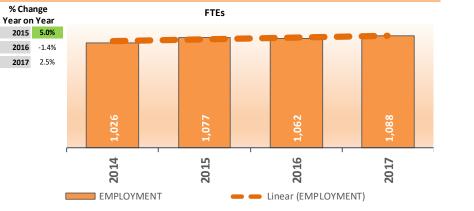
**Direct Employment Supported - Staying Visitor** 



"Linear" = Linear Trendline







**Direct Employment Supported - Day Visitor** 

"Linear" = Linear Trendline

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

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E LINCOLNSHIRE WOLDS (DEST	2014-2017		)		2014 to 2017 2017 Prices	SECTORAL ANALYSIS Indexed
S	ECTORAL [	DISTRIBUT	ION OF EC		ACT - £M INCLUDING VAT INDEXED TO 2017 2017	SECTORAL DISTRIBUTION OF ECONO
SECTOR / YEAR	2014	2015	2016	2017		MPACT - £M INCLUDING VAT INDEXE
Accommodation £M	8.169	8.652	8.931	9.412		2017 Accommodation
Food & Drink £M	27.90	29.54	29.58	30.60	Indirect Exp	(5.3%)
Recreation £M	11.30	11.97	11.97	12.40	(25.5%	6) Food &
Shopping £M	37.99	40.28	40.27	41.42		45.104 (17.3
Transport £M	14.53	15.36	15.38	15.97		9.412 30.603
Direct Revenue £M	99.89	105.80	106.13	109.81		
VAT £M	19.98	21.16	21.23	21.96		21.962 12.405
Direct Expenditure £M	119.86	126.96	127.36	131.77	VAT (12.4%)	Rec
Indirect Expenditure £M	40.95	43.34	43.53	45.10		15.968 (7
TOTAL £M	160.82	170.31	170.89	176.88		41.422
						ransport         Shopping           (9.0%)         (23.4%)
		SE	CTORAL D	ISTRIBUTIO		(9.0%) (23.4%) SECTORAL DISTRIBUTION OF
SECTOR / YEAR	2014	SE 2015	CTORAL D 2016	<mark>ISTRIBUTIO</mark> 2017		(9.0%) (23.4%)
SECTOR / YEAR Accommodation FTEs	2014 565					(9.0%) (23.4%) SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation
		2015	2016	2017		(9.0%) (23.4%) SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES
Accommodation FTEs Food & Drink FTEs Recreation FTEs	565	2015 560	2016 531	2017 523	OF EMPLOYMENT - FTES 2017	(9.0%) (23.4%) SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation (20.9%)
Accommodation FTEs Food & Drink FTEs Recreation FTEs Shopping FTEs	565 468 230 581	2015 560 489 241 608	2016 531 486 239 603	2017 523 506 249 625	OF EMPLOYMENT - FTES 2017	(9.0%) (23.4%) SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation (20.9%) nployment 523 Food & D
Accommodation FTEs Food & Drink FTEs Recreation FTEs Shopping FTEs Transport FTEs	565 468 230 581 109	2015 560 489 241 608 114	2016 531 486 239 603 113	2017 523 506 249 625 118	OF EMPLOYMENT - FTES 2017	(9.0%) (23.4%) SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation (20.9%) Prood & D (20.2%)
AccommodationFTEsFood & DrinkFTEsRecreationFTEsShoppingFTEsTransportFTEsDirect EmploymentFTEs	565 468 230 581 109 1,953	2015 560 489 241 608 114 2,011	2016 531 486 239 603 113 1,971	2017 523 506 249 625 118 2,021	OF EMPLOYMENT - FTES 2017	(9.0%) (23.4%) SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation (20.9%) nployment 523 Food & D
AccommodationFTEsFood & DrinkFTEsRecreationFTEsShoppingFTEsTransportFTEsDirect EmploymentFTEsIndirect EmploymentFTEs	565 468 230 581 109 1,953 444	2015 560 489 241 608 114 2,011 464	2016 531 486 239 603 113 1,971 462	2017 523 506 249 625 118 2,021 482	OF EMPLOYMENT - FTES 2017	(9.0%) (23.4%) SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation (20.9%) Prood & D (20.2%)
AccommodationFTEsFood & DrinkFTEsRecreationFTEsShoppingFTEsTransportFTEsDirect EmploymentFTEs	565 468 230 581 109 1,953	2015 560 489 241 608 114 2,011	2016 531 486 239 603 113 1,971	2017 523 506 249 625 118 2,021	OF EMPLOYMENT - FTES 2017	(9.0%) (23.4%) SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation (20.9%) Prood & D (20.2%)
AccommodationFTEsFood & DrinkFTEsRecreationFTEsShoppingFTEsTransportFTEsDirect EmploymentFTEsIndirect EmploymentFTEs	565 468 230 581 109 1,953 444	2015 560 489 241 608 114 2,011 464	2016 531 486 239 603 113 1,971 462	2017 523 506 249 625 118 2,021 482	OF EMPLOYMENT - FTES 2017 Indirect En (19.	(9.0%) (23.4%) SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation (20.9%) Prood & D (20.2%) Accommodation (20.2%) (20
AccommodationFTEsFood & DrinkFTEsRecreationFTEsShoppingFTEsTransportFTEsDirect EmploymentFTEsIndirect EmploymentFTEs	565 468 230 581 109 1,953 444	2015 560 489 241 608 114 2,011 464	2016 531 486 239 603 113 1,971 462	2017 523 506 249 625 118 2,021 482	OF EMPLOYMENT - FTES 2017 Indirect En (19.	(9.0%) (23.4%) SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation (20.9%) Prood & D (20.2%) Accommodation (20.2%) Accommodation (20.2%) Recrea
AccommodationFTEsFood & DrinkFTEsRecreationFTEsShoppingFTEsTransportFTEsDirect EmploymentFTEsIndirect EmploymentFTEs	565 468 230 581 109 1,953 444	2015 560 489 241 608 114 2,011 464	2016 531 486 239 603 113 1,971 462	2017 523 506 249 625 118 2,021 482	OF EMPLOYMENT - FTES 2017 Indirect En (19.	(9.0%) (23.4%) SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation (20.9%) Proof & D (20.2%) Accommodation (20.2%)
AccommodationFTEsFood & DrinkFTEsRecreationFTEsShoppingFTEsTransportFTEsDirect EmploymentFTEsIndirect EmploymentFTEsTOTALFTEs	565 468 230 581 109 1,953 444 2,396	2015 560 489 241 608 114 2,011 464 2,475	2016 531 486 239 603 113 1,971 462 2,433	2017 523 506 249 625 118 2,021 482 2,503	OF EMPLOYMENT - FTES 2017 Indirect En (19.	(9.0%) (23.4%) SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation (20.9%) Prood & D (20.2%) Accommodation (20.2%)

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(25.0%)

STEAM FINAL TREND REPORT FO										2014 to 2017			TOTAL		ECONOMIC IMPACT Indexed				
THE LINCOLNSHIRE WOLDS (DES	STINATION	I PLAN AR	REA)							2	2017 Prices				indexed				
ECONOMIC IMPACT BY:														AR YEAR					
KEY		TOTAL													QUARTER				
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / PERCENTAGE CHANGES													QUARTER				
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	ОСТ	NOV	DEC		ener ge	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%		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%	Annual Change	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%	Anr Cha	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	9.123 9.976 12.23 15.22 18.22 19.						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	



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Share of Total %

Total £M

STEAM FINAL TREND REPORT FO	OR 2014-2	017								2014 to 2017			SERVICED		ECONOMIC IMPACT				
THE LINCOLNSHIRE WOLDS (DE	STINATION	PLAN AF	REA)							2017 Prices			ACCOMM	ODATION	Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												AR YEAR					
KEY		SERVICED ACCOMMODATION											CALLIND		QUARTER				
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / PERCENTAGE CHANGES														QUA	RIER		
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	ОСТ	NOV	DEC		enenge	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%	nual ange	-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%	Ann Cha	3.1%	9.5%	-1.8%	1.5%	
<b>2014</b> £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.						1.987	2.503	1.645	1.199	1.035	0.915	15.59	-2.8%	2.598	3.705	6.135	3.149	
<b>2017</b> £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	

			ECONO	MIC IMPACT - INDEXED TO 2017		SERVICED		ODATION	
SHARE OF MARKET	2014	2015	2016	2017	£M	Economic Impa	ot by Year a	nd Share of	Total
Serviced £M	14.79	16.03	15.59	15.78	20.00				10.0%
All Visitor Types £M	160.82	170.31	170.89	176.88					8.0%
Share of Total %	9.2%	9.4%	9.1%	8.9%	15.00				0.0 %
Annual Change in Share %		2.3%	-3.1%	-2.2%	10.00				6.0%
Change in Share from 2014 %		2.3%	-0.9%	-3.1%	10.00				4.0%
Avg Ann. Change in Share %		2.3%	-0.4%	-1.0%	5.00				2.0%
						2014	2015	2017	2.0%

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• • Share of Total % Report Prepared by: DC. Date of Issue: 28/06/18

Serviced £M

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STEAM FINAL TREND REPORT FO	DR 2014-2	017								2014 to 2017			NON-SERVICED		ECONOMIC IMPACT				
THE LINCOLNSHIRE WOLDS (DES	STINATION	I PLAN AF	REA)							2017 Prices			ACCOMM	ODATION	Indexed				
ECONOMIC IMPACT BY:														AR YEAR					
KEY		NON-SERVICED ACCOMMODATION													QUARTER				
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / PERCENTAGE CHANGES														QUARTER			
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	ОСТ	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%		24.0%	24.0%	29.0%	25.6%	
% Change 2016 to 2017	14.4%	17.9%	2.8%	12.8%	16.0%	11.1%	<b>16.3%</b>	12.3%	20.7%	8.6%	8.9%	12.8%	13.6%	Annual Change	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%	Anr Cha	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							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	

ECONOMIC IMPACT - INDEXED TO 2017		NON-SERVICED ACCOMMODATION					
SHARE OF MARKET         2014         2015         2016         2017	£M	Economic Impact by Year and Share of Tot	tal				
Non-Serviced £M 22.51 23.42 25.07 28.46	30.00		20.0%				
All Visitor Types £M 160.82 170.31 170.89 176.88	25.00						
Share of Total % 14.0% 13.8% 14.7% 16.1%	20.00		15.0%				
Annual Change in Share % -1.8% 6.7% 9.7%	15.00		10.0%				
Change in Share from 2014         %         -1.8%         4.8%         14.9%			10.0%				
Avg Ann. Change in Share         %         -1.8%         2.4%         5.0%	10.00		5.0%				
	5.00	14					

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Non-Serviced £M

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STEAM FINAL TREND REPORT FOR 2014-2017										2014 to 2017			SFR		ECONOMIC IMPACT				
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)										2	017 Prices				Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDA						
KEY		SFR											CALLIND		OLIAPTER				
An increase of 3% or more			ECOI		PACT £M -	INDEXED	TO 2017 /	PERCENT	GE CHAN	GES					QUARTER				
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	ОСТ	NOV	DEC		enange	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%	nual ange	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%	Anr Cha	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		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	2.7%	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	1.2%	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	2.8%	3.427	3.744	3.784	3.324	

		SFR						
SHARE OF MARKET	2014	2015	2016	2017	£M	Economic Impact by Year and Share of Tota	al	
SFR £M	13.37	13.72	13.89	14.28	15.00		10.0%	
All Visitor Types £M	160.82	170.31	170.89	176.88			8.0%	
Share of Total %	8.3%	8.1%	8.1%	8.1%	10.00		0.0%	
Annual Change in Share %		-3.0%	0.8%	-0.7%	10.00		6.0%	
Change in Share from 2014 %		-3.0%	-2.2%	-2.9%			4.0%	
Avg Ann. Change in Share %		-3.0%	-1.1%	-1.0%	5.00		2.00/	
						014 015 015 016 016 017	2.0%	

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• • Share of Total %

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SFR £M

STEAM FINAL TREND REPORT FOR 2014-2017											2014 to 2017			VISITOR	ECONOMIC IMPACT											
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)										2	017 Prices		JIAING	VISITOR	Indexed											
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDA													
KEY		STAYING VISITOR											CALLIND		OLIAPTER											
An increase of 3% or more			ECO		PACT £M -	INDEXED	TO 2017 /	PERCENT	AGE CHAN	GES				%	QUARTER											
Less than 3% change		Q1			Q2			Q3		Q4		Q4		Q4		Q4		Q4		Q4						
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC		Change	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%		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%	Annual Change	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%	Anr Cha	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	£Μ	Economic Impact by Year and Share of Tota	al			
Staying Visitor £M 50.67 53.18 54.54 58.52	80.00		40.0%			
All Visitor Types £M 160.82 170.31 170.89 176.88						
Share of Total % 31.5% 31.2% 31.9% 33.1%	60.00		30.0%			
Annual Change in Share         %         -0.9%         2.2%         3.7%	40.00		20.0%			
Change in Share from 2014 % -0.9% 1.3% 5.0%	40.00		20.070			
Avg Ann. Change in Share         %         -0.9%         0.6%         1.7%	20.00		10.0%			

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Staying Visitor £M •• Share of Total %

STEAM FINAL TREND REPORT FOR 2014-2017											014 to 201	2017 DAY VISITO			ECONOMIC IMPACT					
THE LINCOLNSHIRE WOLDS (DESTINATION PLAN AREA)										2	017 Prices	i	DATV	SHOK	Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALEND							
KEY		DAY VISITOR											CALLIND,		QUARTER					
An increase of 3% or more			ECO		PACT £M -	INDEXED	то 2017 /	PERCENT	AGE CHAN	GES					QUARTER					
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	ОСТ	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%		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%	Annual Change	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%	Ann Cha	5.8%	1.9%	1.6%	2.0%		
<b>2014</b> £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		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	6.3%	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		
<b>2017</b> £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	£Μ	Economic Impact by Year and Share of Tota	al
Day Visitor £M 110.14 117.13 116.35 118.36	150.00		80.0%
All Visitor Types £M 160.82 170.31 170.89 176.88			
Share of Total % 68.5% 68.8% 68.1% 66.9%	100.00		60.0%
Annual Change in Share % 0.4% -1.0% -1.7%	100.00		40.0%
Change in Share from 2014 % 0.4% -0.6% -2.3%			40.0%
Avg Ann. Change in Share         %         0.4%         -0.3%         -0.8%	50.00	4 0 V	20.0%

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Day Visitor £M

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## Appendix A-1 Map of Reporting Area

The Lincolnshire Wolds (Destination Plan Area)

