

## Economy, Culture and Tourism Scrutiny

|                  |                                                                                                 |
|------------------|-------------------------------------------------------------------------------------------------|
| <b>DATE</b>      | 8 <sup>th</sup> October 2026                                                                    |
| <b>REPORT OF</b> | Damien Jaines-White, Assistant Director,<br>Regeneration, Environment, Economy & Infrastructure |
| <b>SUBJECT</b>   | Overview of Tourism: North East Lincolnshire Tourism<br>Dashboard, 2025                         |
| <b>STATUS</b>    | 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 2025 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 informs the Tourism Marketing Plan.

### MATTERS FOR CONSIDERATION

The Tourism Dashboard 2025 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 (2025 vs 2024) 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 2025 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 2025 vs 2024. 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 (+2.2%) / GL (+3.2%)
- NEL Total visitor days and nights (+3.4%) / GL (+4.9%)
- NEL Economic impact, including inflation (+8.3%) / GL (+9.6%)

**Table 1**

| <b><u>Visitor Numbers</u></b>  | <b>2021</b> | <b>2022</b> | <b>2023</b> | <b>2024</b> | <b>2025</b>   | <b>2024-5 difference</b> |
|--------------------------------|-------------|-------------|-------------|-------------|---------------|--------------------------|
| <b>Grimsby &amp; wider NEL</b> | 4.79m       | 5.34m       | 5.48m       | 5.45m       | <b>5.62m</b>  | <b>+3.1%</b>             |
| <b>Cleethorpes</b>             | 2.73m       | 3.25m       | 3.20m       | 3.19m       | <b>3.22m</b>  | <b>+0.7%</b>             |
| <b>NEL</b>                     | 7.52m       | 8.59m       | 8.68m       | 8.64m       | <b>8.83m</b>  | <b>+2.2%</b>             |
| <b>Greater Lincolnshire</b>    | N/A         | N/A         | 32.34m      | 32.17m      | <b>33.19m</b> | <b>+3.2%</b>             |

| <b><u>Visitor Days &amp; Nights</u></b> | <b>2021</b> | <b>2022</b> | <b>2023</b> | <b>2024</b> | <b>2025</b>   | <b>2024-5 difference</b> |
|-----------------------------------------|-------------|-------------|-------------|-------------|---------------|--------------------------|
| <b>Grimsby &amp; wider NEL</b>          | 5.15m       | 5.79m       | 5.93m       | 5.88m       | <b>6.09m</b>  | <b>+3.6%</b>             |
| <b>Cleethorpes</b>                      | 4.49m       | 5.24m       | 5.03m       | 5.00m       | <b>5.16m</b>  | <b>+3.3%</b>             |
| <b>NEL</b>                              | 9.64m       | 11.04m      | 10.95m      | 10.88m      | <b>11.25m</b> | <b>+3.4%</b>             |
| <b>Greater Lincolnshire</b>             | N/A         | N/A         | 46.46m      | 45.83m      | <b>48.08m</b> | <b>+4.9%</b>             |

The 'visitor number' for NEL was up by 2.2% in 2025, and the figure for 'visitor days and nights' was up 3.4%. The gap between the headline statistics for NEL and GL is quite small, however, it is worth noting that Greater Lincolnshire benefits from a broader and more diverse tourism offer including the Lincolnshire coast, Lincoln, market towns, countryside attractions, heritage assets and a much larger accommodation stock. By comparison, NEL is more dependent on the coastal day visitor market centred on Cleethorpes.

It also important to understand that Greater Lincolnshire has a larger overnight accommodation sector with almost 97,000 paid accommodation beds across Greater Lincolnshire, whereas NEL records approximately 11,333 beds. Because overnight visitors typically spend considerably more than day visitors, destinations with stronger accommodation capacity tend to achieve faster economic impact growth. So, while

Greater Lincolnshire achieved slightly stronger headline growth, NEL was broadly keeping pace and was performing particularly well in terms of visitor days and nights.

The challenge remains converting more of Cleethorpes' large day visitor market into overnight stays, which is why initiatives such as larger events at the Meridian Showground, having a strong cultural and tourism focused events programme in the resort, and carrying out annual destination marketing campaigns are so important. It is also important that new accommodation investment takes place.

| <b><u>Economic Impact</u></b>  | <b>2021</b> | <b>2022</b> | <b>2023</b> | <b>2024</b> | <b>2025</b>    | <b>2024-5 difference</b> |
|--------------------------------|-------------|-------------|-------------|-------------|----------------|--------------------------|
| <b>Grimsby &amp; wider NEL</b> | £254.57m    | £315.86m    | £358.40m    | £372.14m    | <b>£399.0m</b> | <b>+7.2%</b>             |
| <b>Cleethorpes</b>             | £251.44m    | £320.37m    | £338.79m    | £351.83m    | <b>£385.4m</b> | <b>+9.5%</b>             |
| <b>NEL</b>                     | £506.01m    | £636.23m    | £697.19m    | £723.97m    | <b>£784.3m</b> | <b>+8.3%</b>             |
| <b>Greater Lincolnshire</b>    | N/A         | N/A         | £2.92bn     | £3.01bn     | <b>£3.3bn</b>  | <b>+9.6%</b>             |

For economic impact in NEL, the visitor economy was worth £784mm, a rise of 8.3% against 2024 (£724m). Most of this increase can be accounted for by the rising cost of goods and services over this period (UK inflation was between 2.6% and 3.8% during 2025), 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 (£203m), 18% on food and drink (£144m), 9% on transport (£74m), 7% (£57m) on accommodation and 32% on indirect and induced spend, which measures the secondary economic ripple effects that happen when a primary business or project spends money in an area (£252m).

Greater Lincolnshire's economic growth was also partly inflationary, and much of the increase in tourism value is not necessarily the result of more visitors spending more in real terms. Most of NEL's 8.3% economic impact increase was driven by rising prices for goods and services rather than a major improvement in underlying performance. The same inflationary effect is also reflected in Greater Lincolnshire's 9.6% increase.

**Slide 3** highlights local data, such as attraction/event numbers including the Auditorium and Leisure Centres, which are managed by Lincs Inspire.

**Slide 4** 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 2025, high-profile events such as the Ella Henderson concert was a sold-out event, attracting 6,000 spectators to MSG. The event drew visitors from across the region and beyond, generating significant footfall and contributing to the local visitor economy. Accommodation providers reported strong demand around the event period, highlighting the positive impact that major events can have on local businesses and the wider tourism sector. 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 2025 there were 13 events which represented 79.5 hire days.

The council has recently received approval 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. The opportunity for future development of the MSG will be detailed in a report to ECT Scrutiny scheduled for later this year.

**Slide 5** shows a snapshot of events that were held around NEL in 2025.

**Slide 6** shows that the Grimsby Fishing Heritage Centre (GFHC), NEL's accredited museum, had a 19% increase in visitor numbers in 2025 and remains Trip Advisor's Number One tourist attraction in Grimsby. During 2025 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, which has now been extended until March 2028, 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.

## 2.2 Footfall Statistics

**Slides 7 and 8** provide the footfall figures in Grimsby and Cleethorpes during 2025. 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 2025 Cleethorpes promenade figures show a 4.9%% increase year-on-year. The busiest footfall month in 2025 was August (314,048) which is the summer break for schools. The weather conditions across the traditional summer months were more favourable in 2025 than during the summer of 2024 which was particularly wet. Understandably, there is a direct correlation between weather conditions and visitor numbers.

From a retail perspective the total footfall in 2025 for St Peter's Avenue in Cleethorpes showed a 2% increase versus 2024. The busiest month in 2025 was July (177,221). The high street area of Victoria Street, Grimsby remained static against the previous year, with 3.163 million visitors in 2025 versus 3.167 million in 2024. The busiest month during 2025 was July (327,907). As a comparison to national statistics British Retail Consortium (BRC) and Sensormatic data for 2025 found:

- Total UK footfall was down 0.8% in 2025 compared with 2024.
- High street footfall declined by 0.9%.
- 2025 was the **third consecutive year of national footfall decline**, although the reductions were relatively modest compared with many local centres.

| Location                      | Change                                                    |
|-------------------------------|-----------------------------------------------------------|
| UK High Streets               | -0.9% [ <a href="https://www.brc.org.uk">brc.org.uk</a> ] |
| Grimsby Victoria Street       | -5.0% [ <a href="#">Springboard statistics</a> ]          |
| Cleethorpes St Peter's Avenue | -7.3% [ <a href="#">Springboard statistics</a> ]          |

Compared with the national high street average decline of 0.9%, Grimsby's retail core fell around 4 percentage points, while St Peter's Avenue in Cleethorpes fell around 6 percentage points. An interesting contrast is that tourism-related footfall in Cleethorpes remained strong, with the promenade counter showing a 6.5% increase. This suggests visitors were still coming to the resort, but proportionally fewer were moving into the retail area of St Peter's Avenue.

In summary, while overall tourism volumes in NEL grew in 2025, retail footfall in both Cleethorpes and Grimsby underperformed against the national average. The data suggests that visitor growth is not yet translating into equivalent growth in traditional town-centre retail activity, particularly on St Peter's Avenue and Victoria Street.

## 2.3 Visitor Survey

The Tourist Information Centre (TiC) carries out surveys with visitors. The feedback highlighted in **Slides 9 and 10** 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 43% of 'out of the region' visitors surveyed, 39% came from Yorkshire, 25% came from Lincolnshire/North Lincolnshire, 20% from the Midlands and 16% other places. A total of 80% of those surveyed travelled by car, 10% by train and 10% were unknown.

## 2.4 Social Media Statistics

**Slide 11** shows a continued positive upward trajectory of followers and likes of the Discover NEL social media channels, including Instagram and Facebook. By 1 September 2026 there are 17,500 Facebook followers and 4,400 Instagram followers. 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 partner with local businesses to run competitions.

The Spring and Autumn marketing campaigns, funded by UK Shared Prosperity, have had a positive impact on our Facebook and Instagram channels in Q2 and Q4.

## 2.5 Web Statistics and eNews

To find out what is happening in NEL, we request that you follow:

[www.discovernortheastlincolnshire.co.uk](http://www.discovernortheastlincolnshire.co.uk)

**Slide 12** is an overview of the web statistics for the Discover NEL website 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. The highest spikes for views were in June for Armed Forces weekend, and November, for Christmas content.

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 on the website for people to subscribe. By the end of 2025 we have over 5,900 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 aim to increase the number of subscribers 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 full-time and one part-time members of staff: Strategic Lead; Tourism Officer (tourism marketing, tourism events coordination & promotions); the MSG Manager; and MSG Facilities and Maintenance Assistant. The council's tourism revenue budget for 2025-2026 was £38K and this has increased in 2026-27 to £88K per annum, with approximately £13K allocated to annual licences, subscriptions, data capture and software requirements and the remainder for marketing and promotional activities. The Spring and Autumn campaigns were previously funded by UKSPF which is no longer available.

The Council's Economic Strategy which sets out the direction of the Visitor Economy Sector in NEL, is due to be refreshed during 2026/27. 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.**

In previous years funding, through the UK Shared Prosperity Fund (UKSPF), pays for local and out of area marketing campaigns and these activities are now supported through the council's tourism revenue budget. As shown in Appendix 2, the Spring campaign launched in March 2025 had the strapline 'Coast Lovers Wanted' highlighting our beautiful coastline to encourage people to visit and stay. In September 2025, the Autumn campaign launched with 'Golden Day, Coastal Ways'.

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. Having been successful in extending the capacity of the MSG to 15,000, and with Martyn's Law being effective from April 2027, a capital business plan is currently being drawn up with a report to be presented to ECT Scrutiny in November 2026. The capacity increase represents 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 was distributed in neighbouring counties through an external provider. The guide was refreshed and issued at the start of 2026 and will be in place until the end of 2027. A link to the guide is: <https://nelincs.pagetiger.com/kzquhl>

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 2025 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 outdoor advertising including billboards and 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. The 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 TiC 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. During 2025, the 'Cleethorpes Townscape Heritage' project focused 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, 'Cleethorpes Heritage Revealed', is in its development phase 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 increased the revenue budget to £88K per annum which provides an opportunity to further support the delivery of objectives set out within the tourism action plan.

#### **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. An increase to the tourism revenue budget will support promotional 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 2025

Appendix 2 - UKSPF Spring Campaign 2025, 'Coastal Lovers Wanted' & UKSPF Autumn Campaign, 'Golden Days, Coastal Ways'.

Appendix 3 - 'What's On' Guide 2025

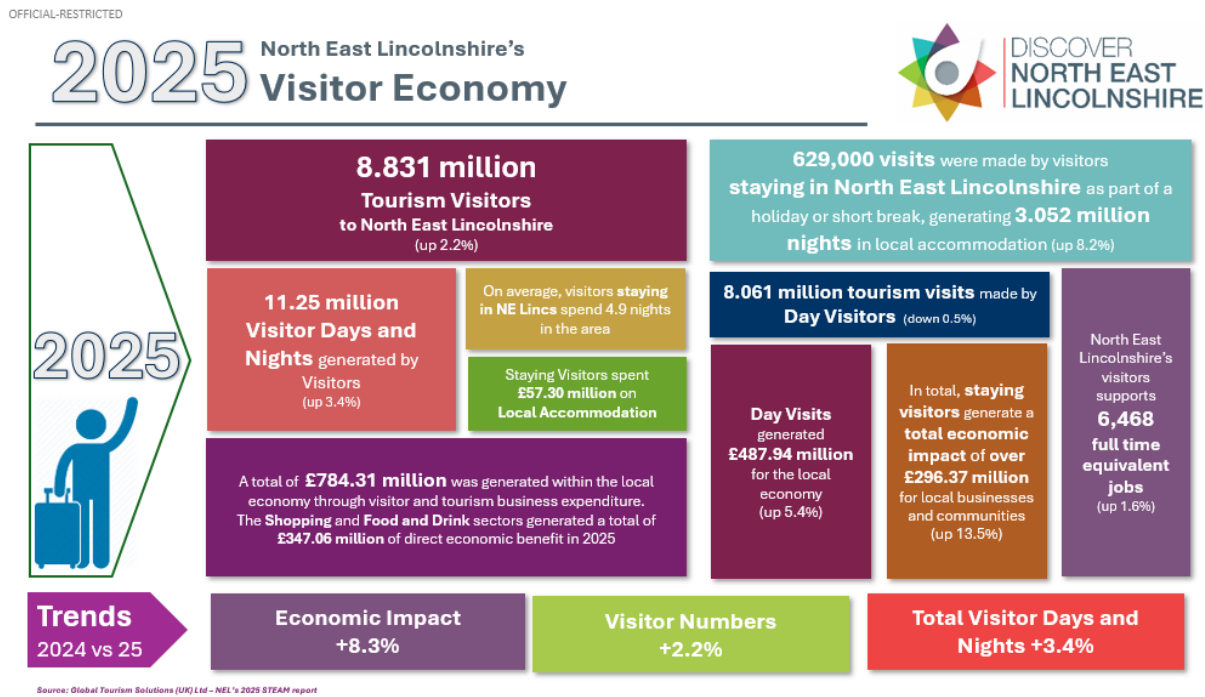
## **13. CONTACT OFFICER(S)**

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**Damien Jaines-White, Assistant Director, Regeneration, Environment,  
Economy & Infrastructure**

APPENDIX 1  
NEL Tourism Dashboard 2025  
  
Slide 1 – Key Economic Indicators





DISCOVER  
NORTH EAST  
LINCOLNSHIRE



Some figures have been rounded to the nearest whole number where relevant.

## OFFICIAL-RESTRICTED



DISCOVER  
NORTH EAST  
LINCOLNSHIRE



## Slide 4 – Meridian Showground Key Statistics

OFFICIAL-RESTRICTED

# 2025 North East Lincolnshire's Visitor Economy



13 Events held in 2025

### New Events in 2025

Ride Rock Roll  
Pop Live presents: Ella Henderson  
Scooter Rally (new organisers)  
Everybody Loves the Sunshine

### What's been on at Meridian Showground?

Tuckers Fun Fair (April)  
Race for Life (May)  
Fake Fest (May)  
Pop Live (June)  
The Gathering Fest (June)  
Armed Forces (June)  
Docks Fest (July)  
CleeW (July)

Ride Rock Roll (July)  
Scooter Rally (July)  
Everybody Loves the Sunshine (August)  
Tuckers Fun Fair (August)  
North Lincs Flyball (private club event) (September)



The **Pop Live : Ella Henderson** concert was a sold-out event, attracting 6,000 spectators to Meridian Showground. The event drew visitors from across the region and beyond, generating significant footfall and contribution to the local visitor economy.

Accommodation providers reported strong demand around the event period, highlighting the positive impact that major events can have on local businesses and the wider tourism sector.



## Slide 5 – Grimsby Fishing Heritage Centre Key Statistics

OFFICIAL-RESTRICTED

# 2025 North East Lincolnshire's Visitor Economy



97,344 Centre Visitors  
Up 19% [2024 : 79,035]

1,259 School Children Visited

5,915 Ross Tiger Visitors

### EXHIBITIONS HELD DURING 2025

**Rambles in Lincolnshire (11 January – 5 May 2025):**  
A display of nearly 100 original framed railway poster prints and maps by renowned artists like Kenneth Steel and Frank Mason

**Our Past on Paper (24 May – 29 November 2025):**  
A collection of paper archives researched by local volunteers, covering local theatres, cinemas, and the Grimsby Chums.

**Streets of Grimsby (Opened 24 May 2025):**  
A mix of historic and contemporary artworks depicting local scenes from the 1850s to the present day

**Moments in Time: Coastal photography by Steve Dixey (13 December 2025 to 15 March 2026).**

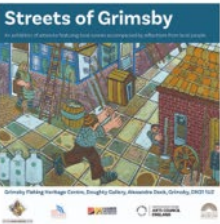


GRIMSBY FISHING HERITAGE CENTRE



The Centre hosted the annual reunion of fisherman event and it supported the #NationalFishingRemembranceDay.

Various works commenced on the Ross Tiger supported by UKSPF.



The Humber Museums Partnership project, now in year 4, included activities such as:

- Loans box and outreach projects expanded, with the publication of a new reminiscence booklet to accompany the loans box for care homes.
- New summer holiday 'Workshop Wednesday' programme of weekly craft sessions launched, attracting 142 children and another 165 for Christmas and Easter sessions.
- Launch of family activity book to increase children's engagement.

The National Lottery Heritage Fund project, Dynamic Collections, completed in December 2025 having established its 'Heritage Heroes' weekly sessions for adults with additional needs.

## Slide 6 – Key Events in NEL

OFFICIAL-RESTRICTED

North East Lincolnshire's Visitor Economy  
2025 TOURISM DASHBOARD – Key Events

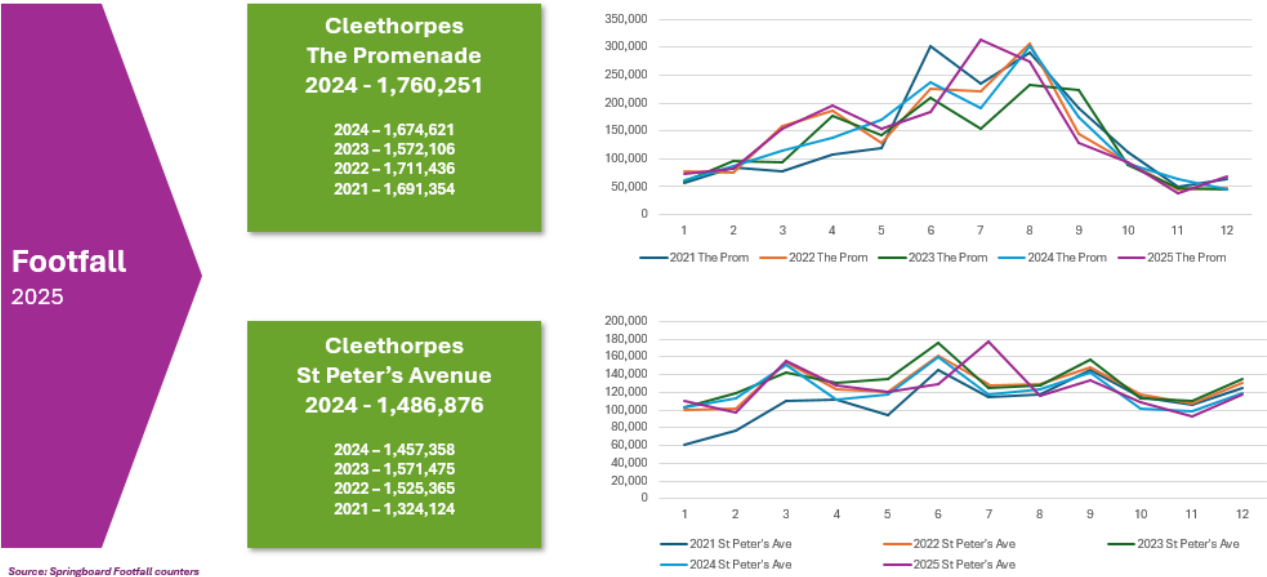


\*Estimated Source: Event organisers

Slide 7 – Footfall in Cleethorpes

OFFICIAL-RESTRICTED

North East Lincolnshire's Visitor Economy  
2025 FOOTFALL - Cleethorpes



Source: Springboard Footfall counters

Slide 8 – Footfall in Grimsby

OFFICIAL-RESTRICTED

North East Lincolnshire’s Visitor Economy  
2025 FOOTFALL – Grimsby town centre



Footfall  
2025



Grimsby  
Victoria Street  
2025 - 3,162,727

2024 – 3,166,954  
2023 – 3,347,972  
2022 – 3,281,879  
2021 – 2,909,522

Grimsby  
St James Square  
2025 - 1,159,841

2024 – 1,282,822  
2023 – 1,534,834  
2022 – 1,639,660  
2021 – 566,378 [Installed Aug 2021]

Grimsby  
Riverhead Square  
2025 - 1,647,428

2024 – 1,595,124  
2023 – 1,652,018  
2022 – 1,477,288  
2021 – 499,757 [Installed Aug 2021]

Source: Springboard Footfall counters

Slide 9 – TiC Visitor Survey

OFFICIAL-RESTRICTED

North East Lincolnshire’s Visitor Economy  
2025 Visitor Feedback



48 visitors were surveyed during 2025

6,731 people visited  
the TIC during 2025

1218 Qtr 1 – January-March  
3143 Qtr 2 – April-June  
2000 Qtr 3 – July-September  
370 Qtr 4 – October-December



Where were surveyed respondents from?

43% were from outside the area and either on a Day Trip or Short Break (57% were local residents)  
25% were from Lincolnshire/N Lincs, 39% Yorkshire, 20% Midlands, 16% other

Sheffield, Peterborough, Gloucestershire, Doncaster, Bolton, London, Hull,  
Manchester, Bradford, Scunthorpe, Leeds, Nottingham, Liverpool, Driffield, Bridlington.



Getting here  
80% by car  
10% by train  
[10% not known]



40%\*  
were on a  
Day Trip

\*excludes those from NE Lincs

53%\*

were on a Short Break

11.1% stayed 1 night  
33.3% stayed 2-3 nights  
55.6% stayed 4-5 nights  
[2% not known]

\*excludes those from NE Lincs



Those on a Short Break –  
where did they stay?

50% Caravan/Camping  
22% Haven Holiday Park  
11% Hotel  
11% B&B  
[6% not known]

Slide 10 – TiC Visitor Survey

OFFICIAL-RESTRICTED

North East Lincolnshire’s Visitor Economy  
2025 Visitor Feedback



### Reasons for visiting Cleethorpes

65% said it was **'for food & drink'**  
53% said they were here for **walking**  
71% said they were here for the **Beach**  
47% said they were **on holiday** or a **daytrip**  
24% for the **attractions & arcades**  
24% were **shopping**

*Other reasons included meeting/visiting friends or family, dog walking, or to attend an event.*

39% of respondents asked for information in the Tourist Information Centre

### What did visitors say about visiting Cleethorpes?

**'Lovely people, loved Steels! Nice beach'**  
**'Love to walk around the area'** **'Love to stroll down the beach'**  
**'The beach and surrounding area, enjoy the walks. Always look forward to returning. Beautiful scenery.'**  
**'We enjoyed our visit last year so much we looked forward to coming back'**  
**'On a family day out'** **'Family used to visit when younger'**  
**'First visited last year for the day and decided to book a holiday'**  
**'First visited earlier in the year and couldn't wait to stay over, booked a trip to spend time with family. Enjoying it so much is staying longer.'**  
**'Fabulous views and so much nature'**  
**'Came for lovely breakfast and walk down promenade'**

Slide 11 – Web Statistics (Discover North East Lincolnshire)

OFFICIAL-RESTRICTED

North East Lincolnshire’s Visitor Economy  
2025 TOURISM DASHBOARD



**Social Media Growth for Discover North East Lincolnshire**

#### Facebook Follower Growth

| Year | QTR1 | QTR2 | QTR3 | QTR4 |
|------|------|------|------|------|
| 2017 | 1000 | 1000 | 1000 | 1000 |
| 2018 | 1500 | 1500 | 1500 | 1500 |
| 2019 | 2000 | 2000 | 2000 | 2000 |
| 2020 | 2500 | 2500 | 2500 | 2500 |
| 2021 | 3000 | 3000 | 3000 | 3000 |
| 2022 | 3500 | 3500 | 3500 | 3500 |
| 2023 | 4000 | 4000 | 4000 | 4000 |
| 2024 | 4500 | 4500 | 4500 | 4500 |
| 2025 | 5000 | 5000 | 5000 | 5000 |

#### Facebook Reach

| Year | QTR1    | QTR2    | QTR3    | QTR4    |
|------|---------|---------|---------|---------|
| 2021 | 100,000 | 100,000 | 100,000 | 100,000 |
| 2022 | 200,000 | 200,000 | 200,000 | 200,000 |
| 2023 | 400,000 | 400,000 | 400,000 | 400,000 |
| 2024 | 600,000 | 600,000 | 600,000 | 600,000 |
| 2025 | 800,000 | 800,000 | 800,000 | 800,000 |

**17,500 Facebook followers as at 1 September 2026**

#### Instagram Follower Growth

| Year | QTR1 | QTR2 | QTR3 | QTR4 |
|------|------|------|------|------|
| 2018 | 1000 | 1000 | 1000 | 1000 |
| 2019 | 1500 | 1500 | 1500 | 1500 |
| 2020 | 2000 | 2000 | 2000 | 2000 |
| 2021 | 2500 | 2500 | 2500 | 2500 |
| 2022 | 3000 | 3000 | 3000 | 3000 |
| 2023 | 3500 | 3500 | 3500 | 3500 |
| 2024 | 4000 | 4000 | 4000 | 4000 |
| 2025 | 4500 | 4500 | 4500 | 4500 |

#### Instagram Reach

| Year | QTR1    | QTR2    | QTR3    | QTR4    |
|------|---------|---------|---------|---------|
| 2021 | 100,000 | 100,000 | 100,000 | 100,000 |
| 2022 | 200,000 | 200,000 | 200,000 | 200,000 |
| 2023 | 400,000 | 400,000 | 400,000 | 400,000 |
| 2024 | 600,000 | 600,000 | 600,000 | 600,000 |
| 2025 | 800,000 | 800,000 | 800,000 | 800,000 |

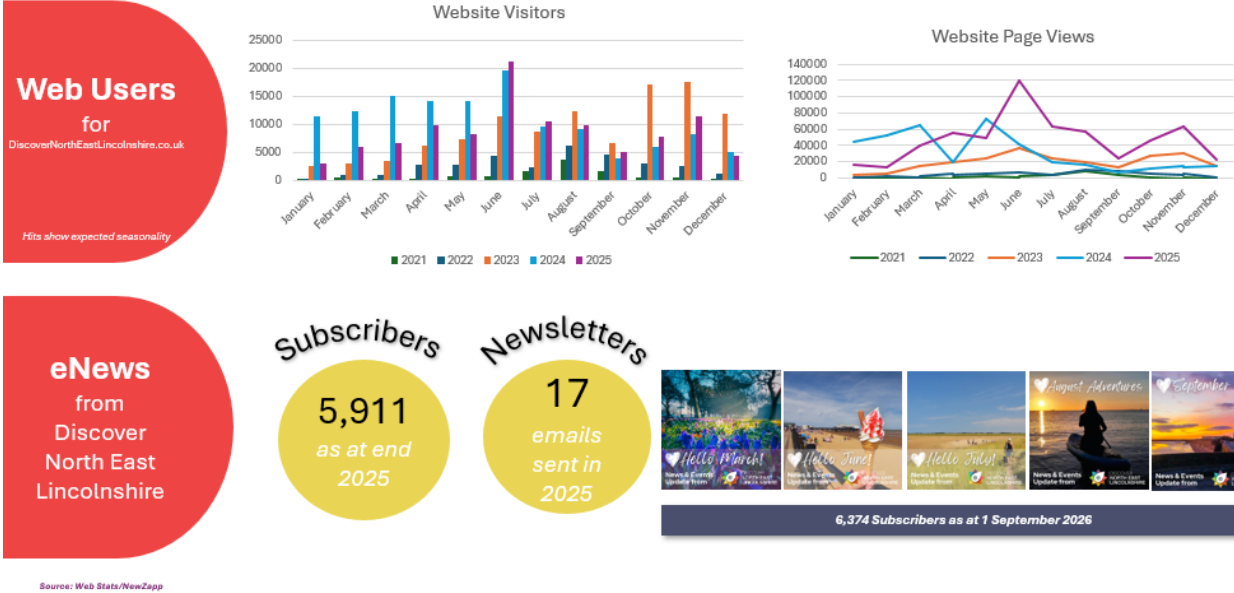
**4,400 Instagram followers as at 1 September 2026**

Source: Social media stats

Slide 12 – Web Statistics (Discover North East Lincolnshire)

OFFICIAL-RESTRICTED

North East Lincolnshire's Visitor Economy  
2025 TOURISM DASHBOARD



APPENDIX 2: UKSPF Spring Campaign 2025, ‘Coast Lovers Wanted’

Clear Channel Outdoor Advertising artwork

Adshells



Billboards

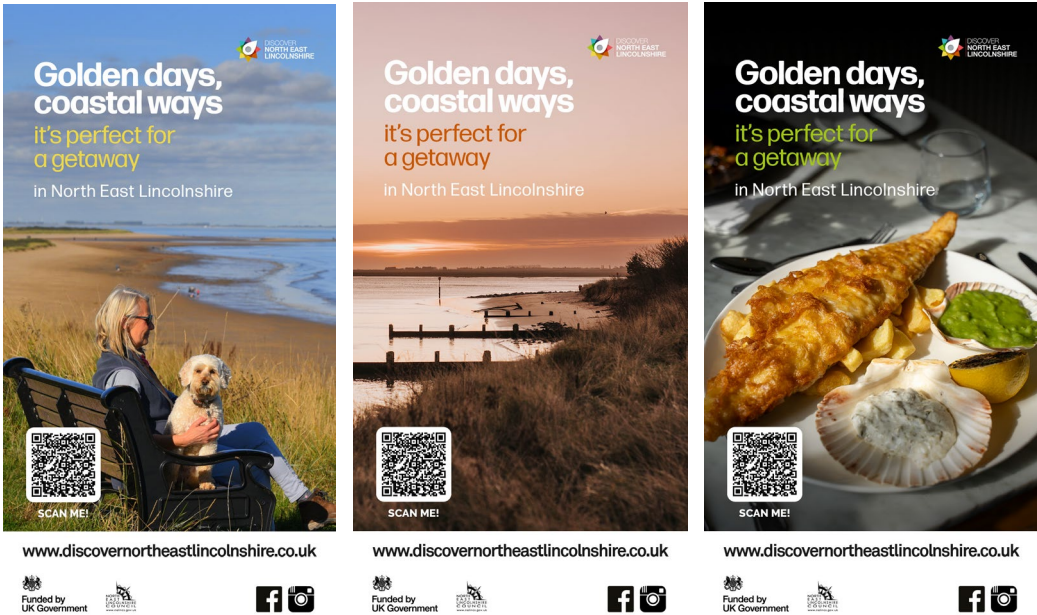


Petrol Forecourt Pump Nozzle adverts

Service Station Washroom Ads



UKSPF Autumn Campaign 2025, ‘Golden Days, Coastal Ways’



Good Taste Food Magazine, September 2025



Social Media campaign

**Golden days, coastal ways**  
in North East Lincolnshire

*Discover your getaways*



**Golden days, coastal ways**  
in North East Lincolnshire

*Coastal adventures*



**Golden days, coastal ways**  
in North East Lincolnshire

*Hearty food*



Golden days, coastal ways  
in North East Lincolnshire

Family fun



Golden days, coastal ways  
in North East Lincolnshire

Boutique stays



Golden days, coastal ways  
in North East Lincolnshire

Coastal walks



