



STEAM DRAFT TREND REPORT FOR 2015-2017

Draft

EAST LINDSEY DISTRICT COUNCIL

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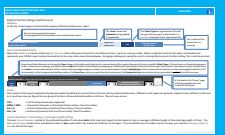
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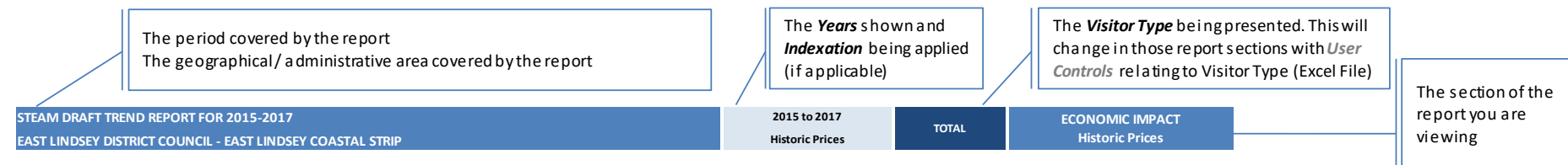
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Report Section Design and Features

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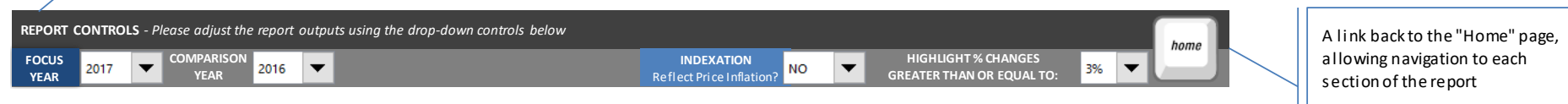
At the top of each page is a band containing key information about your report



User Controls (Excel File)

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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

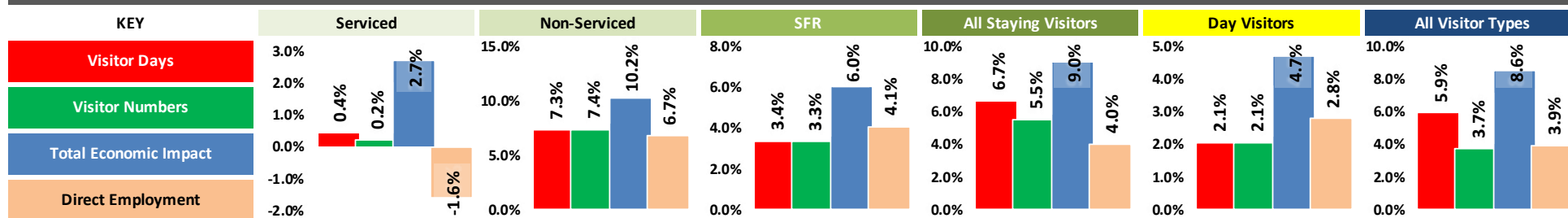
Visitor Numbers / Visitor Days / Average Length of Stay

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

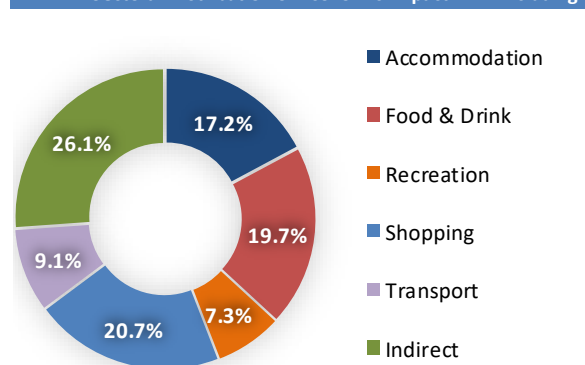
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2017 & 2016 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced																				
	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %						
Visitor Days	M	0.590	0.588	0.4%	7.111	6.628	7.3%	0.181	0.175	3.4%	7.882	7.391	6.7%	1.429	1.400	2.1%	9.311	8.791	5.9%					
Visitor Numbers	M	0.302	0.301	0.2%	0.989	0.921	7.4%	0.076	0.074	3.3%	1.367	1.296	5.5%	1.429	1.400	2.1%	2.796	2.696	3.7%					
Direct Expenditure	£M																365.14	336.72	8.4%					
Economic Impact	£M	59.82	58.25	2.7%	373.61	339.05	10.2%	8.706	8.212	6.0%	442.13	405.51	9.0%	52.15	49.82	4.7%	494.28	455.33	8.6%					
Direct Employment	FTEs	1,298	1,320	-1.6%	2,931	2,746	6.7%	81	78	4.1%	4,310	4,143	4.0%	479	466	2.8%	4,790	4,610	3.9%					
Total Employment	FTEs																6,170	5,901	4.6%					

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



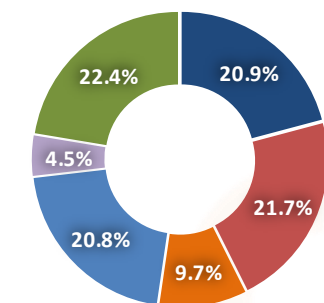
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2017	2016	+/- %
Accommodation	84.90	77.99	8.9%
Food & Drink	97.32	89.79	8.4%
Recreation	35.86	33.19	8.1%
Shopping	102.23	94.49	8.2%
Transport	44.82	41.26	8.6%
TOTAL DIRECT	365.14	336.72	8.4%
Indirect	129.14	118.61	8.9%
TOTAL	494.28	455.33	8.6%

Sectoral Distribution of Employment - FTEs

Sectors	2017	2016	+/- %
Accommodation	1,287	1,315	-2.1%
Food & Drink	1,342	1,261	6.4%
Recreation	600	565	6.1%
Shopping	1,285	1,210	6.2%
Transport	276	259	6.7%
TOTAL DIRECT	4,790	4,610	3.9%
Indirect	1,380	1,291	6.9%
TOTAL	6,170	5,901	4.6%

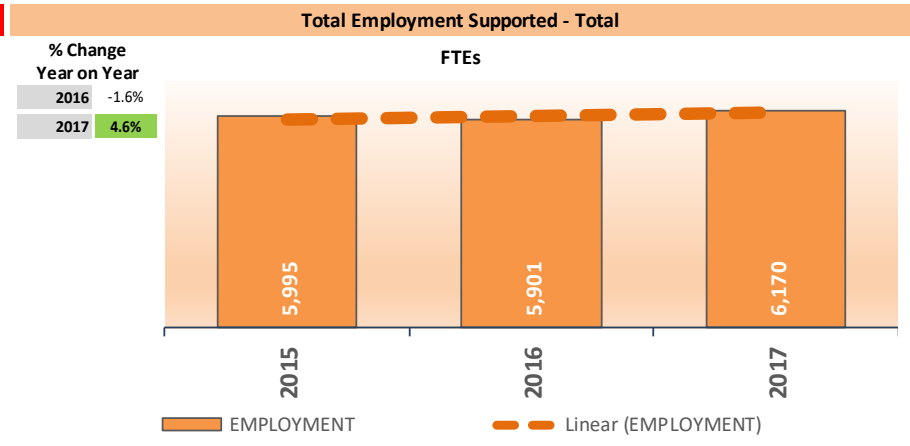
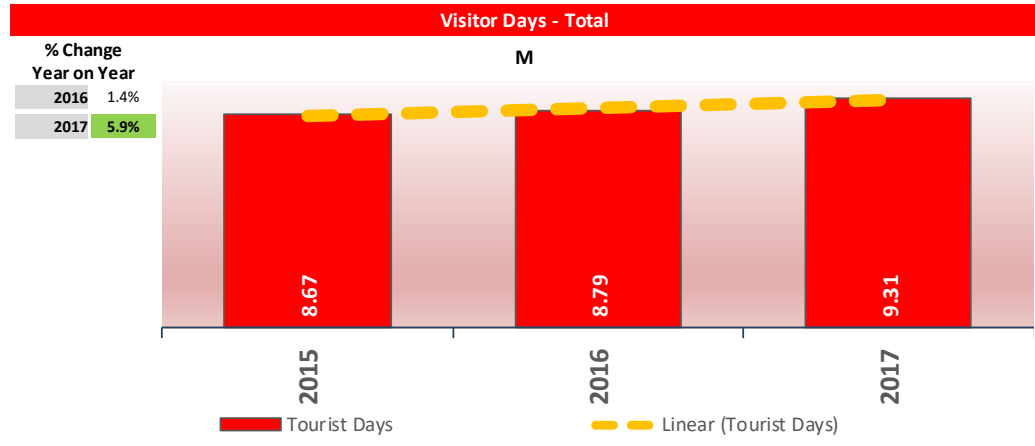
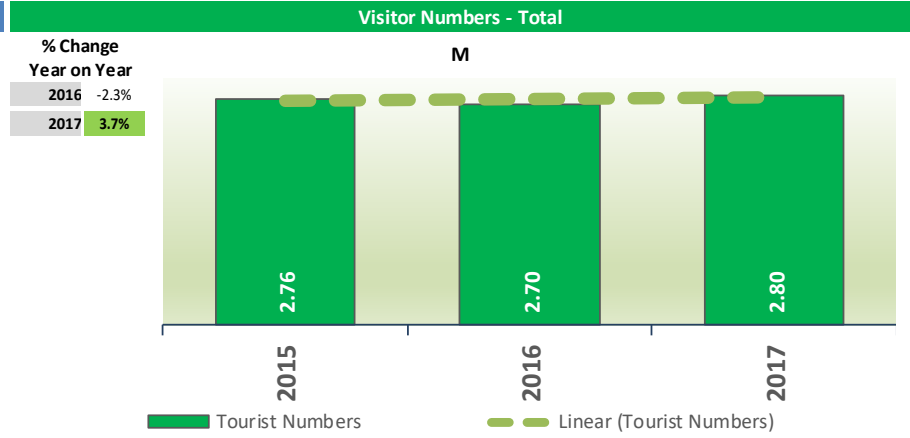
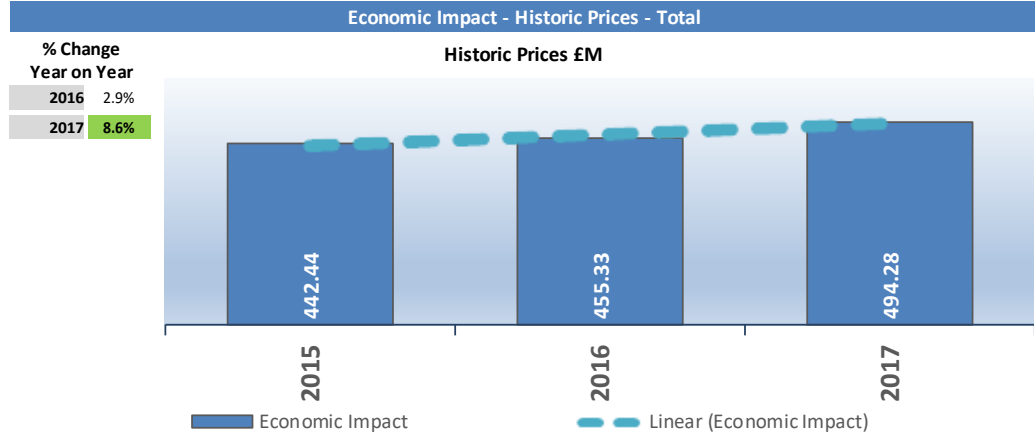


Unindexed Key Measures by Year and Visitor Type for the Period 2015 to 2017

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

STEAM DRAFT TREND REPORT FOR 2015-2017
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP

2015 to 2017 Historic Prices	TOTAL	KEY MEASURES Historic Prices
---------------------------------	-------	---------------------------------



% Change from 2015	2015	2016	2017
Economic Impact - Historic Prices		2.9%	11.7%
Visitor Numbers		-2.3%	1.3%
Visitor Days		1.4%	7.4%
Total Employment		-1.6%	2.9%

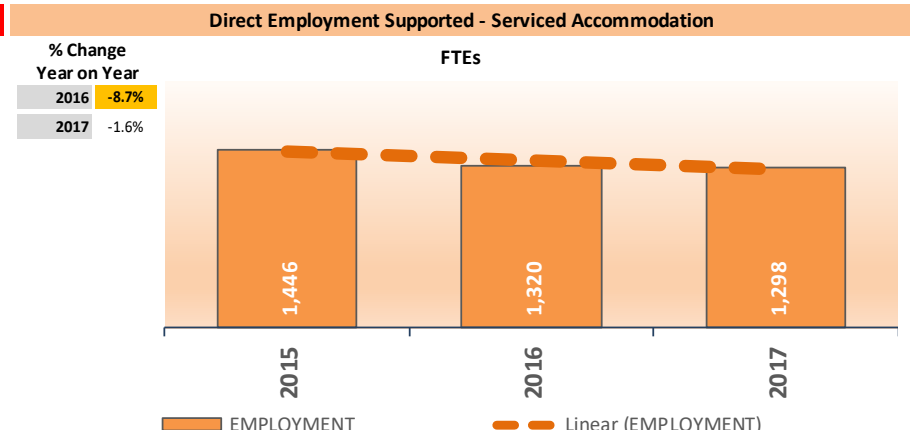
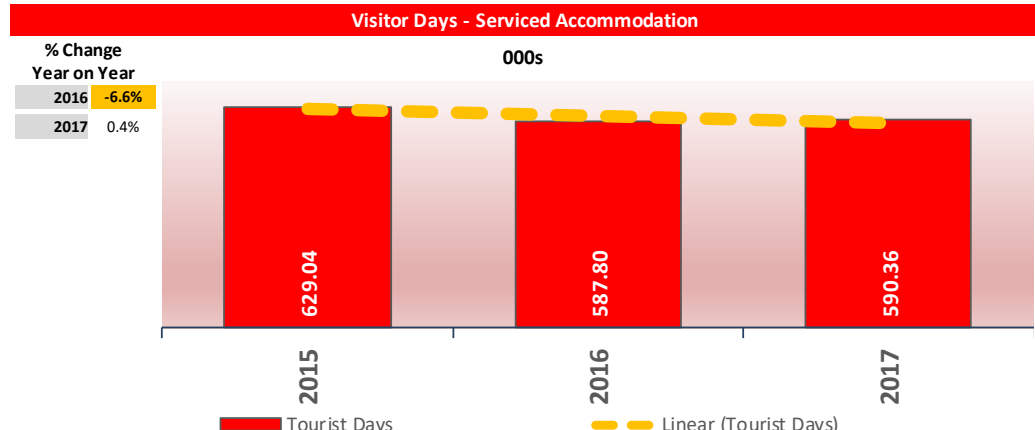
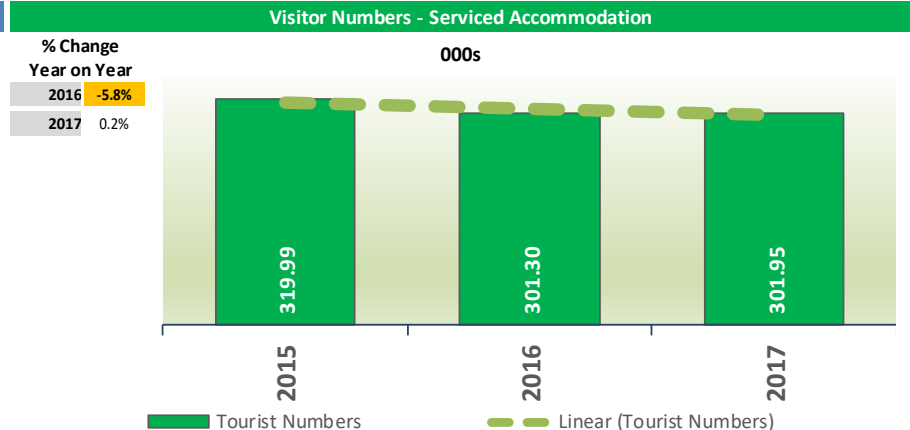
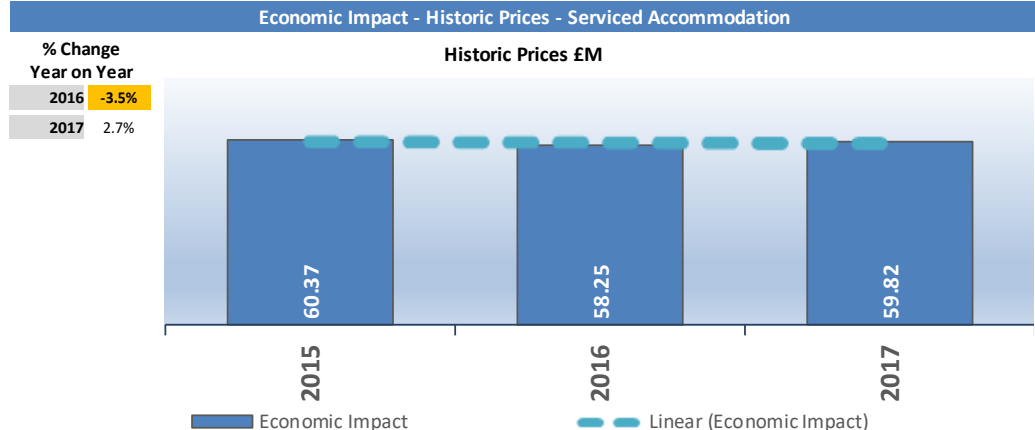
"Linear" = Linear Trendline

STEAM DRAFT TREND REPORT FOR 2015-2017
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP

2015 to 2017
Historic Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices



% Change from 2015	2015	2016	2017
Economic Impact - Historic Prices		-3.5%	-0.9%
Visitor Numbers		-5.8%	-5.6%
Visitor Days		-6.6%	-6.1%
Direct Employment		-8.7%	-10.2%

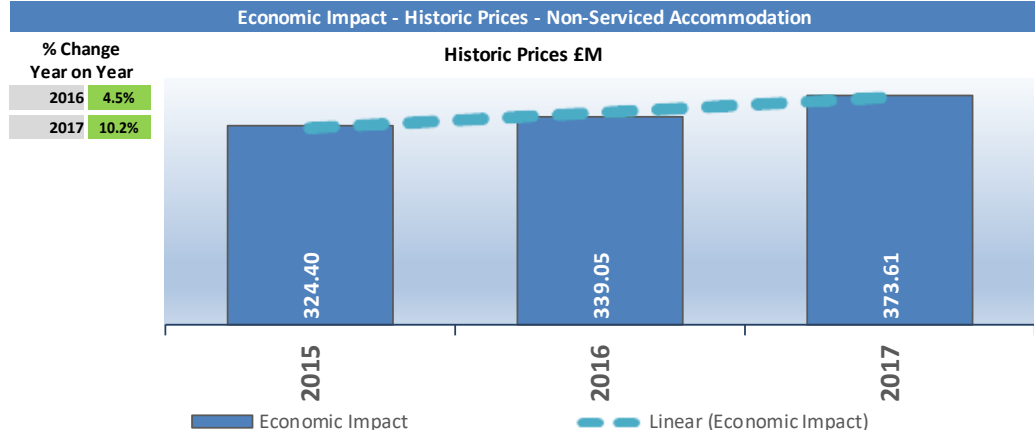
"Linear" = Linear Trendline

STEAM DRAFT TREND REPORT FOR 2015-2017
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP

2015 to 2017
Historic Prices

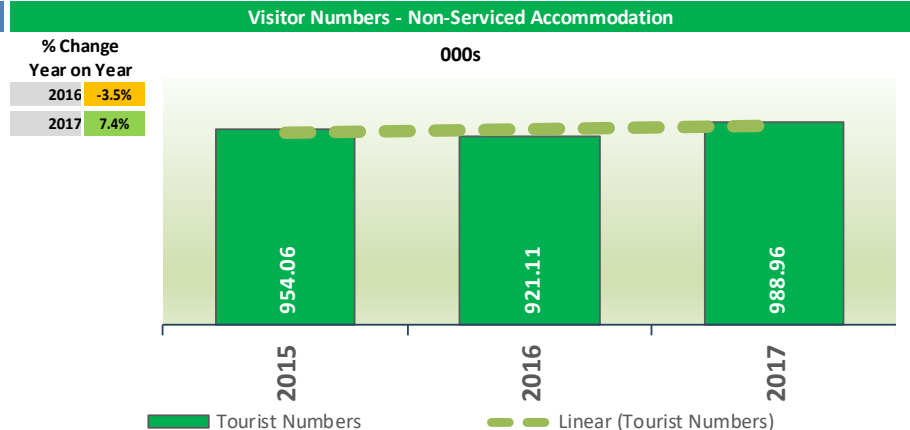
NON-SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices



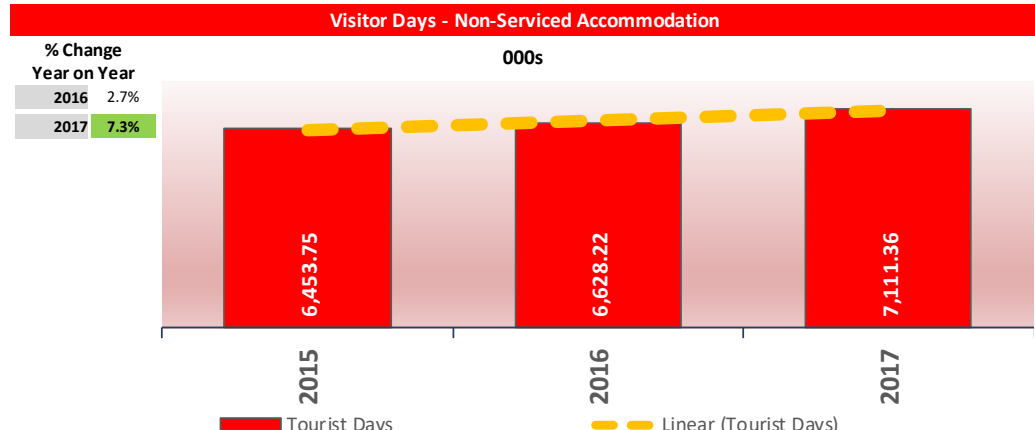
% Change Year on Year

2016	4.5%
2017	10.2%



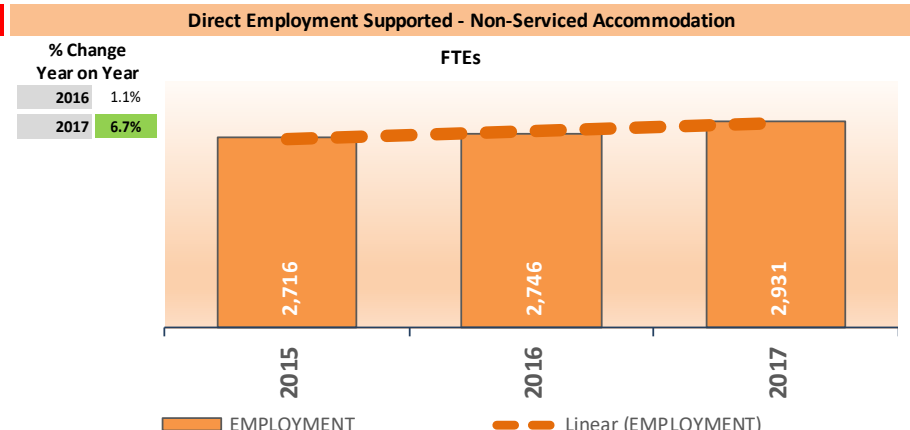
% Change Year on Year

2016	-3.5%
2017	7.4%



% Change Year on Year

2016	2.7%
2017	7.3%



% Change Year on Year

2016	1.1%
2017	6.7%

% Change from 2015	2015	2016	2017
Economic Impact - Historic Prices		4.5%	15.2%
Visitor Numbers		-3.5%	3.7%
Visitor Days		2.7%	10.2%
Direct Employment		1.1%	7.9%

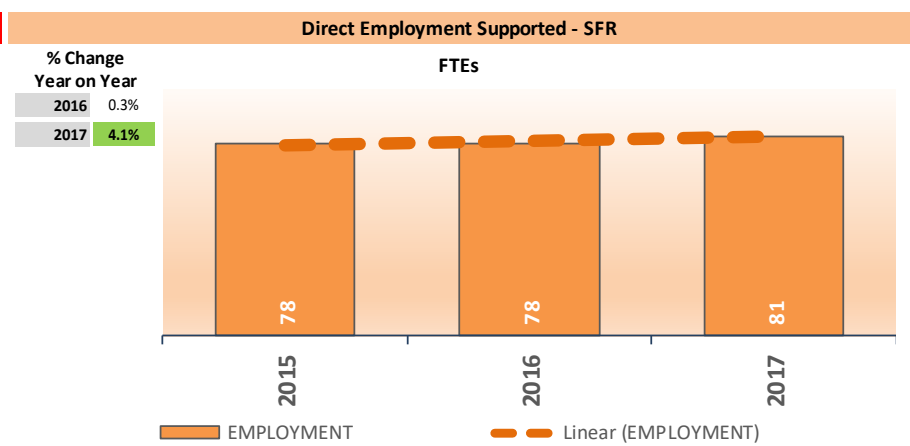
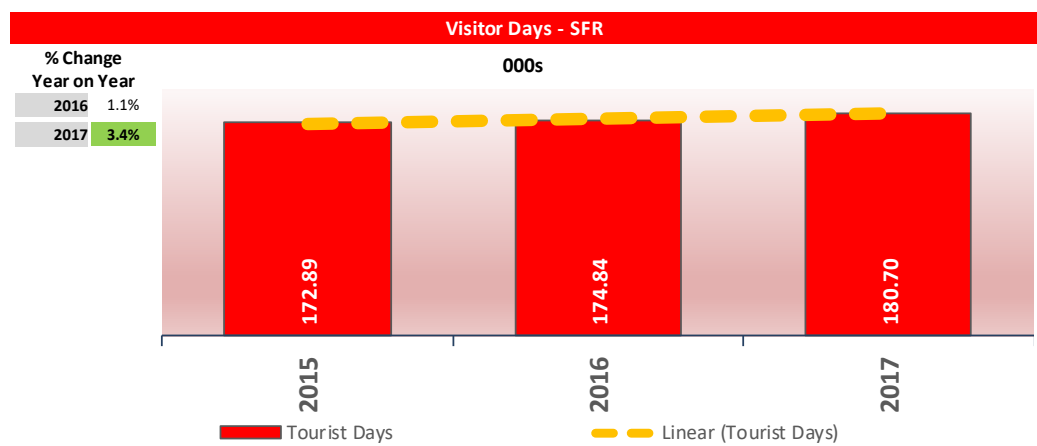
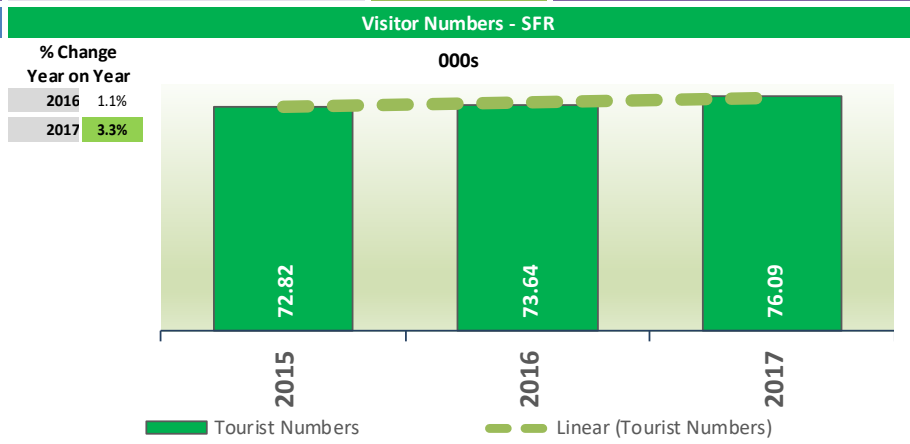
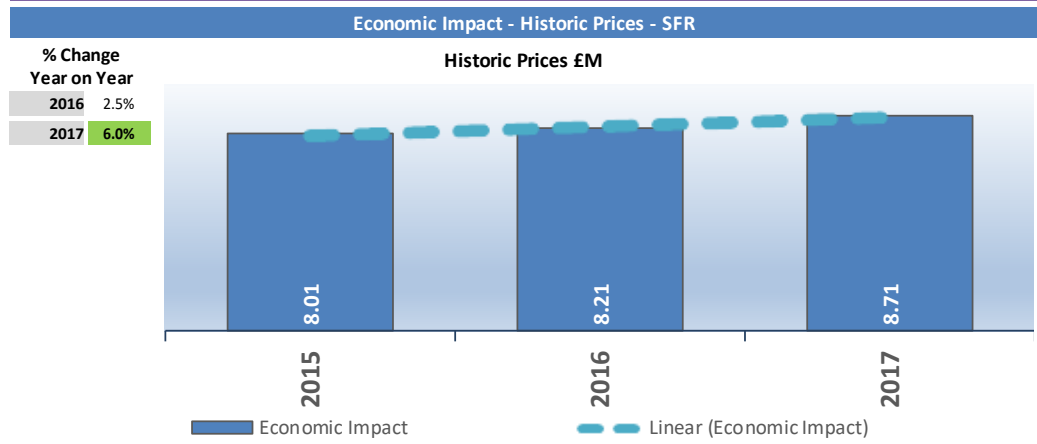
"Linear" = Linear Trendline

STEAM DRAFT TREND REPORT FOR 2015-2017
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP

2015 to 2017
Historic Prices

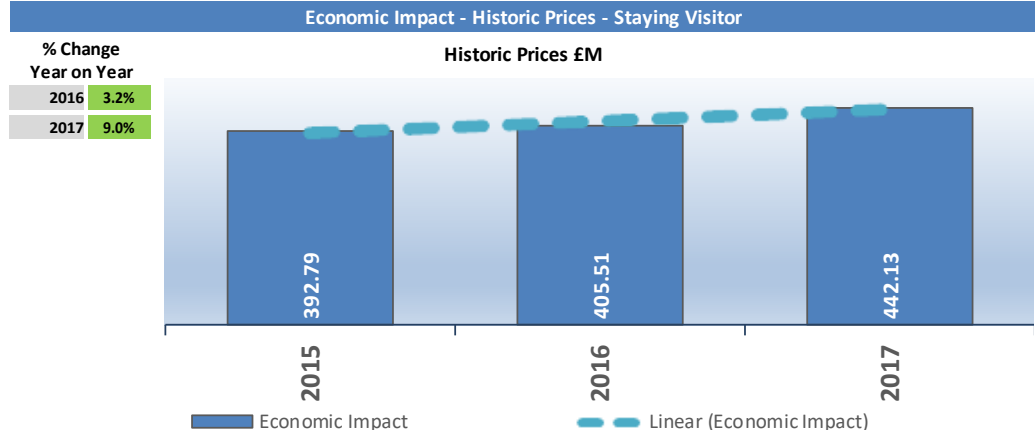
SFR

KEY MEASURES
Historic Prices



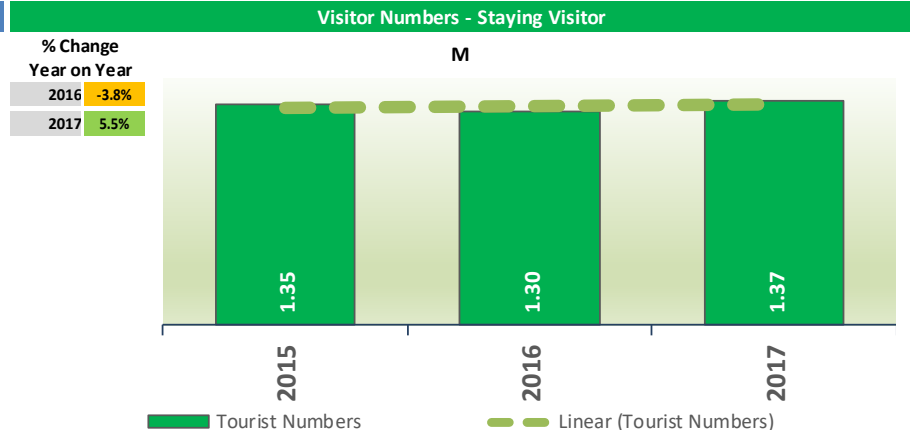
% Change from 2015	2015	2016	2017
Economic Impact - Historic Prices		2.5%	8.6%
Visitor Numbers		1.1%	4.5%
Visitor Days		1.1%	4.5%
Direct Employment		0.3%	4.4%

"Linear" = Linear Trendline



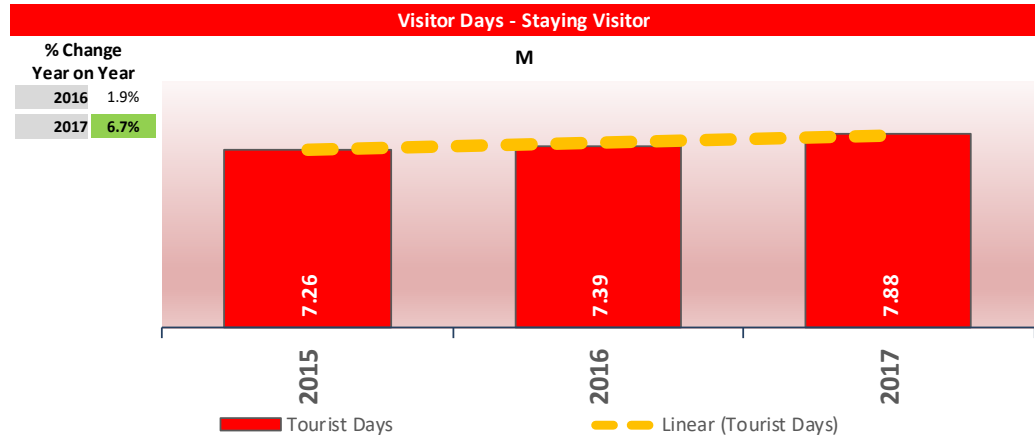
% Change Year on Year

2016	3.2%
2017	9.0%



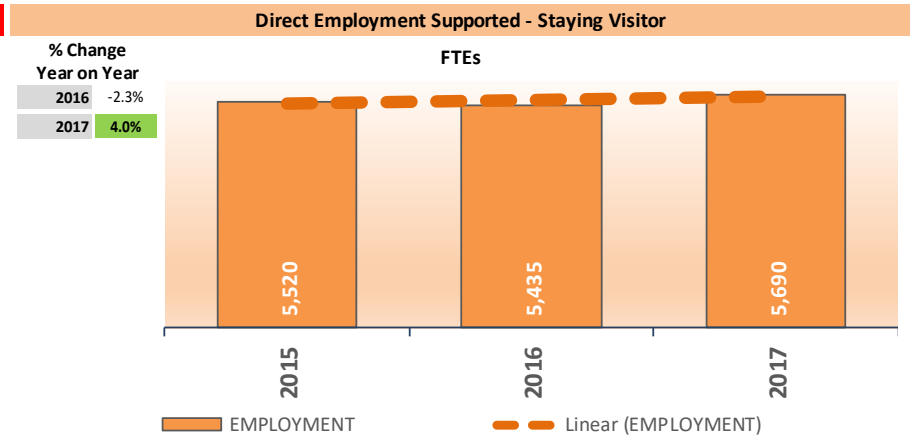
% Change Year on Year

2016	-3.8%
2017	5.5%



% Change Year on Year

2016	1.9%
2017	6.7%



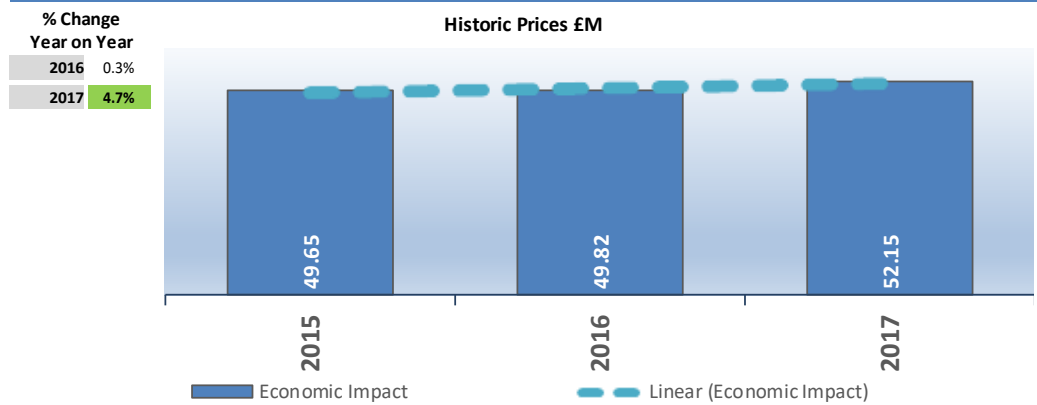
% Change Year on Year

2016	-2.3%
2017	4.0%

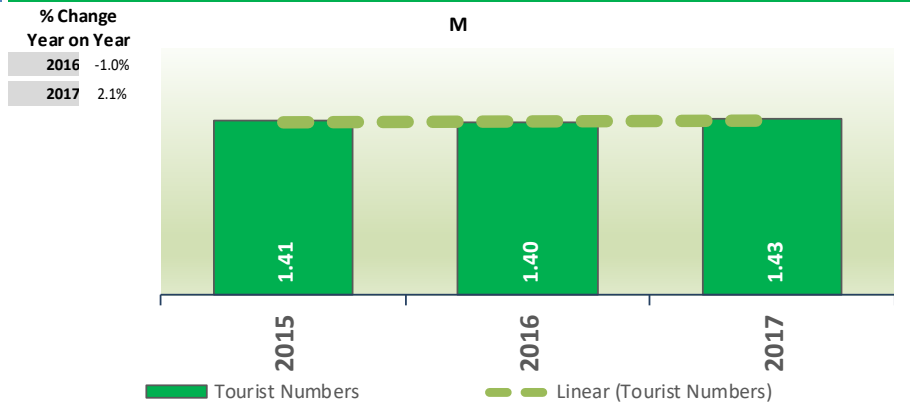
% Change from 2015	2015	2016	2017
Economic Impact - Historic Prices		3.2%	12.6%
Visitor Numbers		-3.8%	1.5%
Visitor Days		1.9%	8.6%
Direct Employment		-1.5%	3.1%

"Linear" = Linear Trendline

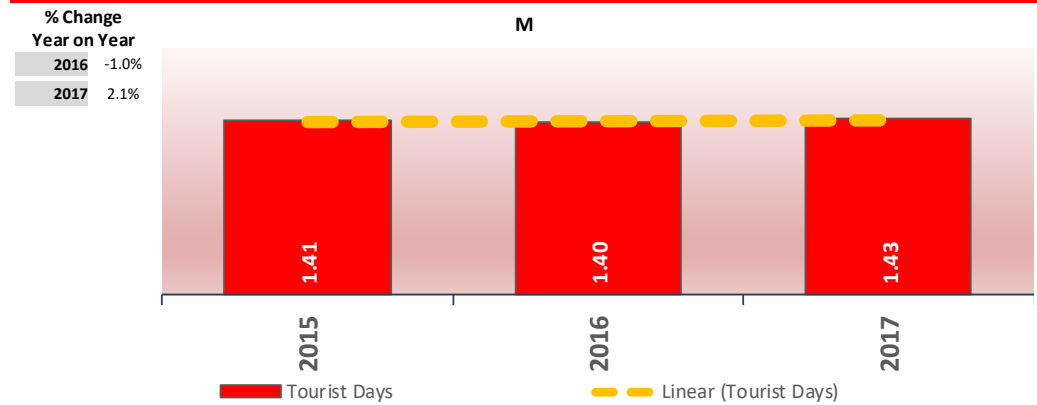
Economic Impact - Historic Prices - Day Visitor



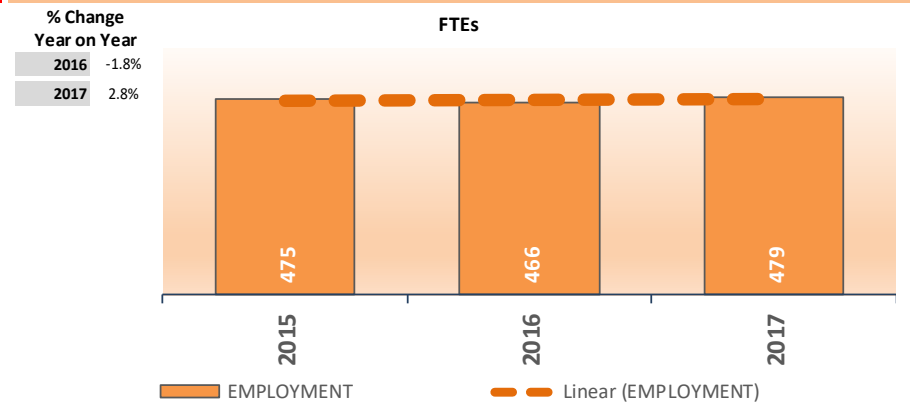
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2015	2015	2016	2017
Economic Impact - Historic Prices		0.3%	5.0%
Visitor Numbers		-1.0%	1.1%
Visitor Days		-1.0%	1.1%
Direct Employment		-1.8%	1.0%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2015 to 2017

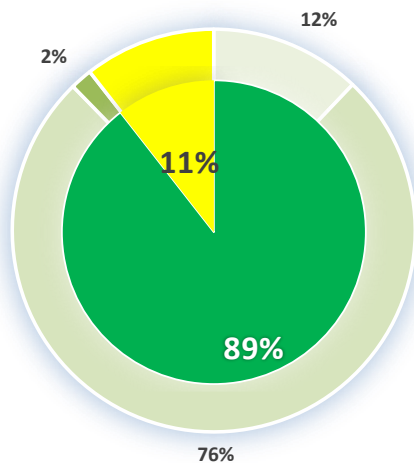
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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

Visitor Numbers - 2017 - M - Share of Total

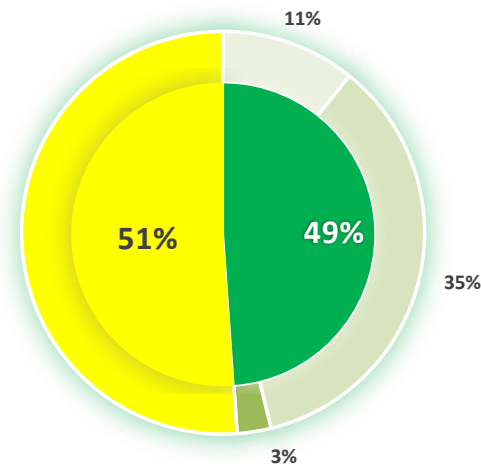
TOTAL
£494.28m

	£M
Serviced	59.82
Non-Serviced	373.61
SFR	8.71
Staying Visitor	442.13
Day Visitor	52.15
Total	494.28



TOTAL
2.80m

	M
Serviced	0.30
Non-Serviced	0.99
SFR	0.08
Staying Visitor	1.37
Day Visitor	1.43
Total	2.80

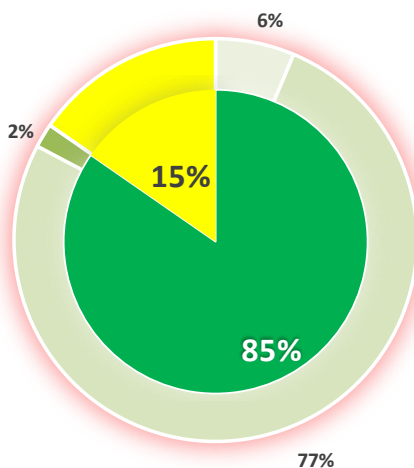


Visitor Days - 2017 - M - Share of Total

Direct Employment Supported - 2017 - FTEs - Share of Total

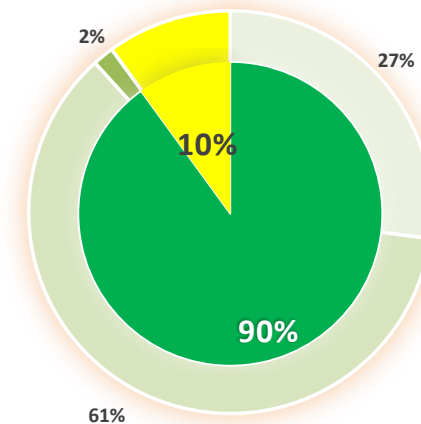
TOTAL
9.31m

	M
Serviced	0.59
Non-Serviced	7.11
SFR	0.18
Staying Visitor	7.88
Day Visitor	1.43
Total	9.31



TOTAL
4,790 Direct FTEs
6,170 Total FTEs

	FTEs
Serviced	1,298
Non-Serviced	2,931
SFR	81
Staying Visitor	4,310
Day Visitor	479
Total	4,790

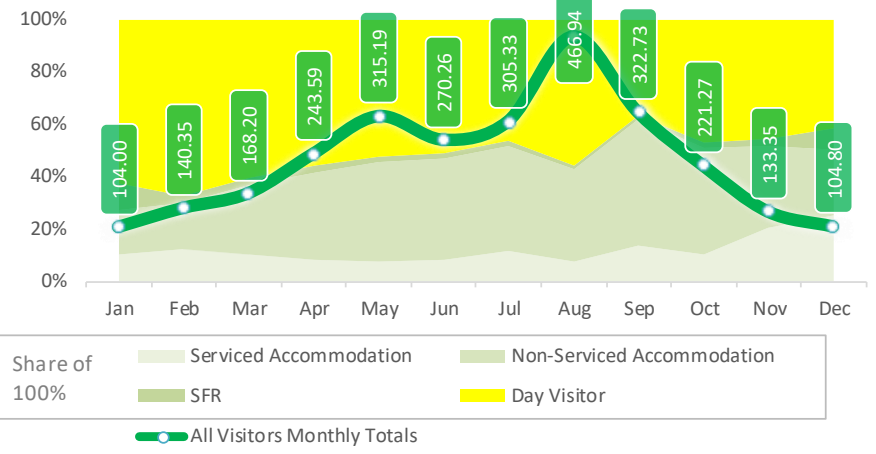
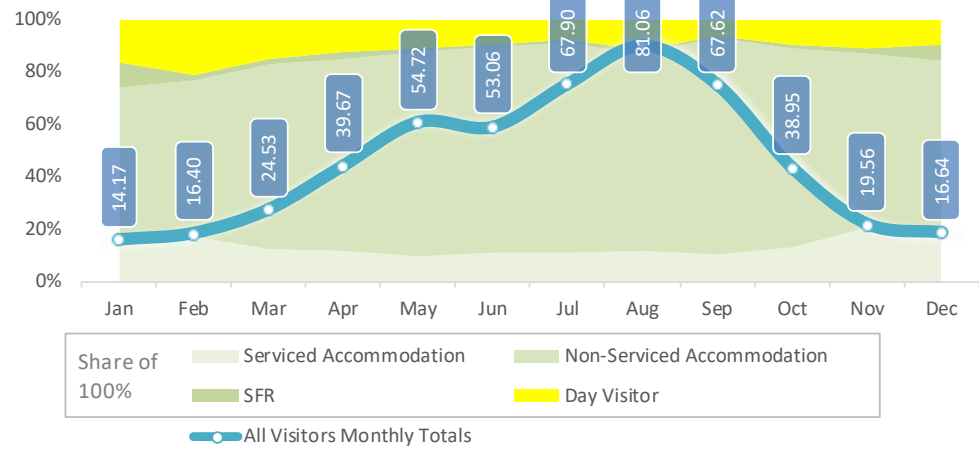


STEAM DRAFT TREND REPORT FOR 2015-2017
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP

2017	TOTAL	DISTRIBUTION BY MONTH
Historic Prices		Historic Prices

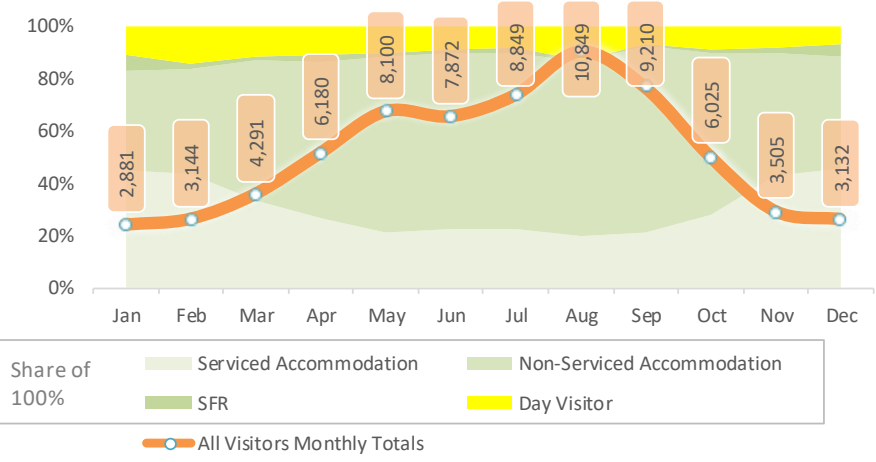
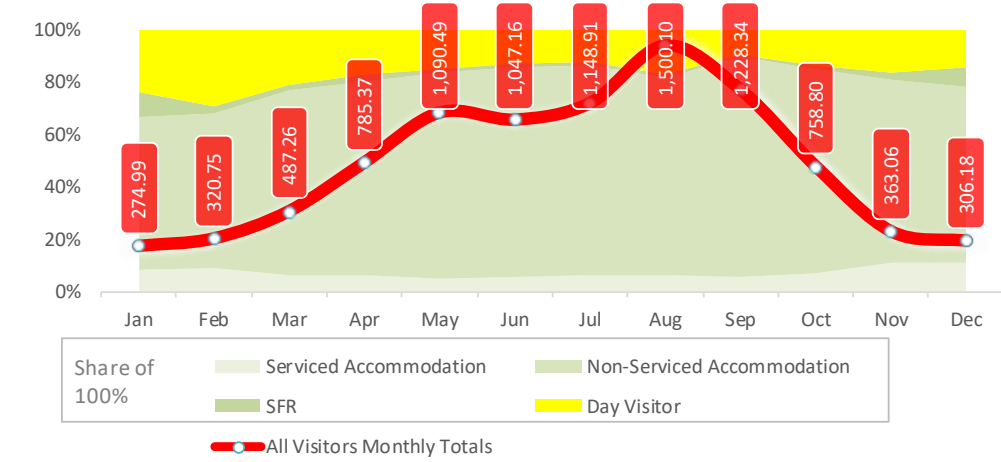
Economic Impact - Historic Prices - £M - Distribution of Impact by Month

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

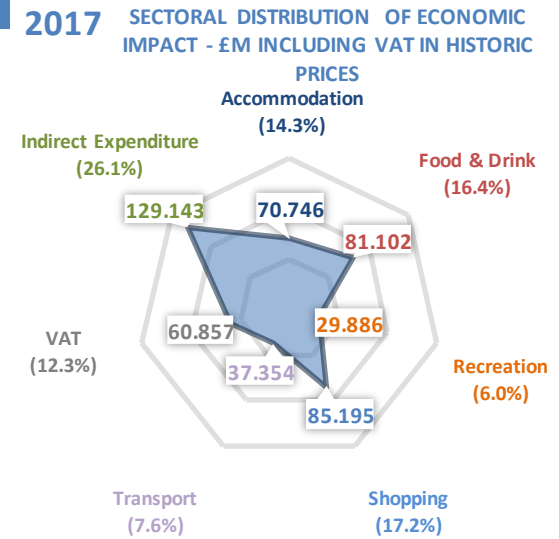


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Report Prepared by: Alison Tipler. Date of Issue: 27/06/18

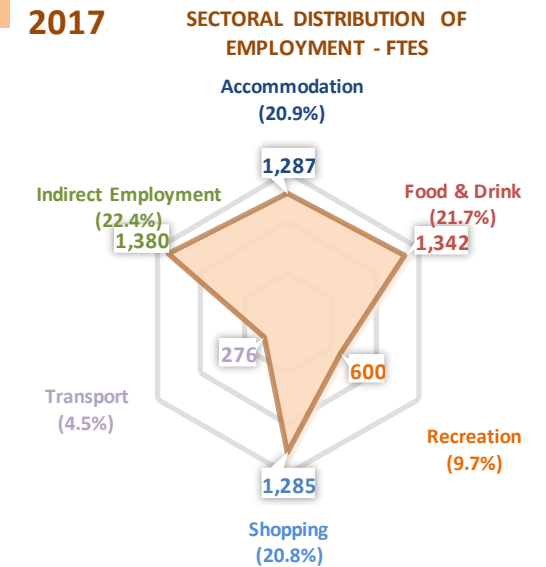
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2015	2016	2017
Accommodation	£M	62.34	64.99	70.75
Food & Drink	£M	73.20	74.83	81.10
Recreation	£M	27.13	27.65	29.89
Shopping	£M	76.69	78.74	85.19
Transport	£M	33.42	34.38	37.35
Direct Revenue	£M	272.78	280.60	304.28
VAT	£M	54.56	56.12	60.86
Direct Expenditure	£M	327.34	336.72	365.14
Indirect Expenditure	£M	115.10	118.61	129.14
TOTAL	£M	442.44	455.33	494.28



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2015	2016	2017
Accommodation	FTEs	1,428	1,315	1,287
Food & Drink	FTEs	1,260	1,261	1,342
Recreation	FTEs	567	565	600
Shopping	FTEs	1,203	1,210	1,285
Transport	FTEs	257	259	276
Direct Employment	FTEs	4,715	4,610	4,790
Indirect Employment	FTEs	1,280	1,291	1,380
TOTAL	FTEs	5,995	5,901	6,170



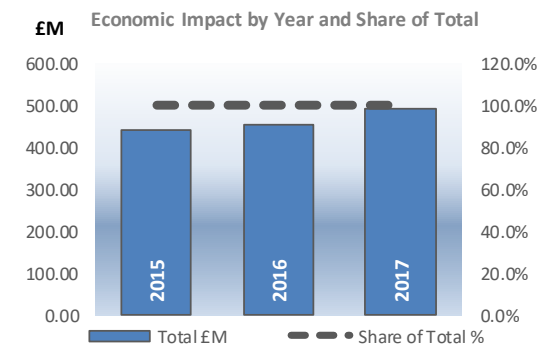
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2015 to 2017

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

STEAM DRAFT TREND REPORT FOR 2015-2017 EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP												2015 to 2017 Historic Prices		TOTAL	ECONOMIC IMPACT Historic Prices				
ECONOMIC IMPACT BY:	MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY	TOTAL											TOTAL						% Change	
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2017	12.8%	12.7%	3.3%	11.7%	10.8%	7.8%	12.4%	11.0%	19.4%	11.2%	6.7%	18.5%	11.7%	Annual Change	8.3%	10.0%	13.9%	11.5%	
% Change 2016 to 2017	10.3%	11.3%	1.5%	10.9%	8.1%	5.2%	9.0%	5.8%	14.9%	8.9%	4.9%	14.0%	8.6%		6.5%	7.8%	9.5%	8.9%	
Average Annual Change	6.4%	6.4%	1.6%	5.9%	5.4%	3.9%	6.2%	5.5%	9.7%	5.6%	3.3%	9.3%	5.9%		4.2%	5.0%	7.0%	5.8%	
2015	£M	12.56	14.55	23.76	35.51	49.37	49.22	60.40	73.05	56.62	35.02	18.33	14.04		442.44	50.87	134.10	190.08	67.39
2016	£M	12.85	14.74	24.16	35.77	50.61	50.44	62.30	76.62	58.85	35.76	18.64	14.60	455.33	51.75	136.82	197.77	68.99	
2017	£M	14.17	16.40	24.53	39.67	54.72	53.06	67.90	81.06	67.62	38.95	19.56	16.64	494.28	8.6%	55.10	147.45	216.58	75.14

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



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

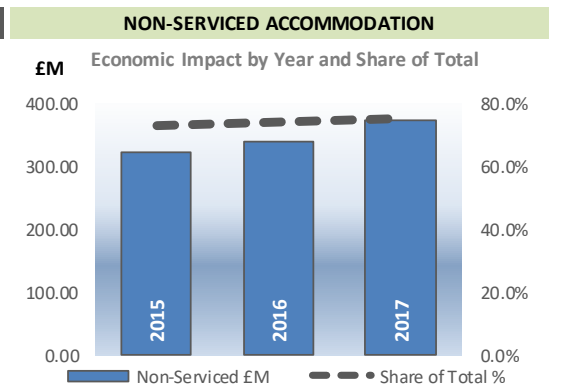
STEAM DRAFT TREND REPORT FOR 2015-2017 EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP													2015 to 2017 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2015 to 2017		-0.3%	-8.4%	-10.5%	1.9%	6.1%	-2.3%	0.7%	-0.6%	-3.5%	-6.0%	-2.2%	15.4%	-0.9%	Annual Change	-7.1%	1.7%	-1.0%	0.4%	
% Change 2016 to 2017		11.6%	-3.3%	-5.0%	8.3%	9.4%	2.1%	-0.1%	-1.0%	2.5%	2.7%	2.5%	12.3%	2.7%		-0.3%	6.3%	0.3%	5.1%	
Average Annual Change		-0.1%	-4.2%	-5.2%	1.0%	3.0%	-1.1%	0.4%	-0.3%	-1.7%	-3.0%	-1.1%	7.7%	-0.5%		-3.6%	0.9%	-0.5%	0.2%	
2015	£M	2.227	2.988	3.421	4.534	5.056	5.789	7.370	9.710	6.966	5.260	4.088	2.955	60.37		8.636	15.38	24.05	12.30	
2016	£M	1.991	2.830	3.222	4.269	4.904	5.542	7.431	9.747	6.560	4.815	3.901	3.036	58.25	-3.5%	8.043	14.71	23.74	11.75	
2017	£M	2.221	2.736	3.063	4.623	5.364	5.659	7.424	9.650	6.723	4.947	3.998	3.409	59.82	2.7%	8.020	15.65	23.80	12.35	

ECONOMIC IMPACT - IN HISTORIC PRICES					SERVICED ACCOMMODATION	
SHARE OF MARKET		2015	2016	2017	Economic Impact by Year and Share of Total	
Serviced	£M	60.37	58.25	59.82		
All Visitor Types	£M	442.44	455.33	494.28		
Share of Total	%	13.6%	12.8%	12.1%		
Annual Change in Share	%		-6.2%	-5.4%		
Change in Share from 2015	%		-6.2%	-11.3%		
Avg Ann. Change in Share	%		-6.2%	-5.7%		

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

STEAM DRAFT TREND REPORT FOR 2015-2017 EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP													2015 to 2017 Historic Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER							
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																				
Less than 3% change		Q1			Q2			Q3			Q4											
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4			
% Change 2015 to 2017		20.8%	24.4%	3.4%	14.8%	12.0%	8.4%	16.6%	13.6%	24.5%	17.4%	10.6%	23.3%	15.2%			12.4%	11.3%	18.0%	16.7%		
% Change 2016 to 2017		13.2%	19.2%	1.8%	12.1%	8.9%	5.8%	11.5%	6.6%	17.1%	11.2%	5.4%	17.1%	10.2%			8.8%	8.5%	11.4%	10.8%		
Average Annual Change		10.4%	12.2%	1.7%	7.4%	6.0%	4.2%	8.3%	6.8%	12.3%	8.7%	5.3%	11.7%	7.6%			6.2%	5.7%	9.0%	8.4%		
2015		£M	6.837	7.878	16.71	25.35	38.07	38.58	46.74	53.70	44.98	25.31	11.69	8.549	324.40			31.42	102.01	145.42	45.55	
2016		£M	7.290	8.224	16.96	25.94	39.17	39.52	48.86	57.24	47.86	26.71	12.28	9.001	339.05	4.5%			32.48	104.63	153.96	47.99
2017		£M	8.256	9.799	17.27	29.09	42.65	41.83	54.49	61.03	56.02	29.70	12.93	10.54	373.61	10.2%			35.32	113.57	171.54	53.18

ECONOMIC IMPACT - IN HISTORIC PRICES				
SHARE OF MARKET		2015	2016	2017
Non-Serviced	£M	324.40	339.05	373.61
All Visitor Types	£M	442.44	455.33	494.28
Share of Total	%	73.3%	74.5%	75.6%
Annual Change in Share	%		1.6%	1.5%
Change in Share from 2015	%		1.6%	3.1%
Avg Ann. Change in Share	%		1.6%	1.5%



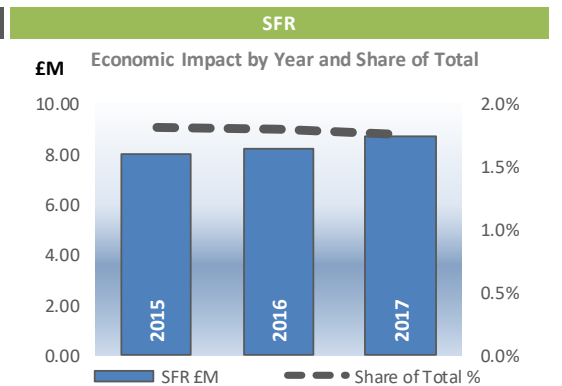
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STEAM DRAFT TREND REPORT FOR 2015-2017 EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP													2015 to 2017 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2017		10.0%	10.1%	4.5%	7.8%	7.6%	6.6%	8.4%	7.3%	12.0%	9.0%	8.0%	10.6%	8.6%	Annual Change	8.8%	7.4%	8.8%	9.6%
% Change 2016 to 2017		6.9%	7.6%	3.0%	6.0%	5.5%	4.4%	5.8%	4.3%	8.6%	6.2%	5.3%	7.4%	6.0%		6.2%	5.4%	5.8%	6.7%
Average Annual Change		5.0%	5.0%	2.2%	3.9%	3.8%	3.3%	4.2%	3.7%	6.0%	4.5%	4.0%	5.3%	4.3%		4.4%	3.7%	4.4%	4.8%
2015	£M	1.203	0.387	0.450	0.941	0.642	0.506	0.775	0.827	0.464	0.446	0.380	0.992	8.014		2.040	2.090	2.067	1.818
2016	£M	1.238	0.396	0.456	0.957	0.655	0.517	0.794	0.851	0.479	0.458	0.390	1.021	8.212	2.5%	2.091	2.129	2.124	1.868
2017	£M	1.323	0.426	0.470	1.014	0.691	0.540	0.840	0.888	0.520	0.486	0.411	1.097	8.706	6.0%	2.219	2.245	2.248	1.994

ECONOMIC IMPACT - IN HISTORIC PRICES				
SHARE OF MARKET		2015	2016	2017
SFR	£M	8.014	8.212	8.706
All Visitor Types	£M	442.44	455.33	494.28
Share of Total	%	1.8%	1.8%	1.8%
Annual Change in Share	%		-0.4%	-2.3%
Change in Share from 2015	%		-0.4%	-2.8%
Avg Ann. Change in Share	%		-0.4%	-1.4%

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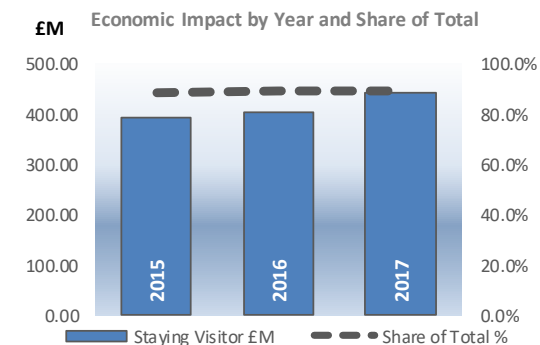
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Report Prepared by: Alison Tipler. Date of Issue: 27/06/18

STEAM DRAFT TREND REPORT FOR 2015-2017 EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP												2015 to 2017 Historic Prices		STAYING VISITOR		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2015 to 2017		14.9%	15.2%	1.1%	12.7%	11.3%	7.0%	14.3%	11.4%	20.7%	13.3%	7.3%	20.4%	12.6%			8.2%	10.0%	15.2%	13.2%	
% Change 2016 to 2017		12.2%	13.2%	0.8%	11.4%	8.9%	5.4%	9.9%	5.5%	15.2%	9.9%	4.7%	15.3%	9.0%			6.9%	8.2%	9.9%	9.6%	
Average Annual Change		7.5%	7.6%	0.5%	6.3%	5.6%	3.5%	7.2%	5.7%	10.4%	6.6%	3.7%	10.2%	6.3%			4.1%	5.0%	7.6%	6.6%	
2015	£M	10.27	11.25	20.58	30.82	43.77	44.88	54.88	64.24	52.41	31.02	16.16	12.50	392.79			42.10	119.48	171.53	59.67	
2016	£M	10.52	11.45	20.64	31.17	44.72	45.58	57.09	67.83	54.90	31.98	16.57	13.06	405.51	3.2%			42.61	121.47	179.82	61.61
2017	£M	11.80	12.96	20.80	34.73	48.71	48.03	62.75	71.56	63.27	35.14	17.34	15.05	442.13	9.0%			45.56	131.46	197.58	67.53

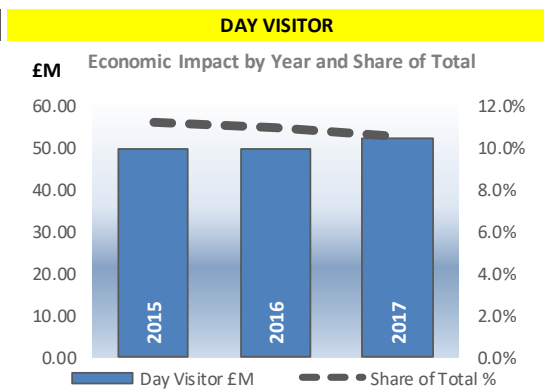
ECONOMIC IMPACT - IN HISTORIC PRICES				STAYING VISITOR		
SHARE OF MARKET		2015	2016	2017		
Staying Visitor	£M	392.79	405.51	442.13		
All Visitor Types	£M	442.44	455.33	494.28		
Share of Total	%	88.8%	89.1%	89.4%		
Annual Change in Share	%		0.3%	0.4%		
Change in Share from 2015	%		0.3%	0.8%		
Avg Ann. Change in Share	%		0.3%	0.4%		



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

STEAM DRAFT TREND REPORT FOR 2015-2017 EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP													2015 to 2017 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2017		3.4%	4.3%	17.4%	5.6%	7.4%	16.0%	-6.7%	7.7%	3.5%	-4.8%	2.1%	3.2%	5.0%	Annual Change	8.8%	9.4%	2.4%	-1.3%	
% Change 2016 to 2017		1.6%	4.5%	6.0%	7.5%	2.2%	3.6%	-1.1%	8.1%	10.2%	1.0%	7.1%	3.1%	4.7%		4.3%	4.2%	5.9%	3.2%	
Average Annual Change		1.7%	2.2%	8.7%	2.8%	3.7%	8.0%	-3.4%	3.8%	1.7%	-2.4%	1.0%	1.6%	2.5%		4.4%	4.7%	1.2%	-0.7%	
2015 £M		2.294	3.293	3.180	4.683	5.599	4.343	5.521	8.816	4.209	4.006	2.171	1.539	49.65		8.767	14.63	18.55	7.716	
2016 £M		2.334	3.288	3.521	4.599	5.888	4.859	5.210	8.782	3.954	3.772	2.069	1.541	49.82	0.3%	9.143	15.35	17.95	7.382	
2017 £M		2.372	3.436	3.733	4.943	6.015	5.036	5.151	9.494	4.355	3.812	2.216	1.588	52.15	4.7%	9.540	15.99	19.00	7.615	

ECONOMIC IMPACT - IN HISTORIC PRICES				
SHARE OF MARKET		2015	2016	2017
Day Visitor	£M	49.65	49.82	52.15
All Visitor Types	£M	442.44	455.33	494.28
Share of Total	%	11.2%	10.9%	10.6%
Annual Change in Share	%		-2.5%	-3.6%
Change in Share from 2015	%		-2.5%	-6.0%
Avg Ann. Change in Share	%		-2.5%	-3.0%



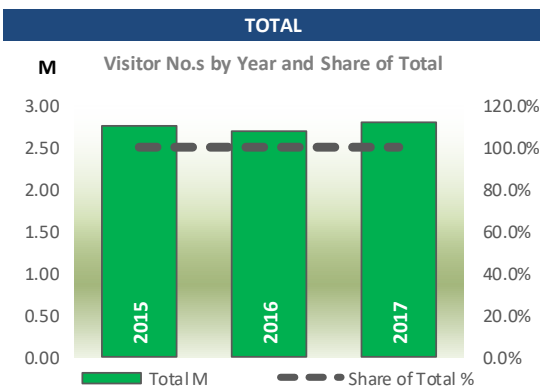
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Visitor Numbers by Month, Year and Visitor Type for the Period 2015 to 2017

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

STEAM DRAFT TREND REPORT FOR 2015-2017											2015 to 2017		TOTAL	VISITOR NUMBERS					
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP																			
VISITOR NUMBERS BY:	MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY	TOTAL																		
An increase of 3% or more	VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2017	5.1%	1.8%	5.9%	3.6%	2.8%	9.5%	-1.3%	-0.2%	0.1%	-6.6%	-6.6%	7.6%	1.3%	Annual Change	4.3%	5.1%	-0.4%	-3.7%	
% Change 2016 to 2017	2.5%	3.3%	1.1%	6.4%	2.6%	1.7%	1.0%	3.8%	9.4%	2.6%	2.9%	6.5%	3.7%		2.2%	3.4%	4.6%	3.5%	
Average Annual Change	2.5%	0.9%	3.0%	1.8%	1.4%	4.7%	-0.7%	-0.1%	0.0%	-3.3%	-3.3%	3.8%	0.6%		2.1%	2.6%	-0.2%	-1.8%	
2015	M	0.099	0.138	0.159	0.235	0.306	0.247	0.309	0.468	0.323	0.237	0.143	0.097	2.761	0.396	0.788	1.100	0.477	
2016	M	0.101	0.136	0.166	0.229	0.307	0.266	0.302	0.450	0.295	0.216	0.130	0.098	2.696	-2.3%	0.404	0.802	1.047	0.444
2017	M	0.104	0.140	0.168	0.244	0.315	0.270	0.305	0.467	0.323	0.221	0.133	0.105	2.796	3.7%	0.413	0.829	1.095	0.459

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



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Report Prepared by: Alison Tipler. Date of Issue: 27/06/18

STEAM DRAFT TREND REPORT FOR 2015-2017													2015 to 2017		SERVICED		VISITOR NUMBERS			
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP																				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2015 to 2017		4.0%	-12.2%	-19.3%	3.9%	-0.5%	-8.6%	-2.4%	-10.7%	-7.1%	-13.1%	-3.8%	10.1%	-5.6%	Annual Change	-11.9%	-2.2%	-6.9%	-2.6%	
% Change 2016 to 2017		10.7%	-5.1%	-6.2%	7.1%	7.2%	-0.5%	-4.7%	-6.2%	0.6%	0.4%	0.1%	10.7%	0.2%		-2.2%	4.4%	-3.2%	3.6%	
Average Annual Change		2.0%	-6.1%	-9.7%	2.0%	-0.3%	-4.3%	-1.2%	-5.4%	-3.5%	-6.5%	-1.9%	5.0%	-2.8%		-5.9%	-1.1%	-3.4%	-1.3%	
2015	000s	10.1	19.8	20.8	18.8	24.0	24.4	36.0	39.4	47.6	26.0	28.7	24.2	320.0		50.8	67.2	123.1	78.9	
2016	000s	9.5	18.3	17.9	18.2	22.2	22.4	36.9	37.5	44.0	22.5	27.6	24.1	301.3	-5.8%	45.8	62.9	118.4	74.2	
2017	000s	10.6	17.4	16.8	19.5	23.8	22.3	35.2	35.2	44.2	22.6	27.6	26.7	302.0	0.2%	44.7	65.7	114.6	76.9	

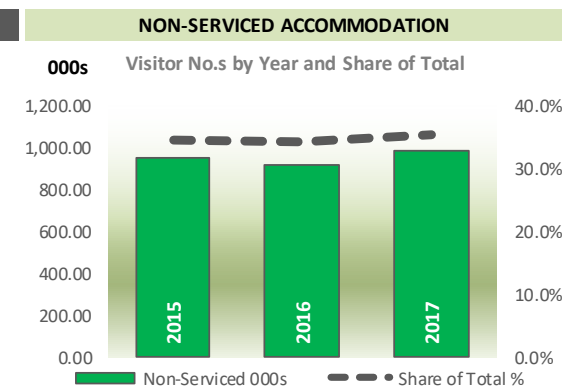
VISITOR NUMBERS				
SHARE OF MARKET	2015	2016	2017	
Serviced	000s	320.0	301.3	302.0
All Visitor Types	M	2.8	2.7	2.8
Share of Total	%	11.6%	11.2%	10.8%
Annual Change in Share	%		-3.6%	-3.4%
Change in Share from 2015	%		-3.6%	-6.8%
Avg Ann. Change in Share	%		-3.6%	-3.4%



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

STEAM DRAFT TREND REPORT FOR 2015-2017													2015 to 2017		NON-SERVICED		VISITOR NUMBERS				
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP																					
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																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2015 to 2017		33.1%	21.5%	3.9%	7.1%	2.8%	11.8%	11.5%	-3.5%	2.5%	-3.1%	-15.3%	22.7%	3.7%	Annual Change		13.6%	6.9%	2.4%	-3.4%	
% Change 2016 to 2017		10.4%	16.2%	-0.8%	9.2%	6.1%	3.1%	8.7%	3.9%	14.1%	8.4%	2.6%	14.2%	7.4%			5.7%	5.9%	8.6%	7.7%	
Average Annual Change		16.6%	10.8%	1.9%	3.5%	1.4%	5.9%	5.7%	-1.7%	1.2%	-1.5%	-7.7%	11.4%	1.8%			6.8%	3.4%	1.2%	-1.7%	
2015	000s	13.1	20.2	43.0	75.5	116.7	93.6	109.5	170.5	150.5	92.3	48.2	21.1	954.1			76.3	285.8	430.4	161.6	
2016	000s	15.8	21.2	45.0	74.0	113.1	101.4	112.2	158.4	135.1	82.6	39.8	22.6	921.1	-3.5%			82.0	288.5	405.7	145.0
2017	000s	17.5	24.6	44.6	80.8	120.0	104.6	122.0	164.5	154.2	89.5	40.8	25.8	989.0	7.4%			86.7	305.4	440.7	156.2

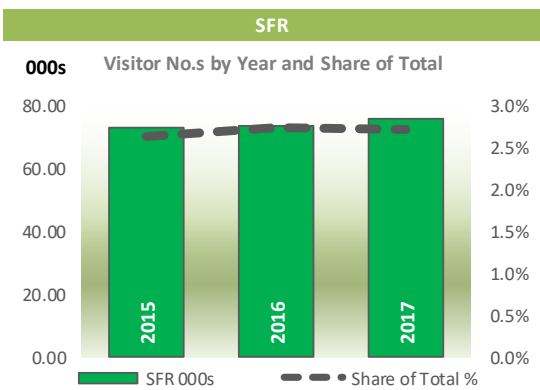
VISITOR NUMBERS				
SHARE OF MARKET		2015	2016	2017
Non-Serviced	000s	954.1	921.1	989.0
All Visitor Types	M	2.8	2.7	2.8
Share of Total	%	34.6%	34.2%	35.4%
Annual Change in Share	%		-1.1%	3.5%
Change in Share from 2015	%		-1.1%	2.4%
Avg Ann. Change in Share	%		-1.1%	1.2%



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STEAM DRAFT TREND REPORT FOR 2015-2017													2015 to 2017		SFR	VISITOR NUMBERS			
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP	VISITOR NUMBERS BY:												MONTH AND QUARTER		CALENDAR YEAR	QUARTER			
KEY	SFR												TOTAL	% Change	Q1	Q2	Q3	Q4	
An increase of 3% or more	VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2015 to 2017	5.9%	5.9%	0.5%	3.7%	3.5%	2.6%	4.3%	3.3%	7.8%	4.9%	3.9%	6.4%	4.5%	Annual Change	4.6%	3.3%	4.8%	5.4%	
% Change 2016 to 2017	4.2%	4.9%	0.4%	3.3%	2.8%	1.8%	3.1%	1.7%	5.9%	3.5%	2.7%	4.7%	3.3%		3.4%	2.7%	3.3%	3.9%	
Average Annual Change	2.9%	2.9%	0.3%	1.8%	1.8%	1.3%	2.1%	1.6%	3.9%	2.4%	2.0%	3.2%	2.2%		2.3%	1.7%	2.4%	2.7%	
2015	000s	10.4	4.0	4.5	7.5	6.3	5.2	6.7	6.9	4.6	4.5	4.0	8.2	72.8	18.9	19.0	18.2	16.8	
2016	000s	10.5	4.0	4.5	7.5	6.3	5.2	6.8	7.0	4.7	4.6	4.1	8.4	73.6	19.1	19.1	18.4	17.0	
2017	000s	11.0	4.2	4.5	7.8	6.5	5.3	7.0	7.1	5.0	4.7	4.2	8.8	76.1	3.3%	19.7	19.7	19.0	17.7

VISITOR NUMBERS				
SHARE OF MARKET	2015	2016	2017	
SFR	000s	72.8	73.6	76.1
All Visitor Types	M	2.8	2.7	2.8
Share of Total	%	2.6%	2.7%	2.7%
Annual Change in Share	%		3.6%	-0.4%
Change in Share from 2015	%		3.6%	3.2%
Avg Ann. Change in Share	%		3.6%	1.6%



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Report Prepared by: Alison Tipler. Date of Issue: 27/06/18

STEAM DRAFT TREND REPORT FOR 2015-2017												2015 to 2017		STAYING VISITOR		VISITOR NUMBERS					
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP																					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR																			
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2015 to 2017		15.9%	4.9%	-3.4%	6.2%	2.3%	7.4%	7.9%	-4.6%	0.4%	-4.9%	-10.3%	14.5%	1.5%			3.6%	5.1%	0.5%	-2.6%	
% Change 2016 to 2017		8.7%	6.2%	-2.2%	8.4%	6.1%	2.5%	5.3%	1.9%	10.7%	6.5%	1.7%	11.2%	5.5%			3.0%	5.5%	5.9%	6.2%	
Average Annual Change		8.0%	2.4%	-1.7%	3.1%	1.1%	3.7%	3.9%	-2.3%	0.2%	-2.4%	-5.1%	7.2%	0.7%			1.8%	2.5%	0.2%	-1.3%	
2015	M	0.034	0.044	0.068	0.102	0.147	0.123	0.152	0.217	0.203	0.123	0.081	0.054	1.347			0.146	0.372	0.572	0.257	
2016	M	0.036	0.044	0.067	0.100	0.142	0.129	0.156	0.203	0.184	0.110	0.071	0.055	1.296	-3.8%		0.147	0.371	0.543	0.236	
2017	M	0.039	0.046	0.066	0.108	0.150	0.132	0.164	0.207	0.203	0.117	0.073	0.061	1.367	5.5%		0.151	0.391	0.574	0.251	

VISITOR NUMBERS				
SHARE OF MARKET		2015	2016	2017
Staying Visitor	M	1.347	1.296	1.367
All Visitor Types	M	2.761	2.696	2.796
Share of Total	%	48.8%	48.1%	48.9%
Annual Change in Share	%		-1.5%	1.7%
Change in Share from 2015	%		-1.5%	0.2%
Avg Ann. Change in Share	%		-1.5%	0.1%



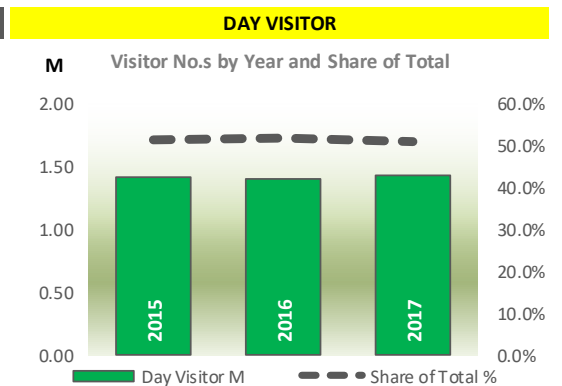
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STEAM DRAFT TREND REPORT FOR 2015-2017													2015 to 2017		DAY VISITOR		VISITOR NUMBERS				
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP																					
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR																			
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2015 to 2017		-0.5%	0.4%	12.9%	1.6%	3.4%	11.6%	-10.2%	3.6%	-0.4%	-8.4%	-1.8%	-0.7%	1.1%	Annual Change	4.7%	5.2%	-1.4%	-5.0%		
% Change 2016 to 2017		-0.9%	1.9%	3.3%	4.8%	-0.4%	1.0%	-3.6%	5.4%	7.4%	-1.5%	4.4%	0.5%	2.1%		1.7%	1.6%	3.2%	0.6%		
Average Annual Change		-0.2%	0.2%	6.5%	0.8%	1.7%	5.8%	-5.1%	1.8%	-0.2%	-4.2%	-0.9%	-0.4%	0.5%		2.4%	2.6%	-0.7%	-2.5%		
2015	M	0.065	0.094	0.091	0.133	0.159	0.124	0.157	0.251	0.120	0.114	0.062	0.044	1.414		0.250	0.417	0.528	0.220		
2016	M	0.066	0.092	0.099	0.129	0.165	0.137	0.146	0.247	0.111	0.106	0.058	0.043	1.400	-1.0%	0.257	0.431	0.504	0.207		
2017	M	0.065	0.094	0.102	0.135	0.165	0.138	0.141	0.260	0.119	0.104	0.061	0.044	1.429	2.1%	0.261	0.438	0.521	0.209		

VISITOR NUMBERS				
SHARE OF MARKET		2015	2016	2017
Day Visitor	M	1.414	1.400	1.429
All Visitor Types	M	2.761	2.696	2.796
Share of Total	%	51.2%	51.9%	51.1%
Annual Change in Share	%		1.4%	-1.6%
Change in Share from 2015	%		1.4%	-0.2%
Avg Ann. Change in Share	%		1.4%	-0.1%

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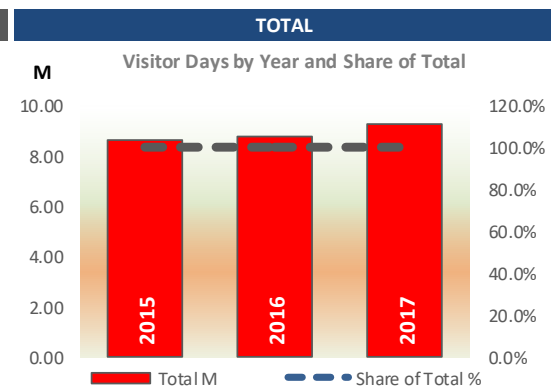
Report Prepared by: Alison Tipler. Date of Issue: 27/06/18

Visitor Days by Month, Year and Visitor Type for the Period 2015 to 2017

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

STEAM DRAFT TREND REPORT FOR 2015-2017													2015 to 2017		TOTAL		VISITOR DAYS				
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP																					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		TOTAL																			
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2015 to 2017		8.5%	9.2%	0.5%	7.3%	6.3%	5.0%	7.1%	6.3%	15.1%	7.1%	2.9%	13.2%	7.4%	Annual Change			4.9%	6.1%	9.2%	7.2%
% Change 2016 to 2017		6.8%	9.3%	-0.4%	8.1%	5.1%	2.7%	6.1%	3.5%	12.5%	6.3%	2.7%	10.9%	5.9%				4.1%	5.0%	7.0%	6.3%
Average Annual Change		4.2%	4.6%	0.2%	3.7%	3.2%	2.5%	3.5%	3.1%	7.6%	3.6%	1.4%	6.6%	3.7%				2.5%	3.1%	4.6%	3.6%
2015	M	0.253	0.294	0.485	0.732	1.026	0.997	1.073	1.412	1.067	0.708	0.353	0.271	8.670				1.032	2.755	3.551	1.332
2016	M	0.257	0.294	0.489	0.726	1.038	1.020	1.083	1.449	1.092	0.714	0.354	0.276	8.791	1.4%		1.040	2.784	3.623	1.344	
2017	M	0.275	0.321	0.487	0.785	1.090	1.047	1.149	1.500	1.228	0.759	0.363	0.306	9.311	5.9%		1.083	2.923	3.877	1.428	

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



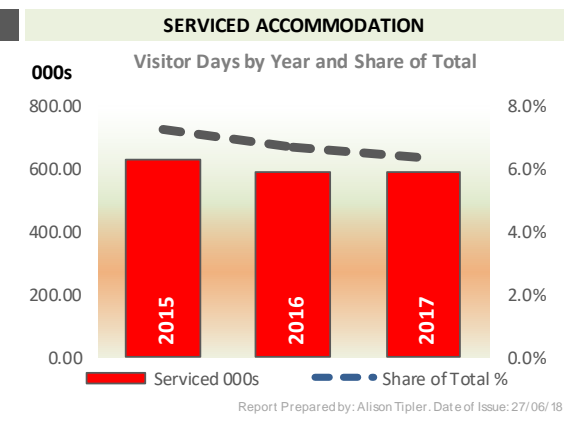
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Report Prepared by: Alison Tipler. Date of Issue: 27/06/18

STEAM DRAFT TREND REPORT FOR 2015-2017 EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP													2015 to 2017		SERVICED		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2015 to 2017		-4.6%	-12.4%	-14.4%	-2.5%	1.4%	-6.6%	-7.0%	-8.3%	-7.6%	-10.1%	-6.4%	10.5%	-6.1%	Annual Change		-11.2%	-2.7%	-7.7%	-3.9%	
% Change 2016 to 2017		9.6%	-4.9%	-6.6%	6.6%	7.5%	0.3%	-3.8%	-4.7%	0.8%	1.0%	0.8%	10.5%	0.4%			-2.0%	4.5%	-2.9%	3.4%	
Average Annual Change		-2.3%	-6.2%	-7.2%	-1.2%	0.7%	-3.3%	-3.5%	-4.1%	-3.8%	-5.0%	-3.2%	5.3%	-3.1%			-5.6%	-1.4%	-3.8%	-2.0%	
2015	000s	23.4	31.4	36.0	47.7	53.2	60.8	75.1	99.0	73.2	55.3	43.0	31.0	629.0			90.8	161.7	247.3	129.3	
2016	000s	20.4	28.9	32.9	43.6	50.2	56.7	72.7	95.3	67.0	49.2	39.9	31.0	587.8	-6.6%			82.2	150.5	235.0	120.1
2017	000s	22.3	27.5	30.8	46.5	53.9	56.9	69.9	90.8	67.6	49.7	40.2	34.3	590.4	0.4%			80.6	157.2	228.3	124.2

VISITOR DAYS				
SHARE OF MARKET	2015	2016	2017	
Serviced	000s	629.0	587.8	590.4
All Visitor Types	M	8.7	8.8	9.3
Share of Total	%	7.3%	6.7%	6.3%
Annual Change in Share	%		-7.8%	-5.2%
Change in Share from 2015	%		-7.8%	-12.6%
Avg Ann. Change in Share	%		-7.8%	-6.3%



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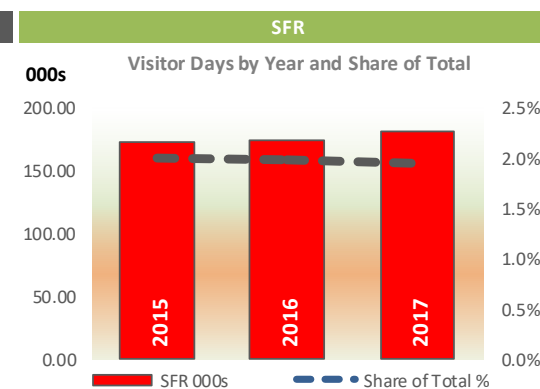
STEAM DRAFT TREND REPORT FOR 2015-2017												2015 to 2017		NON-SERVICED		VISITOR DAYS			
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP																			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2015 to 2017		15.4%	18.9%	-1.2%	9.8%	7.3%	4.9%	11.7%	8.3%	19.3%	12.3%	5.7%	18.0%	10.2%	Annual Change	7.3%	7.0%	12.8%	11.7%
% Change 2016 to 2017		10.4%	16.2%	-0.8%	9.2%	6.1%	3.1%	8.7%	3.8%	14.1%	8.3%	2.5%	14.2%	7.3%		5.9%	5.7%	8.6%	7.9%
Average Annual Change		7.7%	9.4%	-0.6%	4.9%	3.7%	2.4%	5.9%	4.2%	9.7%	6.2%	2.8%	9.0%	5.1%		3.7%	3.5%	6.4%	5.8%
2015 000s		138.8	160.1	348.7	530.6	799.0	802.0	823.7	1,043.7	863.7	529.2	240.0	174.2	6,453.8		647.6	2,131.6	2,731.1	943.4
2016 000s		145.1	163.8	347.3	533.2	808.2	815.7	846.7	1,088.8	903.2	548.8	247.3	180.0	6,628.2	2.7%	656.2	2,157.1	2,838.8	976.2
2017 000s		160.2	190.3	344.4	582.4	857.4	841.1	920.5	1,130.7	1,030.6	594.5	253.6	205.6	7,111.4	7.3%	694.9	2,280.9	3,081.8	1,053.7

VISITOR DAYS				NON-SERVICED ACCOMMODATION				
SHARE OF MARKET		2015	2016	2017	Visitor Days by Year and Share of Total			
Non-Serviced	000s	6,453.8	6,628.2	7,111.4				
All Visitor Types	M	8.7	8.8	9.3				
Share of Total	%	74.4%	75.4%	76.4%				
Annual Change in Share	%		1.3%	1.3%				
Change in Share from 2015	%		1.3%	2.6%				
Avg Ann. Change in Share	%		1.3%	1.3%				

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STEAM DRAFT TREND REPORT FOR 2015-2017												2015 to 2017		SFR	VISITOR DAYS				
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP																			
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2017		5.9%	5.9%	0.5%	3.7%	3.5%	2.6%	4.3%	3.3%	7.8%	4.9%	3.9%	6.4%	4.5%	Annual Change	4.7%	3.4%	4.7%	5.5%
% Change 2016 to 2017		4.2%	4.9%	0.4%	3.3%	2.8%	1.8%	3.1%	1.7%	5.9%	3.5%	2.7%	4.7%	3.4%		3.5%	2.8%	3.2%	4.0%
Average Annual Change		2.9%	2.9%	0.3%	1.8%	1.8%	1.3%	2.1%	1.6%	3.9%	2.4%	2.0%	3.2%	2.3%		2.3%	1.7%	2.3%	2.7%
2015 000s		25.9	8.4	9.7	20.3	13.9	10.9	16.7	17.8	10.0	9.6	8.2	21.4	172.9		44.0	45.1	44.6	39.2
2016 000s		26.4	8.4	9.7	20.4	13.9	11.0	16.9	18.1	10.2	9.7	8.3	21.7	174.8	1.1%	44.5	45.3	45.2	39.8
2017 000s		27.5	8.9	9.7	21.0	14.3	11.2	17.4	18.4	10.8	10.1	8.5	22.8	180.7	3.4%	46.1	46.6	46.7	41.4

VISITOR DAYS				
SHARE OF MARKET		2015	2016	2017
SFR	000s	172.9	174.8	180.7
All Visitor Types	M	8.7	8.8	9.3
Share of Total	%	2.0%	2.0%	1.9%
Annual Change in Share	%		-0.3%	-2.4%
Change in Share from 2015	%		-0.3%	-2.7%
Avg Ann. Change in Share	%		-0.3%	-1.3%



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STEAM DRAFT TREND REPORT FOR 2015-2017 EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP													2015 to 2017		STAYING VISITOR		VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		STAYING VISITOR																			
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4
% Change 2015 to 2017		11.6%	13.4%	-2.4%	8.6%	6.9%	4.0%	10.1%	6.8%	17.1%	10.1%	3.9%	15.9%	8.6%	Annual Change			5.0%	6.3%	11.0%	9.7%
% Change 2016 to 2017		9.5%	12.7%	-1.3%	8.8%	6.1%	2.9%	7.6%	3.1%	13.1%	7.7%	2.3%	12.8%	6.7%				4.9%	5.6%	7.6%	7.3%
Average Annual Change		5.8%	6.7%	-1.2%	4.3%	3.4%	2.0%	5.0%	3.4%	8.6%	5.1%	1.9%	7.9%	4.3%				2.5%	3.1%	5.5%	4.8%
2015 M		0.188	0.200	0.394	0.599	0.866	0.874	0.916	1.160	0.947	0.594	0.291	0.227	7.256				0.782	2.338	3.023	1.112
2016 M		0.192	0.201	0.390	0.597	0.872	0.883	0.936	1.202	0.980	0.608	0.296	0.233	7.391	1.9%		0.783	2.353	3.119	1.136	
2017 M		0.210	0.227	0.385	0.650	0.926	0.909	1.008	1.240	1.109	0.654	0.302	0.263	7.882	6.7%		0.822	2.485	3.357	1.219	

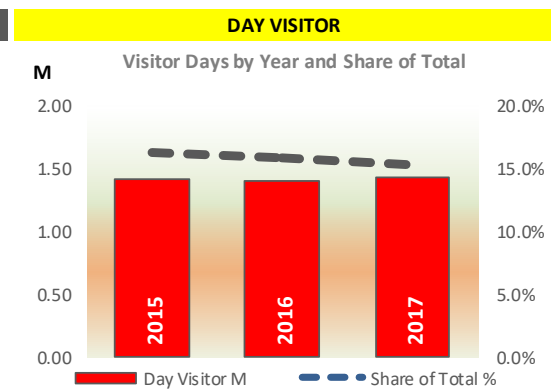
VISITOR DAYS				
SHARE OF MARKET		2015	2016	2017
Staying Visitor	M	7.256	7.391	7.882
All Visitor Types	M	8.670	8.791	9.311
Share of Total	%	83.7%	84.1%	84.7%
Annual Change in Share	%		0.5%	0.7%
Change in Share from 2015	%		0.5%	1.2%
Avg Ann. Change in Share	%		0.5%	0.6%



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

STEAM DRAFT TREND REPORT FOR 2015-2017 EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP													2015 to 2017	DAY VISITOR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL						% Change
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2017		-0.5%	0.4%	12.9%	1.6%	3.4%	11.6%	-10.2%	3.6%	-0.4%	-8.4%	-1.8%	-0.7%	1.1%	Annual Change	4.7%	5.2%	-1.4%	-5.0%
% Change 2016 to 2017		-0.9%	1.9%	3.3%	4.8%	-0.4%	1.0%	-3.6%	5.4%	7.4%	-1.5%	4.4%	0.5%	2.1%		1.7%	1.6%	3.2%	0.6%
Average Annual Change		-0.2%	0.2%	6.5%	0.8%	1.7%	5.8%	-5.1%	1.8%	-0.2%	-4.2%	-0.9%	-0.4%	0.5%		2.4%	2.6%	-0.7%	-2.5%
2015	M	0.065	0.094	0.091	0.133	0.159	0.124	0.157	0.251	0.120	0.114	0.062	0.044	1.414		0.250	0.417	0.528	0.220
2016	M	0.066	0.092	0.099	0.129	0.165	0.137	0.146	0.247	0.111	0.106	0.058	0.043	1.400	-1.0%	0.257	0.431	0.504	0.207
2017	M	0.065	0.094	0.102	0.135	0.165	0.138	0.141	0.260	0.119	0.104	0.061	0.044	1.429	2.1%	0.261	0.438	0.521	0.209

VISITOR DAYS				
SHARE OF MARKET		2015	2016	2017
Day Visitor	M	1.414	1.400	1.429
All Visitor Types	M	8.670	8.791	9.311
Share of Total	%	16.3%	15.9%	15.3%
Annual Change in Share	%		-2.4%	-3.6%
Change in Share from 2015	%		-2.4%	-5.9%
Avg Ann. Change in Share	%		-2.4%	-3.0%



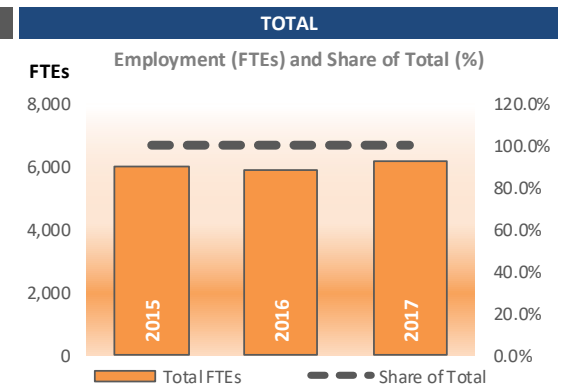
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

Direct and Total Employment by Month, Year and Visitor Type for the Period 2015 to 2017

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

STEAM DRAFT TREND REPORT FOR 2015-2017													2015 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																	
Less than 3% change													Q1		Q2		Q3		Q4		TOTAL	% Change								
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2017													-0.5%	0.3%	-3.5%	2.9%	3.2%	1.5%	4.1%	3.7%	10.1%	2.4%	-2.6%	3.0%	2.9%	2.9%	-1.6%	2.5%	5.8%	1.1%
% Change 2016 to 2017													3.7%	4.8%	-0.7%	6.3%	4.5%	2.3%	5.2%	3.0%	10.4%	4.7%	1.1%	6.2%	4.6%	4.6%	2.1%	4.2%	5.9%	4.1%
Average Annual Change													-0.3%	0.1%	-1.8%	1.5%	1.6%	0.8%	2.1%	1.8%	5.1%	1.2%	-1.3%	1.5%	1.5%	1.5%	-0.8%	1.3%	2.9%	0.6%
2015 FTEs													2,896	3,136	4,449	6,004	7,847	7,752	8,500	10,466	8,363	5,883	3,597	3,042	5,995	5,995	3,494	7,201	9,109	4,174
2016 FTEs													2,778	2,999	4,322	5,816	7,749	7,694	8,412	10,529	8,345	5,754	3,466	2,948	5,901	-1.6%	3,367	7,086	9,095	4,056
2017 FTEs													2,881	3,144	4,291	6,180	8,100	7,872	8,849	10,849	9,210	6,025	3,505	3,132	6,170	4.6%	3,439	7,384	9,636	4,221

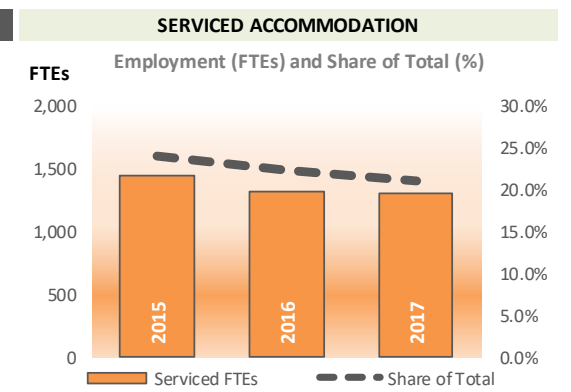
EMPLOYMENT				
SHARE OF MARKET		2015	2016	2017
Total	FTEs	5,995	5,901	6,170
Total Employment	FTEs	5,995	5,901	6,170
Share of Total	%	100.0%	100.0%	100.0%
Annual Change in Share	%			
Change in Share from 2015	%			
Avg Ann. Change in Share	%			



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STEAM DRAFT TREND REPORT FOR 2015-2017													2015 to 2017		SERVICED		DIRECT EMPLOYMENT			
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
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	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2015 to 2017		-11.2%	-12.1%	-12.3%	-9.2%	-7.9%	-10.1%	-10.0%	-10.2%	-10.2%	-11.3%	-10.5%	-8.0%	-10.2%	Annual Change	-11.8%	-9.1%	-10.1%	-10.0%	
% Change 2016 to 2017		-0.8%	-3.0%	-3.4%	0.0%	0.5%	-1.6%	-2.9%	-3.4%	-1.2%	-1.5%	-1.7%	0.2%	-1.6%		-2.4%	-0.4%	-2.6%	-1.0%	
Average Annual Change		-5.6%	-6.0%	-6.1%	-4.6%	-3.9%	-5.0%	-5.0%	-5.1%	-5.1%	-5.6%	-5.2%	-4.0%	-5.1%		-5.9%	-4.5%	-5.1%	-5.0%	
2015	FTEs	1,213	1,276	1,319	1,410	1,456	1,518	1,633	1,828	1,614	1,467	1,357	1,257	1,446		1,269	1,462	1,692	1,360	
2016	FTEs	1,087	1,156	1,198	1,281	1,335	1,387	1,515	1,699	1,467	1,321	1,235	1,155	1,320	-8.7%	1,147	1,334	1,560	1,237	
2017	FTEs	1,078	1,122	1,158	1,281	1,341	1,366	1,470	1,641	1,449	1,302	1,215	1,157	1,298	-1.6%	1,119	1,329	1,520	1,224	

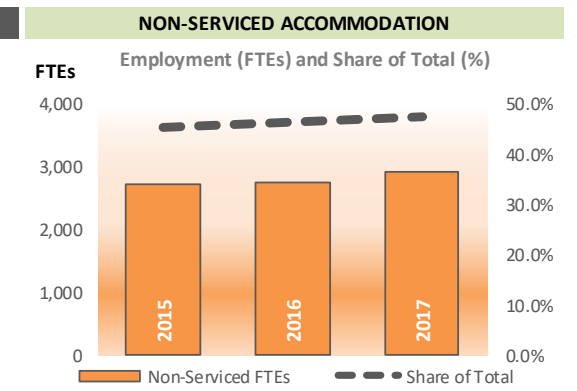
EMPLOYMENT				
SHARE OF MARKET		2015	2016	2017
Serviced	FTEs	1,446	1,320	1,298
Total Employment	FTEs	5,995	5,901	6,170
Share of Total	%	24.1%	22.4%	21.0%
Annual Change in Share	%		-7.3%	-5.9%
Change in Share from 2015	%		-7.3%	-12.8%
Avg Ann. Change in Share	%		-7.3%	-6.4%



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STEAM DRAFT TREND REPORT FOR 2015-2017												2015 to 2017		NON-SERVICED		DIRECT EMPLOYMENT				
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV					DEC	Q1	Q2	Q3
% Change 2015 to 2017		8.6%	11.7%	-2.2%	7.2%	5.8%	3.7%	9.8%	7.1%	16.7%	9.4%	2.5%	11.4%	7.9%	3.8%	5.4%	11.0%	8.0%		
% Change 2016 to 2017		8.0%	12.5%	-0.4%	8.2%	5.9%	3.2%	8.3%	4.0%	13.2%	7.4%	1.9%	11.1%	6.7%	4.8%	5.5%	8.2%	6.7%		
Average Annual Change		4.3%	5.8%	-1.1%	3.6%	2.9%	1.8%	4.9%	3.6%	8.3%	4.7%	1.2%	5.7%	3.9%	1.9%	2.7%	5.5%	4.0%		
2015	FTEs	832	920	1,876	2,705	3,977	3,991	4,046	5,040	4,248	2,672	1,300	993	2,716	1,209	3,557	4,445	1,655		
2016	FTEs	836	913	1,841	2,682	3,974	4,008	4,104	5,189	4,378	2,721	1,308	995	2,746	1,197	3,554	4,557	1,675		
2017	FTEs	903	1,027	1,835	2,901	4,207	4,138	4,443	5,398	4,956	2,923	1,332	1,106	2,931	1,255	3,749	4,932	1,787		
														Annual Change						
														1.1%						
														6.7%						

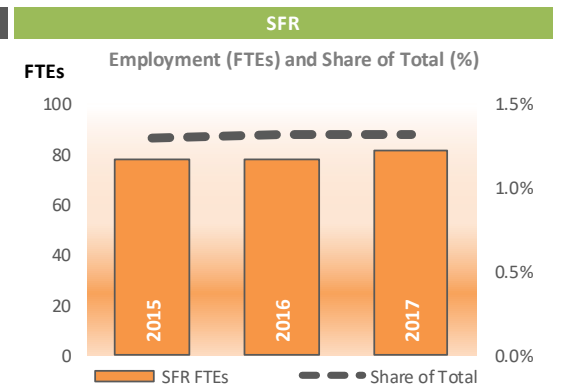
EMPLOYMENT				
SHARE OF MARKET	2015	2016	2017	
Non-Serviced	FTEs	2,716	2,746	2,931
Total Employment	FTEs	5,995	5,901	6,170
Share of Total	%	45.3%	46.5%	47.5%
Annual Change in Share	%		2.7%	2.1%
Change in Share from 2015	%		2.7%	4.8%
Avg Ann. Change in Share	%		2.7%	2.4%



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STEAM DRAFT TREND REPORT FOR 2015-2017													2015 to 2017		SFR	DIRECT EMPLOYMENT			
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP																			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2017		5.8%	5.8%	0.4%	3.6%	3.4%	2.5%	4.2%	3.2%	7.7%	4.8%	3.9%	6.3%	4.4%	Annual Change	4.6%	3.3%	4.6%	5.4%
% Change 2016 to 2017		4.9%	5.6%	1.1%	4.0%	3.5%	2.5%	3.9%	2.4%	6.6%	4.3%	3.4%	5.5%	4.1%		4.2%	3.5%	3.9%	4.8%
Average Annual Change		2.9%	2.9%	0.2%	1.8%	1.7%	1.3%	2.1%	1.6%	3.8%	2.4%	1.9%	3.1%	2.2%		2.3%	1.6%	2.3%	2.7%
2015 FTEs		140	45	52	110	75	59	90	96	54	52	44	115	78		79	81	80	71
2016 FTEs		141	45	52	109	75	59	91	97	55	52	44	116	78	0.3%	79	81	81	71
2017 FTEs		148	48	53	113	77	60	94	99	58	54	46	123	81	4.1%	83	84	84	74

EMPLOYMENT				
SHARE OF MARKET		2015	2016	2017
SFR	FTEs	78	78	81
Total Employment	FTEs	5,995	5,901	6,170
Share of Total	%	1.3%	1.3%	1.3%
Annual Change in Share	%		1.9%	-0.5%
Change in Share from 2015	%		1.9%	1.5%
Avg Ann. Change in Share	%		1.9%	0.7%



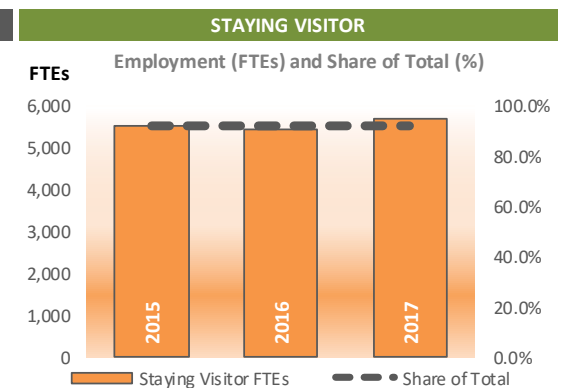
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM DRAFT TREND REPORT FOR 2015-2017													2015 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																	
Less than 3% change													Q1		Q2		Q3		Q4		TOTAL		% Change							
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2017													-2.6%	-2.0%	-6.2%	1.7%	2.1%	-0.1%	4.1%	2.5%	9.2%	2.1%	-4.0%	0.8%	1.7%		-3.9%	1.2%	5.1%	0.0%
% Change 2016 to 2017													3.1%	3.9%	-1.5%	5.5%	4.5%	2.0%	5.2%	2.2%	9.6%	4.5%	0.2%	5.3%	4.0%		1.4%	3.9%	5.5%	3.4%
Average Annual Change													-1.3%	-1.0%	-3.1%	0.8%	1.1%	0.0%	2.1%	1.3%	4.6%	1.1%	-2.0%	0.4%	0.8%		-2.0%	0.6%	2.6%	0.0%
2015		FTEs	2,185	2,241	3,247	4,225	5,508	5,568	5,769	6,964	5,916	4,191	2,701	2,365	4,240		2,558	5,100	6,216	3,086										
2016		FTEs	2,064	2,114	3,092	4,072	5,383	5,454	5,710	6,985	5,899	4,095	2,587	2,266	4,143	-2.3%	2,423	4,970	6,198	2,983										
2017		FTEs	2,129	2,196	3,045	4,295	5,626	5,564	6,008	7,139	6,463	4,279	2,592	2,385	4,310	4.0%	2,457	5,162	6,536	3,086										

EMPLOYMENT				
SHARE OF MARKET	2015	2016	2017	
Staying Visitor	FTEs	5,520	5,435	5,690
Total Employment	FTEs	5,995	5,901	6,170
Share of Total	%	92.1%	92.1%	92.2%
Annual Change in Share	%		0.0%	0.1%
Change in Share from 2015	%		0.0%	0.2%
Avg Ann. Change in Share	%		0.0%	0.1%

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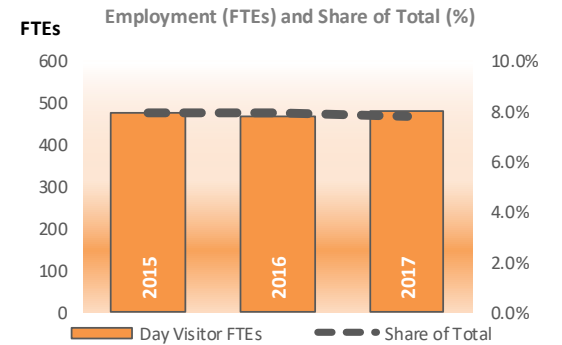
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Report Prepared by: Alison Tipler. Date of Issue: 27/06/18

STEAM DRAFT TREND REPORT FOR 2015-2017													2015 to 2017		DAY VISITOR		DIRECT EMPLOYMENT			
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP																				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	Q1	Q2	Q3	Q4	
% Change 2015 to 2017		-0.6%	0.3%	12.8%	1.5%	3.3%	11.5%	-10.3%	3.5%	-0.5%	-8.5%	-1.9%	-0.8%	1.0%	4.6%	5.1%	-1.5%	-5.1%		
% Change 2016 to 2017		-0.2%	2.6%	4.1%	5.5%	0.3%	1.7%	-2.9%	6.1%	8.1%	-0.8%	5.1%	1.2%	2.8%	2.4%	2.3%	3.9%	1.3%		
Average Annual Change		-0.3%	0.1%	6.4%	0.7%	1.6%	5.7%	-5.2%	1.8%	-0.3%	-4.3%	-0.9%	-0.4%	0.5%	2.3%	2.6%	-0.8%	-2.6%		
2015	FTEs	263	378	365	537	643	498	634	1,012	483	460	249	177	475	335	559	709	295		
2016	FTEs	262	369	396	517	662	546	585	987	444	424	232	173	466	342	575	672	277		
2017	FTEs	262	379	412	545	664	556	568	1,047	480	421	244	175	479	351	588	699	280		

EMPLOYMENT				DAY VISITOR		
SHARE OF MARKET		2015	2016	2017		
Day Visitor	FTEs	475	466	479		
Total Employment	FTEs	5,995	5,901	6,170		
Share of Total	%	7.9%	7.9%	7.8%		
Annual Change in Share	%		-0.2%	-1.7%		
Change in Share from 2015	%		-0.2%	-1.9%		
Avg Ann. Change in Share	%		-0.2%	-1.0%		



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STEAM DRAFT TREND REPORT FOR 2015-2017

EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP

2017

STAYING VISITORS

ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE

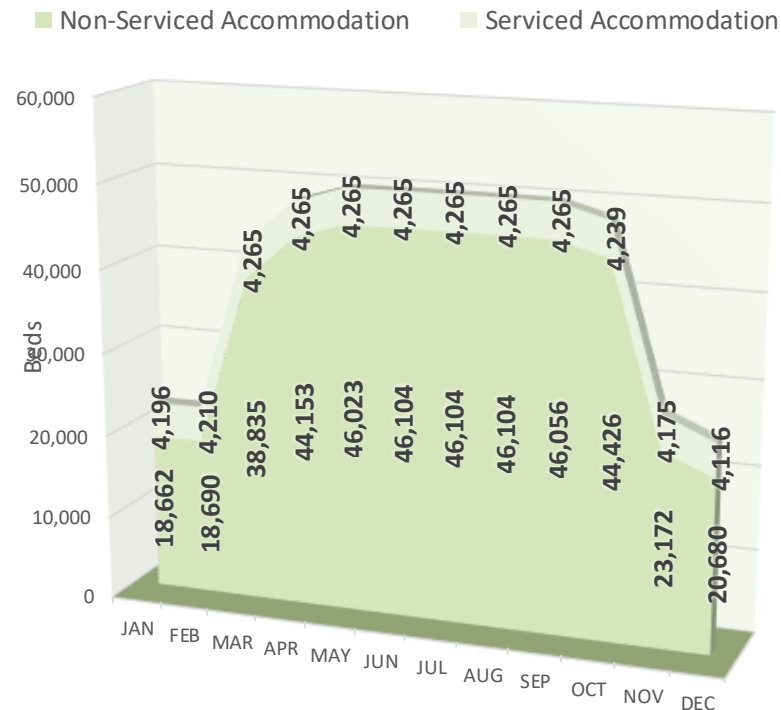
SERVICED ACCOMMODATION 2017	2017		Change on 2016		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	203	4,265	-7	-86	-14	-329
+50 Room	2	223	0	0	0	0
11-50 Room	50	1,854	-1	-27	-13	-378
<10 Room	151	2,188	-6	-59	-1	+49

NON-SERVICED ACCOMMODATION 2017	2017		Change on 2016		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	258	46,108	-2	-1,004	-13	-1,093
Self catering	136	12,184	-0	-0	-11	-92
Static caravans/chalets	0	19,509	0	-536	0	-536
Touring caravans/camping	122	14,415	-2	-468	-2	-465
Youth Hostels	0	0	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2017	2017		Change on 2016		Change on 2015	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	461	50,373	-9	-1,090	-27	-1,422
Serviced Accommodation Share of Total	44%	8%				
Non-Serviced Accommodation Share of Total	56%	92%				

SEASONAL AVAILABILITY OF BED SUPPLY 2017	2017											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	22,858	22,900	43,100	48,418	50,288	50,369	50,369	50,369	50,321	48,665	27,348	24,796
Serviced Accommodation	4,196	4,210	4,265	4,265	4,265	4,265	4,265	4,265	4,265	4,239	4,175	4,116
Non-Serviced Accommodation	18,662	18,690	38,835	44,153	46,023	46,104	46,104	46,104	46,056	44,426	23,172	20,680

SEASONAL AVAILABILITY OF BED SUPPLY
2017



Report Sections With Historic Financial Data Indexed to 2017 Prices

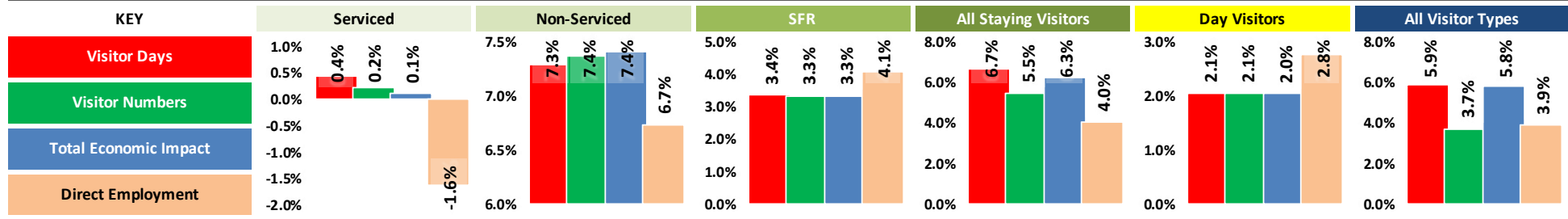
Sections:	<i>Comparative Headlines</i>	Visitor Types:	<i>Total</i>
	<i>Key Measures</i>		<i>Serviced Accommodation</i>
	<i>Economic Impact</i>		<i>Non-Serviced Accommodation</i>
	<i>Sectoral Analysis</i>		<i>SFR</i>
			<i>Staying Visitor</i>
			<i>Day Visitor</i>

Indexation:	<i>Indexation to: 2017</i>
2015	<i>1.04</i>
2016	<i>1.03</i>
2017	<i>1.00</i>

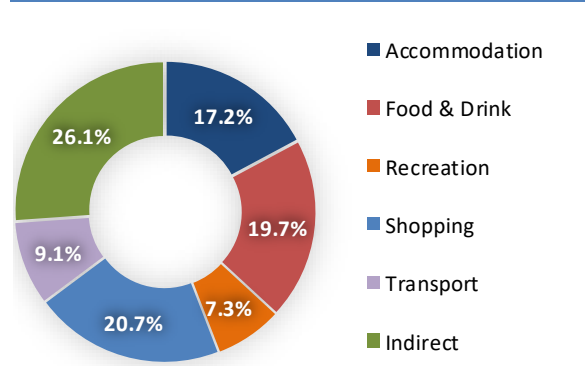
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2017 & 2016 - INDEXED TO 2017

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %	2017	2016	+/- %			
	2017	2016	+/- %	2017	2016	+/- %																		
An increase of 3% or more																								
Less than 3% change																								
A Fall of 3% or more																								
Visitor Days	M	0.590	0.588	0.4%	7.111	6.628	7.3%	0.181	0.175	3.4%	7.882	7.391	6.7%	1.429	1.400	2.1%	9.311	8.791	5.9%					
Visitor Numbers	M	0.302	0.301	0.2%	0.989	0.921	7.4%	0.076	0.074	3.3%	1.367	1.296	5.5%	1.429	1.400	2.1%	2.796	2.696	3.7%					
Direct Expenditure	£M																365.14	345.43	5.7%					
Economic Impact	£M	59.82	59.75	0.1%	373.61	347.83	7.4%	8.706	8.425	3.3%	442.13	416.01	6.3%	52.15	51.11	2.0%	494.28	467.11	5.8%					
Direct Employment	FTEs	1,298	1,320	-1.6%	2,931	2,746	6.7%	81	78	4.1%	4,310	4,143	4.0%	479	466	2.8%	4,790	4,610	3.9%					
Total Employment	FTEs																6,170	5,901	4.6%					

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



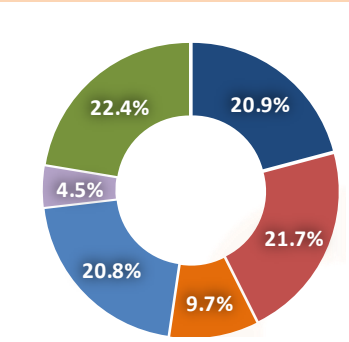
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2017



Sectors	2017	2016	+/- %
Accommodation	84.90	80.01	6.1%
Food & Drink	97.32	92.12	5.7%
Recreation	35.86	34.04	5.3%
Shopping	102.23	96.94	5.5%
Transport	44.82	42.33	5.9%
TOTAL DIRECT	365.14	345.43	5.7%
Indirect	129.14	121.68	6.1%
TOTAL	494.28	467.11	5.8%

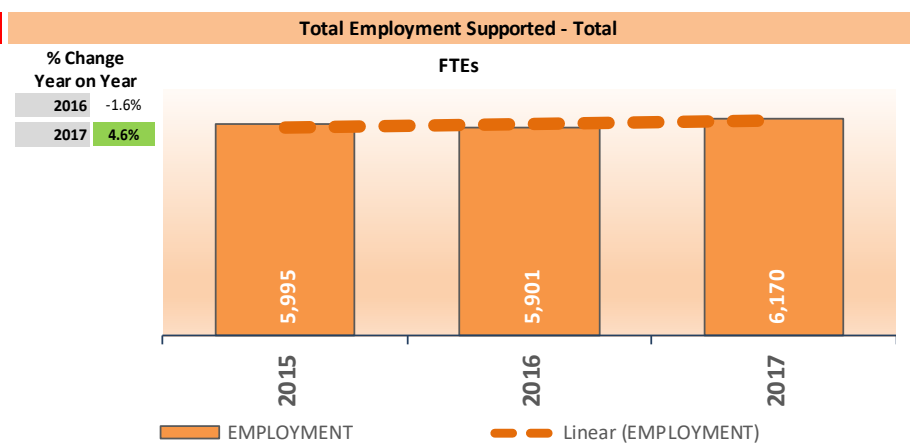
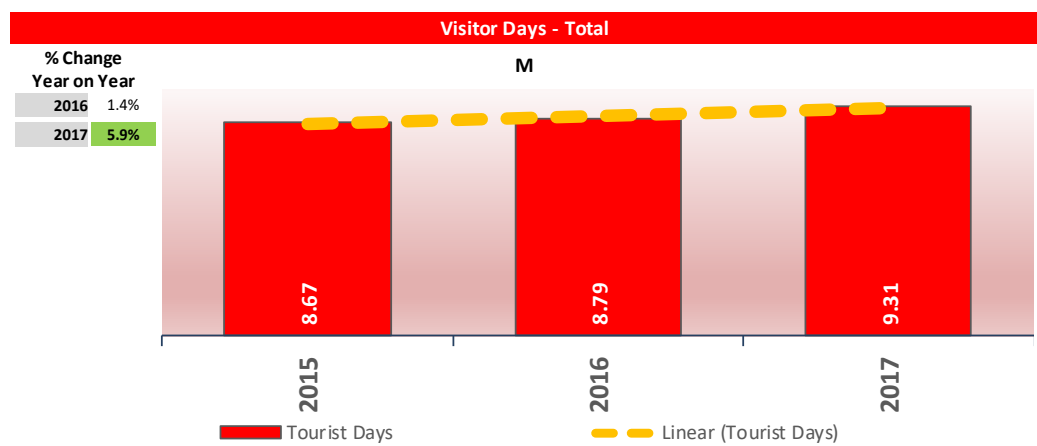
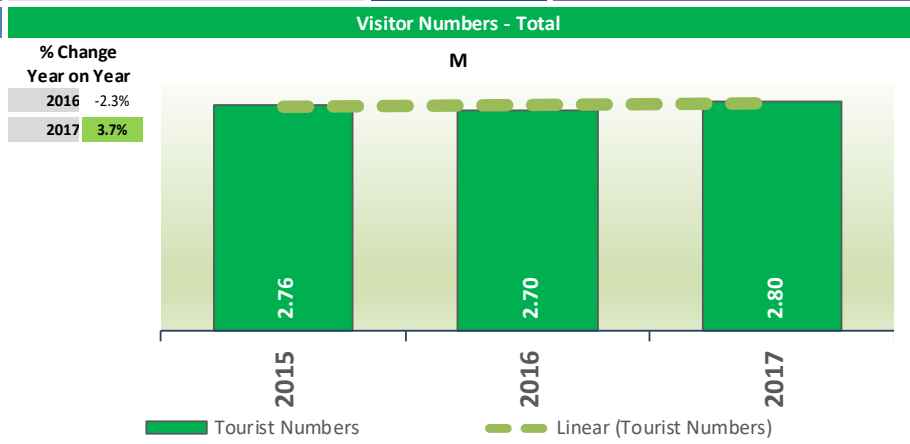
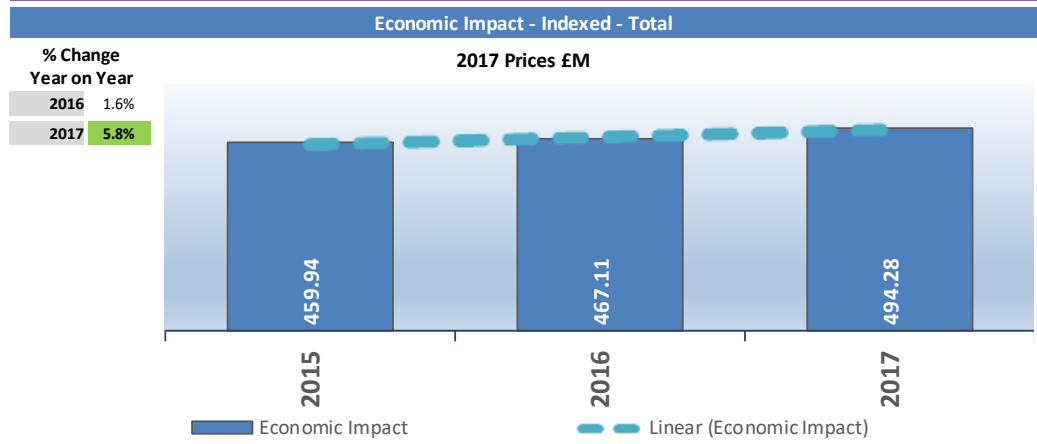
Sectoral Distribution of Employment - FTEs

Sectors	2017	2016	+/- %
Accommodation	1,287	1,315	-2.1%
Food & Drink	1,342	1,261	6.4%
Recreation	600	565	6.1%
Shopping	1,285	1,210	6.2%
Transport	276	259	6.7%
TOTAL DIRECT	4,790	4,610	3.9%
Indirect	1,380	1,291	6.9%
TOTAL	6,170	5,901	4.6%



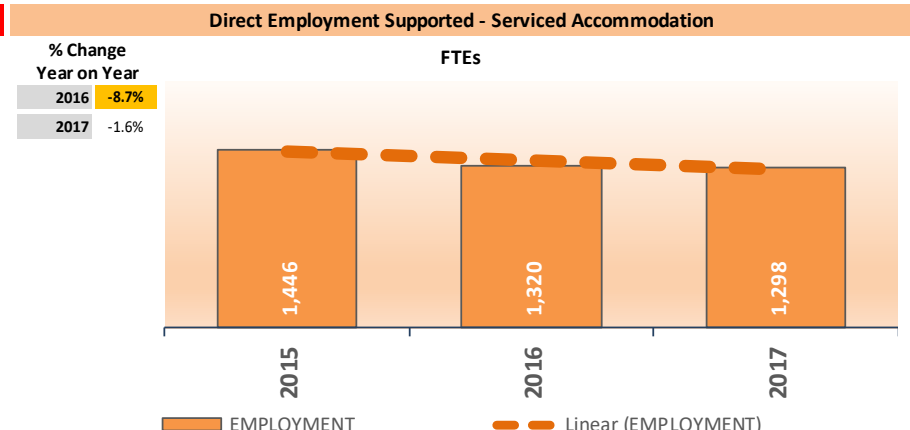
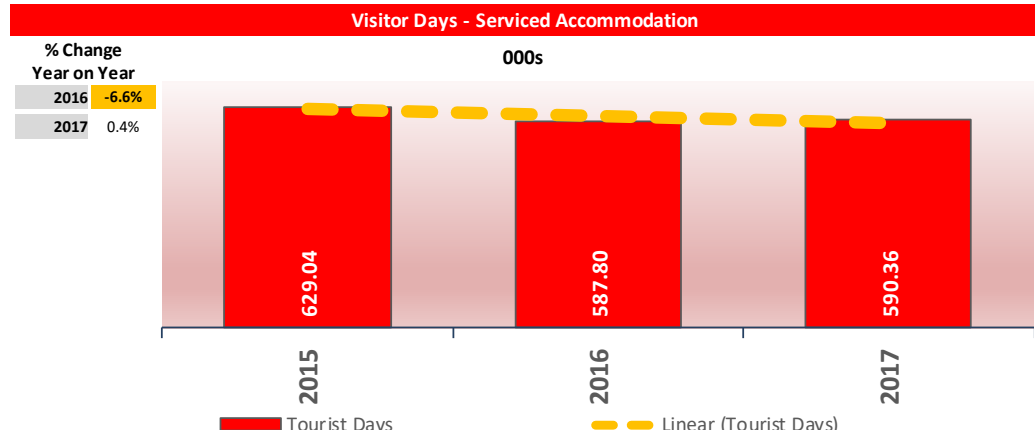
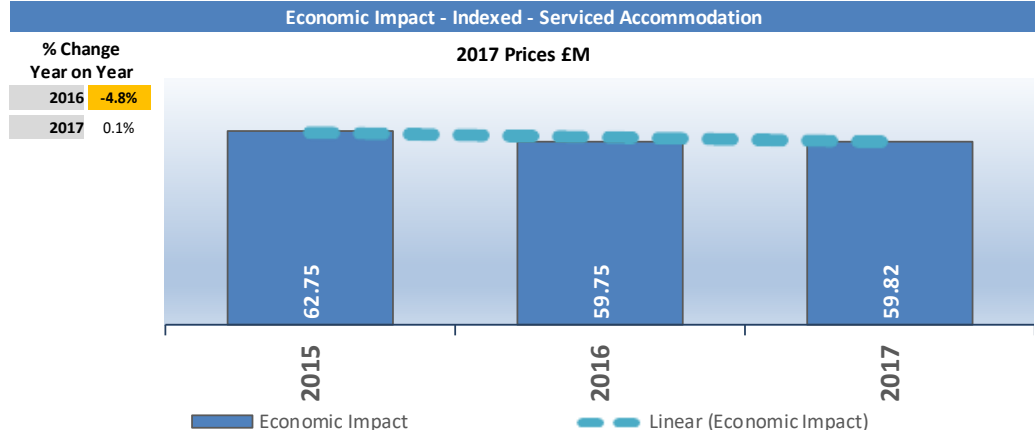
STEAM DRAFT TREND REPORT FOR 2015-2017
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP

2015 to 2017 2017 Prices	TOTAL	KEY MEASURES Indexed
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% Change from 2015	2015	2016	2017
Economic Impact - Indexed		1.6%	7.5%
Visitor Numbers		-2.3%	1.3%
Visitor Days		1.4%	7.4%
Total Employment		-1.6%	2.9%

"Linear" = Linear Trendline



% Change from 2015	2015	2016	2017
Economic Impact - Indexed		-4.8%	-4.7%
Visitor Numbers		-5.8%	-5.6%
Visitor Days		-6.6%	-6.1%
Direct Employment		-8.7%	-10.2%

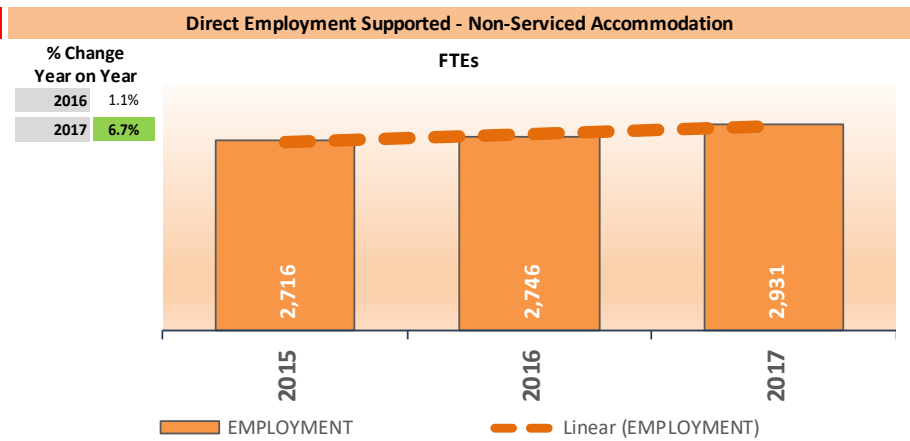
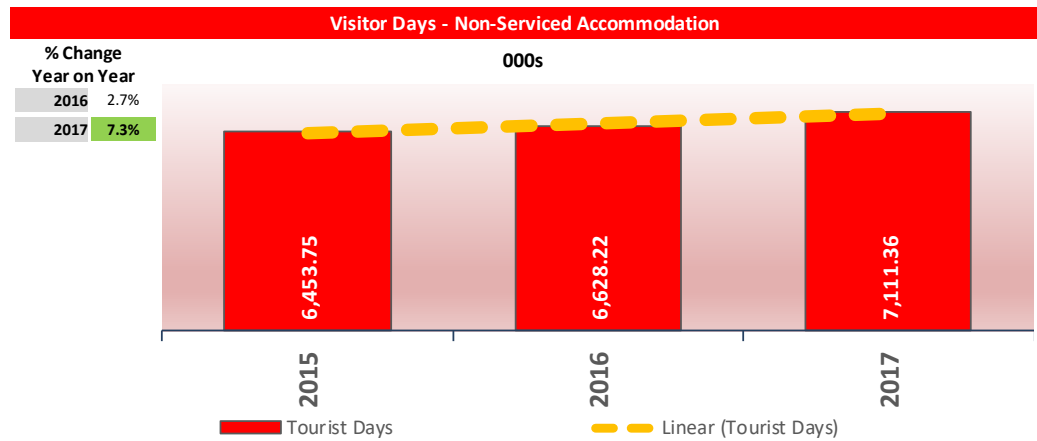
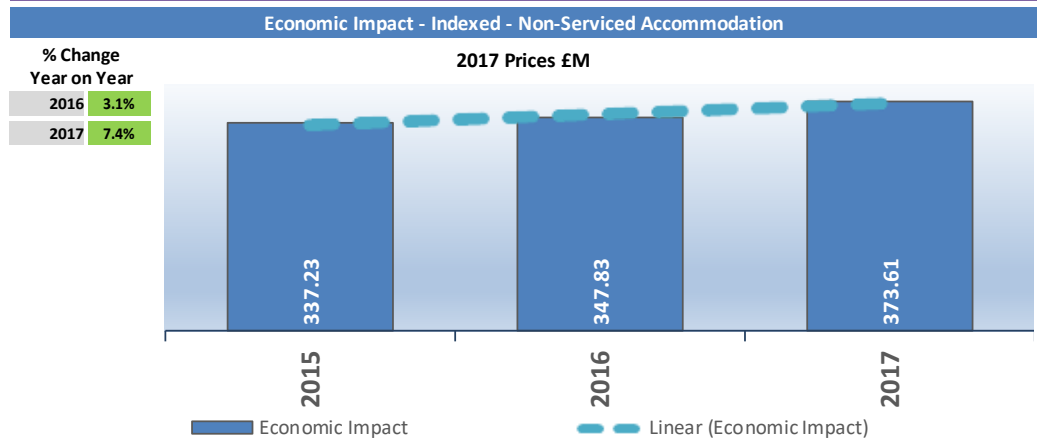
"Linear" = Linear Trendline

STEAM DRAFT TREND REPORT FOR 2015-2017
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP

2015 to 2017
2017 Prices

NON-SERVICED
ACCOMMODATION

KEY MEASURES
Indexed



% Change from 2015	2015	2016	2017
Economic Impact - Indexed		3.1%	10.8%
Visitor Numbers		-3.5%	3.7%
Visitor Days		2.7%	10.2%
Direct Employment		1.1%	7.9%

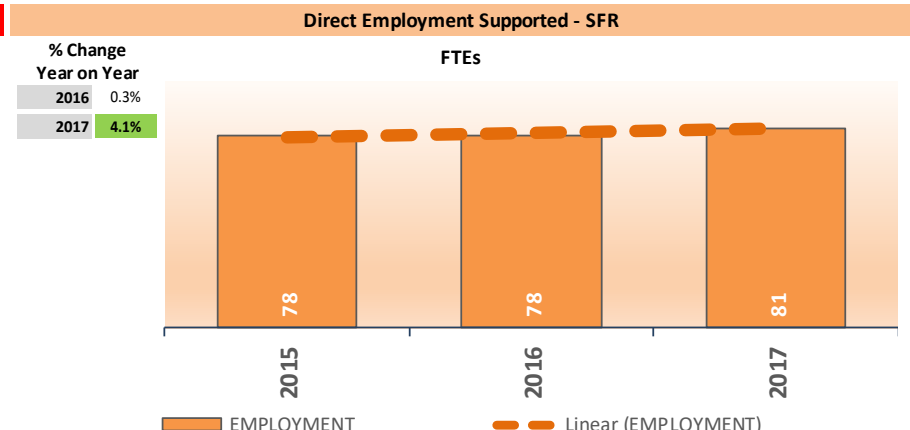
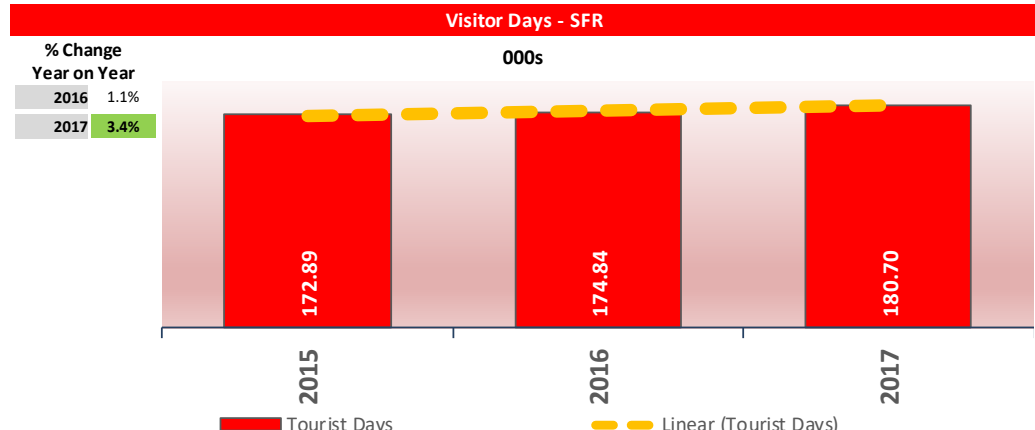
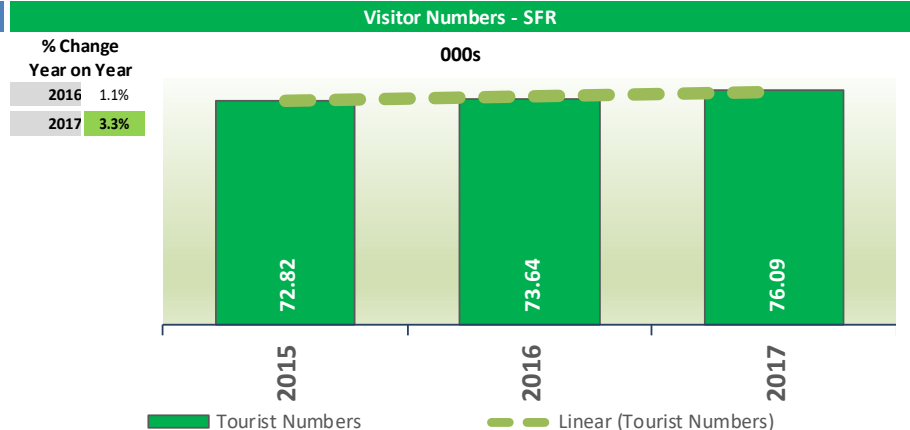
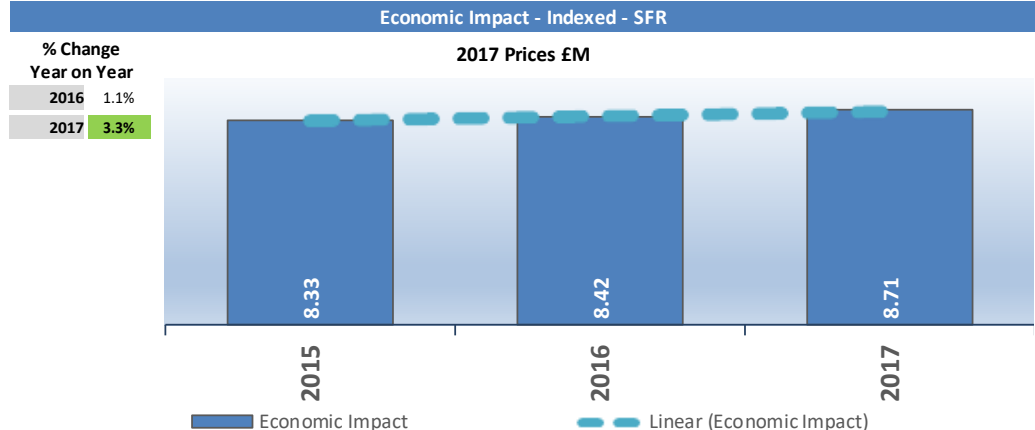
"Linear" = Linear Trendline

STEAM DRAFT TREND REPORT FOR 2015-2017
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP

2015 to 2017
2017 Prices

SFR

KEY MEASURES
Indexed



% Change from 2015	2015	2016	2017
Economic Impact - Indexed		1.1%	4.5%
Visitor Numbers		1.1%	4.5%
Visitor Days		1.1%	4.5%
Direct Employment		0.3%	4.4%

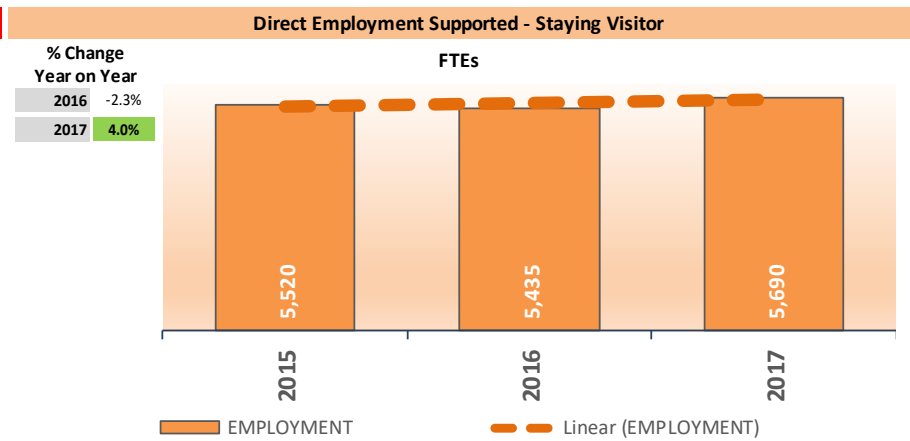
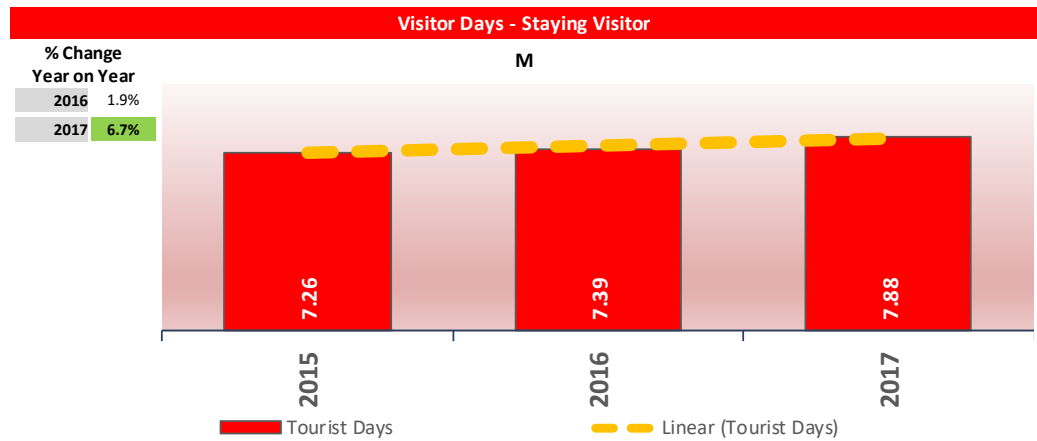
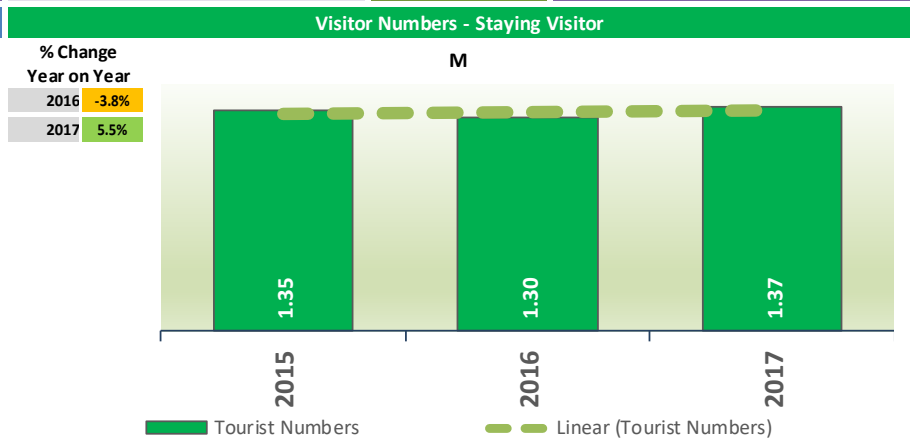
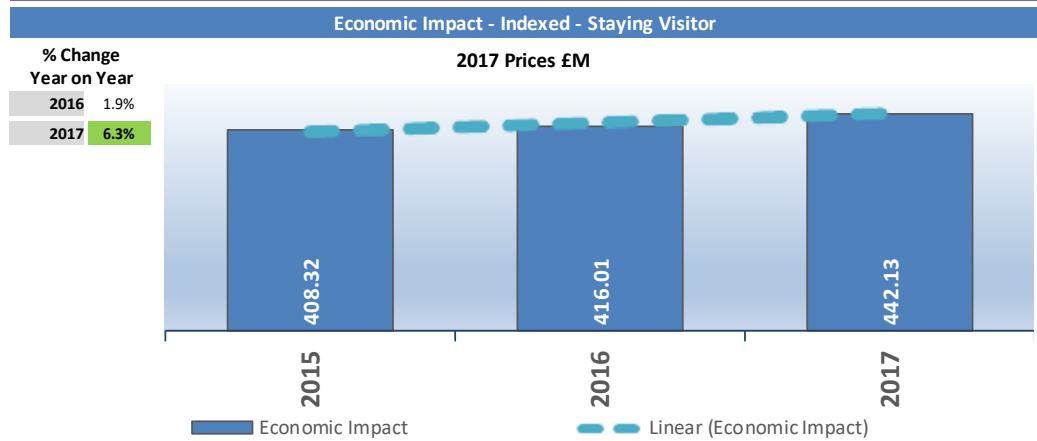
"Linear" = Linear Trendline

STEAM DRAFT TREND REPORT FOR 2015-2017
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP

2015 to 2017
2017 Prices

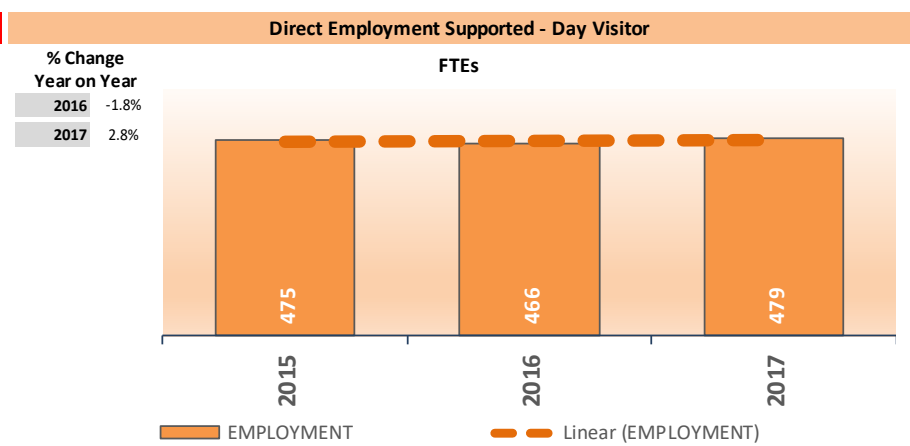
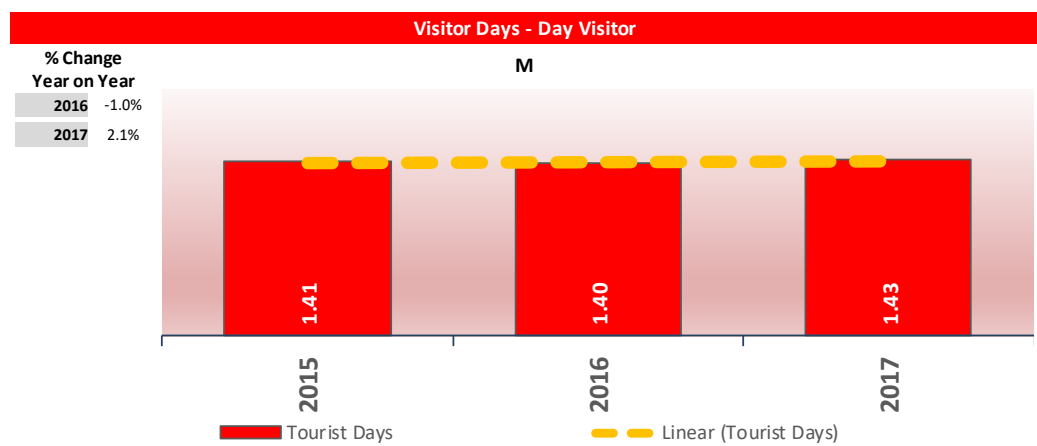
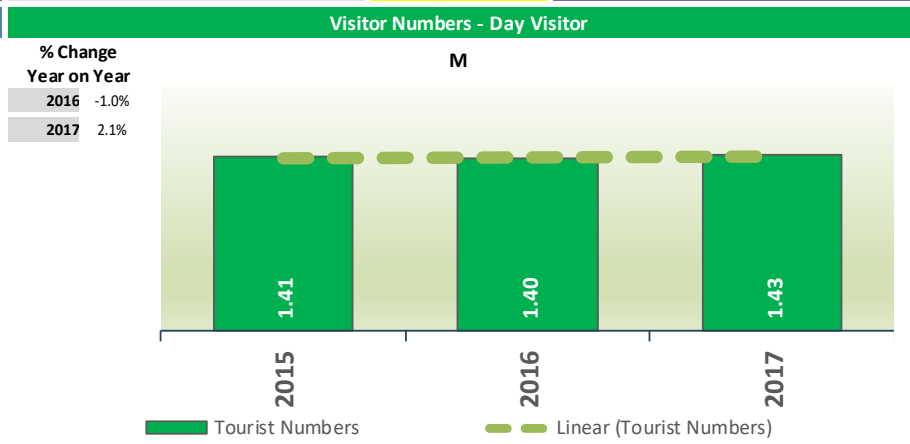
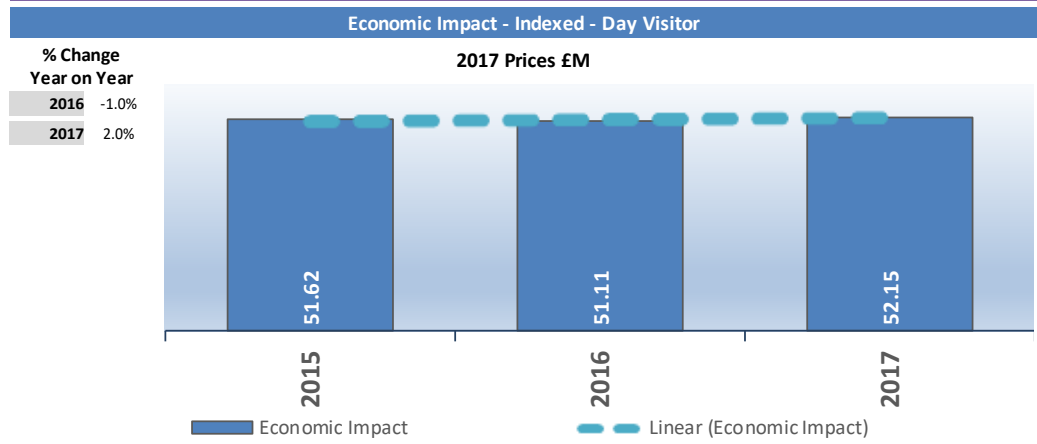
STAYING VISITOR

KEY MEASURES
Indexed



% Change from 2015	2015	2016	2017
Economic Impact - Indexed		1.9%	8.3%
Visitor Numbers		-3.8%	1.5%
Visitor Days		1.9%	8.6%
Direct Employment		-1.5%	3.1%

"Linear" = Linear Trendline



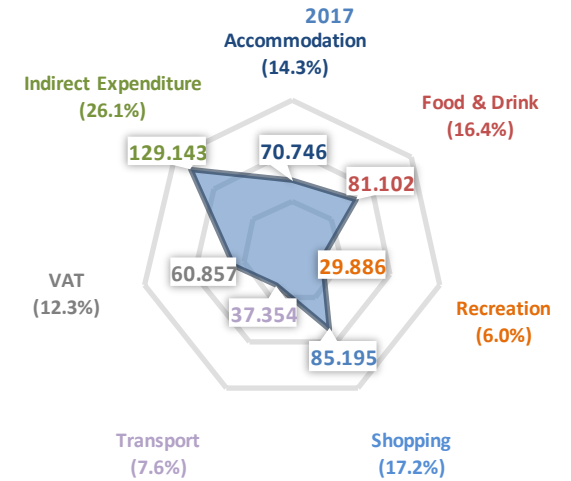
% Change from 2015	2015	2016	2017
Economic Impact - Indexed		-1.0%	1.0%
Visitor Numbers		-1.0%	1.1%
Visitor Days		-1.0%	1.1%
Direct Employment		-1.8%	1.0%

"Linear" = Linear Trendline

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

SECTOR / YEAR		2015	2016	2017
Accommodation	£M	64.80	66.67	70.75
Food & Drink	£M	76.10	76.76	81.10
Recreation	£M	28.20	28.37	29.89
Shopping	£M	79.72	80.78	85.19
Transport	£M	34.75	35.27	37.35
Direct Revenue	£M	283.57	287.86	304.28
VAT	£M	56.71	57.57	60.86
Direct Expenditure	£M	340.28	345.43	365.14
Indirect Expenditure	£M	119.66	121.68	129.14
TOTAL	£M	459.94	467.11	494.28

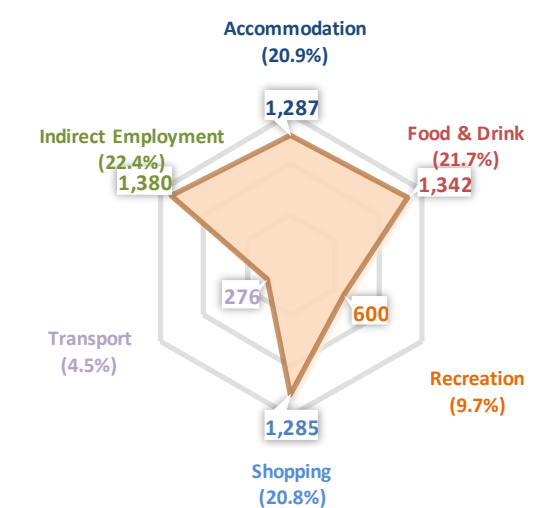
2017 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2017



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2015	2016	2017
Accommodation	FTEs	1,428	1,315	1,287
Food & Drink	FTEs	1,260	1,261	1,342
Recreation	FTEs	567	565	600
Shopping	FTEs	1,203	1,210	1,285
Transport	FTEs	257	259	276
Direct Employment	FTEs	4,715	4,610	4,790
Indirect Employment	FTEs	1,280	1,291	1,380
TOTAL	FTEs	5,995	5,901	6,170

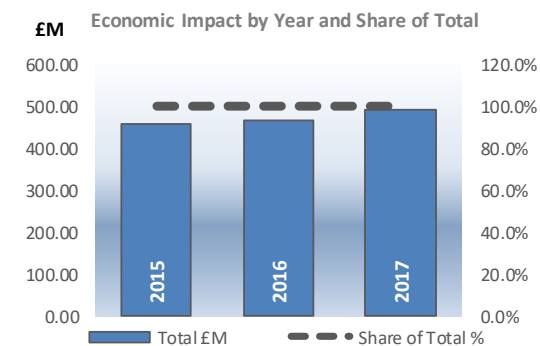
2017 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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

STEAM DRAFT TREND REPORT FOR 2015-2017 EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP													2015 to 2017 2017 Prices		TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2017		8.5%	8.4%	-0.7%	7.5%	6.6%	3.7%	8.1%	6.7%	14.9%	7.0%	2.6%	14.0%	7.5%	Annual Change	4.2%	5.8%	9.6%	7.3%	
% Change 2016 to 2017		7.5%	8.5%	-1.0%	8.1%	5.4%	2.6%	6.2%	3.1%	12.0%	6.2%	2.3%	11.1%	5.8%		3.8%	5.1%	6.8%	6.2%	
Average Annual Change		4.3%	4.2%	-0.3%	3.7%	3.3%	1.8%	4.1%	3.4%	7.4%	3.5%	1.3%	7.0%	3.7%		2.1%	2.9%	4.8%	3.6%	
2015	£M	13.06	15.12	24.70	36.91	51.33	51.17	62.79	75.94	58.86	36.41	19.06	14.59	459.94		52.88	139.41	197.60	70.06	
2016	£M	13.19	15.12	24.79	36.69	51.92	51.74	63.91	78.60	60.37	36.68	19.12	14.98	467.11	1.6%	53.09	140.36	202.89	70.78	
2017	£M	14.17	16.40	24.53	39.67	54.72	53.06	67.90	81.06	67.62	38.95	19.56	16.64	494.28	5.8%	55.10	147.45	216.58	75.14	

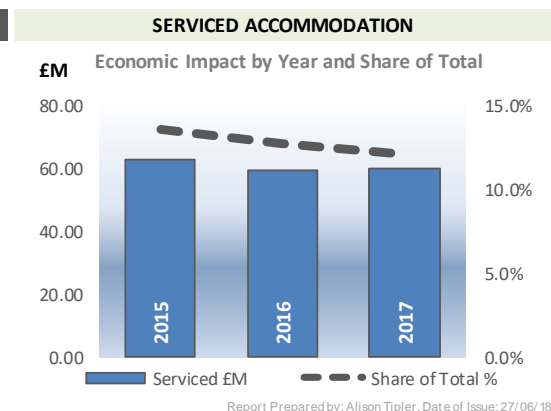
ECONOMIC IMPACT - INDEXED TO 2017					TOTAL	
SHARE OF MARKET		2015	2016	2017		
Total	£M	459.94	467.11	494.28		
All Visitor Types	£M	459.94	467.11	494.28		
Share of Total	%	100.0%	100.0%	100.0%		
Annual Change in Share	%					
Change in Share from 2015	%					
Avg Ann. Change in Share	%					



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

STEAM DRAFT TREND REPORT FOR 2015-2017 EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP													2015 to 2017 2017 Prices		SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2015 to 2017		-4.1%	-11.9%	-13.9%	-1.9%	2.0%	-6.0%	-3.1%	-4.4%	-7.2%	-9.5%	-5.9%	11.0%	-4.7%	Annual Change	-10.7%	-2.1%	-4.8%	-3.4%
% Change 2016 to 2017		8.7%	-5.7%	-7.4%	5.6%	6.6%	-0.5%	-2.6%	-3.5%	-0.1%	0.2%	-0.1%	9.5%	0.1%		-2.8%	3.6%	-2.3%	2.5%
Average Annual Change		-2.0%	-6.0%	-6.9%	-1.0%	1.0%	-3.0%	-1.6%	-2.2%	-3.6%	-4.8%	-3.0%	5.5%	-2.3%		-5.3%	-1.1%	-2.4%	-1.7%
2015	£M	2.315	3.106	3.556	4.714	5.256	6.018	7.662	10.09	7.242	5.468	4.250	3.072	62.75		8.978	15.99	25.00	12.79
2016	£M	2.042	2.903	3.306	4.379	5.031	5.686	7.623	9.999	6.730	4.939	4.002	3.114	59.75	-4.8%	8.251	15.10	24.35	12.06
2017	£M	2.221	2.736	3.063	4.623	5.364	5.659	7.424	9.650	6.723	4.947	3.998	3.409	59.82	0.1%	8.020	15.65	23.80	12.35

ECONOMIC IMPACT - INDEXED TO 2017				
SHARE OF MARKET		2015	2016	2017
Serviced	£M	62.75	59.75	59.82
All Visitor Types	£M	459.94	467.11	494.28
Share of Total	%	13.6%	12.8%	12.1%
Annual Change in Share	%		-6.2%	-5.4%
Change in Share from 2015	%		-6.2%	-11.3%
Avg Ann. Change in Share	%		-6.2%	-5.7%



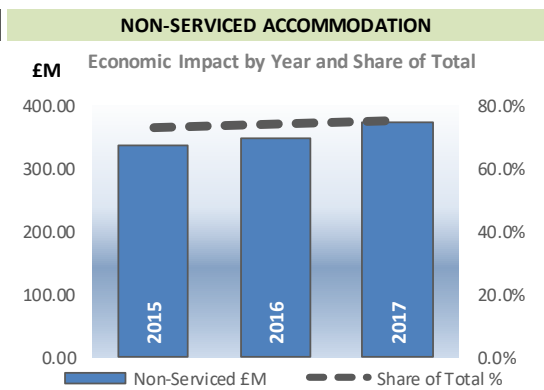
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

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Report Prepared by: Alison Tipler. Date of Issue: 27/06/18

STEAM DRAFT TREND REPORT FOR 2015-2017 EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP												2015 to 2017 2017 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed						
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / PERCENTAGE CHANGES																			
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2015 to 2017		16.2%	19.7%	-0.6%	10.4%	7.8%	4.3%	12.2%	9.3%	19.8%	12.9%	6.4%	18.6%	10.8%			8.1%	7.1%	13.5%	12.3%	
% Change 2016 to 2017		10.4%	16.1%	-0.8%	9.3%	6.2%	3.2%	8.7%	3.9%	14.1%	8.4%	2.7%	14.2%	7.4%			6.0%	5.8%	8.6%	8.0%	
Average Annual Change		8.1%	9.8%	-0.3%	5.2%	3.9%	2.1%	6.1%	4.7%	9.9%	6.4%	3.2%	9.3%	5.4%			4.1%	3.5%	6.7%	6.2%	
2015 £M		7.107	8.189	17.37	26.35	39.58	40.11	48.59	55.82	46.76	26.31	12.16	8.887	337.23			32.67	106.04	151.17	47.35	
2016 £M		7.479	8.437	17.40	26.61	40.18	40.54	50.13	58.72	49.10	27.40	12.59	9.234	347.83	3.1%			33.32	107.33	157.94	49.23
2017 £M		8.256	9.799	17.27	29.09	42.65	41.83	54.49	61.03	56.02	29.70	12.93	10.54	373.61	7.4%			35.32	113.57	171.54	53.18

ECONOMIC IMPACT - INDEXED TO 2017				
SHARE OF MARKET		2015	2016	2017
Non-Serviced	£M	337.23	347.83	373.61
All Visitor Types	£M	459.94	467.11	494.28
Share of Total	%	73.3%	74.5%	75.6%
Annual Change in Share	%		1.6%	1.5%
Change in Share from 2015	%		1.6%	3.1%
Avg Ann. Change in Share	%		1.6%	1.5%



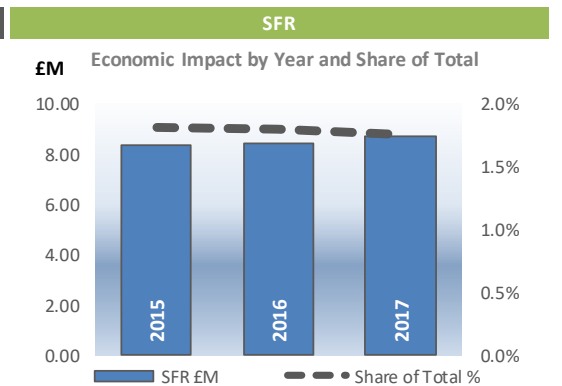
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

STEAM DRAFT TREND REPORT FOR 2015-2017 EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP												2015 to 2017 2017 Prices		SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:	MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY	SFR											TOTAL						% Change
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2017 / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2017	5.8%	5.9%	0.5%	3.7%	3.5%	2.6%	4.2%	3.3%	7.8%	4.8%	3.9%	6.4%	4.5%	Annual Change	4.7%	3.4%	4.6%	5.5%
% Change 2016 to 2017	4.2%	4.8%	0.4%	3.3%	2.8%	1.8%	3.1%	1.7%	5.9%	3.5%	2.7%	4.7%	3.3%		3.5%	2.8%	3.2%	4.0%
Average Annual Change	2.9%	2.9%	0.3%	1.8%	1.7%	1.3%	2.1%	1.6%	3.9%	2.4%	2.0%	3.2%	2.2%		2.3%	1.7%	2.3%	2.7%
2015	£M	1.250	0.403	0.467	0.978	0.668	0.527	0.806	0.860	0.483	0.464	0.395	1.031	8.331	2.121	2.172	2.148	1.890
2016	£M	1.270	0.407	0.468	0.981	0.672	0.531	0.815	0.873	0.491	0.469	0.400	1.047	8.425	2.145	2.184	2.179	1.917
2017	£M	1.323	0.426	0.470	1.014	0.691	0.540	0.840	0.888	0.520	0.486	0.411	1.097	8.706	2.219	2.245	2.248	1.994

ECONOMIC IMPACT - INDEXED TO 2017				
SHARE OF MARKET		2015	2016	2017
SFR	£M	8.331	8.425	8.706
All Visitor Types	£M	459.94	467.11	494.28
Share of Total	%	1.8%	1.8%	1.8%
Annual Change in Share	%		-0.4%	-2.3%
Change in Share from 2015	%		-0.4%	-2.8%
Avg Ann. Change in Share	%		-0.4%	-1.4%

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Report Prepared by: Alison Tipler. Date of Issue: 27/06/18

STEAM DRAFT TREND REPORT FOR 2015-2017 EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP												2015 to 2017 2017 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% Change
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2015 to 2017		10.6%	10.8%	-2.8%	8.4%	7.0%	2.9%	10.0%	7.2%	16.1%	9.0%	3.2%	15.8%	8.3%	Annual Change	4.1%	5.8%	10.8%	8.9%
% Change 2016 to 2017		9.3%	10.3%	-1.8%	8.6%	6.2%	2.7%	7.1%	2.8%	12.3%	7.1%	2.0%	12.3%	6.3%		4.2%	5.5%	7.1%	6.8%
Average Annual Change		5.3%	5.4%	-1.4%	4.2%	3.5%	1.5%	5.0%	3.6%	8.1%	4.5%	1.6%	7.9%	4.1%		2.1%	2.9%	5.4%	4.4%
2015	£M	10.67	11.70	21.39	32.04	45.50	46.65	57.05	66.78	54.49	32.24	16.80	12.99	408.32		43.76	124.20	178.32	62.03
2016	£M	10.79	11.75	21.18	31.98	45.88	46.76	58.57	69.59	56.32	32.81	17.00	13.40	416.01	1.9%	43.71	124.61	184.48	63.20
2017	£M	11.80	12.96	20.80	34.73	48.71	48.03	62.75	71.56	63.27	35.14	17.34	15.05	442.13	6.3%	45.56	131.46	197.58	67.53

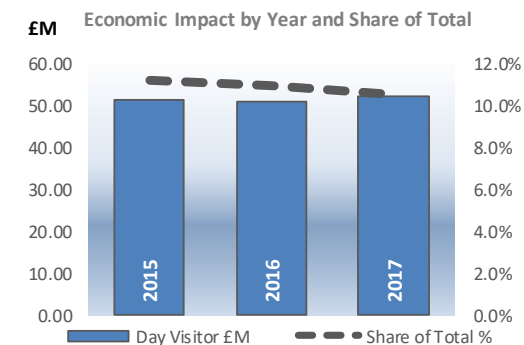
ECONOMIC IMPACT - INDEXED TO 2017				
SHARE OF MARKET	2015	2016	2017	
Staying Visitor	£M	408.32	416.01	442.13
All Visitor Types	£M	459.94	467.11	494.28
Share of Total	%	88.8%	89.1%	89.4%
Annual Change in Share	%		0.3%	0.4%
Change in Share from 2015	%		0.3%	0.8%
Avg Ann. Change in Share	%		0.3%	0.4%



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STEAM DRAFT TREND REPORT FOR 2015-2017 EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP													2015 to 2017 2017 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2015 to 2017		-0.5%	0.4%	12.9%	1.5%	3.3%	11.6%	-10.3%	3.6%	-0.5%	-8.5%	-1.8%	-0.7%	1.0%	Annual Change	4.7%	5.2%	-1.5%	-5.1%	
% Change 2016 to 2017		-0.9%	1.9%	3.3%	4.8%	-0.4%	1.0%	-3.6%	5.4%	7.4%	-1.5%	4.4%	0.5%	2.0%		1.7%	1.6%	3.2%	0.6%	
Average Annual Change		-0.3%	0.2%	6.5%	0.8%	1.7%	5.8%	-5.1%	1.8%	-0.2%	-4.2%	-0.9%	-0.4%	0.5%		2.3%	2.6%	-0.7%	-2.5%	
2015	£M	2.384	3.424	3.306	4.868	5.821	4.514	5.740	9.165	4.376	4.164	2.257	1.600	51.62		9.114	15.20	19.28	8.021	
2016	£M	2.395	3.373	3.612	4.718	6.040	4.985	5.345	9.009	4.056	3.870	2.122	1.581	51.11	-1.0%	9.380	15.74	18.41	7.573	
2017	£M	2.372	3.436	3.733	4.943	6.015	5.036	5.151	9.494	4.355	3.812	2.216	1.588	52.15	2.0%	9.540	15.99	19.00	7.615	

ECONOMIC IMPACT - INDEXED TO 2017					DAY VISITOR	
SHARE OF MARKET		2015	2016	2017		
Day Visitor	£M	51.62	51.11	52.15		
All Visitor Types	£M	459.94	467.11	494.28		
Share of Total	%	11.2%	10.9%	10.6%		
Annual Change in Share	%		-2.5%	-3.6%		
Change in Share from 2015	%		-2.5%	-6.0%		
Avg Ann. Change in Share	%		-2.5%	-3.0%		



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