



## STEAM REPORT FOR 2011-2022 - FINAL

Final

South Kesteven District Council

Global Tourism Solutions (UK) Ltd

71 Heol Gwys

Upper Cwmtwrch

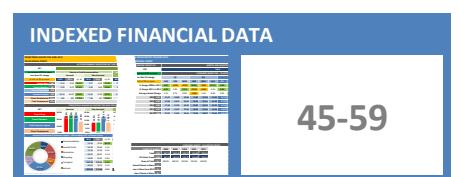
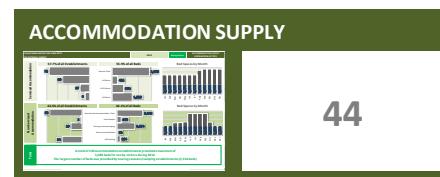
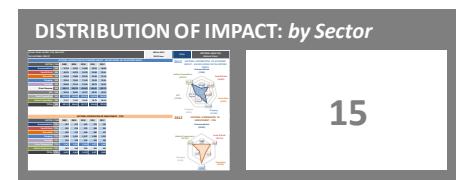
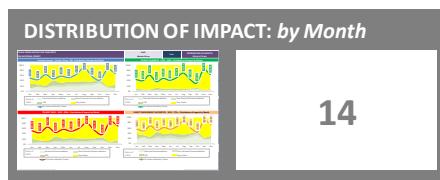
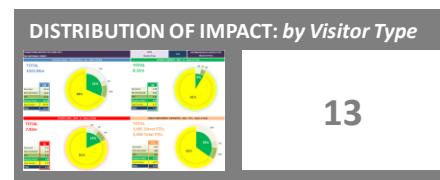
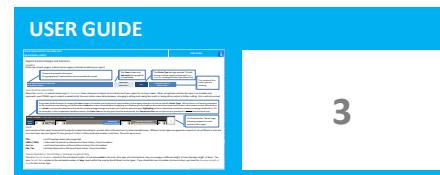
Swansea

SA9 2XH

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Website: [www.globaltourismsolutions.co.uk](http://www.globaltourismsolutions.co.uk)





## Report Section Design and Features

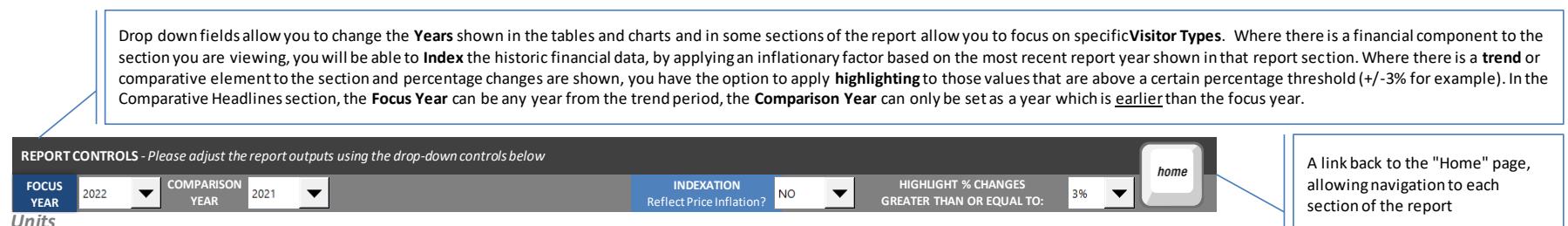
### Headers

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.



### 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

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Comparing 2022 and 2021

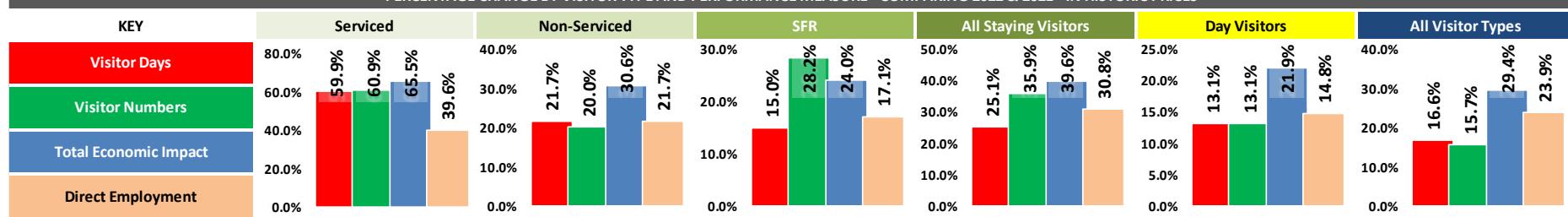
All £'s Historic Prices

COMPARATIVE HEADLINES

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

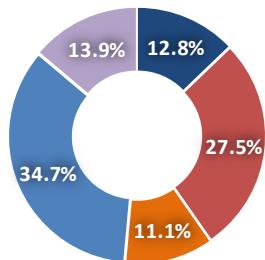
| KEY                       |      | Staying in Paid Accommodation |       |       |       |       |       |              |       |       |       |       |       | Staying with Friends and Relatives (SFR) |       |       | All Staying Visitors |       |       | Day Visitors      |        |       | All Visitor Types |        |       |       |
|---------------------------|------|-------------------------------|-------|-------|-------|-------|-------|--------------|-------|-------|-------|-------|-------|--|-------|-------|----------------------|-------|-------|-------------------|--------|-------|-------------------|--------|-------|-------|
| An increase of 3% or more |      | Serviced                      |       |       |       |       |       | Non-Serviced |       |       | SFR   |       |       | All Staying Visitors                     |       |       | Day Visitors         |       |       | All Visitor Types |        |       |                   |        |       |       |
| Less than 3% change       |      | 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  | +/- % | 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% | 2.722             | 2.408  | 13.1% | 3.145             | 2.719  | 15.7% |       |
| 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% | 163.77            | 126.33 | 29.6% | 218.18            | 168.63 | 29.4% |       |
| Direct Expenditure        | £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% | 2.271                | 1.834 | 23.9% | 2.754             | 2.232  | 23.4% | 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% | 2.754             | 2.232  | 23.4% | 2.271             | 1.834  | 23.9% |       |
| Total Employment          | FTEs |                               |       |       |       |       |       |              |       |       |       |       |       |  |       |       |                      |       |       |                   |        |       |                   |        |       |       |

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

- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport



| 2022                | 2021         | +/- %        |
|---------------------|--------------|--------------|
| 21.00               | 14.11        | 48.9%        |
| 45.02               | 35.08        | 28.4%        |
| 18.24               | 14.19        | 28.5%        |
| 56.82               | 44.95        | 26.4%        |
| 22.70               | 18.01        | 26.1%        |
| 163.77              | 126.33       | 29.6%        |
| 54.40               | 42.30        | 28.6%        |
| <b>TOTAL DIRECT</b> | <b>1,834</b> | <b>23.9%</b> |
| <b>TOTAL</b>        | <b>2,232</b> | <b>23.4%</b> |

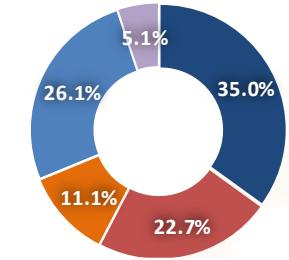
218.18 168.63 29.4%

Sectors

| 2022                | 2021         | +/- %        |
|---------------------|--------------|--------------|
| 794                 | 603          | 31.6%        |
| 515                 | 426          | 20.9%        |
| 253                 | 209          | 21.1%        |
| 593                 | 498          | 19.1%        |
| 116                 | 98           | 18.8%        |
| <b>TOTAL DIRECT</b> | <b>1,834</b> | <b>23.9%</b> |
| <b>TOTAL</b>        | <b>2,232</b> | <b>23.4%</b> |

Sectoral Distribution of Employment - FTEs

- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport



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*

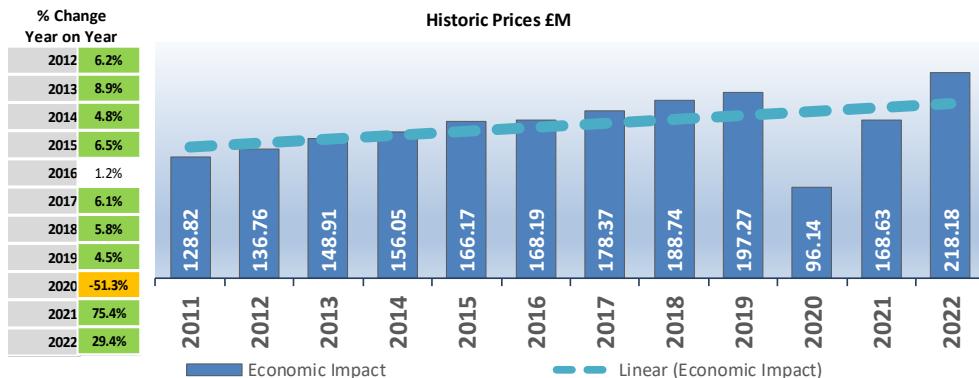
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SOUTH KESTEVEN DISTRICT COUNCIL

2011 to 2022  
Historic Prices

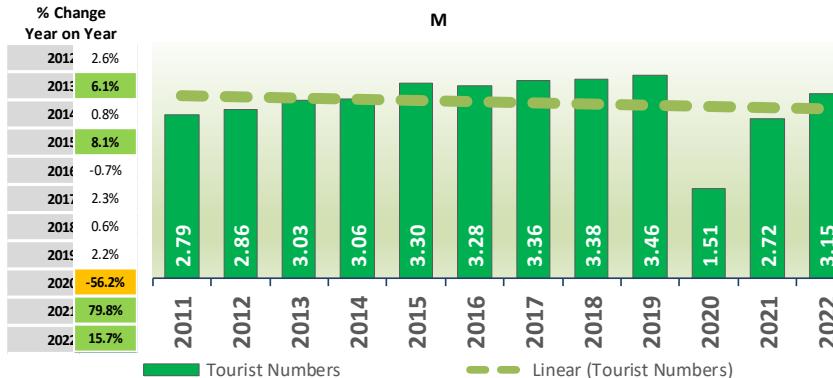
TOTAL

KEY MEASURES  
Historic Prices

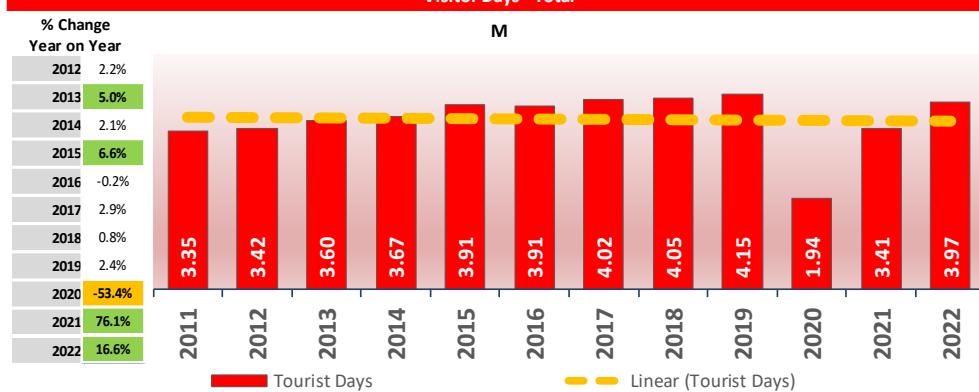
Economic Impact - Historic Prices - Total



Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

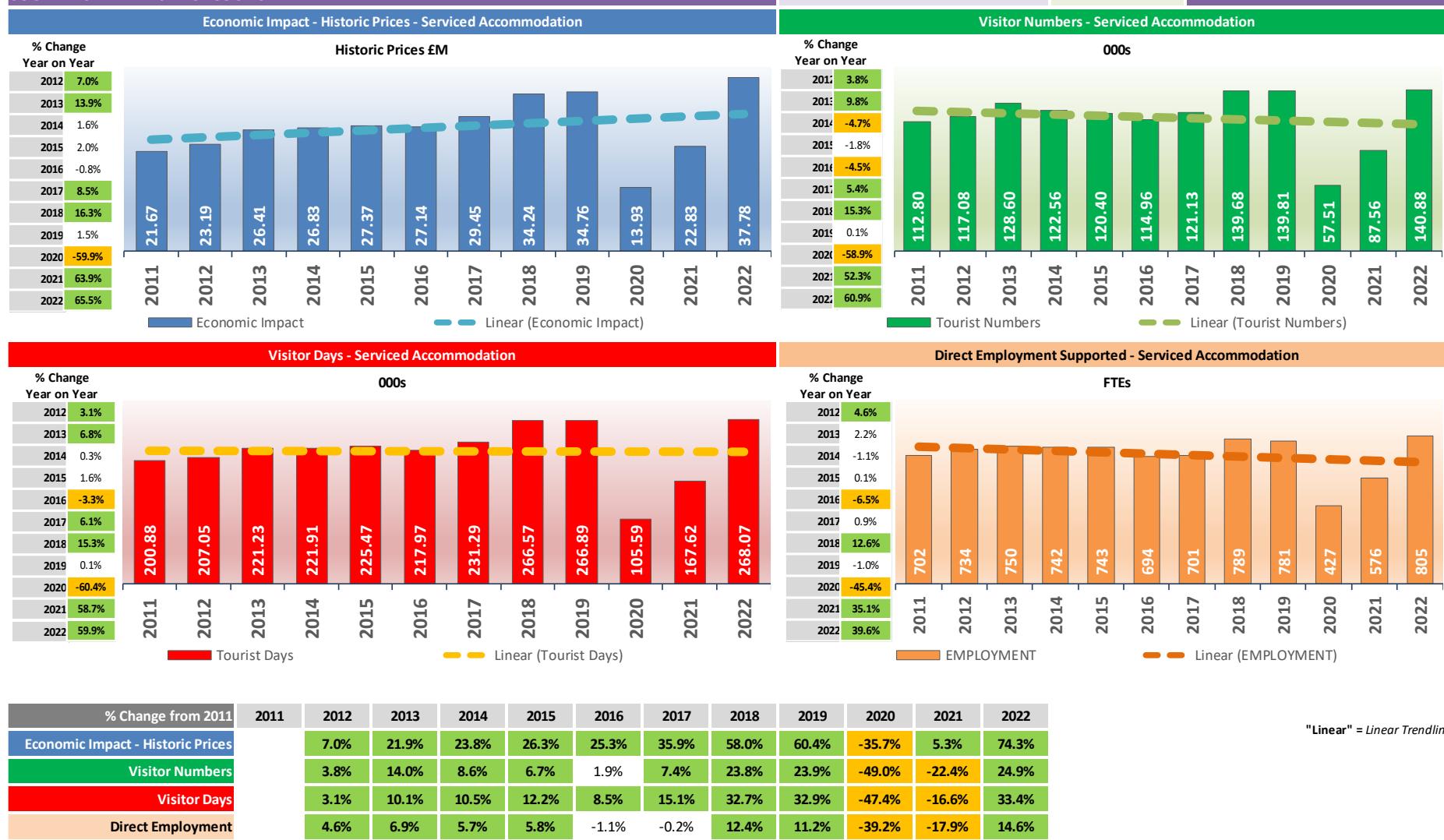


| % Change from 2011                | 2011 | 2012 | 2013  | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020   | 2021  | 2022  |
|-----------------------------------|------|------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|
| Economic Impact - Historic Prices |      | 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% |

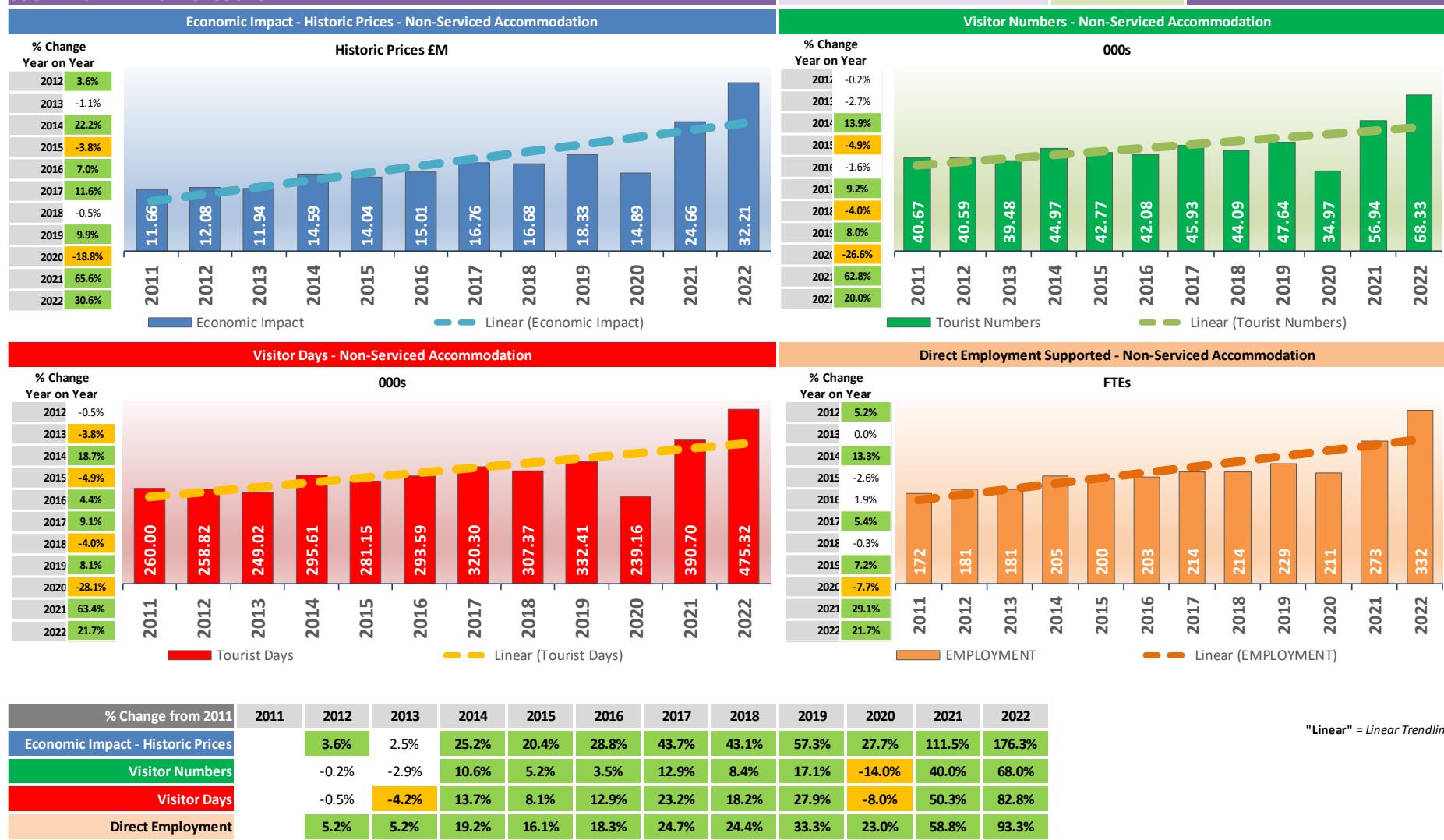
"Linear" = Linear Trendline

## STEAM REPORT FOR 2011-2022 - FINAL

### SOUTH KESTEVEN DISTRICT COUNCIL



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SOUTH KESTEVEN DISTRICT COUNCIL

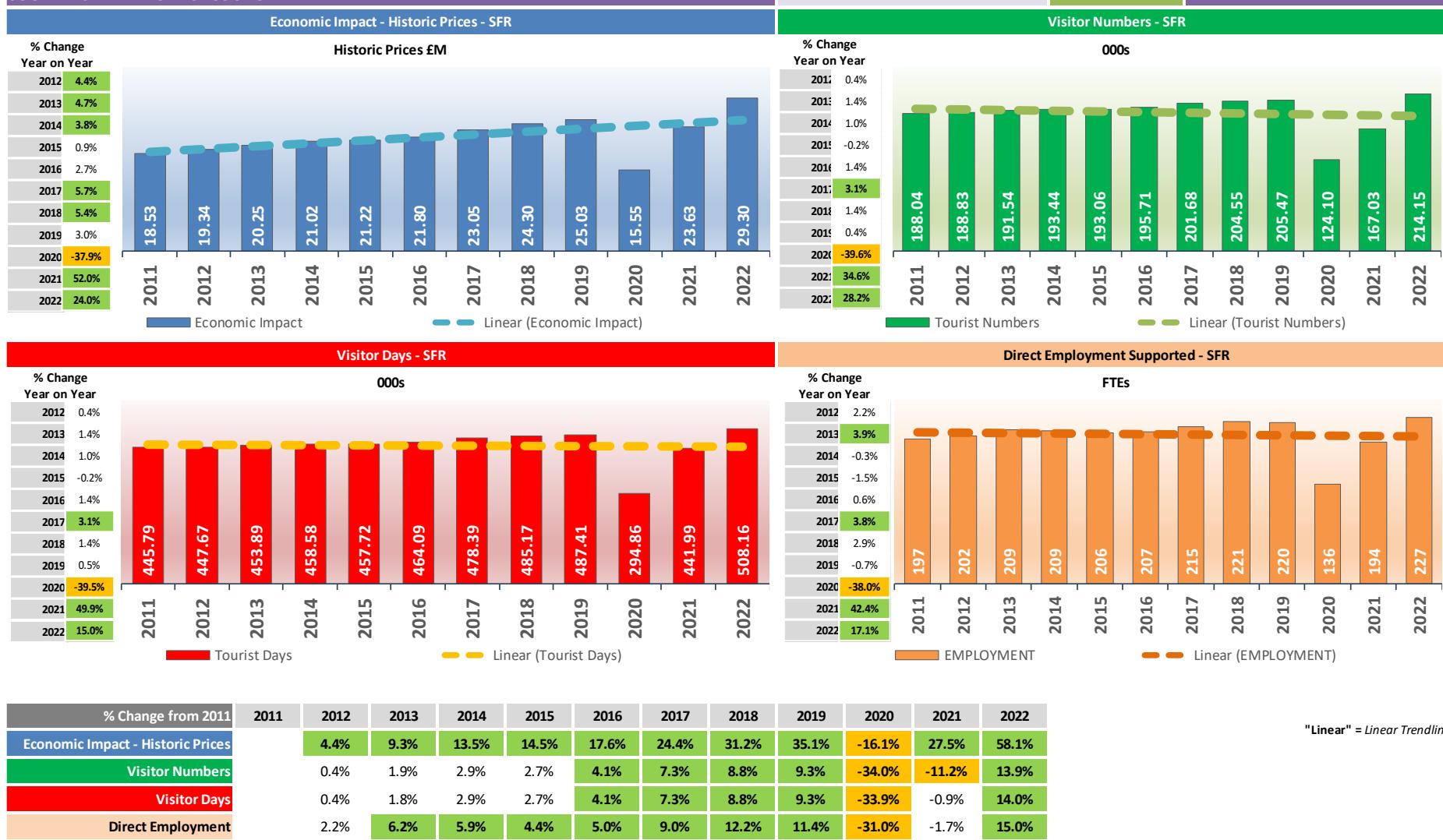


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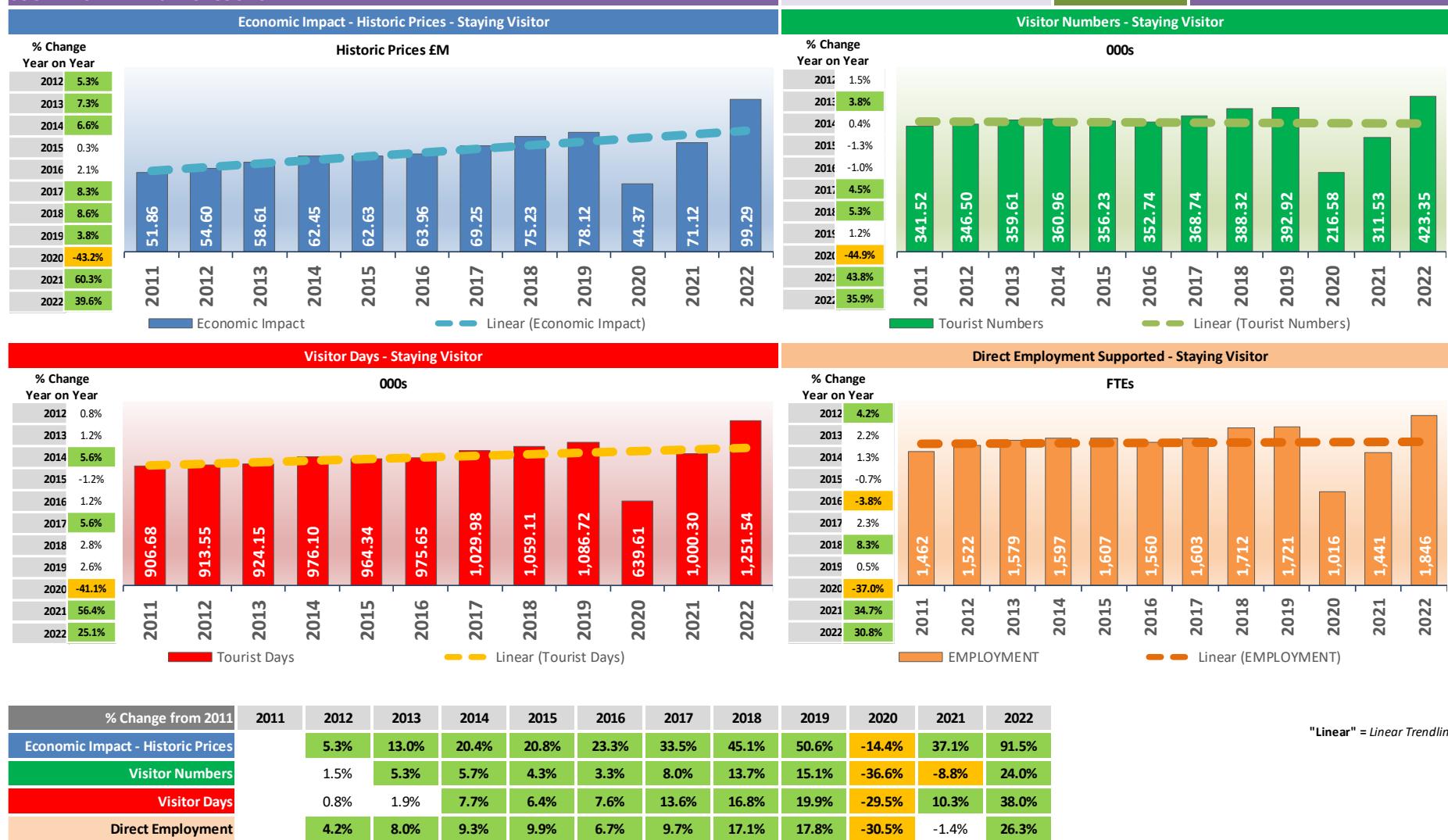
Report Prepared by: Aimee Towle. Date of Issue: 30/06/23

"Linear" = Linear Trendline

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SOUTH KESTEVEN DISTRICT COUNCIL



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

2011 to 2022  
Historic Prices

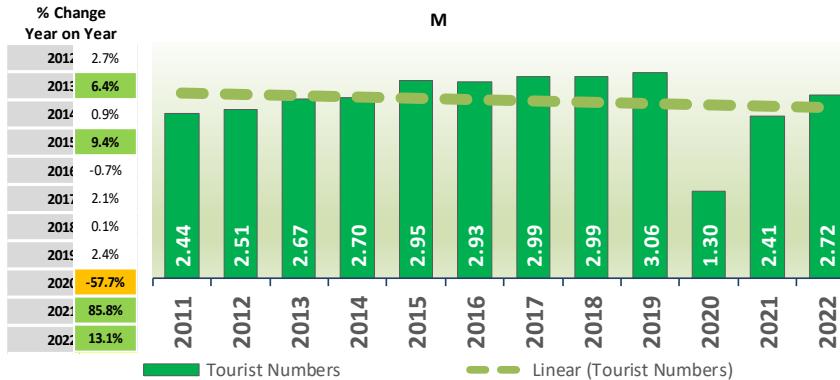
DAY VISITOR

KEY MEASURES  
Historic Prices

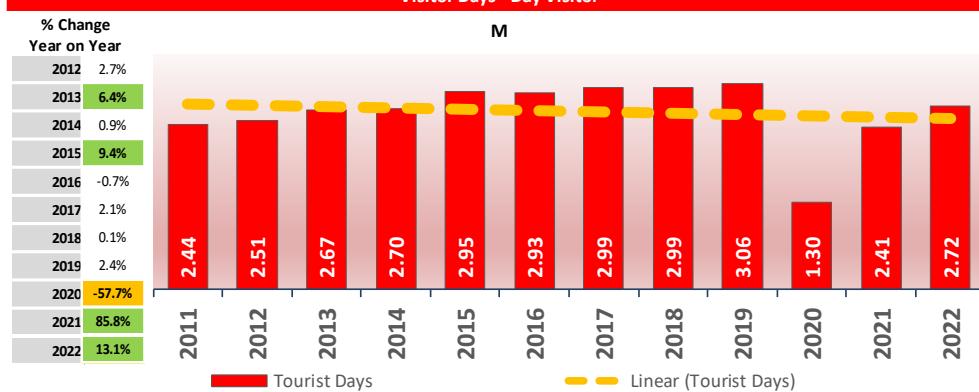
Economic Impact - Historic Prices - Day Visitor



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*

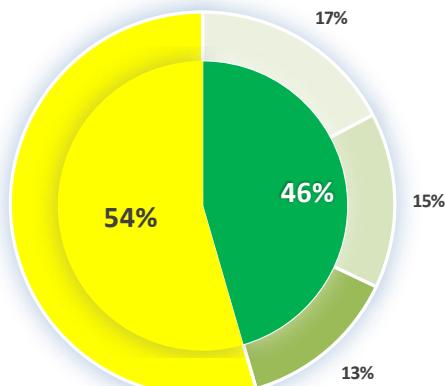
*Day Visitor*

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Economic Impact - Historic Prices - £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        |
| <b>Total</b>    | <b>218.18</b> |



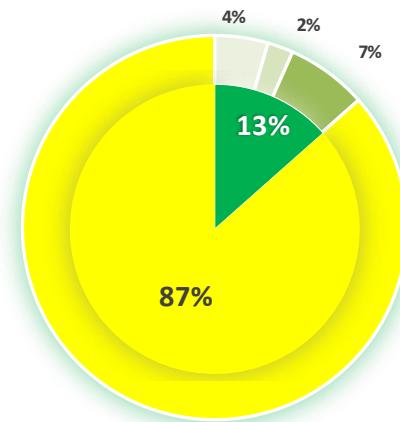
2022  
Historic Prices

TOTAL

Visitor Numbers - 2022 - M - Share of Total

**TOTAL**  
3.15m

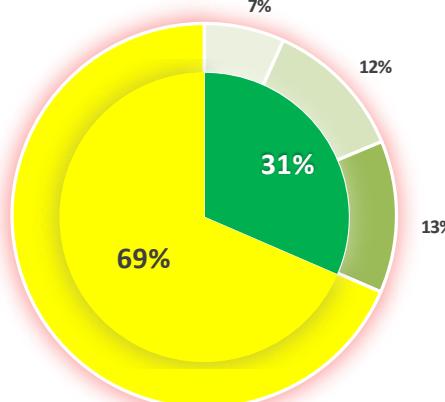
|                 | M           |
|-----------------|-------------|
| Serviced        | 0.14        |
| Non-Serviced    | 0.07        |
| SFR             | 0.21        |
| Staying Visitor | 0.42        |
| Day Visitor     | 2.72        |
| <b>Total</b>    | <b>3.15</b> |



Visitor Days - 2022 - M - Share of Total

**TOTAL**  
3.97m

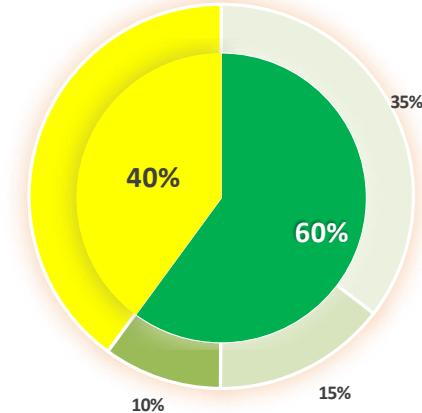
|                 | M           |
|-----------------|-------------|
| Serviced        | 0.27        |
| Non-Serviced    | 0.48        |
| SFR             | 0.51        |
| Staying Visitor | 1.25        |
| Day Visitor     | 2.72        |
| <b>Total</b>    | <b>3.97</b> |



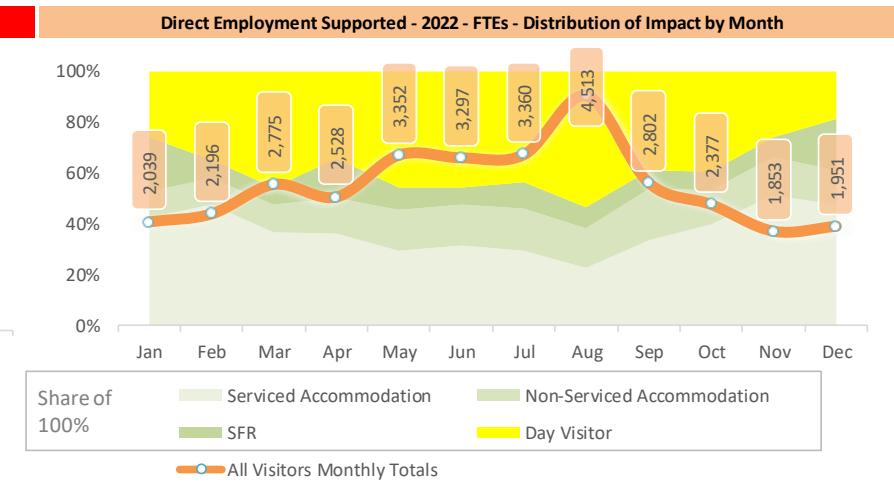
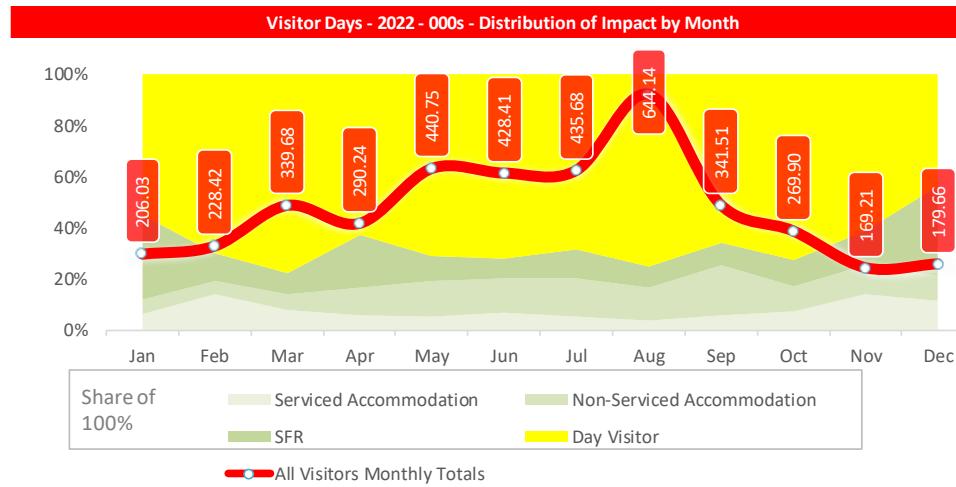
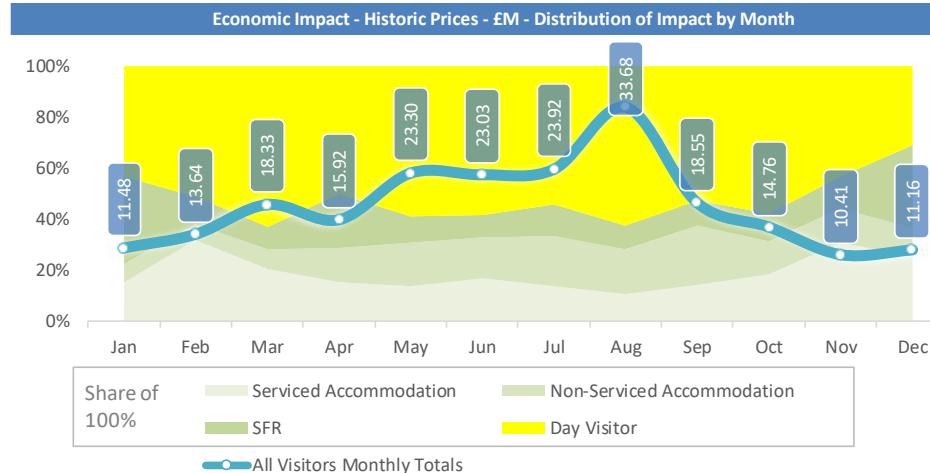
Direct Employment Supported - 2022 - FTEs - Share of Total

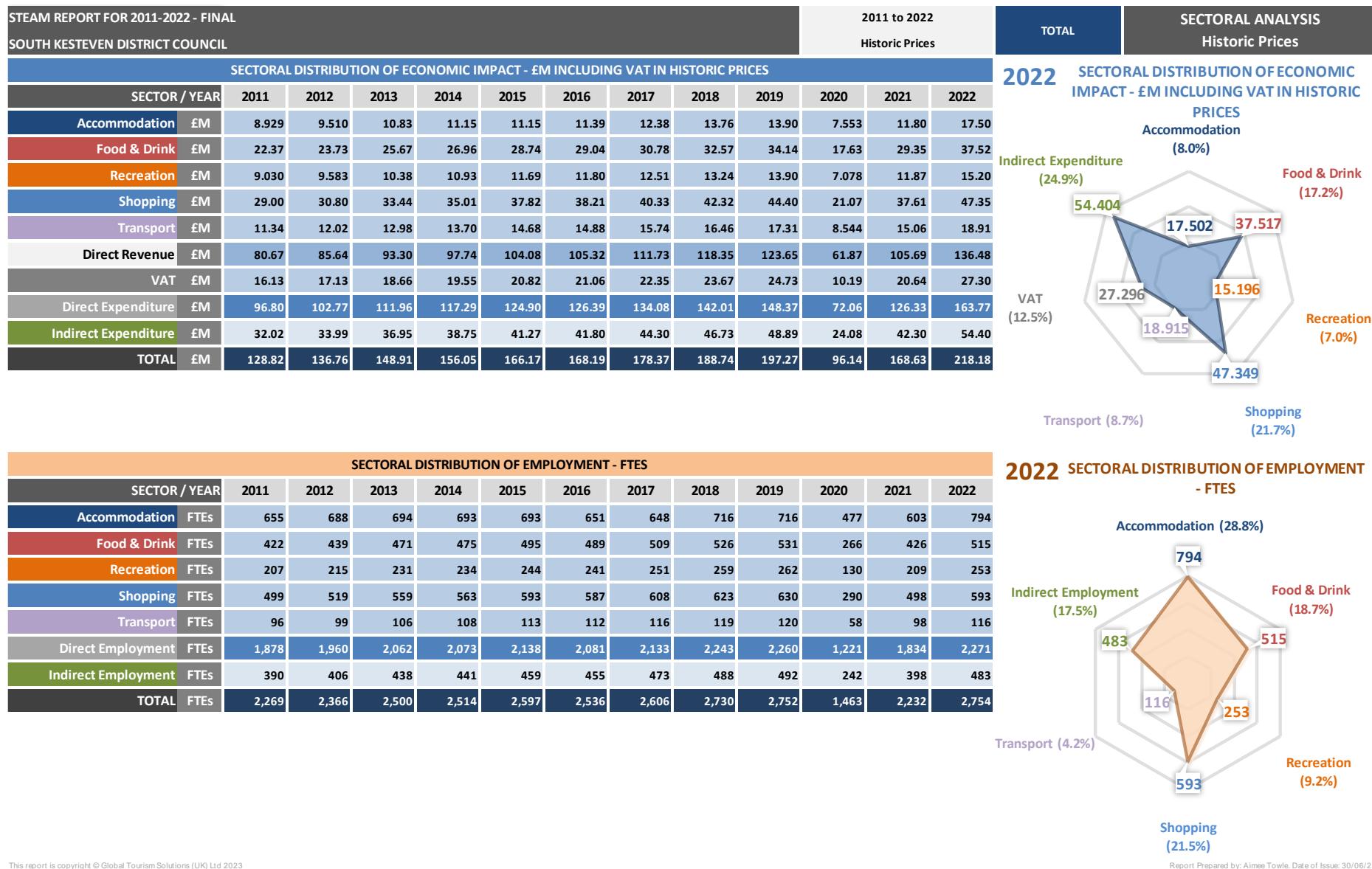
**TOTAL**  
2,271 Direct FTEs  
2,754 Total FTEs

|                 | FTEs         |
|-----------------|--------------|
| Serviced        | 805          |
| Non-Serviced    | 332          |
| SFR             | 227          |
| Staying Visitor | 1,364        |
| Day Visitor     | 907          |
| <b>Total</b>    | <b>2,271</b> |

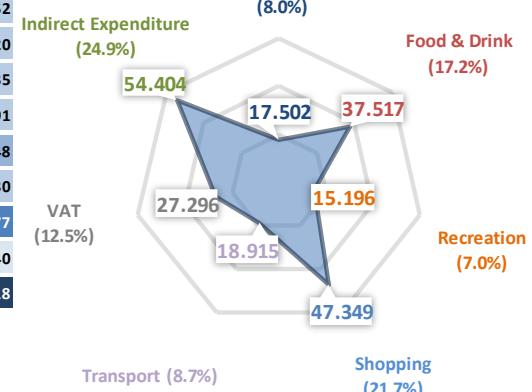


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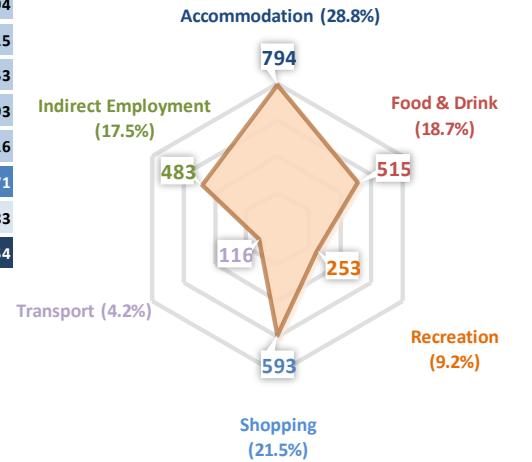




## 2022 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



## 2022 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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

**Visitor Types:** *Total*

*Serviced Accommodation*

*Non-Serviced Accommodation*

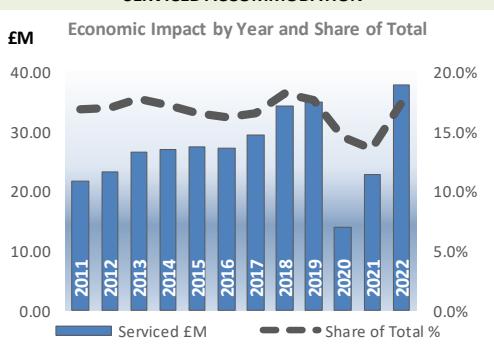
*SFR*

*Staying Visitor*

*Day Visitor*

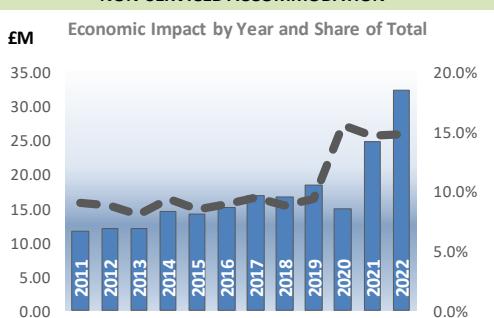
| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |    |  |        |        |        |        |        |        |        |        |        | 2011 to 2022<br>Historic Prices |        | TOTAL         |  | ECONOMIC IMPACT<br>Historic Prices |  |       |  |       |  |       |  |       |  |  |  |
|---|----|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------------------------|--------|---------------|--|------------------------------------|--|-------|--|-------|--|-------|--|-------|--|--|--|
| 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                           |  | Q1    |  | Q2    |  | Q3    |  | Q4    |  |  |  |
| Less than 3% change   |    | Q1   |        |        | Q2     |        |        | Q3     |        |        | Q4     |                                 |        |               |  | Annual Change                      |  | Q1    |  | Q2    |  | Q3    |  | Q4    |  |  |  |
| A Fall of 3% or more  |    | JAN  | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT    | NOV                             | DEC    |               |  | 75.9%                              |  | 68.4% |  | 68.7% |  | 65.0% |  |       |  |  |  |
| % 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%         |  | 235.0%                             |  | 39.6% |  | 0.3%  |  | 3.3%  |  |       |  |  |  |
| % 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%         |  | 6.9%                               |  | 6.2%  |  | 6.2%  |  | 5.9%  |  |       |  |  |  |
| 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%          |  | Annual Change                      |  | Q1    |  | Q2    |  | Q3    |  | Q4    |  |  |  |
| 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 |  | 22.01 |  |       |  |  |  |
| 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 | 250.00        | 120.0%                                     |                                    |  |       |  |       |  |       |  |       |  |  |  |
| 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 | 200.00        | 100.0%                                     |                                    |  |       |  |       |  |       |  |       |  |  |  |
| 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% | 200.00        | 100.0%                                     |                                    |  |       |  |       |  |       |  |       |  |  |  |
| Annual Change in Share  | %  |  |        |        |        |        |        |        |        |        |        |                                 |        | 150.00        | 80.0%                                      |                                    |  |       |  |       |  |       |  |       |  |  |  |
| Change in Share from 2011   | %  |  |        |        |        |        |        |        |        |        |        |                                 |        | 100.00        | 60.0%                                      |                                    |  |       |  |       |  |       |  |       |  |  |  |
| Avg Ann. Change in Share  | %  |  |        |        |        |        |        |        |        |        |        |                                 |        | 50.00         | 40.0%                                      |                                    |  |       |  |       |  |       |  |       |  |  |  |
|   |    |  |        |        |        |        |        |        |        |        |        |                                 |        | 0.00          | 20.0%                                      |                                    |  |       |  |       |  |       |  |       |  |  |  |
|   |    |  |        |        |        |        |        |        |        |        |        |                                 |        |               | 0.0%                                       |                                    |  |       |  |       |  |       |  |       |  |  |  |

| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |    |  |        |        |        |        |        |        |        |        |        | 2011 to 2022<br>Historic Prices |        | SERVICED<br>ACCOMMODATION | ECONOMIC IMPACT<br>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                                   | QUARTER       |        |        |       |       |  |
| Less than 3% change   |    | Q1   |        |        | Q2     |        |        | Q3     |        |        | Q4     |                                 |        |                           |  |               |        |        |       |       |  |
| A Fall of 3% or more  |    | JAN  | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT    | NOV                             | DEC    |                           |  | Q1            | Q2     | Q3     | Q4    |       |  |
| % Change 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%                     |  | Annual Change | 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%   |                           |  |               |        |        |       |       |  |

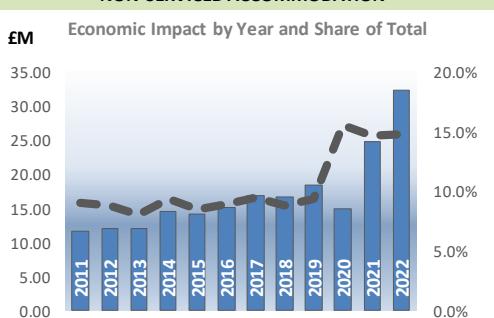


The chart displays the annual economic impact of serviced accommodation in millions of pounds (£M) and its share of the total tourism market percentage from 2011 to 2022. The bars represent the Serviced £M, showing a general upward trend with a dip in 2020. The line represents the Share of Total %, which has fluctuated but generally declined over the period.

| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |    |  |         |         |        |        |        |        |        |        | 2011 to 2022<br>Historic Prices |        | NON-SERVICED<br>ACCOMMODATION | ECONOMIC IMPACT<br>Historic Prices |  |         |         |        |        |        |
|---|----|--|---------|---------|--------|--------|--------|--------|--------|--------|---------------------------------|--------|-------------------------------|------------------------------------|--|---------|---------|--------|--------|--------|
| ECONOMIC IMPACT BY:   |    | MONTH AND QUARTER  |         |         |        |        |        |        |        |        |                                 |        | CALENDAR YEAR                 |                                    | QUARTER                                    |         |         |        |        |        |
| KEY   |    | NON-SERVICED ACCOMMODATION                                   |         |         |        |        |        |        |        |        |                                 |        | CALENDAR YEAR                 |                                    |  |         |         |        |        |        |
| An increase of 3% or more   |    | ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES |         |         |        |        |        |        |        |        |                                 |        |                               | Total                              | % Change                                   | QUARTER |         |        |        |        |
| Less than 3% change   |    | Q1   |         |         | Q2     |        |        | Q3     |        |        | Q4                              |        |                               |                                    |  |         |         |        |        |        |
| A Fall of 3% or more  |    | Jan  | Feb     | Mar     | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct                             | Nov    | Dec                           |                                    |  | Q1      | Q2      | Q3     | Q4     |        |
| % Change 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%                             |  |         | 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                              |  | 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%                          |                                    |  |         |         |        |        |        |

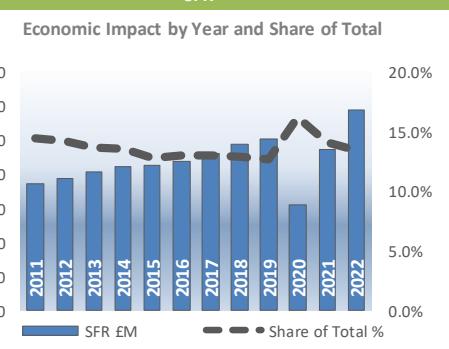


Non-Serviced £M



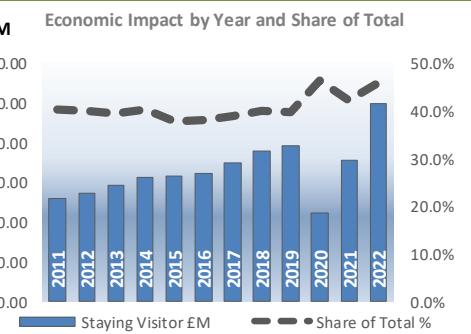
Share of Total %

| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |    |  |        |        |        |        |        |        |        |        |        | 2011 to 2022<br>Historic Prices |        | SFR           |  | ECONOMIC IMPACT<br>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                                   | QUARTER                            |       |        |        |    |  |    |
| Less than 3% change   |    | Q1   |        |        | Q2     |        |        | Q3     |        |        | Q4     |                                 |        |               |  |                                    |       |        |        |    |  |    |
| A Fall of 3% or more  |    | JAN  | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT    | NOV                             | DEC    |               |  | Q1                                 |       | Q2     |        | Q3 |  | Q4 |
| % Change 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%         |  | 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         |  | 4.824                              | 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         |  | 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         |  | 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         |  | 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         |  | 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         |  | 5.585                              | 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         |  | 5.955                              | 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         |  | 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         |  | 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         |  | 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         |  | 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   |    | 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   |    | 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%  |               |  |                                    |       |        |        |    |  |    |



The chart displays two data series: SFR (£M) and Share of Total (%). The SFR (£M) series is represented by blue bars, showing a general upward trend from 2011 to 2022. The Share of Total (%) series is represented by black dashed lines, showing a fluctuating trend with a slight overall decline from 2011 to 2022.

| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |    |  |        |        |        |        |        |        |        |        |        | 2011 to 2022<br>Historic Prices |        | STAYING VISITOR                            |          | ECONOMIC IMPACT<br>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 | QUARTER                            |        |       |        |       |    |  |  |
| Less than 3% change   |    | Q1   |        |        | Q2     |        |        | Q3     |        |        | Q4     |                                 |        |  |          |                                    | Q1     |       | Q2     | Q3    | Q4 |  |  |
| A Fall of 3% or more  |    | JAN  | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT    | NOV                             | DEC    |  |          | Annual Change                      | 67.7%  | 94.2% | 109.4% | 88.4% |    |  |  |
| % 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%                                      |          |                                    | 624.7% | 61.3% | 0.9%   | 1.4%  |    |  |  |
| % 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%                                      |          |                                    |        |       |        |       |    |  |  |
| 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   | 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  | £M   |          |                                    |        |       |        |       |    |  |  |
| 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 %                           |          |                                    |        |       |        |       |    |  |  |
| 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%   |  |          |                                    |        |       |        |       |    |  |  |



| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |  |  |        |        |        |        |        |        |        |        |       | 2011 to 2022<br>Historic Prices |        | DAY VISITOR   |  | ECONOMIC IMPACT<br>Historic Prices |       |       |       |  |  |
|---|--|--|--------|--------|--------|--------|--------|--------|--------|--------|-------|---------------------------------|--------|---------------|--|------------------------------------|-------|-------|-------|--|--|
| ECONOMIC IMPACT BY:   |  | MONTH AND QUARTER  |        |        |        |        |        |        |        |        |       |                                 |        | CALENDAR YEAR |  | QUARTER                            |       |       |       |  |  |
| KEY   |  | DAY VISITOR  |        |        |        |        |        |        |        |        |       |                                 |        |               |  |                                    |       |       |       |  |  |
| An increase of 3% or more   |  | ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES |        |        |        |        |        |        |        |        |       |                                 |        | TOTAL         | % Change                                   | QUARTER                            |       |       |       |  |  |
| Less than 3% change   |  | Q1   |        |        | Q2     |        |        | Q3     |        |        | Q4    |                                 |        |               |  |                                    |       |       |       |  |  |
| A Fall of 3% or more  |  | JAN  | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT   | NOV                             | DEC    |               |  | Q1                                 | Q2    | Q3    | Q4    |  |  |
| % Change 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         |  | 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   |  | 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   |  | 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%  | 60.1%  | 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%                           |        |               |  |                                    |       |       |       |  |  |

Day Visitor £M

Share of Total %

## 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*

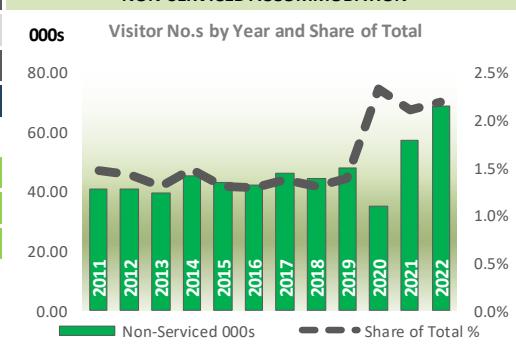
| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |  |  |        |        |        |        |        |        |        |        |        | 2011 to 2022 |        | TOTAL         |   | VISITOR NUMBERS |      |       |       |       |       |
|---|--|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------|--------|---------------|---|-----------------|------|-------|-------|-------|-------|
| 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     |              |        |               |   | Q1              |      | Q2    |       |       |       |
| A Fall of 3% or more  |  | JAN  | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT    | NOV          | DEC    |               |   | 29.1%           |      | 11.1% |       |       |       |
| % 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%         |   |                 | 9.0% |       |       |       |       |
| % 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%         |   |                 | 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%  |       |       |
| 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                                   |                 |      | 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                                   | 2.6%            |      | 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         | 4.00                                    | 120.0%          |      |       |       |       |       |
| 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         | 3.00                                    | 100.0%          |      |       |       |       |       |
| 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%        | 2.00                                    | 80.0%           |      |       |       |       |       |
| Annual Change in Share  |  | %  |        |        |        |        |        |        |        |        |        |              |        |               | 1.00                                    | 60.0%           |      |       |       |       |       |
| Change in Share from 2011   |  | %  |        |        |        |        |        |        |        |        |        |              |        |               | 0.00                                    | 40.0%           |      |       |       |       |       |
| Avg Ann. Change in Share  |  | %  |        |        |        |        |        |        |        |        |        |              |        |               |   | 20.0%           |      |       |       |       |       |
|   |  |  |        |        |        |        |        |        |        |        |        |              |        |               |   | 0.0%            |      |       |       |       |       |

| STEAM REPORT FOR 2011-2022 - FINAL<br>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         |                        | QUARTER                                 |        |  |   |                  |       |  |       |  |      |  |  |
| Less than 3% change   |      | Q1  |        |        | Q2     |        |        | Q3    |       |       | Q4           |       |               | % 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          |   | 15.9%  |  | 20.2%                                   |                  | 37.9% |  | 29.3% |  |      |  |  |
| % 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%                  |   | 415.0% |  | 114.0%                                  |                  | 4.9%  |  | 9.2%  |  |      |  |  |
| % 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%                  |   | 1.4%   |  | 1.8%                                    |                  | 3.4%  |  | 2.7%  |  |      |  |  |
| 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%                   |   | 35.6   |  | 23.8                                    |                  | 22.7  |  | 30.7  |  |      |  |  |
| 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                  |   | 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 |   |        |  | Visitor No.s by Year and Share of Total |                  |       |  |       |  |      |  |  |
| 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 |        |  |   | 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         | 140.9                  | 150.00                                  |        |  |   | 5.0%             |       |  |       |  |      |  |  |
| 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           | 3.1                    | 100.00                                  |        |  |   | 4.0%             |       |  |       |  |      |  |  |
| 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%          | 4.5%                   | 100.00                                  |        |  |   | 3.0%             |       |  |       |  |      |  |  |
| 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% | 1.2%          | 1.2%                   | 50.00                                   |        |  |   | 2.0%             |       |  |       |  |      |  |  |
| 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% | 1.2%          | 1.2%                   | 0.00                                    |        |  |   | 1.0%             |       |  |       |  |      |  |  |
| 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%  | 1.0%          | 1.0%                   | 0.00                                    |        |  |   | 0.0%             |       |  |       |  |      |  |  |

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

| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |      |   |         |         |        |        |       |        |       |       | 2011 to 2022 |        | NON-SERVICED  |                            | VISITOR NUMBERS                         |               |  |         |  |       |  |       |  |  |  |
|---|------|---|---------|---------|--------|--------|-------|--------|-------|-------|--------------|--------|---------------|----------------------------|---|---------------|--|---------|--|-------|--|-------|--|--|--|
| VISITOR NUMBERS BY:   |      | MONTH AND QUARTER                                 |         |         |        |        |       |        |       |       |              |        | CALENDAR YEAR |                            | QUARTER                                 |               |  |         |  |       |  |       |  |  |  |
| KEY   |      | NON-SERVICED ACCOMMODATION                        |         |         |        |        |       |        |       |       |              |        |               |                            |   |               |  |         |  |       |  |       |  |  |  |
| An increase of 3% or more   |      | VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES |         |         |        |        |       |        |       |       |              |        |               | TOTAL                      | % Change                                | QUARTER       |  |         |  |       |  |       |  |  |  |
| Less than 3% change   |      | Q1  |         |         | Q2     |        |       | Q3     |       |       | Q4           |        |               |                            |   | Q1            |  | Q2      |  | Q3    |  | Q4    |  |  |  |
| A Fall of 3% or more  |      | JAN   | FEB     | MAR     | APR    | MAY    | JUN   | JUL    | AUG   | SEP   | OCT          | NOV    | DEC           |                            |   | 77.2%         |  | 34.8%   |  | 90.7% |  | 89.6% |  |  |  |
| % Change 2011 to 2022   |      | 99.8%   | 77.4%   | 68.4%   | 34.1%  | 41.0%  | 28.7% | 80.1%  | 97.1% | 93.3% | 53.8%        | 120.1% | 147.3%        | 68.0%                      |   | 4260.0%       |  | 35.4%   |  | 0.1%  |  | 2.4%  |  |  |  |
| % Change 2021 to 2022   |      | 4134.9%   | 3913.7% | 4550.0% | 255.2% | 30.2%  | 2.3%  | 7.3%   | 4.7%  | -9.7% | -13.3%       | 5.8%   | 45.0%         | 20.0%                      |   | Annual Change |  | 4260.0% |  | 35.4% |  | 0.1%  |  |  |  |
| Average Annual Change   |      | 9.1%  | 7.0%    | 6.2%    | 3.1%   | 3.7%   | 2.6%  | 7.3%   | 8.8%  | 8.5%  | 4.9%         | 10.9%  | 13.4%         | 6.2%                       |   | 7.0%          |  | 3.2%    |  | 8.2%  |  | 8.1%  |  |  |  |
| 2011  | 000s | 0.7   | 0.9     | 1.7     | 3.4    | 6.2    | 6.0   | 5.0    | 6.2   | 5.5   | 2.7          | 1.5    | 0.9           | 40.7                       |   | 3.2           |  | 15.6    |  | 16.7  |  | 5.1   |  |  |  |
| 2012  | 000s | 0.7   | 0.9     | 1.7     | 3.5    | 6.0    | 5.8   | 4.9    | 6.2   | 5.4   | 2.8          | 1.6    | 0.9           | 40.6                       |   | -0.2%         |  | 3.4     |  | 15.3  |  | 16.5  |  |  |  |
| 2013  | 000s | 0.6   | 0.9     | 1.7     | 3.3    | 6.1    | 4.8   | 4.9    | 6.3   | 5.5   | 2.8          | 1.7    | 0.9           | 39.5                       |   | -2.7%         |  | 3.2     |  | 14.2  |  | 16.7  |  |  |  |
| 2014  | 000s | 0.6   | 0.8     | 1.7     | 3.3    | 6.4    | 5.7   | 5.8    | 7.8   | 6.8   | 3.1          | 2.0    | 1.0           | 45.0                       |   | 13.9%         |  | 3.1     |  | 15.4  |  | 20.4  |  |  |  |
| 2015  | 000s | 0.4   | 0.8     | 1.4     | 2.6    | 5.7    | 4.8   | 5.6    | 8.8   | 7.4   | 2.4          | 2.1    | 0.8           | 42.8                       |   | -4.9%         |  | 2.6     |  | 13.1  |  | 21.8  |  |  |  |
| 2016  | 000s | 0.5   | 0.9     | 1.4     | 2.6    | 5.6    | 5.2   | 5.8    | 8.5   | 6.6   | 2.3          | 1.8    | 0.9           | 42.1                       |   | -1.6%         |  | 2.9     |  | 13.4  |  | 20.9  |  |  |  |
| 2017  | 000s | 0.6   | 1.0     | 1.5     | 2.9    | 6.2    | 5.5   | 6.4    | 9.0   | 7.6   | 2.4          | 1.9    | 1.0           | 45.9                       |   | 9.2%          |  | 3.1     |  | 14.5  |  | 23.0  |  |  |  |
| 2018  | 000s | 0.6   | 1.0     | 1.4     | 2.7    | 6.0    | 5.3   | 6.1    | 8.8   | 7.0   | 2.4          | 1.9    | 0.9           | 44.1                       |   | -4.0%         |  | 3.0     |  | 14.0  |  | 21.9  |  |  |  |
| 2019  | 000s | 0.7   | 1.1     | 1.5     | 3.2    | 6.7    | 5.6   | 6.8    | 9.3   | 7.3   | 2.5          | 2.1    | 1.0           | 47.6                       |   | 8.0%          |  | 3.2     |  | 15.5  |  | 23.4  |  |  |  |
| 2020  | 000s | 1.3   | 1.4     | 1.2     | 0.2    | 0.4    | 0.4   | 5.1    | 9.6   | 10.5  | 3.7          | 0.3    | 0.9           | 35.0                       |   | -26.6%        |  | 3.9     |  | 1.0   |  | 25.2  |  |  |  |
| 2021  | 000s | 0.0   | 0.0     | 0.1     | 1.3    | 6.8    | 7.5   | 8.4    | 11.7  | 11.7  | 4.8          | 3.1    | 1.5           | 56.9                       |   | 62.8%         |  | 0.1     |  | 15.6  |  | 31.8  |  |  |  |
| 2022  | 000s | 1.3   | 1.6     | 2.8     | 4.6    | 8.8    | 7.7   | 9.1    | 12.2  | 10.6  | 4.2          | 3.3    | 2.2           | 68.3                       |   | 20.0%         |  | 5.8     |  | 21.1  |  | 31.8  |  |  |  |
| VISITOR NUMBERS   |      |   |         |         |        |        |       |        |       |       |              |        |               | NON-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 |               |  |         |  |       |  |       |  |  |  |
| Non-Serviced  | 000s | 40.7  | 40.6    | 39.5    | 45.0   | 42.8   | 42.1  | 45.9   | 44.1  | 47.6  | 35.0         | 56.9   | 68.3          |                            |   |               |  |         |  |       |  |       |  |  |  |
| 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  | %    | 1.5%  | 1.4%    | 1.3%    | 1.5%   | 1.3%   | 1.3%  | 1.4%   | 1.3%  | 1.4%  | 2.3%         | 2.1%   | 2.2%          |                            |   |               |  |         |  |       |  |       |  |  |  |
| Annual Change in Share  | %    | -2.7%   | -8.3%   | 13.0%   | -12.1% | -0.9%  | 6.7%  | -4.6%  | 5.7%  | 67.8% | -9.5%        | 3.7%   |               |                            |   |               |  |         |  |       |  |       |  |  |  |
| Change in Share from 2011   | %    | -2.7%   | -10.8%  | 0.8%    | -11.3% | -12.2% | -6.3% | -10.7% | -5.6% | 58.4% | 43.4%        | 48.8%  |               |                            |   |               |  |         |  |       |  |       |  |  |  |
| Avg Ann. Change in Share  | %    | -2.7%   | -5.4%   | 0.3%    | -2.8%  | -2.4%  | -1.1% | -1.5%  | -0.7% | 6.5%  | 4.3%         | 4.4%   |               |                            |   |               |  |         |  |       |  |       |  |  |  |



Non-Serviced 000s

Share of Total %

| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |      |   |        |        |        |        |        |        |        |        | 2011 to 2022 |        | SFR           |          | VISITOR NUMBERS                         |        |        |        |        |        |       |       |      |      |
|---|------|---|--------|--------|--------|--------|--------|--------|--------|--------|--------------|--------|---------------|----------|---|--------|--------|--------|--------|--------|-------|-------|------|------|
| VISITOR NUMBERS BY:   |      | MONTH AND QUARTER                                 |        |        |        |        |        |        |        |        |              |        | CALENDAR YEAR |          | QUARTER                                 |        |        |        |        |        |       |       |      |      |
| KEY   |      | SFR   |        |        |        |        |        |        |        |        |              |        |               |          |   |        |        |        |        |        |       |       |      |      |
| An increase of 3% or more   |      | VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES |        |        |        |        |        |        |        |        |              |        | TOTAL         | % Change | QUARTER                                 |        |        |        |        |        |       |       |      |      |
| Less than 3% change   |      | Q1  |        |        | Q2     |        |        | Q3     |        |        | Q4           |        |               |          |   | Q1     |        | Q2     | Q3     | Q4     |       |       |      |      |
| A Fall of 3% or more  |      | JAN   | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT          | NOV    | DEC           | 13.9%    | Annual Change                           | 8.7%   | 14.3%  | 18.4%  | 14.3%  |        |       |       |      |      |
| % 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%         |          |   | 560.3% | 47.8%  | -15.0% | -11.6% |        |       |       |      |      |
| % 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%    | 0.8%                                    | 0.4%   | 50.6   | 47.0   | 42.1   | 42.6   |       |       |      |      |
| 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%     |   |        | 48.3   | 50.8   | 47.2   | 43.5   |       |       |      |      |
| 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    | 1.4%                                    | 1.0%   | 49.5   | 51.3   | 48.9   | 43.7   |       |       |      |      |
| 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    |   |        | 48.9   | 51.9   | 49.8   | 42.5   |       |       |      |      |
| 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    | -0.2%                                   | 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    |   |        | 49.0   | 52.5   | 50.8   | 43.3   |       |       |      |      |
| 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    | 1.4%                                    | 1.4%   | 49.0   | 52.5   | 50.8   | 43.3   |       |       |      |      |
| 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    |   |        | 50.0   | 54.6   | 52.7   | 44.5   |       |       |      |      |
| 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    | 1.4%                                    | 1.4%   | 51.2   | 55.0   | 52.7   | 45.6   |       |       |      |      |
| 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    |   |        | 51.2   | 55.6   | 53.0   | 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%                                    | 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    |   |        | 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    | -39.6%                                  | -39.6% | 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    |   |        | 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         | 250.00   | 10.0%                                   | 200.00 | 8.0%   | 150.00 | 6.0%   | 100.00 | 4.0%  | 50.00 | 2.0% | 0.0% |
| 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%          | 200.00   | 10.0%                                   | 150.00 | 8.0%   | 100.00 | 6.0%   | 50.00  | 4.0%  | 50.00 | 2.0% | 0.0% |
| 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%   | 200.00        | 10.0%    | 150.00                                  | 8.0%   | 100.00 | 6.0%   | 50.00  | 4.0%   | 50.00 | 2.0%  | 0.0% |      |
| 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%   |               |          |   |        |        |        |        |        |       |       |      |      |

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

| STEAM REPORT FOR 2011-2022 - FINAL<br>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        | QUARTER                                 |        |       |       |       |      |
| Less than 3% change   |      | Q1  |        |        | Q2     |        |        | Q3    |       |        | Q4           |       |                 |                 |   | Q1     |       | Q2    | Q3    | Q4   |
| A Fall of 3% or more  |      | JAN   | FEB    | MAR    | APR    | MAY    | JUN    | JUL   | AUG   | SEP    | OCT          | NOV   | DEC             | Annual Change   | 14.2%<br>518.3%                         | 14.2%  | 19.4% | 37.5% | 25.1% |      |
| % 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%           |                 |   | 518.3% | 58.0% | -6.6% | -2.8% |      |
| % 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%           | Annual Change                           | 1.3%   | 1.8%  | 3.4%  | 2.3%  |      |
| 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%            |   | 91.5   | 88.7  | 95.9  | 84.8  |      |
| 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           | Annual Change                           | 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           | Annual Change   | 500.00                                  | 20.0%  | 15.0% | 10.0% | 5.0%  | 0.0% |
| 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   | 400.00                                  | 15.0%  | 10.0% | 5.0%  | 0.0%  |      |
| 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%  | Annual Change   | 300.00          | 20.0%                                   | 15.0%  | 10.0% | 5.0%  | 0.0%  |      |
| 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%  |                 |                 |   |        |       |       |       |      |

| STEAM REPORT FOR 2011-2022 - FINAL<br>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      | QUARTER                                 |        |       |       |       |       |      |      |
| Less than 3% change   |   | Q1   |        |       | Q2    |       |       | Q3    |        |        | Q4           |       |               |               |   | Q1     |       | Q2    | Q3    | Q4    |      |      |
| A Fall of 3% or more  |   | JAN  | FEB    | MAR   | APR   | MAY   | JUN   | JUL   | AUG    | SEP    | OCT          | NOV   | DEC           | Annual Change | 32.3%                                   | 32.3%  | 10.1% | 6.4%  | 3.5%  |       |      |      |
| % 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%          |               |   | 112.8% | 17.2% | -7.4% | -2.0% |       |      |      |
| % 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%         | Annual Change                           | 2.9%   | 0.9%  | 0.6%  | 0.3%  |       |      |      |
| 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         | Annual Change                           | 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  | 3.296        | 2.408 | 2.722         | Annual Change | 3.50                                    | 100.0% | 80.0% | 60.0% | 40.0% | 20.0% | 0.0% |      |
| All Visitor Types   | M | 2.786  | 2.858  | 3.032 | 3.056 | 3.305 | 3.282 | 3.359 | 3.380  | 3.456  | 3.512        | 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 | 3.00                                    | 3.00   | 2.50  | 2.00  | 1.50  | 1.00  | 0.50 | 0.00 |
| 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%         | Annual Change | 2.50                                    | 2.00   | 1.50  | 1.00  | 0.50  | 0.00  | 0.00 |      |
| 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%         |               |   |        |       |       |       |       |      |      |

## 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<br>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     |              |        |   |  | Q1            |  | Q2    |  |  |  |
| A Fall of 3% or more  |   | JAN   | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT    | NOV          | DEC    |   |  | 29.2%         |  | 16.9% |  |  |  |
| % 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%                                   |  | 173.8%        |  | 23.5% |  |  |  |
| % 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%                                   |  | -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%                                    |  | Annual Change |  | 2.7%  |  |  |  |
| 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 |  |  |  |
| 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                                   |  | 0.635         |  | 0.978 |  |  |  |
| 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 |  |  |  |
| 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 |  |  |  |
| 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 |  |  |  |
| 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 |  |  |  |
| 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 |  |  |  |
| 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 |  |  |  |
| 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 |  |  |  |
| 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 |  |  |  |
| 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 |  |  |  |
| 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 |  |  |  |
| VISITOR DAYS  |   |   |        |        |        |        |        |        |        |        |        |              |        | TOTAL                                   |  |               |  |       |  |  |  |
| SHARE OF MARKET   |   | 2011  | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   | 2020   | 2021         | 2022   | 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  | M                                       |  |               |  |       |  |  |  |
| 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  | Visitor Days by Year and Share of Total |  |               |  |       |  |  |  |
| 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% | M                                       |  |               |  |       |  |  |  |
| Annual Change in Share  | % |   |        |        |        |        |        |        |        |        |        |              |        | Visitor Days by Year and Share of Total |  |               |  |       |  |  |  |
| Change in Share from 2011   | % |   |        |        |        |        |        |        |        |        |        |              |        | M                                       |  |               |  |       |  |  |  |
| Avg Ann. Change in Share  | % |   |        |        |        |        |        |        |        |        |        |              |        | Visitor Days by Year and Share of Total |  |               |  |       |  |  |  |

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

| STEAM REPORT FOR 2011-2022 - FINAL<br>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               | QUARTER                                 |        |        |       |       |      |
| Less than 3% change   |      | Q1   |        |        | Q2     |        |       | Q3    |       |        | Q4           |       |               |                        |   | Q1     |        | Q2    | Q3    | Q4   |
| A Fall of 3% or more  |      | JAN  | FEB    | MAR    | APR    | MAY    | JUN   | JUL   | AUG   | SEP    | OCT          | NOV   | DEC           | Annual Change          | 1.5%                                    | 17.0%  | 47.3%  | 44.5% | 30.7% |      |
| % 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%                  |   | 409.7% | 107.9% | 4.7%  | 7.9%  |      |
| % 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%                  | Annual Change                           | 1.5%   | 4.3%   | 4.0%  | 2.8%  |      |
| 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                  | Annual Change                           | 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                  |   | 3.1%   | 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         |                        | Annual Change                           | 300.00 | 8.0%   |       |       |      |
| 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           | Annual Change          | 200.00                                  | 6.0%   |        |       |       |      |
| 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%          |                        | 150.00                                  | 4.0%   |        |       |       |      |
| 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% |               | Annual Change          | 100.00                                  | 2.0%   |        |       |       |      |
| 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% |               |                        | 50.00                                   | 0.0%   |        |       |       |      |
| 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%  |               |                        |   |        |        |       |       |      |



Bar chart showing Serviced 000s from 2011 to 2022. The y-axis ranges from 0.00 to 300.00. The bars are red.

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

| STEAM REPORT FOR 2011-2022 - FINAL<br>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                   | QUARTER                                 |         |       |       |        |       |      |      |      |      |      |      |      |
| Less than 3% change   |      | Q1   |         |         | Q2     |       |       | Q3    |       |       | Q4           |        |               |                            |   | Q1      |       | Q2    | Q3     | Q4    |      |      |      |      |      |      |      |
| A Fall of 3% or more  |      | JAN  | FEB     | MAR     | APR    | MAY   | JUN   | JUL   | AUG   | SEP   | OCT          | NOV    | DEC           | Annual Change              |   | 117.2%  | 57.4% | 89.5% | 115.5% |       |      |      |      |      |      |      |      |
| % 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%                      |   | 4253.5% | 33.7% | 0.4%  | 3.8%   |       |      |      |      |      |      |      |      |
| % 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%                      | Annual Change                           |         | 10.7% | 5.2%  | 8.1%   | 10.5% |      |      |      |      |      |      |      |
| 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%                       |   |         | 20.4  | 96.2  | 113.5  | 29.9  |      |      |      |      |      |      |      |
| 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%   | 21.8  | 93.5  | 112.3  | 31.3  |      |      |      |      |      |      |      |
| 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                      |   |         |       |       |        |       |      |      |      |      |      |      |      |
| 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%                                   |         |       |       |        |       |      |      |      |      |      |      |      |
| 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%                                    |         |       |       |        |       |      |      |      |      |      |      |      |
| 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%                                   |         |       |       |        |       |      |      |      |      |      |      |      |
| 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%                                  |         |       |       |        |       |      |      |      |      |      |      |      |
| 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%                                   |         |       |       |        |       |      |      |      |      |      |      |      |
| 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         |                            | 500.0                                   | 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 %                        | 2011    | 2012  | 2013  | 2014   | 2015  | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| 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%   |               |                            |   |         |       |       |        |       |      |      |      |      |      |      |      |

| STEAM REPORT FOR 2011-2022 - FINAL<br>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      | QUARTER                                 |                |                |                |                |                 |                |                 |                |  |
| Less than 3% change   |      | Q1   |        |        | Q2     |        |        | Q3     |        |        | Q4           |        |               |               |   | Q1             |                | Q2             |                | Q3              |                | Q4              |                |  |
| A Fall of 3% or more  |      | JAN  | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT          | NOV    | DEC           | Annual Change | 8.8%<br>676.3%                          | 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%         |               |   | 8.8%<br>676.3% |                | 14.2%<br>27.4% |                | 18.4%<br>-21.7% |                | 14.5%<br>-21.9% |                |  |
| % 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%         | Annual Change                           | 0.8%<br>113.3% | Q1             |                | Q2             |                 | Q3             |                 | Q4             |  |
| 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%<br>113.7% |                | 1.3%<br>124.2% |                 | 1.7%<br>124.8% |                 | 1.3%<br>101.5% |  |
| 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         | 1.4%                                    | 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         |   | 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         |   | 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         | 1.4%                                    | 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         |   | 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           |                |  |
| 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         | 15.0%                                   | 49.9%          |                | 15.7           |                | 107.4           |                | 174.3           |                |  |
| 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           |                |  |
| 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   |      | 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%                                   |                |                |                |                |                 |                |                 |                |  |
| 000s  |      | 3.4  | 3.4    | 3.6    | 3.7    | 3.9    | 3.9    | 4.0    | 4.1    | 4.1    | 1.9          | 3.4    | 4.0           |               | 15.0%                                   |                |                |                |                |                 |                |                 |                |  |
| All Visitor Types   |      | 13.3%  | 13.1%  | 12.6%  | 12.5%  | 11.7%  | 11.9%  | 11.9%  | 12.0%  | 11.7%  | 15.2%        | 13.0%  | 12.8%         | 500.00        | 10.0%                                   |                |                |                |                |                 |                |                 |                |  |
| M   |      | -1.7%  | -3.5%  | -1.0%  | -6.4%  | 1.6%   | 0.1%   | 0.6%   | -1.9%  | 29.7%  | -14.9%       | -1.4%  | -0.4%         |               | 5.0%                                    |                |                |                |                |                 |                |                 |                |  |
| Share of Total  |      | 13.1%  | 12.6%  | 12.5%  | 11.7%  | 11.9%  | 11.9%  | 12.0%  | 11.7%  | 15.2%  | 13.0%        | 12.8%  | 12.8%         | 400.00        | 0.0%                                    |                |                |                |                |                 |                |                 |                |  |
| %   |      | -1.7%  | -5.1%  | -6.1%  | -12.1% | -10.7% | -10.5% | -10.0% | -11.7% | 14.5%  | -2.5%        | -3.9%  | -0.4%         |               | 200.00                                  |                |                |                |                |                 |                |                 |                |  |
| Annual Change in Share  |      | -1.7%  | -5.1%  | -6.1%  | -12.1% | -10.7% | -10.5% | -10.0% | -11.7% | 14.5%  | -2.5%        | -3.9%  | -0.4%         | 100.00        | 0.0%                                    |                |                |                |                |                 |                |                 |                |  |
| %   |      | -1.7%  | -2.6%  | -2.0%  | -3.0%  | -2.1%  | -1.8%  | -1.4%  | -1.5%  | 1.6%   | -0.3%        | -0.4%  | -0.4%         |               | 0.00                                    |                |                |                |                |                 |                |                 |                |  |
| 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%  | -0.4%         | 2011          | 0.00                                    |                |                |                |                |                 |                |                 |                |  |
| 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%  | -0.4%         |               | 2012                                    |                |                |                |                |                 |                |                 |                |  |
| %   |      | -1.7%  | -2.6%  | -2.0%  | -3.0%  | -2.1%  | -1.8%  | -1.4%  | -1.5%  | 1.6%   | -0.3%        | -0.4%  | -0.4%         | 2013          |   |                |                |                |                |                 |                |                 |                |  |
| %   |      | -1.7%  | -2.6%  | -2.0%  | -3.0%  | -2.1%  | -1.8%  | -1.4%  | -1.5%  | 1.6%   | -0.3%        | -0.4%  | -0.4%         | 2014          |   |                |                |                |                |                 |                |                 |                |  |
| %   |      | -1.7%  | -2.6%  | -2.0%  | -3.0%  | -2.1%  | -1.8%  | -1.4%  | -1.5%  | 1.6%   | -0.3%        | -0.4%  | -0.4%         | 2015          |   |                |                |                |                |                 |                |                 |                |  |
| %   |      | -1.7%  | -2.6%  | -2.0%  | -3.0%  | -2.1%  | -1.8%  | -1.4%  | -1.5%  | 1.6%   | -0.3%        | -0.4%  | -0.4%         | 2016          |   |                |                |                |                |                 |                |                 |                |  |
| %   |      | -1.7%  | -2.6%  | -2.0%  | -3.0%  | -2.1%  | -1.8%  | -1.4%  | -1.5%  | 1.6%   | -0.3%        | -0.4%  | -0.4%         | 2017          |   |                |                |                |                |                 |                |                 |                |  |
| %   |      | -1.7%  | -2.6%  | -2.0%  | -3.0%  | -2.1%  | -1.8%  | -1.4%  | -1.5%  | 1.6%   | -0.3%        | -0.4%  | -0.4%         | 2018          |   |                |                |                |                |                 |                |                 |                |  |
| %   |      | -1.7%  | -2.6%  | -2.0%  | -3.0%  | -2.1%  | -1.8%  | -1.4%  | -1.5%  | 1.6%   | -0.3%        | -0.4%  | -0.4%         | 2019          |   |                |                |                |                |                 |                |                 |                |  |
| %   |      | -1.7%  | -2.6%  | -2.0%  | -3.0%  | -2.1%  | -1.8%  | -1.4%  | -1.5%  | 1.6%   | -0.3%        | -0.4%  | -0.4%         | 2020          |   |                |                |                |                |                 |                |                 |                |  |
| %   |      | -1.7%  | -2.6%  | -2.0%  | -3.0%  | -2.1%  | -1.8%  | -1.4%  | -1.5%  | 1.6%   | -0.3%        | -0.4%  | -0.4%         | 2021          |   |                |                |                |                |                 |                |                 |                |  |
| %   |      | -1.7%  | -2.6%  | -2.0%  | -3.0%  | -2.1%  | -1.8%  | -1.4%  | -1.5%  | 1.6%   | -0.3%        | -0.4%  | -0.4%         | 2022          |   |                |                |                |                |                 |                |                 |                |  |

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

| STEAM REPORT FOR 2011-2022 - FINAL<br>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        | QUARTER                                 |        |       |       |                  |       |      |       |  |  |  |  |
| Less than 3% change   |      | Q1   |        |        | Q2     |       |       | Q3      |         |         | Q4           |         |                 |                 |   | Q1     |       | Q2    | Q3               | Q4    |      |       |  |  |  |  |
| A Fall of 3% or more  |      | JAN  | FEB    | MAR    | APR    | MAY   | JUN   | JUL     | AUG     | SEP     | OCT          | NOV     | DEC             | Annual Change   | 2.1%                                    | 22.8%  |       | 35.9% |                  | 52.2% |      | 36.0% |  |  |  |  |
| % 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%           |                 |   | 673.0% | 40.6% |       | -7.6%            | -9.3% |      |       |  |  |  |  |
| % 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%           | Annual Change                           | 2.1%   | 3.3%  |       | 4.7%             |       | 3.3% |       |  |  |  |  |
| 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 |  |  |  |  |
| 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 |  |  |  |  |
| 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         | 2.8%                                    | 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 |  |  |  |  |
| 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         | 1.2%                                    | 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 |  |  |  |  |
| 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         | 35.0%                                   | 56.4%  |       | 30.8  |                  | 253.4 |      | 450.7 |  |  |  |  |
| 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 |  |  |  |  |
| 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        |   |        |       |       |                  |       |      |       |  |  |  |  |
| 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             | 1,200.00        |   |        |       |       |                  |       |      |       |  |  |  |  |
| Share of Total  | %    | 27.1%  | 26.7%  | 25.7%  | 26.6%  | 24.6% | 25.0% | 25.6%   | 26.1%   | 26.2%   | 33.0%        | 29.4%   | 31.5%           | 1,000.00        |   |        |       |       |                  |       |      |       |  |  |  |  |
| Annual Change in Share  | %    | -1.4%  | -3.7%  | 3.5%   | -7.3%  | 1.4%  | 2.5%  | 2.0%    | 0.2%    | 26.2%   | -11.2%       | 7.3%    | 1.5%            | 800.00          |   |        |       |       |                  |       |      |       |  |  |  |  |
| 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%   | 1.5%            | 600.00          |   |        |       |       |                  |       |      |       |  |  |  |  |
| 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%    | 1.5%            | 400.00          |   |        |       |       |                  |       |      |       |  |  |  |  |
|   |      |  |        |        |        |       |       |         |         |         |              |         |                 | 200.00          |   |        |       |       |                  |       |      |       |  |  |  |  |
|   |      |  |        |        |        |       |       |         |         |         |              |         |                 | 0.00            |   |        |       |       |                  |       |      |       |  |  |  |  |
|   |      |  |        |        |        |       |       |         |         |         |              |         |                 |                 | Staying Visitor 000s                    |        |       |       | Share of Total % |       |      |       |  |  |  |  |

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

| STEAM REPORT FOR 2011-2022 - FINAL<br>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                                | QUARTER      |       |       |       |
| Less than 3% change   |   | Q1  |        |       | Q2    |       |       | Q3    |        |        | Q4    |              |       |               |   |              |       |       |       |
| A Fall of 3% or more  |   | JAN   | FEB    | MAR   | APR   | MAY   | JUN   | JUL   | AUG    | SEP    | OCT   | NOV          | DEC   | Annual Change | 2.9%                                    | 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%         | 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%          | 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         | 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         | 2.7%                                    | 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 | 3.50          | 80.0%                                   | 60.0%        | 40.0% | 20.0% | 0.0%  |
| 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% | 2.50          | 60.0%                                   | 40.0%        | 20.0% | 0.0%  | 0.0%  |
| 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%        | 1.00  | 80.0%         | 60.0%                                   | 40.0%        | 20.0% | 0.0%  |       |
| 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%        |       |               |   |              |       |       |       |

## 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*

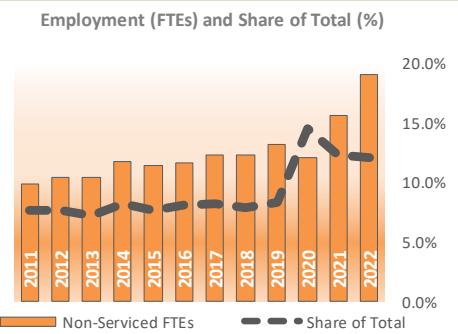
*Day Visitor*

| STEAM REPORT FOR 2011-2022 - FINAL |      |   |        |        |        |        |        |        |        |        |        | 2011 to 2022 |        | TOTAL         |  | TOTAL EMPLOYMENT                         |  |       |  |       |  |                |  |       |  |  |  |  |  |
|------------------------------------|------|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------|--------|---------------|--|--|--|-------|--|-------|--|----------------|--|-------|--|--|--|--|--|
| SOUTH KESTEVEN DISTRICT COUNCIL    |      |   |        |        |        |        |        |        |        |        |        |              |        |               |  |  |  |       |  |       |  |                |  |       |  |  |  |  |  |
| 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                                 |  | Q1    |  | Q2    |  | Q3             |  | Q4    |  |  |  |  |  |
| Less than 3% change                |      | Q1  |        |        | Q2     |        |        | Q3     |        |        | Q4     |              |        |               |  | Annual Change                            |  | Q1    |  | Q2    |  | Q3             |  | Q4    |  |  |  |  |  |
| A Fall of 3% or more               |      | JAN   | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT    | NOV          | DEC    |               |  | 26.4%                                    |  | 20.5% |  | 20.6% |  | 18.7%          |  |       |  |  |  |  |  |
| % 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%         |  | 197.5%                                   |  | 33.9% |  | -4.6% |  | -3.1%          |  |       |  |  |  |  |  |
| % 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%         |  |  |  |       |  |       |  |                |  |       |  |  |  |  |  |
| 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  | 3,000         |  |  |  |       |  |       |  | 120.0%         |  |       |  |  |  |  |  |
| 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  | 2,500         |  |  |  |       |  |       |  | 100.0%         |  |       |  |  |  |  |  |
| 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% | 100.0%        |  |  |  |       |  |       |  | 80.0%          |  |       |  |  |  |  |  |
| Annual Change in Share             | %    |   |        |        |        |        |        |        |        |        |        |              |        | 1,500         |  |  |  |       |  |       |  | 60.0%          |  |       |  |  |  |  |  |
| Change in Share from 2011          | %    |   |        |        |        |        |        |        |        |        |        |              |        | 1,000         |  |  |  |       |  |       |  | 40.0%          |  |       |  |  |  |  |  |
| Avg Ann. Change in Share           | %    |   |        |        |        |        |        |        |        |        |        |              |        | 500           |  |  |  |       |  |       |  | 20.0%          |  |       |  |  |  |  |  |
|                                    |      |   |        |        |        |        |        |        |        |        |        |              |        | 0             |  |  |  |       |  |       |  | 0.0%           |  |       |  |  |  |  |  |
|                                    |      |   |        |        |        |        |        |        |        |        |        |              |        | Total FTEs    |  |  |  |       |  |       |  | Share of Total |  |       |  |  |  |  |  |

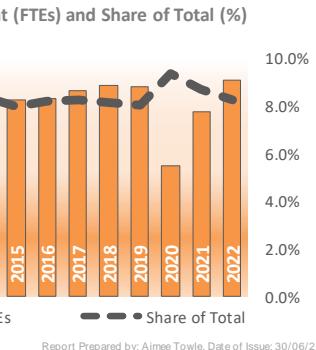
| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |      |  |        |        |        |        |       |        |        |       | 2011 to 2022 |       | SERVICED      |  | DIRECT EMPLOYMENT |               |      |                |      |               |      |               |  |
|---|------|--|--------|--------|--------|--------|-------|--------|--------|-------|--------------|-------|---------------|--|-------------------|---------------|------|----------------|------|---------------|------|---------------|--|
| 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                                 | QUARTER           |               |      |                |      |               |      |               |  |
| Less than 3% change   |      | Q1   |        |        | Q2     |        |       | Q3     |        |       | Q4           |       |               |  |                   | Q1            |      | Q2             | Q3   | Q4            |      |               |  |
| A Fall of 3% or more  |      | JAN  | FEB    | MAR    | APR    | MAY    | JUN   | JUL    | AUG    | SEP   | OCT          | NOV   | DEC           | 14.6%                                    | 12.6%<br>214.1%   | 12.6%         |      | 17.3%<br>72.1% |      | 15.4%<br>0.9% |      | 13.4%<br>1.5% |  |
| % 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%         |  |                   | Annual Change | 1.1% | 1.6%           | 1.4% | 1.2%          | 1.2% |               |  |
| % 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%                                    |                   |               |      |                |      |               |      |               |  |
| 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%                                     |                   |               |      |                |      |               |      |               |  |
| 2011  | FTEs | 663  | 773    | 742    | 661    | 683    | 719   | 690    | 699    | 691   | 694          | 718   | 694           | 702                                      |                   |               | 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          | Employment (FTEs) and Share of Total (%) |                   |               |      |                |      |               |      |               |  |
| Serviced  | FTEs | 702  | 734    | 750    | 742    | 743    | 694   | 701    | 789    | 781   | 427          | 576   | 805           | FTEs                                     |                   |               |      |                |      |               |      |               |  |
| 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                           |                   |               |      |                |      |               |      |               |  |
| 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%         | 35.0%                                    |                   |               |      |                |      |               |      |               |  |
| 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%                                    | 30.0%             |               |      |                |      |               |      |               |  |
| 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%                                    | 25.0%             |               |      |                |      |               |      |               |  |
| 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%                                    | 20.0%             |               |      |                |      |               |      |               |  |
|   |      |  |        |        |        |        |       |        |        |       |              |       |               | 15.0%                                    |                   |               |      |                |      |               |      |               |  |
|   |      |  |        |        |        |        |       |        |        |       |              |       |               | 10.0%                                    |                   |               |      |                |      |               |      |               |  |
|   |      |  |        |        |        |        |       |        |        |       |              |       |               | 5.0%                                     |                   |               |      |                |      |               |      |               |  |
|   |      |  |        |        |        |        |       |        |        |       |              |       |               | 0.0%                                     |                   |               |      |                |      |               |      |               |  |

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

| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |      |  |        |        |        |       |       |       |        |        | 2011 to 2022 |        | NON-SERVICED  |                            | DIRECT EMPLOYMENT                        |        |       |       |        |       |     |      |      |      |
|---|------|--|--------|--------|--------|-------|-------|-------|--------|--------|--------------|--------|---------------|----------------------------|--|--------|-------|-------|--------|-------|-----|------|------|------|
| 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                   | QUARTER                                  |        |       |       |        |       |     |      |      |      |
| Less than 3% change   |      | Q1   |        | Q2     |        | Q3    |       | Q4    |        |        |              |        |               |                            |  |        |       |       |        |       |     |      |      |      |
| A Fall of 3% or more  |      | JAN  | FEB    | MAR    | APR    | MAY   | JUN   | JUL   | AUG    | SEP    | OCT          | NOV    | DEC           | Annual Change              |  | Q1     | Q2    | Q3    | Q4     |       |     |      |      |      |
| % Change 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%                      |  | 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                        |  | 96     | 225   | 252   | 114    |       |     |      |      |      |
| 2012  | FTEs | 93   | 98     | 131    | 176    | 255   | 263   | 242   | 285    | 254    | 160          | 115    | 100           | 181                        |  | 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           |                            | 350                                      | 20.0%  | 300   | 15.0% | 250    | 10.0% | 200 | 5.0% | 0.0% |      |
| 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         |                            | 300                                      | 10.0%  | 250   | 5.0%  | 200    | 0.0%  | 150 | 0.0% | 100  | 0.0% |
| 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%         |                            | 250                                      | 15.0%  | 200   | 10.0% | 150    | 5.0%  | 100 | 0.0% | 50   | 0.0% |
| 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%                       |  |        |       |       |        |       |     |      |      |      |



| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |      |  |        |        |        |       |        |        |        |        | 2011 to 2022 |        | SFR           |               | DIRECT EMPLOYMENT                        |        |       |        |        |       |       |       |       |       |       |      |      |
|---|------|--|--------|--------|--------|-------|--------|--------|--------|--------|--------------|--------|---------------|---------------|--|--------|-------|--------|--------|-------|-------|-------|-------|-------|-------|------|------|
| 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      | QUARTER                                  |        |       |        |        |       |       |       |       |       |       |      |      |
| Less than 3% change   |      | Q1   |        |        | Q2     |       |        | Q3     |        |        | Q4           |        |               |               |  | Q1     |       | Q2     | Q3     | Q4    |       |       |       |       |       |      |      |
| A Fall of 3% or more  |      | JAN  | FEB    | MAR    | APR    | MAY   | JUN    | JUL    | AUG    | SEP    | OCT          | NOV    | DEC           | Annual Change | 9.8%                                     | 9.8%   | 15.3% | 19.4%  | 15.5%  |       |       |       |       |       |       |      |      |
| % 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%         |               |  | 649.2% | 30.0% | -20.2% | -20.3% |       |       |       |       |       |       |      |      |
| % 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%         | Annual Change                            | 0.9%   | 1.4%  | 1.8%   | 1.4%   |       |       |       |       |       |       |      |      |
| 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%          |  |        | 198   | 212    | 204    | 175   |       |       |       |       |       |      |      |
| 2011  | FTEs | 331  | 129    | 135    | 281    | 197   | 157    | 232    | 244    | 136    | 128          | 106    | 289           | 197           | 2.2%                                     | 201    | 216   | 209    | 180    |       |       |       |       |       |       |      |      |
| 2012  | FTEs | 334  | 130    | 139    | 288    | 200   | 161    | 236    | 251    | 140    | 131          | 111    | 297           | 202           |  |        | 213   | 221    | 215    | 188   |       |       |       |       |       |      |      |
| 2013  | FTEs | 348  | 141    | 151    | 293    | 206   | 163    | 244    | 260    | 142    | 134          | 116    | 314           | 209           | 3.9%                                     | -0.3%  | 209   | 221    | 219    | 187   |       |       |       |       |       |      |      |
| 2014  | FTEs | 345  | 136    | 146    | 293    | 207   | 163    | 246    | 263    | 147    | 135          | 115    | 311           | 209           | 204                                      |        | 220   | 220    | 179    |       |       |       |       |       |       |      |      |
| 2015  | FTEs | 340  | 129    | 142    | 289    | 207   | 165    | 248    | 267    | 146    | 132          | 110    | 295           | 206           | -1.5%                                    | 0.6%   | 203   | 222    | 223    | 181   |       |       |       |       |       |      |      |
| 2016  | FTEs | 337  | 129    | 142    | 290    | 208   | 166    | 250    | 270    | 148    | 133          | 111    | 300           | 207           | 208                                      |        | 232   | 232    | 187    |       |       |       |       |       |       |      |      |
| 2017  | FTEs | 351  | 131    | 143    | 303    | 220   | 172    | 261    | 279    | 156    | 137          | 114    | 311           | 215           | 3.8%                                     | 2.9%   | 217   | 237    | 236    | 195   |       |       |       |       |       |      |      |
| 2018  | FTEs | 365  | 138    | 148    | 310    | 225   | 176    | 265    | 285    | 157    | 142          | 118    | 325           | 221           | 214                                      |        | 237   | 234    | 193    |       |       |       |       |       |       |      |      |
| 2019  | FTEs | 361  | 135    | 146    | 310    | 226   | 175    | 266    | 283    | 155    | 141          | 118    | 320           | 220           | -0.7%                                    | -38.0% | 232   | 17     | 205    | 90    |       |       |       |       |       |      |      |
| 2020  | FTEs | 472  | 144    | 80     | 19     | 17    | 14     | 162    | 263    | 189    | 137          | 18     | 117           | 136           | 194                                      |        | 42.4% | 29     | 188    | 305   |       |       |       |       |       |      |      |
| 2021  | FTEs | 49   | 19     | 20     | 116    | 228   | 220    | 325    | 343    | 247    | 226          | 147    | 385           | 227           | 17.1%                                    | 10.0%  | 218   | 244    | 243    | 202   |       |       |       |       |       |      |      |
| 2022  | FTEs | 368  | 134    | 151    | 320    | 232   | 181    | 275    | 292    | 164    | 146          | 121    | 338           | 227           | 2011                                     |        | 2012  | 2013   | 2014   | 2015  | 2016  | 2017  | 2018  | 2019  | 2020  | 2021 | 2022 |
| 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           |               | 2011                                     | 2012   | 2013  | 2014   | 2015   | 2016  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022 |      |
| 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         | 8.7%          | 8.5%                                     | 8.4%   | 8.3%  | 7.9%   | 8.2%   | 8.2%  | 8.1%  | 8.0%  | 9.3%  | 8.7%  | 8.2%  |      |      |
| Share of Total  | %    | 8.7%   | 8.5%   | 8.4%   | 8.3%   | 7.9%  | 8.2%   | 8.2%   | 8.2%   | 8.1%   | 8.0%         | 8.7%   | 8.2%          |               | -2.0%                                    | -1.6%  | -0.8% | -4.6%  | 3.0%   | 1.0%  | -1.7% | -1.5% | 16.6% | -6.7% | -5.1% |      |      |
| Annual Change in Share  | %    |  |        |        |        |       |        |        |        |        |              |        |               | -2.0%         | -3.6%                                    | -4.4%  | -8.8% | -6.0%  | -5.1%  | -6.8% | -8.2% | 7.0%  | -0.1% | -5.2% |       |      |      |
| Change in Share from 2011   | %    |  |        |        |        |       |        |        |        |        |              |        |               |               | -2.0%                                    | -3.6%  | -4.4% | -8.8%  | -6.0%  | -5.1% | -6.8% | -8.2% | 7.0%  | 0.8%  | 0.0%  |      |      |
| 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% |       |      |      |



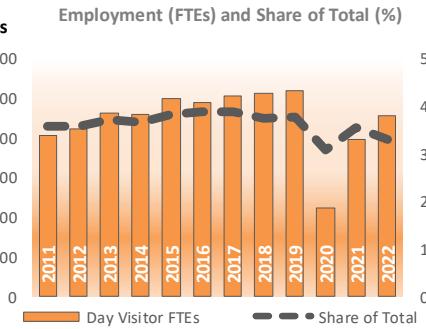
| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |      |  |        |        |        |       |       |       |       |        | 2011 to 2022 |       | STAYING VISITOR |  | DIRECT EMPLOYMENT |               |       |       |       |
|---|------|--|--------|--------|--------|-------|-------|-------|-------|--------|--------------|-------|-----------------|--|-------------------|---------------|-------|-------|-------|
| EMPLOYMENT BY:  |      | MONTH AND QUARTER  |        |        |        |       |       |       |       |        |              |       | CALENDAR YEAR   |  | QUARTER           |               |       |       |       |
| KEY   |      | STAYING VISITOR  |        |        |        |       |       |       |       |        |              |       |                 |  |                   |               |       |       |       |
| An increase of 3% or more   |      | DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES |        |        |        |       |       |       |       |        |              |       | TOTAL           |  | % Change          |               |       |       |       |
| Less than 3% change   |      | Q1   |        |        | Q2     |       |       | Q3    |       |        | Q4           |       |                 |  |                   | Q1            |       |       |       |
| A Fall of 3% or more  |      | JAN  | FEB    | MAR    | APR    | MAY   | JUN   | JUL   | AUG   | SEP    | OCT          | NOV   | DEC             |  |                   | Q1            |       |       |       |
| % 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%         |       |       |       |
| % 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%        |       |       |       |
| 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%                                     |                   | Annual Change |       |       |       |
| 2011  | FTEs | 1,076  | 989    | 996    | 1,108  | 1,133 | 1,133 | 1,158 | 1,214 | 1,074  | 972          | 929   | 1,071           | 1,071                                    | 2.0%              |               |       |       |       |
| 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                                    | 4.2%              | 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            | 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           | FTEs                                     |                   |               |       |       |       |
| 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           | 2,000                                    |                   |               |       |       |       |
| 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%           | 80.0%                                    |                   |               |       |       |       |
| 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%  |                 | 60.0%                                    |                   |               |       |       |       |
| 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%  |                 | 40.0%                                    |                   |               |       |       |       |
| 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%  |                 | 20.0%                                    |                   |               |       |       |       |
|   |      |  |        |        |        |       |       |       |       |        |              |       |                 | 0.0%                                     |                   |               |       |       |       |

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

Staying Visitor FTEs Share of Total

| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |      |  |        |       |       |       |       |       |       |       | 2011 to 2022 |       | DAY VISITOR   |  | DIRECT EMPLOYMENT |       |       |       |      |
|---|------|--|--------|-------|-------|-------|-------|-------|-------|-------|--------------|-------|---------------|--|-------------------|-------|-------|-------|------|
| 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                                 | QUARTER           |       |       |       |      |
| Less than 3% change   |      | Q1   |        | Q2    |       | Q3    |       | Q4    |       |       |              |       |               | 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   |      | 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%                                    | 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%                                     | Annual Change     | 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                                      |                   | 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          | Employment (FTEs) and Share of Total (%) |                   |       |       |       |      |
| Day Visitor   | FTEs | 807  | 844    | 921   | 917   | 990   | 976   | 1,003 | 1,019 | 1,030 | 446          | 791   | 907           | FTEs                                     |                   |       |       |       |      |
| 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%         |  |                   |       |       |       |      |



| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |  |       |       |                |       |                |        | 2022                                |       | STAYING VISITORS |       | ACCOMMODATION SUPPLY<br>DISTRIBUTION BY TYPE |       |  |  |  |  |
|---|--|-------|-------|----------------|-------|----------------|--------|-------------------------------------|-------|------------------|-------|--|-------|--|--|--|--|
| SERVICED ACCOMMODATION  |  | 2022  |       | Change on 2021 |       | Change on 2011 |        | SEASONAL AVAILABILITY OF BED SUPPLY |       |                  |       |  |       |  |  |  |  |
| 2022  |  | Est.  | Beds  | Est.           | Beds  | Est.           | Beds   | 2022                                |       |                  |       |  |       |  |  |  |  |
| Serviced Accommodation Total  |  | 155   | 2,915 | -1             | -9    | +17            | +343   | SEASONAL AVAILABILITY OF BED SUPPLY |       |                  |       |  |       |  |  |  |  |
| +50 Room  |  | 6     | 1,151 | 0              | 0     | +1             | +175   | 2022                                |       |                  |       |  |       |  |  |  |  |
| 11-50 Room  |  | 13    | 748   | 0              | 0     | -2             | -6     | Non-Serviced Accommodation          |       |                  |       |  |       |  |  |  |  |
| <10 Room  |  | 136   | 1,016 | -1             | -9    | +18            | +174   | Serviced Accommodation              |       |                  |       |  |       |  |  |  |  |
| NON-SERVICED ACCOMMODATION  |  | 2022  |       | Change on 2021 |       | Change on 2011 |        |                                     |       |                  |       |  |       |  |  |  |  |
| 2022  |  | 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  |       | Change on 2021 |       | Change on 2011 |        |                                     |       |                  |       |  |       |  |  |  |  |
| 2022  |  | 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 |  |  |  |  |

## Report Sections With Historic Financial Data Indexed to 2022 Prices

**Sections:**  
*Comparative Headlines*  
*Key Measures*  
*Economic Impact*  
*Sectoral Analysis*

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

**Indexation:** *Indexation to: 2022*

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

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

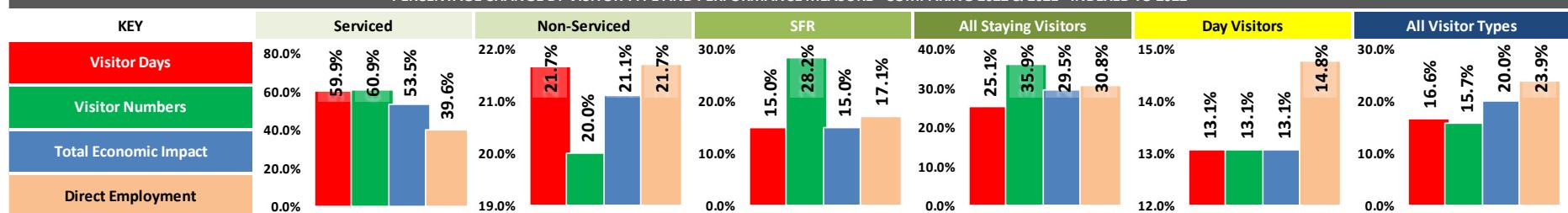
Comparing 2022 and 2021  
2021 in 2022 prices (1.078)

COMPARATIVE HEADLINES

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

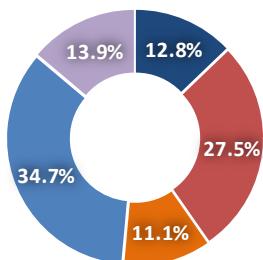
| KEY                       |      | Staying in Paid Accommodation |       |       |       |       |       |              |       |       |       |       |       | Staying with Friends and Relatives (SFR) |        |       | All Staying Visitors |        |       | Day Visitors      |       |       | All Visitor Types |        |        |       |
|---------------------------|------|-------------------------------|-------|-------|-------|-------|-------|--------------|-------|-------|-------|-------|-------|--|--------|-------|----------------------|--------|-------|-------------------|-------|-------|-------------------|--------|--------|-------|
| An increase of 3% or more |      | Serviced                      |       |       |       |       |       | Non-Serviced |       |       | SFR   |       |       | All Staying Visitors                     |        |       | Day Visitors         |        |       | All Visitor Types |       |       |                   |        |        |       |
| Less than 3% change       |      | 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   | +/- % | 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

- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport



| 2022          | 2021          | +/- %        |
|---------------|---------------|--------------|
| 21.00         | 15.21         | 38.1%        |
| 45.02         | 37.83         | 19.0%        |
| 18.24         | 15.31         | 19.1%        |
| 56.82         | 48.48         | 17.2%        |
| 22.70         | 19.42         | 16.9%        |
| 163.77        | 136.24        | 20.2%        |
| 54.40         | 45.61         | 19.3%        |
| <b>218.18</b> | <b>181.85</b> | <b>20.0%</b> |

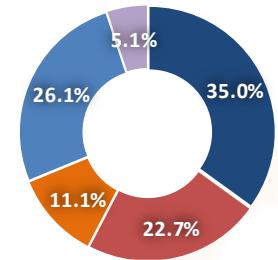
**TOTAL**

| 2022         | 2021         | +/- %        |
|--------------|--------------|--------------|
| 794          | 603          | 31.6%        |
| 515          | 426          | 20.9%        |
| 253          | 209          | 21.1%        |
| 593          | 498          | 19.1%        |
| 116          | 98           | 18.8%        |
| <b>2,271</b> | <b>1,834</b> | <b>23.9%</b> |
| 483          | 398          | 21.2%        |
| <b>2,754</b> | <b>2,232</b> | <b>23.4%</b> |

**TOTAL**

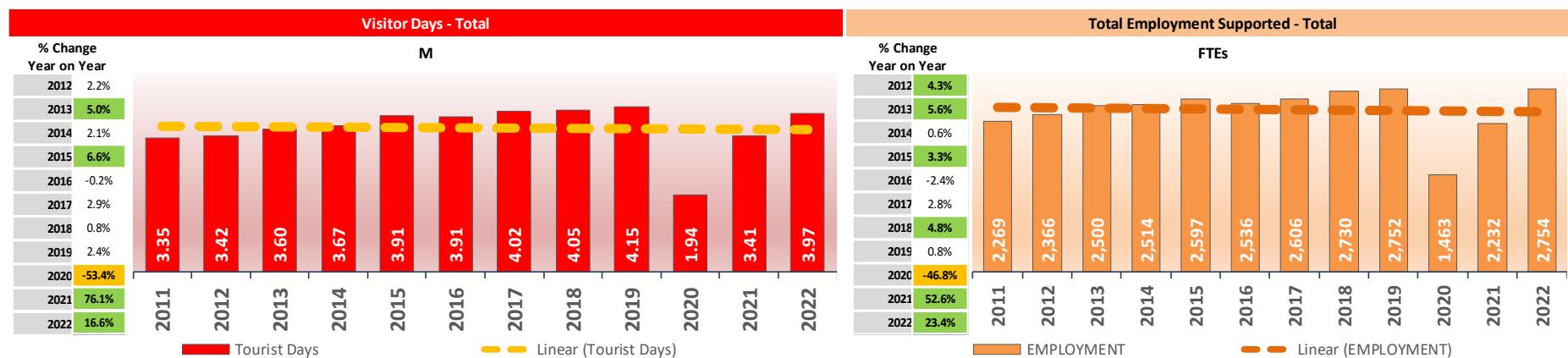
Sectoral Distribution of Employment - FTEs

- Accommodation
- Food & Drink
- Recreation
- Shopping
- Transport



**Direct Employment Categories**

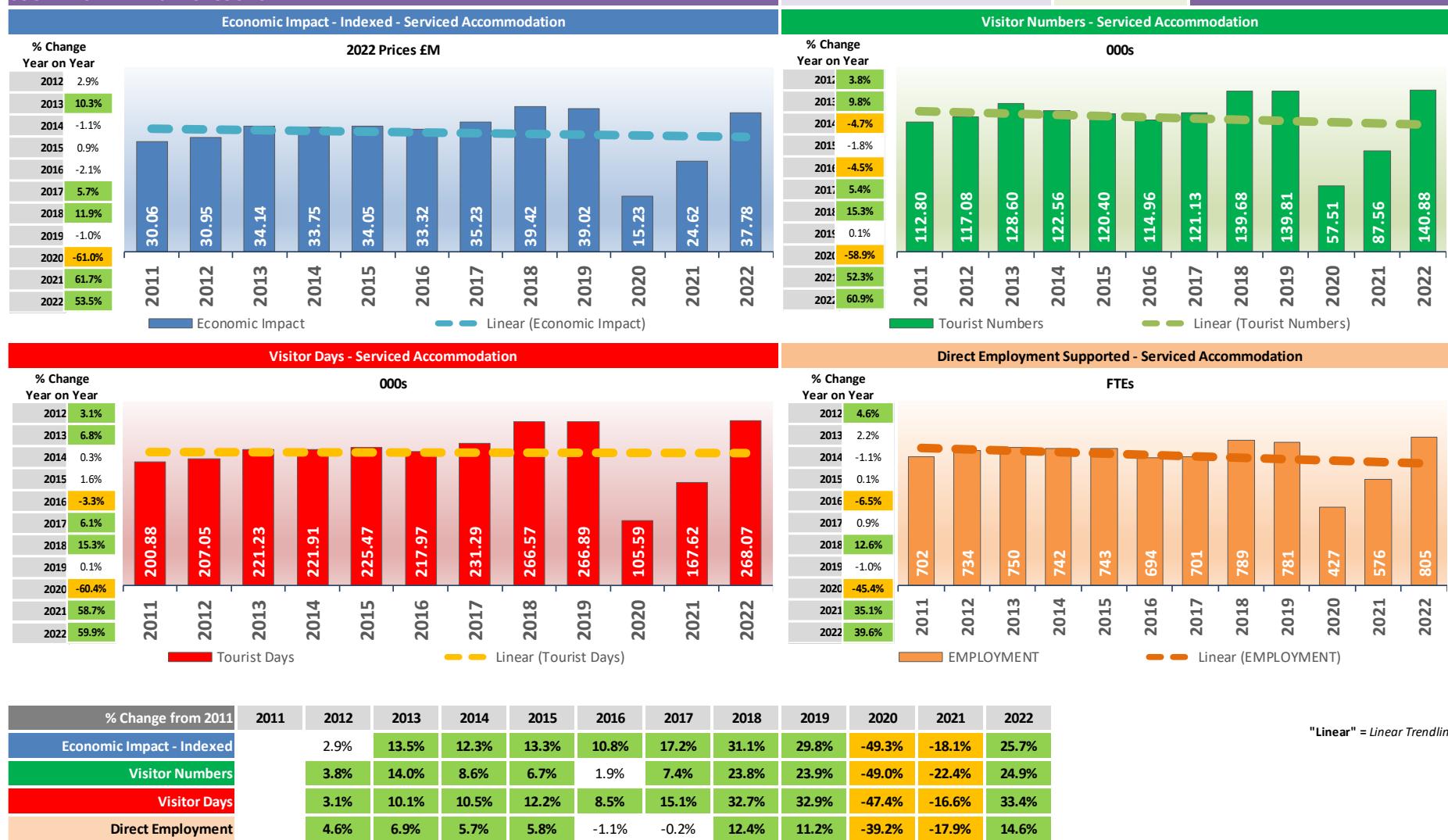
STEAM REPORT FOR 2011-2022 - FINAL  
SOUTH KESTEVEN DISTRICT COUNCIL



| % 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% |      |

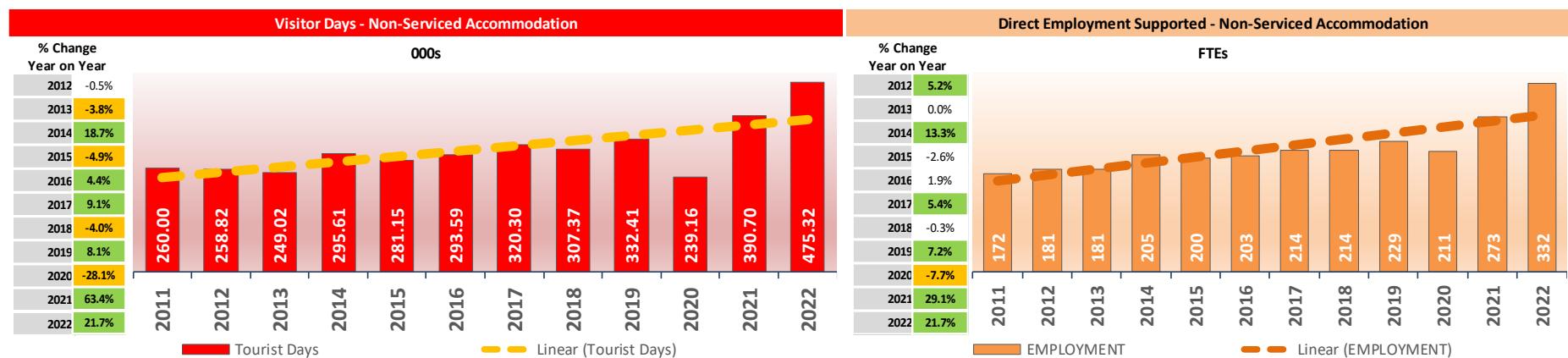
"Linear" = Linear Trendline

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



## STEAM REPORT FOR 2011-2022 - FINAL

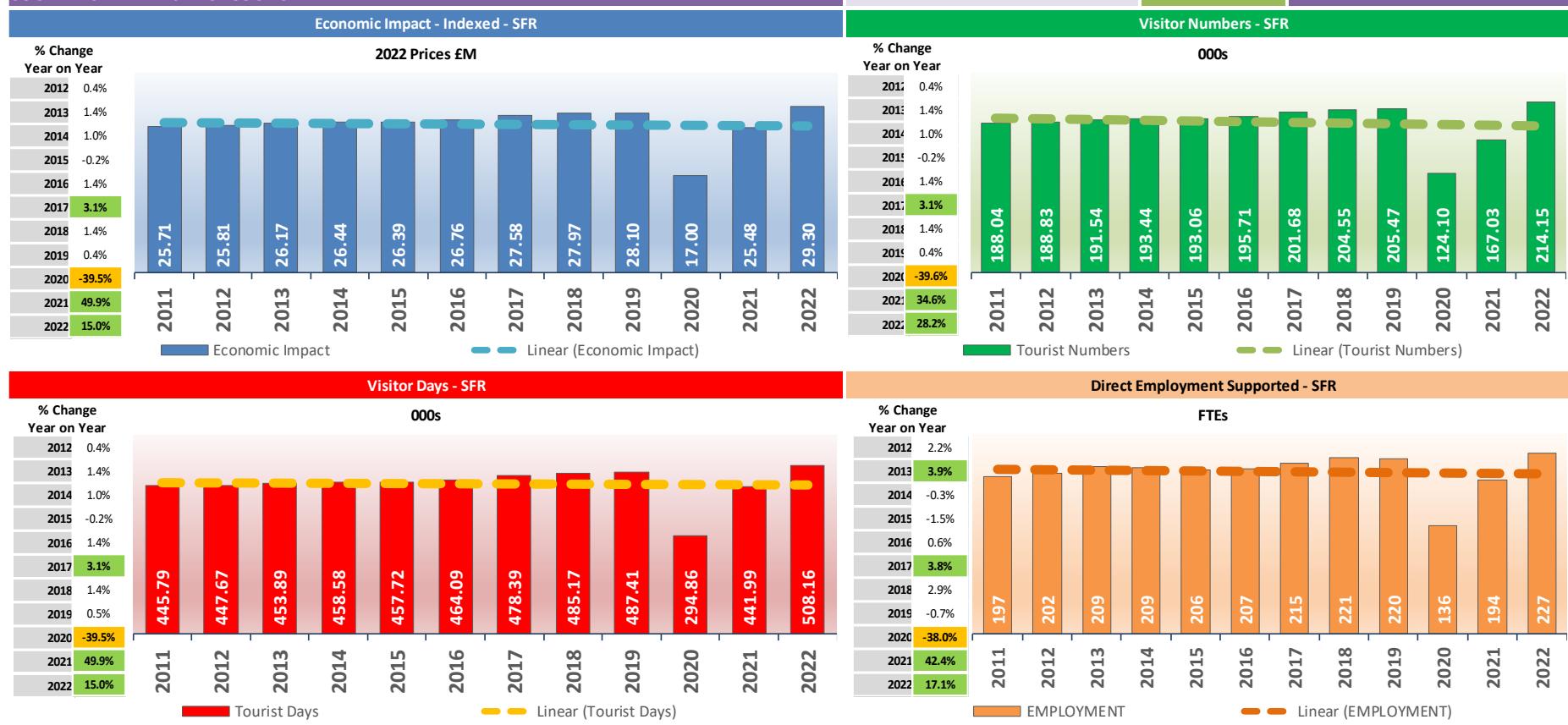
### SOUTH KESTEVEN DISTRICT COUNCIL



| % 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 KESTEVEN DISTRICT COUNCIL



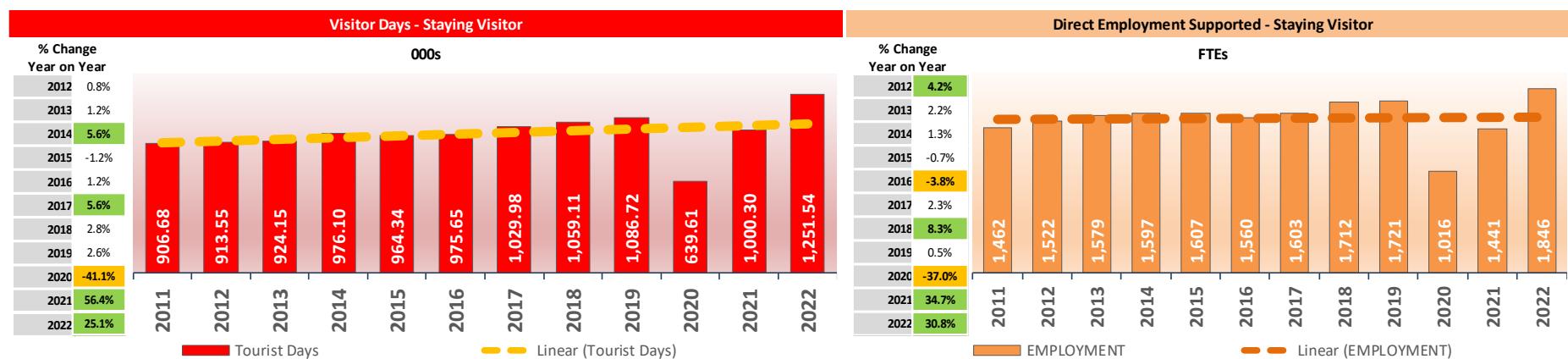
| % Change from 2011        | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017  | 2018  | 2019   | 2020   | 2021  | 2022 |
|---------------------------|------|------|------|------|------|------|-------|-------|--------|--------|-------|------|
| Economic Impact - Indexed | 0.4% | 1.8% | 2.9% | 2.7% | 4.1% | 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% |      |

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"Linear" = Linear Trendline

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

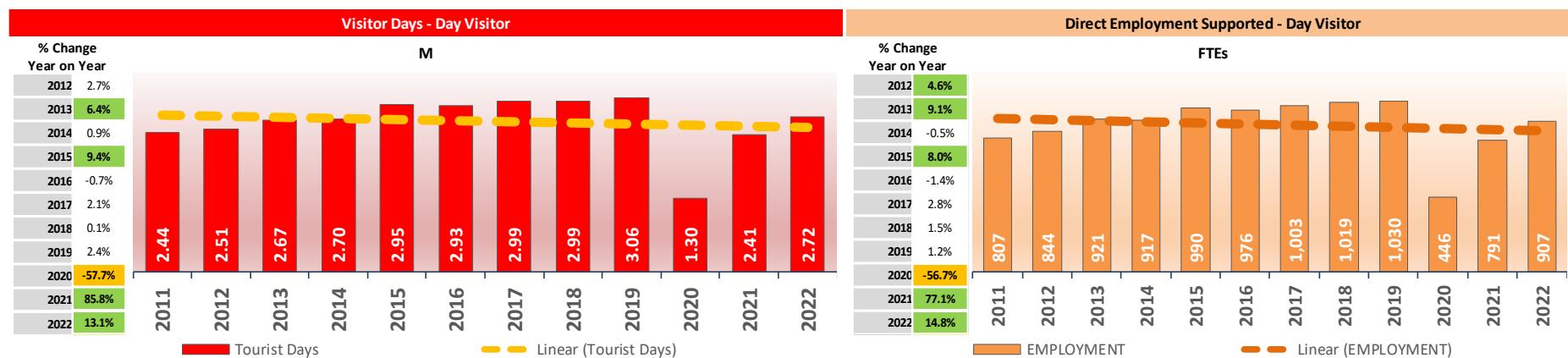
STEAM REPORT FOR 2011-2022 - FINAL  
SOUTH KESTEVEN DISTRICT COUNCIL



| % 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

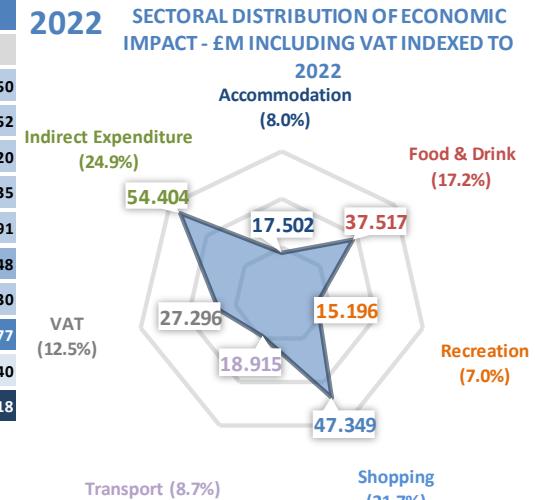
STEAM REPORT FOR 2011-2022 - FINAL  
SOUTH KESTEVEN DISTRICT COUNCIL



| % 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

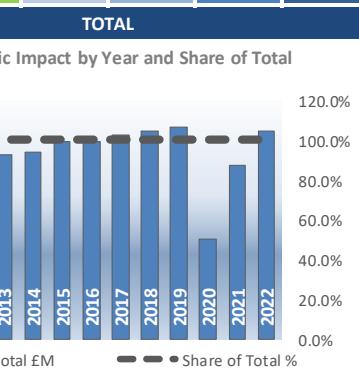
| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL       |           |               |               |               |               |               |               |               |               |               |               | 2011 to 2022   | 2022 Prices   | TOTAL | SECTORAL ANALYSIS<br>Indexed |
|---|-----------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--|---------------|-------|------------------------------|
| SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2022 |           |               |               |               |               |               |               |               |               |               |               | 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         |       |                              |
| <b>TOTAL</b>  | <b>£M</b> | <b>178.72</b> | <b>182.56</b> | <b>192.46</b> | <b>196.26</b> | <b>206.70</b> | <b>206.47</b> | <b>213.44</b> | <b>217.26</b> | <b>221.45</b> | <b>105.10</b> | <b>181.85</b>  | <b>218.18</b> |       |                              |



| 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          |
| <b>TOTAL</b>                               | <b>FTEs</b> | <b>2,269</b> | <b>2,366</b> | <b>2,500</b> | <b>2,514</b> | <b>2,597</b> | <b>2,536</b> | <b>2,606</b> | <b>2,730</b> | <b>2,752</b> | <b>1,463</b> | <b>2,232</b> | <b>2,754</b> |



| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |    |   |        |        |        |        |        |        |        |        |        | 2011 to 2022<br>2022 Prices |        | TOTAL         |  | ECONOMIC IMPACT<br>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                                   | QUARTER                    |  |       |  |       |  |       |  |       |  |
| Less than 3% change   |    | Q1  |        |        | Q2     |        |        | Q3     |        |        | Q4     |                             |        |               |  | 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        |  | 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%                      | 100.0% |               |  |                            |  |       |  |       |  |       |  |       |  |
| Annual Change in Share  | %  |   |        |        |        |        |        |        |        |        |        |                             |        |               |  |                            |  |       |  |       |  |       |  |       |  |
| Change in Share from 2011   | %  |   |        |        |        |        |        |        |        |        |        |                             |        |               |  |                            |  |       |  |       |  |       |  |       |  |
| Avg Ann. Change in Share  | %  |   |        |        |        |        |        |        |        |        |        |                             |        |               |  |                            |  |       |  |       |  |       |  |       |  |



| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |    |   |        |        |        |        |        |        |        |        | 2011 to 2022<br>2022 Prices |        | SERVICED ACCOMMODATION |  | ECONOMIC IMPACT<br>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                   | QUARTER |        |       |       |       |  |  |
| Less than 3% change   |    | Q1  |        |        | Q2     |        |        | Q3     |        |        | Q4                          |        |                        |  |                            | Q1      |        | Q2    | Q3    | Q4    |  |  |
| A Fall of 3% or more  |    | JAN   | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT                         | NOV    | DEC                    |  |                            | 11.9%   | 40.6%  | 29.2% | 25.0% |       |  |  |
| % 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%                                      |                            | 393.9%  | 101.4% | 1.2%  | 4.4%  |       |  |  |
| % 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%                                      | Annual Change              | 1.1%    | 3.7%   | 2.7%  | 2.3%  |       |  |  |
| 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%                                       |                            |         | 8.846  | 6.752 | 7.403 | 7.064 |  |  |
| 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%                       | 8.861   | 7.147  | 7.758 | 7.186 |       |  |  |
| 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                                      |                            | 10.86   | 7.608  | 7.696 | 7.977 |       |  |  |
| 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%                      | 10.14   | 7.867  | 8.409 | 7.631 |       |  |  |
| 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%                       | 9.779   | 7.683  | 8.314 | 7.546 |       |  |  |
| 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%                      | 9.560   | 8.813  | 8.834 | 8.027 |       |  |  |
| 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%                       | 10.57   | 9.834  | 10.04 | 8.974 |       |  |  |
| 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%                      | 10.44   | 9.778  | 9.890 | 8.905 |       |  |  |
| 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%                      | 8.342   | 0.876  | 3.982 | 2.030 |       |  |  |
| 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                   | 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                  | £M   |                            |         |        |       |       |       |  |  |
| 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 %                           |                            |         |        |       |       |       |  |  |
| 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%   |                        |  |                            |         |        |       |       |       |  |  |

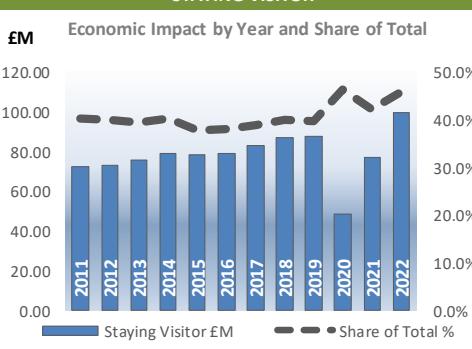
| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |    |   |         |         |        |        |        |        |        |        | 2011 to 2022<br>2022 Prices |        | NON-SERVICED ACCOMMODATION |                            | ECONOMIC IMPACT<br>Indexed                 |                  |  |        |         |       |       |        |       |        |       |  |  |  |
|---|----|---|---------|---------|--------|--------|--------|--------|--------|--------|-----------------------------|--------|----------------------------|----------------------------|--|------------------|--|--------|---------|-------|-------|--------|-------|--------|-------|--|--|--|
| ECONOMIC IMPACT BY:   |    | MONTH AND QUARTER   |         |         |        |        |        |        |        |        |                             |        | CALENDAR YEAR              |                            | QUARTER                                    |                  |  |        |         |       |       |        |       |        |       |  |  |  |
| KEY   |    | NON-SERVICED ACCOMMODATION                                |         |         |        |        |        |        |        |        |                             |        | CALENDAR YEAR              |                            |  |                  |  |        |         |       |       |        |       |        |       |  |  |  |
| An increase of 3% or more   |    | ECONOMIC IMPACT £M - INDEXED TO 2022 / PERCENTAGE CHANGES |         |         |        |        |        |        |        |        |                             |        | TOTAL                      |                            |  |                  |  |        |         |       |       |        |       |        |       |  |  |  |
| Less than 3% change   |    | Q1  |         |         | Q2     |        |        | Q3     |        |        | Q4                          |        |                            | % Change                   |  | Q1               |  | Q2     |         | Q3    |       | Q4     |       |        |       |  |  |  |
| A Fall of 3% or more  |    | JAN   | FEB     | MAR     | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT                         | NOV    | DEC                        |                            |  | Annual<br>Change |  | 146.2% |         | 70.2% |       | 102.5% |       | 144.1% |       |  |  |  |
| % 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%                      |  |                  |  |        | 4272.6% |       | 34.9% |        | -0.9% |        | 4.4%  |  |  |  |
| % 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%                      |  |                  |  |        | 13.3%   |       | 6.4%  |        | 9.3%  |        | 13.1% |  |  |  |
| 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%                       |  |                  |  |        | 1.259   |       | 5.757 |        | 7.327 |        | 1.831 |  |  |  |
| 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                      |  |                  |  |        | 1.342   |       | 5.587 |        | 7.274 |        | 1.916 |  |  |  |
| 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                      | -0.3%                                      |                  |  |        | 1.334   |       | 5.061 |        | 7.140 |        | 1.904 |  |  |  |
| 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                      | -4.2%                                      |                  |  |        | 1.273   |       | 5.685 |        | 8.657 |        | 1.846 |  |  |  |
| 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                      | 18.9%                                      |                  |  |        | 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                      | -4.9%                                      |                  |  |        | 1.338   |       | 5.847 |        | 9.240 |        | 2.007 |  |  |  |
| 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                      | 5.6%                                       |                  |  |        | 1.433   |       | 6.311 |        | 10.15 |        | 2.158 |  |  |  |
| 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                      | 8.8%                                       |                  |  |        | 1.374   |       | 6.092 |        | 9.638 |        | 2.097 |  |  |  |
| 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                      | -4.2%                                      |                  |  |        | 1.476   |       | 6.669 |        | 10.19 |        | 2.241 |  |  |  |
| 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                      | 7.2%                                       |                  |  |        | 2.059   |       | 0.446 |        | 11.52 |        | 2.253 |  |  |  |
| 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                      | -20.9%                                     |                  |  |        | 2.071   |       | 7.262 |        | 14.98 |        | 4.279 |  |  |  |
| 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                      | 63.4%                                      |                  |  |        | 2.084   |       | 9.799 |        | 14.84 |        | 4.469 |  |  |  |
| 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                      | 21.1%                                      |                  |  |        | 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                      | 35.00                      |  |                  |  |        | 20.0%   |       |       |        |       |        |       |  |  |  |
| 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                     | 30.00                      |  |                  |  |        | 15.0%   |       |       |        |       |        |       |  |  |  |
| 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%                      | 25.00                      |  |                  |  |        | 10.0%   |       |       |        |       |        |       |  |  |  |
| 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%                       | 30.00                                      |                  |  |        |         | 5.0%  |       |        |       |        |       |  |  |  |
| 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%                      | 35.00                                      |                  |  |        |         | 0.0%  |       |        |       |        |       |  |  |  |
| 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%                       | 30.00                                      |                  |  |        |         |       |       |        |       |        |       |  |  |  |

| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |    |   |        |        |        |        |        |        |        |        | 2011 to 2022<br>2022 Prices |        | SFR           |       | ECONOMIC IMPACT<br>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                   | QUARTER          |  |       |  |  |  |        |  |       |  |
| Less than 3% change   |    | Q1  |        |        | Q2     |        |        | Q3     |        |        | Q4                          |        |               |       |                            | Q1               |  | Q2    |  | Q3   |  | Q4     |  |       |  |
| A Fall of 3% or more  |    | JAN   | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT                         | NOV    | DEC           |       |                            | 8.8%             |  | 14.2% |  | 18.4%                                      |  | 14.4%  |  |       |  |
| % 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% |                            | 676.3%           |  | 27.4% |  | -21.7%                                     |  | -21.9% |  |       |  |
| % 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% |                            | Annual<br>Change |  | 0.8%  |  | 1.3%                                       |  | 1.7%   |  | 1.3%  |  |
| 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%  |                            | 6.463            |  | 6.908 |  | 6.645                                      |  | 5.690  |  |       |  |
| 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 |                            | 6.439            |  | 6.928 |  | 6.687                                      |  | 5.759  |  |       |  |
| 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 |                            | 6.666            |  | 6.897 |  | 6.728                                      |  | 5.882  |  |       |  |
| 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 |                            | 6.606            |  | 7.004 |  | 6.927                                      |  | 5.906  |  |       |  |
| 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 |                            | 6.533            |  | 7.066 |  | 7.052                                      |  | 5.742  |  |       |  |
| 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 |                            | 6.556            |  | 7.159 |  | 7.194                                      |  | 5.850  |  |       |  |
| 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 |                            | 6.683            |  | 7.433 |  | 7.452                                      |  | 6.010  |  |       |  |
| 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 |                            | 6.854            |  | 7.496 |  | 7.454                                      |  | 6.169  |  |       |  |
| 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 |                            | 6.852            |  | 7.578 |  | 7.503                                      |  | 6.166  |  |       |  |
| 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 |                            | 7.447            |  | 0.535 |  | 6.272                                      |  | 2.748  |  |       |  |
| 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%           |  | 7.421 |  | 0.906                                      |  | 6.194  |  | 10.05 |  |
| 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 |                            | 7.033            |  | 7.890 |  | 7.865                                      |  | 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 |                            | 7.000            |  | 15.0% |  | 7.033                                      |  | 7.890  |  | 6.512 |  |
| ECONOMIC IMPACT - INDEXED TO 2022                                     |    |   |        |        |        |        |        |        |        |        |                             |        |               | SFR   |                            |                  |  |       |  | Economic Impact by Year and Share of Total |  |        |  |       |  |
| SHARE OF MARKET   |    | 2011  | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   | 2020                        | 2021   | 2022          | £M    |                            |                  |  |       |  |  |  |        |  |       |  |
| SFR   |    | 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   |    | 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%  | 12.9%  | 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%         |       |                            |                  |  |       |  |  |  |        |  |       |  |



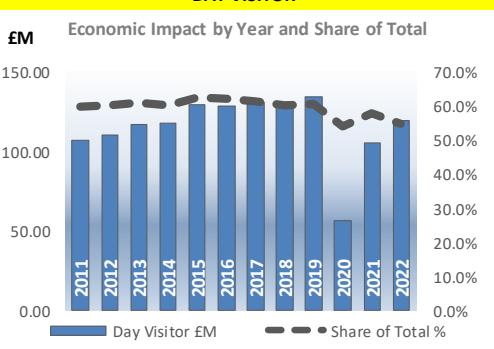
Report Prepared by: Aimee Towle. Date of Issue: 30/06/23

| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |    |   |        |        |        |        |        |        |        |        | 2011 to 2022<br>2022 Prices |        | STAYING VISITOR |   | ECONOMIC IMPACT<br>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                   | QUARTER       |       |       |       |       |       |    |  |  |  |
| Less than 3% change   |    | Q1  |        |        | Q2     |        |        | Q3     |        |        | Q4                          |        |                 |   |                            | Q1            |       | Q2    |       | Q3    |       | Q4 |  |  |  |
| A Fall of 3% or more  |    | JAN   | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT                         | NOV    | DEC             |   |                            | Annual Change |       | 20.9% | 40.0% | 51.0% | 35.8% |    |  |  |  |
| % 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%   |                            | 572.0%        | 49.6% | -6.4% | -6.0% |       |       |    |  |  |  |
| % 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%   |                            |               |       |       |       |       |       |    |  |  |  |
| 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   | 1.3%                       | 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%            |   |                            |               |       |       |       |       |       |    |  |  |  |



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

| STEAM REPORT FOR 2011-2022 - FINAL<br>SOUTH KESTEVEN DISTRICT COUNCIL |  |   |        |        |        |        |        |        |        |        | 2011 to 2022<br>2022 Prices |        | DAY VISITOR   |             | ECONOMIC IMPACT<br>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                   | QUARTER |       |  |       |       |  |    |
| Less than 3% change   |  | Q1  |        |        | Q2     |        |        | Q3     |        |        | Q4                          |        |               |             |                            |         |       |  |       |       |  |    |
| A Fall of 3% or more  |  | JAN   | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | AUG    | SEP    | OCT                         | NOV    | DEC           |             |                            | Q1      |       | Q2   |       | Q3    |  | Q4 |
| % Change 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      | Annual Change              |         | 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      | 2.7%                       | 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      | £M                         |         |       |  |       |       |  |    |
| 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      | £M                         |         |       |  |       |       |  |    |
| 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%       | £M                         |         |       |  |       |       |  |    |
| 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%       | £M                         |         |       |  |       |       |  |    |
| 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%       | £M                         |         |       |  |       |       |  |    |
| 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%       | £M                         |         |       |  |       |       |  |    |



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