

**Tourism is an important and growing element of the economy and Community Rail Partnerships can help to support this.**

Greater Lincolnshire attracts more than 17 million visitors per year, and is home to Butlins in Skegness, the 4<sup>th</sup> most popular tourist resort in the UK. Patronage generated by this sector is very important to Poacher Line and the Community Rail Partnership helps to promote culture and heritage events, and festival attractions along the route.



Skegness and its surrounding communities rely heavily on visitors and rail plays a vital role in enabling this sector to grow. The Poacher Line has extreme peaks in demand during the summer time; some peak flows are predictable but others are less easy to predict when the weather is fine and many day trippers are attracted to the coast from Nottingham and the East Midlands region.





The CRP and local businesses work with the train operator to help plan the strengthening of summer Nottingham to Skegness services. This is essential to accommodate the high passenger flows and East Midlands Trains working in partnership have been very effective in making the best use of available rolling stock.

For the City of Lincoln, 2015 marks the 800<sup>th</sup> anniversary of Magna Carta, a potential catalyst for growth in the market for overseas and domestic visitors, highlighting the importance of good rail links.

Future service aspirations for the Poacher Line include improved connectivity with Virgin Trains East Coast services at Grantham.

