Tourism and Visitor Economy Scrutiny

DATE 3rd October 2024

REPORT OF Carolina Borgstrom, Director Economy, Environment,

Infrastructure

SUBJECT North East Lincolnshire Tourism Dashboard, 2023

STATUS Open

CONTRIBUTION TO OUR AIMS

Tourism and the Visitor Economy are important sectors for North East Lincolnshire (NEL) and fundamental in their contribution to place-making and achieving a Stronger Economy and Stronger Community. Place-making is one of the four cornerstones of NEL's Economic Strategy 2021, and at the heart of the Council's Plan, ensuring that our towns are great places to live, work, visit and stay. A key objective is to enhance the visitor experience and promote civic pride, creating a year-round tourism offer through marketing activities and offering a diverse event and cultural programme for local people and for attracting more visitors to visit and stay.

EXECUTIVE SUMMARY

The information included in this report, summarises the data and statistics for the 2023 tourism season in NEL, reported via the Scarborough Tourism Economic Assessment Monitor (STEAM) and from other local data sources and intelligence. The report includes data which gives a snapshot of the key economic statistics and trends year on year and highlights some key economic indicators including visitor days (day visits and overnight stays), employment numbers across the sector, footfall figures, visitor attraction statistics and direct feedback from visitors themselves. This information is important for helping to inform and guide our strategic approach for addressing the key objectives of NEL's Tourism Action Plan.

MATTERS FOR CONSIDERATION

The Tourism Dashboard 2023 is presented to scrutiny for consideration to highlight its purpose as valuable context and background in helping to deliver and monitor NEL's Tourism Action Plan and for panel members to highlight any questions.

1. BACKGROUND

1.1 Background

The Tourism Dashboard slides included in this report as Appendix 1, give a year-onyear comparison of information to establish general trends in the sector. The slides include a summary of information from various data sources including, the key economic and visitor statistics extracted from the 2023 STEAM reports for NEL, footfall figures, social media and web statistics, visitor attraction and event numbers, and some direct feedback from visitors obtained through an annual visitor survey.

NEL is annually assessed by Global Tourism Solutions (UK) Ltd who put together a STEAM report, which gives a measure of the key tourism economic impacts and reveals trends which help highlight areas of growth, or in need of support.

STEAM is recognised nationally and internationally as a research programme which aims to measure the impact of tourism from both staying and day visitors, in terms of expenditure, employment, tourist numbers and days generated by tourists. The STEAM model is used by many Destination Management Organisations and Local Authorities, including Lincolnshire County Council and the district Councils.

2.0 TOURISM DASHBOARD FOR NORTH EAST LINCONOLNSHIRE (APPENDIX 1)

2.1 STEAM Data

Slides 1 and 2 present the key tourism data comparisons for 2023 vs 2022. The key economic statistics are as follows and Table 1 below shows the year-on-year changes.

- Visitor numbers (+1.1%)
- > Total visitor days and nights (-0.8%)
- > Economic impact (+9.6%)
- > Jobs (+5%)

Table 1

Visitor Numbers	2017	2018	2019	2020	2021	2022	2023
NEL	10.20	10.34	10.30	4.68	7.52	8.59	8.682
	million						

Visitor Days & Nights	2017	2018	2019	2020	2021	2022	2023
NEL	12.66	12.83	12.83	5.88	9.635	11.04	10.95
	million						

Economic Impact	2017	2018	2019	2020	2021	2022	2023
NEL	£589.28m	£622.09 m	£642.26m	£308.95m	£506.01m	£636.23m	£697.19 m

<u>Jobs</u>	2017	2018	2019	2020	2021	2022	2023
NEL	6,959	7,168	7,160	3,442	5,253	6,176	6,473

Although overall visitor numbers for NEL were up by 1% in 2023, the figure for 'visitor days and nights' decreased from 7.1% to 6.7%. In the Greater Lincolnshire STEAM data, the 'days and nights' figure decreased, by 2.7%. July and August 2023 were particularly poor periods of weather in Cleethorpes, a theory echoed by tourism officers across Greater Lincolnshire, and our footfall figures for the promenade, summarised in Table 2 below, reflect this downturn. Against recent trends, the summer months were particularly challenging for non-serviced accommodation including touring caravan sites across Greater Lincolnshire, and the cost of living crisis continues to impact. It is also suggested that following the pandemic more people are now choosing to travel abroad to ensure good weather rather than have a staycation.

Table 2

Counter Location:

	July	August	Total
2022 The Prom	221,013	306,862	527,875
2023 The Prom	153,063	233,452	386,515
% variance 2023 vs 2022	-31%	-24%	-27%

With reference to 'economic impact' there was a 9% increase versus 2022, however the majority of this increase can be accounted for by the high inflation on goods and services over this period, rather than being a signal of improved performance within the sector.

In terms of where money was being spent, 26% of the impact was in retail, with £181m spent on shopping. £126m (18%) on food and drink, £70m (10%) on transport and £49m (7%) on accommodation.

Slide 3 shows that the tourism season continues to demonstrate that April – June is the busiest period for visitors in 2023 rather than July – September.

Slide 4 highlights local data, such as attraction/event numbers including Immingham Museum, and the Time Trap. Also included are the Auditorium and Leisure Centres, which are managed by Lincs Inspire. This slide reflects that many venues show increased visitor numbers year on year which is a positive trend.

Slide 5 features the Meridian Showground (MSG) which is a council operated venue for event organisers to deliver a variety of events. Events are critical for attracting local and visiting audiences, generating footfall, and encouraging more people to spend locally, which in turn creates economic benefits for the sector. Events at the MSG also give the opportunity for local food and drink vendors to trade as well as local infrastructure such as marquee hire, stage, and lighting etc. Nineteen events were held during 2023, which is an improvement on the 15 events held in 2022, and there were seven brand new events giving a total of 87 hire days. It is encouraging to see a wide variety of events that are now using the MSG from dog agility to sporting and music events.

Slide 6 highlights some key statistics for the Grimsby Fishing Heritage Centre (GFHC). With a 6% increase in visitor numbers in 2023, the GFHC remains the Trip Advisor Number One tourist attraction in Grimsby. Following some major works to the wooden decks, the Ross Tiger reopened to the public and this intrinsic element of the museum attracted more visitors. In addition, the GFHC joined the Humber Museum Partnership, which led to the recruitment of two new staff, plus National Lottery Heritage Funding was secured for the Dynamic Collection project leading to another new officer post. The result of these new roles is that the GFHC has been very successful in reaching out to the local community and to schools in the region with an increase in visits. A vibrant exhibition programme also helped to bolster visitor numbers including the popular Tracks, Smacks and Sunhats exhibition.

2.2 Footfall Statistics

Slides 8 and 9 provide the footfall figures in Grimsby and Cleethorpes during 2023. The monthly measurement of footfall in an area is a standard measurement of 'visitor' numbers and is useful in highlighting general trends.

There are two counters in Cleethorpes, one outside the TUI holiday shop near Boots on St Peter's Avenue and a second counter is located on the seafront outside the entrance to the Pier. The Grimsby counters are located on the intersection outside McDonalds and the entrance to Freshney Place, St James' Square and Riverhead Square.

The 2023 Cleethorpes promenade figures show an 8% decline year-on-year, which is linked to the very poor weather during June, July and August. The busiest footfall month in 2023 was August (233,452), noting that it was 24% down versus the 2022 August footfall figure (306,862).

From a retail perspective the total footfall in 2023 for St Peter's Avenue in Cleethorpes showed a 3% improvement versus 2022. This supports the fact that whilst the weather affected the resort and promenade areas, the retail areas remained busy. The busiest month in 2023 was June (175,472).

The high street area of Victoria Street, Grimsby improved by 2% against the previous year, with 3.4 million visitors in 2023 versus 3.3 million in 2022. As per 2022, the busiest month during 2023 was September (348,148), supported by the Grim Falfest event taking place at various venues across the town.

2.3 Visitor Survey

The Resort Hub team carry out surveys with visitors coming into the Tourist Information Centre for information. The feedback highlighted in Slides 10 and 11 gives an understanding of where our visitors come from and how they travel to NEL. The information therefore helps the development of future marketing campaigns and decide who, and where, we need to target any promotional activity.

Of the 34% of 'out of the region' visitors surveyed, 27% came from over 50 miles away, for example, Sheffield, London, Manchester, and Nottingham and 7% from Lincolnshire and Hull. A total of 48% of those surveyed, travelled by car, 5% by train and 2% by coach or bus. When asked about favourite things to do in Cleethorpes, 51% said they were here to walk in the area. 30% stated that they came because of the beach and 44% said they were here for food and drink. General feedback was that there is plenty to do in Cleethorpes and it is a family friendly resort.

2.4 Social Media Statistics

Slide 12 shows a continued positive upward trajectory for the Discover NEL social media channels, including Instagram and Facebook. An increase in the number of followers means that it is possible to extend the reach to people locally and out of the region, and promote the area, events and activities taking place here.

Our social media channels are grown through creating unique content posted daily, highlighting our key offers to visitors. We collaborate with businesses and stakeholders when we can, putting out regular call outs to businesses to contribute so that we can promote them. We also join up with local businesses to run competitions.

The Spring and Autumn marketing campaigns, funded by UK Shared Prosperity, can be seen to have had a significant positive impact on the Facebook and Instagram channels in Quarter 2 and Quarter 4. Facebook reach in Quarter 2 was 1.5m which is the highest since pre-COVID.

2.5 Web Statistics and eNews

Slide 13 is an overview of the web statistics for the Discover NEL website (www.discovernortheastlincolnshire.co.uk) which helps raise awareness of the area and all that it offers. Seasonal content is provided throughout the year and promoted through the 'Inspire me' section, and throughout social media channels to direct traffic to the website. Different ideas and itineraries are suggested including, for example, 99 Summer Adventures, Easter holidays, May half term, Valentine's weekend, October half term and the Christmas period.

This slide also shows the growth of subscribers to the Discover newsletter. An external mailing system is used to create and send direct mail to potential subscribers, and we have added a sign-up form to our website for people to subscribe.

From a zero start in 2022, there are now over 3,000 subscribers receiving monthly emails, providing information on events taking place during the month along with a forward event listing for later in the year. We feature new tourism and hospitality venues that have opened, 'not to miss' events taking place soon, overnight stay offers, competition information and highlight seasonal web pages to visit, such as summer holiday ideas, half term events and activities, places to go for special anniversaries and more. We continue to gain new subscribers as they come from our website. We also bolster our numbers by running competitions to encourage sign ups when we attend events such as the Lincolnshire Show, Love Your Town events and Grim FalFest.

3.0 DELIVERING AGAINST THE TOURISM ACTION PLAN

The strategic tourism team continues to focus on delivering the key tourism objectives in the Tourism Action Plan, previously presented to TVE Scrutiny in March 2022.

3.1 Objective 1: Increasing overnight visitor numbers.

Funding through the UK Shared Prosperity Fund (UKSPF) has allowed the team to devise a range of marketing campaigns. The spring campaign was launched in March 2023 with the strapline 'Coast Lovers Wanted' to encourage people to come and visit and stay overnight or longer. Some examples of this campaign are included in Appendix 2. In September 2023, the autumn campaign launched with an 'Embrace an autumn getaway in North East Lincolnshire'.

Both campaigns used outdoor advertising through digital screens located at supermarkets, shopping centres and bus stops in Doncaster, Sheffield, Rotherham, Lincoln, Grantham and Nottingham. Outdoor print advertising was arranged for train stations in Newark, Sheffield and Nottingham and were in situ all year, and at Humberside Airport.

3.2 Objective 2: Raising awareness of NEL as a visitor destination.

In addition to the marketing campaigns undertaken, the bi-annual NEL Visitor Guide continued to be distributed throughout neighbouring counties through an external provider. There was a refresh this year for the 2024/25 Visitor guide and the link is here: Visitor Guide 2024/5 for Cleethorpes and North East Lincolnshire by discovernortheastlincolnshire.co.uk - Issuu A 'What's On' guide was produced to promote the events and activities taking place in the MSG and throughout the borough, as detailed in this report at Appendix 3.

3.3 Objective 3: Extending the traditional tourism season.

The 2023 autumn campaign funded through UKSPF specifically targeted visitors to visit outside the traditional tourism season, for example, September onwards. Dedicated webpages are created for autumn, highlighted the range of activities to do, special events taking place, seasonal offers for overnight stays, food and drink and more. Our winter and Christmas pages on the website show a similar offering to encourage out of season visitors to the resort.

3.4 Objective 4: Supporting tourism businesses.

We continue to engage with tourism businesses throughout the year, raising awareness of the tourism awards they can enter and of Destination Lincolnshire events and activities.

Through our Discover social media channels, we ask businesses for input into campaigns and social media content, trader opportunities at events, taking part in activities such as the Lincolnshire Show (Cleethorpes Coast Light Railway and Caxton Theatre), possible participation in TV shows such as the Susan Calman series, and opportunities to distribute their promotional materials.

3.5 Objective 5: Have a clear vision for future development and regeneration.

The Cleethorpes Masterplan, which was adopted by Cabinet in March 2022, provides the framework to guide and encourage development, both private and public, over the next 10 years to maximise the opportunities for economic growth, supporting the tourism and visitor economy. In January 2023, the Cleethorpes Levelling Up Fund (LUF) application secured £18.4m for three key strategic projects namely; the Sea Road new building, Pier Gardens, and Market Place. These three projects were developed and progressed during 2023, including the securing of design consultants and public engagement.

4. RISKS AND OPPORTUNITIES

- 4.1 There is an opportunity to positively promote NEL to visitors from outside the area, encouraging them to visit and stay, thus creating economic benefits for businesses and the local community.
- 4.2 There is a risk that with the current cost of living crisis, it is challenging to encourage more visitors to visit and stay in NEL. This could have a detrimental effect on local businesses.
- 4.3 The council has a modest revenue budget of £38K per annum allocated to support the delivery of objectives set out within the tourism action plan. Without future funding from the UKSPF, there is a risk that marketing campaigns and other promotion activity, will be significantly limited in future years.

5. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

The promotion of the tourism and visitor economy will positively enhance the status of NEL as a place to invest, work, visit and stay. We will engage and consult as required, with key stakeholders, businesses, and the public to ensure that their aspirations for the future of NEL have been fully considered in our projects, events, campaigns, and promotional activities.

6. FINANCIAL CONSIDERATIONS

All promotional activities and campaigns targeting the tourism, and the visitor economy sector are financed through an annual tourism revenue budget and there will therefore be no call on council reserves. UKSPF has also supported additional campaign work as referenced in this report. By increasing visitor numbers to NEL there will be economic benefits for the whole area, including businesses and third-party suppliers and accommodation providers etc.

7. CHILDREN AND YOUNG PEOPLE IMPLICATIONS

There are no direct or material implications arising from this report for children and young people. The proposals outlined, however, support the council's overriding priorities and will provide further health and well-being, social, and economic opportunities for young people. By enhancing the place, our objective is to make NEL a more attractive area for children and young people to work, live, visit and stay.

8. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

The place agenda, and promotion of tourism and the visitor economy for NEL, considers the council's published commitments on climate change and the environment, particularly within the context of the resort and beach areas having special ecological designations such as the Site of Special Scientific Interest (SSSI). Consideration is given to the green agenda and recognition of the council's nature stewardship obligations as documented in Cleethorpes' Habitat Management Plan. From a tourism and visitor economy perspective we seek opportunities to improve green spaces and connectivity between sites to promote walking and cycling, promotion of biodiversity, natural habitats and integrating energy and water efficiency into conservation management.

9. MONITORING COMMENTS

In the opinion of the author, this report does not contain recommended changes to policy or resources (people, finance, or physical assets). As a result, no monitoring comments have been sought from the council's Monitoring Officer (Chief Legal Officer), Section 151 Officer (Director of Finance) or Strategic Workforce Lead.

10. WARD IMPLICATIONS

All Wards in NEL will benefit from the promotion of tourism and the visitor economy, thereby making the area one that is attractive to work, live, visit and stay.

11.BACKGROUND PAPERS

None

12. APPENDICES

Appendix 1 - Tourism Dashboard 2023

Appendix 2 – Spring Campaign 2023, 'Coast Lovers Wanted'

Appendix 3 – PDF What's On Guide 2023

13. CONTACT OFFICER(S)

NAME

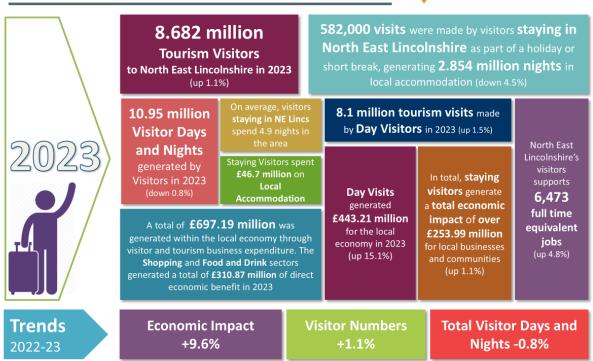
Carolina Borgstrom, Director Economy, Environment, Infrastructure

APPENDIX 1 NEL Tourism Dashboard 2023

Slide 1 - Key Economic Indicators

North East Lincolnshire's Visitor Economy





Source: Global Tourism Solutions (UK) Ltd – NEL's 2023 STEAM report

Slide 2 - Key Economic Indicators

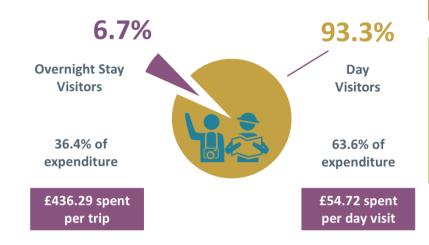
North East Lincolnshire's Visitor Economy











11,420 beds

2,017 – serviced

360 – self-catering

9,043 – caravans & camping including 8,176 static caravans & chalets

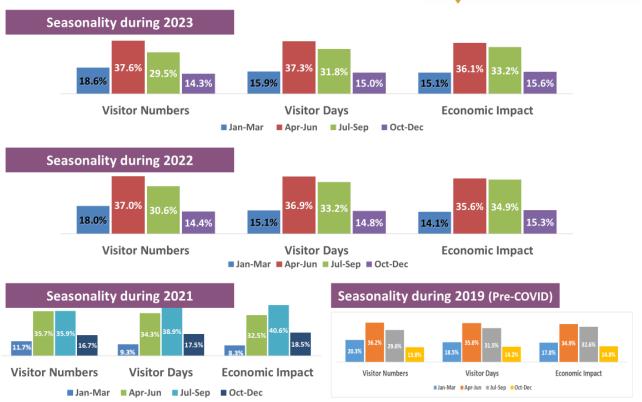
Source: Global Tourism Solutions (UK) Ltd – NEL's 2023 STEAM report

 ${\it Some figures have been rounded to the nearest whole number where relevant.}$

Slide 3 - Seasonality

North East Lincolnshire's Visitor Economy





Source: Global Tourism Solutions (UK) Ltd - NEL's STEAM reporting

North East Lincolnshire's Visitor Economy

2023 TOURISM DASHBOARD



Visitor Numbers during 2023





64,232 visitors

2022:60,563 2021:39,076 2020:23,065 2019:85,212



2,741 visitors

2022 : 2,711 2021 : 1,445 2020 : 416 2019 : 2,830 2018 : 3,245



2,355 visitors

2022:2,124 2021: 102 2020: 12 2019:1,826 2018:1,776

Grimsby Auditorium

80,515

2022:77,177 2021:37,199 2020:16,848 2019:92,542 2018:78,179

Grimsby Leisure Ctr

327,990 2022:306,551 2021:188,374 2020:154,859 2019:361,853 2018:411,991

Cleethorpes Leisure Ctr

376,728 2022 : 351,943 2021 : 188,067 2020 : 125,426 2019 : 360,875 2018 : 393,072

Immingham Pool

62,431
2022:66,583
2021:28,044
2020:20,198
2019:70,676
2018:110,306

Train Station Usage

Source: Attractions and Rail Data Portal

Cleethorpes Town Station Train Usage 2022/23

194,646 entries/exits made at the station (228,184 - 2021/22, 68,322 - 2020/21, 274,032 - 2019/20, 296,002 - 2018/19)

Grimsby Town Station Train Usage 2022/23

316,220 entries/exits made at the station (318,486 - 2021/22, 98,534 - 2020/21, 432,356 - 2019/20, 456,768 - 2018/19)

Slide 5 - Meridian Showground Key Statistics

North East Lincolnshire's **Visitor Economy**





19 Events held in 2023 (incl use by Armed Forces Weekend and Air Cadets) (15 events held in 2022)









7 New Events in 2023 (4 events in 2022)

North Lincs Flyball Team Ibiza Classical **Meridian Rocks** Fireworks Fantasia **Talent at the Trust** Clee Uncovered **Everybody Loves the Sunshine**

What's been on at MSG?

Tuckers Fun Fair (April) Race for Life (May) NorthLincs Flyball (May) Fake Fest (June) The Gathering Fest (June) It's a Knockout (July) CleeW (July) Pride (July) Outdoor Cinema (July) Everybody Loves the Sunshine (August) Clee Uncovered (August) Tuckers Fun Fair (August) Ibiza Classical (September) Meridian Rocks (September) Fireworks Fantasia (October)

Slide 6 – Grimsby Fishing Heritage Centre Key Statistics

North East Lincolnshire's Visitor Economy



64,232 Centre Visitors

1,246 School Children Visited



GRIMSBY FISHING HERITAGE CENTRE

4,500Ross Tiger Visitors

Ross Tiger re-opened in March 2023 following major works to the decking



A new 3-year partnership began with the Humber Museums Partnership, creating 2 new job roles – Education Officer and Community Curator

Received a visit by the Konigswinter Burgermeister, Lutz Wagner and other visitors from Konigswinter.

National Lottery Heritage Fund project started employing a new Dynamic Collections Officer

EXHIBITIONS THIS YEAR

'Art, Anxiety & Me' by Sarah Palmer of The House with the Blue Door Murial Barker Gallery, February-April

'Friends, Foes & Good Companions' by Our Big Picture Murial Barker Gallery, April-August

'Tracks, Smacks & Sunhats'

How the early years of the railway shaped
Grimsby and Cleethorpes

Musical Backer, Callegy, September, December

'Stories from the Sea'
exhibition of maritime paintings
Doughty Gallery, March-June 2024

Showoffs Art Exhibition by Art & Design students of Grimsby Institute's School of Art

Cofé Gallen, February March

Carole Morton: My Grimsby Café Gallery, April-July



North East Lincolnshire's Visitor Economy

2023 TOURISM DASHBOARD



The Gathering **Our Future Armed Forces Meridian Showground Starts Here** Weekend Grimsby town centre 16-18 June 10 June 27 May 210,000 3,215 2,345 Estimated **Festival of** Beachside CleeW attendance **Grim FalFest** Meridian Showground Comic Con Clee Leisure Centre Numbers* at the Sea Grimsby town centre some of our 8-10 September 14 July 16 July 22-23 July 19,500 **Key Events** 2,380 4,000 1,800 during 2023 **Fireworks** Edible **Great Grimsby** Cleethorpes **Fantasia Christmas Grimsby** Christmas Meridian Showground **Festival Event** 25 November 1 December 1 October 28 October 14,500 2,500 1,900

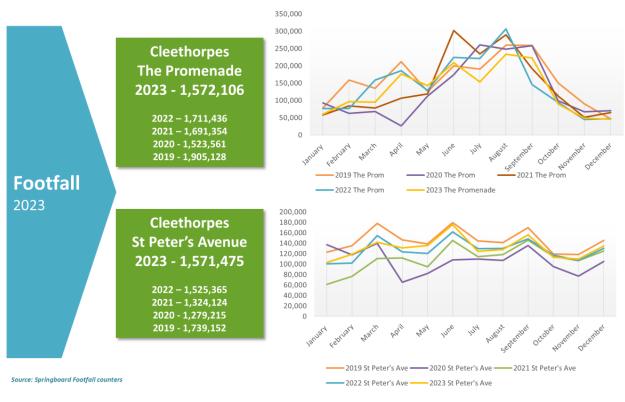
*Estimated Source: Event organisers

Slide 8 - Footfall in Cleethorpes

North East Lincolnshire's Visitor Economy

2023 FOOTFALL - Cleethorpes





Slide 9 - Footfall in Grimsby

North East Lincolnshire's Visitor Economy 2023 FOOTFALL – Grimsby town centre DISCOVER NORTH EAST LINCOLNSHIRE



Source: Springboard Footfall counters

North East Lincolnshire's Visitor Economy

2023 Visitor Feedback





477 visitors were surveyed during 2023 (January-December)

77 Qtr 1 – January-March 219 Qtr 2 – April-June 98 Qtr 3 – July-September 83 Qtr 4 - October-December



Where were respondents from?

34% were from outside the area and either on a Day Trip or Short Break (66% were local residents) 7% were from Lincolnshire/N Lincs, 16% Yorkshire, 4% Notts/Leic, 2% Midlands, 1% South, 3% other

Sheffield, Derby, Leicester, Doncaster, Barnsley, London, Hull, Manchester, Scunthorpe, Leeds, Nottingham, Northampton, Scotland plus visitors from the Netherlands and Norway







Getting here

48% by car 5% by train 21% by coach or bus 22% walked 4% cycled



12% were on Short Break

7% stayed 1 night
56% stayed 2-3 nights
23% stayed 4-5 nights
11% stayed a week
4% stayed more than a week
Not known 4%

22% were on a Day Trip



Those on a Short Break stayed

Caravan/Camping 55% Hotel 14% B&B 14% Family & Friends 12% Inot stated 9%l

North East Lincolnshire's Visitor Economy

2023 Visitor Feedback



Reason for Visiting ...

They were here to walk
(the top answer at 51%)
30% said they were here for the Beach
44% were here for Food & Drink
14% said were on holiday or a daytrip

3% were visiting friends & family

Other reasons included nature watching, shopping, dog walking, or here to attend an event

Favourite things about Cleethorpes
Walking, The Beach/Seaside, Cycling,
Food and Drink, the views,
local attractions and arcades,
Fish and Chips!

36% of those on a short break or day trip to Cleethorpes hadn't visited before

What did visitors like about Cleethorpes?

'Lovely for the kids to come to the beach. It's the closest one to us'

"We love coming here for a walk and a coffee'

'Came to spend the day together. We love walking and the beach.'

'Lots of things to do, lovely places to eat and the views are nice'

'Come for a walk and play at the arcades. Makes a change from Mablethorpe'

'Come every year. Love it here!'

'Arrived yesterday, enjoying it so far. Had a walk around with the dog'
'Love the area and the beach. Lots to do for the children.'
Came for the Bank Holiday and decided to bring the dogs. Nice to come and do
something different.'

'The beach, the kids love it! Craving the fish & chips!'

'Lots to do, not too far away to visit. Nice to visit the seaside, different pace here.

'The beach. Wasn't sure what to expect but its lovely here. Enjoying the change. Will be visiting later in the year too.'

'Love the area. Looking for wheelchair friendly places.'

'The views and the weather. Everything being close together'
'Love the area. Kids love the beach and everything there is to do.'
'Here on holiday. We are touring different areas of the UK. It is a beautiful area'
'Children love the beach. We've had ice cream and off for fish & chips later.

'Pleasantly surprised at how much there is to do.'
'Cold winter walks along the beach followed by a chippy tea. We love the seaside'

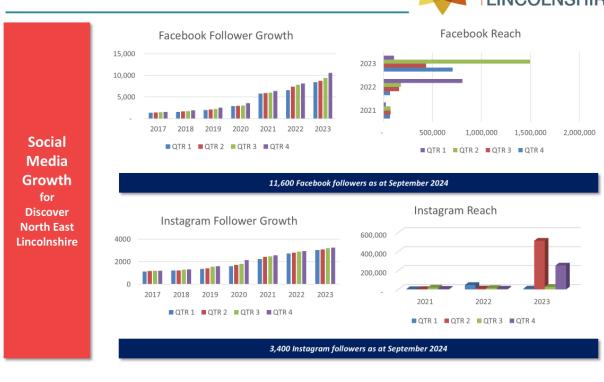
Things that visitors didn't enjoy ... Of the 321 responses, 88% said there wasn't anything they didn't like!

Comments given were predominantly about the WEATHER (12% - 39 comments) Some comments about toilets (3% - 10 comments) and buses 2% (8 comments)

Slide 12 - Web Statistics (Discover North East Lincolnshire)

North East Lincolnshire's Visitor Economy 2023 TOURISM DASHBOARD



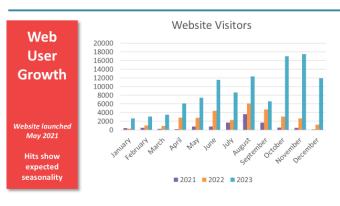


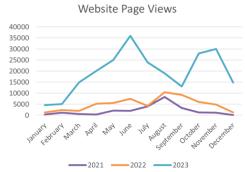
Source: Social media stats

Slide 13 – Web Statistics (Discover North East Lincolnshire)

North East Lincolnshire's Visitor Economy 2023 TOURISM DASHBOARD











Source: Web Stats/NewZapp

APPENDIX 2: Spring Campaign 2023, 'Coast Lovers Wanted'









































www.discovernortheastlincolnshire.co.uk









APPENDIX 3: What's On Guide 2023

