

Global Tourism Solutions (UK) Ltd

Laneside House

Hackthorpe

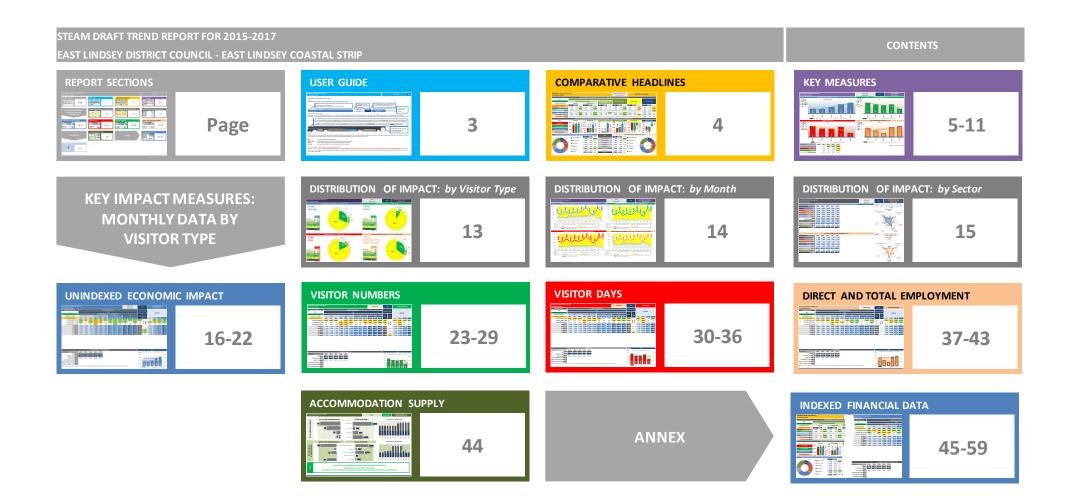
Penrith

Cumbria

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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 C	ONTRO	DLS - Please adjust the report outputs using the drop-down controls below		home	
FOCUS YEAR	2017	Vear 2016 Vear	INDEXATION Reflect Price Inflation? NO HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO: 3% Image: Comparison of the second s		

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
- **£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

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AM DRAFT TREND REPORT FO			Δ STAL S							-	ing 2017 a i s Historic P			CON	//PARATI		IES		
					e indicat	ORS BY T	YPE OF VISI	TOR - CON	IPARING				CES						
KEY																			
An increase of 3% or more		Stayir	ng in Paid	Accommod	ation		Staving	with Frien	ls and	All Staying Visitors			D	ay Visitor	s	All Visitor Types			
Less than 3% change		Serviced		N	on-Service	d		Relatives (SFR)											
A Fall of 3% or more	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																			
KEY		Non-Serviced				SFR			itaying Visi	itors		ay Visitor	s		isitor Typ	bes			
Visitor Days	3.0%		2.7%	15.0%		5%	8.0%	è	2	10.0%	6.7%	9.0%	5.0%		.1%	10.0%	•	.6%	
	2.0%	* *	5.	10.0%	7.4%		6.0%	ب و يو	4.1%	8.0%	υ in		4.0%		4.7 2.8%	8.0%		×.	
Visitor Numbers	1.0%	0.4%		10.0%	~ ~	6.7%	4.0%	3.3%	4	6.0%	- M	4.0%	3.0%	2.1%		6.0%	3.7%		
Total Economic Impact	0.0%			5.0%						4.0%			2.0%			4.0%			
	-1.0%		%9				2.0%			2.0%			1.0%			2.0%			
Direct Employment	-2.0%		÷.	0.0%			0.0%			0.0%			0.0%			0.0%			
Sectoral Distribution of E	conomic Im	pact - £M	including	VAT in Hist	oric Prices			Sectors				Secto	ral Distribu	tion of Em	ployment	t - FTEs			
	- • •			2017	2016	+/- %				2017	2016	+/- %	Accom	modation					
	Ac	commoda	ation	84.90	77.99	8.9 %	Acco	mmodati	on	1,287	1,315	-2.1%							
17.2%	Fo	od & Drin	k	97.32	89.79	8.4%	Fo	od & Drinl	(1,342	1,261	6.4%	Food &	Drink		22.4%	20.9	9%	
26.1%				35.86	33.19	8.1%	R	ecreation		600	565	6.1%	Recreat	tion					
	Re	creation		102.23	94.49	8.2%	S	hopping		1,285	1,210	6.2%	Chon:-:		4.	.5%			
19.7%	Sho	opping		44.82	41.26	8.6%	Т	ransport		276	259	6.7%	Shoppin	ng				24 7	
0.1%				365.14	336.72	8.4%	то	TAL DIREC	Г	4,790	4,610	3.9%	Transpo	ort		20.8%		21.7	
7.3%	Tra	insport		129.14	118.61	8.9%		Indirect		1,380	1,291	6.9%	Indirect	ŀ		20.8%	9.7%		
20.7%		Indirect		494.28	455.33	8.6%	TOTAL		6,170	5,901	4.6%	%				-			

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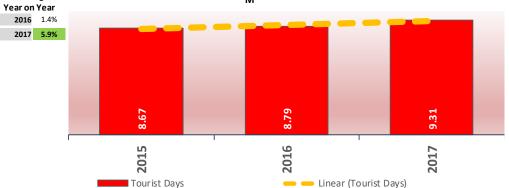
Unindexed Key Measures by Year and Visitor Type for the Period 2015 to 2017

Visitor Types: Total

Serviced Accommodation Non-Serviced Accommodation SFR Staying Visitor Day Visitor

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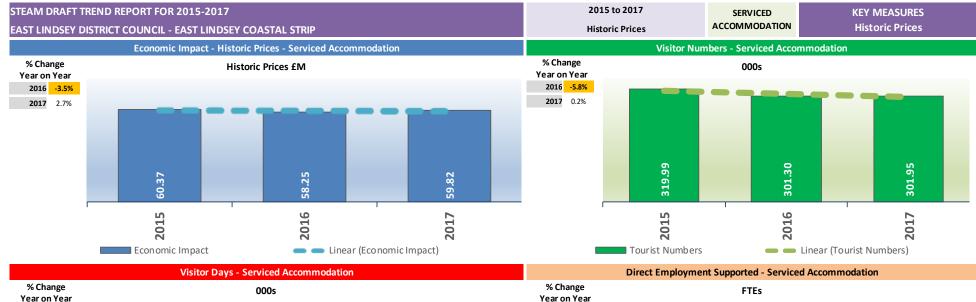


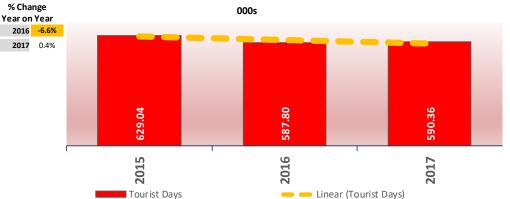


% Change from 2015	2015	2016	2017
Economic Impact - Historic Prices		2.9%	11.7%
Visitor Numbers		-2.3%	1.3%
Visitor Days		1.4%	7.4%
Total Employment		-1.6%	2.9%

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"Linear" = Linear Trendline





% Change from 2015 201	5 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%

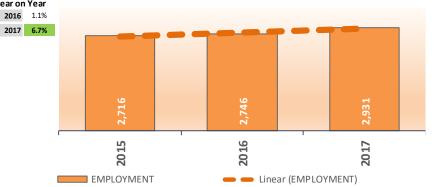
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"Linear" = Linear Trendline



7,111.36

2017



"Linear" = Linear Trendline



6,453.75

2015

Tourist Days

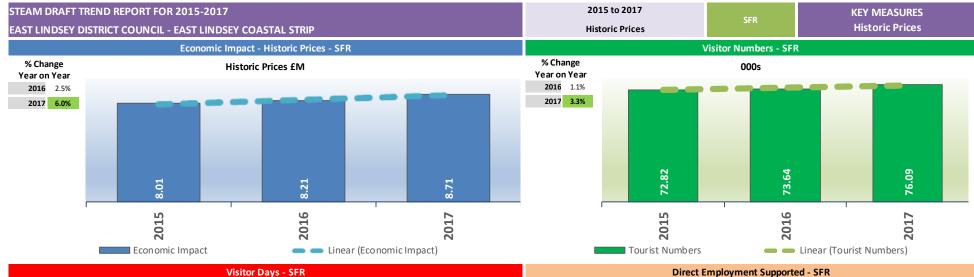
6,628.22

2016

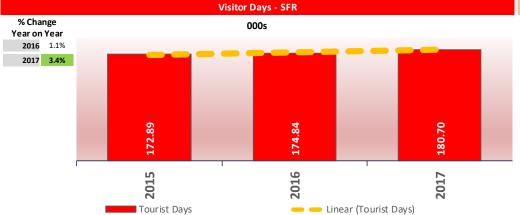
— — Linear (Tourist Days)

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2017 7.3%



% Change



2017

8.6%

4.5%

4.5%

4.4%

% Chan Year on Y			FT	Es			
2016	0.3%						
2017	4.1%	78		78			
		-		N		81	
		2015	1	2016	I	2017	
		EMPLOYMENT		🛑 🛑 Line	ar (EMPLOY	MENT)	

"Linear" = Linear Trendline



% Change from 2015

Visitor Numbers

Direct Employment

Visitor Days

Economic Impact - Historic Prices

2015

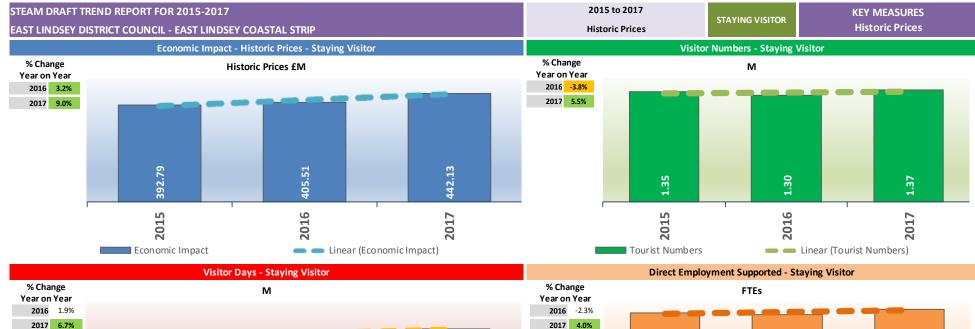
2016

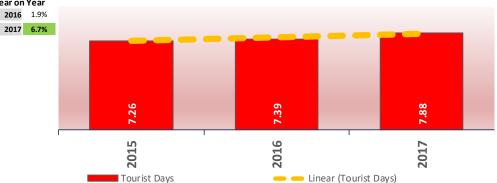
2.5%

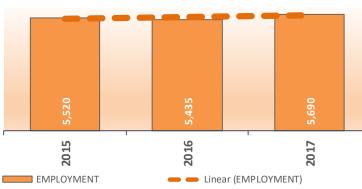
1.1%

1.1%

0.3%





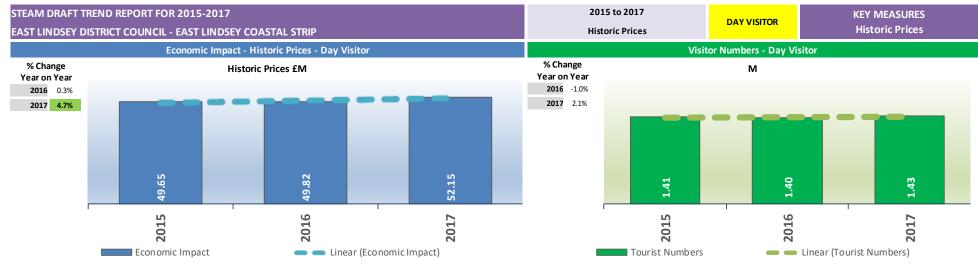


"Linear" = Linear Trendline

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

% 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%

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% 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%

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Direct Employment Supported - Day Visitor



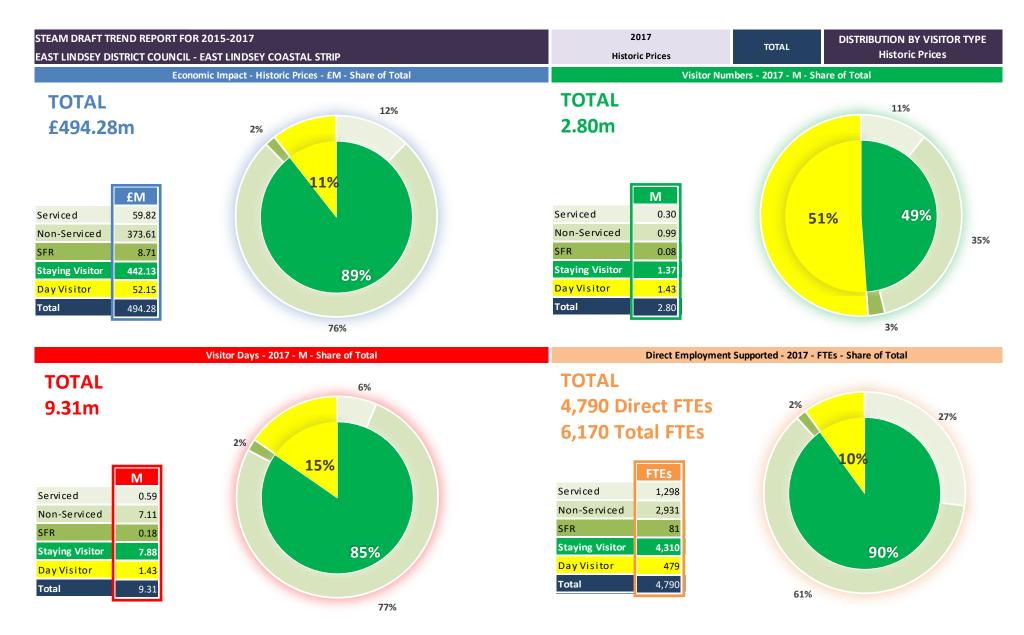
"Linear" = Linear Trendline

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

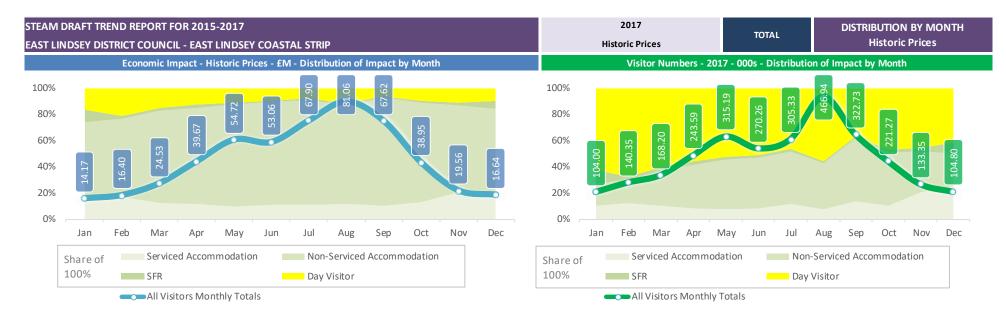
Visitor Types: Total

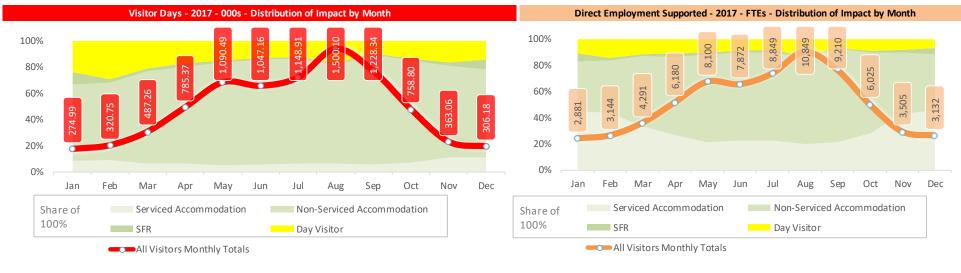
Serviced Accommodation Non-Serviced Accommodation SFR Staying Visitor Day Visitor

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STEAM DRAFT TREND REPORT FOR EAST LINDSEY DISTRICT COUNCIL - I			TAL STRIP		2015 to 2017 Historic Prices	TOTAL	SECTORAL ANALYSIS Historic Prices
SE	CTORAL DI	ISTRIBUTI	ON OF ECC	NOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES		2017 SECTO	RAL DISTRIBUTION OF ECONOMIC
SECTOR / YEAR	2015	2016	2017			ІМРАСТ	- £M INCLUDING VAT IN HISTORIC
Accommodation £ M	62.34	64.99	70.75				PRICES Accommodation
Food & Drink £M	73.20	74.83	81.10			Indirect Expenditure	(14.3%)
Recreation £M	27.13	27.65	29.89			(26.1%)	Food & Drink
Shopping £M	76.69	78.74	85.19			129.14	3 70.746 (16.4%)
Transport £M	33.42	34.38	37.35				81.102
Direct Revenue £M	272.78	280.60	304.28				
VAT £M	54.56	56.12	60.86			60	.857 29.886
Direct Expenditure £M	327.34	336.72	365.14			VAT (12.3%)	
Indirect Expenditure £M	115.10	118.61	129.14			((6.0%)
TOTAL £M	442.44	455.33	494.28				85.195
SECTOR / YEAR	2015	SE 2016	CTORAL D	STRIBUTION OF EMPLOYMENT - FTES		2017 S	ECTORAL DISTRIBUTION OF EMPLOYMENT - FTES
Accommodation FTEs	1,428	1,315	1,287				Accommodation
Food & Drink FTEs	1,428		-				Accommodation
	1,200	1 261	1 342				(20.9%)
Recreation ETES	567	1,261 565	1,342 600				
Recreation FTEs Shopping FTEs	567 1,203	565	600			Indirect Employm	1,287 Food & Drink
Shopping FTEs	567 1,203 257					(22.4%)	1,287 Food & Drink (21.7%)
	1,203	565 1,210	600 1,285				1,287 Food & Drink
Shopping FTEs Transport FTEs	1,203 257	565 1,210 259	600 1,285 276			(22.4%)	1,287 Food & Drink (21.7%)
Shopping FTEs Transport FTEs Direct Employment FTEs	1,203 257 4,715	565 1,210 259 4,610	600 1,285 276 4,790			(22.4%)	1,287 Food & Drink (21.7%) 1,342
ShoppingFTEsTransportFTEsDirect EmploymentFTEsIndirect EmploymentFTEs	1,203 257 4,715 1,280	565 1,210 259 4,610 1,291	600 1,285 276 4,790 1,380			(22.4%)	1,287 Food & Drink (21.7%) 1,342
ShoppingFTEsTransportFTEsDirect EmploymentFTEsIndirect EmploymentFTEs	1,203 257 4,715 1,280	565 1,210 259 4,610 1,291	600 1,285 276 4,790 1,380			(22.4%)	1,287 Food & Drink (21.7%) 1,342
ShoppingFTEsTransportFTEsDirect EmploymentFTEsIndirect EmploymentFTEs	1,203 257 4,715 1,280	565 1,210 259 4,610 1,291	600 1,285 276 4,790 1,380			(22.4%) 1,380	1,287 Food & Drink (21.7%) 1,342

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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

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STEAM DRAFT TREND REPOR	STEAM DRAFT TREND REPORT FOR 2015-2017 2015 to 2017											7	тот	~	ECONOMIC IMPACT				
EAST LINDSEY DISTRICT COU	JNCIL	- EAST LI	NDSEY CO	ASTAL ST	RIP						Hi	storic Price	s	101		Historic Prices			
ECONOMIC IMPACT BY:			MONTH AND QUARTER										CALENDA	AR VEAR					
KEY			TOTAL									CALLIND		QUARTER					
An increase of 3% or more	:			ECON	OMIC IMP	ACT £M -	IN HISTOR		/ PERCENT	AGE CHAN	IGES						QUA	(ILK	
Less than 3% change			Q1		Q2			Q3		Q4		TOTAL	AL [%] 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 2015 to 2	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%		8.3%	10.0%	13.9%	11.5%
% Change 2016 to 2	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%	nual nge	6.5%	7.8%	9.5%	8.9%
Average Annual Cha	ange	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%	Ann	4.2%	5.0%	7.0%	5.8%
2015 f	EM	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 f	EM	12.85	14.74	24.16	35.77	50.61	50.44	62.30	76.62	58.85	35.76	18.64	14.60	455.33	2.9%	51.75	136.82	197.77	68.99
2017 f	EM	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			τοτμ	L		
SHARE OF MARKET 2015 2016 2017	£M	Economic I	mpact by Ye	ar and S	Share of T	otal
Total £M 442.44 455.33 494.28	600.00					120.0%
All Visitor Types £M 442.44 455.33 494.28	500.00	-				100.0%
Share of Total % 100.0% 100.0%	400.00					80.0%
Annual Change in Share %	300.00					60.0%
Change in Share from 2015 %	200.00					40.0%
Avg Ann. Change in Share %	200.00	10	ى ا			
	100.00	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: Alison Tipler. Date of Issue: 27/06/18

Total £M

STEAM DRAFT TREND REPORT F	TEAM DRAFT TREND REPORT FOR 2015-2017											7	SERVICED		ECONOMIC IMPACT			
EAST LINDSEY DISTRICT COUNCI	EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP Historic Prices											ACCOMM	ODATION	Historic Prices				
ECONOMIC IMPACT BY:		MONTH AND QUARTER									CALEND							
KEY		SERVICED ACCOMMODATION									CALLIND,		OUARTER					
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												QUA	(TER			
Less than 3% change		Q1		Q2				Q3		Q4		TOTAL	L % Change	e				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC			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%		-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%	nual nge	-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%	Anr Cha	-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	£Μ	Economic Impact by Year and Share of Tot	al
Serviced £M	60.37	58.25	59.82	80.00		15.0%
All Visitor Types £M	442.44	455.33	494.28			
Share of Total %	13.6%	12.8%	12.1%	60.00		10.0%
Annual Change in Share %		-6.2%	-5.4%	40.00		10.070
Change in Share from 2015 %		-6.2%	-11.3%	40.00		
Avg Ann. Change in Share %		-6.2%	-5.7%	20.00		5.0%
					2015	
Note: This report caters for a period of	up to 12 ye	ars. Parts o	f this page are intentionally left blank to accommodate new data as it becomes available.	0.00		0.0%

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Serviced £M •• Share of Total %

STEAM DRAFT TREND REPORT F	OR 2015-2	2017								20	015 to 201	7	NON-SE	RVICED	E	соломи	С ІМРАСТ	
EAST LINDSEY DISTRICT COUNC	L - EAST LI	NDSEY CC	ASTAL ST	RIP						Hi	storic Price	es	ACCOMM	ODATION		Historic	Prices	
ECONOMIC IMPACT BY:					М	ONTH ANI	d quarte	R					CALEND					
KEY					NON-SE	RVICED A	ссоммог	DATION					CALLIND,			QUAF	TED	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													QUAI	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		enenge	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%	Annual Change	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%	1 2.3 %	8.7%	5.3%	11.7%	7.6%	Anr Cha	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		NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2015	2016	2017	£M	Economic Impact by Year and Share of Te	otal
Non-Serviced £M	324.40	339.05	373.61	400.00		80.0%
All Visitor Types £ M	442.44	455.33	494.28			
Share of Total %	73.3%	74.5%	75.6%	300.00		60.0%
Annual Change in Share %		1.6%	1.5%	200.00		40.0%
Change in Share from 2015 %		1.6%	3.1%	200.00		40.0%
Avg Ann. Change in Share %		1.6%	1.5%	100.00		20.0%
					2015	
Note: This report caters for a period of	up to 12 yea	ars. Parts o	f this page are intentionally left blank to accommodate new data as it becomes available.	0.00		0.0%

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Non-Serviced £M • Share of Total %

STEAM DRAFT TREND REPORT F	OR 2015-2	017								20	015 to 201	7	SF	D	E	соломи	С ІМРАСТ	
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CO	ASTAL ST	RIP						Hi	storic Price	s	511	N.		Historic	Prices	
ECONOMIC IMPACT BY:					М	ONTH ANI	O QUARTE	R					CALENDA					
KEY						SF	R						CALLINDA			QUAF	TED	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												~		QUAI	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		enen.ge	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%		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%	Annual Change	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%	Anr Cha	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		SFR		
SHARE OF MARKET	2015	2016	2017	£M	Economic Impact by Year and S	hare of Tot	al
SFR £M	8.014	8.212	8.706	10.00			2.0%
All Visitor Types £M	442.44	455.33	494.28	8.00			
Share of Total %	1.8%	1.8%	1.8%	8.00			1.5%
Annual Change in Share %		-0.4%	-2.3%	6.00			1.0%
Change in Share from 2015 %		-0.4%	-2.8%	4.00			1.0%
Avg Ann. Change in Share %		-0.4%	-1.4%	2.00			0.5%
				2.00	2015	2017	
Note: This report caters for a period of	up to 12 yea	ars. Parts o	f this page are intentionally left blank to accommodate new data as it becomes available.	0.00			0.0%

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SFR £M

STEAM DRAFT TREND REPORT F	OR 2015-2	017								20	015 to 201	7	STAYING		E	соломи	С ІМРАСТ	
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CO	ASTAL ST	RIP						Hi	storic Price	s	STATING	VISITOR		Historic	Prices	
ECONOMIC IMPACT BY:					М	ONTH ANI	d quarte	R					CALENDA					
KEY						STAYING	VISITOR						CALLIND			QUA	TED	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													QUAI	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		ener ge	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%	1 3.2 %
% 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%	nual nge	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%	Ann	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 VIS	ITOR		
SHARE OF MARKET	2015	2016	2017	£M	Economic Im	pact by Yea	r and S	hare of To	ital
Staying Visitor £M	392.79	405.51	442.13	500.00					100.0%
All Visitor Types £ M	442.44	455.33	494.28	400.00					80.0%
Share of Total % 8	88.8%	89.1%	89.4%	400.00					80.0%
Annual Change in Share %		0.3%	0.4%	300.00					60.0%
Change in Share from 2015 %		0.3%	0.8%	200.00					40.0%
Avg Ann. Change in Share %		0.3%	0.4%	100.00					20.0%
				100.00	2015	2016		2017	20.0%
Note: This report caters for a period of up	o to 12 yea	rs. Parts oj	this page are intentionally left blank to accommodate new data as it becomes available.	0.00					0.0%

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Staying Visitor £M •• • Share of Total %

STEAM DRAFT TREND REPORT FO	OR 2015-2	017								20	015 to 201	7	DAY VI	SITOP	E	соломи	С ІМРАСТ	
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CO	ASTAL ST	RIP						Hi	storic Price	s	DATVI	SHOK		Historic	Prices	
ECONOMIC IMPACT BY:					М	ONTH ANI	O QUARTE	R					CALENDA	AR VEAR				
KEY						DAY VI	SITOR						CALLIND			QUA	TER	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / 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			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%		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%	nual nge	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%	Ann Chai	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		DAY VISITOR	
SHARE OF MARKET	2015	2016	2017	£M E	Economic Impact by Year and Share of	Total
Day Visitor £M	49.65	49.82	52.15	60.00	_	12.0%
All Visitor Types £M	442.44	455.33	494.28	50.00		10.0%
Share of Total %	11.2%	10.9%	10.6%	40.00		8.0%
Annual Change in Share %		-2.5%	-3.6%	30.00		6.0%
Change in Share from 2015 %		-2.5%	-6.0%			
Avg Ann. Change in Share %		-2.5%	-3.0%	20.00		4.0%
				10.00	2015	2.0%
Note: This report caters for a period of	up to 12 yea	ars. Parts o	f this page are intentionally left blank to accommodate new data as it becomes available.	0.00		0.0%

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Day Visitor £M ••• Share of Total %

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

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STEAM DRAFT TREND REPORT F	OR 2015-2	017								2	015 to 201	,	тот	~		VISITOR N		
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CO	ASTAL ST	RIP						2	015 (0 201		101	AL		VISITORIN	UNIDERS	
VISITOR NUMBERS BY:					М	ONTH ANI	O QUARTE	R					CALENDA					
KEY						тот	AL						CALLIND			QUAF	TER	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											0/		QUAI			
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 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%		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%	Annual Change	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%	Anr Cha	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		TOTAL	
SHARE OF MARKET 2015 2016 2017	м	Visitor No.s by Year and Share of Total	
Total M 2.761 2.696 2.796	3.00		120.0%
All Visitor Types M 2.761 2.696 2.796	2.50		100.0%
Share of Total 100.0% 100.0% 100.0%	2.00		80.0%
Annual Change in Share %	1.50		60.0%
Change in Share from 2015 %	1.00		40.0%
Avg Ann. Change in Share %		A 0 N	
	0.50	015	20.0%

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A Share of Total % Report Prepared by: Alison Tipler. Date of Issue: 27/06/18

0.00

Total M

STEAM DRAFT TREND REPORT FO	OR 2015-2	2017								20	015 to 201	7	SERV					
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CO	ASTAL ST	RIP						21	515 (0 201		JERV	CLD		VISITORIN	UNIDERS	
VISITOR NUMBERS BY:					М	ONTH ANI	O QUARTE	R					CALENDA	AR VEAR				
KEY					SERV	ICED ACCC	MMODAT	ION					CALLIND			QUAF	TER	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES														QUA	I LIN	
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 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%		-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%	nual nge	-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%	Anr Cha	-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		SERVICED ACCOMMODATION	
SHARE OF MARKET	2015	2016	2017		000s	Visitor No.s by Year and Share of Total	
Serviced 000s	320.0	301.3	302.0		400.00		15.0%
All Visitor Types M	2.8	2.7	2.8				
Share of Total %	11.6%	11.2%	10.8%		300.00		10.0%
Annual Change in Share %		-3.6%	-3.4%		200.00		10.070
Change in Share from 2015 %		-3.6%	-6.8%		200.00		
Avg Ann. Change in Share %		-3.6%	-3.4%		100.00		5.0%
						2015 2016 2017	
Note: This report caters for a period of	up to 12 ye	ars. Parts o	f this page (are intentionally left blank to accommodate new data as it becomes available.	0.00		0.0%

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Serviced 000s ••• Share of Total %

STEAM DRAFT TREND REPORT F	OR 2015-2	2017								2	015 to 201	7	NON-SEE					
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CC	OASTAL ST	RIP						2	015 (0 201	,	NON-SEI	WICED		VISITORIN	OWBERS	
VISITOR NUMBERS BY:					М	ONTH ANI	d quarte	R					CALENDA					
KEY					NON-SE	RVICED A		DATION					CALLIND			QUAF	TER	
An increase of 3% or more		VISITOR NUMBERS 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		ener ge	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%		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%	nual nge	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%	Ann	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		NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2015	2016	2017		000s	Visitor No.s by Year and Share of Total	
Non-Serviced 000s	954.1	921.1	989.0	1,	,200.00		40.0%
All Visitor Types M	2.8	2.7	2.8	1,	,000.00		
Share of Total %	34.6%	34.2%	35.4%		800.00		30.0%
Annual Change in Share %		-1.1%	3.5%		600.00		20.0%
Change in Share from 2015 %		-1.1%	2.4%				20.070
Avg Ann. Change in Share %		-1.1%	1.2%		400.00		10.0%
					200.00	015 016 017 017	

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

0.00

STEAM DRAFT TREND REPORT F	OR 2015-2	017								2	015 to 201	7	SF	D				
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CO	ASTAL ST	RIP						20	015 (0 201)	, ,	36	n		VISITORIN	UNIDERS	
VISITOR NUMBERS BY:					М	ONTH ANI	D QUARTE	R					CALENDA	AR VEAR				
KEY						SF	R						CALLIND			QUAF	TER	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												0 /		QUAI	I LIN	
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 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%		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%	nual Inge	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%	Anr Cha	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	1.1%	19.1	19.1	18.4	17.0
2017 000s	11.0	4.2	4.5	7.8	6.5	5.3	7.0	7.1	5.0	4.7	4.2	8.8	76.1	3.3%	19.7	19.7	19.0	17.7

				VISITOR NUMBERS		SFR	
SHARE OF MARKET	2015	2016	2017		000s	Visitor No.s by Year and Share of Total	
SFR 000s	72.8	73.6	76.1		80.00		3.0%
All Visitor Types M	2.8	2.7	2.8				2.5%
Share of Total %	2.6%	2.7%	2.7%		60.00		2.0%
Annual Change in Share %		3.6%	-0.4%		40.00		
Change in Share from 2015 %		3.6%	3.2%		40.00		1.5%
Avg Ann. Change in Share %		3.6%	1.6%		20.00		1.0%
						2015 2016 2017	0.5%
Note: This report caters for a period of	up to 12 ye	ars. Parts o	f this page a	re intentionally left blank to accommodate new data as it becomes available.	0.00		0.0%

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SFR 000s

STEAM DRAFT TREND REPORT F	OR 2015-2	017								2	015 to 201	7	STAYING	VISITOR		VISITOR N		
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CO	ASTAL ST	RIP						2	015 (0 201	,	JIAING	VISITOR		VISITORIN	OWIDERS	
VISITOR NUMBERS BY:					М	ONTH ANI	O QUARTE	R					CALEND					
KEY						STAYING	VISITOR						CALLIND,			QUAF	TED	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES														QUAI		
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 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%	nual Inge	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%	Anr Cha	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		STAYING VISITOR	
SHARE OF MARKET	2015	2016	2017		м	Visitor No.s by Year and Share of Total	
Staying Visitor M	1.347	1.296	1.367		1.50		60.0%
All Visitor Types M	2.761	2.696	2.796				50.0%
Share of Total %	48.8%	48.1%	48.9%		1.00		40.0%
Annual Change in Share %		-1.5%	1.7%		1.00		30.0%
Change in Share from 2015 %		-1.5%	0.2%				
Avg Ann. Change in Share %		-1.5%	0.1%		0.50		20.0%
						2015 2016 2017	10.0%
Note: This report caters for a period og	^f up to 12 ye	ars. Parts oj	f this page a	re intentionally left blank to accommodate new data as it becomes available.	0.00		0.0%

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Staying Visitor M Share of Total %

STEAM DRAFT TREND REPORT F	OR 2015-2	017								20	015 to 2017	7	DAY VI	SITOP				
EAST LINDSEY DISTRICT COUNCI	L - EAST LII	NDSEY CO	ASTAL ST	RIP						20)15 (0 201)		DATVI	SHOK		VISITORIN	UNIDERS	
VISITOR NUMBERS BY:					М	ONTH ANI	D QUARTE	R					CALEND	AR VEAR				
KEY						DAY VI	SITOR						CALLIND			QUA	TER	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES														QUA		
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 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%		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%	nual nge	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%	Anr Cha	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		DA			
SHARE OF MARKET	2015	2016	2017		м	Visitor No.s by Y	ear and Share	of Total	
Day Visitor M	1.414	1.400	1.429		2.00				60.0%
All Visitor Types M	2.761	2.696	2.796						50.0%
Share of Total %	51.2%	51.9%	51.1%		1.50				40.0%
Annual Change in Share %		1.4%	-1.6%		1.00				
Change in Share from 2015 %		1.4%	-0.2%		1.00				30.0%
Avg Ann. Change in Share %		1.4%	-0.1%		0.50	-			20.0%
						2015	2016	2017	10.0%
Note: This report caters for a period of	up to 12 ye	ars. Parts o	f this page a	re intentionally left blank to accommodate new data as it becomes available.	0.00				0.0%

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Day Visitor M • Share of Total %

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

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STEAM DRAFT TREND REPORT F	OR 2015-2	017								2	015 to 201	7	тот	-^1		VISITOR		
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CO	ASTAL ST	RIP						20	015 (0 201	, 	101			VISITOR	DATS	
VISITOR DAYS BY:					М	ONTH ANI	D QUARTE	R					CALENDA					
KEY						тот	AL						CALLIND			QUA	TED	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES														QUAI	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		change	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%		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%	Annual Change	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%	Anr Cha	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		TOTAL
SHARE OF MARKET 2015 2016 2017	м	Visitor Days by Year and Share of Total
Total M 8.670 8.791 9.311	10.00	120.0%
All Visitor Types M 8.670 8.791 9.311	8.00	
Share of Total % 100.0% 100.0% 100.0%	8.00	80.0%
Annual Change in Share %	6.00	
Change in Share from 2015 %	4.00	60.0%
Avg Ann. Change in Share %		40.0%
	2.00	×0.02 2016 2017 30
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: Alison Tipler. Date of Issue: 27/06/18

Total M

STEAM DRAFT TREND REPORT F	OR 2015-2	017								2	015 to 201	7	SERVI			VISITOR		
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CO	ASTAL ST	RIP						2	015 (0 201	, 	JERVI	CLD		VISITOR	(DATS	
VISITOR DAYS BY:					М	ONTH ANI	D QUARTE	R					CALENDA	AR VEAR				
KEY					SERV	ICED ACCO	MMODAT	TION					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		enange	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%		-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%	nual nge	-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%	Ann	-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		SERVICED ACCOMMODATION	
SHARE OF MARKET	2015	2016	2017		000s	Visitor Days by Year and Share of Total	
Serviced 000s	629.0	587.8	590.4		800.00		8.0%
All Visitor Types M	8.7	8.8	9.3				
Share of Total %	7.3%	6.7%	6.3%		600.00		6.0%
Annual Change in Share %		-7.8%	-5.2%		40.0.00		1.00/
Change in Share from 2015 %		-7.8%	-12.6%		400.00		4.0%
Avg Ann. Change in Share %		-7.8%	- 6.3 %		200.00	υ 9 N	2.0%
						2015 2016 2017	
Note: This report caters for a period of	up to 12 ye	ars. Parts o	f this page are	intentionally left blank to accommodate new data as it becomes available.	0.00		0.0%

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Serviced 000s ••• • Share of Total %

STEAM DRAFT TREND REPORT F	STEAM DRAFT TREND REPORT FOR 2015-2017												NON-SERVICED		VISITOR DAYS				
EAST LINDSEY DISTRICT COUNCI	EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP											2015 to 2017			VISITOR DATS				
VISITOR DAYS BY:					М	ONTH ANI	d quarte	R					CALENDA						
KEY					NON-SE	RVICED A	ссоммор	DATION					CALLIND		QUARTER				
An increase of 3% or more				VISITOR	DAYS IN T	HOUSAND	DS / PERCE	NTAGE CH	ANGES					~					
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		enen.ge	Q1	Q2	Q3	Q4	
% 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%		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%	nual nge	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%	Ann	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	R DAYS			NON-SERVICED AG	COMMODATION	
SHARE OF MARKET	2015	2016	2017			000s	Visitor Days by Yea	r and Share of Total	
Non-Serviced 000s	6,453.8	6,628.2	7,111.4			8,000.00			100.0%
All Visitor Types M	8.7	8.8	9.3					_	80.0%
Share of Total %	74.4%	75.4%	76.4%			6,000.00			80.0%
Annual Change in Share %		1.3%	1.3%			4 000 00			60.0%
Change in Share from 2015 %		1.3%	2.6%			4,000.00			40.0%
Avg Ann. Change in Share %		1.3%	1.3%			2,000.00	10		22.02/
							2015	2017	20.0%
Note: This report caters for a period of	up to 12 ye	ars. Parts oj	this page are intentionall	ly left blank to accommodate	new data as it becomes available.	0.00			0.0%

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Non-Serviced 000s — • Share of Total %

STEAM DRAFT TREND REPORT F	TEAM DRAFT TREND REPORT FOR 2015-2017												SFR		VISITOR DAYS				
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP											015 to 201				VISITOR DATS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALEND						
KEY						SF	R						CALLIND,		QUARTER				
An increase of 3% or more				VISITOR	DAYS IN T	HOUSAND	OS / PERCE	NTAGE CH	ANGES										
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		change	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%		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%	Annual Change	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%	Anr Cha	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		SFR	
SHARE OF MARKET	2015	2016	2017		000s	Visitor Days by Year and Share of Total	
SFR 000s	172.9	174.8	180.7		200.00		2.5%
All Visitor Types M	8.7	8.8	9.3				2.0%
Share of Total %	2.0%	2.0%	1.9%		150.00		2.0%
Annual Change in Share %		-0.3%	-2.4%		100.00		1.5%
Change in Share from 2015 %		-0.3%	-2.7%		100.00		1.0%
Avg Ann. Change in Share %		-0.3%	-1.3%		50.00)15)16)17	0.5%

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00s • Share of Total % Report Prepared by: Alison Tipler. Date of Issue: 27/06/18

3

5

5

SFR 000s

0.00

STEAM DRAFT TREND REPORT F	M DRAFT TREND REPORT FOR 2015-2017												STAYING VISITOR		VISITOR DAYS					
EAST LINDSEY DISTRICT COUNCI	AST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP											7			VISITOR DATS					
VISITOR DAYS BY:		MONTH AND QUARTER										CALENDA								
KEY		STAYING VISITOR										CALLIND		QUARTER						
An increase of 3% or more				VISITC	OR DAYS IN	MILLIONS	/ PERCEN	TAGE CHA	NGES					~	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		enen.ge	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%		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%	Annual Change	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%	Anr Cha	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		S	faying vi	SITOR		
SHARE OF MARKET	2015	2016	2017		м	Visitor Day	s by Year	and Sh	are of Tota	l
Staying Visitor M	7.256	7.391	7.882		10.00					100.0%
All Visitor Types M	8.670	8.791	9.311		8.00				-	80.0%
Share of Total %	83.7%	84.1%	84.7%		8.00					80.076
Annual Change in Share %		0.5%	0.7%		6.00					60.0%
Change in Share from 2015 %		0.5%	1.2%		4.00					40.0%
Avg Ann. Change in Share %		0.5%	0.6%		2.00	015	016		117	20.0%

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5

Staying Visitor M Share of Total %

5

0.00

STEAM DRAFT TREND REPORT FO	STEAM DRAFT TREND REPORT FOR 2015-2017												DAY VISITOR		VISITOR DAYS				
EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP											2015 to 2017			SHOR	VISITOR DATS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALEND						
KEY						DAY VI	SITOR						CALLIND		QUARTER				
An increase of 3% or more				VISITO	R DAYS IN	MILLIONS	/ PERCEN	TAGE CHA	NGES							QUAI	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		change	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%		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%	nual nge	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%	Anr Cha	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		DAY VISITOR	
SHARE OF MARKET	2015	2016	2017		м	Visitor Days by Year and Share of Total	
Day Visitor M	1.414	1.400	1.429		2.00		20.0%
All Visitor Types M	8.670	8.791	9.311				
Share of Total %	16.3%	15.9%	15.3%		1.50		15.0%
Annual Change in Share %		-2.4%	-3.6%		1.00		10.0%
Change in Share from 2015 %		-2.4%	-5.9%		1.00		10.0%
Avg Ann. Change in Share %		-2.4%	-3.0%		0.50	4 0 2	5.0%
						015	

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tor M • Share of Total % Report Prepared by: Alison Tipler. Date of Issue: 27/06/18

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5

Day Visitor M

0.00

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

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STEAM DRAFT TREND REPORT FO	R 2015-201	17								20	15 to 201	7	тот		т			-
EAST LINDSEY DISTRICT COUNCIL -	EAST LINE	SEY COAS	TAL STRIP							20	15 10 201	.,	101		, n			
EMPLOYMENT BY:					М	ONTH ANI	d quarte	R					CALEND					
KEY						тот	AL						CALLIND			QUAI	DTED	
An increase of 3% or more		-	FOTAL EMP	PLOYMENT	IN FULL T	IME EQUIN	ALENTS (F	TEs) / PEF	CENTAGE	CHANGES						QUA		
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 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%		-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%	nual nge	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%	Anr Cha	-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		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			TOTAL			
SHARE OF MARKET 2015 2016 2017	FTEs	Employme	ent (FTEs) and	d Share of T	otal (%)
Total FTEs 5,995 5,901 6,170	8,000					120.0%
Total Employment FTEs 5,995 5,901 6,170						100.0%
Share of Total % 100.0% 100.0% 100.0%	6,000					80.0%
Annual Change in Share %	4,000					60.0%
Change in Share from 2015 %	4,000					
Avg Ann. Change in Share %	2,000					40.0%
		2015	2016	201.7		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					0.0%

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Total FTEs

STEAM DRAFT TREND REPORT F	OR 2015-20	17								20	15 to 201	.7	SERV			RECT EMP		-
EAST LINDSEY DISTRICT COUNCI	- EAST LIN	DSEY COAS	TAL STRIP							20	15 (0 201	.,	JERV	ICLD				
EMPLOYMENT BY:					N	IONTH AN	D QUARTE	R					CALEND					
KEY					SERV	ICED ACCO	OMMODA	ΓΙΟΝ					CALLIND			QUA	TED	
An increase of 3% or more		[DIRECT EM	PLOYMEN ⁻	T IN FULL 1	IME EQUI	VALENTS (FTEs) / PE	RCENTAGE	CHANGES	;					QUA	VIEK .	
Less than 3% change		Q1			Q2			Q3			Q4		TOTAL	% Change				
A Fall of 3% or more	JAN						JUL	AUG	SEP	ОСТ	NOV	DEC		Chunge	Q1	Q2	Q3	Q4
% Change 2015 to 201	7 <mark>-11.2%</mark>	-12.1%	-12.3%	-9.2%	-7.9%	-10.1%	-10.0%	-10.2%	-10.2%	-11.3%	-10.5%	-8.0%	-10.2%		-11.8%	-9.1%	-10.1%	-10.0%
% Change 2016 to 201	7 -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%	nual nge	-2.4%	-0.4%	-2.6%	-1.0%
Average Annual Chang	e <mark>-5.6%</mark>	-6.0%	-6.1%	-4.6%	-3.9%	-5.0%	-5.0%	-5.1%	-5.1%	-5.6%	-5.2%	-4.0%	-5.1%	Ann	-5.9%	-4.5%	-5.1%	-5.0%
2015 FTE:	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 FTE:	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 FTE:	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		SERVICED ACCOMMODATION	
SHARE OF MARKET	2015	2016	2017		FTEs	Employment (FTEs) and Share of Tot	al (%)
Serviced FTEs	1,446	1,320	1,298		2,000		30.0%
Total Employment FTEs	5,995	5,901	6,170				25.0%
Share of Total %	24.1%	22.4%	21.0%		1,500		20.0%
Annual Change in Share %		-7.3%	-5.9%		1 00 0		
Change in Share from 2015 %		-7.3%	-12.8%		1,000		15.0%
Avg Ann. Change in Share %		-7.3%	-6.4%		500		10.0%
						2015	5.0%
Note: This report caters for a period of	up to 12 ye	ears. Parts c	of this page	re intentionally left blank to accommodate new data as it becomes available.	0		0.0%

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Serviced FTEs

STEAM DRAFT TREND REPORT FO	R 2015-20	17								20	15 to 201	17	NON-SE				PLOYMEN	-
EAST LINDSEY DISTRICT COUNCIL -	EAST LINI	DSEY COAS	TAL STRIP							20	15 10 20.	17	NON-3E	NVICED				
EMPLOYMENT BY:					М	ONTH AN	d quarte	R					CALEND					
KEY					NON-SE	RVICED A	ссоммор	DATION					CALLIND			QUA		
An increase of 3% or more		D	IRECT EM	PLOYMEN	T IN FULL T		VALENTS (FTEs) / PEI	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		change	Q1	Q2	Q3	Q4
% 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%	Annual Change	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%	Anr Cha	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	1.1%	1,197	3,554	4,557	1,675
2017 FTEs	903	1,027	1,835	2,901	4,207	4,138	4,443	5,398	4,956	2,923	1,332	1,106	2,931	6.7%	1,255	3,749	4,932	1,787

				EMPLOYMENT		NON-SERVICED	ACCOMMODATI	ON	
SHARE OF MARKET	2015	2016	2017		FTEs	Employment (FTEs) and Share of T	otal (%)
Non-Serviced FTEs	2,716	2,746	2,931		4,000				50.0%
Total Employment FTEs	5,995	5,901	6,170					, 	40.0%
Share of Total %	45.3%	46.5%	47.5%		3,000		_		40.0%
Annual Change in Share %		2.7%	2.1%		2 000				30.0%
Change in Share from 2015 %		2.7%	4.8%		2,000				20.0%
Avg Ann. Change in Share %		2.7%	2.4%		1,000	ы	9 r		10.0%
									20.0/0

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Share of Total

0

Non-Serviced FTEs

STEAM DRAFT TREND REPORT FO	R 2015-201	17								20	15 to 201	17	SF	D			PLOYMEN	-
EAST LINDSEY DISTRICT COUNCIL -	EAST LINE	DSEY COAS	TAL STRIP							20	15 10 20.	.,	Эг	n				-
EMPLOYMENT BY:					Μ	ONTH AN	d quarte	R					CALENDA					
KEY						SF	R						CALLIND			QUA	DTED	
An increase of 3% or more		C	IRECT EM	PLOYMEN	T IN FULL T	IME EQUI	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		ener ge	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%		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%	nual nge	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%	Ann	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			SFR			
SHARE OF MARKET	2015	2016	2017		FTEs	Employn	nent (FTEs) and	d Share of T	otal (%))
SFR FTEs	78	78	81		100					1.5%
Total Employment FTEs	5,995	5,901	6,170		80	-			•	
Share of Total %	1.3%	1.3%	1.3%		80					1.0%
Annual Change in Share %		1.9%	-0.5%		60					1.070
Change in Share from 2015 %		1.9%	1.5%		40					
Avg Ann. Change in Share %		1.9%	0.7%		20	-				0.5%
					20	015	016		6	

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0

SFR FTEs

STEAM DRAFT TREND REPORT FO	R 2015-201	17								20	15 to 201	7	STAYING					-
EAST LINDSEY DISTRICT COUNCIL -	EAST LINE	SEY COAS	TAL STRIP							20	15 10 201	.,	STATING	VISITOR	D			
EMPLOYMENT BY:					М	ONTH ANI	D QUARTE	R					CALEND					
KEY						STAYING	VISITOR						CALLIND			QUA	DTED	
An increase of 3% or more		C	DIRECT EM	PLOYMENT	IN FULL T		ALENTS (FTEs) / PEF	RCENTAGE	CHANGES				- (QUA		
Less than 3% change		Q1 Q2									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 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%	nual nge	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%	Anr Cha	-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				ISITO	R	
SHARE OF MARKET	2015	2016	2017		FTEs	Employme	ent (FTEs) a	nd Sha	re of Total	(%)
Staying Visitor FTEs	5,520	5,435	5,690		6,000					100.0%
Total Employment FTEs	5,995	5,901	6,170		5,000					80.0%
Share of Total %	92.1%	92.1%	92.2%		4,000					80.0%
Annual Change in Share %		0.0%	0.1%		3,000					60.0%
Change in Share from 2015 %		0.0%	0.2%							40.0%
Avg Ann. Change in Share %		0.0%	0.1%		2,000					20.0%
					1,000	015	016		5	20.0%

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Staying Visitor FTEs Share of Total

0

STEAM DRAFT TREND REPORT FO	R 2015-201	.7								20	15 to 201	7	DAY VI				PLOYMEN	-
EAST LINDSEY DISTRICT COUNCIL -	EAST LIND	SEY COAS	TAL STRIP							20	15 10 201	.,	DATVI	SHOK		RECT EIVIP		•
EMPLOYMENT BY:					М	ONTH AN	d quarte	R					CALEND					
KEY						DAY VI	SITOR						CALLIND			QUA	DTED	
An increase of 3% or more		C	IRECT EM	PLOYMENT	IN FULL T	IME EQUI	VALENTS (FTEs) / PEI	RCENTAGE	CHANGES	i					QUA		
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 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%	nual nge	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%	Anr Cha	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	-1.8%	342	575	672	277
2017 FTEs	262	379	412	545	664	556	568	1,047	480	421	244	175	479	2.8%	351	588	699	280

				EMPLOYMENT			DAY VISIT	OR	
SHARE OF MARKET	2015	2016	2017		FTEs	Employm	nent (FTEs) and	Share of Tota	l (%)
Day Visitor FTEs	475	466	479		600				10.0%
Total Employment FTEs	5,995	5,901	6,170		500			_	8.0%
Share of Total %	7.9%	7.9%	7.8%		400				8.0%
Annual Change in Share %		-0.2%	-1.7%		300				6.0%
Change in Share from 2015 %		-0.2%	-1.9%						4.0%
Avg Ann. Change in Share %		-0.2%	-1.0%		200				2.00/
					100	015	016	617	2.0%

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or FTEs • Share of Total Report Prepared by: Alison Tipler. Date of Issue: 27/06/18

0

Day Visitor FTEs

STEAM DRAFT TREND REPORT FOR 2015-2017

EAST LINDSEY DISTRICT COUNCIL - EAST LINDSEY COASTAL STRIP											
SERVICED ACCOMMODATION	20	Change on 2015									
2017	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	20	17	Change	on 2016	Change	on 2015
2017	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	20	17	Change	on 2016	Change	on 2015
2017	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						20	17													
2017	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	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								

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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

 2015
 1.04

 2016
 1.03

 2017
 1.00

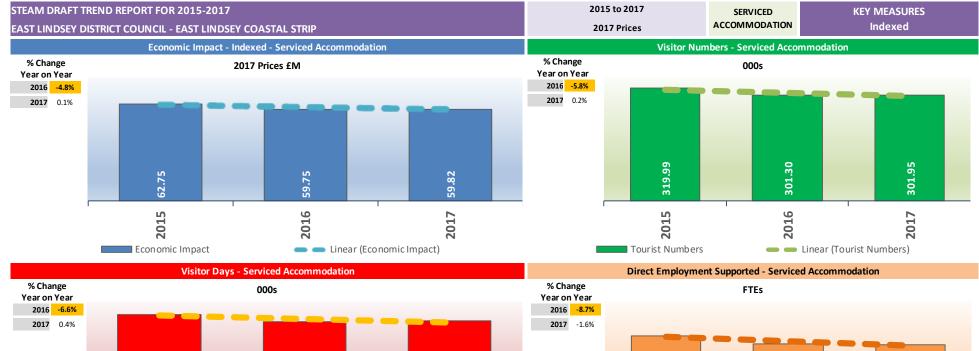
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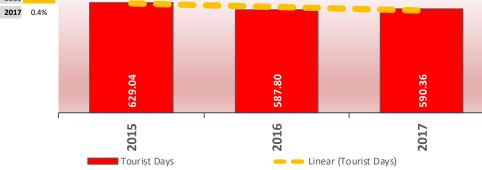
AM DRAFT TREND REPORT FO			ASTAL S	TRIP						-	ing 2017 a 2017 prices			CON	MPARATI		IES	
					CE INDICA	TORS BY	TYPE OF VIS	ITOR - CO	MPARING	i 2017 & 2	016 - INDE)	XED TO 2	017					
KEY																		
An increase of 3% or more		Stayin	ng in Paid	Accommod	ation		Staying	with Frien	ds and	Alls	itaying Visi	tors	C	Day Visitor	s	All Visitor Types 2017 2016 +/- 9.311 8.791 5. 2.796 2.696 3. 365.14 345.43 5. 494.28 467.11 5. 4,790 4,610 3. 6,170 5,901 4. Kow 6.0% 5. 6.0% 5. 5. 4.0% 5. 5.		
Less than 3% change	:	Serviced		N	on-Service	d	Rela	atives (SFI	R)									
A Fall of 3% or more	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.
Direct Expenditure £M																365.14	345.43	5.
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.
		PERCE	ENTAGE C	HANGE BY	VISITOR T	ype and i	PERFORMAN		URE - COI	MPARING	2017 & 201	l6 - INDEX	KED TO 201	7				
KEY	:	Serviced		N	on-Service	d		SFR			Staying Visi	itors		Day Visitor	s		isitor Typ	pes
Visitor Days	1.0%	0.2%	0.1%	7.5%	4%	7.4%	5.0% 잘	3.3%	4.1%	8.0%	.7%	3%	3.0%	2.1%	2.0% 2.8%	8.0%	۹ ח	8%
	0.5%	3 8	0	7.0%	7.49	7. 6.7%	4.0% r		0 4	6.0%	<mark>ہ ان ا</mark>	6. 4.0%	2.0%	~ ~	2.0	6.0%		ы́
Visitor Numbers	0.0% -0.5%			7.0%		6.1	3.0%			4.0%		4	2.0 %			4.0%	3.7	
Total Economic Impact	-0.3%			6.5%			2.0%						1.0%					
	-1.5%		%9				1.0%			2.0%						2.0%		
Direct Employment	-2.0%		-1.6	6.0%			0.0%			0.0%			0.0%			0.0%		
Sectoral Distribution of E	conomic Im	pact - £M	including	VAT Indexe	ed to 2017			Sectors				Secto	oral Distribu	ition of Em	ployment	t - FTEs		
				2017	2016	+/- %		Sectors		2017	2016	+/- %	Accom	modation				
	Acc	commoda	ation	84.90	80.01	6.1%	Acco	mmodati	on	1,287	1,315	-2.1%	- Accom	mouation				
17.2%	Foc	od & Drin	k	97.32	92.12	5.7%	Foo	od & Drin	k	1,342	1,261	6.4%	Food &	Drink		22.4%	20.	9%
26.1%				35.86	34.04	5.3%	Re	ecreation		600	565	6.1%	Recrea	tion				
	Rec	creation		102.23	96.94	5.5%	S	hopping		1,285	1,210	6.2%			A	.5%		
19.7%	Sho	opping		44.82	42.33	5.9%	Т	ransport		276	259	6.7%	Shoppi	ng				
.1%	Sile	сь,,,,,		365.14	345.43	5.7%	TO	TAL DIREC	Т	4,790	4,610	3.9%	Transp 🖉	ort		20.0%		21.7
	Tra	nsport		129.14	121.68	6.1%	I	Indirect		1,380	1,291	6.9%	Indirec	+		20.8%	9.7%	
20.7% 7.3%				494.28	467.11	5.8%		TOTAL		6,170	5.901	4.6%	= mairec	.L			5.7 %	





"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

2017

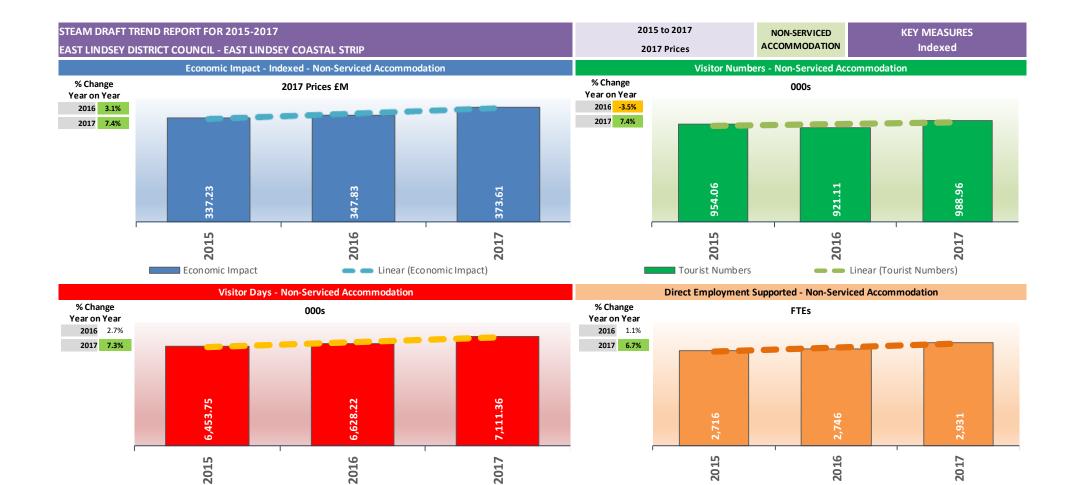
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2016

Linear (EMPLOYMENT)

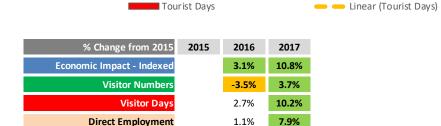
2015

EMPLOYMENT



2017

EMPLOYMENT



2015

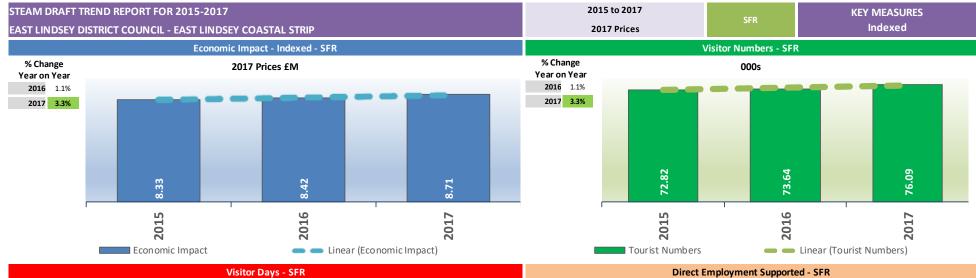
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2017

"Linear" = Linear Trendline

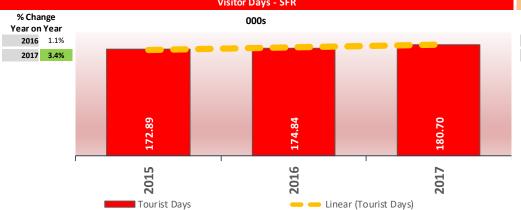
Linear (EMPLOYMENT)

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



% Change

Year on Year



	n Year						
2016	0.3%						
2017	4.1%						1
		78		78		81	
			1		1		
			1				
		 2015 78	I	2016 78	1	2017 81	

FTEs

"Linear" = Linear Trendline

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% 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%

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2017



2015

2016

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2017

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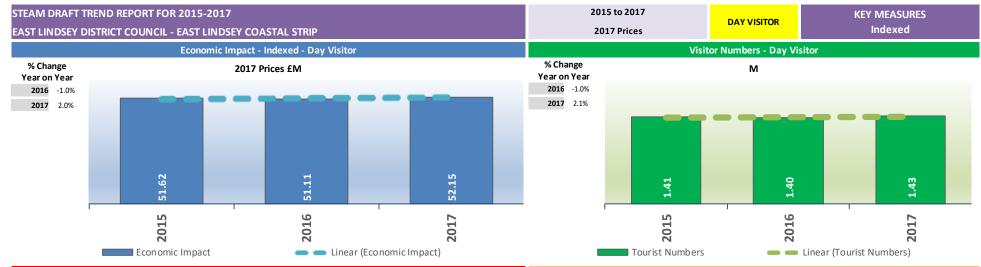
2016

Linear (EMPLOYMENT)

2015

EMPLOYMENT

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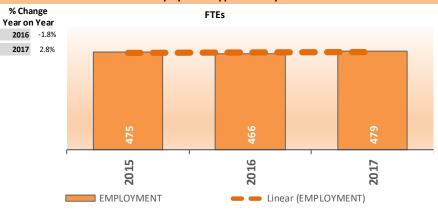




% Change from 2015 2015 2016 2017 Economic Impact - Indexed -1.0% 1.0% Visitor Numbers -1.0% 1.1% Visitor Days -1.0% 1.1% **Direct Employment** -1.8% 1.0%

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Direct Employment Supported - Day Visitor



"Linear" = Linear Trendline

TEAM DRAFT TREND REPORT FO			TAL STRIP	2015 to 2017 SECTORAL ANALYSIS 2017 Prices Indexed
S	SECTORAL D	DISTRIBUTI	ION OF EC	2017 SECTORAL DISTRIBUTION OF ECONOM
SECTOR / YEAR	2015	2016	2017	IMPACT - £M INCLUDING VAT INDEXED
Accommodation £M	64.80	66.67	70.75	2017 Accommodation
Food & Drink £M	76.10	76.76	81.10	(14.3%) Indirect Expenditure
Recreation £M	28.20	28.37	29.89	(26.1%) Food & D
Shopping £M	79.72	80.78	85.19	129.143 70.746 (16.4%
Transport £M	34.75	35.27	37.35	81.102
Direct Revenue £M	283.57	287.86	304.28	
VAT £M	56.71	57.57	60.86	VAT 60.857 29.886
Direct Expenditure £M	340.28	345.43	365.14	VAT (12.3%) 37.354 Recre
Indirect Expenditure £M	119.66	121.68	129.14	(6.0
TOTAL £M	459.94	467.11	494.28	85.195
				TransportShopping(7.6%)(17.2%)
SECTOR / YEAR	2015	SE 2016	CTORAL DI 2017	
SECTOR / YEAR Accommodation FTEs	2015 1,428			(7.6%) (17.2%) 2017 SECTORAL DISTRIBUTION OF
		2016	2017	(7.6%) (17.2%) 2017 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES
Accommodation FTEs	1,428	2016 1,315	2017 1,287	(7.6%) (17.2%) 2017 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation
Accommodation FTEs Food & Drink FTEs	1,428 1,260	2016 1,315 1,261	2017 1,287 1,342	(7.6%) (17.2%) 2017 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation (20.9%) Indirect Employment Food & Dri
Accommodation FTEs Food & Drink FTEs Recreation FTEs	1,428 1,260 567	2016 1,315 1,261 565	2017 1,287 1,342 600	(7.6%) (17.2%) 2017 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation (20.9%) 1,287
Accommodation FTEs Food & Drink FTEs Recreation FTEs Shopping FTEs	1,428 1,260 567 1,203	2016 1,315 1,261 565 1,210	2017 1,287 1,342 600 1,285	(7.6%) (17.2%) 2017 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation (20.9%) 1,287 Indirect Employment (22.4%) Food & Dri (21.7%)
AccommodationFTEsFood & DrinkFTEsRecreationFTEsShoppingFTEsTransportFTEsDirect EmploymentFTEsIndirect EmploymentFTEs	1,428 1,260 567 1,203 257	2016 1,315 1,261 565 1,210 259 4,610 1,291	2017 1,287 1,342 600 1,285 276	(7.6%) (17.2%) 2017 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation (20.9%) 1,287 Indirect Employment (22.4%) Food & Dri (21.7%)
AccommodationFTEsFood & DrinkFTEsRecreationFTEsShoppingFTEsTransportFTEsDirect EmploymentFTEs	1,428 1,260 567 1,203 257 4,715	2016 1,315 1,261 565 1,210 259 4,610	2017 1,287 1,342 600 1,285 276 4,790	(7.6%) (17.2%) 2017 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES Accommodation (20.9%) 1,287 Indirect Employment (22.4%) Food & Dri (21.7%)

STEAM DRAFT TREND REPORT F	OR 2015-2	017								20	015 to 201	7	тот	·^1	ECONOMIC IMPACT			
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CO	ASTAL ST	RIP						2	2017 Prices	;	101	AL	Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER								CALENDA								
KEY		TOTAL								CALLIND								
An increase of 3% or more			ECO		PACT £M -	INDEXED	TO 2017 /	PERCENT	AGE CHAN	GES						QUAI		
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 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%		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%	Annual Change	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%	Anr Cha	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	£M	Economic Imp	oact by Year	and Sha	are of To	tal
Total £M 459.94 467.11 494.28	600.00					120.0%
All Visitor Types £M 459.94 467.11 494.28	500.00					100.0%
Share of Total % 100.0% 100.0% 100.0%	400.00					80.0%
Annual Change in Share %	300.00					60.0%
Change in Share from 2015 %						40.0%
Avg Ann. Change in Share %	200.00					
	100.00	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: Alison Tipler. Date of Issue: 27/06/18

Total £M

STEAM DRAFT TREND REPORT F	OR 2015-2	017								20	015 to 201	7	SERVICED		ECONOMIC IMPACT			
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CO	ASTAL ST	RIP						2	017 Prices		ACCOMM	ODATION		Inde	xed	
ECONOMIC IMPACT BY:					М	ONTH AND	O QUARTE	R					CALENDA					
KEY					SERV		MMODAT	ION					CALLIND			QUA	TER	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2017 / PERCENTAGE CHANGES										QUA	(TER						
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 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%		-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%	nual nge	-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%	Anr Cha	-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		SERVICED ACCOMMODATION	
SHARE OF MARKET	2015	2016	2017	£M	Economic Impact by Year and Share of Tot	al
Serviced £M	62.75	59.75	59.82	80.00		15.0%
All Visitor Types £M	459.94	467.11	494.28			
Share of Total %	13.6%	12.8%	12.1%	60.00		10.0%
Annual Change in Share %		-6.2%	-5.4%	40.00		10.0/0
Change in Share from 2015 %		-6.2%	-11.3%	40.00		
Avg Ann. Change in Share %		-6.2%	-5.7%	20.00		5.0%
					2015	
Note: This report caters for a period of	up to 12 ye	ars. Parts o	this page are intentionally left blank to accommodate new data as it becomes available.	0.00		0.0%

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Serviced £M •• Share of Total %

STEAM DRAFT TREND REPORT F	OR 2015-2	2017								2015 to 2017			NON-SERVICED		ECONOMIC IMPACT			
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CO	ASTAL ST	RIP						2	2017 Prices	;	ACCOMM	ODATION		Inde	xed	
ECONOMIC IMPACT BY:					М	ONTH AN	d quarte	R					CALENDA					
KEY					NON-SE	RVICED A	ссоммор	DATION					CALLIND			QUAF	TED	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / PERCENTAGE CHANGES												QUAI	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		ener ge	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%	Annual Change	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%	Anr Cha	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		NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2015	2016	2017	£Μ	Economic Impact by Year and Share of T	otal
Non-Serviced £M	337.23	347.83	373.61	400.00		80.0%
All Visitor Types £M	459.94	467.11	494.28			
Share of Total %	73.3%	74.5%	75.6%	300.00		60.0%
Annual Change in Share %		1.6%	1.5%	200.00		40.0%
Change in Share from 2015 %		1.6%	3.1%	200.00		40.0%
Avg Ann. Change in Share %		1.6%	1.5%	100.00		20.0%
					2015	
Note: This report caters for a period of	up to 12 ye	ars. Parts o	f this page are intentionally left blank to accommodate new data as it becomes available.	0.00		0.0%

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Non-Serviced £M • Share of Total %

STEAM DRAFT TREND REPORT F	OR 2015-2	017								20	015 to 201	7	SFR		ECONOMIC IMPACT			
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CO	ASTAL ST	RIP						2	017 Prices	;	31	N .		Inde	xed	
ECONOMIC IMPACT BY:					М	ONTH ANI	QUARTE	R					CALENDA					
KEY						SF	R						CALLIND			QUAF	TED	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / PERCENTAGE CHANGES											QUAI	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		change	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%		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%	Annual Change	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%	Anr Cha	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	1.1%	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	3.3%	2.219	2.245	2.248	1.994

			ECONOMIC IMPACT - INDEXED TO 2017			SFR			
SHARE OF MARKET	2015	2016	2017	£M	Economic Imp	act by Year	and S	hare of To	otal
SFR £M	8.331	8.425	8.706	10.00					2.0%
All Visitor Types £M	459.94	467.11	494.28	8.00					
Share of Total %	1.8%	1.8%	1.8%	8.00					1.5%
Annual Change in Share %		-0.4%	-2.3%	6.00					1.0%
Change in Share from 2015 %		-0.4%	-2.8%	4.00					1.076
Avg Ann. Change in Share %		-0.4%	-1.4%	2.00	10				0.5%
				2.00	2015	2016		2017	
Note: This report caters for a period of	up to 12 ye	ars. Parts oj	f 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: Alison Tipler. Date of Issue: 27/06/18

SFR £M

STEAM DRAFT TREND REPORT F	OR 2015-2	2017								2015 to 2017			STAYING VISITOR		ECONOMIC IMPACT			
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CO	ASTAL ST	RIP						2	017 Prices	;	STATING	VISITOR		Inde	xed	
ECONOMIC IMPACT BY:					М	ONTH ANI	d quarte	R					CALENDA					
KEY						STAYING	VISITOR						CALLIND			QUA	TED	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2017 / PERCENTAGE CHANGES									- (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	Chang		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%		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%	nual Inge	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%	Ann Chai	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			TAYING VIS	ITOR		
SHARE OF MARKET	2015	2016	2017	£M	Economic Im	pact by Year	and S	hare of To	tal
Staying Visitor £M	408.32	416.01	442.13	500.00					100.0%
All Visitor Types £M	459.94	467.11	494.28	400.00					80.0%
Share of Total %	88.8%	89.1%	89.4%	400.00					80.078
Annual Change in Share %		0.3%	0.4%	300.00					60.0%
Change in Share from 2015 %		0.3%	0.8%	200.00					40.0%
Avg Ann. Change in Share %		0.3%	0.4%	100.00					20.0%
				100.00	2015	2016		2017	20.0%
Note: This report caters for a period o	fup to 12 ye	ars. Parts o	f this page are intentionally left blank to accommodate new data as it becomes available.	0.00					0.0%

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Staying Visitor £M •• • Share of Total %

STEAM DRAFT TREND REPORT FO	DR 2015-2	017								20	015 to 2017	7	DAY VISITOR		ECONOMIC IMPACT			
EAST LINDSEY DISTRICT COUNCI	L - EAST LI	NDSEY CO	ASTAL ST	RIP						2	017 Prices		DATVI	SHOK		Inde	xed	
ECONOMIC IMPACT BY:					М	ONTH ANI	d quarte	R					CALEND	AR VEAR				
KEY						DAY VI	SITOR						CALLIND			QUAF	TER	
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2017 / PERCENTAGE CHANGES											QUAI	(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			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%		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%	nual nge	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%	Anr Cha	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		D	AY VISITOR	2	
SHARE OF MARKET	2015	2016	2017	£M I	Economic Impac	t by Year a	nd Share of 1	otal
Day Visitor £M	51.62	51.11	52.15	60.00	_			12.0%
All Visitor Types £M	459.94	467.11	494.28	50.00				10.0%
Share of Total %	11.2%	10.9%	10.6%	40.00				8.0%
Annual Change in Share %		-2.5%	-3.6%	30.00				6.0%
Change in Share from 2015 %		-2.5%	<mark>-6.0%</mark>					
Avg Ann. Change in Share %		-2.5%	-3.0%	20.00				4.0%
				10.00	2015	2016	2017	2.0%
Note: This report caters for a period of	up to 12 yea	ars. Parts o	f this page are intentionally left blank to accommodate new data as it becomes available.	0.00				0.0%

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Day Visitor £M ••• Share of Total %