

Economy, Culture and Tourism Scrutiny

DATE	2 nd October 2025
REPORT OF	Carolina Borgstrom, Director Economy, Environment and Infrastructure
SUBJECT	Overview of Tourism: North East Lincolnshire Tourism Dashboard, 2024
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 part of the Council's Plan, ensuring that our towns are great places to live, work, visit and stay. NEL's Tourism Action Plan focuses on encouraging more people to visit and stay by promoting our tourism offer through various marketing activities. A diverse event and cultural programme is also important for attracting visitors and engaging with local people.

EXECUTIVE SUMMARY

This report, summarises the data and statistics for the 2024 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 important 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 guides our strategic approach for addressing the key objectives of NEL's Tourism Action Plan and inform the Tourism Marketing Plan.

MATTERS FOR CONSIDERATION

The Tourism Dashboard 2024 is presented to the Economy, Culture and Tourism Scrutiny panel 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 consider.

1. BACKGROUND

1.1 Background

The Tourism Dashboard slides included in this report (Appendix 1), give a year-on-year comparison (2024 vs 2023) 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 2024 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, giving 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 as a research programme which measures 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 Destination Management Organisations and Local Authorities, including Greater Lincolnshire.

2.0 TOURISM DASHBOARD FOR NORTH EAST LINCOLNSHIRE (APPENDIX 1)

2.1 STEAM Data

Slides 1 and 2 present NEL's key tourism data comparisons for 2024 vs 2023. The key economic statistics are as follows and Table 1 below shows the year-on-year changes, including those for Greater Lincolnshire (GL).

- NEL Visitor numbers (-0.5%) / GL (-0.5%)
- NEL Total visitor days and nights (-0.7%) / GL (-1.4%)
- NEL Economic impact (+3.8%) / GL (+3.8%)
- NEL Jobs (-1.6%) / GL (-4.2%)

Table 1

Visitor Numbers	2019	2020	2021	2022	2023	2024	2023-24 difference
Grimsby & the wider NEL	6.808 million	3.094 million	4.794 million	5.335 million	5.483 million	5.447 million	-0.7%
Cleethorpes	3.496 million	1.586 million	2.728 million	3.254 million	3.199 million	3.193 million	-0.2%
NEL	10.30 million	4.68 million	7.52 million	8.589 million	8.682 million	8.640 million	-0.5%
GL	N/A	N/A	N/A	N/A	32.34 million	32.17 million	-0.5%

Visitor Days & Nights	2019	2020	2021	2022	2023	2024	2023-24 difference
Grimsby & the wider NEL	7.262 million	3.311 million	5.146 million	5.794 million	5.929 million	5.879 million	-0.8%
Cleethorpes	5.57 million	2.569 million	4.489 million	5.244 million	5.025 million	5.001 million	-0.5%
NEL	12.83 million	5.88 million	9.635 million	11.04 million	10.95 million	10.88 million	-0.7%
GL	N/A	N/A	N/A	N/A	46.46 million	45.83 million	-1.4%

The 'visitor number' for NEL was down by -0.5% in 2024, comparable to GL and the figure for 'visitor days and nights' was down by -0.7% with GL down by -1.4%. The tourism sector acknowledges that the cost-of-living crisis continues to have an impact on spending, along with more people choosing to travel abroad to ensure good weather.

Economic Impact	2019	2020	2021	2022	2023	2024	2023-24 difference
Grimsby & the wider NEL	£340m	£159m	£255m	£316m	£358m	£372m	+3.8%
Cleethorpes	£302m	£150m	£251m	£320m	£339m	£352m	+3.8%
NEL	£642m	£309m	£506m	£636m	£697m	£724m	+3.8%
GL	N/A	N/A	N/A	N/A	£2.93bn	£3.02 bn	+3.8%

For economic impact in NEL, the visitor economy was worth £724m, a rise of 3.8% against 2023 (£697m). Most of this increase can be accounted for by the rising cost of goods and services over this period, rather than being a signal of improved performance within the sector. In terms of where money was spent in NEL, 26% of the impact was spent on retail/shopping (£190m), 19% on food and drink (£134m), 10% on transport (£69m) and 6% (£47m) on accommodation.

Jobs	2019	2020	2021	2022	2023	2024	2023-24 difference
Grimsby & the wider NEL	3,904	1,850	2,729	3,162	3,414	3,352	-1.8%
Cleethorpes	3,255	1,591	2,524	3,014	3,059	3,015	-1.4%
North East Lincolnshire	7,160	3,442	5,253	6,176	6,473	6,367	-1.6%
GL	N/A	N/A	N/A	N/A	29,956	28,700	-4.2%

Slide 3 shows that April – June is the busiest period for visitors in 2024. This period included Easter in April, two Bank Holidays in May and the Armed Forces weekend in June which draws in large numbers of visitors to the resort.

Slide 4 highlights local data, such as attraction/event numbers including the Auditorium and Leisure Centres, which are managed by Lincs Inspire.

Slide 5 features the Meridian Showground (MSG), a council-operated venue that plays an important role in supporting NEL's visitor economy. Events are a key driver of tourism growth, fostering community pride, repeat visits, and economic resilience. In 2024, events at MSG attracted attendees from across the UK, with ticket data showing strong reach into regions such as Greater Manchester, Hertfordshire, Norfolk, and West Yorkshire. High-profile events such as DocksFest and The Gathering Fest drew over 7,000 combined attendees, with 22% staying overnight in local hotels and 45% spending over £50 in the area. Such events not only boost footfall and local spend but also support businesses ranging from accommodation and hospitality to infrastructure providers like marquee and stage hire. During 2024 there were eleven events which represented seventy-one hire days.

The council is currently exploring the opportunity to expand MSG's capacity from 5,000 to 15,000 which will further enhance its ability to host larger events, secure higher profile acts to attract national audiences and increase day and night visitors.

Slide 6 shows a snapshot of events that were held around NEL in 2024.

Slide 7 shows that the Grimsby Fishing Heritage Centre (GFHC), NEL's accredited museum, had a 23% increase in visitor numbers in 2024 and remains Trip Advisor's Number One tourist attraction in Grimsby. During 2024 there was an improved online presence with blogs and newsletters. School holiday activities and increased school visits have led to more children wanting to return with their families. Coach visits have increased and are very positively received leading to more referrals.

GFHC joined the Humber Museum Partnership in April 2023, along with Hull City Council, North Lincolnshire and East Riding of Yorkshire Council. This three-year project pays for two part-time staff, and these roles have been fundamental in reaching out to the local community and schools and carrying out the following activities:

- outreach visits to local care homes and schools with special 1950s loan boxes.
- creation of a new sensory backpack, free to those needing extra support.
- Hometown Heroes exhibition.

The National Lottery funds the salary of the Dynamic Collection project officer. The project continued with new members joining its 'Heritage Heroes' weekly sessions for adults with additional needs.

2.2 Footfall Statistics

Slides 8 and 9 provide the footfall figures in Grimsby and Cleethorpes during 2024. 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 infrared beam counters in Cleethorpes, one outside the TUI holiday shop near Boots on St Peter's Avenue and a second is located on the seafront outside the entrance to the Pier. The Grimsby counters are located outside McDonalds and the entrance to Freshney Place, St James' Square and Riverhead Square.

The 2024 Cleethorpes promenade figures show a 6.5% increase year-on-year. The busiest footfall month in 2024 was August (301,224).

From a retail perspective the total footfall in 2024 for St Peter's Avenue in Cleethorpes showed a -7.3% decline versus 2023. The busiest month in 2024 was June (159,614). The high street area of Victoria Street, Grimsby declined by -5% against the previous year, with 3.2 million visitors in 2024 versus 3.3 million in 2023. The busiest month during 2024 was September (329,741). Nationally, the decline in retail footfall has been linked to people making more international getaways following poor weather in May and June (MRI, UK Annual Footfall Review 2024). This report also highlights the impact of the cost-of-living crisis which has made people more cautious with their spending.

2.3 Visitor Survey

The Resort Hub team carry out surveys with visitors. The feedback highlighted in **Slides 10 and 11** give an understanding of where our visitors come from and how they travel to NEL which helps inform the development of future marketing campaigns and to decide who, and where, we need to target any promotional activity. Of the 38% of 'out of the region' visitors surveyed, 21% came from Yorkshire and 7% from the Midlands. A total of 54% of those surveyed, travelled by car, 3% by train and 13% by coach or bus.

We are currently looking into having a survey link on the Discover website.

2.4 Social Media Statistics

Slide 12 shows a continued positive upward trajectory of followers and likes of the Discover NEL social media channels, including Instagram and Facebook. We promote the area, events and activities through our channels and by having more followers we can extend our reach to both visitors and local people. Our social media channels are grown through creating unique content posted daily, highlighting our key offers to. We collaborate with businesses and stakeholders, regularly putting call outs to businesses to contribute content 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, continue to have a positive impact on our Facebook and Instagram channels in Quarter 2 and Quarter 4. *[For information, the spike we had in 2023's Qtr 2 was due to a post going viral on our channels resulting in a very high reach.]*

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 used throughout the year and promoted through the 'Inspire me' section, and throughout our social media channels to direct traffic to the website. Seasonal content includes ideas for the Easter holidays, the summer holidays (for example, '101 Summer Adventures') and half term breaks, plus Valentine's weekend, Mother's/Father's Day, Lincolnshire Day, Great Grimsby Day etc. The autumn and Christmas period are packaged and promoted to encourage out of season visitors.

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 a sign-up form to our website for people to subscribe. Over the past three years we have gained over 4,000 subscribers to our monthly newsletter, 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, overnight stay offers, competitions and promote seasonal web pages to visit, such as summer holiday ideas, half term events and activities, places to go for special anniversaries and more. We also bolster our numbers by running competitions to encourage sign-ups when we attend events such as the Lincolnshire Show and the UKSPF Love Your Town events.

3.0 DELIVERING AGAINST THE TOURISM ACTION PLAN

The Tourism team has three members of staff: Strategic Lead; Tourism Officer (tourism marketing, tourism events coordination & promotions); and the Meridian Showground Manager. The council's tourism revenue budget for 2025-26 is £38K per annum, with approximately £13K allocated to annual licences, subscriptions, data capture and software requirements and the remainder for marketing and promotional activities.

The Council's Economic Strategy which sets out the direction of the Visitor Economy Sector in NEL, is due to be refreshed during 2026. Contributing to the delivery of the Economic Strategy is the Tourism Action Plan and the team focuses on delivering the key tourism objectives for NEL over the next few years as detailed in sections 3.1 to 3.5 of the report.

3.1 Objective 1: Increasing overnight visitor numbers.

Funding through the UK Shared Prosperity Fund (UKSPF) pays for local and out of area marketing campaigns. As shown in Appendix 2, the Spring campaign launched in March 2024 had the strapline 'Coastal Time' highlighting our beautiful coastline to encourage people to visit and stay. In September 2024, the Autumn campaign launched with 'Embrace an autumn getaway in North East Lincolnshire'.

Both campaigns used outdoor advertising through digital screens located at shopping centres and outside supermarkets in our regional catchment areas including Sheffield, Rotherham, Doncaster, Wakefield, Newark, Nottingham and Manchester. Outdoor print advertising was arranged for stations in Newark, Sheffield and Nottingham, focusing on places with direct train routes to Cleethorpes. In terms of an online presence, we carried out Facebook, Instagram, YouTube, and Google advertising.

The MSG events programme is very important for encouraging more overnight stays as referenced earlier. We are currently focusing work to extend the capacity of the MSG to 15,000 and if we are successful, this will become a significant opportunity to attract higher profile acts which should draw in larger audiences from across the country.

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

In addition to the marketing campaigns, the bi-annual NEL Visitor Guide continued was distributed in neighbouring counties through an external provider. The guide is due refreshed and issued at the start of 2026 and will be in place until the end of 2027. A link to the guide is:

[Visitor Guide 2024/5 for Cleethorpes and North East Lincolnshire by discovernortheastlincolnshire.co.uk](https://discovernortheastlincolnshire.co.uk) - Issuu

A separate 'What's On' guide was produced to promote the events and activities taking place in the MSG and throughout the borough, as detailed in Appendix 3.

3.3 Objective 3: Extending the traditional tourism season.

The 2024 Autumn campaign funded through UKSPF specifically targeted visitors to visit outside the traditional tourism season, for example, September onwards. Appendix 2 gives examples of the train station adverts. Dedicated webpages were created for Autumn, highlighting 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. In addition, we continue to explore opportunities to bring in events outside of the traditional holiday periods to support and attract visitors out of season.

3.4 Objective 4: Supporting tourism businesses.

We continue to engage with tourism and hospitality businesses throughout the year through email and in person. Every March we hold a tourism leaflet swap for businesses to come together and learn more about what we have been doing to promote the area and update them on projects taking place. We regularly ask our tourism businesses for input into our campaigns and social media content, provide trader opportunities at events such as the town centre Christmas event and Love Your Town events, join us in events such as the Lincolnshire Show, and give opportunities to distribute their promotional materials. The Tourist Information Centre in Cleethorpes (and satellite at the GFHC) continues to hold promotional material for visitors to pick up.

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. Levelling Up Funds (LUF) were secured (£18.4m) for three key strategic projects namely, the Sea Road new building, Pier Gardens, and Market Place. These three projects are currently in development along with a workstream focussing on wayfinding to improve connectivity around the town and resort. The Cleethorpes Townscape Heritage project focuses on conserving and enhancing historic buildings on Alexandra Road and Sea View Street which form the Cleethorpes Conservation Area. The next stage of this project is being developed along with the DUNE project for the boating lake area including the SSSI.

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 ongoing 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 and the sector.

4.3 The council has a revenue budget of £38K per annum allocated to support the delivery of objectives set out within the tourism action plan. Without future funding from UKSPF, there is a risk that out of area marketing campaigns and other promotional 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 2024

Appendix 2 - UKSPF Spring Campaign 2024, 'Coastal Time' & UKSPF Autumn Campaign, 'Embrace the Season'.

Appendix 3 - 'What's On' Guide 2024

13. CONTACT OFFICER(S)

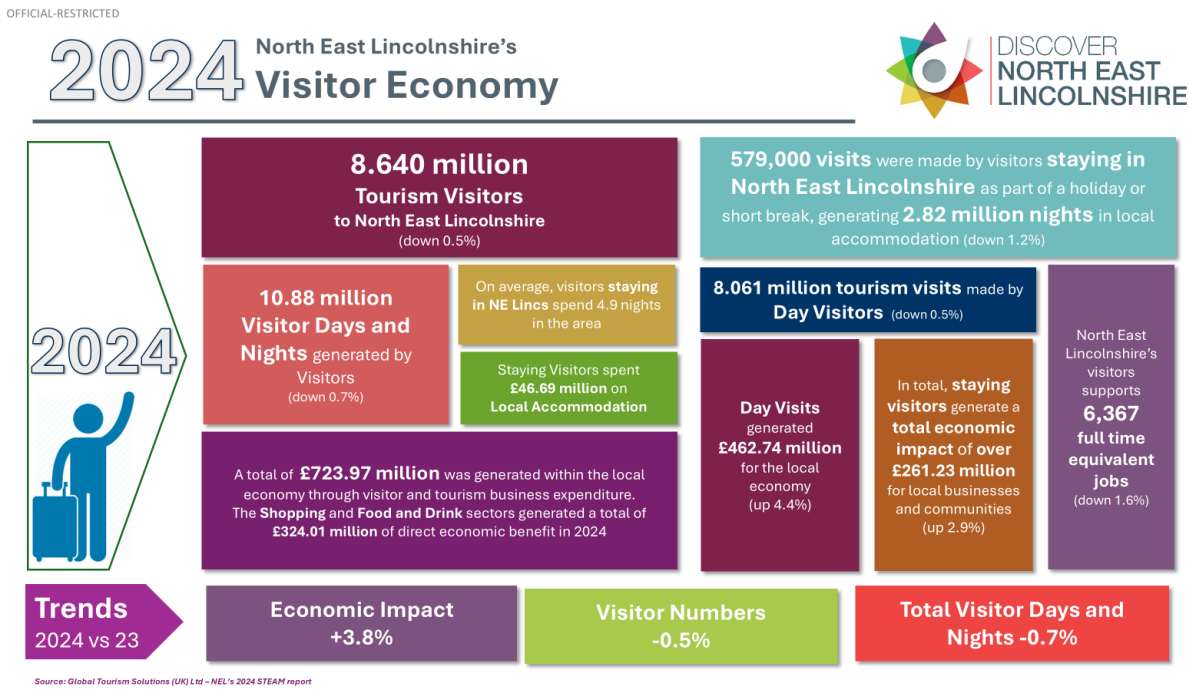
Helen Thompson, Strategic Lead for Tourism

Tel: 01472 325722 E: Helen.thompson1@nelincs.gov.uk

Carolina Borgstrom, Director Economy, Environment and Infrastructure

APPENDIX 1
NEL Tourism Dashboard 2024

Slide 1 – Key Economic Indicators



2024 North East Lincolnshire's Visitor Economy



Category	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
Visitor Numbers	18.9%	38.0%	28.8%	14.3%
Visitor Days	16.1%	37.4%	31.5%	15.0%
Economic Impact	15.3%	36.1%	32.9%	15.7%

A bar chart comparing three metrics across four time periods. The metrics are Visitor Numbers, Visitor Days, and Economic Impact. The time periods are Jan-Mar, Apr-Jun, Jul-Sep, and Oct-Dec. The values are as follows:

Metric	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
Visitor Numbers	18.6%	37.6%	29.5%	14.3%
Visitor Days	15.9%	37.3%	31.8%	15.0%
Economic Impact	15.1%	36.1%	33.2%	15.6%

The figure consists of three bar charts comparing the impact of the pandemic for two periods: Jan-Mar and Apr-Jun. The legend indicates that blue bars represent Jan-Mar and orange bars represent Apr-Jun.

- Visitor Numbers:** Jan-Mar is 18.0%, Apr-Jun is 37.0%.
- Visitor Days:** Jan-Mar is 15.1%, Apr-Jun is 36.9%.
- Economic Impact:** Jan-Mar is 14.1%, Apr-Jun is 35.6%.

Metric	Jan-Mar	Apr-Jun
Visitor Numbers	18.0%	37.0%
Visitor Days	15.1%	36.9%
Economic Impact	14.1%	35.6%

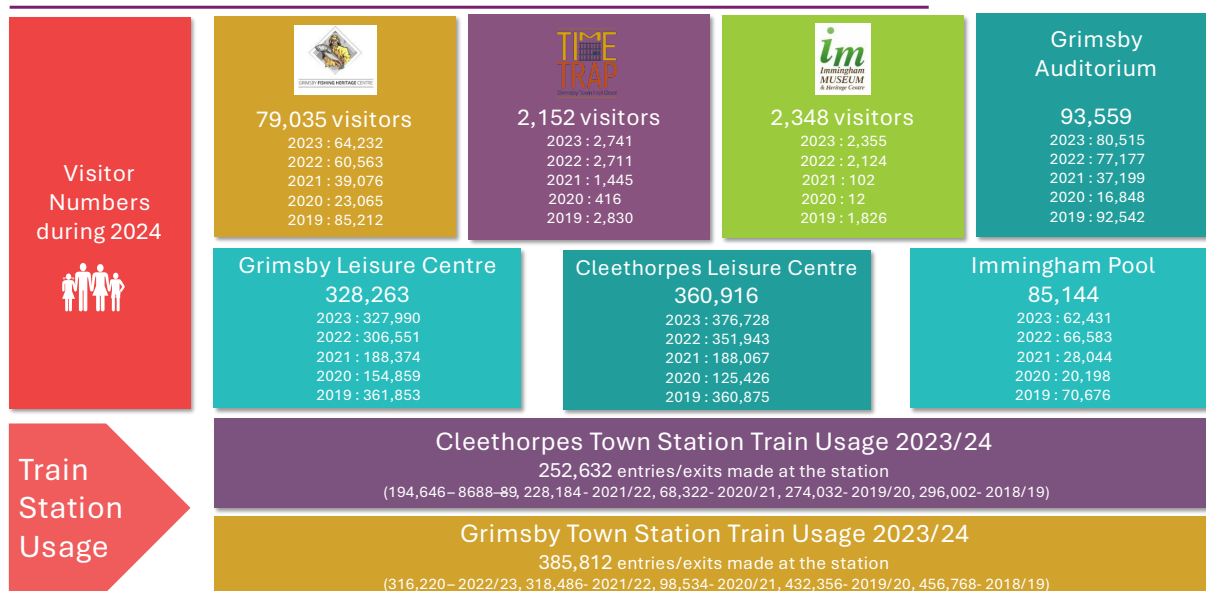
Source: Global Tourism Solutions (UK) Ltd NEI's STEAM reporting.

A bar chart comparing visitor statistics across four months: Jan-Mar, Apr-Jun, Jul-Sep, and Oct-Dec. The chart is divided into three categories: Visitor Numbers, Visitor Days, and Economic Impact. Each category has four bars representing the percentage of visitors for each month group. The data is as follows:

Category	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
Visitor Numbers	20.3%	36.2%	29.6%	13.8%
Visitor Days	18.5%	35.8%	31.5%	14.2%
Economic Impact	17.8%	34.9%	32.6%	14.8%

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North East Lincolnshire's Visitor Economy 2024 TOURISM DASHBOARD



Source: Attractions and Rail Data Portal.

Slide 5 – Meridian Showground Key Statistics

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2024

North East Lincolnshire's
Visitor Economy



11 Events held in 2024
including use by Armed Forces Weekend
and the Air Cadets

New Events in 2024
DocksFest
Haven Fest (private event)

The Inaugural DocksFest took place on Saturday 6 July 2024. Headlining Razorlight, Frank Turner, Feeder and Lottery Winners, it was hosted by Lloyd Griffith. This new event proved to be a significant success, drawing over 4,000 attendees.

Ticket Sale Locations:
77% - Yorkshire & Humber
16% - East Midlands
3% - North West England
2% - East of England
1% - South East England
1% - West Midlands

Visitors came from:
Hull, West Yorkshire, Leicestershire,
Surrey, Nottingham, Cumbria,
Blackpool, Kent, Merseyside,
Peterborough, Greater Manchester,
Hertfordshire & many more.

What's been on at MSG?
Tuckers Fun Fair (April)
Race for Life (May)
Fake Fest (June)
The Gathering Fest (June)
HavenFest (July)
Docks Fest (July)
Tuckers Fun Fair (August)
Meridian Rocks (September)
North Lincs Flyball (September)
plus.8.private.events





Slide 6 – Grimsby Fishing Heritage Centre Key Statistics

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2024

North East Lincolnshire's
Visitor Economy

79,035 Centre Visitors
Up 23% [2023 : 64,232]

1,490 School Children Visited

5,872 Ross Tiger Visitors Up 30%

EXHIBITIONS HELD DURING 2024

'Grim and Havelock: The Greatest Story Never Told'
by The Equality Practice
Murial.Barker.Gallery2February.to.June

'Hometown Heroes: A Celebration of Sport'
celebrating the sporting achievements of NEL people
Murial.Barker.Gallery2July.to.December

'Stories from the Sea'
exhibition of maritime paintings
Doughty.Gallery2July.December.8680

Exhibition of schoolwork relating to the
Grim & Havelock exhibition
Café.Gallery2February.to.June

Exhibition of schoolwork relating to the Hometown
Heroes exhibition
Café.Gallery2July.to.December



GRIMSBY FISHING HERITAGE CENTRE



The Centre hosted the annual reunion of fisherman event and it supported the first #NationalFishingRemembranceDay. Brand new coir matting was installed on the Ross Tiger, supplied by local company, Allenby Stephenson.

Guy Martin, the British former motorcycle racer, heavy vehicle mechanic and television presenter, visited the centre to view the new Hometown Heroes exhibition in which he featured.

The Humber Museums Partnership project, now in year 2, included activities such as:

- making a variety of outreach visits to local care homes and schools with special 1950s loans boxes about the FHC.
- creation of a new sensory backpack featuring Sid the Seagull, a torch, binoculars and more, for loan to those needing extra support.
- launch of a new blog and a quarterly newsletter for schools and for visitors.

The National Lottery Heritage Fund project, Dynamic Collections, continued with new members joining its 'Heritage Heroes' weekly sessions for adults with additional needs.

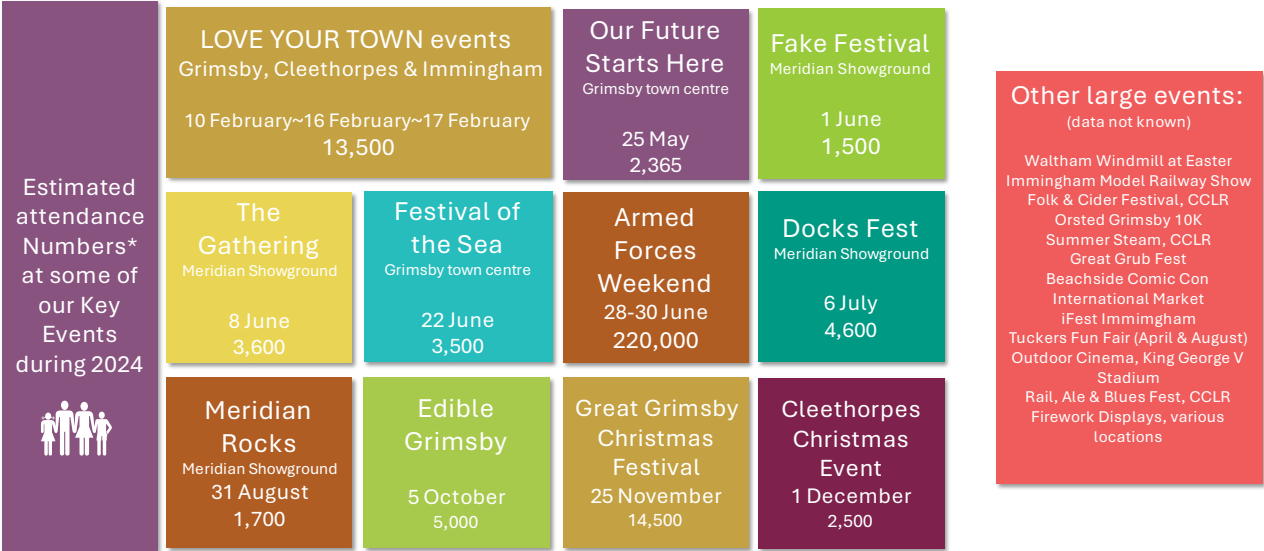




Slide 7 – Key Events in NEL

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North East Lincolnshire’s Visitor Economy
2024 TOURISM DASHBOARD– Key Events



*EstimatedSource:Eventorganisers

Slide 8 – Footfall in Cleethorpes

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North East Lincolnshire’s Visitor Economy
2024 FOOTFALL - Cleethorpes

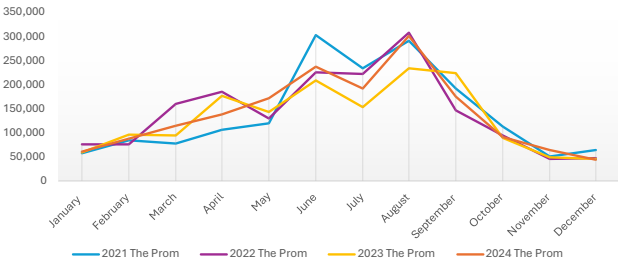


Footfall
2024

Source:Springboard.Footfall.counters

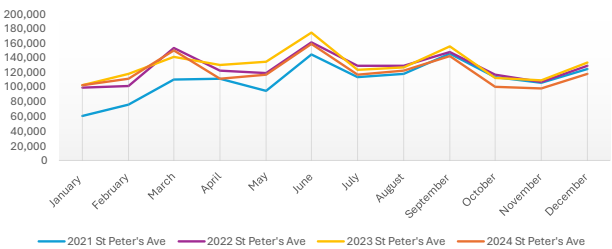
Cleethorpes
The Promenade
2024 - 1,674,621

2023 – 1,572,106
2022 – 1,711,436
2021 – 1,691,354
2020 – 1,523,561
2019 – 1,905,128



Cleethorpes
St Peter’s Avenue
2024 - 1,457,358

2023 – 1,571,475
2022 – 1,525,365
2021 – 1,324,124
2020 – 1,279,215
2019 – 1,739,152



Slide 9 – Footfall in Grimsby

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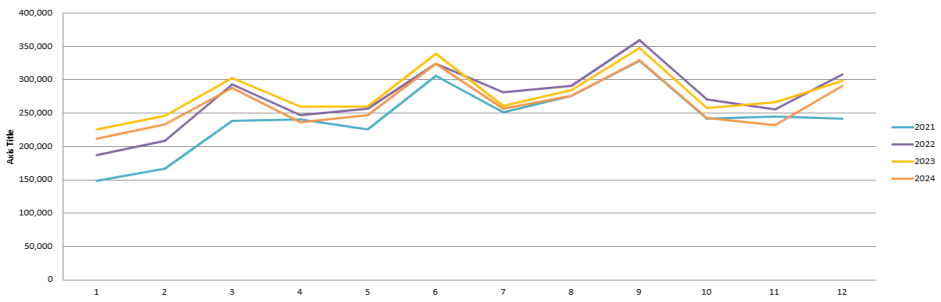
North East Lincolnshire’s Visitor Economy
2024 FOOTFALL – Grimsby town centre



Footfall
2024

Source:Springboard.Footfall.counters

Footfall Counter - Victoria Street Grimsby



Grimsby
Victoria Street
2024 - 3,166,954

2023 – 3,347,972
2022 – 3,281,879
2021 – 2,909,522
2020 – 2,863,002
2019 – 4,273,159

Grimsby
St James Square
2024 - 1,282,822

2023 – 1,534,834
2022 – 1,639,660
2021 – 566,378
[Installed August 2021]

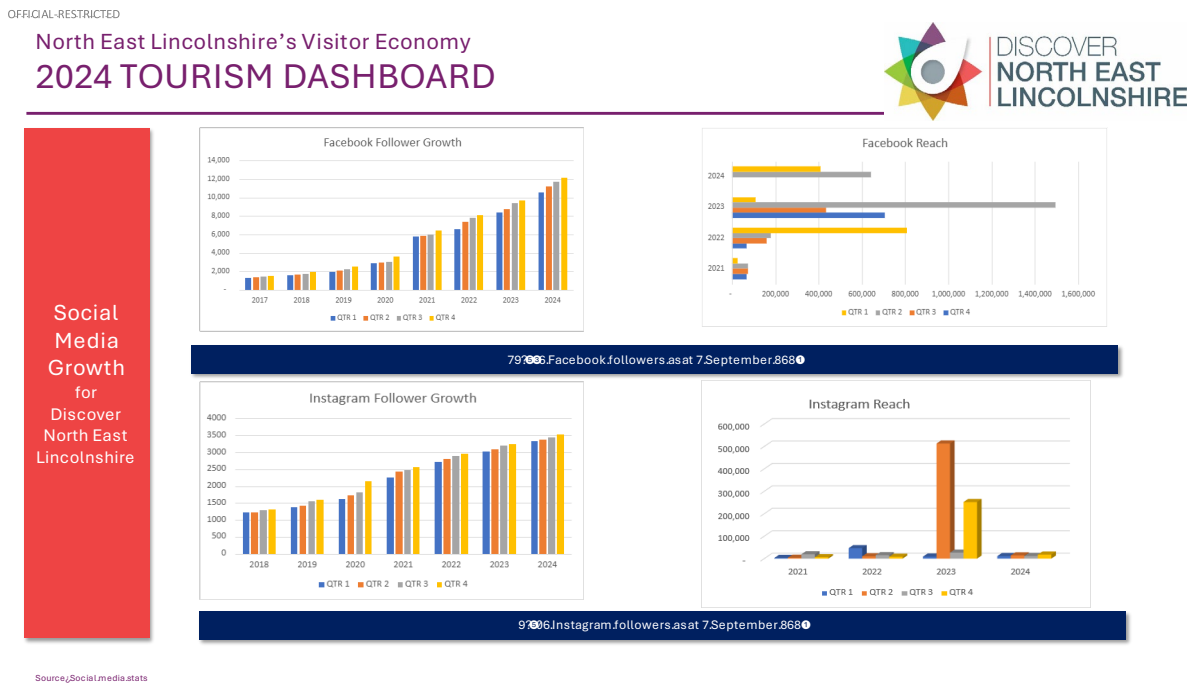
Grimsby
Riverhead Square
2024 - 1,595,124

2023 – 1,652,018
2022 – 1,477,288
2021 – 499,757
[Installed August 2021]

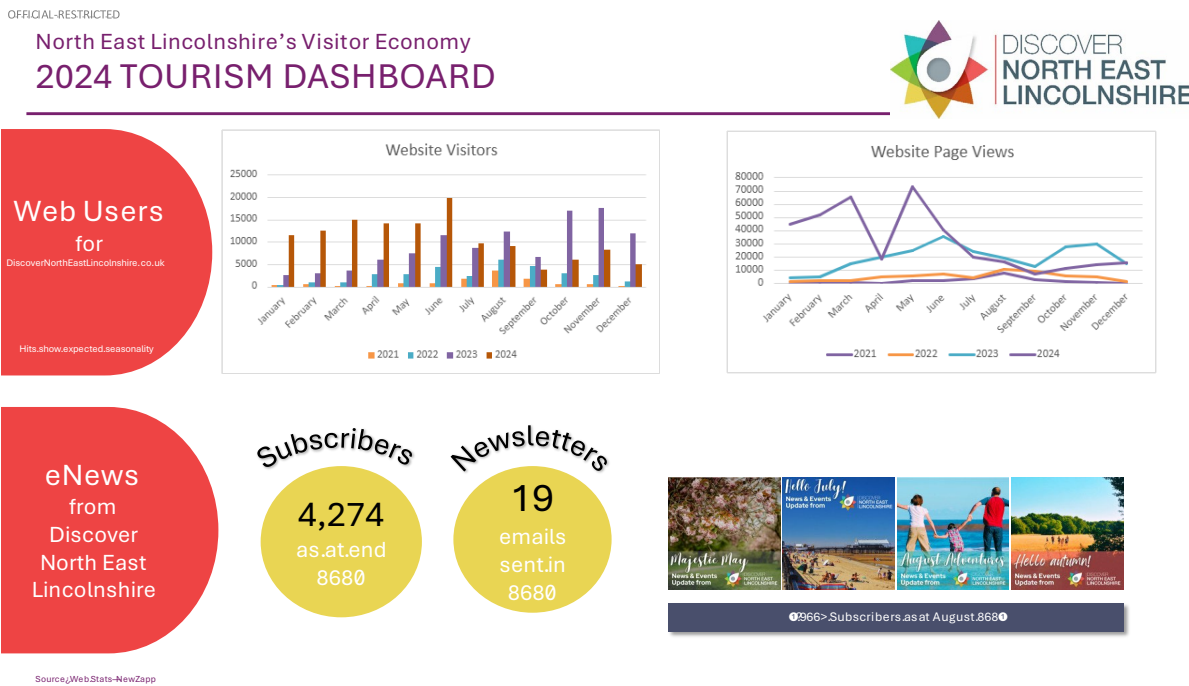
Slide 10 – Visitor Survey



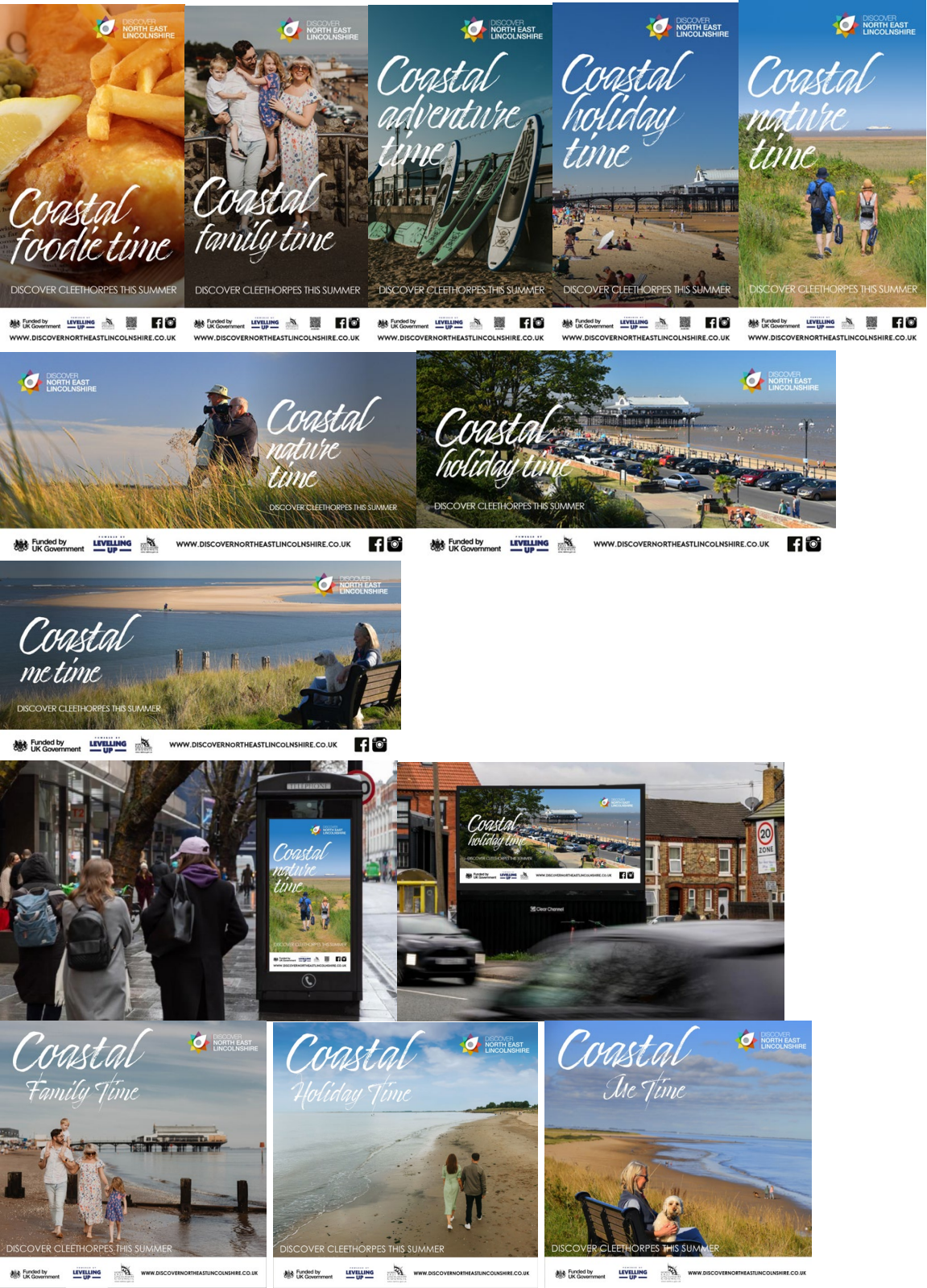
Slide 12 – Web Statistics (Discover North East Lincolnshire)



Slide 13 – Web Statistics (Discover North East Lincolnshire)



APPENDIX 2: UKSPF Spring Campaign 2024, 'Coastal Time'
Various Clear Channel artwork



UKSPF Autumn Campaign 2024, ‘Embrace the Season’

Embrace the season

in North East Lincolnshire




www.discovernortheastlincolnshire.co.uk

Funded by UK Government

NORTH LINCOLNSHIRE COUNCIL


f i

UKSPF ‘Autumn Campaign 2024 ‘Embrace the Season’
Lincolnshire Life Advert and Editorial



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APPENDIX 3: What's On Guide 2024

