



## STEAM REPORT FOR 2011-2022 - FINAL

Final

South Kesteven District Council


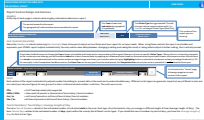











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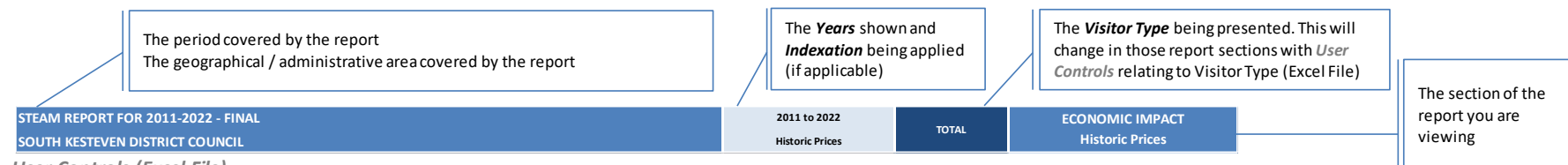
<b>REPORT SECTIONS</b>  <b>Page</b>	<b>USER GUIDE</b>  <b>3</b>	<b>COMPARATIVE HEADLINES</b>  <b>4</b>	<b>KEY MEASURES</b>  <b>5-11</b>
<b>KEY IMPACT MEASURES: MONTHLY DATA BY VISITOR TYPE</b>	<b>DISTRIBUTION OF IMPACT: <i>by Visitor Type</i></b>  <b>13</b>	<b>DISTRIBUTION OF IMPACT: <i>by Month</i></b>  <b>14</b>	<b>DISTRIBUTION OF IMPACT: <i>by Sector</i></b>  <b>15</b>
<b>UNINDEXED ECONOMIC IMPACT</b>  <b>16-22</b>	<b>VISITOR NUMBERS</b>  <b>23-29</b>	<b>VISITOR DAYS</b>  <b>30-36</b>	<b>DIRECT AND TOTAL EMPLOYMENT</b>  <b>37-43</b>
	<b>ACCOMMODATION SUPPLY</b>  <b>44</b>	<b>ANNEX</b>	<b>INDEXED FINANCIAL DATA</b>  <b>45-59</b>



## Report Section Design and Features

### Headers

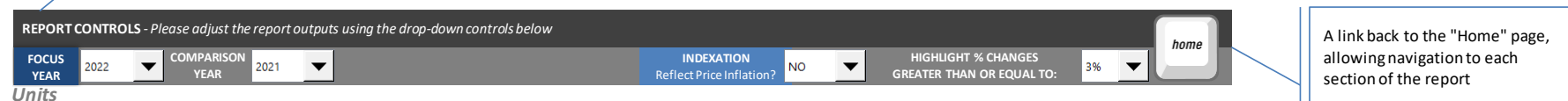
At the top of each page is a band containing key information about your report



### User Controls (Excel File)

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

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



### Units

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

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

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

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

**STEAM REPORT FOR 2011-2022 - FINAL**  
**SOUTH KESTIVEN DISTRICT COUNCIL**

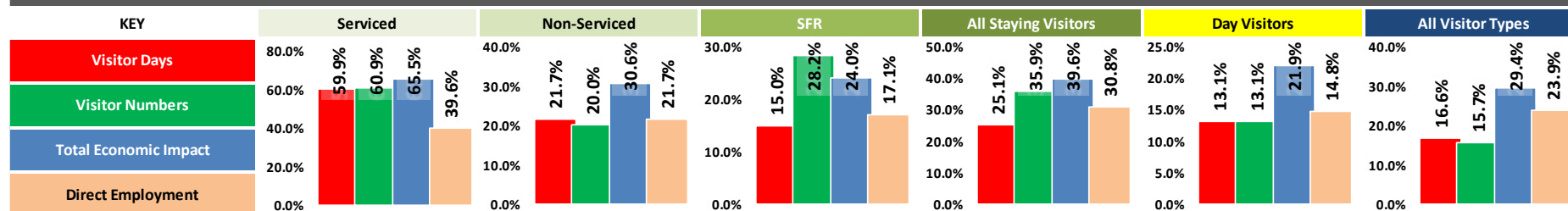
Comparing 2022 and 2021  
All £'s Historic Prices

**COMPARATIVE HEADLINES**

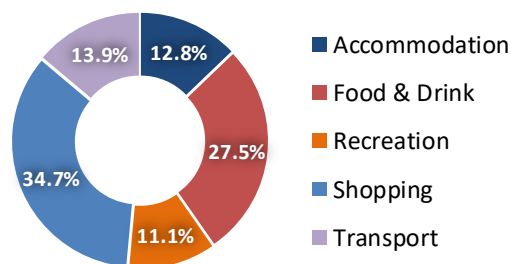
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - IN HISTORIC PRICES**

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
Less than 3% change		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
A Fall of 3% or more		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	0.268	0.168	59.9%	0.475	0.391	21.7%	0.508	0.442	15.0%	1.252	1.000	25.1%	2.722	2.408	13.1%	3.974	3.408	16.6%
Visitor Numbers	M	0.141	0.088	60.9%	0.068	0.057	20.0%	0.214	0.167	28.2%	0.423	0.312	35.9%	2.722	2.408	13.1%	3.145	2.719	15.7%
Direct Expenditure	£M																163.77	126.33	29.6%
Economic Impact	£M	37.78	22.83	65.5%	32.21	24.66	30.6%	29.30	23.63	24.0%	99.29	71.12	39.6%	118.89	97.51	21.9%	218.18	168.63	29.4%
Direct Employment	FTEs	805	576	39.6%	332	273	21.7%	227	194	17.1%	1,364	1,043	30.8%	907	791	14.8%	2,271	1,834	23.9%
Total Employment	FTEs																2,754	2,232	23.4%

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2021 - IN HISTORIC PRICES**



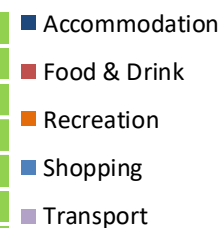
**Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices**



**Direct Expenditure Categories**

	2022	2021	+/- %	Sectors	2022	2021	+/- %
	21.00	14.11	48.9%	Accommodation	794	603	31.6%
	45.02	35.08	28.4%	Food & Drink	515	426	20.9%
	18.24	14.19	28.5%	Recreation	253	209	21.1%
	56.82	44.95	26.4%	Shopping	593	498	19.1%
	22.70	18.01	26.1%	Transport	116	98	18.8%
	163.77	126.33	29.6%	TOTAL DIRECT	2,271	1,834	23.9%
	54.40	42.30	28.6%	Indirect	483	398	21.2%
	218.18	168.63	29.4%	TOTAL	2,754	2,232	23.4%

**Sectoral Distribution of Employment - FTEs**



**Direct Employment Categories**

## Unindexed Key Measures by Year and Visitor Type for the Period 2011 to 2022

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

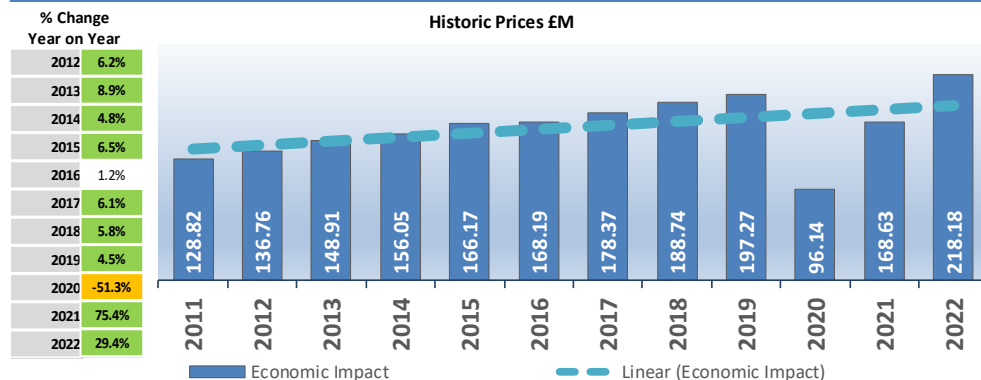
**STEAM REPORT FOR 2011-2022 - FINAL**  
**SOUTH KESTEVEN DISTRICT COUNCIL**

2011 to 2022  
Historic Prices

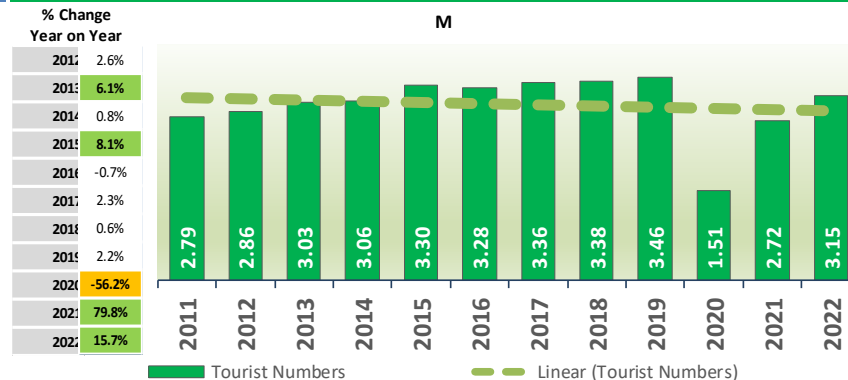
TOTAL

KEY MEASURES  
Historic Prices

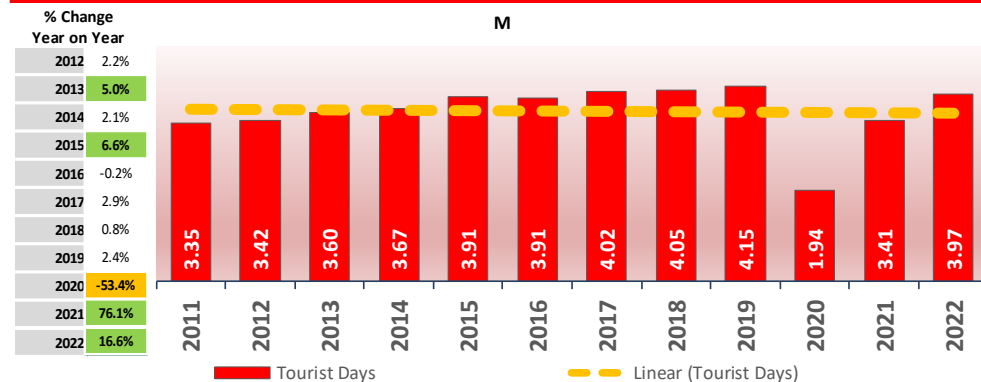
**Economic Impact - Historic Prices - Total**



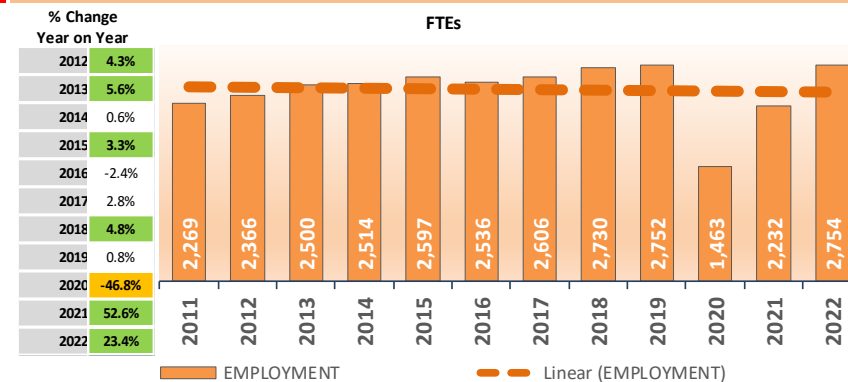
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		6.2%	15.6%	21.1%	29.0%	30.6%	38.5%	46.5%	53.1%	-25.4%	30.9%	69.4%
Visitor Numbers		2.6%	8.8%	9.7%	18.6%	17.8%	20.6%	21.3%	24.0%	-45.7%	-2.4%	12.9%
Visitor Days		2.2%	7.3%	9.5%	16.8%	16.5%	20.0%	20.9%	23.8%	-42.3%	1.7%	18.6%
Total Employment		4.3%	10.2%	10.8%	14.5%	11.8%	14.9%	20.3%	21.3%	-35.5%	-1.6%	21.4%

"Linear" = Linear Trendline

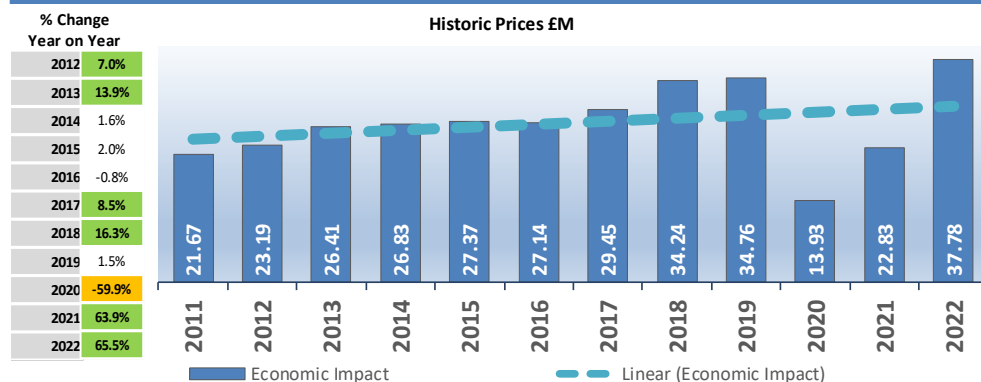
**STEAM REPORT FOR 2011-2022 - FINAL**  
**SOUTH KESTIVEN DISTRICT COUNCIL**

2011 to 2022  
Historic Prices

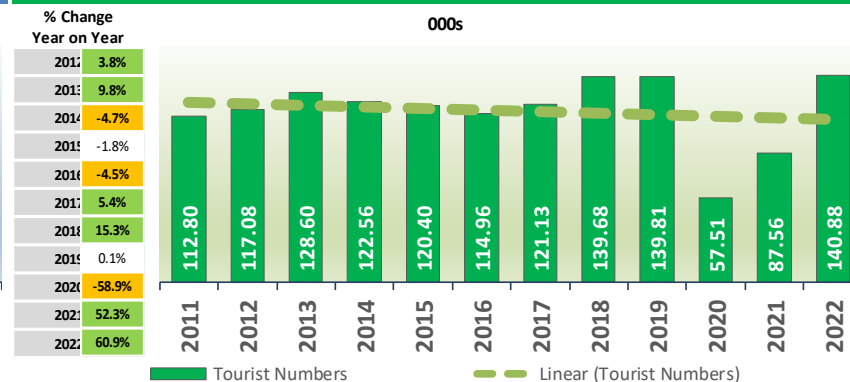
SERVICED  
ACCOMMODATION

KEY MEASURES  
Historic Prices

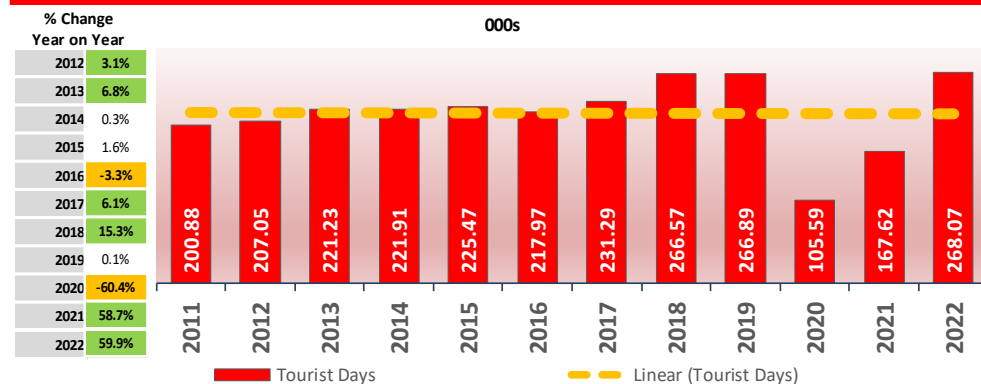
**Economic Impact - Historic Prices - Serviced Accommodation**



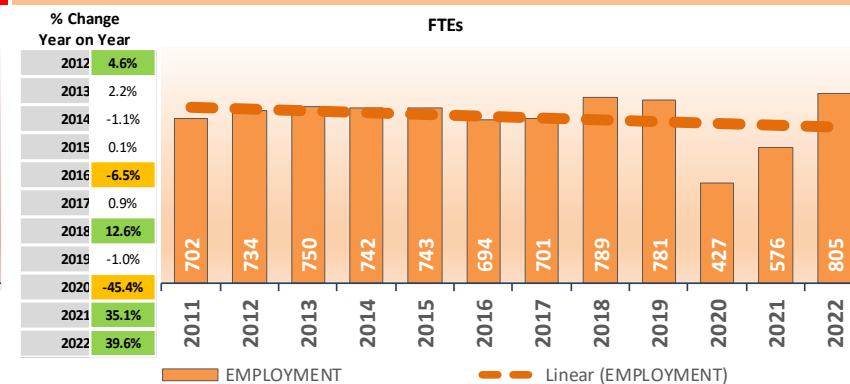
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		7.0%	21.9%	23.8%	26.3%	25.3%	35.9%	58.0%	60.4%	-35.7%	5.3%	74.3%
Visitor Numbers		3.8%	14.0%	8.6%	6.7%	1.9%	7.4%	23.8%	23.9%	-49.0%	-22.4%	24.9%
Visitor Days		3.1%	10.1%	10.5%	12.2%	8.5%	15.1%	32.7%	32.9%	-47.4%	-16.6%	33.4%
Direct Employment		4.6%	6.9%	5.7%	5.8%	-1.1%	-0.2%	12.4%	11.2%	-39.2%	-17.9%	14.6%

"Linear" = Linear Trendline

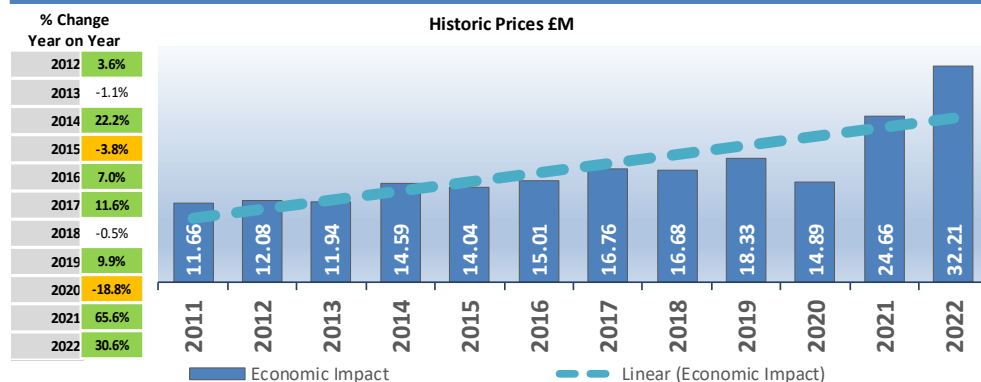
**STEAM REPORT FOR 2011-2022 - FINAL**  
**SOUTH KESTEVEN DISTRICT COUNCIL**

2011 to 2022  
 Historic Prices

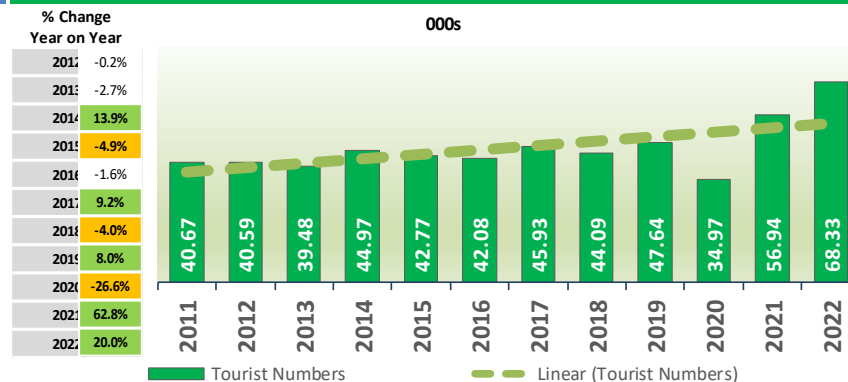
NON-SERVICED  
 ACCOMMODATION

KEY MEASURES  
 Historic Prices

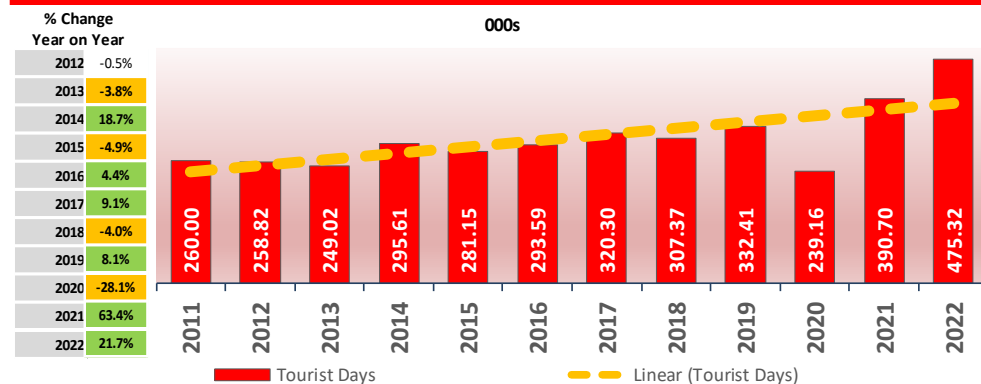
**Economic Impact - Historic Prices - Non-Serviced Accommodation**



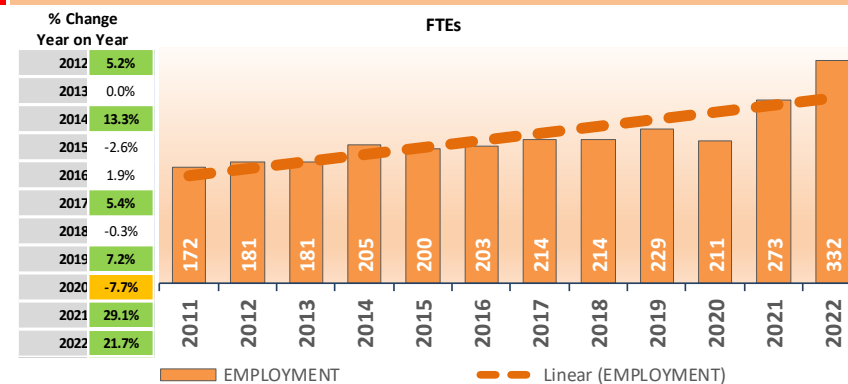
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



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



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		3.6%	2.5%	25.2%	20.4%	28.8%	43.7%	43.1%	57.3%	27.7%	111.5%	176.3%
Visitor Numbers		-0.2%	-2.9%	10.6%	5.2%	3.5%	12.9%	8.4%	17.1%	-14.0%	40.0%	68.0%
Visitor Days		-0.5%	-4.2%	13.7%	8.1%	12.9%	23.2%	18.2%	27.9%	-8.0%	50.3%	82.8%
Direct Employment		5.2%	5.2%	19.2%	16.1%	18.3%	24.7%	24.4%	33.3%	23.0%	58.8%	93.3%

"Linear" = Linear Trendline



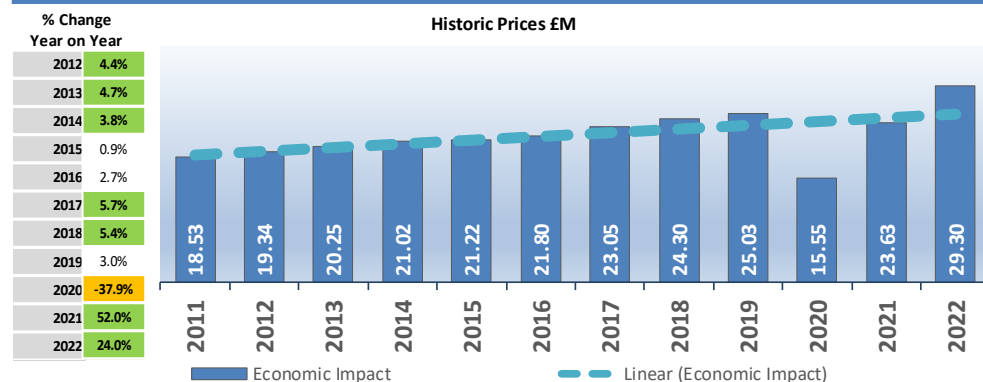
STEAM REPORT FOR 2011-2022 - FINAL  
SOUTH KESTEVEN DISTRICT COUNCIL

2011 to 2022  
Historic Prices

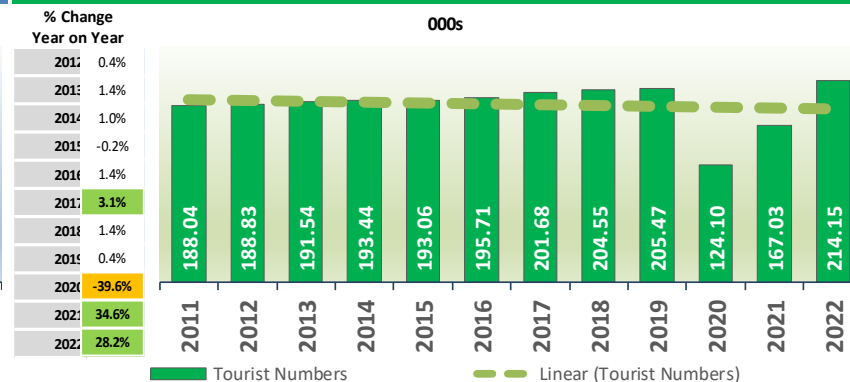
SFR

KEY MEASURES  
Historic Prices

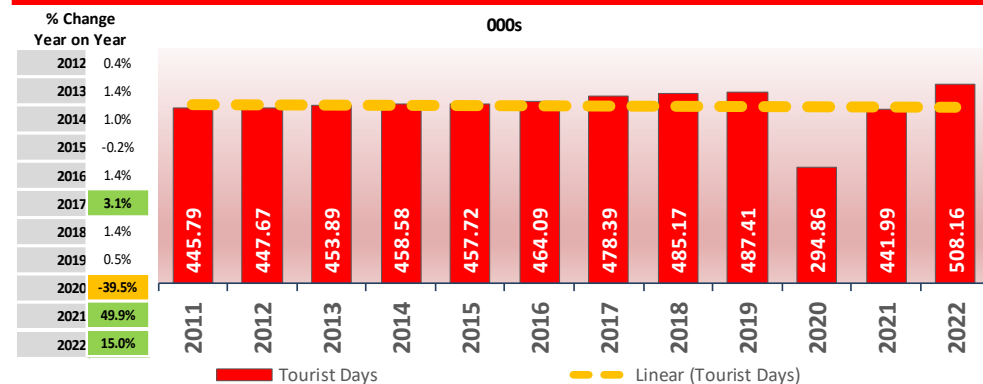
Economic Impact - Historic Prices - SFR



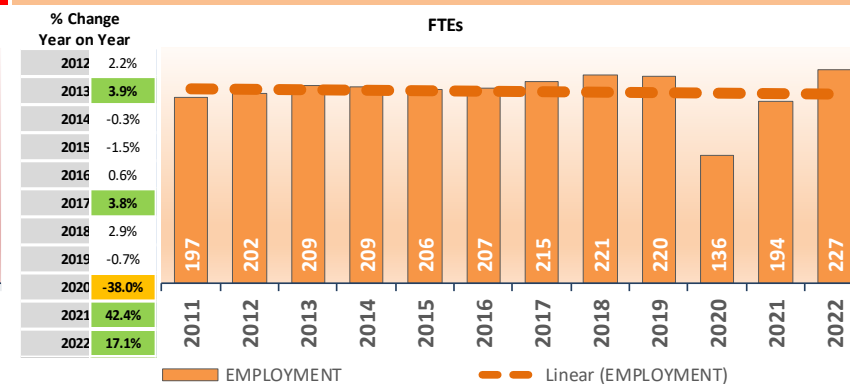
Visitor Numbers - SFR



Visitor Days - SFR



Direct Employment Supported - SFR



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		4.4%	9.3%	13.5%	14.5%	17.6%	24.4%	31.2%	35.1%	-16.1%	27.5%	58.1%
Visitor Numbers		0.4%	1.9%	2.9%	2.7%	4.1%	7.3%	8.8%	9.3%	-34.0%	-11.2%	13.9%
Visitor Days		0.4%	1.8%	2.9%	2.7%	4.1%	7.3%	8.8%	9.3%	-33.9%	-0.9%	14.0%
Direct Employment		2.2%	6.2%	5.9%	4.4%	5.0%	9.0%	12.2%	11.4%	-31.0%	-1.7%	15.0%

"Linear" = Linear Trendline

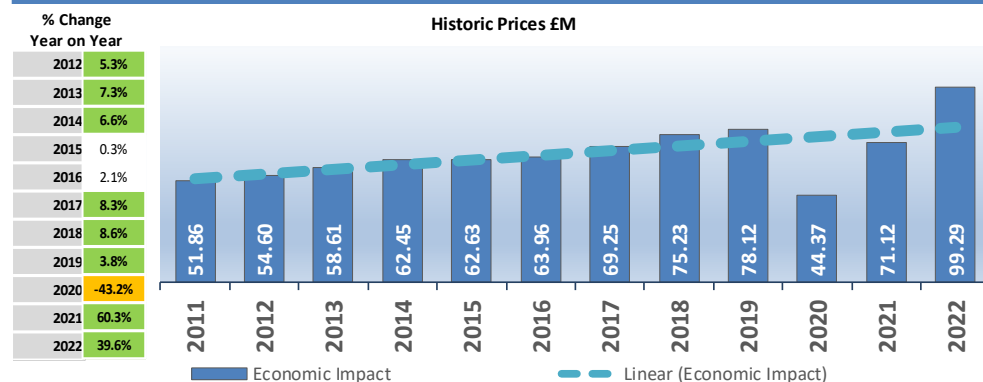
STEAM REPORT FOR 2011-2022 - FINAL  
SOUTH KESTEVEN DISTRICT COUNCIL

2011 to 2022  
Historic Prices

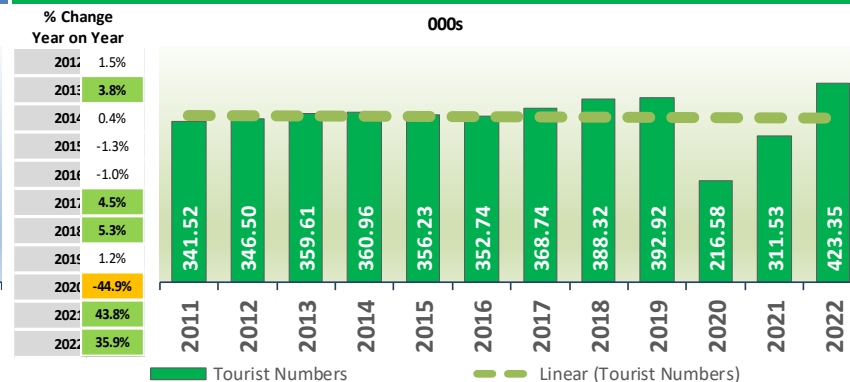
STAYING VISITOR

KEY MEASURES  
Historic Prices

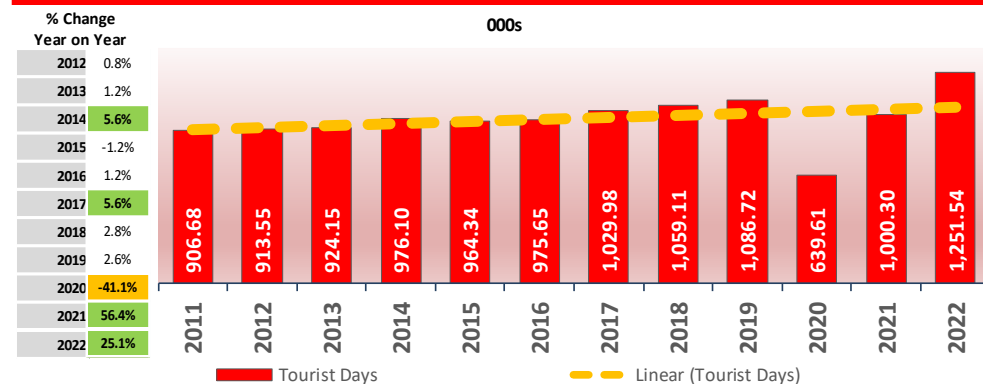
Economic Impact - Historic Prices - Staying Visitor



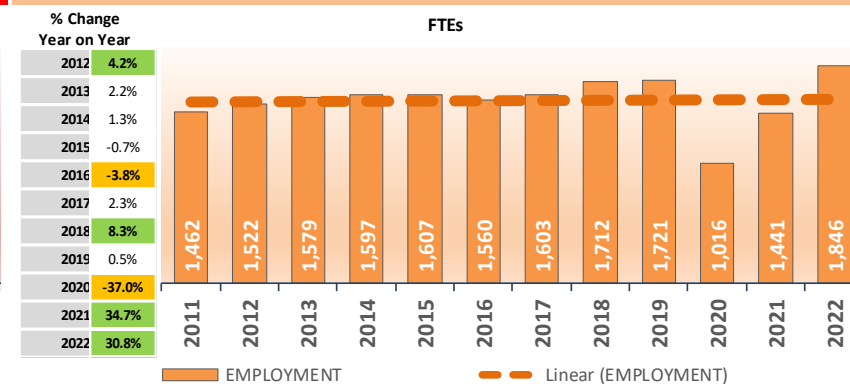
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		5.3%	13.0%	20.4%	20.8%	23.3%	33.5%	45.1%	50.6%	-14.4%	37.1%	91.5%
Visitor Numbers		1.5%	5.3%	5.7%	4.3%	3.3%	8.0%	13.7%	15.1%	-36.6%	-8.8%	24.0%
Visitor Days		0.8%	1.9%	7.7%	6.4%	7.6%	13.6%	16.8%	19.9%	-29.5%	10.3%	38.0%
Direct Employment		4.2%	8.0%	9.3%	9.9%	6.7%	9.7%	17.1%	17.8%	-30.5%	-1.4%	26.3%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL  
SOUTH KESTEVEN DISTRICT COUNCIL

2011 to 2022  
Historic Prices

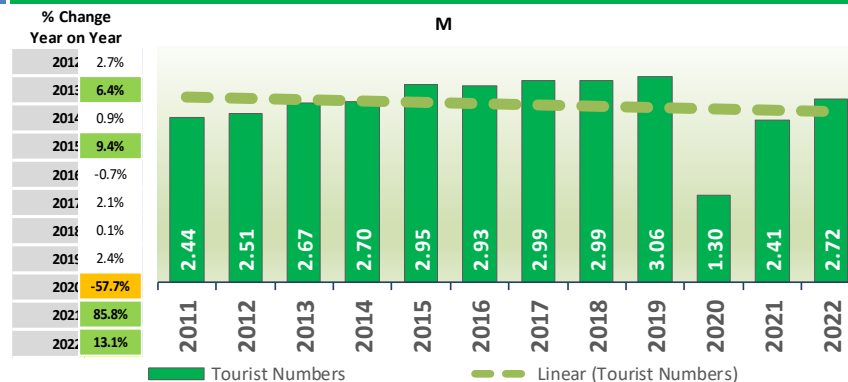
DAY VISITOR

KEY MEASURES  
Historic Prices

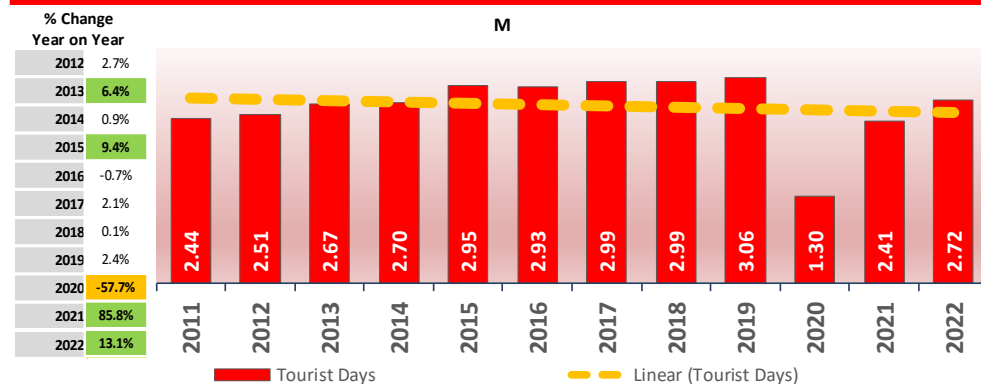
Economic Impact - Historic Prices - Day Visitor



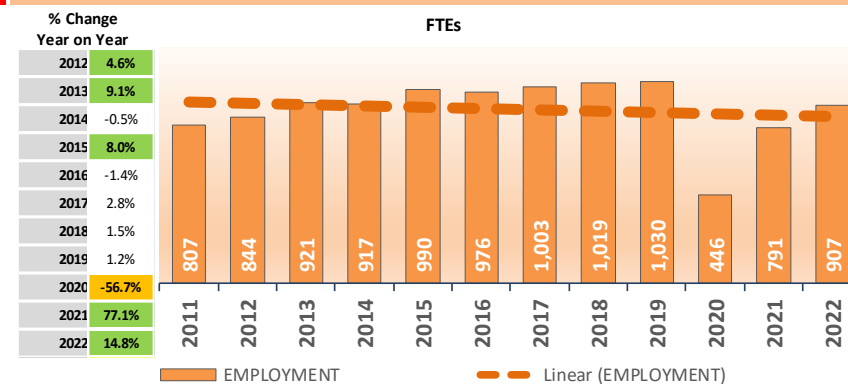
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



Direct Employment Supported - Day Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		6.8%	17.3%	21.6%	34.5%	35.4%	41.8%	47.5%	54.8%	-32.7%	26.7%	54.5%
Visitor Numbers		2.7%	9.3%	10.2%	20.6%	19.8%	22.3%	22.4%	25.3%	-47.0%	-1.5%	11.4%
Visitor Days		2.7%	9.3%	10.2%	20.6%	19.8%	22.3%	22.4%	25.3%	-47.0%	-1.5%	11.4%
Direct Employment		4.6%	14.1%	13.5%	22.6%	20.9%	24.3%	26.2%	27.6%	-44.7%	-2.1%	12.4%

"Linear" = Linear Trendline

## Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL  
SOUTH KESTIVEN DISTRICT COUNCIL

2022  
Historic Prices

TOTAL

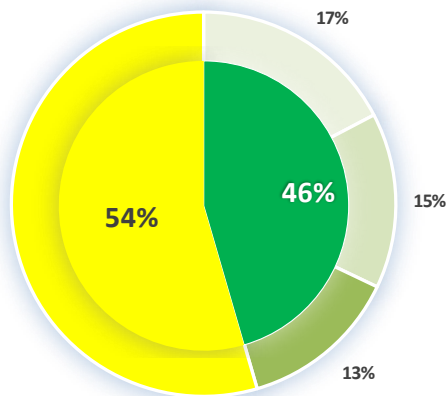
DISTRIBUTION BY VISITOR TYPE  
Historic Prices

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

Visitor Numbers - 2022 - M - Share of Total

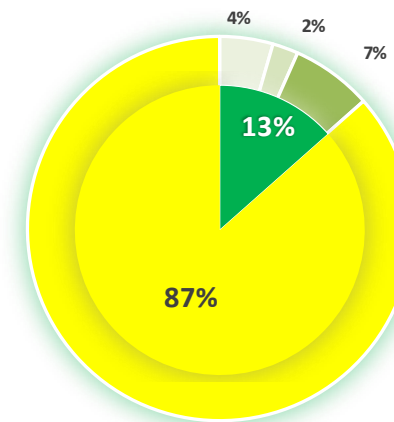
**TOTAL**  
**£218.18m**

	£M
Serviced	37.78
Non-Serviced	32.21
SFR	29.30
Staying Visitor	99.29
Day Visitor	118.89
Total	218.18



**TOTAL**  
**3.15m**

	M
Serviced	0.14
Non-Serviced	0.07
SFR	0.21
Staying Visitor	0.42
Day Visitor	2.72
Total	3.15

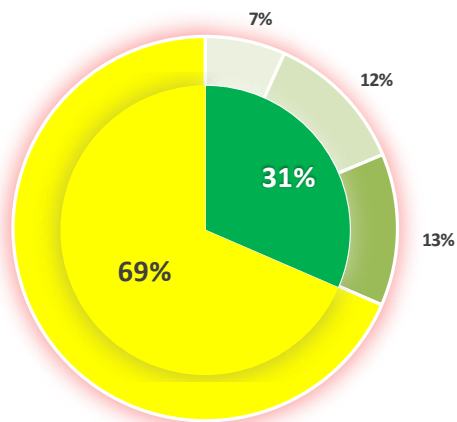


Visitor Days - 2022 - M - Share of Total

Direct Employment Supported - 2022 - FTEs - Share of Total

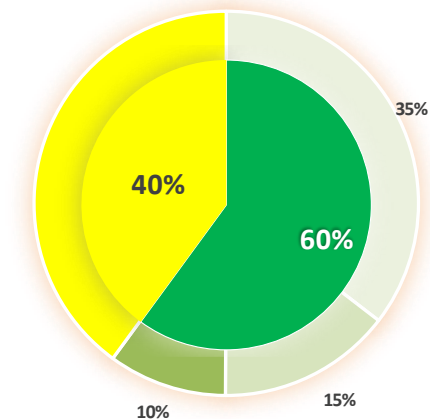
**TOTAL**  
**3.97m**

	M
Serviced	0.27
Non-Serviced	0.48
SFR	0.51
Staying Visitor	1.25
Day Visitor	2.72
Total	3.97



**TOTAL**  
**2,271 Direct FTEs**  
**2,754 Total FTEs**

	FTEs
Serviced	805
Non-Serviced	332
SFR	227
Staying Visitor	1,364
Day Visitor	907
Total	2,271



**STEAM REPORT FOR 2011-2022 - FINAL**  
**SOUTH KESTIVEN DISTRICT COUNCIL**

**2022**  
Historic Prices

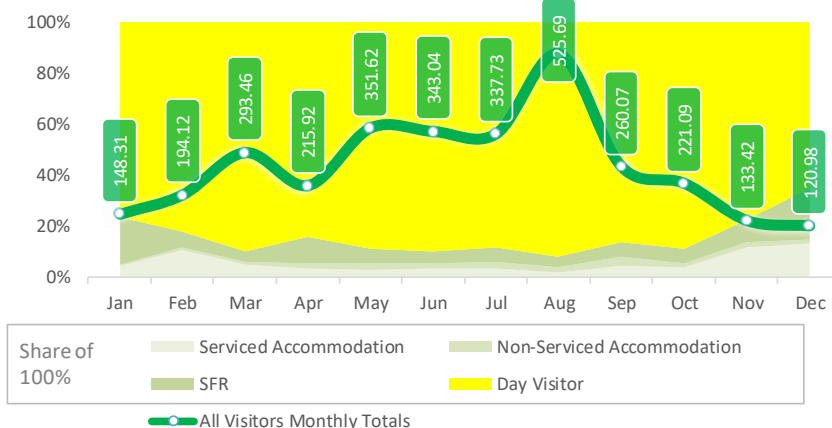
**TOTAL**

**DISTRIBUTION BY MONTH**  
Historic Prices

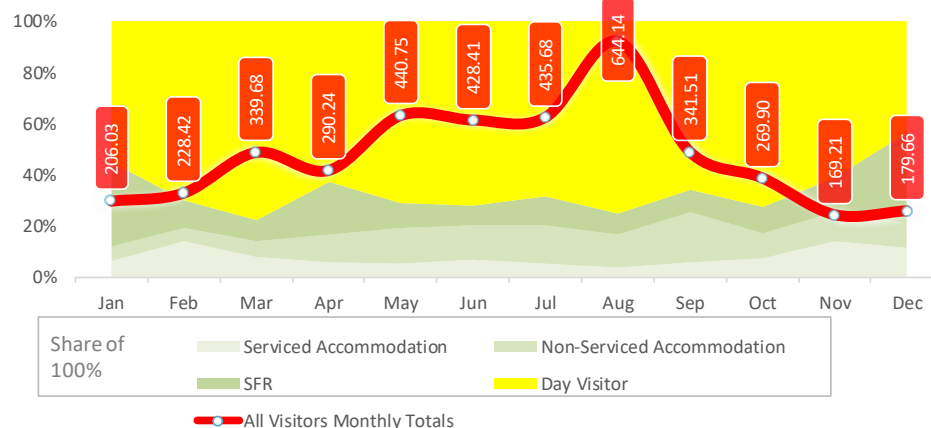
**Economic Impact - Historic Prices - £M - Distribution of Impact by Month**



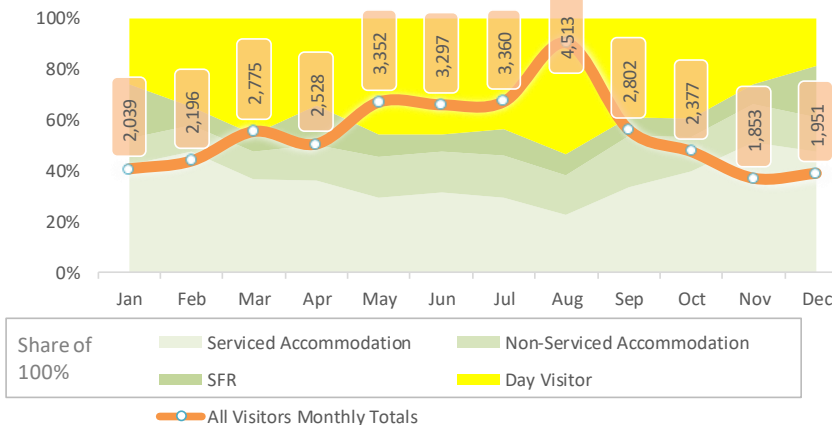
**Visitor Numbers - 2022 - 000s - Distribution of Impact by Month**



**Visitor Days - 2022 - 000s - Distribution of Impact by Month**



**Direct Employment Supported - 2022 - FTEs - Distribution of Impact by Month**

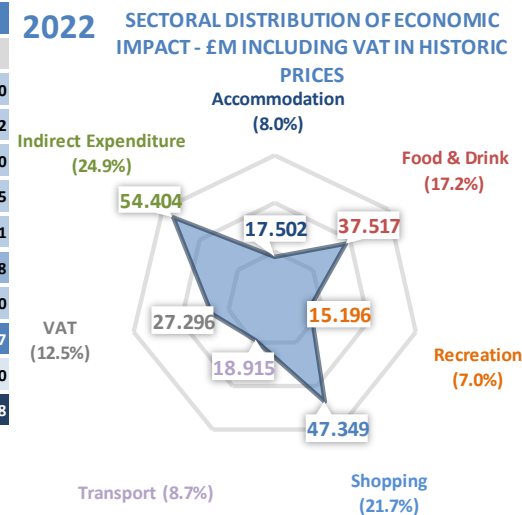


STEAM REPORT FOR 2011-2022 - FINAL										2011 to 2022		TOTAL	SECTORAL ANALYSIS	
SOUTH KESTEVEN DISTRICT COUNCIL										Historic Prices			Historic Prices	
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES														
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
Accommodation	£M	8.929	9.510	10.83	11.15	11.15	11.39	12.38	13.76	13.90	7.553	11.80	17.50	
Food & Drink	£M	22.37	23.73	25.67	26.96	28.74	29.04	30.78	32.57	34.14	17.63	29.35	37.52	
Recreation	£M	9.030	9.583	10.38	10.93	11.69	11.80	12.51	13.24	13.90	7.078	11.87	15.20	
Shopping	£M	29.00	30.80	33.44	35.01	37.82	38.21	40.33	42.32	44.40	21.07	37.61	47.35	
Transport	£M	11.34	12.02	12.98	13.70	14.68	14.88	15.74	16.46	17.31	8.544	15.06	18.91	
Direct Revenue	£M	80.67	85.64	93.30	97.74	104.08	105.32	111.73	118.35	123.65	61.87	105.69	136.48	
VAT	£M	16.13	17.13	18.66	19.55	20.82	21.06	22.35	23.67	24.73	10.19	20.64	27.30	
Direct Expenditure	£M	96.80	102.77	111.96	117.29	124.90	126.39	134.08	142.01	148.37	72.06	126.33	163.77	
Indirect Expenditure	£M	32.02	33.99	36.95	38.75	41.27	41.80	44.30	46.73	48.89	24.08	42.30	54.40	
TOTAL	£M	128.82	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18	

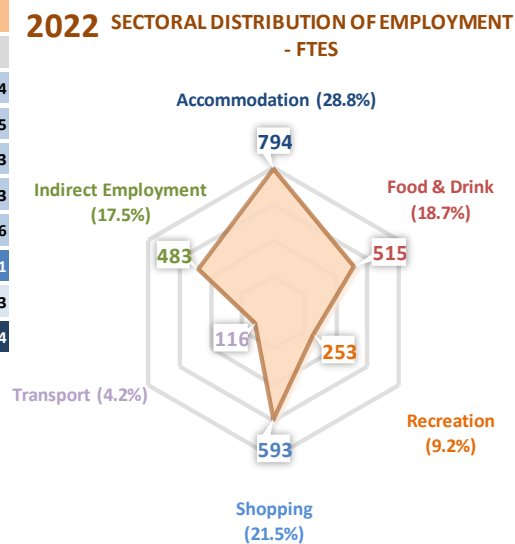
2022

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

Sector	Value (£M)	Percentage
Accommodation	17.502	8.0%
Food & Drink	37.517	17.2%
Recreation	15.196	7.0%
Indirect Expenditure	54.404	24.9%
VAT	27.296	12.5%



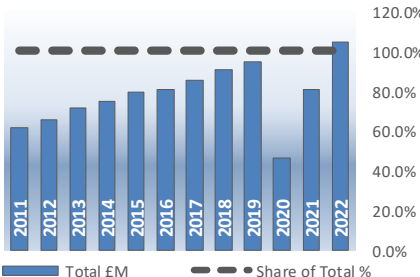
SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs													
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	655	688	694	693	693	651	648	716	716	477	603	794
Food & Drink	FTEs	422	439	471	475	495	489	509	526	531	266	426	515
Recreation	FTEs	207	215	231	234	244	241	251	259	262	130	209	253
Shopping	FTEs	499	519	559	563	593	587	608	623	630	290	498	593
Transport	FTEs	96	99	106	108	113	112	116	119	120	58	98	116
Direct Employment	FTEs	1,878	1,960	2,062	2,073	2,138	2,081	2,133	2,243	2,260	1,221	1,834	2,271
Indirect Employment	FTEs	390	406	438	441	459	455	473	488	492	242	398	483
TOTAL	FTEs	2,269	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754



## Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2011 to 2022

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



STEAM REPORT FOR 2011-2022 - FINAL											2011 to 2022			TOTAL		ECONOMIC IMPACT				
SOUTH KESTEVEN DISTRICT COUNCIL											Historic Prices					Historic Prices				
ECONOMIC IMPACT BY:			MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY			TOTAL																	
An increase of 3% or more			ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022			52.5%	60.3%	111.6%	49.6%	74.4%	77.7%	62.7%	75.4%	65.0%	61.8%	60.4%	74.4%		69.4%	75.9%	68.4%	68.7%	65.0%
% Change 2021 to 2022			334.7%	239.2%	190.6%	130.5%	40.1%	9.4%	7.4%	-1.0%	-5.4%	-4.6%	7.6%	11.3%		29.4%	235.0%	39.6%	0.3%	3.3%
Average Annual Change			4.8%	5.5%	10.1%	4.5%	6.8%	7.1%	5.7%	6.9%	5.9%	5.6%	5.5%	6.8%		6.3%	6.9%	6.2%	6.2%	5.9%
2011	£M		7.528	8.512	8.664	10.64	13.36	12.96	14.70	19.21	11.24	9.121	6.489	6.397		128.82		24.70	36.96	45.15
2012	£M		7.912	9.107	9.857	10.45	13.36	14.34	16.02	21.19	11.95	9.146	6.945	6.477	136.76	6.2%	26.88	38.15	49.17	22.57
2013	£M		8.255	10.43	11.64	10.80	15.79	14.48	17.30	23.47	12.23	9.591	7.654	7.273	148.91	8.9%	30.32	41.07	53.00	24.52
2014	£M		8.158	10.38	12.96	12.06	16.47	15.27	18.17	24.31	12.91	10.09	7.877	7.401	156.05	4.8%	31.50	43.80	55.38	25.37
2015	£M		9.059	11.45	13.43	12.09	17.17	16.08	18.89	27.46	13.91	11.15	7.891	7.587	166.17	6.5%	33.94	45.34	60.25	26.63
2016	£M		9.102	11.40	14.39	12.11	17.84	17.32	18.47	27.73	13.51	10.70	7.777	7.843	168.19	1.2%	34.89	47.27	59.71	26.32
2017	£M		9.688	11.78	14.78	13.04	19.32	18.36	19.64	29.22	14.62	11.37	8.184	8.370	178.37	6.1%	36.24	50.72	63.49	27.92
2018	£M		10.41	12.71	15.68	13.61	20.41	19.16	20.52	31.01	15.41	12.12	8.730	8.979	188.74	5.8%	38.80	53.18	66.93	29.83
2019	£M		10.98	13.49	16.80	14.30	21.23	20.41	21.13	31.79	16.19	12.73	9.003	9.215	197.27	4.5%	41.28	55.94	69.11	30.95
2020	£M		12.46	13.24	7.414	0.973	2.082	2.929	8.392	20.66	13.02	8.833	2.234	3.892	96.14	-51.3%	33.12	5.984	42.08	14.96
2021	£M		2.641	4.021	6.307	6.908	16.63	21.06	22.26	34.03	19.62	15.46	9.672	10.03	168.63	75.4%	12.97	44.59	75.91	35.16
2022	£M		11.48	13.64	18.33	15.92	23.30	23.03	23.92	33.68	18.55	14.76	10.41	11.16	218.18	29.4%	43.45	62.26	76.15	36.32
ECONOMIC IMPACT - IN HISTORIC PRICES															TOTAL					
SHARE OF MARKET			2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
Total			£M	128.82	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18					
All Visitor Types			£M	128.82	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18					
Share of Total			%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						
Annual Change in Share			%																	
Change in Share from 2011			%																	
Avg Ann. Change in Share			%																	

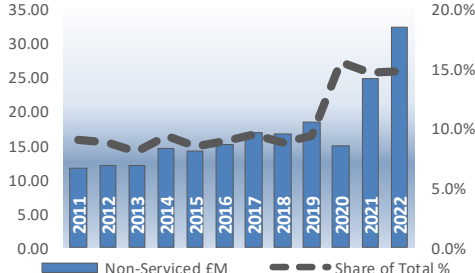
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL										2011 to 2022 Historic Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2011 to 2022		46.5%	57.1%	57.4%	91.3%	106.2%	89.0%	80.0%	85.4%	70.4%	72.3%	68.9%	79.8%		74.3%	55.2%	95.1%	79.2%	73.4%	
% Change 2021 to 2022		383.7%	477.1%	411.0%	409.8%	280.1%	27.0%	18.4%	3.8%	6.5%	5.6%	11.4%	21.7%		65.5%	432.6%	117.2%	9.2%	12.6%	
Average Annual Change		4.2%	5.2%	5.2%	8.3%	9.7%	8.1%	7.3%	7.8%	6.4%	6.6%	6.3%	7.3%		6.8%	5.0%	8.6%	7.2%	6.7%	
2011		£M	1.207	2.787	2.382	1.256	1.557	2.053	1.820	1.956	1.560	1.592	1.910		1.590	21.67	6.376	4.867	5.336	5.092
2012		£M	1.153	2.951	2.534	1.365	1.648	2.340	1.858	2.191	1.762	1.648	2.115	1.620	23.19	7.0%	6.638	5.354	5.812	5.383
2013		£M	1.300	3.717	3.383	1.402	1.927	2.558	1.960	2.239	1.755	1.694	2.495	1.982	26.41	13.9%	8.400	5.886	5.955	6.171
2014		£M	1.314	3.472	3.195	1.577	1.967	2.446	2.107	2.276	2.140	1.903	2.446	1.992	26.83	1.6%	7.981	5.989	6.523	6.341
2015		£M	1.465	3.598	3.091	1.540	2.003	2.781	2.183	2.551	2.026	1.989	2.289	1.857	27.37	2.0%	8.154	6.324	6.760	6.134
2016		£M	1.365	3.521	3.079	1.585	1.967	2.706	2.242	2.576	1.954	1.875	2.294	1.978	27.14	-0.8%	7.966	6.258	6.773	6.147
2017		£M	1.532	3.483	2.975	1.890	2.486	2.989	2.411	2.735	2.236	2.092	2.438	2.178	29.45	8.5%	7.989	7.365	7.382	6.708
2018		£M	1.782	4.045	3.359	2.120	2.942	3.482	2.870	3.370	2.479	2.443	2.825	2.527	34.24	16.3%	9.186	8.544	8.718	7.796
2019		£M	1.810	4.074	3.419	2.147	3.001	3.563	2.932	3.392	2.485	2.517	2.919	2.497	34.76	1.5%	9.303	8.710	8.809	7.932
2020		£M	1.966	4.160	1.505	0.181	0.304	0.316	0.706	1.698	1.239	1.162	0.396	0.299	13.93	-59.9%	7.631	0.801	3.642	1.857
2021		£M	0.366	0.758	0.734	0.471	0.845	3.055	2.766	3.495	2.497	2.598	2.895	2.349	22.83	63.9%	1.858	4.371	8.758	7.842
2022		£M	1.769	4.377	3.749	2.402	3.211	3.881	3.276	3.627	2.659	2.744	3.226	2.859	37.78	65.5%	9.895	9.494	9.562	8.830
ECONOMIC IMPACT - IN HISTORIC PRICES														SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
Serviced		£M	21.67	23.19	26.41	26.83	27.37	27.14	29.45	34.24	34.76	13.93	22.83	37.78						
All Visitor Types		£M	128.82	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18						
Share of Total		%	16.8%	17.0%	17.7%	17.2%	16.5%	16.1%	16.5%	18.1%	17.6%	14.5%	13.5%	17.3%						
Annual Change in Share		%		0.8%	4.6%	-3.1%	-4.2%	-2.0%	2.3%	9.9%	-2.9%	-17.8%	-6.6%	27.9%						
Change in Share from 2011		%		0.8%	5.4%	2.2%	-2.1%	-4.1%	-1.9%	7.9%	4.7%	-13.9%	-19.5%	2.9%						
Avg Ann. Change in Share		%		0.8%	2.7%	0.7%	-0.5%	-0.8%	-0.3%	1.1%	0.6%	-1.5%	-2.0%	0.3%						

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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL											2011 to 2022 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		301.6%	220.1%	227.3%	147.1%	142.0%	124.7%	179.9%	186.7%	174.8%	163.0%	268.2%	421.6%	176.3%	Annual Change	241.6%	136.1%	181.0%	238.7%	
% Change 2021 to 2022		4498.6%	4250.9%	4934.3%	285.0%	40.5%	10.4%	12.5%	10.2%	-2.5%	-6.0%	14.5%	57.3%	30.6%		4615.5%	45.5%	6.8%	12.6%	
Average Annual Change		27.4%	20.0%	20.7%	13.4%	12.9%	11.3%	16.4%	17.0%	15.9%	14.8%	24.4%	38.3%	16.0%		22.0%	12.4%	16.5%	21.7%	
2011	£M	0.200	0.265	0.442	0.866	1.620	1.664	1.676	2.030	1.576	0.715	0.368	0.236	11.66	Annual Change	0.908	4.150	5.281	1.320	
2012	£M	0.227	0.282	0.497	0.901	1.604	1.680	1.706	2.137	1.606	0.755	0.401	0.279	12.08		3.6%	1.006	4.186	5.449	1.435
2013	£M	0.233	0.277	0.522	0.856	1.613	1.447	1.732	2.191	1.601	0.765	0.420	0.288	11.94		-1.1%	1.032	3.916	5.524	1.473
2014	£M	0.252	0.302	0.587	0.987	1.954	1.975	2.061	2.742	2.057	0.860	0.494	0.324	14.59		22.2%	1.140	4.916	6.860	1.678
2015	£M	0.210	0.308	0.506	0.842	1.860	1.868	2.151	2.872	1.937	0.667	0.503	0.313	14.04		-3.8%	1.024	4.570	6.959	1.484
2016	£M	0.233	0.330	0.527	0.881	1.932	1.951	2.310	3.122	2.094	0.732	0.553	0.350	15.01		7.0%	1.090	4.763	7.527	1.635
2017	£M	0.262	0.394	0.541	0.998	2.175	2.102	2.624	3.399	2.460	0.809	0.593	0.401	16.76		11.6%	1.197	5.274	8.483	1.803
2018	£M	0.259	0.396	0.538	0.987	2.204	2.101	2.578	3.435	2.359	0.839	0.598	0.386	16.68		-0.5%	1.194	5.293	8.373	1.822
2019	£M	0.306	0.430	0.579	1.174	2.484	2.283	2.891	3.688	2.503	0.873	0.687	0.436	18.33		9.9%	1.315	5.941	9.081	1.996
2020	£M	0.684	0.644	0.555	0.062	0.170	0.176	2.445	4.226	3.867	1.485	0.124	0.452	14.89		-18.8%	1.883	0.408	10.54	2.061
2021	£M	0.017	0.020	0.029	0.555	2.791	3.388	4.168	5.283	4.442	2.001	1.184	0.783	24.66		65.6%	0.066	6.734	13.89	3.968
2022	£M	0.804	0.850	1.447	2.139	3.921	3.739	4.690	5.820	4.329	1.882	1.355	1.232	32.21		30.6%	3.100	9.799	14.84	4.469
ECONOMIC IMPACT - IN HISTORIC PRICES														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
Non-Serviced	£M	11.66	12.08	11.94	14.59	14.04	15.01	16.76	16.68	18.33	14.89	24.66	32.21							
All Visitor Types	£M	128.82	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18							
Share of Total	%	9.0%	8.8%	8.0%	9.4%	8.4%	8.9%	9.4%	8.8%	9.3%	15.5%	14.6%	14.8%							
Annual Change in Share	%		-2.4%	-9.2%	16.6%	-9.7%	5.7%	5.2%	-5.9%	5.2%	66.6%	-5.6%	0.9%							
Change in Share from 2011	%		-2.4%	-11.4%	3.3%	-6.7%	-1.4%	3.8%	-2.3%	2.7%	71.1%	61.6%	63.1%							
Avg Ann. Change in Share	%		-2.4%	-5.7%	1.1%	-1.7%	-0.3%	0.6%	-0.3%	0.3%	7.9%	6.2%	5.7%							

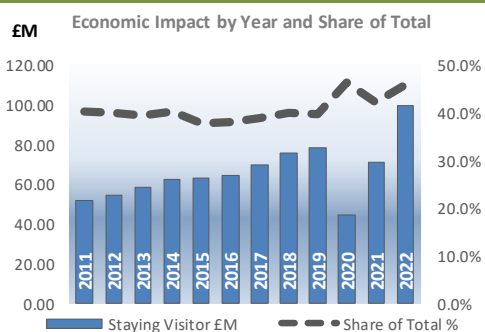
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL										2011 to 2022 Historic Prices			SFR	ECONOMIC IMPACT Historic Prices						
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		52.9%	43.0%	53.9%	56.6%	61.5%	57.9%	63.1%	64.7%	65.1%	57.0%	55.6%	60.7%	58.1%	Annual Change	51.0%	58.5%	64.2%	58.8%	
% Change 2021 to 2022		745.6%	706.0%	745.6%	191.5%	7.6%	-13.1%	-10.6%	-10.1%	-29.9%	-31.5%	-13.5%	-7.3%	24.0%		737.2%	37.4%	-15.6%	-15.7%	
Average Annual Change		4.8%	3.9%	4.9%	5.1%	5.6%	5.3%	5.7%	5.9%	5.9%	5.2%	5.1%	5.5%	5.3%		4.6%	5.3%	5.8%	5.3%	
2011		£M	2.592	1.007	1.059	2.200	1.547	1.232	1.815	1.907	1.067	1.004	0.834	2.264		18.53	4.658	4.979	4.790	4.102
2012		£M	2.672	1.037	1.115	2.306	1.597	1.287	1.886	2.006	1.118	1.051	0.885	2.379	19.34	4.4%	4.824	5.190	5.009	4.314
2013		£M	2.800	1.139	1.219	2.358	1.662	1.316	1.969	2.092	1.144	1.081	0.938	2.531	20.25	4.7%	5.158	5.336	5.205	4.551
2014		£M	2.890	1.139	1.223	2.461	1.737	1.371	2.067	2.209	1.231	1.129	0.962	2.605	21.02	3.8%	5.253	5.569	5.508	4.696
2015		£M	2.919	1.112	1.221	2.479	1.780	1.422	2.129	2.290	1.250	1.138	0.945	2.533	21.22	0.9%	5.252	5.680	5.669	4.616
2016		£M	2.961	1.132	1.248	2.547	1.827	1.458	2.197	2.369	1.294	1.163	0.974	2.629	21.80	2.7%	5.341	5.832	5.860	4.766
2017		£M	3.135	1.174	1.275	2.708	1.966	1.538	2.335	2.495	1.398	1.228	1.019	2.776	23.05	5.7%	5.585	6.212	6.228	5.023
2018		£M	3.338	1.264	1.352	2.835	2.064	1.613	2.428	2.612	1.435	1.303	1.084	2.972	24.30	5.4%	5.955	6.512	6.475	5.359
2019		£M	3.432	1.287	1.384	2.945	2.144	1.661	2.523	2.690	1.471	1.335	1.122	3.035	25.03	3.0%	6.103	6.750	6.683	5.492
2020		£M	4.619	1.409	0.784	0.190	0.167	0.133	1.549	2.438	1.750	1.266	0.165	1.082	15.55	-37.9%	6.812	0.490	5.737	2.513
2021		£M	0.469	0.179	0.193	1.182	2.322	2.240	3.312	3.495	2.513	2.302	1.500	3.926	23.63	52.0%	0.840	5.744	9.319	7.728
2022		£M	3.963	1.441	1.630	3.446	2.498	1.946	2.961	3.142	1.763	1.577	1.297	3.638	29.30	24.0%	7.033	7.890	7.865	6.512
ECONOMIC IMPACT - IN HISTORIC PRICES														SFR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
SFR		£M	18.53	19.34	20.25	21.02	21.22	21.80	23.05	24.30	25.03	15.55	23.63	29.30						
All Visitor Types		£M	128.82	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18						
Share of Total		%	14.4%	14.1%	13.6%	13.5%	12.8%	13.0%	12.9%	12.9%	12.7%	16.2%	14.0%	13.4%						
Annual Change in Share		%		-1.7%	-3.8%	-0.9%	-5.2%	1.5%	-0.3%	-0.4%	-1.5%	27.5%	-13.4%	-4.2%						
Change in Share from 2011		%		-1.7%	-5.5%	-6.3%	-11.2%	-9.9%	-10.2%	-10.5%	-11.8%	12.5%	-2.6%	-6.6%						
Avg Ann. Change in Share		%		-1.7%	-2.7%	-2.1%	-2.8%	-2.0%	-1.7%	-1.5%	-1.5%	1.4%	-0.3%	-0.6%						

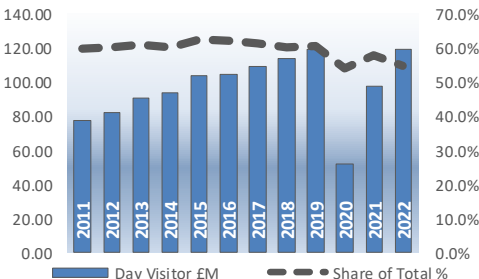
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL										2011 to 2022		STAYING VISITOR		ECONOMIC IMPACT					
SOUTH KESTEVEN DISTRICT COUNCIL										Historic Prices				Historic Prices					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022		63.4%	64.2%	75.8%	84.8%	103.9%	93.3%	105.7%	113.6%	108.2%	87.3%	88.9%	89.0%		91.5%	67.7%	94.2%	109.4%	88.4%
% Change 2021 to 2022		667.3%	596.9%	614.6%	261.6%	61.7%	10.2%	6.6%	2.6%	-7.4%	-10.1%	5.4%	9.5%		39.6%	624.7%	61.3%	0.9%	1.4%
Average Annual Change		5.8%	5.8%	6.9%	7.7%	9.4%	8.5%	9.6%	10.3%	9.8%	7.9%	8.1%	8.1%		8.3%	6.2%	8.6%	9.9%	8.0%
2011	£M	3.999	4.059	3.883	4.322	4.724	4.950	5.311	5.893	4.203	3.312	3.112	4.090		51.86	11.94	14.00	15.41	10.51
2012	£M	4.052	4.270	4.145	4.572	4.850	5.308	5.450	6.334	4.486	3.454	3.401	4.278	54.60	5.3%	12.47	14.73	16.27	11.13
2013	£M	4.333	5.133	5.124	4.616	5.202	5.320	5.662	6.521	4.501	3.540	3.853	4.802	58.61	7.3%	14.59	15.14	16.68	12.20
2014	£M	4.455	4.913	5.005	5.024	5.658	5.792	6.234	7.228	5.429	3.891	3.901	4.921	62.45	6.6%	14.37	16.47	18.89	12.71
2015	£M	4.593	5.018	4.818	4.861	5.643	6.071	6.463	7.713	5.213	3.794	3.738	4.703	62.63	0.3%	14.43	16.57	19.39	12.23
2016	£M	4.559	4.984	4.854	5.013	5.726	6.115	6.749	8.067	5.343	3.770	3.820	4.957	63.96	2.1%	14.40	16.85	20.16	12.55
2017	£M	4.929	5.051	4.791	5.596	6.626	6.629	7.369	8.629	6.095	4.128	4.051	5.355	69.25	8.3%	14.77	18.85	22.09	13.53
2018	£M	5.379	5.706	5.249	5.943	7.210	7.196	7.876	9.417	6.273	4.585	4.507	5.885	75.23	8.6%	16.33	20.35	23.57	14.98
2019	£M	5.548	5.791	5.382	6.266	7.628	7.507	8.345	9.770	6.458	4.726	4.727	5.968	78.12	3.8%	16.72	21.40	24.57	15.42
2020	£M	7.269	6.213	2.845	0.434	0.640	0.624	4.699	8.362	6.855	3.914	0.684	1.833	44.37	-43.2%	16.33	1.698	19.92	6.431
2021	£M	0.852	0.957	0.955	2.209	5.957	8.683	10.25	12.27	9.452	6.901	5.579	7.058	71.12	60.3%	2.763	16.85	31.97	19.54
2022	£M	6.535	6.667	6.826	7.987	9.630	9.566	10.93	12.59	8.751	6.202	5.879	7.729	99.29	39.6%	20.03	27.18	32.27	19.81
ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
Staying Visitor	£M	51.86	54.60	58.61	62.45	62.63	63.96	69.25	75.23	78.12	44.37	71.12	99.29						
All Visitor Types	£M	128.82	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18						
Share of Total	%	40.3%	39.9%	39.4%	40.0%	37.7%	38.0%	38.8%	39.9%	39.6%	46.2%	42.2%	45.5%						
Annual Change in Share	%		-0.8%	-1.4%	1.7%	-5.8%	0.9%	2.1%	2.7%	-0.6%	16.6%	-8.6%	7.9%						
Change in Share from 2011	%		-0.8%	-2.2%	-0.6%	-6.4%	-5.5%	-3.6%	-1.0%	-1.6%	14.7%	4.8%	13.0%						
Avg Ann. Change in Share	%		-0.8%	-1.1%	-0.2%	-1.6%	-1.1%	-0.6%	-0.1%	-0.2%	1.6%	0.5%	1.2%						

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Report Prepared by: Aimee Towle, Date of Issue: 30/06/2023

STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL											2011 to 2022 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			Annual Change		Q1Q2Q3Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC											
% Change 2011 to 2022			40.1%	56.7%	140.6%	25.6%	58.3%	68.2%	38.4%	58.4%	39.2%	47.2%	34.0%	48.7%							54.5%	83.5%	52.7%	47.5%	43.6%
% Change 2021 to 2022			176.4%	127.6%	114.9%	68.9%	28.1%	8.8%	8.1%	-3.0%	-3.5%	-0.1%	10.6%	15.5%							21.9%	129.5%	26.4%	-0.1%	5.7%
Average Annual Change			3.6%	5.2%	12.8%	2.3%	5.3%	6.2%	3.5%	5.3%	3.6%	4.3%	3.1%	4.4%							5.0%	7.6%	4.8%	4.3%	4.0%
2011	£M		3.529	4.452	4.781	6.322	8.638	8.006	9.388	13.31	7.041	5.809	3.378	2.307	76.96	Annual Change	12.76	22.97	29.74	11.49					
2012	£M		3.859	4.837	5.712	5.879	8.507	9.035	10.57	14.86	7.469	5.693	3.544	2.199	82.16		6.8%	14.41	23.42	32.90	11.44				
2013	£M		3.923	5.292	6.517	6.181	10.59	9.161	11.64	16.95	7.725	6.051	3.800	2.471	90.30		9.9%	15.73	25.93	36.32	12.32				
2014	£M		3.703	5.469	7.953	7.032	10.81	9.482	11.93	17.08	7.477	6.198	3.976	2.479	93.59		3.6%	17.12	27.33	36.49	12.65				
2015	£M		4.465	6.433	8.610	7.230	11.53	10.01	12.42	19.75	8.694	7.358	4.154	2.883	103.54		10.6%	19.51	28.77	40.87	14.39				
2016	£M		4.543	6.420	9.531	7.099	12.12	11.20	11.72	19.67	8.164	6.927	3.957	2.886	104.23		0.7%	20.49	30.42	39.55	13.77				
2017	£M		4.759	6.726	9.986	7.439	12.70	11.73	12.27	20.59	8.529	7.237	4.134	3.015	109.12		4.7%	21.47	31.87	41.40	14.39				
2018	£M		5.029	7.004	10.43	7.671	13.20	11.96	12.64	21.59	9.135	7.537	4.223	3.094	113.52		4.0%	22.46	32.83	43.37	14.85				
2019	£M		5.435	7.702	11.42	8.035	13.60	12.90	12.78	22.02	9.732	8.002	4.276	3.247	119.15		5.0%	24.56	34.53	44.54	15.52				
2020	£M		5.194	7.029	4.570	0.539	1.442	2.305	3.692	12.30	6.166	4.919	1.550	2.058	51.77		-56.6%	16.79	4.286	22.16	8.528				
2021	£M		1.789	3.065	5.352	4.699	10.67	12.38	12.02	21.75	10.16	8.560	4.093	2.969	97.51		88.4%	10.21	27.74	43.94	15.62				
2022	£M		4.945	6.975	11.50	7.937	13.67	13.46	12.99	21.09	9.804	8.553	4.527	3.429	118.89		21.9%	23.42	35.07	43.89	16.51				
ECONOMIC IMPACT - IN HISTORIC PRICES															DAY VISITOR										
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total											
Day Visitor		£M	76.96	82.16	90.30	93.59	103.54	104.23	109.12	113.52	119.15	51.77	97.51	118.89											
All Visitor Types		£M	128.82	136.76	148.91	156.05	166.17	168.19	178.37	188.74	197.27	96.14	168.63	218.18											
Share of Total		%	59.7%	60.1%	60.6%	60.0%	62.3%	62.0%	61.2%	60.4%	53.8%	57.8%	54.5%												
Annual Change in Share		%		0.6%	0.9%	-1.1%	3.9%	-0.5%	-1.3%	-1.7%	0.4%	-10.9%	7.4%	-5.8%											
Change in Share from 2011		%		0.6%	1.5%	0.4%	4.3%	3.7%	2.4%	0.7%	1.1%	-9.9%	-3.2%	-8.8%											
Avg Ann. Change in Share		%		0.6%	0.8%	0.1%	1.1%	0.7%	0.4%	0.1%	0.1%	-1.1%	-0.3%	-0.8%											

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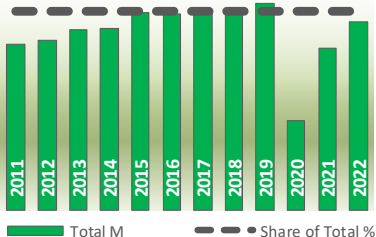
Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

## Visitor Numbers by Month, Year and Visitor Type for the Period 2011 to 2022


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

STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL										2011 to 2022				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	Annual Change	Q1	Q2	Q3	Q4			
% Change 2011 to 2022		2.8%	14.6%	64.0%	-6.2%	15.3%	20.7%	2.9%	15.8%	4.5%	7.1%	2.3%	13.9%		12.9%	29.1%	11.1%	9.0%	7.3%		
% Change 2021 to 2022		198.5%	138.7%	114.0%	71.7%	22.3%	0.9%	0.1%	-9.7%	-11.0%	-8.5%	1.9%	6.8%		15.7%	137.2%	20.9%	-7.3%	-2.2%		
Average Annual Change		0.3%	1.3%	5.8%	-0.6%	1.4%	1.9%	0.3%	1.4%	0.4%	0.6%	0.2%	1.3%		1.2%	2.6%	1.0%	0.8%	0.7%		
2011		M	0.144	0.169	0.179	0.230	0.305	0.284	0.328	0.454	0.249	0.206	0.130		0.106	2.786	2.6%	0.493	0.819	1.031	0.443
2012		M	0.149	0.176	0.203	0.210	0.291	0.306	0.353	0.486	0.254	0.196	0.132	0.102	2.858	0.528		0.807	1.093	0.430	
2013		M	0.148	0.191	0.225	0.211	0.344	0.301	0.375	0.534	0.254	0.200	0.138	0.110	3.032	6.1%		0.564	0.856	1.163	0.448
2014		M	0.138	0.188	0.258	0.231	0.342	0.302	0.376	0.526	0.245	0.201	0.140	0.108	3.056	0.8%		0.585	0.876	1.147	0.449
2015		M	0.158	0.214	0.273	0.233	0.359	0.314	0.386	0.598	0.277	0.231	0.144	0.117	3.305	8.1%		0.645	0.906	1.262	0.491
2016		M	0.159	0.212	0.295	0.228	0.371	0.344	0.362	0.588	0.258	0.215	0.136	0.116	3.282	-0.7%		0.665	0.942	1.208	0.467
2017		M	0.163	0.215	0.300	0.234	0.381	0.352	0.371	0.601	0.265	0.220	0.138	0.119	3.359	2.3%		0.678	0.967	1.237	0.477
2018		M	0.167	0.219	0.303	0.233	0.383	0.347	0.369	0.608	0.272	0.221	0.139	0.121	3.380	0.6%		0.688	0.963	1.249	0.481
2019		M	0.174	0.232	0.322	0.238	0.385	0.364	0.365	0.605	0.282	0.229	0.138	0.122	3.456	2.2%		0.728	0.987	1.252	0.489
2020		M	0.174	0.211	0.129	0.016	0.039	0.060	0.112	0.340	0.186	0.142	0.043	0.062	1.512	-56.2%	0.514	0.115	0.637	0.247	
2021		M	0.050	0.081	0.137	0.126	0.288	0.340	0.337	0.582	0.292	0.242	0.131	0.113	2.719	79.8%	0.268	0.753	1.212	0.486	
2022		M	0.148	0.194	0.293	0.216	0.352	0.343	0.338	0.526	0.260	0.221	0.133	0.121	3.145	15.7%	0.636	0.911	1.123	0.475	
VISITOR NUMBERS														TOTAL							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M	Visitor No.s by Year and Share of Total						
Total		M	2.786	2.858	3.032	3.056	3.305	3.282	3.359	3.380	3.456	1.512	2.719	3.145							
All Visitor Types		M	2.786	2.858	3.032	3.056	3.305	3.282	3.359	3.380	3.456	1.512	2.719	3.145							
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share		%																			
Change in Share from 2011		%																			
Avg Ann. Change in Share		%																			

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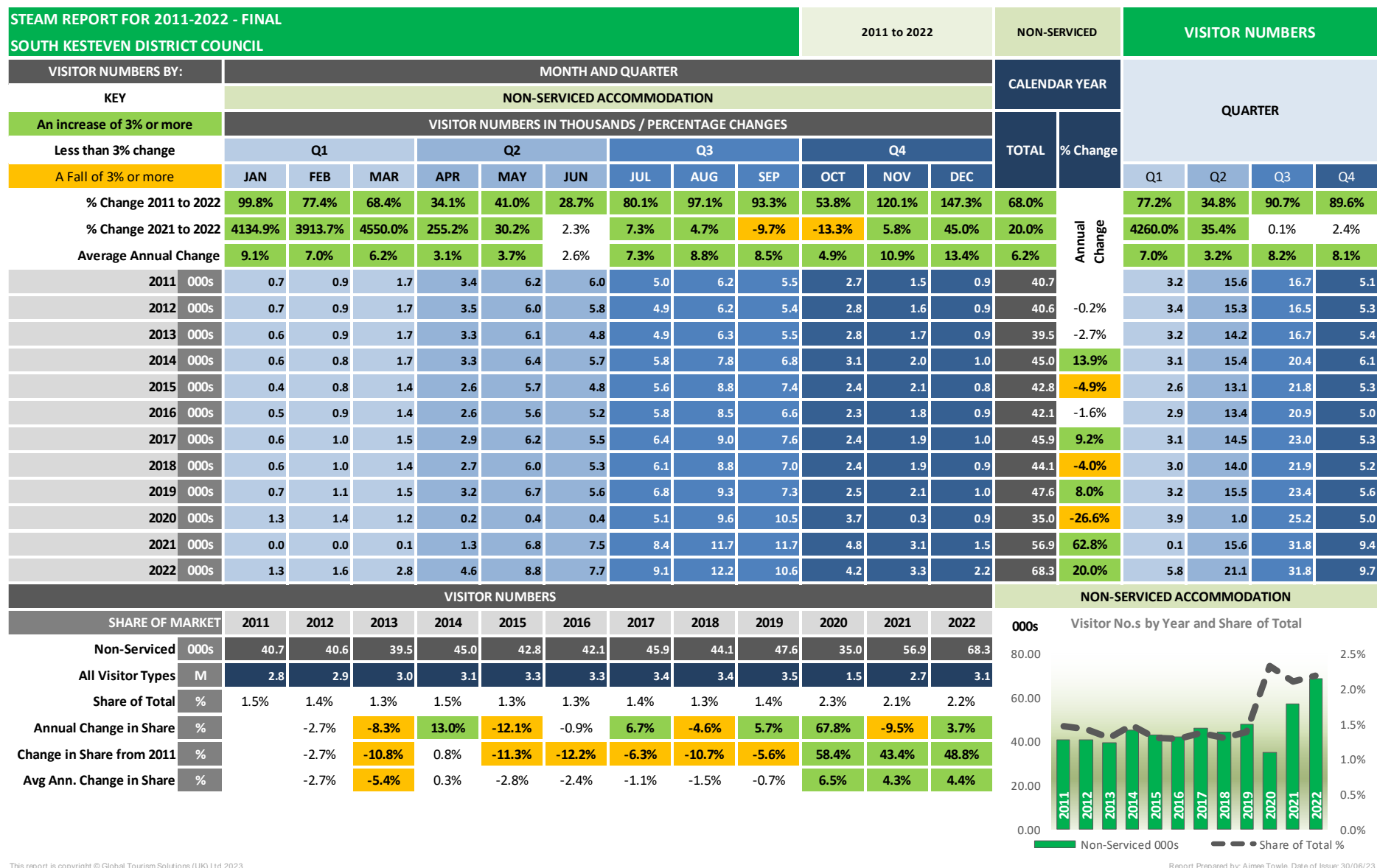
Report Prepared by: Aimee Towle, Date of Issue: 30/06/23



STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL										2011 to 2022			SERVICED		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		-4.1%	34.4%	4.3%	15.4%	33.3%	13.3%	41.8%	31.8%	39.8%	6.1%	31.2%	43.7%	24.9%	Annual Change	15.9%	20.2%	37.9%	29.3%	
% Change 2021 to 2022		364.2%	453.0%	389.0%	390.1%	265.1%	21.6%	13.7%	-0.5%	1.9%	1.1%	6.7%	16.6%	60.9%		415.0%	114.0%	4.9%	9.2%	
Average Annual Change		-0.4%	3.1%	0.4%	1.4%	3.0%	1.2%	3.8%	2.9%	3.6%	0.6%	2.8%	4.0%	2.3%		1.4%	1.8%	3.4%	2.7%	
2011	000s	6.6	15.6	13.5	6.5	7.6	9.7	7.6	7.3	7.8	7.8	11.8	11.1	112.8	Annual Change	35.6	23.8	22.7	30.7	
2012	000s	5.8	16.0	14.3	6.8	7.7	10.3	7.5	7.6	8.8	7.6	12.5	12.3	117.1		3.8%	36.1	24.7	23.9	32.3
2013	000s	6.3	21.8	17.5	5.5	8.1	10.8	7.8	7.9	8.4	6.9	13.8	13.8	128.6		9.8%	45.6	24.4	24.1	34.5
2014	000s	5.7	18.3	14.9	5.5	7.3	9.2	8.4	8.0	10.2	7.7	13.5	13.8	122.6		-4.7%	38.9	22.0	26.6	35.0
2015	000s	5.7	18.7	14.0	5.1	7.5	9.2	8.6	8.2	10.1	7.5	13.2	12.9	120.4		-1.8%	38.4	21.7	26.8	33.5
2016	000s	5.5	18.9	13.2	5.5	7.0	8.7	8.3	7.6	9.1	6.4	12.4	12.5	115.0		-4.5%	37.5	21.1	25.0	31.3
2017	000s	6.1	18.3	12.4	6.4	8.5	9.3	9.0	8.2	10.1	6.9	12.8	13.4	121.1		5.4%	36.8	24.1	27.2	33.0
2018	000s	7.1	21.2	13.9	7.2	10.1	10.8	10.2	9.6	11.2	8.1	14.8	15.5	139.7		15.3%	42.2	28.1	31.0	38.4
2019	000s	7.1	21.1	13.9	7.2	10.2	10.9	10.4	9.6	11.0	8.2	15.1	15.1	139.8		0.1%	42.1	28.3	31.0	38.4
2020	000s	7.5	21.2	6.0	0.6	1.0	1.0	2.5	4.8	5.5	3.8	2.0	1.8	57.5		-58.9%	34.7	2.6	12.7	7.5
2021	000s	1.4	3.8	2.9	1.5	2.8	9.1	9.4	9.6	10.8	8.2	14.5	13.7	87.6		52.3%	8.0	13.4	29.8	36.4
2022	000s	6.3	20.9	14.1	7.5	10.1	11.0	10.7	9.6	11.0	8.3	15.4	16.0	140.9		60.9%	41.3	28.6	31.3	39.7
VISITOR NUMBERS														SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s Visitor No.s by Year and Share of Total						
Serviced	000s	112.8	117.1	128.6	122.6	120.4	115.0	121.1	139.7	139.8	57.5	87.6	140.9							
All Visitor Types	M	2.8	2.9	3.0	3.1	3.3	3.3	3.4	3.4	3.5	1.5	2.7	3.1							
Share of Total	%	4.0%	4.1%	4.2%	4.0%	3.6%	3.5%	3.6%	4.1%	4.0%	3.8%	3.2%	4.5%							
Annual Change in Share	%		1.2%	3.5%	-5.5%	-9.2%	-3.9%	3.0%	14.6%	-2.1%	-6.0%	-15.3%	39.1%							
Change in Share from 2011	%		1.2%	4.8%	-0.9%	-10.0%	-13.5%	-10.9%	2.1%	-0.1%	-6.1%	-20.5%	10.6%							
Avg Ann. Change in Share	%		1.2%	2.4%	-0.3%	-2.5%	-2.7%	-1.8%	0.3%	0.0%	-0.7%	-2.0%	1.0%							

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STEAM REPORT FOR 2011-2022 - FINAL										2011 to 2022			SFR	VISITOR NUMBERS								
SOUTH KESTEVEN DISTRICT COUNCIL																						
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER						
KEY		SFR																				
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																				
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change						
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3	Q4	
% Change 2011 to 2022		10.2%	3.1%	10.9%	12.9%	16.4%	13.8%	17.6%	18.7%	19.0%	13.2%	12.2%	15.8%	13.9%	Annual Change	8.7%				14.3%	18.4%	14.3%
% Change 2021 to 2022		566.7%	554.2%	552.8%	220.6%	34.7%	-8.9%	-9.3%	-12.6%	-25.0%	-26.3%	-10.5%	-2.0%	28.2%		560.3%				47.8%	-15.0%	-11.6%
Average Annual Change		0.9%	0.3%	1.0%	1.2%	1.5%	1.3%	1.6%	1.7%	1.7%	1.2%	1.1%	1.4%	1.3%		0.8%				1.3%	1.7%	1.3%
2011 000s		24.9	11.5	11.8	19.6	16.9	14.1	17.5	17.6	11.8	11.3	9.9	20.9	188.0		0.4%	48.3				50.6	47.0
2012 000s		24.7	11.4	12.0	19.8	16.8	14.2	17.5	17.9	11.9	11.4	10.1	21.2	188.8	48.2				50.8	47.2	42.6	
2013 000s		25.1	12.2	12.7	19.6	16.9	14.0	17.7	18.0	11.8	11.3	10.4	21.8	191.5	1.4%	50.0				50.6	47.5	43.5
2014 000s		25.2	11.8	12.4	19.9	17.2	14.2	18.0	18.5	12.4	11.5	10.3	21.9	193.4	1.0%	49.5				51.3	48.9	43.7
2015 000s		25.2	11.4	12.3	19.8	17.4	14.6	18.4	19.0	12.4	11.5	10.0	21.0	193.1	-0.2%	48.9				51.9	49.8	42.5
2016 000s		25.2	11.5	12.4	20.1	17.7	14.8	18.7	19.4	12.7	11.6	10.2	21.5	195.7	1.4%	49.0				52.5	50.8	43.3
2017 000s		26.0	11.6	12.3	20.8	18.5	15.2	19.4	19.9	13.4	11.9	10.4	22.2	201.7	3.1%	50.0				54.6	52.7	44.5
2018 000s		26.7	12.0	12.6	21.0	18.7	15.3	19.4	20.1	13.2	12.2	10.7	22.8	204.6	1.4%	51.2				55.0	52.7	45.6
2019 000s		26.7	11.9	12.5	21.2	19.0	15.4	19.7	20.1	13.2	12.2	10.8	22.7	205.5	0.4%	51.2				55.6	53.0	45.6
2020 000s		35.0	12.7	6.9	1.3	1.4	1.2	11.7	17.8	15.3	11.2	1.5	7.9	124.1	-39.6%	54.7				4.0	44.8	20.6
2021 000s		4.1	1.8	2.0	6.9	14.6	17.6	22.7	24.0	18.8	17.3	12.4	24.8	167.0	34.6%	8.0				39.2	65.4	54.5
2022 000s		27.5	11.9	13.1	22.1	19.7	16.1	20.5	21.0	14.1	12.8	11.1	24.3	214.1	28.2%	52.5				57.9	55.6	48.1
VISITOR NUMBERS														SFR								
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor No.s by Year and Share of Total							
SFR 000s		188.0	188.8	191.5	193.4	193.1	195.7	201.7	204.6	205.5	124.1	167.0	214.1									
All Visitor Types M		2.8	2.9	3.0	3.1	3.3	3.3	3.4	3.4	3.5	1.5	2.7	3.1									
Share of Total %		6.7%	6.6%	6.3%	6.3%	5.8%	6.0%	6.0%	6.1%	5.9%	8.2%	6.1%	6.8%									
Annual Change in Share %			-2.1%	-4.4%	0.2%	-7.7%	2.1%	0.7%	0.8%	-1.8%	38.0%	-25.1%	10.8%									
Change in Share from 2011 %			-2.1%	-6.4%	-6.2%	-13.5%	-11.7%	-11.0%	-10.3%	-11.9%	21.6%	-9.0%	0.9%									
Avg Ann. Change in Share %			-2.1%	-3.2%	-2.1%	-3.4%	-2.3%	-1.8%	-1.5%	-1.5%	2.4%	-0.9%	0.1%									
															SFR 000s							
															Share of Total %							
Report Prepared by: Aimee Towle, Date of Issue: 30/06/2023																						

STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL										2011 to 2022			STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		9.1%	22.9%	11.2%	15.9%	25.6%	16.6%	34.1%	37.4%	41.7%	15.7%	28.8%	28.8%	24.0%	Annual Change	14.2%	19.4%	37.5%	25.1%
% Change 2021 to 2022		536.9%	510.2%	506.9%	251.7%	59.8%	1.6%	-0.5%	-5.6%	-13.7%	-16.8%	-0.5%	6.2%	35.9%		518.3%	58.0%	-6.6%	-2.8%
Average Annual Change		0.8%	2.1%	1.0%	1.4%	2.3%	1.5%	3.1%	3.4%	3.8%	1.4%	2.6%	2.6%	2.2%		1.3%	1.8%	3.4%	2.3%
2011	000s	32.2	28.0	27.0	29.5	30.7	29.8	30.1	31.1	25.1	21.8	23.1	33.0	341.5	1.5%	87.2	90.1	86.3	77.9
2012	000s	31.3	28.4	28.0	30.1	30.5	30.3	29.9	31.7	26.1	21.7	24.2	34.4	346.5		87.6	90.8	87.7	80.3
2013	000s	32.0	34.9	31.9	28.4	31.1	29.7	30.4	32.2	25.7	21.1	25.9	36.5	359.6	3.8%	98.8	89.1	88.3	83.4
2014	000s	31.5	31.0	29.0	28.7	30.9	29.1	32.2	34.3	29.4	22.4	25.8	36.6	361.0	0.4%	91.5	88.7	95.9	84.8
2015	000s	31.3	31.0	27.6	27.5	30.6	28.6	32.6	36.0	29.9	21.3	25.3	34.6	356.2	-1.3%	89.8	86.7	98.4	81.3
2016	000s	31.2	31.2	27.0	28.1	30.3	28.7	32.8	35.5	28.4	20.2	24.4	34.9	352.7	-1.0%	89.4	87.0	96.7	79.6
2017	000s	32.7	30.9	26.1	30.0	33.2	30.0	34.8	37.0	31.1	21.3	25.1	36.5	368.7	4.5%	89.8	93.2	102.9	82.8
2018	000s	34.3	34.3	27.8	30.9	34.9	31.4	35.7	38.5	31.4	22.7	27.3	39.2	388.3	5.3%	96.4	97.2	105.6	89.2
2019	000s	34.5	34.1	27.9	31.6	35.8	32.0	36.8	39.1	31.6	22.8	27.9	38.8	392.9	1.2%	96.5	99.4	107.4	89.6
2020	000s	43.8	35.3	14.2	2.1	2.9	2.6	19.3	32.2	31.2	18.7	3.9	10.6	216.6	-44.9%	93.2	7.5	82.7	33.2
2021	000s	5.5	5.6	5.0	9.7	24.1	34.2	40.5	45.3	41.2	30.4	29.9	40.0	311.5	43.8%	16.1	68.1	127.0	100.3
2022	000s	35.1	34.4	30.1	34.2	38.6	34.8	40.3	42.8	35.6	25.3	29.8	42.5	423.4	35.9%	99.6	107.6	118.7	97.5
VISITOR NUMBERS														STAYING VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor No.s by Year and Share of Total				
Staying Visitor	000s	341.5	346.5	359.6	361.0	356.2	352.7	368.7	388.3	392.9	216.6	311.5	423.4						
All Visitor Types	M	2.8	2.9	3.0	3.1	3.3	3.3	3.4	3.4	3.5	1.5	2.7	3.1						
Share of Total	%	12.3%	12.1%	11.9%	11.8%	10.8%	10.7%	11.0%	11.5%	11.4%	14.3%	11.5%	13.5%						
Annual Change in Share	%		-1.1%	-2.2%	-0.4%	-8.7%	-0.3%	2.2%	4.6%	-1.0%	26.0%	-20.0%	17.5%						
Change in Share from 2011	%		-1.1%	-3.2%	-3.6%	-12.1%	-12.3%	-10.4%	-6.3%	-7.3%	16.8%	-6.5%	9.8%						
Avg Ann. Change in Share	%		-1.1%	-1.6%	-1.2%	-3.0%	-2.5%	-1.7%	-0.9%	-0.9%	1.9%	-0.7%	0.9%						

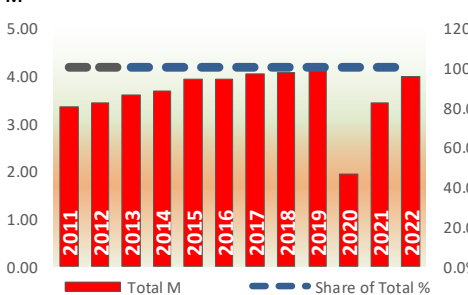
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STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL										2011 to 2022			DAY VISITOR		VISITOR NUMBERS					
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																		
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		1.0%	12.9%	73.4%	-9.5%	14.1%	21.2%	-0.3%	14.2%	0.4%	6.1%	-3.4%	7.2%	11.4%	Annual Change	32.3%	10.1%	6.4%	3.5%	
% Change 2021 to 2022		156.3%	111.0%	99.3%	56.6%	18.8%	0.9%	0.2%	-10.1%	-10.6%	-7.3%	2.6%	7.1%	13.1%		112.8%	17.2%	-7.4%	-2.0%	
Average Annual Change		0.1%	1.2%	6.7%	-0.9%	1.3%	1.9%	0.0%	1.3%	0.0%	0.6%	-0.3%	0.7%	1.0%		2.9%	0.9%	0.6%	0.3%	
2011	M	0.112	0.141	0.152	0.201	0.274	0.254	0.298	0.423	0.224	0.185	0.107	0.073	2.445		2.7%	0.405	0.729	0.945	0.365
2012	M	0.118	0.148	0.175	0.180	0.260	0.276	0.323	0.454	0.228	0.174	0.108	0.067	2.511			0.440	0.716	1.005	0.350
2013	M	0.116	0.157	0.193	0.183	0.313	0.271	0.345	0.502	0.229	0.179	0.112	0.073	2.672	6.4%		0.466	0.767	1.075	0.365
2014	M	0.107	0.157	0.229	0.202	0.311	0.273	0.344	0.492	0.215	0.178	0.114	0.071	2.695	0.9%		0.493	0.787	1.051	0.364
2015	M	0.127	0.183	0.245	0.206	0.328	0.285	0.354	0.562	0.248	0.210	0.118	0.082	2.949	9.4%		0.556	0.819	1.164	0.410
2016	M	0.128	0.180	0.268	0.200	0.341	0.315	0.329	0.553	0.229	0.195	0.111	0.081	2.929	-0.7%		0.576	0.855	1.112	0.387
2017	M	0.130	0.184	0.274	0.204	0.348	0.322	0.336	0.564	0.234	0.198	0.113	0.083	2.990	2.1%		0.588	0.873	1.134	0.394
2018	M	0.133	0.185	0.275	0.202	0.348	0.315	0.333	0.569	0.241	0.199	0.111	0.082	2.992	0.1%		0.592	0.865	1.143	0.391
2019	M	0.140	0.198	0.294	0.207	0.350	0.332	0.329	0.566	0.250	0.206	0.110	0.083	3.063	2.4%		0.631	0.888	1.145	0.399
2020	M	0.130	0.176	0.114	0.013	0.036	0.058	0.092	0.308	0.154	0.123	0.039	0.052	1.296	-57.7%	0.420	0.107	0.555	0.213	
2021	M	0.044	0.076	0.132	0.116	0.263	0.306	0.297	0.537	0.251	0.211	0.101	0.073	2.408	85.8%	0.252	0.685	1.085	0.386	
2022	M	0.113	0.160	0.263	0.182	0.313	0.308	0.297	0.483	0.224	0.196	0.104	0.079	2.722	13.1%	0.536	0.803	1.005	0.378	
VISITOR NUMBERS														DAY VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor No.s by Year and Share of Total						
Day Visitor	M	2.445	2.511	2.672	2.695	2.949	2.929	2.990	2.992	3.063	1.296	2.408	2.722							
All Visitor Types	M	2.786	2.858	3.032	3.056	3.305	3.282	3.359	3.380	3.456	1.512	2.719	3.145							
Share of Total	%	87.7%	87.9%	88.1%	88.2%	89.2%	89.3%	89.0%	88.5%	88.6%	85.7%	88.5%	86.5%							
Annual Change in Share	%		0.2%	0.3%	0.1%	1.2%	0.0%	-0.3%	-0.6%	0.1%	-3.3%	3.3%	-2.3%							
Change in Share from 2011	%		0.2%	0.5%	0.5%	1.7%	1.7%	1.5%	0.9%	1.0%	-2.4%	0.9%	-1.4%							
Avg Ann. Change in Share	%		0.2%	0.2%	0.2%	0.4%	0.3%	0.2%	0.1%	0.1%	-0.3%	0.1%	-0.1%							
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23																				

## Visitor Days by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL											2011 to 2022			TOTAL		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		8.1%	15.2%	61.6%	1.7%	21.1%	25.2%	11.4%	22.3%	13.6%	12.4%	10.0%	21.3%	18.6%	Annual Change	29.2%	16.9%	16.7%	14.1%
% Change 2021 to 2022		268.0%	168.6%	139.7%	92.8%	22.3%	0.2%	-0.7%	-8.7%	-12.7%	-11.5%	-0.2%	1.8%	16.6%		173.8%	23.5%	-7.4%	-5.0%
Average Annual Change		0.7%	1.4%	5.6%	0.2%	1.9%	2.3%	1.0%	2.0%	1.2%	1.1%	0.9%	1.9%	1.7%		2.7%	1.5%	1.5%	1.3%
2011	M	0.191	0.198	0.210	0.285	0.364	0.342	0.391	0.527	0.301	0.240	0.154	0.148	3.351			0.599	0.992	1.218
2012	M	0.195	0.205	0.235	0.265	0.348	0.365	0.415	0.560	0.306	0.230	0.157	0.143	3.425	2.2%	0.635	0.978	1.281	0.530
2013	M	0.195	0.219	0.260	0.266	0.402	0.354	0.438	0.609	0.304	0.234	0.163	0.153	3.596	5.0%	0.674	1.022	1.350	0.550
2014	M	0.186	0.218	0.295	0.290	0.406	0.365	0.444	0.611	0.303	0.237	0.166	0.152	3.671	2.1%	0.698	1.061	1.358	0.554
2015	M	0.207	0.244	0.308	0.289	0.422	0.378	0.457	0.686	0.331	0.264	0.168	0.159	3.913	6.6%	0.758	1.089	1.474	0.591
2016	M	0.207	0.240	0.330	0.284	0.435	0.408	0.435	0.680	0.315	0.249	0.162	0.160	3.905	-0.2%	0.777	1.127	1.430	0.571
2017	M	0.213	0.244	0.334	0.295	0.452	0.419	0.450	0.698	0.329	0.256	0.165	0.165	4.020	2.9%	0.792	1.165	1.476	0.587
2018	M	0.218	0.250	0.339	0.294	0.454	0.415	0.447	0.705	0.334	0.260	0.167	0.168	4.051	0.8%	0.807	1.164	1.486	0.595
2019	M	0.227	0.263	0.358	0.302	0.461	0.435	0.448	0.706	0.345	0.268	0.167	0.170	4.150	2.4%	0.848	1.198	1.499	0.605
2020	M	0.244	0.245	0.150	0.020	0.045	0.066	0.163	0.431	0.264	0.180	0.047	0.082	1.935	-53.4%	0.639	0.130	0.858	0.309
2021	M	0.056	0.085	0.142	0.151	0.360	0.428	0.439	0.706	0.391	0.305	0.170	0.176	3.408	76.1%	0.283	0.938	1.536	0.651
2022	M	0.206	0.228	0.340	0.290	0.441	0.428	0.436	0.644	0.342	0.270	0.169	0.180	3.974	16.6%	0.774	1.159	1.421	0.619
VISITOR DAYS														TOTAL					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor Days by Year and Share of Total					
Total	M	3.351	3.425	3.596	3.671	3.913	3.905	4.020	4.051	4.150	1.935	3.408	3.974						
All Visitor Types	M	3.351	3.425	3.596	3.671	3.913	3.905	4.020	4.051	4.150	1.935	3.408	3.974						
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						
Annual Change in Share	%																		
Change in Share from 2011	%																		
Avg Ann. Change in Share	%																		

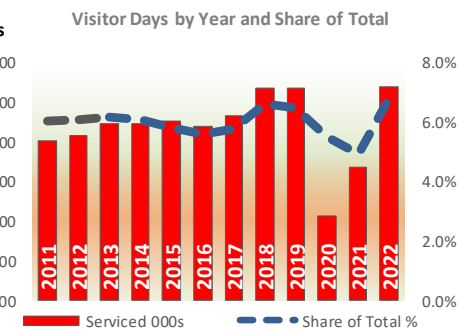
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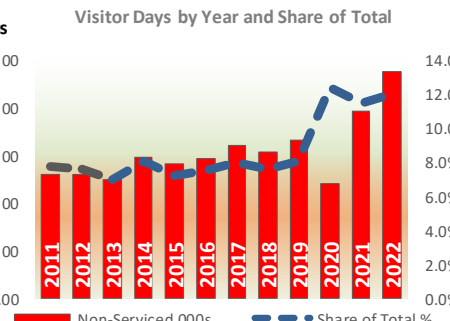
STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL											2011 to 2022			SERVICED	VISITOR DAYS						
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SERVICED ACCOMMODATION																			
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4			
% Change 2011 to 2022		9.8%	18.6%	18.8%	44.0%	56.0%	42.7%	49.9%	54.6%	28.6%	29.9%	27.3%	35.7%		33.4%	17.0%	47.3%	44.5%	30.7%		
% Change 2021 to 2022		361.9%	452.4%	389.6%	389.4%	264.8%	21.7%	13.7%	-0.4%	2.1%	1.3%	6.7%	16.6%		59.9%	409.7%	107.9%	4.7%	7.9%		
Average Annual Change		0.9%	1.7%	1.7%	4.0%	5.1%	3.9%	4.5%	5.0%	2.6%	2.7%	2.5%	3.2%		3.0%	1.5%	4.3%	4.0%	2.8%		
2011 000s		11.7	26.7	22.8	11.9	14.8	19.6	14.5	15.6	14.8	15.1	18.2	15.1		200.9	3.1%	61.2	46.3	44.9	48.5	
2012 000s		10.8	27.2	23.5	12.4	15.1	21.5	14.2	16.8	16.1	15.1	19.4	14.9	207.1	61.5		49.1	47.1	49.4		
2013 000s		11.3	31.4	28.8	11.6	16.3	21.7	15.6	17.8	14.7	14.2	21.1	16.8	221.2	6.8%		71.5	49.6	48.0	52.1	
2014 000s		11.3	29.0	26.8	12.9	16.4	20.5	16.5	17.8	17.7	15.8	20.5	16.7	221.9	0.3%		67.1	49.8	52.0	53.0	
2015 000s		12.5	30.0	25.9	12.6	16.6	23.2	17.0	19.9	16.7	16.5	19.1	15.5	225.5	1.6%		68.5	52.4	53.5	51.1	
2016 000s		11.4	28.7	25.2	12.6	15.9	22.0	16.9	19.4	15.7	15.1	18.7	16.1	218.0	-3.3%		65.4	50.6	52.0	50.0	
2017 000s		12.4	27.8	23.6	14.7	19.6	23.6	18.4	20.9	17.5	16.4	19.3	17.2	231.3	6.1%		63.8	57.9	56.8	52.8	
2018 000s		14.3	32.2	26.6	16.5	23.1	27.5	20.9	24.6	19.4	19.2	22.3	19.9	266.6	15.3%		73.1	67.2	64.9	61.4	
2019 000s		14.3	31.9	26.7	16.5	23.3	27.7	21.1	24.5	19.2	19.5	22.7	19.4	266.9	0.1%		73.0	67.5	64.8	61.6	
2020 000s		15.3	32.0	11.6	1.4	2.3	2.4	5.0	12.0	9.4	8.9	3.0	2.3	105.6	-60.4%		58.9	6.1	26.4	14.2	
2021 000s		2.8	5.7	5.5	3.5	6.3	23.0	19.2	24.3	18.6	19.4	21.7	17.6	167.6	58.7%	14.0	32.8	62.0	58.8		
2022 000s		12.9	31.6	27.1	17.1	23.1	27.9	21.8	24.2	19.0	19.7	23.2	20.5	268.1	59.9%	71.6	68.1	65.0	63.4		
VISITOR DAYS														SERVICED ACCOMMODATION							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor Days by Year and Share of Total						
Serviced		000s	200.9	207.1	221.2	221.9	225.5	218.0	231.3	266.6	266.9	105.6	167.6	268.1	300.00		8.0%	6.0%	4.0%	2.0%	0.0%
All Visitor Types		M	3.4	3.4	3.6	3.7	3.9	3.9	4.0	4.1	4.1	1.9	3.4	4.0							
Share of Total		%	6.0%	6.0%	6.2%	6.0%	5.8%	5.6%	5.8%	6.6%	6.4%	5.5%	4.9%	6.7%							
Annual Change in Share		%		0.9%	1.7%	-1.7%	-4.7%	-3.1%	3.1%	14.4%	-2.3%	-15.2%	-9.9%	37.2%							
Change in Share from 2011		%		0.9%	2.6%	0.8%	-3.9%	-6.9%	-4.0%	9.8%	7.3%	-9.0%	-17.9%	12.5%							
Avg Ann. Change in Share		%		0.9%	1.3%	0.3%	-1.0%	-1.4%	-0.7%	1.4%	0.9%	-1.0%	-1.8%	1.1%							

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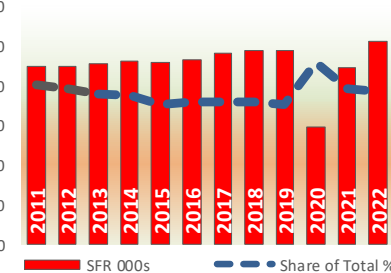




STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL										2011 to 2022			NON-SERVICED		VISITOR DAYS									
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER								
KEY		NON-SERVICED ACCOMMODATION																						
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change									
Less than 3% change		Q1			Q2			Q3			Q4													
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4					
% Change 2011 to 2022		152.5%	105.2%	108.7%	59.3%	62.8%	51.3%	88.3%	94.8%	84.6%	65.7%	139.1%	232.7%	82.8%	Annual Change	117.2%	57.4%	89.5%	115.5%					
% Change 2021 to 2022		4135.0%	3913.9%	4550.2%	255.1%	30.1%	2.2%	7.2%	4.7%	-9.8%	-13.3%	5.8%	45.0%	21.7%		4253.5%	33.7%	0.4%	3.8%					
Average Annual Change		13.9%	9.6%	9.9%	5.4%	5.7%	4.7%	8.0%	8.6%	7.7%	6.0%	12.6%	21.2%	7.5%		10.7%	5.2%	8.1%	10.5%					
2011 000s		4.4	5.9	10.1	19.9	37.7	38.7	34.6	42.4	36.6	16.3	8.3	5.3	260.0		-0.5%	20.4	96.2	113.5	29.9				
2012 000s		4.9	6.0	10.9	19.9	35.9	37.6	33.6	42.7	35.9	16.6	8.7	6.0	258.8		21.8	93.5	112.3	31.3					
2013 000s		4.8	5.8	11.1	18.4	35.1	31.7	33.4	42.8	34.8	16.3	8.9	6.0	249.0	-3.8%	21.7	85.1	111.0	31.2					
2014 000s		5.1	6.2	12.2	20.5	40.8	41.3	39.2	52.7	42.9	17.9	10.2	6.6	295.6	18.7%	23.5	102.6	134.8	34.7					
2015 000s		4.3	6.4	10.5	17.4	38.5	38.6	40.3	54.4	40.1	13.8	10.4	6.5	281.1	-4.9%	21.2	94.5	134.7	30.7					
2016 000s		4.6	6.6	10.6	17.8	39.3	39.7	41.9	57.4	42.6	14.8	11.2	7.0	293.6	4.4%	21.9	96.8	141.9	33.0					
2017 000s		5.1	7.8	10.8	19.8	43.2	41.8	46.4	60.8	48.9	16.0	11.7	7.9	320.3	9.1%	23.7	104.9	156.1	35.7					
2018 000s		4.9	7.5	10.3	18.9	42.2	40.3	44.0	59.3	45.2	16.0	11.4	7.3	307.4	-4.0%	22.7	101.4	148.5	34.8					
2019 000s		5.6	8.0	10.9	22.0	46.7	42.9	48.9	63.0	47.0	16.3	12.8	8.1	332.4	8.1%	24.5	111.7	158.9	37.3					
2020 000s		10.8	10.4	9.1	1.0	2.9	3.1	36.7	64.9	67.0	24.1	2.0	7.2	239.2	-28.1%	30.2	7.0	168.6	33.3					
2021 000s		0.3	0.3	0.5	8.9	47.1	57.2	60.7	78.9	74.8	31.2	18.8	12.1	390.7	63.4%	1.0	113.2	214.4	62.1					
2022 000s		11.2	12.1	21.0	31.6	61.3	58.5	65.1	82.6	67.5	27.1	19.9	17.5	475.3	21.7%	44.3	151.4	215.2	64.4					
VISITOR DAYS														NON-SERVICED ACCOMMODATION										
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor Days by Year and Share of Total									
Non-Serviced		000s	260.0	258.8	249.0	295.6	281.1	293.6	320.3	307.4	332.4	239.2	390.7	475.3		500.00	14.0%	12.0%	10.0%	8.0%	6.0%	4.0%	2.0%	0.0%
All Visitor Types		M	3.4	3.4	3.6	3.7	3.9	3.9	4.0	4.1	4.1	1.9	3.4	4.0										
Share of Total		%	7.8%	7.6%	6.9%	8.1%	7.2%	7.5%	8.0%	7.6%	8.0%	12.4%	11.5%	12.0%										
Annual Change in Share		%		-2.6%	-8.4%	16.3%	-10.8%	4.6%	6.0%	-4.8%	5.6%	54.3%	-7.2%	4.3%										
Change in Share from 2011		%		-2.6%	-10.7%	3.8%	-7.4%	-3.1%	2.7%	-2.2%	3.2%	59.3%	47.8%	54.2%										
Avg Ann. Change in Share		%		-2.6%	-5.4%	1.3%	-1.8%	-0.6%	0.4%	-0.3%	0.4%	6.6%	4.8%	4.9%										

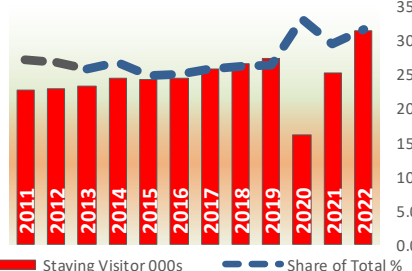
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/2023

STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL										2011 to 2022			SFR	VISITOR DAYS							
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY		SFR																			
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change						
Less than 3% change		Q1			Q2			Q3			Q4										
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4			
% Change 2011 to 2022		10.2%	3.1%	10.9%	12.9%	16.4%	13.8%	17.6%	18.7%	19.0%	13.2%	12.2%	15.8%		14.0%	8.8%	14.2%	18.4%	14.5%		
% Change 2021 to 2022		684.2%	647.4%	684.1%	170.3%	-0.2%	-19.4%	-17.1%	-16.6%	-35.0%	-36.5%	-19.8%	-14.1%		15.0%	676.3%	27.4%	-21.7%	-21.9%		
Average Annual Change		0.9%	0.3%	1.0%	1.2%	1.5%	1.3%	1.6%	1.7%	1.7%	1.2%	1.1%	1.4%		1.3%	0.8%	1.3%	1.7%	1.3%		
2011	000s	62.4	24.2	25.5	52.9	37.2	29.7	43.7	45.9	25.7	24.2	20.1	54.5		445.8	0.4%	112.1	119.8	115.2	98.7	
2012	000s	61.9	24.0	25.8	53.4	37.0	29.8	43.7	46.4	25.9	24.3	20.5	55.1		447.7		111.7	120.2	116.0	99.9	
2013	000s	62.8	25.5	27.3	52.9	37.3	29.5	44.1	46.9	25.6	24.2	21.0	56.7		453.9		115.6	119.6	116.7	102.0	
2014	000s	63.0	24.9	26.7	53.7	37.9	29.9	45.1	48.2	26.9	24.6	21.0	56.8		458.6	1.0%	114.6	121.5	120.1	102.4	
2015	000s	63.0	24.0	26.3	53.5	38.4	30.7	45.9	49.4	27.0	24.5	20.4	54.7		457.7	-0.2%	113.3	122.5	122.3	99.6	
2016	000s	63.0	24.1	26.6	54.2	38.9	31.0	46.8	50.4	27.6	24.8	20.7	56.0		464.1	1.4%	113.7	124.2	124.8	101.5	
2017	000s	65.1	24.4	26.5	56.2	40.8	31.9	48.5	51.8	29.0	25.5	21.2	57.6	478.4	3.1%	115.9	128.9	129.3	104.3		
2018	000s	66.6	25.2	27.0	56.6	41.2	32.2	48.5	52.1	28.7	26.0	21.6	59.3	485.2	1.4%	118.9	130.0	129.3	107.0		
2019	000s	66.8	25.1	27.0	57.4	41.7	32.4	49.1	52.4	28.6	26.0	21.8	59.1	487.4	0.5%	118.9	131.5	130.1	107.0		
2020	000s	87.6	26.7	14.9	3.6	3.2	2.5	29.4	46.2	33.2	24.0	3.1	20.5	294.9	-39.5%	129.2	9.3	108.8	47.7		
2021	000s	8.8	3.3	3.6	22.1	43.4	41.9	61.9	65.4	47.0	43.1	28.1	73.4	442.0	49.9%	15.7	107.4	174.3	144.5		
2022	000s	68.7	25.0	28.3	59.8	43.3	33.7	51.3	54.5	30.6	27.3	22.5	63.1	508.2	15.0%	122.0	136.8	136.4	112.9		
VISITOR DAYS														SFR							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor Days by Year and Share of Total						
SFR		000s	445.8	447.7	453.9	458.6	457.7	464.1	478.4	485.2	487.4	294.9	442.0	508.2	600.00		20.0%	15.0%	10.0%	5.0%	0.0%
All Visitor Types		M	3.4	3.4	3.6	3.7	3.9	3.9	4.0	4.1	4.1	1.9	3.4	4.0	500.00						
Share of Total		%	13.3%	13.1%	12.6%	12.5%	11.7%	11.9%	12.0%	11.7%	15.2%	13.0%	12.8%	400.00							
Annual Change in Share		%	-1.7%	-3.5%	-1.0%	-6.4%	1.6%	0.1%	0.6%	-1.9%	29.7%	-14.9%	-1.4%	300.00							
Change in Share from 2011		%	-1.7%	-5.1%	-6.1%	-12.1%	-10.7%	-10.5%	-10.0%	-11.7%	14.5%	-2.5%	-3.9%	200.00							
Avg Ann. Change in Share		%	-1.7%	-2.6%	-2.0%	-3.0%	-2.1%	-1.8%	-1.4%	-1.5%	1.6%	-0.3%	-0.4%	100.00							

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STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL										2011 to 2022			STAYING VISITOR		VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2011 to 2022		18.2%	21.0%	30.9%	28.1%	42.4%	36.7%	49.0%	55.1%	52.0%	33.1%	40.7%	35.1%		38.0%	22.8%	35.9%	52.2%	36.0%	
% Change 2021 to 2022		685.6%	633.5%	696.3%	214.4%	31.9%	-1.5%	-2.5%	-4.3%	-16.6%	-21.0%	-4.4%	-1.9%		25.1%	673.0%	40.6%	-7.6%	-9.3%	
Average Annual Change		1.7%	1.9%	2.8%	2.6%	3.9%	3.3%	4.5%	5.0%	4.7%	3.0%	3.7%	3.2%		3.5%	2.1%	3.3%	4.7%	3.3%	
2011 000s		78.5	56.8	58.3	84.7	89.7	87.9	92.8	103.9	77.0	55.6	46.6	74.9		906.7	0.8%	193.7	262.3	273.7	177.1
2012 000s		77.5	57.3	60.1	85.7	88.0	89.0	91.5	105.9	77.9	56.0	48.6	75.9		913.6		195.0	262.7	275.4	180.6
2013 000s		78.9	62.7	67.2	82.8	88.6	82.9	93.1	107.5	75.1	54.8	51.0	79.5		924.1	1.2%	208.8	254.3	275.7	185.3
2014 000s		79.4	60.0	65.6	87.1	95.1	91.7	100.8	118.7	87.5	58.3	51.6	80.1		976.1	5.6%	205.1	273.9	307.0	190.1
2015 000s		79.8	60.4	62.7	83.5	93.5	92.5	103.2	123.7	83.7	54.8	49.9	76.6		964.3	-1.2%	202.9	269.5	310.6	181.4
2016 000s		79.1	59.5	62.4	84.7	94.1	92.8	105.6	127.2	85.9	54.7	50.6	79.2		975.6	1.2%	201.0	271.6	318.7	184.4
2017 000s		82.6	59.9	60.9	90.7	103.6	97.4	113.2	133.5	95.4	57.9	52.1	82.7	1,030.0	5.6%	203.4	291.7	342.1	192.8	
2018 000s		85.8	64.9	63.9	92.0	106.6	99.9	113.4	136.1	93.2	61.2	55.3	86.6	1,059.1	2.8%	214.7	298.6	342.7	203.1	
2019 000s		86.8	65.0	64.5	95.9	111.8	103.0	119.1	139.9	94.9	61.8	57.4	86.6	1,086.7	2.6%	216.3	310.7	353.8	205.8	
2020 000s		113.6	69.1	35.5	6.0	8.4	8.0	71.0	123.1	109.6	56.9	8.2	30.0	639.6	-41.1%	218.3	22.5	303.7	95.2	
2021 000s		11.8	9.4	9.6	34.5	96.9	122.1	141.8	168.5	140.4	93.7	68.6	103.1	1,000.3	56.4%	30.8	253.4	450.7	265.4	
2022 000s		92.8	68.7	76.3	108.5	127.7	120.2	138.3	161.2	117.0	74.1	65.6	101.1	1,251.5	25.1%	237.9	356.4	416.5	240.8	
VISITOR DAYS														STAYING VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	000s	Visitor Days by Year and Share of Total					
Staying Visitor		000s	906.7	913.6	924.1	976.1	964.3	975.6	1,030.0	1,059.1	1,086.7	639.6	1,000.3	1,251.5	1,400.00 1,200.00 1,000.00 800.00 600.00 400.00 200.00 0.00					
All Visitor Types		M	3.4	3.4	3.6	3.7	3.9	3.9	4.0	4.1	4.1	1.9	3.4	4.0						
Share of Total		%	27.1%	26.7%	25.7%	26.6%	24.6%	25.6%	26.1%	26.2%	33.0%	29.4%	31.5%							
Annual Change in Share		%		-1.4%	-3.7%	3.5%	-7.3%	1.4%	2.5%	2.0%	26.2%	-11.2%	7.3%							
Change in Share from 2011		%		-1.4%	-5.0%	-1.7%	-8.9%	-7.7%	-5.3%	-3.4%	-3.2%	22.2%	8.5%	16.4%						
Avg Ann. Change in Share		%		-1.4%	-2.5%	-0.6%	-2.2%	-1.5%	-0.9%	-0.5%	-0.4%	2.5%	0.8%	1.5%						

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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

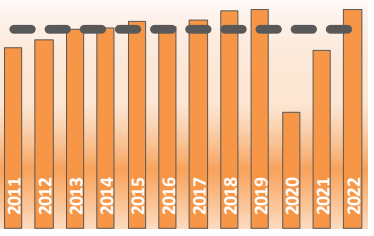
STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL										2011 to 2022				DAY VISITOR		VISITOR DAYS			
VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022		1.0%	12.9%	73.4%	-9.5%	14.1%	21.2%	-0.3%	14.2%	0.4%	6.1%	-3.4%	7.2%	11.4%	Annual Change	32.3%	10.1%	6.4%	3.5%
% Change 2021 to 2022		156.3%	111.0%	99.3%	56.6%	18.8%	0.9%	0.2%	-10.1%	-10.6%	-7.3%	2.6%	7.1%	13.1%		112.8%	17.2%	-7.4%	-2.0%
Average Annual Change		0.1%	1.2%	6.7%	-0.9%	1.3%	1.9%	0.0%	1.3%	0.0%	0.6%	-0.3%	0.7%	1.0%		2.9%	0.9%	0.6%	0.3%
2011	M	0.112	0.141	0.152	0.201	0.274	0.254	0.298	0.423	0.224	0.185	0.107	0.073	2.445	2.7%	0.405	0.729	0.945	0.365
2012	M	0.118	0.148	0.175	0.180	0.260	0.276	0.323	0.454	0.228	0.174	0.108	0.067	2.511		0.440	0.716	1.005	0.350
2013	M	0.116	0.157	0.193	0.183	0.313	0.271	0.345	0.502	0.229	0.179	0.112	0.073	2.672	6.4%	0.466	0.767	1.075	0.365
2014	M	0.107	0.157	0.229	0.202	0.311	0.273	0.344	0.492	0.215	0.178	0.114	0.071	2.695	0.9%	0.493	0.787	1.051	0.364
2015	M	0.127	0.183	0.245	0.206	0.328	0.285	0.354	0.562	0.248	0.210	0.118	0.082	2.949	9.4%	0.556	0.819	1.164	0.410
2016	M	0.128	0.180	0.268	0.200	0.341	0.315	0.329	0.553	0.229	0.195	0.111	0.081	2.929	-0.7%	0.576	0.855	1.112	0.387
2017	M	0.130	0.184	0.274	0.204	0.348	0.322	0.336	0.564	0.234	0.198	0.113	0.083	2.990	2.1%	0.588	0.873	1.134	0.394
2018	M	0.133	0.185	0.275	0.202	0.348	0.315	0.333	0.569	0.241	0.199	0.111	0.082	2.992	0.1%	0.592	0.865	1.143	0.391
2019	M	0.140	0.198	0.294	0.207	0.350	0.332	0.329	0.566	0.250	0.206	0.110	0.083	3.063	2.4%	0.631	0.888	1.145	0.399
2020	M	0.130	0.176	0.114	0.013	0.036	0.058	0.092	0.308	0.154	0.123	0.039	0.052	1.296	-57.7%	0.420	0.107	0.555	0.213
2021	M	0.044	0.076	0.132	0.116	0.263	0.306	0.297	0.537	0.251	0.211	0.101	0.073	2.408	85.8%	0.252	0.685	1.085	0.386
2022	M	0.113	0.160	0.263	0.182	0.313	0.308	0.297	0.483	0.224	0.196	0.104	0.079	2.722	13.1%	0.536	0.803	1.005	0.378
VISITOR DAYS														DAY VISITOR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	M Visitor Days by Year and Share of Total					
Day Visitor	M	2.445	2.511	2.672	2.695	2.949	2.929	2.990	2.992	3.063	1.296	2.408	2.722						
All Visitor Types	M	3.351	3.425	3.596	3.671	3.913	3.905	4.020	4.051	4.150	1.935	3.408	3.974						
Share of Total	%	72.9%	73.3%	74.3%	73.4%	75.4%	75.0%	74.4%	73.9%	73.8%	67.0%	70.6%	68.5%						
Annual Change in Share	%		0.5%	1.3%	-1.2%	2.6%	-0.5%	-0.8%	-0.7%	-0.1%	-9.3%	5.5%	-3.0%						
Change in Share from 2011	%		0.5%	1.9%	0.6%	3.3%	2.8%	2.0%	1.2%	1.2%	-8.2%	-3.1%	-6.1%						
Avg Ann. Change in Share	%		0.5%	0.9%	0.2%	0.8%	0.6%	0.3%	0.2%	0.1%	-0.9%	-0.3%	-0.6%						

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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

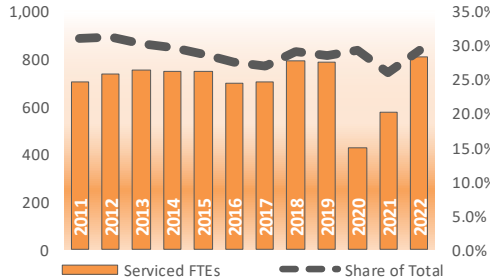
## Direct and Total Employment by Month, Year and Visitor Type for the Period 2011 to 2022

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

STEAM REPORT FOR 2011-2022 - FINAL										2011 to 2022			TOTAL		TOTAL EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER			
KEY	TOTAL																	
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2011 to 2022	13.9%	18.7%	45.5%	10.2%	23.7%	26.1%	16.7%	25.4%	18.1%	16.7%	16.9%	23.0%	21.4%	Annual Change	26.4%	20.5%	20.6%	18.7%
% Change 2021 to 2022	249.3%	199.0%	167.3%	116.3%	37.1%	1.8%	0.8%	-5.0%	-9.8%	-9.6%	0.7%	2.1%	23.4%		197.5%	33.9%	-4.6%	-3.1%
Average Annual Change	1.3%	1.7%	4.1%	0.9%	2.2%	2.4%	1.5%	2.3%	1.6%	1.5%	1.5%	2.1%	1.9%		2.4%	1.9%	1.9%	1.7%
2011 FTEs	1,790	1,850	1,907	2,294	2,711	2,614	2,880	3,600	2,372	2,036	1,585	1,587	2,269		1,849	2,540	2,951	1,736
2012 FTEs	1,873	1,953	2,106	2,257	2,699	2,815	3,070	3,863	2,467	2,036	1,653	1,607	2,366	4.3%	1,977	2,590	3,133	1,765
2013 FTEs	1,910	2,096	2,321	2,299	3,053	2,813	3,263	4,214	2,497	2,093	1,734	1,704	2,500	5.6%	2,109	2,722	3,325	1,844
2014 FTEs	1,841	2,046	2,465	2,418	3,058	2,849	3,280	4,193	2,500	2,103	1,731	1,683	2,514	0.6%	2,117	2,775	3,324	1,839
2015 FTEs	1,945	2,178	2,505	2,386	3,104	2,899	3,320	4,560	2,614	2,225	1,724	1,706	2,597	3.3%	2,209	2,797	3,498	1,885
2016 FTEs	1,886	2,099	2,561	2,306	3,109	2,991	3,147	4,461	2,473	2,087	1,640	1,670	2,536	-2.4%	2,182	2,802	3,360	1,799
2017 FTEs	1,933	2,125	2,585	2,386	3,239	3,076	3,253	4,591	2,574	2,139	1,667	1,710	2,606	2.8%	2,214	2,900	3,473	1,839
2018 FTEs	2,058	2,264	2,718	2,486	3,377	3,178	3,355	4,776	2,700	2,262	1,771	1,820	2,730	4.8%	2,347	3,013	3,610	1,951
2019 FTEs	2,084	2,313	2,796	2,512	3,388	3,255	3,337	4,735	2,735	2,286	1,765	1,814	2,752	0.8%	2,398	3,052	3,602	1,955
2020 FTEs	2,276	2,270	1,524	321	512	600	1,502	3,213	2,256	1,713	588	776	1,463	-46.8%	2,024	478	2,324	1,026
2021 FTEs	584	735	1,038	1,169	2,445	3,238	3,334	4,753	3,106	2,629	1,839	1,912	2,232	52.6%	785	2,284	3,731	2,127
2022 FTEs	2,039	2,196	2,775	2,528	3,352	3,297	3,360	4,513	2,802	2,377	1,853	1,951	2,754	23.4%	2,337	3,059	3,558	2,060
EMPLOYMENT													TOTAL					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs	Employment (FTEs) and Share of Total (%)			
Total	FTEs	2,269	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754					
Total Employment	FTEs	2,269	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754					
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%					
Annual Change in Share	%																	
Change in Share from 2011	%																	
Avg Ann. Change in Share	%																	

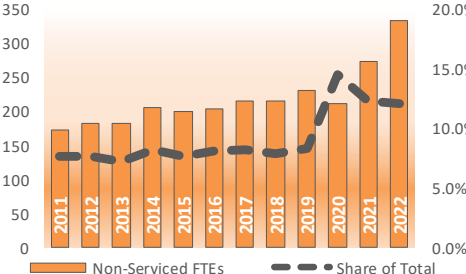
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/2023

STEAM REPORT FOR 2011-2022 - FINAL										2011 to 2022			SERVICED		DIRECT EMPLOYMENT					
SOUTH KESTEVEN DISTRICT COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL						% Change
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change		Q1	Q2	Q3	Q4	
% Change 2011 to 2022		11.0%	13.3%	13.2%	15.6%	18.5%	17.8%	16.0%	17.1%	12.8%	13.0%	13.2%	14.0%			14.6%	12.6%	17.3%	15.4%	13.4%
% Change 2021 to 2022		190.2%	231.3%	220.0%	192.4%	141.2%	4.6%	2.5%	0.0%	0.4%	0.2%	1.4%	2.8%			39.6%	214.1%	72.1%	0.9%	1.5%
Average Annual Change		1.0%	1.2%	1.2%	1.4%	1.7%	1.6%	1.5%	1.6%	1.2%	1.2%	1.2%	1.3%			1.3%	1.1%	1.6%	1.4%	1.2%
2011	FTEs	663	773	742	661	683	719	690	699	691	694	718	694	702	Annual Change	726	687	693	702	
2012	FTEs	691	813	786	695	715	765	711	729	724	716	749	714	734		4.6%	763	725	721	726
2013	FTEs	701	854	835	694	731	775	727	744	720	716	771	736	750		2.2%	797	734	731	741
2014	FTEs	689	822	804	697	725	758	727	737	736	721	759	728	742		-1.1%	772	727	733	736
2015	FTEs	697	828	797	694	726	777	730	751	727	724	746	719	743		0.1%	774	732	736	730
2016	FTEs	646	773	747	651	677	724	685	703	676	671	699	680	694		-6.5%	722	684	688	683
2017	FTEs	650	765	733	664	702	734	694	713	687	678	701	685	701		0.9%	716	700	698	688
2018	FTEs	731	866	823	744	795	830	780	807	768	765	791	772	789		12.6%	807	790	785	776
2019	FTEs	723	855	815	736	788	823	773	798	758	759	785	760	781		-1.0%	798	782	776	768
2020	FTEs	756	853	590	169	203	182	398	529	521	513	223	182	427		-45.4%	733	185	483	306
2021	FTEs	254	264	263	261	335	809	782	818	777	782	801	770	576		35.1%	260	469	792	784
2022	FTEs	736	876	840	764	809	847	801	818	780	784	812	791	805	39.6%	817	807	800	796	
EMPLOYMENT														SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs      Employment (FTEs) and Share of Total (%)						
Serviced	FTEs	702	734	750	742	743	694	701	789	781	427	576	805							
Total Employment	FTEs	2,269	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754							
Share of Total	%	30.9%	31.0%	30.0%	29.5%	28.6%	27.4%	26.9%	28.9%	28.4%	29.2%	25.8%	29.2%							
Annual Change in Share	%		0.2%	-3.2%	-1.7%	-3.1%	-4.3%	-1.8%	7.5%	-1.8%	2.8%	-11.5%	13.2%							
Change in Share from 2011	%		0.2%	-3.0%	-4.6%	-7.6%	-11.5%	-13.1%	-6.6%	-8.3%	-5.7%	-16.5%	-5.5%							
Avg Ann. Change in Share	%		0.2%	-1.5%	-1.5%	-1.9%	-2.3%	-2.2%	-0.9%	-1.0%	-0.6%	-1.7%	-0.5%							

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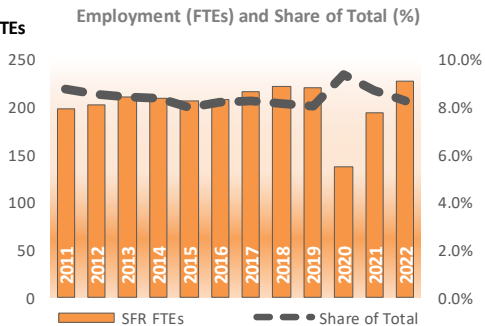
Report Prepared by: Aimee Towle, Date of Issue: 30/06/2023

STEAM REPORT FOR 2011-2022 - FINAL											2011 to 2022			NON-SERVICED		DIRECT EMPLOYMENT				
SOUTH KESTEVEN DISTRICT COUNCIL																				
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		NON-SERVICED ACCOMMODATION																		
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2011 to 2022		120.8%	122.4%	105.8%	76.7%	73.3%	65.3%	91.9%	106.9%	88.8%	80.1%	125.3%	150.3%	93.3%	Annual Change	115.1%	71.1%	96.3%	111.9%	
% Change 2021 to 2022		709.7%	781.4%	903.4%	111.2%	17.4%	1.6%	4.8%	9.1%	-14.6%	-24.1%	2.6%	11.9%	21.7%		801.4%	24.3%	-0.8%	-7.2%	
Average Annual Change		11.0%	11.1%	9.6%	7.0%	6.7%	5.9%	8.4%	9.7%	8.1%	7.3%	11.4%	13.7%	8.5%		10.5%	6.5%	8.8%	10.2%	
2011	FTEs	82	88	119	167	253	257	236	272	246	150	105	88	172	Annual Change	96	225	252	114	
2012	FTEs	93	98	131	176	255	263	242	285	254	160	115	100	181		5.2%	107	231	260	125
2013	FTEs	94	98	134	172	256	242	246	292	254	162	118	102	181		0.0%	108	224	264	128
2014	FTEs	99	104	145	190	290	292	280	345	300	175	129	110	205		13.3%	116	257	308	138
2015	FTEs	99	113	137	173	275	276	283	350	282	154	136	118	200		-2.6%	116	241	305	136
2016	FTEs	100	115	138	174	277	279	289	362	292	157	139	120	203		1.9%	117	243	314	139
2017	FTEs	102	120	139	183	297	290	311	379	323	163	142	124	214		5.4%	120	257	338	143
2018	FTEs	102	121	141	184	298	289	306	380	312	168	144	121	214		-0.3%	121	257	333	144
2019	FTEs	110	129	149	205	325	308	334	402	326	175	156	131	229		7.2%	129	279	354	154
2020	FTEs	166	189	178	49	85	86	305	472	488	267	114	139	211		-7.7%	178	73	421	173
2021	FTEs	22	22	24	140	373	418	432	516	545	356	230	196	273	29.1%	23	310	498	261	
2022	FTEs	181	196	245	295	438	425	453	563	465	271	236	220	332	21.7%	207	386	494	242	
EMPLOYMENT														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs      Employment (FTEs) and Share of Total (%)						
Non-Serviced		FTEs	172	181	181	205	200	203	214	214	229	211	273	332						
Total Employment		FTEs	2,269	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754						
Share of Total		%	7.6%	7.6%	7.2%	8.2%	7.7%	8.0%	8.2%	7.8%	8.3%	14.5%	12.2%	12.1%						
Annual Change in Share		%		0.9%	-5.3%	12.6%	-5.8%	4.4%	2.5%	-4.8%	6.4%	73.6%	-15.4%	-1.4%						
Change in Share from 2011		%		0.9%	-4.5%	7.6%	1.4%	5.9%	8.5%	3.3%	9.9%	90.8%	61.5%	59.3%						
Avg Ann. Change in Share		%		0.9%	-2.2%	2.5%	0.3%	1.2%	1.4%	0.5%	1.2%	10.1%	6.1%	5.4%						

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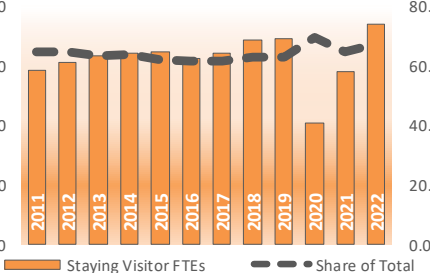
Report Prepared by: Aimee Towle, Date of Issue: 30/06/23



STEAM REPORT FOR 2011-2022 - FINAL											2011 to 2022			SFR	DIRECT EMPLOYMENT				
SOUTH KESTEVEN DISTRICT COUNCIL																			
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2011 to 2022		11.2%	4.0%	12.0%	13.9%	17.5%	14.8%	18.7%	19.8%	20.1%	14.2%	13.2%	16.9%	15.0%	Annual Change	9.8%	15.3%	19.4%	15.5%
% Change 2021 to 2022		656.7%	621.3%	656.7%	175.8%	1.8%	-17.8%	-15.4%	-15.0%	-33.6%	-35.2%	-18.2%	-12.3%	17.1%		649.2%	30.0%	-20.2%	-20.3%
Average Annual Change		1.0%	0.4%	1.1%	1.3%	1.6%	1.3%	1.7%	1.8%	1.8%	1.3%	1.2%	1.5%	1.4%		0.9%	1.4%	1.8%	1.4%
2011 FTEs		331	129	135	281	197	157	232	244	136	128	106	289	197		2.2%	198	212	204
2012 FTEs		334	130	139	288	200	161	236	251	140	131	111	297	202	3.9%	201	216	209	180
2013 FTEs		348	141	151	293	206	163	244	260	142	134	116	314	209	-0.3%	213	221	215	188
2014 FTEs		345	136	146	293	207	163	246	263	147	135	115	311	209	-1.5%	209	221	219	187
2015 FTEs		340	129	142	289	207	165	248	267	146	132	110	295	206	0.6%	204	220	220	179
2016 FTEs		337	129	142	290	208	166	250	270	148	133	111	300	207	3.8%	203	222	223	181
2017 FTEs		351	131	143	303	220	172	261	279	156	137	114	311	215	2.9%	208	232	232	187
2018 FTEs		365	138	148	310	225	176	265	285	157	142	118	325	221	-0.7%	217	237	236	195
2019 FTEs		361	135	146	310	226	175	266	283	155	141	118	320	220	-38.0%	214	237	234	193
2020 FTEs		472	144	80	19	17	14	162	263	189	137	18	117	136	42.4%	232	17	205	90
2021 FTEs		49	19	20	116	228	220	325	343	247	226	147	385	194	17.1%	29	188	305	253
2022 FTEs		368	134	151	320	232	181	275	292	164	146	121	338	227		218	244	243	202
EMPLOYMENT														SFR					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs      Employment (FTEs) and Share of Total (%)					
SFR FTEs		197	202	209	209	206	207	215	221	220	136	194	227						
Total Employment FTEs		2,269	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754						
Share of Total %		8.7%	8.5%	8.4%	8.3%	7.9%	8.2%	8.2%	8.1%	8.0%	9.3%	8.7%	8.2%						
Annual Change in Share %			-2.0%	-1.6%	-0.8%	-4.6%	3.0%	1.0%	-1.7%	-1.5%	16.6%	-6.7%	-5.1%						
Change in Share from 2011 %			-2.0%	-3.6%	-4.4%	-8.8%	-6.0%	-5.1%	-6.8%	-8.2%	7.0%	-0.1%	-5.2%						
Avg Ann. Change in Share %			-2.0%	-1.8%	-1.5%	-2.2%	-1.2%	-0.9%	-1.0%	-1.0%	0.8%	0.0%	-0.5%						

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Report Prepared by: Aimee Towle, Date of Issue: 30/06/2023

STEAM REPORT FOR 2011-2022 - FINAL										2011 to 2022			STAYING VISITOR		DIRECT EMPLOYMENT									
SOUTH KESTIVEN DISTRICT COUNCIL													CALENDAR YEAR		QUARTER									
EMPLOYMENT BY:		MONTH AND QUARTER											TOTAL						% Change					
KEY		STAYING VISITOR																						
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																						
Less than 3% change		Q1			Q2			Q3			Q4		Annual Change		Q1Q2Q3Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV							DEC					
% Change 2011 to 2022		19.4%	21.8%	24.1%	24.4%	30.6%	28.2%	32.0%	37.8%	31.2%	23.5%	25.8%							26.0%	27.3%	21.7%	27.7%	33.8%	25.1%
% Change 2021 to 2022		295.9%	295.1%	302.8%	166.7%	58.0%	0.3%	-0.7%	-0.2%	-10.2%	-12.0%	-0.8%							-0.2%	30.8%	297.9%	48.6%	-3.6%	-4.5%
Average Annual Change		1.8%	2.0%	2.2%	2.2%	2.8%	2.6%	2.9%	3.4%	2.8%	2.1%	2.3%							2.4%	2.5%	2.0%	2.5%	3.1%	2.3%
2011 FTEs		1,076	989	996	1,108	1,133	1,133	1,158	1,214	1,074	972	929	1,071	1,071	4.2%	1,020	1,125	1,149	991					
2012 FTEs		1,118	1,041	1,056	1,159	1,170	1,189	1,188	1,265	1,117	1,007	975	1,112	1,116		1,072	1,173	1,190	1,031					
2013 FTEs		1,142	1,093	1,120	1,159	1,194	1,181	1,218	1,296	1,116	1,012	1,006	1,153	1,141		2.2%	1,118	1,178	1,210	1,057				
2014 FTEs		1,132	1,061	1,095	1,180	1,223	1,214	1,254	1,346	1,182	1,031	1,003	1,149	1,156		1.3%	1,096	1,206	1,261	1,061				
2015 FTEs		1,136	1,071	1,076	1,155	1,208	1,218	1,260	1,367	1,154	1,011	992	1,131	1,148		-0.7%	1,094	1,193	1,260	1,045				
2016 FTEs		1,083	1,017	1,027	1,115	1,162	1,169	1,224	1,335	1,115	961	949	1,099	1,105		-3.8%	1,042	1,149	1,225	1,003				
2017 FTEs		1,103	1,017	1,014	1,150	1,218	1,196	1,266	1,371	1,166	979	957	1,119	1,130		2.3%	1,045	1,188	1,268	1,018				
2018 FTEs		1,197	1,125	1,111	1,238	1,319	1,295	1,351	1,472	1,236	1,075	1,053	1,218	1,224		8.3%	1,144	1,284	1,353	1,115				
2019 FTEs		1,195	1,119	1,110	1,251	1,338	1,305	1,372	1,483	1,239	1,075	1,059	1,210	1,230		0.5%	1,141	1,298	1,365	1,115				
2020 FTEs		1,394	1,186	848	238	306	281	865	1,264	1,198	917	356	438	774		-37.0%	1,143	275	1,109	570				
2021 FTEs		324	305	307	517	936	1,448	1,539	1,678	1,569	1,364	1,178	1,351	1,043	34.7%	312	967	1,595	1,298					
2022 FTEs		1,285	1,205	1,236	1,379	1,479	1,453	1,529	1,674	1,409	1,201	1,169	1,349	1,364	30.8%	1,242	1,437	1,537	1,239					
EMPLOYMENT													STAYING VISITOR											
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs Employment (FTEs) and Share of Total (%)										
Staying Visitor FTEs		1,462	1,522	1,579	1,597	1,607	1,560	1,603	1,712	1,721	1,016	1,441	1,846											
Total Employment FTEs		2,269	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754											
Share of Total %		64.4%	64.3%	63.2%	63.5%	61.9%	61.5%	61.5%	62.7%	62.6%	69.5%	64.6%	67.1%											
Annual Change in Share %			-0.1%	-1.8%	0.6%	-2.6%	-0.6%	0.0%	1.9%	-0.2%	11.1%	-7.1%	3.8%											
Change in Share from 2011 %			-0.1%	-1.9%	-1.4%	-3.9%	-4.5%	-4.5%	-2.7%	-2.9%	7.9%	0.3%	4.1%											
Avg Ann. Change in Share %			-0.1%	-1.0%	-0.5%	-1.0%	-0.9%	-0.8%	-0.4%	-0.4%	0.9%	0.0%	0.4%											

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Report Prepared by: Aimee Towle, Date of Issue: 30/06/2023

STEAM REPORT FOR 2011-2022 - FINAL										2011 to 2022			DAY VISITOR		DIRECT EMPLOYMENT						
SOUTH KESTEVEN DISTRICT COUNCIL																					
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER						
KEY		DAY VISITOR																			
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES											TOTAL						% Change		
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL		% Change					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC								
% Change 2011 to 2022		1.9%	14.0%	75.0%	-8.7%	15.1%	22.3%	0.6%	15.2%	1.3%	7.1%	-2.5%	8.1%	12.4%	Annual Change		33.5%	11.1%	7.3%	4.5%	
% Change 2021 to 2022		149.3%	105.3%	93.8%	59.8%	21.2%	2.9%	2.3%	-8.3%	-8.7%	-5.5%	4.6%	9.3%	14.8%			107.0%	19.6%	-5.5%	0.0%	
Average Annual Change		0.2%	1.3%	6.8%	-0.8%	1.4%	2.0%	0.1%	1.4%	0.1%	0.6%	-0.2%	0.7%	1.1%			3.0%	1.0%	0.7%	0.4%	
2011	FTEs	444	560	602	796	1,087	1,008	1,182	1,676	886	731	425	290	807	Annual Change		535	964	1,248	482	
2012	FTEs	476	596	704	725	1,049	1,114	1,303	1,831	921	702	437	271	844			4.6%	592	963	1,352	470
2013	FTEs	480	648	798	756	1,296	1,121	1,425	2,074	945	740	465	302	921			9.1%	642	1,058	1,481	503
2014	FTEs	435	643	935	827	1,271	1,114	1,402	2,008	879	728	467	291	917			-0.5%	671	1,071	1,430	496
2015	FTEs	512	738	988	830	1,323	1,149	1,426	2,266	998	844	477	331	990			8.0%	746	1,101	1,563	551
2016	FTEs	511	721	1,071	798	1,361	1,259	1,317	2,210	917	778	445	324	976			-1.4%	768	1,139	1,481	516
2017	FTEs	525	742	1,102	821	1,401	1,295	1,354	2,272	941	798	456	333	1,003			2.8%	790	1,172	1,522	529
2018	FTEs	542	754	1,123	826	1,421	1,288	1,361	2,325	984	812	455	333	1,019			1.5%	806	1,179	1,557	533
2019	FTEs	564	799	1,185	834	1,411	1,339	1,326	2,285	1,010	830	444	337	1,030			1.2%	849	1,195	1,541	537
2020	FTEs	523	708	460	54	145	232	380	1,300	652	520	164	218	446			-56.7%	564	144	777	300
2021	FTEs	182	311	543	455	1,033	1,198	1,163	2,106	984	829	396	287	791			77.1%	345	895	1,418	504
2022	FTEs	453	639	1,053	727	1,252	1,233	1,189	1,931	898	783	414	314	907			14.8%	715	1,070	1,340	504
EMPLOYMENT														DAY VISITOR							
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	FTEs      Employment (FTEs) and Share of Total (%)							
Day Visitor		FTEs	807	844	921	917	990	976	1,003	1,019	1,030	446	791	907							
Total Employment		FTEs	2,269	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754							
Share of Total		%	35.6%	35.7%	36.8%	36.5%	38.1%	38.5%	38.5%	37.3%	37.4%	30.5%	35.4%	32.9%							
Annual Change in Share		%		0.2%	3.3%	-1.0%	4.6%	1.0%	0.0%	-3.1%	0.4%	-18.5%	16.1%	-7.0%							
Change in Share from 2011		%		0.2%	3.5%	2.5%	7.1%	8.2%	8.2%	4.9%	5.2%	-14.2%	-0.5%	-7.4%							
Avg Ann. Change in Share		%		0.2%	1.8%	0.8%	1.8%	1.6%	1.4%	0.7%	0.7%	-1.6%	0.0%	-0.7%							

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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL						2022	STAYING VISITORS	ACCOMMODATION SUPPLY
SOUTH KESTIVEN DISTRICT COUNCIL								DISTRIBUTION BY TYPE

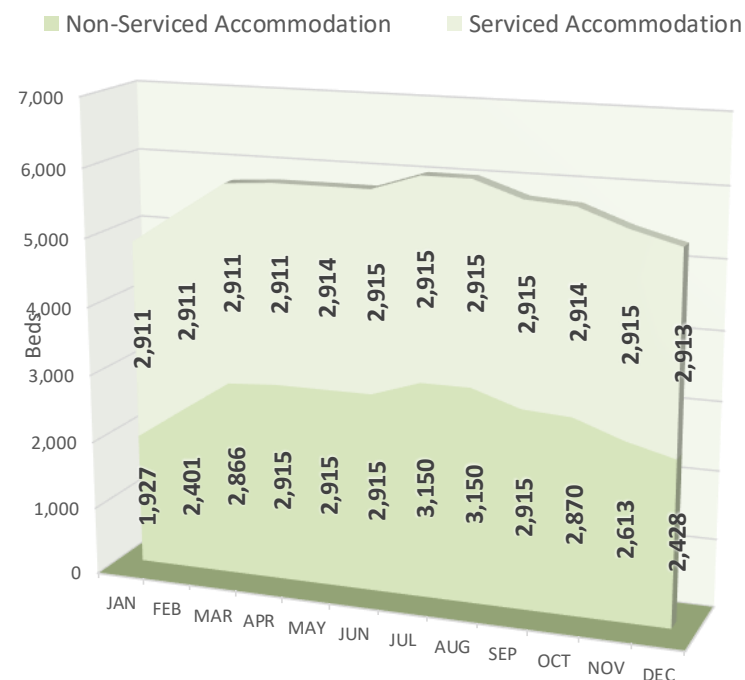
SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	155	2,915	-1	-9	+17	+343
+50 Room	6	1,151	0	0	+1	+175
11-50 Room	13	748	0	0	-2	-6
<10 Room	136	1,016	-1	-9	+18	+174

NON-SERVICED ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	99	3,150	-2	-15	+48	+1,137
Self catering	72	817	0	+24	+34	+414
Static caravans/chalets	0	446	0	0	0	+20
Touring caravans/camping	26	1,866	-2	-39	+14	+714
Youth Hostels	1	21	0	0	0	-11

DISTRIBUTION BY TYPE OF ACCOMMODATION 2022	2022		Change on 2021		Change on 2011	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	254	6,065	-3	-24	+65	+1,480
Serviced Accommodation Share of Total	61%	48%				
Non-Serviced Accommodation Share of Total	39%	52%				

SEASONAL AVAILABILITY OF BED SUPPLY 2022	2022											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	4,837	5,312	5,777	5,826	5,829	5,830	6,065	6,065	5,830	5,784	5,528	5,341
Serviced Accommodation	2,911	2,911	2,911	2,911	2,914	2,915	2,915	2,915	2,915	2,914	2,915	2,913
Non-Serviced Accommodation	1,927	2,401	2,866	2,915	2,915	2,915	3,150	3,150	2,915	2,870	2,613	2,428

SEASONAL AVAILABILITY OF BED SUPPLY  
2022



## Report Sections With Historic Financial Data Indexed to 2022 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: 2022*

<b>2011</b>	<i>1.39</i>
<b>2012</b>	<i>1.33</i>
<b>2013</b>	<i>1.29</i>
<b>2014</b>	<i>1.26</i>
<b>2015</b>	<i>1.24</i>
<b>2016</b>	<i>1.23</i>
<b>2017</b>	<i>1.20</i>
<b>2018</b>	<i>1.15</i>
<b>2019</b>	<i>1.12</i>
<b>2020</b>	<i>1.09</i>
<b>2021</b>	<i>1.08</i>
<b>2022</b>	<i>1.00</i>

**STEAM REPORT FOR 2011-2022 - FINAL**  
**SOUTH KESTIVEN DISTRICT COUNCIL**

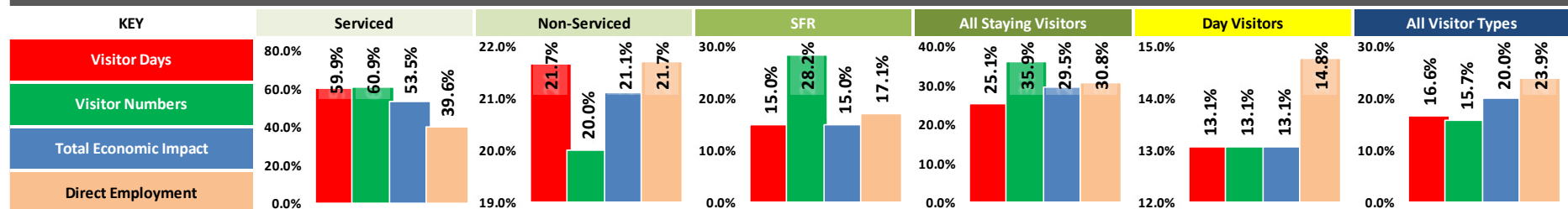
**Comparing 2022 and 2021**  
2021 in 2022 prices (1.078)

**COMPARATIVE HEADLINES**

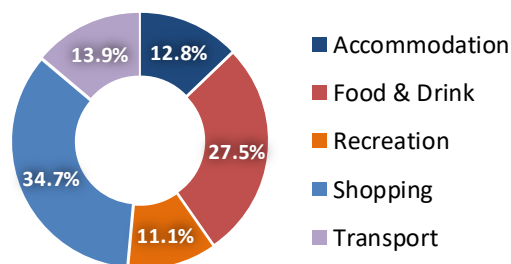
**KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2022 & 2021 - INDEXED TO 2022**

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
Less than 3% change		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
A Fall of 3% or more		2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %	2022	2021	+/- %
Visitor Days	M	0.268	0.168	59.9%	0.475	0.391	21.7%	0.508	0.442	15.0%	1.252	1.000	25.1%	2.722	2.408	13.1%	3.974	3.408	16.6%
Visitor Numbers	M	0.141	0.088	60.9%	0.068	0.057	20.0%	0.214	0.167	28.2%	0.423	0.312	35.9%	2.722	2.408	13.1%	3.145	2.719	15.7%
Direct Expenditure	£M																163.77	136.24	20.2%
Economic Impact	£M	37.78	24.62	53.5%	32.21	26.59	21.1%	29.30	25.48	15.0%	99.29	76.70	29.5%	118.89	105.15	13.1%	218.18	181.85	20.0%
Direct Employment	FTEs	805	576	39.6%	332	273	21.7%	227	194	17.1%	1,364	1,043	30.8%	907	791	14.8%	2,271	1,834	23.9%
Total Employment	FTEs																2,754	2,232	23.4%

**PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2022 & 2021 - INDEXED TO 2022**



**Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2022**



**Direct Expenditure Categories**

	2022	2021	+/- %
Accommodation	21.00	15.21	38.1%
Food & Drink	45.02	37.83	19.0%
Recreation	18.24	15.31	19.1%
Shopping	56.82	48.48	17.2%
Transport	22.70	19.42	16.9%
<b>TOTAL DIRECT</b>	<b>163.77</b>	<b>136.24</b>	<b>20.2%</b>
Indirect	54.40	45.61	19.3%
<b>TOTAL</b>	<b>218.18</b>	<b>181.85</b>	<b>20.0%</b>

**Sectors**

**Sectoral Distribution of Employment - FTEs**

	2022	2021	+/- %
Accommodation	794	603	31.6%
Food & Drink	515	426	20.9%
Recreation	253	209	21.1%
Shopping	593	498	19.1%
Transport	116	98	18.8%
<b>TOTAL DIRECT</b>	<b>2,271</b>	<b>1,834</b>	<b>23.9%</b>
Indirect	483	398	21.2%
<b>TOTAL</b>	<b>2,754</b>	<b>2,232</b>	<b>23.4%</b>



**Direct Employment Categories**

**STEAM REPORT FOR 2011-2022 - FINAL**  
**SOUTH KESTIVEN DISTRICT COUNCIL**

2011 to 2022  
2022 Prices

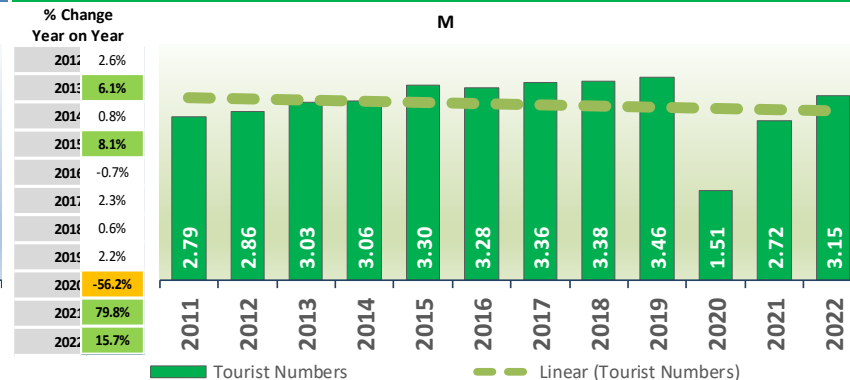
TOTAL

KEY MEASURES  
Indexed

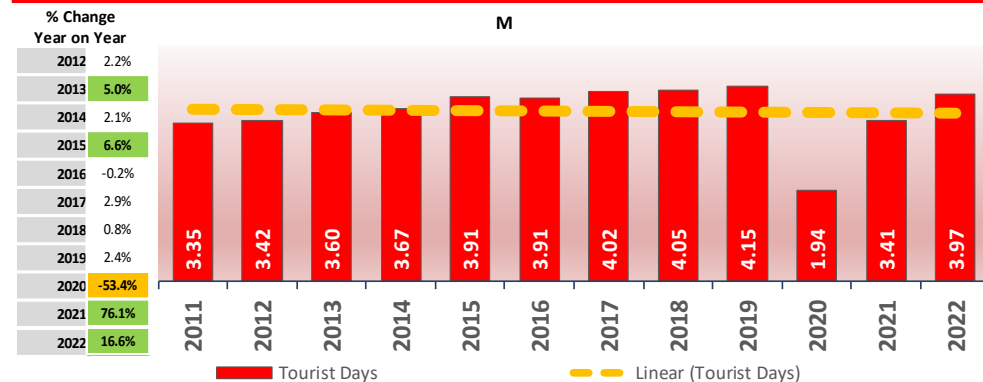
**Economic Impact - Indexed - Total**



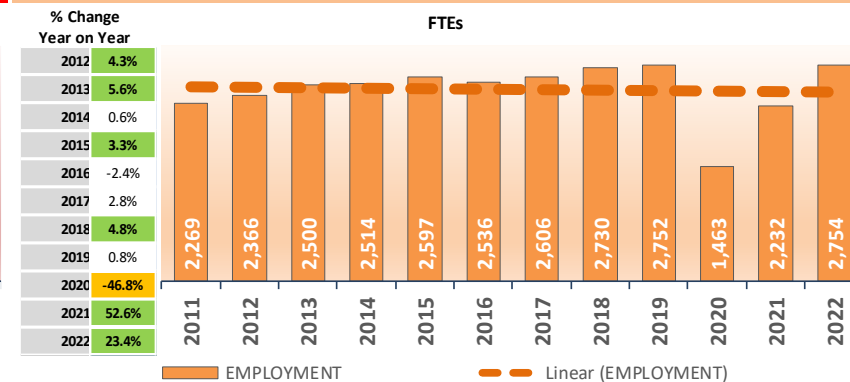
**Visitor Numbers - Total**



**Visitor Days - Total**



**Total Employment Supported - Total**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		2.1%	7.7%	9.8%	15.7%	15.5%	19.4%	21.6%	23.9%	-41.2%	1.8%	22.1%
Visitor Numbers		2.6%	8.8%	9.7%	18.6%	17.8%	20.6%	21.3%	24.0%	-45.7%	-2.4%	12.9%
Visitor Days		2.2%	7.3%	9.5%	16.8%	16.5%	20.0%	20.9%	23.8%	-42.3%	1.7%	18.6%
Total Employment		4.3%	10.2%	10.8%	14.5%	11.8%	14.9%	20.3%	21.3%	-35.5%	-1.6%	21.4%

"Linear" = Linear Trendline

**STEAM REPORT FOR 2011-2022 - FINAL**  
**SOUTH KESTIVEN DISTRICT COUNCIL**

2011 to 2022  
2022 Prices

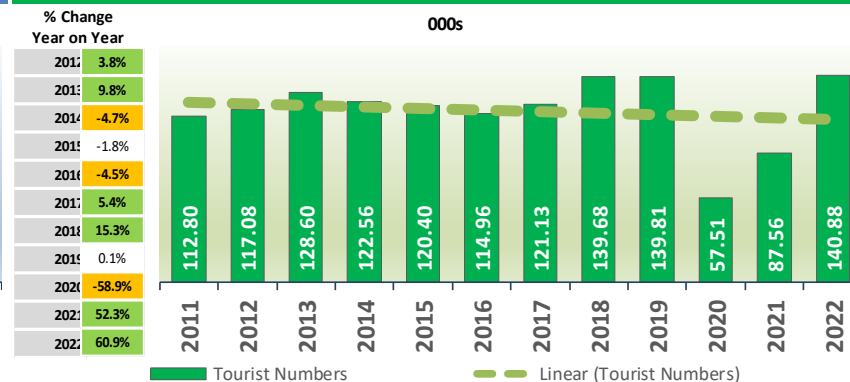
SERVICED  
ACCOMMODATION

KEY MEASURES  
Indexed

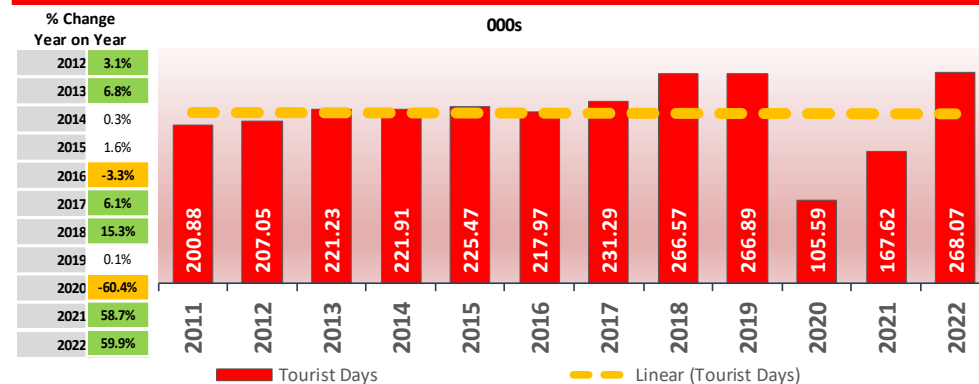
**Economic Impact - Indexed - Serviced Accommodation**



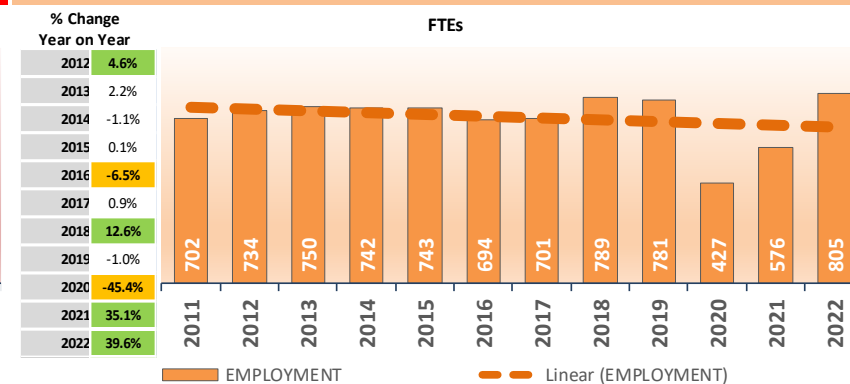
**Visitor Numbers - Serviced Accommodation**



**Visitor Days - Serviced Accommodation**



**Direct Employment Supported - Serviced Accommodation**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		2.9%	13.5%	12.3%	13.3%	10.8%	17.2%	31.1%	29.8%	-49.3%	-18.1%	25.7%
Visitor Numbers		3.8%	14.0%	8.6%	6.7%	1.9%	7.4%	23.8%	23.9%	-49.0%	-22.4%	24.9%
Visitor Days		3.1%	10.1%	10.5%	12.2%	8.5%	15.1%	32.7%	32.9%	-47.4%	-16.6%	33.4%
Direct Employment		4.6%	6.9%	5.7%	5.8%	-1.1%	-0.2%	12.4%	11.2%	-39.2%	-17.9%	14.6%

"Linear" = Linear Trendline



**STEAM REPORT FOR 2011-2022 - FINAL**  
**SOUTH KESTEVEN DISTRICT COUNCIL**

2011 to 2022  
2022 Prices

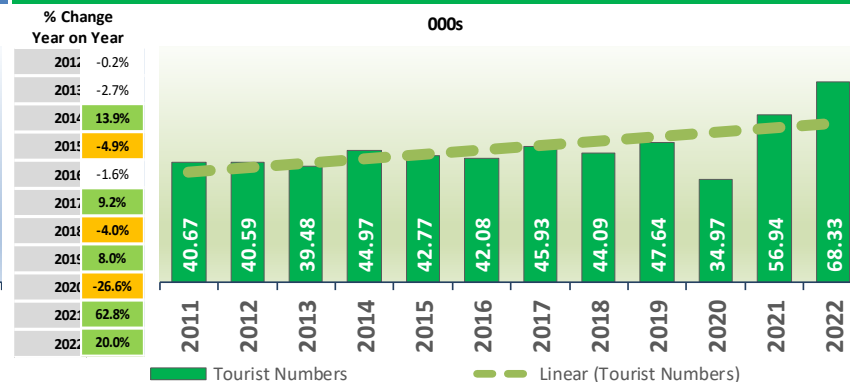
NON-SERVICED  
ACCOMMODATION

**KEY MEASURES**  
Indexed

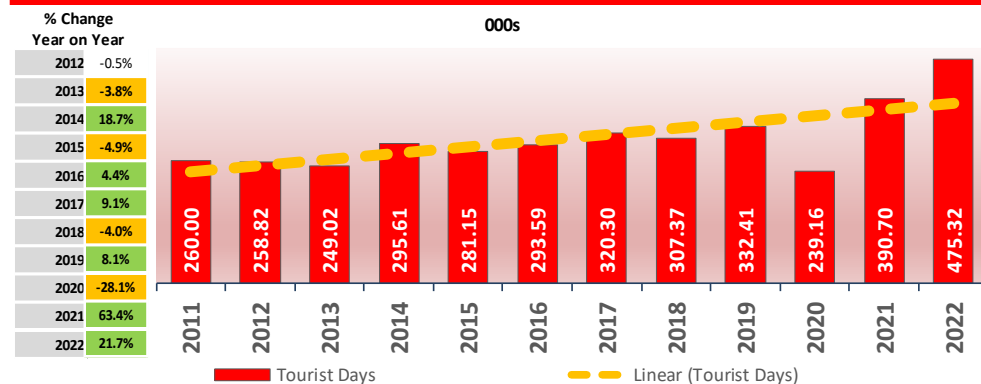
**Economic Impact - Indexed - Non-Serviced Accommodation**



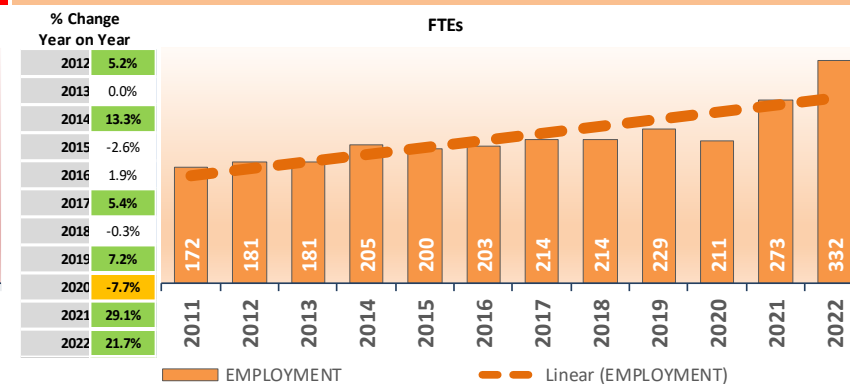
**Visitor Numbers - Non-Serviced Accommodation**



**Visitor Days - Non-Serviced Accommodation**



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



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		-0.3%	-4.5%	13.5%	8.0%	14.0%	24.0%	18.7%	27.3%	0.6%	64.4%	99.1%
Visitor Numbers		-0.2%	-2.9%	10.6%	5.2%	3.5%	12.9%	8.4%	17.1%	-14.0%	40.0%	68.0%
Visitor Days		-0.5%	-4.2%	13.7%	8.1%	12.9%	23.2%	18.2%	27.9%	-8.0%	50.3%	82.8%
Direct Employment		5.2%	5.2%	19.2%	16.1%	18.3%	24.7%	24.4%	33.3%	23.0%	58.8%	93.3%

"Linear" = Linear Trendline

**STEAM REPORT FOR 2011-2022 - FINAL**  
**SOUTH KESTIVEN DISTRICT COUNCIL**

2011 to 2022  
2022 Prices

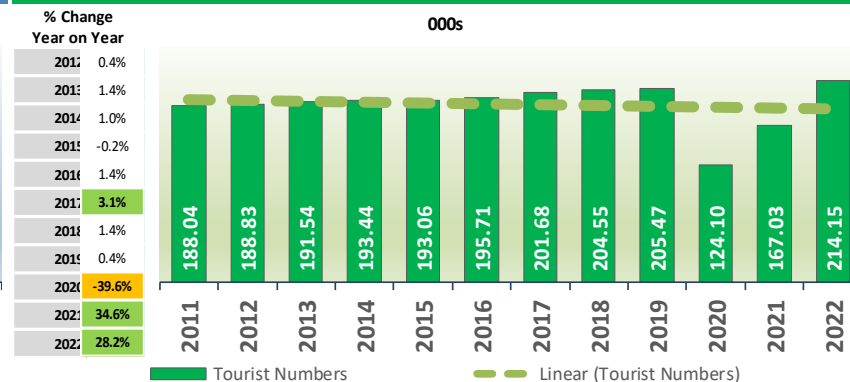
SFR

**KEY MEASURES**  
Indexed

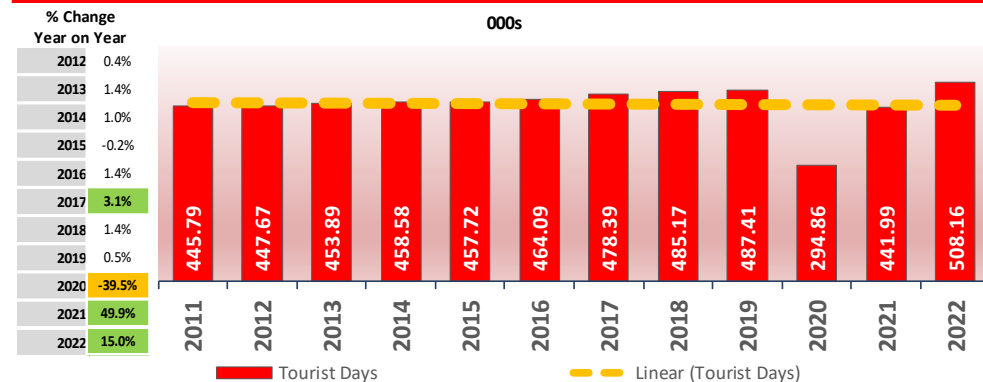
**Economic Impact - Indexed - SFR**



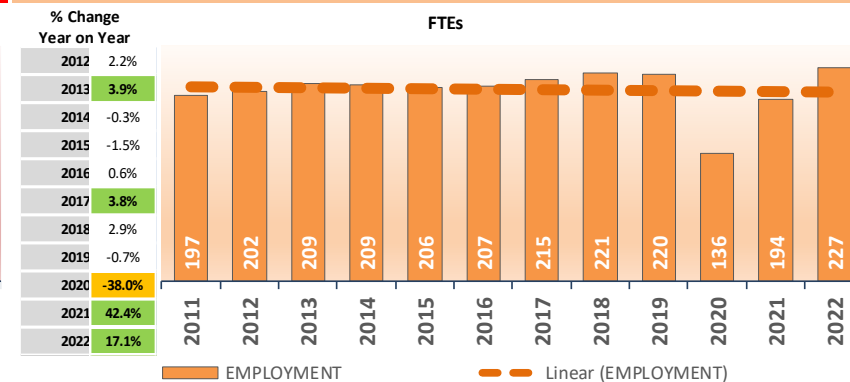
**Visitor Numbers - SFR**



**Visitor Days - SFR**



**Direct Employment Supported - SFR**



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		0.4%	1.8%	2.9%	2.7%	4.1%	7.3%	8.8%	9.3%	-33.9%	-0.9%	14.0%
Visitor Numbers		0.4%	1.9%	2.9%	2.7%	4.1%	7.3%	8.8%	9.3%	-34.0%	-11.2%	13.9%
Visitor Days		0.4%	1.8%	2.9%	2.7%	4.1%	7.3%	8.8%	9.3%	-33.9%	-0.9%	14.0%
Direct Employment		2.2%	6.2%	5.9%	4.4%	5.0%	9.0%	12.2%	11.4%	-31.0%	-1.7%	15.0%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL  
SOUTH KESTEVEN DISTRICT COUNCIL

2011 to 2022  
2022 Prices

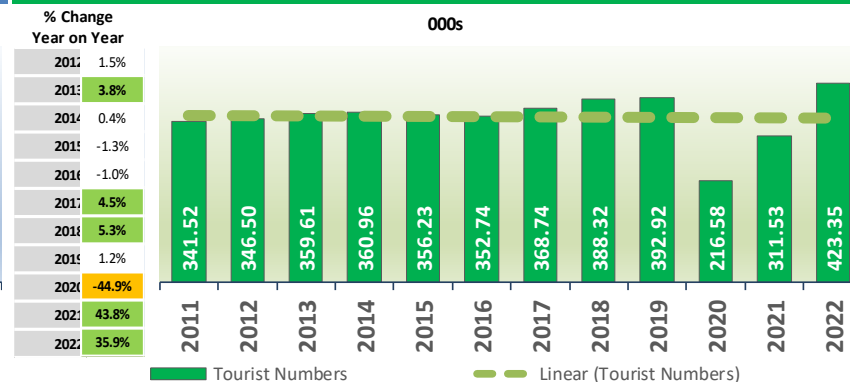
STAYING VISITOR

KEY MEASURES  
Indexed

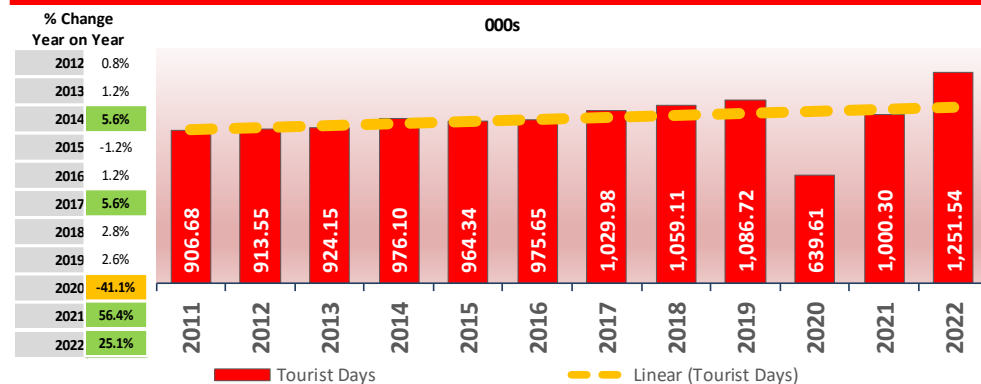
Economic Impact - Indexed - Staying Visitor



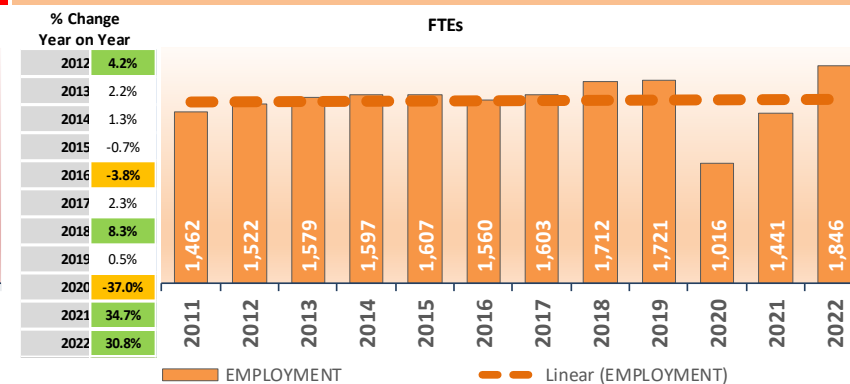
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		1.3%	5.3%	9.2%	8.3%	9.1%	15.2%	20.4%	21.9%	-32.6%	6.6%	38.0%
Visitor Numbers		1.5%	5.3%	5.7%	4.3%	3.3%	8.0%	13.7%	15.1%	-36.6%	-8.8%	24.0%
Visitor Days		0.8%	1.9%	7.7%	6.4%	7.6%	13.6%	16.8%	19.9%	-29.5%	10.3%	38.0%
Direct Employment		4.2%	8.0%	9.3%	9.9%	6.7%	9.7%	17.1%	17.8%	-30.5%	-1.4%	26.3%

"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL  
SOUTH KESTIVEN DISTRICT COUNCIL

2011 to 2022  
2022 Prices

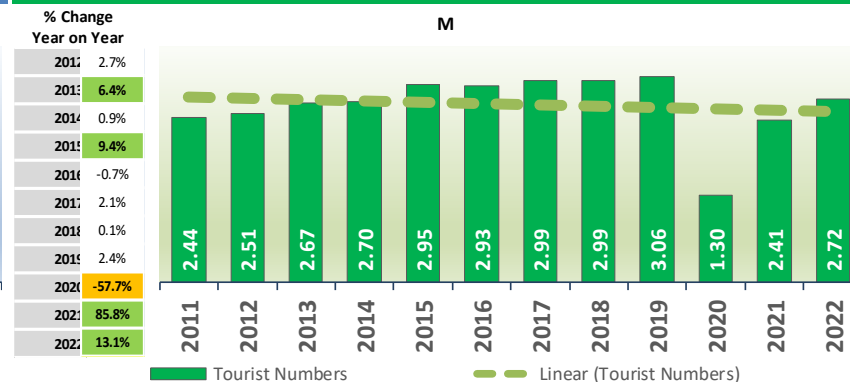
DAY VISITOR

KEY MEASURES  
Indexed

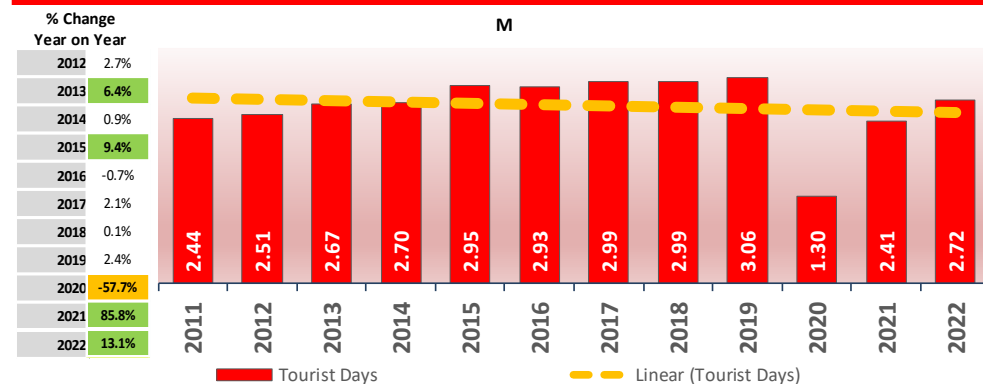
Economic Impact - Indexed - Day Visitor



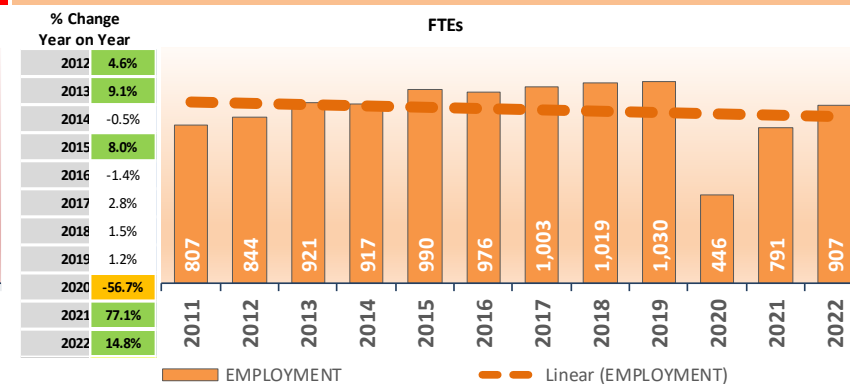
Visitor Numbers - Day Visitor



Visitor Days - Day Visitor



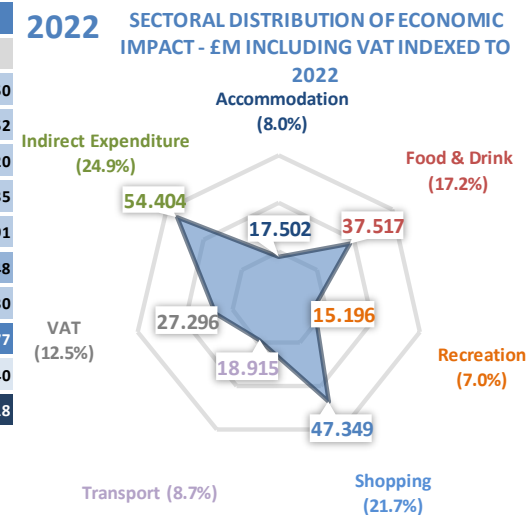
Direct Employment Supported - Day Visitor



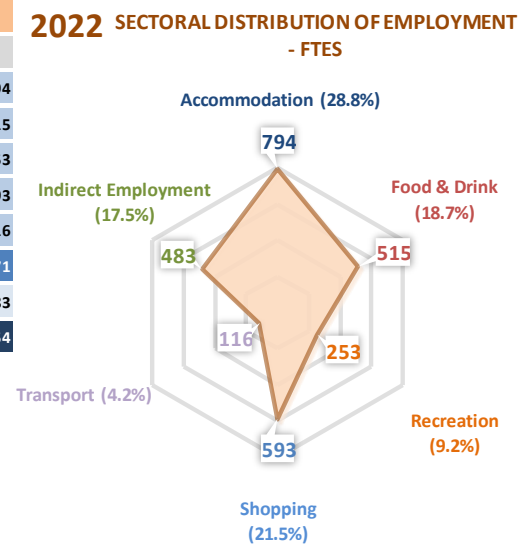
% Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Indexed		2.7%	9.3%	10.2%	20.6%	19.8%	22.3%	22.4%	25.3%	-47.0%	-1.5%	11.3%
Visitor Numbers		2.7%	9.3%	10.2%	20.6%	19.8%	22.3%	22.4%	25.3%	-47.0%	-1.5%	11.4%
Visitor Days		2.7%	9.3%	10.2%	20.6%	19.8%	22.3%	22.4%	25.3%	-47.0%	-1.5%	11.4%
Direct Employment		4.6%	14.1%	13.5%	22.6%	20.9%	24.3%	26.2%	27.6%	-44.7%	-2.1%	12.4%

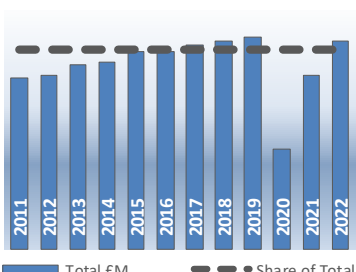
"Linear" = Linear Trendline

STEAM REPORT FOR 2011-2022 - FINAL											2011 to 2022	TOTAL	SECTORAL ANALYSIS
SOUTH KESTIVEN DISTRICT COUNCIL											2022 Prices		Indexed
2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022													
SECTOR / YEAR		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	£M	12.39	12.70	14.00	14.02	13.87	13.98	14.81	15.84	15.61	8.258	12.73	17.50
Food & Drink	£M	31.04	31.68	33.17	33.91	35.76	35.66	36.83	37.49	38.32	19.27	31.65	37.52
Recreation	£M	12.53	12.79	13.42	13.75	14.54	14.49	14.97	15.24	15.60	7.738	12.80	15.20
Shopping	£M	40.23	41.11	43.22	44.03	47.04	46.91	48.26	48.71	49.85	23.04	40.56	47.35
Transport	£M	15.74	16.04	16.78	17.23	18.26	18.26	18.83	18.94	19.43	9.340	16.25	18.91
Direct Revenue	£M	111.92	114.32	120.59	122.93	129.47	129.30	133.70	136.23	138.81	67.64	113.98	136.48
VAT	£M	22.38	22.86	24.12	24.59	25.89	25.86	26.74	27.25	27.76	11.14	22.26	27.30
Direct Expenditure	£M	134.30	137.19	144.71	147.52	155.36	155.15	160.44	163.47	166.57	78.78	136.24	163.77
Indirect Expenditure	£M	44.42	45.37	47.76	48.74	51.33	51.31	53.01	53.79	54.89	26.32	45.61	54.40
TOTAL	£M	178.72	182.56	192.46	196.26	206.70	206.47	213.44	217.26	221.45	105.10	181.85	218.18



Sectoral Distribution of Employment - FTEs													
Sector / Year		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Accommodation	FTEs	655	688	694	693	693	651	648	716	716	477	603	794
Food & Drink	FTEs	422	439	471	475	495	489	509	526	531	266	426	515
Recreation	FTEs	207	215	231	234	244	241	251	259	262	130	209	253
Shopping	FTEs	499	519	559	563	593	587	608	623	630	290	498	593
Transport	FTEs	96	99	106	108	113	112	116	119	120	58	98	116
Direct Employment	FTEs	1,878	1,960	2,062	2,073	2,138	2,081	2,133	2,243	2,260	1,221	1,834	2,271
Indirect Employment	FTEs	390	406	438	441	459	455	473	488	492	242	398	483
TOTAL	FTEs	2,269	2,366	2,500	2,514	2,597	2,536	2,606	2,730	2,752	1,463	2,232	2,754



STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL											2011 to 2022 2022 Prices			TOTAL		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2011 to 2022		9.9%	15.5%	52.5%	7.8%	25.7%	28.1%	17.3%	26.4%	18.9%	16.6%	15.6%	25.7%		22.1%	26.8%	21.4%	21.6%	19.0%	
% Change 2021 to 2022		303.1%	214.6%	169.5%	113.8%	30.0%	1.4%	-0.4%	-8.2%	-12.3%	-11.5%	-0.2%	3.2%		20.0%	210.7%	29.5%	-7.0%	-4.2%	
Average Annual Change		0.9%	1.4%	4.8%	0.7%	2.3%	2.6%	1.6%	2.4%	1.7%	1.5%	1.4%	2.3%		2.0%	2.4%	1.9%	2.0%	1.7%	
2011 £M		10.44	11.81	12.02	14.77	18.54	17.97	20.39	26.65	15.60	12.65	9.003	8.874		178.72	34.27	51.28	62.64	30.53	
2012 £M		10.56	12.16	13.16	13.95	17.83	19.15	21.39	28.28	15.96	12.21	9.271	8.646		182.56	2.1%	35.87	50.93	65.63	30.13
2013 £M		10.67	13.47	15.05	13.96	20.41	18.72	22.37	30.34	15.80	12.40	9.892	9.401		192.46	5.4%	39.19	53.08	68.50	31.69
2014 £M		10.26	13.06	16.30	15.16	20.71	19.21	22.85	30.57	16.23	12.69	9.908	9.308		196.26	2.0%	39.62	55.09	69.65	31.91
2015 £M		11.27	14.24	16.70	15.04	21.36	20.01	23.49	34.16	17.30	13.87	9.816	9.437		206.70	5.3%	42.22	56.40	74.95	33.13
2016 £M		11.17	14.00	17.66	14.87	21.90	21.26	22.67	34.04	16.58	13.13	9.547	9.628		206.47	-0.1%	42.83	58.03	73.30	32.31
2017 £M		11.59	14.09	17.68	15.60	23.12	21.97	23.50	34.97	17.50	13.60	9.794	10.02	213.44	3.4%	43.37	60.69	75.97	33.41	
2018 £M		11.98	14.63	18.05	15.67	23.49	22.05	23.62	35.69	17.74	13.95	10.05	10.34	217.26	1.8%	44.66	61.22	77.05	34.34	
2019 £M		12.33	15.15	18.86	16.05	23.83	22.91	23.72	35.69	18.18	14.29	10.11	10.34	221.45	1.9%	46.34	62.79	77.58	34.74	
2020 £M		13.63	14.48	8.106	1.064	2.276	3.202	9.174	22.59	14.24	9.657	2.442	4.255	105.10	-52.5%	36.21	6.542	46.00	16.35	
2021 £M		2.848	4.337	6.802	7.449	17.93	22.71	24.01	36.69	21.15	16.67	10.43	10.81	181.85	73.0%	13.99	48.09	81.86	37.92	
2022 £M		11.48	13.64	18.33	15.92	23.30	23.03	23.92	33.68	18.55	14.76	10.41	11.16	218.18	20.0%	43.45	62.26	76.15	36.32	
ECONOMIC IMPACT - INDEXED TO 2022														TOTAL						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
Total		£M	178.72	182.56	192.46	196.26	206.70	206.47	213.44	217.26	221.45	105.10	181.85	218.18						
All Visitor Types		£M	178.72	182.56	192.46	196.26	206.70	206.47	213.44	217.26	221.45	105.10	181.85	218.18						
Share of Total		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							
Annual Change in Share		%																		
Change in Share from 2011		%																		
Avg Ann. Change in Share		%																		

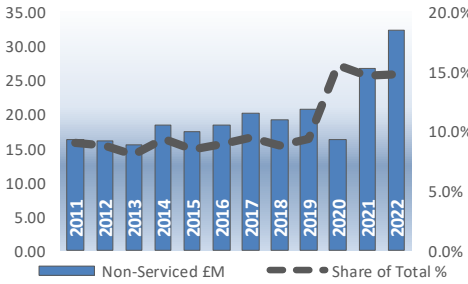
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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL											2011 to 2022 2022 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2011 to 2022		5.6%	13.2%	13.4%	37.9%	48.6%	36.2%	29.7%	33.6%	22.8%	24.2%	21.8%	29.6%	25.7%	Annual Change	11.9%	40.6%	29.2%	25.0%
% Change 2021 to 2022		348.6%	435.2%	373.8%	372.7%	252.5%	17.8%	9.8%	-3.8%	-1.3%	-2.1%	3.3%	12.9%	53.5%		393.9%	101.4%	1.2%	4.4%
Average Annual Change		0.5%	1.2%	1.2%	3.4%	4.4%	3.3%	2.7%	3.1%	2.1%	2.2%	2.0%	2.7%	2.3%		1.1%	3.7%	2.7%	2.3%
2011	£M	1.674	3.866	3.305	1.742	2.161	2.849	2.525	2.714	2.164	2.209	2.650	2.206	30.06		2.9%	8.846	6.752	7.403
2012	£M	1.539	3.939	3.382	1.822	2.200	3.124	2.480	2.925	2.352	2.200	2.823	2.162	30.95	8.861		7.147	7.758	7.186
2013	£M	1.680	4.804	4.373	1.812	2.490	3.306	2.534	2.893	2.269	2.189	3.225	2.562	34.14	10.3%	10.86	7.608	7.696	7.977
2014	£M	1.652	4.367	4.018	1.983	2.474	3.077	2.650	2.863	2.692	2.393	3.076	2.506	33.75	-1.1%	10.04	7.533	8.205	7.975
2015	£M	1.822	4.476	3.845	1.915	2.492	3.460	2.715	3.173	2.520	2.474	2.847	2.310	34.05	0.9%	10.14	7.867	8.409	7.631
2016	£M	1.676	4.323	3.780	1.946	2.415	3.322	2.753	3.163	2.399	2.302	2.816	2.428	33.32	-2.1%	9.779	7.683	8.314	7.546
2017	£M	1.833	4.167	3.560	2.262	2.975	3.577	2.885	3.273	2.676	2.503	2.917	2.607	35.23	5.7%	9.560	8.813	8.834	8.027
2018	£M	2.051	4.657	3.866	2.441	3.386	4.008	3.304	3.879	2.853	2.812	3.252	2.909	39.42	11.9%	10.57	9.834	10.04	8.974
2019	£M	2.032	4.573	3.838	2.410	3.368	3.999	3.291	3.808	2.790	2.826	3.276	2.803	39.02	-1.0%	10.44	9.778	9.890	8.905
2020	£M	2.149	4.548	1.645	0.198	0.332	0.345	0.772	1.856	1.354	1.270	0.432	0.327	15.23	-61.0%	8.342	0.876	3.982	2.030
2021	£M	0.394	0.818	0.791	0.508	0.911	3.295	2.983	3.769	2.693	2.802	3.122	2.533	24.62	61.7%	2.003	4.714	9.445	8.457
2022	£M	1.769	4.377	3.749	2.402	3.211	3.881	3.276	3.627	2.659	2.744	3.226	2.859	37.78	53.5%	9.895	9.494	9.562	8.830
ECONOMIC IMPACT - INDEXED TO 2022														SERVICED ACCOMMODATION					
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
Serviced	£M	30.06	30.95	34.14	33.75	34.05	33.32	35.23	39.42	39.02	15.23	24.62	37.78						
All Visitor Types	£M	178.72	182.56	192.46	196.26	206.70	206.47	213.44	217.26	221.45	105.10	181.85	218.18						
Share of Total	%	16.8%	17.0%	17.7%	17.2%	16.5%	16.1%	16.5%	18.1%	17.6%	14.5%	13.5%	17.3%						
Annual Change in Share	%		0.8%	4.6%	-3.1%	-4.2%	-2.0%	2.3%	9.9%	-2.9%	-17.8%	-6.6%	27.9%						
Change in Share from 2011	%		0.8%	5.4%	2.2%	-2.1%	-4.1%	-1.9%	7.9%	4.7%	-13.9%	-19.5%	2.9%						
Avg Ann. Change in Share	%		0.8%	2.7%	0.7%	-0.5%	-0.8%	-0.3%	1.1%	0.6%	-1.5%	-2.0%	0.3%						

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Report Prepared by: Aimee Towle, Date of Issue: 30/06/23

STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL											2011 to 2022 2022 Prices		NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed						
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			NON-SERVICED ACCOMMODATION																	
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2022 / 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 2011 to 2022			189.5%	130.7%	135.9%	78.1%	74.4%	62.0%	101.7%	106.7%	98.1%	89.6%	165.4%	276.0%	99.1%	Annual Change	146.2%	70.2%	102.5%	144.1%
% Change 2021 to 2022			4164.2%	3934.6%	4568.3%	257.0%	30.3%	2.3%	4.4%	2.2%	-9.6%	-12.8%	6.2%	45.8%	21.1%		4272.6%	34.9%	-0.9%	4.4%
Average Annual Change			17.2%	11.9%	12.4%	7.1%	6.8%	5.6%	9.2%	9.7%	8.9%	8.1%	15.0%	25.1%	9.0%		13.3%	6.4%	9.3%	13.1%
2011 £M			0.278	0.368	0.613	1.201	2.248	2.308	2.325	2.816	2.186	0.992	0.511	0.328	16.17	-0.3%	1.259	5.757	7.327	1.831
2012 £M			0.303	0.376	0.663	1.203	2.142	2.243	2.278	2.852	2.144	1.008	0.536	0.373	16.12		1.342	5.587	7.274	1.916
2013 £M			0.301	0.358	0.675	1.106	2.085	1.870	2.239	2.831	2.070	0.988	0.542	0.373	15.44		1.334	5.061	7.140	1.904
2014 £M			0.317	0.379	0.738	1.241	2.458	2.484	2.592	3.449	2.587	1.081	0.621	0.408	18.35		1.434	6.183	8.628	2.110
2015 £M			0.261	0.383	0.630	1.047	2.314	2.324	2.676	3.573	2.409	0.830	0.626	0.390	17.46		1.273	5.685	8.657	1.846
2016 £M			0.286	0.406	0.647	1.081	2.372	2.394	2.836	3.833	2.571	0.899	0.679	0.430	18.43		1.338	5.847	9.240	2.007
2017 £M			0.313	0.472	0.648	1.194	2.602	2.515	3.140	4.067	2.944	0.968	0.710	0.480	20.05		1.433	6.311	10.15	2.158
2018 £M			0.298	0.456	0.620	1.137	2.537	2.419	2.967	3.955	2.715	0.965	0.688	0.444	19.20		1.374	6.092	9.638	2.097
2019 £M			0.343	0.482	0.650	1.318	2.788	2.563	3.245	4.140	2.809	0.981	0.771	0.489	20.58		1.476	6.669	10.19	2.241
2020 £M			0.748	0.704	0.607	0.068	0.186	0.192	2.673	4.620	4.227	1.624	0.135	0.494	16.28		2.059	0.446	11.52	2.253
2021 £M			0.019	0.021	0.031	0.599	3.010	3.654	4.494	5.697	4.790	2.158	1.276	0.845	26.59	0.071	7.262	14.98	4.279	
2022 £M			0.804	0.850	1.447	2.139	3.921	3.739	4.690	5.820	4.329	1.882	1.355	1.232	32.21	3.100	9.799	14.84	4.469	
ECONOMIC IMPACT - INDEXED TO 2022														NON-SERVICED ACCOMMODATION						
SHARE OF MARKET			2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total					
Non-Serviced			£M	16.17	16.12	15.44	18.35	17.46	18.43	20.05	19.20	20.58	16.28	26.59	32.21					
All Visitor Types			£M	178.72	182.56	192.46	196.26	206.70	206.47	213.44	217.26	221.45	105.10	181.85	218.18					
Share of Total			%	9.0%	8.8%	8.0%	9.4%	8.4%	8.9%	9.4%	8.8%	9.3%	15.5%	14.6%	14.8%					
Annual Change in Share			%	-2.4%	-9.2%	16.6%	-9.7%	5.7%	5.2%	-5.9%	5.2%	66.6%	-5.6%	0.9%						
Change in Share from 2011			%	-2.4%	-11.4%	3.3%	-6.7%	-1.4%	3.8%	-2.3%	2.7%	71.1%	61.6%	63.1%						
Avg Ann. Change in Share			%	-2.4%	-5.7%	1.1%	-1.7%	-0.3%	0.6%	-0.3%	0.3%	7.9%	6.2%	5.7%						

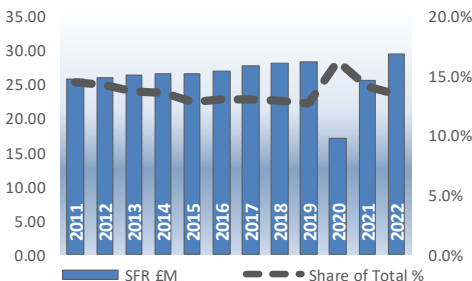
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STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL											2011 to 2022 2022 Prices			SFR	ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		SFR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2011 to 2022		10.2%	3.1%	10.9%	12.9%	16.4%	13.8%	17.6%	18.7%	19.0%	13.2%	12.2%	15.8%		14.0%	8.8%	14.2%	18.4%	14.4%	
% Change 2021 to 2022		684.2%	647.4%	684.1%	170.3%	-0.2%	-19.4%	-17.1%	-16.6%	-35.0%	-36.5%	-19.8%	-14.1%		15.0%	676.3%	27.4%	-21.7%	-21.9%	
Average Annual Change		0.9%	0.3%	1.0%	1.2%	1.5%	1.3%	1.6%	1.7%	1.7%	1.2%	1.1%	1.4%		1.3%	0.8%	1.3%	1.7%	1.3%	
2011	£M	3.596	1.397	1.469	3.052	2.146	1.710	2.518	2.646	1.481	1.393	1.156	3.141		25.71	0.4%	6.463	6.908	6.645	5.690
2012	£M	3.567	1.384	1.488	3.078	2.132	1.718	2.517	2.677	1.492	1.402	1.181	3.175		25.81		6.439	6.928	6.687	5.759
2013	£M	3.619	1.473	1.575	3.048	2.149	1.701	2.545	2.704	1.479	1.397	1.213	3.272		26.17	1.4%	6.666	6.897	6.728	5.882
2014	£M	3.635	1.433	1.538	3.095	2.185	1.725	2.600	2.779	1.548	1.420	1.210	3.277		26.44	1.0%	6.606	7.004	6.927	5.906
2015	£M	3.631	1.383	1.519	3.084	2.214	1.768	2.649	2.848	1.555	1.415	1.176	3.151		26.39	-0.2%	6.533	7.066	7.052	5.742
2016	£M	3.635	1.390	1.532	3.127	2.243	1.790	2.697	2.908	1.589	1.428	1.195	3.227		26.76	1.4%	6.556	7.159	7.194	5.850
2017	£M	3.752	1.405	1.526	3.240	2.352	1.841	2.794	2.986	1.673	1.469	1.220	3.322	27.58	3.1%	6.683	7.433	7.452	6.010	
2018	£M	3.842	1.456	1.556	3.264	2.376	1.856	2.795	3.007	1.652	1.500	1.248	3.421	27.97	1.4%	6.854	7.496	7.454	6.169	
2019	£M	3.853	1.445	1.554	3.306	2.407	1.865	2.832	3.020	1.651	1.499	1.259	3.408	28.10	0.4%	6.852	7.578	7.503	6.166	
2020	£M	5.050	1.540	0.857	0.208	0.182	0.145	1.693	2.666	1.913	1.384	0.180	1.183	17.00	-39.5%	7.447	0.535	6.272	2.748	
2021	£M	0.505	0.193	0.208	1.275	2.504	2.415	3.571	3.769	2.710	2.483	1.618	4.234	25.48	49.9%	0.906	6.194	10.05	8.334	
2022	£M	3.963	1.441	1.630	3.446	2.498	1.946	2.961	3.142	1.763	1.577	1.297	3.638	29.30	15.0%	7.033	7.890	7.865	6.512	
ECONOMIC IMPACT - INDEXED TO 2022														SFR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
SFR		£M	25.71	25.81	26.17	26.44	26.39	26.76	27.58	27.97	28.10	17.00	25.48	29.30						
All Visitor Types		£M	178.72	182.56	192.46	196.26	206.70	206.47	213.44	217.26	221.45	105.10	181.85	218.18						
Share of Total		%	14.4%	14.1%	13.6%	13.5%	12.8%	13.0%	12.9%	12.7%	16.2%	14.0%	13.4%							
Annual Change in Share		%		-1.7%	-3.8%	-0.9%	-5.2%	1.5%	-0.3%	-0.4%	-1.5%	27.5%	-13.4%	-4.2%						
Change in Share from 2011		%		-1.7%	-5.5%	-6.3%	-11.2%	-9.9%	-10.2%	-10.5%	-11.8%	12.5%	-2.6%	-6.6%						
Avg Ann. Change in Share		%		-1.7%	-2.7%	-2.1%	-2.8%	-2.0%	-1.7%	-1.5%	-1.5%	1.4%	-0.3%	-0.6%						

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STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL										2011 to 2022 2022 Prices			STAYING VISITOR		ECONOMIC IMPACT Indexed					
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4		
% Change 2011 to 2022		17.8%	18.4%	26.7%	33.2%	46.9%	39.3%	48.3%	54.0%	50.1%	35.0%	36.2%	36.2%		38.0%	20.9%	40.0%	51.0%	35.8%	
% Change 2021 to 2022		611.5%	546.3%	562.6%	235.3%	49.9%	2.2%	-1.1%	-4.9%	-14.1%	-16.7%	-2.3%	1.5%		29.5%	572.0%	49.6%	-6.4%	-6.0%	
Average Annual Change		1.6%	1.7%	2.4%	3.0%	4.3%	3.6%	4.4%	4.9%	4.6%	3.2%	3.3%	3.3%		3.5%	1.9%	3.6%	4.6%	3.3%	
2011	£M	5.549	5.632	5.387	5.995	6.554	6.867	7.368	8.176	5.831	4.594	4.317	5.674		71.94	16.57	19.42	21.37	14.59	
2012	£M	5.410	5.700	5.533	6.103	6.474	7.086	7.275	8.455	5.988	4.610	4.540	5.710		72.88	16.64	19.66	21.72	14.86	
2013	£M	5.600	6.635	6.623	5.966	6.724	6.876	7.318	8.429	5.817	4.575	4.980	6.207		75.75	3.9%	18.86	19.57	21.56	15.76
2014	£M	5.604	6.179	6.295	6.319	7.116	7.285	7.841	9.091	6.828	4.894	4.907	6.190		78.55	3.7%	18.08	20.72	23.76	15.99
2015	£M	5.714	6.242	5.994	6.046	7.020	7.552	8.039	9.594	6.485	4.719	4.649	5.851		77.90	-0.8%	17.95	20.62	24.12	15.22
2016	£M	5.597	6.118	5.959	6.154	7.029	7.507	8.285	9.903	6.559	4.628	4.690	6.085		78.51	0.8%	17.67	20.69	24.75	15.40
2017	£M	5.898	6.044	5.733	6.697	7.929	7.932	8.818	10.33	7.293	4.940	4.847	6.408	82.87	5.5%	17.68	22.56	26.44	16.20	
2018	£M	6.192	6.568	6.042	6.841	8.299	8.283	9.066	10.84	7.221	5.277	5.188	6.775	86.59	4.5%	18.80	23.42	27.13	17.24	
2019	£M	6.228	6.501	6.042	7.035	8.564	8.427	9.369	10.97	7.250	5.305	5.307	6.700	87.70	1.3%	18.77	24.03	27.59	17.31	
2020	£M	7.947	6.792	3.110	0.474	0.700	0.682	5.138	9.142	7.494	4.279	0.748	2.004	48.51	-44.7%	17.85	1.857	21.77	7.031	
2021	£M	0.918	1.032	1.030	2.382	6.424	9.364	11.05	13.23	10.19	7.442	6.017	7.612	76.70	58.1%	2.980	18.17	34.48	21.07	
2022	£M	6.535	6.667	6.826	7.987	9.630	9.566	10.93	12.59	8.751	6.202	5.879	7.729	99.29	29.5%	20.03	27.18	32.27	19.81	
ECONOMIC IMPACT - INDEXED TO 2022														STAYING VISITOR						
SHARE OF MARKET		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	£M Economic Impact by Year and Share of Total						
Staying Visitor	£M	71.94	72.88	75.75	78.55	77.90	78.51	82.87	86.59	87.70	48.51	76.70	99.29							
All Visitor Types	£M	178.72	182.56	192.46	196.26	206.70	206.47	213.44	217.26	221.45	105.10	181.85	218.18							
Share of Total	%	40.3%	39.9%	39.4%	40.0%	37.7%	38.0%	38.8%	39.9%	39.6%	46.2%	42.2%	45.5%							
Annual Change in Share	%		-0.8%	-1.4%	1.7%	-5.8%	0.9%	2.1%	2.7%	-0.6%	16.6%	-8.6%	7.9%							
Change in Share from 2011	%		-0.8%	-2.2%	-0.6%	-6.4%	-5.5%	-3.6%	-1.0%	-1.6%	14.7%	4.8%	13.0%							
Avg Ann. Change in Share	%		-0.8%	-1.1%	-0.2%	-1.6%	-1.1%	-0.6%	-0.1%	-0.2%	1.6%	0.5%	1.2%							

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STEAM REPORT FOR 2011-2022 - FINAL SOUTH KESTEVEN DISTRICT COUNCIL											2011 to 2022 2022 Prices			DAY VISITOR		ECONOMIC IMPACT Indexed				
ECONOMIC IMPACT BY:			MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY			DAY VISITOR																	
An increase of 3% or more			ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES											TOTAL	% Change					
Less than 3% change			Q1			Q2			Q3			Q4								
A Fall of 3% or more			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Change	Q1	Q2	Q3	Q4	
% Change 2011 to 2022			1.0%	12.9%	73.4%	-9.5%	14.1%	21.2%	-0.3%	14.2%	0.4%	6.1%	-3.4%	7.2%		11.3%	32.3%	10.1%	6.4%	3.5%
% Change 2021 to 2022			156.3%	111.0%	99.3%	56.6%	18.8%	0.9%	0.2%	-10.1%	-10.6%	-7.3%	2.6%	7.1%		13.1%	112.8%	17.2%	-7.4%	-2.0%
Average Annual Change			0.1%	1.2%	6.7%	-0.9%	1.3%	1.9%	0.0%	1.3%	0.0%	0.6%	-0.3%	0.7%		1.0%	2.9%	0.9%	0.6%	0.3%
2011 £M			4.895	6.177	6.633	8.770	11.98	11.11	13.02	18.47	9.768	8.059	4.686	3.200		106.77	17.70	31.86	41.26	15.95
2012 £M			5.152	6.457	7.624	7.848	11.36	12.06	14.11	19.83	9.970	7.599	4.731	2.936		109.67	19.23	31.26	43.91	15.27
2013 £M			5.070	6.840	8.424	7.989	13.69	11.84	15.05	21.91	9.984	7.821	4.912	3.194	116.71	6.4%	20.33	33.51	46.94	15.93
2014 £M			4.657	6.879	10.00	8.845	13.60	11.93	15.01	21.48	9.404	7.796	5.001	3.118	117.71	0.9%	21.54	34.37	45.89	15.91
2015 £M			5.555	8.002	10.71	8.994	14.34	12.46	15.45	24.56	10.82	9.153	5.167	3.586	128.79	9.4%	24.27	35.79	50.83	17.91
2016 £M			5.577	7.881	11.70	8.714	14.87	13.75	14.39	24.14	10.02	8.504	4.858	3.543	127.95	-0.7%	25.16	37.34	48.55	16.90
2017 £M			5.694	8.048	11.95	8.901	15.19	14.04	14.69	24.64	10.21	8.659	4.947	3.607	130.58	2.1%	25.69	38.14	49.53	17.21
2018 £M			5.789	8.062	12.01	8.830	15.19	13.77	14.55	24.85	10.52	8.675	4.861	3.561	130.67	0.1%	25.86	37.79	49.92	17.10
2019 £M			6.101	8.646	12.82	9.020	15.27	14.48	14.35	24.72	10.93	8.983	4.800	3.645	133.76	2.4%	27.57	38.77	50.00	17.43
2020 £M			5.679	7.685	4.996	0.590	1.576	2.520	4.037	13.45	6.741	5.378	1.694	2.250	56.59	-57.7%	18.36	4.685	24.23	9.323
2021 £M			1.929	3.305	5.772	5.067	11.51	13.35	12.96	23.46	10.96	9.231	4.414	3.201	105.15	85.8%	11.01	29.92	47.38	16.85
2022 £M			4.945	6.975	11.50	7.937	13.67	13.46	12.99	21.09	9.804	8.553	4.527	3.429	118.89	13.1%	23.42	35.07	43.89	16.51
ECONOMIC IMPACT - INDEXED TO 2022														DAY VISITOR						
SHARE OF MARKET			2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Economic Impact by Year and Share of Total					
Day Visitor			£M	106.77	109.67	116.71	117.71	128.79	127.95	130.58	130.67	133.76	56.59	105.15	118.89	<div>£M</div> <div>Economic Impact by Year and Share of Total</div> <div><div>Day Visitor £M</div><div>Share of Total %</div></div>				
All Visitor Types			£M	178.72	182.56	192.46	196.26	206.70	206.47	213.44	217.26	221.45	105.10	181.85	218.18					
Share of Total			%	59.7%	60.1%	60.6%	60.0%	62.3%	62.0%	61.2%	60.1%	60.4%	53.8%	57.8%	54.5%					
Annual Change in Share			%		0.6%	0.9%	-1.1%	3.9%	-0.5%	-1.3%	-1.7%	0.4%	-10.9%	7.4%	-5.8%					
Change in Share from 2011			%		0.6%	1.5%	0.4%	4.3%	3.7%	2.4%	0.7%	1.1%	-9.9%	-3.2%	-8.8%					
Avg Ann. Change in Share			%		0.6%	0.8%	0.1%	1.1%	0.7%	0.4%	0.1%	0.1%	-1.1%	-0.3%	-0.8%					

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