

### Skegness

Footfall in Skegness was higher in August than in July 2024, following the same trend observed in all available years since 2019. This increase is likely due to school holidays being in full swing throughout August, whereas many schools only break up partway through July. The two busiest weeks during July and August were August 12th–18th and August 19th–25th, with total footfalls of 195,990 and 196,302, respectively. The Skegness Carnival and events at Skegness Raceway likely contributed to these high figures.

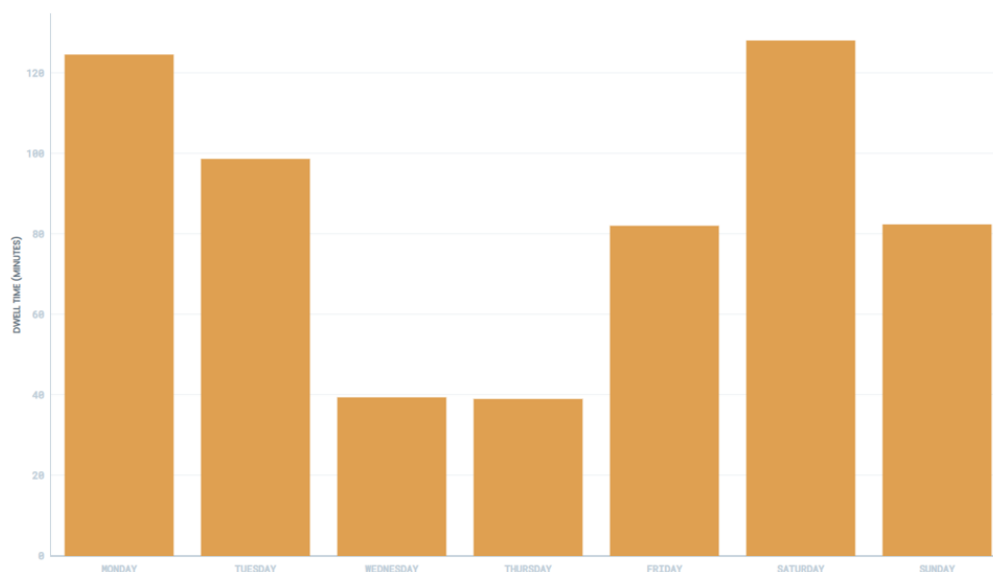
### Mablethorpe

Like Skegness, Mablethorpe also experienced higher footfall in August compared to July, aligning with historical trends. While the school holidays played a significant role, the opening of the new leisure centre in Mablethorpe may have also driven increased visits. Additionally, well-attended events in nearby Sutton-on-Sea, such as Circo Rum Baba’s inflatable whale and workshop, the *Sand in Your Eyes* sand sculpture trail (August 2nd–16th), and the *Light Waves* free sound workshop, likely had a positive impact. Given Sutton-on-Sea’s proximity to Mablethorpe, these events may have contributed to increased visitor numbers. For example, on Thursday, August 1st—when the Circo Rum Baba whale workshop took place—Mablethorpe recorded a footfall of 7,139, significantly higher than the July Thursday average of 6,553, highlighting the potential influence of these events.

### Louth

Louth was an outlier in 2024, as July saw higher footfall than August—an anomaly compared to all previous years since 2019. Unlike other locations, there were no major events or markets in July to account for the increase, making this trend particularly unusual. A review of footfall data found no clear explanation, though one notable difference was the average dwell time (see below). While footfall was higher in July, visitors tended to stay longer in August—except on Fridays and Saturdays. This suggests that July’s figures may have been skewed by people passing through Louth, possibly for school-related reasons, resulting in shorter dwell times during the week.

Average Dwell - July (Louth)



## Appendix A2 – Update on Footfall Figures

Average Dwell - August (Louth)

