



STEAM FINAL TREND REPORT FOR 2009-2016

Final

LINCOLNSHIRE

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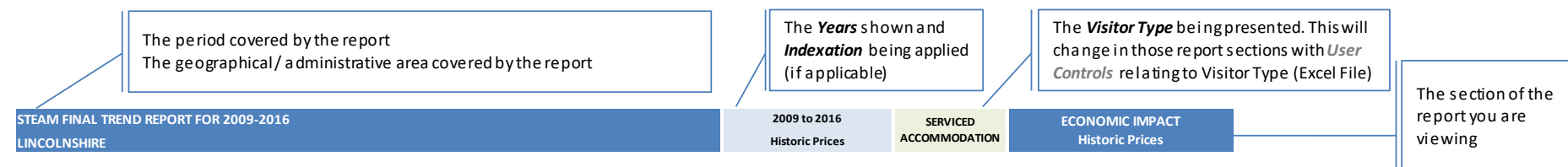
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## Report Section Design and Features

### Headers

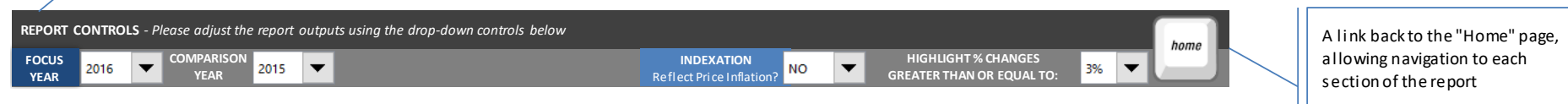
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

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

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



### Units

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

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

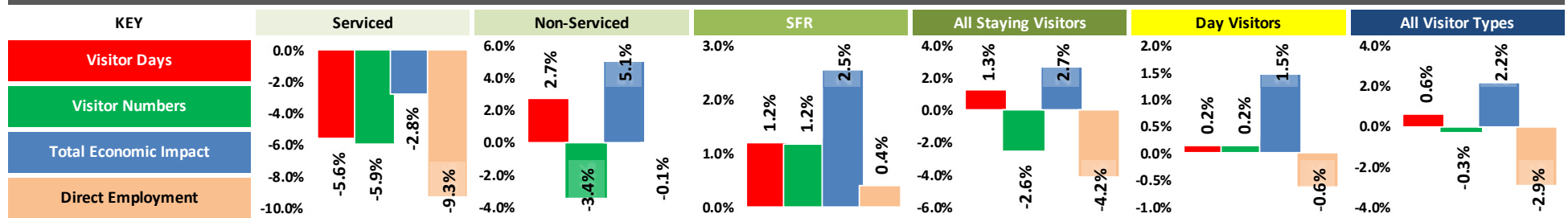
### Visitor Numbers / Visitor Days / Average Length of Stay

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

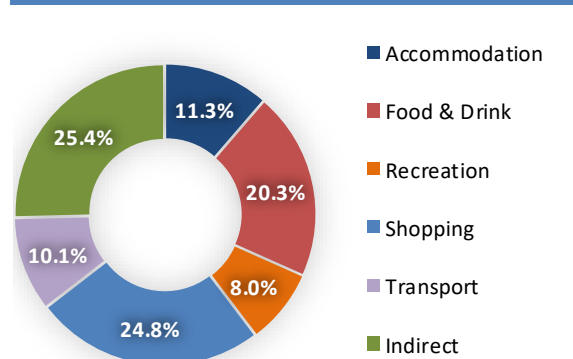
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2016 & 2015 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2016	2015	+/- %	2016	2015	+/- %	2016	2015	+/- %	2016	2015	+/- %	2016	2015	+/- %
	2016	2015	+/- %	2016	2015	+/- %															
<b>Visitor Days</b> M	1.681	1.781	-5.6%	8.910	8.675	2.7%	2.687	2.655	1.2%	13.28	13.11	1.3%	16.64	16.62	0.2%	29.92	29.73	0.6%			
<b>Visitor Numbers</b> M	0.868	0.923	-5.9%	1.243	1.287	-3.4%	1.133	1.120	1.2%	3.244	3.330	-2.6%	16.64	16.62	0.2%	19.89	19.95	-0.3%			
<b>Direct Expenditure</b> £Bn																1.025	1.004	2.1%			
<b>Economic Impact</b> £Bn	0.188	0.193	-2.8%	0.467	0.445	5.1%	0.126	0.123	2.5%	0.781	0.761	2.7%	0.592	0.583	1.5%	1.373	1.344	2.2%			
<b>Direct Employment</b> FTEs	4,101	4,523	-9.3%	4,378	4,381	-0.1%	1,199	1,194	0.4%	9,679	10,098	-4.2%	5,544	5,579	-0.6%	15,223	15,678	-2.9%			
<b>Total Employment</b> FTEs																19,018	19,466	-2.3%			

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2016 & 2015 - IN HISTORIC PRICES



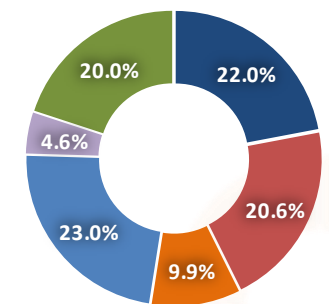
Sectoral Distribution of Economic Impact - £Bn including VAT in Historic Prices



Sectors	2016	2015	+/- %
Accommodation	0.156	0.149	4.1%
Food & Drink	0.279	0.275	1.6%
Recreation	0.110	0.108	1.5%
Shopping	0.341	0.335	1.9%
Transport	0.139	0.136	2.1%
TOTAL DIRECT	1.025	1.004	2.1%
Indirect	0.349	0.341	2.3%
TOTAL	1.373	1.344	2.2%

Sectoral Distribution of Employment - FTEs

Sectors	2016	2015	+/- %
Accommodation	4,187	4,599	-8.9%
Food & Drink	3,924	3,944	-0.5%
Recreation	1,873	1,885	-0.6%
Shopping	4,369	4,380	-0.3%
Transport	870	870	0.0%
TOTAL DIRECT	15,223	15,678	-2.9%
Indirect	3,795	3,789	0.2%
TOTAL	19,018	19,466	-2.3%



## Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2016

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

STEAM FINAL TREND REPORT FOR 2009-2016  
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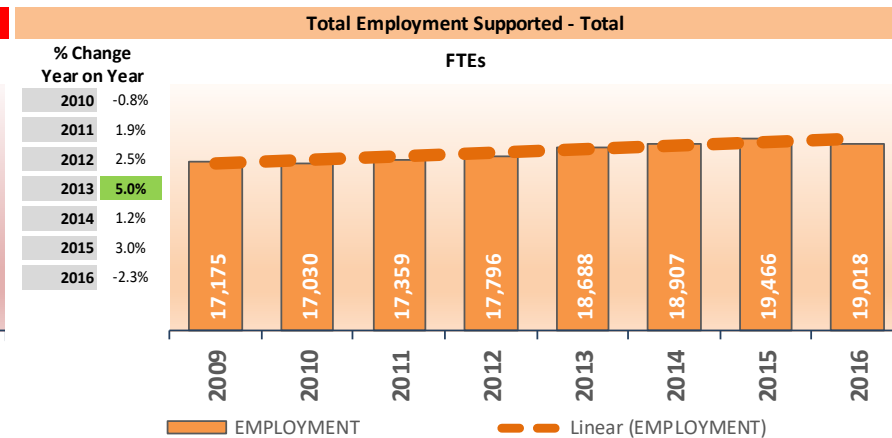
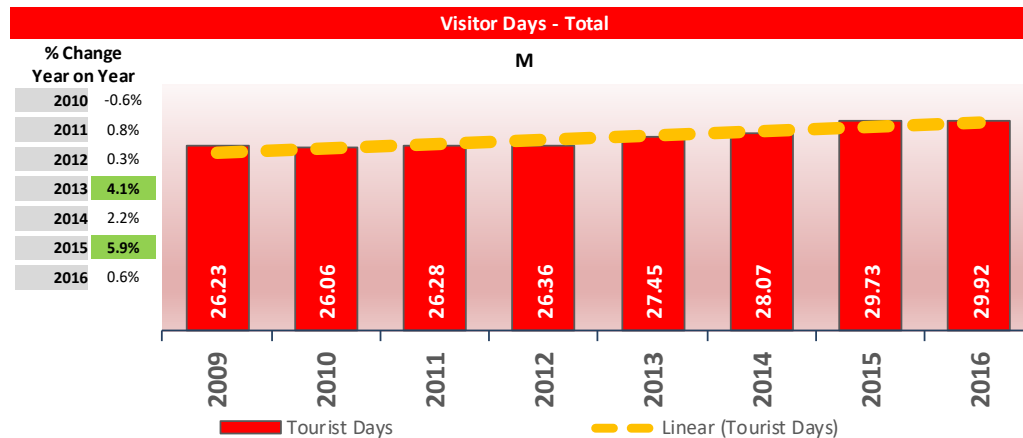
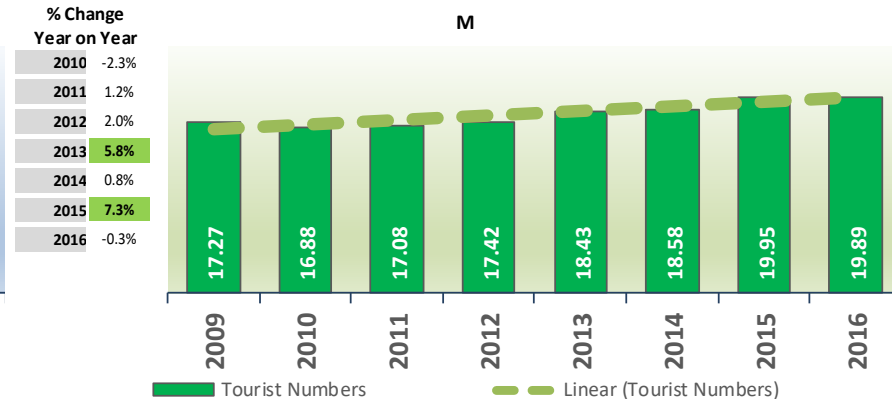
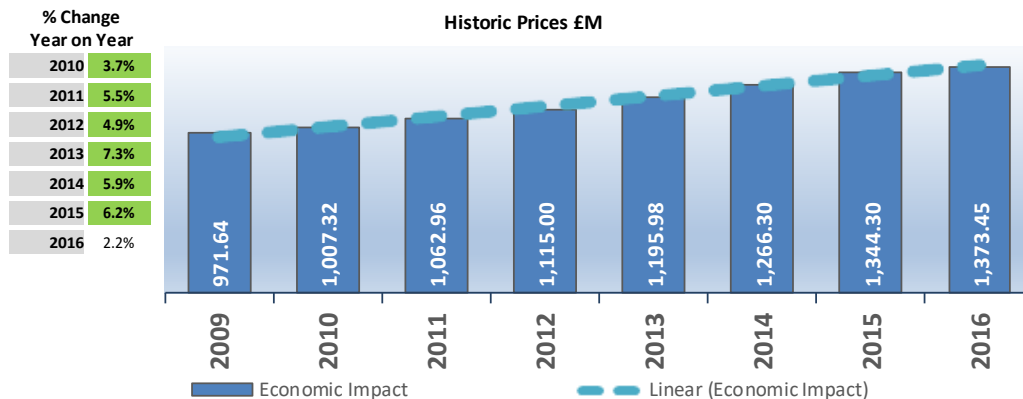
2009 to 2016  
Historic Prices

TOTAL

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016
Economic Impact - Historic Prices		3.7%	9.4%	14.8%	23.1%	30.3%	38.4%	41.4%
Visitor Numbers		-2.3%	-1.1%	0.9%	6.7%	7.6%	15.5%	15.1%
Visitor Days		-0.6%	0.2%	0.5%	4.7%	7.0%	13.3%	14.1%
Total Employment		-0.8%	1.1%	3.6%	8.8%	10.1%	13.3%	10.7%

"Linear" = Linear Trendline

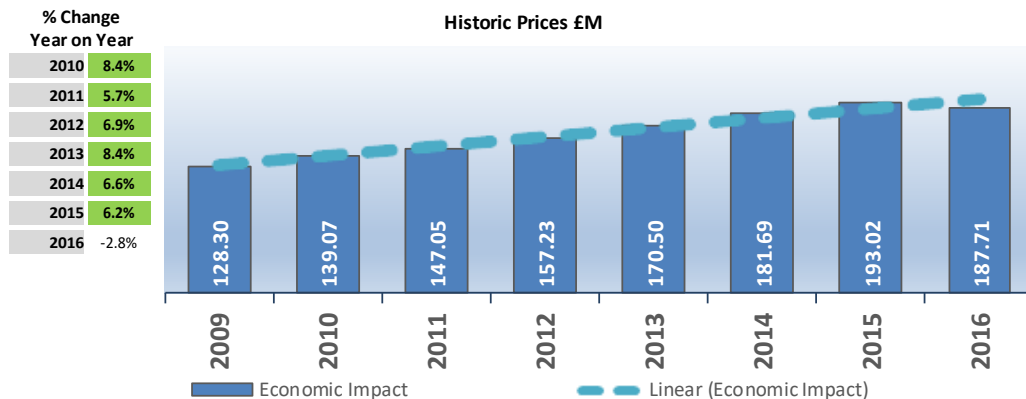
**STEAM FINAL TREND REPORT FOR 2009-2016**  
**LINCOLNSHIRE**

2009 to 2016  
Historic Prices

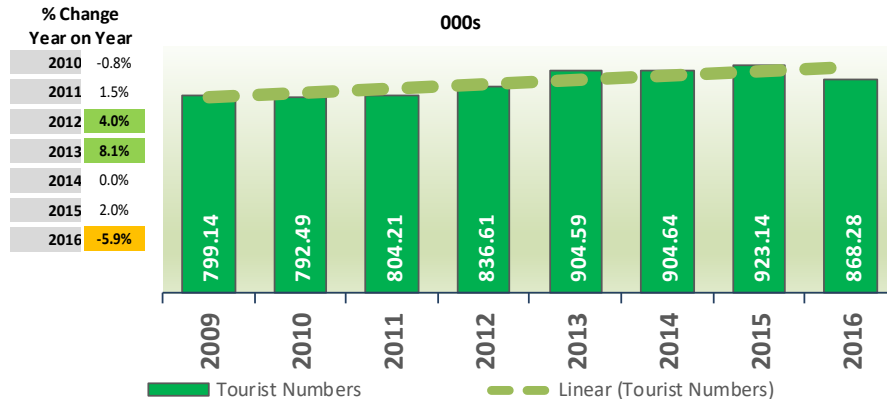
SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

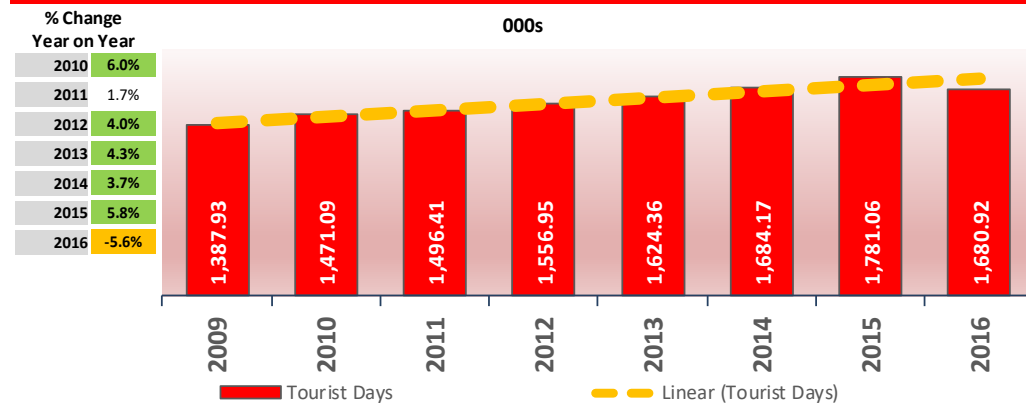
**Economic Impact - Historic Prices - Serviced Accommodation**



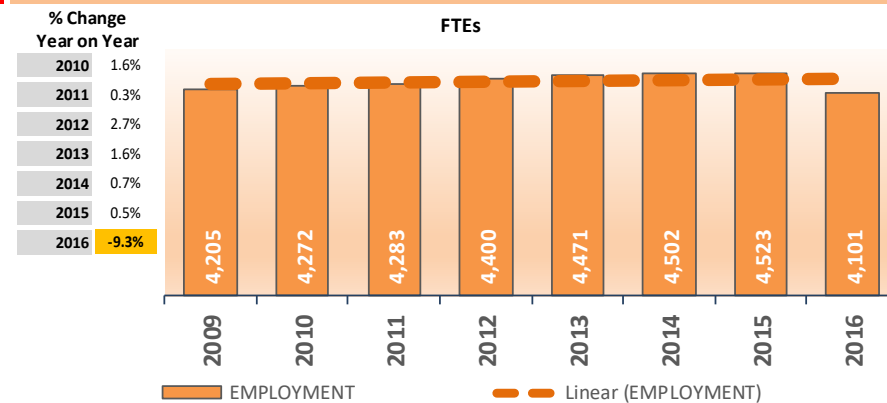
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016
Economic Impact - Historic Prices		8.4%	14.6%	22.5%	32.9%	41.6%	50.4%	46.3%
Visitor Numbers		-0.8%	0.6%	4.7%	13.2%	13.2%	15.5%	8.7%
Visitor Days		6.0%	7.8%	12.2%	17.0%	21.3%	28.3%	21.1%
Direct Employment		1.6%	1.9%	4.7%	6.3%	7.1%	7.6%	-2.5%

"Linear" = Linear Trendline

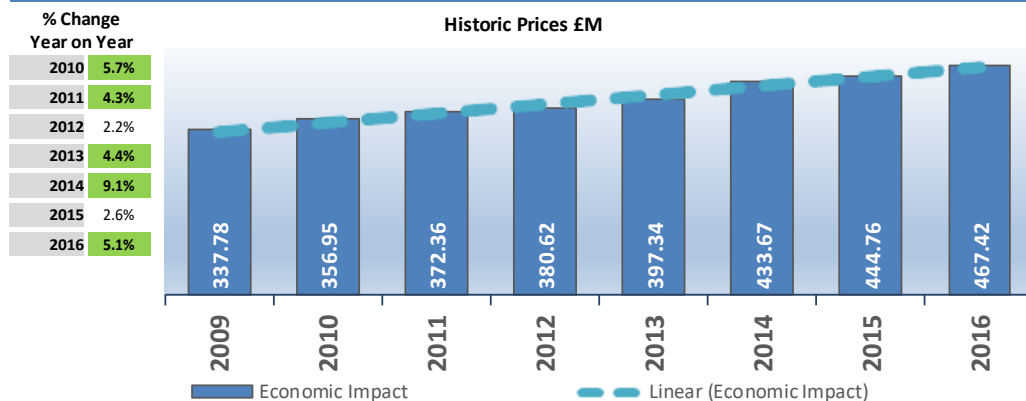
**STEAM FINAL TREND REPORT FOR 2009-2016**  
**LINCOLNSHIRE**

2009 to 2016  
Historic Prices

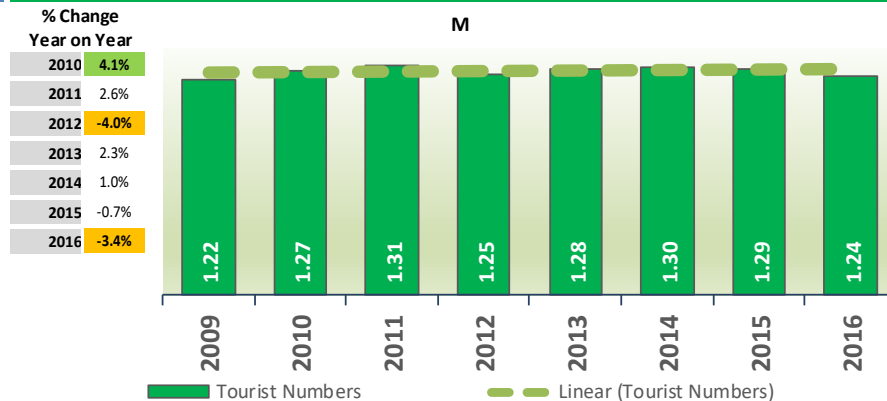
NON-SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

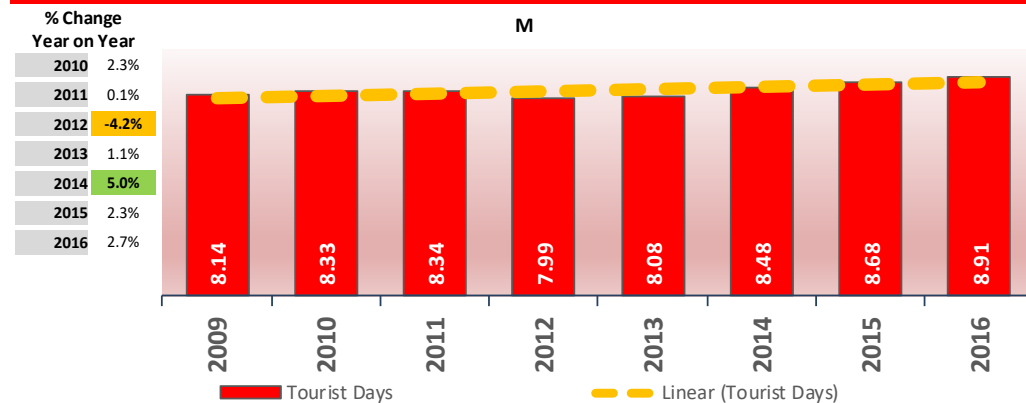
**Economic Impact - Historic Prices - Non-Serviced Accommodation**



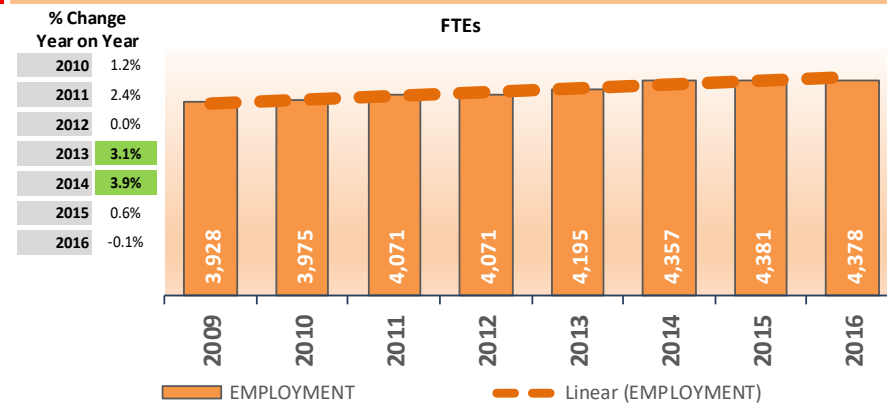
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



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



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016
Economic Impact - Historic Prices		5.7%	10.2%	12.7%	17.6%	28.4%	31.7%	38.4%
Visitor Numbers		4.1%	6.8%	2.5%	4.9%	5.9%	5.2%	1.6%
Visitor Days		2.3%	2.4%	-1.9%	-0.8%	4.2%	6.6%	9.5%
Direct Employment		1.2%	3.6%	3.6%	6.8%	10.9%	11.5%	11.5%

"Linear" = Linear Trendline



STEAM FINAL TREND REPORT FOR 2009-2016  
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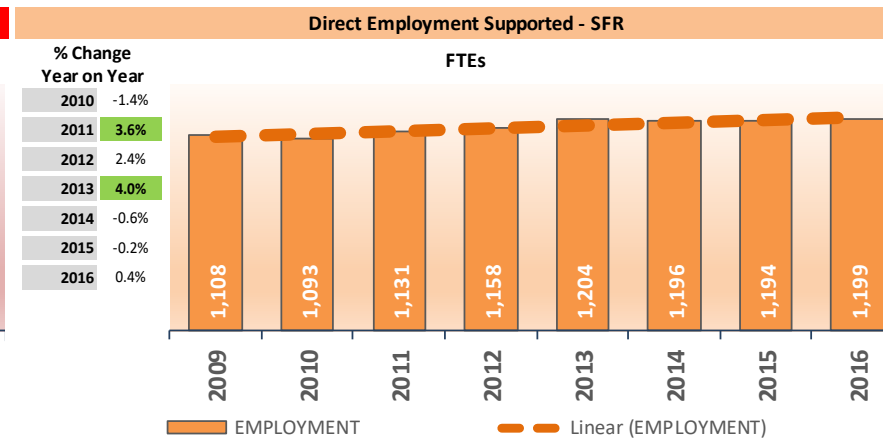
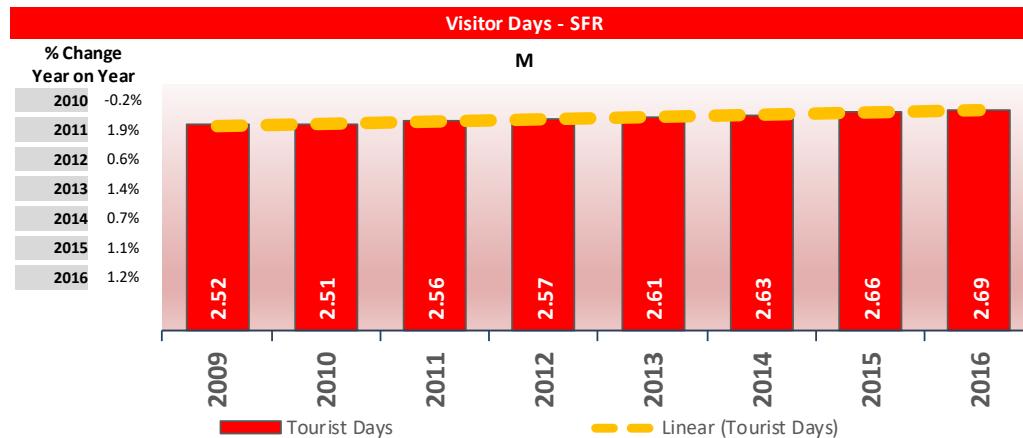
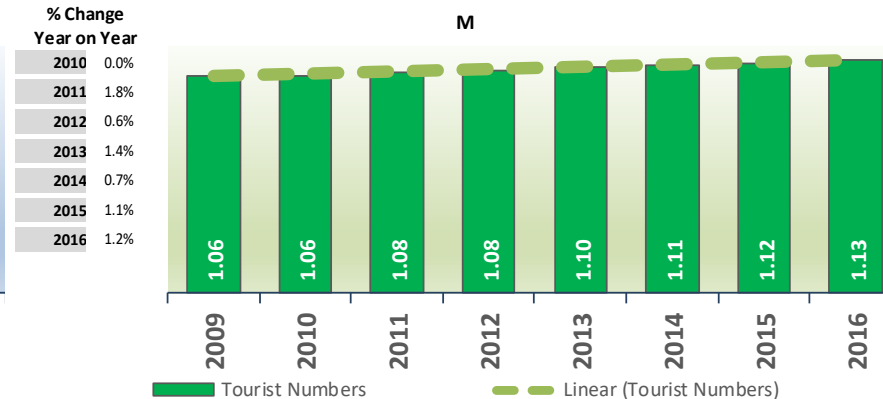
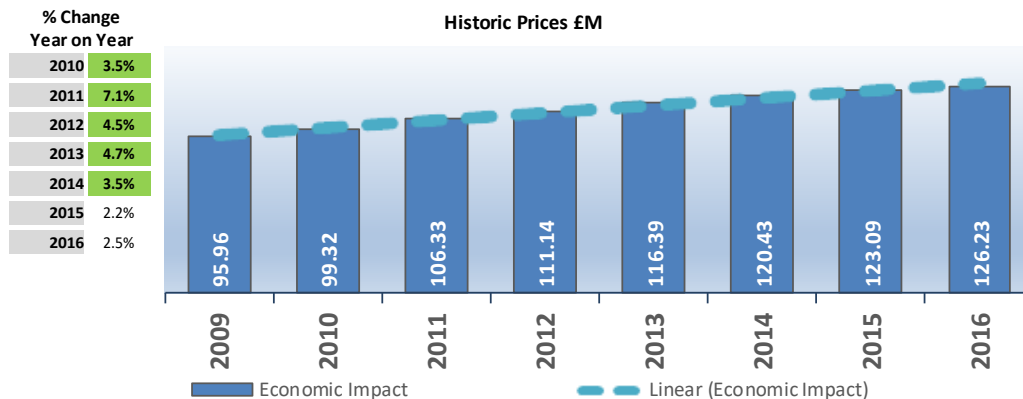
2009 to 2016  
Historic Prices

SFR

KEY MEASURES  
Historic Prices

Economic Impact - Historic Prices - SFR

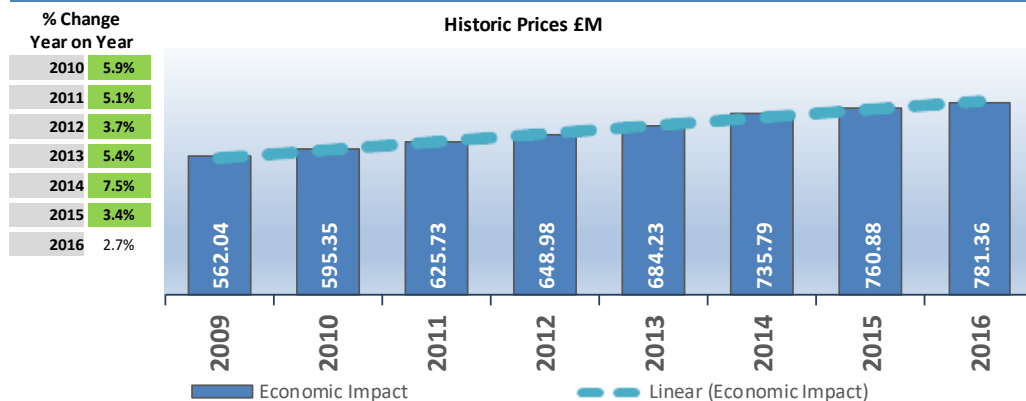
Visitor Numbers - SFR



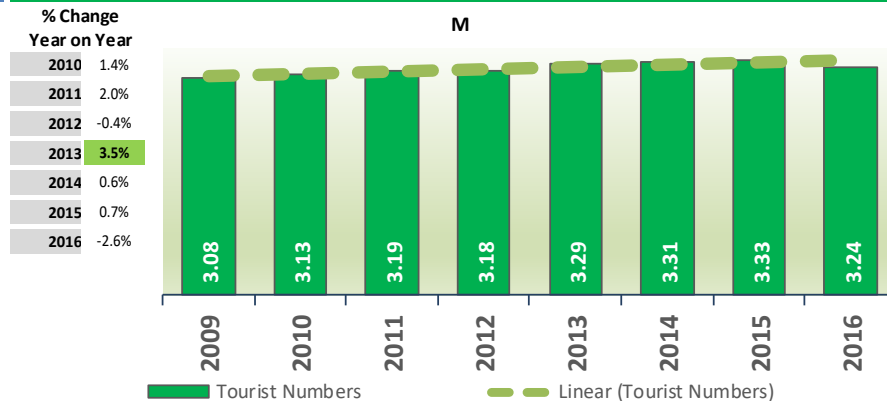
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016
Economic Impact - Historic Prices		3.5%	10.8%	15.8%	21.3%	25.5%	28.3%	31.5%
Visitor Numbers		0.0%	1.8%	2.4%	3.9%	4.5%	5.7%	6.9%
Visitor Days		-0.2%	1.6%	2.2%	3.6%	4.3%	5.5%	6.7%
Direct Employment		-1.4%	2.1%	4.5%	8.6%	8.0%	7.7%	8.2%

"Linear" = Linear Trendline

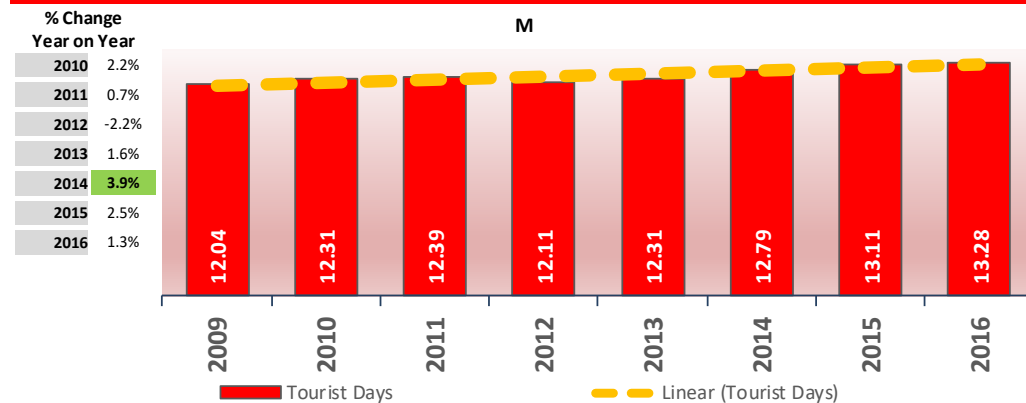
Economic Impact - Historic Prices - Staying Visitor



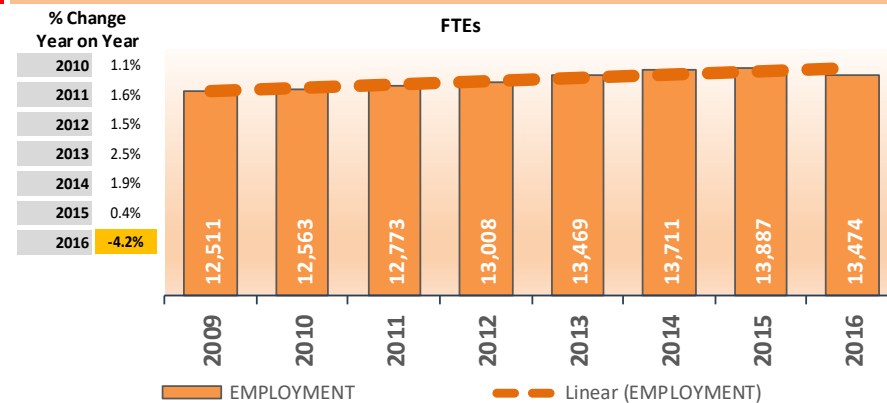
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



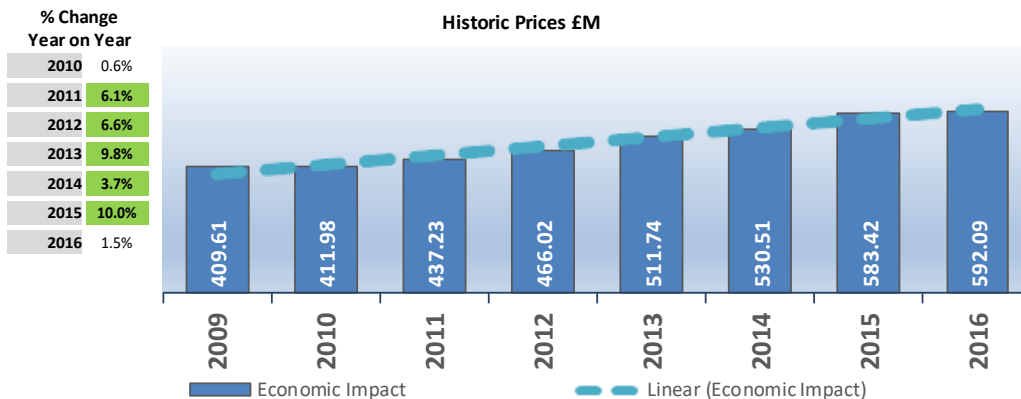
Direct Employment Supported - Staying Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016
Economic Impact - Historic Prices		5.9%	11.3%	15.5%	21.7%	30.9%	35.4%	39.0%
Visitor Numbers		1.4%	3.5%	3.0%	6.7%	7.3%	8.0%	5.2%
Visitor Days		2.2%	2.9%	0.6%	2.2%	6.2%	8.9%	10.3%
Direct Employment		0.4%	2.1%	4.0%	7.7%	9.6%	11.0%	7.7%

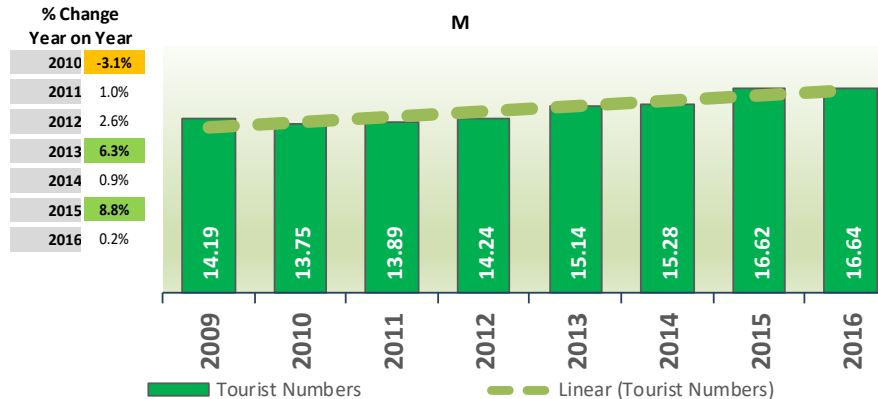
"Linear" = Linear Trendline

Economic Impact - Historic Prices - Day Visitor



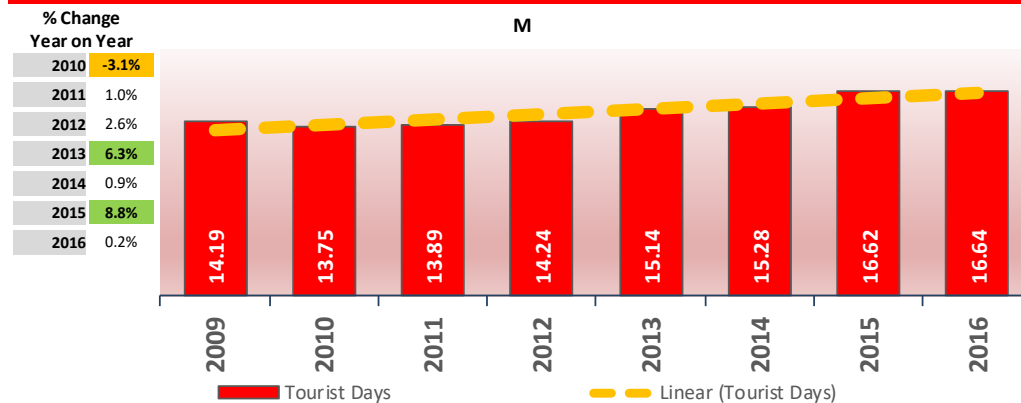
Year	% Change Year on Year
2010	0.6%
2011	6.1%
2012	6.6%
2013	9.8%
2014	3.7%
2015	10.0%
2016	1.5%

Visitor Numbers - Day Visitor



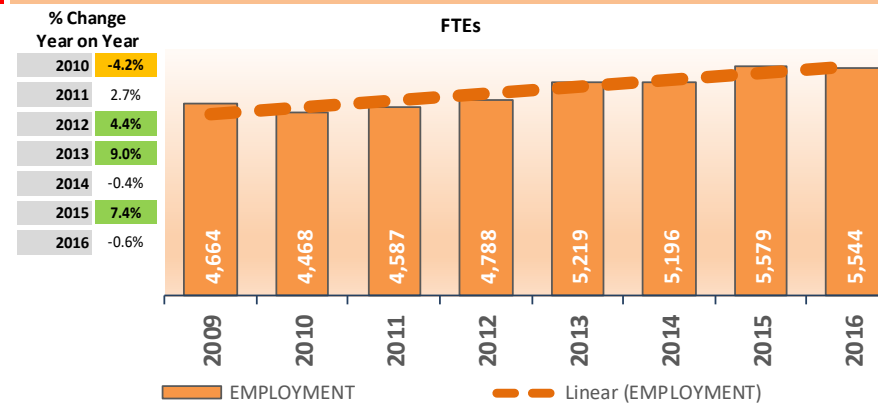
Year	% Change Year on Year
2010	-3.1%
2011	1.0%
2012	2.6%
2013	6.3%
2014	0.9%
2015	8.8%
2016	0.2%

Visitor Days - Day Visitor



Year	% Change Year on Year
2010	-3.1%
2011	1.0%
2012	2.6%
2013	6.3%
2014	0.9%
2015	8.8%
2016	0.2%

Direct Employment Supported - Day Visitor



Year	% Change Year on Year
2010	-4.2%
2011	2.7%
2012	4.4%
2013	9.0%
2014	-0.4%
2015	7.4%
2016	-0.6%

% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016
Economic Impact - Historic Prices		0.6%	6.7%	13.8%	24.9%	29.5%	42.4%	44.5%
Visitor Numbers		-3.1%	-2.1%	0.4%	6.7%	7.7%	17.1%	17.3%
Visitor Days		-3.1%	-2.1%	0.4%	6.7%	7.7%	17.1%	17.3%
Direct Employment		-4.2%	-1.7%	2.7%	11.9%	11.4%	19.6%	18.9%

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2016

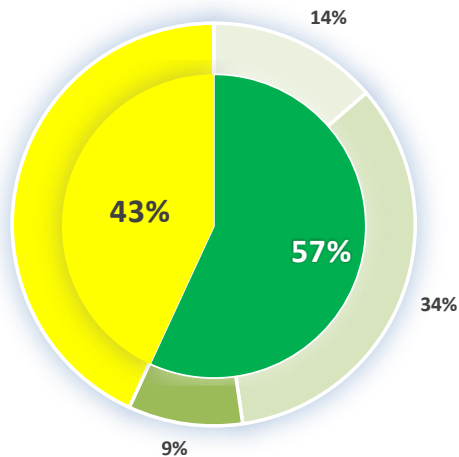
**Visitor Types:** *Total*  
*Serviced Accommodation*  
*Non-Serviced Accommodation*  
*SFR*  
*Staying Visitor*  
*Day Visitor*

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

Visitor Numbers - 2016 - M - Share of Total

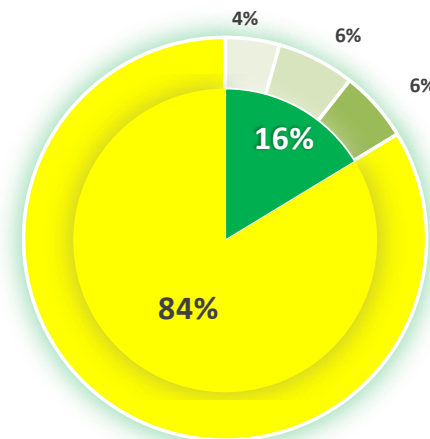
**TOTAL**  
**£1,373.45m**

	£M
Serviced	187.71
Non-Serviced	467.42
SFR	126.23
Staying Visitor	781.36
Day Visitor	592.09
<b>Total</b>	<b>1,373.45</b>



**TOTAL**  
**19.89m**

	M
Serviced	0.87
Non-Serviced	1.24
SFR	1.13
Staying Visitor	3.24
Day Visitor	16.64
<b>Total</b>	<b>19.89</b>

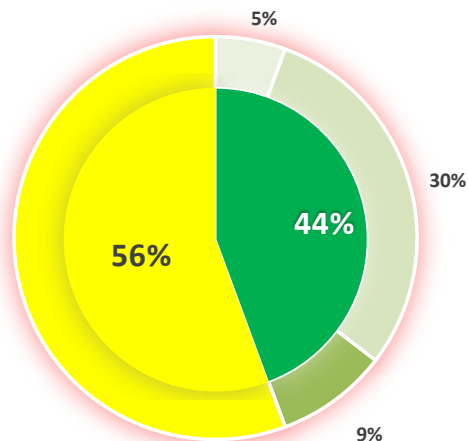


Visitor Days - 2016 - M - Share of Total

Direct Employment Supported - 2016 - FTEs - Share of Total

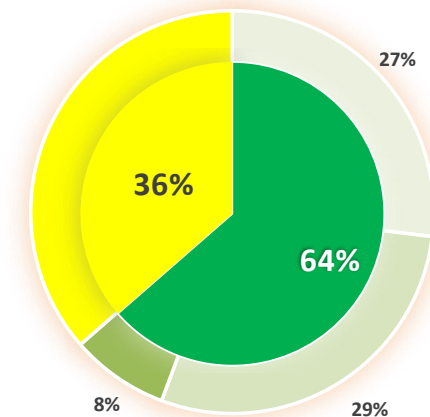
**TOTAL**  
**29.92m**

	M
Serviced	1.68
Non-Serviced	8.91
SFR	2.69
Staying Visitor	13.28
Day Visitor	16.64
<b>Total</b>	<b>29.92</b>



**TOTAL**  
**15,223 Direct FTEs**  
**19,018 Total FTEs**

	FTEs
Serviced	4,101
Non-Serviced	4,378
SFR	1,199
Staying Visitor	9,679
Day Visitor	5,544
<b>Total</b>	<b>15,223</b>

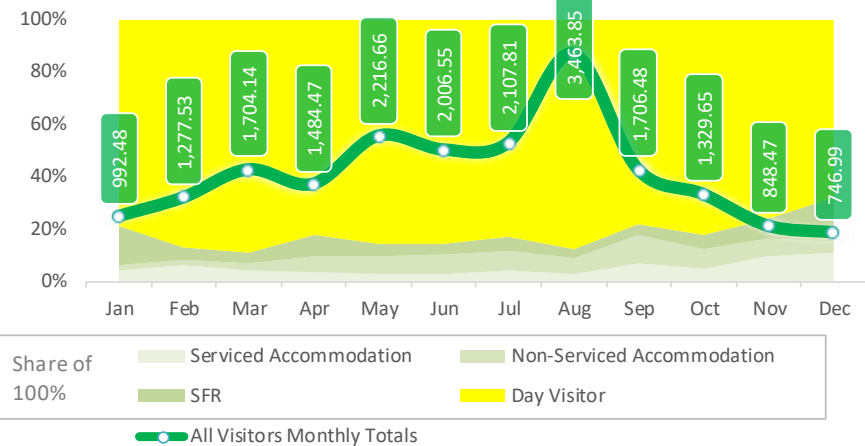
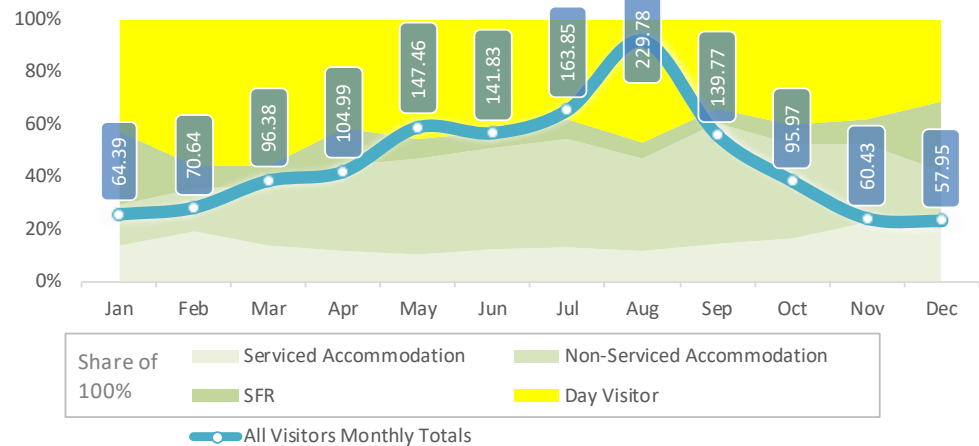


**STEAM FINAL TREND REPORT FOR 2009-2016**  
**LINCOLNSHIRE**

**2016**  
**Historic Prices**      **TOTAL**      **DISTRIBUTION BY MONTH**  
**Historic Prices**

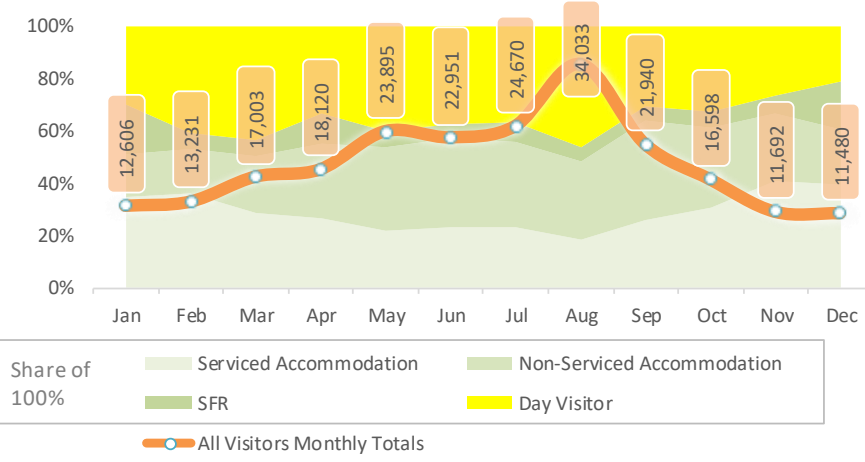
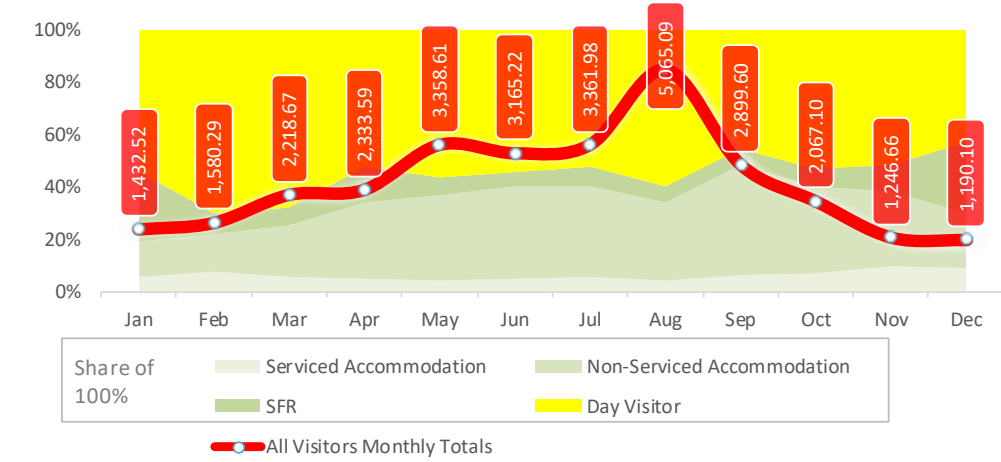
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**

**Visitor Numbers - 2016 - 000s - Distribution of Impact by Month**



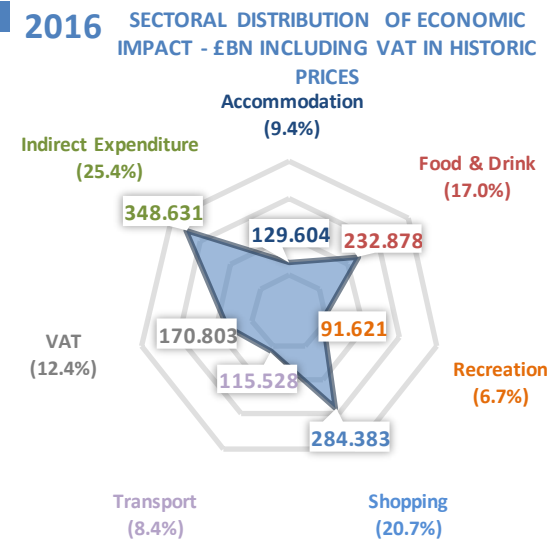
**Visitor Days - 2016 - 000s - Distribution of Impact by Month**

**Direct Employment Supported - 2016 - FTEs - Distribution of Impact by Month**



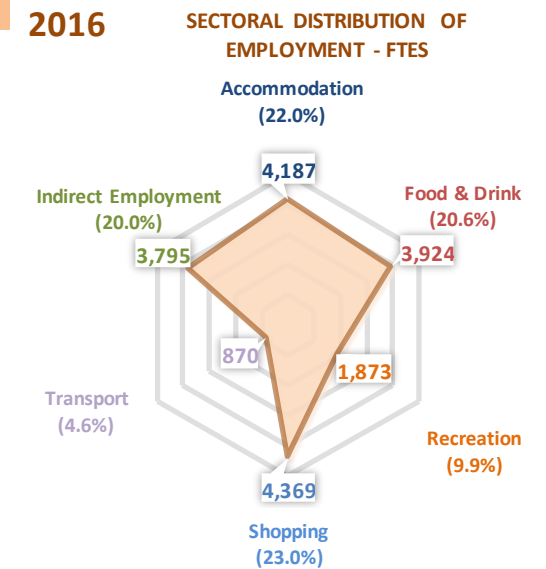
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016
Accommodation	£M 92.38	94.89	95.20	103.75	110.59	121.76	124.53	129.60
Food & Drink	£M 173.35	176.22	182.98	190.52	204.26	215.07	229.19	232.88
Recreation	£M 67.83	68.99	71.78	74.82	80.31	84.50	90.28	91.62
Shopping	£M 210.46	212.48	220.58	230.25	247.71	260.35	279.17	284.38
Transport	£M 86.05	87.12	90.63	94.11	100.86	106.03	113.11	115.53
Direct Revenue	£M 630.08	639.70	661.16	693.44	743.72	787.71	836.28	854.02
VAT	£M 94.51	111.95	132.23	138.69	148.74	157.54	167.26	170.80
Direct Expenditure	£M 724.59	751.64	793.40	832.13	892.47	945.25	1,003.54	1,024.82
Indirect Expenditure	£M 247.06	255.68	269.56	282.88	303.51	321.06	340.76	348.63
TOTAL	£M 971.64	1,007.32	1,062.96	1,115.00	1,195.98	1,266.30	1,344.30	1,373.45



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016
Accommodation	FTEs 4,363	4,395	4,413	4,559	4,581	4,635	4,599	4,187
Food & Drink	FTEs 3,404	3,367	3,454	3,522	3,748	3,790	3,944	3,924
Recreation	FTEs 1,616	1,600	1,644	1,678	1,788	1,807	1,885	1,873
Shopping	FTEs 3,767	3,701	3,796	3,881	4,144	4,183	4,380	4,369
Transport	FTEs 755	744	764	777	827	835	870	870
Direct Employment	FTEs 13,905	13,807	14,072	14,417	15,089	15,251	15,678	15,223
Indirect Employment	FTEs 3,270	3,224	3,288	3,379	3,599	3,656	3,789	3,795
TOTAL	FTEs 17,175	17,030	17,359	17,796	18,688	18,907	19,466	19,018



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.

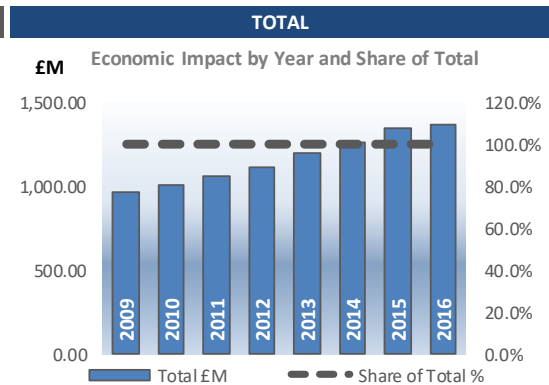
## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2016

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



STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016 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 2009 to 2016		40.4%	52.5%	97.1%	32.9%	37.8%	49.3%	32.5%	38.2%	43.5%	34.4%	41.5%	20.5%	41.4%	Annual Change	64.0%	40.3%	37.7%	32.1%	
% Change 2015 to 2016		1.1%	0.1%	6.0%	0.9%	4.1%	6.2%	0.4%	2.8%	0.4%	-1.4%	-0.4%	3.8%	2.2%		2.8%	4.0%	1.4%	0.2%	
Average Annual Change		5.8%	7.5%	13.9%	4.7%	5.4%	7.0%	4.6%	5.5%	6.2%	4.9%	5.9%	2.9%	5.9%		9.1%	5.8%	5.4%	4.6%	
2009		£M	45.85	46.31	48.91	79.00	106.99	95.02	123.67	166.30	97.38	71.38	42.72	48.10		971.64	141.08	281.01	387.35	162.21
2010		£M	43.22	49.56	50.51	79.56	108.69	113.26	126.56	171.75	107.25	71.17	43.79	41.99	1,007.32	3.7%	143.29	301.52	405.56	156.96
2011		£M	51.32	52.86	58.30	91.30	115.44	112.43	132.38	169.72	110.18	76.67	48.19	44.17	1,062.96	5.5%	162.49	319.17	412.28	169.02
2012		£M	54.08	56.15	66.58	90.14	114.04	119.69	139.74	182.55	115.48	78.49	52.21	45.84	1,115.00	4.9%	176.81	323.87	437.77	176.54
2013		£M	56.61	62.19	76.62	91.61	129.64	121.62	149.54	199.37	117.90	82.29	57.41	51.19	1,195.98	7.3%	195.41	342.87	466.81	190.89
2014		£M	56.81	63.64	85.93	101.37	134.73	126.49	157.38	204.19	133.69	88.14	60.66	53.31	1,266.30	5.9%	206.38	362.58	495.25	202.10
2015		£M	63.69	70.55	90.90	104.01	141.71	133.50	163.27	223.60	139.20	97.36	60.69	55.83	1,344.30	6.2%	225.13	379.21	526.07	213.88
2016		£M	64.39	70.64	96.38	104.99	147.46	141.83	163.85	229.78	139.77	95.97	60.43	57.95	1,373.45	2.2%	231.41	394.28	533.40	214.36

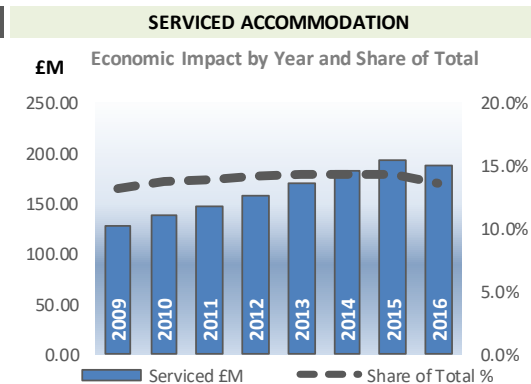
ECONOMIC IMPACT - IN HISTORIC PRICES									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Total	£M	971.64	1,007.32	1,062.96	1,115.00	1,195.98	1,266.30	1,344.30	1,373.45
All Visitor Types	£Bn	0.972	1.007	1.063	1.115	1.196	1.266	1.344	1.373
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%								
Change in Share from 2009	%								
Avg Ann. Change in Share	%								



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

STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016 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			Q1	Q2	Q3	Q4	
% Change 2009 to 2016		111.3%	110.5%	89.1%	15.6%	29.0%	43.7%	41.7%	59.1%	40.8%	30.5%	38.4%	21.3%	46.3%			102.1%	30.0%	47.8%	30.2%
% Change 2015 to 2016		-8.4%	-4.2%	-2.8%	-1.6%	-2.9%	-4.8%	0.5%	0.0%	-4.5%	-8.4%	-2.3%	4.4%	-2.8%			-4.8%	-3.3%	-1.1%	-3.0%
Average Annual Change		15.9%	15.8%	12.7%	2.2%	4.1%	6.2%	6.0%	8.4%	5.8%	4.4%	5.5%	3.0%	6.6%			14.6%	4.3%	6.8%	4.3%
2009	£M	4.094	6.426	7.075	10.56	11.38	11.92	15.22	16.85	13.86	11.77	9.681	9.460	128.30			17.60	33.86	45.93	30.91
2010	£M	6.311	9.823	8.766	9.713	10.90	12.03	15.33	19.36	15.86	12.52	10.77	7.692	139.07	8.4%	24.90	32.65	50.55	30.98	
2011	£M	7.385	11.05	10.11	10.91	11.18	12.69	16.07	20.11	15.18	12.73	11.14	8.507	147.05	5.7%	28.54	34.78	51.36	32.37	
2012	£M	6.759	11.25	10.89	10.92	11.65	14.49	16.68	22.06	17.84	13.42	12.67	8.598	157.23	6.9%	28.90	37.07	56.59	34.68	
2013	£M	7.332	13.45	13.73	10.14	13.08	15.25	18.42	23.92	16.98	13.16	14.66	10.39	170.50	8.4%	34.51	38.47	59.31	38.21	
2014	£M	7.762	13.01	13.25	11.80	13.79	15.14	20.14	24.70	21.25	15.15	14.87	10.82	181.69	6.6%	34.02	40.73	66.08	40.85	
2015	£M	9.448	14.13	13.77	12.40	15.12	17.99	21.46	26.80	20.43	16.77	13.72	10.99	193.02	6.2%	37.34	45.51	68.69	41.48	
2016	£M	8.652	13.53	13.38	12.20	14.68	17.12	21.57	26.81	19.52	15.37	13.40	11.48	187.71	-2.8%	35.56	44.00	67.90	40.25	

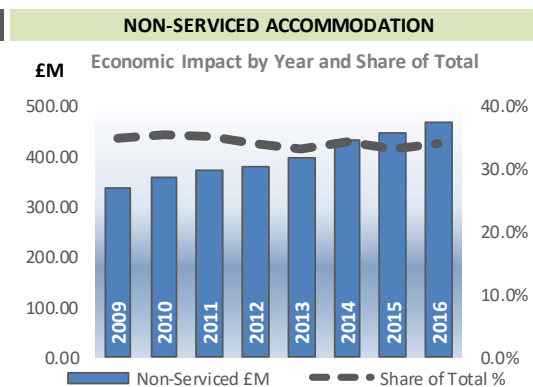
ECONOMIC IMPACT - IN HISTORIC PRICES									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Serviced	£M	128.30	139.07	147.05	157.23	170.50	181.69	193.02	187.71
All Visitor Types	£Bn	0.972	1.007	1.063	1.115	1.196	1.266	1.344	1.373
Share of Total	%	13.2%	13.8%	13.8%	14.1%	14.3%	14.3%	14.4%	13.7%
Annual Change in Share	%		4.6%	0.2%	1.9%	1.1%	0.6%	0.1%	-4.8%
Change in Share from 2009	%		4.6%	4.8%	6.8%	8.0%	8.7%	8.7%	3.5%
Avg Ann. Change in Share	%		4.6%	2.4%	2.3%	2.0%	1.7%	1.5%	0.5%



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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016 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 2009 to 2016		5.9%	0.9%	56.7%	41.1%	25.6%	46.0%	33.4%	29.2%	64.7%	46.2%	69.4%	33.0%	38.4%	Annual Change	24.7%	36.5%	39.8%	48.9%	
% Change 2015 to 2016		7.1%	4.7%	2.0%	2.9%	3.2%	3.8%	5.2%	6.7%	6.7%	6.3%	6.0%	6.2%	5.1%		3.8%	3.4%	6.2%	6.2%	
Average Annual Change		0.8%	0.1%	8.1%	5.9%	3.7%	6.6%	4.8%	4.2%	9.2%	6.6%	9.9%	4.7%	5.5%		3.5%	5.2%	5.7%	7.0%	
2009		£M	9.561	11.40	14.10	24.42	43.54	37.81	50.42	62.84	39.52	23.70	10.76	9.707		337.78	35.06	105.77	152.78	44.17
2010		£M	4.960	10.04	13.37	24.69	42.58	48.46	55.24	68.66	47.94	22.37	10.27	8.378	356.95	5.7%	28.37	115.73	171.84	41.02
2011		£M	7.064	9.149	15.41	29.15	47.53	48.88	55.59	65.44	47.57	25.52	12.57	8.490	372.36	4.3%	31.62	125.56	168.60	46.59
2012		£M	8.014	9.731	17.28	30.10	46.11	48.38	55.62	67.27	47.37	27.01	13.76	9.981	380.62	2.2%	35.02	124.58	170.26	50.75
2013		£M	8.786	10.31	19.41	30.27	48.35	48.66	57.46	70.19	49.03	28.88	15.14	10.87	397.34	4.4%	38.50	127.28	176.67	54.89
2014		£M	9.429	11.10	21.03	32.56	51.18	51.68	61.56	72.95	61.51	31.57	17.00	12.10	433.67	9.1%	41.55	135.41	196.02	60.68
2015		£M	9.457	10.99	21.66	33.51	52.99	53.17	63.92	76.10	61.01	32.58	17.20	12.16	444.76	2.6%	42.11	139.68	201.03	61.94
2016		£M	10.13	11.50	22.10	34.47	54.71	55.18	67.24	81.22	65.10	34.64	18.23	12.91	467.42	5.1%	43.72	144.36	213.55	65.78

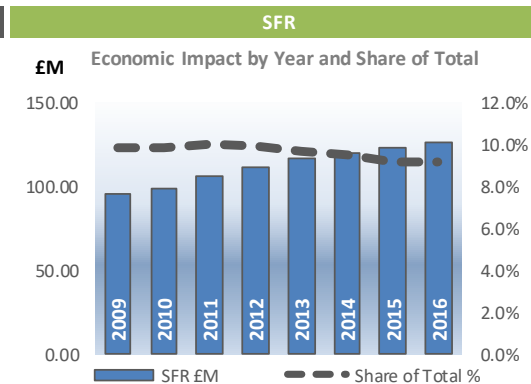
ECONOMIC IMPACT - IN HISTORIC PRICES									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Non-Serviced	£M	337.78	356.95	372.36	380.62	397.34	433.67	444.76	467.42
All Visitor Types	£Bn	0.972	1.007	1.063	1.115	1.196	1.266	1.344	1.373
Share of Total	%	34.8%	35.4%	35.0%	34.1%	33.2%	34.2%	33.1%	34.0%
Annual Change in Share	%		1.9%	-1.1%	-2.6%	-2.7%	3.1%	-3.4%	2.9%
Change in Share from 2009	%		1.9%	0.8%	-1.8%	-4.4%	-1.5%	-4.8%	-2.1%
Avg Ann. Change in Share	%		1.9%	0.4%	-0.6%	-1.1%	-0.3%	-0.8%	-0.3%



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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016 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 2009 to 2016	31.3%	32.0%	39.9%	28.8%	29.0%	35.7%	31.5%	34.7%	38.4%	31.4%	35.9%	23.5%	31.5%	Annual Change	33.3%	30.5%	34.3%	27.8%	
% Change 2015 to 2016	1.4%	1.7%	1.7%	2.5%	2.6%	2.4%	3.0%	3.3%	3.4%	1.6%	2.9%	3.6%	2.5%		1.5%	2.5%	3.2%	3.0%	
Average Annual Change	4.5%	4.6%	5.7%	4.1%	4.1%	5.1%	4.5%	5.0%	5.5%	4.5%	5.1%	3.4%	4.5%		4.8%	4.4%	4.9%	4.0%	
2009	£M	13.56	4.659	5.063	11.39	8.054	6.074	9.541	9.922	5.562	5.359	4.210	12.56	95.96	23.28	25.52	25.02	22.13	
2010	£M	13.78	5.096	5.339	11.61	8.223	6.641	9.954	10.49	6.103	5.514	4.386	12.18	99.32	3.5%	24.22	26.47	26.55	22.08
2011	£M	15.44	5.401	5.837	12.59	8.840	7.015	10.45	10.87	6.326	5.892	4.745	12.92	106.33	7.1%	26.68	28.44	27.65	23.55
2012	£M	15.86	5.553	6.217	13.17	9.126	7.333	10.85	11.42	6.663	6.194	5.081	13.67	111.14	4.5%	27.63	29.63	28.93	24.94
2013	£M	16.66	6.023	6.742	13.41	9.515	7.527	11.34	11.94	6.794	6.369	5.409	14.66	116.39	4.7%	29.43	30.45	30.07	26.44
2014	£M	17.13	6.031	6.823	14.00	9.829	7.730	11.81	12.48	7.279	6.707	5.548	15.06	120.43	3.5%	29.98	31.56	31.57	27.32
2015	£M	17.55	6.045	6.963	14.32	10.13	8.048	12.19	12.94	7.442	6.928	5.561	14.97	123.09	2.2%	30.56	32.50	32.57	27.46
2016	£M	17.80	6.149	7.082	14.68	10.39	8.242	12.55	13.37	7.696	7.040	5.722	15.51	126.23	2.5%	31.03	33.31	33.61	28.27

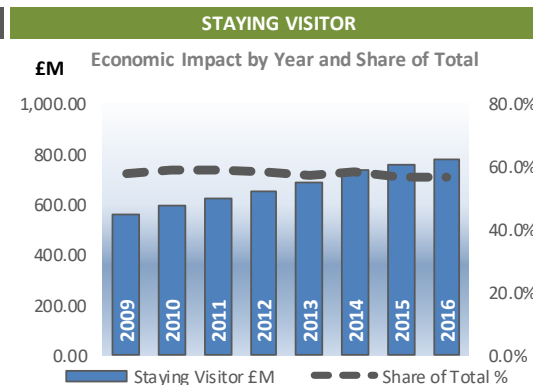
ECONOMIC IMPACT - IN HISTORIC PRICES									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
SFR	£M	95.96	99.32	106.33	111.14	116.39	120.43	123.09	126.23
All Visitor Types	£Bn	0.972	1.007	1.063	1.115	1.196	1.266	1.344	1.373
Share of Total	%	9.9%	9.9%	10.0%	10.0%	9.7%	9.5%	9.2%	9.2%
Annual Change in Share	%		-0.2%	1.4%	-0.4%	-2.4%	-2.3%	-3.7%	0.4%
Change in Share from 2009	%		-0.2%	1.3%	0.9%	-1.5%	-3.7%	-7.3%	-6.9%
Avg Ann. Change in Share	%		-0.2%	0.6%	0.3%	-0.4%	-0.7%	-1.2%	-1.0%



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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016 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 2009 to 2016		34.4%	38.7%	62.2%	32.3%	26.7%	44.4%	34.8%	35.5%	56.6%	39.7%	51.5%	25.8%	39.0%	Annual Change		45.3%	34.2%	40.8%	38.2%	
% Change 2015 to 2016		0.3%	0.1%	0.4%	1.9%	2.0%	1.7%	3.9%	4.8%	3.9%	1.4%	2.4%	4.7%	2.7%			0.3%	1.8%	4.2%	2.6%	
Average Annual Change		4.9%	5.5%	8.9%	4.6%	3.8%	6.3%	5.0%	5.1%	8.1%	5.7%	7.4%	3.7%	5.6%			6.5%	4.9%	5.8%	5.5%	
2009	£M	27.21	22.49	26.24	46.37	62.98	55.80	75.18	89.61	58.95	40.83	24.65	31.73	562.04			75.94	165.15	223.74	97.21	
2010	£M	25.05	24.96	27.48	46.01	61.71	67.13	80.52	98.52	69.90	40.40	25.43	28.25	595.35	5.9%			77.49	174.84	248.93	94.08
2011	£M	29.89	25.60	31.35	52.64	67.56	68.58	82.12	96.42	69.07	44.14	28.45	29.91	625.73	5.1%			86.84	188.78	247.61	102.51
2012	£M	30.64	26.53	34.39	54.19	66.88	70.21	83.15	100.75	71.88	46.62	31.51	32.25	648.98	3.7%			91.55	191.28	255.77	110.38
2013	£M	32.78	29.78	39.88	53.82	70.94	71.44	87.22	106.04	72.80	48.41	35.21	35.92	684.23	5.4%			102.44	196.20	266.06	119.53
2014	£M	34.32	30.14	41.10	58.36	74.80	74.55	93.51	110.13	90.04	53.44	37.43	37.99	735.79	7.5%			105.56	207.71	293.68	128.85
2015	£M	36.46	31.16	42.39	60.23	78.24	79.22	97.57	115.83	88.88	56.28	36.48	38.12	760.88	3.4%			110.01	217.69	302.29	130.89
2016	£M	36.58	31.18	42.56	61.35	79.78	80.55	101.36	121.39	92.31	57.05	37.35	39.90	781.36	2.7%			110.32	221.68	315.07	134.30

ECONOMIC IMPACT - IN HISTORIC PRICES									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	
Staying Visitor	£M	562.04	595.35	625.73	648.98	684.23	735.79	760.88	781.36
All Visitor Types	£Bn	0.972	1.007	1.063	1.115	1.196	1.266	1.344	1.373
Share of Total	%	57.8%	59.1%	58.9%	58.2%	57.2%	58.1%	56.6%	56.9%
Annual Change in Share	%		2.2%	-0.4%	-1.1%	-1.7%	1.6%	-2.6%	0.5%
Change in Share from 2009	%		2.2%	1.8%	0.6%	-1.1%	0.5%	-2.1%	-1.6%
Avg Ann. Change in Share	%		2.2%	0.9%	0.2%	-0.3%	0.1%	-0.4%	-0.2%



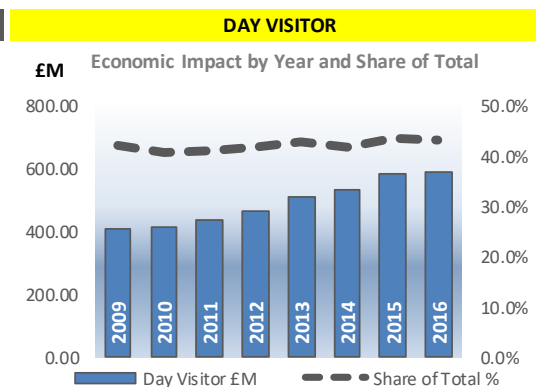
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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016 Historic Prices		DAY VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% 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 2009 to 2016		49.2%	65.6%	137.4%	33.8%	53.8%	56.2%	28.9%	41.3%	23.5%	27.4%	27.7%	10.2%	44.5%			85.9%	49.0%	33.4%	23.2%
% Change 2015 to 2016		2.2%	0.2%	11.0%	-0.3%	6.6%	12.9%	-4.9%	0.6%	-5.7%	-5.3%	-4.6%	1.9%	1.5%			5.2%	6.9%	-2.4%	-3.5%
Average Annual Change		7.0%	9.4%	19.6%	4.8%	7.7%	8.0%	4.1%	5.9%	3.4%	3.9%	4.0%	1.5%	6.4%			12.3%	7.0%	4.8%	3.3%
2009	£M	18.64	23.83	22.67	32.63	44.01	39.22	48.49	76.69	38.43	30.55	18.07	16.38	409.61			65.14	115.86	163.61	64.99
2010	£M	18.17	24.60	23.03	33.56	46.98	46.14	46.04	73.24	37.35	30.77	18.37	13.75	411.98	0.6%	65.80	126.67	156.63	62.88	
2011	£M	21.43	27.27	26.95	38.66	47.88	43.85	50.26	73.31	41.11	32.52	19.74	14.25	437.23	6.1%	75.65	130.39	164.67	66.51	
2012	£M	23.44	29.62	32.20	35.95	47.16	49.49	56.60	81.79	43.60	31.87	20.71	13.59	466.02	6.6%	85.26	132.60	181.99	66.17	
2013	£M	23.83	32.41	36.74	37.79	58.70	50.18	62.33	93.32	45.10	33.88	22.20	15.27	511.74	9.8%	92.97	146.67	200.75	71.35	
2014	£M	22.49	33.49	44.83	43.00	59.93	51.94	63.87	94.05	43.65	34.70	23.23	15.32	530.51	3.7%	100.82	154.87	201.57	73.25	
2015	£M	27.23	39.39	48.50	43.78	63.46	54.28	65.70	107.76	50.31	41.08	24.20	17.71	583.42	10.0%	115.12	161.53	223.78	83.00	
2016	£M	27.81	39.46	53.82	43.64	67.68	61.29	62.49	108.38	47.46	38.92	23.08	18.05	592.09	1.5%	121.09	172.61	218.34	80.05	

ECONOMIC IMPACT - IN HISTORIC PRICES									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Day Visitor	£M	409.61	411.98	437.23	466.02	511.74	530.51	583.42	592.09
All Visitor Types	£Bn	0.972	1.007	1.063	1.115	1.196	1.266	1.344	1.373
Share of Total	%	42.2%	40.9%	41.1%	41.8%	42.8%	41.9%	43.4%	43.1%
Annual Change in Share	%		-3.0%	0.6%	1.6%	2.4%	-2.1%	3.6%	-0.7%
Change in Share from 2009	%		-3.0%	-2.4%	-0.9%	1.5%	-0.6%	2.9%	2.3%
Avg Ann. Change in Share	%		-3.0%	-1.2%	-0.3%	0.4%	-0.1%	0.5%	0.3%

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Report Prepared by: APR. Date of Issue: 07/08/17

## Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2016

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

STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016	TOTAL	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2016		16.8%	31.9%	79.8%	4.2%	18.8%	21.1%	4.8%	14.2%	4.9%	2.5%	7.1%	-5.9%	15.1%	Annual Change	43.7%	15.4%	9.1%	1.4%
% Change 2015 to 2016		0.8%	-1.2%	8.1%	-1.4%	4.1%	10.0%	-5.0%	-1.2%	-7.0%	-6.9%	-6.2%	0.9%	-0.3%		3.1%	4.5%	-3.7%	-4.8%
Average Annual Change		2.4%	4.6%	11.4%	0.6%	2.7%	3.0%	0.7%	2.0%	0.7%	0.4%	1.0%	-0.8%	2.2%		6.2%	2.2%	1.3%	0.2%
2009	M	0.850	0.968	0.948	1.425	1.866	1.657	2.012	3.032	1.627	1.298	0.792	0.794	17.27		2.766	4.948	6.672	2.884
2010	M	0.804	0.975	0.937	1.389	1.897	1.870	1.877	2.850	1.570	1.262	0.786	0.662	16.88	-2.3%	2.715	5.157	6.297	2.709
2011	M	0.895	1.025	1.043	1.518	1.862	1.717	1.936	2.713	1.627	1.268	0.806	0.664	17.08	1.2%	2.963	5.097	6.277	2.739
2012	M	0.923	1.063	1.179	1.386	1.769	1.830	2.060	2.882	1.660	1.208	0.823	0.635	17.42	2.0%	3.164	4.985	6.602	2.667
2013	M	0.916	1.142	1.300	1.389	2.080	1.799	2.185	3.152	1.670	1.238	0.868	0.691	18.43	5.8%	3.359	5.268	7.007	2.797
2014	M	0.855	1.132	1.488	1.505	2.049	1.788	2.194	3.118	1.632	1.251	0.886	0.685	18.58	0.8%	3.476	5.342	6.944	2.822
2015	M	0.984	1.293	1.577	1.505	2.130	1.825	2.218	3.507	1.834	1.428	0.904	0.740	19.95	7.3%	3.854	5.460	7.559	3.072
2016	M	0.992	1.278	1.704	1.484	2.217	2.007	2.108	3.464	1.706	1.330	0.848	0.747	19.89	-0.3%	3.974	5.708	7.278	2.925

VISITOR NUMBERS									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Total	M	17.27	16.88	17.08	17.42	18.43	18.58	19.95	19.89
All Visitor Types	M	17.27	16.88	17.08	17.42	18.43	18.58	19.95	19.89
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%								
Change in Share from 2009	%								
Avg Ann. Change in Share	%								

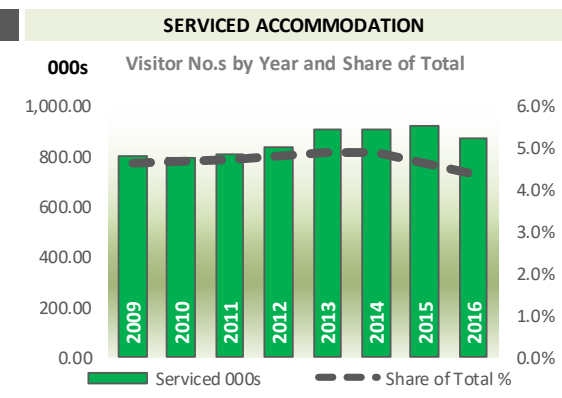


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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016		SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
An increase 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			Q1	Q2	Q3	Q4	
% Change 2009 to 2016		31.7%	77.5%	42.7%	-37.9%	-17.3%	-17.1%	12.4%	2.4%	29.2%	-17.0%	25.0%	30.5%	8.7%	Annual Change	52.9%	-24.3%	14.9%	11.1%	
% Change 2015 to 2016		-3.8%	-4.8%	-9.4%	0.5%	-7.7%	-9.3%	-0.7%	-6.5%	-7.6%	-14.0%	-4.9%	-1.1%	-5.9%		-6.3%	-6.1%	-5.3%	-6.4%	
Average Annual Change		4.5%	11.1%	6.1%	-5.4%	-2.5%	-2.4%	1.8%	0.3%	4.2%	-2.4%	3.6%	4.4%	1.2%		7.6%	-3.5%	2.1%	1.6%	
2009	000s	28.9	43.9	45.5	75.9	72.1	74.4	79.9	86.0	87.9	75.8	66.4	62.4	799.1		118.4	222.3	253.8	204.6	
2010	000s	40.6	60.6	52.8	56.6	60.9	66.5	75.0	92.2	89.2	76.0	72.3	50.0	792.5	-0.8%	153.9	184.0	256.3	198.2	
2011	000s	41.6	65.3	61.6	60.1	59.2	65.6	76.6	89.9	84.2	69.8	71.5	58.8	804.2	1.5%	168.5	184.8	250.7	200.2	
2012	000s	35.0	64.7	67.9	58.3	59.1	70.8	77.3	93.7	98.8	67.4	78.2	65.4	836.6	4.0%	167.6	188.1	269.9	211.0	
2013	000s	37.7	87.4	81.6	45.6	65.1	74.7	82.6	96.3	99.6	62.6	91.1	80.3	904.6	8.1%	206.8	185.3	278.5	234.0	
2014	000s	35.2	75.2	70.1	46.5	60.2	65.0	88.5	98.0	121.9	71.0	90.8	82.3	904.6	0.0%	180.5	171.8	308.3	244.1	
2015	000s	39.6	81.9	71.7	46.8	64.5	68.0	90.5	94.2	123.0	73.2	87.2	82.5	923.1	2.0%	193.2	179.4	307.7	242.8	
2016	000s	38.1	77.9	65.0	47.1	59.6	61.7	89.9	88.0	113.6	62.9	82.9	81.5	868.3	-5.9%	181.0	168.4	291.5	227.4	

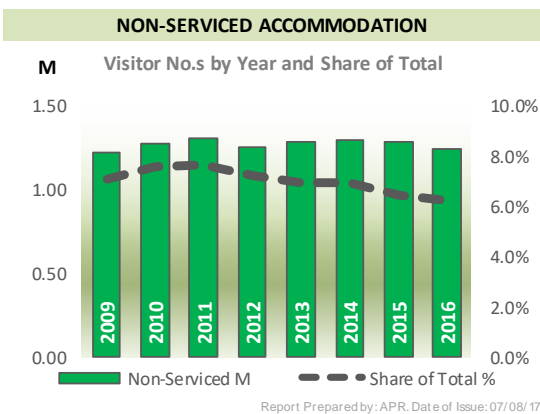
VISITOR NUMBERS									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	
Serviced	000s	799.1	792.5	804.2	836.6	904.6	904.6	923.1	868.3
All Visitor Types	M	17.3	16.9	17.1	17.4	18.4	18.6	19.9	19.9
Share of Total	%	4.6%	4.7%	4.7%	4.8%	4.9%	4.9%	4.6%	4.4%
Annual Change in Share	%		1.5%	0.3%	2.0%	2.2%	-0.8%	-4.9%	-5.7%
Change in Share from 2009	%		1.5%	1.8%	3.8%	6.1%	5.2%	0.0%	-5.6%
Avg Ann. Change in Share	%		1.5%	0.9%	1.3%	1.5%	1.0%	0.0%	-0.8%



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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016		NON-SERVICED		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS 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 2009 to 2016		-35.5%	-31.0%	1.7%	-12.0%	-11.4%	-6.1%	1.6%	15.7%	30.3%	4.7%	24.4%	-17.0%	1.6%	Annual Change	-18.1%	-9.7%	15.5%	5.2%	
% Change 2015 to 2016		19.8%	4.2%	4.4%	-2.2%	-3.0%	8.2%	2.4%	-6.8%	-10.3%	-10.3%	-17.3%	7.5%	-3.4%		7.1%	0.9%	-5.6%	-10.2%	
Average Annual Change		-5.1%	-4.4%	0.2%	-1.7%	-1.6%	-0.9%	0.2%	2.2%	4.3%	0.7%	3.5%	-2.4%	0.2%		-2.6%	-1.4%	2.2%	0.7%	
2009	M	0.033	0.041	0.055	0.108	0.174	0.148	0.152	0.190	0.141	0.098	0.046	0.037	1.224		0.129	0.430	0.483	0.181	
2010	M	0.017	0.032	0.052	0.104	0.173	0.184	0.164	0.211	0.163	0.093	0.046	0.034	1.274	4.1%	0.101	0.461	0.538	0.174	
2011	M	0.024	0.032	0.060	0.118	0.186	0.178	0.162	0.194	0.167	0.099	0.052	0.033	1.306	2.6%	0.116	0.482	0.524	0.184	
2012	M	0.024	0.032	0.060	0.116	0.172	0.166	0.153	0.187	0.157	0.100	0.054	0.033	1.255	-4.0%	0.116	0.455	0.497	0.187	
2013	M	0.024	0.032	0.061	0.114	0.181	0.160	0.156	0.191	0.166	0.106	0.060	0.033	1.283	2.3%	0.117	0.454	0.513	0.199	
2014	M	0.023	0.030	0.058	0.107	0.166	0.147	0.163	0.207	0.180	0.113	0.066	0.036	1.296	1.0%	0.111	0.420	0.550	0.215	
2015	M	0.018	0.027	0.054	0.097	0.159	0.128	0.151	0.236	0.204	0.115	0.069	0.029	1.287	-0.7%	0.099	0.384	0.592	0.212	
2016	M	0.021	0.028	0.056	0.095	0.154	0.139	0.155	0.220	0.183	0.103	0.057	0.031	1.243	-3.4%	0.106	0.388	0.558	0.191	

VISITOR NUMBERS									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Non-Serviced	M	1.224	1.274	1.306	1.255	1.283	1.296	1.287	1.243
All Visitor Types	M	17.27	16.88	17.08	17.42	18.43	18.58	19.95	19.89
Share of Total	%	7.1%	7.5%	7.7%	7.2%	7.0%	7.0%	6.5%	6.2%
Annual Change in Share	%		6.5%	1.4%	-5.9%	-3.3%	0.2%	-7.5%	-3.2%
Change in Share from 2009	%		6.5%	8.0%	1.6%	-1.8%	-1.6%	-8.9%	-11.8%
Avg Ann. Change in Share	%		6.5%	4.0%	0.5%	-0.4%	-0.3%	-1.5%	-1.7%



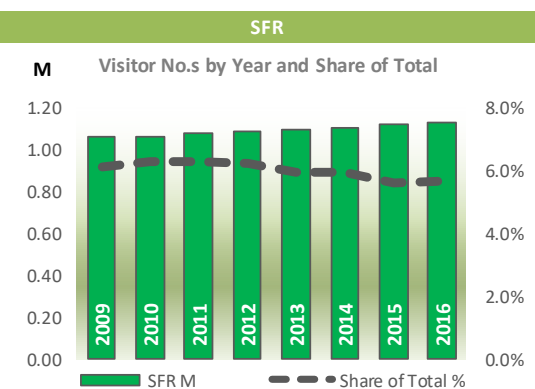
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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016	SFR	VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR											TOTAL						% Change
An increase of 3% or more		VISITOR NUMBERS 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 2009 to 2016		6.5%	7.1%	13.5%	4.5%	4.7%	10.1%	6.7%	9.3%	12.3%	6.6%	10.3%	0.2%	6.9%	Annual Change	8.3%	6.1%	9.1%	4.1%
% Change 2015 to 2016		0.1%	0.4%	0.4%	1.2%	1.2%	1.1%	1.6%	2.0%	2.1%	0.3%	1.6%	2.2%	1.2%	0.2%	1.2%	1.9%	1.5%	
Average Annual Change		0.9%	1.0%	1.9%	0.6%	0.7%	1.4%	1.0%	1.3%	1.8%	0.9%	1.5%	0.0%	1.0%	1.2%	0.9%	1.3%	0.6%	
2009	M	0.142	0.058	0.062	0.111	0.096	0.076	0.100	0.100	0.067	0.066	0.054	0.127	1.059		0.262	0.283	0.267	0.247
2010	M	0.139	0.061	0.063	0.109	0.095	0.080	0.101	0.102	0.071	0.065	0.055	0.118	1.059	0.0%	0.264	0.283	0.274	0.238
2011	M	0.149	0.062	0.065	0.112	0.097	0.080	0.101	0.101	0.070	0.066	0.056	0.120	1.078	1.8%	0.276	0.289	0.271	0.242
2012	M	0.147	0.061	0.067	0.113	0.096	0.081	0.100	0.102	0.071	0.067	0.058	0.122	1.085	0.6%	0.275	0.290	0.273	0.247
2013	M	0.149	0.064	0.070	0.111	0.097	0.080	0.102	0.103	0.070	0.067	0.060	0.126	1.100	1.4%	0.284	0.289	0.275	0.253
2014	M	0.149	0.063	0.069	0.113	0.097	0.080	0.103	0.105	0.073	0.068	0.060	0.126	1.107	0.7%	0.281	0.291	0.281	0.254
2015	M	0.151	0.062	0.070	0.114	0.099	0.083	0.105	0.107	0.074	0.070	0.059	0.124	1.120	1.1%	0.283	0.296	0.287	0.253
2016	M	0.152	0.062	0.070	0.116	0.101	0.084	0.107	0.109	0.076	0.070	0.060	0.127	1.133	1.2%	0.284	0.300	0.292	0.257

VISITOR NUMBERS									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
SFR	M	1.059	1.059	1.078	1.085	1.100	1.107	1.120	1.133
All Visitor Types	M	17.27	16.88	17.08	17.42	18.43	18.58	19.95	19.89
Share of Total	%	6.1%	6.3%	6.3%	6.2%	6.0%	6.0%	5.6%	5.7%
Annual Change in Share	%		2.3%	0.7%	-1.4%	-4.1%	-0.2%	-5.8%	1.5%
Change in Share from 2009	%		2.3%	3.0%	1.5%	-2.7%	-2.9%	-8.5%	-7.1%
Avg Ann. Change in Share	%		2.3%	1.5%	0.5%	-0.7%	-0.6%	-1.4%	-1.0%

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

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Report Prepared by: APR. Date of Issue: 07/08/17

STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016		STAYING VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2009 to 2016		3.4%	17.8%	17.7%	-12.5%	-8.1%	-4.7%	5.7%	10.9%	25.9%	-1.6%	20.0%	5.7%	5.2%	12.0%	-8.4%	13.6%	6.7%		
% Change 2015 to 2016		1.0%	-1.5%	-2.1%	-0.2%	-2.6%	1.8%	1.3%	-4.6%	-7.2%	-8.5%	-7.1%	1.7%	-2.6%	-0.8%	-0.5%	-3.7%	-4.7%		
Average Annual Change		0.5%	2.5%	2.5%	-1.8%	-1.2%	-0.7%	0.8%	1.6%	3.7%	-0.2%	2.9%	0.8%	0.7%	1.7%	-1.2%	1.9%	1.0%		
2009	M	0.204	0.143	0.163	0.295	0.342	0.298	0.332	0.376	0.296	0.240	0.166	0.227	3.082	0.510	0.935	1.005	0.633		
2010	M	0.197	0.154	0.168	0.269	0.329	0.330	0.340	0.405	0.323	0.235	0.172	0.203	3.125	1.4%	0.519	0.928	1.068	0.610	
2011	M	0.214	0.159	0.187	0.290	0.341	0.324	0.340	0.385	0.322	0.235	0.180	0.212	3.189	2.0%	0.560	0.956	1.046	0.627	
2012	M	0.206	0.157	0.195	0.288	0.327	0.317	0.331	0.382	0.327	0.234	0.190	0.220	3.176	-0.4%	0.559	0.933	1.040	0.645	
2013	M	0.211	0.183	0.213	0.271	0.343	0.315	0.340	0.390	0.336	0.235	0.211	0.239	3.288	3.5%	0.608	0.928	1.066	0.686	
2014	M	0.207	0.168	0.198	0.267	0.324	0.292	0.355	0.409	0.375	0.252	0.217	0.244	3.308	0.6%	0.573	0.883	1.139	0.713	
2015	M	0.209	0.171	0.196	0.258	0.323	0.279	0.347	0.438	0.401	0.258	0.215	0.236	3.330	0.7%	0.575	0.860	1.186	0.708	
2016	M	0.211	0.169	0.192	0.258	0.314	0.284	0.351	0.418	0.373	0.236	0.200	0.240	3.244	-2.6%	0.571	0.856	1.142	0.675	

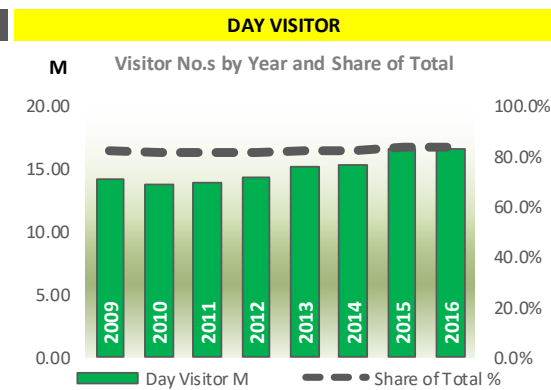
		VISITOR NUMBERS							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Staying Visitor	M	3.082	3.125	3.189	3.176	3.288	3.308	3.330	3.244
All Visitor Types	M	17.27	16.88	17.08	17.42	18.43	18.58	19.95	19.89
Share of Total	%	17.8%	18.5%	18.7%	18.2%	17.8%	17.8%	16.7%	16.3%
Annual Change in Share	%		3.7%	0.9%	-2.4%	-2.2%	-0.2%	-6.2%	-2.3%
Change in Share from 2009	%		3.7%	4.6%	2.2%	0.0%	-0.3%	-6.5%	-8.6%
Avg Ann. Change in Share	%		3.7%	2.3%	0.7%	0.0%	-0.1%	-1.1%	-1.2%



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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016		DAY VISITOR		VISITOR NUMBERS			
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		VISITOR NUMBERS 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 2009 to 2016		21.1%	34.4%	92.6%	8.5%	24.8%	26.8%	4.6%	14.7%	0.2%	3.4%	3.7%	-10.5%	17.3%	Annual Change	50.8%	20.9%	8.3%	-0.1%	
% Change 2015 to 2016		0.8%	-1.1%	9.5%	-1.6%	5.3%	11.4%	-6.1%	-0.7%	-6.9%	-6.5%	-5.9%	0.6%	0.2%		3.8%	5.5%	-3.7%	-4.8%	
Average Annual Change		3.0%	4.9%	13.2%	1.2%	3.5%	3.8%	0.7%	2.1%	0.0%	0.5%	0.5%	-1.5%	2.5%		7.3%	3.0%	1.2%	0.0%	
2009	M	0.646	0.825	0.785	1.130	1.524	1.359	1.680	2.656	1.331	1.058	0.626	0.567	14.19		2.256	4.013	5.667	2.251	
2010	M	0.606	0.821	0.769	1.120	1.568	1.540	1.537	2.445	1.247	1.027	0.613	0.459	13.75	-3.1%	2.196	4.229	5.229	2.099	
2011	M	0.681	0.866	0.856	1.228	1.521	1.393	1.596	2.328	1.306	1.033	0.627	0.453	13.89	1.0%	2.403	4.142	5.230	2.113	
2012	M	0.716	0.905	0.984	1.099	1.441	1.512	1.730	2.500	1.333	0.974	0.633	0.415	14.24	2.6%	2.606	4.053	5.562	2.022	
2013	M	0.705	0.959	1.087	1.118	1.737	1.485	1.844	2.762	1.335	1.002	0.657	0.452	15.14	6.3%	2.751	4.340	5.940	2.111	
2014	M	0.648	0.964	1.291	1.238	1.726	1.496	1.839	2.708	1.257	0.999	0.669	0.441	15.28	0.9%	2.903	4.460	5.804	2.109	
2015	M	0.775	1.122	1.381	1.247	1.807	1.546	1.871	3.069	1.433	1.170	0.689	0.504	16.62	8.8%	3.278	4.600	6.373	2.364	
2016	M	0.782	1.109	1.513	1.227	1.902	1.723	1.756	3.046	1.334	1.094	0.649	0.507	16.64	0.2%	3.403	4.851	6.137	2.250	

		VISITOR NUMBERS							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Day Visitor	M	14.19	13.75	13.89	14.24	15.14	15.28	16.62	16.64
All Visitor Types	M	17.27	16.88	17.08	17.42	18.43	18.58	19.95	19.89
Share of Total	%	82.2%	81.5%	81.3%	81.8%	82.2%	82.2%	83.3%	83.7%
Annual Change in Share	%		-0.8%	-0.2%	0.5%	0.5%	0.0%	1.3%	0.5%
Change in Share from 2009	%		-0.8%	-1.0%	-0.5%	0.0%	0.1%	1.4%	1.9%
Avg Ann. Change in Share	%		-0.8%	-0.5%	-0.2%	0.0%	0.0%	0.2%	0.3%



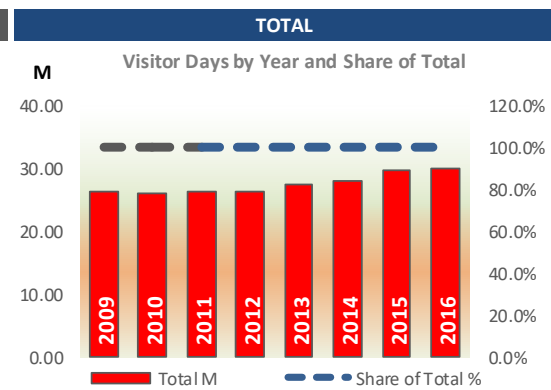
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## Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2016

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

STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016	TOTAL	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
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 2009 to 2016		11.8%	21.7%	64.3%	7.7%	13.1%	21.2%	5.8%	13.6%	10.0%	7.2%	12.2%	-4.1%	14.1%	Annual Change	33.1%	14.3%	10.3%	5.2%
% Change 2015 to 2016		0.3%	-1.1%	5.8%	-0.8%	3.1%	6.2%	-2.4%	0.8%	-1.9%	-3.2%	-2.6%	1.7%	0.6%		2.1%	3.1%	-0.9%	-1.8%
Average Annual Change		1.7%	3.1%	9.2%	1.1%	1.9%	3.0%	0.8%	1.9%	1.4%	1.0%	1.7%	-0.6%	2.0%		4.7%	2.0%	1.5%	0.7%
2009	M	1.281	1.298	1.350	2.167	2.970	2.611	3.178	4.457	2.636	1.928	1.111	1.242	26.23		3.930	7.748	10.27	4.281
2010	M	1.142	1.295	1.324	2.125	2.944	3.033	3.095	4.357	2.755	1.851	1.088	1.051	26.06	-0.6%	3.762	8.102	10.21	3.989
2011	M	1.291	1.319	1.460	2.329	2.971	2.846	3.116	4.110	2.737	1.905	1.147	1.046	26.28	0.8%	4.070	8.146	9.963	4.099
2012	M	1.322	1.352	1.613	2.175	2.798	2.907	3.175	4.247	2.722	1.843	1.174	1.030	26.36	0.3%	4.287	7.880	10.14	4.048
2013	M	1.328	1.431	1.777	2.158	3.118	2.850	3.315	4.549	2.707	1.881	1.234	1.104	27.45	4.1%	4.536	8.126	10.57	4.219
2014	M	1.281	1.436	1.990	2.321	3.129	2.877	3.366	4.597	2.754	1.931	1.272	1.112	28.07	2.2%	4.707	8.328	10.72	4.316
2015	M	1.428	1.598	2.097	2.353	3.257	2.981	3.446	5.027	2.955	2.135	1.280	1.170	29.73	5.9%	5.123	8.591	11.43	4.585
2016	M	1.433	1.580	2.219	2.334	3.359	3.165	3.362	5.065	2.900	2.067	1.247	1.190	29.92	0.6%	5.231	8.857	11.33	4.504

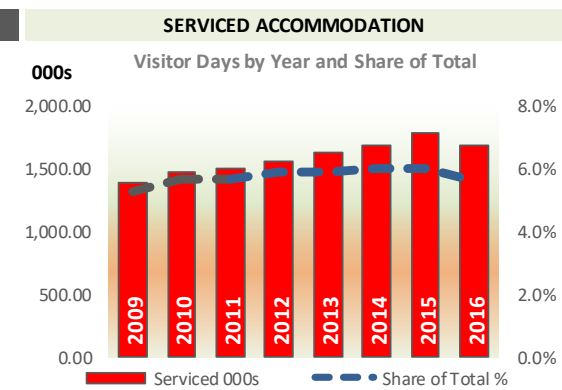
		VISITOR DAYS							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Total	M	26.23	26.06	26.28	26.36	27.45	28.07	29.73	29.92
All Visitor Types	M	26.23	26.06	26.28	26.36	27.45	28.07	29.73	29.92
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%								
Change in Share from 2009	%								
Avg Ann. Change in Share	%								



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

STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016		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											TOTAL		% Change		QUARTER				
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2016		78.0%	73.9%	57.0%	-5.3%	7.0%	19.2%	18.5%	31.8%	16.7%	7.9%	14.3%	0.5%	21.1%	Annual Change		68.0%	7.4%	22.7%	7.7%	
% Change 2015 to 2016		-11.0%	-6.8%	-5.4%	-4.6%	-5.5%	-7.4%	-2.9%	-3.4%	-7.1%	-10.8%	-5.0%	1.5%	-5.6%			-7.3%	-6.0%	-4.4%	-5.6%	
Average Annual Change		11.1%	10.6%	8.1%	-0.8%	1.0%	2.7%	2.6%	4.5%	2.4%	1.1%	2.0%	0.1%	3.0%			9.7%	1.1%	3.2%	1.1%	
2009	000s	44.7	70.0	77.5	118.6	126.5	132.4	151.7	170.4	154.4	130.6	107.0	104.4	1,387.9			192.1	377.4	476.5	341.9	
2010	000s	68.3	105.1	94.0	105.2	117.7	130.4	150.8	193.9	172.3	135.3	115.9	82.2	1,471.1	6.0%			267.3	353.4	516.9	333.5
2011	000s	77.1	113.6	104.2	114.2	116.8	132.5	151.4	192.2	158.5	132.5	115.6	87.8	1,496.4	1.7%			295.0	363.4	502.1	335.9
2012	000s	68.7	112.5	109.8	111.4	118.6	147.6	151.7	203.3	182.3	136.3	128.2	86.6	1,557.0	4.0%			291.0	377.7	537.3	351.0
2013	000s	71.1	127.2	131.7	99.1	127.6	148.8	164.7	216.9	166.8	127.8	142.2	100.4	1,624.4	4.3%			330.1	375.5	548.4	370.4
2014	000s	73.6	120.5	123.6	112.0	130.9	143.9	174.3	216.8	202.7	143.2	140.6	102.0	1,684.2	3.7%			317.7	386.9	593.8	385.8
2015	000s	89.3	130.6	128.5	117.6	143.3	170.3	185.1	232.4	194.0	157.9	128.7	103.4	1,781.1	5.8%			348.3	431.3	611.5	390.0
2016	000s	79.5	121.7	121.6	112.2	135.5	157.7	179.8	224.6	180.2	140.9	122.2	104.9	1,680.9	-5.6%			322.8	405.4	584.6	368.1

VISITOR DAYS									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	
Serviced	000s	1,387.9	1,471.1	1,496.4	1,557.0	1,624.4	1,684.2	1,781.1	1,680.9
All Visitor Types	M	26.2	26.1	26.3	26.4	27.5	28.1	29.7	29.9
Share of Total	%	5.3%	5.6%	5.7%	5.9%	5.9%	6.0%	6.0%	5.6%
Annual Change in Share	%		6.7%	0.9%	3.7%	0.2%	1.4%	-0.2%	-6.2%
Change in Share from 2009	%		6.7%	7.6%	11.6%	11.8%	13.4%	13.2%	6.2%
Avg Ann. Change in Share	%		6.7%	3.8%	3.9%	3.0%	2.7%	2.2%	0.9%



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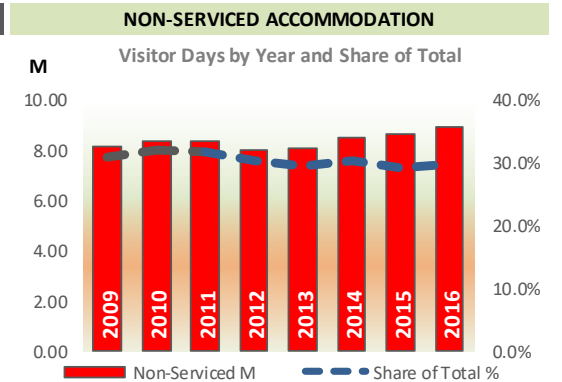
**STEAM FINAL TREND REPORT FOR 2009-2016  
LINCOLNSHIRE**

2009 to 2016													NON-SERVICED	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
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 2009 to 2016		-18.3%	-22.1%	22.2%	10.2%	-0.7%	15.4%	5.7%	10.2%	21.6%	13.9%	32.0%	2.9%	9.5%	Annual Change	-3.0%	7.6%	12.1%	15.9%
% Change 2015 to 2016		4.0%	1.7%	-0.7%	0.4%	1.1%	1.7%	2.8%	4.4%	4.7%	3.8%	3.4%	3.4%	2.7%		1.0%	1.2%	4.0%	3.6%
Average Annual Change		-2.6%	-3.2%	3.2%	1.5%	-0.1%	2.2%	0.8%	1.5%	3.1%	2.0%	4.6%	0.4%	1.4%		-0.4%	1.1%	1.7%	2.3%
2009	M	0.235	0.281	0.355	0.619	1.108	0.961	1.096	1.370	1.004	0.599	0.268	0.240	8.137		0.871	2.688	3.471	1.108
2010	M	0.119	0.240	0.327	0.606	1.050	1.194	1.156	1.453	1.181	0.549	0.248	0.202	8.325	2.3%	0.685	2.851	3.791	0.998
2011	M	0.161	0.209	0.359	0.684	1.121	1.152	1.116	1.328	1.121	0.598	0.291	0.195	8.335	0.1%	0.730	2.957	3.565	1.083
2012	M	0.169	0.206	0.375	0.660	1.027	1.077	1.043	1.279	1.052	0.589	0.296	0.212	7.985	-4.2%	0.750	2.763	3.374	1.097
2013	M	0.179	0.210	0.407	0.640	1.040	1.048	1.052	1.303	1.053	0.608	0.314	0.223	8.075	1.1%	0.795	2.728	3.408	1.144
2014	M	0.186	0.220	0.427	0.665	1.058	1.069	1.095	1.400	1.136	0.642	0.342	0.241	8.480	5.0%	0.833	2.793	3.630	1.225
2015	M	0.185	0.215	0.437	0.680	1.087	1.091	1.127	1.446	1.167	0.658	0.342	0.239	8.675	2.3%	0.837	2.858	3.741	1.239
2016	M	0.192	0.219	0.434	0.682	1.100	1.109	1.159	1.510	1.222	0.682	0.354	0.248	8.910	2.7%	0.845	2.891	3.890	1.284

		VISITOR DAYS							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Non-Serviced	M	8.137	8.325	8.335	7.985	8.075	8.480	8.675	8.910
All Visitor Types	M	26.23	26.06	26.28	26.36	27.45	28.07	29.73	29.92
Share of Total	%	31.0%	31.9%	31.7%	30.3%	29.4%	30.2%	29.2%	29.8%
Annual Change in Share	%		3.0%	-0.7%	-4.5%	-2.9%	2.7%	-3.4%	2.0%
Change in Share from 2009	%		3.0%	2.2%	-2.3%	-5.2%	-2.6%	-5.9%	-4.0%
Avg Ann. Change in Share	%		3.0%	1.1%	-0.8%	-1.3%	-0.5%	-1.0%	-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.

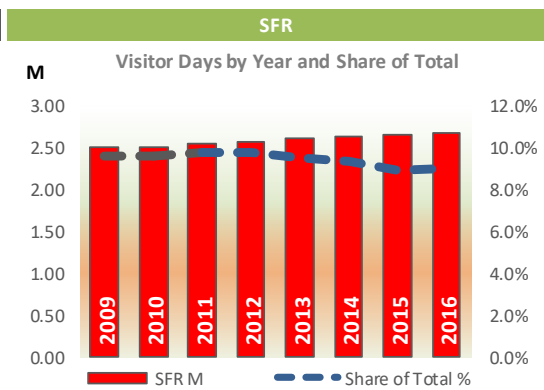
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Report Prepared by: APR. Date of Issue: 07/08/17

STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016	SFR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		SFR																	
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 2009 to 2016		6.5%	7.1%	13.5%	4.5%	4.7%	10.1%	6.7%	9.3%	12.3%	6.6%	10.3%	0.2%	6.7%	Annual Change	8.2%	5.9%	9.0%	3.7%
% Change 2015 to 2016		0.1%	0.4%	0.4%	1.2%	1.2%	1.1%	1.6%	2.0%	2.1%	0.3%	1.6%	2.2%	1.2%	0.2%	1.2%	1.9%	1.6%	
Average Annual Change		0.9%	1.0%	1.9%	0.6%	0.7%	1.4%	1.0%	1.3%	1.8%	0.9%	1.5%	0.0%	1.0%	1.2%	0.8%	1.3%	0.5%	
2009	M	0.356	0.122	0.133	0.299	0.211	0.159	0.250	0.260	0.146	0.141	0.110	0.330	2.518		0.611	0.670	0.657	0.581
2010	M	0.349	0.129	0.135	0.294	0.208	0.168	0.252	0.265	0.154	0.139	0.111	0.308	2.512	-0.2%	0.612	0.669	0.671	0.558
2011	M	0.372	0.130	0.140	0.303	0.213	0.169	0.251	0.262	0.152	0.142	0.114	0.311	2.558	1.9%	0.642	0.684	0.665	0.567
2012	M	0.367	0.129	0.144	0.305	0.211	0.170	0.251	0.264	0.154	0.143	0.118	0.316	2.573	0.6%	0.640	0.686	0.670	0.577
2013	M	0.374	0.135	0.151	0.300	0.213	0.169	0.254	0.268	0.152	0.143	0.121	0.329	2.609	1.4%	0.660	0.682	0.674	0.593
2014	M	0.374	0.132	0.149	0.305	0.214	0.169	0.258	0.272	0.159	0.146	0.121	0.328	2.627	0.7%	0.654	0.688	0.689	0.596
2015	M	0.379	0.130	0.150	0.309	0.219	0.174	0.263	0.279	0.161	0.149	0.120	0.323	2.655	1.1%	0.659	0.701	0.703	0.592
2016	M	0.379	0.131	0.151	0.312	0.221	0.175	0.267	0.285	0.164	0.150	0.122	0.330	2.687	1.2%	0.661	0.709	0.716	0.602

		VISITOR DAYS							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
SFR	M	2.518	2.512	2.558	2.573	2.609	2.627	2.655	2.687
All Visitor Types	M	26.23	26.06	26.28	26.36	27.45	28.07	29.73	29.92
Share of Total	%	9.6%	9.6%	9.7%	9.8%	9.5%	9.4%	8.9%	9.0%
Annual Change in Share	%		0.4%	1.0%	0.3%	-2.6%	-1.5%	-4.6%	0.6%
Change in Share from 2009	%		0.4%	1.4%	1.7%	-1.0%	-2.5%	-6.9%	-6.4%
Avg Ann. Change in Share	%		0.4%	0.7%	0.6%	-0.2%	-0.5%	-1.2%	-0.9%



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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016	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 2009 to 2016		2.4%	-0.3%	24.9%	6.8%	0.7%	15.1%	7.2%	12.1%	20.0%	11.8%	23.2%	1.2%	10.3%	Annual Change	9.2%	7.2%	12.7%	11.0%
% Change 2015 to 2016		-0.3%	-1.0%	-1.3%	0.1%	0.5%	0.5%	1.9%	3.1%	2.9%	0.9%	1.2%	2.5%	1.3%		-0.9%	0.4%	2.7%	1.4%
Average Annual Change		0.3%	0.0%	3.6%	1.0%	0.1%	2.2%	1.0%	1.7%	2.9%	1.7%	3.3%	0.2%	1.5%		1.3%	1.0%	1.8%	1.6%
2009	M	0.636	0.473	0.565	1.037	1.446	1.253	1.498	1.801	1.305	0.870	0.486	0.674	12.04		1.674	3.735	4.604	2.030
2010	M	0.536	0.474	0.556	1.005	1.376	1.493	1.558	1.912	1.508	0.823	0.475	0.592	12.31	2.2%	1.565	3.874	4.979	1.890
2011	M	0.610	0.453	0.604	1.101	1.450	1.454	1.519	1.782	1.431	0.872	0.521	0.593	12.39	0.7%	1.667	4.005	4.732	1.986
2012	M	0.605	0.447	0.629	1.076	1.356	1.394	1.445	1.747	1.389	0.869	0.542	0.615	12.11	-2.2%	1.681	3.827	4.581	2.025
2013	M	0.623	0.472	0.689	1.040	1.381	1.365	1.471	1.787	1.372	0.878	0.577	0.652	12.31	1.6%	1.785	3.786	4.630	2.107
2014	M	0.633	0.472	0.699	1.083	1.404	1.382	1.527	1.889	1.497	0.932	0.603	0.671	12.79	3.9%	1.804	3.868	4.913	2.206
2015	M	0.653	0.476	0.715	1.106	1.449	1.435	1.575	1.958	1.522	0.965	0.591	0.666	13.11	2.5%	1.844	3.991	5.055	2.222
2016	M	0.651	0.471	0.706	1.107	1.456	1.443	1.606	2.019	1.566	0.973	0.598	0.683	13.28	1.3%	1.828	4.006	5.190	2.254

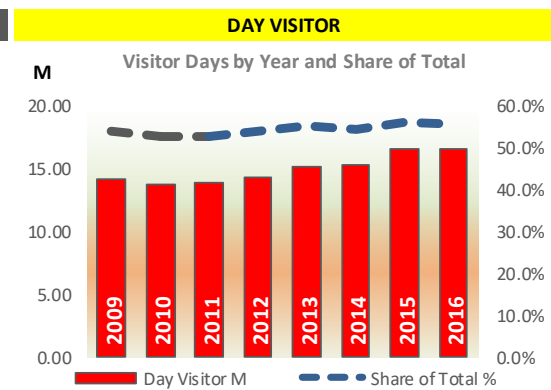
VISITOR DAYS									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	
Staying Visitor	M	12.04	12.31	12.39	12.11	12.31	12.79	13.11	13.28
All Visitor Types	M	26.23	26.06	26.28	26.36	27.45	28.07	29.73	29.92
Share of Total	%	45.9%	47.2%	47.2%	46.0%	44.8%	45.6%	44.1%	44.4%
Annual Change in Share	%		2.9%	-0.2%	-2.5%	-2.5%	1.6%	-3.2%	0.6%
Change in Share from 2009	%		2.9%	2.7%	0.1%	-2.3%	-0.7%	-3.9%	-3.3%
Avg Ann. Change in Share	%		2.9%	1.3%	0.0%	-0.6%	-0.1%	-0.7%	-0.5%



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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016	DAY VISITOR	VISITOR DAYS				
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR											TOTAL	% Change	QUARTER				
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													Annual Change	Q1	Q2	Q3	Q4
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change		Q1	Q2	Q3	Q4
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2016		21.1%	34.4%	92.6%	8.5%	24.8%	26.8%	4.6%	14.7%	0.2%	3.4%	3.7%	-10.5%	17.3%	50.8%	20.9%	8.3%	-0.1%	
% Change 2015 to 2016		0.8%	-1.1%	9.5%	-1.6%	5.3%	11.4%	-6.1%	-0.7%	-6.9%	-6.5%	-5.9%	0.6%	0.2%	3.8%	5.5%	-3.7%	-4.8%	
Average Annual Change		3.0%	4.9%	13.2%	1.2%	3.5%	3.8%	0.7%	2.1%	0.0%	0.5%	0.5%	-1.5%	2.5%	7.3%	3.0%	1.2%	0.0%	
2009	M	0.646	0.825	0.785	1.130	1.524	1.359	1.680	2.656	1.331	1.058	0.626	0.567	14.19	2.256	4.013	5.667	2.251	
2010	M	0.606	0.821	0.769	1.120	1.568	1.540	1.537	2.445	1.247	1.027	0.613	0.459	13.75	-3.1%	2.196	4.229	5.229	2.099
2011	M	0.681	0.866	0.856	1.228	1.521	1.393	1.596	2.328	1.306	1.033	0.627	0.453	13.89	1.0%	2.403	4.142	5.230	2.113
2012	M	0.716	0.905	0.984	1.099	1.441	1.512	1.730	2.500	1.333	0.974	0.633	0.415	14.24	2.6%	2.606	4.053	5.562	2.022
2013	M	0.705	0.959	1.087	1.118	1.737	1.485	1.844	2.762	1.335	1.002	0.657	0.452	15.14	6.3%	2.751	4.340	5.940	2.111
2014	M	0.648	0.964	1.291	1.238	1.726	1.496	1.839	2.708	1.257	0.999	0.669	0.441	15.28	0.9%	2.903	4.460	5.804	2.109
2015	M	0.775	1.122	1.381	1.247	1.807	1.546	1.871	3.069	1.433	1.170	0.689	0.504	16.62	8.8%	3.278	4.600	6.373	2.364
2016	M	0.782	1.109	1.513	1.227	1.902	1.723	1.756	3.046	1.334	1.094	0.649	0.507	16.64	0.2%	3.403	4.851	6.137	2.250

		VISITOR DAYS							
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Day Visitor	M	14.19	13.75	13.89	14.24	15.14	15.28	16.62	16.64
All Visitor Types	M	26.23	26.06	26.28	26.36	27.45	28.07	29.73	29.92
Share of Total	%	54.1%	52.8%	52.8%	54.0%	55.2%	54.4%	55.9%	55.6%
Annual Change in Share	%		-2.4%	0.1%	2.2%	2.1%	-1.3%	2.7%	-0.5%
Change in Share from 2009	%		-2.4%	-2.3%	-0.1%	2.0%	0.6%	3.3%	2.8%
Avg Ann. Change in Share	%		-2.4%	-1.1%	0.0%	0.5%	0.1%	0.6%	0.4%



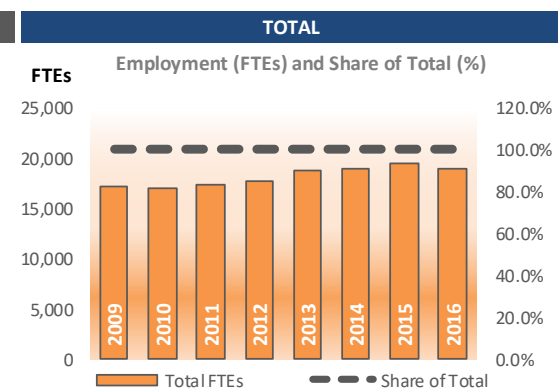
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## Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2016

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

STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016	TOTAL	TOTAL EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL												TOTAL	% Change	Q1	Q2	Q3	Q4
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2016	7.8%	14.3%	39.3%	5.3%	10.1%	16.6%	5.7%	12.2%	10.1%	5.5%	7.5%	-2.7%	10.7%	-2.3%	-0.4%	-2.6%	-4.6%	
% Change 2015 to 2016	-3.8%	-4.4%	0.6%	-3.3%	-0.2%	1.7%	-3.8%	-1.1%	-3.7%	-5.2%	-5.3%	-2.8%	-2.3%	3.0%	1.6%	1.4%	0.5%	
Average Annual Change	1.1%	2.0%	5.6%	0.8%	1.4%	2.4%	0.8%	1.7%	1.4%	0.8%	1.1%	-0.4%	1.5%					
2009 FTEs	11,697	11,580	12,209	17,210	21,708	19,679	23,340	30,334	19,927	15,734	10,880	11,804	17,175					
2010 FTEs	10,972	11,686	12,086	16,756	21,296	21,866	22,766	29,757	20,631	15,218	10,745	10,586	17,030	-0.8%				
2011 FTEs	11,957	11,941	13,006	18,141	21,796	21,204	23,150	28,764	20,710	15,722	11,210	10,708	17,359	1.9%				
2012 FTEs	12,376	12,410	14,182	17,721	21,291	22,004	23,908	30,130	21,159	15,770	11,693	10,909	17,796	2.5%				
2013 FTEs	12,670	13,159	15,494	17,890	23,525	22,141	25,241	32,510	21,433	16,254	12,334	11,600	18,688	5.0%				
2014 FTEs	12,371	13,082	16,504	18,752	23,453	22,127	25,413	32,395	22,108	16,545	12,502	11,627	18,907	1.2%				
2015 FTEs	13,110	13,846	16,903	18,746	23,934	22,574	25,635	34,404	22,773	17,515	12,345	11,808	19,466	3.0%				
2016 FTEs	12,606	13,231	17,003	18,120	23,895	22,951	24,670	34,033	21,940	16,598	11,692	11,480	19,018	-2.3%				

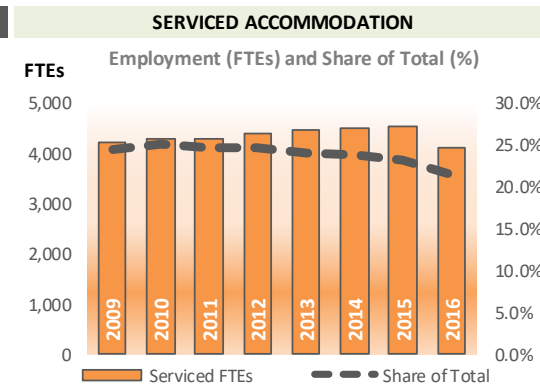
EMPLOYMENT								
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016
Total FTEs	17,175	17,030	17,359	17,796	18,688	18,907	19,466	19,018
Total Employment FTEs	17,175	17,030	17,359	17,796	18,688	18,907	19,466	19,018
Share of Total %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share %								
Change in Share from 2009 %								
Avg Ann. Change in Share %								



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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016		SERVICED		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION											TOTAL						% Change	
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			Q1	Q2	Q3	Q4	
% Change 2009 to 2016		-0.8%	2.5%	1.1%	-8.3%	-5.2%	-2.1%	-1.5%	3.1%	-1.9%	-4.9%	-4.2%	-7.1%	-2.5%	Annual Change	1.0%	-5.2%	-0.1%	-5.4%	
% Change 2015 to 2016		-10.7%	-9.8%	-9.3%	-9.2%	-9.3%	-9.7%	-8.3%	-8.1%	-9.6%	-10.6%	-9.3%	-8.3%	-9.3%		-9.9%	-9.4%	-8.6%	-9.4%	
Average Annual Change		-0.1%	0.4%	0.2%	-1.2%	-0.7%	-0.3%	-0.2%	0.4%	-0.3%	-0.7%	-0.6%	-1.0%	-0.4%		0.1%	-0.7%	0.0%	-0.8%	
2009	FTEs	3,657	3,848	3,916	4,240	4,294	4,341	4,493	4,640	4,508	4,316	4,116	4,089	4,205		3,807	4,292	4,547	4,174	
2010	FTEs	3,869	4,143	4,059	4,138	4,237	4,340	4,501	4,835	4,649	4,362	4,196	3,931	4,272	1.6%	4,024	4,238	4,662	4,163	
2011	FTEs	3,915	4,184	4,120	4,197	4,219	4,349	4,513	4,834	4,552	4,345	4,195	3,975	4,283	0.3%	4,073	4,255	4,633	4,172	
2012	FTEs	3,931	4,260	4,254	4,257	4,316	4,547	4,590	5,000	4,815	4,445	4,359	4,032	4,400	2.7%	4,148	4,373	4,802	4,278	
2013	FTEs	3,965	4,395	4,448	4,178	4,412	4,588	4,724	5,152	4,725	4,402	4,501	4,161	4,471	1.6%	4,269	4,393	4,867	4,355	
2014	FTEs	3,979	4,333	4,365	4,273	4,428	4,538	4,786	5,133	5,021	4,516	4,479	4,167	4,502	0.7%	4,226	4,413	4,980	4,387	
2015	FTEs	4,066	4,374	4,368	4,282	4,486	4,702	4,824	5,204	4,894	4,591	4,343	4,141	4,523	0.5%	4,269	4,490	4,974	4,358	
2016	FTEs	3,629	3,945	3,961	3,887	4,071	4,247	4,425	4,784	4,424	4,103	3,941	3,799	4,101	-9.3%	3,845	4,069	4,544	3,948	

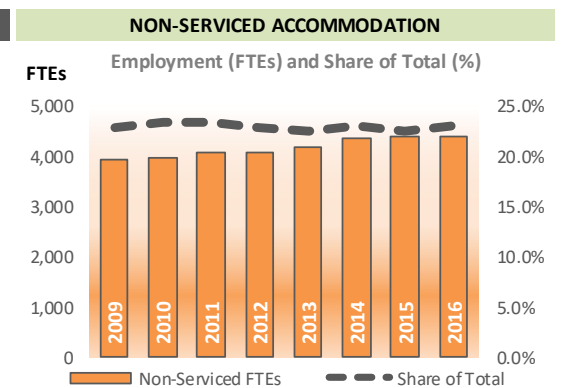
EMPLOYMENT								
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016
Serviced FTEs	4,205	4,272	4,283	4,400	4,471	4,502	4,523	4,101
Total Employment FTEs	17,175	17,030	17,359	17,796	18,688	18,907	19,466	19,018
Share of Total %	24.5%	25.1%	24.7%	24.7%	23.9%	23.8%	23.2%	21.6%
Annual Change in Share %		2.5%	-1.6%	0.2%	-3.2%	-0.5%	-2.4%	-7.2%
Change in Share from 2009 %		2.5%	0.8%	1.0%	-2.3%	-2.7%	-5.1%	-11.9%
Avg Ann. Change in Share %		2.5%	0.4%	0.3%	-0.6%	-0.5%	-0.8%	-1.7%



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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016		NON-SERVICED		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		NON-SERVICED ACCOMMODATION											TOTAL						% Change		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER				
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2016		-2.8%	-5.9%	18.7%	10.6%	2.9%	16.6%	7.5%	11.9%	21.7%	13.9%	25.3%	8.9%	11.5%	Annual Change		5.0%	9.6%	13.4%	15.7%	
% Change 2015 to 2016		-2.3%	-3.0%	-3.1%	-1.9%	-0.8%	-0.3%	0.6%	2.2%	2.1%	0.5%	-1.0%	-1.8%	-0.1%			-2.9%	-0.9%	1.7%	-0.5%	
Average Annual Change		-0.4%	-0.8%	2.7%	1.5%	0.4%	2.4%	1.1%	1.7%	3.1%	2.0%	3.6%	1.3%	1.6%			0.7%	1.4%	1.9%	2.2%	
2009	FTEs	1,752	1,934	2,512	3,760	5,968	5,307	5,895	7,089	5,476	3,613	2,004	1,826	3,928			2,066	5,012	6,154	2,481	
2010	FTEs	1,290	1,770	2,392	3,661	5,684	6,282	6,057	7,369	6,210	3,391	1,922	1,670	3,975	1.2%			1,817	5,209	6,545	2,328
2011	FTEs	1,491	1,688	2,588	4,070	6,132	6,269	6,026	6,986	6,097	3,673	2,153	1,675	4,071	2.4%			1,922	5,490	6,370	2,500
2012	FTEs	1,619	1,773	2,758	4,093	5,871	6,094	5,863	6,953	5,960	3,753	2,267	1,846	4,071	0.0%			2,050	5,353	6,258	2,622
2013	FTEs	1,691	1,825	2,951	4,089	6,059	6,096	6,049	7,233	6,100	3,921	2,396	1,931	4,195	3.1%			2,155	5,415	6,461	2,749
2014	FTEs	1,753	1,902	3,073	4,224	6,133	6,182	6,231	7,649	6,464	4,078	2,551	2,044	4,357	3.9%			2,243	5,513	6,781	2,891
2015	FTEs	1,742	1,877	3,078	4,238	6,189	6,207	6,302	7,764	6,525	4,094	2,535	2,026	4,381	0.6%			2,232	5,545	6,864	2,885
2016	FTEs	1,702	1,820	2,982	4,159	6,140	6,186	6,339	7,933	6,665	4,115	2,511	1,989	4,378	-0.1%			2,168	5,495	6,979	2,872

EMPLOYMENT									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Non-Serviced	FTEs	3,928	3,975	4,071	4,071	4,195	4,357	4,381	4,378
Total Employment	FTEs	17,175	17,030	17,359	17,796	18,688	18,907	19,466	19,018
Share of Total	%	22.9%	23.3%	23.4%	22.9%	22.4%	23.0%	22.5%	23.0%
Annual Change in Share	%		2.0%	0.5%	-2.5%	-1.9%	2.7%	-2.3%	2.3%
Change in Share from 2009	%		2.0%	2.5%	0.0%	-1.9%	0.8%	-1.6%	0.7%
Avg Ann. Change in Share	%		2.0%	1.3%	0.0%	-0.5%	0.2%	-0.3%	0.1%

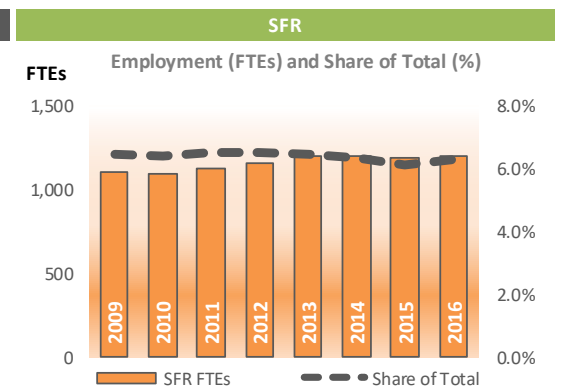


Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.



STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016		SFR	DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		SFR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change		QUARTER			
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2016		8.0%	8.5%	15.0%	5.9%	6.1%	11.6%	8.2%	10.8%	13.8%	8.0%	11.8%	1.6%	8.2%	Annual Change	9.6%	7.3%	10.5%	5.1%	
% Change 2015 to 2016		-0.7%	-0.4%	-0.4%	0.4%	0.4%	0.3%	0.8%	1.2%	1.3%	-0.5%	0.8%	1.4%	0.4%		-0.6%	0.4%	1.1%	0.8%	
Average Annual Change		1.1%	1.2%	2.1%	0.8%	0.9%	1.7%	1.2%	1.5%	2.0%	1.1%	1.7%	0.2%	1.2%		1.4%	1.0%	1.5%	0.7%	
2009	FTEs	1,879	646	702	1,579	1,116	842	1,322	1,375	771	743	583	1,741	1,108		1,075	1,179	1,156	1,022	
2010	FTEs	1,819	673	705	1,532	1,085	877	1,314	1,385	806	728	579	1,608	1,093	-1.4%	1,066	1,165	1,168	971	
2011	FTEs	1,972	690	745	1,607	1,129	896	1,335	1,388	808	752	606	1,649	1,131	3.6%	1,136	1,211	1,177	1,002	
2012	FTEs	1,984	694	777	1,647	1,141	917	1,356	1,428	833	775	635	1,709	1,158	2.4%	1,152	1,235	1,206	1,040	
2013	FTEs	2,068	748	837	1,664	1,181	934	1,408	1,482	843	791	671	1,820	1,204	4.0%	1,218	1,260	1,244	1,094	
2014	FTEs	2,042	719	813	1,669	1,172	921	1,408	1,488	868	800	661	1,795	1,196	-0.6%	1,191	1,254	1,255	1,085	
2015	FTEs	2,043	704	810	1,666	1,179	937	1,419	1,506	866	806	647	1,743	1,194	-0.2%	1,186	1,261	1,264	1,066	
2016	FTEs	2,029	701	807	1,673	1,184	939	1,430	1,523	877	802	652	1,768	1,199	0.4%	1,179	1,265	1,277	1,074	

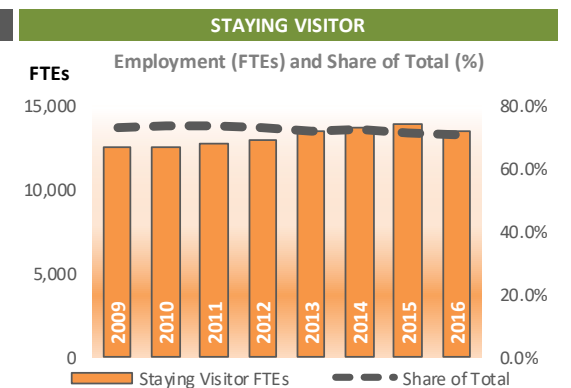
EMPLOYMENT									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
SFR	FTEs	1,108	1,093	1,131	1,158	1,204	1,196	1,194	1,199
Total Employment	FTEs	17,175	17,030	17,359	17,796	18,688	18,907	19,466	19,018
Share of Total	%	6.5%	6.4%	6.5%	6.5%	6.4%	6.3%	6.1%	6.3%
Annual Change in Share	%		-0.6%	1.6%	-0.1%	-1.0%	-1.8%	-3.1%	2.8%
Change in Share from 2009	%		-0.6%	1.0%	0.9%	-0.2%	-1.9%	-4.9%	-2.3%
Avg Ann. Change in Share	%		-0.6%	0.5%	0.3%	0.0%	-0.4%	-0.8%	-0.3%



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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016		STAYING VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		STAYING VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL		% Change				
% Change 2009 to 2016		1.0%	0.6%	8.7%	1.5%	0.1%	8.4%	4.1%	8.7%	11.3%	4.0%	6.0%	-1.3%	4.7%	Annual Change		3.5%	3.3%	8.0%	2.8%
% Change 2015 to 2016		-6.3%	-7.0%	-6.1%	-4.6%	-3.9%	-4.0%	-2.8%	-1.6%	-2.6%	-5.0%	-5.6%	-4.5%	-4.2%	Annual Change		-6.4%	-4.1%	-2.3%	-5.0%
Average Annual Change		0.1%	0.1%	1.2%	0.2%	0.0%	1.2%	0.6%	1.2%	1.6%	0.6%	0.9%	-0.2%	0.7%	Annual Change		0.5%	0.5%	1.1%	0.4%
2009	FTEs	7,288	6,428	7,130	9,580	11,378	10,489	11,710	13,104	10,755	8,671	6,703	7,656	9,241	Annual Change		6,949	10,482	11,857	7,677
2010	FTEs	6,978	6,585	7,156	9,331	11,006	11,498	11,872	13,589	11,665	8,481	6,697	7,209	9,339	Annual Change		6,906	10,612	12,376	7,462
2011	FTEs	7,378	6,561	7,453	9,874	11,480	11,514	11,873	13,208	11,457	8,771	6,953	7,300	9,485	Annual Change		7,130	10,956	12,179	7,675
2012	FTEs	7,533	6,727	7,790	9,997	11,328	11,558	11,809	13,381	11,608	8,973	7,261	7,587	9,629	Annual Change		7,350	10,961	12,266	7,940
2013	FTEs	7,724	6,967	8,236	9,931	11,652	11,618	12,180	13,867	11,668	9,113	7,569	7,912	9,870	Annual Change		7,642	11,067	12,572	8,198
2014	FTEs	7,774	6,954	8,252	10,166	11,733	11,642	12,425	14,270	12,353	9,394	7,691	8,005	10,055	Annual Change		7,660	11,180	13,016	8,363
2015	FTEs	7,851	6,954	8,256	10,186	11,854	11,846	12,545	14,474	12,285	9,491	7,525	7,910	10,098	Annual Change		7,687	11,295	13,101	8,309
2016	FTEs	7,360	6,466	7,750	9,719	11,395	11,373	12,194	14,241	11,966	9,021	7,104	7,556	9,679	Annual Change		7,192	10,829	12,800	7,893

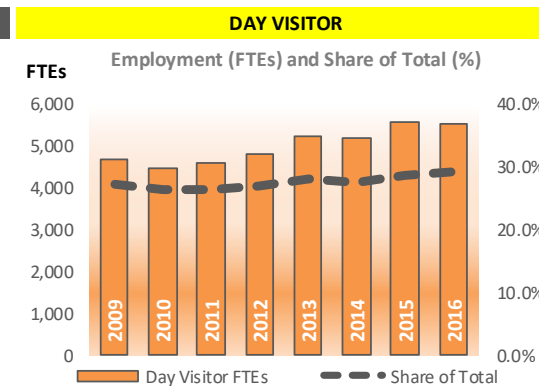
EMPLOYMENT									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	
Staying Visitor	FTEs	12,511	12,563	12,773	13,008	13,469	13,711	13,887	13,474
Total Employment	FTEs	17,175	17,030	17,359	17,796	18,688	18,907	19,466	19,018
Share of Total	%	72.8%	73.8%	73.6%	73.1%	72.1%	72.5%	71.3%	70.8%
Annual Change in Share	%		1.3%	-0.3%	-0.7%	-1.4%	0.6%	-1.6%	-0.7%
Change in Share from 2009	%		1.3%	1.0%	0.3%	-1.1%	-0.5%	-2.1%	-2.7%
Avg Ann. Change in Share	%		1.3%	0.5%	0.1%	-0.3%	-0.1%	-0.3%	-0.4%



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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016		DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		DAY VISITOR											TOTAL						% Change	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL		% Change					
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change				
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 2009 to 2016		22.7%	36.2%	95.2%	10.0%	26.5%	28.5%	6.0%	16.2%	1.6%	4.8%	5.1%	-9.3%	18.9%	Annual Change	52.9%	22.5%	9.7%	1.3%	
% Change 2015 to 2016		0.0%	-1.9%	8.7%	-2.4%	4.4%	10.6%	-6.9%	-1.5%	-7.6%	-7.2%	-6.6%	-0.2%	-0.6%	Annual Change	3.0%	4.6%	-4.5%	-5.6%	
Average Annual Change		3.2%	5.2%	13.6%	1.4%	3.8%	4.1%	0.9%	2.3%	0.2%	0.7%	0.7%	-1.3%	2.7%	Annual Change	7.6%	3.2%	1.4%	0.2%	
2009	FTEs	2,547	3,256	3,098	4,458	6,013	5,359	6,626	10,478	5,251	4,174	2,469	2,237	4,664		2,967	5,277	7,452	2,960	
2010	FTEs	2,364	3,201	2,997	4,367	6,113	6,004	5,992	9,531	4,860	4,005	2,390	1,789	4,468	-4.2%	2,854	5,495	6,794	2,728	
2011	FTEs	2,698	3,432	3,393	4,866	6,028	5,520	6,326	9,228	5,175	4,094	2,484	1,794	4,587	2.7%	3,174	5,471	6,910	2,791	
2012	FTEs	2,890	3,652	3,970	4,432	5,814	6,101	6,978	10,084	5,376	3,929	2,553	1,676	4,788	4.4%	3,504	5,449	7,479	2,719	
2013	FTEs	2,916	3,966	4,496	4,625	7,183	6,140	7,628	11,421	5,519	4,146	2,717	1,869	5,219	9.0%	3,793	5,983	8,189	2,911	
2014	FTEs	2,643	3,936	5,269	5,054	7,043	6,104	7,506	11,054	5,130	4,079	2,730	1,801	5,196	-0.4%	3,950	6,067	7,897	2,870	
2015	FTEs	3,125	4,520	5,566	5,024	7,283	6,229	7,540	12,367	5,774	4,714	2,777	2,033	5,579	7.4%	4,404	6,179	8,560	3,175	
2016	FTEs	3,125	4,434	6,047	4,904	7,605	6,887	7,022	12,179	5,333	4,373	2,593	2,029	5,544	-0.6%	4,535	6,465	8,178	2,998	

EMPLOYMENT									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Day Visitor	FTEs	4,664	4,468	4,587	4,788	5,219	5,196	5,579	5,544
Total Employment	FTEs	17,175	17,030	17,359	17,796	18,688	18,907	19,466	19,018
Share of Total	%	27.2%	26.2%	26.4%	26.9%	27.9%	27.5%	28.7%	29.2%
Annual Change in Share	%		-3.4%	0.7%	1.8%	3.8%	-1.6%	4.3%	1.7%
Change in Share from 2009	%		-3.4%	-2.7%	-0.9%	2.8%	1.2%	5.6%	7.4%
Avg Ann. Change in Share	%		-3.4%	-1.3%	-0.3%	0.7%	0.2%	0.9%	1.1%



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**STEAM FINAL TREND REPORT FOR 2009-2016  
LINCOLNSHIRE**

2016

STAYING VISITORS

ACCOMMODATION SUPPLY  
DISTRIBUTION BY TYPE

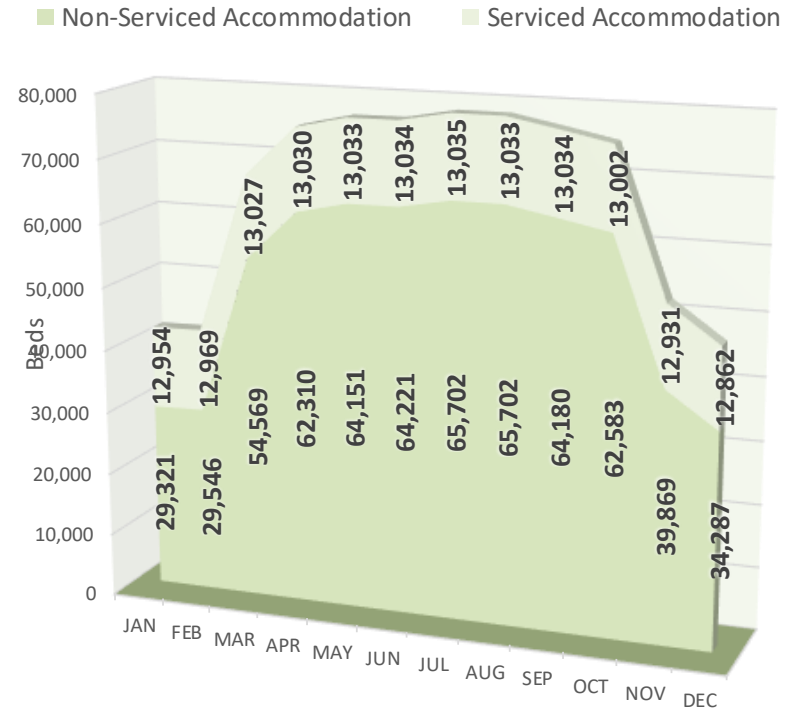
SERVICED ACCOMMODATION 2016	2016		Change on 2015		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Serviced Accommodation Total</b>	715	13,035	-94	-800	-73	-416
+50 Room	16	2,604	+1	+101	+2	+362
11-50 Room	115	4,953	-18	-522	-23	-583
<10 Room	584	5,478	-77	-379	-52	-195

NON-SERVICED ACCOMMODATION 2016	2016		Change on 2015		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>Non-Serviced Accommodation Total</b>	767	65,702	-44	-124	+74	+4,599
Self catering	491	16,353	-39	-84	+37	+471
Static caravans/chalets	0	23,370	0	-110	0	+1,456
Touring caravans/camping	274	25,938	-4	+87	+38	+2,700
Youth Hostels	2	41	-1	-17	-1	-28

DISTRIBUTION BY TYPE OF ACCOMMODATION 2016	2016		Change on 2015		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
<b>All Paid Accommodation Total</b>	1,482	78,737	-138	-924	+1	+4,183
Serviced Accommodation Share of Total	48%	17%				
Non-Serviced Accommodation Share of Total	52%	83%				

SEASONAL AVAILABILITY OF BED SUPPLY 2016	2016											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>All Paid Accommodation Total</b>	42,275	42,516	67,596	75,339	77,184	77,255	78,737	78,735	77,213	75,585	52,800	47,148
Serviced Accommodation	12,954	12,969	13,027	13,030	13,033	13,034	13,035	13,033	13,034	13,002	12,931	12,862
Non-Serviced Accommodation	29,321	29,546	54,569	62,310	64,151	64,221	65,702	65,702	64,180	62,583	39,869	34,287

**SEASONAL AVAILABILITY OF BED SUPPLY  
2016**



## Report Sections With Historic Financial Data Indexed to 2016 Prices

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

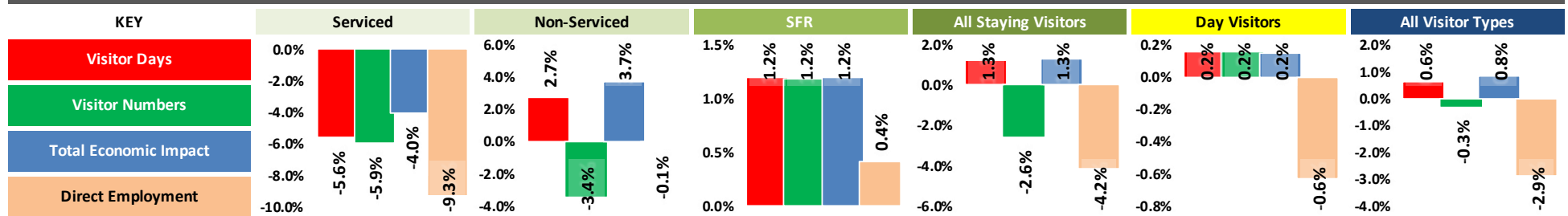
### **Indexation:** *Indexation to: 2016*

<b>2009</b>	<i>1.23</i>
<b>2010</b>	<i>1.19</i>
<b>2011</b>	<i>1.13</i>
<b>2012</b>	<i>1.09</i>
<b>2013</b>	<i>1.05</i>
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<b>2016</b>	<i>1.00</i>

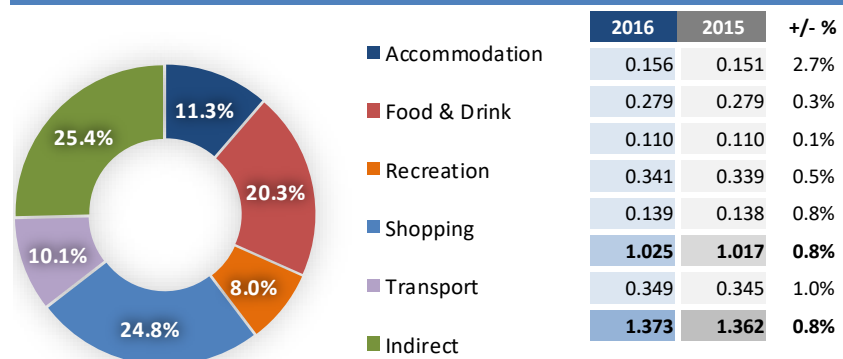
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2016 & 2015 - INDEXED TO 2016

KEY	Staying in Paid Accommodation									Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced			2016	2015	+/- %	2016	2015	+/- %	2016	2015	+/- %	2016	2015	+/- %	2016	2015	+/- %
	2016	2015	+/- %	2016	2015	+/- %															
Visitor Days	M	1.681	1.781	-5.6%	8.910	8.675	2.7%	2.687	2.655	1.2%	13.28	13.11	1.3%	16.64	16.62	0.2%	29.92	29.73	0.6%		
Visitor Numbers	M	0.868	0.923	-5.9%	1.243	1.287	-3.4%	1.133	1.120	1.2%	3.244	3.330	-2.6%	16.64	16.62	0.2%	19.89	19.95	-0.3%		
Direct Expenditure	£Bn																	1.025	1.017	0.8%	
Economic Impact	£Bn	0.188	0.196	-4.0%	0.467	0.451	3.7%	0.126	0.125	1.2%	0.781	0.771	1.3%	0.592	0.591	0.2%	1.373	1.362	0.8%		
Direct Employment	FTEs	4,101	4,523	-9.3%	4,378	4,381	-0.1%	1,199	1,194	0.4%	9,679	10,098	-4.2%	5,544	5,579	-0.6%	15,223	15,678	-2.9%		
Total Employment	FTEs																	19,018	19,466	-2.3%	

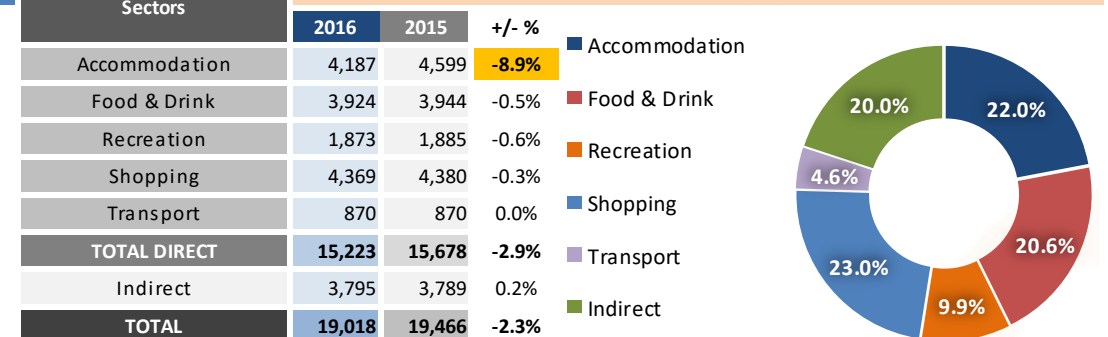
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2016 & 2015 - INDEXED TO 2016



Sectoral Distribution of Economic Impact - £Bn including VAT Indexed to 2016



Sectoral Distribution of Employment - FTEs



STEAM FINAL TREND REPORT FOR 2009-2016  
LINCOLNSHIRE

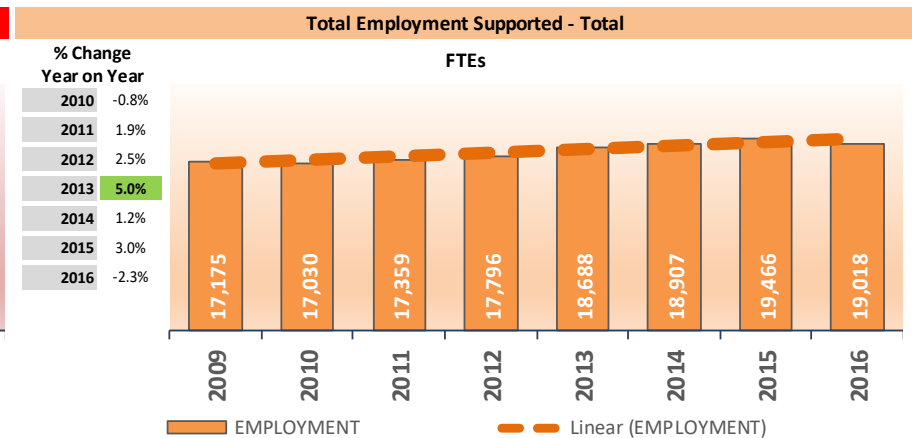
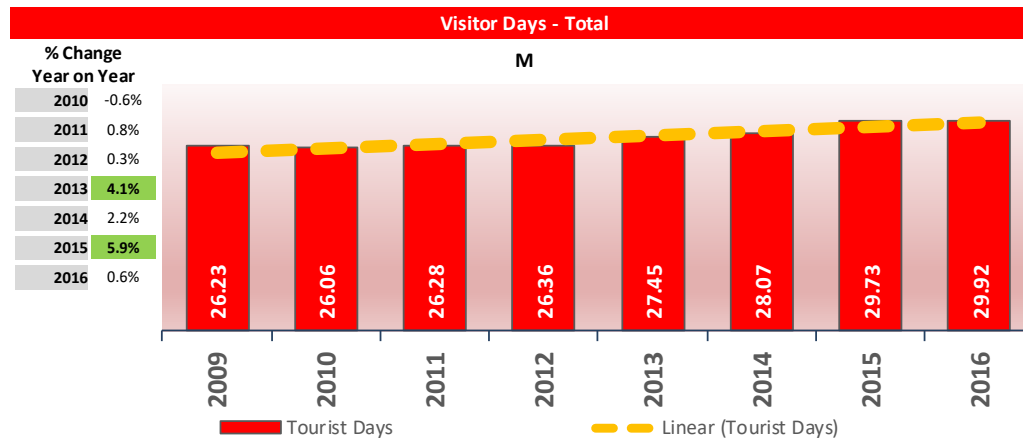
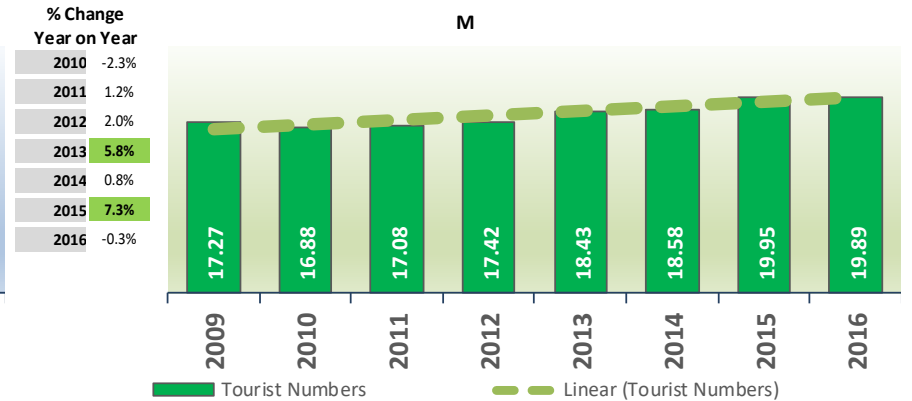
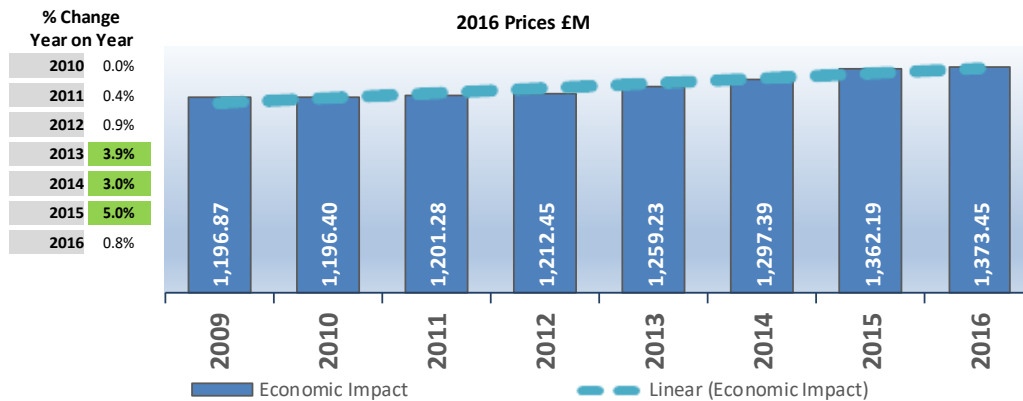
2009 to 2016  
2016 Prices

TOTAL

KEY MEASURES  
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016
Economic Impact - Indexed		0.0%	0.4%	1.3%	5.2%	8.4%	13.8%	14.8%
Visitor Numbers		-2.3%	-1.1%	0.9%	6.7%	7.6%	15.5%	15.1%
Visitor Days		-0.6%	0.2%	0.5%	4.7%	7.0%	13.3%	14.1%
Total Employment		-0.8%	1.1%	3.6%	8.8%	10.1%	13.3%	10.7%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2016  
LINCOLNSHIRE

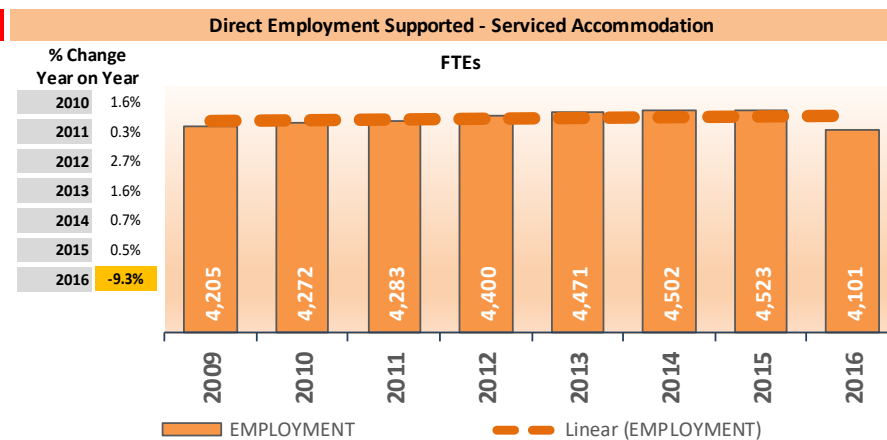
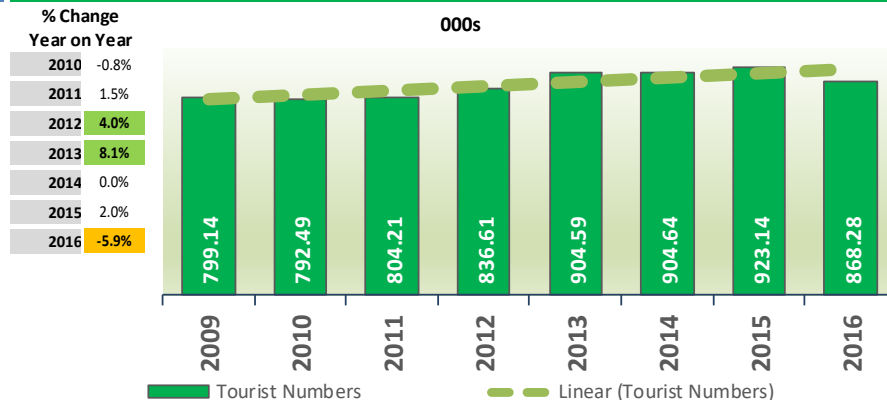
2009 to 2016  
2016 Prices

SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



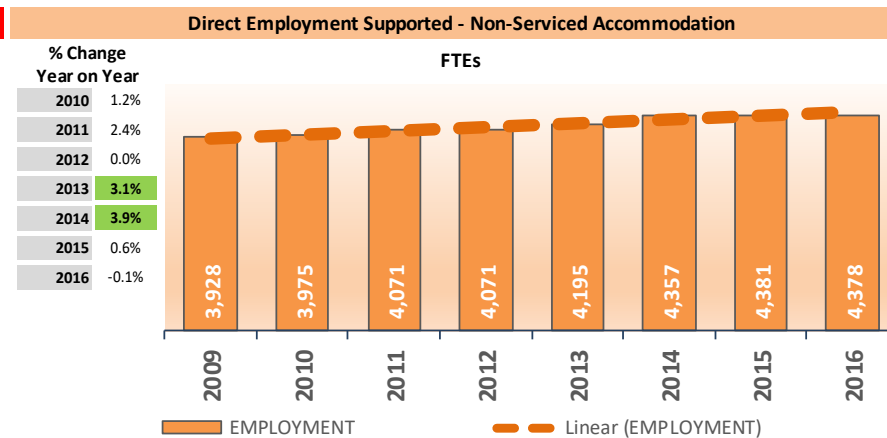
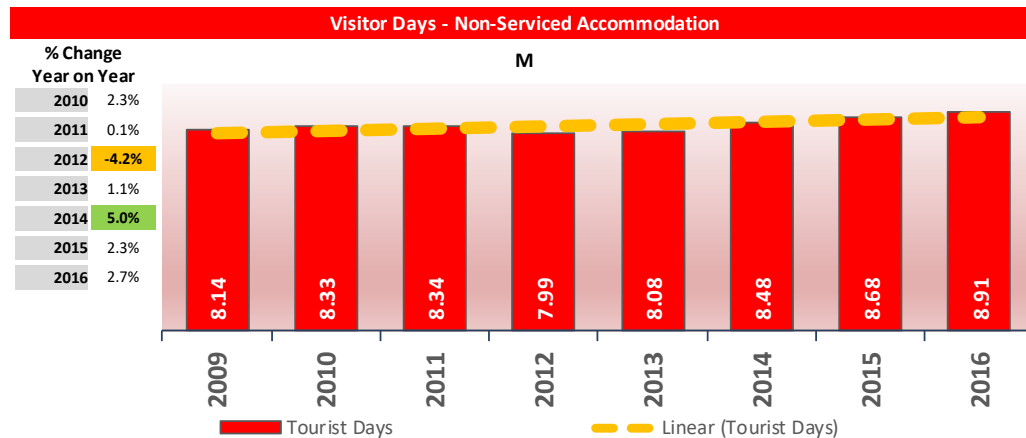
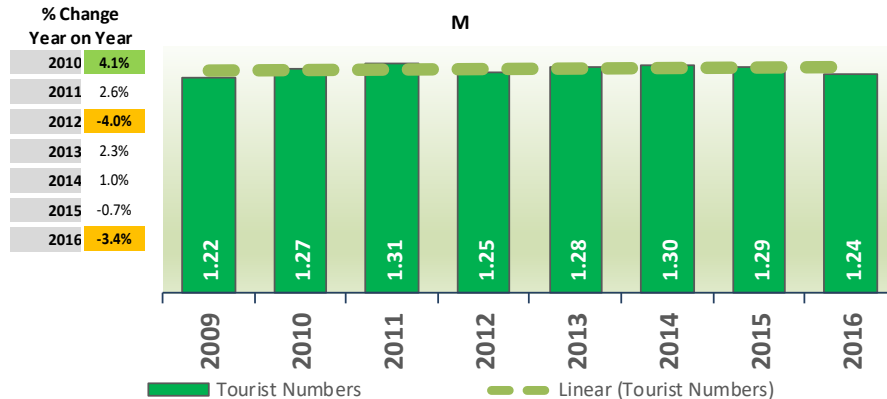
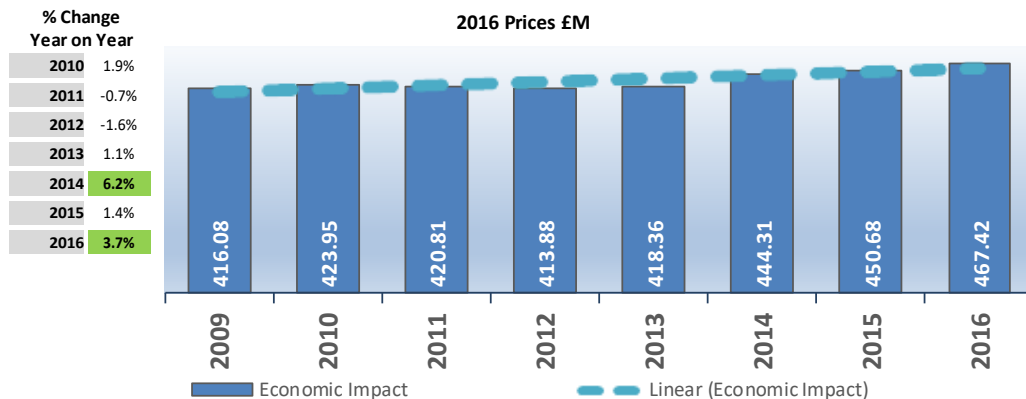
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016
Economic Impact - Indexed		4.5%	5.2%	8.2%	13.6%	17.8%	23.8%	18.8%
Visitor Numbers		-0.8%	0.6%	4.7%	13.2%	13.2%	15.5%	8.7%
Visitor Days		6.0%	7.8%	12.2%	17.0%	21.3%	28.3%	21.1%
Direct Employment		1.6%	1.9%	4.7%	6.3%	7.1%	7.6%	-2.5%

"Linear" = Linear Trendline



Economic Impact - Indexed - Non-Serviced Accommodation

Visitor Numbers - Non-Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016
Economic Impact - Indexed		1.9%	1.1%	-0.5%	0.5%	6.8%	8.3%	12.3%
Visitor Numbers		4.1%	6.8%	2.5%	4.9%	5.9%	5.2%	1.6%
Visitor Days		2.3%	2.4%	-1.9%	-0.8%	4.2%	6.6%	9.5%
Direct Employment		1.2%	3.6%	3.6%	6.8%	10.9%	11.5%	11.5%

"Linear" = Linear Trendline

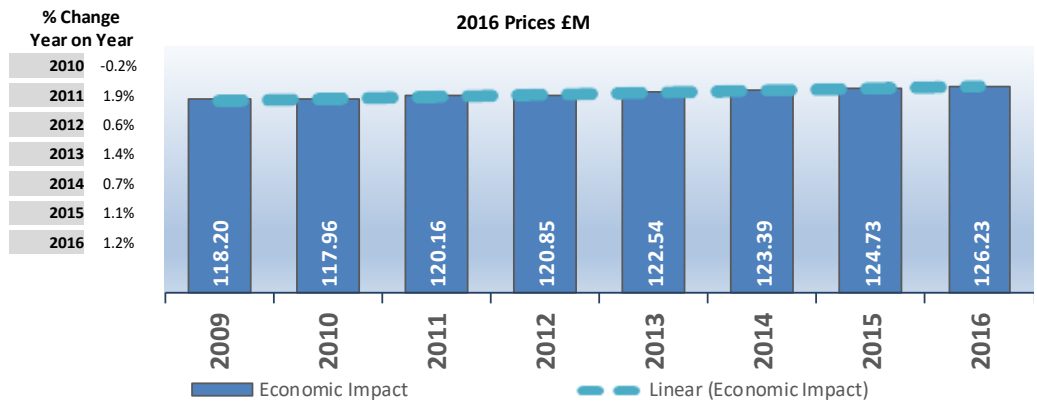
**STEAM FINAL TREND REPORT FOR 2009-2016**  
**LINCOLNSHIRE**

2009 to 2016  
2016 Prices

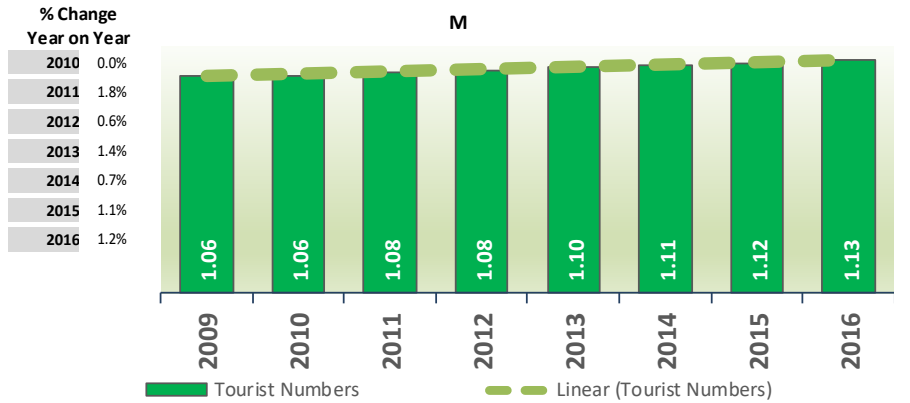
SFR

KEY MEASURES  
Indexed

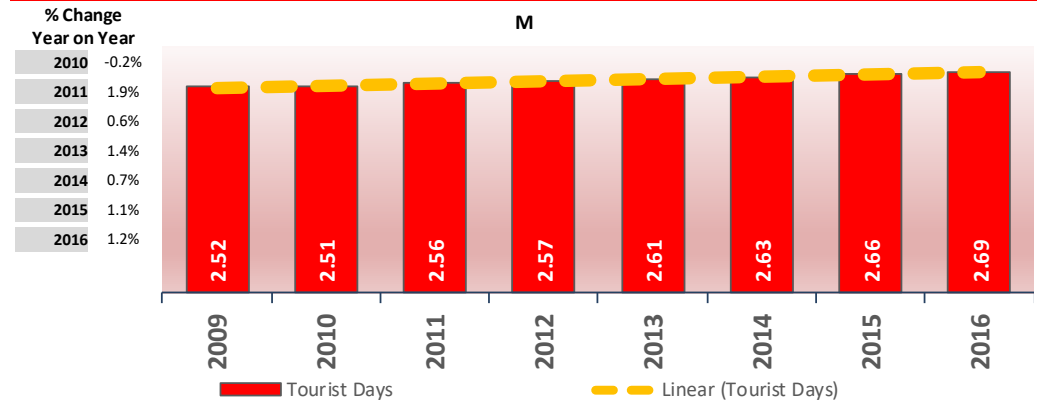
**Economic Impact - Indexed - SFR**



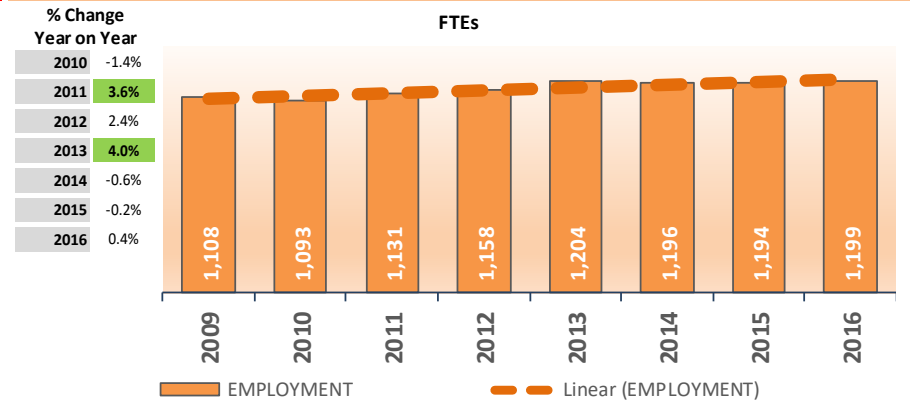
**Visitor Numbers - SFR**



**Visitor Days - SFR**



**Direct Employment Supported - SFR**



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016
Economic Impact - Indexed		-0.2%	1.7%	2.2%	3.7%	4.4%	5.5%	6.8%
Visitor Numbers		0.0%	1.8%	2.4%	3.9%	4.5%	5.7%	6.9%
Visitor Days		-0.2%	1.6%	2.2%	3.6%	4.3%	5.5%	6.7%
Direct Employment		-1.4%	2.1%	4.5%	8.6%	8.0%	7.7%	8.2%

"Linear" = Linear Trendline

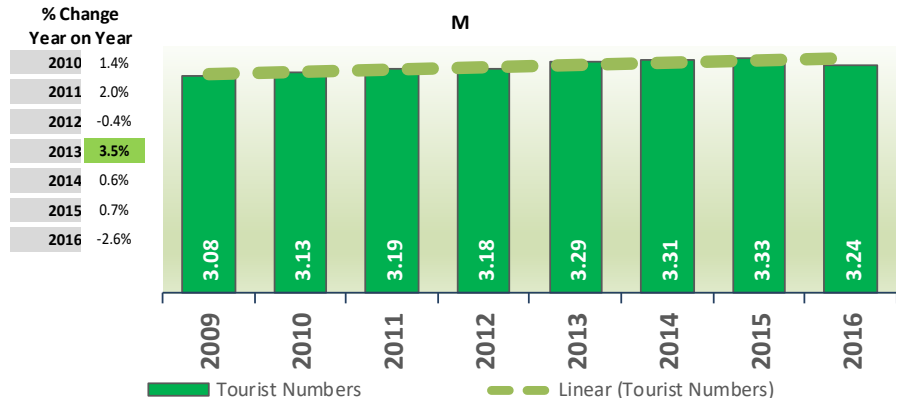
Economic Impact - Indexed - Staying Visitor



% Change Year on Year

2010	2.1%
2011	0.0%
2012	-0.2%
2013	2.1%
2014	4.6%
2015	2.3%
2016	1.3%

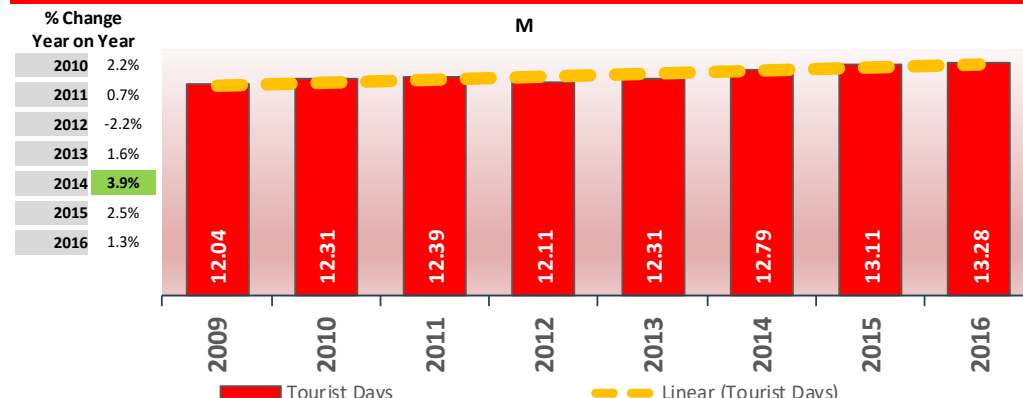
Visitor Numbers - Staying Visitor



% Change Year on Year

2010	1.4%
2011	2.0%
2012	-0.4%
2013	3.5%
2014	0.6%
2015	0.7%
2016	-2.6%

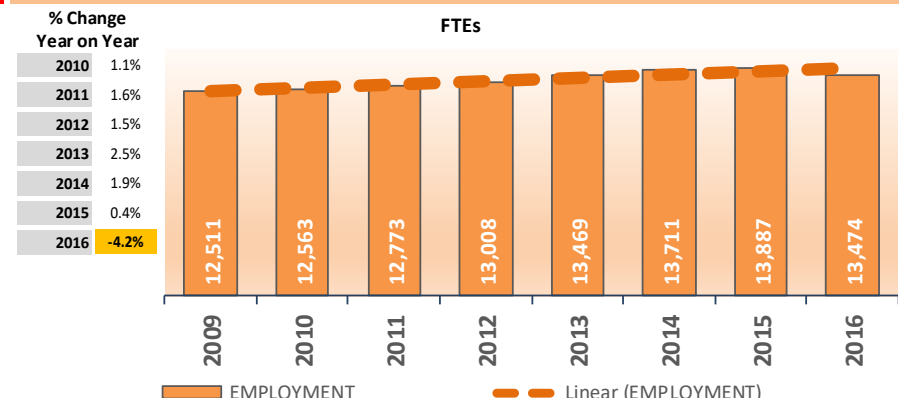
Visitor Days - Staying Visitor



% Change Year on Year

2010	2.2%
2011	0.7%
2012	-2.2%
2013	1.6%
2014	3.9%
2015	2.5%
2016	1.3%

Direct Employment Supported - Staying Visitor



% Change Year on Year

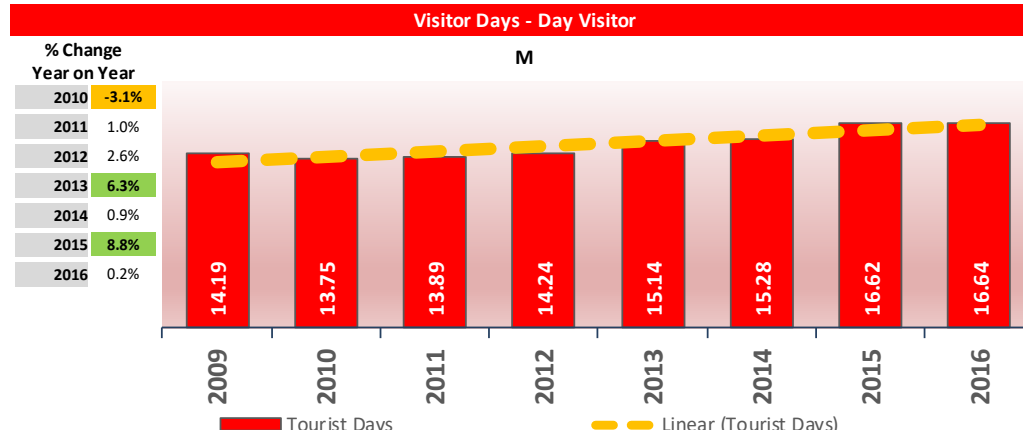
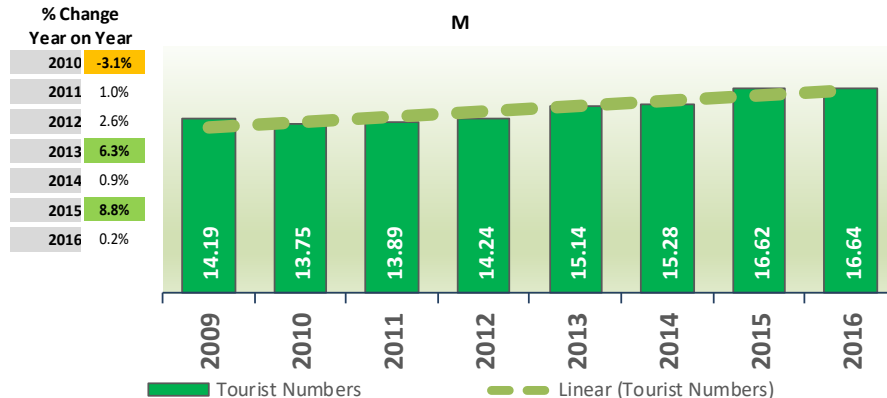
2010	1.1%
2011	1.6%
2012	1.5%
2013	2.5%
2014	1.9%
2015	0.4%
2016	-4.2%

% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016
Economic Impact - Indexed		2.1%	2.1%	1.9%	4.1%	8.9%	11.4%	12.9%
Visitor Numbers		1.4%	3.5%	3.0%	6.7%	7.3%	8.0%	5.2%
Visitor Days		2.2%	2.9%	0.6%	2.2%	6.2%	8.9%	10.3%
Direct Employment		0.4%	2.1%	4.0%	7.7%	9.6%	11.0%	7.7%

"Linear" = Linear Trendline

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor



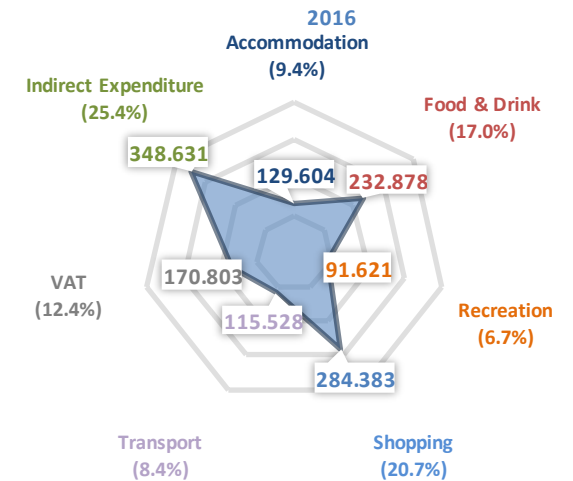
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016
Economic Impact - Indexed		-3.0%	-2.1%	0.4%	6.8%	7.7%	17.2%	17.3%
Visitor Numbers		-3.1%	-2.1%	0.4%	6.7%	7.7%	17.1%	17.3%
Visitor Days		-3.1%	-2.1%	0.4%	6.7%	7.7%	17.1%	17.3%
Direct Employment		-4.2%	-1.7%	2.7%	11.9%	11.4%	19.6%	18.9%

"Linear" = Linear Trendline

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2016

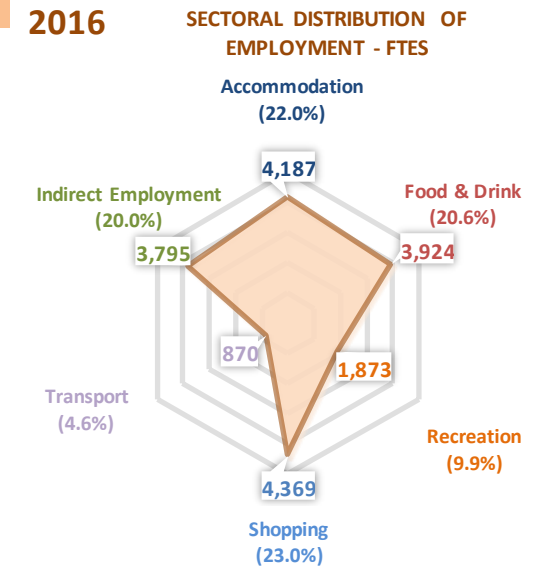
SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016
Accommodation	£M 113.79	112.70	107.59	112.81	116.44	124.75	126.19	129.60
Food & Drink	£M 213.54	209.30	206.79	207.17	215.06	220.35	232.24	232.88
Recreation	£M 83.55	81.94	81.12	81.35	84.56	86.58	91.49	91.62
Shopping	£M 259.24	252.36	249.28	250.37	260.81	266.74	282.89	284.38
Transport	£M 106.00	103.48	102.42	102.33	106.19	108.63	114.61	115.53
Direct Revenue	£M 776.12	759.77	747.20	754.04	783.06	807.04	847.42	854.02
VAT	£M 116.42	132.96	149.44	150.81	156.61	161.41	169.48	170.80
Direct Expenditure	£M 892.54	892.73	896.64	904.85	939.67	968.45	1,016.90	1,024.82
Indirect Expenditure	£M 304.32	303.67	304.64	307.60	319.56	328.94	345.29	348.63
TOTAL	£M 1,196.87	1,196.40	1,201.28	1,212.45	1,259.23	1,297.39	1,362.19	1,373.45

2016 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £BN INCLUDING VAT INDEXED TO 2016



2016 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

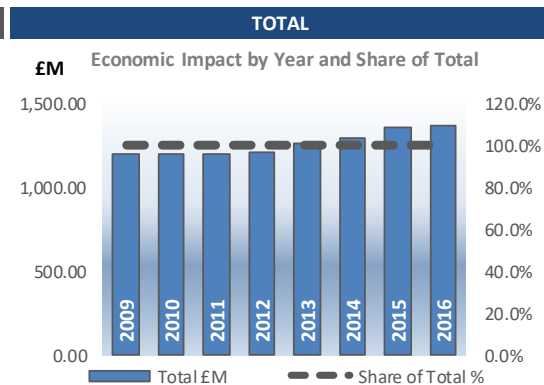
SECTOR / YEAR	2009	2010	2011	2012	2013	2014	2015	2016
Accommodation	FTEs 4,363	4,395	4,413	4,559	4,581	4,635	4,599	4,187
Food & Drink	FTEs 3,404	3,367	3,454	3,522	3,748	3,790	3,944	3,924
Recreation	FTEs 1,616	1,600	1,644	1,678	1,788	1,807	1,885	1,873
Shopping	FTEs 3,767	3,701	3,796	3,881	4,144	4,183	4,380	4,369
Transport	FTEs 755	744	764	777	827	835	870	870
Direct Employment	FTEs 13,905	13,807	14,072	14,417	15,089	15,251	15,678	15,223
Indirect Employment	FTEs 3,270	3,224	3,288	3,379	3,599	3,656	3,789	3,795
TOTAL	FTEs 17,175	17,030	17,359	17,796	18,688	18,907	19,466	19,018



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

STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016 2016 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 2016 / 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 2009 to 2016	14.0%	23.8%	60.0%	7.9%	11.9%	21.2%	7.6%	12.2%	16.5%	9.1%	14.8%	-2.2%	14.8%	Annual Change	33.2%	13.9%	11.8%	7.3%	
% Change 2015 to 2016	-0.2%	-1.2%	4.6%	-0.4%	2.7%	4.8%	-1.0%	1.4%	-0.9%	-2.7%	-1.7%	2.4%	0.8%		1.4%	2.6%	0.1%	-1.1%	
Average Annual Change	2.0%	3.4%	8.6%	1.1%	1.7%	3.0%	1.1%	1.7%	2.4%	1.3%	2.1%	-0.3%	2.1%		4.7%	2.0%	1.7%	1.0%	
2009	£M	56.48	57.05	60.25	97.31	131.79	117.05	152.34	204.85	119.95	87.93	52.62	59.25		1,196.87	173.78	346.15	477.14	199.81
2010	£M	51.33	58.86	59.99	94.50	129.09	134.52	150.32	203.99	127.38	84.53	52.01	49.88	1,196.40	0.0%	170.18	358.11	481.68	186.42
2011	£M	58.00	59.74	65.89	103.18	130.46	127.06	149.60	191.81	124.52	86.65	54.46	49.91	1,201.28	0.4%	183.63	360.70	465.93	191.02
2012	£M	58.80	61.06	72.40	98.02	124.01	130.15	151.95	198.50	125.57	85.35	56.77	49.84	1,212.45	0.9%	192.27	352.18	476.03	191.97
2013	£M	59.60	65.48	80.67	96.46	136.49	128.05	157.45	209.91	124.14	86.64	60.45	53.90	1,259.23	3.9%	205.75	361.00	491.50	200.98
2014	£M	58.20	65.20	88.04	103.86	138.03	129.59	161.24	209.20	136.97	90.30	62.14	54.61	1,297.39	3.0%	211.44	371.48	507.40	207.06
2015	£M	64.54	71.49	92.11	105.40	143.59	135.27	165.45	226.57	141.05	98.66	61.49	56.58	1,362.19	5.0%	228.13	384.26	533.07	216.73
2016	£M	64.39	70.64	96.38	104.99	147.46	141.83	163.85	229.78	139.77	95.97	60.43	57.95	1,373.45	0.8%	231.41	394.28	533.40	214.36

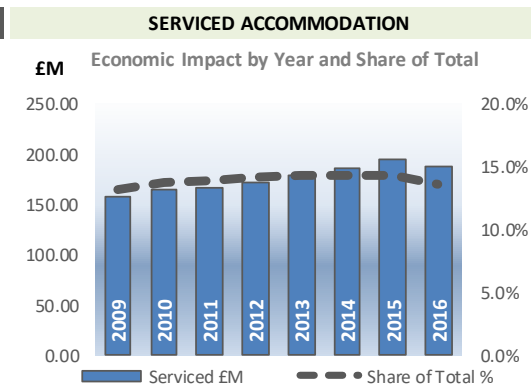
ECONOMIC IMPACT - INDEXED TO 2016									
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	
Total	£M	1,196.87	1,196.40	1,201.28	1,212.45	1,259.23	1,297.39	1,362.19	1,373.45
All Visitor Types	£Bn	1.197	1.196	1.201	1.212	1.259	1.297	1.362	1.373
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%								
Change in Share from 2009	%								
Avg Ann. Change in Share	%								



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

STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016 2016 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 2016 / 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 2009 to 2016		71.6%	70.9%	53.5%	-6.2%	4.7%	16.6%	15.1%	29.2%	14.3%	6.0%	12.4%	-1.5%	18.8%	Annual Change	64.1%	5.5%	20.0%	5.7%	
% Change 2015 to 2016		-9.6%	-5.5%	-4.1%	-2.9%	-4.2%	-6.1%	-0.8%	-1.3%	-5.7%	-9.6%	-3.6%	3.1%	-4.0%		-6.0%	-4.6%	-2.4%	-4.3%	
Average Annual Change		10.2%	10.1%	7.6%	-0.9%	0.7%	2.4%	2.2%	4.2%	2.0%	0.9%	1.8%	-0.2%	2.7%		9.2%	0.8%	2.9%	0.8%	
2009	£M	5.043	7.916	8.716	13.00	14.02	14.68	18.75	20.76	17.07	14.50	11.92	11.65	158.04		21.67	41.70	56.58	38.08	
2010	£M	7.496	11.67	10.41	11.54	12.95	14.29	18.20	23.00	18.83	14.87	12.79	9.135	165.18	4.5%	29.57	38.77	60.03	36.80	
2011	£M	8.346	12.49	11.42	12.33	12.64	14.34	18.17	22.72	17.16	14.38	12.58	9.614	166.18	0.6%	32.25	39.30	58.04	36.58	
2012	£M	7.350	12.23	11.84	11.88	12.67	15.76	18.14	23.99	19.40	14.59	13.77	9.349	170.97	2.9%	31.42	40.30	61.53	37.71	
2013	£M	7.720	14.16	14.45	10.68	13.77	16.06	19.39	25.18	17.88	13.86	15.43	10.94	179.52	5.0%	36.33	40.51	62.45	40.23	
2014	£M	7.952	13.33	13.57	12.09	14.13	15.51	20.63	25.31	21.77	15.53	15.24	11.09	186.15	3.7%	34.86	41.73	67.71	41.85	
2015	£M	9.574	14.31	13.95	12.56	15.32	18.23	21.74	27.16	20.70	16.99	13.90	11.14	195.59	5.1%	37.84	46.12	69.60	42.03	
2016	£M	8.652	13.53	13.38	12.20	14.68	17.12	21.57	26.81	19.52	15.37	13.40	11.48	187.71	-4.0%	35.56	44.00	67.90	40.25	

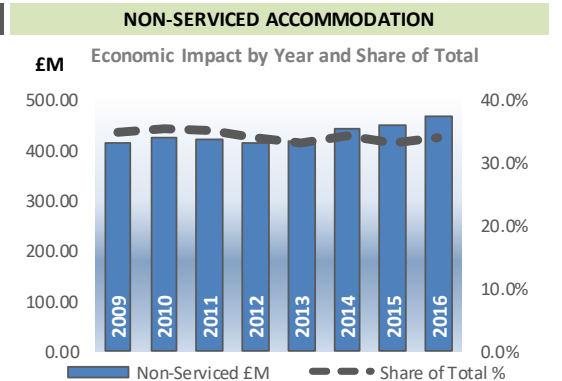
ECONOMIC IMPACT - INDEXED TO 2016									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Serviced	£M	158.04	165.18	166.18	170.97	179.52	186.15	195.59	187.71
All Visitor Types	£Bn	1.197	1.196	1.201	1.212	1.259	1.297	1.362	1.373
Share of Total	%	13.2%	13.8%	13.8%	14.1%	14.3%	14.3%	14.4%	13.7%
Annual Change in Share	%		4.6%	0.2%	1.9%	1.1%	0.6%	0.1%	-4.8%
Change in Share from 2009	%		4.6%	4.8%	6.8%	8.0%	8.7%	8.7%	3.5%
Avg Ann. Change in Share	%		4.6%	2.4%	2.3%	2.0%	1.7%	1.5%	0.5%



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

STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016 2016 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 2016 / 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 2009 to 2016		-14.0%	-18.1%	27.2%	14.6%	2.0%	18.5%	8.3%	4.9%	33.7%	18.7%	37.5%	8.0%	12.3%	Annual Change	1.2%	10.8%	13.5%	20.9%
% Change 2015 to 2016		5.7%	3.3%	0.7%	1.5%	1.9%	2.4%	3.8%	5.3%	5.3%	4.9%	4.6%	4.8%	3.7%		2.5%	2.0%	4.8%	4.8%
Average Annual Change		-2.0%	-2.6%	3.9%	2.1%	0.3%	2.6%	1.2%	0.7%	4.8%	2.7%	5.4%	1.1%	1.8%		0.2%	1.5%	1.9%	3.0%
2009	£M	11.78	14.04	17.37	30.08	53.64	46.57	62.10	77.41	48.69	29.19	13.26	11.96	416.08		43.19	130.29	188.19	54.41
2010	£M	5.890	11.93	15.88	29.32	50.58	57.55	65.61	81.55	56.94	26.56	12.20	9.950	423.95	1.9%	33.70	137.45	204.09	48.72
2011	£M	7.983	10.34	17.41	32.94	53.72	55.24	62.83	73.95	53.76	28.85	14.21	9.595	420.81	-0.7%	35.74	141.89	190.54	52.65
2012	£M	8.715	10.58	18.79	32.73	50.14	52.61	60.48	73.15	51.51	29.37	14.96	10.85	413.88	-1.6%	38.08	135.47	185.14	55.19
2013	£M	9.251	10.85	20.43	31.87	50.91	51.23	60.50	73.90	51.62	30.40	15.94	11.44	418.36	1.1%	40.54	134.02	186.02	57.79
2014	£M	9.661	11.37	21.54	33.36	52.43	52.95	63.07	74.74	63.02	32.35	17.42	12.40	444.31	6.2%	42.57	138.74	200.83	62.17
2015	£M	9.583	11.13	21.95	33.96	53.70	53.88	64.77	77.11	61.82	33.02	17.43	12.32	450.68	1.4%	42.67	141.54	203.70	62.77
2016	£M	10.13	11.50	22.10	34.47	54.71	55.18	67.24	81.22	65.10	34.64	18.23	12.91	467.42	3.7%	43.72	144.36	213.55	65.78

ECONOMIC IMPACT - INDEXED TO 2016									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Non-Serviced	£M	416.08	423.95	420.81	413.88	418.36	444.31	450.68	467.42
All Visitor Types	£Bn	1.197	1.196	1.201	1.212	1.259	1.297	1.362	1.373
Share of Total	%	34.8%	35.4%	35.0%	34.1%	33.2%	34.2%	33.1%	34.0%
Annual Change in Share	%		1.9%	-1.1%	-2.6%	-2.7%	3.1%	-3.4%	2.9%
Change in Share from 2009	%		1.9%	0.8%	-1.8%	-4.4%	-1.5%	-4.8%	-2.1%
Avg Ann. Change in Share	%		1.9%	0.4%	-0.6%	-1.1%	-0.3%	-0.8%	-0.3%

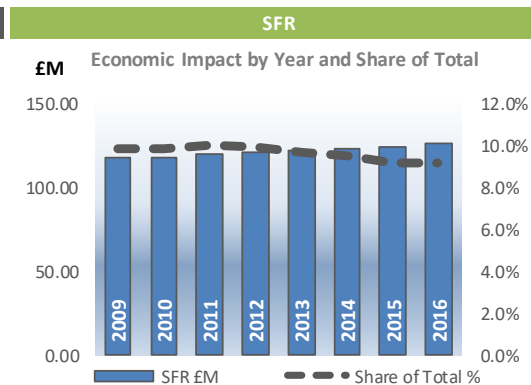


Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.



STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016 2016 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 2016 / 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 2009 to 2016		6.6%	7.1%	13.5%	4.6%	4.7%	10.2%	6.8%	9.4%	12.3%	6.6%	10.3%	0.3%	6.8%	Annual Change	8.2%	6.0%	9.0%	3.7%
% Change 2015 to 2016		0.1%	0.4%	0.4%	1.2%	1.2%	1.1%	1.6%	2.0%	2.1%	0.3%	1.5%	2.2%	1.2%	0.2%	1.2%	1.8%	1.6%	
Average Annual Change		0.9%	1.0%	1.9%	0.7%	0.7%	1.5%	1.0%	1.3%	1.8%	0.9%	1.5%	0.0%	1.0%	1.2%	0.9%	1.3%	0.5%	
2009	£M	16.70	5.739	6.237	14.03	9.921	7.482	11.75	12.22	6.851	6.602	5.186	15.47	118.20		28.68	31.44	30.83	27.26
2010	£M	16.37	6.053	6.341	13.79	9.767	7.888	11.82	12.46	7.249	6.549	5.209	14.46	117.96	-0.2%	28.76	31.44	31.54	26.22
2011	£M	17.45	6.104	6.597	14.23	9.990	7.928	11.81	12.28	7.149	6.659	5.363	14.60	120.16	1.9%	30.15	32.14	31.25	26.62
2012	£M	17.25	6.038	6.760	14.32	9.923	7.974	11.79	12.42	7.245	6.735	5.526	14.86	120.85	0.6%	30.05	32.22	31.46	27.12
2013	£M	17.55	6.341	7.098	14.11	10.02	7.925	11.94	12.57	7.153	6.705	5.695	15.44	122.54	1.4%	30.99	32.06	31.66	27.84
2014	£M	17.55	6.179	6.990	14.35	10.07	7.920	12.10	12.79	7.458	6.872	5.685	15.43	123.39	0.7%	30.72	32.34	32.35	27.99
2015	£M	17.79	6.126	7.056	14.51	10.26	8.155	12.35	13.11	7.541	7.020	5.635	15.17	124.73	1.1%	30.97	32.93	33.00	27.83
2016	£M	17.80	6.149	7.082	14.68	10.39	8.242	12.55	13.37	7.696	7.040	5.722	15.51	126.23	1.2%	31.03	33.31	33.61	28.27

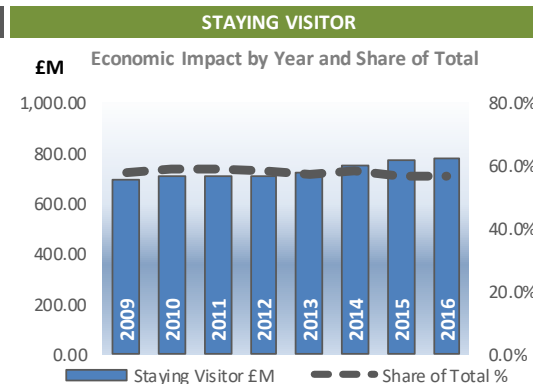
ECONOMIC IMPACT - INDEXED TO 2016									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
SFR	£M	118.20	117.96	120.16	120.85	122.54	123.39	124.73	126.23
All Visitor Types	£Bn	1.197	1.196	1.201	1.212	1.259	1.297	1.362	1.373
Share of Total	%	9.9%	9.9%	10.0%	10.0%	9.7%	9.5%	9.2%	9.2%
Annual Change in Share	%		-0.2%	1.4%	-0.4%	-2.4%	-2.3%	-3.7%	0.4%
Change in Share from 2009	%		-0.2%	1.3%	0.9%	-1.5%	-3.7%	-7.3%	-6.9%
Avg Ann. Change in Share	%		-0.2%	0.6%	0.3%	-0.4%	-0.7%	-1.2%	-1.0%



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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016 2016 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 2016 / 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 2009 to 2016		9.1%	12.6%	31.7%	7.4%	2.8%	17.2%	9.5%	10.0%	27.1%	13.4%	23.0%	2.1%	12.9%	Annual Change		17.9%	9.0%	14.3%	12.2%	
% Change 2015 to 2016		-1.0%	-1.2%	-0.9%	0.5%	0.6%	0.3%	2.5%	3.4%	2.5%	0.0%	1.0%	3.3%	1.3%			-1.0%	0.5%	2.9%	1.3%	
Average Annual Change		1.3%	1.8%	4.5%	1.1%	0.4%	2.5%	1.4%	1.4%	3.9%	1.9%	3.3%	0.3%	1.8%			2.6%	1.3%	2.0%	1.7%	
2009	£M	33.52	27.70	32.32	57.12	77.58	68.73	92.61	110.38	72.61	50.30	30.37	39.08	692.31			93.54	203.43	275.60	119.75	
2010	£M	29.76	29.65	32.63	54.64	73.29	79.73	95.63	117.01	83.02	47.98	30.20	33.55	707.09	2.1%			92.04	207.66	295.66	111.73
2011	£M	33.78	28.93	35.43	59.49	76.35	77.50	92.80	108.96	78.06	49.89	32.15	33.81	707.16	0.0%			98.14	213.34	279.83	115.85
2012	£M	33.32	28.85	37.39	58.92	72.73	76.34	90.41	109.56	78.16	50.70	34.26	35.07	705.70	-0.2%			99.56	207.99	278.13	120.02
2013	£M	34.52	31.35	41.99	56.67	74.69	75.22	91.83	111.65	76.65	50.97	37.07	37.82	720.42	2.1%			107.86	206.58	280.13	125.86
2014	£M	35.16	30.88	42.11	59.80	76.63	76.38	95.80	112.84	92.25	54.75	38.34	38.92	753.85	4.6%			108.15	212.81	300.89	132.01
2015	£M	36.95	31.57	42.96	61.03	79.28	80.27	98.87	117.37	90.07	57.03	36.97	38.63	771.00	2.3%			111.48	220.59	306.31	132.63
2016	£M	36.58	31.18	42.56	61.35	79.78	80.55	101.36	121.39	92.31	57.05	37.35	39.90	781.36	1.3%			110.32	221.68	315.07	134.30

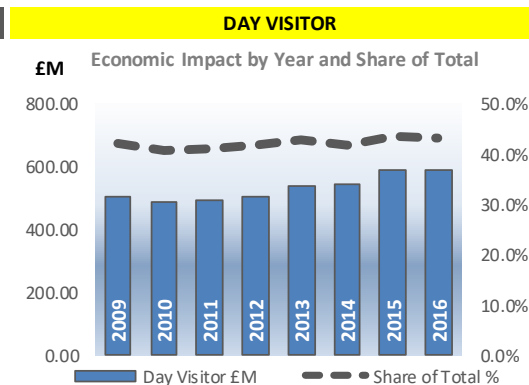
ECONOMIC IMPACT - INDEXED TO 2016									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Staying Visitor	£M	692.31	707.09	707.16	705.70	720.42	753.85	771.00	781.36
All Visitor Types	£Bn	1.197	1.196	1.201	1.212	1.259	1.297	1.362	1.373
Share of Total	%	57.8%	59.1%	58.9%	58.2%	57.2%	58.1%	56.6%	56.9%
Annual Change in Share	%		2.2%	-0.4%	-1.1%	-1.7%	1.6%	-2.6%	0.5%
Change in Share from 2009	%		2.2%	1.8%	0.6%	-1.1%	0.5%	-2.1%	-1.6%
Avg Ann. Change in Share	%		2.2%	0.9%	0.2%	-0.3%	0.1%	-0.4%	-0.2%



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STEAM FINAL TREND REPORT FOR 2009-2016 LINCOLNSHIRE													2009 to 2016 2016 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 2016 / 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 2009 to 2016		21.1%	34.4%	92.7%	8.6%	24.9%	26.8%	4.6%	14.7%	0.3%	3.4%	3.7%	-10.5%	17.3%	50.9%		20.9%	8.3%	0.0%	
% Change 2015 to 2016		0.8%	-1.1%	9.5%	-1.6%	5.2%	11.4%	-6.1%	-0.7%	-6.9%	-6.5%	-5.9%	0.6%	0.2%	3.8%		5.5%	-3.7%	-4.8%	
Average Annual Change		3.0%	4.9%	13.2%	1.2%	3.6%	3.8%	0.7%	2.1%	0.0%	0.5%	0.5%	-1.5%	2.5%	7.3%		3.0%	1.2%	0.0%	
2009	£M	22.96	29.35	27.93	40.19	54.21	48.32	59.74	94.46	47.34	37.63	22.26	20.17	504.55	80.24		142.72	201.54	80.06	
2010	£M	21.58	29.21	27.35	39.85	55.80	54.80	54.68	86.98	44.36	36.55	21.81	16.33	489.30	-3.0%		78.14	150.45	186.02	74.69
2011	£M	24.22	30.81	30.46	43.69	54.11	49.56	56.80	82.85	46.46	36.76	22.30	16.11	494.12	1.0%		85.49	147.36	186.10	75.17
2012	£M	25.49	32.21	35.01	39.09	51.28	53.81	61.54	88.94	47.42	34.66	22.52	14.78	506.75	2.6%		92.71	144.19	197.90	71.95
2013	£M	25.09	34.12	38.68	39.79	61.80	52.83	65.62	98.26	47.49	35.67	23.38	16.08	538.81	6.3%		97.89	154.42	211.37	75.13
2014	£M	23.04	34.32	45.93	44.06	61.40	53.21	65.44	96.36	44.72	35.55	23.80	15.70	543.53	0.9%		103.29	158.67	206.52	75.05
2015	£M	27.59	39.91	49.15	44.37	64.31	55.00	66.58	109.20	50.98	41.63	24.52	17.95	591.19	8.8%		116.65	163.68	226.76	84.10
2016	£M	27.81	39.46	53.82	43.64	67.68	61.29	62.49	108.38	47.46	38.92	23.08	18.05	592.09	0.2%		121.09	172.61	218.34	80.05

ECONOMIC IMPACT - INDEXED TO 2016									
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016
Day Visitor	£M	504.55	489.30	494.12	506.75	538.81	543.53	591.19	592.09
All Visitor Types	£Bn	1.197	1.196	1.201	1.212	1.259	1.297	1.362	1.373
Share of Total	%	42.2%	40.9%	41.1%	41.8%	42.8%	41.9%	43.4%	43.1%
Annual Change in Share	%		-3.0%	0.6%	1.6%	2.4%	-2.1%	3.6%	-0.7%
Change in Share from 2009	%		-3.0%	-2.4%	-0.9%	1.5%	-0.6%	2.9%	2.3%
Avg Ann. Change in Share	%		-3.0%	-1.2%	-0.3%	0.4%	-0.1%	0.5%	0.3%



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